2017

Hull 2017 UK City of Culture Back To Ours – Festival 1, 2 and 3 Report



**Hull UK City of Culture**

**Back to Ours – Festival 1, 2 and 3**

**ACKNOWLEDGEMENTS**

This report was prepared for Hull UK City of Culture 2017 in December 2017.

Our thanks are given to:

* Elinor Unwin at Hull 2017;
* Members of the public who participated in the research;
* Hull 2017 Staff and Volunteers who gave their valuable time to support IbyD staff at various venues during names collection.

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Draft Report – December 2017



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# executive Summary

This report contains the findings from the survey with visitors to the various ‘Back to Ours’ events in Hull during Festival 1, 2 and 3. For Festival 3, the research was commissioned by Hull UK City of Culture 2017 and conducted by Information by Design (IbyD). Names and contact numbers were collected from visitors across the city in early November and visitors were subsequently contacted via an online or CATI survey in the following two weeks.

Key findings from the research include:

* 42% of respondents had attended a venue in East Hull, with 29% attending the Freedom Centre and 17% Archbishop Sentamu Academy. 43% had attended a venue in North Hull, with 20% attending Winifred Holtby Academy, 19% North Point Shopping Centre and 8% Kingswood Academy. 33% had attended a venue in West Hull, with 17% attending Hymers College, 12% Sirius Academy West and 9% William Gemmell.
* When asked what was the main reasons for attending the ‘Back to Ours’ festival, 34% had attended because was part of Hull 2017, 21% because it was a unique experience not to be missed and 20% because they had a general interest in this type of event.
* 44% had attended a previous ‘Back to Ours’ Festival at the time they were interviewed, with 24% having attended the festival in February and 28% in May
* 82% of respondent were very likely to recommend ‘Back to Ours’ to friends or family, giving a score of 9 or 10 out of 10. Less than 1% of respondents were very unlikely to recommend ‘Back to Ours’ (a score of 0 or 1).
* 97% of respondents agreed that ‘Back to Ours was an enjoyable experience’ and 90% agreed that ‘Back to Ours gave everyone the chance to share and celebrate together’.
* 88% of respondents strongly agreed (a score of 9 or 10) that ‘I would come to something like this again and 82% strongly agreed that ‘it is important that it’s happening here (in the community)’. 77% of respondents strongly agreed (a score of 9 or 10) with the statements ‘it was an interesting idea’ and ‘it was well produced and presented’.
* 77% rated the ‘Back to Ours’ venues as better than city centre venues for affordability and 71% rated them better for parking.40% rated the ‘Back to Ours’ venues as better than city centre for atmosphere and 37% rated them better for accessibility. Only 21% rated the ‘Back to Ours’ venues as better than city centre venues for facilities, while 28% rated them as worse’
* The majority of respondents agreed that they had felt welcomed at ‘Back to Ours’ with 97% agreeing that they had felt welcomed by volunteers and 94% agreeing that they had felt welcomed by staff.
* 95% had attended a museum, gallery or other historic attraction and had attended a creative, artistic, dance, theatrical or music event or performance in the last 12 months. Two-thirds had taken part in a creative, artistic, dance, theatrical or music activity or spent time doing a craft in the last 12 months.
* 90% of respondents had attended a museum or historical attraction in the last 12 months. Over 80% had attended an outdoor or music event. Over 70% had attended a film, festival or the theatre.
* 49% had found out about ‘Back to Ours’ from the Hull 2017 website. 30% had found out from family friends and colleagues and 29% from Hull 2017 social media.
* 89% of respondents were planning to attend or take part in other events and activities programmed for Hull 2017.
* The respondents who had attended these venues, over 80% lived within 5 miles of Archbishop Sentamu Academy and Kingswood Academy. Over 70% lived within 5 miles of Sirius Academy West, William Gemmell and North Point Shopping Centre. Over 60% lived within 5 miles of Hymers College. Winifred Holtby Academy and the Freedom Centre.
* Of the respondents who had attended these venues, 20% or more had visited the area around the Freedom Centre, North Point Shopping Centre, William Gemmell and Winifred Holtby Academy before. Over 10% had visited the area around Hymers College and Sirius Academy West before. 9% had visited the area around Archbishop Sentamu Academy before and 4% had visited the area around Kingswood Academy before.
* 79% of respondents from outside of Hull were in Hull ‘mainly’ to attend ‘Back to Ours’ when they attended the ‘Back to Ours’ show.
* 38% of respondents who were visitor to Hull when the attended ‘Back to Ours’ had taken in another arts or cultural activity during their visit to Hull, with 7% having taken part in one activity, 8% two or three activities and 23% four or more activities.
* Attending ‘Back to Ours’ was the main reason for their visit to Hull for 62% of respondents who were visitors to Hull. 22% stated that the main reason for their visit to Hull was because Hull is UK City of Culture.
* 95% of respondents who were visitors to Hull had been to Hull before coming to Back to Ours. Of these, 7% visit Hull twice a year or less, 7% visit Hull three to six times per year and 86% visit Hull more frequently than six times a year.
* Of the respondents who were visitors to Hull and had been to Hull before coming to Back to Ours, a third (33%) thought that the frequency of their visits to Hull over the course of the year would increase based on their experience during their visit when they attended ‘Back to Ours’ and two-thirds thought that the frequency of their visits would stay the same.
* Of the respondents who were visitors to Hull, 90% were in Hull just for the and 10 were staying overnight when they attended ‘Back to Ours’. Of the 10% who were staying in Hull overnight, 14% were staying in the area for 1 night, 50% for 2 nights and 36% were staying for 3 or more nights. Over half (55%) were staying with friends and family, 31% were staying in a hotel and 14% were camping. The mean spend on accommodation was £130
* Hull was rated highly on overall value for money, visitor welcome and places to eat and drink by respondents who were visitors to Hull, with 91% of respondents satisfied with overall value for money, 87% satisfied with the general visitor welcome and 82% satisfied with places to eat and drink (a score of 4 or 5 out of 5).
* Respondents estimated that they spent a mean of £26.07 on themselves and others with them in Hull when they attended ‘Back to Ours’. 61% of this spend was on food and drink, 16% was on travel and transport and 9% was on shopping.
* Conclusions suggest and that although the venues were rated highly there were issues with accessibility and facilities which need to be addressed. There is a need for further analysis in relation to IMD, but there is an indication that there is a need to consider how to attract a more diverse audience.

