

Methodology

Hypothesis	Method	Sampling Technique and Sample Size	Day Date Time Weather	How was the Data Collected?	Justification of Methods	Originality in Methods
There will be less Functional Zoning of food outlets as you go away from the CBD and PLVI	Counted the food outlets, located and marked them on a map. Used nearest neighbour for evidence of functional zoning. Photographs for annotations.	No sampling technique used; we found all outlets from the CBD to the outer suburbs and located 83 outlets.	Friday 15 th may 9.30-1.00 Sunny and warm	We identified all the food outlets in Stratford using a map and then we walked around to each restaurant and ticked them off. We counted all the restaurants and food outlets in the four functional zones.	We had a lot of time to do this survey so we decided to walk around a large enough area to find 83 different food outlets which allowed us to extensively identify any evidence of clustering with certainty.	We were the only group that found all the food outlets throughout Stratford, in the inner city and suburbs as well as CBD. We were the only group to investigate clustering of food outlets. We planned our route to find the outlets.
There will be a decrease in traffic flow the further from the PLVI	Recorded the traffic flow along the Birmingham road in Stratford through the four functional zones. Spearman's rank to show correlation. Photographs for annotations.	We systematically sampled taking traffic counts at every 100m along a road for 1800m.	Friday 15th may 9.30-11.15 Sunny and warm.	Primary Data Collection, the number of vehicles that passed a point in 1 minute was counted and the numbers were put in a table. This was done every 100m, from the PLVI along the Birmingham Road for 1800m with 20 counts. Photographs were also taken to be annotated.	We chose 20 points, each 100m along from the PLVI to the outer suburbs. This gave us enough data and the widest range allowing for correlation between distance from the PLVI and amount of traffic to be calculated using a spearman's rank	We chose our own route and how far to go. We designed our own table to record traffic flows, including differentiation between cars, buses, lorries and other vehicles.

There will be a change in EQI across the four functional zones of Stratford	We created our own survey to measure EQI. We then split Stratford into its four functional zones and randomly picked ten points in each zone at which we took our survey. We took photographs for annotation.	We used random sampling within a stratified technique. We chose 10 random points in each are to represent the whole of that functional zone.	Friday 15th may 9.30-1.00 Sunny and warm	We collected the data by going to the 40 previously selected spots and filling out the EQI survey which we had designed. Photographs were taken at some spots for annotation. The data was compiled and put on one EQI survey for each of the four functional zones.	We chose enough points (10 in each zone) to accurately get a representation of EQI for that functional zone. This gave us a detailed pattern of trends across the four functional zones. Our survey provided a lot of data covering all aspects of environmental quality. We got a large number of surveys done across a large area meaning we had extensive data to analyse.	We chose to survey this, designed and planned our own survey completely independently with no external guidance.
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