



Kent County Council Thanet Parkway Research Written Report

Prepared by Lake Market Research for Kent County Council

January 2020



"This report complies to ISO 20252 and any other relevant codes of conduct."

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RESEARCH CONTEXT

BACKGROUND AND OBJECTIVES

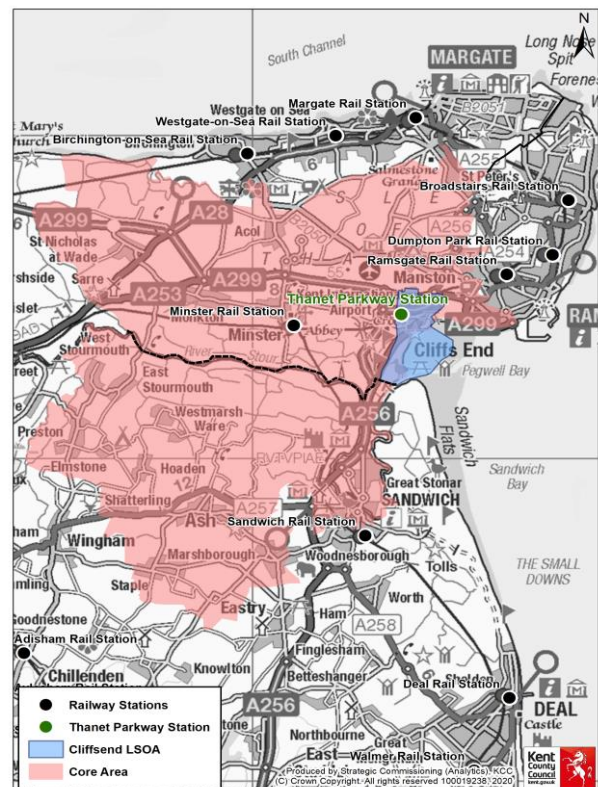
Kent County Council is proposing to build a new parkway railway station in East Kent, which will be located in the village of Cliffsend, between the existing Ramsgate and Minster stations, and be called 'Thanet Parkway'. The station would be a two-platform unstaffed station, with a car park containing 299 parking spaces and an additional 20 spaces for pick-up / drop-off / taxis, disabled parking, electric vehicle parking, and space for parking motorcycles and cycles. There would be two bus stops for access by public transport. A new junction would be created which will allow access to the station directly from the A299 Hengist Way. There would also be a new pedestrian and cycle link to Clive Road, which would connect the station to the village of Cliffsend.

An initial consultation was carried out in 2015, and a second (pre-planning application) consultation was carried out in the first quarter of 2017. The 2017 consultation received a total of 355 responses from a mixture of local residents, local business owners, charity / voluntary sector / community sector organisations, representatives of parish / borough / district councils and visitors. From the maps of the geographical spread of respondents it appeared that most respondents lived in Thanet District.

A Core Catchment area for the proposed new station, Thanet Parkway, has been developed based on the Passenger Demand Modelling Report (Peter Brett Associates, 2018), which uses an industry-recognised methodology to provide a forecast for the number of passengers using Thanet Parkway based on the Generalised Cost of doing so in comparison to other stations. This divides the area around the proposed station into zones and then considers a number of factors for each station, including their parking charges, journey time to the station, rail fares, service frequency, and other characteristics to determine whether there would be a benefit to each zone of using Thanet Parkway over other existing stations. This identifies the catchment area for the new station.

It is estimated that there are 20,341 adults aged 16+ reside in the Core Catchment area (shaded in red and blue on the map to the right), of which 1,622 live in Cliffsend.

The green dot on the map to the right indicates where the proposed station, Thanet Parkway, would be located. The black dots represent the current stations available in the area.



On 29th November 2019, the Environment and Transport Cabinet Committee recommended that public opinion should be further tested before the Cabinet decision could be taken on fully funding and delivering Thanet Parkway station. Cabinet, on 2nd December 2019, accepted this recommendation and deferred the decision to 27th January 2020 to enable the survey to take place. A full public consultation was considered but advice from KCC’s Engagement and Consultation Team indicated that a condensed consultation period would not be appropriate and leave the consultation process open to challenge. Further, with the statutory planning consultation currently in progress it could be confusing for residents to have two parallel consultations on the same scheme. Consequently, it was decided to proceed with a survey of public opinion for the scheme.

Kent County Council commissioned Lake Market Research to undertake an independent survey of residents in the Core Catchment area to understand views on the proposals for the new Thanet Parkway station. More specifically, the research was commissioned to assess:

- To assess the level of interest for the new Thanet Parkway station amongst a representative sample of residents in the Core Catchment Area as a whole (which includes Cliffsend); and Cliffsend LSOA separately (as Cliffsend is the village in which the station will be located).
- To understand the reasons why respondents either do or do not support the scheme.
- To understand how local residents feel about the current rail provision and to identify what the main issues are.

METHODOLOGY & RESPONDENT PROFILE

Residents completed the survey in a face to face interview at home between 6th and 16th January 2020. Only one person per household was interviewed and 379 residents were interviewed in total.

The population statistics for the Core Catchment area are as follows:

| Demographics of the Population | Cliffsend | | Rest of North Core | | Total South Core | | Total Catchment Area | |
|--------------------------------|-----------|------|--------------------|------|------------------|------|----------------------|------|
| | Nos | % | Nos | % | Nos | % | Nos | % |
| Gender^[1]: | | | | | | | | |
| Male | 769 | 47% | 6,039 | 48% | 2,945 | 48% | 9,753 | 48% |
| Female | 853 | 53% | 6,593 | 52% | 3,142 | 52% | 10,588 | 52% |
| Total | 1,622 | 100% | 12,632 | 100% | 6,087 | 100% | 20,341 | 100% |
| Age: | | | | | | | | |
| 16-24 | 138 | 9% | 1,316 | 10% | 554 | 9% | 2,008 | 10% |
| 25-34 | 135 | 8% | 1,446 | 11% | 572 | 9% | 2,153 | 11% |
| 35-44 | 167 | 10% | 1,664 | 13% | 672 | 11% | 2,503 | 12% |
| 45-54 | 282 | 17% | 2,077 | 16% | 1,102 | 18% | 3,461 | 17% |
| 55-64 | 297 | 18% | 2,123 | 17% | 1,173 | 19% | 3,593 | 18% |
| 65+ | 603 | 37% | 4,006 | 32% | 2,014 | 33% | 6,623 | 33% |
| Total | 1,622 | 100% | 12,632 | 100% | 6,087 | 100% | 20,341 | 100% |

^[1] 2018 Mid Year Estimates. Population aged 16+. Same source for Age.

| Demographics of the Population | Cliffsend | | Rest of North Core | | Total South Core | | Total Catchment Area | |
|--------------------------------------|-----------|------|--------------------|------|------------------|------|----------------------|------|
| Social Class^[2]: | | | | | | | | |
| AB | 122 | 25% | 741 | 18% | 650 | 32% | 1,513 | 23% |
| C1 | 165 | 34% | 1,223 | 30% | 630 | 31% | 2,018 | 31% |
| C2 | 125 | 26% | 1,015 | 25% | 415 | 20% | 1,555 | 24% |
| DE | 74 | 15% | 1,034 | 26% | 344 | 17% | 1,452 | 22% |
| Total | 486 | 100% | 4,013 | 100% | 2,039 | 100% | 6,538 | 100% |
| Working Status^[3]: | | | | | | | | |
| Full time | 504 | 37% | 3,377 | 34% | 1,788 | 35% | 5,669 | 34% |
| PT | 195 | 14% | 1,460 | 15% | 706 | 14% | 2,361 | 14% |
| Self Employed | 147 | 11% | 1,131 | 11% | 782 | 15% | 2,060 | 12% |
| Full time Student | 38 | 3% | 259 | 3% | 114 | 2% | 411 | 2% |
| Unemployed | 39 | 3% | 335 | 3% | 146 | 3% | 520 | 3% |
| Other | 427 | 32% | 3,455 | 34% | 1,581 | 31% | 5,463 | 33% |
| Total | 1,350 | 100% | 10,017 | 100% | 5,117 | 100% | 16,484 | 100% |

A sample specification was set up in line with Mid-Year Estimates and 2011 Census statistics for the Core Catchment area defined by Kent County Council, to ensure we interviewed a representative sample of residents in terms of gender, age and social grade. A set quantity of interviews were conducted within three sub areas of the Core Catchment area identified: Cliffsend, the rest of the North Core and South Core.

An overview of the resident profile interviewed can be found below:

| Number of interviews completed | | Cliffsend | Other North Core | Total North Core (incl. Cliffsend) | South Core |
|--------------------------------|-----------------|-----------|------------------|------------------------------------|------------|
| N=379 | | 110 | 154 | 264 | 115 |
| GENDER PROFILE | All interviewed | Cliffsend | Other North Core | Total North Core (incl. Cliffsend) | South Core |
| Male | 48% | 48% | 48% | 48% | 48% |
| Female | 52% | 52% | 52% | 52% | 52% |
| AGE PROFILE | All interviewed | Cliffsend | Other North Core | Total North Core (incl. Cliffsend) | South Core |
| Aged 16-44 | 33% | 27% | 35% | 34% | 29% |
| Aged 45-64 | 35% | 35% | 33% | 33% | 38% |
| Aged 65 & over | 33% | 38% | 32% | 32% | 33% |
| SOCIAL GRADE PROFILE | All interviewed | Cliffsend | Other North Core | Total North Core (incl. Cliffsend) | South Core |
| ABC1 | 54% | 63% | 48% | 50% | 63% |
| C2DE | 46% | 37% | 52% | 50% | 37% |

^[2] 2011 Census. Social class is based on households where the Head of the Household is aged 16-64.

^[3] 2011 Census. Population aged 18+.

ANALYSIS AND INTERPRETATION OF DATA

It should be noted that a sample of residents participated in the survey rather than all residents within the defined Core Catchment area. Results are therefore subject to sampling error, which means that not all differences observed are statistically significant. Overall results are accurate to a confidence interval (also called margin of error) of +/- 5.2% at the 95% confidence level. There are three factors that determine the size of the confidence interval for a given confidence level: sample size; percentage; and population size. In calculating the general level of accuracy for reporting purposes we have used:

- The sample size of 379 achieved;
- The worst-case percentage (50% - when responses are for example 51% and 49% the chances of sampling error are greater than at 99% or 1%. To determine a general level of accuracy for a sample interviewed you should use the worst-case percentage (50%) to calculate it.);
- 2018 Mid Year Population estimates of 20,341 residents across the Core Catchment area aged 16 and over.

Confidence interval calculations assume a genuine random sample of the relevant population. If your sample is not truly random, you cannot rely on the intervals. Non-random samples usually result from some flaw or limitation in the sampling procedure. For this research project, interviewing has been conducted in home with a random approach adopted to inviting residents to participate. Our interviewers worked from lunchtime / early afternoon until early evening during weekdays and weekends to ensure we maximise the opportunity of residents being at home and therefore maximising chances to take part. This approach considers those who are working vs. retired as well as those who work varying shift patterns. This also allows for working status proportions to fall out naturally and in line with population statistics.

