

## 1 Cluster 1: Geography in Everyday Life

- (a) A class of students wanted to compare residents' level of satisfaction with the amenities offered in two neighbourhood shopping malls in two different parts of Singapore. Photographs of the two malls are shown in Figs. 1.1 and 1.2. The students decided to survey 50 people. The results of the question on levels of satisfaction in the questionnaire are shown in Table 1.1.

### A shopping mall located in the north eastern part of Singapore



Fig. 1.1

### A shopping mall located in the western part of Singapore



Fig. 1.2

**Table 1.1****Results for Question 1**

Question 1: Please indicate your level of satisfaction with the following amenities in this shopping mall.

The shopping mall in Fig. 1.1

<b>Amenities in the mall</b>	<b>Level of satisfaction</b>				
	<b>very dissatisfied</b>	<b>somewhat dissatisfied</b>	<b>neither dissatisfied nor satisfied</b>	<b>somewh at satisfied</b>	<b>very satisfied</b>
availability of nursing room & handicapped toilets	2	4	20	15	9
variety of food eateries	2	8	3	15	22
prices of food	18	12	3	13	4
variety of retail outlets	2	7	8	9	24
cleanliness	2	4	15	10	19
<b>mean</b>	5.2	7.0		12.4	15.6

The shopping mall in Fig. 1.2

<b>Amenities in the mall</b>	<b>Level of satisfaction</b>				
	<b>very dissatisfied</b>	<b>somewhat dissatisfied</b>	<b>neither dissatisfied nor satisfied</b>	<b>somewh at satisfied</b>	<b>very satisfied</b>
availability of nursing room & handicapped toilets	3	5	5	14	23
variety of food eateries	16	23	2	4	5
prices of food	20	10	5	9	6
variety of retail outlets	13	14	5	13	5
cleanliness	3	5	15	9	18
<b>mean</b>	11	11.4	6.4	9.8	11.4

**(i)** What type of rating scale is used in the questionnaire shown in Table 1.1?

.....[1]

(ii) Complete the empty cell in Table 1.1 by calculating the mean for 'neither satisfied nor dissatisfied' for the neighbourhood in Fig. 1.1. [1]

(iii) With reference to Figs. 1.1 and 1.2 (Insert), explain how the students could sample visitors to collect the data needed for their investigation.

[3]

**(iv)** Compare residents' level of satisfaction of amenities offered by the two shopping malls.

[4]

**(v)** Evaluate the reliability of the data collection method used in this investigation.

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