

South Hams District Council



‘Sounding Board’

Survey 2: Cultural Strategy Initial Report

MARKETING MEANS

THE RESEARCH PEOPLE



The Old Barn, Stapledon Lane, Ashburton, Devon, TQ13 7DT

Tel: 01364 654 485 Fax: 01364 654 664

e-mail: info@marketingmeans.co.uk

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1.0 Introduction / Background

- This survey was undertaken as part of the second using the permanent sample of the 'Sounding Board'.

2.0 Method & analysis

The survey was sent by post to the panel. It was expected that there would be a much higher response level than usually obtained from this method with no reminder (70%+ compared to 20 to 30%).

A freepost reply envelope was enclosed with the questionnaire together with a letter detailing how the panel would be informed of the results.

The responses were processed and analysed by Marketing Means.

2.1 Analysis - a note about confidence intervals

Where possible in the report, a 'confidence interval' has been given for the figures given. All confidence intervals in this report have been worked out on a 'confidence level' of 95%. This means that if we were to carry out the questionnaire 100 times, 95 of them would come back with the figures obtained within the bounds of the Confidence Interval given.

The confidence interval (CI) will be expressed as ' $\pm X\%$ '. This will mean that the percentage given would be X% either way 95 times out of 100 (in this case). For example:

Overall satisfaction may have come back as 75% in the survey with a confidence interval = $\pm 3\%$. This would mean that 95% of surveys would come up with an overall satisfaction level between 72% and 78%. (*See full report*)

3.0 Response

To be calculated – cultural strategy was analysed on those who were entered at time of analysis – 579 – final response rate will exceed 625.

3.1 About respondents

The data collected from respondents is important in determining how representative the responses are of Sounding Board.

3.1.1 Economic activity

The response was broadly representative of the 'Sounding Board' panel, with the exception of:

- Full-time students responded less well (this is also reflected in the age groups) – 50% responded compared with the overall response rate of 74%
- The response rate for 'homemakers' was slightly higher than would be expected at 84%

3.1.2 Age (next birthday)

The table below shows that compared to the Sounding Board panel:

- Those under the age of 24, and over the age of 85, responded less well than other age groups (44% and 45% response rate respectively)
- Those belonging to the 55-64 and 65-74 year old age groups responded slightly better than other age groups at (78% and 73% response rate respectively)

	Sample		Sounding Board		Variance
	Number	%	Number	%	%
<24	26	4%	59	7%	-3%
25-34	42	7%	58	7%	0%
35-44	138	21%	174	21%	0%
45-54	150	23%	191	23%	0%
55-64	125	19%	152	18%	+2%
65-74	94	15%	116	14%	+1%
75-84	64	10%	88	10%	0%
85+	4	1%	11	1%	-4%
	643	100%	1069	100%	0%

3.1.3 Gender

In terms of gender there was no significant difference in the percentage of males (72%) and females (74%) who responded.

There was, however, a difference in gender response rates between age groups. The majority of respondents under the age of 55 were female,

whereas the majority of respondents aged 55 and above were male. This difference was most pronounced in the under 35 and 85 plus age groups.

3.1.4 Disability

Response rates were very similar for those who reported a disability (74%) and for those who did not report a disability (74%).

3.1.5 Ethnicity

There are nine people that reported that they had an ethnic origin other than 'White, British', of these 5 responded to this survey (56%).

3.1.6 Socio-economic grouping

The response rate was lowest in relation to the group coded as 'never worked / long-term unemployed'. This is mainly due to the poor response rate of many of our younger panel members who were also classed as students.

Across the board response rates varied between 71% and 87%, with the highest response being recorded from the 'routine occupations' group.

4.0 Cultural Strategy

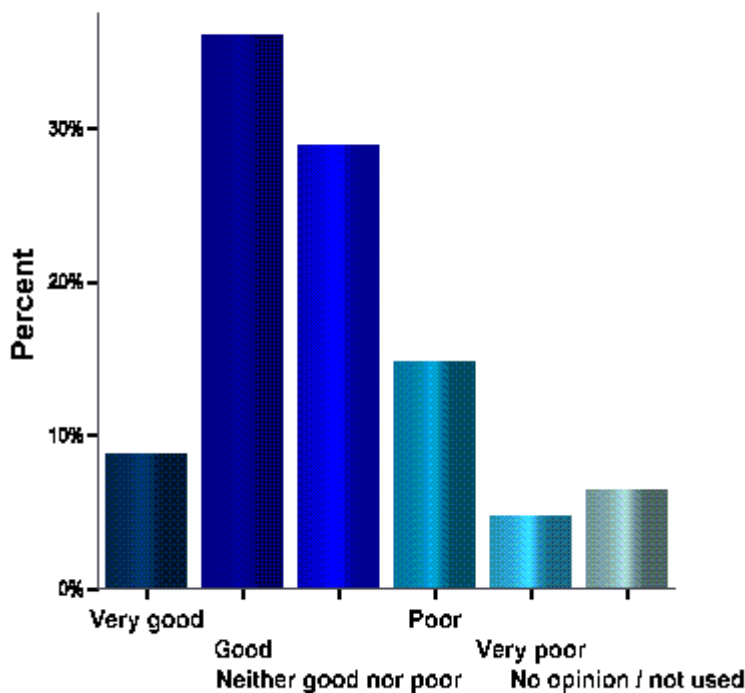
As part of the development of a cultural strategy for the South Hams, the Council asked Sounding Board members for their views on the provision, importance and various elements of cultural activities in the District. Cultural activities were defined within the questionnaire as 'sport, arts, heritage (including museums), tourism, parks, countryside, play areas, festivals and other events.'

4.1 Overall rating of cultural provision in the local area

Sounding Board members were asked to rate the cultural provision in their local area on a five point scale from 'very good' to 'very poor', as well as the inclusion of a 'no opinion / not used' category.