The level of confidence (i.e. standard error) associated with any given sample is determined by the actual size of the sample generated. In practice once a sample size exceeds 100 it is likely to result in an acceptable degree of accuracy. The total sample of interviews required will therefore deliver an acceptable degree of accuracy. Where there is a risk is when one starts to analyse sub-groups with smaller sample sizes. The table below illustrates the predicted ranges of sampling error for different sample sizes and percentage results at the 95% level of confidence.

| Size of sample on which survey result is based | Range of sampling error for percent responses at or near these levels | | |
|--|---|------------|-----|
| | 10% or 90% | 30% or 70% | 50% |
| | +/- | +/- | +/- |
| 25 | 12 | 18 | 20 |
| 50 | 8 | 13 | 14 |
| 100 | 6 | 9 | 10 |
| 200 | 4 | 6 | 7 |
| 300 | 3 | 5 | 6 |
| 400 | 3 | 4 | 5 |

| | | | |
|-------|---|---|---|
| 500 | 3 | 4 | 4 |
| 600 | 2 | 3 | 4 |
| 800 | 2 | 3 | 4 |
| 900 | 2 | 3 | 3 |
| 1,000 | 2 | 3 | 3 |

For the purposes of reporting a true reflection of residents' views, all elements of the question scales have been included in our reporting, including any 'don't know' or 'not applicable' references. In addition, questions have been reported in the order in which they were asked of residents.

Minimal weighting has been applied to the final dataset in order to accurately report results from the Core Catchment area so it is in line with population proportions within each of the three sub geographic areas. As a result, the final makeup of the total figures presented in this report are as follows:

- Cliffsend: 8% (1,622 residents from a 20,341 population catchment area)
- Other North Core: 62% (12,632 residents from a 20,341 population catchment area)
- South Core: 30% (6,087 residents from a 20,341 population catchment area)

A number of subgroups have been explored to identify significant differences in response. For each question, this report identifies where significant differences occur across the following:

- Area
- Gender
- Age
- Frequency of train usage

ACKNOWLEDGEMENTS

We would also like to thank all the residents who agreed to take part and whose views made this research possible.

EXECUTIVE SUMMARY

CURRENT TRAIN TRAVEL - FREQUENCY

Across the catchment area, one in five residents surveyed currently travel by train nowadays. Use varies considerably with 46% of residents hardly ever travelling / never travelling by train nowadays. There are significant differences observed by area with a significantly higher proportion of residents in the North Core of the Catchment area travelling by train one day a month or more. 11% of Cliffsend residents travel by train one day a month or more. Frequency of train use is higher amongst residents aged 16-44 and residents aged 45-64 across the Catchment area.

CURRENT TRAIN TRAVEL - PURPOSE

The most common main travel purpose is for leisure / sport / entertainment purposes at 35% of those who travel by train. Combined responses for main and other travel by train reveal that train use for leisure / sport / entertainment purposes and days out are the most common amongst the resident surveyed. There are significant differences observed by area with a significantly higher proportion of residents in Cliffsend travelling for shopping compared to residents in the rest of the North Core. A significantly higher proportion of residents in the rest of the North Core travel for leisure / sport / entertainment compared to residents in Cliffsend.

CURRENT TRAIN TRAVEL – STATIONS USED

The most dominant train station used is Ramsgate; 57% of train users use Ramsgate as their main station and 82% use Ramsgate as their main station or for other journeys. Just under a quarter (24%) use Minster station as their main station and 31% use Minster as their main station or for other journeys. There are significant differences observed by area with a significantly higher proportion of residents in Cliffsend using Ramsgate as their main station compared to residents in the rest of the North Core. Whilst Ramsgate station still dominates, a significantly higher proportion of residents in the rest of the North Core use Minster station compared to residents in Cliffsend.

CURRENT TRAIN TRAVEL – PERCEPTIONS OF MAIN STATION USED

Overall perceptions of passenger safety and journey time getting to train station(s) by car are strong. However, only 30% rating their main station as very good in terms of passenger safety could be a cause for concern. Taking into account the proportion of don't know / not applicable ratings, ratings for ease of getting to the station on foot / walking are also strong. Perceptions of the journey time to get to residents' main station by bus are fairly strong but the proportion of very good ratings are proportionately lower than other metrics; suggesting potential for improvement. The distribution of ratings observed for car parking facilities and cycle parking facilities is more polarising in terms of comparable good and poor ratings. There is also room for improvement in terms of wheelchair user facilities as perceptions of residents' main station being very good in this area are low.

REASONS FOR NOT TRAVELLING BY TRAIN MORE OFTEN

Two thirds of residents who do not travel by train at least once or twice a year gave at least one mention of a reason that inferred they had a preference for an alternative mode of travel. 40% indicated travelling by car takes them where they need to go and 34% indicated they find it more comfortable to travel by car.

40% of residents gave at least one mention of a reason that inferred the current train provision did not meet their needs. 11% indicated the trains do not go / go directly to places where they want to go. Cost of travel is a concern for some with 11% indicating they didn't travel due to the perceived cost (both to London and elsewhere).

AWARENESS OF THANET PARKWAY DEVELOPMENT

Following a review of the concept description, just over half of residents (54%) indicated they were aware of the development prior to the survey. As perhaps expected, a significantly higher proportion of residents in Cliffsend were aware of the development (98%) compared to residents in the South Core (26%).

LIKELIHOOD TO USE THANET PARKWAY STATION

Likely use of Thanet Parkway station if it were developed is varied with just under a third (29%) indicating they were likely to use it and 55% indicating they were unlikely to use it. Likelihood to use significantly higher amongst Cliffsend residents (46%) compared to residents in the rest of the North Core (29%) and residents in the South Core (25%). In addition, a significantly higher proportion of residents aged 16-44 indicated they would be likely to use the station (47%) compared to other age groups. 68% of residents currently use trains at least once a week indicated they would be likely to use Thanet Parkway station.

36% of those likely to use Thanet Parkway indicated they would **mainly** use the station as well as the station(s) they normally use. 36% of those likely to use Thanet Parkway indicated they would **mainly** use the station instead of the station(s) they normally use. When looking at combined response for main and other use, these proportions increase to 55% and 49% respectively for use together with other stations and use instead of current stations.

The main reasons given for being neither likely nor unlikely or unlikely to use Thanet Parkway are due to a limited need to use trains (33%) or being happy with the current train station(s) used (31%).

SUPPORT FOR THANET PARKWAY STATION

Overall support for building Thanet Parkway station is higher than observed for likely use at 45% indicating they would be in favour of building Thanet Parkway station. 38% indicated they think Thanet Parkway station should not be built. A significantly higher proportion of residents in the South Core indicated they think it should be built (57%) compared to residents in the rest of the North Core (39%). However, it is worth considering that this geographic subgroup scored lower than other areas in terms of intended usage.

A number of reasons were expressed amongst those in favour of building Thanet Parkway station but the most common are a belief that the station will / might encourage employers to locate in the area / East Kent (45%) and the station will make it easier to travel by train (42%). These reasons were closely followed by a perception of better parking facilities than existing stations; an area with low observed satisfaction levels.

The dominant reason provided amongst those against the building of Thanet Parkway station is due to the station not being considered necessary and money would be better spent on other things in the local area (79%). A third of residents (33%) believe the station will increase traffic congestion on the local area. There are also concerns about the impact of the area in terms of a potential loss of green space in the area (31%) and it will spoil villages in the local area (18%).

CURRENT TRAIN TRAVEL

FREQUENCY OF TRAIN TRAVEL

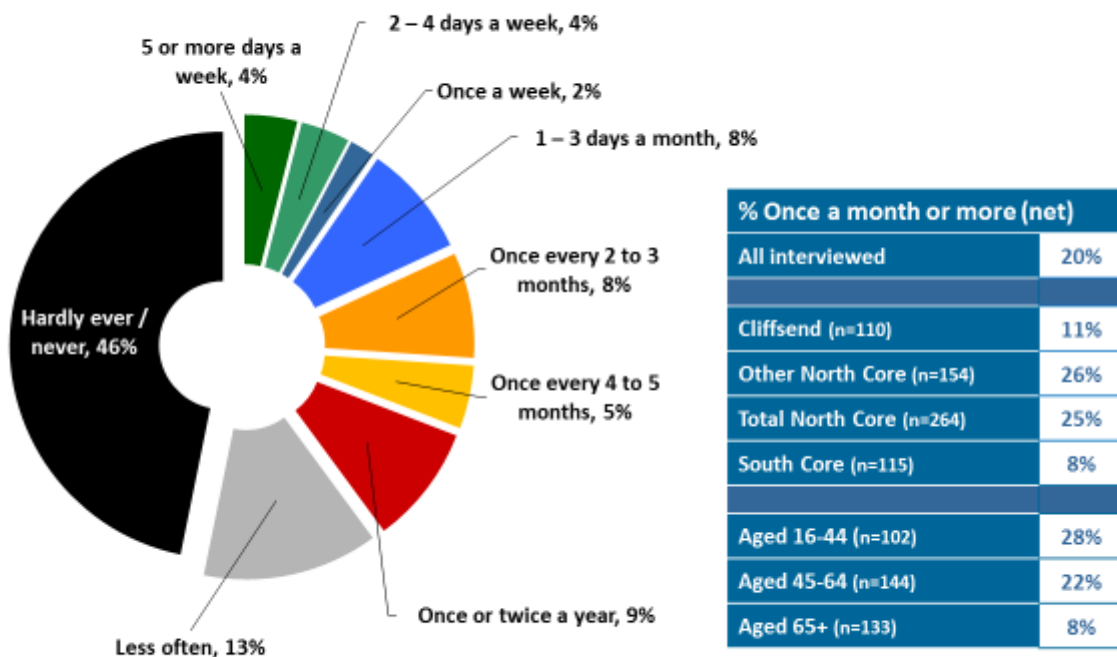
Residents were first asked to indicate how often they currently travel by train nowadays. Use varies considerably with 46% of residents hardly ever travel / never travel by train nowadays. One in five residents (20%) indicated they travel by train at least one day per month; 6% travel by train frequently, at least once per week. Just over one in five residents (22%) travel by train once or twice a year or less often.

Subgroup significant differences:

There are significant differences in frequency of train use as follows:

- A significantly higher proportion of residents in the North Core of the Catchment area travel by train one day a month or more (26%), compared to residents in Cliffsend only (11%) and residents in the South Core of the Catchment area (8%).
- A significantly higher proportion of residents aged 16-44 (28%) and 45-64 (22%) travel by train one day a month or more, compared to residents aged 65 and over (8%).

Frequency of travel by train nowadays



Q1. How often do you travel by train nowadays?

Base: Total unweighted (379)

PURPOSE OF TRAIN TRAVEL

Those who travel by train at least once or twice a year only

All residents who indicated they travel by train at least once or twice a year were then asked to indicate their main purpose of travel by train as well as other reasons they travel by train. Residents were given a pre-coded list from which to select their answers.

Responses to the main purpose of travel by train are shown in green in the chart below. A variety of responses were given but the most common **main** travel purpose is for leisure / sport / entertainment purposes at 35% of those travelling. Broadly equal proportions were observed for work / business (other than commuting) (15%), commuting for work (14%), days out (13%) and visiting friends or relatives (10%).

