

LEISURE AND CULTURAL SURVEY ANALYSIS APRIL 2008



Executive Summary

For the past 6 years the Council has asked local people their opinions about the leisure and cultural services it provides. This year for the first time the Council also asked young people what they thought of the Council's services and compared their responses to those of adults.

Seeing friends, watching TV, eating out and walking are the most popular things both adults and young people do in their spare time. Significant numbers of young people also go swimming and go to the cinema, while older people enjoy gardening. People of all ages use Peterborough for leisure purposes, especially for the cinema, nightclubs and eating out. After Peterborough, the strongest links are with Boston and then Kings Lynn.

Local newspapers and word of mouth are used by everyone to find out things to do but younger people also use the internet more than do older people. Indeed 92% of young people have access to the internet while only 67% of adults do. Adults are not interested in receiving information about events to their mobile phone and only a minority (25%) of young people are.

The most used and popular facilities the Council provides are parks and open spaces (especially Ayscoughfee Gardens), Castle Sports Complex and South Holland Centre. People who have used the facilities feel more positive about them than those that have not. Young people use parks and open spaces and the Castle Sports Complex a lot more regularly than do adults.

There is considerable lack of knowledge (and therefore use) of some of the Council's facilities – these are the Peele Leisure Centre in Long Sutton, sports development opportunities, the Pumpkin Parade and the Rural Cinema.

The questionnaire asked about the value for money of a number of the Council's services. 62% of adults felt that the price of a cinema ticket at the South Holland Centre represented good value for money but only 33% of young people felt the same. The majority of people of every age agreed that the Water Taxi fares and weekday weddings at Ayscoughfee represented good value for money. However the majority of people also thought the price of a weekend wedding at Ayscoughfee represented poor value for money.

The Council asked what topics would be of interested in if it held a festival. By far the majority of adults were interested in food followed by live music and live theatre. Young people too were most interested in these topics but then also suggested film.

BACKGROUND

A questionnaire was mailed to South Holland residents and distributed in each of the secondary schools across the District. The aim being to determine satisfaction with the District's leisure and cultural services and facilities and gain a picture of resident's leisure and cultural interests. The survey will also provide information for 2007/08 Local Key Performance Indicators. This is the sixth year that a leisure survey has been carried out. It is the first year that it has been specifically sent to young people. In all previous years the respondents have been identified through the electoral role and thus have been aged over 18.

METHODOLOGY

In February 2008 a questionnaire was mailed to a random selection of 2500 South Holland residents. The questionnaire contained questions about leisure time and SHDC leisure and cultural services. A total of 405 completed questionnaires were returned and then analysed. The response rate for this self-completion questionnaire was 16%.

In addition the same questionnaire but with an abridged 'about you' section was distributed to young people in each of the secondary schools in South Holland. 1,780 were delivered to schools and 880 completed questionnaires were returned and analysed. The response rate for this self-completion questionnaire was 49%.

RESULTS

All results exclude no responses.

The results from the general mail out (adults) are reported in section 1 of this report. Section 2 sets out the results from the young people's survey and section 3 highlights any differences between adults and young people's results.

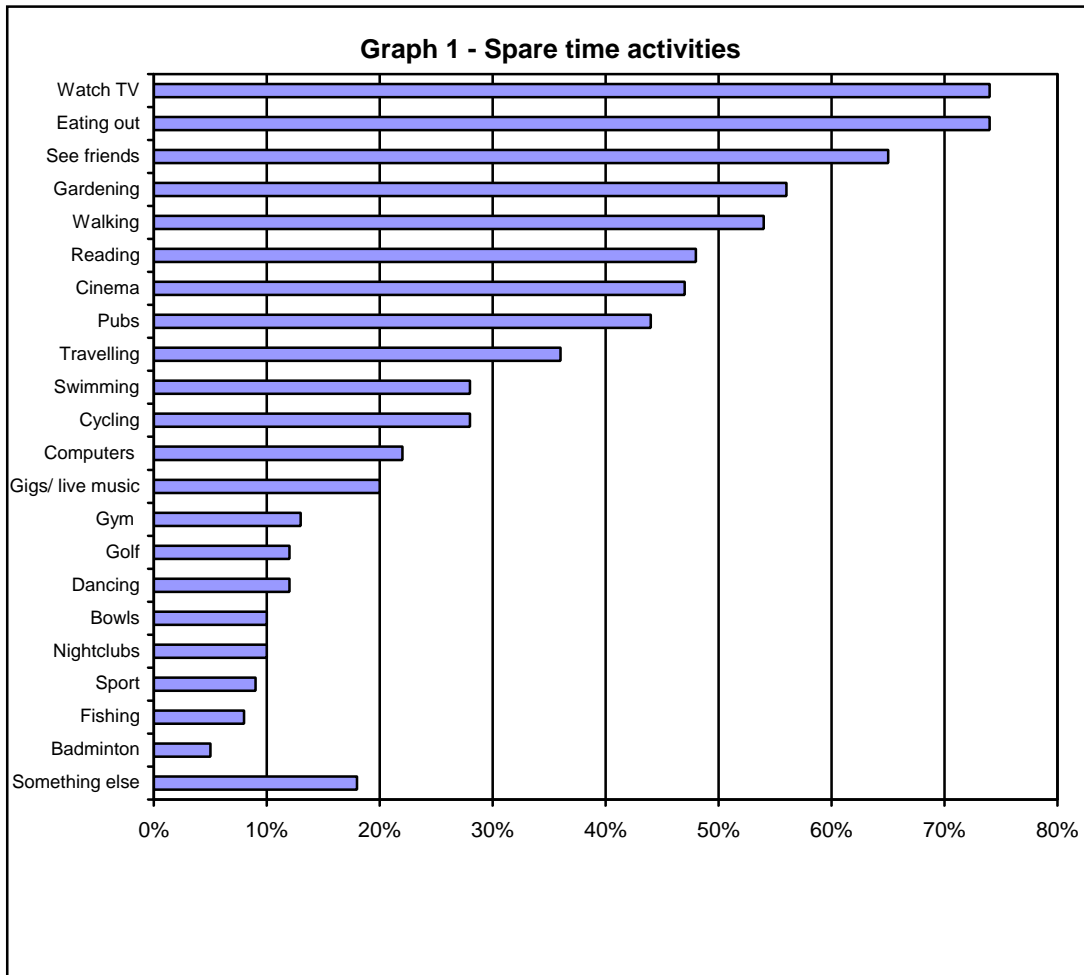
The results from the general mail out have been compared with 2007 - 2003 results where possible (where similar questions were asked on each survey).

There are full data tables that show the full percentage results and are in the Technical Appendix.

Section 1 – Adults

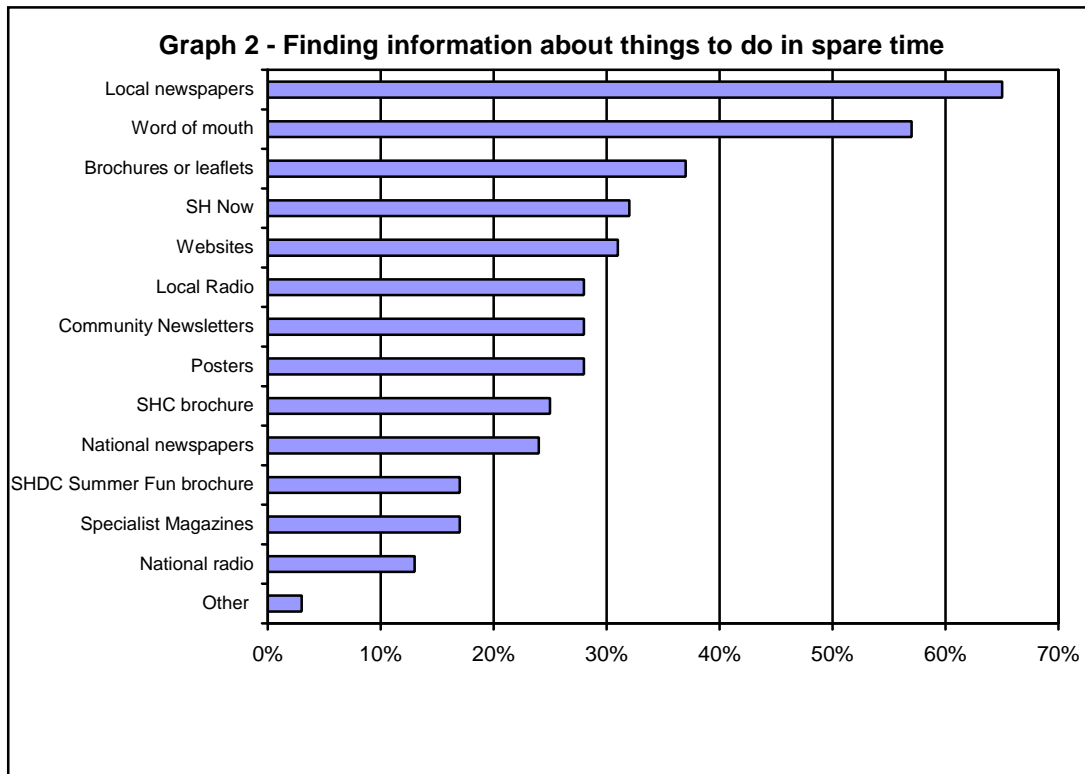
Leisure time

The most common things respondents do in their spare time are: watch TV (74%); eating out (74%); see friends (65%); gardening (56%) and walking (54%).



For most of these activities the largest proportion of respondents do these activities locally, the exceptions to this are: going to the cinema (the largest proportion of respondents visit Peterborough); gigs / live music (the largest proportion of respondents travel further afield); travelling (the largest proportion of respondents travel further afield).

Respondents use a variety of sources to find out information about things to do in their spare time, the most popular being: local newspapers (65%); word of mouth (57%) and brochures or leaflets (37%).



Internet

Two thirds of adults respondents (67%) have access to the internet.

A fifth (21%) of respondents who have access to the internet have used sholland.gov.uk to get information about things to do in their spare time. Usage of other sites specified in the questionnaire is:

- southhollandcentre.co.uk 15%
- visitlincolnshire.co.uk 9%
- visitspalding.com 7%
- fourseasons.org.uk 6%
- ayscoughfee.org 4%
- flowerparade.co.uk 4%
- pumpkinparade.co.uk 2%
- migrantworkers.co.uk 0.7%.

5% of adult respondents would be interested in receiving information about the Council's leisure / cultural services or events by text message to a mobile phone. 14% do not have a mobile phone and 81% would not be interested in receiving these messages.

Equality Dimension

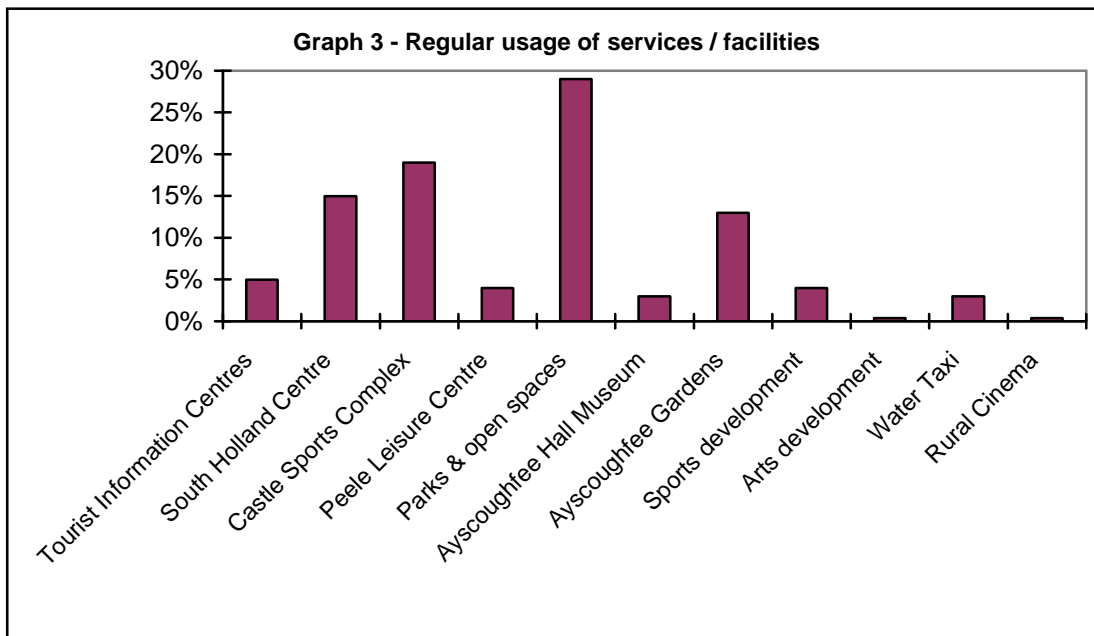
There are no gender differences in terms of respondents' access to the internet or whether they would be interested in receiving information about the Council's leisure / cultural services or events by text message to a mobile phone.

Fewer respondents who have a disability have access to the internet (39%), compared to non disabled respondents (73%). More disabled respondents do not have a mobile phone (33%) compared to non disabled respondents (10%). There is no difference in terms of respondents interest in receiving information about the Council's leisure / cultural services or events by text message to a mobile phone based on disability.

Access to the internet declines as you move up the age categories (92% 18-34, 90% 34-44, 82% 45-54, 71% 55-64, 32% 65 or over). There are no major age differences in terms of respondents being interested in receiving information about the Council's leisure / cultural services or events by text message to a mobile phone based on age. However the proportion of respondents who do not have a mobile phone increases with age (4% 18-34, 3% 35-44, 11% 45-54, 12% 55-64, 27% 65 or over).

There are no differences in terms of respondents access to the internet based on whether respondents are White British or non White British. When asked whether they would be interested in receiving information about the Council's leisure / cultural services or events by text message to a mobile phone four of the 12 non white British respondents answered 'yes'.

Usage of services / facilities



Parks and open spaces are used the most often (29%, visited at least once a week or visited at least once a month), followed by the Castle Sports Complex (19%) and the South Holland Centre (15%).

Over half of respondents have never used the following facilities: rural cinema (92%); the Peele Leisure Centre (90%); sports development opportunities (87%); arts development opportunities (87%); water taxi (67%); the Pumpkin Parade (65%); Spalding Christmas Shopping Day (62%); Tourist Information Centres (55%); Castle Sports Complex (52%); Ayscoughfee Hall Museum (51%).