Nearly half (45%) rated the level of cultural provision in their area as 'very good' (9%) or 'good' (36%). However, a fifth (20%) rated it as 'poor' (15%) or 'very poor'.
(Appendix: Table 1)

Rating of cultural provision in the South Hams area



The only significant differences on any demographic groupings were found by gender, where more women (50%) rated cultural provision as 'good' or 'very good', than men (39%). (Appendix: Table 1a)

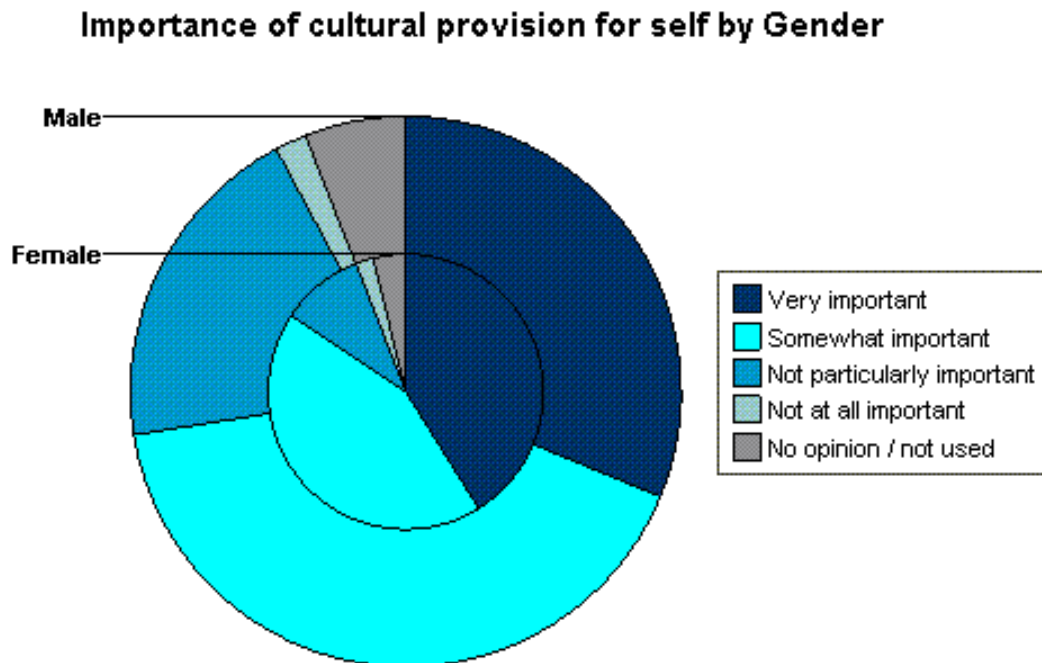
4.2 Importance of cultural provision for self, family and local area

Members were then asked to rate the importance of the cultural provision to themselves, their families and the local area. Three four-point scales were used from 'very important' to 'not important at all' and once again a 'no opinion / not used' category was included.

4.2.1 Importance of cultural provision for self

The majority of respondents (79%) believe that cultural provision is 'very important' (36%) or 'somewhat important' (42%) for themselves. (*Appendix: Table 2.1*)

Once again, differences were only found by gender (as shown in the pie chart below), with women (84%) rating the importance of cultural provision for themselves higher than men (72%). (*Appendix: Table 2.1a*)



4.2.2 Importance of cultural provision for family

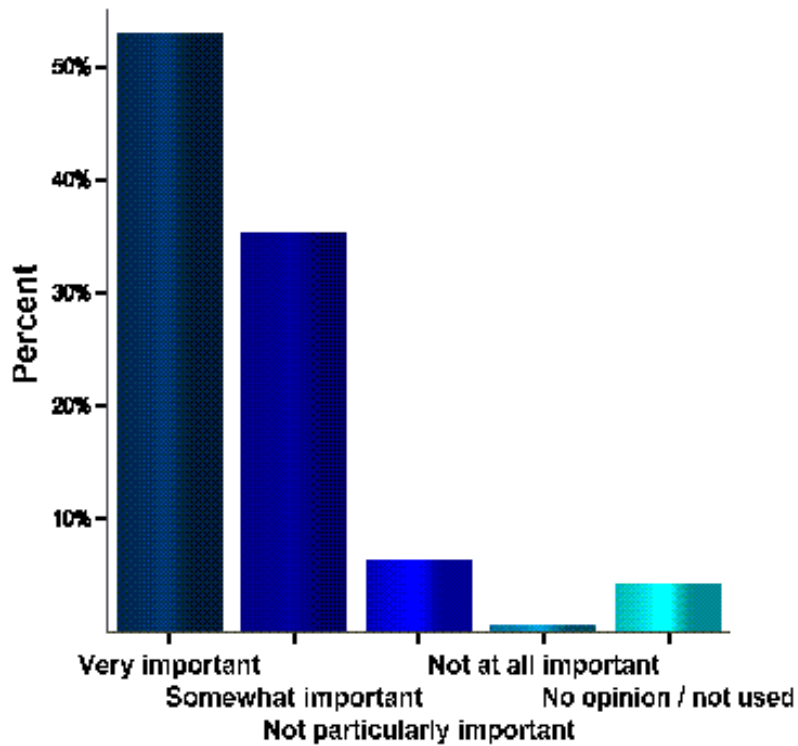
Three quarters of respondents (76%) believe that cultural provision is 'very important' (38%) or 'somewhat important' (39%) for their families. (*Appendix: Table 2.2*)

There were however no significant differences between any demographic groups, including gender.

