

Leisure Visits 2008

Report- November 2008

Prepared by the mrg, Bournemouth University, on
behalf of the National Trust

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Executive Summary

- The vast majority of people interviewed were not members of any society or charitable organisation.
- Most popular places to visit amongst respondents were countryside and natural reserves, historic towns or villages, museums and leisure attractions. Least popular were smaller heritage projects.
- Tourist information centres and friends and relatives were the main source of information about events.
- A quarter of respondents stated no particular reason for not visiting any heritage properties.
- Under half of respondents stated that they had no interest in visiting a pay for entry attraction in the next 6 months.
- A relaxing environment and the quality of food and drink were very important components in a day out. Least important were archaeological sites and interest in antiques
- The most important activities at a pay for entry historic house were a meal, tea or coffee, visiting the shop and exhibitions. Least favourable were presentations about gardening and guided archaeological tours.
- Most important on a day out were food and drink and beautiful places that make the respondents feel good. Least important were the importance of heritage visits to friends and family.
- Respondents enjoyed visiting a place of historic interest or a museum and a landscape/ place of natural beauty or gardens. Also popular were theme parks, city breaks, holidays abroad and attractions with animals.
- They enjoyed visiting an attraction mostly because of the fun filled activities. The beautiful scenery, the fact that they could enjoy a nice day out with their family and the educational/ historical aspect of their visit were also important.
- Around a quarter of respondents belong to the home and family segment. The male/ female ratio was 50:50. There was a mix of age groups and the vast majority belonged to the white ethnic group.

1: Background

1.1: The *mrg*

The *mrg* aims to be a key and cost effective resource for the provision and interpretation of market intelligence for all its clients. The group offers expertise, experience and advice in the field of market research, tailored to suit the needs of its individual clients. *mrg* has specialised in consultation within this field, and has numerous projects to its name.

Through its work with major heritage organisations in the United Kingdom the *mrg* has now established an unprecedented level of expertise and data in this area. Specific areas of research conducted over many years include:

- Visitor Surveys
- Audience Research – Audience development and Access plans
- Attraction surveys
- Feasibility and property audits
- Focus Groups
- On-line surveys
- Service enhancement research
- Market Segmentation
- Mystery Shopping
- Research into the leisure and heritage market

The data collected in this area enables the *mrg* to provide valuable benchmarking and effective key performance indicators plus trend analysis in the heritage market place within the wider context in which it operates.

We work in close partnership with our clients, getting results yet also adapting to their needs and wants.

1.2: National Trust – Leisure Visits

The Trust commissioned the **mrg** to undertake a study into non members of the National Trust to see what motivates them in their leisure time. **mrg** has undertaken this research annually for the last ten years, however due to changes on the questionnaire no comparison can be made between 2008 and previous years. Moreover, this year, the different regional offices were given the opportunity to choose the areas they wanted surveyed. The areas chosen were Bristol, Bournemouth, Southampton, Birmingham and Reigate.

2: Research Aims & Objectives

2.1: Research Aims

The aims of the research are to assess and evaluate the motivations of non visitors to National Trust and their leisure time.

2.2 Research Objectives

The particular objectives are as follows;-

- To run NT segmentation on residents of major towns and cities named
- To establish membership of other bodies
- To identify leisure activities residents participate in and the frequency
- To investigate attendance at different events
- To identify which information sources are used by residents for informing them of such events
- To establish why residents don't go to Heritage properties
- To distinguish likelihood of residents to visits pay for entry heritage properties
- To establish lifestyle behaviour
- To identify basic demographics of residents

3: Outline Methodology

3.1: Research Design for Face to Face survey

3.1.1: Target Population

The target population (those of interest to the survey) were all those non members of the Trust visiting the areas of Bristol, Bournemouth, Southampton, Birmingham and Reigate.

3.1.2: Sampling Method

As no reliable database of the target population exists, a systematic technique of random sampling was employed. This simply means that every n th person was invited to take part in the face to face survey, so that everyone in the target population had an equal, or at least known, chance of being chosen.

A timetable was agreed with regional offices as to when the interviews were to take place.

3.1.3: Sample Size

200 interviews was the recommended target sample size in each location because of costs, the time available and the need for a robust sample. A sample of 909 surveys was achieved. There were 198 in Bristol, 201 in Reigate, 305 in Birmingham and 120 in Bournemouth and Southampton. 85 further questionnaires were processed.

3.1.4: Fieldwork Timing

The field work occurred over the following periods

Birmingham: Fieldwork Mon. 16 Jun. to Fri. 29 Aug. [11 weeks]. Deliveries on Fri. 04 Jul, Fri. 08

Aug. & Fri. 05 Sep.

Bristol: Fieldwork Mon. 16 Jun. to Fri. 25 Jul. [6 weeks]. Deliveries on Fri. 04 Jul. & Fri. 08 Aug.

Reigate: Fieldwork Mon. 07 to Fri. 25 Jul. [3 weeks]. Delivery on Fri. 04 Jul.

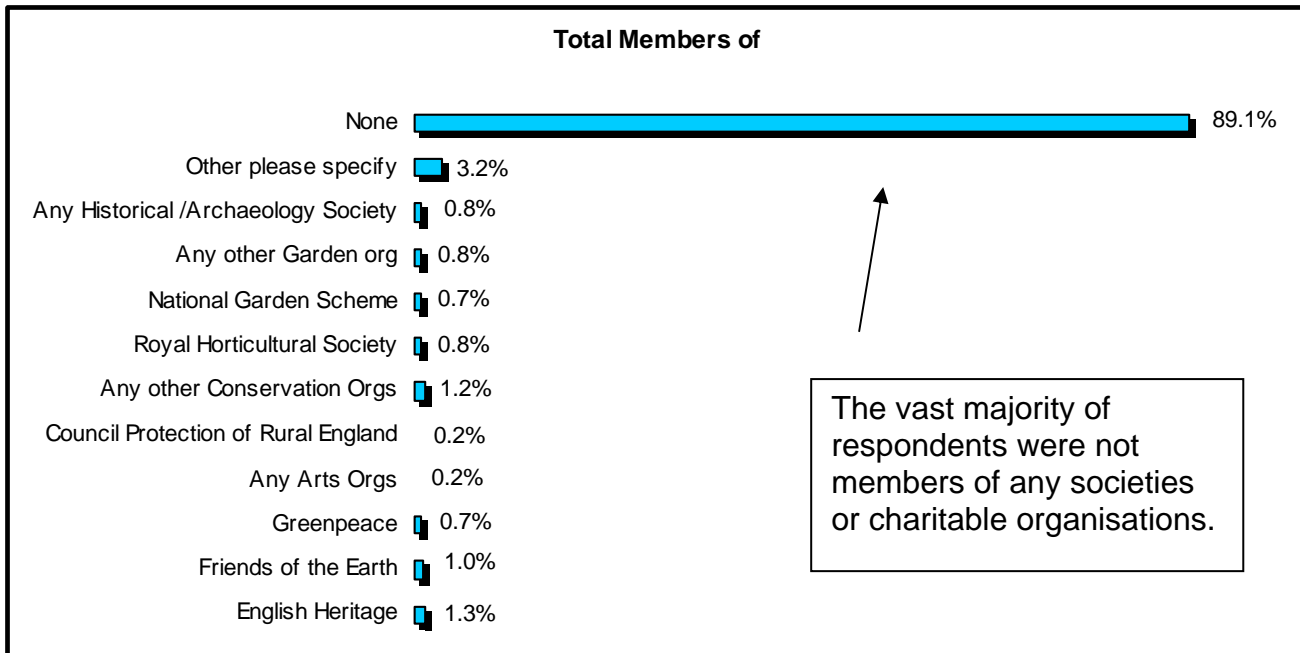
Bournemouth and Southampton: various dates from June, until October.

4: Survey Results

The following chapter sets out the full results of the survey. The full results by location can be found in Appendix 5.2.

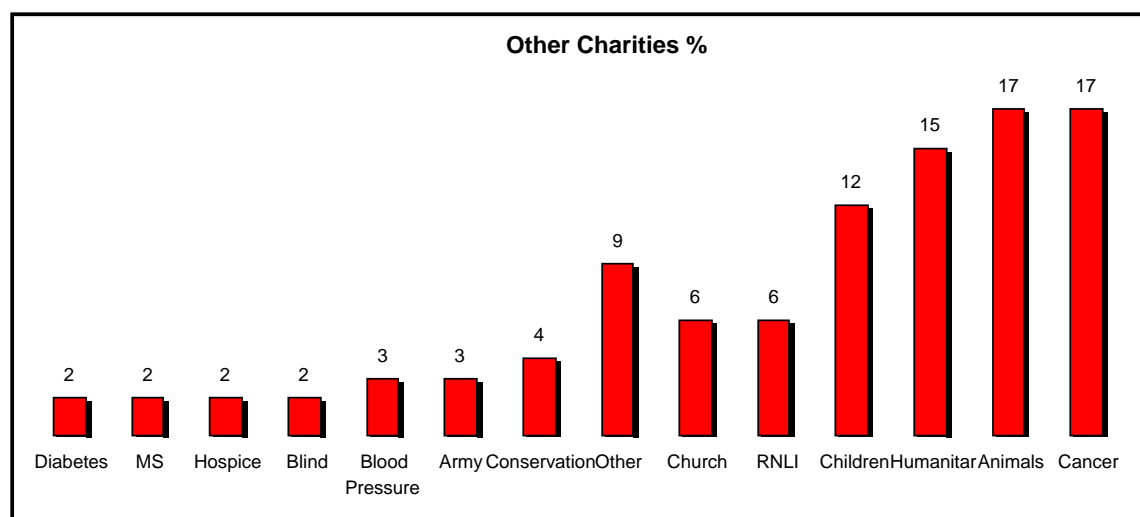
4.1.1: Total members of societies and charitable organisations

The vast majority of people interviewed were not members of any society or charitable organisation (89%).



These results are consistent in Reigate (91%), Birmingham (98%) and Bristol (97%).

Respondents that replied "other" noted a wide list of organisations that they support. Most popular were cancer (17%), animal (17%) and humanitarian charities and organisations (15%).

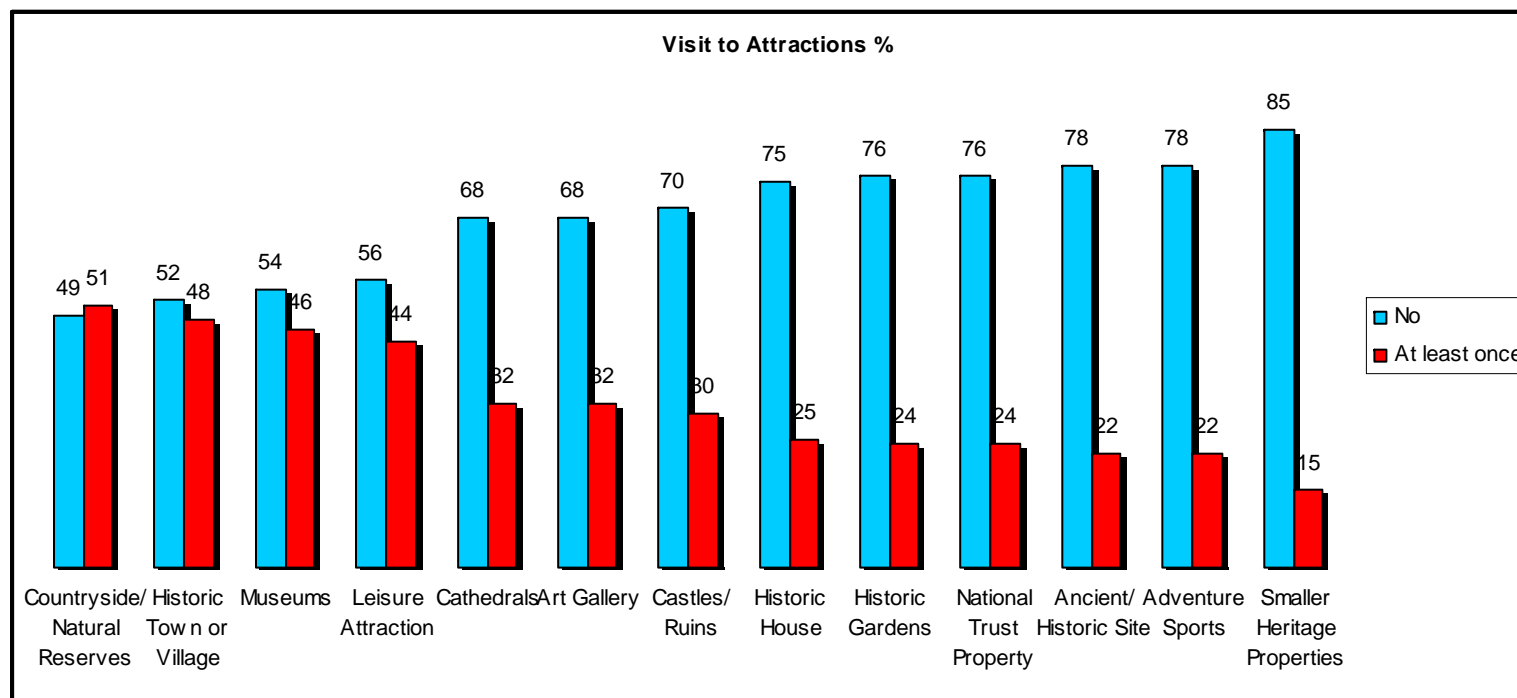


4.1.2: Visits to other attractions in the past 12 months

Respondents were given a list of attractions and were asked to indicate which they have visited in the last 12 months. Most popular choices were Countryside and Nature Reserves (51% visited at least once), Historic Towns or Villages (48%), Museums (46%) and Leisure Attractions (44%).

The least popular choice was Smaller Heritage Projects (85% have not visited at all).

A larger percentage of respondents that belong to the live life to the full segment visited National Trust properties compared to respondents that belong in other segments. A larger percentage of respondents that belong to the young experience seekers segment visited National Trust properties compared to respondents that belong to other segments.



The most popular attractions in Reigate were Museums (51% have visited at least once), Art Galleries (45%), and Leisure Attractions (45%). Least popular were Smaller Heritage Projects (86% have not visited at all) and Ancient Historic Sites (76%).

In Birmingham, most popular were Historic Towns and Villages attractions (37% have visited at least once) and Leisure attractions (35%). Least popular were Smaller Heritage properties (94% have not visited at all) and Historic Gardens (91%).

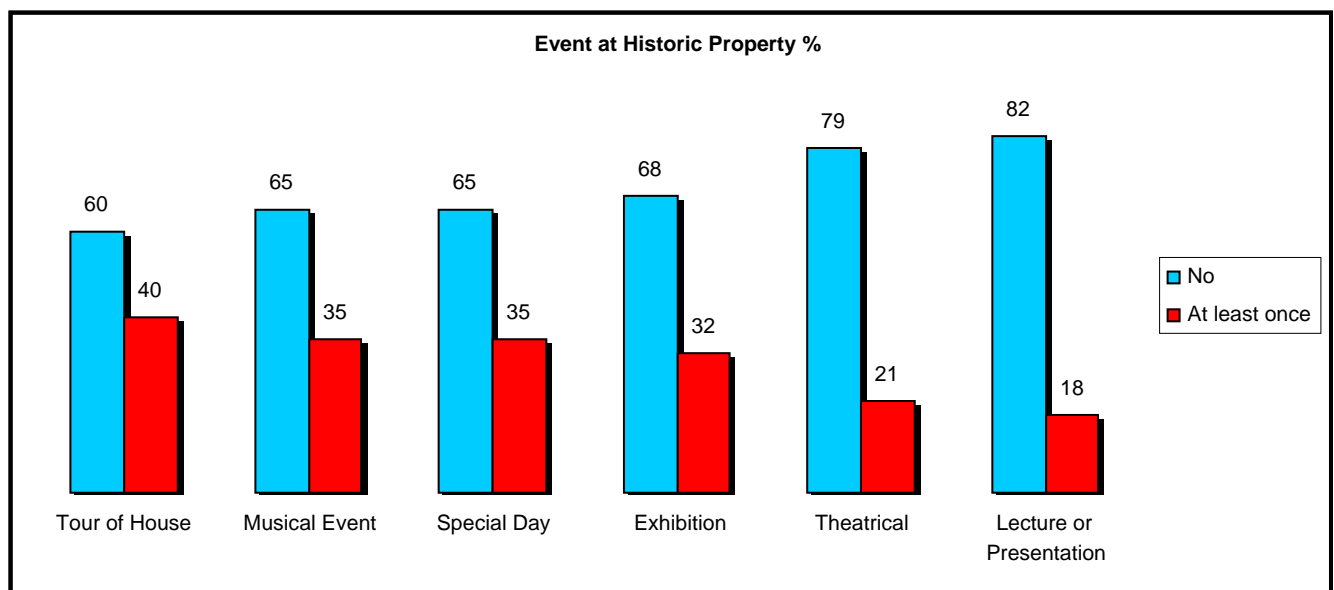
Lastly respondents in Bristol stated that they mostly visited the Countryside or Nature Reserves (39% have visited at least once) and Leisure Attractions (38%). Less visited were Smaller Heritage Properties and National Trust Properties (92% have not visited at all).

The majority of respondents that replied “other” were involved in some kind of sport during the past 12 months (85%).

4.1.3: Events attended in the past 12 months

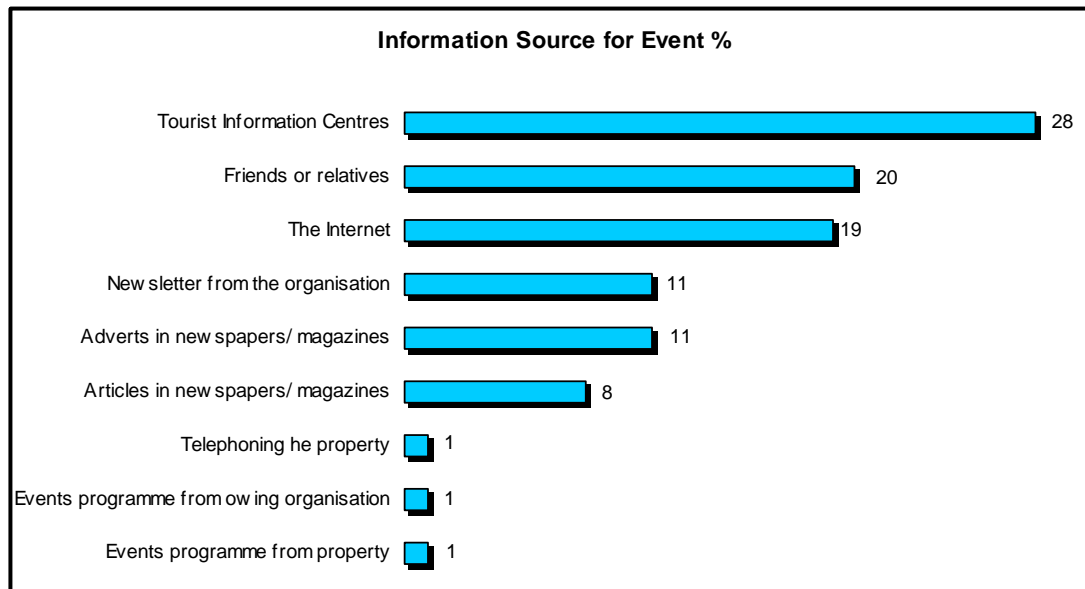
When asked whether they have attended any events in a historic property in the last 12 months, most respondents gave a negative answer. Of those who have attended an event, 40% of respondents answered that they have attended a tour of the house at least once. A musical event and a special day were the second most popular choices (35%).

A larger percentage of respondents that belong to the live life to the full segment answered that they have not visited exhibitions compared to respondents that belong in other segments.



4.1.4: Information Source

Tourist information centres (28%) and friends and relatives (20%) were the main sources of information about an event. The Internet (19%), adverts in newspapers/ magazines (11%), a newsletter from the organisation (11%) and articles in newspapers/ magazines (8%) were also chosen as sources of information. Least popular were telephoning the property, an events programme from property and events programme from owning organisation (1% for all).



In Reigate most popular sources of information were adverts in newspaper/ magazines (25%) and the Internet (25%). However, in Birmingham and Bristol friends and family were the most popular source of information (45% and 33% respectively).

Respondents that answered "other" gave as sources of information adverts in the press (45%), leaflets (34%), television/ radio (10%) or they found out from their accommodation (4%), the church (4%) or they had previous knowledge (3%).

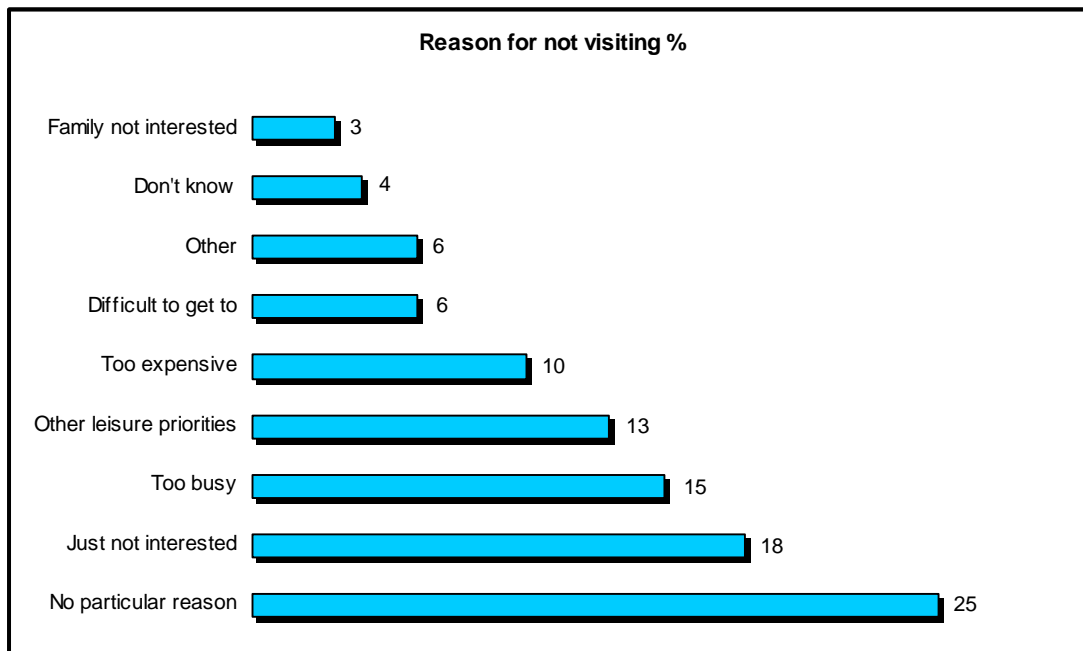
4.1.5: Reason for not visiting pay for entry heritage properties

A quarter of respondents stated no particular reason for not visiting any entry heritage properties (25%).

For around a fifth main reason was that they were not interested (18%) or that they were too busy (15%).

Around a tenth had other leisure priorities (13%) or it was too expensive (10%).

Few answered that they did not visit because it was difficult to get to (6%) or that the family was not interested (3%).

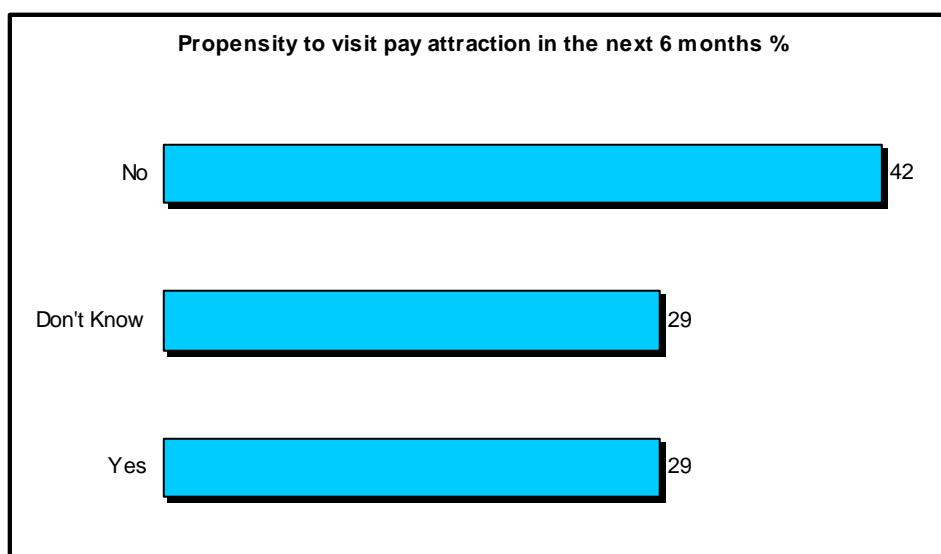


In Reigate and Birmingham respondents also did not give a particular reason for not visiting (29% and 31% respectively). However, in Bristol the main reason for not visiting was that they were just not interested (26%).

Other reasons given by respondents were problems with access to the properties (40%), not being able to afford it (21%), ill health (14%), that they prefer outdoor activities (8%), having young children (7%), having already visited (5%) and that they were not interested (5%).

4.1.6: Propensity to visit pay attraction

Under half of respondents stated that they had no interest in visiting a pay attraction in the next 6 months (42%). Slight over a quarter of respondents recorded that they would pay to visit an attraction (29%).



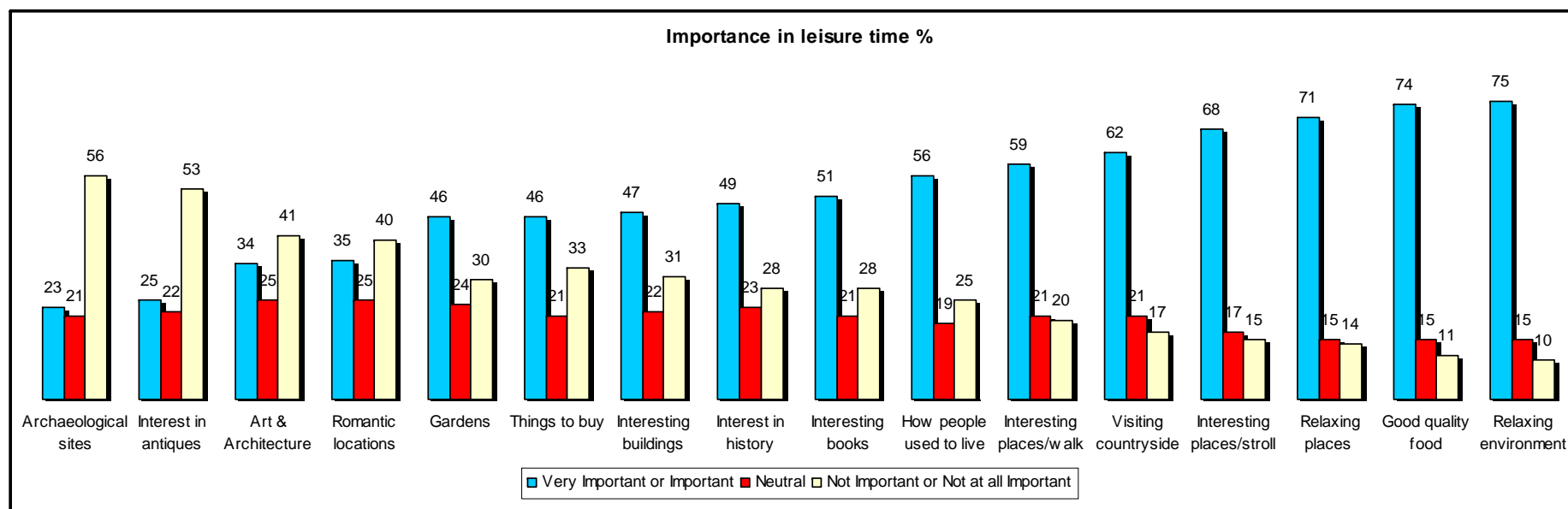
Respondents in Reigate were less negative towards visiting a pay attraction in the next 6 months (34% replied that they would not visit) compared to respondents coming from Birmingham (49% answered that they would not visit) or Bristol (43% answered that they would not visit).

4.1.7: Importance in leisure time

Respondents were also asked to specify which factors were important in their leisure time. It appears that a relaxing environment and the quality of food and drink were very important in a day out. Most popular answers were a relaxing environment (75% answered that it is very important or important), good quality food and refreshments (74%) and relaxing places to enjoy tea/ coffee (71%).

Factors that were the least important were archaeological sites (56% of respondents answered that they are not at all important or not important) and interest in antiques (53%).

A larger percentage of respondents that belong to the home and family and kid first families segments consider visiting the countryside and visiting interesting places to stroll not important compared to respondents that belong in other segments.



National results and those of Reigate were similar. Most popular choices were good quality food/ refreshments (81% answered that it was very important or important), a relaxing environment (79% very important or important) and relaxing places to enjoy tea/ coffee (73% very important or important). Archaeological sites (31% of respondents answered that they are not at all important or not important) and interesting buildings (22% not at all important or not important) were the least popular.

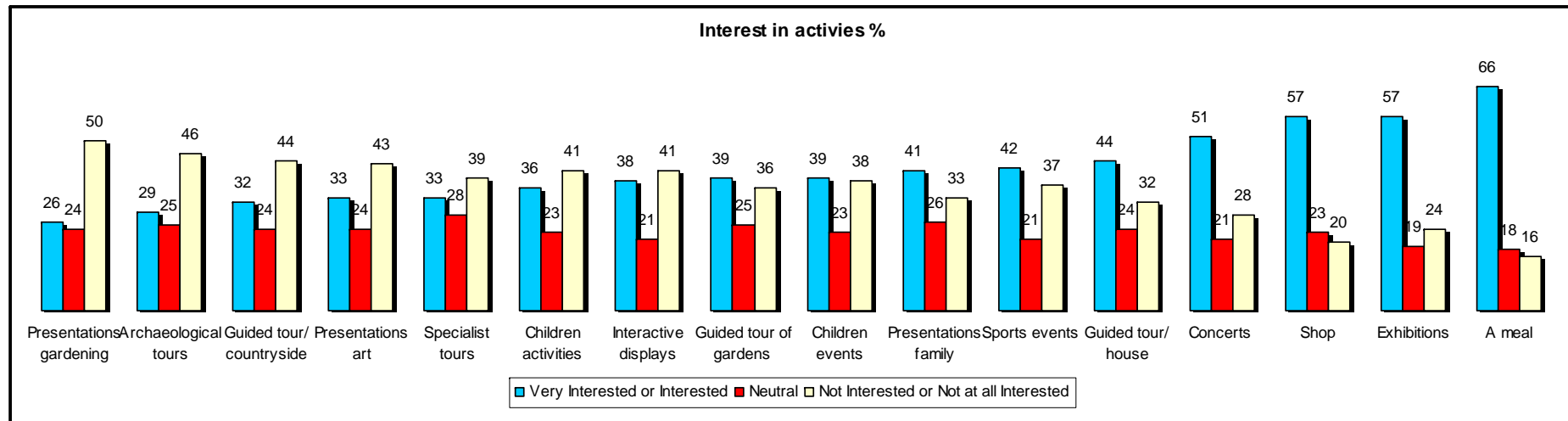
Likewise, in Bristol a relaxing environment (69% answered that it was very important or important), good quality food/ refreshments (69% very important or important) and relaxing places to enjoy tea/coffee (63% very important or important) were the most popular options whereas archaeological sites (66% of respondents answered that they were not at all important or not important) and interest in antiques (57% not at all important or not important) were the least popular.

In Birmingham a relaxing environment (81% answered that it is very important or important), good quality of food/ refreshments (76% very important or important) and relaxing places to enjoy tea/ coffee (70% very important or important) were the most favourable options. Again archaeological sites and interest in antiques were not as popular (60% of respondents answered that they are not at all important or not important).

Over a third of respondents that answered “other” replied that visiting beaches/coastline was the activity that they consider most important in their leisure time (35%). Also popular was sports (22%), history (8%), art (7%), camping (5%), music (5%), cruises/coach trips (4%) and entertaining children (4%).

4.1.8: Interest in activities at historic houses

The most important activities at a pay for entry historic house is a meal tea or coffee (66% replied that they would be very interested or interested), visiting the shop and exhibitions (57% very interested or interested). Least favourable were presentations about gardening (50% replied that they would be not interested or not at all interested) and guided archaeological tours (46% not interested or not at all interested).

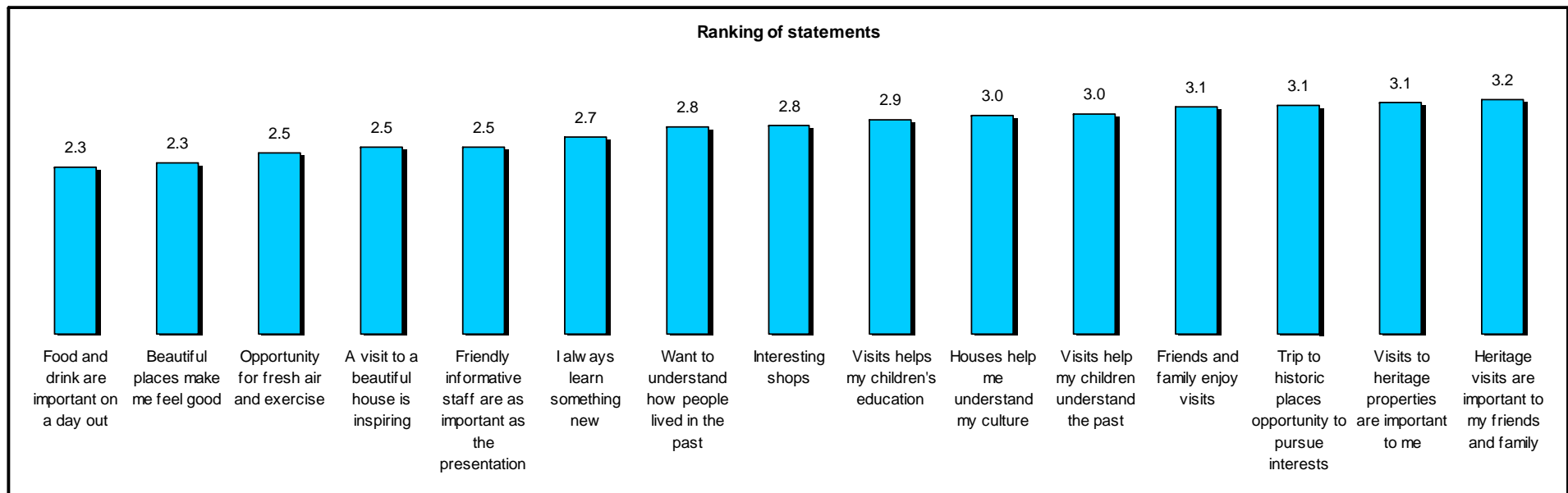


Results were similar in Reigate, with a meal, tea or coffee (72% very interested or interested) and visiting the shop (71% very interested or interested) being the most popular options and guided tour of the countryside (22% not interested or not at all interested) and guided archaeological tours (21% not interested or not at all interested) being the less popular options. In Birmingham a meal, tea or coffee (61% very interested or interested) and visiting the shop (54% very interested or interested) were again the most popular choices. Presentations about gardening (60% not interested or not at all interested) and presentations about art (58% not interested or not at all interested) were the least popular options. Lastly in Bristol a meal, tea or coffee was again the most popular option (51% very interested or interested) and presentations about art (57% not interested or not at all interested), guided archaeological tours (57% not interested or not at all interested) and presentations about gardening were the least popular options (56% not interested or not at all interested).

In the open ended comments one third of the respondents would like to have audio guided tours when visiting a historic house.