	Visited at least once a week	Visited at least once a month	Visited at least 3-4 times a year	Visited at least 1-2 times a year	Never / have not used
Tourist Information Centres	1%	4%	10%	30%	55%
South Holland Centre	5%	10%	27%	29%	29%
Castle Sports Complex	13%	6%	10%	18%	52%
Peele Leisure Centre	3%	2%	2%	4%	90%
Parks and open spaces	13%	16%	24%	21%	26%
Ayscoughfee Hall Museum	1%	3%	11%	35%	51%
Ayscoughfee Gardens	5%	7%	23%	30%	34%
Sports development opportunities	3%	1%	3%	6%	87%
The Pumpkin Parade	2%	1%	0.3%	31%	65%
The Flower Parade	5%	2%	2%	55%	36%
Arts development opportunities	0%	0.4%	1%	12%	87%
Spalding Christmas Shopping Day	4%	0.3%	1%	33%	62%
Water Taxi	3%	0.3%	5%	25%	67%
Rural Cinema	0%	0.4%	2%	6%	92%

Reasons for not using facilities

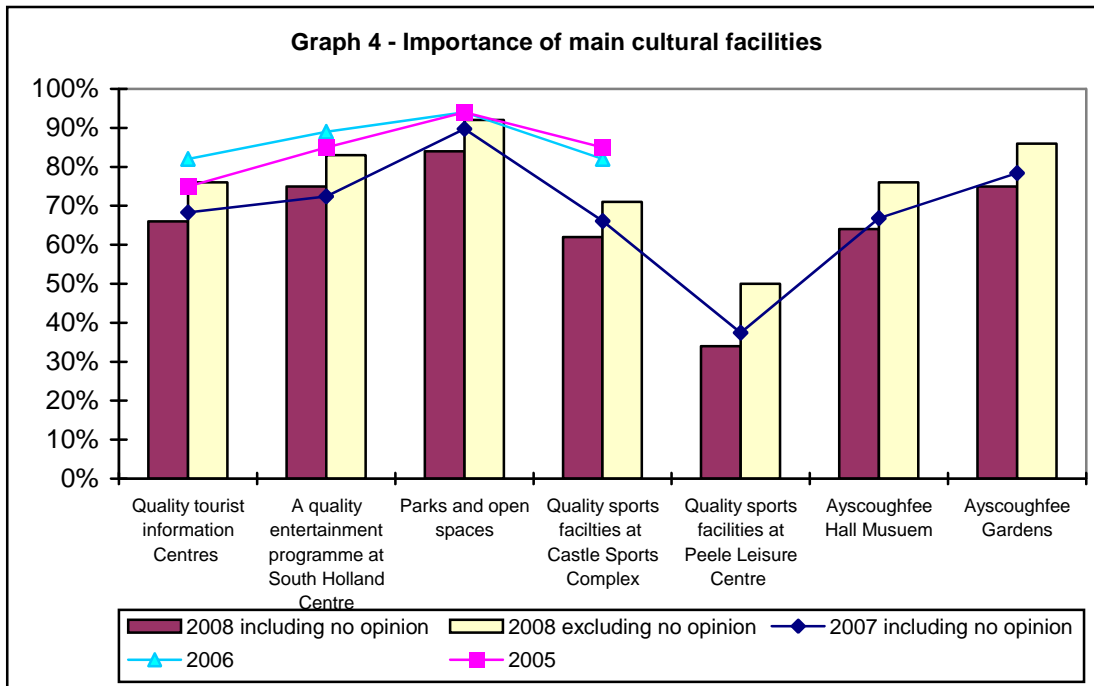
When asked why adult respondents have not visited each cultural facility in the last year, at least 60% of respondents said that they were 'not interested / don't want to'.

	Transport is a problem	Been ill/ am ill	Not interested/ don't want to	Other
Tourist Information Centres	8%	5%	72%	15%
South Holland Centre	11%	9%	62%	17%
Castle Sports Complex	6%	6%	74%	14%
Peele Leisure Centre	6%	4%	73%	18%
Parks and open spaces	7%	9%	60%	25%
Ayscoughfee Hall Museum	7%	5%	64%	24%
Ayscoughfee Gardens	8%	6%	63%	23%
Sports development opportunities	3%	5%	73%	19%
The Pumpkin Parade	7%	4%	71%	19%
The Flower Parade	10%	7%	62%	21%
Arts development opportunities	4%	4%	74%	18%
Spalding Christmas Shopping Day	5%	5%	69%	21%
Water Taxi	5%	5%	60%	30%
Rural Cinema	4%	4%	68%	24%

Some respondents ticked 'other' as their response, many comments in this category relate to: old age; cost of services, lack of time / too busy; services are Spalding based; not aware of services.

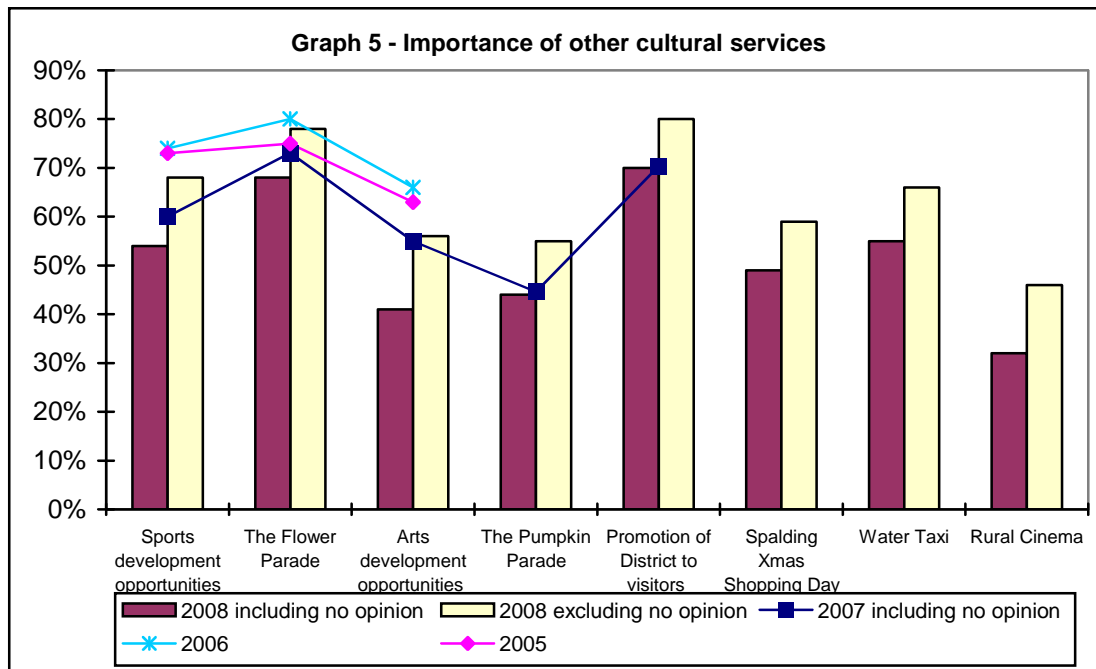
Results in the next two sections are shown a) including 'no opinion' responses and b) excluding no opinion responses from the figures. Ordinarily figures would be reported excluding 'no opinion' responses however, for many items a large proportion of respondents ticked no opinion so it could be misleading to report these figures alone.

Importance of services / facilities



With one exception (quality sports facilities at the Peele Leisure Centre - 34%) half or more of respondents claim that each of the main leisure facilities are important. Parks and open spaces (84%) continues to be the most important leisure facility for respondents.

Compared to previous years results importance has declined slightly for each service or facility, with the exception of a quality entertainment programme at the South Holland Centre. However for the last two years the survey has contained a 'no opinion' option, this may account for some of the decline since 2006. If those respondents who answered no opinion are excluded from the results importance increases to the levels recorded in 2005 (with the exception of quality sports facilities at the Castle Sports Centre).



The services which are not so high in importance are those which serve the eastern side of the District or very rural areas: quality sports facilities at the Peele Leisure Centre (34%) and the rural cinema (32%).

Equality Dimension

With one exception there are no major gender differences in terms of importance of facilities. The exception is the Flower Parade where women respondents are more likely than men to think the service is important (72% women, 61% men).

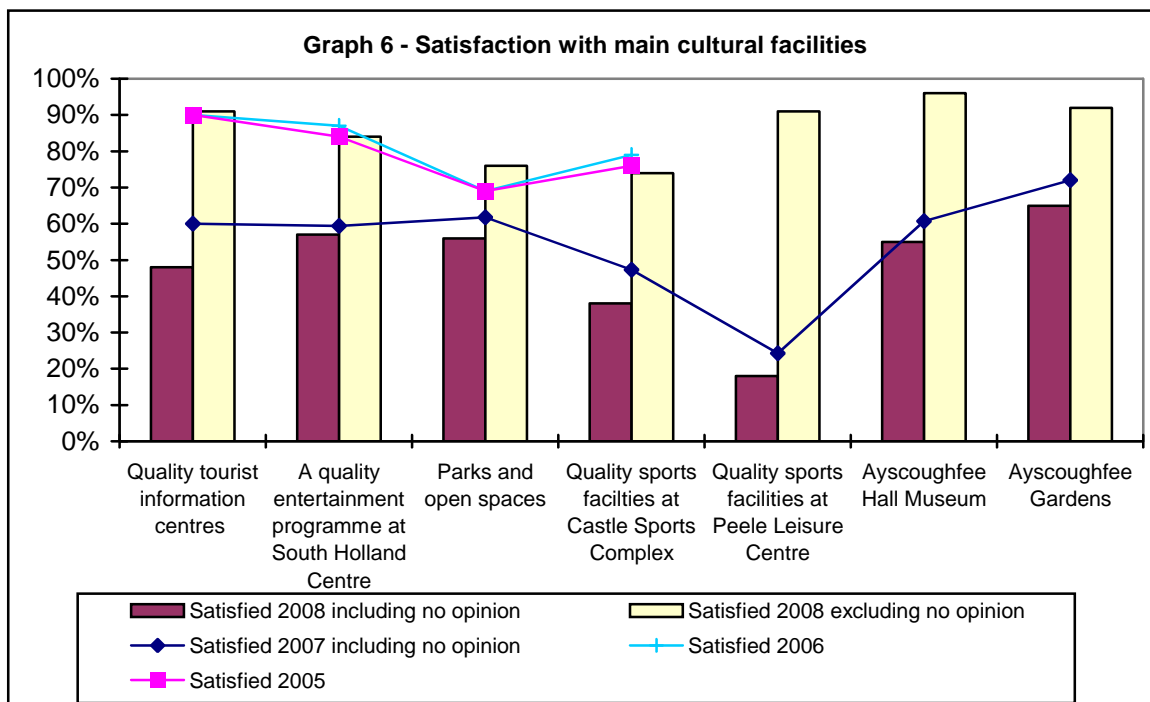
Disabled respondents place less importance on the following services compared to non disabled respondents: quality sports facilities at the Castle Sports Complex (45% disabled respondents, 65% non disabled respondents); sports development opportunities for the community (39% disabled respondents, 55% non disabled respondents); Pumpkin Parade (30% disabled respondents, 45% non disabled respondents).

Importance of some cultural services and facilities differs by age group. Respondents aged 18-34 are less likely to think the following services are important compared to respondents in older age categories: quality tourist information centres (56%); promotion of the District to visitors (57%); Ayscoughfee Hall Museum (43%); Ayscoughfee Hall gardens (66%); arts development opportunities (34%); the Water Taxi (40%); rural cinema (23%). While respondents aged 65 or

over are less likely to think quality sports facilities at the Castle Sports Complex (53%) are important.

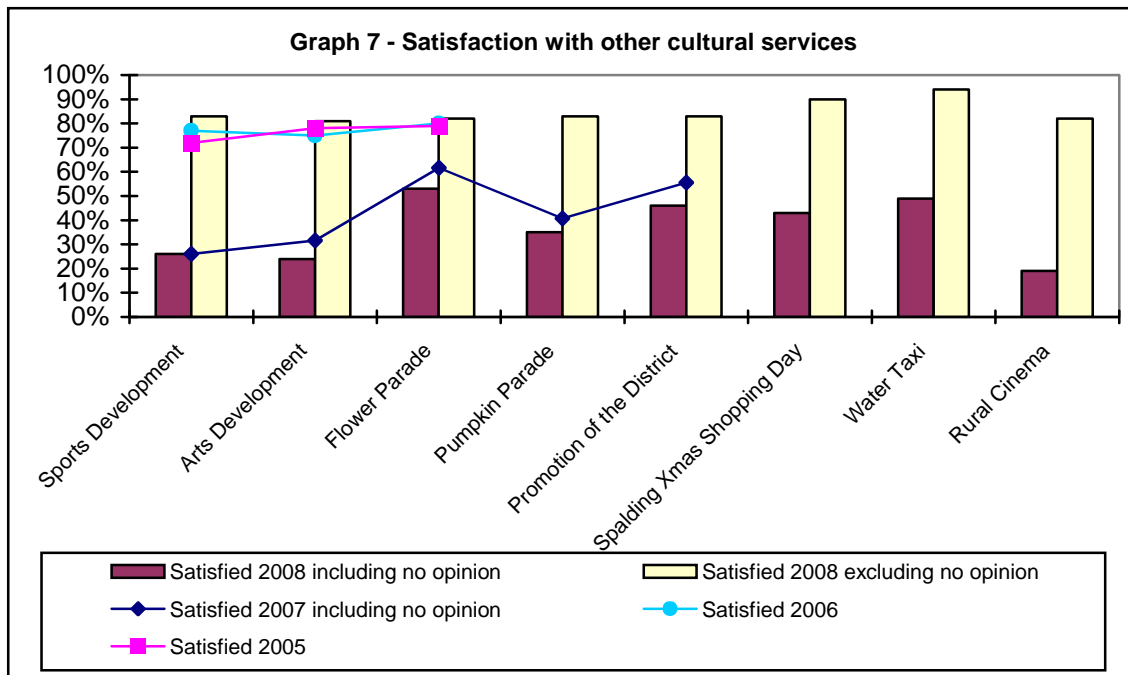
Importance of some cultural services and facilities differs between respondents who are White British and those who are non White British. Non White British respondents are more likely than White British respondents to think the following are important: Castle Sports Complex; Peele Leisure Centre; Sports development opportunities; Pumpkin Parade; Flower Parade. **However please use this information with caution, as only 11 respondents from non White British backgrounds answered these questions.**

Satisfaction with services / facilities



Satisfaction with most of the main leisure facilities is around 50% (including no opinion) and satisfaction is highest for Ayscoughfee Gardens (65%). Satisfaction is lowest for the sports facilities at the Castle Sports Complex (38%) and the Peele Leisure Centre (18%). Although satisfaction with Peele Leisure Centre is low, so is dissatisfaction (2%), most respondents answered 'no opinion' (81%).

Satisfaction has decreased compared to previous years results. However again the introduction of a no opinion category to the survey may account for some of the decline (if those respondents who answered no opinion are excluded from the results satisfaction increases in line with previous years results).



Equality Dimension

Women respondents also tend to be more satisfied than men with some cultural services or facilities: a quality entertainment programme at the South Holland Centre (women 62%, men 47%); quality sports facilities at the Castle Sports Complex (women 42%, men 30%); Ayscoughfee gardens (women 68%, men 58%), the Flower Parade (women 59%, men 42%).

With one exception there are no major differences in satisfaction between those respondents who are disabled and those respondents who are not. Satisfaction with the Pumpkin Parade is the exception, with non disabled respondents being more satisfied than disabled respondents (37% and 20% respectively).

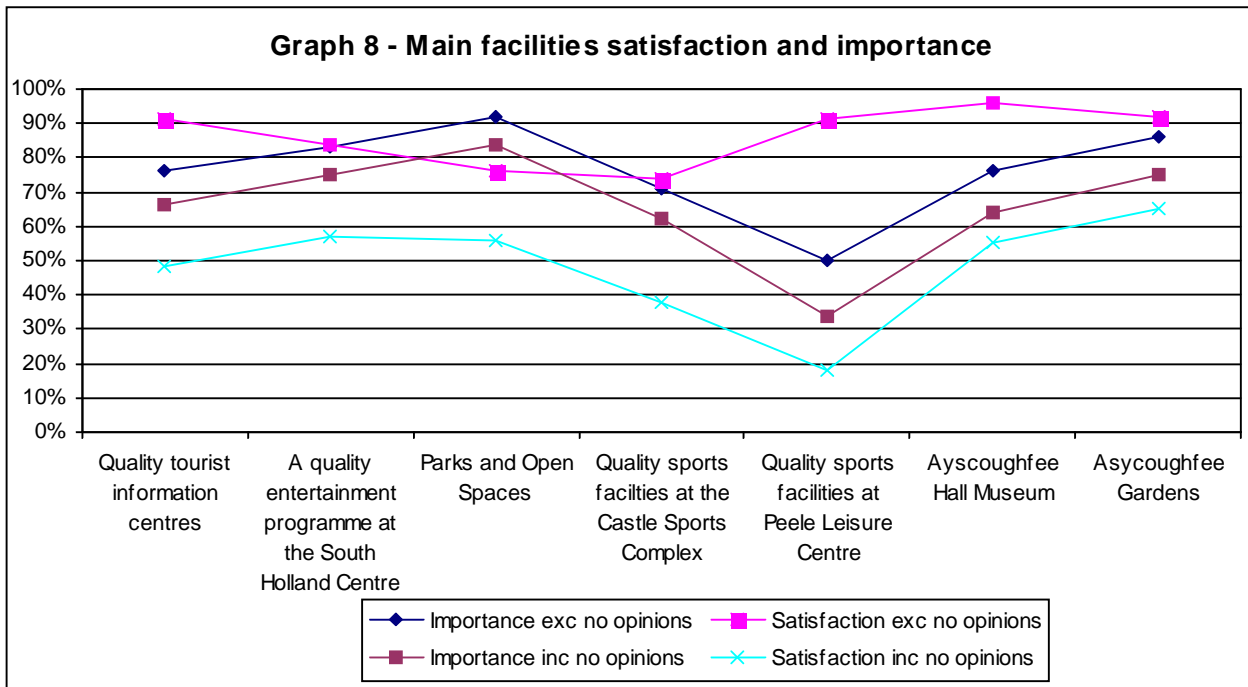
Young respondents (aged 18 - 34) are less satisfied than respondents in other age groups with the following cultural services and facilities: quality tourist information service (26%); promotion of the District to visitors (37%); Ayscoughfee Hall Museum (35%); Ayscoughfee Hall Gardens (54%); the Water Taxi (33%). Many respondents in the 18-30 age group answered no opinion rather than giving a satisfaction rating to these services, this may account for some of this lower satisfaction.