4.2.3 Importance of cultural provision for the local area

Over half (53%) considered cultural provision to be 'very important' to the local area, with a further third (35%) considering it to be 'somewhat important', giving a combined 'importance level' of 89%. (*Appendix: Table 2.3*)

Importance of cultural provision for local area



Again differences were found only between men and women, with women (57%) more likely to say it was 'very important' than men (49%) (*Appendix: Table 2.3a*)

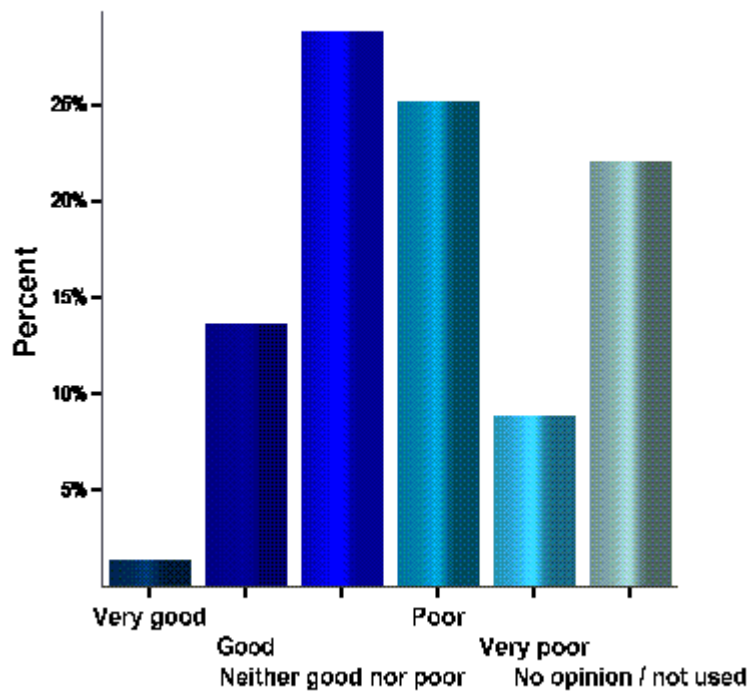
4.3 Rating of elements of access

Members were asked to rate the four elements of access to cultural activities; The scales used were the same as for rating overall provision.

4.3.1 Transportation

Only 15% rated 'transportation' to cultural activities as 'very good' (1%) or 'good' (14%), with a third of people rating it as 'poor' (25%) or 'very poor' (9%). A fifth of respondents (22%) said they had 'no opinion / did not use'.
(Appendix: Table 3.1)

Rating of access to cultural activities- Transportation

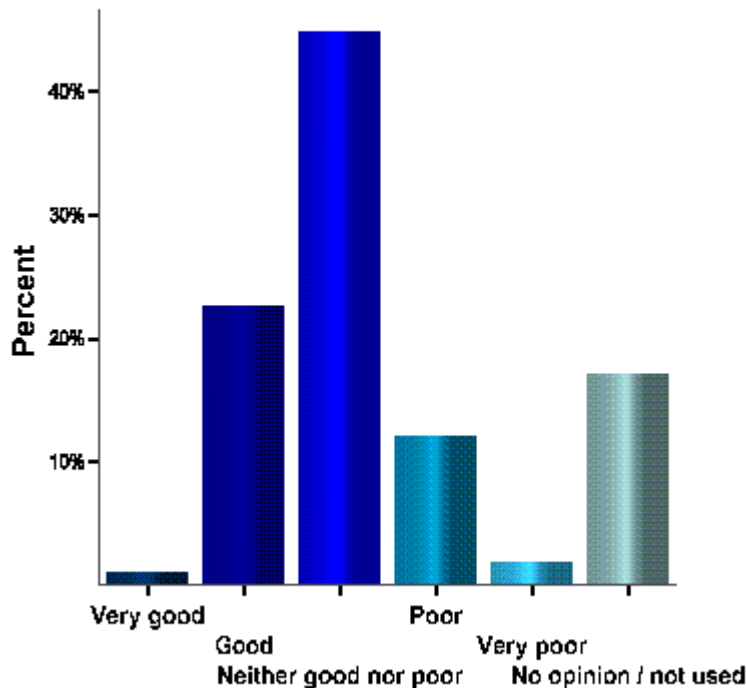


Differences were found by age group, with the '29 and under' group were more likely to rate transport 'good' and much more likely to say it was 'poor' or 'very poor'. This indicates that the younger people may be bigger users of public transport and therefore have stronger opinions about it than other age groups. (Appendix: Table 3.1a)

4.3.2 Entrance fees

A quarter (25%) rated 'entrance fees' to cultural activities as 'very good' (1%) or 'good' (24%), with 14% rating them as 'poor' (12%) or 'very poor' (2%). Nearly a fifth of respondents (17%) said they had 'no opinion / did not use'. (Appendix: Table 3.2)

Rating of access to cultural activities- Entrance fees



Differences were found by gender, with women much more likely to have said 'very good' (1%) or 'good' (29%) and men more likely to have said 'no opinion / not used' (21%). (Appendix: Table 3.2a)

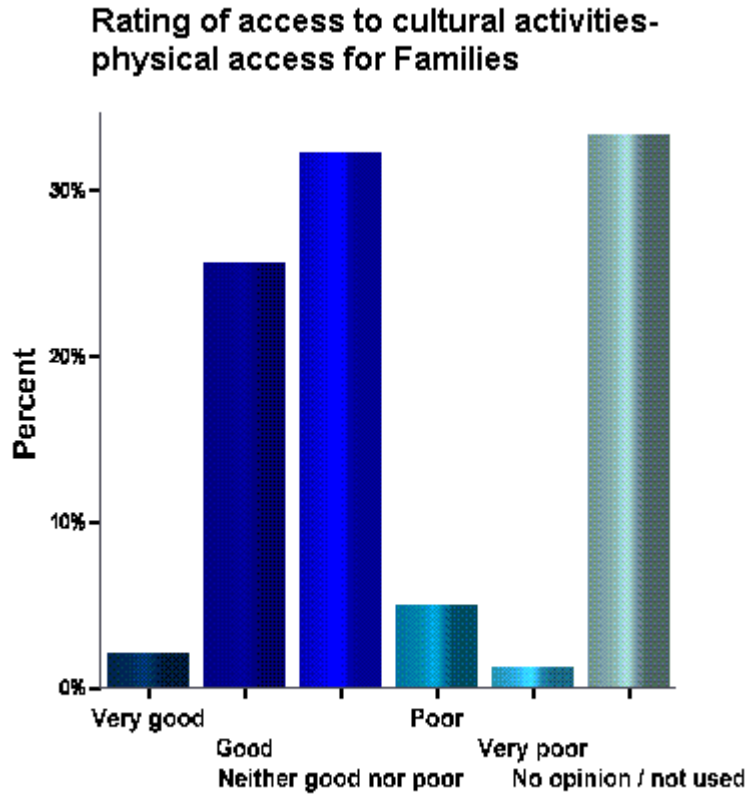
4.3.3 Facilities for disabled people

A half of respondents (49%) said they had 'no opinion / did not use' 'facilities for disabled people'. Of those that answered 14% rated them as 'very good' (1%) or 'good' (13%), with 11% rating them as 'poor' (9%) or 'very poor' (2%). (Appendix: Table 3.3)