**Information by Design**

**December 2017**

# 1 BACKGROUND AND METHODOLOGy

## Background

* 1. This report contains the findings from the survey with visitors to the various ‘Back to Ours’ events in Hull during Festival 1, 2 and 3. For Festival 3, the research was commissioned by Hull UK City of Culture 2017 and conducted by Information by Design (IbyD). Names and contact numbers were collected from visitors across the city in early November and visitors were subsequently contacted via an online or CATI survey in the following two weeks.
	2. The overall aim of the research was to provide information to support the evaluation of the process and impact of ‘Back To Ours’. Key objectives were to:
* Assess the reach of Festival 3 to local and/or possibly less culturally engaged audiences;
* Measure audience awareness, motivation and reaction to the events;
* Understand the economic, social and cultural impact of Festival 3;
* Inform future planning of events.

## Methodology (Festival 3)

* 1. Names collection took place at 18 of the 24 events in total. The following details were collected from visitors prior to, and in some cases after, each event:
* Name
* Age
* Gender
* Postcode
* Phone number
* Email address
	1. A total of 745 names were collected. The breakdown by event is as follows:

|  |  |  |  |
| --- | --- | --- | --- |
| **Event** | **Estimated Audience** | **Actual audience (approx.)** | **Names collected** |
| PILLOW FIGHT | 50 | 34 | 13 |
| PILLOW FIGHT | 50 | 30 | 10 |
| SKIN | 150 | 91 | 47 |
| PILLOW FIGHT | 50 | 34 | 12 |
| PILLOW FIGHT | 50 | 30 | 10 |
| SKIN | 150 | 50 | 34 |
| SKIN | 150 | 113 | 49 |
| DRIP | 75 | 45 | 20 |
| DRIP | 75 | 35 | 12 |
| SECRET GIG | 140 | 100 | 55 |
| BADLY DRAWN BOY | 350 | 270 | 148 |
| DRIP | 75 | 40 | 17 |
| BLACK GRAPE | 350 | 309 | 157 |
| PICTURE HOUSE: MONSTERS INC. | 150 | 50 | 19 |
| BEDTIME STORIES | 200 | 124 | 42 |
| BEDTIME STORIES | 200 | 120 | 48 |
| PICTURE HOUSE: BEAUTY & THE BEAST | 150 | 50 | 18 |
| PICTURE HOUSE: ROCKY HORROR SHOW | 150 | 52 | 34 |
|  | 2565 | 1577 | 745 |

* 1. A total of 280 audience members participated in the research for Festival 3 via the CATI or online survey method.

