



EASTLEIGH SHOPMOBILITY USERS SURVEY REPORT

SEPTEMBER
2016

Researcher: OZGE PERVANE

ONE COMMUNITY

Survey 2016 One Community Eastleigh, Registered Office: 16, Romsey Road, Eastleigh, SO50 9AL.
Registered Charity Number 1052978, Registered in England as a company limited by guarantee number 3132524

TABLE of CONTENTS

INTRODUCTION.....	3
MAIN FINDINGS	4
1- Demographic Information	4
2- Customer Information	6
3- One Community.....	16
4- Satisfaction	18
COMMENTS.....	20
SUGGESTIONS	21
CONCLUSION.....	21

INTRODUCTION

Eastleigh Shopmobility is a service provided by One Community, which loans powered or manual wheelchairs and scooters. It enables people to do their shopping independently or to use other town centre facilities.

The information was provided by 11% of registered clients (41 people) who completed a users' questionnaire between June 2016 and August 2016. As requested, this survey report was gathered by means of a questionnaire as a paper survey and was handed in at Shopmobility or was sent to the Eastleigh Shopmobility.

The questionnaire was designed to find out about satisfaction and demographics of the users to improve the Shopmobility service. The survey was composed of 25 questions and asked clients about their satisfaction with the services and demographic information. In this report, charts and tables have been used to present the information in a clear way. It should be noted that some respondents did not answer all the questions which have counted as a missing value in analyses. The survey was designed via Excel and the data was analysed by using SPSS statistics software.

MAIN FINDINGS

1- Demographic Information

The people who completed the survey were predominately female (70.7%) and 29.3% were male. In terms of ethnicity, the overwhelming majority were identified as white at 97.6%. Only 2.4% respondents were identified as having a non-white origin. The information about age and current marital status has shown in Figure 1.

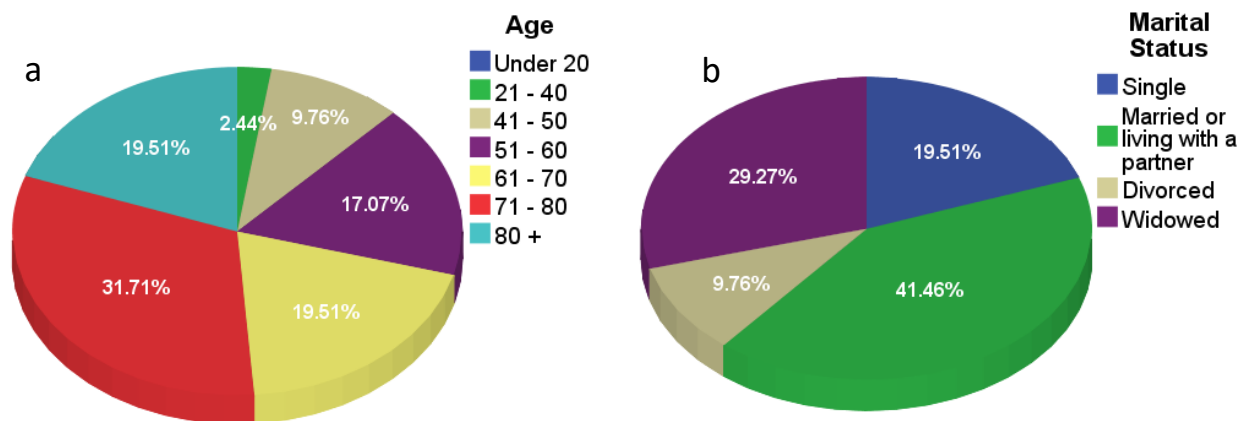


Figure 1. Age groups (a) and current marital status (b) of the users

Figure 1.a shows that around one-third (31.7%) of respondent's age is between 71 and 80 and more than a half of Shopmobility users are 71 years old or more. Around one-fifth of respondents (19.51%) are in 61-70 or 80+ age groups. 17.07% users are aged between 51-60 and 12.2% respondents are 50 years old or under. Note: a small fraction (2.44%) shows that people aged between 21-40 use the service and there are no respondents aged under 20. It can be said that the people aged 51 or more are more likely to use Shopmobility. As can be seen from the pie chart of the marital status (Figure 1.b), more than two-fifth of clients (41.46%) are married or living with a partner and around one-third (29%) of respondents are widowed. Around one-fifth (19.51%) respondents indicated that they are single and 9.76% are divorced.

The bar chart in Figure 2 shows the various age groups to men and women as percentages.

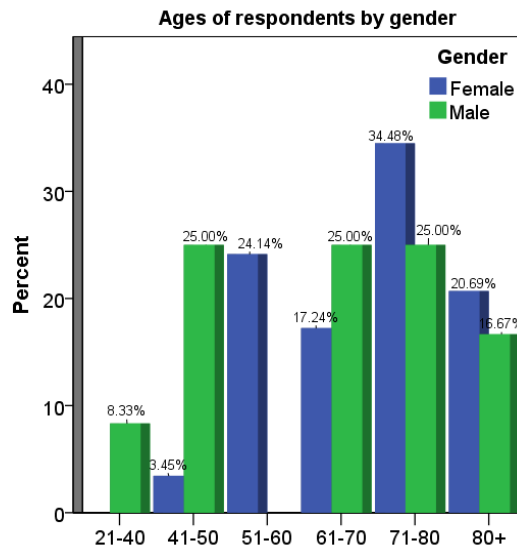


Figure 2. Age groups to gender as percentages

Figure 2 indicates the percentage of the respondents by gender in various age groups. From the total number of respondents it has to be noted that the percentage of men respondent is s 29% hence the gap between the 51-60 age group. The first thing to say is that women between 71 and 80 are most likely to use Shopmobility (35%). A quarter of men aged between 71 and 80 visited Shopmobility. The bar chart also implies that women aged 71 or more use Shopmobility more than men.

The bar chart below (Figure 3) shows by percentage the marital status of the respondents by gender.