Differences were only found by 'disability', with those with a disability being far less likely to say 'no opinion / have not used' (30%). Their ratings were split, with 'very good' and 'good' at 29% and 'poor' 'very poor' at 25%. (Appendix: Table 3.3a)

4.3.4 Facilities for families

A third of respondents (49%) said they had 'no opinion / did not use' 'facilities for families'. Nearly a third (28%) said that they were 'very good' (2%) or 'good' (26%), with 6% rating them as 'poor' (5%) or 'very poor' (1%). (*Appendix: Table 3.4*)



Differences were only found by 'age', with those over 65 being far more likely to say 'no opinion / have not used' (45%).. (*Appendix: Table 3.4a*)

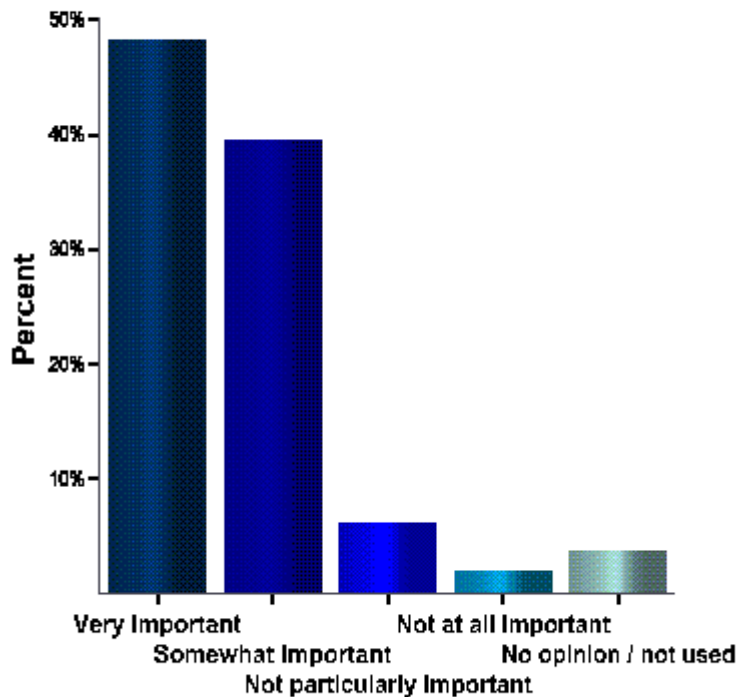
4.4 Importance of cultural provision for aspects of identity and local development

Respondents then gave their opinions on the importance of cultural provision on six different aspects which were; 'improving the identity of the area', 'improving the prosperity of the area', 'attracting visitors to the area', 'improving the health of the population', 'maintaining the Districts distinct environment', and 'providing opportunities for everyone'. The scales used were the same as for the other three importance questions.

4.4.1 Improving identity to the area

Nearly all respondents (88%) viewed cultural provision for 'improving the identity of the area' as 'very important' (48%) or 'somewhat important' (40%). (Appendix: Table 4.1)

Importance of cultural provision for Identity of the area

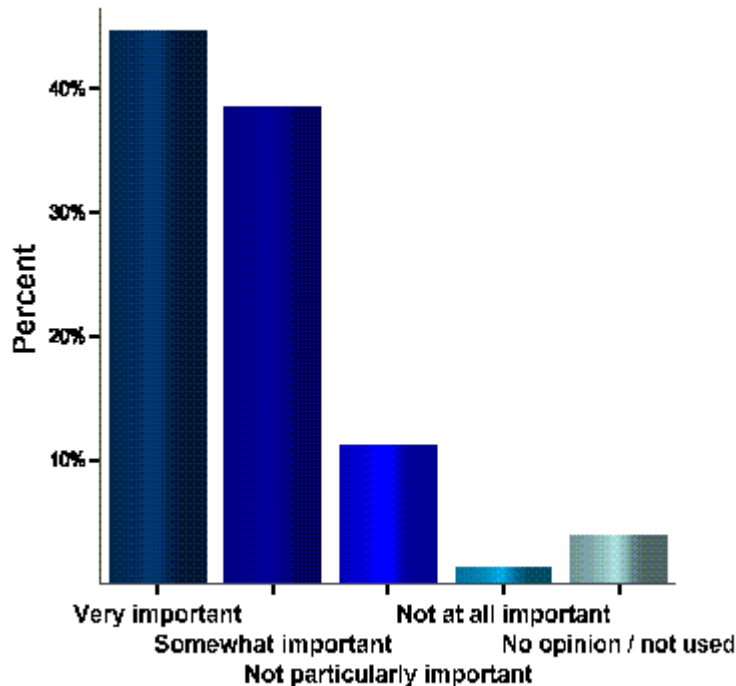


There were no differences except by gender, with women more likely to say cultural provision was 'very important' (53%) to improving the identity of the area than men (43%). (Appendix: Table 4.1a)

4.4.2 Improving the prosperity of the area

Again, the majority of respondents (83%) viewed cultural provision for 'improving the prosperity of the area as 'very important' (45%) or 'somewhat important' (38%). (Appendix: Table 4.2)

Importance of cultural provision for prosperity of the area



Again, there were no differences except by gender, with women far more likely to say cultural provision was 'very important' (53%) to improving the prosperity of the area than men (36%). (Appendix: Table 4.2a)

4.4.3 Attracting visitors to the area

The majority of respondents, once again, (88%) viewed cultural provision for 'improving the prosperity of the area as 'very important' (57%) or 'somewhat important' (32%). (Appendix: Table 4.3)

