

Living in Lancashire Wave 33 survey

Leisure and culture

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1 Executive summary

This wave of the Living in Lancashire panel looked at people's views on leisure and culture. The survey was sent by email or by post to all 3,283 members of the panel on 8 June and the fieldwork ended on 15 July 2011. In total 2,311 questionnaires were returned, giving an overall response rate of 70%.

1.1 Key findings

- When panel members were asked to think about leisure and culture in Lancashire they most frequently identified parks and open spaces (81%), countryside (73%), sports and leisure facilities (66%), museums (59%), libraries (58%), and local tourist attractions (57%).
- Respondents feel that leisure and culture is both good for them personally, with 86% agreeing leisure and culture has a positive impact on their life, and good for the county as a whole, with 86% agreeing leisure and culture help make Lancashire an attractive place to live, and 77% agreeing leisure and culture bring additional tourism to Lancashire.

1.1.1 Libraries

- Almost three fifths of respondents or a member of their household have visited libraries in Lancashire at least three times in the last 12 months (57%), with 37% visiting at least once a month.
- The main reasons for not visiting libraries are that respondents prefer to buy books (45%), use the internet to get their information (43%) or are too busy (23%).
- While traditional library activities such as borrowing books (84%) and using the library as a resource for research (31%) remain the most common, respondents also visited libraries for other reasons, for example 21% use the internet in the library, 17% borrow CDs and DVDs and 11% take their child to an activity.

1.1.2 Museums

- Nearly a quarter of respondents, or a member of their household, have visited museums at least three times in the last 12 months (23%). For over half of respondents, no one in their household has visited museums in the past year (54%).
- Respondents have not visited museums for a number of reasons. Over a quarter have visited them in the past and didn't want to revisit them (27%). Around a fifth are not aware of what museums have for them to

look at (21%) and a further fifth say they are not interested in museums in Lancashire (20%).

- Over half of respondents visit museums to see a specific exhibition (52%) or for a day out (51%).
- Nearly three quarters of respondents have or would visit the same museum in Lancashire more than once (74%) however 14% would not.
- Two thirds of respondents have visited more than one museum in Lancashire (66%), 31% have not.

1.1.3 Arts

- Around half of respondents were aware that Lancashire County Council provides funding for cultural activities in Lancashire (52%).
- Over half of respondents feel it is most important that the county council fund traditional activities (53%) and the theatre (52%). Nearly half of respondents feel it is important for the county council to fund art galleries (47%).
- Only 8% of respondents think the county council should not fund any cultural activities.
- Over two thirds of respondents have not been involved in, taken part in or been to see any of the listed organisations or projects recently funded by Lancashire County Council (69%).
- When asked what activities they would be likely to get involved with, take part in or go and see in the future, half of respondents said the theatre (50%), two fifths said film and cinema (42%) and around a third chose traditional activities (35%), art galleries (35%) or jazz/pop/rock/folk concerts (32%).

1.2 Recommendations

Respondents recognise the importance of leisure and culture to them as individuals, its role in making Lancashire an attractive place to live, and its ability to bring additional tourism to the county. However, the role that residents believe the county council should play in funding leisure and culture activities is less clear. In the Living in Lancashire wave 31 budget consultation, respondents placed leisure and culture among the lowest priorities for council spending, in comparison to other county council services¹. Despite this, the responses to this survey indicate that respondents still recognise that it is important for the county council to fund some leisure and culture activities. When asked which cultural activities it is important for the county council to fund, less than one in ten respondents said that the county council shouldn't fund any.

¹ Which three or four of the following should be the highest priority for spending in the coming years? Wave 31, December 2010. Respondents (unweighted 1972, weighted 1332).

Around half of respondents think that the county council should fund art galleries. Lancashire County Council doesn't currently fund any art galleries but this result suggests that it may be worth considering this in the future. Some of the museums that are run by the county council have art related exhibitions so further promotion of these might be worthwhile.

Unsurprisingly, respondents mainly use libraries to borrow books (84%). This corresponds with the main reason given for not visiting libraries - prefer to buy books (45%). If libraries want to encourage this group of people to visit libraries they need to make them aware that they have more to offer than just borrowing books. Caution should be taken with this strategy to ensure that new activities such as live music don't discourage their current customers. A campaign to reposition libraries as relevant to today's society and promote the extra services that they offer is already planned for October this year. It would be worth repeating this research once the campaign has run to see if the way people use the libraries has changed.

The results of this survey show that museum visits are lower among BME respondents. The museum service may want to consider conducting further research to understand why BME respondents are less likely to visit museums. The service may also want to consider why BME respondents that do visit museums are less likely to visit, or want to visit, a museum more than once, and are less likely to have visited more than one museum in Lancashire. Some work is already underway promoting museums to BME and the lower socio-economic groups so again it would be interesting to see if this changes responses in the future.

A significant number of respondents are not aware of what museums have for them to look at or don't know of any museums in Lancashire. While the museum service is already running various marketing initiatives, they may wish to focus them more. In particular, a campaign that notes the changes to exhibits may also encourage people to visit museums that have visited in the past and don't want to visit again. A campaign to promote the Museum of Lancashire when it reopens in November is already underway. Successful elements of this campaign could perhaps be repeated with other museums in the county.

Awareness of organisations and projects funded by the county council is highest in the districts where the projects or organisations are located - with awareness dropping significantly the further away respondents are from where the projects or organisations are based. Cultural services and the Communications Service may want to consider if raising awareness across the county of these projects and organisations would raise participation, or conversely if publicity should be more focused in the local area as respondents' needs are generally met within their area.

Respondents from the West Lancashire district are less likely to be aware of, and have participated in projects and organisations funded by the county council but are just as likely as respondents from the rest of the county to agree the county council should fund cultural activities and just as likely to say they are willing to get involved in cultural activities in the future. This raises the question of whether or not the needs of residents from West Lancashire are being met. Cultural Services and the Communications Service may wish to carry out further work to understand if this is due to a lack of awareness of the projects and organisations that are currently available - both inside and outside of the district - or whether there is a lack of appropriate projects available in the area. As West Lancashire is on the border between Lancashire and other counties, residents may be travelling outside of Lancashire to visit museums or take part in other cultural activities.

2 Introduction

Lancashire County Council has used Living in Lancashire regularly since August 2001 (formerly known as Life in Lancashire). A panel of willing participants is recruited and is approached on a regular basis to seek their views on a range of topics and themes. Panel members are voluntary participants in the research they complete and no incentives are given for completion.

The panel has been designed to be a representative cross-section of the county's population. The results for each survey are weighted in order to reflect the demographic profile of the county's population.

The panel provides access to a sufficiently large sample of the population so that reliable results can be reported at a county wide level. It also provides data at a number of sub-area and sub-group levels.

Each wave of Living in Lancashire is themed. Firstly, it enables sufficient coverage on a particular topic to be able to provide insight into that topic. And secondly, it comes across better to the residents completing the questionnaires if there is a clear theme (or 2-3 clear themes) within each survey.

The panel is refreshed periodically. New members are recruited to the panel and some current members are retired on a random basis. This means that the panel remains fresh and is not subject to conditioning ie the views of panel members become too informed with county council services to be representative of the population as a whole.

3 Research objectives

The objective of this survey is to look at people's views on leisure and culture. Questions looked specifically at:

- what leisure and culture means to panel members;
- how and why people use facilities such as libraries and museums;
- views on county council funding for leisure and culture activities; and
- what leisure and culture activities panel members would consider getting involved with in the future.