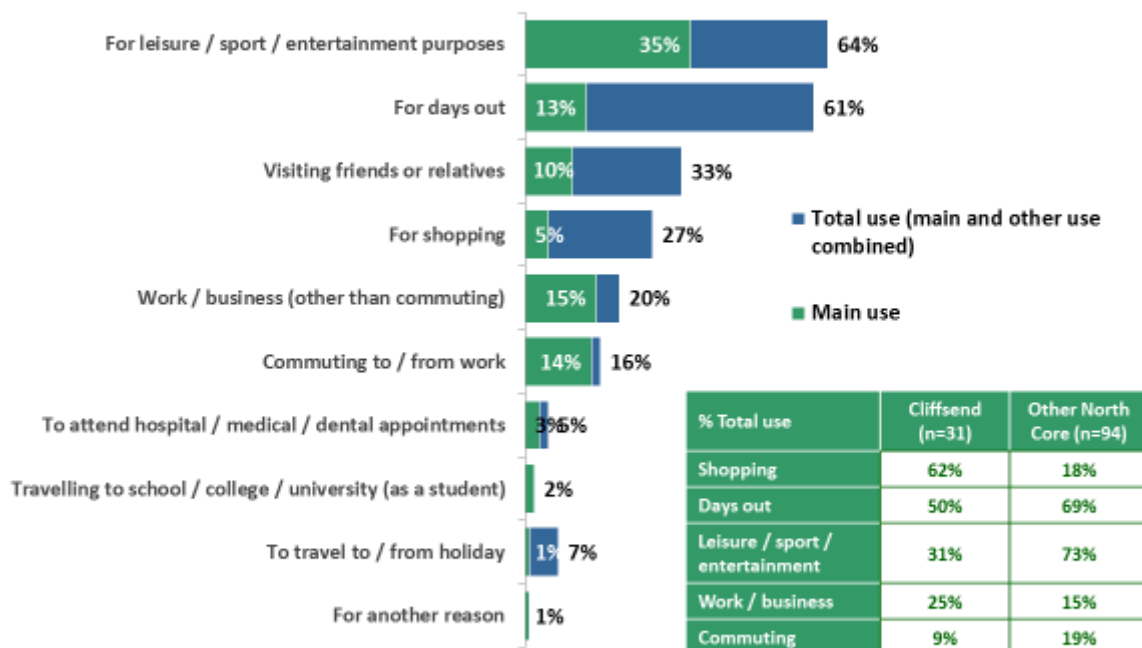
Combined responses for main and other travel by train are shown in blue in the chart below. The distribution of responses is broadly similar to that observed for main purpose of travel with leisure / sport / entertainment purposes the most common at 64% of train users. However, the combined response for days out is also high at 61% of train users.

Subgroup significant differences:

There are significant differences in purpose of train use as follows:

- A significantly higher proportion of residents in Cliffsend travel for shopping (62%) compared to residents in the rest of the North Core.
- A significantly higher proportion of residents in the rest of the North Core travel for leisure / sport / entertainment (73%), compared to residents in Cliffsend.

Purpose of train travel amongst current users



Q2a. What do you mainly travel by train for? / Q2b What else do you travel by train for?

Base: Total unweighted current users of trains (150)

TRAIN STATIONS CURRENTLY USED

Those who travel by train at least once or twice a year only

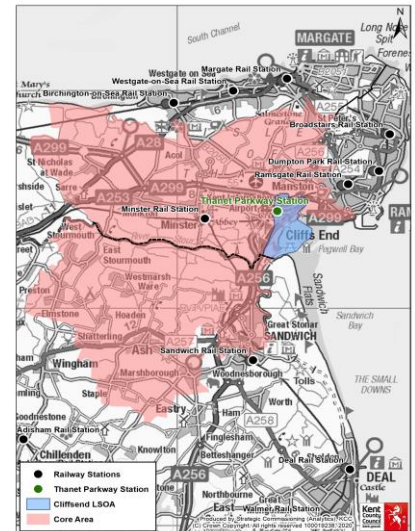
All residents who indicated they travel by train at least once or twice a year were then asked to indicate the local train station they normally travel from as well as other local stations they have travelled from in the last 12 months. Residents were given a pre-coded list from which to select their answers.

Responses to the **main** local train station used are shown in green in the chart below. As perhaps expected, the dominant train station used is Ramsgate station at 57% of those travelling. Just under a quarter (24%) use Minster station, and 9% use Sandwich station. **Combined responses** for main and other travel by train are shown in blue in the chart below. The distribution of responses is broadly similar to that observed for main station used with Ramsgate station the most common at 82% of train users. Minster station ranks second at 31% of train users, followed by Ashford International at 16%.

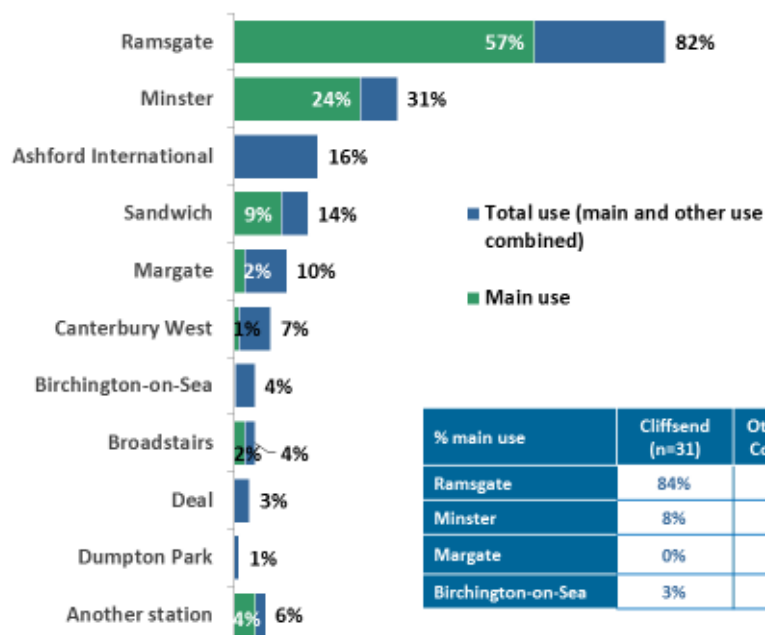
Subgroup significant differences:

There are significant differences in **main** train station as follows:

- A significantly higher proportion of residents in Cliffsend use Ramsgate as their main station (84%), compared to residents in the rest of the North Core.
- A significantly higher proportion of residents in the rest of the North Core use Minster as their main station (29%), compared to residents in Cliffsend.



Trains stations currently used



| % main use | Cliffsend (n=31) | Other North Core (n=94) |
|--------------------|------------------|-------------------------|
| Ramsgate | 84% | 65% |
| Minster | 8% | 29% |
| Margate | 0% | 2% |
| Birchington-on-Sea | 3% | 0% |

Q3a. Which local train station do you normally travel from? /

Q3b Which other local stations, if any, have you travelled from in the last 12 months?

Base: Total unweighted current users of trains (150)

PURPOSE OF TRAIN TRAVEL

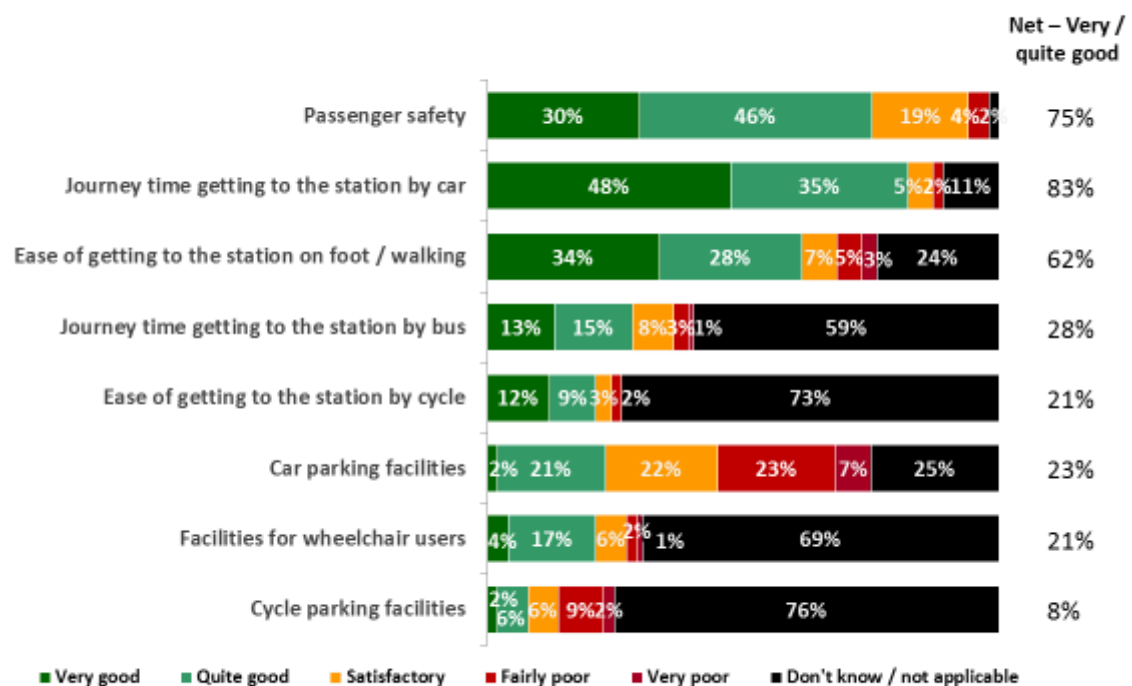
Those who travel by train at least once or twice a year only

All residents who indicated they travel by train at least once or twice a year were then asked to rate the train station they normally travel from on a pre-defined list of metrics. Residents were asked to rate the station on a five-point semantic scale (very poor, fairly poor, satisfactory, quite good and very good).

Perceptions of passenger safety and journey time getting to the station by car are strong at 75% and 83% rating their main station as very good / quite good respectively. However, only 30% rating their main station as very good in terms of passenger safety could be a concern.

Considering the proportion of 'don't know / not applicable' ratings (24% in this instance), ratings for ease of getting to the station on foot / walking is also strong at 62% rating their main station as very good / quite good. The distribution of ratings observed for car parking facilities is more varied (even when considering the 'don't' know / not applicable' ratings at 23%) with 23% rating their main station as very good / quite good and 30% rating their main station as fairly poor / very poor on this metric.

Ratings on aspects of main train station used



Q3c. Thinking about the train station you normally travel from, how would you rate...?

Base: Total unweighted current users of trains (150)

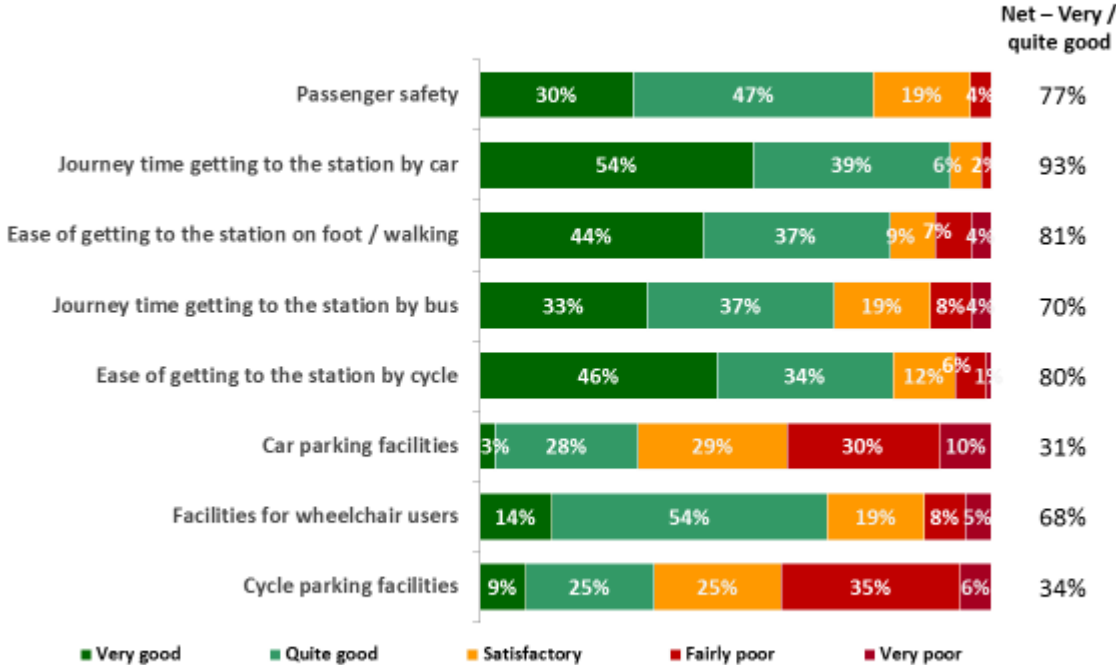
As a result of the considerable proportion of ‘don’t know / not applicable’ ratings on a number of the metrics, the chart below depicts response to all of those who were able to provide a scale rating.