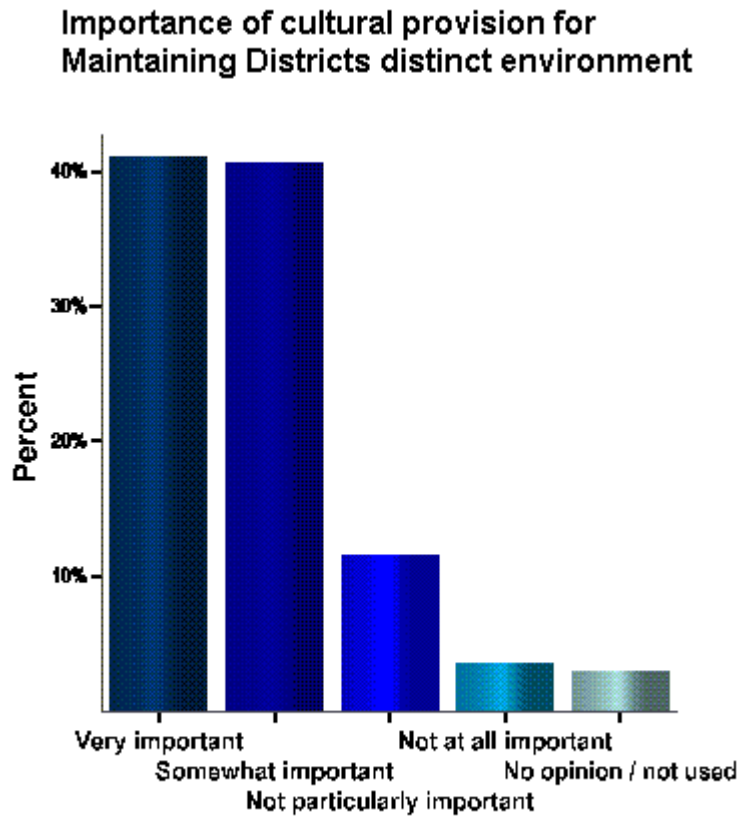
Similarly there were only differences by gender, with women far more likely to say cultural provision was 'very important' (64%) to improving the identity of the area than men (49%). (Appendix: Table 4.3a)

4.4.4 Improving the health of the population

Slightly less people, (73%) viewed cultural provision for 'improving the health of the population' as 'very important' (36%) or 'somewhat important' (37%), with a fifth (20%) thinking it was 'not particularly important'. (Appendix: Table 4.4). There were no differences by demographic groups.

4.4.5 Maintaining the District's distinct environment

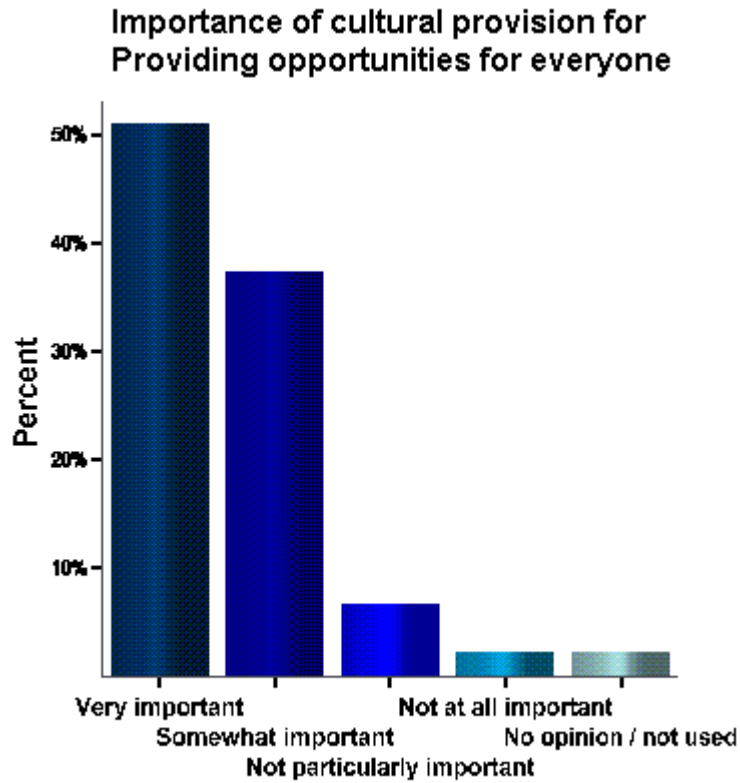
The majority again, (82%) viewed cultural provision for 'maintaining the District's distinct environment' as 'very important' (41%) or 'somewhat important' (41%), with only 12% thinking it was 'not particularly important'. (*Appendix: Table 4.5*).



Again there were only differences by gender, with women far more likely to say cultural provision was 'very important' (49%) to maintaining the District's distinct environment than men (33%). (*Appendix: Table 4.5a*)

4.4.6 Providing opportunities for everyone

Once more, most respondents (89%) viewed cultural provision for 'providing opportunities for everyone' as 'very important' (51%) or 'somewhat important' (37%). (*Appendix: Table 4.6*).



Once again there were only differences by gender, with women far more likely to say cultural provision was 'very important' (61%) to maintaining the District's distinct environment than men (41%). (*Appendix: Table 4.6a*)

4.5 Ratings for involvement of the public in decision making about development of cultural activities

Sounding Board members were asked how they rated the Council's involvement of the public in decision-making, using the same scale as level of provision, except there was no 'no opinion' option.

Just over a fifth (22%) of respondents rated the Council as 'very good' (3%) or 'good' (19%) at including the public in decision-making with nearly a quarter (24%) rating them as 'poor' (20%) or 'very poor' (4%). Over half (53%) said they thought that involvement was 'neither good nor poor' (*Appendix: Table 5*).