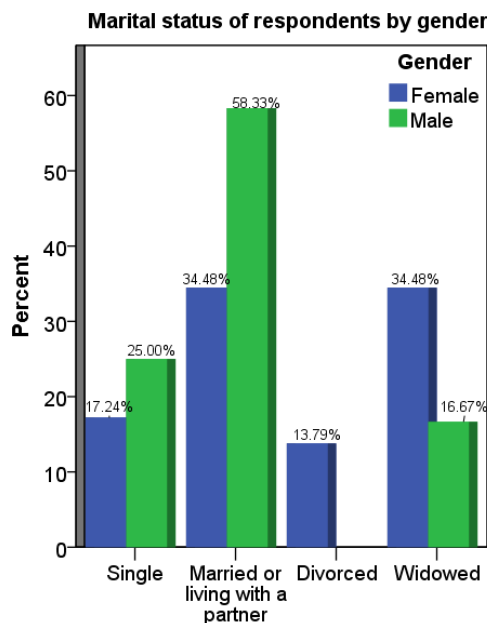


Figure 3. Marital status of respondents by gender as percentages

As seen in Figure 3, a large portion of the men respondents (58.33%) are married or living with a partner. Just over a third of women respondents are married/living with a partner or widowed. Exactly a quarter of male respondents and a small minority of female respondents (17.24%) are single.

2- Customer Information

Figure 4 shows that the proportions of how respondents heard about Shopmobility.

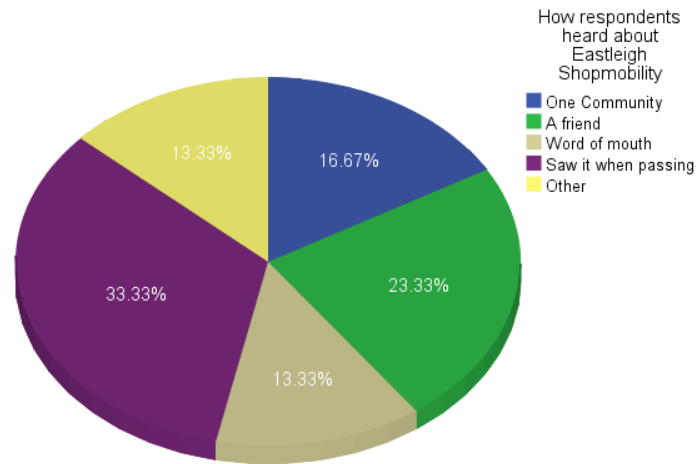


Figure 4. A pie chart of how respondents heard about Shopmobility

A third of respondents indicated that they saw Shopmobility while they were passing. The good location of the Eastleigh Shopmobility might be a reason for the high percentage of the “saw it when passing” option. Almost a quarter (23.33%) of respondents heard about One Community from a friend. A small minority (16.67%) of people said that they heard about Shopmobility from One Community directly.

Table 1 below shows for how long respondents have been a customer of Eastleigh Shopmobility.

Table 1. How long respondents have been a customer as counts and percentages

		Count	Percentage %
How long respondents have been a customer	It is the first time	3	7.3%
	Under 6 months	3	7.3%
	6 months to 1 year	1	2.4%
	1 year to 3 years	13	31.7%
	More than three years	21	51.2%
	Total	41	100.0%

As Table 1 indicates more than a half of customers have been a customer more than three years. A good proportion of people (31%) have been a customer between 1 and 3 years. A small minority of users have been a customer less than 1 year. This table indicates that the overwhelming majority (82.9%) of the respondents have been using Shopmobility more than a year. On the other hand, relatively new members of the community represent the lower proportion of the respondents.

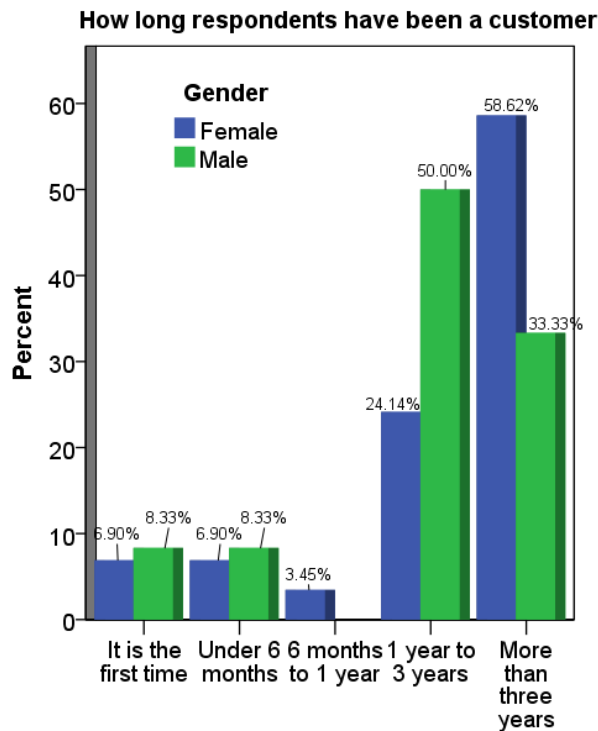


Figure 5. How long respondents have been a customer by gender as percentages

Figure 5 compares Table 1 to gender. For customers using the service for more than one year, the table indicates a similar proportion of people (male 83.33%, female 82.76%). The one thing to say is that while more than a half of women users (58.62%) have been a customer more than three years, exactly a half of men customers have been a customer between 1 and 3 years. Shopmobility has slightly more male customers for under 6 months and first time usage.

Table 2. How often on average respondents visit Shopmobility as counts and percentages

	Count	Percentage %
How often respondents visit Shopmobility		
Several times a week	8	19.5%
Once a week	23	56.1%
Once a fortnight	6	14.6%
Once a month	1	2.4%
Less than once a month	3	7.3%
Total	41	100.0%

Table 2 presents information about how often respondents visit Shopmobility. It shows that a significant number of respondents (56%) visit Shopmobility once a week. While 19.5% respondents visit Shopmobility several times a week, a small minority of people prefer to visit once a fortnight. On the basis of the findings, it would seem that the overwhelming majority of respondents (75.6%) visit Shopmobility once a week or more often and a small fraction of respondents (9.7%) visit Shopmobility once a month or less.

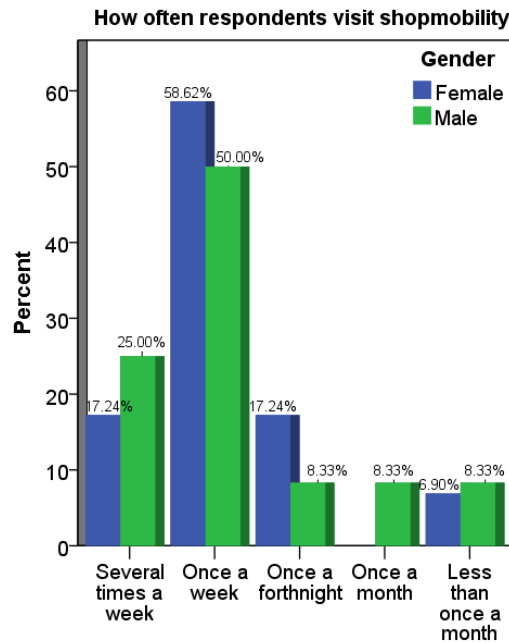


Figure 6. How often on average respondents visit Shopmobility by gender

The bar chart in Figure 6 indicates the data of Table 2 by gender. Note that a half or more of the male and female respondents are more likely to visit Shopmobility once a week. The proportion of customers using once a week or several times a week are split almost equally by gender.