Perceptions of the journey time to get to residents’ main station by bus are fairly strong but the proportion of very good ratings are proportionately lower than other metrics; suggesting potential for improvement.

When focusing on those that were able to provide a rating, it becomes evident that perceptions of the ease of getting to the station by cycle is strong at 80% rating their main station as very good / quite good. Ratings are also encouraging for perceptions of journey time getting to the station by bus (70% rating their main station as very good / quite good) and for perceptions of facilities for wheelchair users (68% rating their main station as very good / quite good). Although there is room for improvement on these metrics with fairly low ratings in terms of their main station being very good.

As indicated previously, perceptions of car parking facilities are polarising at 31% very good / quite good and 40% fairly poor / very poor. The below chart also reveals that perceptions of cycle parking facilities is also polarising at 34% very good / quite good and 41% fairly poor / very poor.

Ratings on aspects of main train station used
(excluding Don’t know / Not applicable ratings)



Q3c. Thinking about the train station you normally travel from, how would you rate...?

Base: Total unweighted current users of trains (varies per statement – between 44 and 137)

REASONS FOR NOT TRAVELLING BY TRAIN MORE OFTEN

Those who currently travel by train less than once or twice a year only

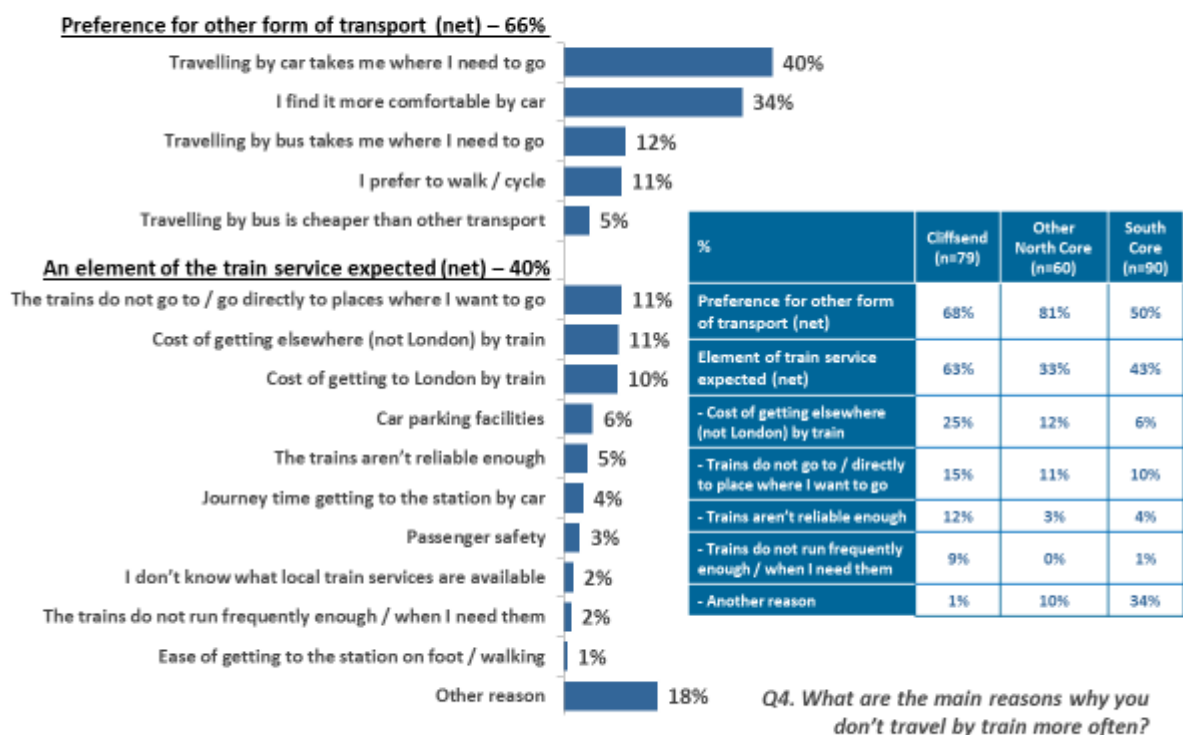
All residents who indicated they travel less than once or twice a year by train were then asked to indicate their main reasons for not travelling by train more often. The survey contained a list of pre-code responses to classify residents' answers; however, these were not shown to residents at the point of surveying.

Two thirds of residents who **did not** travel by train at least once or twice a year (66%) gave at least one mention of a reason that inferred they had a preference for an alternative mode of travel. 40% indicated travelling by car takes them where they need to go and 34% indicated they find it more comfortable to travel by car.

40% of residents who **did not** travel by train at least once or twice a year gave at least one mention of a reason that inferred the current train provision did not meet their needs. 11% indicated the trains do not go / go directly to places where they want to go. Cost of travel is a concern for some with 11% indicating they didn't travel due to the cost of getting elsewhere (not London) and 10% indicated it is due to the cost of getting to London. Other comments, although in the minority, are due to car parking facilities (6%), service reliability (5%), journey time to the station by car (4%) and passenger safety (3%).

18% cited a reason that was not on the prompted list provided. Comments referenced here were mainly from residents living the South Core area and are a mixture of not needing to travel anywhere and a preference to use a car as a mode of travel.

Reason(s) for not travelling by train more often



Base: Total unweighted user trains at least once a year / less often (229)

PERCEPTIONS OF THE THANET PARKWAY STATION DEVELOPMENT

The remainder of the survey focused on resident perceptions of the Thanet Parkway station development. A one page visual and text description of the Thanet Parkway station was shown to all residents participating at this stage of the survey prior to collecting opinions.

An image of the description shown to residents can be seen below:

SHOWCARD

Thanet Parkway Railway Station Scheme



What is the Thanet Parkway Railway Station Scheme?

- Proposal to build a new 2 platform unstaffed station on the edge of Cliffsend village
- Large car park with capacity for 300 cars (including 16 disabled bays) and 40 cycles
- Car park charges the same as other stations
- Lifts, stairs and an underpass will make the station fully accessible to all
- Will improve access to High Speed trains and mainline trains on the Ashford—Ramsgate line
- Journey time from Thanet Parkway to Stratford International will be 62 mins, St Pancras 69 mins
- Existing journey times and services to other stations will not be affected

Why is it being proposed?

- To widen employment opportunities for Thanet residents by making it easier to travel to work
- To encourage housing growth and future investment by improving the local infrastructure

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AWARENESS OF THANET PARKWAY DEVELOPMENT

Following a review of the concept description, residents were first asked to indicate whether they were aware of the proposed development.

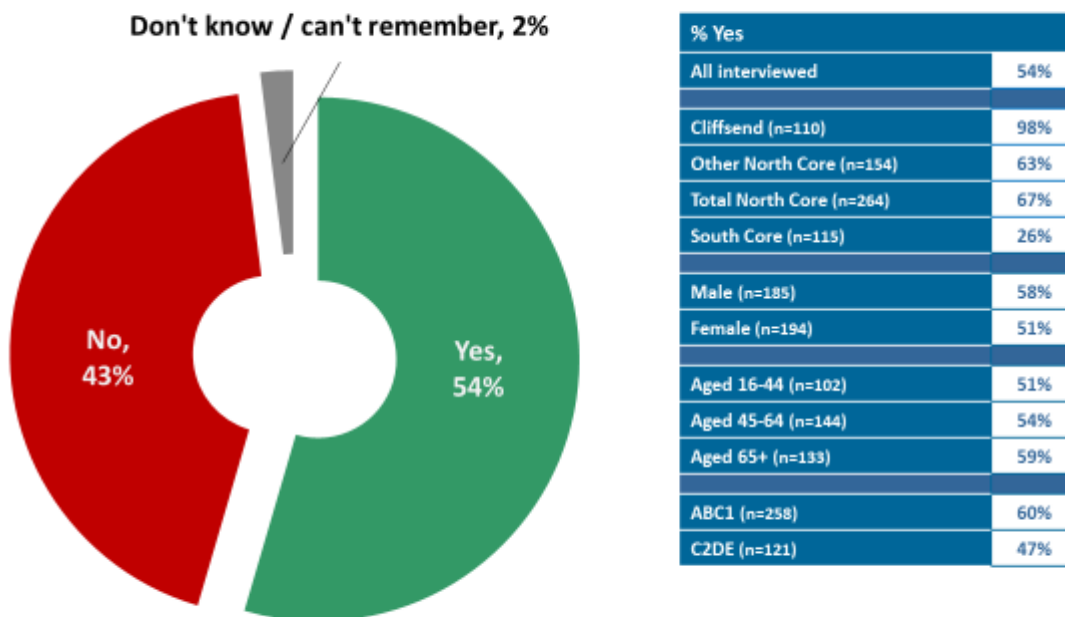
Just over half of residents (54%) indicated they were aware of the development prior to the survey. 43% indicated they were not aware of the development and 2% were unsure.

Subgroup significant differences:

There are significant differences in awareness of the development as follows:

- As perhaps expected, a significantly higher proportion of residents in Cliffsend were aware of the development (98%) compared to residents in the South Core (26%).
- In addition, a significantly higher proportion of residents in the rest of the North Core were aware of the development (63%) compared to residents in the South Core (26%).
- A significantly higher proportion of residents of ABC1 social grade were aware of the development (60%) compared to residents of C2DE social grade (47%).

Awareness of Thanet Parkway development prior to survey



Q5. Were you aware of the proposed development before today?