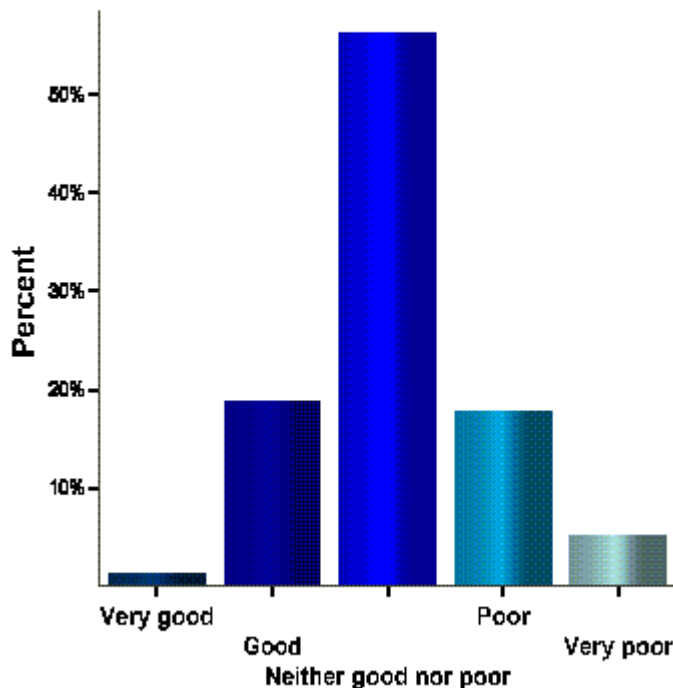
The only differences were by age, with people 'over 65' much more likely to say involvement was 'very good' or 'good' (32% in total), and the 'under 29s' more likely to say it was 'poor' or 'very poor' (32% in total). (*Appendix: Table 5a*).

4.6 Ratings for the Council listening to the public's views

Sounding Board members were asked how they rated the at listening to the public's views about the development of cultural activities. The same scale was used as in 'involvement'

Again, only a fifth (20%) of respondents rated the Council as 'very good' (1%) or 'good' (19%) at listening to the public's views with nearly a quarter (23%) rating them as 'poor' (18%) or 'very poor' (5%). Over half, again, (56%) said they thought that involvement was 'neither good nor poor' (*Appendix: Table 6*).

Rating of Council at listening to public's views of the development of cultural activities



Like involvement, the only differences were by age, with people 'over 65' much more likely to say involvement was 'very good' or 'good' (31% in total), and the 'under 29s' more likely to say it was 'poor' or 'very poor' (27% in total). (*Appendix: Table 6a*).

Appendix: Tables

South Hams District Council 'Sounding Board' Survey 1
Marketing Means, June 2002

Table 1

Rating of cultural provision in the South Hams area

	Frequency	Percent	Valid Percent	Cumulative Percent
Very good	50	9%	9%	9%
Good	205	35%	36%	45%
Neither good nor poor	164	28%	29%	74%
Poor	84	15%	15%	89%
Very poor	27	5%	5%	93%
No opinion / not used	37	6%	7%	100%
Total	567	98%	100%	
Did not answer	12	2%		
Total	579	100%		

Table 1a

Crosstab

		Rating of cultural provision in the South Hams area						Total	
		Very good	Good	Neither good nor poor	Poor	Very poor	No opinion / not used		
Gender	Male	Count	17	89	92	43	11	20	272
		% within Gender	6%	33%	34%	16%	4%	7%	100%
	Female	Count	33	116	72	41	16	17	295
		% within Gender	11%	39%	24%	14%	5%	6%	100%
Total		Count	50	205	164	84	27	37	567
		% within Gender	9%	36%	29%	15%	5%	7%	100%

Table 2.1

Importance of cultural provision for self

	Frequency	Percent	Valid Percent	Cumulative Percent
Very important	202	35%	36%	36%
Somewhat important	235	41%	42%	79%
Not particularly important	81	14%	15%	93%
Not at all important	11	2%	2%	95%
No opinion / not used	27	5%	5%	100%
Total	556	96%	100%	
Did not answer	23	4%		
Total	579	100%		

South Hams District Council 'Sounding Board' Survey 1
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Table 2.1a

Crosstab

			Importance of cultural provision for self					Total
			Very important	Somewhat important	Not particularly important	Not at all important	No opinion / not used	
Gender	Male	Count	84	111	53	5	16	269
		% within Gender	31%	41%	20%	2%	6%	100%
	Female	Count	118	124	28	6	11	287
		% within Gender	41%	43%	10%	2%	4%	100%
Total		Count	202	235	81	11	27	556
		% within Gender	36%	42%	15%	2%	5%	100%

Table 2.2

Importance of cultural provision for family

	Frequency	Percent	Valid Percent	Cumulative Percent
Very important	199	34%	38%	38%
Somewhat important	206	36%	39%	76%
Not particularly important	58	10%	11%	87%
Not at all important	8	1%	2%	89%
No opinion / not used	59	10%	11%	100%
Total	530	92%	100%	
Did not answer	49	8%		
Total	579	100%		

Table 2.3

Importance of cultural provision for local area

	Frequency	Percent	Valid Percent	Cumulative Percent
Very important	296	51%	53%	53%
Somewhat important	197	34%	35%	89%
Not particularly important	36	6%	6%	95%
Not at all important	4	1%	1%	96%
No opinion / not used	24	4%	4%	100%
Total	557	96%	100%	
Did not answer	22	4%		
Total	579	100%		

South Hams District Council 'Sounding Board' Survey 1
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Table 2.3a

Crosstab

			Importance of cultural provision for local area					Total
			Very important	Somewhat important	Not particularly important	Not at all important	No opinion / not used	
Gender	Male	Count	131	100	26	2	11	270
		% within Gender	49%	37%	10%	1%	4%	100%
	Female	Count	165	97	10	2	13	287
		% within Gender	57%	34%	3%	1%	5%	100%
Total		Count	296	197	36	4	24	557
		% within Gender	53%	35%	6%	1%	4%	100%

Table 3.1

Rating of access to cultural activities- Transportation

	Frequency	Percent	Valid Percent	Cumulative Percent
Very good	8	1%	1%	1%
Good	77	13%	14%	15%
Neither good nor poor	162	28%	29%	44%
Poor	142	25%	25%	69%
Very poor	50	9%	9%	78%
No opinion / not used	124	21%	22%	100%
Total	563	97%	100%	
Did not answer	16	3%		
Total	579	100%		