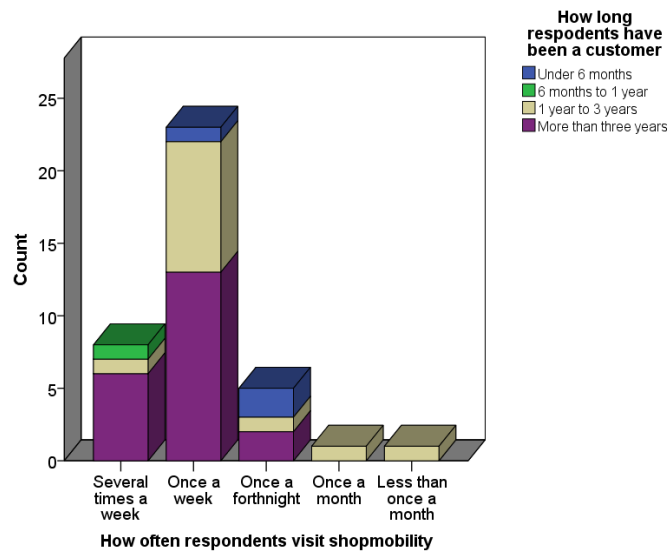


Figure 7. A bar chart of how often respondents visit Shopmobility by how long they have been a customer

As the Figure 7 indicates the respondent who has been a customer visits Shopmobility once a week has more likely been a customer for one year or more.

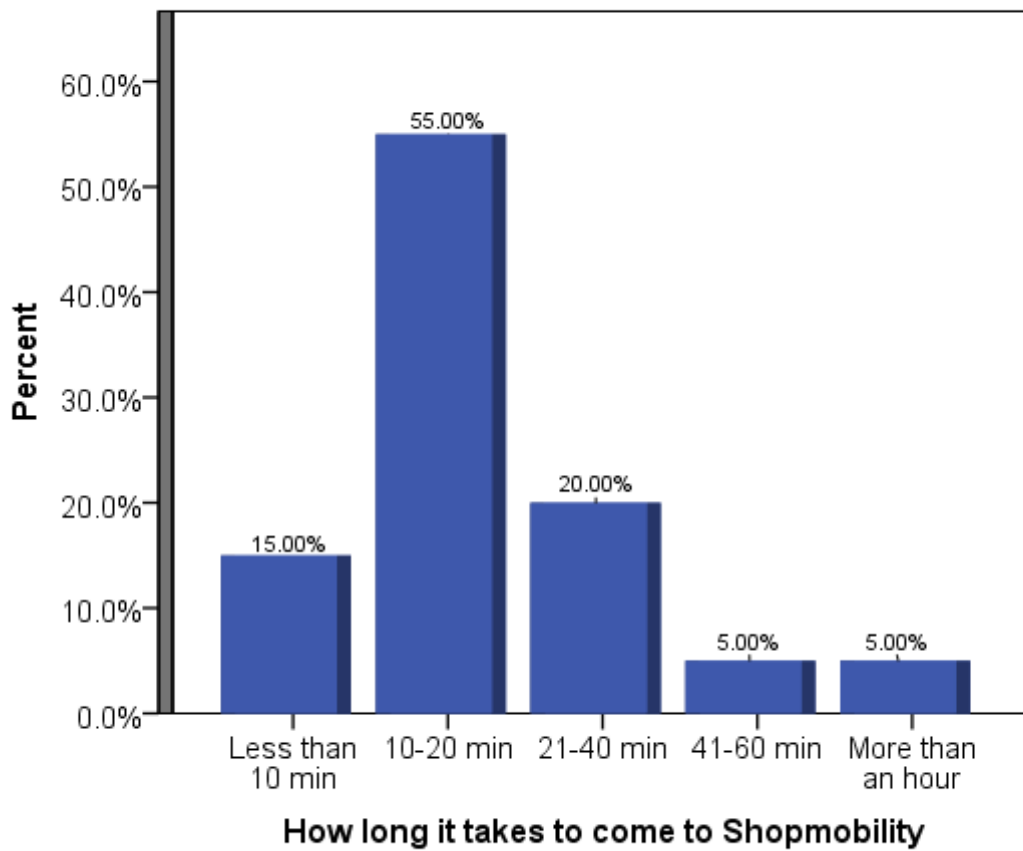


Figure 8. How long it takes to come to Shopmobility

The bar chart in Figure 8 shows the percentage of how long it takes to come to Shopmobility. More than a half of respondents (55%) indicated that it took between 10 and 20 min to come to Eastleigh. This may indicate that most of the customers (70%) come from Eastleigh or close to Eastleigh.

Table 3. How the respondents usually travel to Shopmobility as counts and percentages

		Count	Percentage %
How respondent's travel to Shopmobility	Car	24	64.9%
	Bus	2	5.4%
	Train	2	5.4%
	Eastleigh Dial- a- Ride	6	16.2%
	Powerchair, Wheelchair	3	8.1%
	Total	37	100.0%

Table 3 shows the various travel arrangements that respondents usually used when they travelled to Eastleigh Shopmobility. The most common vehicle is the car which is 64.9%. Eastleigh Dial-A-Ride is a door-to-door transport service for people living in the borough of Eastleigh who find it difficult or impossible to use ordinary bus services, 16.2% of the respondents use this transport service.