Base: Total unweighted (379)

LIKELIHOOD TO USE THANET PARKWAY

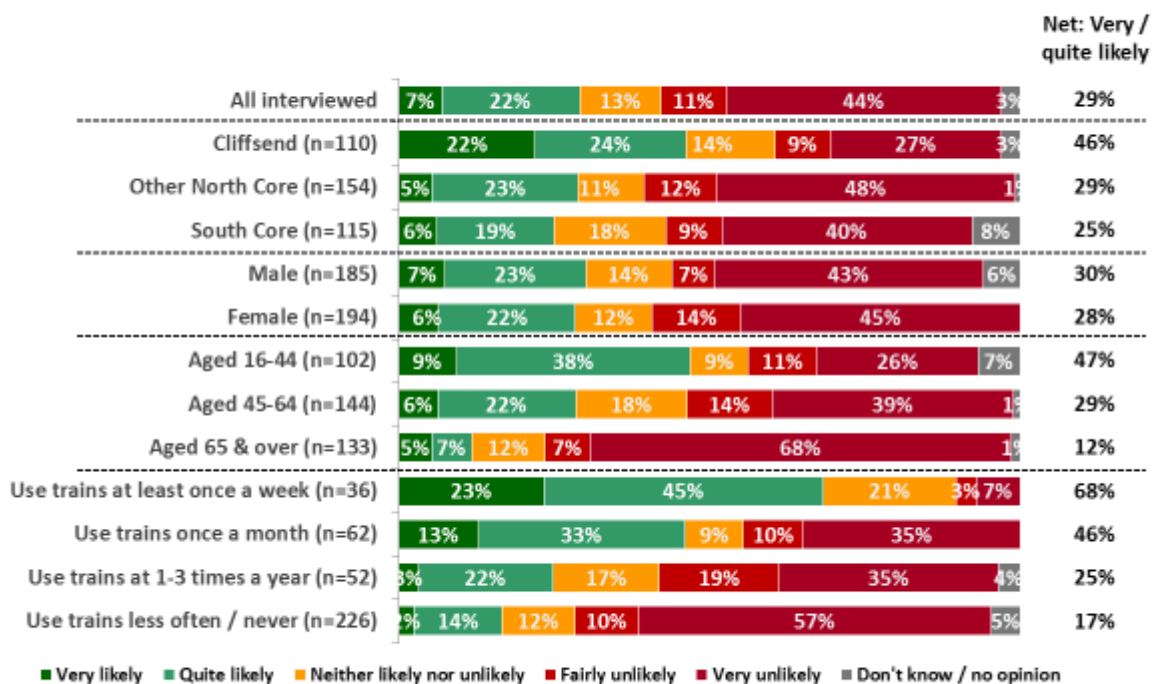
Residents were then asked to indicate their personal likelihood of using the Thanet Parkway station if the development went ahead. Overall, under a third (29%) of residents indicated they would be very or quite likely to use the Thanet Parkway station. 55% indicated they would be very or quite unlikely to use the Thanet Parkway station.

Subgroup significant differences:

There are significant differences in awareness of the development as follows:

- As perhaps expected due to its locality, a significantly higher proportion of residents in Cliffsend indicated they would be very / quite likely to use Thanet Parkway (46%) compared to residents in the rest of the North Core (29%) and residents in the South Core (25%).
- A significantly higher proportion of residents aged 16-44 indicated they would be very / quite likely to use Thanet Parkway (47%) compared to residents aged 45-64 (29%) and residents aged 65 and over (12%).
- A significantly higher proportion of residents who currently use trains at least once a week currently would be very / quite likely to use Thanet Parkway (68%) compared to residents who currently use trains one to three times a year (25%) and residents who currently use trains less often / never (17%). However, it should be noted that any likely train use is encouraging amongst these latter subgroups.

Likelihood to use Thanet Parkway if development went ahead



Q6. If the proposed development went ahead, how likely would you be to use the train station?

Base: Total unweighted (379)

LIKELY USE OF THANET PARKWAY

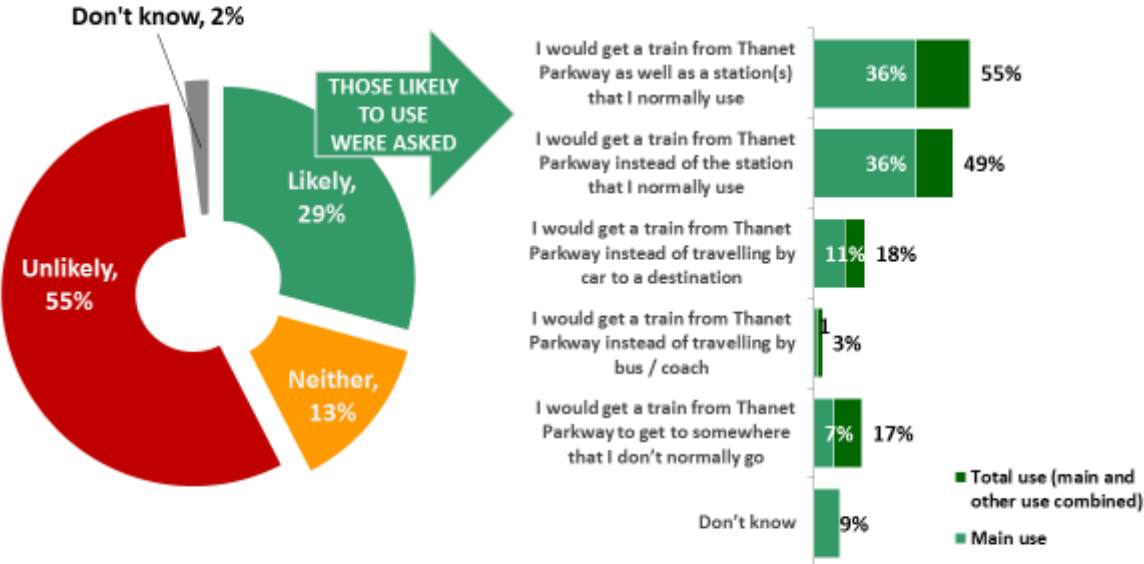
Those who indicated they would be likely to use Thanet Parkway Station only

Residents that indicated they would be likely to use the Thanet Parkway station were asked how they would use it considering their current travel patterns. Residents were asked to indicate their main intended use as well as other potential uses from a prompted pre-coded list.

Responses to their **main** intended use are shown in light green in the bar chart below. Just over a third of these residents (36%) indicated for their **main use** that they get a train from Thanet Parkway **as well as the station(s)** they normally use. Just over a third of these residents (36%) indicated they get a train from Thanet Parkway **instead of the station(s)** they normally use. 12% indicated they would use Thanet Parkway instead of another means of transport to get to a destination (11% instead of a car, 1% instead of a bus).

Combined responses for intended use are shown in dark green in the bar chart below. The distribution of responses is broadly similar to that observed for main use with 55% indicating they would use Thanet Parkway station for at least one purpose as well as the station(s) they normally use. 49% indicated they would use Thanet Parkway station for at least one purpose instead of the station(s) they normally use.

Use of Thanet Parkway if development went ahead



Q7a. Which of the following best describes how you would mainly use the Thanet Parkway / Q7b Would you use Thanet Parkway for any other types of journey?

Base: Total unweighted likely to use Thanet Parkway (126)

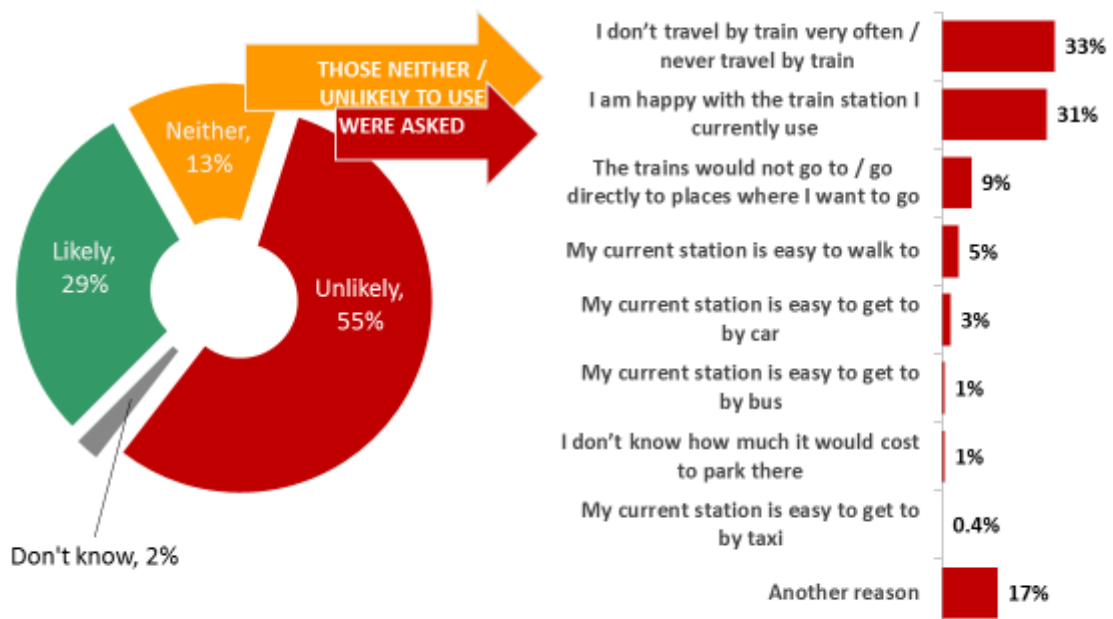
MAIN REASON FOR BEING UNLIKELY TO USE THANET PARKWAY

Those who indicated they would be neither likely nor unlikely / unlikely to use Thanet Parkway Station only

Residents that indicated they would be neither likely nor unlikely or unlikely to use the Thanet Parkway station were asked to indicate their main reasons for being unlikely to use. Residents were asked to answer from a prompted pre-coded list.

The dominant reasons given were due to limited use of trains (33% indicated they don't travel by train very often / never travel by train) or being happy with the train station they currently use (31%). 17% cited a reason that was not on the prompted list provided. Comments referenced here are a mixture of reasons including not needing to travel anywhere, the location of the new station being too far away and a preference not to use public transport for travel.

Main reason for being unlikely to use Thanet Parkway station



Q7c. Which of the following best describes the main reason why you think you would be unlikely to use the Thanet Parkway Station?

Base: Total unweighted neither / unlikely to use Thanet Parkway (243)

SUPPORT FOR THANET PARKWAY

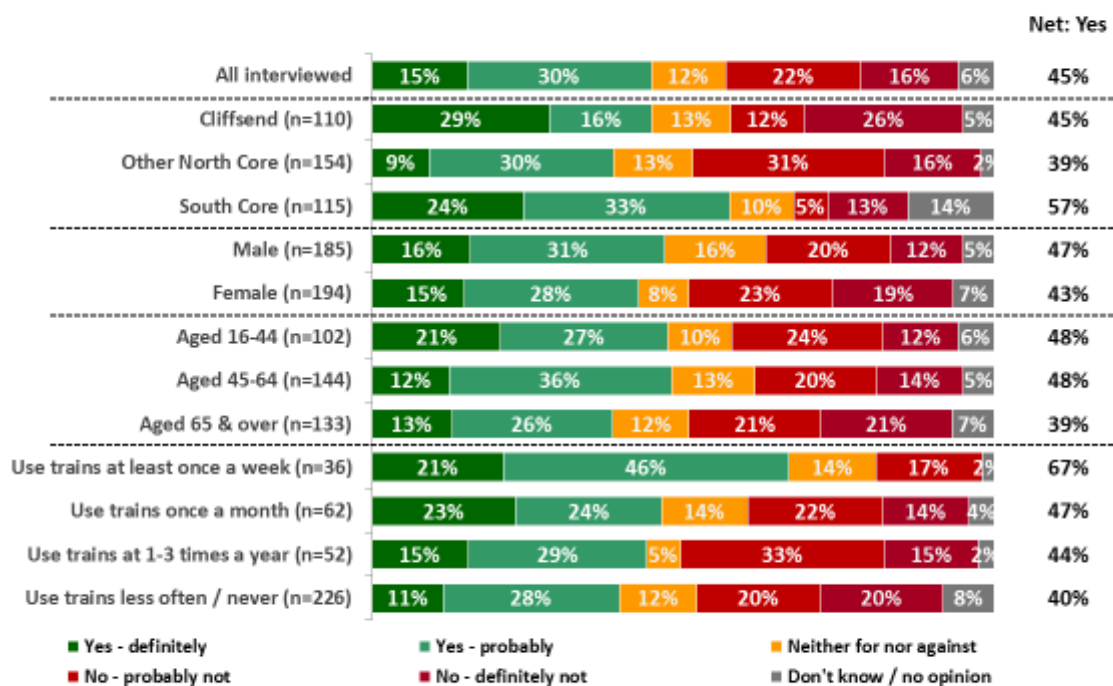
Residents were then asked to indicate their support for the Thanet Parkway station if the development went ahead, taking everything into account in terms of existing stations and facilities and the proposed reasons for developing the station. Overall support is higher than observed for proposed use – just under half (45%) indicated they think the Thanet Parkway station should be built. 38% indicated they think Thanet Parkway station should not be built.