## Quota (Festival 3)

* 1. Data analysis of the names collected was undertaken immediately after Festival 3. The quota was set to ensure that it matched the profile of the audience (from the contact details collected) in terms of age, gender, area of residence (East, North, West Hull, East Riding, outside Hull and East Riding) and the event attended.

## Weighting (Festival 3)

* 1. The data from the 280 post-event interviews was weighted on age to match the audience profile from ‘Back to Ours’. Appendix A provides a profile of respondents to the survey.

## Sample Size

* 1. In total, 453 questionnaires were completed with ‘Back to Ours’ audience members, 77 from Festival 1, 96 from Festival 2 and 280 from Festival 3. It should be noted that respondents were able to choose not to answer questions, and so the base size for some of the questions is smaller than the total achieved sample size. There were some differences between the questionnaire completed with audience members for Festival 1 and Festivals 2 and 3, so the base size for some of the questions only includes respondents from Festivals 2 and 3.

# 2 SURVEY FINDINGS

* 1. This section presents the results from analysis of the questions asked to the audience at ‘Back to Ours’ Festival 1, 2 and 3.

## Demographics

* 1. Nearly two-thirds (66%) of respondents were from Hull. 31% were from the East Riding, 3% were from the UK but outside of Hull and the East Riding and 0.2% were from outside of the UK.
	2. Twenty-nine percent (29%) of respondents were male, 71% were female and 1 respondent was transgender.
	3. Nearly two-thirds (65%) were employed either full or part-time and 9% were self-employed, with 11% retired.
	4. Nineteen percent (19%) of respondents were aged between 18 and 34, 31% were aged between 35 and 44, 26% were aged between 45 and 54 and 25% were aged 55 and over.
	5. Ninety-six (96%) of respondents were White British, 3% from other white ethnic groups and 1% were from other ethnic groups.
	6. Four percent (4%) of respondents were ‘limited a lot’ and 6% ‘limited a little’ in their day-to-day activities because of a health problem or disability.
	7. Respondents were asked the composition of the group they attended ‘Back to Ours’ with. The mean number in the group was 2.74, made up of 0.73 children and 2.01 adults.

**Base: 376**

**Festivals 2-3**

## Shows and Venues Attended

* 1. The table below shows the shows respondents attended.

|  |  |  |  |
| --- | --- | --- | --- |
| Festival | Show | Count | % |
| Festival 1  | The Story of Mr. B | 16 | 4% |
| Picture House: Willy Wonka | 5 | 1% |
| Picture House: Matilda | 2 | 0% |
| Picture House: Fantastic Mr. Fox | 2 | 0% |
| The Pigeon Detectives | 10 | 2% |
| Meet Fred | 14 | 3% |
| Joan (& Hekima) | 19 | 4% |
| The Red Shed | 20 | 4% |
| Secret Gig: Ceri Dupree & Special Guests | 9 | 2% |
| Festival 2 | Tipping Point | 46 | 10% |
| The Boy Who Bit Picasso | 17 | 4% |
| The Funny Thing About | 9 | 2% |
| Picture House: The Lion King | 14 | 3% |
| Picture House: Sing-A-Long Grease | 14 | 3% |
| LFE & Black Delta Movement | 4 | 1% |
| Audio Subsubscene | 3 | 1% |
| The King Blues | 3 | 1% |
| Yvette | 18 | 4% |
| Word on the Street | 13 | 3% |
| Festival 3 | Once Upon a Pillow Fight | 24 | 5% |
| Drip | 38 | 8% |
| SKIN | 60 | 13% |
| Bedtime Stories | 45 | 10% |
| Secret gig: Barbara Nice | 25 | 5% |
| Picture House: Beauty & The Beast | 14 | 3% |
| Picture House: Rocky Horror Picture Show | 16 | 4% |
| Picture House: Monsters Inc. | 14 | 3% |
| Badly Drawn Boy | 71 | 16% |
| Black Grape | 62 | 14% |