Satisfaction with some cultural services and facilities differs between respondents who are White British and those who are non White British. Non White British respondents are more likely than White British respondents to be satisfied with the Castle Sports Complex. However they are less likely to be satisfied with the following: Tourist Information Service; parks and open spaces; Ayscoughfee Hall Museum; Ayscoughfee Gardens; Sports Development Opportunities; arts development opportunities (more likely to answer no opinion). **However please use this information with caution, as only 10 respondents from non White British backgrounds answered these questions.**

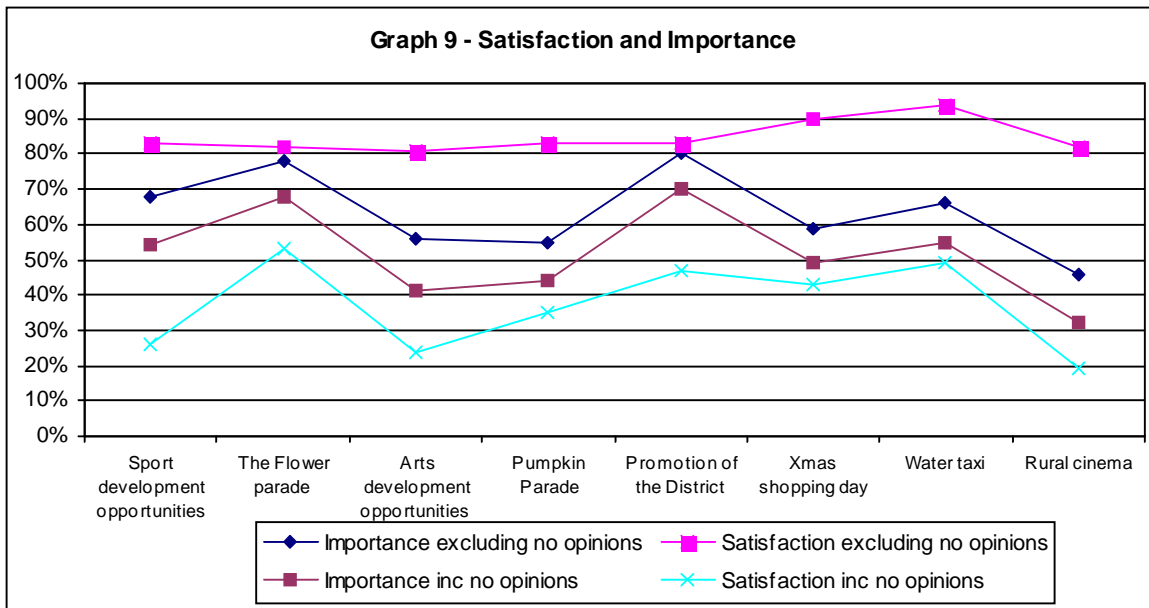
Matching satisfaction with importance

When looking at results excluding 'no opinions', satisfaction meets or exceeds importance for most of the main cultural facilities provided by SHDC, However for parks and open spaces satisfaction does not quite meet importance (8% mismatch).

When looking at results including 'no opinions', satisfaction does not meet importance for any of the main cultural facilities provided by SHDC. Perhaps respondents are less willing to rate satisfaction than they are importance, if this was the case these results are heavily influenced by no opinion responses.

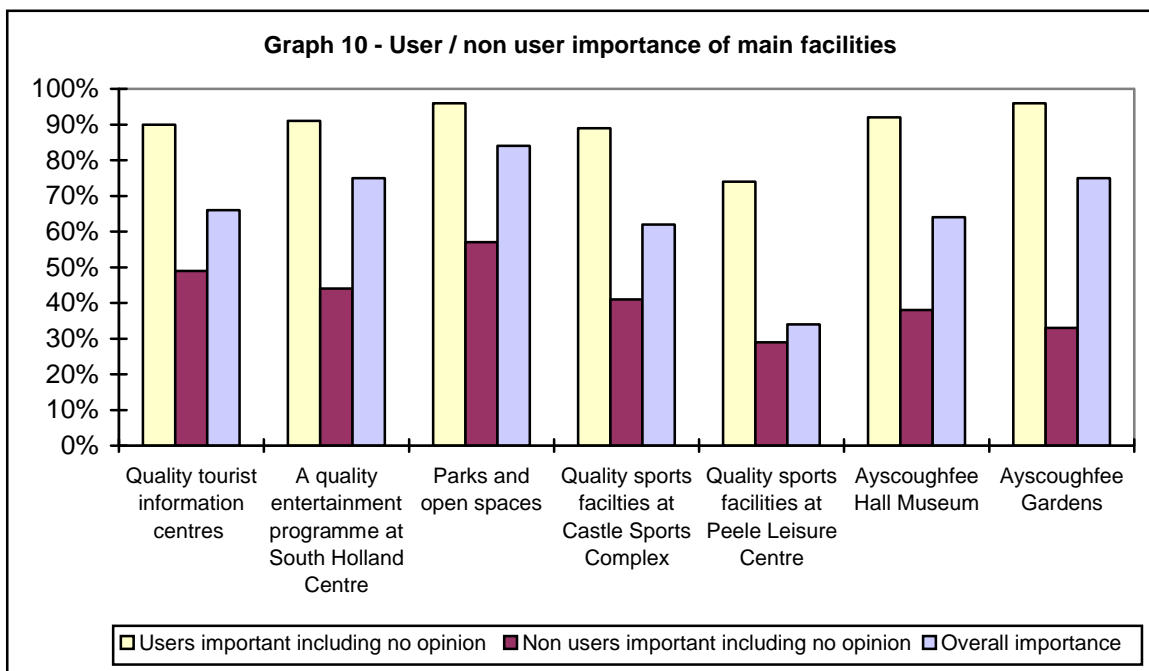


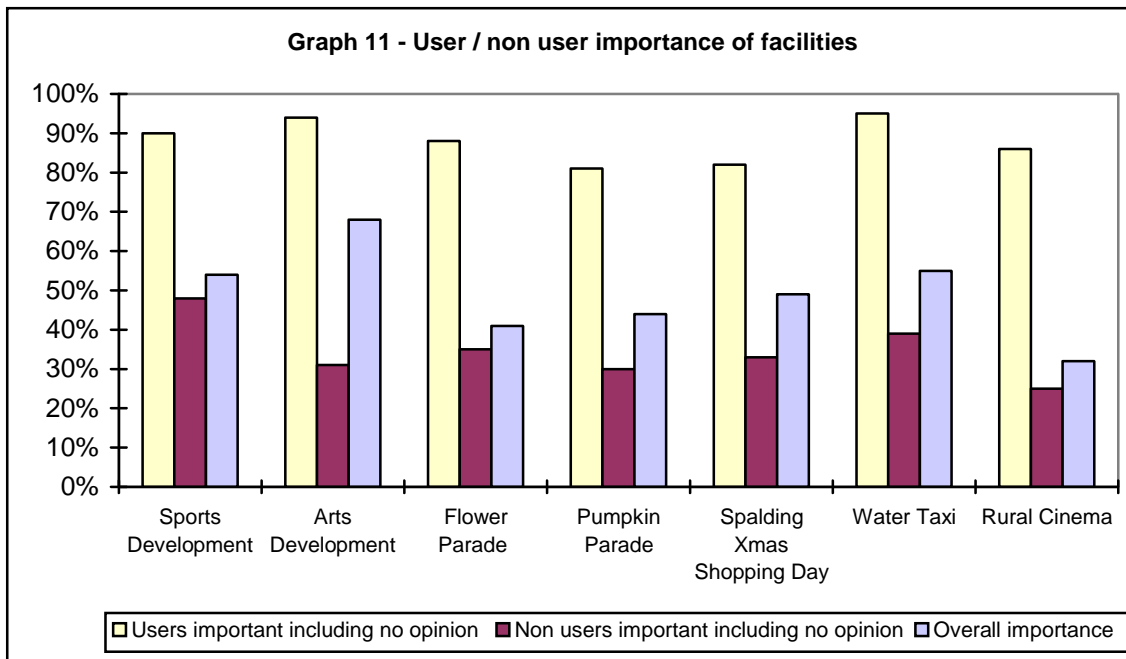
For each of the remaining services satisfaction also meets or exceeds importance (when looking at results excluding 'no opinions'). For some services satisfaction exceeds importance by 25% or more (rural cinema, Spalding Christmas shopping day, water taxi, Pumpkin Parade, arts development opportunities).



User / Non User Importance

Users of a service or facility are more likely than non users to think the service or facility is important.

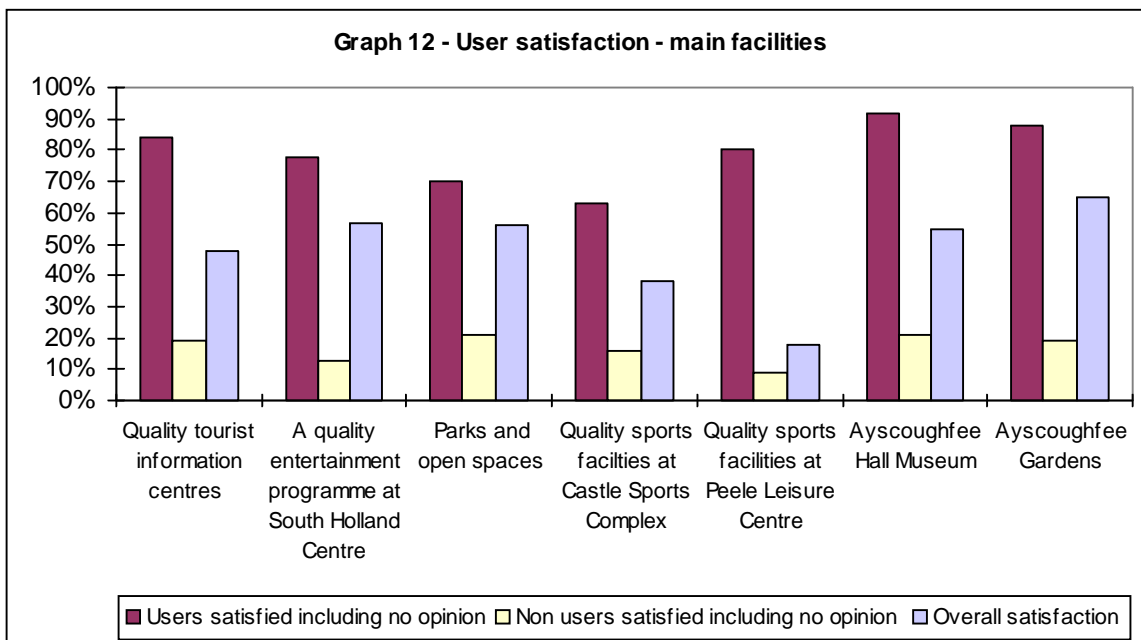




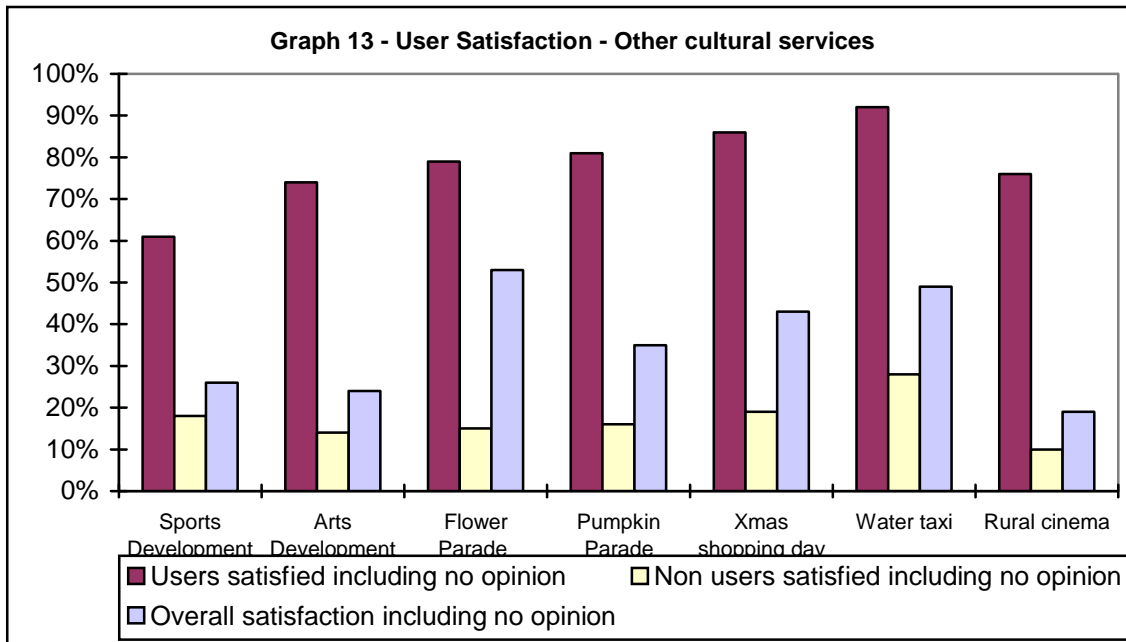
User / Non User Satisfaction

Satisfaction with cultural services increases amongst respondents who have used or visited the services or facilities in the last year. For each of the main leisure facilities at least 60% of users are satisfied, and users of Ayscoughfee Hall Museum (92%) and Gardens (88%) are particularly satisfied.

Although satisfaction appears low amongst non users they are not dissatisfied either. As you might expect the majority of non users answer 'no opinion' when asked how satisfied they are with services. It is not possible to show user/ non user satisfaction excluding 'no opinion responses' because the sample would become too small.



Satisfaction also increases amongst users of other cultural services. Satisfaction with the Water Taxi is particularly high (92%).



Comments about SHDC Cultural Services

Respondents were asked whether they had any comments they wished to make about the leisure or cultural services managed by SHDC. A vast range of different comments were made by respondents. Many of the comments made refer to the Castle Swimming Pool / changing rooms – either due to a lack of cleanliness or being inaccessible due to school/ club sessions and opening hours. Other comments made fairly often focus on the lack of good quality parks and open spaces, the Castle Sports Complex, or that most facilities are based in Spalding.

Value for Money

Almost two thirds of respondents (62%) believe that £5.00 for an adult cinema ticket at the South Holland Centre represents good value for money (14% very good, 48% good value for money). 8% believe £5.00 represents poor value for money.

When broken down into users and non users of the South Holland Centre, 64% of users believe £5.00 represents good value for money and 52% of non users believe this represents good value for money.