Table 3.1a

Crosstab

			Rating of access to cultural activities- Transportation					Total	
			Very good	Good	Neither good nor poor	Poor	Very poor		No opinion / not used
Age (4 groups)	18 to 34	Count		13	12	16	6	6	53
		% within Age (4 groups)		25%	23%	30%	11%	11%	100%
	35 to 49	Count	3	26	66	49	12	35	191
		% within Age (4 groups)	2%	14%	35%	26%	6%	18%	100%
	50 to 65	Count	2	16	56	48	16	38	176
		% within Age (4 groups)	1%	9%	32%	27%	9%	22%	100%
	Over 65s	Count	3	22	28	29	16	45	143
		% within Age (4 groups)	2%	15%	20%	20%	11%	31%	100%
Total		Count	8	77	162	142	50	124	563
		% within Age (4 groups)	1%	14%	29%	25%	9%	22%	100%

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Table 3.2

Rating of access to cultural activities- Entrance fees

	Frequency	Percent	Valid Percent	Cumulative Percent
Very good	6	1%	1%	1%
Good	126	22%	23%	24%
Neither good nor poor	249	43%	45%	69%
Poor	67	12%	12%	81%
Very poor	11	2%	2%	83%
No opinion / not used	95	16%	17%	100%
Total	554	96%	100%	
Did not answer	25	4%		
Total	579	100%		

Table 3.2a

Crosstab

			Rating of access to cultural activities- Entrance fees						Total
			Very good	Good	Neither good nor poor	Poor	Very poor	No opinion / not used	
Gender	Male	Count	3	43	130	31	6	56	269
		% within Gender	1%	16%	48%	12%	2%	21%	100%
	Female	Count	3	83	119	36	5	39	285
		% within Gender	1%	29%	42%	13%	2%	14%	100%
Total		Count	6	126	249	67	11	95	554
		% within Gender	1%	23%	45%	12%	2%	17%	100%

Table 3.3

Rating of access to cultural activities- Physical access for disabled

	Frequency	Percent	Valid Percent	Cumulative Percent
Very good	8	1%	1%	1%
Good	71	12%	13%	14%
Neither good nor poor	141	24%	25%	39%
Poor	50	9%	9%	48%
Very poor	14	2%	2%	51%
No opinion / not used	277	48%	49%	100%
Total	561	97%	100%	
System	18	3%		
Total	579	100%		

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Table 3.3a

Crosstab

			Rating of access to cultural activities- Physical access for disabled					Total	
			Very good	Good	Neither good nor poor	Poor	Very poor		No opinion / not used
DISABILITY	Yes	Count	4	16	12	12	6	21	71
		% within DISABILITY	6%	23%	17%	17%	8%	30%	100%
	No	Count	4	55	129	38	8	255	439
		% within DISABILITY	1%	11%	26%	8%	2%	52%	100%
Total		Count	8	71	141	50	14	276	560
		% within DISABILITY	1%	13%	25%	9%	3%	49%	100%

Table 3.4

Rating of access to cultural activities- physical access for Families

	Frequency	Percent	Valid Percent	Cumulative Percent
Very good	12	2%	2%	2%
Good	143	25%	26%	28%
Neither good nor poor	180	31%	32%	60%
Poor	28	5%	5%	65%
Very poor	7	1%	1%	67%
No opinion / not used	186	32%	33%	100%
Total	556	96%	100%	
Did not answer	23	4%		
Total	579	100%		

Table 3.4a

Crosstab

			Rating of access to cultural activities- physical access for Families					Total	
			Very good	Good	Neither good nor poor	Poor	Very poor		No opinion / not used
Age (4 groups)	18 to 34	Count	2	8	27	3	1	12	53
		% within Age (4 groups)	4%	15%	51%	6%	2%	23%	100%
	35 to 49	Count	4	60	68	6	2	51	191
		% within Age (4 groups)	2%	31%	36%	3%	1%	27%	100%
	50 to 65	Count	3	43	56	11	3	60	176
		% within Age (4 groups)	2%	24%	32%	6%	2%	34%	100%
	Over 65s	Count	3	32	29	8	1	63	136
		% within Age (4 groups)	2%	24%	21%	6%	1%	46%	100%
Total		Count	12	143	180	28	7	186	556
		% within Age (4 groups)	2%	26%	32%	5%	1%	33%	100%

South Hams District Council 'Sounding Board' Survey 1
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Table 4.1

Importance of cultural provision for Identity of the area

	Frequency	Percent	Valid Percent	Cumulative Percent
Very important	272	47%	48%	48%
Somewhat important	223	39%	40%	88%
Not particularly important	35	6%	6%	94%
Not at all important	12	2%	2%	96%
No opinion / not used	21	4%	4%	100%
Total	563	97%	100%	
System	16	3%		
Total	579	100%		

Table 4.1a

Crosstab

			Importance of cultural provision for Identity of the area					Total
			Very important	Somewhat important	Not particularly important	Not at all important	No opinion / not used	
Gender	Male	Count	116	116	18	10	11	271
		% within Gender	43%	43%	7%	4%	4%	100%
	Female	Count	156	107	17	2	10	292
		% within Gender	53%	37%	6%	1%	3%	100%
Total		Count	272	223	35	12	21	563
		% within Gender	48%	40%	6%	2%	4%	100%

Table 4.2

Importance of cultural provision for prosperity of the area

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	252	44%	45%
	Somewhat important	217	37%	83%
	Not particularly important	63	11%	95%
	Not at all important	8	1%	96%
	No opinion / not used	22	4%	100%
	Total	562	97%	100%
Missing	System	17	3%	
Total		579	100%	