4 Methodology

This wave of Living in Lancashire research was sent to all 3,283 members of the panel on 8 June. A reminder was sent on 29 June, with a final closing date of 15 July 2011.

The survey was conducted through a postal questionnaire and an online version of the same questionnaire being emailed to members who had previously requested to take part online. The postal questionnaire was sent to 2,296 members and the online questionnaire was sent to 987 members. Where members didn't respond to the online questionnaire they were sent a paper reminder.

In total, 2,311 questionnaires were returned, giving an overall response rate of 70%.

All data are weighted by age, ethnicity and district to reflect the Lancashire overall population, and figures are based on all respondents unless otherwise stated. The weighted responses have been scaled to match the effective response of 1,671, which is the equivalent size of the data if it had not been weighted and was a perfect random sample.

4.1 Limitations

The table below shows the sample tolerances that apply to the results in this survey. Sampling tolerances vary with the size of the sample as well as the percentage results.

Number of respondents	50/50 + / -	30/70 + / -	10/90 + / -
50	14%	13%	8%
100	10%	9%	6%
200	7%	6%	4%
500	4%	4%	3%
1000	3%	3%	2%
2000	2%	2%	1%

On a question where 50% of the people in a sample of 1,000 respond with a particular answer, the chances are 95 out of 100 that the answer would be between 47% and 53% (i.e. +/- 3%), versus a complete coverage of the entire Lancashire population using the same procedure.

The following table shows what the percentage differences between two samples on a statistic must be greater than, to be statistically significant.

Size of sample A	Size of sample B	50/50	70/30	90/10
100	100	14%	13%	8%
100	200	12%	11%	7%
500	1000	5%	5%	3%
2000	2000	3%	3%	2%

(Confidence interval at 95% certainty for a comparison of two samples)

For example, where the size of sample A and sample B is 2,000 responses in each and the percentage result in each group you are comparing is around 50% in each category, the difference in the results needs to be more than 3% to be statistically significant. This is to say that the difference in the results of the two groups of people is not due to chance alone and is a statistically valid difference (eg of opinion, service usage).

For each question in the survey, comparisons have been made between different sub-groups of respondents (eg age, gender, disability, ethnicity, geographic area) to look for statistically significant differences in opinion. Statistically valid differences between sub-groups are described in the main body of the report.

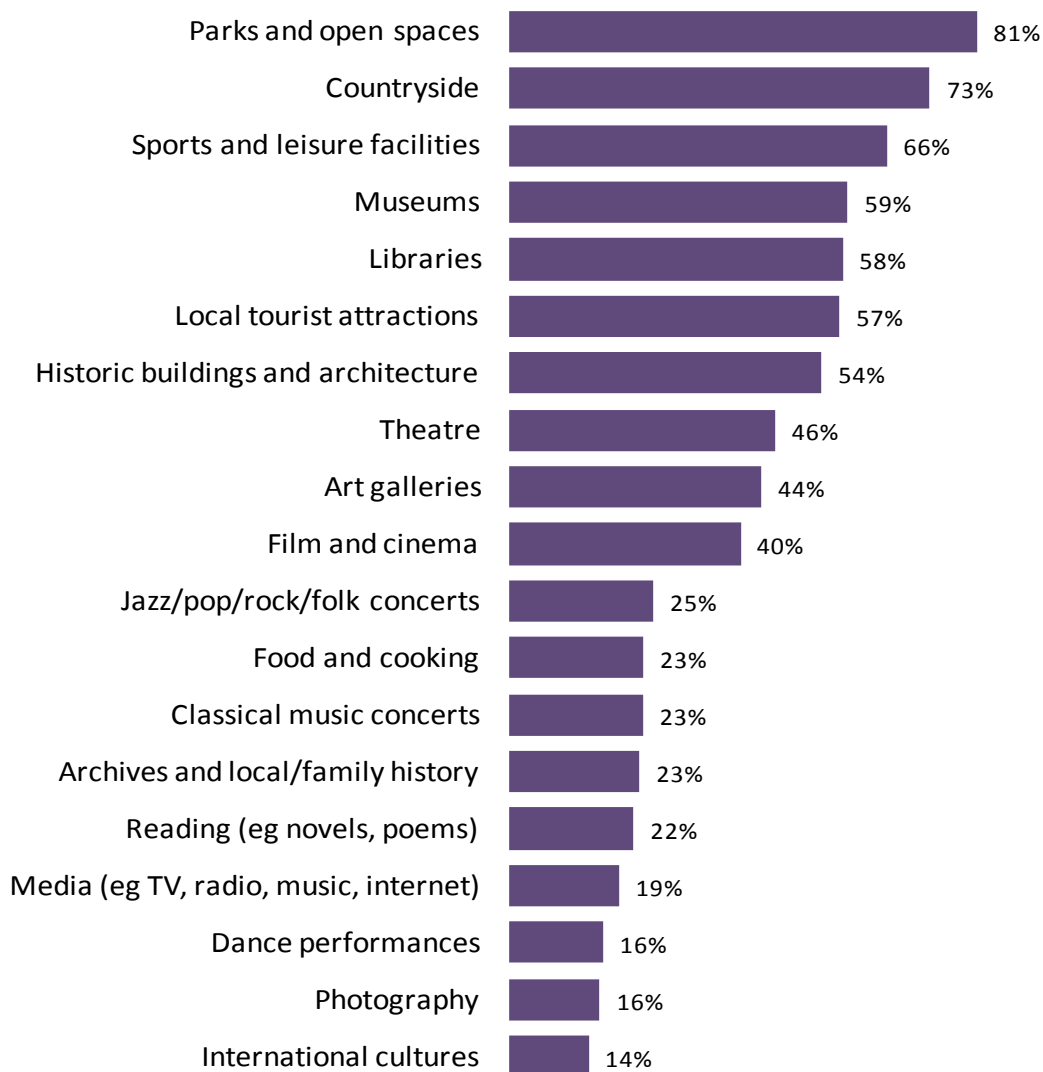
In charts or tables where responses do not add up to 100%, this is due to multiple responses or computer rounding.

5 Main research findings

5.1 Leisure and culture

All panel members were asked to identify what they think about when asked about leisure and culture in Lancashire. Respondents generally chose several options, with the top seven options chosen by at least 50% of respondents. Four fifths of respondents identified parks and open spaces (81%), followed by nearly three quarters identifying countryside (73%) and two thirds selecting sports and leisure facilities (66%). Nearly three fifths of respondents selected museums (59%) and libraries (58% respectively).

Chart 1 - Which, if any, of the following do you think about when asked about leisure and culture in Lancashire?



Base: All respondents (unweighted 2297, weighted 1741)

Although still popular with BME respondents, parks and open spaces, and countryside were chosen less frequently (65% & 50% respectively).

Respondents aged 60 and over are more likely to identify libraries when asked to think about leisure and culture in Lancashire (66%).

Museums are more commonly identified by respondents from Lancaster and South Ribble (71% and 74% respectively), which is likely to be explained by the comparatively large number of museums in and around these areas.

Questions relating to the impact of leisure and culture within Lancashire were largely met with positive responses.