4.1.9: Ranking of statements

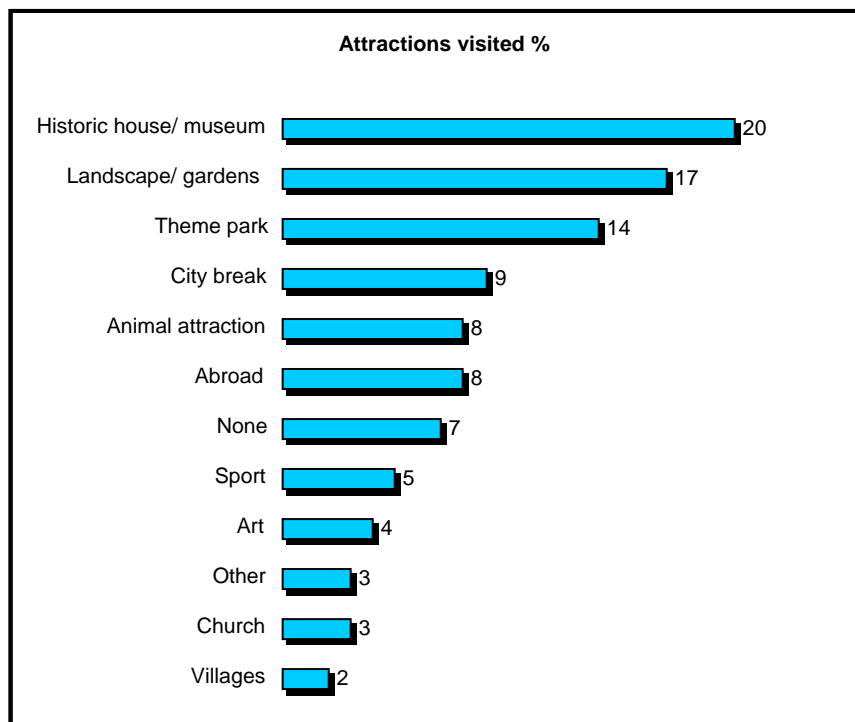
Respondents were then given a list of statements and were asked to rank them, with 1 being the most important and 5 being the least important. An average rating for each statement was then calculated with 1 equating to very important and 5 equating to not at all important. As illustrated on the graph below, most important were food and drink (2.3) and beautiful places that make the respondents feel good (2.3). Least crucial was the importance of heritage visits to friends and family (3.2).



Similarly food and drink were the most important in Reigate (1.9), Birmingham (2.7) and Bristol (2.3) whereas the least important was heritage (2.7 in Reigate and 3.4 in Birmingham) and the importance of heritage to friends and family (3.1 in Bristol).

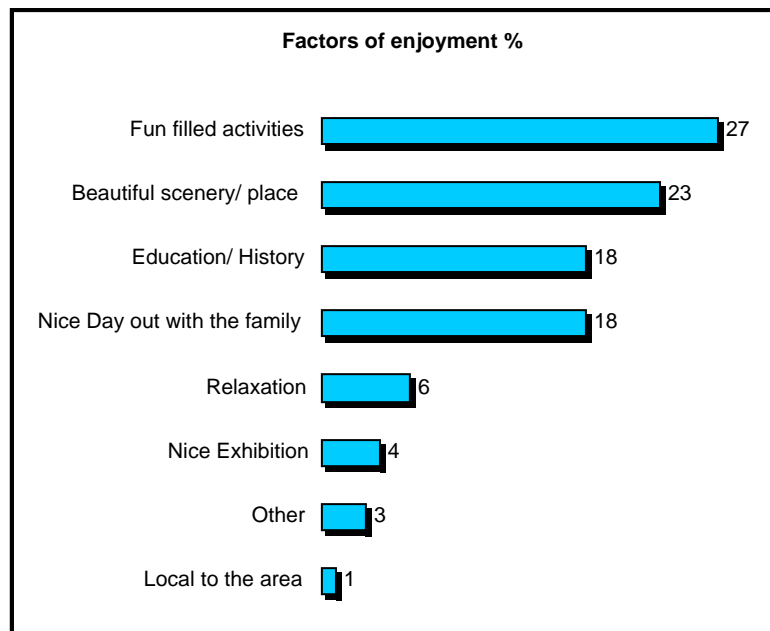
4.1.10: Leisure attraction visited

In the past year a fifth of respondents had visited a place of historic interest or a museum (20%) and around a fifth had visited a landscape/ place of natural beauty or gardens (17%). Also popular were theme parks (14%), city breaks (9%), holidays abroad (8%) and attractions with animals (8%).



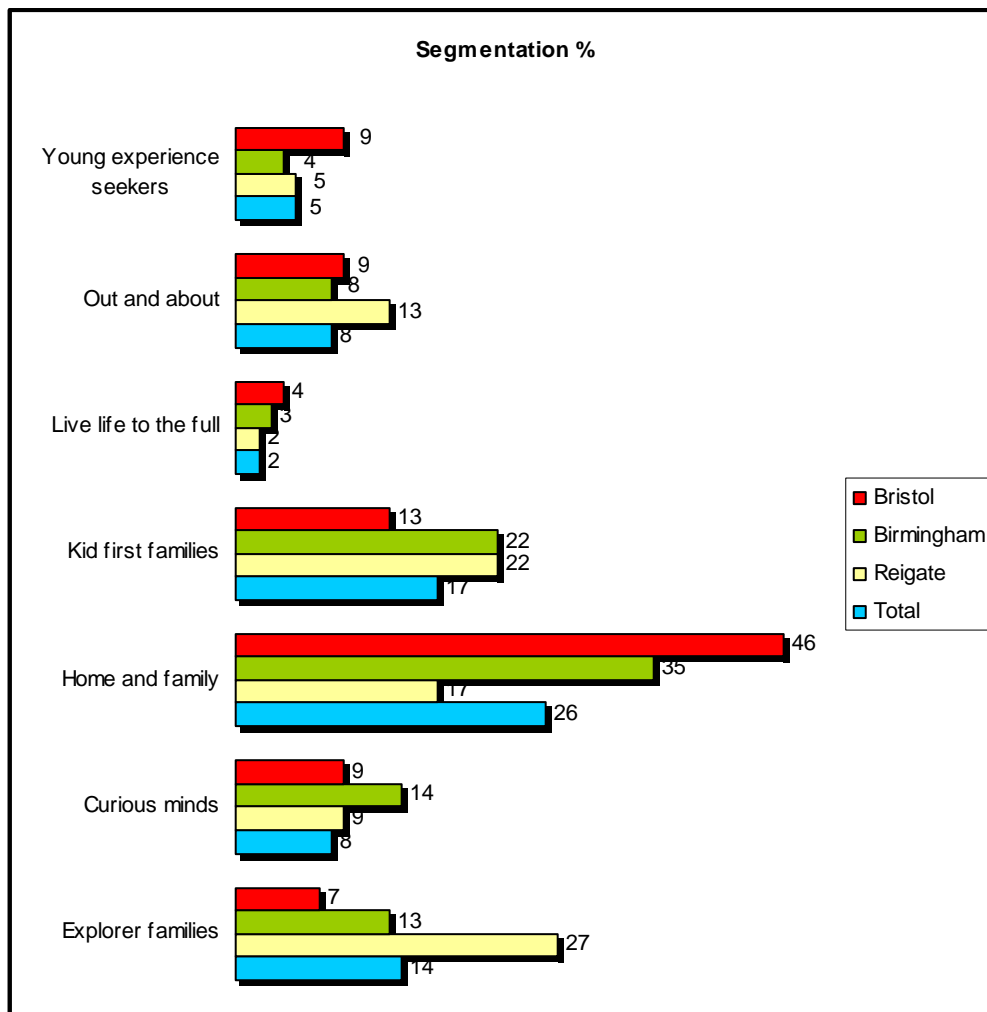
4.1.11: Factors that made the visit enjoyable

Key factors of enjoyment were fun filled activities (27%), beautiful scenery (23%), a nice day out with their family (18%) and Education/ History (18%).



4.1.12: Segmentation

Overall around a quarter of respondents belong to the home and family segment (26%), with some 17% belonging to the kids first families group, around a tenth belonging to the explorer families (14%), curious minds (8%) or the out and about (8%) segment. Few belong to the young experience seekers (5%) and live life to the full (2%) segment.

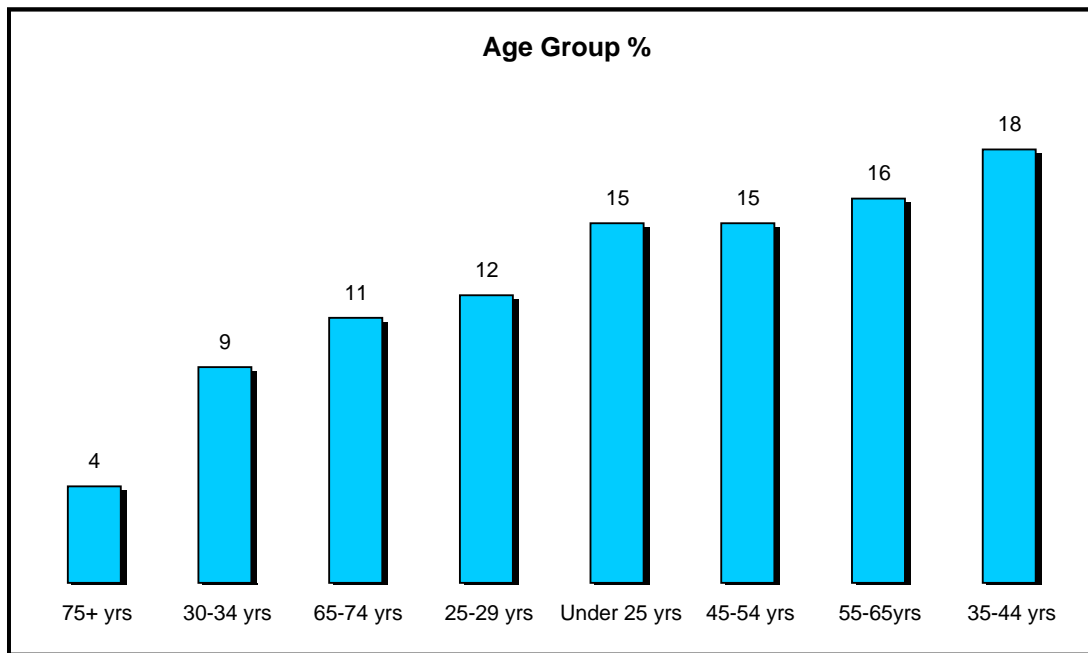


Results in Birmingham, Bristol and Reigate are similar with those of the total population. However, the home and family segment in Bristol (46%) and Birmingham (35%) was larger compared to the Reigate (17%) and the total population (26%). In Reigate there was a larger percentage of explorer families (27%) compared to the other areas and the total population.

4.1.13: Demographics

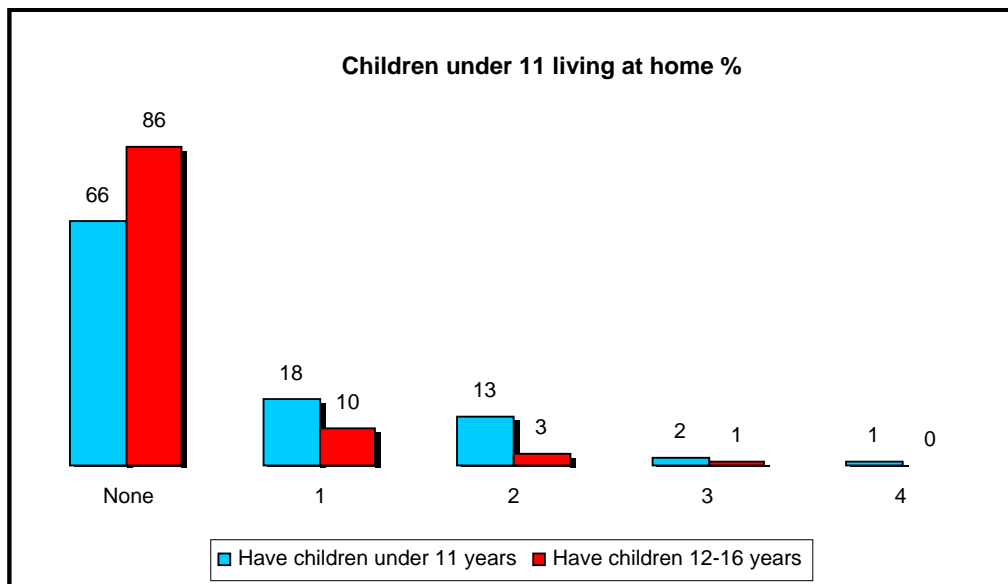
Around half of all respondents were male (52%) and another half were female (48%).

A broad representation across age categories was achieved.

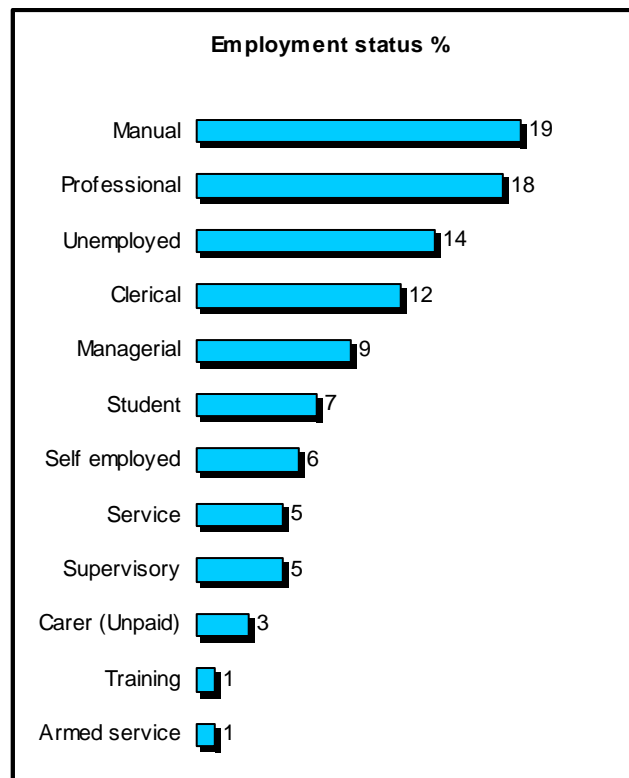


46% of respondents were married, 41% were single and 13% were co-habiting.

The majority of respondents (62%) had no children living at home. The remaining 38% had children under 11 or 12-16 years old living at home.

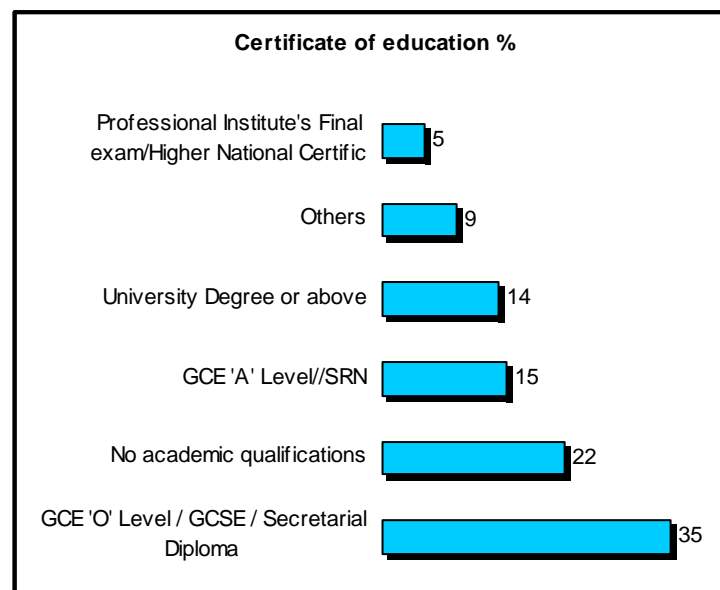


Under a fifth of respondents were in a manual (19%) or professional occupation (18%) or unemployed (14%). Around a tenth worked on a clerical (12%) or managerial (9%) occupation.



Half of respondents left full time education at 14-16 years old (49%). Around a fifth left full time study at 17-18 years old (22%) and around a tenth left education post 21 (14%) or 19-21 years old (11%).

Over a third acquired GCE O Level certificate of education (35%) and around a fifth acquired no academic qualifications (22%). Around a fifth obtained GCE A Level (15%) or university degree (14%).



The vast majority of respondents belong to the White ethnic group (90%). Few belonged to Black African (2%), Black Caribbean (2%), Indian (1%), Pakistani (1%), Bangladeshi (1%) or Asian other (1%) ethnic groups.

5: Appendices

5.1: Leisure Visits Questionnaire

Leisure Visits Survey

Interview location

Dear Sir/Madam

Show ID. Excuse me but do you have some time to help us (Bournemouth University) with a survey that we are conducting into the use of leisure time.

Q1 Are you a member of the National Trust?

Yes ☐ Terminate Interview No ☐ Proceed with interview

Q2 Do you pay an annual subscription to any of the following as a member? Please tick ALL applicable.

English Heritage ☐ Royal Horticultural Society ☐
 Friends of the Earth ☐ National Garden Scheme ☐
 Greenpeace ☐ Any other Garden org ☐
 Any Arts Orgs ☐ Any Historical /Archaeology Society ☐
 Council Protection of Rural England ☐ Other please specify ☐
 Any other Conservation Orgs ☐ None ☐

Q3 Do you support any other charity with regular donations if so which?

Q4 Have you visited any of the following during the past 1 yr? If Yes how often? Please tick ONE box in EACH row.

	No	Once	Twice	More than twice
Museums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Historic House - pay for entry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Countryside or nature reserves	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Castles or ruins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cathedrals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smaller heritage props Non NT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Historic Gardens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National Trust property	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art Gallery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Historic Town or village	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ancient/ historic site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leisure attraction e.g theme park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taken part in adventure sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other please specify	<input type="text"/>			

If they have not visited a Historic House pay for entry go to Q7

Q5 Have you attended any of the following types of event at an historic property during the past 12 months? Please tick ONE box in each row.

	No	Once	Twice	More than twice
Theatrical	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Musical event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exhibition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tour of house /gardens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lecture or presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Special day (book fair or apple day)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q6 Which of the following have provided you with the information to attend an event in the past 12 months? Please tick ALL applicable.

Friends or relatives ☐ Articles in newspapers/ magazines ☐
 Events programme from property ☐ The Internet ☐
 Events programme from owning organisation eg National Trust, English Heritage ☐ Tourist Information Centres ☐
 Adverts in newspapers/ magazines ☐ Telephoning the property/organisation ☐
 Other please specify ☐ Newsletter from the organisation ☐

Go to Q8

Q7 If you have not visited any pay for entry heritage properties can you give one reason? Please tick ONE box only.

Just not interested ☐ Too busy ☐
 Family/friends not interested ☐ They are too expensive ☐
 Difficult to get to ☐ No particular reason ☐
 Other leisure priorities ☐ Don't know ☐
 Other ☐

*ther

Q8 Do you think that you may like to visit a pay for entry heritage property/site during the next 6 months?

Yes ☐
 No ☐
 Don't Know ☐

Q9 Do you recall seeing any promotion or publicity for a historic property or event in the past 12 months?

	Property	Event
Yes	<input type="checkbox"/>	<input type="checkbox"/>
No	<input type="checkbox"/>	<input type="checkbox"/>
Don't know	<input type="checkbox"/>	<input type="checkbox"/>

Please describe the promotion

Q10 How would you rate the importance of the following in your leisure time? Please tick ONE box in each row.

	V. Imp	Imp.	Neutral	Not Imp.	Not at all imp.	Don't Know
Interest in history	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visiting the countryside	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art & Architecture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gardens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interest in antiques	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Romantic Locations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interesting places to stroll	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interesting places to walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Archaeological sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interesting buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The way people used to live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relaxing places to enjoy tea/coffee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good quality food /refreshments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of interesting books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interesting things to buy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relaxing environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q11 Would you be interested in any of the following activities at a pay for entry historic house?

	V. Interested	Interested	Neutral	Not Interested	Not at All int.	Don't know
Guided tour of a house	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guided tour of countryside	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presentations about art	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presentations about family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guided tour of gardens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presentations about gardening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interactive displays eg computers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A meal, tea or coffee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visiting the shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Concerts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exhibitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children's activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children's educational events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guided archaeological tours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Specialist tours (prompt)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other/or detail above

Q12 How important are the following statements to you, where 1 is most important and 5 is least important?

	1	2	3	4	5
Visits to heritage properties are important to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heritage visits are important to my friends and family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friendly informative staff are as important as the presentation of an historic house or garden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A visit to a beautiful house or garden is inspiring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good food and drink are an important part of a day out	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A trip to an historic property gives me an opportunity to pursue my interests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to understand the way people lived in the past	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel that Historic houses and the people that lived in them are an important part of helping me understand my culture.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My friends and family enjoy visits to historic houses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visits to historic buildings help my children understand the past	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visits to historic buildings can help my children's education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beautiful places make me feel good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I always learn something new from a visit to an historic house or garden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A visit to an historic house and garden provides an opportunity for fresh air and exercise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shops at historic properties usually have interesting things for sale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q13 Could you name one leisure attraction that you have visited during the last year that you have particularly enjoyed?

Q14 Why did you enjoy it?

Q15 Have you been for a walk of 5 miles or more in the last 12 months?

Yes ☐

No ☐

Q16 Which ONE of the following is most important to you when choosing a day out? Please tick ONE box only.

A relaxing, social day out with friends or family ☐

To see major attractions in the area ☐

To learn something new or pursue an interest ☐

To experience fascinating, beautiful or awe-inspiring places ☐

Food for the soul ☐

To get an adrenalin fix ☐

Q17 When choosing a day out in the UK, which ONE of these statements best applies to you?

I stick to well known places where I know I am guaranteed a good day out ☐

I try a new place if it has been recommended ☐

I like making my own discoveries ☐

Q18 When planning your days out, which ONE of the following best applies to you?

I plan carefully in advance - at least a few days beforehand ☐

I act spontaneously - according to mood, weather etc ☐

Q19 Please show if you agree or disagree with each of the following statements?

	Agree	Disagree
I would rather go shopping than visit a stately home or the countryside	<input type="checkbox"/>	<input type="checkbox"/>
I lead a busy life so when I relax it tends to be at home	<input type="checkbox"/>	<input type="checkbox"/>
The arts are important to me	<input type="checkbox"/>	<input type="checkbox"/>
With what leisure time I have I prioritise seeking out new experiences	<input type="checkbox"/>	<input type="checkbox"/>
For those here with children today	<input type="checkbox"/>	<input type="checkbox"/>
- I tend to do what the kids want to do	<input type="checkbox"/>	<input type="checkbox"/>
For those here with children today	<input type="checkbox"/>	<input type="checkbox"/>
- Children find museums boring	<input type="checkbox"/>	<input type="checkbox"/>

Q20 Do you have either specialist knowledge or a general interest in any of the following? Please tick ONE box only in each row for each subject matter.

	Specialist knowledge	General interest	Neither
Gardening / horticulture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art / art history	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Antiques	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Architecture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
History	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Family history / genealogy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local history	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Countryside / wildlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q21 Gender?

Male..... ☐

Female..... ☐

Q22 What is your age group? Please tick ONE box only.

Under 25 yrs ☐

25-29 yrs ☐

30-34 yrs ☐

35-44 yrs ☐

45-54 yrs ☐

55-65yrs ☐

65-74 yrs ☐

75+ yrs ☐

Q23 May we ask your postcode?

Q24 What is your marital status?

Single..... ☐

Married ☐

Co-habiting..... ☐

Q25 How many children do you have living with you at home? Please tick ONE box in each row.

	None	1	2	3	4	5	6+
Under 11	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12-16	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q26 Employment status? These are general categories which may not apply to you. If they do not, it would help us if you could indicate your occupation below.

Carer (Unpaid) ☐ Clerical ☐

Self employed..... ☐ Manual ☐

Unemployed ☐ Service ☐

Professional ☐ Armed service ☐

Managerial ☐ Student..... ☐

Supervisory ☐ Training ☐

Other

Q27 At what age did you leave full time education?

14-16..... ☐

17-18..... ☐

19-21..... ☐

Post 21..... ☐

None of these..... ☐

Q28 Please can you indicate whether you obtained any of the following?

University Degree or above..... ☐

Professional Institute's Final exam/Higher National Certificate/Teacher's Training Certificate ☐

GCE 'A' Level/Professional Institute's intermediate exam/SRN Full industrial apprenticeship ☐

GCE 'O' Level / GCSE / Secretarial Diploma / Ordinary National Degree ☐

Others..... ☐

No academic qualifications ☐

Q29 To which of the following ethnic groups do you belong? Please tick ONE box only.

White..... ☐

Black African ☐

Black Caribbean..... ☐

Indian ☐

Pakistani ☐

Bangladeshi ☐

Asian other..... ☐

Other* ☐

*Please specify

5.2: Results by Location

		Interview location													
		Bournemouth		Southampton		Reigate		Birmingham		Poole		Bristol		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Do you pay an annual subscription to any of the following?	English Heritage	2	5.7%	0	0.0%	4	2.1%	1	0.3%	3	8.3%	0	0.0%	10	1.3%
	Friends of the Earth	0	0.0%	0	0.0%	4	2.1%	1	0.3%	0	0.0%	2	1.0%	7	0.9%
	Greenpeace	0	0.0%	0	0.0%	4	2.1%	1	0.3%	0	0.0%	1	0.5%	6	0.8%
	Any Arts Orgs	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	1	0.1%
	Council Protection of Rural England	0	0.0%	0	0.0%	0	0.0%	1	0.3%	0	0.0%	0	0.0%	1	0.1%
	Any other Conservation Orgs	1	2.9%	0	0.0%	1	0.5%	2	0.7%	2	5.6%	1	0.5%	7	0.9%
	Royal Horticultural Society	2	5.7%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	1	0.5%	4	0.5%
	National Garden Scheme	1	2.9%	0	0.0%	2	1.1%	0	0.0%	2	5.6%	0	0.0%	5	0.6%
	Any other Garden org	1	2.9%	2	10.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.4%
	Any Historical /Archaeology Society	1	2.9%	1	5.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	3	0.4%
	Other please specify	8	22.9%	2	10.0%	0	0.0%	0	0.0%	6	16.7%	0	0.0%	16	2.1%
	None	19	54.3%	15	75.0%	170	90.9%	299	98.0%	23	63.9%	189	96.9%	715	91.9%

Have you visited any of the following during the past 1 yr? If yes how often?		Interview location													
		Bournemouth		Southampton		Reigate		Birmingham		Poole		Bristol		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Museums	No	8	18.2%	6	20.7%	97	49.0%	210	69.1%	12	25.5%	130	66.0%	463	56.5%
	Once	20	45.5%	10	34.5%	57	28.8%	50	16.4%	21	44.7%	18	9.1%	176	21.5%
	Twice	10	22.7%	6	20.7%	29	14.6%	15	4.9%	10	21.3%	21	10.7%	91	11.1%
	More Twice	6	13.6%	7	24.1%	15	7.6%	29	9.5%	4	8.5%	28	14.2%	89	10.9%
	Total	44	100.0%	29	100.0%	198	100.0%	304	100.0%	47	100.0%	197	100.0%	819	100.0%
Historic House - pay for entry	No	22	50.0%	16	55.2%	136	68.3%	257	84.3%	21	44.7%	174	88.8%	626	76.3%
	Once	14	31.8%	8	27.6%	39	19.6%	34	11.1%	23	48.9%	14	7.1%	132	16.1%
	Twice	3	6.8%	3	10.3%	17	8.5%	3	1.0%	3	6.4%	6	3.1%	35	4.3%
	More Twice	5	11.4%	2	6.9%	7	3.5%	11	3.6%	0	0.0%	2	1.0%	27	3.3%
	Total	44	100.0%	29	100.0%	199	100.0%	305	100.0%	47	100.0%	196	100.0%	820	100.0%
Countryside or nature reserves	No	1	2.3%	2	6.9%	117	58.8%	195	64.1%	1	2.2%	120	60.6%	436	53.2%
	Once	0	0.0%	0	0.0%	44	22.1%	47	15.5%	0	0.0%	18	9.1%	109	13.3%
	Twice	4	9.1%	2	6.9%	22	11.1%	24	7.9%	2	4.3%	15	7.6%	69	8.4%
	More Twice	39	88.6%	25	86.2%	16	8.0%	38	12.5%	43	93.5%	45	22.7%	206	25.1%
	Total	44	100.0%	29	100.0%	199	100.0%	304	100.0%	46	100.0%	198	100.0%	820	100.0%
Castles or ruins	No	19	43.2%	13	44.8%	145	73.2%	236	77.4%	23	50.0%	156	78.8%	592	72.2%
	Once	21	47.7%	13	44.8%	30	15.2%	44	14.4%	19	41.3%	29	14.6%	156	19.0%
	Twice	1	2.3%	3	10.3%	12	6.1%	10	3.3%	2	4.3%	9	4.5%	37	4.5%
	More Twice	3	6.8%	0	0.0%	11	5.6%	15	4.9%	2	4.3%	4	2.0%	35	4.3%
	Total	44	100.0%	29	100.0%	198	100.0%	305	100.0%	46	100.0%	198	100.0%	820	100.0%

Have you visited any of the following during the past 1 yr? If yes how often?		Interview location													
		Bournemouth		Southampton		Reigate		Birmingham		Poole		Bristol		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Cathedrals	No	21	48.8%	8	27.6%	127	63.5%	227	75.2%	19	40.4%	171	86.4%	573	70.0%
	Once	16	37.2%	13	44.8%	37	18.5%	43	14.2%	19	40.4%	19	9.6%	147	17.9%
	Twice	5	11.6%	7	24.1%	27	13.5%	16	5.3%	7	14.9%	6	3.0%	68	8.3%
	More Twice	1	2.3%	1	3.4%	9	4.5%	16	5.3%	2	4.3%	2	1.0%	31	3.8%
	Total	43	100.0%	29	100.0%	200	100.0%	302	100.0%	47	100.0%	198	100.0%	819	100.0%
Smaller heritage props Non NT	No	23	54.8%	15	51.7%	169	85.8%	290	95.1%	26	56.5%	182	92.4%	705	86.4%
	Once	15	35.7%	11	37.9%	21	10.7%	10	3.3%	18	39.1%	13	6.6%	88	10.8%
	Twice	2	4.8%	1	3.4%	4	2.0%	1	0.3%	1	2.2%	2	1.0%	11	1.3%
	More Twice	2	4.8%	2	6.9%	3	1.5%	4	1.3%	1	2.2%	0	0.0%	12	1.5%
	Total	42	100.0%	29	100.0%	197	100.0%	305	100.0%	46	100.0%	197	100.0%	816	100.0%
Historic Gardens	No	25	59.5%	19	67.9%	113	57.1%	280	91.8%	29	64.4%	168	84.8%	634	77.7%
	Once	13	31.0%	7	25.0%	64	32.3%	19	6.2%	13	28.9%	21	10.6%	137	16.8%
	Twice	3	7.1%	1	3.6%	19	9.6%	3	1.0%	2	4.4%	7	3.5%	35	4.3%
	More Twice	1	2.4%	1	3.6%	2	1.0%	3	1.0%	1	2.2%	2	1.0%	10	1.2%
	Total	42	100.0%	28	100.0%	198	100.0%	305	100.0%	45	100.0%	198	100.0%	816	100.0%
National Trust property	No	30	68.2%	21	72.4%	125	62.8%	268	88.7%	17	36.2%	181	91.9%	642	78.5%
	Once	11	25.0%	6	20.7%	51	25.6%	18	6.0%	22	46.8%	15	7.6%	123	15.0%
	Twice	0	0.0%	2	6.9%	18	9.0%	6	2.0%	5	10.6%	1	0.5%	32	3.9%
	More Twice	3	6.8%	0	0.0%	5	2.5%	10	3.3%	3	6.4%	0	0.0%	21	2.6%
	Total	44	100.0%	29	100.0%	199	100.0%	302	100.0%	47	100.0%	197	100.0%	818	100.0%

Have you visited any of the following during the past 1 yr? If yes how often?		Interview location													
		Bournemouth		Southampton		Reigate		Birmingham		Poole		Bristol		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Art Gallery	No	23	52.3%	18	62.1%	109	55.3%	239	78.4%	24	52.2%	155	78.3%	568	69.4%
	Once	15	34.1%	7	24.1%	51	25.9%	33	10.8%	13	28.3%	18	9.1%	137	16.7%
	Twice	5	11.4%	2	6.9%	26	13.2%	12	3.9%	5	10.9%	14	7.1%	64	7.8%
	More Twice	1	2.3%	2	6.9%	11	5.6%	21	6.9%	4	8.7%	11	5.6%	50	6.1%
	Total	44	100.0%	29	100.0%	197	100.0%	305	100.0%	46	100.0%	198	100.0%	819	100.0%
Historic Town or village	No	1	2.3%	0	0.0%	123	62.8%	204	66.9%	1	2.2%	135	68.9%	464	56.9%
	Once	1	2.3%	1	3.6%	41	20.9%	49	16.1%	0	0.0%	29	14.8%	121	14.8%
	Twice	3	6.8%	1	3.6%	17	8.7%	25	8.2%	1	2.2%	19	9.7%	66	8.1%
	More Twice	39	88.6%	26	92.9%	15	7.7%	27	8.9%	44	95.7%	13	6.6%	164	20.1%
	Total	44	100.0%	28	100.0%	196	100.0%	305	100.0%	46	100.0%	196	100.0%	815	100.0%
Ancient/historic site	No	26	59.1%	15	51.7%	150	75.8%	265	87.2%	18	41.9%	177	89.4%	651	79.8%
	Once	13	29.5%	9	31.0%	35	17.7%	19	6.3%	22	51.2%	11	5.6%	109	13.4%
	Twice	4	9.1%	3	10.3%	6	3.0%	11	3.6%	3	7.0%	3	1.5%	30	3.7%
	More Twice	1	2.3%	2	6.9%	7	3.5%	9	3.0%	0	0.0%	7	3.5%	26	3.2%
	Total	44	100.0%	29	100.0%	198	100.0%	304	100.0%	43	100.0%	198	100.0%	816	100.0%
Leisure attraction e.g. theme park	No	20	45.5%	16	55.2%	110	55.3%	191	62.6%	13	30.2%	122	61.9%	472	57.8%
	Once	13	29.5%	10	34.5%	51	25.6%	61	20.0%	21	48.8%	21	10.7%	177	21.7%
	Twice	6	13.6%	2	6.9%	27	13.6%	31	10.2%	7	16.3%	11	5.6%	84	10.3%
	More Twice	5	11.4%	1	3.4%	11	5.5%	22	7.2%	2	4.7%	43	21.8%	84	10.3%
	Total	44	100.0%	29	100.0%	199	100.0%	305	100.0%	43	100.0%	197	100.0%	817	100.0%
Taken part in adventure sports	No	27	73.0%	18	72.0%	143	72.6%	266	87.8%	23	63.9%	150	77.3%	627	79.2%
	Once	8	21.6%	4	16.0%	36	18.3%	20	6.6%	11	30.6%	11	5.7%	90	11.4%
	Twice	0	0.0%	3	12.0%	10	5.1%	5	1.7%	1	2.8%	8	4.1%	27	3.4%
	More Twice	2	5.4%	0	0.0%	8	4.1%	12	4.0%	1	2.8%	25	12.9%	48	6.1%
	Total	37	100.0%	25	100.0%	197	100.0%	303	100.0%	36	100.0%	194	100.0%	792	100.0%