* 1. Forty-two percent (42%) of respondents had attended a venue in East Hull, with 29% attending the Freedom Centre and 17% Archbishop Sentamu Academy. 43% had attended a venue in North Hull, with 20% attending Winifred Holtby Academy, 19% North Point Shopping Centre and 8% Kingswood Academy. 33% had attended a venue in West Hull, with 17% attending Hymers College, 12% Sirius Academy West and 9% William Gemmell.

**Base: 453**

**Festivals 1-3**

* 1. Respondents were asked the main reasons for attending the ‘Back to Ours’ festival and the show they saw. Over a third (34%) had attended ‘Back to Ours’ because was part of Hull 2017. 21% had attended because it was a unique experience not to be missed and 20% because they had a general interest in this type of event.

**Base: 453**

**Festivals 1-3**

* 1. Forty-eight percent (48%) had attended a previous ‘Back to Ours’ Festival at the time they were interviewed, with 24% having attended the festival in February and 28% in May. Note that this question is a multiple response so there is overlap in the data.

**Base: 376**

**Festivals 2-3**

## Visitor Experience

* 1. The majority of respondents were very likely to recommend ‘Back to Ours’ to friends or family, with 82% giving a score of 9 or 10 out of 10. Less than 1% of respondents were very unlikely to recommend ‘Back to Ours’ (a score of 0 or 1).

**Base: 453**

**Festivals 1-3**

* 1. Ninety-seven percent (97%) of respondents agreed that ‘Back to Ours was an enjoyable experience’ and 90% agreed that ‘Back to Ours gave everyone the chance to share and celebrate together’.

**Base: 453**

**Festivals 1-3**

* 1. Eight-eight percent (88%) of respondents strongly agreed (a score of 9 or 10) that ‘I would come to something like this again and 82% strongly agreed that ‘it is important that it’s happening here (in the community)’. 77% of respondents strongly agreed (a score of 9 or 10) with the statements ‘it was an interesting idea’ and ‘it was well produced and presented’.

**Base: 376**

**Festivals 2-3 (‘It has something to say about the world’ and ‘it was well thought through and put together’ only asked at Festival 3, base: 280)**

* 1. Seventy-seven percent (77%) rated the ‘Back to Ours’ venues as better than city centre venues for affordability and 71% rated them better for parking. 40% rated the ‘Back to Ours’ venues as better than city centre for atmosphere and 37% rated them better for accessibility. Only 21% rated the ‘Back to Ours’ venues as better than city centre venues for facilities, while 28% rated them as worse’.

**Base: 376**

**Festivals 2-3**

* 1. The majority of respondents agreed that they had felt welcomed at ‘Back to Ours’ with 97% agreeing that they had felt welcomed by volunteers and 94% agreeing that they had felt welcomed by staff.

**Base: 453**

**Festivals 1-3**

## Arts and Culture

* 1. The majority of respondents (95%) had attended a museum, gallery or other historic attraction and had attended a creative, artistic, dance, theatrical or music event or performance in the last 12 months. Two-thirds (67%) had taken part in a creative, artistic, dance, theatrical or music activity or spent time doing a craft in the last 12 months.

**Base: 376**

**Festivals 2-3**

* 1. Ninety percent (90%) of respondents had attended a museum or historical attraction in the last 12 months. Over 80% had attended an outdoor or music event. Over 70% had attended a film, festival or the theatre.

**Base: 453**

**Festivals 1-3**

## Marketing and Visitor Engagement with Hull 2017

* 1. Nearly half of respondents (49%) had found out about ‘Back to Ours’ from the Hull 2017 website. 30% had found out from family friends and colleagues and 29% from Hull 2017 social media.

**Base: 453**

**Festivals 1-3**

* 1. Eighty-nine percent (89%) of respondents were planning to attend or take part in other events and activities programmes for Hull 2017.