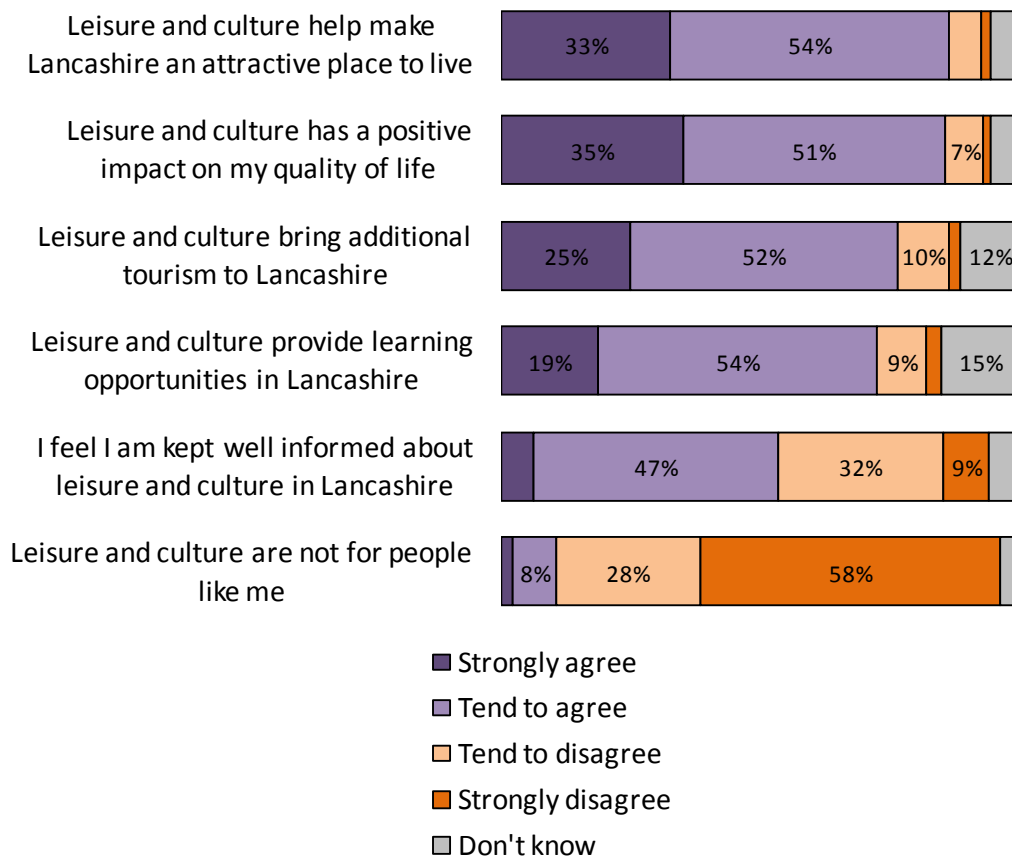
Respondents agree that leisure and culture are both good for them personally, with nearly nine in every ten respondents agreeing leisure and culture has a positive impact on their life (86%), and good for the county as a whole, with 87% agreeing leisure and culture help make Lancashire an attractive place to live.

Over three quarters of respondents agree that leisure and culture bring additional tourism to Lancashire (77%).

Two fifths of respondents disagree that they feel they are kept well informed about leisure and culture in Lancashire (41%).

Just over five in every six respondents disagree that leisure and culture is not for people like me (86%).

Chart 2 - How strongly do you agree or disagree with the following statements relating to leisure and culture in Lancashire?



Base: All respondents (unweighted 2117, weighted 1634)

The feeling that leisure and culture bring additional tourism to Lancashire is particularly high with respondents from Lancaster and Ribble Valley (83% and 88% agree respectively).

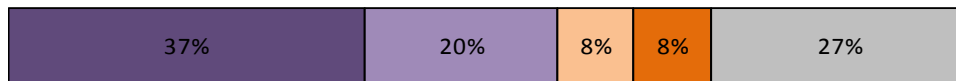
BME respondents and respondents in the lower socio-economic groups (C2 and DE) are more likely to agree that leisure and culture is not for them (23%, 18%, and 15% respectively).

5.2 Libraries

Almost three fifths of respondents say that they, or a member of their household, have visited libraries in Lancashire at least three times in the last 12 months (57%), with 37% visiting at least once a month.

Over a third of respondents say that neither they nor anyone else in their household has visited libraries in Lancashire in the last 12 months (35%).

Chart 3 - In the last 12 months, how often, if at all, have you or a member of your household visited libraries in Lancashire?



- At least once a month
- At least three times a year
- About once a year
- More than a year ago
- Not at all

Base: All respondents (unweighted 2283, weighted 1730)

Respondents that work full time are less likely to visit libraries at least once a month (29%).

Frequent library usage (at least 3 times a year) is more likely among respondents in the east of the county (61%) than those in the west (55%).

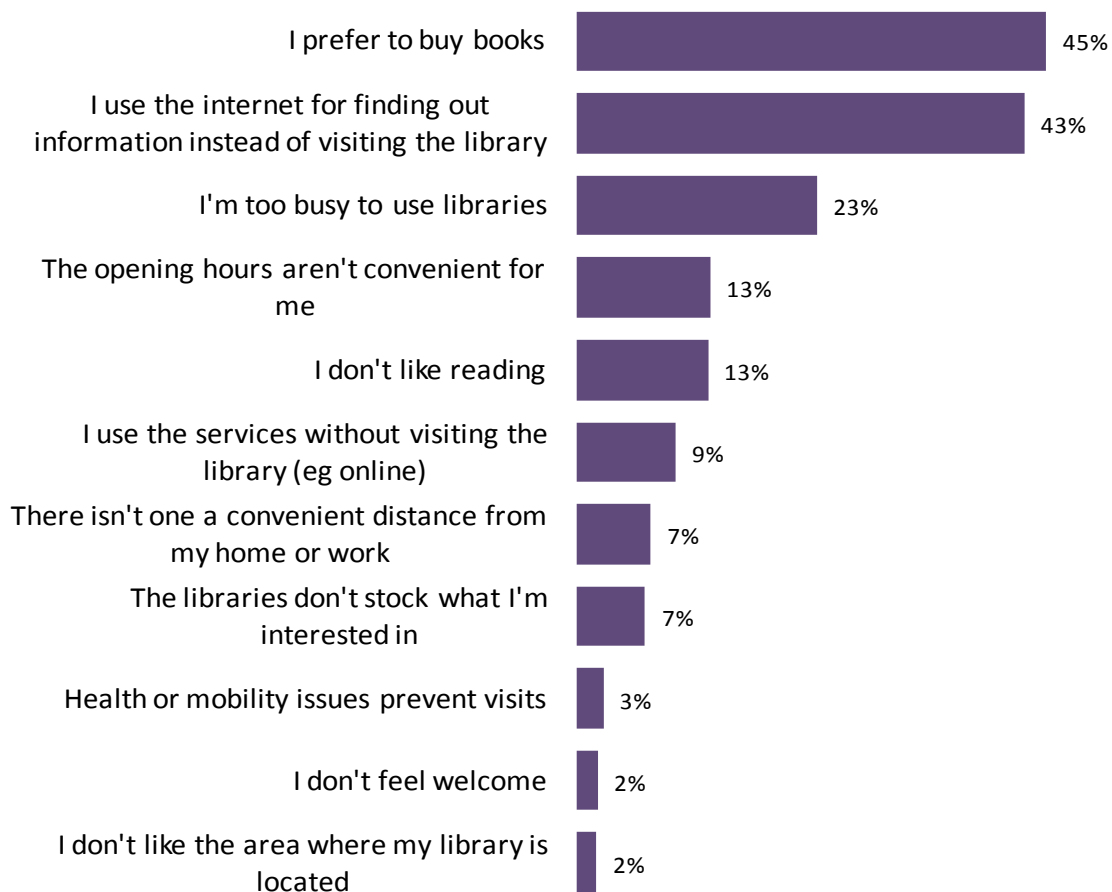
Respondents that haven't visited libraries in the last 12 months were asked why they hadn't. The two most common answers given are that they prefer to buy books (45%) and use the internet to get their information (43%). Around a quarter of respondents say they are too busy (23%).

