

Question 2.3

Question

Assess the usefulness of house price data such as that shown in **Figure 6** in helping to understand the nature of a local place, comparing it with other quantitative sources that you used in studying place.

[6 marks]

Mark scheme

AO1 = 2 marks, AO2 = 4 marks

AO1 – Knowledge and understanding of the quantitative data used to investigate the characteristics of local place.

AO2 – Application of knowledge and understanding to this novel situation. Analyses and evaluates the usefulness of quantitative data source in understanding the nature of a local place, comparing this to other quantitative sources.

Mark scheme:

Level 2 (4–6 marks)

AO1 – Demonstrates clear knowledge and understanding of concepts, processes, interactions and change.

AO2 – Applies knowledge and understanding to the novel situation offering clear analysis and evaluation drawn appropriately from the context provided. Connections and relationships between different aspects of study are evident with clear relevance.

Level 1 (1–3 marks)

AO1 – Demonstrates basic knowledge and understanding of concepts, processes, interactions, change.

AO2 – Applies limited knowledge and understanding to the novel situation offering basic analysis and evaluation drawn from the context provided. Connections and relationships between different aspects of study are basic with limited relevance.

Notes for answers:

The question requires awareness of the range of quantitative sources used in the study of local place and application of this knowledge and understanding in evaluating the usefulness of the quantitative data relating to house prices.

AO1

- Knowledge of the geography of the local place studied, its economic and social setting, and the general changes in demography and economic activity over time.
- Knowledge of various sources of quantitative data used in the study of local places. This includes census data, employment data, school catchment areas, council tax banding data.
- Understanding of the purpose of specific quantitative data sources. The census for instance

provides large scale, quantitative data, used by national and local agencies to help understand and plan for population growth and other demographic changes. Employment data indicates the features of the employed workforce, employment structures and the numbers/proportions of jobs in different sectors.

- Knowledge and understanding of changes over time as evidenced in quantitative data sources, for instance trends in population size and structure, school population statistics and overall employment vacancies/types.

AO2

- Evaluation of the usefulness of the data on house prices, indicating overall changes in the value of the whole place, spatial variations within the place, and the general economic status of the place.
- Analysis of changes in house prices shown in Figure 6, which can be linked to economic trends such as the recessions of the 1990s and 2008 onwards, which in turn relate to other evidence of economic change.
- Analysis of the overall increase in prices, and increasing disparity in price between different house types depicted in Figure 6 help to highlight social divisions in the place studied, and lack of affordability to lower income groups. Rapid price increase particularly during certain periods such as the late 1980s and 1990s might be linked to growing prosperity at a local level.
- The house price survey may be usefully placed in a broader context using websites such as Zoopla and Rightmove, and other comparative data sources, including local newspaper advertisements.
- Evaluation of the way that the data might be useful in providing evidence for making deductions about either the demographic and cultural conditions or the economic conditions in the place. Given that the data covers a 30-year period it is particularly useful for evidence of change. The changes can be compared with national and regional statistics, which may reflect relative economic and/or demographic trends
- This value of this source should be compared with the usefulness of other sources used in the study of the chosen local place, such as census data, employment data, school catchment areas and council tax banding data and how these have changed over time.
- Analysis of small sample data sets such as house price information may be of limited value compared with the comprehensive statistics obtained from the national census, which give a fuller picture of the place studied. The ten yearly census provides counts of the numbers of people, families or households resident in specific geographical areas drawn from themes of population, people and places, families, ethnicity and religion, health, work, and housing.
- Overall evaluation - no data source is enough to provide a full and detailed picture of the place on its own. House price data primarily shows evidence of economic change, although other aspects might be inferred. There is a need to use different data sets to provide insight into different elements of the place eg social, environmental, demographic characteristics.

Student responses

Student response 1

The house price data in Figure 6 can be used to compare the amount of money that is invested in a particular over a period of time, this can inform of the wealth and character of the typical residents. Differing quantitative data would be a clone town survey which can be conducted around 50 shops in a high street and can indicate the presence of multi-nationals. Moreover census data such as ethnicity statistics can be used to evaluate diversity, for instance in Winchester it is 81% white British. Overall evaluation data combined with house prices gives the deepest understanding as neither explain the whole nature but together give great insight into the nature, this is because wealth (house prices) doesn't show the work ethic/motivation of the people whereas evaluative data does. In conclusion, house price data is fairly useful but is limited by global external factors such as global recession.