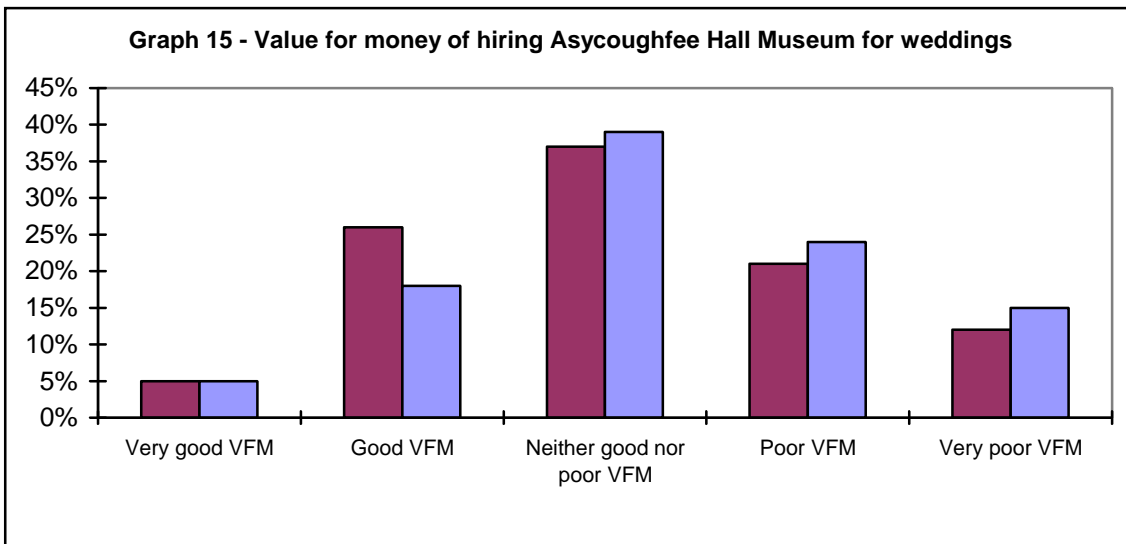
60% of respondents think that £4.00 or less is a reasonable / fair price for an adult ticket for the touring cinema (30% £3.50, 30% £4.00).



Over half (61%) of respondents believe that the £2.50 adult fare for a one way trip on the Spalding Water Taxi represents good value for money (15% very good, 45% good value for money). 14% believe £2.50 represents poor value for money.

When broken down into users and non users of the Water Taxi, 77% of users believe £2.50 represents good value for money and 49% of non users believe this represent good value for money.

Less than a third of respondents feel the charges for hiring Ayscoughfee Hall Museum as a wedding venue represent good value for money (31% very/good value for money for weekday hire, 22% very/good value for money for weekend hire). Around a third think the charges represent poor value for money (33% poor/ very poor value for money for weekday hire, 39% poor/ very poor value for money for weekend hire).



Equality Dimension

There are no gender differences in opinion in terms of the value for money of: a ticket at the South Holland Centre, a one way trip on the Spalding Water Taxi, or charges to hire Ayscoughfee Hall Museum for weddings.

Disabled respondents are generally less likely than non disabled respondents to think charges for the following facilities represent value for money: a ticket at the South Holland Centre, a one way trip on the Spalding Water Taxi, charges to hire Ayscoughfee Hall Museum for weddings. However disabled respondents (69%) are slightly more likely than non disabled respondents (59%) to think £4.00 or less is a reasonable price for an adult ticket for the touring cinema.

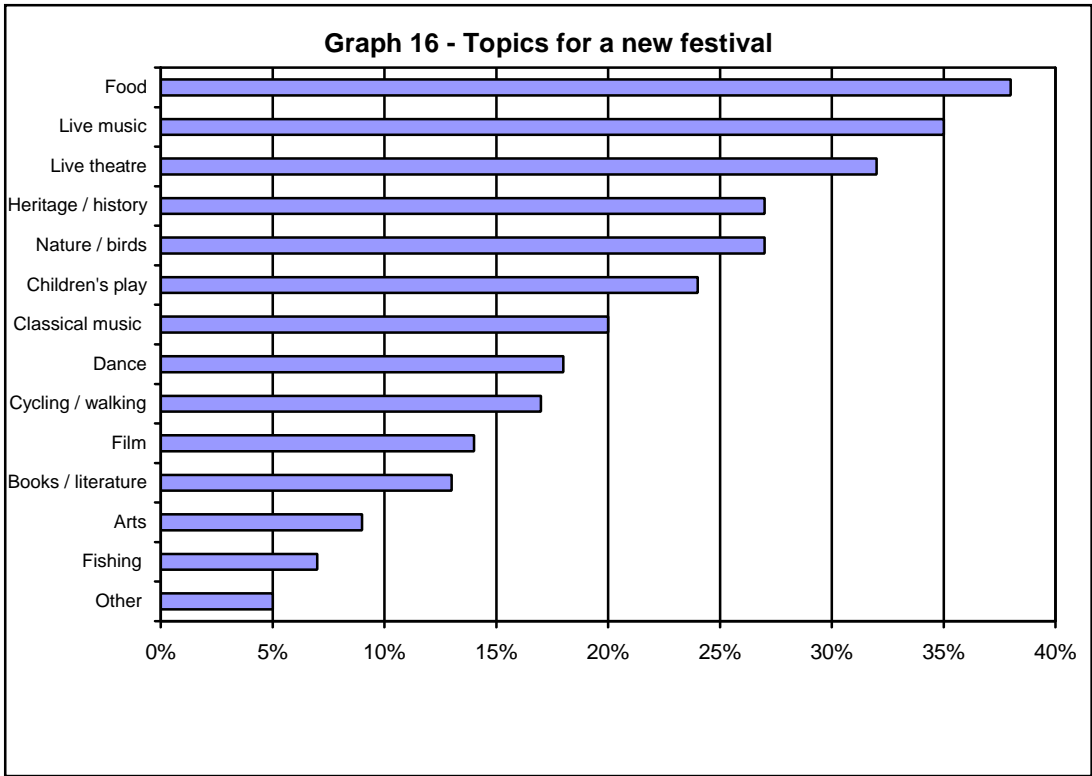
Respondents aged 55-64 are most likely to think £5.00 for an adult cinema ticket at the South Holland centre represents good value for money (73%). Respondents in the older age range (55-64 and 65 or over) are most likely to think £2.50 for a one way fare on the Spalding Water Taxi represents good value for money (both at 73%). Respondents aged 18 - 34 are most likely to think £4.00 or less is a reasonable price for an adult ticket for the touring cinema (68%). There are no age differences in terms of whether respondents think the weekday charge for hiring Ayscoughfee Hall for weddings represents good value for money. However when looking at the weekend charges respondents aged 35-44 are least likely to think the charges represents good value for money (13%).

There are no major differences in opinion between White British respondents and respondents who are non White British in terms of the value for money of: a ticket at the South Holland Centre, a one way trip on the Spalding Water Taxi, charges to hire Ayscoughfee Hall Museum for weddings.

Festival

Respondents were asked what topics they would be most interested in if the Council were to develop a new festival. The most popular topics were:

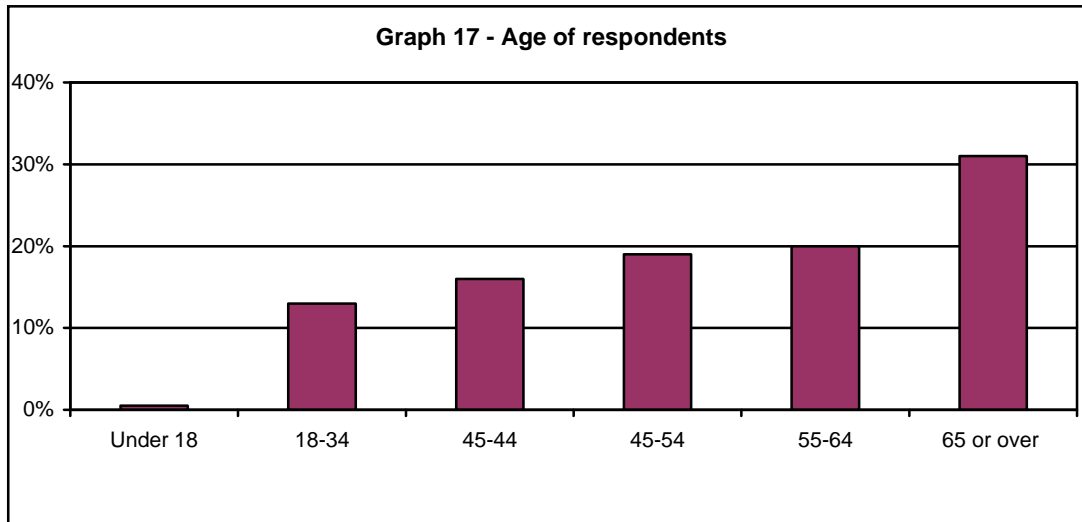
- food / drink 38%
- live 'popular' music 35%
- live theatre / drama 32%
- heritage / history 27%
- nature / birds 27%
- children's play / family fun 24%.



Respondents were asked whether they would be willing to discuss their views in more detail, 28% of respondents said they would be willing to do this.

Adults - Respondent Profile

- Nearly two thirds respondents are female (62%), 38% are male.

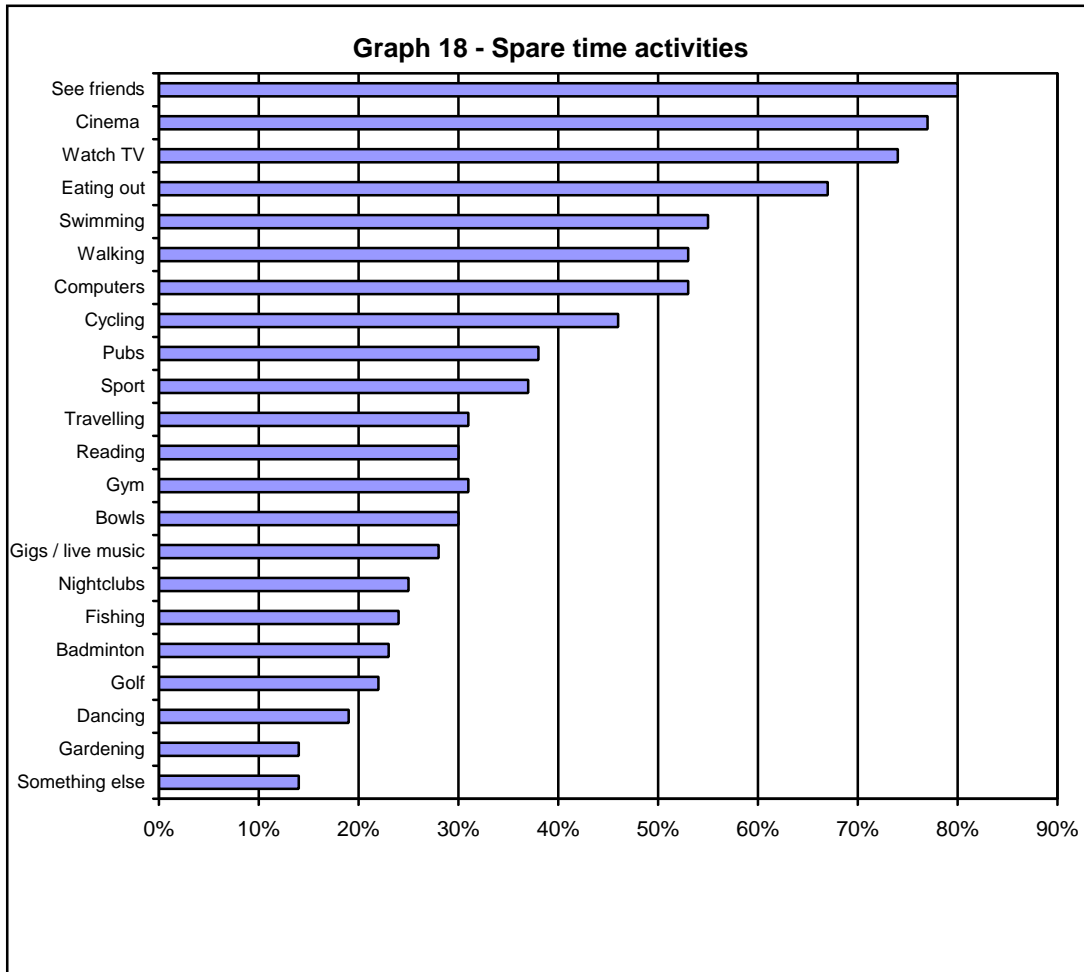


- More than half of respondents are aged 55 or over (52%).
- 15% of respondents have a disability under the Disability Discrimination Act.
- The largest proportion of respondents answered White British (91%).
- Respondents were also asked their nationality. 98% of respondents are of British nationality
- For 80% of respondents their religion is Christian. 14% stated they did not have a religion.
- In terms of sexual orientation 79% of respondents are heterosexual and 18% chose not to answer.

Section 2 – Young People

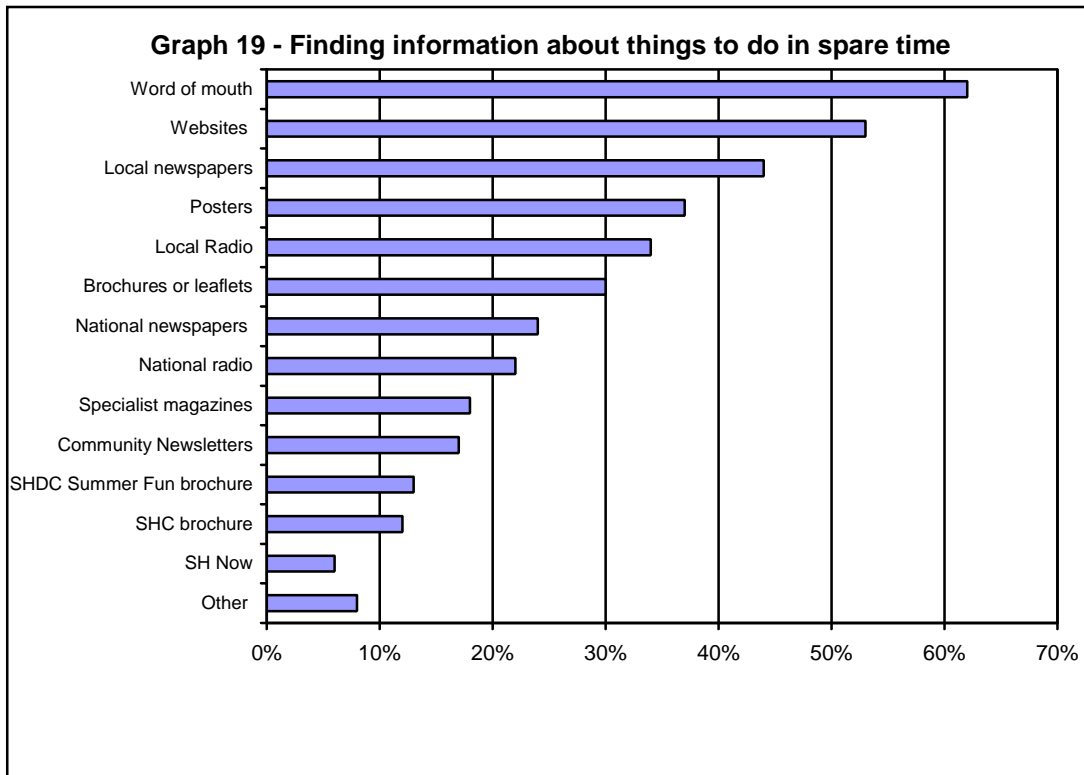
Leisure time

The most common things young respondents do in their spare time are: see friends (80%); cinema (76%); watch TV (74%); eating out (67%); swimming (55%); walking (53%) and computers (53%).



For most of these activities the largest proportion of respondents do these activities locally, the exceptions to this are: going to the cinema (the largest proportion of respondents visit Peterborough) and travelling (the largest proportion of respondents travel locally and further afield).

The most popular sources young respondents use to find out information about things to do in their spare time are: word of mouth (62%), websites (53%) and local newspapers (44%).



Internet

Two thirds of young people respondents (92%) have access to the internet.

Less than a fifth of young respondents who have access to the internet have used the following websites to get information about things to do in their spare time:

- southhollandcentre.co.uk 17%
- flowerparade.co.uk 13%
- pumpkinparade.co.uk 13%
- visitspalding.com 11%
- sholland.gov.uk 8%
- visitlincolnshire.co.uk 8%
- ayscoughfee.org 6%
- fourseasons.org.uk 3%
- migrantworkers.co.uk 2%.