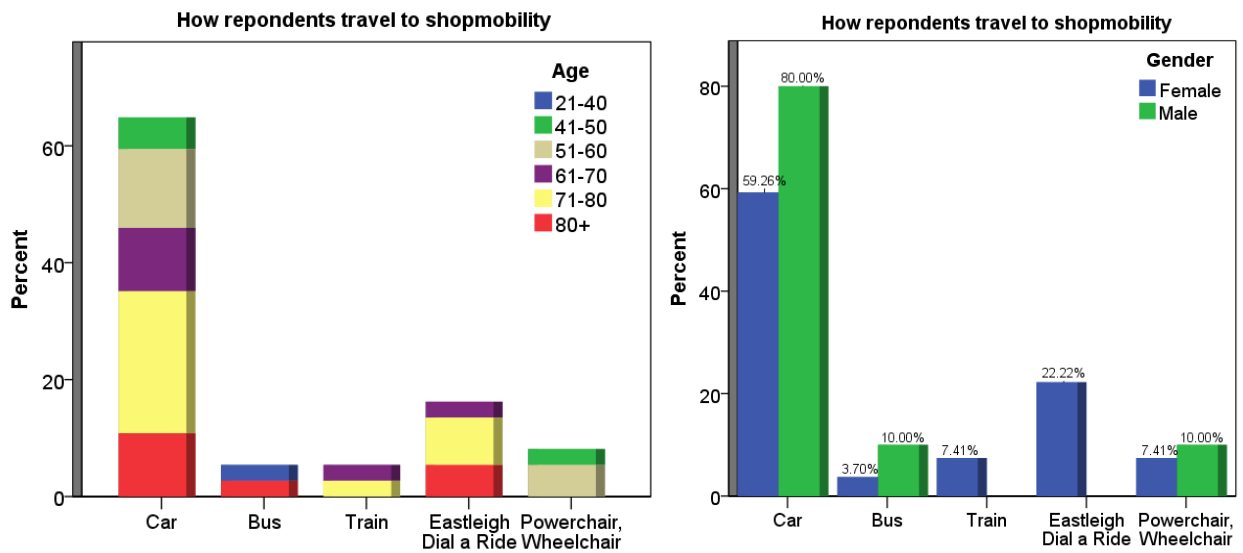


Figure 9. How respondents travels to Shopmobility by age or gender

The bar charts in Figure 9 show that the percentage of the type of travel vehicle by ages or gender. In the bar chart of ages, the people 61 years old or more are more likely to use Eastleigh Dial-A-Ride service. The overwhelming majority of male respondents (80%) prefer the car for travel. The thing to say is that only women respondents use Eastleigh Dail-A-Ride services for travel to Shopmobility.

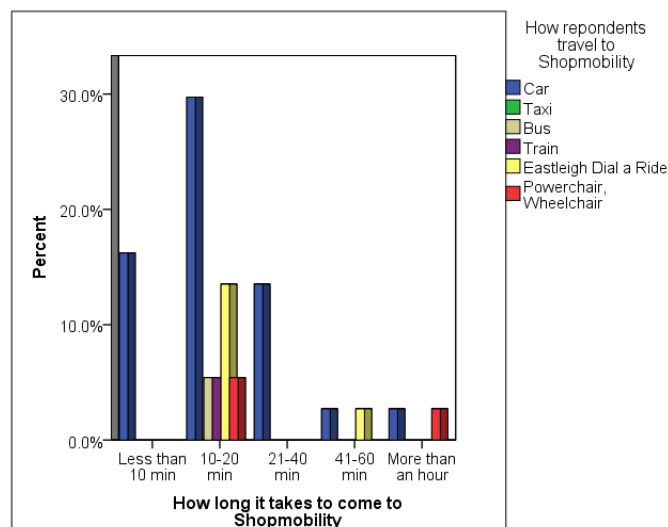


Figure 10. A bar chart of how long it takes to come by how respondents travel to Shopmobility

From this graph (Figure 10) it can be seen that most of the customers who use the Eastleigh Dial-A-Ride service took 10-20 min to come to Shopmobility. It can also be seen that the most preferred way to come to Shopmobility is by car.

Respondents were asked for their reasons to use Shopmobility and to tick all the options that suit them.

Table 4. Reasons to use Shopmobility as counts and percentages

Reasons to use Shopmobility	Count	Response % (Base: Count)
To do shopping	39	97.5%
To see a family or friends	6	15.0%
To go to work	2	5.0%
To visit local places	7	17.5%
To go to eat out	12	30.0%
To join trips	2	5.0%
Other	3	7.5%

Table 4 and Figure 11 show the various reasons why respondents use Shopmobility. Note that 97.5% said that the reason to use Shopmobility was to do shopping. To go to eat out (30%) was the second frequent reason. Other reasons cited included to visit local places (17.5%), and to see a family or friends (15%). Only 5% said that the reason was to go to work.

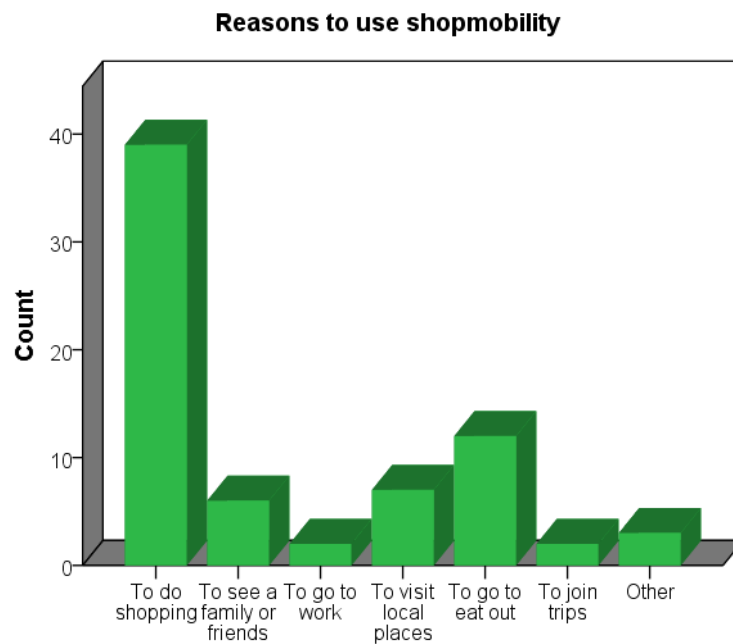


Figure 11. Reasons to use Shopmobility by count

Table 5 indicates that the amount of money that respondents spend when they visited Eastleigh.

Table 5. How much on average respondents spent as percentage when they visit Eastleigh

		Count	Percentage %
How much respondents spend when they visit Eastleigh	Less than £25	7	20.6%
	£25-£49	18	52.9%
	£50-£74	8	23.5%
	£75-£99	1	2.9%
	Total	34	100.0%

The table above shows more than a half of respondents (52.9%) spent between £25 and £49 when they visited. A very small proportion of respondents spent between £75 and £99 on average.