Positively for the library service, very few respondents indicate that they don't use the library service because of the service itself, with only 2% indicating they didn't like where their local library is located and 2% stating they don't feel welcome.

The most common response about the library service itself is because opening times are not convenient (13%).

Unprompted, 3% of respondents identified health or mobility issues as their reasons for not visiting libraries.

Chart 4 - Why haven't you visited libraries in Lancashire in the past 12 months?



Base: Respondents that haven't visited libraries in the last 12 months (unweighted 911, weighted 694)

BME respondents and male respondents are more likely to say they don't like reading (22% and 21% respectively).

Rural respondents are more likely to say that there is not a library a convenient distance from their home or workplace (13%).

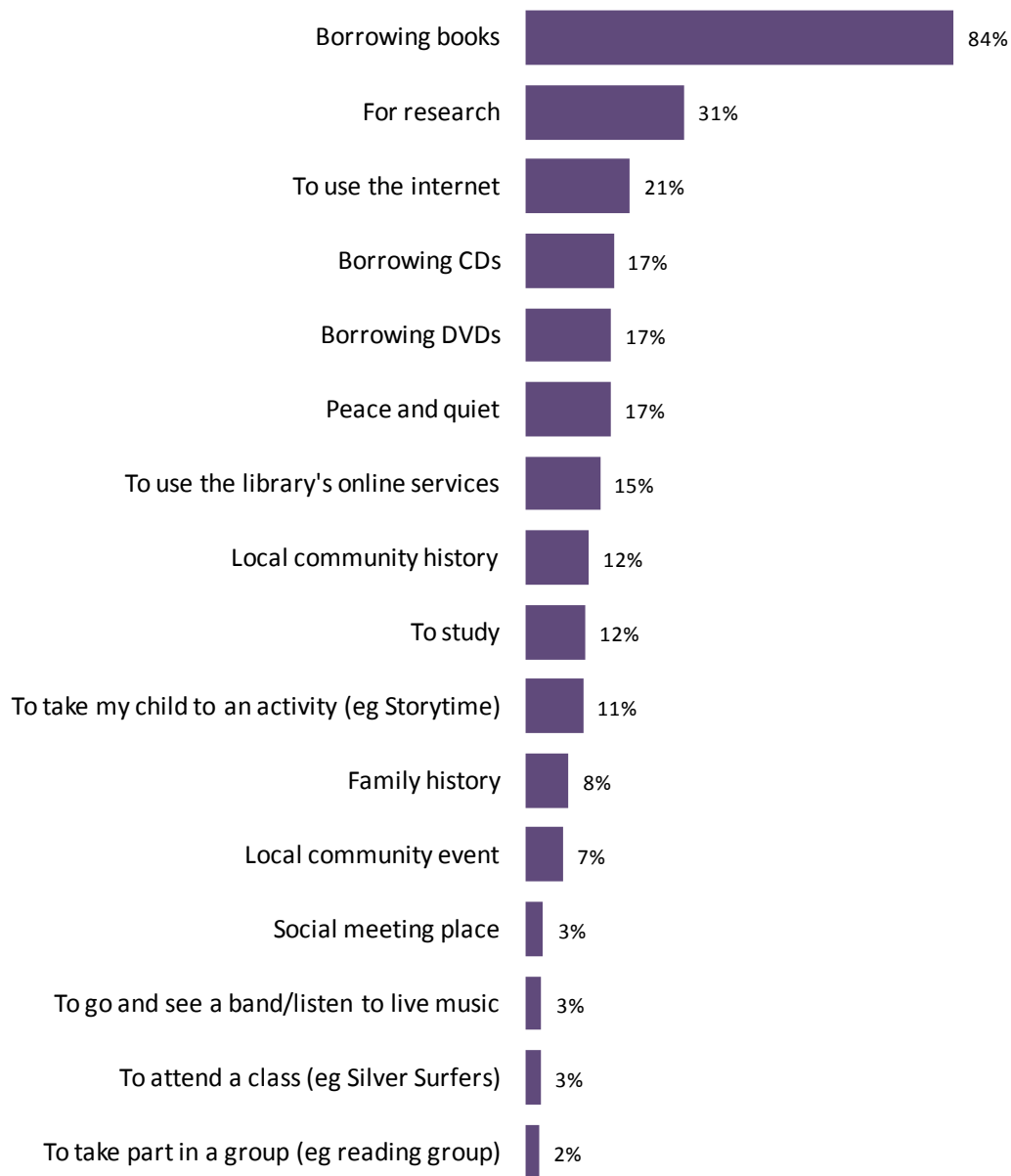
Respondents in the socio-economic group DE are less likely to use the internet to find out information instead of visiting the library (26%). This could be explained by the fact that respondents in socio-economic group DE are less likely to have access to the internet².

² Ofcom survey of home internet usage 2010, Q1. Do you or does anyone in your household have access to the internet/Worldwide Web at home? <http://www.ofcom.org.uk/static/cmr-10/UKCM-4.16.html>

Respondents that had visited Lancashire's libraries in the last 12 months were asked what they use libraries for.

While traditional library activities such as borrowing books (84%) and using the library as a resource for research (31%) remain the most common, respondents also visited libraries for other reasons, for example 21% use the internet in the library, 17% borrow CDs or DVDs, and 11% take their child to an activity.

Chart 5 - What do you use libraries for?



Base: Respondents that have visited libraries in the last 12 months (unweighted 1620, weighted 1234)

Respondents aged sixty and over are more likely to use libraries for local community history and for family history (17% and 13% respectively).

BME respondents are more likely to use libraries for less traditional activities eg borrowing CDs (24%), to use the internet (37%) and to take a child to an activity (16%).

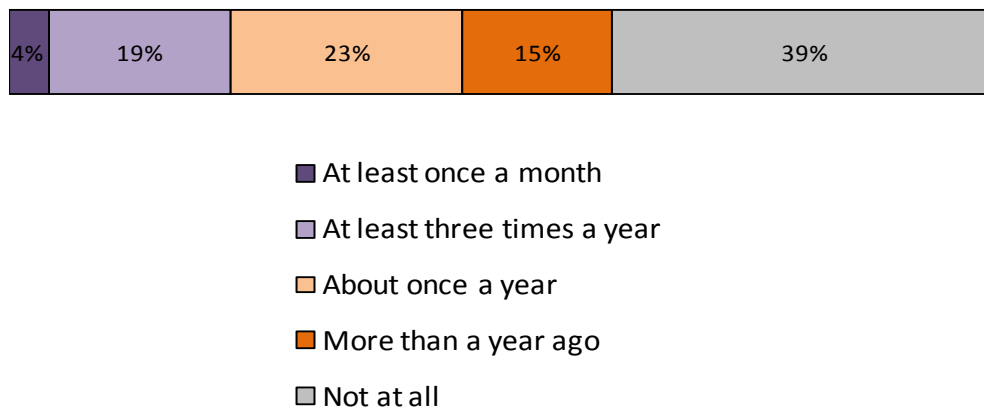
5.3 Museums

Unlike libraries, not all museums in Lancashire are run by the county council, there are also district council and private museums. It should be noted that questions in this section didn't specifically ask about Lancashire County Council museums and so responses could refer to any of the museums in Lancashire.

All respondents were asked if they or a member of their household had visited museums in Lancashire, in the last 12 months.

Nearly a quarter of respondents, or a member of their household, have visited museums at least three times in the last 12 months (23%). For over half of respondents, no one in their household has visited museums in the past year (54%).