24% of young respondents would be interested in receiving information about the Council's leisure / cultural services or events by text message to a mobile phone. 6% do not have a mobile phone and 70% would not be interested in receiving these messages.

Equality Dimension

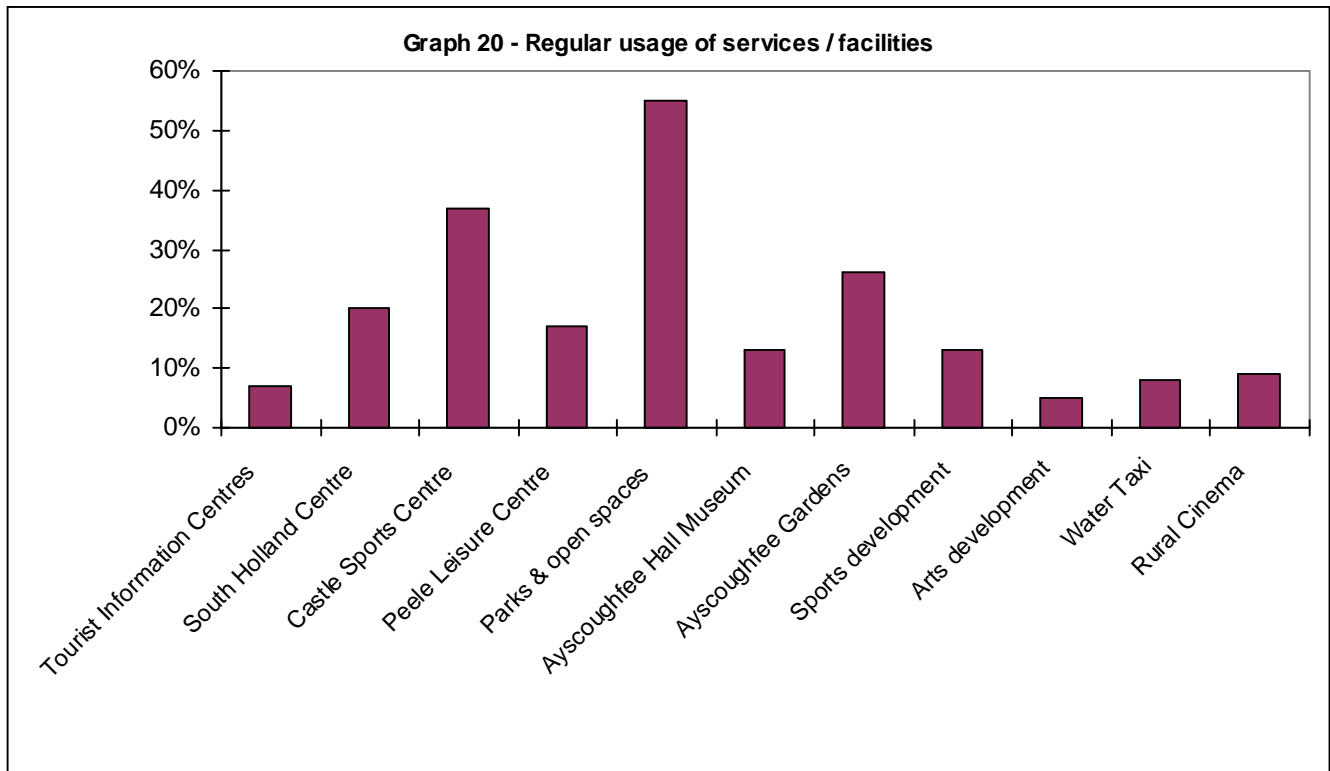
There are no gender differences in terms of respondents' access to the internet or whether they would be interested in receiving information about the Council's leisure / cultural services or events by text message to a mobile phone.

There are no differences in terms of internet accesses or whether respondents would be interested receiving information about the Council's leisure / cultural services or events by text message to a mobile phone based on disability.

Access to the internet is high amongst young respondents. However 11 year old respondents are slightly less likely to have internet access (83%) compared to young respondents of other ages (over 90% of respondents aged 12 upwards have internet access). 43% of respondents who are 12 years old are interested in receiving information about the Council's leisure / cultural services or events by text message to a mobile phone, for respondents of other ages interest is much lower (ranging from 28% - 0% amongst the different age groups).

There are no differences in terms of respondents access to the internet based on whether respondents are White British or non White British. When asked whether they would be interested in receiving information about the Council's leisure / cultural services or events by text message to a mobile phone 14 non white British respondents answered 'yes'.

Usage of services / facilities



Young respondents (like adult respondents) visit parks and open spaces the most often (55%, visited at least once a week or visited at least once a month), followed by the Castle Sports Complex (37%), Ayscoughfee Gardens (26%) and the South Holland Centre (20%).

Many young respondents have never used the following facilities: arts development opportunities (80%); rural cinema (76%); Tourist Information Centres (74%); the Peele Leisure Centre (71%); sports development opportunities (65%); water taxi (63%); Ayscoughfee Hall Museum (58%); Spalding Christmas Shopping Day (54%).

	Visited at least once a week	Visited at least once a month	Visited at least 3-4 times a year	Visited at least 1-2 times a year	Never / have not used
Tourist Information Centres	3%	5%	6%	12%	74%
South Holland Centre	6%	14%	19%	25%	36%
Castle Sports Complex	19%	18%	18%	20%	25%
Peele Leisure Centre	14%	3%	5%	8%	71%
Parks and open spaces	32%	23%	12%	9%	24%
Ayscoughfee Hall Museum	6%	7%	9%	21%	58%
Ayscoughfee Gardens	11%	15%	17%	18%	40%
Sports development opportunities	6%	7%	8%	15%	65%
The Pumpkin Parade	4%	2%	2%	50%	41%
The Flower Parade	4%	3%	3%	57%	34%
Arts development opportunities	3%	2%	3%	13%	80%
Spalding Christmas Shopping Day	6%	3%	4%	34%	54%
Water Taxi	2%	6%	10%	19%	63%
Rural Cinema	5%	4%	6%	10%	76%

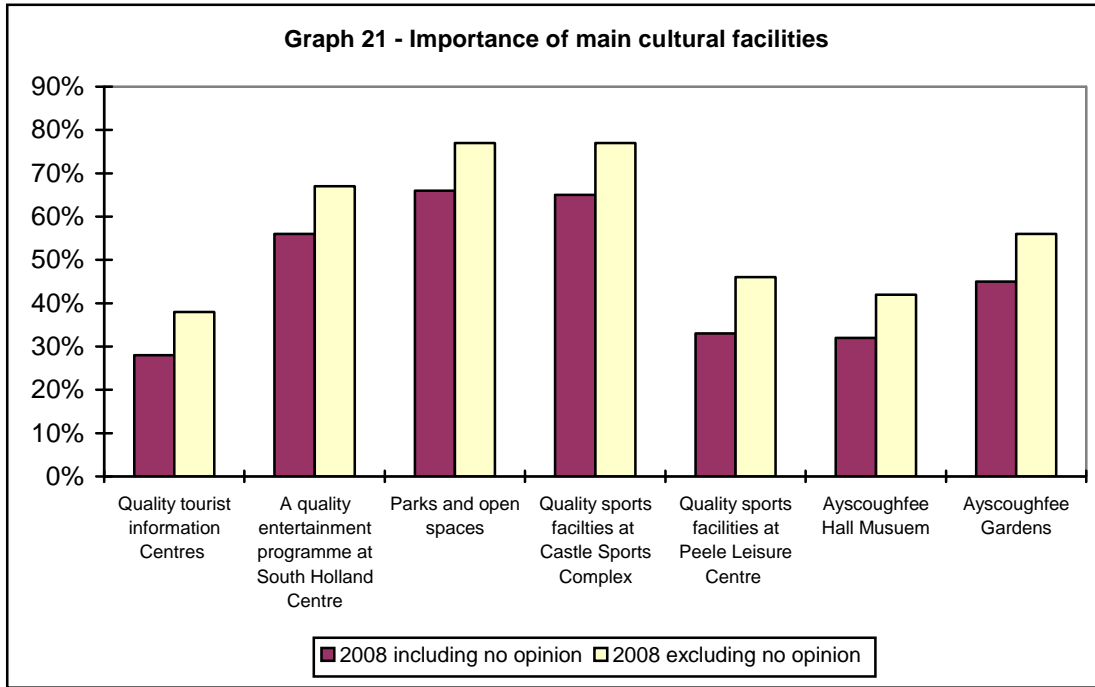
Reasons for not using facilities

When asked why young respondents have not visited each cultural facility in the last year, around two thirds or more of respondents said that they were 'not interested / don't want to'.

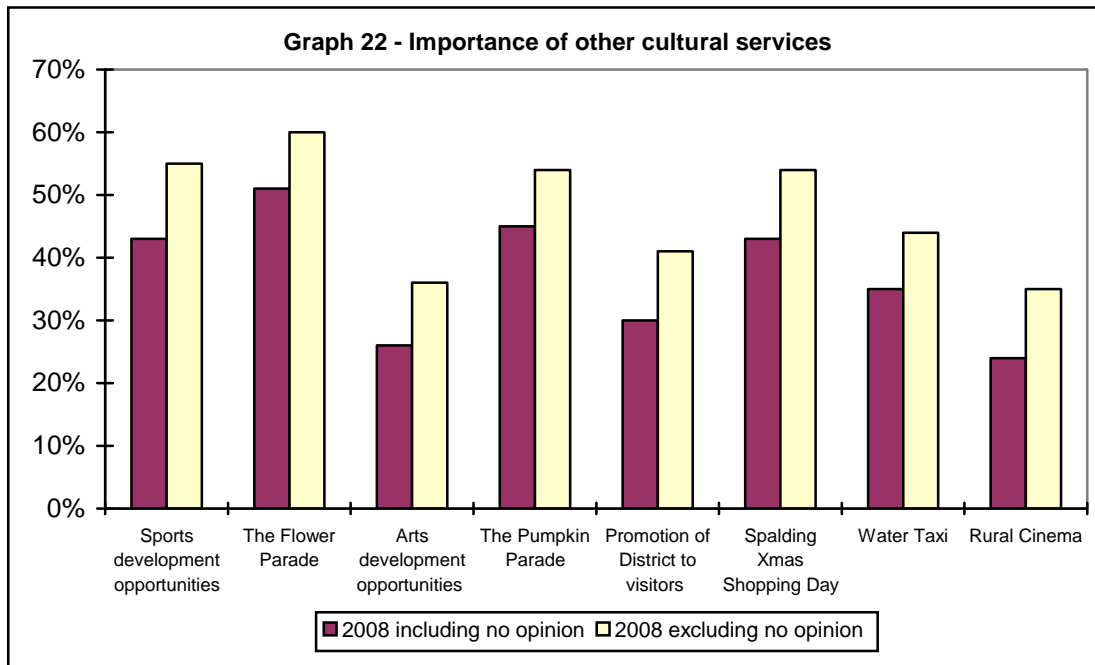
	Transport is a problem	Been ill/ am ill	Not interested/ don't want to	Other
Tourist Information Centres	7%	1%	82%	9%
South Holland Centre	13%	6%	71%	11%
Castle Sports Complex	18%	7%	63%	12%
Peele Leisure Centre	15%	3%	69%	14%
Parks and open spaces	17%	3%	67%	14%
Ayscoughfee Hall Museum	9%	2%	80%	9%
Ayscoughfee Gardens	12%	4%	74%	10%
Sports development opportunities	10%	3%	74%	13%
The Pumpkin Parade	17%	5%	68%	10%
The Flower Parade	18%	5%	67%	11%
Arts development opportunities	10%	2%	78%	10%
Spalding Christmas Shopping Day	14%	4%	70%	12%
Water Taxi	13%	3%	70%	14%
Rural Cinema	10%	2%	75%	14%

Results in the next two sections are shown a) including 'no opinion' responses and b) excluding no opinion responses from the figures. Ordinarily figures would be reported excluding 'no opinion' responses however for many items a large proportion of respondents ticked no opinion so it could be misleading to report these figures alone.

Importance of services / facilities



Of the main leisure facilities the following are the most important to young respondents (including no opinion): parks and open spaces (66%), Castle Sports Complex (65%) and a quality entertainment programme at the South Holland Centre (56%).



Less than a third of young respondents see: rural cinema (24%); arts development opportunities (26%) and promotion of the District (30%) as important.

Equality Dimension

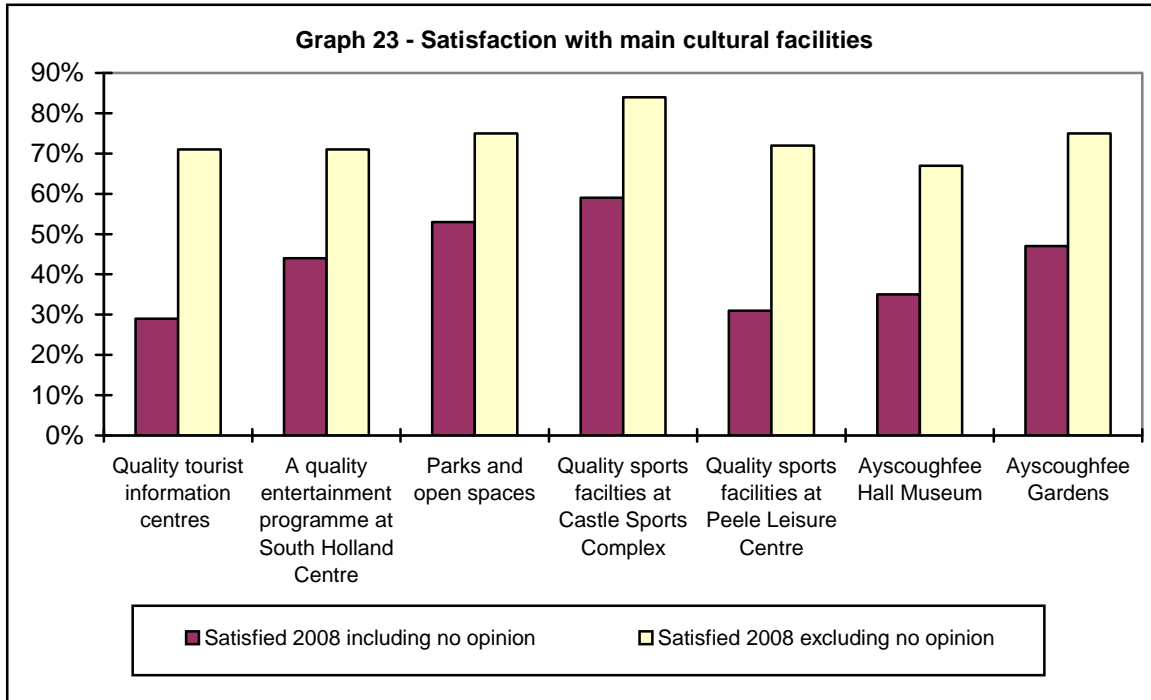
Amongst young respondents there are very few gender differences in terms of the importance of services. Gender differences exist for: pumpkin parade (54% females, 39% males); Flower Parade (59% females, 45% males).

Disabled respondents place less importance on a quality entertainment programme at the South Holland Centre (44%) than non disabled respondents (58%). There are no major differences in importance for the other leisure facilities / services.