How much respondents spend when they visit Eastleigh

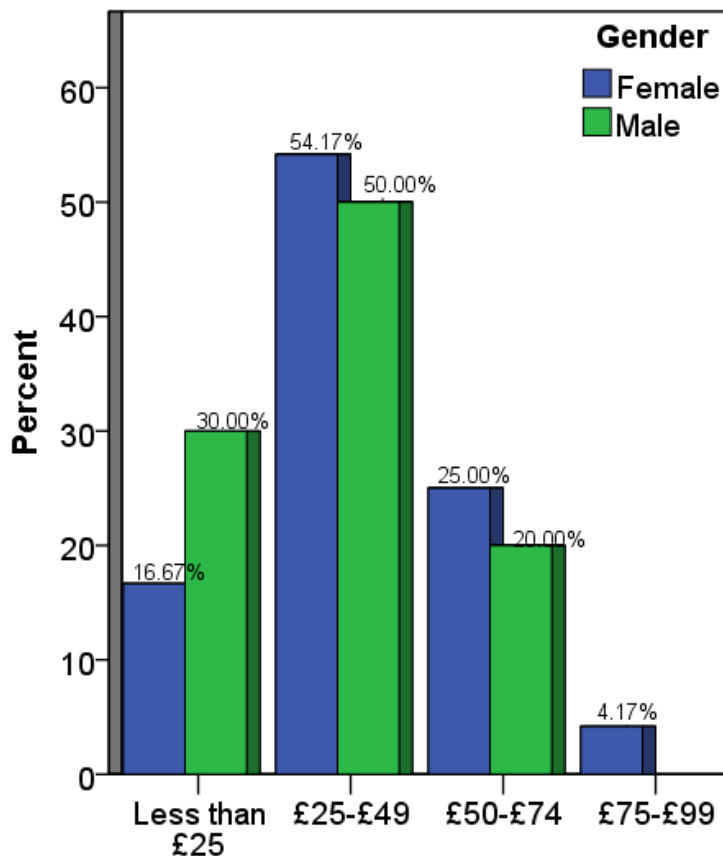


Figure 12. How much on average respondents spent when they visit Eastleigh by gender

Figure 12 shows that female respondents are more likely to spend £25 or more than male. Male respondents are approximately twice as likely than female to spend £25 or less.

Table 6. Usually hired vehicle as counts and percentages.

		Count	Percentage %
Hired Vehicle	Electric Scooter	30	76.9%
	Electric Wheelchair	7	17.9%
	Manual Wheelchair	2	5.1%
	Total	39	100.0%

Table 6 shows the percentages and usage of hired vehicles. The first thing to say is that the electric scooter is the most common (76.9%) vehicle to use. The second preferred vehicle is the Electric Wheelchair which has 17.9%. It can be seen that the difference between the first and the second common vehicle is relatively large (59%).

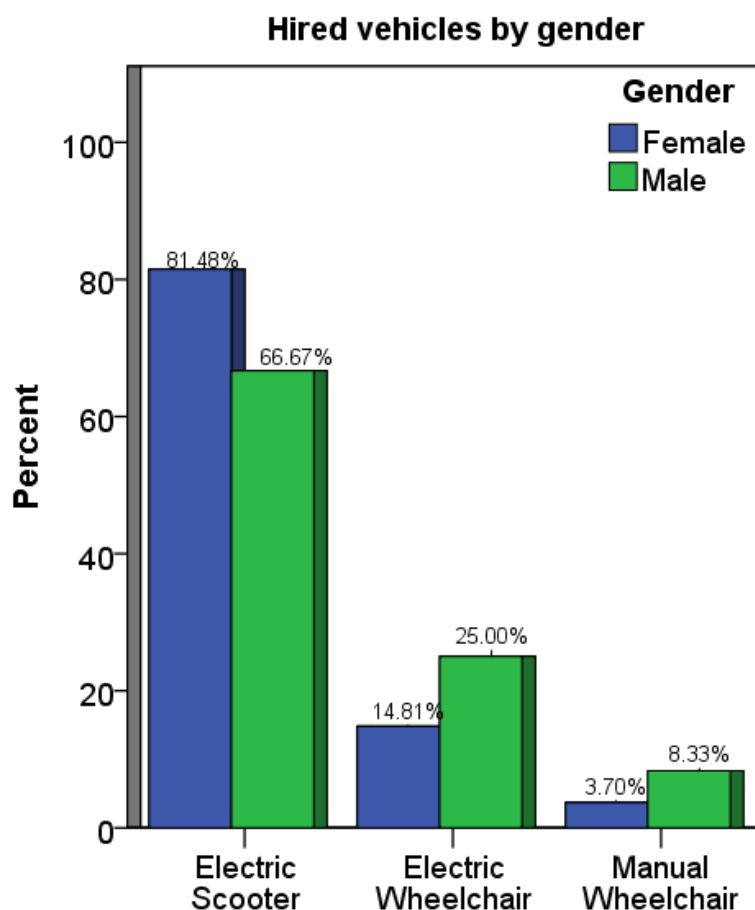


Figure 13. Usually hired vehicles by gender

Figure 13 compares hired vehicles of the respondents by gender. The survey found that the overwhelming majority of female respondents (81%) prefer to use the electric scooter. It can be

noted that male users are more likely to use electric or manual wheelchair than female customers.

Respondents were asked for days most likely to visit Shopmobility and to check all the options that suit them.

Table 7. Days respondents most likely to visit

		Count	Response % (Base: Count)
Days most likely to visit	Monday	8	19.5%
	Tuesday	8	19.5%
	Wednesday	7	17.1%
	Thursday	19	46.3%
	Friday	16	39.0%
	Saturday	12	29.3%
	Sunday	0	0.0%

Table 7 and Figure 14 indicates that almost a half of users (46.3%) were most likely to visit Shopmobility on Thursday which is market day in Eastleigh. The second common day was Friday (%39) and the third was on Saturday (29.3%).