Subgroup significant differences:

There are significant differences in awareness of the development as follows:

- A significantly higher proportion of residents in the South Core indicated they think the Thanet Parkway station should be built (57%) compared to residents in the rest of the North Core (39%). However, it is worth considering that this geographic subgroup scored lower than other areas in terms of intended usage.
- A significantly higher proportion of residents aged 16-44 indicated they would be very / quite likely to use Thanet Parkway (48%) compared to residents aged 45-64 (48%) and residents aged 65 and over (39%).
- A significantly higher proportion of residents who currently use trains at least once a week currently would be very / quite likely to use Thanet Parkway (67%) compared to residents who currently use trains less often / never (40%).

Support for Thanet Parkway station



Q8. Thinking about the reasons given for developing the station, and taking everything into account including the existing train stations and their facilities, do you think the Thanet Parkway station should be built or not?

Base: Total unweighted (379)

REASONS FOR BEING IN FAVOUR OF THANET PARKWAY STATION

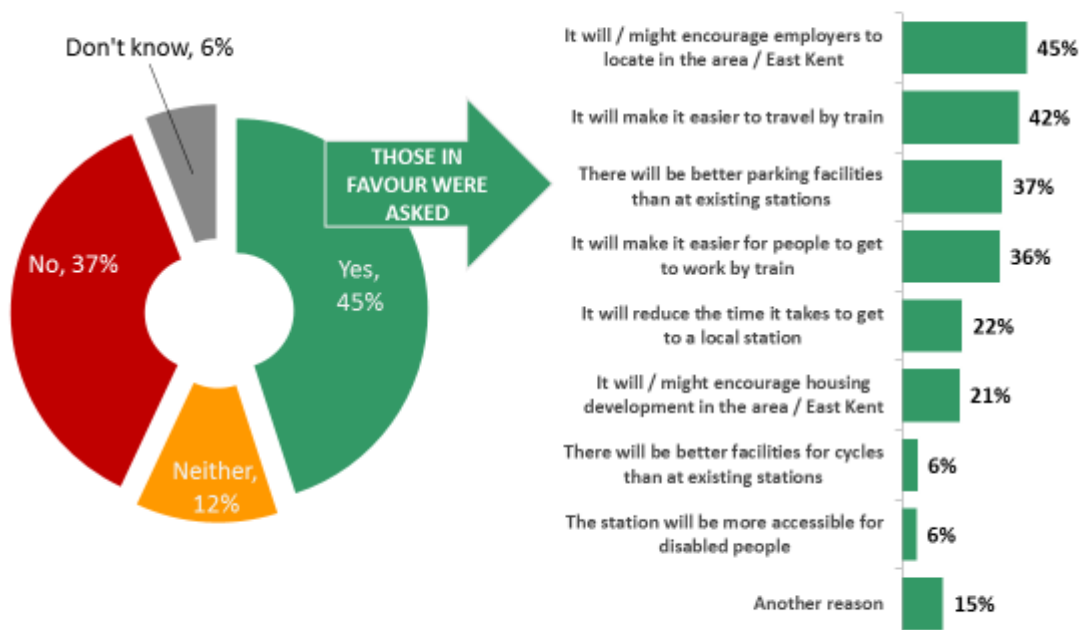
Those who indicated they are in favour of Thanet Parkway Station only

Residents that indicated they are in favour of the Thanet Parkway station were asked why they support the station being built (45% of residents). The survey contained a list of pre-code responses to classify residents' answers; however, these were not shown to residents at the point of surveying.

A number of reasons were expressed but the most common are a belief that the station will / might encourage employers to locate in the area / East Kent (45%) and the station will make it easier to travel by train (42%). These reasons were closely following by a perception of better parking facilities than existing stations (37%); an area with low satisfaction levels currently; and perceptions that it will make it easier for people to get to work by train (36%).

22% of these residents indicated the development will reduce the time it takes to get to a local station. 15% cited a reason that was not on the prompted list provided. Comments referenced here are a mixture of reasons including general positive development in the area, aiding a proposal for the airport to be re-established and tourism benefits.

Main reasons for being in favour of Thanet Parkway station



Q9a. What are the main reasons why you are in favour of the Thanet Parkway station being built?

Base: Total unweighted likely to use Thanet Parkway (181)

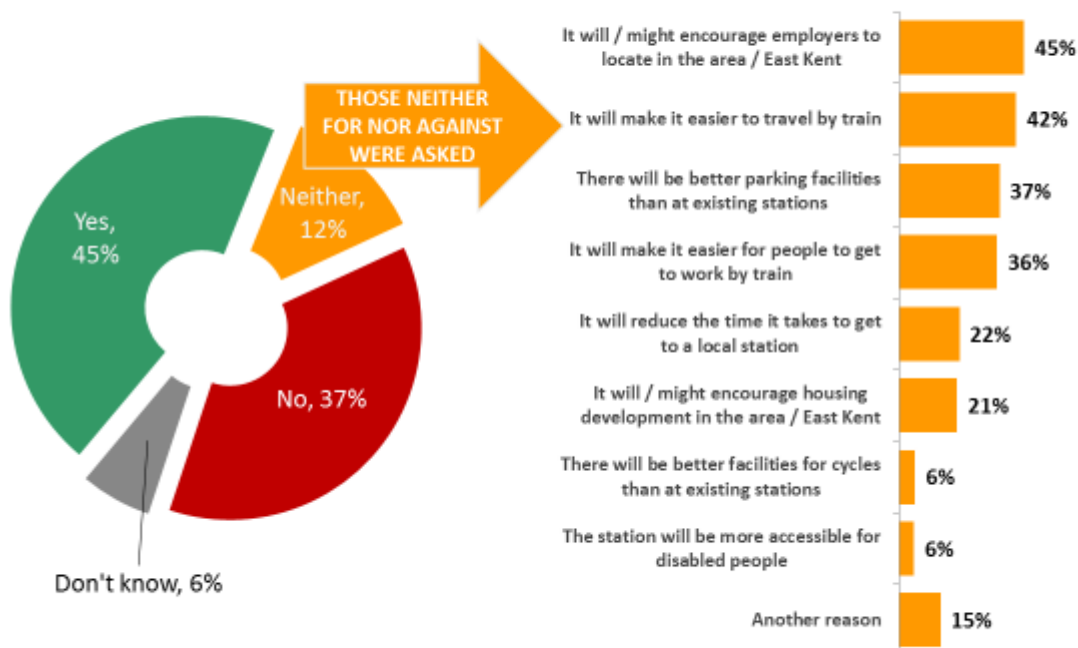
REASONS FOR BEING NEITHER FOR NOR AGAINST THANET PARKWAY STATION

Those who indicated they are in favour of Thanet Parkway Station only

Residents that indicated they are neither in favour nor against the Thanet Parkway station were asked to indicate their reasons for this rating (12% of residents). The survey contained a list of pre-code responses to classify residents' answers; however, these were not shown to residents at the point of surveying.

As perhaps expected, a mixture of answers were given and responses contained a mixture of perceived benefits and concerns. Just under half of residents (45%) believe the station will / might encourage employers to locate in the area / East Kent, 42% believe it will make it easier to travel by train and 37% believe there will be better parking stations than at existing stations. Just over one in five (21%) residents believe it will / might encourage housing development in the area / East Kent.

Main reasons for being neither for nor against Thanet Parkway station



Q9c. Why did you say that you are neither for nor against the Thanet Parkway station being built?

Base: Total unweighted neither for nor against Thanet Parkway (46)

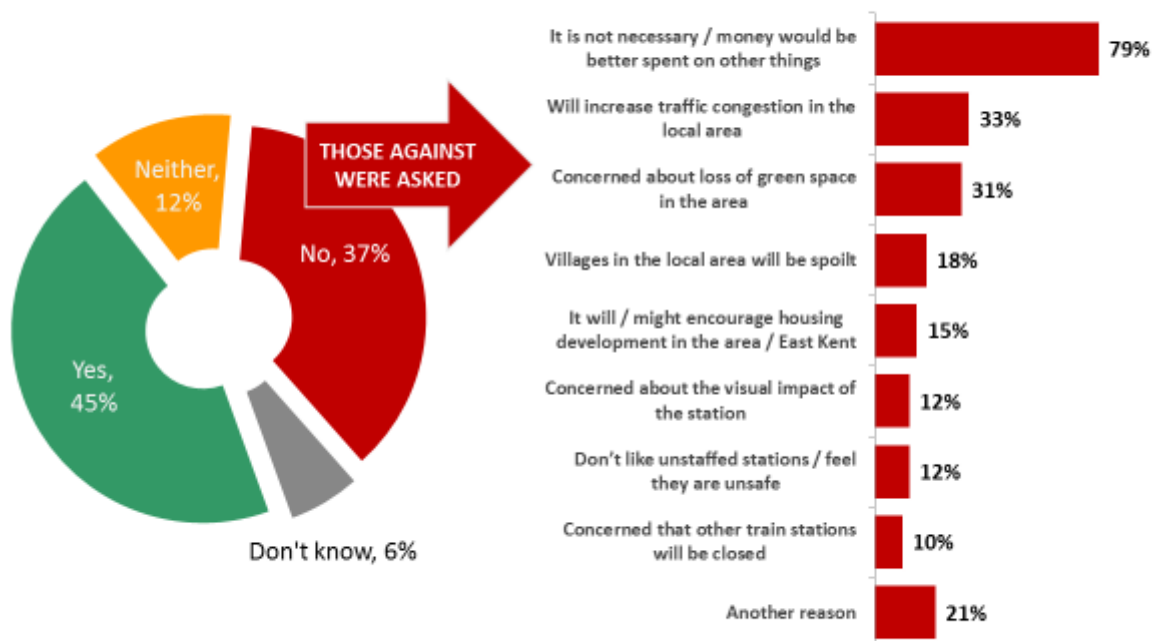
MAIN REASON FOR BEING AGAINST THANET PARKWAY STATION

Those who indicated they are against Thanet Parkway Station only

Residents that indicated they are against the Thanet Parkway station were asked why they are against the station being built (37% of residents). The survey contained a list of pre-code responses to classify residents' answers; however, these were not shown to residents at the point of surveying.

The dominant reason given is due to a perception of the station not being necessary and money would be better spent on other things (79%). A third of residents (33%) believe the station will increase traffic congestion in the local area. 31% are concerned about the potential loss of green space in the area and 18% are concerned it will spoil villages in the local area.

Main reasons for being against Thanet Parkway station



Q9b. What are the main reasons why you are against the Thanet Parkway station being built?

Base: Total unweighted unlikely to use Thanet Parkway (129)

APPENDIX 1 – Questionnaire used

9190092-01 KCC Thanet Parkway Questionnaire

READ OUT: Good morning / afternoon. My name is (show ID card) and I am from Lake Research, an independent market research agency. We are conducting some research about a proposal to build an additional railway station near Cliffsend, which will be on the existing Ashford International to Ramsgate line, and will be served by both Mainline and High Speed trains. The station will be known as Thanet Parkway. We would like to find out how local residents feel about the proposed development and would be grateful if you could spare up to 5 minutes of your time to take part. All information received is strictly confidential and will be carried out in accordance with the MRS Code of Conduct.