Chart 6 - In the past 12 months, how often, if at all, have you or a member of your household visited museums in Lancashire?



Base: All respondents (unweighted 2268, weighted 1722)

Museums visits are less common among BME households, with 63% stating they had not used them in the last 12 months.

Nearly two thirds of households in highest socio-economic group (AB) have used museums in the last 12 months (63%), compared to only two fifths in the lowest socio-economic group (DE, 37%).

Museum visits are higher for car owning households (46% have visited in the last 12 months) than households without a car (30%).

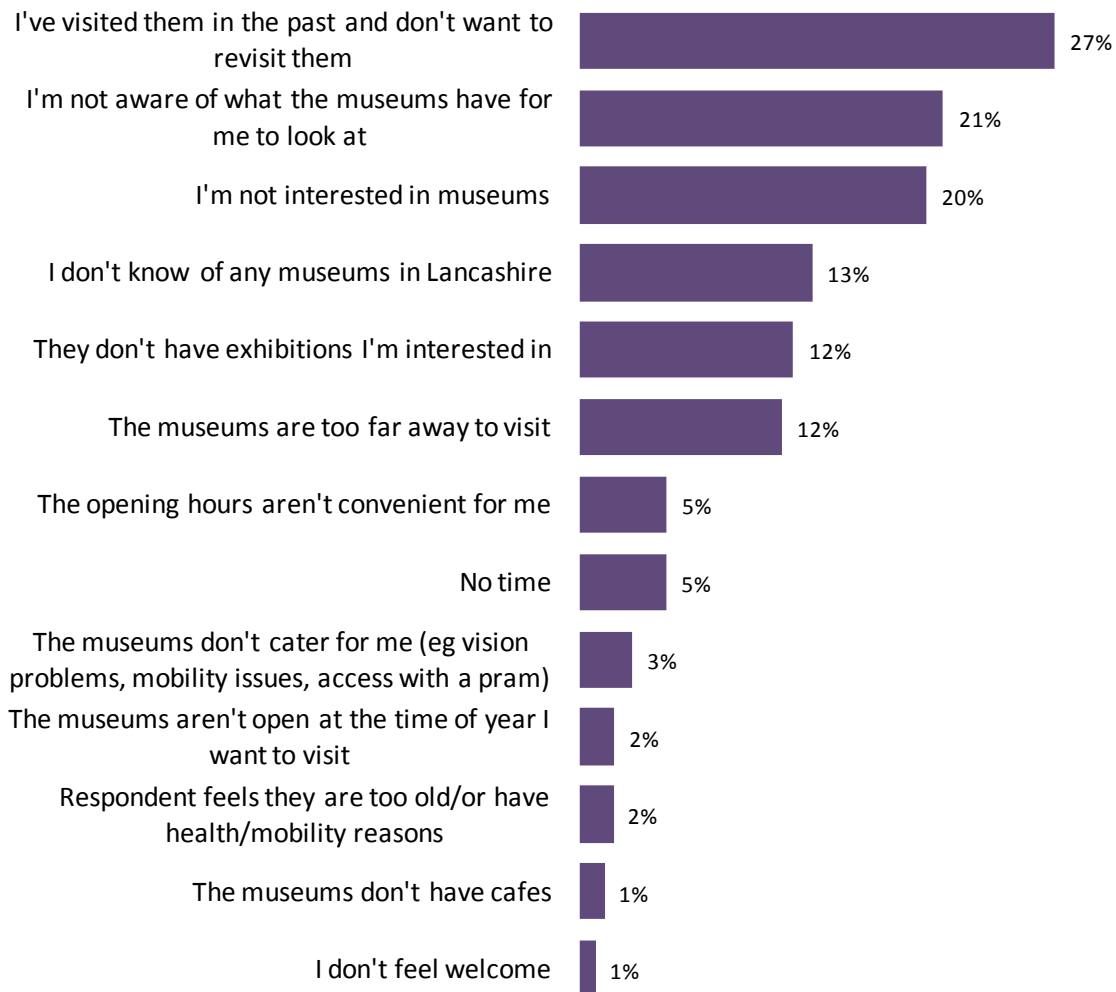
Respondents from West Lancashire are less likely to have visited museums – only 30% of respondents from West Lancashire district have visited museums in the last year. This may be due to there being no museums in West Lancashire district.

Respondents that haven't visited museums in the last 12 months were asked why they haven't. Over a quarter of respondents say they have visited the museums in the past and don't want to revisit them (27%). Around a fifth are not aware of what museums in Lancashire have for them to look at (21%) and a further fifth say they are not interested in museums (20%).

Opening times are not a major reason for not visiting museums as only 5% of respondents identified this as a reason why they hadn't visited.

A lack of awareness of museums and what they have for people to look at account for a significant proportion of the reasons why respondents haven't visited Lancashire's museums in the last 12 months (13% and 21%).

Chart 7 - Why haven't you visited museums in Lancashire in the past 12 months?



Base: Respondents that haven't visited museums in the last 12 months (unweighted 1278, weighted 987)

Male respondents are more likely to say they are not interested in museums (23%) and not interested in the exhibitions they have (16%).

BME respondents are more likely to be unaware of museums (38%).

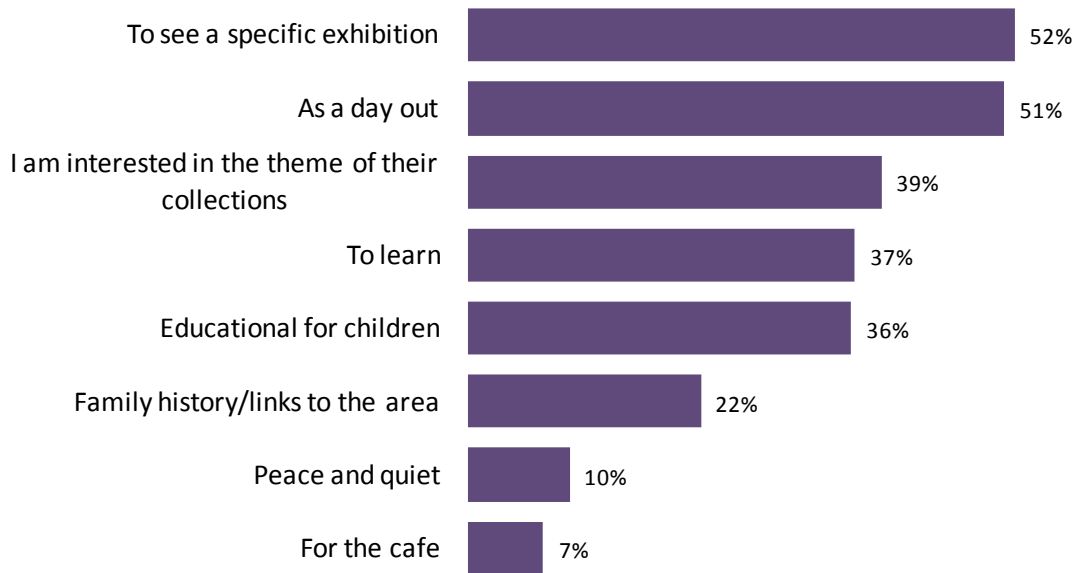
Disabled respondents are more likely to say they haven't visited museums in the last 12 months because they are too far away (16%) and they don't cater for them (8%).

Respondents that work full time are more likely to say that the opening times aren't convenient for them (11%).

Respondents in Pendle and West Lancashire are more likely to say they are not aware of what museums have for them to look at (30% and 36% respectively).