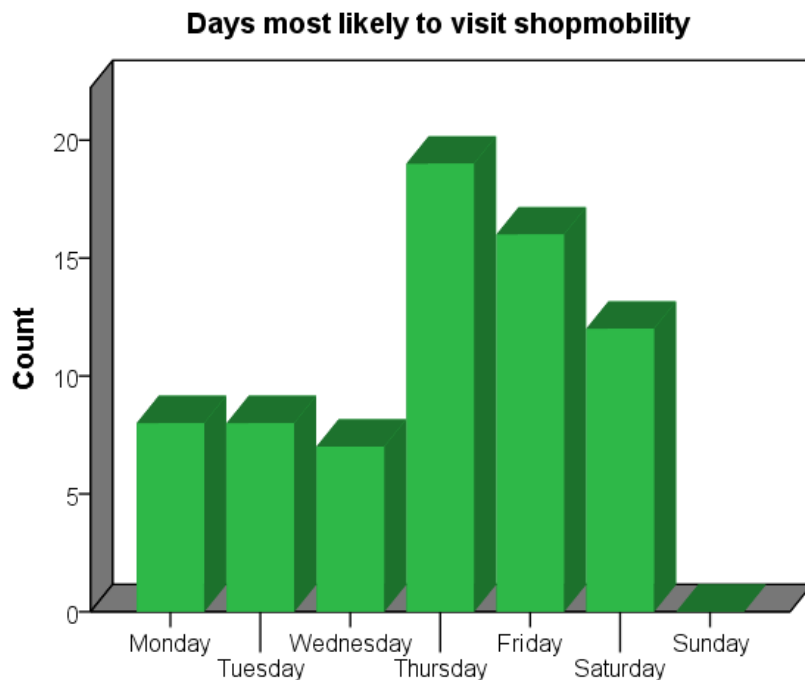


Figure 14. Days most likely to visit as count

Respondents were asked if they have visited Shopmobility scheme in other places. If so, they were asked to write where. Incomplete responses were categorized under other.

As Figure 15 indicates, some of the respondents visited to other Shopmobilities in the UK.

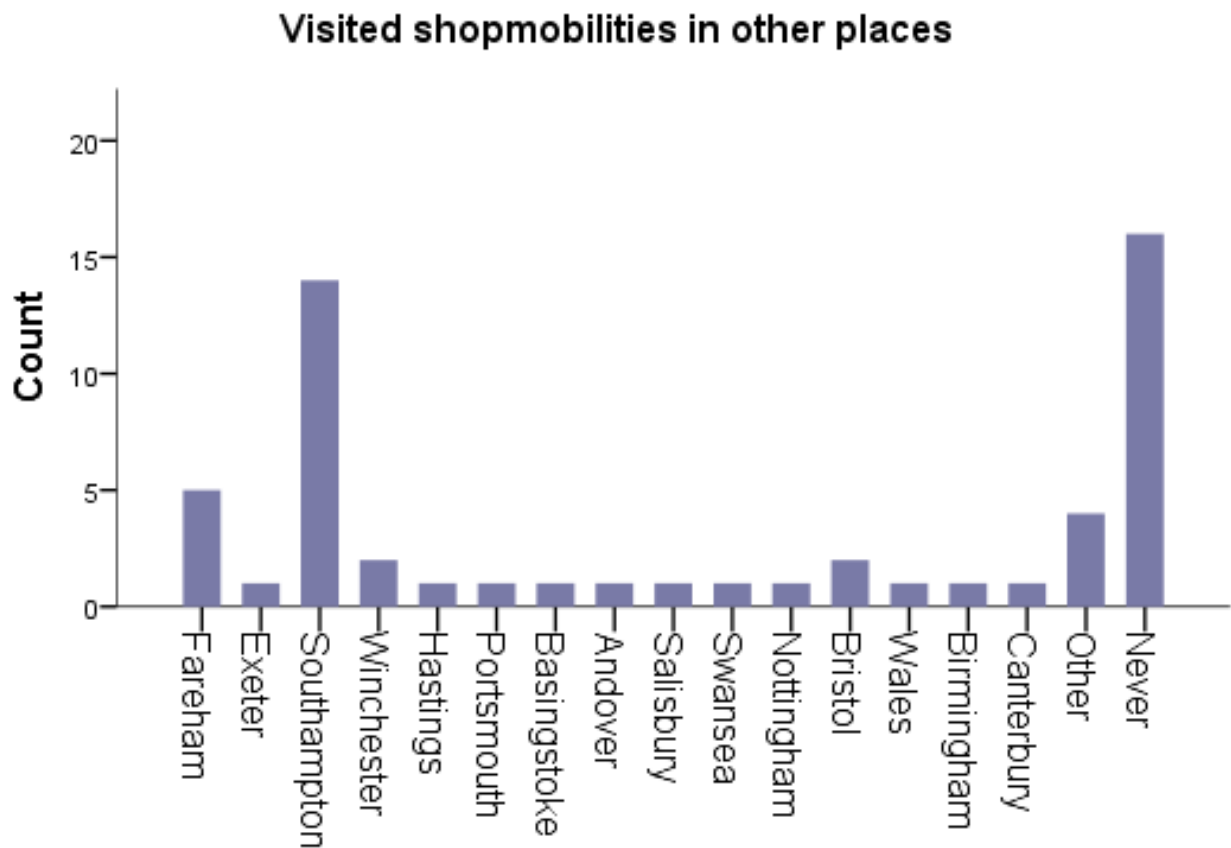


Figure 15. Visited Shopmobilities in other places

Two-fifths of the respondents have never visited Shopmobility except from Eastleigh. The most common visited place is Southampton, the second is Fareham.

Table 8. Compare Shopmobility facilities that respondents have visited before as counts and percentages

		Count	Percentage %
Compare other Shopmobility to Eastleigh Shopmobility	Better than Eastleigh Shopmobility	0	0.0%
	Much the same	14	73.7%
	Worse than Eastleigh Shopmobility	5	26.3%
	Total	19	100.0%

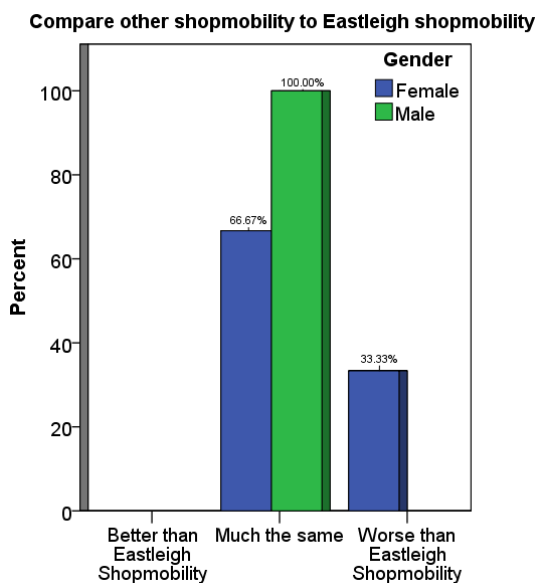


Figure 16. Compare Shopmobility facilities that respondents have visited before by gender

Figure 16 and Table 8 above indicate that, although all of the male respondents think that it was much the same, a third of the female respondents think that the other Shopmobilities were worse than Eastleigh Shopmobility. None of the respondents think that the other Shopmobilities were better than Eastleigh Shopmobility.

3- One Community

Respondents were asked if they heard of support at home and transport services provided by One Community to tick all the options that suit them.

Table 9. Heard about support at home and transport services provided by One Community as counts and percentages.