Have you visited any of the following during the past 1 yr? If yes how often?		Interview location													
		Bournemouth		Southampton		Reigate		Birmingham		Poole		Bristol		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Theatrical	No	22	91.7%	14	100.0%	65	66.3%	40	81.6%	21	75.0%	40	80.0%	202	76.8%
	Once	1	4.2%	0	0.0%	14	14.3%	8	16.3%	7	25.0%	5	10.0%	35	13.3%
	Twice	1	4.2%	0	0.0%	15	15.3%	0	0.0%	0	0.0%	2	4.0%	18	6.8%
	More than twice	0	0.0%	0	0.0%	4	4.1%	1	2.0%	0	0.0%	3	6.0%	8	3.0%
	Total	24	100.0%	14	100.0%	98	100.0%	49	100.0%	28	100.0%	50	100.0%	263	100.0%
Musical event	No	14	56.0%	11	64.7%	56	59.6%	40	81.6%	11	39.3%	33	76.7%	165	64.5%
	Once	7	28.0%	5	29.4%	17	18.1%	7	14.3%	15	53.6%	5	11.6%	56	21.9%
	Twice	2	8.0%	1	5.9%	16	17.0%	1	2.0%	1	3.6%	2	4.7%	23	9.0%
	More than twice	2	8.0%	0	0.0%	5	5.3%	1	2.0%	1	3.6%	3	7.0%	12	4.7%
	Total	25	100.0%	17	100.0%	94	100.0%	49	100.0%	28	100.0%	43	100.0%	256	100.0%
Exhibition	No	20	87.0%	12	70.6%	51	56.7%	36	73.5%	19	67.9%	25	61.0%	163	65.7%
	Once	2	8.7%	3	17.6%	21	23.3%	7	14.3%	8	28.6%	8	19.5%	49	19.8%
	Twice	1	4.3%	2	11.8%	15	16.7%	3	6.1%	1	3.6%	4	9.8%	26	10.5%
	More than twice	0	0.0%	0	0.0%	3	3.3%	3	6.1%	0	0.0%	4	9.8%	10	4.0%
	Total	23	100.0%	17	100.0%	90	100.0%	49	100.0%	28	100.0%	41	100.0%	248	100.0%
Tour of house /gardens	No	19	82.6%	11	64.7%	49	53.8%	13	26.0%	24	85.7%	23	56.1%	139	55.6%
	Once	3	13.0%	4	23.5%	33	36.3%	25	50.0%	4	14.3%	9	22.0%	78	31.2%
	Twice	1	4.3%	1	5.9%	7	7.7%	4	8.0%	0	0.0%	5	12.2%	18	7.2%
	More than twice	0	0.0%	1	5.9%	2	2.2%	8	16.0%	0	0.0%	4	9.8%	15	6.0%
	Total	23	100.0%	17	100.0%	91	100.0%	50	100.0%	28	100.0%	41	100.0%	250	100.0%
Lecture or presentation	No	22	95.7%	14	82.4%	68	75.6%	42	85.7%	26	92.9%	31	81.6%	203	82.9%
	Once	1	4.3%	2	11.8%	15	16.7%	4	8.2%	2	7.1%	7	18.4%	31	12.7%
	Twice	0	0.0%	1	5.9%	6	6.7%	2	4.1%	0	0.0%	0	0.0%	9	3.7%
	More than twice	0	0.0%	0	0.0%	1	1.1%	1	2.0%	0	0.0%	0	0.0%	2	0.8%
	Total	23	100.0%	17	100.0%	90	100.0%	49	100.0%	28	100.0%	38	100.0%	245	100.0%
Special day (book fair or apple day)	No	12	50.0%	10	62.5%	74	80.4%	43	86.0%	5	17.9%	34	75.6%	178	69.8%
	Once	12	50.0%	6	37.5%	13	14.1%	3	6.0%	20	71.4%	7	15.6%	61	23.9%
	Twice	0	0.0%	0	0.0%	4	4.3%	2	4.0%	3	10.7%	3	6.7%	12	4.7%
	More than twice	0	0.0%	0	0.0%	1	1.1%	2	4.0%	0	0.0%	1	2.2%	4	1.6%
	Total	24	100.0%	16	100.0%	92	100.0%	50	100.0%	28	100.0%	45	100.0%	255	100.0%

		Interview location													
		Bournemouth		Southampton		Reigate		Birmingham		Poole		Bristol		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Which of the following have you provided with the information to attend an event in the past 12 months?	Friends or relatives	1	4.3%	1	6.3%	14	16.9%	22	48.9%	4	14.8%	7	33.3%	49	22.8%
	Events programme property	0	0.0%	0	0.0%	2	2.4%	0	0.0%	0	0.0%	0	0.0%	2	0.9%
	Events programme from owning organisation e.g. National Trust	0	0.0%	0	0.0%	2	2.4%	0	0.0%	0	0.0%	1	4.8%	3	1.4%
	Adverts	0	0.0%	0	0.0%	21	25.3%	2	4.4%	0	0.0%	4	19.0%	27	12.6%
	Articles	1	4.3%	0	0.0%	10	12.0%	3	6.7%	4	14.8%	1	4.8%	19	8.8%
	The Internet	1	4.3%	5	31.3%	21	25.3%	7	15.6%	2	7.4%	4	19.0%	40	18.6%
	TIC	16	69.6%	9	56.3%	6	7.2%	6	13.3%	13	48.1%	1	4.8%	51	23.7%
	Telephoning the property/organisation	0	0.0%	0	0.0%	3	3.6%	0	0.0%	0	0.0%	1	4.8%	4	1.9%
	Newsletter from org	4	17.4%	1	6.3%	4	4.8%	5	11.1%	4	14.8%	2	9.5%	20	9.3%
	Total	23	100.0%	16	100.0%	83	100.0%	45	100.0%	27	100.0%	21	100.0%	215	100.0%
If you have not visited any pay for entry heritage properties can you give one reason?	Just not interested	0	0.0%	0	0.0%	22	15.9%	55	21.2%	1	5.9%	44	25.7%	122	19.6%
	Family not interested	0	0.0%	0	0.0%	8	5.8%	5	1.9%	0	0.0%	9	5.3%	22	3.5%
	Difficult to get to	0	0.0%	1	7.1%	2	1.4%	25	9.6%	0	0.0%	6	3.5%	34	5.5%
	Other leisure priorities	8	38.1%	1	7.1%	32	23.2%	8	3.1%	6	35.3%	26	15.2%	81	13.0%
	Too busy	3	14.3%	3	21.4%	13	9.4%	40	15.4%	2	11.8%	36	21.1%	97	15.6%
	They are too expensive	4	19.0%	4	28.6%	10	7.2%	24	9.2%	3	17.6%	13	7.6%	58	9.3%
	No particular reason	6	28.6%	4	28.6%	40	29.0%	83	31.9%	3	17.6%	23	13.5%	159	25.6%
	Don't know	0	0.0%	0	0.0%	6	4.3%	12	4.6%	1	5.9%	6	3.5%	25	4.0%
	Other	0	0.0%	1	7.1%	5	3.6%	8	3.1%	1	5.9%	8	4.7%	23	3.7%
	Total	21	100.0%	14	100.0%	138	100.0%	260	100.0%	17	100.0%	171	100.0%	621	100.0%

		Interview location													
		Bournemouth		Southampton		Reigate		Birmingham		Poole		Bristol		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Do you think that you may like to visit a pay for entry heritage property/site during the next 6 months?	Yes	12	28.6%	15	51.7%	74	37.2%	97	31.8%	10	21.3%	35	17.8%	243	29.7%
	No	14	33.3%	6	20.7%	67	33.7%	160	52.5%	17	36.2%	85	43.1%	349	42.6%
	Don't Know	16	38.1%	8	27.6%	58	29.1%	48	15.7%	20	42.6%	77	39.1%	227	27.7%
	Total	42	100.0%	29	100.0%	199	100.0%	305	100.0%	47	100.0%	197	100.0%	819	100.0%
Do you recall seeing any promotion or publicity for a historic property or event in the past 12 months?		Interview location													
		Bournemouth		Southampton		Reigate		Birmingham		Poole		Bristol		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Yes	Property	0	0.0%	2	16.7%	8	11.8%	23	24.2%	2	7.7%	4	26.7%	39	17.0%
	Event	13	100.0%	10	83.3%	60	88.2%	72	75.8%	24	92.3%	11	73.3%	190	83.0%
	Total	13	100.0%	12	100.0%	68	100.0%	95	100.0%	26	100.0%	15	100.0%	229	100.0%
No	Property	3	10.3%	2	11.1%	28	19.2%	14	5.8%	5	25.0%	45	25.6%	97	15.3%
	Event	26	89.7%	16	88.9%	118	80.8%	229	94.2%	15	75.0%	131	74.4%	535	84.7%
	Total	29	100.0%	18	100.0%	146	100.0%	243	100.0%	20	100.0%	176	100.0%	632	100.0%

How would you rate the importance of the following in your leisure time?		Interview location													
		Bournemouth		Southampton		Reigate		Birmingham		Poole		Bristol		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Interest in history	V. Imp	3	6.8%	5	17.2%	19	9.5%	26	8.6%	9	19.1%	7	3.6%	69	8.4%
	Imp.	27	61.4%	20	69.0%	86	43.2%	90	29.7%	27	57.4%	54	27.4%	304	37.1%
	Neutral	13	29.5%	3	10.3%	61	30.7%	44	14.5%	11	23.4%	55	27.9%	187	22.8%
	Not Imp.	1	2.3%	1	3.4%	25	12.6%	57	18.8%	0	0.0%	36	18.3%	120	14.7%
	Not at all imp.	0	0.0%	0	0.0%	7	3.5%	81	26.7%	0	0.0%	43	21.8%	131	16.0%
	Don't Know	0	0.0%	0	0.0%	1	0.5%	5	1.7%	0	0.0%	2	1.0%	8	1.0%
	Total	44	100.0%	29	100.0%	199	100.0%	303	100.0%	47	100.0%	197	100.0%	819	100.0%
Visiting the countryside	V. Imp	1	2.3%	3	10.3%	28	14.1%	40	13.1%	4	8.5%	31	15.7%	107	13.0%
	Imp.	34	79.1%	21	72.4%	96	48.2%	122	40.0%	35	74.5%	74	37.6%	382	46.6%
	Neutral	8	18.6%	3	10.3%	55	27.6%	46	15.1%	8	17.0%	51	25.9%	171	20.9%
	Not Imp.	0	0.0%	2	6.9%	15	7.5%	37	12.1%	0	0.0%	16	8.1%	70	8.5%
	Not at all imp.	0	0.0%	0	0.0%	4	2.0%	56	18.4%	0	0.0%	25	12.7%	85	10.4%
	Don't Know	0	0.0%	0	0.0%	1	0.5%	4	1.3%	0	0.0%	0	0.0%	5	0.6%
	Total	43	100.0%	29	100.0%	199	100.0%	305	100.0%	47	100.0%	197	100.0%	820	100.0%
Art & Architecture	V. Imp	1	2.3%	1	3.4%	22	11.1%	15	4.9%	1	2.1%	6	3.0%	46	5.6%
	Imp.	19	44.2%	10	34.5%	82	41.4%	69	22.7%	20	42.6%	34	17.3%	234	28.6%
	Neutral	9	20.9%	6	20.7%	65	32.8%	53	17.4%	11	23.4%	50	25.4%	194	23.7%
	Not Imp.	14	32.6%	12	41.4%	19	9.6%	84	27.6%	15	31.9%	48	24.4%	192	23.5%
	Not at all imp.	0	0.0%	0	0.0%	9	4.5%	79	26.0%	0	0.0%	59	29.9%	147	18.0%
	Don't Know	0	0.0%	0	0.0%	1	0.5%	4	1.3%	0	0.0%	0	0.0%	5	0.6%
	Total	43	100.0%	29	100.0%	198	100.0%	304	100.0%	47	100.0%	197	100.0%	818	100.0%
Gardens	V. Imp	2	4.7%	2	6.9%	29	14.6%	14	4.6%	5	10.6%	6	3.0%	58	7.1%
	Imp.	27	62.8%	15	51.7%	88	44.2%	93	30.5%	26	55.3%	52	26.4%	301	36.7%
	Neutral	6	14.0%	4	13.8%	59	29.6%	57	18.7%	9	19.1%	59	29.9%	194	23.7%
	Not Imp.	8	18.6%	6	20.7%	17	8.5%	77	25.2%	7	14.9%	32	16.2%	147	17.9%
	Not at all imp.	0	0.0%	2	6.9%	5	2.5%	60	19.7%	0	0.0%	47	23.9%	114	13.9%
	Don't Know	0	0.0%	0	0.0%	1	0.5%	4	1.3%	0	0.0%	1	0.5%	6	0.7%
	Total	43	100.0%	29	100.0%	199	100.0%	305	100.0%	47	100.0%	197	100.0%	820	100.0%

How would you rate the importance of the following in your leisure time?		Interview location													
		Bournemouth		Southampton		Reigate		Birmingham		Poole		Bristol		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Interest in antiques	V. Imp	0	0.0%	0	0.0%	24	12.2%	10	3.3%	0	0.0%	8	4.1%	42	5.1%
	Imp.	12	27.9%	5	17.2%	74	37.6%	42	13.8%	11	23.4%	22	11.2%	166	20.3%
	Neutral	4	9.3%	9	31.0%	56	28.4%	56	18.4%	2	4.3%	52	26.4%	179	21.9%
	Not Imp.	24	55.8%	14	48.3%	30	15.2%	110	36.2%	32	68.1%	39	19.8%	249	30.5%
	Not at all imp.	3	7.0%	1	3.4%	12	6.1%	82	27.0%	2	4.3%	73	37.1%	173	21.2%
	Don't Know	0	0.0%	0	0.0%	1	0.5%	4	1.3%	0	0.0%	3	1.5%	8	1.0%
	Total	43	100.0%	29	100.0%	197	100.0%	304	100.0%	47	100.0%	197	100.0%	817	100.0%
Romantic Locations	V. Imp	0	0.0%	0	0.0%	32	16.2%	11	3.6%	1	2.1%	8	4.1%	52	6.3%
	Imp.	24	55.8%	17	58.6%	69	34.8%	57	18.7%	25	53.2%	27	13.7%	219	26.7%
	Neutral	5	11.6%	4	13.8%	70	35.4%	61	20.0%	5	10.6%	59	29.9%	204	24.9%
	Not Imp.	12	27.9%	7	24.1%	18	9.1%	90	29.5%	14	29.8%	40	20.3%	181	22.1%
	Not at all imp.	1	2.3%	1	3.4%	6	3.0%	82	26.9%	2	4.3%	60	30.5%	152	18.6%
	Don't Know	1	2.3%	0	0.0%	3	1.5%	4	1.3%	0	0.0%	3	1.5%	11	1.3%
	Total	43	100.0%	29	100.0%	198	100.0%	305	100.0%	47	100.0%	197	100.0%	819	100.0%
Interesting places to stroll	V. Imp	0	0.0%	0	0.0%	47	23.7%	23	7.6%	0	0.0%	34	17.3%	104	12.7%
	Imp.	43	100.0%	28	96.6%	82	41.4%	166	54.6%	46	97.9%	60	30.6%	425	52.0%
	Neutral	0	0.0%	0	0.0%	56	28.3%	35	11.5%	1	2.1%	53	27.0%	145	17.7%
	Not Imp.	0	0.0%	1	3.4%	9	4.5%	36	11.8%	0	0.0%	22	11.2%	68	8.3%
	Not at all imp.	0	0.0%	0	0.0%	3	1.5%	41	13.5%	0	0.0%	26	13.3%	70	8.6%
	Don't Know	0	0.0%	0	0.0%	1	0.5%	3	1.0%	0	0.0%	1	0.5%	5	0.6%
	Total	43	100.0%	29	100.0%	198	100.0%	304	100.0%	47	100.0%	196	100.0%	817	100.0%
Interesting places to walk	V. Imp	4	9.3%	1	3.4%	49	24.6%	23	7.6%	3	6.4%	38	19.4%	118	14.4%
	Imp.	27	62.8%	15	51.7%	80	40.2%	165	54.5%	22	46.8%	57	29.1%	366	44.8%
	Neutral	6	14.0%	7	24.1%	51	25.6%	39	12.9%	13	27.7%	55	28.1%	171	20.9%
	Not Imp.	6	14.0%	6	20.7%	13	6.5%	33	10.9%	9	19.1%	20	10.2%	87	10.6%
	Not at all imp.	0	0.0%	0	0.0%	5	2.5%	40	13.2%	0	0.0%	25	12.8%	70	8.6%
	Don't Know	0	0.0%	0	0.0%	1	0.5%	3	1.0%	0	0.0%	1	0.5%	5	0.6%
	Total	43	100.0%	29	100.0%	199	100.0%	303	100.0%	47	100.0%	196	100.0%	817	100.0%

How would you rate the importance of the following in your leisure time?		Interview location													
		Bournemouth		Southampton		Reigate		Birmingham		Poole		Bristol		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Archaeological sites	V. Imp	1	2.3%	1	3.6%	14	7.1%	11	3.6%	1	2.1%	4	2.0%	32	3.9%
	Imp.	8	18.6%	7	25.0%	53	26.8%	59	19.4%	10	21.3%	24	12.2%	161	19.7%
	Neutral	9	20.9%	7	25.0%	67	33.8%	35	11.5%	8	17.0%	37	18.8%	163	20.0%
	Not Imp.	21	48.8%	13	46.4%	48	24.2%	112	36.8%	27	57.4%	55	27.9%	276	33.8%
	Not at all imp.	4	9.3%	0	0.0%	14	7.1%	83	27.3%	1	2.1%	74	37.6%	176	21.5%
	Don't Know	0	0.0%	0	0.0%	2	1.0%	4	1.3%	0	0.0%	3	1.5%	9	1.1%
	Total	43	100.0%	28	100.0%	198	100.0%	304	100.0%	47	100.0%	197	100.0%	817	100.0%
Interesting buildings	V. Imp	1	2.3%	1	3.4%	23	11.6%	15	5.0%	4	8.5%	8	4.1%	52	6.4%
	Imp.	31	72.1%	19	65.5%	74	37.4%	103	34.0%	34	72.3%	41	20.8%	302	37.0%
	Neutral	10	23.3%	7	24.1%	56	28.3%	45	14.9%	8	17.0%	46	23.4%	172	21.1%
	Not Imp.	1	2.3%	2	6.9%	34	17.2%	65	21.5%	1	2.1%	50	25.4%	153	18.7%
	Not at all imp.	0	0.0%	0	0.0%	10	5.1%	70	23.1%	0	0.0%	50	25.4%	130	15.9%
	Don't Know	0	0.0%	0	0.0%	1	0.5%	5	1.7%	0	0.0%	2	1.0%	8	1.0%
	Total	43	100.0%	29	100.0%	198	100.0%	303	100.0%	47	100.0%	197	100.0%	817	100.0%
The way people used to live	V. Imp	4	9.3%	8	27.6%	33	16.6%	30	9.9%	9	19.1%	10	5.1%	94	11.5%
	Imp.	32	74.4%	17	58.6%	69	34.7%	118	38.9%	32	68.1%	64	32.5%	332	40.6%
	Neutral	7	16.3%	3	10.3%	63	31.7%	35	11.6%	4	8.5%	54	27.4%	166	20.3%
	Not Imp.	0	0.0%	1	3.4%	19	9.5%	43	14.2%	2	4.3%	27	13.7%	92	11.2%
	Not at all imp.	0	0.0%	0	0.0%	14	7.0%	73	24.1%	0	0.0%	39	19.8%	126	15.4%
	Don't Know	0	0.0%	0	0.0%	1	0.5%	4	1.3%	0	0.0%	3	1.5%	8	1.0%
	Total	43	100.0%	29	100.0%	199	100.0%	303	100.0%	47	100.0%	197	100.0%	818	100.0%
Relaxing places to enjoy tea/coffee	V. Imp	3	7.1%	5	17.2%	58	29.3%	33	10.8%	6	12.8%	40	20.3%	145	17.7%
	Imp.	32	76.2%	15	51.7%	87	43.9%	164	53.8%	31	66.0%	84	42.6%	413	50.5%
	Neutral	7	16.7%	7	24.1%	38	19.2%	43	14.1%	8	17.0%	34	17.3%	137	16.7%
	Not Imp.	0	0.0%	2	6.9%	10	5.1%	26	8.5%	2	4.3%	18	9.1%	58	7.1%
	Not at all imp.	0	0.0%	0	0.0%	4	2.0%	39	12.8%	0	0.0%	21	10.7%	64	7.8%
	Don't Know	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	1	0.1%
	Total	42	100.0%	29	100.0%	198	100.0%	305	100.0%	47	100.0%	197	100.0%	818	100.0%

How would you rate the importance of the following in your leisure time?		Interview location													
		Bournemouth		Southampton		Reigate		Birmingham		Poole		Bristol		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Good quality food /refreshments	V. Imp	6	14.0%	6	20.7%	75	37.7%	50	16.6%	12	25.5%	50	25.4%	199	24.4%
	Imp.	25	58.1%	16	55.2%	86	43.2%	159	52.8%	27	57.4%	85	43.1%	398	48.8%
	Neutral	10	23.3%	6	20.7%	30	15.1%	34	11.3%	7	14.9%	33	16.8%	120	14.7%
	Not Imp.	2	4.7%	1	3.4%	4	2.0%	23	7.6%	1	2.1%	11	5.6%	42	5.1%
	Not at all imp.	0	0.0%	0	0.0%	4	2.0%	35	11.6%	0	0.0%	18	9.1%	57	7.0%
	Don't Know	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Total	43	100.0%	29	100.0%	199	100.0%	301	100.0%	47	100.0%	197	100.0%	816	100.0%
Range of interesting books	V. Imp	1	2.3%	1	3.4%	55	27.9%	23	7.5%	0	0.0%	11	5.6%	91	11.2%
	Imp.	29	67.4%	17	58.6%	80	40.6%	100	32.8%	29	61.7%	48	24.6%	303	37.1%
	Neutral	4	9.3%	5	17.2%	51	25.9%	56	18.4%	3	6.4%	64	32.8%	183	22.4%
	Not Imp.	8	18.6%	5	17.2%	10	5.1%	63	20.7%	14	29.8%	36	18.5%	136	16.7%
	Not at all imp.	1	2.3%	1	3.4%	1	0.5%	62	20.3%	1	2.1%	36	18.5%	102	12.5%
	Don't Know	0	0.0%	0	0.0%	0	0.0%	1	0.3%	0	0.0%	0	0.0%	1	0.1%
	Total	43	100.0%	29	100.0%	197	100.0%	305	100.0%	47	100.0%	195	100.0%	816	100.0%
Interesting things to buy	V. Imp	1	2.4%	0	0.0%	53	26.6%	20	6.6%	0	0.0%	13	6.6%	87	10.6%
	Imp.	14	33.3%	10	34.5%	78	39.2%	117	38.5%	22	46.8%	66	33.5%	307	37.5%
	Neutral	7	16.7%	4	13.8%	52	26.1%	65	21.4%	2	4.3%	52	26.4%	182	22.2%
	Not Imp.	19	45.2%	15	51.7%	14	7.0%	54	17.8%	21	44.7%	31	15.7%	154	18.8%
	Not at all imp.	1	2.4%	0	0.0%	2	1.0%	47	15.5%	2	4.3%	34	17.3%	86	10.5%
	Don't Know	0	0.0%	0	0.0%	0	0.0%	1	0.3%	0	0.0%	1	0.5%	2	0.2%
	Total	42	100.0%	29	100.0%	199	100.0%	304	100.0%	47	100.0%	197	100.0%	818	100.0%
Relaxing environment	V. Imp	8	18.6%	4	13.8%	58	29.6%	52	17.0%	4	8.7%	40	20.3%	166	20.3%
	Imp.	29	67.4%	18	62.1%	96	49.0%	178	58.4%	31	67.4%	95	48.2%	447	54.8%
	Neutral	5	11.6%	5	17.2%	34	17.3%	27	8.9%	10	21.7%	34	17.3%	115	14.1%
	Not Imp.	1	2.3%	2	6.9%	8	4.1%	16	5.2%	1	2.2%	10	5.1%	38	4.7%
	Not at all imp.	0	0.0%	0	0.0%	0	0.0%	31	10.2%	0	0.0%	17	8.6%	48	5.9%
	Don't Know	0	0.0%	0	0.0%	0	0.0%	1	0.3%	0	0.0%	1	0.5%	2	0.2%
	Total	43	100.0%	29	100.0%	196	100.0%	305	100.0%	46	100.0%	197	100.0%	816	100.0%

Would you be interested in any of the following activities at a pay for entry historic house?		Interview location													
		Bournemouth		Southampton		Reigate		Birmingham		Poole		Bristol		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Guided tour of a house	V. Interested	2	4.7%	2	6.9%	10	5.1%	20	6.6%	5	10.6%	3	1.5%	42	5.1%
	Interested	26	60.5%	18	62.1%	82	41.4%	122	40.4%	20	42.6%	33	16.8%	301	36.9%
	Neutral	9	20.9%	4	13.8%	65	32.8%	34	11.3%	14	29.8%	70	35.5%	196	24.0%
	Not Interested	6	14.0%	4	13.8%	31	15.7%	44	14.6%	6	12.8%	32	16.2%	123	15.1%
	Not at All int.	0	0.0%	1	3.4%	9	4.5%	76	25.2%	1	2.1%	57	28.9%	144	17.6%
	Don't know	0	0.0%	0	0.0%	1	0.5%	6	2.0%	1	2.1%	2	1.0%	10	1.2%
	Total	43	100.0%	29	100.0%	198	100.0%	302	100.0%	47	100.0%	197	100.0%	816	100.0%
Guided tour of countryside	V. Interested	0	0.0%	3	10.3%	23	11.6%	15	4.9%	3	6.4%	4	2.0%	48	5.9%
	Interested	12	27.9%	4	13.8%	64	32.2%	72	23.6%	13	27.7%	35	17.8%	200	24.4%
	Neutral	3	7.0%	4	13.8%	69	34.7%	55	18.0%	4	8.5%	79	40.1%	214	26.1%
	Not Interested	17	39.5%	14	48.3%	33	16.6%	81	26.6%	17	36.2%	24	12.2%	186	22.7%
	Not at All int.	11	25.6%	4	13.8%	10	5.0%	82	26.9%	10	21.3%	53	26.9%	170	20.7%
	Don't know	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%	2	0.2%
	Total	43	100.0%	29	100.0%	199	100.0%	305	100.0%	47	100.0%	197	100.0%	820	100.0%
Presentations about art	V. Interested	2	4.7%	0	0.0%	30	15.2%	9	3.0%	1	2.1%	6	3.0%	48	5.9%
	Interested	24	55.8%	14	48.3%	72	36.5%	52	17.0%	25	53.2%	21	10.7%	208	25.4%
	Neutral	11	25.6%	6	20.7%	60	30.5%	52	17.0%	13	27.7%	54	27.4%	196	24.0%
	Not Interested	6	14.0%	9	31.0%	26	13.2%	104	34.1%	8	17.0%	51	25.9%	204	24.9%
	Not at All int.	0	0.0%	0	0.0%	9	4.6%	88	28.9%	0	0.0%	61	31.0%	158	19.3%
	Don't know	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	2.0%	4	0.5%
	Total	43	100.0%	29	100.0%	197	100.0%	305	100.0%	47	100.0%	197	100.0%	818	100.0%
Presentations about family	V. Interested	1	2.3%	1	3.4%	25	12.6%	14	4.6%	1	2.2%	2	1.0%	44	5.4%
	Interested	35	81.4%	20	69.0%	68	34.3%	94	30.8%	34	73.9%	17	8.7%	268	32.8%
	Neutral	7	16.3%	3	10.3%	68	34.3%	51	16.7%	7	15.2%	73	37.2%	209	25.6%
	Not Interested	0	0.0%	5	17.2%	31	15.7%	62	20.3%	4	8.7%	38	19.4%	140	17.1%
	Not at All int.	0	0.0%	0	0.0%	6	3.0%	84	27.5%	0	0.0%	63	32.1%	153	18.7%
	Don't know	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.5%	3	0.4%
	Total	43	100.0%	29	100.0%	198	100.0%	305	100.0%	46	100.0%	196	100.0%	817	100.0%

Would you be interested in any of the following activities at a pay for entry historic house?		Interview location													
		Bournemouth		Southampton		Reigate		Birmingham		Poole		Bristol		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Guided tour of gardens	V. Interested	0	0.0%	1	3.4%	31	15.7%	8	2.6%	4	8.5%	4	2.0%	48	5.9%
	Interested	23	53.5%	14	48.3%	87	43.9%	87	28.5%	19	40.4%	29	14.7%	259	31.6%
	Neutral	8	18.6%	5	17.2%	55	27.8%	58	19.0%	13	27.7%	71	36.0%	210	25.6%
	Not Interested	11	25.6%	8	27.6%	16	8.1%	76	24.9%	10	21.3%	31	15.7%	152	18.6%
	Not at All int.	1	2.3%	1	3.4%	9	4.5%	76	24.9%	0	0.0%	59	29.9%	146	17.8%
	Don't know	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	2.1%	3	1.5%	4	0.5%
	Total	43	100.0%	29	100.0%	198	100.0%	305	100.0%	47	100.0%	197	100.0%	819	100.0%
Presentations about gardening	V. Interested	2	4.7%	3	10.3%	26	13.1%	4	1.3%	4	8.5%	1	0.5%	40	4.9%
	Interested	13	30.2%	6	20.7%	71	35.9%	46	15.1%	10	21.3%	21	10.7%	167	20.4%
	Neutral	7	16.3%	3	10.3%	64	32.3%	58	19.0%	11	23.4%	61	31.1%	204	24.9%
	Not Interested	18	41.9%	16	55.2%	30	15.2%	109	35.7%	22	46.8%	36	18.4%	231	28.2%
	Not at All int.	3	7.0%	1	3.4%	7	3.5%	88	28.9%	0	0.0%	73	37.2%	172	21.0%
	Don't know	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	2.0%	4	0.5%
	Total	43	100.0%	29	100.0%	198	100.0%	305	100.0%	47	100.0%	196	100.0%	818	100.0%
Interactive displays e.g. computers	V. Interested	4	9.5%	3	10.3%	29	14.8%	12	3.9%	4	8.5%	25	12.8%	77	9.5%
	Interested	24	57.1%	14	48.3%	56	28.6%	67	22.0%	18	38.3%	39	20.0%	218	26.8%
	Neutral	1	2.4%	3	10.3%	62	31.6%	46	15.1%	6	12.8%	60	30.8%	178	21.9%
	Not Interested	7	16.7%	7	24.1%	32	16.3%	92	30.3%	8	17.0%	29	14.9%	175	21.5%
	Not at All int.	5	11.9%	2	6.9%	17	8.7%	87	28.6%	11	23.4%	39	20.0%	161	19.8%
	Don't know	1	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.5%	4	0.5%
	Total	42	100.0%	29	100.0%	196	100.0%	304	100.0%	47	100.0%	195	100.0%	813	100.0%
A meal, tea or coffee	V. Interested	7	16.3%	9	31.0%	60	30.3%	22	7.3%	14	29.8%	29	14.7%	141	17.3%
	Interested	29	67.4%	13	44.8%	83	41.9%	141	46.7%	32	68.1%	72	36.5%	370	45.3%
	Neutral	6	14.0%	5	17.2%	47	23.7%	49	16.2%	0	0.0%	51	25.9%	158	19.4%
	Not Interested	1	2.3%	2	6.9%	3	1.5%	27	8.9%	1	2.1%	13	6.6%	47	5.8%
	Not at All int.	0	0.0%	0	0.0%	5	2.5%	62	20.5%	0	0.0%	30	15.2%	97	11.9%
	Don't know	0	0.0%	0	0.0%	0	0.0%	1	0.3%	0	0.0%	2	1.0%	3	0.4%
	Total	43	100.0%	29	100.0%	198	100.0%	302	100.0%	47	100.0%	197	100.0%	816	100.0%

Would you be interested in any of the following activities at a pay for entry historic house?		Interview location													
		Bournemouth		Southampton		Reigate		Birmingham		Poole		Bristol		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Visiting the shop	V. Interested	3	7.0%	2	6.9%	53	26.6%	18	5.9%	2	4.3%	6	3.1%	84	10.3%
	Interested	32	74.4%	21	72.4%	88	44.2%	128	42.2%	38	80.9%	56	28.6%	363	44.4%
	Neutral	7	16.3%	2	6.9%	47	23.6%	56	18.5%	5	10.6%	72	36.7%	189	23.1%
	Not Interested	1	2.3%	4	13.8%	4	2.0%	33	10.9%	2	4.3%	25	12.8%	69	8.4%
	Not at All int.	0	0.0%	0	0.0%	5	2.5%	66	21.8%	0	0.0%	35	17.9%	106	13.0%
	Don't know	0	0.0%	0	0.0%	2	1.0%	2	0.7%	0	0.0%	2	1.0%	6	0.7%
	Total	43	100.0%	29	100.0%	199	100.0%	303	100.0%	47	100.0%	196	100.0%	817	100.0%
Concerts	V. Interested	1	2.3%	3	10.3%	56	28.4%	22	7.2%	9	19.6%	4	2.0%	95	11.7%
	Interested	25	58.1%	15	51.7%	74	37.6%	106	34.9%	23	50.0%	67	34.2%	310	38.0%
	Neutral	6	14.0%	1	3.4%	53	26.9%	46	15.1%	4	8.7%	60	30.6%	170	20.9%
	Not Interested	11	25.6%	10	34.5%	9	4.6%	54	17.8%	10	21.7%	28	14.3%	122	15.0%
	Not at All int.	0	0.0%	0	0.0%	4	2.0%	72	23.7%	0	0.0%	33	16.8%	109	13.4%
	Don't know	0	0.0%	0	0.0%	1	0.5%	4	1.3%	0	0.0%	4	2.0%	9	1.1%
	Total	43	100.0%	29	100.0%	197	100.0%	304	100.0%	46	100.0%	196	100.0%	815	100.0%
Exhibitions	V. Interested	5	11.9%	6	20.7%	61	31.0%	19	6.3%	9	19.1%	12	6.1%	112	13.7%
	Interested	29	69.0%	18	62.1%	72	36.5%	115	38.0%	33	70.2%	51	25.9%	318	39.0%
	Neutral	3	7.1%	2	6.9%	50	25.4%	46	15.2%	4	8.5%	60	30.5%	165	20.2%
	Not Interested	4	9.5%	2	6.9%	10	5.1%	50	16.5%	1	2.1%	31	15.7%	98	12.0%
	Not at All int.	0	0.0%	1	3.4%	4	2.0%	71	23.4%	0	0.0%	37	18.8%	113	13.9%
	Don't know	1	2.4%	0	0.0%	0	0.0%	2	0.7%	0	0.0%	6	3.0%	9	1.1%
	Total	42	100.0%	29	100.0%	197	100.0%	303	100.0%	47	100.0%	197	100.0%	815	100.0%
Children's activities	V. Interested	2	4.7%	7	25.0%	37	18.8%	24	7.9%	11	23.4%	7	3.6%	88	10.8%
	Interested	18	41.9%	6	21.4%	62	31.5%	75	24.7%	20	42.6%	14	7.1%	195	23.9%
	Neutral	1	2.3%	0	0.0%	71	36.0%	41	13.5%	1	2.1%	63	32.1%	177	21.7%
	Not Interested	11	25.6%	7	25.0%	20	10.2%	87	28.6%	7	14.9%	29	14.8%	161	19.8%
	Not at All int.	11	25.6%	8	28.6%	7	3.6%	77	25.3%	8	17.0%	59	30.1%	170	20.9%
	Don't know	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	24	12.2%	24	2.9%
	Total	43	100.0%	28	100.0%	197	100.0%	304	100.0%	47	100.0%	196	100.0%	815	100.0%