**Base: 385**

**Festivals 2-3**

## Hull Residents

* 1. Of the respondents who had attended these venues, over 80% lived within 5 miles of Archbishop Sentamu Academy and Kingswood Academy. Over 70% lived within 5 miles of Sirius Academy West, William Gemmell and North Point Shopping Centre. Over 60% lived within 5 miles of Hymers College. Winifred Holtby Academy and the Freedom Centre.

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**Base: 21-117**

**Festivals 2-3 (only asked for venue attended)**

* 1. Of the respondents who had attended these venues, 20% or more had visited the area around the Freedom Centre, North Point Shopping Centre, William Gemmell and Winifred Holtby Academy before. Over 10% had visited the area around Hymers College and Sirius Academy West before. 9% had visited the area around Archbishop Sentamu Academy before and 4% had visited the area around Kingswood Academy before.

**Base: 21-117**

**Festivals 2-3 (only asked for venue attended)**

## Visitors to Hull

* 1. Nearly four-fifths (79%) of respondents from outside of Hull were in Hull ‘mainly’ to attend ‘Back to Ours’ when they attended the ‘Back to Ours’ show.

**Base: 73**

**Festivals 2-3 (only asked to respondent from outside Hull)**

* 1. Thirty-eight percent (38%) of respondents who were visitors to Hull when they attended ‘Back to Ours’ had taken in another arts or cultural activity during their visit to Hull, with 7% having taken part in one activity, 8% two or three activities and 23% four or more activities.

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**Base: 73**

**Festivals 2-3 (only asked to respondent from outside Hull)**

* 1. Attending ‘Back to Ours’ was the main reason for their visit to Hull for 62% of respondents who were visitors to Hull. 22% stated that the main reason for their visit to Hull was because Hull is UK City of Culture.

**Base: 105**

**Festivals 1-3 (only asked to respondent from outside Hull)**

* 1. The majority of respondents who were visitors to Hull (95%) had been to Hull before coming to Back to Ours. Of these, 7% visit Hull twice a year or less, 7% visit Hull three to six times per year and 86% visit Hull more frequently than six times a year.

**Base: 68**

**Festivals 2-3 (only asked to respondent from outside Hull who had been to Hull before coming to Back to Ours)**

* 1. Of the respondents who were visitors to Hull and had been to Hull before coming to Back to Ours, a third (33%) thought that the frequency of their visits to Hull over the course of the year would increase based on their experience during their visit when they attended ‘Back to Ours’ and two-thirds thought that the frequency of their visits would stay the same.

**Base: 68**

**Festivals 2-3 (only asked to respondent from outside Hull who had been to Hull before coming to Back to Ours)**

## Overnight Visitors

* 1. Of these respondents who were visitors to Hull, 90% were in Hull just for the day and 10 were staying overnight when they attended ‘Back to Ours’. Of the 10% who were staying in Hull overnight, 14% were staying in the area for 1 night, 50% for 2 nights and 36% were staying for 3 or more nights. Over half (55%) were staying with friends and family, 31% were staying in a hotel and 14% were camping. The mean spend on accommodation was £130.

## Visitor Satisfaction (non-Hull residents)

* 1. Respondents from outside of Hull were asked to rate how satisfied they were with various aspects of Hull as a visitor. Hull was rated highly on overall value for money, visitor welcome and places to eat and drink with 91% of respondents satisfied with overall value for money, 87% satisfied with the general visitor welcome and 82% satisfied with places to eat and drink (a score of 4 or 5 out of 5). Three-fifths (60%) of respondents were satisfied with city centre signposting (52%) although 30% of respondents answered ‘not-applicable’. A high proportion of respondents answered ‘not-applicable’ when asked to rate public transport and accommodation. Of the respondents who thought these were applicable to them 100% were satisfied with the quality of accommodation and 91% were satisfied with public transport – see chart below and analysis in the following paragraph.

**Base: 71**

**Festivals 2-3 (only asked to respondent from outside Hull)**

* 1. This paragraph considers the results on satisfaction with various aspects of Hull again, but with respondents who indicated ‘not applicable’ excluded from the analysis. Respondents from outside of Hull rated Hull highly on all aspects of their visit. 100% were satisfied with the quality of accommodation welcome (a score of 4 or 5), 95% with overall value for money, 94% with the general visitor welcome, 92% with places to eat and drink, 91% with public transport and 86% with city centre signposting.

