



Bournemouth Seafront Survey 2005

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Prepared on behalf of Bournemouth Borough Council by:

The Market Research Group
Lulworth House
Bournemouth University
12 Christchurch Rd
Bournemouth
BH1 3NA

Tel: 01202 503871

Email: info@themarketresearchgroup.co.uk

Web: www.themarketresearchgroup.co.uk



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1: Executive Summary

- The average number of visitors to Bournemouth Seafront **at high season during school holidays** was as follows in 2005:
 - In sunny weather: 65,600
 - In cloudy weather: 27,300
 - In showery weather: 20,800
 - In rainy weather: 8,400

- The average number of visitors to Bournemouth Seafront **at high season during school term time** was as follows in 2005:
 - In sunny weather: 26,000
 - In cloudy weather: 11,100
 - In showery weather: 7,000
 - In rainy weather: 4,000

- The number of visitors to the seafront was generally lower in 2005 than 2003; during peak times, the seafront saw 18% fewer visitors in 2005.

- As satisfaction with the seafront increases, so does the amount of time and money spent by visitors. Visitors who expressed low levels of satisfaction with the seafront spent an average of £3.57 per person on their visit – around 24% less than visitors who were very satisfied.

- Provision of dog and litter bins were viewed by respondents as the most important aspects of the seafront experience. Safety and security, public toilets, and access for people with disabilities / pushchairs were also important factors. The pier, provision of beach furniture, and the landtrain were the least important aspects of the seafront.

- The highest levels of satisfaction were expressed with cleanliness of the beach and seafront area, provision of litter bins, and safety and security. Public toilets were lowest rated aspect of the seafront.

- There were four elements of the seafront where average importance exceeded satisfaction by a significant margin. These were:
 - Access for people with disabilities / pushchairs.
 - Car parking.
 - Dog bins.
 - Public toilets.

- One-fifth of visitors (20%) were children aged 16 or under. 17% of visitors were young adults between the ages of 17 and 24, and 37% of visitors were adults aged 25 – 54. A further 26% of visitors were older adults aged 55 years or more. 60% of visitors were female, and were 40% male. The average group of visitors to the seafront consisted of between 2 and 3 people.

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- There was a fairly equal distribution of day visitors (57%) and staying visitors (43%) amongst visitors to the seafront.
- A combination of the weather (88%) and available free time (72%) prompted the majority of respondents to visit the seafront. Respondents were primarily attracted to the seafront by the sandy beaches. This was followed by the convenience of location and the quality of the blue flag beach.
- The average visitor spent just over 3 hours at the seafront, and spent £4.49 on goods and services.
- Bournemouth compared well with other seafronts, with 62% of respondents reporting that it was better in comparison. 27% of respondents felt that Bournemouth was about the same standard as other seafronts, and 11% felt that it was worse.

2: Background and Methodology

2.1: Background Information

Bournemouth's seafront is a major asset to the Borough. In order to better inform policy making and strategic planning a research project was undertaken over the summer of 2003 to assess visitor experiences and requirements. This report is a continuation and updating of this consultation and research exercise.

2.2: The Market Research Group

The Market Research Group provides market research and intelligence services to organisations in the service sector and local government.

The Market Research Group, based within Bournemouth University, can offer a wealth of experience and expertise in the field of leisure, tourism, heritage, best value and economic impact research at a national, regional and local level.

Using external market research professionals to complete all or part of the consultation and research process can bring together greater legitimacy and independence to the results, expertise and research experience, less disruption to other in house services, and greater resources.

These benefits are further enhanced by the relationship developed between the Borough of Bournemouth and the Market Research Group.

2.3: Methodology

The target population was all Bournemouth beach users throughout the summer months (July to September). Though this does not allow a comprehensive profile of all beach users, and their attitudes, to be constructed it does allow for the majority of users to be considered.

Face-to-face interviews with beach users were conducted along the entire length of Bournemouth's beaches these were undertaken from the beginning of July to the end of September 2005.

Interviewees were selected at random, and no users under the age of 16 were interviewed. The seafront was divided into 8 Zones, these were defined as:

- Zone1 Poole Boundary to 150m West of Bournemouth Pier.
- Zone2 150m Either side of Bournemouth Pier.
- Zone3 150m East of B'mouth Pier to halfway to Boscombe Pier.
- Zone4 Halfway to B'combe pier to 150m west of Boscombe Pier.
- Zone5 150m Either side of Boscombe Pier.
- Zone6 Boscombe Undercliffe area.
- Zone7 Southbourne area.
- Zone8 Hengistbury Head area.