Respondents who have visited Lancashire's museums in the last 12 months were asked why they visit them. Over half of respondents go to see a specific exhibition or visit as a day out (52% and 51% respectively).

Chart 8 - Why do you visit museums?

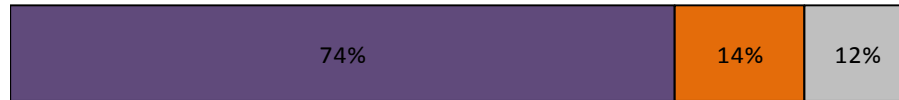


Base: Respondents that have visited museums in the last 12 months (unweighted 1467, weighted 1094)

Respondents aged 25-44 are more likely to visit museums for a day out (65%). They are also most likely to visit museums as they are educational for children (56%). Part time workers are also more likely to visit museums because they are educational for children (55%).

Respondents who have visited Lancashire's museums in the last 12 months were asked if they had visited the same museum more than once. Nearly three quarters of respondents have or would visit the same museum in Lancashire more than once (74%), however 14% would not.

Chart 9 - Have you or would you visit the same museum in Lancashire more than once?



- Yes
- No
- Don't know

Base: Respondents that have visited museums in the last 12 months (unweighted 1634, weighted 1209)

BME respondents are less likely to say they have or would visit the same museum more than once (48%).

Respondents from West Lancs (56%) are less likely to say they would visit the same museum more than once compared to respondents from Lancaster (81%), Rossendale (87%) and South Ribble (86%).

Respondents who had visited Lancashire's museums in the last 12 months were asked if they had visited more than one museum in Lancashire. Two thirds of respondents have (66%), while nearly a third have not (31%).

Chart 10 - Have you visited more than one museum in Lancashire?



- Yes
- No
- Don't know

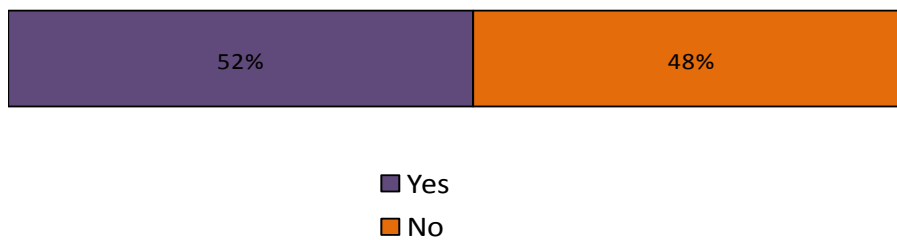
Base: Respondents that have visited museums in the last 12 months (unweighted 1639, weighted 1207)

BME respondents and respondents in West Lancashire district are less likely to have visited more than one museum in Lancashire (33% and 42% respectively, say they have).

5.4 Arts

All respondents were asked if they were aware that Lancashire County Council provides funding for cultural activities in Lancashire. Around half of respondents were aware the county council funds these activities (52%) and half were not aware (48%).

Chart 11 - Were you aware that Lancashire County Council provides funding for cultural activities in Lancashire?



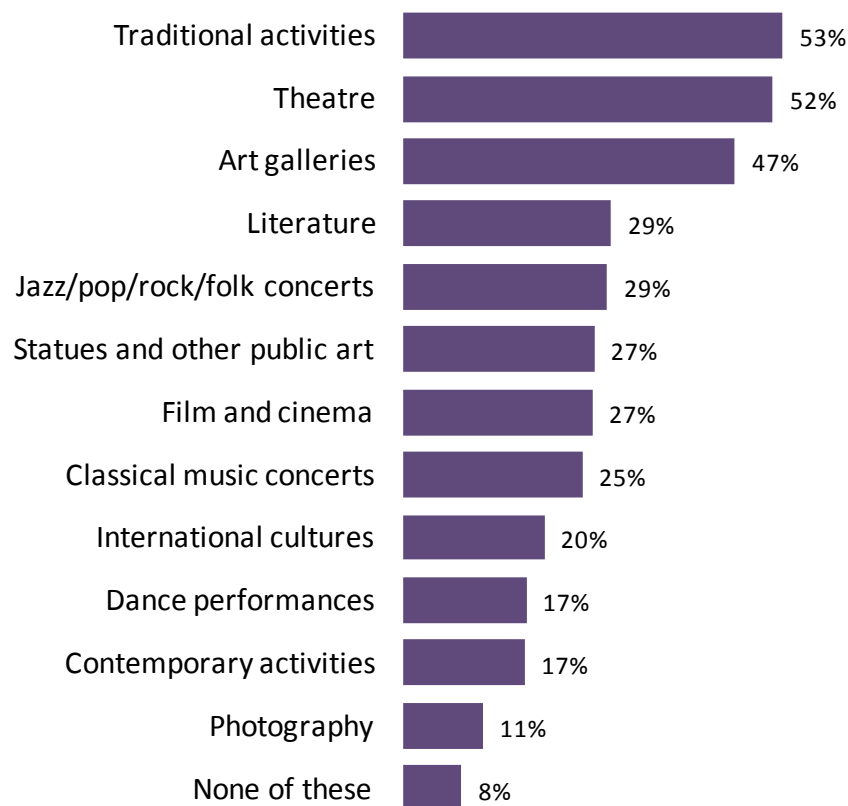
Base: All respondents (unweighted 2279, weighted 1732)

BME respondents are less likely to be aware that the county council funds cultural activities (34% said yes). Respondents in the higher socio-economic groups (AB) are more likely to be aware that the county council provides funding for cultural activities (61%).

Panel members were asked which cultural activities it is most important for the county council to fund. Over half of respondents feel it is important to fund traditional activities (53%), and theatre (52%). Nearly half of respondents think it is important for the county council to fund art galleries (47%).

Only 8% of respondents think the county council should not fund any of these activities.

Chart 12 - What types of activity do you think it is most important for the county council to fund?



Base: All respondents (unweighted 2264, weighted 1720)

BME respondents are less likely to think it is important for the county council to fund traditional activities (41%), theatre (30%), and art galleries (36%), however, they are more likely to think it is important to fund international cultures (48%).

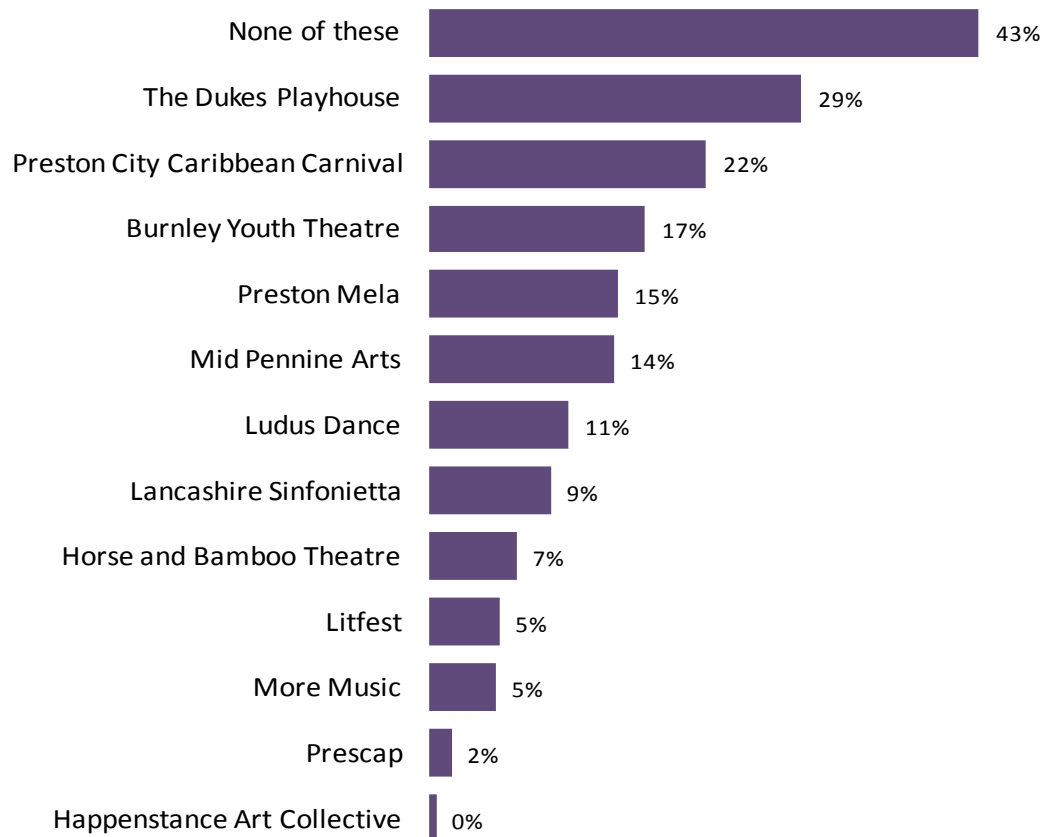
Men are more likely to think that the county council should not fund any of these activities (11%).