**Base: 15-67**

**Festivals 2-3 (only asked to respondent from outside Hull, excluding ‘N/A’)**

## Visitor Spend

* 1. Respondents were asked to estimate how much they had spent on themselves and on others with them during their visit to Hull to attend ‘Back to Ours’. Respondents estimated that they spent a mean of £26.07 on themselves and others with them in Hull when they attended ‘Back to Ours’. 61% of this spend was on food and drink, 16% was on travel and transport and 9% was on shopping.

**Base: 333**

**Festivals 2-3**

# CONCLUSIONS

* 1. The Back to Ours audience is predominantly from Hull with around one-third from the East Riding, with 7 out of 10 women and primarily employed. Further analysis of the demographic data will be provided in the final report using IMD.
	2. In relation to the venues, the audience clearly rated them highly on aspects such as parking and affordability, however, there were some issues with accessibility and facilities, with a small minority thinking they were worse than city centre venues. As such, careful selection of venues for the final festival would be helpful, taking into account the demographic of the audience.
	3. There is some suggestion that the audience were active in culture and the arts, with the majority having attended different arts and cultural activities and around two-thirds having taken part. In addition, half had found out about the event from the Hull 2017 website and 9 out of 10 were planning to take parts in other Hull 2017 events and activities. As Back to Ours is intended to reach those who have lower levels of cultural participation, finding additional methods of attracting a more diverse audience to participate in the final festival would be helpful.
	4. One interesting aspect is that of those who attended, only small proportions had visited the areas around the venues previously, suggesting that those who did attend were visiting new areas of Hull.
	5. Interestingly, those who were visitors to Hull had clearly been encouraged by their visit, and one-third of visitors thought that their visits to Hull would increase. Satisfaction levels were high and although spend was small in comparsion to some other events, visitors had spent a mean of £26.07, primarily on food and drink. Further comparisons will be made in the final report.

# Appendix A – Profile of Respondents – WEIGHTED DATA

|  |  |  |
| --- | --- | --- |
|  Employment Status | Count | Column N % |
|  | Count | % |
| Employed / working full or part time | 244 | 65% |
| Self-employed | 33 | 9% |
| Unemployed | 12 | 3% |
| On a government scheme for employment training | 0 | 0% |
| Looking after family / home | 17 | 4% |
| Unable to work | 8 | 2% |
| Retired | 43 | 11% |
| Student | 13 | 3% |
| Prefer not to say | 7 | 2% |
| Total | 376 | 100% |

|  |  |  |
| --- | --- | --- |
|  Gender | Count | Column N % |
|  | Count | % |
| Male | 130 | 29% |
| Female | 318 | 70% |
| Transgender | 1 | 0% |
| Gender non-conforming | 0 | 0% |
| Prefer not to say | 4 | 1% |
| Other | 0 | 0% |
| Total | 453 | 100% |

|  |  |  |
| --- | --- | --- |
|  Ethnic group | Count | Column N % |
|  | Count | % |
| White British | 426 | 96% |
| White Other | 15 | 3% |
| Mixed/multiple ethnic groups | 4 | 1% |
| Asian/Asian British | 1 | 0% |
| Black/ Black British: | 0 | 0% |
| Other ethnic background  | 0 | 0% |
| Total | 445 | 100% |

|  |  |  |
| --- | --- | --- |
| Age Group | Count | Column N % |
|  | Count | % |
| 16-17 years | 2 | 0% |
| 18-19 years | 3 | 1% |
| 20-24 years | 7 | 2% |
| 25-29 years | 19 | 4% |
| 30-34 years | 45 | 10% |
| 35-44 years | 143 | 32% |
| 45-54 years | 113 | 25% |
| 55-64 years | 78 | 17% |
| 65-75 years | 23 | 5% |
| 75+ years | 5 | 1% |
| Prefer not to say | 14 | 3% |
| Total | 453 | 100% |

|  |
| --- |
| Day-to-day activities limited because of a health problem or disabilityCountColumn N % |
|  | Count | % |
| No | 16 | 3% |
| Yes, limited a lot | 27 | 6% |
| Yes, limited a little | 403 | 89% |
| Prefer not to say | 8 | 2% |
| Total | 453 | 100% |