

Investigating Change on the High Street

Why do this?

Surveys help us understand how people **perceive changes** to the high street—socially, economically, and environmentally.

Key things to consider

Before carrying out a survey, geographers must plan carefully. Think about:

- **What information do you want to find out?**
- **How will you ask people (method)?**
- **Where and when will you collect data (sampling strategy)?**
- **What kind of questions will you ask (questionnaire design)?**
- **Will you test your questions first (pilot study)?**
- **How will you store and organise your results?**
- **How will you present and analyse your data?**

Questionnaire design; Types of questions

Closed questions

- Multiple choice, yes/no, scales (e.g. 1–5).
- Easy to compare.
- Creates **quantitative data**.

Open questions

- People explain their thoughts in their own words.
- Richer detail but harder to analyse.
- Creates **qualitative data**.

Example survey

Three geographers visited **Castletown High Street** on **22 April 2022**, from **2pm to 5pm**.

They surveyed **every 5th passer-by**, asking them about changes since the start of the **COVID-19 pandemic**.

Survey questions asked

- Are you a local resident or a visitor to the area?
- Do you think the high street has changed since January 2020?
- If yes, give one example of how it has changed.

Planning

1.Sampling strategy:

If someone refused to take part, what could the geographers do instead?

2.Question types:

Identify whether each question is **open** or **closed**.

3.Data presentation:

Suggest one way to **present or analyse** the results of each question.

► Justify your choice (e.g. bar chart, pie chart, word cloud, quotes).

4.Data collation:

Do you agree with how the group collected and recorded the data?

► What are the **strengths and limitations**?

5.Questionnaire evaluation:

Was this a good set of questions for investigating:

“What are the impacts of the COVID-19 pandemic on Castletown High Street?”

► What could be improved?

6.Alternative research methods:

Suggest **two different** ways (not surveys) to research this topic.

► E.g. photos, footfall counts, shop vacancy rates, interviews, etc.

Bonus Task: Your own mini questionnaire

Write **three questions** you could include in your own survey to explore how a high street has changed (not just COVID-related).

•Try to include **both open and closed** questions.

•Think about **what kind of data** each question would produce.