Respondents over 60 are more likely to think it is important for the county council to fund classical music concerts, but less likely to think it is important to fund contemporary activities (33% and 9% respectively).

Respondents in Lancaster are more likely to think it is important for the county council to fund theatre, while respondents from Preston are more likely to think it is important to fund international cultures (66% and 32% respectively).

Panel members were then asked which of a list of organisations, recently given funding by Lancashire County Council, they are aware of. Around two fifths of respondents have not heard of any of the listed organisations (43%), although The Dukes Playhouse is relatively well known (29%).

Chart 13 - Which of these organisations, that Lancashire County Council has recently provided funding to, are you aware of?



Base: All respondents (unweighted 2245, weighted 1707)

BME respondents are more likely to be aware of the Preston City Caribbean Carnival and the Preston Mela (31% and 44%).

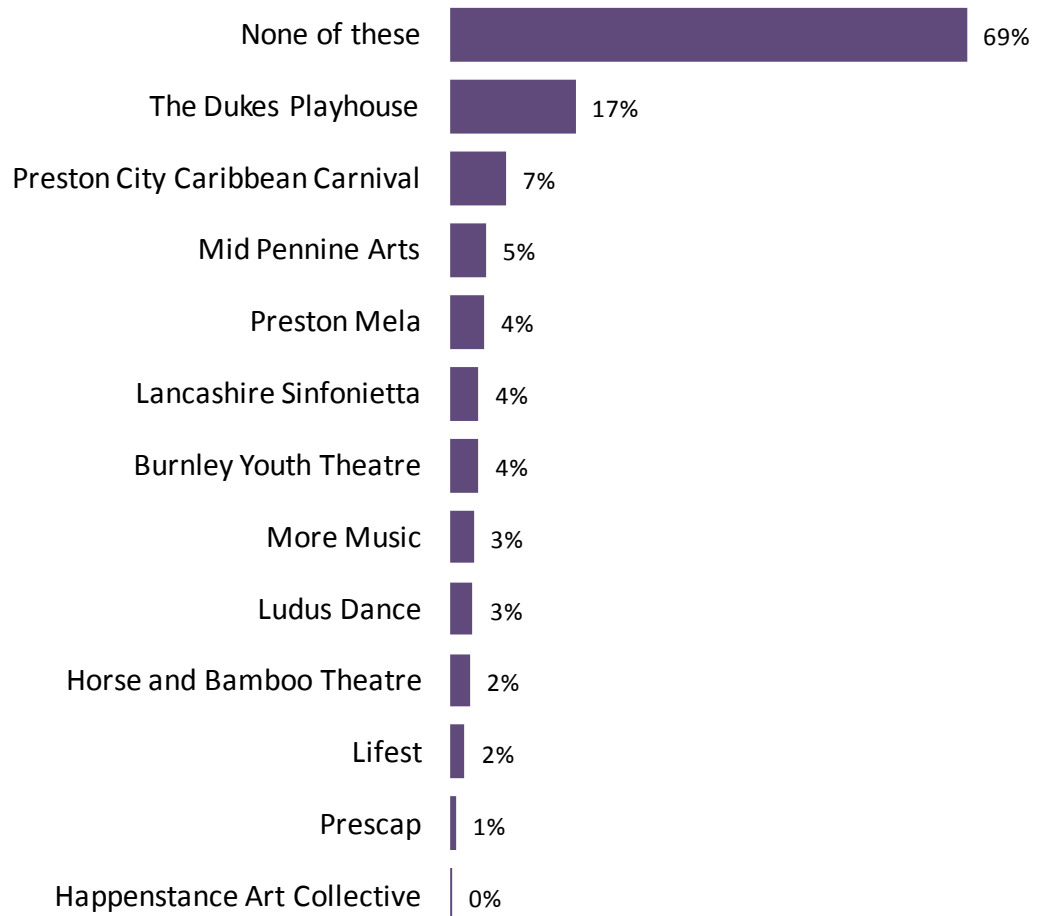
As these organisations are not countywide it is unsurprising that respondents in the districts where they are based are more likely to be aware of them eg in Burnley two thirds of respondents are aware of the Burnley Youth Theatre (67%) and in Lancaster four fifths of respondents are aware of The Dukes Playhouse (79%).

Chorley and West Lancashire are more likely to be unaware of any of these organisations (66% and 81% say none of these respectively).

Respondents in the lowest socio-economic groups (DE) are more likely to be unaware of any of the organisations (53%). Respondents in the highest socio-economic groups (AB) are more likely to be aware of Mid Pennine Arts (24%).

Over two thirds of respondents have not been involved in, taken part in or been to see any of the organisations or projects which have recently been funded by Lancashire County Council (69%).

Chart 14 - Which of these organisations/projects have you been involved in/taken part in/been to see?



Base: All respondents (unweighted 2261, weighted 1716)

Respondents aged sixty and over, disabled respondents and respondents from West Lancashire are more likely not to have been involved in, taken part in or been to see any of these organisations or projects (75%, 73% and 96% respectively).