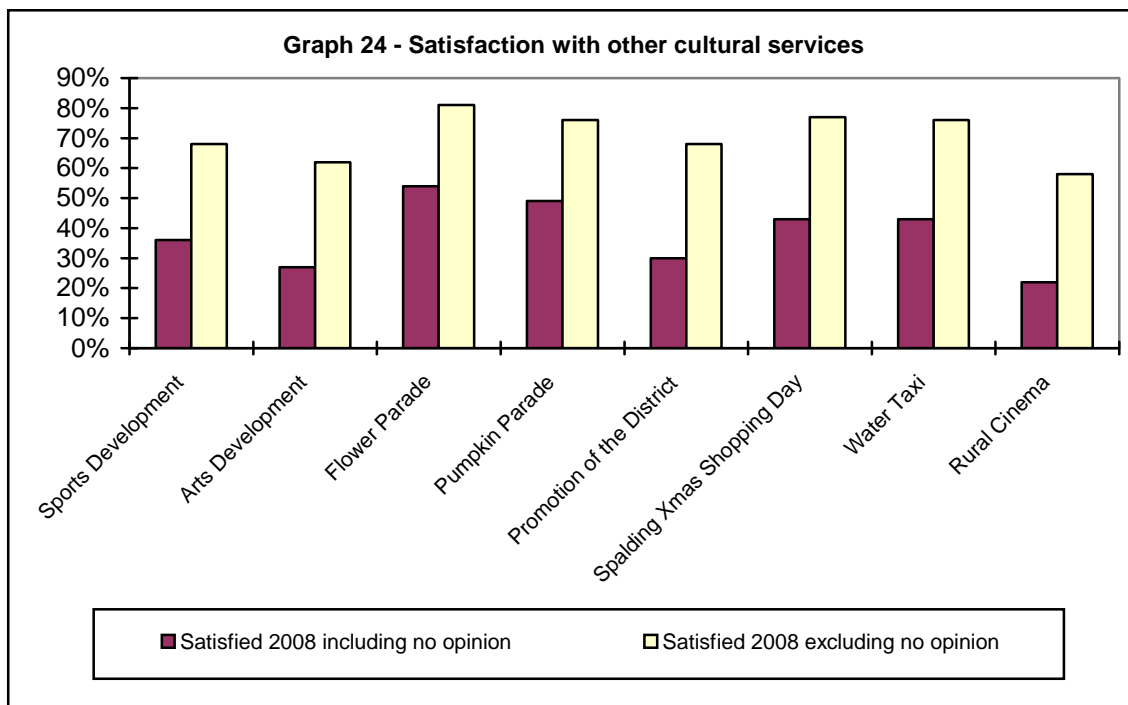
Generally ratings of importance are fairly similar amongst 11, 14, 15 and 16 year old respondents, any variation tends to be amongst 12, 13 or 17/18 year olds (17 and 18 year olds were analysed as one group due to the low numbers of respondents). Respondents aged 17/18 or aged 12 are more likely to rate the following as important compared to respondents of other ages: quality tourist information centres; promotion of the district to visitors; a quality entertainment programme at the South Holland Centre; parks and open spaces; Ayscoughfee Hall Museum; Ayscoughfee Gardens; the Flower Parade. Respondents aged 12 or 13 are most likely to rate the following as important: Castle Sports Centre; Peele Leisure Centre; Spalding Christmas Shopping Day.

For most cultural services or facilities there are no major differences in ratings of importance based on respondents ethnic origin. The few differences which do exist relate to the importance of: quality sports facilities at the Peele Leisure Centre; Ayscoughfee Hall Museum; Spalding Christmas shopping day. For these services respondents who are non White British are more likely to rate these services as important compared to respondents who are White British.

Satisfaction with services / facilities



Young respondents are most satisfied with quality sports facilities at the Castle Sports Complex (59%) and parks and open spaces (53%). Satisfaction is low for many services when including no opinion responses, highlighting the large proportion of young respondents who answered no opinion.



Equality Dimension

With one exception there are no gender differences between young respondents in terms of their satisfaction with cultural services or facilities. The exception to this is satisfaction with Ayscoughfee Gardens (females 55%, males 43%).

Disabled respondents are less satisfied with the following facilities compared to non disabled respondents: quality sports facilities at the Castle Sports Complex (44%); parks and open spaces (38%); Ayscoughfee Hall Museum (20%); Pumpkin Parade (38%); Flower Parade (38%).

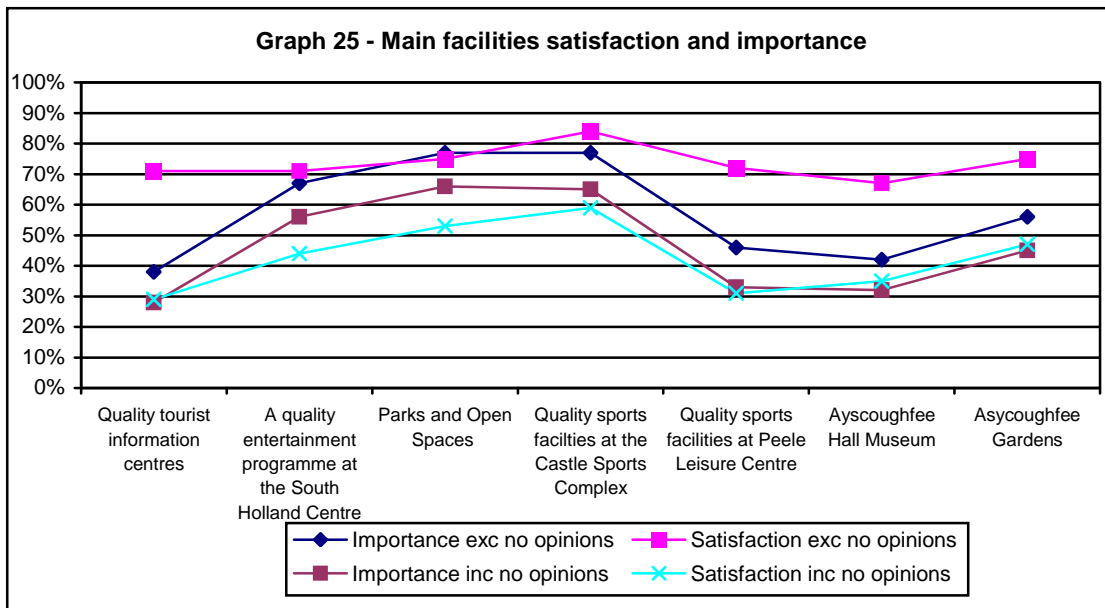
12 year old respondents are generally the most satisfied with services compared to respondents in other age groups. The exceptions to this are: Peele Leisure Centre; Ayscoughfee Gardens; arts development opportunities; Spalding water taxi; rural touring cinema.

For most cultural services or facilities there are no major differences in satisfaction ratings based on respondents ethnic origin. The few differences which do exist relate to satisfaction with: quality sports facilities at the Peele Leisure Centre; Ayscoughfee Hall Museum; Spalding Christmas shopping day; Rural Cinema. For these services respondents who are non white British are more likely to be satisfied with these services compared to respondents who are white British.

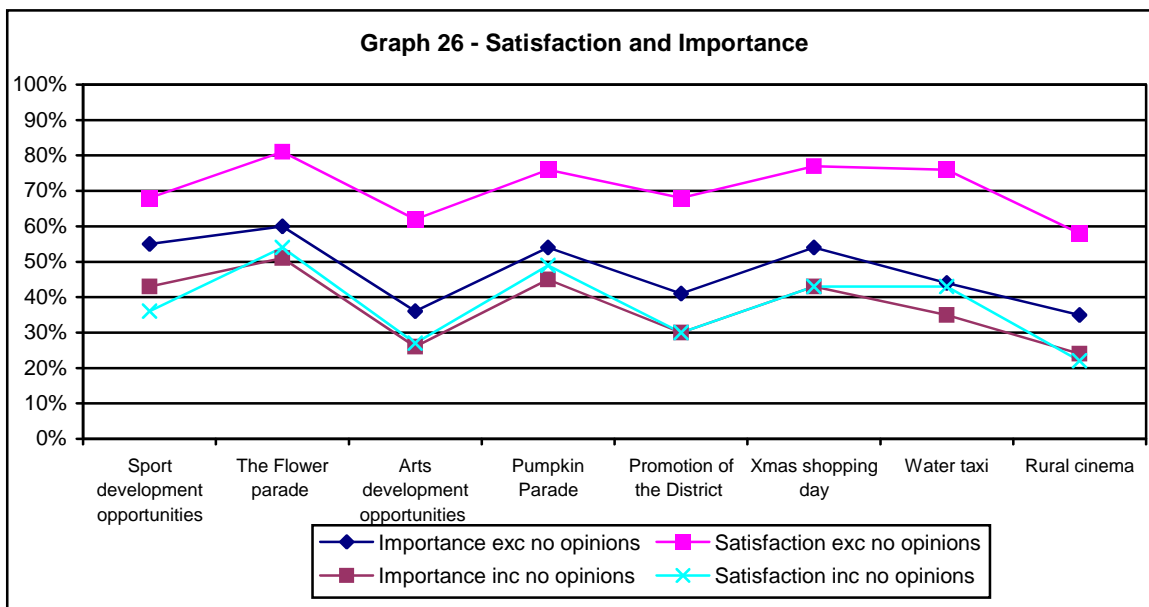
Matching satisfaction with importance

When looking at results excluding 'no opinions', satisfaction meets or exceeds importance for each of the main cultural facilities provided by SHDC.

When looking at results including 'no opinions', satisfaction does not meet importance for: quality entertainment programme at the South Holland Centre; parks and open spaces; quality sports facilities at the Castle Sports Complex; sports development opportunities.

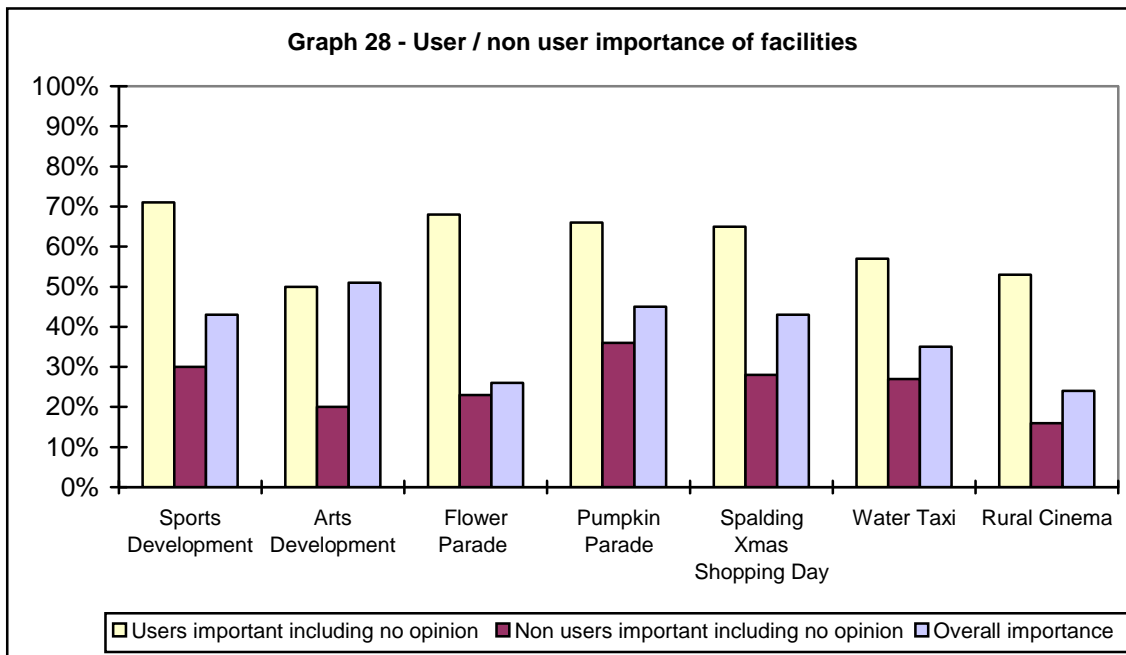
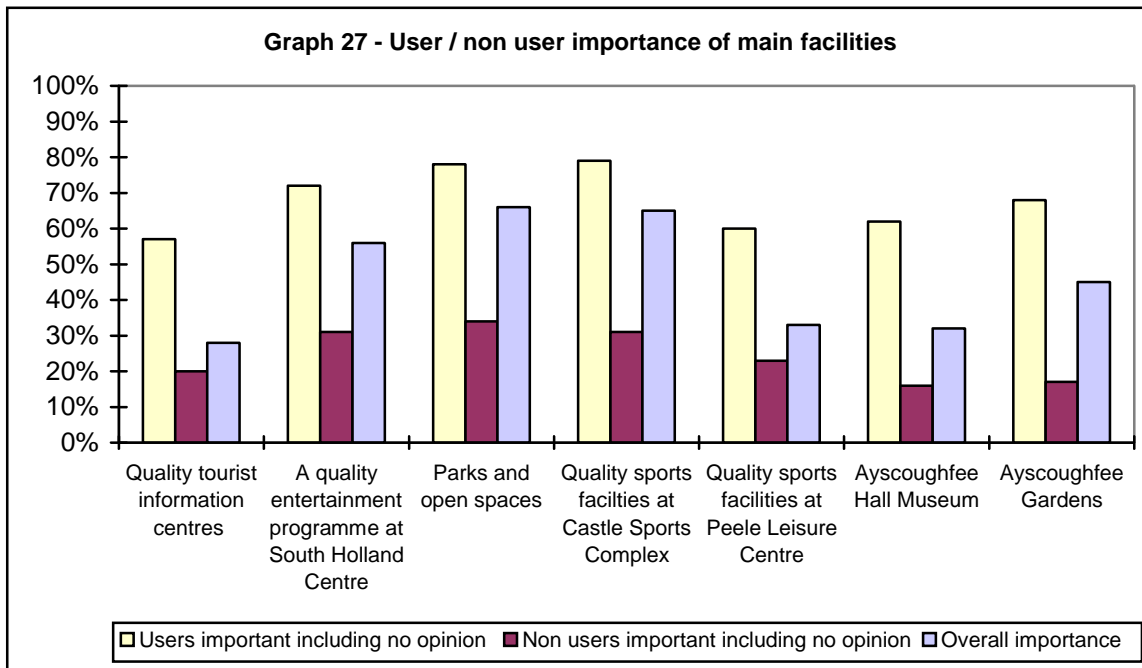


For each of the remaining services satisfaction also exceeds importance (when looking at figures excluding no opinions).



User / Non User Importance

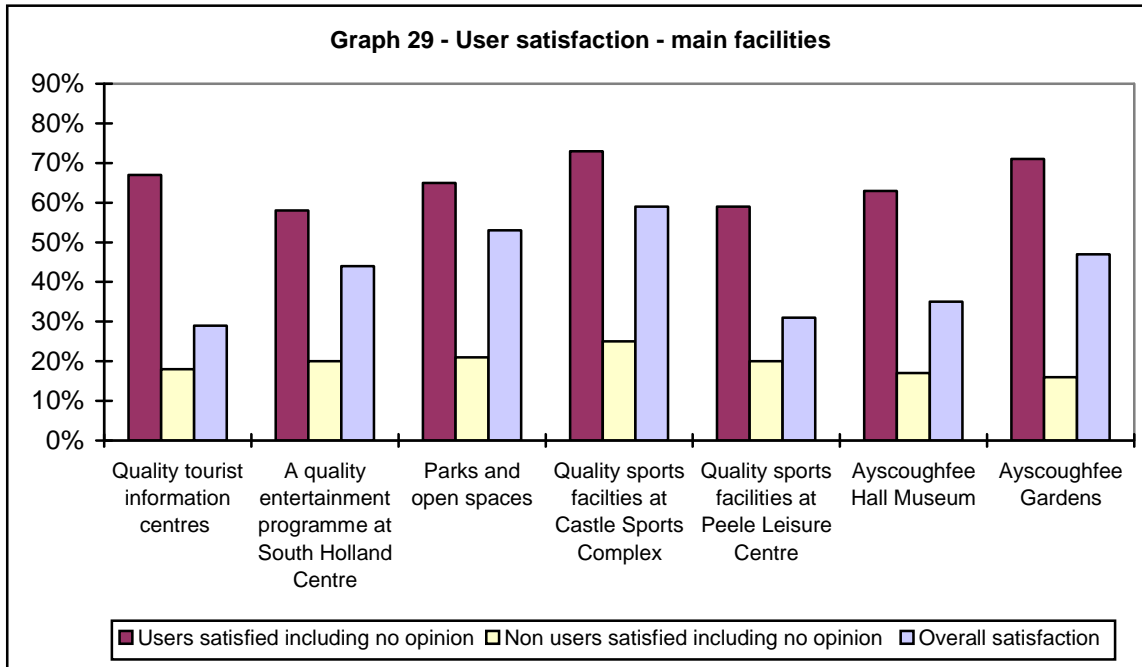
Users of a service or facility (in the last year) are more likely than non users to think the service is or facility is important. However some services are fairly low on importance even amongst users, for example arts development (50%) and rural touring cinema (53%).