		Count	Response % (Base: Count)
Heard about support at home services	Lifeline Emergency Panic Button Alarm	19	76.0%
	Day Care Services	9	36.0%
	Carers Centre	3	12.0%
	Young Carers Project	2	8.0%
	Eastleigh Museum	13	52.0%
	Mops and Shops Service	3	12.0%
Heard about transport services	One Community Transport	18	56.3%
	Eastleigh Dial-A-Ride	27	84.4%
	Parish Link Minibus Service	7	21.9%
	Hedge End Park Minibus Service	6	18.8%

Heard support at home and transport services provided by One Community

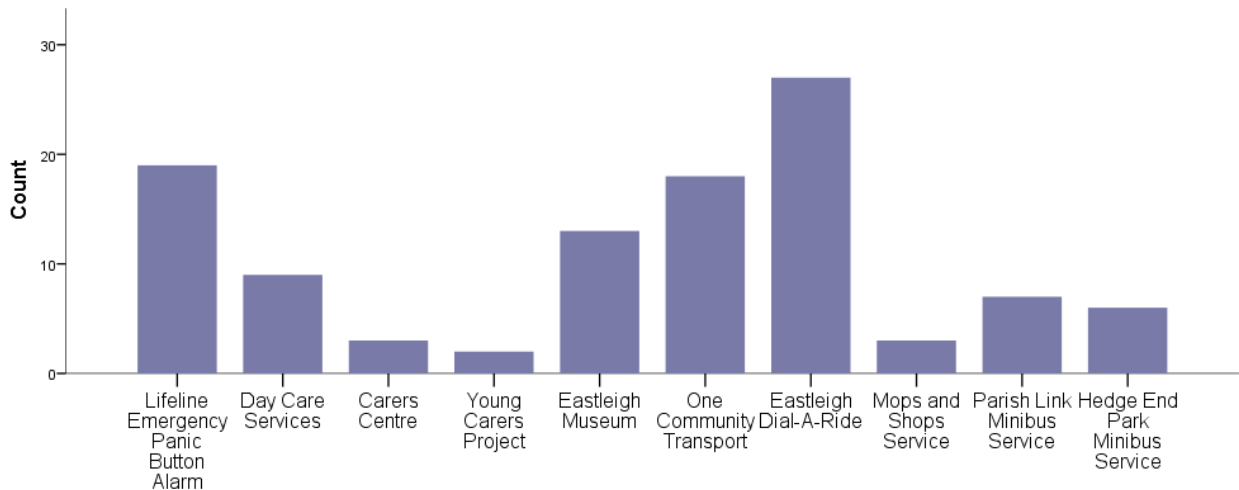


Figure 17. The bar chart of heard support at home and transport services provided by One Community as counts.

The bar chart shows the various services provided by One Community which were heard about before by the respondents. As seen from Figure 17 the most common answer is Eastleigh Dial-A-Ride. The second is Lifeline Emergency Panic Button Alarm. Other services cited included One Community Transport and Eastleigh Museum. There are less people who heard about Carers Centre, Mops and Shops Service and Young Carers Project.

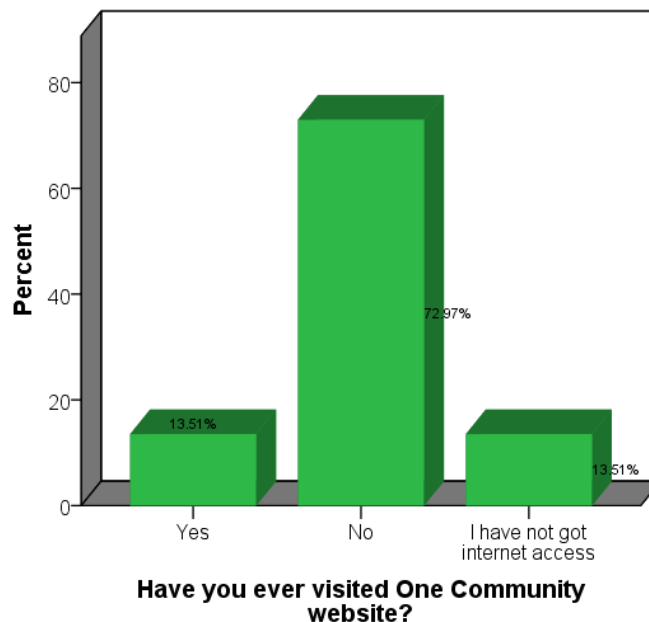


Figure 18. Have respondents ever visited One Community website

Approximately three-quarters of respondents have never visited One Community website. Almost 20% of respondents reported that they have visited the website before.

4- Satisfaction

A total of have 10 questions designed to measure customer satisfaction with Eastleigh Shopmobility. 100% of respondents agree that:

- They receive adequate training for using Shopmobility,
- There is enough equipment being provided for them,
- They are happy with opening hours.

To analyse customer satisfaction, respondents were asked to tick options from a scale to indicate whether they agree or disagree about Eastleigh Shopmobility. Table 10 and Figure 18 indicate a high level of satisfaction with the staff. The majority of people strongly agree with the staff's knowledge and understanding the needs of the customers, helpfulness, friendliness and courteousness.

Table 10. Satisfaction results about staff

	The staff are knowledgeable, understand my needs	The staff are very helpful	The staff are very friendly and courteous
Strongly Disagree	0.0%	0.0%	0.0%
Disagree	0.0%	0.0%	0.0%
Neutral	0.0%	0.0%	0.0%
Agree	9.8%	4.9%	2.4%
Strongly Agree	90.2%	95.1%	97.6%
Total	100.0%	100.0%	100.0%

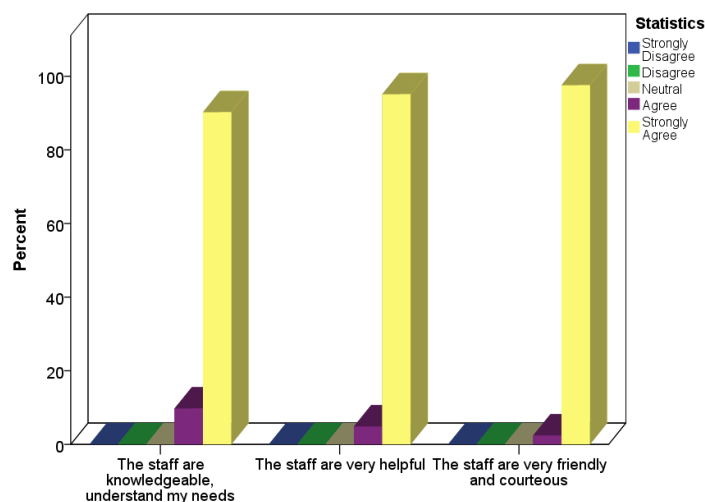


Figure 19. Bar chart of satisfaction results about staff as percentages

To analyse customer satisfaction, respondents were asked to tick options to indicate whether they were satisfied or dissatisfied with Eastleigh Shopmobility.