Would you be interested in any of the following activities at a pay for entry historic house?		Interview location													
		Bournemouth		Southampton		Reigate		Birmingham		Poole		Bristol		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Children's educational events	V. Interested	7	16.3%	9	32.1%	39	19.8%	32	10.6%	20	42.6%	7	3.6%	114	14.0%
	Interested	14	32.6%	4	14.3%	69	35.0%	74	24.6%	16	34.0%	13	6.6%	190	23.4%
	Neutral	2	4.7%	0	0.0%	70	35.5%	40	13.3%	0	0.0%	66	33.5%	178	21.9%
	Not Interested	10	23.3%	6	21.4%	13	6.6%	81	26.9%	4	8.5%	29	14.7%	143	17.6%
	Not at All int.	10	23.3%	9	32.1%	6	3.0%	74	24.6%	7	14.9%	57	28.9%	163	20.0%
	Don't know	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	25	12.7%	25	3.1%
	Total	43	100.0%	28	100.0%	197	100.0%	301	100.0%	47	100.0%	197	100.0%	813	100.0%
Guided archaeological tours	V. Interested	1	2.3%	0	0.0%	33	16.8%	11	3.6%	2	4.3%	1	0.5%	48	5.9%
	Interested	15	34.9%	15	53.6%	62	31.5%	67	22.1%	13	27.7%	17	8.6%	189	23.2%
	Neutral	7	16.3%	3	10.7%	59	29.9%	54	17.8%	14	29.8%	60	30.5%	197	24.2%
	Not Interested	14	32.6%	9	32.1%	30	15.2%	83	27.4%	15	31.9%	45	22.8%	196	24.0%
	Not at All int.	5	11.6%	1	3.6%	12	6.1%	88	29.0%	3	6.4%	68	34.5%	177	21.7%
	Don't know	1	2.3%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	6	3.0%	8	1.0%
	Total	43	100.0%	28	100.0%	197	100.0%	303	100.0%	47	100.0%	197	100.0%	815	100.0%
Sports events	V. Interested	3	7.1%	0	0.0%	46	23.2%	23	7.6%	8	17.0%	8	4.1%	88	10.8%
	Interested	24	57.1%	17	60.7%	70	35.4%	62	20.5%	32	68.1%	24	12.2%	229	28.1%
	Neutral	2	4.8%	3	10.7%	60	30.3%	54	17.8%	0	0.0%	59	29.9%	178	21.8%
	Not Interested	12	28.6%	8	28.6%	15	7.6%	77	25.4%	7	14.9%	37	18.8%	156	19.1%
	Not at All int.	1	2.4%	0	0.0%	7	3.5%	87	28.7%	0	0.0%	65	33.0%	160	19.6%
	Don't know	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	2.0%	4	0.5%
	Total	42	100.0%	28	100.0%	198	100.0%	303	100.0%	47	100.0%	197	100.0%	815	100.0%
Specialist tours (prompt)	V. Interested	1	2.4%	4	15.4%	32	16.4%	9	3.0%	2	4.3%	2	1.0%	50	6.2%
	Interested	17	40.5%	12	46.2%	68	34.9%	70	23.1%	25	54.3%	5	2.6%	197	24.4%
	Neutral	5	11.9%	3	11.5%	65	33.3%	65	21.5%	9	19.6%	72	36.9%	219	27.1%
	Not Interested	18	42.9%	7	26.9%	16	8.2%	73	24.1%	10	21.7%	38	19.5%	162	20.1%
	Not at All int.	1	2.4%	0	0.0%	6	3.1%	86	28.4%	0	0.0%	61	31.3%	154	19.1%
	Don't know	0	0.0%	0	0.0%	8	4.1%	0	0.0%	0	0.0%	17	8.7%	25	3.1%
	Total	42	100.0%	26	100.0%	195	100.0%	303	100.0%	46	100.0%	195	100.0%	807	100.0%

How important are the following statements to you where 1 is most important and 5 is least important?		Interview location													
		Bournemouth		Southampton		Reigate		Birmingham		Poole		Bristol		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Heritage is important	1	4	9.8%	6	21.4%	14	7.0%	12	3.9%	9	19.6%	10	5.1%	55	6.7%
	2	15	36.6%	13	46.4%	69	34.7%	54	17.8%	17	37.0%	27	13.6%	195	23.9%
	3	20	48.8%	5	17.9%	80	40.2%	86	28.3%	16	34.8%	73	36.9%	280	34.3%
	4	2	4.9%	4	14.3%	25	12.6%	42	13.8%	4	8.7%	39	19.7%	116	14.2%
	5	0	0.0%	0	0.0%	11	5.5%	110	36.2%	0	0.0%	49	24.7%	170	20.8%
	Total	41	100.0%	28	100.0%	199	100.0%	304	100.0%	46	100.0%	198	100.0%	816	100.0%
Heritage is important to my friends and family	1	1	2.4%	0	0.0%	19	9.6%	14	4.6%	1	2.2%	9	4.6%	44	5.4%
	2	10	24.4%	10	35.7%	69	34.8%	53	17.5%	9	19.6%	36	18.3%	187	23.0%
	3	19	46.3%	13	46.4%	74	37.4%	84	27.8%	22	47.8%	75	38.1%	287	35.3%
	4	11	26.8%	5	17.9%	28	14.1%	51	16.9%	14	30.4%	42	21.3%	151	18.6%
	5	0	0.0%	0	0.0%	8	4.0%	100	33.1%	0	0.0%	35	17.8%	143	17.6%
	Total	41	100.0%	28	100.0%	198	100.0%	302	100.0%	46	100.0%	197	100.0%	812	100.0%
Friendly informative staff are as important as the presentation of an historic house or garden	1	3	7.3%	5	17.9%	31	15.5%	89	29.2%	6	13.0%	11	5.6%	145	17.7%
	2	29	70.7%	14	50.0%	76	38.0%	77	25.2%	33	71.7%	66	33.5%	295	36.1%
	3	9	22.0%	7	25.0%	68	34.0%	39	12.8%	7	15.2%	68	34.5%	198	24.2%
	4	0	0.0%	2	7.1%	21	10.5%	21	6.9%	0	0.0%	24	12.2%	68	8.3%
	5	0	0.0%	0	0.0%	4	2.0%	79	25.9%	0	0.0%	28	14.2%	111	13.6%
	Total	41	100.0%	28	100.0%	200	100.0%	305	100.0%	46	100.0%	197	100.0%	817	100.0%
A visit to a beautiful house or garden is inspiring	1	8	19.5%	8	28.6%	48	24.0%	57	18.7%	15	32.6%	8	4.0%	144	17.6%
	2	31	75.6%	17	60.7%	84	42.0%	95	31.1%	24	52.2%	61	30.8%	312	38.1%
	3	2	4.9%	2	7.1%	54	27.0%	67	22.0%	7	15.2%	72	36.4%	204	24.9%
	4	0	0.0%	1	3.6%	11	5.5%	17	5.6%	0	0.0%	25	12.6%	54	6.6%
	5	0	0.0%	0	0.0%	3	1.5%	69	22.6%	0	0.0%	32	16.2%	104	12.7%
	Total	41	100.0%	28	100.0%	200	100.0%	305	100.0%	46	100.0%	198	100.0%	818	100.0%

How important are the following statements to you where 1 is most important and 5 is least important?		Interview location													
		Bournemouth		Southampton		Reigate		Birmingham		Poole		Bristol		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Good food and drink are an important part of a day out	1	5	12.2%	8	29.6%	54	27.0%	88	29.0%	10	22.2%	58	29.4%	223	27.4%
	2	22	53.7%	11	40.7%	80	40.0%	106	35.0%	22	48.9%	58	29.4%	299	36.8%
	3	12	29.3%	5	18.5%	57	28.5%	48	15.8%	11	24.4%	47	23.9%	180	22.1%
	4	2	4.9%	3	11.1%	5	2.5%	22	7.3%	2	4.4%	15	7.6%	49	6.0%
	5	0	0.0%	0	0.0%	4	2.0%	39	12.9%	0	0.0%	19	9.6%	62	7.6%
	Total	41	100.0%	27	100.0%	200	100.0%	303	100.0%	45	100.0%	197	100.0%	813	100.0%
A trip to an historic property gives me an opportunity to pursue my interests	1	3	7.3%	4	14.3%	32	16.2%	17	5.6%	3	6.5%	4	2.0%	63	7.8%
	2	11	26.8%	8	28.6%	59	29.8%	90	29.9%	16	34.8%	34	17.3%	218	26.9%
	3	12	29.3%	10	35.7%	82	41.4%	62	20.6%	14	30.4%	65	33.0%	245	30.2%
	4	15	36.6%	6	21.4%	19	9.6%	47	15.6%	11	23.9%	41	20.8%	139	17.1%
	5	0	0.0%	0	0.0%	6	3.0%	85	28.2%	2	4.3%	53	26.9%	146	18.0%
	Total	41	100.0%	28	100.0%	198	100.0%	301	100.0%	46	100.0%	197	100.0%	811	100.0%
I want to understand the way people lived in the past	1	6	15.0%	6	21.4%	39	19.5%	41	13.4%	5	10.9%	8	4.1%	105	12.9%
	2	26	65.0%	16	57.1%	53	26.5%	86	28.2%	29	63.0%	51	25.9%	261	32.0%
	3	7	17.5%	6	21.4%	78	39.0%	56	18.4%	12	26.1%	73	37.1%	232	28.4%
	4	1	2.5%	0	0.0%	24	12.0%	31	10.2%	0	0.0%	34	17.3%	90	11.0%
	5	0	0.0%	0	0.0%	6	3.0%	91	29.8%	0	0.0%	31	15.7%	128	15.7%
	Total	40	100.0%	28	100.0%	200	100.0%	305	100.0%	46	100.0%	197	100.0%	816	100.0%
I feel that Historic houses and the people that lived in them are an important part of helping me understand my culture.	1	4	10.3%	2	7.1%	26	13.1%	44	14.5%	4	8.9%	4	2.0%	84	10.3%
	2	10	25.6%	15	53.6%	65	32.7%	88	28.9%	14	31.1%	47	23.7%	239	29.4%
	3	21	53.8%	6	21.4%	79	39.7%	54	17.8%	21	46.7%	70	35.4%	251	30.9%
	4	4	10.3%	5	17.9%	22	11.1%	32	10.5%	6	13.3%	42	21.2%	111	13.7%
	5	0	0.0%	0	0.0%	7	3.5%	86	28.3%	0	0.0%	35	17.7%	128	15.7%
	Total	39	100.0%	28	100.0%	199	100.0%	304	100.0%	45	100.0%	198	100.0%	813	100.0%

How important are the following statements to you where 1 is most important and 5 is least important?		Interview location													
		Bournemouth		Southampton		Reigate		Birmingham		Poole		Bristol		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
My friends and family enjoy visits to historic houses	1	1	2.5%	0	0.0%	29	14.5%	19	6.3%	0	0.0%	4	2.0%	53	6.5%
	2	8	20.0%	11	39.3%	73	36.5%	81	26.8%	12	26.1%	43	21.8%	228	28.0%
	3	21	52.5%	14	50.0%	77	38.5%	70	23.2%	24	52.2%	71	36.0%	277	34.1%
	4	10	25.0%	2	7.1%	12	6.0%	45	14.9%	9	19.6%	38	19.3%	116	14.3%
	5	0	0.0%	1	3.6%	9	4.5%	87	28.8%	1	2.2%	41	20.8%	139	17.1%
	Total	40	100.0%	28	100.0%	200	100.0%	302	100.0%	46	100.0%	197	100.0%	813	100.0%
Visits to historic buildings help my children understand the past	1	2	6.1%	3	13.6%	24	12.1%	50	16.4%	5	12.5%	7	3.6%	91	11.5%
	2	15	45.5%	9	40.9%	57	28.8%	101	33.2%	20	50.0%	35	17.9%	237	29.9%
	3	3	9.1%	2	9.1%	98	49.5%	44	14.5%	7	17.5%	69	35.2%	223	28.1%
	4	7	21.2%	5	22.7%	14	7.1%	15	4.9%	4	10.0%	20	10.2%	65	8.2%
	5	6	18.2%	3	13.6%	5	2.5%	94	30.9%	4	10.0%	65	33.2%	177	22.3%
	Total	33	100.0%	22	100.0%	198	100.0%	304	100.0%	40	100.0%	196	100.0%	793	100.0%
Visits to historic building can help my children's education	1	2	6.5%	4	19.0%	34	17.0%	60	19.8%	6	15.4%	7	3.6%	113	14.3%
	2	15	48.4%	11	52.4%	63	31.5%	102	33.7%	23	59.0%	33	16.8%	247	31.2%
	3	3	9.7%	1	4.8%	85	42.5%	40	13.2%	3	7.7%	68	34.5%	200	25.3%
	4	6	19.4%	2	9.5%	15	7.5%	15	5.0%	3	7.7%	21	10.7%	62	7.8%
	5	5	16.1%	3	14.3%	3	1.5%	86	28.4%	4	10.3%	68	34.5%	169	21.4%
	Total	31	100.0%	21	100.0%	200	100.0%	303	100.0%	39	100.0%	197	100.0%	791	100.0%
Beautiful places make me feel good	1	12	30.8%	8	30.8%	66	33.0%	76	25.0%	17	38.6%	12	6.1%	191	23.6%
	2	23	59.0%	13	50.0%	74	37.0%	123	40.5%	25	56.8%	70	35.7%	328	40.5%
	3	4	10.3%	4	15.4%	58	29.0%	54	17.8%	2	4.5%	63	32.1%	185	22.9%
	4	0	0.0%	1	3.8%	1	0.5%	12	3.9%	0	0.0%	16	8.2%	30	3.7%
	5	0	0.0%	0	0.0%	1	0.5%	39	12.8%	0	0.0%	35	17.9%	75	9.3%
	Total	39	100.0%	26	100.0%	200	100.0%	304	100.0%	44	100.0%	196	100.0%	809	100.0%

How important are the following statements to you where 1 is most important and 5 is least important?		Interview location													
		Bournemouth		Southampton		Reigate		Birmingham		Poole		Bristol		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
I always learn something new from a visit to an historic house or garden	1	4	10.0%	5	17.9%	32	16.0%	58	19.0%	4	8.9%	9	4.5%	112	13.7%
	2	24	60.0%	14	50.0%	66	33.0%	111	36.4%	28	62.2%	40	20.2%	283	34.7%
	3	12	30.0%	8	28.6%	84	42.0%	45	14.8%	12	26.7%	97	49.0%	258	31.6%
	4	0	0.0%	1	3.6%	14	7.0%	18	5.9%	1	2.2%	25	12.6%	59	7.2%
	5	0	0.0%	0	0.0%	4	2.0%	73	23.9%	0	0.0%	27	13.6%	104	12.7%
	Total	40	100.0%	28	100.0%	200	100.0%	305	100.0%	45	100.0%	198	100.0%	816	100.0%
A visit to an historic house and garden provides an opportunity for fresh air and exercise	1	7	17.5%	3	10.7%	39	19.6%	68	22.3%	10	22.7%	19	9.6%	146	18.0%
	2	25	62.5%	22	78.6%	77	38.7%	125	41.0%	28	63.6%	65	33.0%	342	42.1%
	3	6	15.0%	2	7.1%	70	35.2%	34	11.1%	5	11.4%	73	37.1%	190	23.4%
	4	1	2.5%	0	0.0%	10	5.0%	9	3.0%	1	2.3%	15	7.6%	36	4.4%
	5	1	2.5%	1	3.6%	3	1.5%	69	22.6%	0	0.0%	25	12.7%	99	12.2%
	Total	40	100.0%	28	100.0%	199	100.0%	305	100.0%	44	100.0%	197	100.0%	813	100.0%
Shops at historic properties usually have interesting things for sale	1	1	2.6%	2	7.1%	36	18.2%	24	8.0%	0	0.0%	2	1.0%	65	8.1%
	2	17	43.6%	9	32.1%	71	35.9%	99	32.9%	20	46.5%	51	25.9%	267	33.1%
	3	18	46.2%	12	42.9%	79	39.9%	81	26.9%	21	48.8%	82	41.6%	293	36.4%
	4	3	7.7%	4	14.3%	8	4.0%	25	8.3%	2	4.7%	24	12.2%	66	8.2%
	5	0	0.0%	1	3.6%	4	2.0%	72	23.9%	0	0.0%	38	19.3%	115	14.3%
	Total	39	100.0%	28	100.0%	198	100.0%	301	100.0%	43	100.0%	197	100.0%	806	100.0%
Have you been for a walk of 5 miles or more in the last 12 months?	Yes	27	61.4%	18	66.7%	70	35.7%	109	36.5%	28	59.6%	72	36.4%	324	40.0%
	No	17	38.6%	9	33.3%	126	64.3%	190	63.5%	19	40.4%	126	63.6%	487	60.0%
	Total	44	100.0%	27	100.0%	196	100.0%	299	100.0%	47	100.0%	198	100.0%	811	100.0%

		Interview location													
		Bournemouth		Southampton		Reigate		Birmingham		Poole		Bristol		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Please indicate from the following list what is most important?	A relaxing, social day out with friends or family	16	36.4%	9	31.0%	81	40.7%	148	48.7%	12	25.5%	114	57.6%	380	46.3%
	To see major attractions in the area	5	11.4%	1	3.4%	36	18.1%	35	11.5%	4	8.5%	14	7.1%	95	11.6%
	To learn something new or pursue an interest	8	18.2%	6	20.7%	32	16.1%	42	13.8%	4	8.5%	17	8.6%	109	13.3%
	To experience fascinating, beautiful or awe-inspiring places	9	20.5%	7	24.1%	35	17.6%	53	17.4%	14	29.8%	17	8.6%	135	16.4%
	Food for the soul	3	6.8%	5	17.2%	6	3.0%	6	2.0%	11	23.4%	8	4.0%	39	4.8%
	To get an adrenalin fix	3	6.8%	1	3.4%	9	4.5%	20	6.6%	2	4.3%	28	14.1%	63	7.7%
	Total	44	100.0%	29	100.0%	199	100.0%	304	100.0%	47	100.0%	198	100.0%	821	100.0%
Which of the following statements best applies to you?	I stick to well known places where I know I am guaranteed a	9	20.5%	4	13.8%	67	33.7%	113	37.2%	8	17.0%	86	43.7%	287	35.0%
	I try a new place if it has been recommended	23	52.3%	18	62.1%	74	37.2%	126	41.4%	28	59.6%	55	27.9%	324	39.5%
	I like making my own discoveries	12	27.3%	7	24.1%	58	29.1%	65	21.4%	11	23.4%	56	28.4%	209	25.5%
	Total	44	100.0%	29	100.0%	199	100.0%	304	100.0%	47	100.0%	197	100.0%	820	100.0%

		Interview location													
		Bournemouth		Southampton		Reigate		Birmingham		Poole		Bristol		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
When planning your days which of the following best applies?	I plan carefully in advance - at least a few days beforehand	20	45.5%	18	62.1%	124	62.0%	159	52.3%	23	48.9%	114	57.9%	458	55.8%
	I act spontaneously - according to mood, weather etc	24	54.5%	11	37.9%	76	38.0%	145	47.7%	24	51.1%	83	42.1%	363	44.2%
	Total	44	100.0%	29	100.0%	200	100.0%	304	100.0%	47	100.0%	197	100.0%	821	100.0%

		Interview location													
		Bournemouth		Southampton		Reigate		Birmingham		Poole		Bristol		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
I would rather go shopping than visit a stately home or the countryside	Agree	7	16.7%	6	20.7%	56	28.1%	126	41.6%	11	24.4%	94	48.0%	300	36.9%
	Disagree	35	83.3%	23	79.3%	143	71.9%	177	58.4%	34	75.6%	102	52.0%	514	63.1%
	Total	42	100.0%	29	100.0%	199	100.0%	303	100.0%	45	100.0%	196	100.0%	814	100.0%
I lead a busy life so when I relax it tends to be at home	Agree	7	16.7%	8	27.6%	70	35.2%	226	74.8%	8	18.2%	96	48.7%	415	51.0%
	Disagree	35	83.3%	21	72.4%	129	64.8%	76	25.2%	36	81.8%	101	51.3%	398	49.0%
	Total	42	100.0%	29	100.0%	199	100.0%	302	100.0%	44	100.0%	197	100.0%	813	100.0%
The arts are important to me	Agree	26	61.9%	16	55.2%	120	60.3%	103	34.0%	29	64.4%	51	25.8%	345	42.3%
	Disagree	16	38.1%	13	44.8%	79	39.7%	200	66.0%	16	35.6%	147	74.2%	471	57.7%
	Total	42	100.0%	29	100.0%	199	100.0%	303	100.0%	45	100.0%	198	100.0%	816	100.0%
With what leisure time I have I prioritise seeking out new experiences	Agree	12	29.3%	9	31.0%	110	55.3%	134	43.9%	18	40.9%	107	54.3%	390	47.9%
	Disagree	29	70.7%	20	69.0%	89	44.7%	171	56.1%	26	59.1%	90	45.7%	425	52.1%
	Total	41	100.0%	29	100.0%	199	100.0%	305	100.0%	44	100.0%	197	100.0%	815	100.0%
For those here with children today - I tend to do what the kids want to do	Agree	2	50.0%	2	50.0%	55	71.4%	126	67.0%	3	50.0%	21	27.3%	209	58.7%
	Disagree	2	50.0%	2	50.0%	22	28.6%	62	33.0%	3	50.0%	56	72.7%	147	41.3%
	Total	4	100.0%	4	100.0%	77	100.0%	188	100.0%	6	100.0%	77	100.0%	356	100.0%
For those here with children today - Children find museums boring	Agree	2	66.7%	1	25.0%	33	46.5%	102	53.4%	3	50.0%	30	43.5%	171	49.7%
	Disagree	1	33.3%	3	75.0%	38	53.5%	89	46.6%	3	50.0%	39	56.5%	173	50.3%
	Total	3	100.0%	4	100.0%	71	100.0%	191	100.0%	6	100.0%	69	100.0%	344	100.0%

		Interview location													
		Bournemouth		Southampton		Reigate		Birmingham		Poole		Bristol		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Gardening / horticulture	Specialist knowledge	5	12.5%	5	17.2%	9	4.6%	2	0.7%	3	6.5%	6	3.0%	30	3.7%
	General interest	20	50.0%	11	37.9%	134	68.0%	135	44.7%	26	56.5%	51	25.8%	377	46.4%
	Neither	15	37.5%	13	44.8%	54	27.4%	165	54.6%	17	37.0%	141	71.2%	405	49.9%
	Total	40	100.0%	29	100.0%	197	100.0%	302	100.0%	46	100.0%	198	100.0%	812	100.0%
Art / art history	Specialist knowledge	1	2.5%	0	0.0%	6	3.0%	2	0.7%	1	2.2%	7	3.5%	17	2.1%
	General interest	22	55.0%	13	44.8%	123	61.8%	98	32.1%	19	41.3%	42	21.2%	317	38.8%
	Neither	17	42.5%	16	55.2%	70	35.2%	205	67.2%	26	56.5%	149	75.3%	483	59.1%
	Total	40	100.0%	29	100.0%	199	100.0%	305	100.0%	46	100.0%	198	100.0%	817	100.0%
Antiques	Specialist knowledge	2	5.0%	0	0.0%	8	4.0%	2	0.7%	1	2.2%	3	1.5%	16	2.0%
	General interest	14	35.0%	8	27.6%	101	51.0%	75	24.8%	14	30.4%	30	15.3%	242	29.8%
	Neither	24	60.0%	21	72.4%	89	44.9%	226	74.6%	31	67.4%	163	83.2%	554	68.2%
	Total	40	100.0%	29	100.0%	198	100.0%	303	100.0%	46	100.0%	196	100.0%	812	100.0%
Architecture	Specialist knowledge	0	0.0%	1	3.4%	4	2.0%	1	0.3%	1	2.2%	2	1.0%	9	1.1%
	General interest	32	80.0%	19	65.5%	102	51.3%	85	27.9%	31	67.4%	30	15.4%	299	36.7%
	Neither	8	20.0%	9	31.0%	93	46.7%	219	71.8%	14	30.4%	163	83.6%	506	62.2%
	Total	40	100.0%	29	100.0%	199	100.0%	305	100.0%	46	100.0%	195	100.0%	814	100.0%

		Interview location													
		Bournemouth		Southampton		Reigate		Birmingham		Poole		Bristol		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
History	Specialist knowledge	0	0.0%	0	0.0%	12	6.1%	13	4.3%	0	0.0%	2	1.0%	27	3.3%
	General interest	31	77.5%	26	89.7%	116	59.2%	144	47.4%	42	91.3%	66	33.5%	425	52.3%
	Neither	9	22.5%	3	10.3%	68	34.7%	147	48.4%	4	8.7%	129	65.5%	360	44.3%
	Total	40	100.0%	29	100.0%	196	100.0%	304	100.0%	46	100.0%	197	100.0%	812	100.0%
Family history / genealogy	Specialist knowledge	0	0.0%	2	6.9%	10	5.1%	8	2.6%	2	4.3%	5	2.5%	27	3.3%
	General interest	19	47.5%	13	44.8%	106	53.5%	127	41.9%	18	39.1%	65	33.0%	348	42.8%
	Neither	21	52.5%	14	48.3%	82	41.4%	168	55.4%	26	56.5%	127	64.5%	438	53.9%
	Total	40	100.0%	29	100.0%	198	100.0%	303	100.0%	46	100.0%	197	100.0%	813	100.0%
Local history	Specialist knowledge	0	0.0%	1	3.4%	9	4.6%	5	1.6%	3	6.4%	6	3.1%	24	3.0%
	General interest	36	90.0%	25	86.2%	121	61.4%	150	49.3%	39	83.0%	78	39.8%	449	55.2%
	Neither	4	10.0%	3	10.3%	67	34.0%	149	49.0%	5	10.6%	112	57.1%	340	41.8%
	Total	40	100.0%	29	100.0%	197	100.0%	304	100.0%	47	100.0%	196	100.0%	813	100.0%
Countryside / wildlife	Specialist knowledge	2	5.0%	1	3.4%	13	6.6%	8	2.6%	3	6.5%	9	4.5%	36	4.4%
	General interest	35	87.5%	22	75.9%	132	66.7%	173	56.9%	41	89.1%	98	49.5%	501	61.5%
	Neither	3	7.5%	6	20.7%	53	26.8%	123	40.5%	2	4.3%	91	46.0%	278	34.1%
	Total	40	100.0%	29	100.0%	198	100.0%	304	100.0%	46	100.0%	198	100.0%	815	100.0%

		Interview location													
		Bournemouth		Southampton		Reigate		Birmingham		Poole		Bristol		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Gender?	Male	29	74.4%	17	68.0%	83	43.5%	122	40.4%	26	66.7%	112	56.6%	389	49.0%
	Female	10	25.6%	8	32.0%	108	56.5%	180	59.6%	13	33.3%	86	43.4%	405	51.0%
	Total	39	100.0%	25	100.0%	191	100.0%	302	100.0%	39	100.0%	198	100.0%	794	100.0%
What is your age group? Please tick ONE box only.	Under 25 yrs	4	9.1%	0	0.0%	27	13.5%	54	17.9%	2	4.7%	44	22.3%	131	16.1%
	25-29 yrs	4	9.1%	2	7.1%	35	17.5%	36	11.9%	5	11.6%	22	11.2%	104	12.8%
	30-34 yrs	0	0.0%	3	10.7%	31	15.5%	23	7.6%	1	2.3%	19	9.6%	77	9.5%
	35-44 yrs	5	11.4%	2	7.1%	54	27.0%	54	17.9%	5	11.6%	27	13.7%	147	18.1%
	45-54 yrs	8	18.2%	8	28.6%	24	12.0%	48	15.9%	9	20.9%	32	16.2%	129	15.8%
	55-65yrs	11	25.0%	7	25.0%	17	8.5%	49	16.2%	13	30.2%	26	13.2%	123	15.1%
	65-74 yrs	10	22.7%	3	10.7%	8	4.0%	24	7.9%	5	11.6%	17	8.6%	67	8.2%
	75+ yrs	2	4.5%	3	10.7%	4	2.0%	14	4.6%	3	7.0%	10	5.1%	36	4.4%
	Total	44	100.0%	28	100.0%	200	100.0%	302	100.0%	43	100.0%	197	100.0%	814	100.0%
Marital status	Single	14	34.1%	3	13.0%	72	37.9%	150	49.5%	14	35.0%	86	44.8%	339	43.0%
	Married	23	56.1%	18	78.3%	101	53.2%	121	39.9%	20	50.0%	76	39.6%	359	45.5%
	Co-habiting	4	9.8%	2	8.7%	26	13.7%	42	13.9%	6	15.0%	34	17.7%	114	14.4%
	Total	41	100.0%	23	100.0%	190	100.0%	303	100.0%	40	100.0%	192	100.0%	789	100.0%
How many children Under 11 years of age?	None	2	28.6%	2	33.3%	105	54.4%	205	67.7%	5	35.7%	164	84.1%	483	67.3%
	1	4	57.1%	4	66.7%	41	21.2%	55	18.2%	6	42.9%	17	8.7%	127	17.7%
	2	0	0.0%	0	0.0%	43	22.3%	31	10.2%	3	21.4%	11	5.6%	88	12.3%
	3	0	0.0%	0	0.0%	3	1.6%	7	2.3%	0	0.0%	1	0.5%	11	1.5%
	4	0	0.0%	0	0.0%	1	0.5%	3	1.0%	0	0.0%	1	0.5%	5	0.7%
	5	1	14.3%	0	0.0%	0	0.0%	2	0.7%	0	0.0%	0	0.0%	3	0.4%
	6+	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	1	0.1%
	Total	7	100.0%	6	100.0%	193	100.0%	303	100.0%	14	100.0%	195	100.0%	718	100.0%

		Interview location													
		Bournemouth		Southampton		Reigate		Birmingham		Poole		Bristol		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
How many children aged 12-16 yrs?	None	3	100.0%	2	28.6%	149	83.2%	264	89.2%	6	54.5%	172	90.5%	596	86.9%
	1	0	0.0%	3	42.9%	19	10.6%	26	8.8%	3	27.3%	12	6.3%	63	9.2%
	2	0	0.0%	1	14.3%	10	5.6%	5	1.7%	1	9.1%	4	2.1%	21	3.1%
	3	0	0.0%	1	14.3%	1	0.6%	1	0.3%	1	9.1%	1	0.5%	5	0.7%
	4	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	1	0.1%
	5	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	6+	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Total	3	100.0%	7	100.0%	179	100.0%	296	100.0%	11	100.0%	190	100.0%	686	100.0%
Employment status?	Carer (Unpaid)	0	0.0%	0	0.0%	1	0.6%	16	6.3%	0	0.0%	3	2.0%	20	3.0%
	Self employed	1	3.6%	4	16.0%	9	5.2%	12	4.7%	9	23.7%	2	1.3%	37	5.5%
	Unemployed	1	3.6%	2	8.0%	12	7.0%	60	23.7%	0	0.0%	22	14.5%	97	14.5%
	Professional	4	14.3%	6	24.0%	57	33.1%	34	13.4%	10	26.3%	13	8.6%	124	18.6%
	Managerial	1	3.6%	4	16.0%	23	13.4%	11	4.3%	3	7.9%	17	11.2%	59	8.8%
	Supervisory	6	21.4%	1	4.0%	15	8.7%	8	3.2%	3	7.9%	2	1.3%	35	5.2%
	Clerical	1	3.6%	0	0.0%	18	10.5%	30	11.9%	1	2.6%	32	21.1%	82	12.3%
	Manual	9	32.1%	5	20.0%	12	7.0%	60	23.7%	5	13.2%	32	21.1%	123	18.4%
	Service	3	10.7%	3	12.0%	11	6.4%	4	1.6%	5	13.2%	3	2.0%	29	4.3%
	Armed service	0	0.0%	0	0.0%	0	0.0%	3	1.2%	1	2.6%	0	0.0%	4	0.6%
	Student	2	7.1%	0	0.0%	14	8.1%	13	5.1%	1	2.6%	23	15.1%	53	7.9%
	Training	0	0.0%	0	0.0%	0	0.0%	2	0.8%	0	0.0%	3	2.0%	5	0.7%
	Total	28	100.0%	25	100.0%	172	100.0%	253	100.0%	38	100.0%	152	100.0%	668	100.0%
At what age did you leave full time education?	14-16	22	51.2%	14	48.3%	24	12.4%	200	65.8%	25	54.3%	100	51.8%	385	47.6%
	17-18	9	20.9%	6	20.7%	65	33.5%	45	14.8%	12	26.1%	41	21.2%	178	22.0%
	19-21	4	9.3%	1	3.4%	48	24.7%	17	5.6%	1	2.2%	23	11.9%	94	11.6%
	Post 21	5	11.6%	6	20.7%	51	26.3%	33	10.9%	8	17.4%	11	5.7%	114	14.1%
	None of these	3	7.0%	2	6.9%	6	3.1%	9	3.0%	0	0.0%	18	9.3%	38	4.7%
	Total	43	100.0%	29	100.0%	194	100.0%	304	100.0%	46	100.0%	193	100.0%	809	100.0%

		Interview location													
		Bournemouth		Southampton		Reigate		Birmingham		Poole		Bristol		Total	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Educational Level?	University Degree or above	6	14.0%	9	32.1%	57	28.6%	16	5.3%	6	13.0%	21	11.1%	115	14.2%
	Professional Institute's Final exam/Higher National Certific	4	9.3%	0	0.0%	22	11.1%	7	2.3%	2	4.3%	6	3.2%	41	5.1%
	GCE 'A' Level/Professional Institute's intermediate exam/SRN	15	34.9%	3	10.7%	39	19.6%	16	5.3%	10	21.7%	33	17.4%	116	14.3%
	GCE 'O' Level / GCSE / Secretarial Diploma / Ordinary Nation	10	23.3%	6	21.4%	50	25.1%	141	46.5%	15	32.6%	68	35.8%	290	35.8%
	Others	4	9.3%	5	17.9%	17	8.5%	30	9.9%	6	13.0%	13	6.8%	75	9.3%
	No academic qualifications	4	9.3%	5	17.9%	14	7.0%	93	30.7%	7	15.2%	49	25.8%	172	21.3%
	Total	43	100.0%	28	100.0%	199	100.0%	303	100.0%	46	100.0%	190	100.0%	809	100.0%
To which of the following ethnic groups do...	White	41	97.6%	26	92.9%	159	79.9%	281	92.7%	44	97.8%	186	94.4%	737	90.5%
	Black African	0	0.0%	0	0.0%	16	8.0%	2	0.7%	0	0.0%	1	0.5%	19	2.3%
	Black Caribbean	0	0.0%	0	0.0%	9	4.5%	7	2.3%	0	0.0%	4	2.0%	20	2.5%
	Indian	0	0.0%	0	0.0%	6	3.0%	4	1.3%	0	0.0%	1	0.5%	11	1.4%
	Pakistani	0	0.0%	0	0.0%	3	1.5%	6	2.0%	0	0.0%	0	0.0%	9	1.1%
	Bangladeshi	0	0.0%	0	0.0%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	2	0.2%
	Asian other	0	0.0%	0	0.0%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	2	0.2%
	Other*	1	2.4%	2	7.1%	2	1.0%	3	1.0%	1	2.2%	5	2.5%	14	1.7%
	Total	42	100.0%	28	100.0%	199	100.0%	303	100.0%	45	100.0%	197	100.0%	814	100.0%

5.3: Open ended comments by Location

5.3.1: Comments from Bournemouth

Q3. Do you support any other charity with regular donations i...(a)