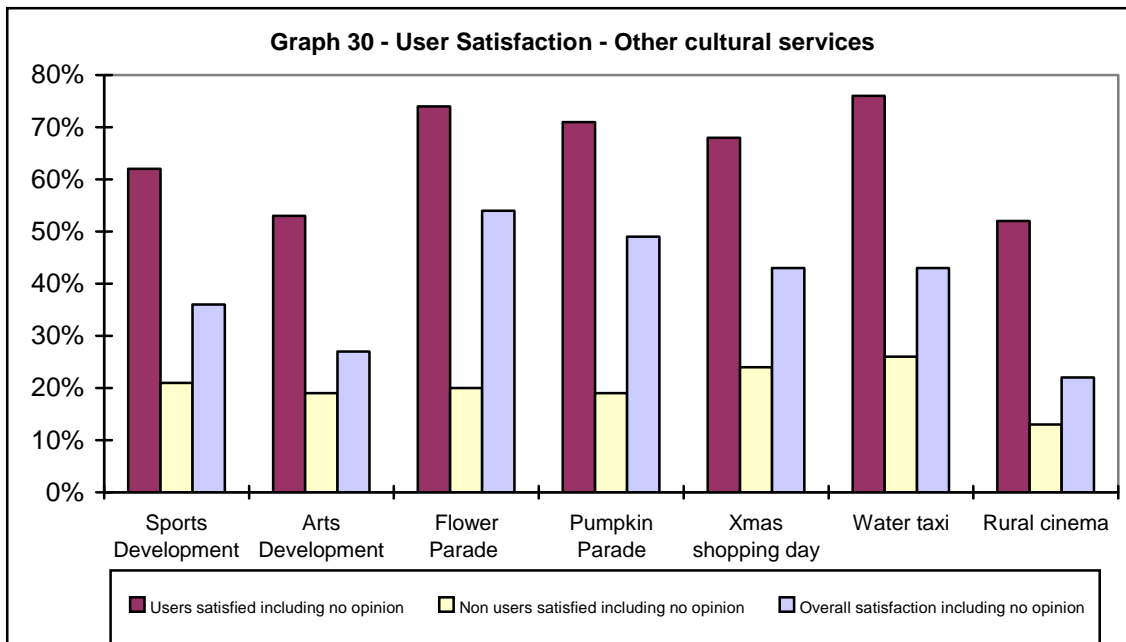
User / Non User Satisfaction

Satisfaction with cultural services increases amongst respondents who have used or visited the services or facilities in the last year. For each of the main leisure facilities at least 58% of users are satisfied, and users of Castle Sports Centre (73%) and Ayscoughfee Gardens (71%) are particularly satisfied.

Although satisfaction appears low amongst non users they are not dissatisfied either. As you might expect the majority of non users answer 'no opinion' when asked how satisfied they are with services.



Satisfaction also increases amongst users of other cultural services. Satisfaction with the Water Taxi (76%), the Flower Parade (74%), Pumpkin Parade (71%) and Spalding Christmas Shopping Day (68%) is particularly high.



Comments about SHDC Cultural Services

Young respondents were asked whether they had any comments they wished to make about the leisure or cultural services managed by SHDC. A vast range of different comments were made by respondents. Many of the comments made refer to parks and open spaces or relate to the films shown at the South Holland Centre being out of date / not new releases.

Value for Money

Only a third of young respondents (33%) believe that £4.70 for a young persons cinema ticket at the South Holland Centre represents good value for money (8% very good, 26% good value for money). 36% believe £4.70 represents poor / very poor value for money.

When broken down into users and non users of the South Holland Centre, 34% of young users believe £4.70 represents good value for money and 27% of non users believe this represents good value for money.

63% of respondents think that £3.50 is a reasonable / fair price for a young person's ticket for the touring cinema. When considering those who think £4.00 or less is a reasonable / fair price the figure increases to 85%.

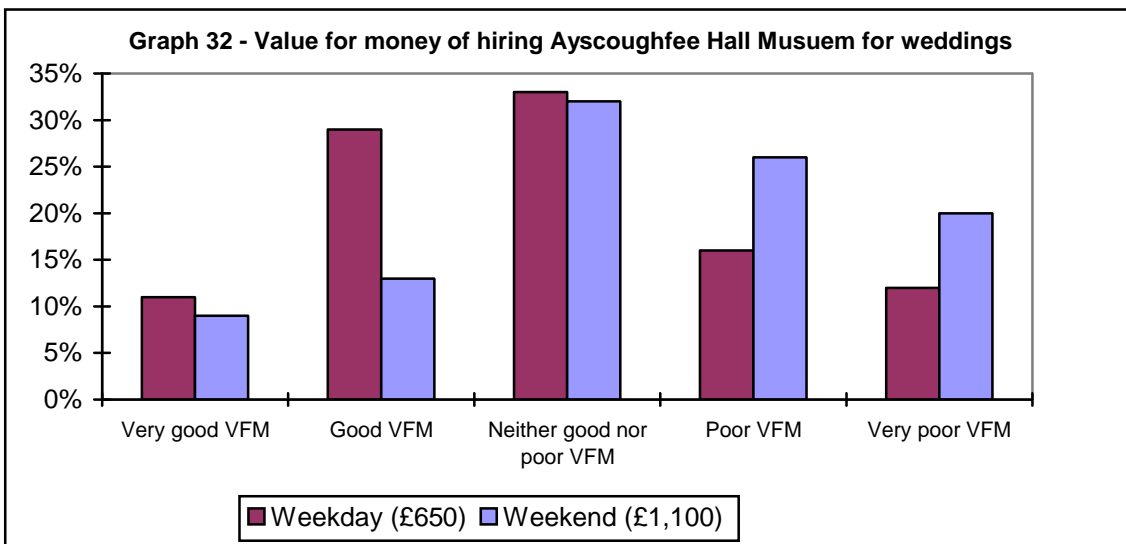


Over half (57%) of young respondents believe that the £2.50 fare for a one way trip on the Spalding Water Taxi represents good value for money (23% very good, 34% good value for money). 18% believe £2.50 represents poor / very poor value for money.

When broken down into users and non users of the Water Taxi, 69% of users believe £2.50 represents good value for money and 49% of non users believe this represents good value for money.

40% of young respondents feel the charge for hiring Ayscoughfee Hall Museum for a weekday wedding venue (£650) represents good value for money (11% very good, 29% good value for money). However for a weekend wedding venue only 22% of respondents think the £1,100 represents good value for money (9% very good, 13% good value for money).

A sizeable proportion of young respondents think the charges represent poor value for money (27% poor/ very poor value for money for weekday hire, 46% poor/ very poor value for money for weekend hire).



Equality Dimension

There are no gender differences or differences based on disability in terms of the value for money of: a ticket at the South Holland Centre, the fair price for a ticket for the touring cinema, a one way trip on the Spalding Water Taxi, charges to hire Ayscoughfee Hall Museum for weddings.

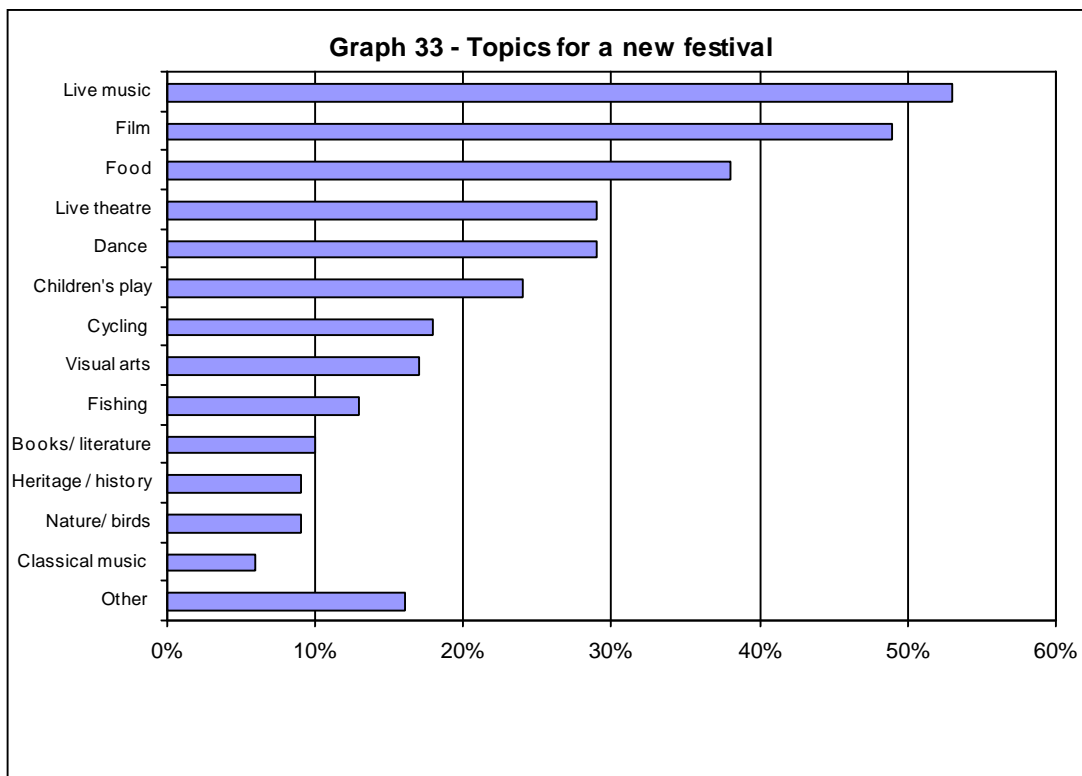
Respondents aged 14 or older are least likely to think the following represent good value for money (compared to respondents aged 13 or younger): £4.70 for a young persons cinema ticket at the South Holland centre; £2.50 for a one way fare on the Spalding Water Taxi. Respondents aged 11 or 12 are most likely to think the weekday charge for hiring Ayscoughfee Hall for weddings represents good value for money. There are no major age differences in terms of what respondents consider a reasonable price to be for the touring cinema or the charges for hiring Ayscoughfee Hall for weddings at the weekend.

Respondents from a non White British background are more likely (47%) than White British respondents (33%) to think the cost for a cinema ticket at the South Holland Centre for a young person represents good value for money. There are no major differences in opinion between White British respondents and respondents who are non White British in terms of: the value for money of a one way trip on the Spalding Water Taxi; charges to hire Ayscoughfee Hall Museum for weddings; or what is considered a reasonable price for a ticket for the touring cinema.

Festival

When asked what topics young respondents would be most interested in if the Council were to develop a new festival, the most popular topics ticked were:

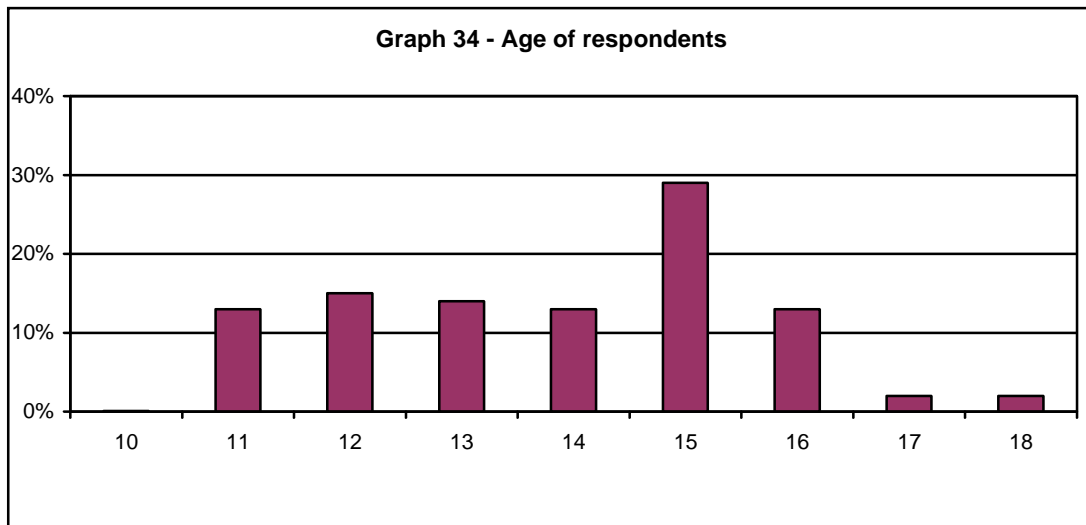
- live 'popular' music 53%
- film 49%
- food / drink 38%
- live theatre / drama 29%
- dance 29%
- children's play / family fun 24%.



Young Person - Respondent Profile

- Nearly 60% of respondents are male (58%), females make up 42% of respondents.

Age of respondents



- 55% of respondents are aged between 11 and 14, 45% are aged 15 or over.
- 5% of respondents have a disability.
- In terms of respondents ethnic origin, 4% of respondents preferred not to say their ethnic origin. The largest proportion of respondents answered White British (90%).
- 60% of respondents' religion is Christian. Other respondents have no religion (33%)

Section 3 – Adult and Young respondents comparison

Leisure time

Watching TV, seeing friends, eating out and walking are popular things both adult and younger respondents do in their time. Gardening is also one of the most common activities undertaken by adult respondents. While the cinema, swimming and computers also make up the most common activities undertaken by younger respondents.

Local newspapers and word of mouth are popular sources that both adult and younger respondents use to find out information about things to do in their spare time. For younger respondents websites are also very popular sources.

Internet

The majority of young respondents have access to the internet (92%), compared to 67% of adult respondents.

Fewer young respondents (8%) have used sholland.gov.uk to get information about things to do in their spare time compared to adult respondents (21%).

Very few adult respondents (5%) would be interested in receiving information about the Council's leisure / cultural services or events by text message to a mobile phone. Young respondents show a bit more interest in this text message service (24%).

Usage of cultural facilities

The same facilities are used the most often by adult respondents and young respondents (parks and open spaces, Castle Sports Centre, South Holland Centre and Ayscoughfee Gardens). However young respondents tend to use some of these facilities more regularly than adult respondents for example:

- 29% of adults use parks and open spaces once a month or more frequently, compared to 55% of young respondents
- 19% of adults use the Castle Sports Complex once a month or more frequently compared to 37% of young respondents.

For some facilities more adult respondents have never used the facility compared to younger respondents:

- Peele Leisure Centre (adults 90%, young respondents 71%)
- Sports development opportunities (87% adults, young respondents 65%)
- Castle sports complex (52% adults, 25% young respondents)
- Pumpkin parade (65% adults, 41% young respondents)
- Rural cinema (92% adults, 76% young respondents).

For Tourist Information Centres more younger respondents have never used these facilities compared to adult respondents (74% young respondents, 55% adults).

The most common reason for not using services or facilities is 'not interested / don't want to' for both adult and younger respondents.

Importance of services

Adult respondents are more likely to think most services are important compared to younger respondents (this is not really affected by no opinion responses):

- a quality tourist information service (66% adults, 28% younger respondents)
- a quality entertainment programme at the South Holland Centre (75% adults, 56% younger respondents)
- quality parks and open spaces (84% adults, 66% younger respondents)
- arts development opportunities (41% adults, 26% younger respondents)
- the Flower Parade (68% adults, 51% younger respondents)
- Ayscoughfee Hall Museum (64% adults, 32% younger respondents)
- Ayscoughfee gardens (75% adults, 45% younger respondents)
- Promotion of the District to visitors (70% adults, 30% younger respondents)
- Water Taxi (55% adults, 35% younger respondents).