The Table 11 and Figure 20 indicate a high level of satisfaction with the services provided. Overwhelmingly the majority of respondents are very satisfied with vehicle cleanliness, range, cost and service provided.

Table 11. Satisfaction results about vehicle and service provided

	Vehicle cleanliness	Vehicle range	Vehicle cost	Service
Very Satisfied	95.1%	90.2%	95.1%	97.6%
Somewhat Satisfied	2.4%	7.3%	0.0%	0.0%
Satisfied	2.4%	2.4%	4.9%	2.4%
Somewhat Dissatisfied	0.0%	0.0%	0.0%	0.0%
Dissatisfied	0.0%	0.0%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%

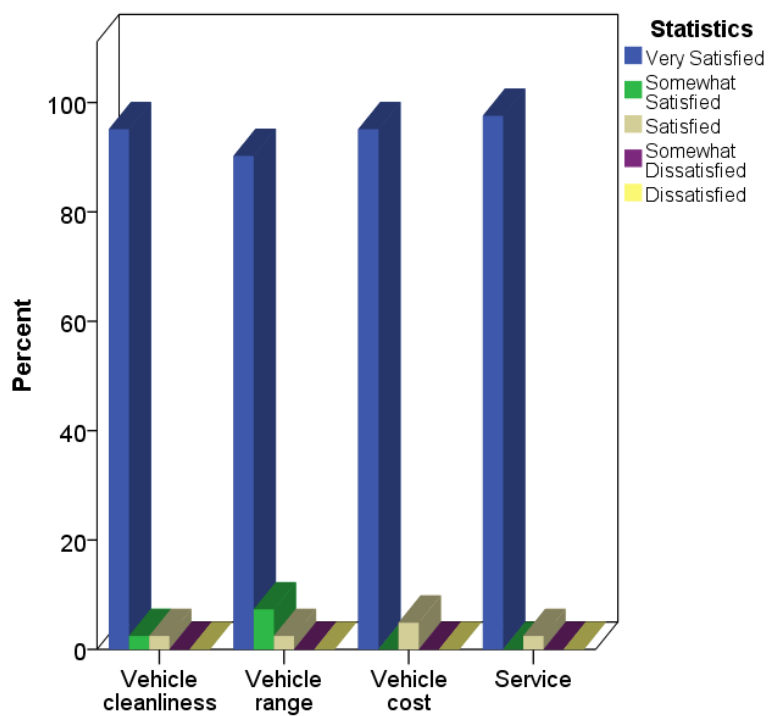


Figure 20. Bar chart of satisfaction results of vehicle and service provided as percentages

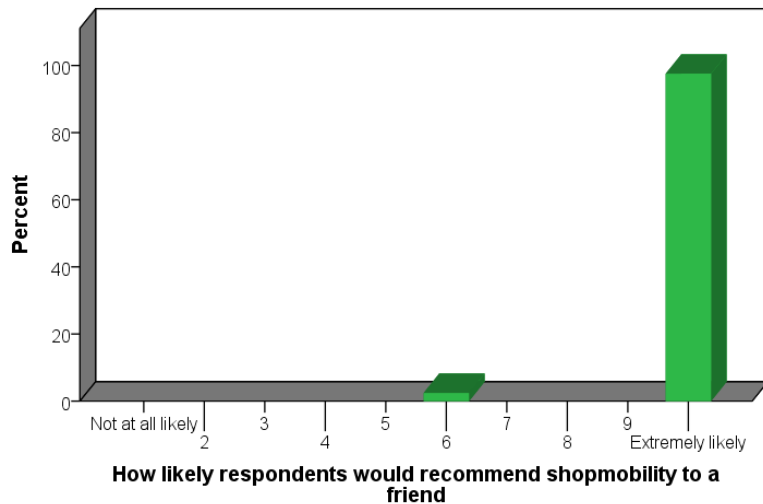


Figure 21. How likely respondents would recommend Shopmobility to a friend as percentages

98% of the people stated that they are extremely likely to recommend Shopmobility to a friend.

COMMENTS

We gave the respondents the opportunity to give any other comments or suggestions. All of the comments are given below.

'I have never found such kindness anywhere, they are perfect'

'Very pleased to be able to use it'

'Excellent service, couldn't manage without it'

'You are all very brilliant'

'The requirements already go beyond and above the need. Please note you are lucky to have such a lovely crowd of volunteers to work in Shopmobility Eastleigh.'

'Keep up the good work! Social events would be welcome, but understand cost constraints'

'Very happy with all the troop here fantastic people'

'It's never been run so well as it is now with Deidre & Jim 10 out 10'

Comments indicated that the users were satisfied with the service provided by Eastleigh Shopmobility. Comments were positive *'They are perfect', 'Excellent service', 'You are all very brilliant', 'Keep up good work'*.

SUGGESTIONS

The overwhelming majority (82.9%) of the respondents have been using Shopmobility more than a year. On the other hand, relatively new members of the community represent the lower proportion of the respondents, therefore there is scope to recruit new potential members to use Shopmobility.

Note that 97.5% said that the reason to use Shopmobility was to do shopping. To make shopping easier for the customer new ideas could be developed. Based on our statistics we may obtain discounts or vouchers from some local shops, which may increase member satisfaction.

It can be noted that there are fewer people who heard about Carer Centre, Mops and Shops Service and Young Carers Project. Given that 13.51% of customers have visited the One Community website, it is recommended that any other kind of advertisement for the members of Shopmobility should be done more offline than online.

CONCLUSION

The high level of satisfaction expressed by the respondents through the user satisfaction questionnaire indicates that the staff and management of Eastleigh Shopmobility continue to provide service which is greatly appreciated by its service users.

Although this is an excellent service review, as part of our commitment to improving our service will continue to ensure we offer a quality service.

One Community is grateful to our service users for completing the survey and for their comments. One Community is also grateful to our Shopmobility volunteers, without whom we could not operate.

Survey 2016 One Community Eastleigh, Registered Office: 16, Romsey Road, Eastleigh, SO50 9AL.
Registered Charity Number 1052978
Registered in England as a company limited by guarantee number 3132524