Comments from Bournemouth		Frequency	Percent	Valid Percent
Valid		30	41.7	41.7
	Blood Pressure Association.	1	1.4	1.4
	Breast Cancer.	1	1.4	1.4
	British Legion and Salvation Army.	1	1.4	1.4
	Brugg Museum.	1	1.4	1.4
	Cancer - Marie Curie.	1	1.4	1.4
	Cancer research.	2	2.8	2.8
	Cancer Research.	1	1.4	1.4
	Caring for life and the Church.	1	1.4	1.4
	Cat protection.	1	1.4	1.4
	Cats protection league.	1	1.4	1.4
	Child line and RSPCC.	1	1.4	1.4
	Children Charity.	1	1.4	1.4
	Church.	1	1.4	1.4
	Cystic Fibrosis, Donkey Sanctuary and Cancer research.	1	1.4	1.4
	Derbyshire Association for the Blind.	1	1.4	1.4
	Dogs for the Blind and Heart Beat.	1	1.4	1.4
	Friends of the Lake District.	1	1.4	1.4
	Kemp Hospice - Kidderminster.	1	1.4	1.4
	Local Church.	1	1.4	1.4
	Local community groups.	1	1.4	1.4
	Mind Oxfam.	1	1.4	1.4
	Moose international.	1	1.4	1.4
	Museums.	1	1.4	1.4
	National children's home.	1	1.4	1.4
	Oxfam.	3	4.2	4.2
	PDSA.	1	1.4	1.4
	RLNI and Cancer after care.	1	1.4	1.4
	RNIB	2	2.8	2.8
	RNIB and RLNI.	1	1.4	1.4
	RNLI.	1	1.4	1.4
	Royal British legion. Oxfam.	1	1.4	1.4
	Royal British Legion. PDSA, RSPCA and MacMillan.	1	1.4	1.4
	RSPB	1	1.4	1.4
	RSPB and Cancer research.	1	1.4	1.4
	RSPCA.	2	2.8	2.8
	SRPBA	1	1.4	1.4
	St. Dunstons.	1	1.4	1.4
	Total	72	100.0	100.0

Q4 Other please specify(a)

Comments from Bournemouth		Frequency	Percent	Valid Percent
Valid		64	88.9	88.9
	Canoeing and mountain biking.	1	1.4	1.4
	Cycling everywhere.	1	1.4	1.4
	Fishing.	1	1.4	1.4
	Mountain biking.	1	1.4	1.4
	Paint balling.	1	1.4	1.4
	Scuba Diving.	1	1.4	1.4
	Surfing.	1	1.4	1.4
	Walking in Nepal.	1	1.4	1.4
	Total	72	100.0	100.0

Q6 Other please specify(a)

Comments from Bournemouth		Frequency	Percent	Valid Percent
Valid		46	63.9	63.9
	Bournemouth Echo and leaflets.	1	1.4	1.4
	Bournemouth Echo.	1	1.4	1.4
	Camping and Caravanning club.	1	1.4	1.4
	Camping and Caravanning club. Local "what's on" guide.	1	1.4	1.4
	Daily Echo and local radio.	1	1.4	1.4
	Daily Echo.	1	1.4	1.4
	Leaflets and Local papers.	1	1.4	1.4
	Leaflets in hostels etc.	1	1.4	1.4
	Leaflets.	1	1.4	1.4
	Libraries and leaflets.	1	1.4	1.4
	Libraries and Maidstone echo's.	1	1.4	1.4
	Libraries leaflets.	1	1.4	1.4
	Local papers.	6	8.3	8.3
	Local television and papers.	1	1.4	1.4
	Local television.	1	1.4	1.4
	Organised coach tour brochure.	1	1.4	1.4
	Oxford Mall.	2	2.8	2.8
	Salisbury Journal.	2	2.8	2.8
	Yorkshire Post	1	1.4	1.4
	Total	72	100.0	100.0

Q7 Other(a)

Comments from Bournemouth		Frequency	Percent	Valid Percent
Valid		62	86.1	86.1
	Been in the past stately homes.	1	1.4	1.4
	Doing house up.	1	1.4	1.4
	Mobility.	1	1.4	1.4
	Montacute House.	1	1.4	1.4
	More outdoor activities.	1	1.4	1.4
	Not open every day or all year.	1	1.4	1.4
	Personal economy.	1	1.4	1.4
	Self employed and work six days a week.	1	1.4	1.4
	Sport related.	1	1.4	1.4
	Stowe park, Stockport.	1	1.4	1.4
	Total	72	100.0	100.0

Q9 Please describe the promotion(a)

Comments from Bournemouth		Frequency	Percent	Valid Percent
Valid		43	59.7	59.7
	"What's on Guide" London.	1	1.4	1.4
	Beaulieu Motor Museum.	2	2.8	2.8
	Blenheim Palace - Game fair visitor.	2	2.8	2.8
	Brownsea Island events.	1	1.4	1.4
	Brownsea Island.	1	1.4	1.4
	Can walk from home to Highcliffe Castle.	1	1.4	1.4
	Chatsworth at Christmas.	1	1.4	1.4
	Chatsworth Christmas decorations.	1	1.4	1.4
	Close.	1	1.4	1.4
	Disabled blue badge holder.	1	1.4	1.4
	Exhibition, Terracotta Warrior, in the British Museum.	1	1.4	1.4
	Iron works and coal fields.	1	1.4	1.4
	Kingston Lacey craft fair.	1	1.4	1.4
	Kingston Lacey heritage open days looks on website.	1	1.4	1.4
	Kingston Lacy farmers market.	1	1.4	1.4
	Kingston Lacy Snowdrops.	1	1.4	1.4
	Leaflets for Lulworth Castle.	1	1.4	1.4
	Leaflets in North Yorkshire Bews Museum.	1	1.4	1.4
	Local Dorset houses.	1	1.4	1.4
	Mompesson House event in the gardens.	1	1.4	1.4
	Montacute house and events.	1	1.4	1.4
	Rivington Barn near Wigan.	1	1.4	1.4
	Upton House Classical concert.	1	1.4	1.4
	Upton House.	1	1.4	1.4
	Waddesdon Arts events for children.	1	1.4	1.4
	Warwick castle.	1	1.4	1.4
	White cliffs of Dover walks.	1	1.4	1.4
	Total	72	100.0	100.0

Q10 Other(a)

Comments from Bournemouth		Frequency	Percent	Valid Percent
Valid		25	34.7	34.7
	Am a disabled badge holder.	1	1.4	1.4
	Audio guide to go around at my own pace.	1	1.4	1.4
	Beach hut at Durley Chine.	1	1.4	1.4
	Beach/Coast/Fashion.	1	1.4	1.4
	Beaches and the coast line.	1	1.4	1.4
	Bus rides.	1	1.4	1.4
	Camping and caravan - motor home.	1	1.4	1.4
	Camping.	1	1.4	1.4
	Churches and Allotments.	1	1.4	1.4
	Coast and beaches.	1	1.4	1.4
	Coast.	2	2.8	2.8
	Coastline and military history.	1	1.4	1.4
	Coastline and fishing.	1	1.4	1.4
	Coastline and Natural history plant.	1	1.4	1.4
	Coastline and New Forest.	1	1.4	1.4
	Coastline Beaches.	1	1.4	1.4
	Coastline/ Beaches and the sea.	1	1.4	1.4
	Concert at BIC and Pavilion. Need a Buggy to get around.	1	1.4	1.4
	Cricket.	1	1.4	1.4
	Cycling and music.	1	1.4	1.4
	Cycling holidays. (Art students.)	1	1.4	1.4
	Cycling, swimming and beech.	1	1.4	1.4
	Cycling.	2	2.8	2.8
	Dancing and Cycling.	1	1.4	1.4
	Darts.	1	1.4	1.4
	Design and Art Deco.	1	1.4	1.4
	Disabled badge holder, limited walking.	1	1.4	1.4
	Dog friendly.	1	1.4	1.4
	Dog walking.	1	1.4	1.4
	Fishing.	2	2.8	2.8
	Industrial History.	1	1.4	1.4
	Industrial history.	1	1.4	1.4
	Like to entertain and educate the children.	1	1.4	1.4
	Make dolls houses.	1	1.4	1.4
	Military History especially flying.	1	1.4	1.4
	Mobile home travel. Industrial history " Steam".	1	1.4	1.4
	Motorcycling for pleasure and work.	1	1.4	1.4
	Motor home visitor.	1	1.4	1.4
	Organ music. WW1 and WW2 History.	1	1.4	1.4
	Organised trips or excursions.	2	2.8	2.8
	Sailing and classic cars. Jaguar especially.	1	1.4	1.4
	Seeing/buying online. Mountain biking.	1	1.4	1.4
	Taking groups of foreign students.	1	1.4	1.4
	Total	72	100.0	100.0

Q11 Other/or detail above(a)

Comments from Bournemouth		Frequency	Percent	Valid Percent
Valid		38	52.8	52.8
	Access is a problem as I walk with a stick.	1	1.4	1.4
	Archery and joisting.	1	1.4	1.4
	Arrow course fishing.	1	1.4	1.4
	Audio guide.	1	1.4	1.4
	Audio guides.	2	2.8	2.8
	Audio guides. Interaction on guided tours with a person taking the tours.	1	1.4	1.4
	Audio tour.	1	1.4	1.4
	Audio tours preferred.	1	1.4	1.4
	Audio tours.	2	2.8	2.8
	Audio tours. Caravan and camping club sites nearby.	1	1.4	1.4
	Biking.	1	1.4	1.4
	Booklets.	1	1.4	1.4
	Cannot walk at all I am a buggy user.	1	1.4	1.4
	Choirs.	1	1.4	1.4
	Classic car days.	1	1.4	1.4
	Classic cars.	1	1.4	1.4
	Educational events.	1	1.4	1.4
	Educational school trips.	1	1.4	1.4
	Enactments and Audio guide.	1	1.4	1.4
	Enactments for the grandchildren.	1	1.4	1.4
	Enactments of battle.	1	1.4	1.4
	Fishing.	1	1.4	1.4
	I have some access problems walking. I do try and take out my grandchildren.	1	1.4	1.4
	Interactive for children.	1	1.4	1.4
	Local history.	1	1.4	1.4
	Lost importance.	1	1.4	1.4
	Old craftsmanship.	1	1.4	1.4
	Organised trips.	1	1.4	1.4
	Painting in Heritage properties.	1	1.4	1.4
	Plants for sale.	1	1.4	1.4
	Taking the grand-children.	1	1.4	1.4
	Would take grandchildren.	1	1.4	1.4
	Total	72	100.0	100.0

Q13 Could you name one leisure attraction that...(a)

Comments from Bournemouth		Frequency	Percent	Valid Percent
Valid	Alton Towers.	1	1.4	1.4
	Arne peninsular.	1	1.4	1.4
	Arundel house, Salisbury.	1	1.4	1.4
	Beamish Village.	1	1.4	1.4
	Beaulieu car museum.	1	1.4	1.4
	Blaenavon Colliery Mining Museum.	1	1.4	1.4
	Bournemouth Promenade and Lower gardens.	1	1.4	1.4
	Bournemouth sea front.	1	1.4	1.4
	Bovington tank museum.	1	1.4	1.4
	Brownsea Island.	3	4.2	4.2
	Chatsworth house.	1	1.4	1.4
	Chatsworth.	1	1.4	1.4
	Chesterfield Cathedral.	1	1.4	1.4
	Compton Acres.	2	2.8	2.8
	Fishing at Boscombe pier.	1	1.4	1.4
	Florence.	1	1.4	1.4
	Fountains Abbey in Yorkshire.	1	1.4	1.4
	Fratton Park, Portsmouth.	1	1.4	1.4
	Henley-On-Thames	1	1.4	1.4
	Hythe Ferry at Southampton.	1	1.4	1.4
	Isle of Wight.	1	1.4	1.4
	Kettle Well village in Yorkshire Dales.	1	1.4	1.4
	Knightshayes court.	2	2.8	2.8
	Lichfield Cathedral.	1	1.4	1.4
	Longleat, house and gardens.	1	1.4	1.4
	Lower coast area.	1	1.4	1.4
	Lufferton White Horse, Ridgeway, Oxfordshire.	1	1.4	1.4
	Lyme Regis.	1	1.4	1.4
	Maritime museum. Cherbourg.	1	1.4	1.4
	Milestones museum, Basingstoke.	1	1.4	1.4
	Mining Museum.	1	1.4	1.4
	Montacute house.	1	1.4	1.4
	Moors Valley, Go Ape and tree top trail.	1	1.4	1.4
	Mottisfont Abbey.	1	1.4	1.4
	National Air show at Fairford.	1	1.4	1.4
	New Forest area.	1	1.4	1.4
	New Forest.	1	1.4	1.4
	New Forest.	1	1.4	1.4
	Oceanarium Bournemouth.	2	2.8	2.8
	Osborne House	1	1.4	1.4
	Paulton's Park	1	1.4	1.4
	Poole Quay area.	1	1.4	1.4
	Portsmouth dockyard.	1	1.4	1.4
	RHS Wisley.	2	2.8	2.8
	Rivington Barn near Wigan.	1	1.4	1.4
	Roman baths at Bath.	1	1.4	1.4

Royal signals museum at Blandford.	1	1.4	1.4
Royal Yacht "Britannia".	1	1.4	1.4
Russell Cotes Museum.	1	1.4	1.4
Russell Cotes.	1	1.4	1.4
Salisbury City Museum.	1	1.4	1.4
Sizergh Castle, Nr Penrith Lake District.	1	1.4	1.4
Southampton City gallery.	1	1.4	1.4
Southwold Norfolk.	1	1.4	1.4
Studland Beach.	1	1.4	1.4
Swanage.	1	1.4	1.4
Tate gallery St Ives.	1	1.4	1.4
The castle museum in Dorchester.	1	1.4	1.4
Upton House, Upton Poole.	1	1.4	1.4
Victoria and Albert Museum, London.	1	1.4	1.4
Victoria falls.	1	1.4	1.4
Vienna, Austria.	1	1.4	1.4
Warwick Castle.	2	2.8	2.8
Waverley trip to Swanage.	1	1.4	1.4
West cliff area.	1	1.4	1.4
Total	72	100.0	100.0

Q14 Why did you enjoy it?(a)

Comments from Bournemouth		Frequency	Percent	Valid Percent
Valid		1	1.4	1.4
	Activity, Sunseeker yachts etc.	1	1.4	1.4
	Always more to see and it is free.	1	1.4	1.4
	An interest - Fascinating.	1	1.4	1.4
	Animals and the villages.	1	1.4	1.4
	Art.	1	1.4	1.4
	Atmosphere and setting.	1	1.4	1.4
	Band playing.	1	1.4	1.4
	Beaches and surfing.	1	1.4	1.4
	By sea, small town with lovely views.	1	1.4	1.4
	Camping.	1	1.4	1.4
	Children fascinated.	1	1.4	1.4
	Clean sand views to Isle of Wight and Purbeck.	1	1.4	1.4
	Close to home, beeches and views.	1	1.4	1.4
	Close to home, Sundays trip out with the family.	1	1.4	1.4
	Coastline, camping and caravanning.	1	1.4	1.4
	Combined with Buxton gardens and house and water sports.	1	1.4	1.4
	Contents.	1	1.4	1.4
	Core flowers, gardens and new glass house.	1	1.4	1.4
	Costal and old World charm.	1	1.4	1.4
	Daughter enjoys peacocks, walk and café.	1	1.4	1.4
	Day trip and boats around Poole harbour.	1	1.4	1.4
	Easy for access in Buggy and colourful views.	1	1.4	1.4
	Excellent facilities and well organised.	1	1.4	1.4
	Fascinating museum, can spend three or four hours visit with no trouble.	1	1.4	1.4

Family day out with picnic.	1	1.4	1.4
Family day out.	1	1.4	1.4
Family visit.	1	1.4	1.4
For enthusiasts - variety of aircraft.	1	1.4	1.4
Gardens superb.	1	1.4	1.4
Grandson in the Army Cadets.	1	1.4	1.4
Grounds.	1	1.4	1.4
Heath, Sherborne and birds.	1	1.4	1.4
History well marketed and organised.	1	1.4	1.4
Hobby.	1	1.4	1.4
House history and the gardens. Vitoria connection.	1	1.4	1.4
Iconic and lovely walks.	1	1.4	1.4
Impressed on how clean it was. Museums.	1	1.4	1.4
Inspiring.	1	1.4	1.4
Interest in cars - classical and modern.	1	1.4	1.4
Interest in gardening and nature.	1	1.4	1.4
It was a birthday treat and I found it very interesting.	1	1.4	1.4
Local - like to go off season.	1	1.4	1.4
Local history in South Wiltshire.	1	1.4	1.4
Local history.	1	1.4	1.4
Local property within walking distance.	1	1.4	1.4
Lots to do - rides.	1	1.4	1.4
Our heritage - industrial.	1	1.4	1.4
Portsmouth Football Club Fan.	1	1.4	1.4
Red squirrels scouting connection very interesting.	1	1.4	1.4
River running through it and the gardens.	1	1.4	1.4
River setting.	1	1.4	1.4
Roman history is interesting to students and it is well organised.	1	1.4	1.4
Scarecrow days, quizzes for children and adults.	1	1.4	1.4
Scouting guide for the children.	1	1.4	1.4
Seeing the gardens and accessible.	1	1.4	1.4
Setting, so well organised.	1	1.4	1.4
Spectacular not commercial - like Niagra.	1	1.4	1.4
Steam boat excellent.	1	1.4	1.4
Swanage railway.	1	1.4	1.4
The building everything working and the castle is in order.	1	1.4	1.4
The setting "spire".	1	1.4	1.4
The whole area and the animals.	1	1.4	1.4
The whole city atmosphere is a treasure trove.	1	1.4	1.4
Unexpected pleasure.	1	1.4	1.4
Variety of Art and design features.	1	1.4	1.4
Very interesting building and variety of fish.	1	1.4	1.4
Victory and Warrior especially Army and Navy.	1	1.4	1.4
Went as a family.	1	1.4	1.4
Went with Granddaughter.	1	1.4	1.4
Wildlife.	1	1.4	1.4
Woodland walks and family that lived there.	1	1.4	1.4
Total	72	100.0	100.0

Q23 May we ask your postcode?(a)

Postcodes from Bournemouth		Frequency	Percent	Valid Percent
Valid	AL6 9PU	1	1.4	1.4
	BELGIUM.	2	2.8	2.8
	BH1 1JB	1	1.4	1.4
	BH10 5EW	1	1.4	1.4
	BH10 5NZ	1	1.4	1.4
	BH10 6EU	1	1.4	1.4
	BH10 7BB	1	1.4	1.4
	BH11 8DX	1	1.4	1.4
	BH11 8EZ	1	1.4	1.4
	BH11 8LM	1	1.4	1.4
	BH12 1PU	1	1.4	1.4
	BH12 2BJ	1	1.4	1.4
	BH14 8TP	1	1.4	1.4
	BH15 1QA	1	1.4	1.4
	BH15 4QA	1	1.4	1.4
	BH2 5EF	1	1.4	1.4
	BH2 6BP	1	1.4	1.4
	BH2 6EW	1	1.4	1.4
	BH21 2ER	1	1.4	1.4
	BH23 1JD	1	1.4	1.4
	BH25 5LL	1	1.4	1.4
	BH3 7HY	1	1.4	1.4
	BH31 6DL	1	1.4	1.4
	BH5 1DU	1	1.4	1.4
	BH5 2EJ	1	1.4	1.4
	BH8 8HU	1	1.4	1.4
	BH8 8SF	1	1.4	1.4
	BR8 7HH	1	1.4	1.4
	CF31 1LN	1	1.4	1.4
	CH62 0AG	1	1.4	1.4
	CM2 9SG	1	1.4	1.4
	CT11 0DP	1	1.4	1.4
	CW2 8HH	1	1.4	1.4
	DL9 3RB	1	1.4	1.4
	DY11 6JT	1	1.4	1.4
	E17 4EA	1	1.4	1.4
	EX14 2DU	1	1.4	1.4
	Guernsey.	1	1.4	1.4
	HP2 4LD	1	1.4	1.4
	IP32	1	1.4	1.4
	LE11 2PW	1	1.4	1.4
	M46 0DL	1	1.4	1.4
	NE13 6LH	1	1.4	1.4
	NETHERLANDS	2	2.8	2.8
	NG10 1JY	1	1.4	1.4
	NG21 0RD	1	1.4	1.4

NP12 9DS	1	1.4	1.4
NP7	1	1.4	1.4
OX12	1	1.4	1.4
OX14 4JQ	1	1.4	1.4
OX20 1AB	1	1.4	1.4
OX4 4HT	1	1.4	1.4
OX9 3JQ	1	1.4	1.4
SA31 1OS	1	1.4	1.4
SO19 7JS	1	1.4	1.4
SO53 3AU	1	1.4	1.4
SP1 2MD	1	1.4	1.4
SP2 7GE	1	1.4	1.4
SPAIN	1	1.4	1.4
ST5 3DD	1	1.4	1.4
SW1 SS	1	1.4	1.4
SW6 2BY	1	1.4	1.4
TA15 6St	1	1.4	1.4
TA2 6JN	1	1.4	1.4
TQ3 4PS	1	1.4	1.4
WA15 7AD	1	1.4	1.4
WF16 9NR	1	1.4	1.4
WM1 2RF	1	1.4	1.4
WS2 9PU	1	1.4	1.4
Y07 1NA	1	1.4	1.4
Total	72	100.0	100.0

5.3.2: Comments from Southampton

Q3 Do you support any other charity with regular donations i...(a)

Comments from Southampton		Frequency	Percent	Valid Percent
Valid		19	47.5	47.5
	Aids.	1	2.5	2.5
	Air Ambulance.	1	2.5	2.5
	BHF	1	2.5	2.5
	Cancer research.	1	2.5	2.5
	Cancer Research.	1	2.5	2.5
	Coastline defences in Holland.	1	2.5	2.5
	Dorset Wildlife Trust.	1	2.5	2.5
	Heart Foundation and MS Society.	1	2.5	2.5
	Leukaemia Research.	1	2.5	2.5
	Oxfam.	1	2.5	2.5
	PDSA.	1	2.5	2.5
	RLNI, Oxfam.	1	2.5	2.5
	RNLI	3	7.5	7.5
	RNLI and RNIB.	1	2.5	2.5
	Royal British Legion.	1	2.5	2.5
	RSPCA	1	2.5	2.5
	Salvation army.	1	2.5	2.5
	Southampton Tour guide society and Church charities.	1	2.5	2.5
	Steam railways society - Severn Valley.	1	2.5	2.5
	Total	40	100.0	100.0

Q4 Other please specify(a)

Comments from Southampton		Frequency	Percent	Valid Percent
Valid		35	87.5	87.5
	Climbed a Waterfall.	1	2.5	2.5
	Horse riding.	1	2.5	2.5
	Kite Surfing.	1	2.5	2.5
	Sailing and mountain biking,	1	2.5	2.5
	Sailing travelling through work.	1	2.5	2.5
	Total	40	100.0	100.0

Q6 Other please specify(a)

Comments from Southampton		Frequency	Percent	Valid Percent
Valid		23	57.5	57.5
	Daily Echo.	3	7.5	7.5
	Echo.	1	2.5	2.5
	Jersey news.	1	2.5	2.5
	Leaflets.	1	2.5	2.5
	Librarians.	1	2.5	2.5
	Local knowledge.	1	2.5	2.5
	Local papers and radio.	1	2.5	2.5
	Local papers.	1	2.5	2.5
	Local TV and radio.	1	2.5	2.5
	Notice boards. Leaflets and posters.	1	2.5	2.5
	Organised garden tour.	1	2.5	2.5
	Saga/CSMA	1	2.5	2.5
	School network.	2	5.0	5.0
	Southampton Echo and other local news papers.	1	2.5	2.5
	Total	40	100.0	100.0

Q 7Other(a)

Comments from Southampton		Frequency	Percent	Valid Percent
Valid		34	85.0	85.0
	Cost of four children.	1	2.5	2.5
	Expensive and other priorities.	1	2.5	2.5
	Housebound and off work sick.	1	2.5	2.5
	Short visit to the UK. Daughter a Sutton Uni.	1	2.5	2.5
	Too expensive and difficult to get to.	1	2.5	2.5
	Work away from home.	1	2.5	2.5
	Total	40	100.0	100.0

Q9 Please describe the promotion(a)

Comments from Southampton		Frequency	Percent	Valid Percent
Valid		22	55.0	55.0
	Beaulieu Motor Museum.	1	2.5	2.5
	British Museum exhibition.	1	2.5	2.5
	Brownsea Island events.	1	2.5	2.5
	Brownsea.	1	2.5	2.5
	Brownsea. Theatre (Shakespeare.)	1	2.5	2.5
	Chartwell	1	2.5	2.5
	Daily Echo. Titanic exhibits in Maritime museum.	1	2.5	2.5
	Exhibition at Mottisfont.	1	2.5	2.5
	Garden event Mompesson house,	1	2.5	2.5
	Guernsey's second World War Museum.	1	2.5	2.5
	Isle of Wight, Osborne House.	1	2.5	2.5
	Leaflets.	1	2.5	2.5
	Mottistone gardens, Isle of Wight.	1	2.5	2.5
	Osborne House Isle of Wight and Carisbrooke Castle.	1	2.5	2.5
	Osborne House. Carisbrooke Castle.	1	2.5	2.5
	Portsmouth Dockyard. Theme Days.	1	2.5	2.5
	Stratford-Upon-Avon - Shakespeare.	1	2.5	2.5
	Two for one offer on trains took us to London/Tower Bridge.	1	2.5	2.5
	Total	40	100.0	100.0

Q10 Other(a)

Comments from Southampton		Frequency	Percent	Valid Percent
Valid		20	50.0	50.0
	Angling.	1	2.5	2.5
	Beaches.	1	2.5	2.5
	Chilling out from work.	1	2.5	2.5
	Coastline, Beaches and Quays.	1	2.5	2.5
	Cruises from USA.	1	2.5	2.5
	Cruises.	1	2.5	2.5
	Cycling and caravan club.	1	2.5	2.5
	Entertaining for children.	1	2.5	2.5
	Garden and nurseries.	1	2.5	2.5
	Industrial history.	1	2.5	2.5
	IT hobby and professional.	1	2.5	2.5
	Maritime visitors and photography,	1	2.5	2.5
	Military History.	1	2.5	2.5
	Pigeon racing.	1	2.5	2.5
	Sailing.	1	2.5	2.5
	Tracing family history.	1	2.5	2.5
	Travelling in a motor home but disabled.	1	2.5	2.5
	Travelling in a motor home and campsites.	1	2.5	2.5
	Walking,	1	2.5	2.5
	Walking.	1	2.5	2.5
	Total	40	100.0	100.0

Q11 Other/or detail above(a)

Comments from Southampton		Frequency	Percent	Valid Percent
Valid		26	65.0	65.0
	Any nautical themes.	1	2.5	2.5
	Audio tours.	1	2.5	2.5
	Building techniques.	1	2.5	2.5
	Educational Trips.	1	2.5	2.5
	Family history.	2	5.0	5.0
	Fishing.	2	5.0	5.0
	Has to be dog friendly.	1	2.5	2.5
	Motor home users.	1	2.5	2.5
	Nurseries and garden centres.	1	2.5	2.5
	Prefer Audio tour. Industrial and agricultural history,	1	2.5	2.5
	Prefer audio tours.	1	2.5	2.5
	School trips and education trips.	1	2.5	2.5
	Total	40	100.0	100.0

Q13 Could you name one leisure attraction that...(a)

Comments from Southampton		Frequency	Percent	Valid Percent
Valid				
	Alcatraz tour - San Francisco.	1	2.5	2.5
	Arundel house, Edward heath. Salisbury.	1	2.5	2.5
	Beijing.	1	2.5	2.5
	Brading, Isle of Wight.	1	2.5	2.5
	Bridge North on Severn Valley Railway.	1	2.5	2.5
	BSO Concert at Royal Victoria.	1	2.5	2.5
	Cadiz in Spain.	1	2.5	2.5
	City of Oxford.	1	2.5	2.5
	Exbury gardens.	1	2.5	2.5
	Hythe Town.	1	2.5	2.5
	Kingston Lacey.	1	2.5	2.5
	Leaning tower of Pisa	1	2.5	2.5
	Longleat.	2	5.0	5.0
	Maritime Museum, Cherbourg.	1	2.5	2.5
	Maritime museum, Southampton.	1	2.5	2.5
	Mayflower Park in Southampton.	1	2.5	2.5
	Mottisfont.	1	2.5	2.5
	New forest area and villages.	1	2.5	2.5
	New York.	1	2.5	2.5
	Normandy Beaches.	1	2.5	2.5
	Open air museum at Dudley, West Midlands.	1	2.5	2.5
	Osborne House, Isle of Wight.	1	2.5	2.5
	Pont De Guard - South of France.	1	2.5	2.5
	Poole Quay.	1	2.5	2.5
	Portsmouth dockyard.	1	2.5	2.5
	Portsmouth Dockyard.	1	2.5	2.5
	Portsmouth Historic Dockyard.	1	2.5	2.5
	RAF Duckford and American Museum.	1	2.5	2.5

Royal Victoria Park, Netley.	1	2.5	2.5
Skomer Island, Pembrokeshire.	1	2.5	2.5
Southampton art museum.	1	2.5	2.5
Southampton Town Quay.	1	2.5	2.5
Southampton Wall Walk.	1	2.5	2.5
Spinnaker Tower and Gunwarfe Quays.	1	2.5	2.5
Tate Modern.	1	2.5	2.5
The priory gardens in Christchurch.	1	2.5	2.5
Tyntesfield.	1	2.5	2.5
Winchester Museum.	1	2.5	2.5
Wisley RHS.	1	2.5	2.5
Total	40	100.0	100.0

Q14 Why did you enjoy it?(a)

Comments from Southampton		Frequency	Percent	Valid Percent
Valid	Air History.	1	2.5	2.5
	All round entertainment. Animals, house and grounds.	1	2.5	2.5
	Always fascinates - the setting also.	1	2.5	2.5
	An enthusiast.	1	2.5	2.5
	As sun set lovely setting looking over Brownsea Island.	1	2.5	2.5
	Beautiful and Peaceful.	1	2.5	2.5
	BSO Summer Prom.	1	2.5	2.5
	Building and fantastic art.	1	2.5	2.5
	Colleges and spires.	1	2.5	2.5
	Colours and Azaleas.	1	2.5	2.5
	English Maritime History.	1	2.5	2.5
	Fascinating.	1	2.5	2.5
	Family day out.	1	2.5	2.5
	Ferry and lovely day out.	1	2.5	2.5
	Finding out new things on local history.	1	2.5	2.5
	Fishing and fresh air.	1	2.5	2.5
	Gardens, roses and setting.	1	2.5	2.5
	Guided tour was very interesting, informative guide.	1	2.5	2.5
	Happy day out with friends. Liked the Titanic story.	1	2.5	2.5
	Historical Ships Warrior and heritage.	1	2.5	2.5
	House , animals and Parkland.	1	2.5	2.5
	House and Gardens.	1	2.5	2.5
	Local History/canals.	1	2.5	2.5
	Local to Southampton water.	1	2.5	2.5
	Modern and ancient.	1	2.5	2.5
	Naval History, children loved it.	1	2.5	2.5
	Nice setting and lovely grounds.	1	2.5	2.5
	Nice to see development, will go again.	1	2.5	2.5
	Position and did prisoners escape.	1	2.5	2.5
	Relatives nearby.	1	2.5	2.5
	Relaxing sitting out and watching people.	1	2.5	2.5
	Riding and walking.	1	2.5	2.5
	Royal connections, grounds and costume.	1	2.5	2.5

Sea history and sailing on the coast.	1	2.5	2.5
South of France - generally hilltop villages.	1	2.5	2.5
Spend a lot of time there.	1	2.5	2.5
Variety and setting.	1	2.5	2.5
Views from east side of Brooklyn Bridge back to Manhattan.	1	2.5	2.5
Wildlife and the coastline.	1	2.5	2.5
World War Two history.	1	2.5	2.5
Total	40	100.0	100.0

Q23 May we ask your postcode?(a)

Comments from Southampton		Frequency	Percent	Valid Percent
Valid	AUSTALIA	1	2.5	2.5
	AUSTRALIA	1	2.5	2.5
	BH10 7HB	1	2.5	2.5
	BH18	1	2.5	2.5
	BH18 9ND	1	2.5	2.5
	BH23 4BE	1	2.5	2.5
	BR4 0EU	1	2.5	2.5
	CANADA	1	2.5	2.5
	CR8 5JT	1	2.5	2.5
	CV3 2JR	1	2.5	2.5
	FRANCE	2	5.0	5.0
	FRANCE.	1	2.5	2.5
	GERMANY	1	2.5	2.5
	Guernsey	1	2.5	2.5
	GURNSEY.	1	2.5	2.5
	IP6 0LH	1	2.5	2.5
	Jersey.	1	2.5	2.5
	NETHERLANDS	1	2.5	2.5
	Netherlands.	1	2.5	2.5
	PO15 6PE	1	2.5	2.5
	PO31 8LD	1	2.5	2.5
	SO14 2BB	1	2.5	2.5
	SO16 6RS	1	2.5	2.5
	SO16 7HY	1	2.5	2.5
	SO16 7PL	1	2.5	2.5
	SO19 7LQ	1	2.5	2.5
	SO19 9JT	1	2.5	2.5
	SO31 5PZ	1	2.5	2.5
	SO40 8XB	1	2.5	2.5
	SO45	1	2.5	2.5
	SO45 5ST	1	2.5	2.5
	SO50 7BO	1	2.5	2.5
	SO51 5ST	1	2.5	2.5
	SP2 7AF	1	2.5	2.5
	TA14 4XD	1	2.5	2.5
	Turkey.	1	2.5	2.5
	USA	2	5.0	5.0

WS12 0PW	1	2.5	2.5
Total	40	100.0	100.0

5.3.3: Comments from Reigate

Q3 Do you support any other charity with regular donations i...(a)

Comments from Reigate		Frequency	Percent	Valid Percent
Valid		126	62.7	62.7
	Action aid.	1	0.5	0.5
	Action Aid.	1	0.5	0.5
	Age concern.	1	0.5	0.5
	Asthenia foundation.	1	0.5	0.5
	Asthenia support.	1	0.5	0.5
	Battersea dogs home.	1	0.5	0.5
	Brain damage children.	1	0.5	0.5
	British heart foundation.	2	1.0	1.0
	British trust.	1	0.5	0.5
	Cancer fund.	1	0.5	0.5
	Cancer research.	9	4.5	4.5
	Cancer UK.	1	0.5	0.5
	Cancer.	1	0.5	0.5
	Childcare.	1	0.5	0.5
	Children's society.	1	0.5	0.5
	Children's aid.	1	0.5	0.5
	Christian aid.	1	0.5	0.5
	Church.	1	0.5	0.5
	Diabetic research.	1	0.5	0.5
	Diabetics UK.	1	0.5	0.5
	Diabetics UK.	1	0.5	0.5
	Friends of the Earth.	1	0.5	0.5
	Give blood.	1	0.5	0.5
	Green peace.	1	0.5	0.5
	Hope for children.	1	0.5	0.5
	Leukaemia research.	1	0.5	0.5
	Mace.	1	0.5	0.5
	Macmillan Cancer.	1	0.5	0.5
	Marie curie.	1	0.5	0.5
	Ms trust do cancer research.	1	0.5	0.5
	None	1	0.5	0.5
	NSPCC	4	2.0	2.0
	Oxfam.	4	2.0	2.0
	Plants preservation.	1	0.5	0.5
	Poppy.	1	0.5	0.5
	Red cross.	4	2.0	2.0
	RHS.	1	0.5	0.5
	RINB.	1	0.5	0.5
	RSPCC	1	0.5	0.5
	Salvation army.	1	0.5	0.5
	Save the children.	3	1.5	1.5
	Service Over sea's.	1	0.5	0.5

Society for the blind.	2	1.0	1.0
Spinal card injury.	1	0.5	0.5
Toy boss charity.	1	0.5	0.5
UK wolf conservation trust.	1	0.5	0.5
Warwick.	1	0.5	0.5
Water aid.	1	0.5	0.5
Wildlife.	2	1.0	1.0
Woodland Trust.	1	0.5	0.5
World rescue.	1	0.5	0.5
World vision.	2	1.0	1.0
Total	201	100.0	100.0

Q7 Other(a)