Satisfaction with services

Adult respondents are more likely to be satisfied with the following services compared to younger respondents:

- a quality tourist information service (48% adults, 29% younger respondents)
- a quality entertainment programme at the South Holland Centre (57% adults, 44% younger respondents)
- Ayscoughfee Hall Museum (55% adults, 35% younger respondents)
- Ayscoughfee gardens (65% adults, 47% younger respondents)
- Promotion of the District to visitors (47% adults, 30% younger respondents)

In contrast younger respondents are more likely to be satisfied with the following services compared to adult respondents:

- quality sports facilities at the Castle Sports Complex (59% younger respondents, 38% adult respondents)
- the Pumpkin Parade (49% younger respondents, 35% adult respondents)
- quality sports facilities at the Peele Leisure Centre (31% younger respondents, 18% adult respondents).

Value for money

Adult respondents (62%) are more likely than younger respondents (33%) to think the price of a cinema ticket at the South Holland Centre represents good value for money. Younger respondents are most likely to think £3.50 is a reasonable price for the touring cinema (63%) compared to adult respondents (30%).

There are no major differences in adult respondents and younger respondents opinions on the value for money of: a one trip on the Water Taxi; charges for hiring Ayscoughfee Hall Museum for a weekday wedding; charges for hiring Ayscoughfee Hall Museum for a weekend wedding.

Festival

If the Council were to develop a new festival the following topics would be the most popular amongst both adults and younger respondents:

- live 'popular' music
- food / drink
- live theatre / drama
- children's play / family fun.

Heritage / history and nature / birds are also popular topics amongst adult respondents, however these topics are not popular amongst younger respondents. Amongst younger respondents film and dance are also popular topics, these topics are slightly less popular amongst adult respondents.

Technical Appendix

Table 1: Activities respondents do in their spare time – adult respondents

	Locally	Boston	Bourne	Stamford	Kings Lynn	Peter-borough	Further afield
Badminton	70%	-	-	-	-	15%	15%
Bowls	80%	13%	-	-	8%	25%	3%
Cinema	62%	25%	-	1%	7%	65%	5%
Computers	92%	4%	-	-	-	4%	2%
Cycling	96%	2%	6%	7%	1%	7%	9%
Dancing	88%	2%	-	6%	2%	18%	12%
Eating out	92%	18%	5%	16%	14%	29%	25%
Fishing	82%	-	3%	-	3%	-	27%
Gardening	99.6%	-	0.4%	-	-	3%	3%
Gigs / live music	54%	4%	1%	6%	18%	23%	59%
Golf	73%	12%	6%	2%	4%	31%	22%
Gym	85%	4%	-	2%	4%	6%	4%
Nightclubs	54%	5%	-	8%	13%	41%	21%
Pubs	95%	13%	7%	12%	9%	19%	24%
Reading	99%	1%	-	-	0.5%	3%	2%
See Friends	95%	9%	4%	8%	6%	17%	40%
Play a sport	59%	14%	3%	3%	8%	14%	27%
Swimming	85%	11%	18%	5%	2%	3%	7%
Travelling	54%	13%	4%	10%	9%	18%	94%
Walking	92%	3%	9%	6%	2%	6%	34%
Watch TV	99.7%	-	-	0.3%	-	1%	1%
Something else	45%	3%	1%	3%	5%	8%	19%

Table 2: Importance of services / facilities – Adult respondents

2008 Results including no opinions	Very Important / Important	Not Important / Not very important	No opinion 2008
A quality Tourist Information Service	66%	20%	14%
<i>2008 – excluding no opinion</i>	76%	14%	
<i>2007 – excluding no opinion</i>	75%	25%	
<i>2006</i>	82%	18%	
<i>2005</i>	75%	25%	
<i>2004</i>	80%	20%	
<i>2003</i>	64%	36%	
A quality entertainment programme at the South Holland Centre	75%	15%	10%
<i>2008 – excluding no opinion</i>	83%	17%	
<i>2007 – excluding no opinion</i>	81%	19%	
<i>2006</i>	89%	11%	
<i>2005</i>	85%	15%	
<i>2004</i>	84%	16%	
<i>2003</i>	74%	26%	
Quality sports facilities at the Castle Sports Complex	62%	25%	13%
<i>2008 – excluding no opinion</i>	71%	29%	
<i>2007 – excluding no opinion</i>	75%	25%	
<i>2006</i>	82%	18%	
<i>2005</i>	85%	15%	
<i>2004</i>	76%	24%	
<i>2003</i>	72%	28%	
Quality Parks and open spaces	84%	7%	9%
<i>2008 – excluding no opinion</i>	92%	8%	
<i>2007 – excluding no opinion</i>	93%	7%	
<i>2006</i>	94%	6%	
<i>2005</i>	94%	6%	
<i>2004</i>	93%	6%	
<i>2003</i>	92%	8%	
Sports development opportunities for the community	54%	26%	20%
<i>2008 – excluding no opinion</i>	68%	32%	
<i>2007 – excluding no opinion</i>	71%	29%	
<i>2006</i>	74%	26%	
<i>2005</i>	73%	27%	
<i>2004</i>	78%	22%	
<i>2003</i>	79%	21%	

Continued	Very Important / Important	Not Important / Not very important	No opinion 2007
Arts Development opportunities for the community	41%	32%	26%
<i>2008 – excluding no opinion</i>	56%	44%	
<i>2007 – excluding no opinion</i>	65%	35%	
2006	66%	34%	
2005	63%	38%	
2004	63%	38%	
2003	55%	45%	
The Flower Parade	68%	20%	13%
<i>2008 – excluding no opinion</i>	78%	22%	
<i>2007 – excluding no opinion</i>	79%	21%	
2006	80%	20%	
2005	75%	25%	
2004	75%	25%	
2003	70%	30%	
The Pumpkin Parade	44%	36%	20%
<i>2008 – excluding no opinion</i>	55%	45%	
<i>2007 – excluding no opinion</i>	54%	46%	
Ayscoughfee Hall Museum	64%	20%	16%
<i>2008 – excluding no opinion</i>	76%	24%	
<i>2007 – excluding no opinion</i>	76%	24%	
2004	69%	31%	
2003	58%	42%	
Ayscoughfee Gardens	75%	12%	13%
<i>2008 – excluding no opinion</i>	86%	14%	
<i>2007 – excluding no opinion</i>	85%	15%	
Promotion of the District to visitors	70%	17%	13%
<i>2008 – excluding no opinion</i>	80%	20%	
<i>2007 – excluding no opinion</i>	78%	22%	
Quality sports facilities at the Peele Leisure Centre	34%	34%	32%
<i>2008 – excluding no opinion</i>	50%	50%	
<i>2007 – excluding no opinion</i>	50%	50%	
Spalding Christmas Shopping Day	49%	34%	17%
<i>2008 – excluding no opinion</i>	59%	41%	
Water Taxi	55%	28%	17%
<i>2008 – excluding no opinion</i>	66%	34%	
Rural Cinema	32%	36%	32%
<i>2008 – excluding no opinion</i>	46%	54%	

Table 3: Satisfaction with services / facilities – Adult respondents

	Very satisfied / satisfied	Dissatisfied / very dissatisfied	No opinion 2008
A quality Tourist Information Service	48%	5%	47%
<i>2008 – excluding no opinion</i>	91%	9%	
<i>2007 – excluding no opinion</i>	90%	10%	
<i>2006</i>	90%	10%	
<i>2005</i>	90%	10%	
<i>2004</i>	87%	14%	
<i>2003</i>	97%	3%	
A quality entertainment programme at the South Holland Centre	57%	11%	32%
<i>2008 – excluding no opinion</i>	84%	16%	
<i>2007 – excluding no opinion</i>	83%	17%	
<i>2006</i>	87%	14%	
<i>2005</i>	84%	16%	
<i>2004</i>	83%	17%	
<i>2003</i>	94%	6%	
Quality sports facilities at the Castle Sports Complex	38%	13%	49%
<i>2008 – excluding no opinion</i>	74%	26%	
<i>2007 – excluding no opinion</i>	77%	23%	
<i>2006</i>	79%	21%	
<i>2005</i>	76%	24%	
<i>2004</i>	89%	11%	
<i>2003</i>	88%	12%	
Quality Parks and open spaces	56%	18%	26%
<i>2008 – excluding no opinion</i>	76%	24%	
<i>2007 – excluding no opinion</i>	73%	27%	
<i>2006</i>	69%	31%	
<i>2005</i>	69%	31%	
<i>2004</i>	74%	27%	
<i>2003</i>	83%	18%	
Sports development opportunities for the community	26%	6%	69%
<i>2008 – excluding no opinion</i>	83%	17%	
<i>2007 – excluding no opinion</i>	61%	39%	
<i>2006</i>	77%	24%	
<i>2005</i>	72%	29%	
<i>2004</i>	75%	25%	
<i>2003</i>	74%	27%	

Continued	Very satisfied / satisfied	Dissatisfied / very dissatisfied	No opinion 2008
Arts Development opportunities for the community	24%	6%	71%
<i>2008 – excluding no opinion</i>	81%	19%	
<i>2007 – excluding no opinion</i>	74%	26%	
<i>2006</i>	75%	24%	
<i>2005</i>	78%	22%	
<i>2004</i>	74%	26%	
<i>2003</i>	72%	28%	
The Flower Parade	53%	12%	36%
<i>2008 – excluding no opinion</i>	82%	18%	
<i>2007 – excluding no opinion</i>	85%	15%	
<i>2006</i>	80%	21%	
<i>2005</i>	79%	21%	
<i>2004</i>	79%	21%	
<i>2003</i>	75%	25%	
The Pumpkin Parade	35%	7%	58%
<i>2008 – excluding no opinion</i>	83%	17%	
<i>2007 – excluding no opinion</i>	87%	13%	
Ayscoughfee Hall Museum	55%	3%	43%
<i>2008 – excluding no opinion</i>	96%	4%	
<i>2007 – excluding no opinion</i>	94%	6%	
<i>2004</i>	89%	11%	
<i>2003</i>	96%	4%	
Ayscoughfee Gardens	65%	5%	30%
<i>2008 – excluding no opinion</i>	92%	8%	
<i>2007 – excluding no opinion</i>	96%	4%	
Promotion of the District to visitors	47%	9%	43%
<i>2008 – excluding no opinion</i>	83%	17%	
<i>2007 – excluding no opinion</i>	87%	13%	
Quality sports facilities at the Peele Leisure Centre	18%	2%	81%
<i>2008 – excluding no opinion</i>	91%	9%	
<i>2007 – excluding no opinion</i>	85%	15%	
Spalding Christmas Shopping Day	43%	5%	52%
<i>2008 – excluding no opinion</i>	90%	10%	
Water Taxi	49%	3%	48%
<i>2008 – excluding no opinion</i>	94%	6%	
Rural Cinema	19%	4%	77%
<i>2008 – excluding no opinion</i>	82%	18%	

Table 4: Activities respondents do in their spare time – young respondents

	Locally	Boston	Bourne	Stamford	Kings Lynn	Peter-borough	Further afield
Badminton	72%	8%	9%	3%	6%	5%	10%
Bowls	54%	32%	2%	1%	12%	22%	13%
Cinema	35%	37%	1%	1%	15%	59%	4%
Computers	92%	4%	1%	0.4%	1%	3%	4%
Cycling	94%	3%	1%	2%	0.5%	2%	8%
Dancing	74%	8%	5%	6%	11%	9%	16%
Eating out	76%	28%	5%	7%	11%	35%	14%
Fishing	84%	11%	8%	8%	11%	11%	17%
Gardening	74%	6%	1%	4%	2%	6%	13%
Gigs / live music	45%	11%	4%	8%	12%	24%	40%
Golf	57%	20%	3%	2%	6%	7%	17%
Gym	79%	12%	2%	3%	2%	7%	6%
Nightclubs	67%	12%	3%	4%	11%	27%	9%
Pubs	90%	11%	3%	4%	6%	10%	11%
Reading	95%	6%	1%	2%	2%	5%	6%
See Friends	92%	12%	2%	3%	7%	16%	9%
Play a sport	81%	11%	6%	2%	4%	13%	14%
Swimming	76%	12%	20%	4%	6%	8%	8%
Travelling	58%	23%	14%	14%	17%	28%	58%
Walking	92%	8%	3%	3%	4%	8%	9%
Watch TV	97%	3%	1%	1%	1%	2%	4%
Something else	39%	6%	1%	2%	7%	12%	7%

Table 5: Importance of services / facilities – Young People respondents

2008 Results including no opinions	Very Important / Important	Not Important / Not very important	No opinion 2008
A quality Tourist Information Service	28%	45%	27%
<i>2008 – excluding no opinion</i>	38%	62%	
A quality entertainment programme at the South Holland Centre	56%	28%	16%
<i>2008 – excluding no opinion</i>	67%	33%	
Quality sports facilities at the Castle Sports Complex	65%	20%	15%
<i>2008 – excluding no opinion</i>	77%	23%	
Quality Parks and open spaces	66%	19%	15%
<i>2008 – excluding no opinion</i>	77%	23%	
Sports development opportunities for the community	43%	35%	22%
<i>2008 – excluding no opinion</i>	55%	45%	
Arts Development opportunities for the community	26%	47%	27%
<i>2008 – excluding no opinion</i>	36%	64%	
The Flower Parade	51%	33%	16%
<i>2008 – excluding no opinion</i>	60%	40%	
The Pumpkin Parade	45%	38%	17%
<i>2008 – excluding no opinion</i>	54%	46%	
Ayscoughfee Hall Museum	32%	44%	24%
<i>2008 – excluding no opinion</i>	42%	58%	
Ayscoughfee Gardens	45%	36%	19%
<i>2008 – excluding no opinion</i>	56%	44%	
Promotion of the District to visitors	30%	44%	26%
<i>2008 – excluding no opinion</i>	41%	59%	
Quality sports facilities at the Peele Leisure Centre	33%	39%	28%
<i>2008 – excluding no opinion</i>	46%	54%	
Spalding Christmas Shopping Day	43%	36%	21%
<i>2008 – excluding no opinion</i>	54%	46%	
Water Taxi	35%	44%	21%
<i>2008 – excluding no opinion</i>	44%	56%	
Rural Cinema	24%	44%	32%
<i>2008 – excluding no opinion</i>	35%	65%	

Table 6: Satisfaction with services / facilities – Young People respondents

2008 Results including no opinions	Very satisfied / satisfied	Dissatisfied / very dissatisfied	No opinion 2007
A quality Tourist Information Service	29%	12%	59%
<i>2008 – excluding no opinion</i>	71%	29%	
A quality entertainment programme at the South Holland Centre	44%	19%	37%
<i>2008 – excluding no opinion</i>	71%	29%	
Quality sports facilities at the Castle Sports Complex	59%	12%	29%
<i>2008 – excluding no opinion</i>	84%	16%	
Quality Parks and open spaces	53%	18%	28%
<i>2008 – excluding no opinion</i>	75%	25%	
Sports development opportunities for the community	36%	17%	48%
<i>2008 – excluding no opinion</i>	68%	32%	
Arts Development opportunities for the community	27%	16%	57%
<i>2008 – excluding no opinion</i>	62%	38%	
The Flower Parade	54%	13%	34%
<i>2008 – excluding no opinion</i>	81%	19%	
The Pumpkin Parade	49%	16%	35%
<i>2008 – excluding no opinion</i>	76%	24%	
Ayscoughfee Hall Museum	35%	17%	49%
<i>2008 – excluding no opinion</i>	67%	33%	
Ayscoughfee Gardens	47%	16%	37%
<i>2008 – excluding no opinion</i>	75%	25%	
Promotion of the District to visitors	30%	14%	55%
<i>2008 – excluding no opinion</i>	68%	32%	
Quality sports facilities at the Peele Leisure Centre	31%	12%	57%
<i>2008 – excluding no opinion</i>	72%	28%	
Spalding Christmas Shopping Day	43%	13%	45%
<i>2008 – excluding no opinion</i>	77%	23%	
Water Taxi	43%	13%	44%
<i>2008 – excluding no opinion</i>	76%	24%	
Rural Cinema	22%	16%	63%
<i>2008 – excluding no opinion</i>	58%	42%	