Level 2 – 4 marks

Does begin to assess and show an awareness of the usefulness of figure 6. AO1 is rather basic and lacks clear knowledge.

Student response 2

House price data is very valuable data when looking at the economic nature of a local place because it shows the change one time economically so can show dips in the local economy for people late in 2011 when the price has gone down from 2006. House price data can also be useful in other contexts like for estate agents and housing companies such as Rightmove. Other quantitative techniques include ethnicity percentages which tells you more about the demographic of the place rather than purely economic, pointing more towards the nature as it can help you show how multicultural the area is. Other methods used include crime rates which give a large sound aspect towards the nature of a place. These methods are more useful than the house price data as it gives a clearer indication of the nature as a broader term rather than purely economically. Whilst house price data can be useful, no single method can be used to give the nature of a place as that takes so many aspects like the economic demographic and more.

Level 2 – 6 marks

Really good clear response/ Makes clear connections with the data, seeking to exemplify using the data and own knowledge. Clear assessment of the usefulness of house price data and compares this to other data sources.

Student response 3

House prices such as that in figure 6 helps to show how the nature of the place is developing as the house prices are rising from 1986 to 2016. It also helps people to understand how developed or wealthy a place is depending on what people can afford to spend on a house. For example, in 1996 the house prices were half of what they were in 2011 which shows that people who originally lived in Winchester may have moved out of the area or only people with more money could afford to buy a property. However, some other quantitative sources such as ethnicity or diversity of the population can be more useful to portray the nature of a place for example Winchester has 81% of its population being British white in ethnicity showing little diversity. Also in 2006 77% of students who went to schools in Winchester achieved A–C grade GCSE's meaning Winchester is a good place for educational purposes.

Top Level 1 – 3 marks

Whilst there is some clear AO1 knowledge and understanding of quantitative data sources there is only weak AO2 application so with only 2 marks maximum for AO1, this answer remains in Level 1 as AO2 shows only basic analysis with very limited connections being made. There is only some very tentative assessment.

Student response 4

The data shown in the table is seen to be rising over a 30 year period. House prices such as that in figure 6 helps to show how the nature of the place is developing as the house prices are rising from 1986 to 2016. It also helps people to understand how developed or wealthy a place is depending on what people can afford to spend on a house. For example, in 1996 the house prices were half of what they were in 2011 which shows that people who originally lived in Winchester may have moved out of the area or only people with more money could afford to buy a property. However, some other quantitative sources such as ethnicity or diversity of the population can be more useful to portray the nature of a place for example Winchester has 81% of its population being British white in ethnicity showing little diversity. Also in 2006 77% of students who went to schools in Winchester achieved A–C grade GCSE's meaning Winchester is a good place for educational purposes.

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Student response 5

The data shown in the table has seen to be rising over 30 year period. The different categories of houses have all seen to fluctuate and double over the last 30 years. These fluctuations show that the area may have been in a time of economic trouble and therefore meant that the houses cost less. The overall cost of the houses over the period means that the area is of a high standard of living and has developed over the last 30 years. This development has been shown by the example of a 1 bedroomed flat going from £27,000 to £114,000.

1 mark

Very basic response which is just Level 1. Usefulness is implied through the idea that the rise in prices suggests a high standard of living. It lacks accuracy in terms of application and shows very little in the way of AO1 knowledge and understanding. There is no attempt to assess the usefulness.

Student response 6

House price data is useful as it can indicate the wealth/development of a place, how desirable it is to live there by seeing the difference between a 1 bed flat in 2001 was £86,000 and is now £114,000 shows an increase in price and therefore an improving place. It is not as useful as things like education for example. Winchester got 27,000/32,000 on the education deprivation index, indicating a very well educated city, therefore residents will most likely have good jobs, good pay and nice houses. It is however more useful than something like ethnicity something not too relevant to the nature of a place.

Level 1 – 2 marks

Not focused on an assessment of the usefulness. Evaluation is rather weak and implied. Does show awareness of other sources with tentative reference to how these can be used.