Comments from Reigate		Frequency	Percent	Valid Percent
Valid		197	98.0	98.0
	Can't drive.	1	0.5	0.5
	Financial reasons.	1	0.5	0.5
	It's too far from home.	1	0.5	0.5
	Kew garden.	1	0.5	0.5
	Total	201	100.0	100.0

Q9 Please describe the promotion(a)

Comments from Reigate		Frequency	Percent	Valid Percent
Valid		162	80.6	80.6
	Brighton summer events in July 2008.	1	0.5	0.5
	British heritage events.	1	0.5	0.5
	Can't remember.	1	0.5	0.5
	Chelsea flower show.	1	0.5	0.5
	Chessington Palace.	1	0.5	0.5
	Dockyards.	1	0.5	0.5
	Events in London.	1	0.5	0.5
	Festival 2008.	1	0.5	0.5
	For National Trust day.	1	0.5	0.5
	Hampton court palace.	2	1.0	1.0
	In a magazine- Chartwell.	1	0.5	0.5
	Leaflet for Hever.	1	0.5	0.5
	London eye.	1	0.5	0.5
	London Marathon.	1	0.5	0.5
	London zoo.	1	0.5	0.5
	Music festival.	1	0.5	0.5
	National garden, museum.	1	0.5	0.5
	New paper.	1	0.5	0.5
	On railway station platform.	1	0.5	0.5
	Osborne House- Isle of Wright.	1	0.5	0.5
	Polesden Lacey.	1	0.5	0.5
	Posters and website of property.	1	0.5	0.5
	Reigate fireworks and music.	1	0.5	0.5

Reigate summer music.	3	1.5	1.5
Reigate survey event 2008.	1	0.5	0.5
Rochester castle.	1	0.5	0.5
Sheffield Park.	1	0.5	0.5
Slimbridge.	1	0.5	0.5
Summer festivals.	1	0.5	0.5
Summer music event.	2	1.0	1.0
Summer music.	1	0.5	0.5
The frank house- Holland.	1	0.5	0.5
The Hampton flower show events.	1	0.5	0.5
The resale, archedugreal trust.	1	0.5	0.5
Windsor Castle.	1	0.5	0.5
Total	201	100.0	100.0

Q10 Other(a)

Comments from Reigate		Frequency	Percent	Valid Percent
Valid		199	99.0	99.0
	Crack house.	1	0.5	0.5
	Football and other sports.	1	0.5	0.5
	Total	201	100.0	100.0

a. Interview location = Reigate

Q11 Other/or detail above(a)

Comments from Reigate		Frequency	Percent	Valid Percent
Valid		198	98.5	98.5
	About art treasures and pictures in the house.	1	0.5	0.5
	One off events.	1	0.5	0.5
	Winter events.	1	0.5	0.5
	Total	201	100.0	100.0

Q13 Could you name one leisure attraction that...(a)

Comments from Reigate		Frequency	Percent	Valid Percent
Valid		41	20.4	20.4
	A police exhibition.	1	0.5	0.5
	Alton towers.	1	0.5	0.5
	Alton Towers.	4	2.0	2.0
	Arts gallery.	1	0.5	0.5
	Asbury park.	1	0.5	0.5
	Bankside- London.	1	0.5	0.5
	Beautiful, new forest.	1	0.5	0.5
	Blenheim Palace.	1	0.5	0.5
	Bluebell railway.	1	0.5	0.5
	Box hill.	1	0.5	0.5
	Brighton beachside.	1	0.5	0.5
	British History Museum.	1	0.5	0.5

British museum.	1	0.5	0.5
British wildlife centre.	1	0.5	0.5
Can't remember any.	2	1.0	1.0
Can't remember.	1	0.5	0.5
Canary Islands.	1	0.5	0.5
Celzean castle, Scotland.	1	0.5	0.5
Chartwell.	1	0.5	0.5
Chessington.	1	0.5	0.5
Cittadella Di Padova.	1	0.5	0.5
Clandon park.	1	0.5	0.5
Corfe castle.	1	0.5	0.5
Country fair.	1	0.5	0.5
Country fate.	1	0.5	0.5
Countryside- Headley Health.	1	0.5	0.5
Croydon museums.	1	0.5	0.5
Disney Land in France.	1	0.5	0.5
Disney land, USA.	1	0.5	0.5
Dover Battle.	1	0.5	0.5
Eden projects.	1	0.5	0.5
Fireworks.	1	0.5	0.5
Fishers farm.	1	0.5	0.5
Football Match.	1	0.5	0.5
Football matches.	1	0.5	0.5
Galton park.	1	0.5	0.5
Gardens in Cornwall country.	1	0.5	0.5
Godstone Farm	1	0.5	0.5
Golf Club.	1	0.5	0.5
Haddon hall.	1	0.5	0.5
Hampton court palace.	1	0.5	0.5
Hampton Court Palace.	1	0.5	0.5
Hever.	1	0.5	0.5
Historic Dockyards.	1	0.5	0.5
Hyde park garden.	1	0.5	0.5
I just enjoy walking.	1	0.5	0.5
Kew gardens.	2	1.0	1.0
Kew Gardens.	1	0.5	0.5
Leap land.	1	0.5	0.5
Leeds castle, Polesden Lacey etc.	1	0.5	0.5
Leeds castle.	5	2.5	2.5
Lego land in the USA.	1	0.5	0.5
Lingfieldrace Course.	1	0.5	0.5
London aquarium.	1	0.5	0.5
London eye.	2	1.0	1.0
London Eye.	2	1.0	1.0
London Zoo.	3	1.5	1.5
Longleat	1	0.5	0.5
Loseley park.	2	1.0	1.0
Madam Tussauds	1	0.5	0.5
Malta.	1	0.5	0.5
Muckross House.	1	0.5	0.5

Museum, Reigate museum.	1	0.5	0.5
Museum.	3	1.5	1.5
Museums.	1	0.5	0.5
My mum's.	1	0.5	0.5
National Gallery.	1	0.5	0.5
No.	4	2.0	2.0
None.	10	5.0	5.0
Notting Hill Carnival.	1	0.5	0.5
Osborne House.	1	0.5	0.5
Pain shill park.	1	0.5	0.5
Polesden Lacey.	3	1.5	1.5
Pre- school.	1	0.5	0.5
Reigate castle tunnel.	1	0.5	0.5
Reigate Gardens.	1	0.5	0.5
Reigate Hill.	1	0.5	0.5
Reigate Museum.	1	0.5	0.5
Reigate open air concert.	1	0.5	0.5
Reigate priory museum.	3	1.5	1.5
RHS garden.	1	0.5	0.5
RHS Gardens.	1	0.5	0.5
Rochester castle.	1	0.5	0.5
Rochester Castle.	1	0.5	0.5
Royal Academy.	1	0.5	0.5
Safari park.	1	0.5	0.5
Seaside.	1	0.5	0.5
Southampton.	1	0.5	0.5
Swimming.	1	0.5	0.5
Tate.	1	0.5	0.5
The Acropolis.	1	0.5	0.5
The aquarium in London.	1	0.5	0.5
The Bahamas.	1	0.5	0.5
The British Archaeological Trust.	1	0.5	0.5
The Caribbean's.	1	0.5	0.5
The Cathedral.	1	0.5	0.5
The cycling event in London.	1	0.5	0.5
The Disney Land US.	1	0.5	0.5
The F1 car show at Charminster.	1	0.5	0.5
The London Eye.	1	0.5	0.5
The London Zoo.	1	0.5	0.5
The National gallery.	1	0.5	0.5
The National history museum.	1	0.5	0.5
The Priory Park.	1	0.5	0.5
The Windsor castles.	1	0.5	0.5
The yew tree.	1	0.5	0.5
Theatre.	1	0.5	0.5
Theme park.	2	1.0	1.0
Thorpe park.	3	1.5	1.5
Thorpe Park.	3	1.5	1.5
Titsey place and gardens.	1	0.5	0.5
Visit to Kew gardens.	1	0.5	0.5

Visit to the Brighton beach.	1	0.5	0.5
Visit to the historic buildings.	1	0.5	0.5
Walheim Countryside.	1	0.5	0.5
Wetland Centre.	1	0.5	0.5
Windsor castle.	1	0.5	0.5
Windsor castles.	1	0.5	0.5
Wisley Gardens.	1	0.5	0.5
Wisley.	1	0.5	0.5
Wosim Abbey.	1	0.5	0.5
Wright Waitpinga Beach.	1	0.5	0.5
Yearly bowling festival.	1	0.5	0.5
Total	201	100.0	100.0

Q14 Why did you enjoy it?(a)

Comments from Reigate	Frequency	Percent	Valid Percent
Valid	67	33.3	33.3
A day out with my friends and families.	1	0.5	0.5
An exciting day out.	1	0.5	0.5
Basically, to chill out.	1	0.5	0.5
Beautiful gardens.	2	1.0	1.0
Beautiful setting.	1	0.5	0.5
Beautiful site.	1	0.5	0.5
Because if the rides and the people.	1	0.5	0.5
Because is a beautiful place.	1	0.5	0.5
Because it's historical with royal connotations.	1	0.5	0.5
Because it was a relaxing atmosphere for my family.	1	0.5	0.5
Because of the children.	1	0.5	0.5
Because of the exhibition.	1	0.5	0.5
Because the children are happy to see the historic things and they asked intelligent questions.	1	0.5	0.5
Because the children love it.	1	0.5	0.5
Calming effects.	1	0.5	0.5
Child's Birthday.	1	0.5	0.5
Climbing the tree top and seeing plants.	1	0.5	0.5
Enjoyable event.	1	0.5	0.5
Enjoyed seeing old history.	1	0.5	0.5
Everything about it.	1	0.5	0.5
Everything about the palace was memorable.	1	0.5	0.5
Everything, the environment and people.	1	0.5	0.5
For the varieties of stuff, animals and play grounds.	1	0.5	0.5
Fresh air and relaxing.	1	0.5	0.5
Gets me into nature, make me feel healthier.	1	0.5	0.5
Good atmosphere.	1	0.5	0.5
Good day out.	1	0.5	0.5
Good peace for children.	1	0.5	0.5
Good show.	1	0.5	0.5
Great fun.	1	0.5	0.5
Great views from the top.	1	0.5	0.5
Had a good summer relaxation at the park.	1	0.5	0.5

Having access to old information and photo's.	1	0.5	0.5
Historical effect.	1	0.5	0.5
Historical house.	1	0.5	0.5
I enjoy cycling.	1	0.5	0.5
I found it refreshing.	1	0.5	0.5
I had children with me.	1	0.5	0.5
I just like the atmosphere.	1	0.5	0.5
I just like the landscape of the country.	1	0.5	0.5
I just love the ambience of the castle.	1	0.5	0.5
I like animals and adventures.	1	0.5	0.5
I like golf.	1	0.5	0.5
I like the arts and the buildings.	1	0.5	0.5
I like the garden.	1	0.5	0.5
I think some friends who come visiting.	1	0.5	0.5
I was a footballer.	1	0.5	0.5
I was with friends.	1	0.5	0.5
I was with my friends.	1	0.5	0.5
Impressive house good food local.	1	0.5	0.5
Inspirational.	1	0.5	0.5
Interesting and beautiful.	1	0.5	0.5
Interesting.	1	0.5	0.5
Is a memorable thing.	1	0.5	0.5
is historic.	1	0.5	0.5
It's a historical place and I like it.	1	0.5	0.5
It's good varieties for children.	1	0.5	0.5
It's got lots of attractions for children and adults.	1	0.5	0.5
It's great you can get an annual ticket so it works out cheap.	1	0.5	0.5
It's was fascinating, had all the finest plants.	1	0.5	0.5
It 's very good exercise.	1	0.5	0.5
It had a Caribbean theme.	1	0.5	0.5
It is inspiring.	1	0.5	0.5
It was a fantastic views.	1	0.5	0.5
It was a good view of London and a ride.	1	0.5	0.5
It was an interesting event.	1	0.5	0.5
It was an interesting museum.	1	0.5	0.5
It was an outing day for the family.	1	0.5	0.5
It was beautiful.	1	0.5	0.5
It was different.	1	0.5	0.5
It was exciting.	2	1.0	1.0
It was fun filled.	1	0.5	0.5
It was fun.	1	0.5	0.5
It was good for children.	1	0.5	0.5
It was good.	1	0.5	0.5
It was just nice scenery	1	0.5	0.5
It was just nice.	1	0.5	0.5
It was lot of rides for different types of people.	1	0.5	0.5
It was thrilling.	1	0.5	0.5
It was very interesting.	1	0.5	0.5
It was very pretty.	1	0.5	0.5
Just a day out with my family made it enjoyable,	1	0.5	0.5

Just nice things to look at like bluebell.	1	0.5	0.5
Just the whole experience really.	1	0.5	0.5
Landscape, the people, the lay back was lovely.	1	0.5	0.5
Learning about local history.	1	0.5	0.5
Leisure attractions.	1	0.5	0.5
Lots of seasonal arts and artefacts.	1	0.5	0.5
Lots of varieties to enjoy by children and adults.	1	0.5	0.5
Love it.	1	0.5	0.5
Musical.	1	0.5	0.5
Nice a calm place.	1	0.5	0.5
Nice surroundings!	1	0.5	0.5
Paid to enjoy on the activities there.	1	0.5	0.5
Panoramic view.	1	0.5	0.5
Pleasant place to go to.	1	0.5	0.5
Quiet atmosphere, the birds and landscapes.	1	0.5	0.5
Relaxing.	2	1.0	1.0
Saw lots of old and new F1 drivers and cars.	1	0.5	0.5
Seeing animals and reptiles.	1	0.5	0.5
Seeing lots of fishes and sharks.	1	0.5	0.5
Seeing the arts and their uniqueness.	1	0.5	0.5
Seeing the fishes and sharks.	1	0.5	0.5
Sun and sea.	1	0.5	0.5
The animals and you can drive round the park.	1	0.5	0.5
The children loved it.	1	0.5	0.5
The exhibition was nice.	1	0.5	0.5
The fun of seeing part of London overview.	1	0.5	0.5
The garden is okay.	1	0.5	0.5
The garden and the house were beautiful.	1	0.5	0.5
The kids enjoyed it.	1	0.5	0.5
The kids loved it.	1	0.5	0.5
The kids, particularly had a good time.	1	0.5	0.5
The lay out of the way they used to live.	1	0.5	0.5
The place is eye catching and beautiful.	1	0.5	0.5
The presentation of arts- I love art.	1	0.5	0.5
The ride on different swings and fun places.	1	0.5	0.5
The Russian exhibition.	1	0.5	0.5
The scenery.	1	0.5	0.5
The sunshine, fresh foods.	1	0.5	0.5
Very healthy.	1	0.5	0.5
Very historical.	1	0.5	0.5
Very interesting.	1	0.5	0.5
Very Interesting.	1	0.5	0.5
Very relaxing.	1	0.5	0.5
Vey hot and sunny- lovely.	1	0.5	0.5
Went with friends.	1	0.5	0.5
With my family.	1	0.5	0.5
Yes.	1	0.5	0.5
You can go on a lot rides.	1	0.5	0.5
You have a lot of activities to do within the gardens.	1	0.5	0.5
Total	201	100.0	100.0

Q23 May we ask your postcode?(a)

Postcodes from Reigate		Frequency	Percent	Valid Percent
Valid		7	3.5	3.5
	BS2 8YG	1	0.5	0.5
	BS7 0HA	1	0.5	0.5
	CH64 2TE	1	0.5	0.5
	CR0 3SR	1	0.5	0.5
	CR5 1NC	1	0.5	0.5
	CR5 2EJ	1	0.5	0.5
	CR8 2BL	1	0.5	0.5
	CR8 4HL	1	0.5	0.5
	CT5 4NJ	1	0.5	0.5
	GU21 4JB	1	0.5	0.5
	GU23 7BU	1	0.5	0.5
	HA1 2QJ	1	0.5	0.5
	KT20 5HB	1	0.5	0.5
	KT20 5PT	1	0.5	0.5
	KT20 7DP	1	0.5	0.5
	KT20 STB	1	0.5	0.5
	KT3 4Y	1	0.5	0.5
	ME8 8PA	1	0.5	0.5
	REF1 6AS	1	0.5	0.5
	RH1	1	0.5	0.5
	RH1 1BT	2	1.0	1.0
	RH1 1JE	1	0.5	0.5
	RH1 1PR	2	1.0	1.0
	RH1 1PR.	2	1.0	1.0
	RH1 1SA	4	2.0	2.0
	RH1 2AA	2	1.0	1.0
	RH1 2AF	1	0.5	0.5
	RH1 2BY	1	0.5	0.5
	RH1 2DQ	6	3.0	3.0
	RH1 2DZ	1	0.5	0.5
	RH1 2HA	1	0.5	0.5
	RH1 2JP	1	0.5	0.5
	RH1 3EA	1	0.5	0.5
	RH1 3EU	1	0.5	0.5
	RH1 3PB	1	0.5	0.5
	RH1 4BU	1	0.5	0.5
	RH1 4EL	4	2.0	2.0
	RH1 4EZ	1	0.5	0.5
	RH1 5AH	1	0.5	0.5
	RH1 5SN	1	0.5	0.5
	RH1 6AS	1	0.5	0.5
	RH1 6BH	1	0.5	0.5
	RH1 6DR	1	0.5	0.5
	RH1 6LS	1	0.5	0.5

RH1 6NG	1	0.5	0.5
RH1 6NY	2	1.0	1.0
RH10	1	0.5	0.5
RH10 1BQ	1	0.5	0.5
RH10 1BW	1	0.5	0.5
RH10 1RX	1	0.5	0.5
RH10 7GR	1	0.5	0.5
RH2	6	3.0	3.0
RH2 0AE	1	0.5	0.5
RH2 0BA	2	1.0	1.0
RH2 0BQ	1	0.5	0.5
RH2 0BS	4	2.0	2.0
RH2 0BY	1	0.5	0.5
RH2 0DE	1	0.5	0.5
RH2 0DR	2	1.0	1.0
RH2 0HT	1	0.5	0.5
RH2 0HU	1	0.5	0.5
RH2 0HY	1	0.5	0.5
RH2 0JB	1	0.5	0.5
RH2 0LR	1	0.5	0.5
RH2 0NS	1	0.5	0.5
RH2 0PA	1	0.5	0.5
RH2 0PH	1	0.5	0.5
RH2 0PW	2	1.0	1.0
RH2 0PZ	1	0.5	0.5
RH2 0QF	1	0.5	0.5
RH2 0RS	1	0.5	0.5
RH2 0RW	1	0.5	0.5
RH2 0SH	5	2.5	2.5
RH2 11B	1	0.5	0.5
RH2 2DY	1	0.5	0.5
RH2 2PG	1	0.5	0.5
RH2 4LB	1	0.5	0.5
RH2 7AD	1	0.5	0.5
RH2 7AS	1	0.5	0.5
RH2 7AX	2	1.0	1.0
RH2 7BT	1	0.5	0.5
RH2 7DF	1	0.5	0.5
RH2 7EQ	1	0.5	0.5
RH2 7HP	1	0.5	0.5
RH2 7HY	1	0.5	0.5
RH2 7JA	1	0.5	0.5
RH2 7JE	1	0.5	0.5
RH2 7JW	1	0.5	0.5
RH2 7JY	2	1.0	1.0
RH2 7LB	1	0.5	0.5
RH2 7NP	1	0.5	0.5
RH2 7QT	1	0.5	0.5
RH2 8AF	2	1.0	1.0
RH2 8AF.	1	0.5	0.5

RH2 8DE	1	0.5	0.5
RH2 8DQ	2	1.0	1.0
RH2 8EA	1	0.5	0.5
RH2 8EN	1	0.5	0.5
RH2 8ET	1	0.5	0.5
RH2 8HJ	1	0.5	0.5
RH2 8HS	1	0.5	0.5
RH2 8J	1	0.5	0.5
RH2 8JA	2	1.0	1.0
RH2 8JE	1	0.5	0.5
RH2 8JR	1	0.5	0.5
RH2 8NX	1	0.5	0.5
RH2 9AP	2	1.0	1.0
RH2 9BY	1	0.5	0.5
RH2 9DJ	1	0.5	0.5
RH2 9EF	1	0.5	0.5
RH2 9EG	2	1.0	1.0
RH2 9EX	1	0.5	0.5
RH2 9HE	1	0.5	0.5
RH2 9IE	1	0.5	0.5
RH2 9LH	1	0.5	0.5
RH2 9LU	1	0.5	0.5
RH2 9ND	1	0.5	0.5
RH2 9NG	1	0.5	0.5
RH2 9NL	1	0.5	0.5
RH2 9PJ	2	1.0	1.0
RH3	1	0.5	0.5
RH3 7DY	1	0.5	0.5
RH3 7HD	1	0.5	0.5
RH3 7JX	1	0.5	0.5
RH3 7JZ	1	0.5	0.5
RH3 7LU	1	0.5	0.5
RH3 7LX	1	0.5	0.5
RH4	1	0.5	0.5
RH4 1SY	1	0.5	0.5
RH4 3NX	1	0.5	0.5
RH4 3NY	1	0.5	0.5
RH5 6PQ	1	0.5	0.5
RH6 7BS	1	0.5	0.5
RH6 7NP	1	0.5	0.5
RH6 8HA	1	0.5	0.5
RH6 8PS	1	0.5	0.5
RH6 9TG	2	1.0	1.0
RH6 9XH	1	0.5	0.5
RH7	1	0.5	0.5
RH7 6LN	1	0.5	0.5
RH7 7HJ	1	0.5	0.5
RH7 7PS	1	0.5	0.5
RH8 0DW	1	0.5	0.5
RH9 8HD	1	0.5	0.5

RH9 8LZ	1	0.5	0.5
RLH 5HU	1	0.5	0.5
RT17	1	0.5	0.5
SM1 2HB	1	0.5	0.5
SM1 3NS	1	0.5	0.5
SM2 5QE	1	0.5	0.5
SM7 2EX	1	0.5	0.5
SM7 3JH	1	0.5	0.5
SR6 9TG	1	0.5	0.5
TN6 1HN	1	0.5	0.5
Total	201	100.0	100.0

5.3.4: Comments from Birmingham

Q3 Do you support any other charity with regular donations i...(a)

Comments from Birmingham		Frequency	Percent	Valid Percent
Valid		196	74.2	74.2
	A Children's Hospital.	1	0.4	0.4
	Acorns Children's Hospice.	1	0.4	0.4
	Age concern.	1	0.4	0.4
	Air ambulance.	1	0.4	0.4
	Birmingham Children's Hospice and The Air Ambulance Service.	1	0.4	0.4
	Birmingham Focus for the Blind.	1	0.4	0.4
	Blind charity.	1	0.4	0.4
	Blind.	1	0.4	0.4
	Can't remember what one.	1	0.4	0.4
	Cancer research.	3	1.1	1.1
	Cancer.	4	1.5	1.5
	CANDIS - magazine.	1	0.4	0.4
	Child line.	1	0.4	0.4
	Child line and focus.	1	0.4	0.4
	Children's hospital.	2	0.8	0.8
	Church only.	1	0.4	0.4
	Church.	1	0.4	0.4
	Dartmoor Zoo.	1	0.4	0.4
	Focus and blindness.	1	0.4	0.4
	Gift aid.	1	0.4	0.4
	Hear/ cancer.	1	0.4	0.4
	Heart foundation.	1	0.4	0.4
	Leukemic.	1	0.4	0.4
	Lichfield Cathedral.	1	0.4	0.4
	Lottery.	1	0.4	0.4
	Meningitis trust.	1	0.4	0.4
	NSBCC	2	0.8	0.8
	NSPCC	13	4.9	4.9
	Oxfam and Local Hospice.	1	0.4	0.4
	Oxfam.	3	1.1	1.1
	Oxfam/water/hospice.	1	0.4	0.4
	PDSA	1	0.4	0.4
	Premature Baby Unit.	1	0.4	0.4
	Red cross.	1	0.4	0.4
	RSPCA	1	0.4	0.4
	Salvation army.	2	0.8	0.8
	Scheme in Africa for Schools via my church.	1	0.4	0.4
	Score and Candice.	1	0.4	0.4
	St Basils.	1	0.4	0.4
	St Patricks Mission.	1	0.4	0.4
	The blind.	1	0.4	0.4

Up keep church.	1	0.4	0.4
Water aid.	1	0.4	0.4
WWF	2	0.8	0.8
WWF fund.	1	0.4	0.4
Total	264	100.0	100.0

Q4 Other please specify(a)

Comments from Birmingham		Frequency	Percent	Valid Percent
Valid		263	99.6	99.6
	Althorpe House.	1	0.4	0.4
	Total	264	100.0	100.0

a. Interview location = Birmingham

Q6 Other please specify(a)

Comments from Birmingham		Frequency	Percent	Valid Percent
Valid		259	98.1	98.1
	Church leaflet.	1	0.4	0.4
	Flyers.	1	0.4	0.4
	Just knew about it.	1	0.4	0.4
	Leaflets.	1	0.4	0.4
	Work (I teach history).	1	0.4	0.4
	Total	264	100.0	100.0

a. Interview location = Birmingham

Q7 Other(a)

Comments from Birmingham		Frequency	Percent	Valid Percent
Valid		258	97.7	97.7
	Been in hospital.	1	0.4	0.4
	Boring.	1	0.4	0.4
	Child too young.	1	0.4	0.4
	Disapprove of them as I don't like them.	1	0.4	0.4
	Look after mother.	1	0.4	0.4
	Not aware of where they are.	1	0.4	0.4
	Total	264	100.0	100.0

Q9 Please describe the promotion(a)

Comments from Birmingham		Frequency	Percent	Valid Percent
Valid		187	70.8	70.8
	A bit board.	1	0.4	0.4
	Adverse in papers.	1	0.4	0.4
	Advert- Can't remember what it was.	1	0.4	0.4
	Advert for Warwick Castle in the newspaper.	1	0.4	0.4
	Advert.	1	0.4	0.4
	Adverts on TV and radio.	2	0.8	0.8
	Adverts on TV.	1	0.4	0.4
	Alton tower advert.	1	0.4	0.4
	Articles in new paper.	1	0.4	0.4
	Billboards.	1	0.4	0.4
	Black country museum.	1	0.4	0.4
	Blakesley Hall advert.	1	0.4	0.4
	Booklet through the post.	1	0.4	0.4
	Can't remember.	1	0.4	0.4
	Castle- Oakham.	1	0.4	0.4
	Concert at Warwick castle.	1	0.4	0.4
	Council city events.	1	0.4	0.4
	CR- anything.	1	0.4	0.4
	Drayton Manor.	1	0.4	0.4
	Drayton manor/Alton towers.	1	0.4	0.4
	Eden project.	1	0.4	0.4
	Heritage buildings.	1	0.4	0.4
	I know I've seen loads.	1	0.4	0.4
	In Library.	1	0.4	0.4
	In local paper.	1	0.4	0.4
	Just National Trust.	1	0.4	0.4
	Leaflet for Packwood house.	1	0.4	0.4
	Leaflet.	1	0.4	0.4
	Leeds castle.	1	0.4	0.4
	Local paper.	1	0.4	0.4
	Local papers.	1	0.4	0.4
	Med evil castle.	1	0.4	0.4
	National Trust adverts.	1	0.4	0.4
	News items on the TV.	1	0.4	0.4
	News papers adverts and posters.	1	0.4	0.4
	Newspaper- National Trust advert.	1	0.4	0.4
	Newspaper- Warwick castle.	1	0.4	0.4
	Newspaper.	2	0.8	0.8
	On litter bins.	1	0.4	0.4
	On radio- Warwick castle, advert.	1	0.4	0.4
	On TV, N.T adverts.	1	0.4	0.4
	On TV.	1	0.4	0.4
	Open days at castle.	1	0.4	0.4
	Press advert.	1	0.4	0.4
	Seen it on TV.	1	0.4	0.4

Selling Manor.	1	0.4	0.4
Showing something from Shakespeare.	1	0.4	0.4
Shrusborough hall.	1	0.4	0.4
Spas and treatments at stately homes.	1	0.4	0.4
Stooleish country show/leaflets.	1	0.4	0.4
Sutton observer.	1	0.4	0.4
The Mil- Sutton.	1	0.4	0.4
TV adverts for different places.	1	0.4	0.4
TV adverts.	5	1.9	1.9
TV Programme.	1	0.4	0.4
Warwick- free pass to castle.	1	0.4	0.4
Warwick castle day out.	1	0.4	0.4
Warwick castle event.	1	0.4	0.4
Warwick castle on the TV.	2	0.8	0.8
Warwick castle.	7	2.7	2.7
Warwick Castle.	3	1.1	1.1
Website.	1	0.4	0.4
Total	264	100.0	100.0

Q10 Other(a)

Comments from Birmingham		Frequency	Percent	Valid Percent
Valid		257	97.3	97.3
	Activities for children must be available.	1	0.4	0.4
	Child friendly places are needed.	1	0.4	0.4
	Easier way to set there- better transport.	1	0.4	0.4
	Music - I love music.	1	0.4	0.4
	None.	2	0.8	0.8
	Value for money is important.	1	0.4	0.4
	Total	264	100.0	100.0

a. Interview location = Birmingham

Q11 Other/or detail above(a)

Comments from Birmingham		Frequency	Percent	Valid Percent
Valid		258	97.7	97.7
	Different areas around the city.	1	0.4	0.4
	Music.	1	0.4	0.4
	None.	2	0.8	0.8
	Speuat tour i.e. Egyptian section.	1	0.4	0.4
	The ghostly walks/art.	1	0.4	0.4
	Total	264	100.0	100.0

Q13 Could you name one leisure attraction that...(a)

Comments from Birmingham		Frequency	Percent	Valid Percent
Valid		48	18.2	18.2
	A London museum.	1	0.4	0.4
	Abbey- Tewkesbury.	1	0.4	0.4
	Abraham heights	1	0.4	0.4
	Althope House.	1	0.4	0.4
	Alton tower's.	1	0.4	0.4
	Alton towers.	8	3.0	3.0
	Alton Towers.	1	0.4	0.4
	Animal sanctuary- parrots and seals.	1	0.4	0.4
	Art museum, Birmingham.	1	0.4	0.4
	Art museum.	1	0.4	0.4
	Ash end house farm.	1	0.4	0.4
	Ashen farm.	1	0.4	0.4
	Aston Hall, Birmingham.	3	1.1	1.1
	Aston Hall.	1	0.4	0.4
	Avebury Wilts.	1	0.4	0.4
	Avebury, wilts.	1	0.4	0.4
	Back to Backs Birmingham.	1	0.4	0.4
	Back to backs.	1	0.4	0.4
	Birmingham art gallery.	1	0.4	0.4
	Birmingham art museum.	1	0.4	0.4
	Birmingham Museum.	1	0.4	0.4
	Birmingham tour.	1	0.4	0.4
	Black country museum.	3	1.1	1.1
	Black county museum.	1	0.4	0.4
	Blakeshall	1	0.4	0.4
	Bluebell woods, Larworth.	1	0.4	0.4
	Bonsal- history village.	1	0.4	0.4
	Bosworth battlefield.	1	0.4	0.4
	Botanical gardens, Birmingham.	1	0.4	0.4
	Bowling star city.	1	0.4	0.4
	Bull ring.	1	0.4	0.4
	Butterfly plave at Stratford.	1	0.4	0.4
	Calke abbey.	1	0.4	0.4
	Calke Abbey.	1	0.4	0.4
	Cannon hill park, including Birmingham nature centre.	1	0.4	0.4
	Castle- Powis.	1	0.4	0.4
	Castle Bromwich Hall and Gardens.	1	0.4	0.4
	Castle Ilfracombe.	1	0.4	0.4
	Castle in north Wales	1	0.4	0.4
	Cheddar Caves- Somerset.	1	0.4	0.4
	Clent hills.	1	0.4	0.4
	Cots hold village.	1	0.4	0.4
	Cots hold villages.	1	0.4	0.4

Cotswolds.	1	0.4	0.4
Drayton Manor.	1	0.4	0.4
Cyrus, Nicosia town.	1	0.4	0.4
Day trip out.	1	0.4	0.4
Devon moors.	1	0.4	0.4
Drayton manor park and zoo.	1	0.4	0.4
Drayton Manor park.	1	0.4	0.4
Drayton manor theme park.	1	0.4	0.4
Drayton manor.	14	5.3	5.3
Drayton Manor.	5	1.9	1.9
Duckford War Museum.	1	0.4	0.4
Dudley zoo.	2	0.8	0.8
Edinburgh castle/ the ghostly walks.	1	0.4	0.4
Exhibition at Derby Uni-art.	1	0.4	0.4
Exmoor forest.	1	0.4	0.4
Flambards in Cornwall.	1	0.4	0.4
Football Birmingham city club.	1	0.4	0.4
Football, Aston villa vs. Birmingham.	1	0.4	0.4
Gloucester - Canal Boat Museum.	1	0.4	0.4
Go ape.	1	0.4	0.4
Hadrians Wall.	1	0.4	0.4
Harlech castle.	1	0.4	0.4
Hastings - World War Two Bunkers.	1	0.4	0.4
Hatton park.	1	0.4	0.4
Holy road house, Edinburgh.	1	0.4	0.4
Horton farm.	1	0.4	0.4
Irish countryside - Mountains in Donegal.	1	0.4	0.4
Iron bridge museum.	1	0.4	0.4
Isle of Wight 500 year old church.	1	0.4	0.4
Just country side walks in general.	1	0.4	0.4
Ken.	1	0.4	0.4
Kingsbury Water Park.	1	0.4	0.4
Kingsbury Water Park.	1	0.4	0.4
Kingsbury water park.	2	0.8	0.8
Lake District.	1	0.4	0.4
Lanhydrock House Cornwall.	1	0.4	0.4
Lester Cheddar gorge.	1	0.4	0.4
Lichfield Cathedral.	1	0.4	0.4
Lichfield City.	1	0.4	0.4
Lickey Hills.	1	0.4	0.4
Lisbon castle.	1	0.4	0.4
Liverpool football club.	1	0.4	0.4
Local fishing- local canal.	1	0.4	0.4
Longleat and the animals.	1	0.4	0.4
Longleat.	1	0.4	0.4
Lost gardens of Heligan, Cornwall	1	0.4	0.4
Middleton village.	1	0.4	0.4
Motor bike racing event.	1	0.4	0.4
Motor museum Burton.	1	0.4	0.4
Museum and art gallery in Birmingham.	1	0.4	0.4

Museum in Birmingham.	1	0.4	0.4
Nature in Sutton Park	1	0.4	0.4
Nature sentry per shore rd.	1	0.4	0.4
No been ill long time.	1	0.4	0.4
No don't go anywhere.	1	0.4	0.4
No haven't been anywhere.	1	0.4	0.4
No I am not well and am in and out of hospital.	1	0.4	0.4
No I can't	2	0.8	0.8
No I can't.	1	0.4	0.4
No.	1	0.4	0.4
None been to.	1	0.4	0.4
None been too.	2	0.8	0.8
None not been to any.	1	0.4	0.4
None sorry can't think of any.	1	0.4	0.4
None visited.	1	0.4	0.4
None.	1	0.4	0.4
North Devon cliff tops.	1	0.4	0.4
Not in England.	1	0.4	0.4
Oakwood there park.	1	0.4	0.4
Only camping.	1	0.4	0.4
Osborne House.	1	0.4	0.4
Oxfordshire Stows.	1	0.4	0.4
Peak District.	1	0.4	0.4
Pleasure Beach at Blackpool.	1	0.4	0.4
Portland castle.	1	0.4	0.4
Prague.	1	0.4	0.4
Drayton Manor.	1	0.4	0.4
Priest house Near Redditch.	1	0.4	0.4
Pub.	1	0.4	0.4
River Thames in London.	1	0.4	0.4
Rookery park	1	0.4	0.4
Ross on wise.	1	0.4	0.4
Safari Park at West Midlands.	1	0.4	0.4
Science museum (new castle).	1	0.4	0.4
Sea life centre, Birmingham.	1	0.4	0.4
Seaside at Chamferian- Brightham.	1	0.4	0.4
Seaside in Birmingham.	1	0.4	0.4
Selly Manor.	1	0.4	0.4
Shatford Upa Aua.	2	0.8	0.8
Sherwood Forest.	1	0.4	0.4
Shopping at Lichfield.	1	0.4	0.4
Shugborough hall.	1	0.4	0.4
Sissinghurst, Kent.	1	0.4	0.4
Snowdonia National Park.	1	0.4	0.4
Somerset property CR name.	1	0.4	0.4
South coast- English heritage castle.	1	0.4	0.4
St Pauls cathedral London.	1	0.4	0.4
Stonehenge.	2	0.8	0.8
Stratford-Upon-Avon, The Parklands.	1	0.4	0.4
Stratford on Avon.	2	0.8	0.8