Lake Market Research operates within the confines of the General Data Protection Regulation 2016 and any data collected and processed will be anonymised so individuals will not be identified. We may ask you for personal information such as your name or contact number for the purposes of quality control but provision of this is entirely voluntary. Do you agree to proceed with the survey on this basis?

If you would like to check that Lake Market Research is a bona fide market research agency, please contact the Market Research Society on 0800 9759596. For more information about how Lake uses your information, please visit our website www.lake-research.com/privacy.

| | | | |
|-----------|---|--------------------------|---|
| S1 | AREA - INTERVIEWER PLEASE AUTOCODE AREA OF INTERVIEW FROM SAMPLE POINT SUMMARY | | |
| | <i>Cliffsend</i> | <input type="checkbox"/> | 1 |
| | <i>North Core</i> | <input type="checkbox"/> | 2 |
| | <i>South Core</i> | <input type="checkbox"/> | 3 |

| | | | |
|-----------|---|--------------------------|---|
| S2 | GENDER - INTERVIEWER PLEASE AUTOCODE, DO NOT ASK | | |
| | <i>Male</i> | <input type="checkbox"/> | 1 |
| | <i>Female</i> | <input type="checkbox"/> | 2 |

| | | | | | | |
|-----------|--|--------------------------|---|-----------------------------|--------------------------|---|
| S3 | ASK ALL | | | | | |
| | Which of the following age groups do you fall into? (SINGLE CODE) | | | | | |
| | <i>16-24</i> | <input type="checkbox"/> | 1 | <i>55-64</i> | <input type="checkbox"/> | 5 |
| | <i>25-34</i> | <input type="checkbox"/> | 2 | <i>65-74</i> | <input type="checkbox"/> | 6 |
| | <i>35-44</i> | <input type="checkbox"/> | 3 | <i>75 and over</i> | <input type="checkbox"/> | 7 |
| | <i>45-54</i> | <input type="checkbox"/> | 4 | <i>Prefer not to answer</i> | <input type="checkbox"/> | 8 |

| | | |
|-----------|---|----------------------------|
| S4 | ASK ALL | |
| | What is the occupation of the Chief Income Earner in your household, that is the person with the largest income whether from employment, pension, state benefits, investments, or any other source? | |
| | <ul style="list-style-type: none"> • IF RETIRED, ASK FOR PREVIOUS OCCUPATION IF PRIVATE PENSION RECEIVED • IF SELF-EMPLOYED OR MANAGERIAL, ASK FOR NUMBER OF EMPLOYEES RESPONSIBLE FOR • IF LOCAL AUTHORITY, CIVIL SERVICE OR ARMED FORCES, ASK GRADE/RANK • ASK FOR DETAILS OF TRAINING/QUALIFICATIONS | |
| | <i>A</i> | <input type="checkbox"/> 1 |
| | <i>B</i> | <input type="checkbox"/> 2 |
| | <i>C1</i> | <input type="checkbox"/> 3 |
| | <i>C2</i> | <input type="checkbox"/> 4 |
| <i>D</i> | <input type="checkbox"/> 5 | |
| <i>E</i> | <input type="checkbox"/> 6 | |

INTERVIEWER CHECK QUOTAS FOR GENDER, AGE AND SOCIAL CLASS

| | | |
|------------------------------------|---|----------------------------|
| Q1 | ASK ALL | |
| | How often do you travel by train nowadays? (SINGLE CODE) | |
| | <i>5 or more days a week</i> | <input type="checkbox"/> 1 |
| | <i>2 – 4 days a week</i> | <input type="checkbox"/> 2 |
| | <i>Once a week</i> | <input type="checkbox"/> 3 |
| | <i>1 – 3 days a month</i> | <input type="checkbox"/> 4 |
| | <i>Once every 2 to 3 months</i> | <input type="checkbox"/> 5 |
| | <i>Once every 4 to 5 months</i> | <input type="checkbox"/> 6 |
| | <i>Once or twice a year</i> | <input type="checkbox"/> 7 |
| | <i>Less often</i> | <input type="checkbox"/> 8 |
| <i>Hardly ever / never</i> | <input type="checkbox"/> 9 | |
| <i>Don't know / can't remember</i> | <input type="checkbox"/> 10 | |

| | | |
|---|--|----------------------------|
| Q2a | ASK IF CODED 1-7 AT Q1 | |
| | What do you <u>mainly</u> travel by train for? (SINGLE CODE / READ OUT) | |
| | <i>Commuting to / from work</i> | <input type="checkbox"/> 1 |
| | <i>Work / business (other than commuting)</i> | <input type="checkbox"/> 2 |
| | <i>Travelling to school / college / university (as a student)</i> | <input type="checkbox"/> 3 |
| | <i>To attend hospital / medical / dental appointments</i> | <input type="checkbox"/> 4 |
| | <i>For leisure / sport / entertainment purposes</i> | <input type="checkbox"/> 5 |
| | <i>Visiting friends or relatives</i> | <input type="checkbox"/> 6 |
| | <i>For shopping</i> | <input type="checkbox"/> 7 |
| | <i>For days out</i> | <input type="checkbox"/> 8 |
| <i>To travel to / from holiday</i> | <input type="checkbox"/> 9 | |
| <i>For another reason (please specify.....)</i> | <input type="checkbox"/> 10 | |

| | |
|------------|--|
| Q2b | ASK IF CODED 1-7 AT Q1 (SCRIPTER TO MASK RESPONSE FROM Q2A EXCLUDING CODE 10) What else do you travel by train for? (MULTI CODE / READ OUT) |
| | <i>Commuting to / from work</i> <input type="checkbox"/> 1 |
| | <i>Work / business (other than commuting)</i> <input type="checkbox"/> 2 |
| | <i>Travelling to school / college / university (as a student)</i> <input type="checkbox"/> 3 |
| | <i>To attend hospital / medical / dental appointments</i> <input type="checkbox"/> 4 |
| | <i>For leisure / sport / entertainment purposes</i> <input type="checkbox"/> 5 |
| | <i>Visiting friends or relatives</i> <input type="checkbox"/> 6 |
| | <i>For shopping</i> <input type="checkbox"/> 7 |
| | <i>For days out</i> <input type="checkbox"/> 8 |
| | <i>To travel to / from holiday</i> <input type="checkbox"/> 9 |
| | <i>For another reason (please specify.....)</i> <input type="checkbox"/> 10 |
| | <i>No other reason</i> <input type="checkbox"/> 11 |

| | |
|------------|---|
| Q3a | ASK IF CODED 1-7 AT Q1 Which local train station do you normally travel from? (SINGLE CODE / READ OUT) |
| | <i>Ashford International</i> <input type="checkbox"/> 1 |
| | <i>Birchington-on-Sea</i> <input type="checkbox"/> 2 |
| | <i>Broadstairs</i> <input type="checkbox"/> 3 |
| | <i>Canterbury West</i> <input type="checkbox"/> 4 |
| | <i>Chartham</i> <input type="checkbox"/> 5 |
| | <i>Chestfield and Swalecliffe</i> <input type="checkbox"/> 6 |
| | <i>Chilham</i> <input type="checkbox"/> 7 |
| | <i>Deal</i> <input type="checkbox"/> 8 |
| | <i>Dumpton Park</i> <input type="checkbox"/> 9 |
| | <i>Herne Bay</i> <input type="checkbox"/> 10 |
| | <i>Margate</i> <input type="checkbox"/> 11 |
| | <i>Martin Mill</i> <input type="checkbox"/> 12 |
| | <i>Minster</i> <input type="checkbox"/> 13 |
| | <i>Ramsgate</i> <input type="checkbox"/> 14 |
| | <i>Sandwich</i> <input type="checkbox"/> 15 |
| | <i>Sturry</i> <input type="checkbox"/> 16 |
| | <i>Walmer</i> <input type="checkbox"/> 17 |
| | <i>Westgate-on-Sea</i> <input type="checkbox"/> 18 |
| | <i>Whitstable</i> <input type="checkbox"/> 19 |
| | <i>Wye</i> <input type="checkbox"/> 20 |
| | <i>Another station (please specify.....)</i> <input type="checkbox"/> 21 |

| | |
|------------|---|
| Q3b | ASK IF CODED 1-7 AT Q1 (SCRIPTER TO MASK RESPONSE FROM Q3A) Which other local stations, if any, have you travelled from in the last 12 months? (MULTI CODE / READ OUT) |
|------------|---|

| | | |
|--|--|-----------------------------|
| | <i>Ashford International</i> | <input type="checkbox"/> 1 |
| | <i>Birchington-on-Sea</i> | <input type="checkbox"/> 2 |
| | <i>Broadstairs</i> | <input type="checkbox"/> 3 |
| | <i>Canterbury West</i> | <input type="checkbox"/> 4 |
| | <i>Chartham</i> | <input type="checkbox"/> 5 |
| | <i>Chestfield and Swalecliffe</i> | <input type="checkbox"/> 6 |
| | <i>Chilham</i> | <input type="checkbox"/> 7 |
| | <i>Deal</i> | <input type="checkbox"/> 8 |
| | <i>Dumpton Park</i> | <input type="checkbox"/> 9 |
| | <i>Herne Bay</i> | <input type="checkbox"/> 10 |
| | <i>Margate</i> | <input type="checkbox"/> 11 |
| | <i>Martin Mill</i> | <input type="checkbox"/> 12 |
| | <i>Minster</i> | <input type="checkbox"/> 13 |
| | <i>Ramsgate</i> | <input type="checkbox"/> 14 |
| | <i>Sandwich</i> | <input type="checkbox"/> 15 |
| | <i>Sturry</i> | <input type="checkbox"/> 16 |
| | <i>Walmer</i> | <input type="checkbox"/> 17 |
| | <i>Westgate-on-Sea</i> | <input type="checkbox"/> 18 |
| | <i>Whitstable</i> | <input type="checkbox"/> 19 |
| | <i>Wye</i> | <input type="checkbox"/> 20 |
| | <i>Another station (please specify.....)</i> | <input type="checkbox"/> 21 |
| | <i>No other stations</i> | <input type="checkbox"/> 22 |

| | | | | | | | |
|------------|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|-----------------------------|
| Q3c | ASK IF CODED 1-7 AT Q1 | | | | | | |
| | Thinking about the train station you normally travel from, (INSERT CODE FROM Q3A), how would you rate it on each of the following...? (SINGLE CODE FOR EACH STATEMENT) | | | | | | |
| | | Very poor | Fairly poor | Satisfactory | Quite good | Very good | Don't know / Not applicable |
| | <i>Journey time getting to the station by car</i> | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| | <i>Journey time getting to the station by bus</i> | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| | <i>Ease of getting to the station by cycle</i> | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| | <i>Ease of getting to the station on foot / walking</i> | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| | <i>Car parking facilities</i> | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| | <i>Cycle parking facilities</i> | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| | <i>Facilities for wheelchair users</i> | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| | <i>Passenger safety</i> | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |

| | |
|-----------|---|
| Q4 | ASK IF CODED 8-10 AT Q1 What are the main reasons why you don't travel by train more often? (MULTI CODE / DO NOT READ OUT) |
| | <i>Journey time getting to the station by car</i> <input type="checkbox"/> 1 |
| | <i>Journey time getting to the station by bus</i> <input type="checkbox"/> 2 |
| | <i>Ease of getting to the station by cycle</i> <input type="checkbox"/> 3 |
| | <i>Ease of getting to the station on foot / walking</i> <input type="checkbox"/> 4 |
| | <i>Car parking facilities</i> <input type="checkbox"/> 5 |
| | <i>Cycle parking facilities</i> <input type="checkbox"/> 6 |
| | <i>Facilities for wheelchair users</i> <input type="checkbox"/> 7 |
| | <i>Passenger safety</i> <input type="checkbox"/> 8 |
| | <i>Cost of getting to London by train</i> <input type="checkbox"/> 9 |
| | <i>Cost of getting elsewhere (not London) by train</i> <input type="checkbox"/> 10 |
| | <i>The trains aren't reliable enough</i> <input type="checkbox"/> 11 |
| | <i>The trains do not run frequently enough / when I need them</i> <input type="checkbox"/> 12 |
| | <i>The trains do not go to / go directly to places where I want to go</i> <input type="checkbox"/> 13 |
| | <i>I don't know what local train services are available</i> <input type="checkbox"/> 14 |
| | <i>I find it more comfortable by car</i> <input type="checkbox"/> 15 |
| | <i>Travelling by car takes me where I need to go</i> <input type="checkbox"/> 16 |
| | <i>Travelling by bus takes me where I need to go</i> <input type="checkbox"/> 17 |
| | <i>Travelling by bus is cheaper than other transport</i> <input type="checkbox"/> 18 |
| | <i>I prefer to walk / cycle</i> <input type="checkbox"/> 19 |
| | <i>Another reason (please specify.....)</i> <input type="checkbox"/> 20 |