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Table 4.2a

Crosstab

			Importance of cultural provision for prosperity of the area					Total
			Very important	Somewhat important	Not particularly important	Not at all important	No opinion / not used	
Gender	Male	Count	98	118	40	6	9	271
		% within Gender	36%	44%	15%	2%	3%	100%
	Female	Count	154	99	23	2	13	291
		% within Gender	53%	34%	8%	1%	4%	100%
Total		Count	252	217	63	8	22	562
		% within Gender	45%	39%	11%	1%	4%	100%

Table 4.3

Importance of cultural provision for Attracting visitors to the area

	Frequency	Percent	Valid Percent	Cumulative Percent
Very important	318	55%	57%	57%
Somewhat important	179	31%	32%	88%
Not particularly important	38	7%	7%	95%
Not at all important	9	2%	2%	97%
No opinion / not used	18	3%	3%	100%
Total	562	97%	100%	
Did not answer	17	3%		
Total	579	100%		

Table 4.3a

Crosstab

			Importance of cultural provision for Attracting visitors to the area					Total
			Very important	Somewhat important	Not particularly important	Not at all important	No opinion / not used	
Gender	Male	Count	133	103	21	5	9	271
		% within Gender	49%	38%	8%	2%	3%	100%
	Female	Count	185	76	17	4	9	291
		% within Gender	64%	26%	6%	1%	3%	100%
Total		Count	318	179	38	9	18	562
		% within Gender	57%	32%	7%	2%	3%	100%

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Table 4.4

Importance of cultural provision for Improving health of the population

	Frequency	Percent	Valid Percent	Cumulative Percent
Very important	201	35%	36%	36%
Somewhat important	209	36%	37%	73%
Not particularly important	113	20%	20%	93%
Not at all important	19	3%	3%	97%
No opinion / not used	19	3%	3%	100%
Total	561	97%	100%	
Did not answer	18	3%		
Total	579	100%		

Table 4.5

Importance of cultural provision for Maintaining Districts distinct environment

	Frequency	Percent	Valid Percent	Cumulative Percent
Very important	228	39%	41%	41%
Somewhat important	226	39%	41%	82%
Not particularly important	64	11%	12%	93%
Not at all important	20	3%	4%	97%
No opinion / not used	17	3%	3%	100%
Total	555	96%	100%	
Did not answer	24	4%		
Total	579	100%		

Table 4.5a

Crosstab

		Importance of cultural provision for Maintaining Districts distinct environment					Total	
		Very important	Somewhat important	Not particularly important	Not at all important	No opinion / not used		
Gender	Male	Count	88	118	40	13	8	267
		% within Gender	33%	44%	15%	5%	3%	100%
	Female	Count	140	108	24	7	9	288
		% within Gender	49%	38%	8%	2%	3%	100%
Total		Count	228	226	64	20	17	555
		% within Gender	41%	41%	12%	4%	3%	100%

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Table 4.6

Importance of cultural provision for Providing opportunities for everyone

	Frequency	Percent	Valid Percent	Cumulative Percent
Very important	287	50%	51%	51%
Somewhat important	210	36%	37%	89%
Not particularly important	38	7%	7%	95%
Not at all important	13	2%	2%	98%
No opinion / not used	13	2%	2%	100%
Total	561	97%	100%	
Did not answer	18	3%		
Total	579	100%		

Table 4.6a

Crosstab

			Importance of cultural provision for Providing opportunities for everyone					Total
			Very important	Somewhat important	Not particularly important	Not at all important	No opinion / not used	
Gender	Male	Count	110	117	29	8	6	270
		% within Gender	41%	43%	11%	3%	2%	100%
	Female	Count	177	93	9	5	7	291
		% within Gender	61%	32%	3%	2%	2%	100%
Total		Count	287	210	38	13	13	561
		% within Gender	51%	37%	7%	2%	2%	100%

Table 5

Rating of the Council for involving the public in decisions about the development of cultural activities

	Frequency	Percent	Valid Percent	Cumulative Percent
Very good	16	3%	3%	3%
Good	107	18%	19%	22%
Neither good nor poor	299	52%	54%	76%
Poor	110	19%	20%	96%
Very poor	23	4%	4%	100%
Total	555	96%	100%	
Did not answer	24	4%		
Total	579	100%		

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Table 5a

Crosstab

			Rating of the Council for involving the public in decisions about the development of cultural activities					Total
			Very good	Good	Neither good nor poor	Poor	Very poor	
Age (4 groups)	18 to 34	Count	1	6	28	11	5	51
		% within Age (4 groups)	2%	12%	55%	22%	10%	100%
	35 to 49	Count	4	24	116	38	10	192
		% within Age (4 groups)	2%	13%	60%	20%	5%	100%
	50 to 65	Count	3	41	85	38	6	173
		% within Age (4 groups)	2%	24%	49%	22%	3%	100%
	Over 65s	Count	8	36	70	23	2	139
		% within Age (4 groups)	6%	26%	50%	17%	1%	100%
Total		Count	16	107	299	110	23	555
		% within Age (4 groups)	3%	19%	54%	20%	4%	100%

Table 6

Rating of Council at listening to public's views of the development of cultural activities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	8	1%	1%	1%
	Good	104	18%	19%	20%
	Neither good nor poor	311	54%	56%	77%
	Poor	99	17%	18%	95%
	Very poor	29	5%	5%	100%
	Total	551	95%	100%	
Missing	System	28	5%		
Total		579	100%		

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Table 6a

Crosstab

			Rating of Council at listening to public's views of the development of cultural activities					Total
			Very good	Good	Neither good nor poor	Poor	Very poor	
Age (4 groups)	18 to 34	Count	1	5	32	10	4	52
		% within Age (4 groups)	2%	10%	62%	19%	8%	100%
	35 to 49	Count	1	25	119	34	12	191
		% within Age (4 groups)	1%	13%	62%	18%	6%	100%
	50 to 65	Count	1	37	92	31	10	171
		% within Age (4 groups)	1%	22%	54%	18%	6%	100%
	Over 65s	Count	5	37	68	24	3	137
		% within Age (4 groups)	4%	27%	50%	18%	2%	100%
Total		Count	8	104	311	99	29	551
		% within Age (4 groups)	1%	19%	56%	18%	5%	100%