Sunday league football.	1	0.4	0.4
Sutton Park - Countryside.	1	0.4	0.4
Sutton park.	3	1.1	1.1
Tab worth castle.	2	0.8	0.8
Tate gallery in London.	1	0.4	0.4
The big sheep in Devon.	1	0.4	0.4
The bombed country cathedral.	1	0.4	0.4
The Botanic gardens in Birmingham.	1	0.4	0.4
Theatre in Birmingham to see Noddy, with my daughter.	1	0.4	0.4
Torbay town and seaside.	1	0.4	0.4
Tower of London.	1	0.4	0.4
Twycross zoo.	1	0.4	0.4
V Festival- Weston park.	1	0.4	0.4
Villa park.	1	0.4	0.4
Warwick Castle - the free part.	1	0.4	0.4
Warwick castle.	8	3.0	3.0
Warwick Castle.	2	0.8	0.8
Washington Old Hall.	1	0.4	0.4
Watermouth Castle	1	0.4	0.4
Wells Cathedral.	1	0.4	0.4
West midlands Salton park.	2	0.8	0.8
Wharf visit- Birmingham.	1	0.4	0.4
Wight wick Manor.	1	0.4	0.4
Worcester town.	1	0.4	0.4
Work house, Nottingham.	1	0.4	0.4
York minster and the town of York.	1	0.4	0.4
Total	264	100.0	100.0

Q14 Why did you enjoy it?(a)

Comments from Birmingham		Frequency	Percent	Valid Percent
Valid		66	25.0	25.0
	Nice events going on lots to see.	1	0.4	0.4
	A climbing expensive in trees.	1	0.4	0.4
	A lot about medical.	1	0.4	0.4
	A lot too do fun with the animals.	1	0.4	0.4
	Activity and scenery.	1	0.4	0.4
	All the rides- ice cream.	1	0.4	0.4
	All the unusual flowers.	1	0.4	0.4
	Amazing history in there/the grew yards are different.	1	0.4	0.4
	Animals, could have contact with them touch.	1	0.4	0.4
	Atmosphere and historic.	1	0.4	0.4
	Beat them 5-1.	1	0.4	0.4
	Beautiful gardens.	1	0.4	0.4
	Beautiful paintings.	1	0.4	0.4
	Beautiful place- staff knowledgeable and friendly.	1	0.4	0.4
	Beautiful place, lots of trees, quiet and peaceful.	1	0.4	0.4
	Beautiful.	1	0.4	0.4
	Because it's breathtaking.	1	0.4	0.4

Because it's history.	1	0.4	0.4
Being with my family.	1	0.4	0.4
Break, enjoy countryside.	1	0.4	0.4
Brilliant- the tunnel- turtles.	1	0.4	0.4
Brilliant.	1	0.4	0.4
Children enjoy it.	1	0.4	0.4
Children enjoyed the day out.	1	0.4	0.4
Children really liked the animals and rides.	1	0.4	0.4
Clean fresh air nice and peaceful.	1	0.4	0.4
Colourful displays of fish.	1	0.4	0.4
Completely interactive great fun for kids and adults.	1	0.4	0.4
Concert was very good, venue was lovely.	1	0.4	0.4
Convenient we actually stayed on site.	1	0.4	0.4
Could sit and relax and children could pay.	1	0.4	0.4
Daughter enjoyed it- so I did.	1	0.4	0.4
Daughter enjoyed it so did I.	1	0.4	0.4
Daughter won second prize.	1	0.4	0.4
Day out good weather.	1	0.4	0.4
Different environment cleaner air.	1	0.4	0.4
Doing animal care at college.	1	0.4	0.4
Enjoy children playing football.	1	0.4	0.4
Enjoy looking at pictures.	1	0.4	0.4
Enjoy me peace and scenery.	1	0.4	0.4
Enjoy sports.	1	0.4	0.4
Enjoy the rides.	1	0.4	0.4
Enjoy watching renovations.	1	0.4	0.4
Enjoyable with nieces.	1	0.4	0.4
Enjoyed seeing the children enjoying the rides.	1	0.4	0.4
Evolution of ban, interesting.	1	0.4	0.4
Fantastic views.	1	0.4	0.4
Fete was on, very friendly place.	1	0.4	0.4
Freedom to wander and ability to ask questions.	1	0.4	0.4
Freedom went to see stones.	1	0.4	0.4
Fun and kids like it and value for money.	1	0.4	0.4
Fun day for kids.	1	0.4	0.4
Fun for all the family.	1	0.4	0.4
Gardens, interior, the setting- everything in fact.	1	0.4	0.4
Get drunk that's what I like to do.	1	0.4	0.4
Good crowd of friends great day good rides.	1	0.4	0.4
Good day out good rides not too expensive.	1	0.4	0.4
Good exhibition and I was very interested.	1	0.4	0.4
Good family day out.	1	0.4	0.4
Good relics nice atmosphere.	1	0.4	0.4
Good scenery good weather.	1	0.4	0.4
Good selection of paintings.	1	0.4	0.4
Good to keep children happy.	1	0.4	0.4
Good weather bay enjoyed it.	1	0.4	0.4
Good weather enjoyable gardens.	1	0.4	0.4
Good weather good company.	1	0.4	0.4
Grand children like it and enjoy it.	1	0.4	0.4

Great atmosphere and hundreds of bands.	1	0.4	0.4
Great family fun day, something for everyone.	1	0.4	0.4
Great rides went with friends had wicked time.	1	0.4	0.4
Great rides, good friends- day out.	1	0.4	0.4
Guide was marvellous.	1	0.4	0.4
Guides were really good.	1	0.4	0.4
Had an exhibition about our Birmingham.	1	0.4	0.4
Had lovely animals good weather.	1	0.4	0.4
Haw people lived in the past- gave me a insight.	1	0.4	0.4
Historical facts, the guide was very good.	1	0.4	0.4
History of the Turkish and Greeks.	1	0.4	0.4
I enjoy the theatre.	1	0.4	0.4
I enjoyed the fashion because I do fashion design my self.	1	0.4	0.4
I got married there seven years ago.	1	0.4	0.4
I like cooking at Stows.	1	0.4	0.4
I like sites like this- spiritual.	1	0.4	0.4
I liked the feel of the place.	1	0.4	0.4
I love art and history.	1	0.4	0.4
I love football and I am a Liverpool fan.	1	0.4	0.4
I loved town and river day out with friends.	1	0.4	0.4
Indoor and outdoor activities for children.	1	0.4	0.4
Interesting- shearing etc- lots to see.	1	0.4	0.4
Interesting found out how Diana lived.	1	0.4	0.4
Interesting looking around at different things.	1	0.4	0.4
Interesting Military vehicles.	1	0.4	0.4
Interesting standing stones.	1	0.4	0.4
Interesting, good company too.	1	0.4	0.4
Isabel enjoyed it so I enjoyed seeing her face light up.	1	0.4	0.4
Isle of pat land in Dorset good country sire.	1	0.4	0.4
It's historic and guided tour was very good.	1	0.4	0.4
It's historic got the castle and the animals as well.	1	0.4	0.4
It's quiet and clean and green- very green.	1	0.4	0.4
It entertains the children.	1	0.4	0.4
It gave me an insight to how people lived.	1	0.4	0.4
It is close to family and beautiful scenery.	1	0.4	0.4
It was a fete went with the family had a variety at different things.	1	0.4	0.4
It was a lovely day out.	1	0.4	0.4
It was an holiday with the family.	1	0.4	0.4
It was different to other visits in past.	1	0.4	0.4
It was interested with things for the kids.	1	0.4	0.4
It was old and very decorative.	1	0.4	0.4
Kids enjoy rides.	1	0.4	0.4
Lakes, swans etc, peaceful.	1	0.4	0.4
Less familiar area.	1	0.4	0.4
Locking at different painting.	1	0.4	0.4
Look the history of the place.	1	0.4	0.4
Lots for children to do and see kept happy good value.	1	0.4	0.4
Lots for the children do keep them occupied.	1	0.4	0.4
Lots of activities for children.	1	0.4	0.4
Lots of rides and attractions for children.	1	0.4	0.4

lots of shopping.	1	0.4	0.4
Lots of variety, thinks to learn.	1	0.4	0.4
Lots of walks.	1	0.4	0.4
Lots to do , like the rides.	1	0.4	0.4
Lots to do the children enjoyed it.	1	0.4	0.4
Lots to do.	1	0.4	0.4
Lots to see and do rides animals.	1	0.4	0.4
Love walk in nice country side.	1	0.4	0.4
Lovely beautiful.	1	0.4	0.4
Magical.	1	0.4	0.4
Mountains in Donegal are beautiful and peaceful.	1	0.4	0.4
My sort of thing, thrill of rides.	1	0.4	0.4
Nature reserve was a nice.	1	0.4	0.4
Nice day out- kept us busy.	1	0.4	0.4
Nice day out and good weather.	1	0.4	0.4
Nice drive out.	1	0.4	0.4
Nice green park to sit and enjoy.	1	0.4	0.4
Nice rooms.	1	0.4	0.4
Nice shops.	1	0.4	0.4
Nice to see different plants and ornaments.	1	0.4	0.4
Nice warm weather not too busy.	1	0.4	0.4
No traffic or pressure.	1	0.4	0.4
Old buildings interesting.	1	0.4	0.4
Old houses- liked seeing how people lived.	1	0.4	0.4
Once- scenery very pleasant.	1	0.4	0.4
One ride that I particularly liked.	1	0.4	0.4
Our holiday.	1	0.4	0.4
Out and about kiddies enjoyment really.	1	0.4	0.4
Outdoor displays, people living in mud huts.	1	0.4	0.4
Peaceful- beautiful countryside.	1	0.4	0.4
People are dressed up, great fun.	1	0.4	0.4
Plenty to do kids went fishing not expensive.	1	0.4	0.4
Plenty to see good weather.	1	0.4	0.4
Plenty to see lots to keep children entertained.	1	0.4	0.4
Pretty shops something a bit different.	1	0.4	0.4
Really seen pleasant and fresh land and landscape.	1	0.4	0.4
Relaxing- restful.	1	0.4	0.4
Relaxing and open.	1	0.4	0.4
Relaxing atmosphere.	1	0.4	0.4
Relaxing good views.	1	0.4	0.4
Relaxing, walking grounds.	1	0.4	0.4
Rescued animals made me feel good.	1	0.4	0.4
Rides and atmosphere.	1	0.4	0.4
Rides and everything, zoo as well.	1	0.4	0.4
Rides enjoyable.	1	0.4	0.4
Rides were good great atmosphere.	1	0.4	0.4
Rides.	1	0.4	0.4
Seeing all the different displays.	1	0.4	0.4
Seeing pictures of the people who lived there.	1	0.4	0.4
Sense of history.	1	0.4	0.4

Serenity on the area.	1	0.4	0.4
Something for children- easy to set to.	1	0.4	0.4
Somewhere new - Castle from the outside, Stately home from the inside.	1	0.4	0.4
Special family occasion. My dad is very spiritual, my daughter was born on a special day.	1	0.4	0.4
The animals and the open space.	1	0.4	0.4
The big rides.	1	0.4	0.4
The bikes and the way they look.	1	0.4	0.4
The gardens are well laid out and beautiful.	1	0.4	0.4
The history of place and surroundings.	1	0.4	0.4
The house and animals were wonderful.	1	0.4	0.4
The open spaces and fresh air.	1	0.4	0.4
The peacefulness.	1	0.4	0.4
The rides and little one enjoyed it too.	1	0.4	0.4
The rides.	2	0.8	0.8
The setting itself.	1	0.4	0.4
The Victorian way of life/brought back memories to the back to bock houses.	1	0.4	0.4
The views- whole of Birmingham.	1	0.4	0.4
The workings and presentation.	1	0.4	0.4
Tour was really good- extremely interesting.	1	0.4	0.4
Tranquil peaceful just enjoyable.	1	0.4	0.4
Variety- A living museum.	1	0.4	0.4
Variety of entertainment.	1	0.4	0.4
Very interesting- enjoyed radio guide.	1	0.4	0.4
Very interesting and beautiful inside.	1	0.4	0.4
Very interesting and informative.	1	0.4	0.4
Very interesting to wander around.	1	0.4	0.4
Watching children enjoy the day.	1	0.4	0.4
We were there for three hours - History involved. Had a very interesting day out.	1	0.4	0.4
Weather. History good.	1	0.4	0.4
Won villa vs. blues villa won.	1	0.4	0.4
Total	264	100.0	100.0

Q23 May we ask your postcode?(a)

		Frequency	Percent	Valid Percent
Valid	B12 0NQ	1	0.4	0.4
	B12 2EF	1	0.4	0.4
	B13 0HG	1	0.4	0.4
	B13 6LR	1	0.4	0.4
	B13 9EH	1	0.4	0.4
	B14 4AP	1	0.4	0.4
	B14 5TF	1	0.4	0.4
	B14 7SU	1	0.4	0.4
	B17 9JH	1	0.4	0.4
	B20 2LP	1	0.4	0.4
	B20 3BX	1	0.4	0.4
	B20 3EH	1	0.4	0.4

B20 3HT	1	0.4	0.4
B20 9JE	1	0.4	0.4
B21 9DQ	1	0.4	0.4
B23 55D	1	0.4	0.4
B23 5ER	1	0.4	0.4
B23 5HY	1	0.4	0.4
B23 5JJ	1	0.4	0.4
B23 5LY	1	0.4	0.4
B23 5NU	2	0.8	0.8
B23 5PE	1	0.4	0.4
B23 5PN	1	0.4	0.4
B23 5PX	1	0.4	0.4
B23 5PZ	1	0.4	0.4
B23 5QD	1	0.4	0.4
B23 5QU	1	0.4	0.4
B23 5RS	1	0.4	0.4
B23 5RX	2	0.8	0.8
B23 5ST	1	0.4	0.4
B23 5SX	1	0.4	0.4
B23 5TX	1	0.4	0.4
B23 5TY	1	0.4	0.4
B23 5UD	1	0.4	0.4
B23 5UE	1	0.4	0.4
B23 5UH	1	0.4	0.4
B23 5XB	1	0.4	0.4
B23 6AL	1	0.4	0.4
B23 6AS	1	0.4	0.4
B23 6DR	1	0.4	0.4
B23 6EA	1	0.4	0.4
B23 6EH	1	0.4	0.4
B23 6EJ	1	0.4	0.4
B23 6ES	1	0.4	0.4
B23 6ET	1	0.4	0.4
B23 6EZ	1	0.4	0.4
B23 6GN	1	0.4	0.4
B23 6JL	1	0.4	0.4
B23 6JX	1	0.4	0.4
B23 6JY	1	0.4	0.4
B23 6NE	1	0.4	0.4
B23 6NG	1	0.4	0.4
B23 6NN	1	0.4	0.4
B23 6NQ	1	0.4	0.4
B23 6PD	1	0.4	0.4
B23 6PG	1	0.4	0.4
B23 6PS	1	0.4	0.4
B23 6PX	1	0.4	0.4
B23 6PY	1	0.4	0.4
B23 6qa	1	0.4	0.4
B23 6QA	1	0.4	0.4
B23 6QE	1	0.4	0.4

B23 6QJ	1	0.4	0.4
B23 6SD	1	0.4	0.4
B23 6TG	1	0.4	0.4
B23 6TS	1	0.4	0.4
B23 6TX	1	0.4	0.4
B23 6UA	1	0.4	0.4
B23 6UR	1	0.4	0.4
B23 6UX	1	0.4	0.4
B23 7AL	1	0.4	0.4
B23 7AU	1	0.4	0.4
B23 7BJ	1	0.4	0.4
B23 7DN	1	0.4	0.4
B23 7DW	1	0.4	0.4
B23 7ER	1	0.4	0.4
B23 7HS	1	0.4	0.4
B23 7HX	1	0.4	0.4
B23 7JP	1	0.4	0.4
B23 7JS	1	0.4	0.4
B23 7LH	1	0.4	0.4
B23 7LL	1	0.4	0.4
B23 7PB	1	0.4	0.4
B23 7PF	1	0.4	0.4
B23 7QB	1	0.4	0.4
B23 7RJ	1	0.4	0.4
B23 7RQ	1	0.4	0.4
B23 7SB	1	0.4	0.4
B23 7SG	1	0.4	0.4
B23 7SQ	1	0.4	0.4
B23 7ST	1	0.4	0.4
B23 7UN	1	0.4	0.4
B23 7UP	1	0.4	0.4
B23 7XN	1	0.4	0.4
B23 7XZ	1	0.4	0.4
B23 9AE	1	0.4	0.4
B23 SRU	1	0.4	0.4
B24 0AT	1	0.4	0.4
B24 0BS	1	0.4	0.4
B24 0DR	1	0.4	0.4
B24 0DU	1	0.4	0.4
B24 0HL	1	0.4	0.4
B24 0JT	2	0.8	0.8
B24 0LL	2	0.8	0.8
B24 0LW	1	0.4	0.4
B24 0LX	1	0.4	0.4
B24 0PG	1	0.4	0.4
B24 0RY	1	0.4	0.4
B24 0RZ	1	0.4	0.4
B24 0SY	2	0.8	0.8
B24 0TJ	1	0.4	0.4
B24 0TR	1	0.4	0.4

B24 5ER	1	0.4	0.4
B24 5RJ	1	0.4	0.4
B24 6AS	1	0.4	0.4
B24 7JR	1	0.4	0.4
B24 8DY	1	0.4	0.4
B24 8HG	1	0.4	0.4
b24 8jr	1	0.4	0.4
B24 8LS	1	0.4	0.4
B24 8NU	1	0.4	0.4
B24 8PP	1	0.4	0.4
B24 8QS	1	0.4	0.4
B24 8RJ	1	0.4	0.4
B24 9AE	1	0.4	0.4
B24 9BD	2	0.8	0.8
B24 9BZ	1	0.4	0.4
B24 9DU	1	0.4	0.4
B24 9EB	1	0.4	0.4
B24 9EH	1	0.4	0.4
B24 9EL	1	0.4	0.4
B24 9ET	1	0.4	0.4
B24 9EU	1	0.4	0.4
B24 9EW	2	0.8	0.8
B24 9EX	1	0.4	0.4
B24 9HB	1	0.4	0.4
B24 9HIS	1	0.4	0.4
B24 9HQ	1	0.4	0.4
B24 9JA	1	0.4	0.4
B24 9JG	1	0.4	0.4
B24 9JW	1	0.4	0.4
B24 9L6	1	0.4	0.4
B24 9LQ	1	0.4	0.4
B24 9LU	1	0.4	0.4
B24 9NF	1	0.4	0.4
B24 9QY	1	0.4	0.4
B24 9RB	2	0.8	0.8
B24 9RQ	1	0.4	0.4
B24 9RR	1	0.4	0.4
B24 9S11	1	0.4	0.4
B24 9SH	1	0.4	0.4
B24 9SX	1	0.4	0.4
B24 9TD	1	0.4	0.4
B247 0AJ	1	0.4	0.4
B248BN	1	0.4	0.4
B25 ALS	1	0.4	0.4
B26 2hd	1	0.4	0.4
B28 8DJ	1	0.4	0.4
B29 4LX	1	0.4	0.4
B31 4SH	1	0.4	0.4
B31 4SL	1	0.4	0.4
B31 4SU	1	0.4	0.4

B33 9DY	1	0.4	0.4
B33 9JW	1	0.4	0.4
B33 9SY	1	0.4	0.4
B34 6PY	1	0.4	0.4
B34 7DA	1	0.4	0.4
B34 7EB	1	0.4	0.4
B34 7HU	1	0.4	0.4
B34 7NP	1	0.4	0.4
B34 7SW	1	0.4	0.4
B35 6DD	1	0.4	0.4
B35 6JR	1	0.4	0.4
B35 6QE	1	0.4	0.4
B35 6QF	1	0.4	0.4
B35 6QL	1	0.4	0.4
B35 7DN	1	0.4	0.4
B35 7FF	1	0.4	0.4
B35 7JJ	1	0.4	0.4
B35 7JN	1	0.4	0.4
B35 7PA	1	0.4	0.4
B35 7QD	1	0.4	0.4
B36 8TG	1	0.4	0.4
B36 9N6	1	0.4	0.4
B37 7JZ	1	0.4	0.4
B38 8TW	1	0.4	0.4
B42 1HL	1	0.4	0.4
B42 1HP	1	0.4	0.4
B42 2BG	1	0.4	0.4
B42 2BL	1	0.4	0.4
B42 3DR	1	0.4	0.4
B43 6ND	1	0.4	0.4
B44 0PB	1	0.4	0.4
B44 0SL	1	0.4	0.4
B44 8EJ	1	0.4	0.4
B46 1RE	1	0.4	0.4
B5 5TH	1	0.4	0.4
B6 7AL	1	0.4	0.4
B63 1AE	1	0.4	0.4
B65 0HE	1	0.4	0.4
B68 8PT	1	0.4	0.4
B7 5NF	1	0.4	0.4
B71 1AA	1	0.4	0.4
B72 1AE	1	0.4	0.4
B72 1AS	1	0.4	0.4
B72 1AZ	1	0.4	0.4
B72 1DW	1	0.4	0.4
B72 1LA	1	0.4	0.4
B72 1LF	1	0.4	0.4
B73 5HL	1	0.4	0.4
B73 5JR	1	0.4	0.4
B73 5RL	1	0.4	0.4

B73 6RY	1	0.4	0.4
B74 3BH	1	0.4	0.4
B74 3EG	1	0.4	0.4
B74 3NY	1	0.4	0.4
B74 4AE	1	0.4	0.4
B75 5NW	1	0.4	0.4
B75 7LB	2	0.8	0.8
B75 7LW	2	0.8	0.8
B75 7PJ	1	0.4	0.4
B75 8TR	1	0.4	0.4
B75 PE	1	0.4	0.4
B76 166	1	0.4	0.4
B76 1HE	1	0.4	0.4
B76 1LG	1	0.4	0.4
B76 1RH	1	0.4	0.4
B76 1XX	2	0.8	0.8
B76 2UY	1	0.4	0.4
B77 2DG	1	0.4	0.4
B77 4EF	1	0.4	0.4
B8 2QH	1	0.4	0.4
B8 2SE	1	0.4	0.4
B90 4HS	1	0.4	0.4
B94 5LT	1	0.4	0.4
B95 0QN	1	0.4	0.4
BB4 6TU	1	0.4	0.4
BBG BTS	1	0.4	0.4
BE3 6QA	1	0.4	0.4
BE3 7YX	1	0.4	0.4
CV3 2QG	1	0.4	0.4
CV5 6EF	1	0.4	0.4
DE12 7PU	1	0.4	0.4
DY5 1QO	1	0.4	0.4
DY8 5JL	1	0.4	0.4
GM 7W	1	0.4	0.4
MK45 4SN	1	0.4	0.4
PO23 6NS	1	0.4	0.4
R24 9JR	1	0.4	0.4
SE13 6TG	1	0.4	0.4
W57 0HQ	1	0.4	0.4
WS9 9LU	1	0.4	0.4
WV4 4RQ	1	0.4	0.4
Total	264	100.0	100.0

5.3.5: Comments from Poole

Q3 Do you support any other charity with regular donations i...(a)

Comments from Poole		Frequency	Percent	Valid Percent
Valid		35	38.5	38.5
	Amnesty International.	1	1.1	1.1
	British Heart Foundation.	1	1.1	1.1
	British Legion.	1	1.1	1.1
	Cancer Research, Marie Curie and Help the Aged.	1	1.1	1.1
	Cancer research.	1	1.1	1.1
	Cancer Research.	2	2.2	2.2
	Cancer, MacMillan Nurses and Oxfam.	1	1.1	1.1
	Cats protection league.	1	1.1	1.1
	Child line, Diabetes UK and A child in Africa.	1	1.1	1.1
	Christian churches.	1	1.1	1.1
	Church and RSPB	1	1.1	1.1
	Church.	4	4.4	4.4
	Dog friendly association.	1	1.1	1.1
	Dorset air rescue.	1	1.1	1.1
	DOSA	1	1.1	1.1
	Hants Wildlife Trust.	1	1.1	1.1
	Heart Foundation.	1	1.1	1.1
	Help the Aged.	1	1.1	1.1
	Help the Hero's.	1	1.1	1.1
	Horses and RNLI.	1	1.1	1.1
	Leonard Cheshire Society.	1	1.1	1.1
	Local Hospitals.	1	1.1	1.1
	Macmillan Nurses.	2	2.2	2.2
	Marie Curie.	1	1.1	1.1
	MIND	1	1.1	1.1
	MIND and Macmillan Nurses.	1	1.1	1.1
	MS society.	2	2.2	2.2
	MS Society.	1	1.1	1.1
	National children's home.	1	1.1	1.1
	NSPCC and RNLI	1	1.1	1.1
	NSPCC, Save the children, Diabetes Research.	1	1.1	1.1
	Osteoporosis Society.	1	1.1	1.1
	Oxfam and charity shops.	1	1.1	1.1
	Oxfam, Help the Aged and MS society.	1	1.1	1.1
	P.D.S.A, R.S.P.C.A.	1	1.1	1.1
	PDSA - Oxfam.	1	1.1	1.1
	PDSA - SRPBA	1	1.1	1.1
	PDSA, Royal Hospital.	1	1.1	1.1
	RNLI	6	6.6	6.6
	RNLI , Cancer research.	1	1.1	1.1
	RNLI and Haunts Wildlife trust.	1	1.1	1.1
	RSPB	1	1.1	1.1

RSPCA	1	1.1	1.1
RSPCA, BHF, Cancer research.	1	1.1	1.1
Save the children.	1	1.1	1.1
Total	91	100.0	100.0

Q4 Other please specify(a)

Comments from Poole		Frequency	Percent	Valid Percent
Valid		74	81.3	81.3
	Biking.	1	1.1	1.1
	Bird watching.	1	1.1	1.1
	Climbing and surfing.	1	1.1	1.1
	Distance walking.	1	1.1	1.1
	Kite surfing and white water rafting.	1	1.1	1.1
	Mountain biking.	4	4.4	4.4
	Non-mobile.	1	1.1	1.1
	Ropes course.	1	1.1	1.1
	Sailing.	3	3.3	3.3
	Snorkelling.	1	1.1	1.1
	Surfing.	1	1.1	1.1
	Water Skiing.	1	1.1	1.1
	Total	91	100.0	100.0

a. Interview location = Poole

Q6 Other please specify(a)

Comments from Poole		Frequency	Percent	Valid Percent
Valid		59	64.8	64.8
	Bath Chronicle leaflet.	1	1.1	1.1
	Caravan Club.	1	1.1	1.1
	Church and libraries.	1	1.1	1.1
	Church.	1	1.1	1.1
	Daily Echo and library.	1	1.1	1.1
	Daily Echo.	2	2.2	2.2
	Flyers local paper.	1	1.1	1.1
	Leaflets "What's on" guides.	1	1.1	1.1
	Leaflets and "What's on?" magazine.	1	1.1	1.1
	Leaflets.	2	2.2	2.2
	Libraries.	3	3.3	3.3
	Library - "what's on" guide.	1	1.1	1.1
	Local papers and libraries.	1	1.1	1.1
	Local papers and magazine and school connections.	1	1.1	1.1
	Local papers, TV and radio.	1	1.1	1.1
	Local papers.	5	5.5	5.5
	Local television.	1	1.1	1.1
	Local TV and Wave FM.	1	1.1	1.1
	London papers - Librarians.	1	1.1	1.1
	Organised coach tours leaflets.	1	1.1	1.1
	Organised tour or excursions.	1	1.1	1.1

Organised tours and trips.	1	1.1	1.1
Organised tours.	1	1.1	1.1
Work network, local radio and libraries.	1	1.1	1.1
Total	91	100.0	100.0

Q7 Other(a)

Comments from Poole	Frequency	Percent	Valid Percent
Valid	78	85.7	85.7
Access in buggy is very difficult.	1	1.1	1.1
Been in previous years.	1	1.1	1.1
Brownsea Island.	1	1.1	1.1
Daily Echo.	1	1.1	1.1
Difficult to get to and the cost.	1	1.1	1.1
Do more outdoor activities.	1	1.1	1.1
Event at Heligan and other gardens.	1	1.1	1.1
Moving house.	1	1.1	1.1
Not many close to home.	1	1.1	1.1
Not many in area - ill health.	1	1.1	1.1
Prefer outdoor activities.	1	1.1	1.1
Prefer outdoors.	1	1.1	1.1
WW1 and WW2 battle fields in France.	1	1.1	1.1
Total	91	100.0	100.0

Q9 Please describe the promotion(a)

Comments from Poole	Frequency	Percent	Valid Percent
Valid	59	64.8	64.8
1000 years of a Cathedral.	1	1.1	1.1
All Cheshire NT properties.	1	1.1	1.1
Brownsea - leaflets in self catering college.	1	1.1	1.1
Brownsea and half term week events.	1	1.1	1.1
Brownsea Island.	1	1.1	1.1
Brownsea leaflets in hotel.	1	1.1	1.1
Brownsea leaflets.	1	1.1	1.1
Brownsea, saw leaflets, children's holiday activities.	1	1.1	1.1
Brownsea.	1	1.1	1.1
Chartwell.	1	1.1	1.1
Cumber Park, musical events.	1	1.1	1.1
Cycling.	1	1.1	1.1
Fishing and course fishing in France.	1	1.1	1.1
Highcliffe castle.	1	1.1	1.1
Hinton Ampner.	1	1.1	1.1
Lipton House - concert.	1	1.1	1.1
Mompesson House - Georgian furniture.	1	1.1	1.1
NT in East Devon.	1	1.1	1.1
Polesden Lacey - new car park arrangement.	1	1.1	1.1
Prior Park Bath - Music event.	1	1.1	1.1
Prior Park gardens.	1	1.1	1.1

Roman Baths in Bath and Bone Kickers series on BBC one.	1	1.1	1.1
Sheffield Park activities.	1	1.1	1.1
Snowdrops at Kingston Lacy.	1	1.1	1.1
Stone Henge and Avebury Summer Solstice.	1	1.1	1.1
Tatton Park Cheshire - gardening show.	1	1.1	1.1
The Vyne and Basildon Park.	1	1.1	1.1
TV series Longleat.	1	1.1	1.1
Tyntesfield.	1	1.1	1.1
Upton House - open days and craft fairs.	1	1.1	1.1
Upton House, Poole, Craft fairs and concerts.	1	1.1	1.1
Waddesdon.	1	1.1	1.1
Total	91	100.0	100.0

Q10 Other(a)

Comments from Poole	Frequency	Percent	Valid Percent
Valid	41	45.1	45.1
Access has to be by buggy. I am disables and walk very little.	1	1.1	1.1
Access problems - buggy user.	1	1.1	1.1
Allow course fishing.	1	1.1	1.1
An artist.	1	1.1	1.1
Beach for young daughter.	1	1.1	1.1
Beaches and Jurassic Coast.	1	1.1	1.1
Beaches and Quays.	1	1.1	1.1
Beaches.	1	1.1	1.1
Beeches and coastline. Fishing.	1	1.1	1.1
Beeches and water sports.	1	1.1	1.1
Biographies.	1	1.1	1.1
Bird watching.	1	1.1	1.1
Bowls grown Green, organised tours.	1	1.1	1.1
Coast and Quays.	1	1.1	1.1
Coast.	2	2.2	2.2
Coastline and beaches.	1	1.1	1.1
Coastline and beeches.	1	1.1	1.1
Coastline and Quays.	1	1.1	1.1
Coastline, especially Jurassic coast.	1	1.1	1.1
Cycling and beach coastline.	1	1.1	1.1
Cycling.	1	1.1	1.1
Do have access problems.	1	1.1	1.1
Dog walking.	1	1.1	1.1
EBay frauding, OU course.	1	1.1	1.1
Entertaining grandchildren,.	1	1.1	1.1
Fishing and beaches.	1	1.1	1.1
Fishing.	2	2.2	2.2
Garden centres.	1	1.1	1.1
I cycle everywhere.	1	1.1	1.1
Leading walking group.	1	1.1	1.1
Local history and family history.	1	1.1	1.1
Lower Green Bowls.	1	1.1	1.1

Mobile home but a disabled badge user.	1	1.1	1.1
Music, classical rock.	1	1.1	1.1
National bus scheme - free.	1	1.1	1.1
New age events.	1	1.1	1.1
Non - Driver.	1	1.1	1.1
Outdoor scenery and walking.	1	1.1	1.1
Pubs, coastline and beeches.	1	1.1	1.1
Quizzes and fishing.	1	1.1	1.1
Reliant on friends, family and buses for transport.	1	1.1	1.1
Sailing and cycling.	1	1.1	1.1
Sailing.	1	1.1	1.1
Sea and course fishing.	1	1.1	1.1
Theatre.	2	2.2	2.2
Wildlife photography (Birds).	1	1.1	1.1
Woragret free bus travel - very important.	1	1.1	1.1
Total	91	100.0	100.0

Q11 Other/or detail above(a)

Comments from Poole		Frequency	Percent	Valid Percent
Valid		62	68.1	68.1
	Agricultural - gardening implements.	1	1.1	1.1
	Am disabled.	1	1.1	1.1
	Audio tours.	5	5.5	5.5
	Bowls.	1	1.1	1.1
	BSO concerts.	1	1.1	1.1
	Children's events for the under fives.	1	1.1	1.1
	Classic bike and car days.	1	1.1	1.1
	Do organised coach tours.	1	1.1	1.1
	Enactments and costumed staff for children.	1	1.1	1.1
	Enactments for children.	1	1.1	1.1
	Enactments.	2	2.2	2.2
	Gardens.	1	1.1	1.1
	Has to be dog friendly.	1	1.1	1.1
	Have more live music at properties.	1	1.1	1.1
	Industrial history.	2	2.2	2.2
	May enjoy NT.	1	1.1	1.1
	Military history,	1	1.1	1.1
	New age events.	1	1.1	1.1
	NT should have entry concessions to retired people who pay the same as youngsters.	1	1.1	1.1
	Prefer audio guide.	1	1.1	1.1
	Prefer audio tours.	1	1.1	1.1
	Properties and grounds need to be dog friendly.	1	1.1	1.1
	Translated Audio Tours.	1	1.1	1.1
	Total	91	100.0	100.0

Q13 Could you name one leisure attraction that...(a)