INTERVIEWER: PLEASE SHOW THE RESPONDENT LAMINATED SHOWCARD WHICH IS A VISUAL OF THE PROPOSED THANET PARKWAY STATION

INTERVIEWER READ OUT: Here is some information about the proposed development. Please read this now.

| | |
|-----------|--|
| Q5 | ASK ALL Were you aware of the proposed development before today? (SINGLE CODE / READ OUT) |
| | <i>Yes</i> <input type="checkbox"/> 1 |
| | <i>No</i> <input type="checkbox"/> 2 |
| | <i>Don't know / can't remember</i> <input type="checkbox"/> 3 |

| | |
|-----------|---|
| Q6 | ASK ALL If the proposed development went ahead, how likely would you be to use the train station? (SINGLE CODE / READ OUT) |
| | <i>Very likely</i> <input type="checkbox"/> 1 |
| | <i>Quite likely</i> <input type="checkbox"/> 2 |
| | <i>Neither likely nor unlikely</i> <input type="checkbox"/> 3 |
| | <i>Fairly unlikely</i> <input type="checkbox"/> 4 |
| | <i>Very unlikely</i> <input type="checkbox"/> 5 |

| | | |
|--|--------------------------------|----------------------------|
| | <i>Don't know / no opinion</i> | <input type="checkbox"/> 6 |
|--|--------------------------------|----------------------------|

| | | |
|------------|--|----------------------------|
| Q7a | ASK IF CODED 1-2 AT Q6 Which of the following best describes how you would <u>mainly</u> use the Thanet Parkway station? (SINGLE CODE / READ OUT) | |
| | <i>I would get a train from Thanet Parkway as well as a station(s) that I normally use</i> | <input type="checkbox"/> 1 |
| | <i>I would get a train from Thanet Parkway instead of the station that I normally use</i> | <input type="checkbox"/> 2 |
| | <i>I would get a train from Thanet Parkway instead of travelling by car to a destination</i> | <input type="checkbox"/> 3 |
| | <i>I would get a train from Thanet Parkway instead of travelling by bus / coach</i> | <input type="checkbox"/> 4 |
| | <i>I would get a train from Thanet Parkway to get to somewhere that I don't normally go</i> | <input type="checkbox"/> 5 |
| | <i>Don't know</i> | <input type="checkbox"/> 6 |

| | | |
|------------|--|----------------------------|
| Q7b | ASK IF CODED 1-2 AT Q6 Would you use the Thanet Parkway station for any other types of journey? (MULTI CODE / READ OUT) | |
| | <i>I would get a train from Thanet Parkway as well as a station(s) that I normally use</i> | <input type="checkbox"/> 1 |
| | <i>I would get a train from Thanet Parkway instead of the station that I normally use</i> | <input type="checkbox"/> 2 |
| | <i>I would get a train from Thanet Parkway instead of travelling by car to a destination</i> | <input type="checkbox"/> 3 |
| | <i>I would get a train from Thanet Parkway instead of travelling by bus / coach</i> | <input type="checkbox"/> 4 |
| | <i>I would get a train from Thanet Parkway to get to somewhere that I don't normally go</i> | <input type="checkbox"/> 5 |
| | <i>Wouldn't use for any other types of journey</i> | <input type="checkbox"/> 6 |
| | <i>Don't know</i> | <input type="checkbox"/> 7 |

| | | |
|------------|---|-----------------------------|
| Q7c | ASK IF CODED 3-5 AT Q6 Which of the following best describes the main reason why you think you would be unlikely to use the Thanet Parkway Station? (SINGLE CODE / READ OUT) | |
| | <i>I am happy with the train station I currently use</i> | <input type="checkbox"/> 1 |
| | <i>My current station is easy to get to by car</i> | <input type="checkbox"/> 2 |
| | <i>My current station is easy to get to by taxi</i> | <input type="checkbox"/> 3 |
| | <i>My current station is easy to get to by bus</i> | <input type="checkbox"/> 4 |
| | <i>My current station is easy to get to by cycle</i> | <input type="checkbox"/> 5 |
| | <i>My current station is easy to walk to</i> | <input type="checkbox"/> 6 |
| | <i>I am able to park at the station that I normally use</i> | <input type="checkbox"/> 7 |
| | <i>I don't know how much it would cost to park there</i> | <input type="checkbox"/> 8 |
| | <i>I don't travel by train very often / never travel by train</i> | <input type="checkbox"/> 9 |
| | <i>The trains would not go to / go directly to places where I want to go</i> | <input type="checkbox"/> 10 |
| | <i>Another reason (please specify)</i> | <input type="checkbox"/> 11 |
| | <i>Don't know</i> | <input type="checkbox"/> 12 |

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| Q8 | ASK ALL Thinking about the reasons given for developing the station, and taking everything into account including the existing train stations and their facilities, do you think the Thanet Parkway station should be built or not? (SINGLE CODE / READ OUT) |
|-----------|---|

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| <i>Yes – definitely</i> | <input type="checkbox"/> 1 |
| <i>Yes – probably</i> | <input type="checkbox"/> 2 |
| <i>Neither for nor against</i> | <input type="checkbox"/> 3 |
| <i>No – probably not</i> | <input type="checkbox"/> 4 |
| <i>No – definitely not</i> | <input type="checkbox"/> 5 |
| <i>Don't know / no opinion</i> | <input type="checkbox"/> 6 |

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| Q9a | ASK IF CODED 1-2 AT Q8 | |
| | What are the main reasons why you are in favour of the Thanet Parkway station being built? (MULTI CODE / DO NOT READ OUT) | |
| | <i>It will make it easier to travel by train</i> | <input type="checkbox"/> 1 |
| | <i>It will reduce the time it takes to get to a local station</i> | <input type="checkbox"/> 2 |
| | <i>It will make it easier for people to get to work by train</i> | <input type="checkbox"/> 3 |
| | <i>There will be better parking facilities than at existing stations</i> | <input type="checkbox"/> 4 |
| | <i>There will be better facilities for cycles than at existing stations</i> | <input type="checkbox"/> 5 |
| | <i>The station will be more accessible for disabled people</i> | <input type="checkbox"/> 6 |
| | <i>It will / might encourage employers to locate in the area / East Kent</i> | <input type="checkbox"/> 7 |
| | <i>It will / might encourage housing development in the area / East Kent</i> | <input type="checkbox"/> 8 |
| | <i>Another reason (please specify)</i> | <input type="checkbox"/> 9 |

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| Q9b | ASK IF CODED 4-5 AT Q8 | |
| | What are the main reasons why you are against the Thanet Parkway station being built? (MULTI CODE / DO NOT READ OUT) | |
| | <i>It is not necessary / money would be better spent on other things</i> | <input type="checkbox"/> 1 |
| | <i>Don't like unstaffed stations / feel they are unsafe</i> | <input type="checkbox"/> 2 |
| | <i>Concerned that other train stations will be closed</i> | <input type="checkbox"/> 3 |
| | <i>Concerned about loss of green space in the area</i> | <input type="checkbox"/> 4 |
| | <i>Concerned about the visual impact of the station</i> | <input type="checkbox"/> 5 |
| | <i>Will increase traffic congestion in the local area</i> | <input type="checkbox"/> 6 |
| | <i>Villages in the local area will be spoilt</i> | <input type="checkbox"/> 7 |
| | <i>It will / might encourage housing development in the area / East Kent</i> | <input type="checkbox"/> 8 |
| | <i>Another reason (please specify)</i> | <input type="checkbox"/> 9 |

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| Q9c | ASK IF CODED 3 AT Q8 | |
| | Why did you say that you are neither for or against the Thanet Parkway station being built? (MULTI CODE / DO NOT READ OUT) | |
| | <i>It will make it easier to travel by train</i> | <input type="checkbox"/> 1 |
| | <i>It will reduce the time it takes to get to a local station</i> | <input type="checkbox"/> 2 |
| | <i>It will make it easier for people to get to work by train</i> | <input type="checkbox"/> 3 |
| | <i>There will be better parking facilities than at existing stations</i> | <input type="checkbox"/> 4 |
| | <i>There will be better facilities for cycles than at existing stations</i> | <input type="checkbox"/> 5 |
| | <i>The station will be more accessible for disabled people</i> | <input type="checkbox"/> 6 |
| | <i>It will / might encourage employers to locate in the area / East Kent</i> | <input type="checkbox"/> 7 |

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| | <i>It will / might encourage housing development in the area / East Kent</i> | <input type="checkbox"/> 8 |
| | <i>It is not necessary / money would be better spent on other things</i> | <input type="checkbox"/> 9 |
| | <i>Don't like unstaffed stations / feel they are unsafe</i> | <input type="checkbox"/> 10 |
| | <i>Concerned that other train stations will be closed</i> | <input type="checkbox"/> 11 |
| | <i>Concerned about loss of green space in the area</i> | <input type="checkbox"/> 12 |
| | <i>Concerned about the visual impact of the station</i> | <input type="checkbox"/> 13 |
| | <i>Will increase traffic congestion in the local area</i> | <input type="checkbox"/> 14 |
| | <i>Villages in the local area will be spoilt</i> | <input type="checkbox"/> 15 |
| | <i>Another reason (please specify)</i> | <input type="checkbox"/> 16 |

INTERVIEWER READ OUT: Just a couple of questions for clarification purposes only...

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| Q10 | ASK ALL | |
| | Which of the following best describes your working status? (SINGLE CODE) | |
| | <i>Employed full time</i> | <input type="checkbox"/> 1 |
| | <i>Employed part time</i> | <input type="checkbox"/> 2 |
| | <i>Unemployed / seeking work</i> | <input type="checkbox"/> 3 |
| | <i>Full time parent / carer</i> | <input type="checkbox"/> 4 |
| | <i>Student</i> | <input type="checkbox"/> 5 |
| | <i>Retired</i> | <input type="checkbox"/> 6 |
| | <i>Something else (please specify)</i> | <input type="checkbox"/> 7 |

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| Q11 | Can you please tell me your postcode? |
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Thank you for your assistance with this important piece of research.

This survey is being conducted by Lake Market Research, an MRS Company Partner, and abides by their Code of Conduct. All of the answers you give are strictly confidential and will remain anonymous. If you wish to check that Lake Market Research is a bona fide market research agency, you can contact the UK Market Research Society on 0800 975 9596.