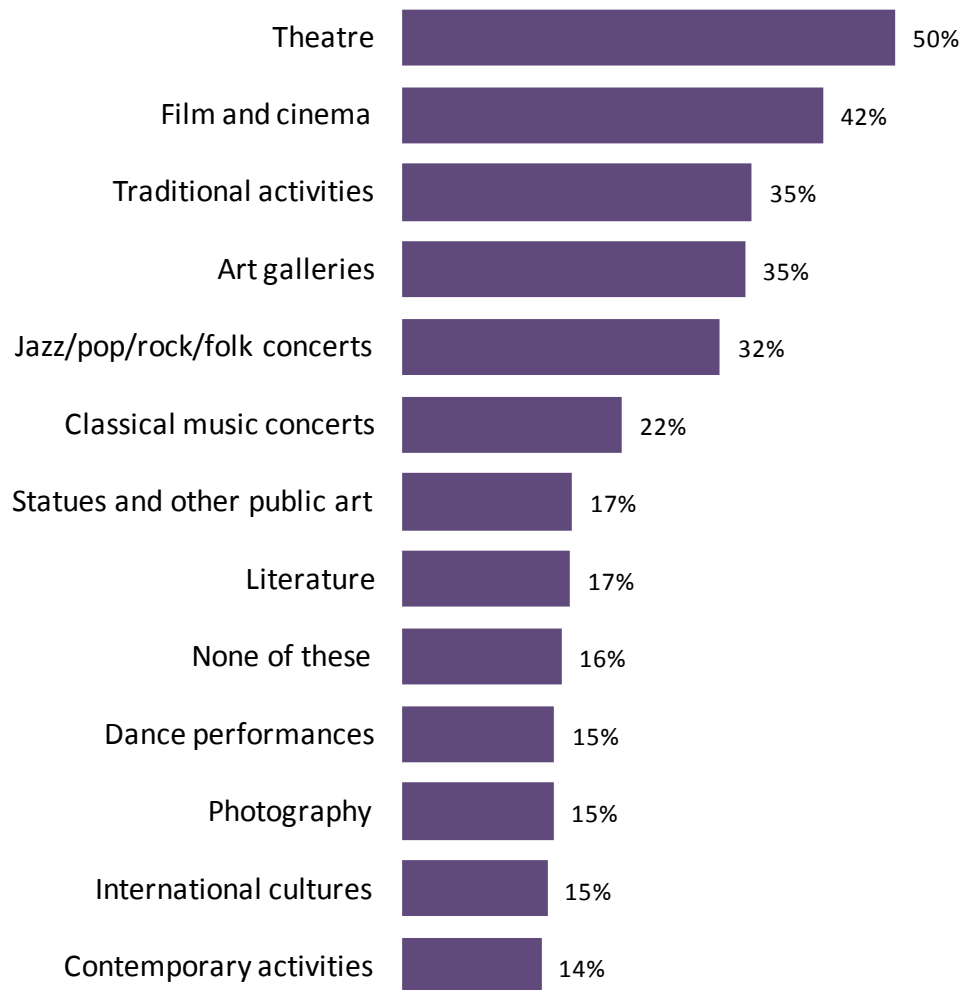
BME respondents are more likely to have been involved in, taken part in or been to see the Preston City Caribbean Carnival, and the Preston Mela (23% and 28% respectively).

Again respondents in districts where the organisations or projects are based are more likely to have been involved in, taken part in or been to see them eg respondents in Lancaster are more likely to have been involved in The Dukes

Playhouse (56%), respondents in Burnley are more likely to have been involved with Burnley Youth Theatre (17%).

When asked what types of activities they would be likely to get involved with, take part in or go and see in the future, half of respondents said the theatre (50%), two fifths said film and cinema (42%) and around a third chose traditional activities (35%), art galleries (35%), or jazz/pop/rock/folk concerts (32%).

Chart 15 - Which of these types of activities would you be likely to get involved with/take part in/go and see in the future?



Base: All respondents (unweighted 2269, weighted 1720)

BME respondents are less likely to want to get involved in theatre (27%), but are more likely to want to get involved in literature (27%), international cultures (37%), and contemporary activities (27%). Male respondents and respondents over the age of 60 are more likely not to want to get involved in any of these activities (20% and 26%).

6 Conclusions and recommendations

Respondents recognise the importance of leisure and culture to them as individuals, its role in making Lancashire an attractive place to live, and its ability to bring additional tourism to the county. However, the role that residents believe the county council should play in funding leisure and culture activities is less clear. In the Living in Lancashire wave 31 budget consultation, respondents placed leisure and culture among the lowest priorities for council spending, in comparison to other county council services³. Despite this, the responses to this survey indicate that respondents still recognise that it is important for the county council to fund some leisure and culture activities. When asked which cultural activities it is important for the county council to fund, less than one in ten respondents said that the county council shouldn't fund any.

Around half of respondents think that the county council should fund art galleries. Lancashire County Council doesn't currently fund any art galleries but this result suggests that it may be worth considering this in the future. Some of the museums that are run by the county council have art related exhibitions so further promotion of these might be worthwhile.

Unsurprisingly, respondents mainly use libraries to borrow books (84%). This corresponds with the main reason given for not visiting libraries - prefer to buy books (45%). If libraries want to encourage this group of people to visit libraries they need to make them aware that they have more to offer than just borrowing books. Caution should be taken with this strategy to ensure that new activities such as live music don't discourage their current customers. A campaign to reposition libraries as relevant to today's society and promote the extra services that they offer is already planned for October this year. It would be worth repeating this research once the campaign has run to see if the way people use the libraries has changed.

The results of this survey show that museum visits are lower among BME respondents. The museum service may want to consider conducting further research to understand why BME respondents are less likely to visit museums. The service may also want to consider why BME respondents that do visit museums are less likely to visit, or want to visit, a museum more than once, and are less likely to have visited more than one museum in Lancashire. Some work is already underway promoting museums to BME and the lower socio-economic groups so again it would be interesting to see if this changes responses in the future.

³ Which three or four of the following should be the highest priority for spending in the coming years? Wave 31, December 2010. Respondents (unweighted 1972, weighted 1332).

A significant number of respondents are not aware of what museums have for them to look at or don't know of any museums in Lancashire. While the museum service is already running various marketing initiatives, they may wish to focus them more. In particular, a campaign that notes the changes to exhibits may also encourage people to visit museums that have visited in the past and don't want to visit again. A campaign to promote the Museum of Lancashire when it reopens in November is already underway. Successful elements of this campaign could perhaps be repeated with other museums in the county.

Awareness of organisations and projects funded by the county council is highest in the districts where the projects or organisations are located - with awareness dropping significantly the further away respondents are from where the projects or organisations are based. Cultural services and the Communications Service may want to consider if raising awareness across the county of these projects and organisations would raise participation, or conversely if publicity should be more focused in the local area as respondents' needs are generally met within their area.

Respondents from the West Lancashire district are less likely to be aware of, and have participated in projects and organisations funded by the county council but are just as likely as respondents from the rest of the county to agree the county council should fund cultural activities and just as likely to say they are willing to get involved in cultural activities in the future. This raises the question of whether or not the needs of residents from West Lancashire are being met. Cultural Services and the Communications Service may wish to carry out further work to understand if this is due to a lack of awareness of the projects and organisations that are currently available - both inside and outside of the district - or whether there is a lack of appropriate projects available in the area. As West Lancashire is on the border between Lancashire and other counties, residents may be travelling outside of Lancashire to visit museums or take part in other cultural activities.

7 Appendix

7.1 Socio-Economic-Group Definitions

These groups are based on Market Research Society definitions and on the respondent. They are graded as A, B, C1, C2, D and E.

Group A

- Professional people, very senior managers in business or commerce or top-level civil servants
- Retired people, previously grade A, and their widows

Group B

- Middle management executives in large organisations, with appropriate qualifications
- Principle officers in local government and civil service
- Top management or owners of small business concerns, educational and service establishments
- Retired people, previously grade B, and their widows

Group C1

- Junior management, owners of small establishments, and all others in non-manual positions
- Jobs in this group have very varied responsibilities and educational requirements
- Retired people, previously grade C1, and their widows

Group C2

- All skilled manual workers, and those manual workers with responsibility for other people
- Retired people, previously grade C2, with pensions from their job
- Widows, if receiving pensions from their late partner's job

Group D

- All semi skilled and unskilled manual workers, and apprentices and trainees to skilled workers
- Retired people, previously grade D, with pensions from their late job
- Widows, if receiving pensions from their late partner's job

Group E

- All those entirely dependent on the state long term, through sickness, unemployment, old age or other reasons
 - Those unemployed for a period exceeding six months (otherwise classified on previous occupation)
 - Casual workers and those without a regular income
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