Comments from Poole		Frequency	Percent	Valid Percent
Valid	Above Alum Chine.	1	1.1	1.1
	Avebury Stones.	1	1.1	1.1
	Avebury.	1	1.1	1.1
	Avene Peninsula.	1	1.1	1.1
	Barrington Court. (NT.)	1	1.1	1.1
	Beamish Village.	1	1.1	1.1
	Beer festival in Munich.	1	1.1	1.1
	Black country museum.	1	1.1	1.1
	Boat trip from Poole Quay.	1	1.1	1.1
	Bridport, West Bay area.	1	1.1	1.1
	Brownsea Island.	8	8.8	8.8
	Castle Mey.	1	1.1	1.1
	Clandon House, Guildford.	1	1.1	1.1
	Cliveden House.	1	1.1	1.1
	Clumber Park.	1	1.1	1.1
	Dolphin Leisure centre.	1	1.1	1.1
	Donning ton Race Course.	1	1.1	1.1
	Exbury gardens.	1	1.1	1.1
	Fairfield halls, Croydon.	1	1.1	1.1
	Glastonbury.	1	1.1	1.1
	Goring-On-Sea.	1	1.1	1.1
	Highcliffe Castle.	1	1.1	1.1
	Hinton Ampner.	1	1.1	1.1
	Hurst Castle.	1	1.1	1.1
	Inverness, start of Great Glen.	1	1.1	1.1
	Isle of Islay.	1	1.1	1.1
	Isle of Wight.	1	1.1	1.1
	Kingston Lacey.	1	1.1	1.1
	La Rochelle - France.	1	1.1	1.1
	Lake District.	1	1.1	1.1
	Lanhydrock house and gardens.	1	1.1	1.1
	Lulworth Cove.	1	1.1	1.1
	Lyme Regis.	1	1.1	1.1
	Manhattan Island.	1	1.1	1.1
	Monet's garden.	1	1.1	1.1
	Motorbikes (on Tuesdays) Poole Quay.	1	1.1	1.1
	Natural History Museum.	1	1.1	1.1
	New Forest.	1	1.1	1.1
	New quay.	1	1.1	1.1
	Oceanarium Bournemouth.	1	1.1	1.1
	Osborne House, Isle of Wight.	1	1.1	1.1
	Osborne House.	1	1.1	1.1
	Poole Arms, Poole.	1	1.1	1.1
	Poole Museum.	1	1.1	1.1
	Poole Quay on a sunny day.	1	1.1	1.1
	Poole Quay.	3	3.3	3.3

Poole, Guildhall.	1	1.1	1.1
Prior Park, Bath.	1	1.1	1.1
RHS Wisley, Surrey.	1	1.1	1.1
Royal Albert Hall.	1	1.1	1.1
Russell Coates Museum.	1	1.1	1.1
Salford City "Reds".	1	1.1	1.1
Salisbury Cathedral.	1	1.1	1.1
Savernake Forest.	1	1.1	1.1
Sienna, Tuscany.	1	1.1	1.1
Sissinghurst, Kent.	1	1.1	1.1
Skomer Island, Pembrokeshire.	1	1.1	1.1
South Lakes around Windermere.	1	1.1	1.1
Southampton Football Club.	1	1.1	1.1
St Pauls Cathedral.	1	1.1	1.1
Steam Railway, East coast and Sussex.	1	1.1	1.1
Stoke Bruane.	1	1.1	1.1
Stoke city.	1	1.1	1.1
Studland Beach.	1	1.1	1.1
Swanage and Purbeck.	1	1.1	1.1
Tatton Park.	1	1.1	1.1
Teignmouth.	1	1.1	1.1
The Prado. Madrid.	1	1.1	1.1
The Vyne - Basingstoke.	1	1.1	1.1
Tintager Castle.	1	1.1	1.1
Trips to Brownsea Island.	1	1.1	1.1
Upton House, Poole.	3	3.3	3.3
Walking through New Forest.	1	1.1	1.1
Wardour Castle near Tisbury, Wiltshire.	1	1.1	1.1
Wareham.	1	1.1	1.1
Warwick castle.	1	1.1	1.1
Wessex heavy horse fair at Shaftesbury.	1	1.1	1.1
Weymouth Quay.	1	1.1	1.1
Wisley.	1	1.1	1.1
Yorkshire Dales area.	1	1.1	1.1
Total	91	100.0	100.0

Q14 Why did you enjoy it?(a)

Comments from Poole		Frequency	Percent	Valid Percent
Valid	A favourite, has everything, house, gardens and servant quarters.	1	1.1	1.1
	Activity and nice setting.	1	1.1	1.1
	Admire the architectural style.	1	1.1	1.1
	Always a favourite of mine, but expensive now.	1	1.1	1.1
	Amazing layout and colours.	1	1.1	1.1
	Ambience. Visit with family, lovely weather.	1	1.1	1.1
	An enthusiast.	1	1.1	1.1
	Army regimental museum.	1	1.1	1.1
	Art gallery.	1	1.1	1.1
	Attending a concert and setting within London.	1	1.1	1.1

Beach and cycling.	1	1.1	1.1
Beeches and surfing with family.	1	1.1	1.1
Bird life and rugged scenery.	1	1.1	1.1
Boat trip around island. The weather and the red squirrels.	1	1.1	1.1
Built in 1635 coming up to 400 years old.	1	1.1	1.1
Children enjoyed exploring and seeing the squirrels.	1	1.1	1.1
Close to home, wildlife entertain children.	1	1.1	1.1
Coastline, Natural wildlife.	1	1.1	1.1
Day trips out, waling and the views.	1	1.1	1.1
Exciting and architectural.	1	1.1	1.1
F1 racing and Classic cars.	1	1.1	1.1
Family day out crabbing and fishing.	1	1.1	1.1
Family outings, been twice this year.	1	1.1	1.1
Fell walking.	1	1.1	1.1
Finding fishing rivers.	1	1.1	1.1
First visit for years, lovely colour.	1	1.1	1.1
Fishing.	1	1.1	1.1
Forests commission capacity.	1	1.1	1.1
Gardens - Vita Sackville West.	1	1.1	1.1
Great venues for concerts.	1	1.1	1.1
Harbour, Quay and sailing.	1	1.1	1.1
History - unusual site and setting.	1	1.1	1.1
History, age and architecture.	1	1.1	1.1
House and walking around the gardens.	1	1.1	1.1
House contents and walking in the grounds.	1	1.1	1.1
I have been a potteries fan for years.	1	1.1	1.1
Idyllic and the squirrels.	1	1.1	1.1
Interesting coastline walk.	1	1.1	1.1
Its free and the lovely gardens.	1	1.1	1.1
Lifting bridge and sun seeker yachts.	1	1.1	1.1
Living History.	1	1.1	1.1
Local - Always interesting.	1	1.1	1.1
Local favourite - lovely setting in the surrounding countryside.	1	1.1	1.1
Local history.	1	1.1	1.1
Love country fairs.	1	1.1	1.1
Love swimming.	1	1.1	1.1
Lovely day out - nice trip. 60 Miles each way.	1	1.1	1.1
Lovely sunny day - Not been out much lately.	1	1.1	1.1
Lovely village on canal and famous canal museum.	1	1.1	1.1
Motor cyclist seeing bikes etc.	1	1.1	1.1
Near to home and parkland.	1	1.1	1.1
Peaceful.	1	1.1	1.1
Perfect weather and red squirrels.	1	1.1	1.1
Plenty to see.	1	1.1	1.1
Remember from childhood visits, even better when visited recently.	1	1.1	1.1
RHS member, always a joy.	1	1.1	1.1
RHS Wisley show.	1	1.1	1.1
Romantic "feel to the town".	1	1.1	1.1
Rugby League Team - Fan.	1	1.1	1.1
Scenery and Canals.	1	1.1	1.1

Scenery and educational.	1	1.1	1.1
Scenery and old style shops.	1	1.1	1.1
Scotland, ex home of the Queen Mother.	1	1.1	1.1
Season ticket holder for forty years.	1	1.1	1.1
Setting and history.	1	1.1	1.1
Small seaside quay.	1	1.1	1.1
Summer Solstice.	1	1.1	1.1
The atmosphere.	1	1.1	1.1
The beach.	1	1.1	1.1
The hills and views are un-commercialised.	1	1.1	1.1
The main square - Italian architecture.	1	1.1	1.1
The painted ceiling in Tabernacle Church.	1	1.1	1.1
The transport museum.	1	1.1	1.1
The views and layout and "Wilderness section".	1	1.1	1.1
To Swanage seeing the coast.	1	1.1	1.1
Took the grandchildren and had a great family day out.	1	1.1	1.1
Tour and the town.	1	1.1	1.1
Town and seaside resort.	1	1.1	1.1
Very interesting collections.	1	1.1	1.1
Via Hammworthy through arches - shrubs.	1	1.1	1.1
Views and setting.	1	1.1	1.1
Views looking down on the gardens.	1	1.1	1.1
Villages.	1	1.1	1.1
Walking and Solstice.	1	1.1	1.1
Walking the walls.	1	1.1	1.1
Walled garden and Glasshouse impressive.	1	1.1	1.1
Walled kitchen and garden.	1	1.1	1.1
We are members and frequent visitors.	1	1.1	1.1
Wildlife (birds).	1	1.1	1.1
Wildlife Setting, pleasant staff.	1	1.1	1.1
World class excellent guides.	1	1.1	1.1
Total	91	100.0	100.0

Q23 May we ask your postcode?(a)

Postcodes in Poole		Frequency	Percent	Valid Percent
Valid		1	1.1	1.1
	B73 5JJ	1	1.1	1.1
	BA2 1AG	2	2.2	2.2
	BA2 2BG	1	1.1	1.1
	BA2 9DU	1	1.1	1.1
	BH11 8RF	1	1.1	1.1
	BH12 9QP	1	1.1	1.1
	BH13 6TG	1	1.1	1.1
	BH14 0NL	1	1.1	1.1
	BH14 8AN	1	1.1	1.1
	BH15	1	1.1	1.1
	BH15 1HD	1	1.1	1.1

BH15 1NA	1	1.1	1.1
BH15 1QA	1	1.1	1.1
BH15 1RT	1	1.1	1.1
BH15 1YD	1	1.1	1.1
BH15 2DW	1	1.1	1.1
BH15 2LZ	1	1.1	1.1
BH15 4LA	1	1.1	1.1
BH16 5BH	1	1.1	1.1
BH17 7JC	1	1.1	1.1
BH17 8SD	1	1.1	1.1
BH18 8JB	1	1.1	1.1
BH2 9QR	1	1.1	1.1
BH21 1JS	1	1.1	1.1
BH21 2JU	1	1.1	1.1
BH21 3EY	1	1.1	1.1
BH21 3PR	1	1.1	1.1
BH21 3SN	1	1.1	1.1
BH22 8RJ	1	1.1	1.1
BH4 8BT	1	1.1	1.1
BH4 8HY	1	1.1	1.1
BH6 3HH	1	1.1	1.1
BH8 8NP	1	1.1	1.1
BN16 2HE	1	1.1	1.1
BS16 6HN	1	1.1	1.1
CANADA	1	1.1	1.1
CF15 7SH	1	1.1	1.1
CO2 7TB	1	1.1	1.1
CR0 6RY	1	1.1	1.1
CV22 5HZ	1	1.1	1.1
CV47 2BL	1	1.1	1.1
D68	1	1.1	1.1
D68 6DA	1	1.1	1.1
DA15 7JG	1	1.1	1.1
EX31 3QZ	1	1.1	1.1
France.	1	1.1	1.1
German.	1	1.1	1.1
GU14 9HW	1	1.1	1.1
Gurnsey.	1	1.1	1.1
HU11 4ET	1	1.1	1.1
IP25 6TW	1	1.1	1.1
ITALY	1	1.1	1.1
LE14	1	1.1	1.1
LE6 7HA	1	1.1	1.1
M28 1DW	1	1.1	1.1
M41 5AM	1	1.1	1.1
NETHERLANDS	2	2.2	2.2
NEW ZEALAND	1	1.1	1.1
NG15 6TA	1	1.1	1.1
NN7 3EH	1	1.1	1.1
OX33 1UP	1	1.1	1.1

PR4 2DB	1	1.1	1.1
RG54 5HB	1	1.1	1.1
RH4 3QN	1	1.1	1.1
RM12 4PT	1	1.1	1.1
RM14 1HF	1	1.1	1.1
RM9 5JD	1	1.1	1.1
S6 5FT	1	1.1	1.1
S66 8AN	1	1.1	1.1
SA3 5TB	1	1.1	1.1
SA6 6PW	1	1.1	1.1
SK9 4ET	1	1.1	1.1
SN14 8HF	1	1.1	1.1
SO15 5QR	1	1.1	1.1
SO18 5HB	1	1.1	1.1
SO21	1	1.1	1.1
SO31	1	1.1	1.1
SP10 5DR	1	1.1	1.1
SP4 4LS	1	1.1	1.1
ST10 4JF	1	1.1	1.1
ST10 4TD	1	1.1	1.1
ST5 9HQ	1	1.1	1.1
SY3 5EY	1	1.1	1.1
TA3 5DZ	1	1.1	1.1
TN14	1	1.1	1.1
TR1 4MH	1	1.1	1.1
WA15 6AB	1	1.1	1.1
WN7 2TP	1	1.1	1.1
Total	91	100.0	100.0

5.3.6: Comments from Bristol

Q3 Do you support any other charity with regular donations i...(a)

Comments from Bristol		Frequency	Percent	Valid Percent
Valid		154	77.8	77.8
	Action Aid.	1	0.5	0.5
	Animals and bars.	1	0.5	0.5
	Bristol children's hospital.	1	0.5	0.5
	BTCV and voluntary work.	1	0.5	0.5
	Cancer Research UK	1	0.5	0.5
	Cancer research.	3	1.5	1.5
	Cancer, The Blind and Life Boats.	1	0.5	0.5
	Children's charity.	1	0.5	0.5
	Children in need.	1	0.5	0.5
	Compassion UK	1	0.5	0.5
	Dog trust.	2	1.0	1.0
	Dogs Trust	1	0.5	0.5
	Dogs Trust.	1	0.5	0.5
	Friends of the Earth.	1	0.5	0.5
	Green peace.	1	0.5	0.5
	IFAW	1	0.5	0.5
	Jurenel diabetes.	1	0.5	0.5
	Local animal sanctuary.	1	0.5	0.5
	Local hospice.	1	0.5	0.5
	Local hospital.	1	0.5	0.5
	Marie Curie.	1	0.5	0.5
	N C D L	1	0.5	0.5
	NSPCC	3	1.5	1.5
	NSPCC.	2	1.0	1.0
	Oxfam	1	0.5	0.5
	Red Cross.	1	0.5	0.5
	RSPCA	5	2.5	2.5
	RSPCA.	1	0.5	0.5
	Save the children.	2	1.0	1.0
	St peter's hospital.	1	0.5	0.5
	Terrance Higgins Trust.	1	0.5	0.5
	The temple	1	0.5	0.5
	World Vision.	1	0.5	0.5
	Total	198	100.0	100.0

Q4 Other please specify(a)

Comments from Bristol		Frequency	Percent	Valid Percent
Valid		194	98.0	98.0
	Eden project.	1	0.5	0.5
	Shopping.	1	0.5	0.5
	The zoo.	1	0.5	0.5
	Zoo.	1	0.5	0.5
	Total	198	100.0	100.0

a. Interview location = Bristol

Q6 Other please specify(a)

Comments from Bristol		Frequency	Percent	Valid Percent
Valid		197	99.5	99.5
	Abroad.	1	0.5	0.5
	Total	198	100.0	100.0

a. Interview location = Bristol

Q7 Other(a)

Comments from Bristol		Frequency	Percent	Valid Percent
Valid		189	95.5	95.5
	Been in hospital.	1	0.5	0.5
	Couldn't take my children.	1	0.5	0.5
	Doesn't have good disabled access.	1	0.5	0.5
	Going Blind.	1	0.5	0.5
	I am so it hard to gel around.	1	0.5	0.5
	I am too old.	1	0.5	0.5
	Kids are too young.	1	0.5	0.5
	No one to go with.	1	0.5	0.5
	No transport.	1	0.5	0.5
	Total	198	100.0	100.0

Q9 Please describe the promotion(a)

Comments from Bristol		Frequency	Percent	Valid Percent
Valid		186	93.9	93.9
	Ashton Court.	1	0.5	0.5
	Avert.	1	0.5	0.5
	Bristol Zoo and Balloon festival.	1	0.5	0.5
	Can't remember.	2	1.0	1.0
	Devon ham park.	1	0.5	0.5
	Exhibitions.	1	0.5	0.5
	In my local hotel.	1	0.5	0.5
	Leaflets.	1	0.5	0.5
	Longleat on TV.	2	1.0	1.0
	Wildlife park.	1	0.5	0.5
	Total	198	100.0	100.0

Q11 Other/or detail above(a)

Comments from Bristol		Frequency	Percent	Valid Percent
Valid		194	98.0	98.0
	Better transport to get to them.	1	0.5	0.5
	Country shows.	1	0.5	0.5
	More facilities for disabled people.	1	0.5	0.5
	Outdoor adventure.	1	0.5	0.5
	Total	198	100.0	100.0

Q13 Could you name one leisure attraction that...(a)

Comments from Bristol		Frequency	Percent	Valid Percent
Valid		64	32.3	32.3
	"Dig"	1	0.5	0.5
	A day in London.	2	1.0	1.0
	A show in London.	1	0.5	0.5
	A theme park.	1	0.5	0.5
	A visit to the cots Wales.	1	0.5	0.5
	Alton towers.	6	3.0	3.0
	Alton Towers.	3	1.5	1.5
	Anywhere to get cheap booze.	1	0.5	0.5
	Art display in Prague.	1	0.5	0.5
	Ashton Court.	1	0.5	0.5
	Belfast 200.	1	0.5	0.5
	Boward House.	1	0.5	0.5
	Brecon Beacons National Park and visitors centre.	1	0.5	0.5
	Brighton pier.	1	0.5	0.5
	Bristol galleries.	1	0.5	0.5
	Bristol Zoo.	3	1.5	1.5
	British museum.	1	0.5	0.5
	Budda related things.	1	0.5	0.5

Can't remember.	1	0.5	0.5
Can't think of anything.	1	0.5	0.5
Cannot remember.	2	1.0	1.0
Cardiff Bay.	3	1.5	1.5
Cardiff food festival.	1	0.5	0.5
Chelsea flower show.	1	0.5	0.5
Chessington.	1	0.5	0.5
Cinema.	1	0.5	0.5
Climbing an active volcano.	1	0.5	0.5
Common Wealth Museum.	1	0.5	0.5
Daughter marriage at coomb abbey.	1	0.5	0.5
Disney Land Paris.	1	0.5	0.5
Disneyland in Florida.	1	0.5	0.5
Drayton Manor.	1	0.5	0.5
Durham Park.	1	0.5	0.5
Dylan Thomas exhibit in Swansea.	1	0.5	0.5
Eden project.	1	0.5	0.5
Eden Project.	1	0.5	0.5
Florence.	1	0.5	0.5
Folks festival.	1	0.5	0.5
Garden centre - Bitton.	1	0.5	0.5
Glastonbury festival.	1	0.5	0.5
Glastonbury tour.	1	0.5	0.5
Glastonbury.	1	0.5	0.5
Great Britain.	1	0.5	0.5
Greece	1	0.5	0.5
Gym.	1	0.5	0.5
Krakow - Cultural centre.	1	0.5	0.5
Lodge in Devon.	1	0.5	0.5
London Eye.	1	0.5	0.5
London.	2	1.0	1.0
Longleat and the proms them.	1	0.5	0.5
Longleat.	4	2.0	2.0
Madame Tussauds.	1	0.5	0.5
Markham park in Wales.	1	0.5	0.5
Museum and gallery.	1	0.5	0.5
Museum of Welsh life at St Fagans.	1	0.5	0.5
Museum of Welsh life.	1	0.5	0.5
Museum.	1	0.5	0.5
Music festival isle of white.	1	0.5	0.5
Museum of Welsh Life St Fagans.	2	1.0	1.0
National Botanic Gardens of Wales.	1	0.5	0.5
National museum of Wales.	1	0.5	0.5
National Museum of Wales.	2	1.0	1.0
Natural History Museum.	1	0.5	0.5
No where.	1	0.5	0.5
None really.	1	0.5	0.5
Not really no it rained.	1	0.5	0.5
Not that 9 can think of.	1	0.5	0.5
Nowhere.	3	1.5	1.5

Oakwood.	1	0.5	0.5
On the beach western.	1	0.5	0.5
Only to Cornwall.	1	0.5	0.5
Oxford.	1	0.5	0.5
Pembroke Castle.	1	0.5	0.5
Port Ventura.	1	0.5	0.5
Shopping in west end.	1	0.5	0.5
South Wales borders Museum, Brecon.	1	0.5	0.5
Sports Village.	1	0.5	0.5
SS great Britain.	1	0.5	0.5
SS Great Britain.	2	1.0	1.0
St Fagans near Cardiff.	1	0.5	0.5
St Fagans, museum of Welsh life.	1	0.5	0.5
St Fagons.	2	1.0	1.0
St Warburg's car vial.	1	0.5	0.5
Stone Henge.	1	0.5	0.5
Stourhead Gardens.	1	0.5	0.5
Swimming.	1	0.5	0.5
Tate museum in London.	1	0.5	0.5
Tate museum London.	1	0.5	0.5
Tecniquest.	1	0.5	0.5
The country side.	1	0.5	0.5
The Devon country side.	1	0.5	0.5
The globe in London.	1	0.5	0.5
The Louvre.	1	0.5	0.5
The nation gallery.	1	0.5	0.5
The new forest.	1	0.5	0.5
The Tate in London.	1	0.5	0.5
The Zoo Paington.	1	0.5	0.5
The zoo.	1	0.5	0.5
Tour of China and The Great Wall.	1	0.5	0.5
Tour of London.	1	0.5	0.5
Trip to Amsterdam with friends.	1	0.5	0.5
Tyntesfield House.	1	0.5	0.5
Universal Studio's Orlando.	1	0.5	0.5
Wembley.	1	0.5	0.5
Went to sea side.	1	0.5	0.5
Went to Torquay for the day.	1	0.5	0.5
Western	1	0.5	0.5
Westonbirt.	1	0.5	0.5
White water rafting in Monmouth.	1	0.5	0.5
White water rafting.	1	0.5	0.5
York merchants adventures.	1	0.5	0.5
Total	198	100.0	100.0

Q14 Why did you enjoy it?(a)

Comments from Bristol		Frequency	Percent	Valid Percent
Valid		79	39.9	39.9
	A family day out.	1	0.5	0.5
	A good exhibition.	1	0.5	0.5
	Adrenalin rush.	1	0.5	0.5
	Adrenaline rush.	1	0.5	0.5
	All of the rides.	1	0.5	0.5
	All together as a family.	1	0.5	0.5
	Amazing the way it's let out and local back.	1	0.5	0.5
	Animal Park.	1	0.5	0.5
	Atmosphere.	2	1.0	1.0
	Because the kids enjoyed it.	1	0.5	0.5
	Chance to try varied and different foods.	1	0.5	0.5
	Children can run around.	1	0.5	0.5
	DIY shops.	1	0.5	0.5
	Eco - friendly day out.	1	0.5	0.5
	Enjoyable day for all the family.	1	0.5	0.5
	Enjoyed Dylan Thomas writings.	1	0.5	0.5
	Enjoyed seeing the animals from Africa.	1	0.5	0.5
	Entrance.	1	0.5	0.5
	Excellent rides.	1	0.5	0.5
	Excellent rollercoaster's.	1	0.5	0.5
	Exciting rides and very good weather.	1	0.5	0.5
	Family have strong links to maritime history.	1	0.5	0.5
	Fascinating look at how the people of Wales used to live.	1	0.5	0.5
	Fascinating, went with friends, didn't think I would have enjoyed it so much.	1	0.5	0.5
	For all the farm animals.	1	0.5	0.5
	Free entry and plenty to see and do there.	1	0.5	0.5
	Free entry.	1	0.5	0.5
	Free entry/very interesting day out.	1	0.5	0.5
	Friendliness and greatness.	1	0.5	0.5
	Fun day out.	1	0.5	0.5
	Get a chance to see big game animals.	1	0.5	0.5
	Getting drunk on the cheap.	1	0.5	0.5
	Good atmosphere.	1	0.5	0.5
	Good choice of bars and restaurants.	1	0.5	0.5
	Good mix of things to see.	1	0.5	0.5
	Good range of physical activities.	1	0.5	0.5
	Great rides and very easy to get to.	1	0.5	0.5
	Have an interest in Maritime history.	1	0.5	0.5
	Hot weather great shopping exciting thrill rides.	1	0.5	0.5
	I enjoy films.	1	0.5	0.5
	I just enjoyed it.	1	0.5	0.5
	Ideal day out for all the family/important to see how the people of Wales lived hundreds of years ago.	1	0.5	0.5
	Interesting	1	0.5	0.5

Interesting to see the old building and way of life spanning hundreds of years and it was free to enter.	1	0.5	0.5
Interesting.	3	1.5	1.5
It's about Egypt which I'm interested in.	1	0.5	0.5
It's beautiful to see.	1	0.5	0.5
It's museum art.	1	0.5	0.5
It is truly a beautiful place.	1	0.5	0.5
It was different.	1	0.5	0.5
It was exciting.	1	0.5	0.5
It was fun.	1	0.5	0.5
Keen amateur gardener.	1	0.5	0.5
Kids enjoyed everything.	1	0.5	0.5
Learning about Henry V1 or V11.	1	0.5	0.5
Learnt a lot.	1	0.5	0.5
Liked the animals.	1	0.5	0.5
Loads of animals.	1	0.5	0.5
Looked like real life.	1	0.5	0.5
Lot of interesting things good area for kids.	1	0.5	0.5
Lot seen before.	1	0.5	0.5
Lots of things to do there.	1	0.5	0.5
Lots to do.	1	0.5	0.5
Love going to Paris.	1	0.5	0.5
More a family day out.	1	0.5	0.5
My classic car interest.	1	0.5	0.5
My interest in football.	1	0.5	0.5
Nice scenery.	1	0.5	0.5
Nice surroundings.	1	0.5	0.5
Nice to see nature without a guide telling you where everything is.	1	0.5	0.5
Old university- buildings interesting.	1	0.5	0.5
Open, spread out, very enjoyable day out.	1	0.5	0.5
Pericles.	1	0.5	0.5
Plenty to do.	1	0.5	0.5
Quite limited.	1	0.5	0.5
Really historical.	1	0.5	0.5
Relaxing and took photographs.	1	0.5	0.5
Relaxing, but fun.	1	0.5	0.5
Relaxing.	2	1.0	1.0
Rides.	1	0.5	0.5
Seeing all the animals.	1	0.5	0.5
Seeing all the exotic animals.	1	0.5	0.5
Shopping.	1	0.5	0.5
Something for everything.	1	0.5	0.5
Spectacular view.	1	0.5	0.5
Stunning views, good walking and an interest in geology.	1	0.5	0.5
That was the regiment billed by the Zulu's.	1	0.5	0.5
The animals.	1	0.5	0.5
The area around it and the people.	1	0.5	0.5
The atmosphere.	1	0.5	0.5
The climate.	1	0.5	0.5
The edding the grounds were beautiful nature of building.	1	0.5	0.5

The exhibitions.	1	0.5	0.5
The house and animals.	1	0.5	0.5
The layout different.	1	0.5	0.5
The music.	1	0.5	0.5
The Pagan history.	1	0.5	0.5
The rides.	3	1.5	1.5
The trees.	1	0.5	0.5
The trill tree ride.	1	0.5	0.5
Thrill rides/fun day out.	1	0.5	0.5
To get out.	1	0.5	0.5
To see attractions eye.	1	0.5	0.5
Very interesting and enjoyable day out.	1	0.5	0.5
Very interesting day and free entry.	1	0.5	0.5
Very interesting, plus its free to enter.	1	0.5	0.5
Very interesting.	1	0.5	0.5
Very nice people made to feel very welcome.	1	0.5	0.5
Very tranquil.	1	0.5	0.5
Walking my door.	1	0.5	0.5
Walks.	1	0.5	0.5
We did lots of activities.	1	0.5	0.5
Wonderful display of plants.	1	0.5	0.5
Total	198	100.0	100.0

Q23 May we ask your postcode?(a)

Post codes from Bristol		Frequency	Percent	Valid Percent
Valid		4	2.0	2.0
	B5 8TD	1	0.5	0.5
	B55 9QD	1	0.5	0.5
	B55 9UQ	1	0.5	0.5
	BA1 1XA	1	0.5	0.5
	BA1 2YX	1	0.5	0.5
	BA1 5PR	1	0.5	0.5
	BA1 8AR	1	0.5	0.5
	BA11 2TX	1	0.5	0.5
	BA11 4AF	1	0.5	0.5
	BA14 0UP	1	0.5	0.5
	BA2 0JX	1	0.5	0.5
	BA2 2DM	1	0.5	0.5
	BA2 3PS	1	0.5	0.5
	BA2 5ND	1	0.5	0.5
	BHS37 4PF	1	0.5	0.5
	BRISTOL	1	0.5	0.5
	BS	1	0.5	0.5
	BS DI2	1	0.5	0.5
	BS1 1QE	1	0.5	0.5
	BS1 6PQ	1	0.5	0.5
	BS1 6RQ	1	0.5	0.5
	BS1 6RY	1	0.5	0.5
	BS10 5EA	2	1.0	1.0
	BS10 5JE	1	0.5	0.5
	BS10 6PN	1	0.5	0.5

BS10 7NT	1	0.5	0.5
BS10 8EW	1	0.5	0.5
BS13	2	1.0	1.0
BS13 0BH	1	0.5	0.5
BS13 0BU	1	0.5	0.5
BS13 0HH	1	0.5	0.5
BS13 0HL	1	0.5	0.5
BS13 0NG	1	0.5	0.5
BS13 2IU	1	0.5	0.5
BS13 7AU	1	0.5	0.5
BS13 7BU	1	0.5	0.5
BS13 7JS	1	0.5	0.5
BS13 7RN	1	0.5	0.5
BS13 8JB	1	0.5	0.5
BS13 8LY	1	0.5	0.5
BS13 8N	1	0.5	0.5
BS13 9DH	1	0.5	0.5
BS13 9JS	1	0.5	0.5
BS13 9LY	1	0.5	0.5
BS13 9RG	1	0.5	0.5
BS14 0PL	1	0.5	0.5
BS14 9NW	1	0.5	0.5
BS14 9WW	1	0.5	0.5
BS15 4UQ	1	0.5	0.5
BS15 8NR	1	0.5	0.5
BS15 9QB	1	0.5	0.5
BS15 9ZE	1	0.5	0.5
BS16 1UX	1	0.5	0.5
BS16 2NJ	1	0.5	0.5
BS16 3BE	1	0.5	0.5
BS16 4PB	1	0.5	0.5
BS19 2LW	1	0.5	0.5
BS2 0BH	1	0.5	0.5
BS2 8NB	3	1.5	1.5
BS2 9LU	1	0.5	0.5
BS20 6TE	1	0.5	0.5
BS21 6QW	1	0.5	0.5
BS21 6SP	1	0.5	0.5
BS21 7SE	1	0.5	0.5
BS22 6LF	1	0.5	0.5
BS23 1PP	1	0.5	0.5
BS23 3ER	1	0.5	0.5
BS25	1	0.5	0.5
BS3 0EA	1	0.5	0.5
BS3 1AS	1	0.5	0.5
BS3 1RE	1	0.5	0.5
BS3 1RF	1	0.5	0.5
BS3 1RZ	1	0.5	0.5
BS3 1SR	1	0.5	0.5
BS3 1XE	1	0.5	0.5
BS3 2LM	1	0.5	0.5
BS3 2PP	1	0.5	0.5
BS3 3PF	1	0.5	0.5
BS3 3PP	1	0.5	0.5
BS3 4EF	1	0.5	0.5

Bs3 4LH	1	0.5	0.5
BS3 4LH	1	0.5	0.5
BS3 4NJ	2	1.0	1.0
BS3 4PL	1	0.5	0.5
BS3 4WJ	1	0.5	0.5
BS3 5AJ	1	0.5	0.5
BS3 5AR	1	0.5	0.5
BS3 5HS	1	0.5	0.5
BS3 5JY	1	0.5	0.5
BS3 5LX	1	0.5	0.5
BS3 D14	1	0.5	0.5
BS3 LX	1	0.5	0.5
BS30 6JX	1	0.5	0.5
BS30 6UP	1	0.5	0.5
BS31 5G	1	0.5	0.5
BS34 8LW	1	0.5	0.5
BS36 2NP	1	0.5	0.5
BS39 5TW	1	0.5	0.5
BS4 1HJ	1	0.5	0.5
BS4 1QA	1	0.5	0.5
BS4 1SX	1	0.5	0.5
BS4 1TP	1	0.5	0.5
BS4 24Z	1	0.5	0.5
BS4 2AX	1	0.5	0.5
BS4 2BU	1	0.5	0.5
BS4 2HL	1	0.5	0.5
BS4 2PT	1	0.5	0.5
BS4 2SD	1	0.5	0.5
BS4 3EL	1	0.5	0.5
BS4 3HJ	1	0.5	0.5
BS4 3HT	2	1.0	1.0
BS4 3RW	1	0.5	0.5
BS4 3SD	1	0.5	0.5
BS4 4AN	1	0.5	0.5
BS4 4OQ	1	0.5	0.5
BS4 5BY	1	0.5	0.5
BS41 9BZ	1	0.5	0.5
BS5 0RW	1	0.5	0.5
BS5 1RY	1	0.5	0.5
BS5 2EE	1	0.5	0.5
BS5 6HP	1	0.5	0.5
BS5 8SZ	1	0.5	0.5
BS5 DU	1	0.5	0.5
BS6 5LS	1	0.5	0.5
BS7 0LT	1	0.5	0.5
BS7 8BG	1	0.5	0.5
BS7 9BH	1	0.5	0.5
BS7 9RR	1	0.5	0.5
BS7 9TS	1	0.5	0.5
BS8 1BX	1	0.5	0.5
BS8 2AT	1	0.5	0.5
BS8 3DF	1	0.5	0.5
BS8 4AB	1	0.5	0.5
BS8 4ET	1	0.5	0.5
BS8 4TN	1	0.5	0.5

BS9 1AX	1	0.5	0.5
BS9 2HE	1	0.5	0.5
BS9 3RD	1	0.5	0.5
BSH1 9BX	1	0.5	0.5
BSS 6RG	1	0.5	0.5
BT11 8LB	1	0.5	0.5
CF10 3EX	1	0.5	0.5
CF10 4EQ	1	0.5	0.5
CF11 9DD	1	0.5	0.5
CF11 9JY	1	0.5	0.5
CF14 3JU	1	0.5	0.5
CF14 3XP	1	0.5	0.5
CF14 5DD	1	0.5	0.5
CF23 5NQ	1	0.5	0.5
CF3 3HL	1	0.5	0.5
CF31 2HX	1	0.5	0.5
CF45 3SP	1	0.5	0.5
CF45 3TA	1	0.5	0.5
CF45 3TW	1	0.5	0.5
CF5 3SN	1	0.5	0.5
CF64 2LB	1	0.5	0.5
CF64 5RE	1	0.5	0.5
DT4 7HX	1	0.5	0.5
GL1 5JD	1	0.5	0.5
GL4 6LU	1	0.5	0.5
GL50 2JT	1	0.5	0.5
HR2 3DZ	1	0.5	0.5
NP13 2LX	1	0.5	0.5
NP13 2RR	1	0.5	0.5
NP20 4FZ	1	0.5	0.5
NP20 5JB	1	0.5	0.5
NP4 6LF	1	0.5	0.5
NP4 8DN	1	0.5	0.5
NP44 1PD	1	0.5	0.5
PO2 5PS	1	0.5	0.5
Refused	2	1.0	1.0
Refused.	1	0.5	0.5
RS15 3JH	1	0.5	0.5
SA1 3XB	1	0.5	0.5
SA13 1BE	1	0.5	0.5
SA13DF	1	0.5	0.5
SA6 8HX	1	0.5	0.5
SN1 1DX	1	0.5	0.5
SN25 3HR	1	0.5	0.5
SP11 9NT	1	0.5	0.5
Staying with the family.	1	0.5	0.5
SW13	1	0.5	0.5
TA4 2JX	1	0.5	0.5
TA8 2EX	1	0.5	0.5
TQ1 4RW	1	0.5	0.5
TQ3 2AR	1	0.5	0.5
TW20 0EX	1	0.5	0.5
Total	198	100.0	100.0