Counts were undertaken at predetermined, evenly spaced, times between 8am and 7pm in all zones. A 100m² area was identified and all persons within that square, at that moment in time, were counted. This allows the number of people on the beach at any one moment in time to be estimated.

3: Survey Results

3.1: Length of Stay

The majority of respondents spent more than 2 hours at the seafront, including 34% who spent between 2 – 4 hours, and 33% who spent 4 hours or more. 11% of visitors were on a brief visit, spending less than 1 hour at the seafront, and 22% of visitors spent 1 – 2 hours at the seafront. The average visitor spent just over 3 hours at the seafront.

Table 1: How long do you intend to spend at the seafront today? (Q5)		
<i>Base: All Respondents</i>	Frequency	Percent
Less than 1 hour	75	10.9
1 - 2 hours	154	22.4
2 - 4 hours	234	34.0
4 hours or more	225	32.7
Total	688	100.0
Average time spent	3.05 hours	

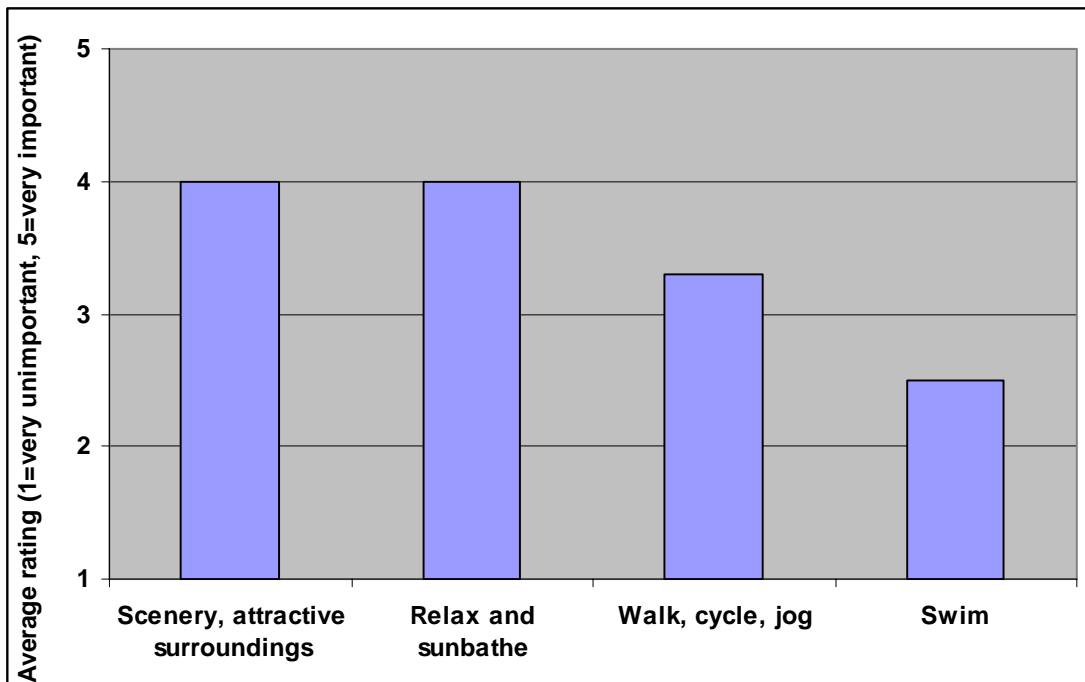
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3.2: Motivations

Scenery / attractive surroundings and the desire to relax / sunbathe were the most important motivating factors in respondents deciding to visit the seafront (average ratings of 4.0, or “important”).

Table 2: How important were the following in your decision to visit the seafront (where 1 is very unimportant and 5 is very important) Q6			
Base: All Respondents	Unimportant (1 or 2) %	Important (4 or 5) %	Average rating (1=very unimportant, 5=very important)
Scenery, attractive surroundings	15.9	75.3	4.0
Relax and sunbathe	17.4	75.3	4.0
Walk, cycle, jog	34.0	56.7	3.3
Swim	58.3	31.7	2.5

Fig 1: How important were the following in your decision to visit the seafront? (Q6)



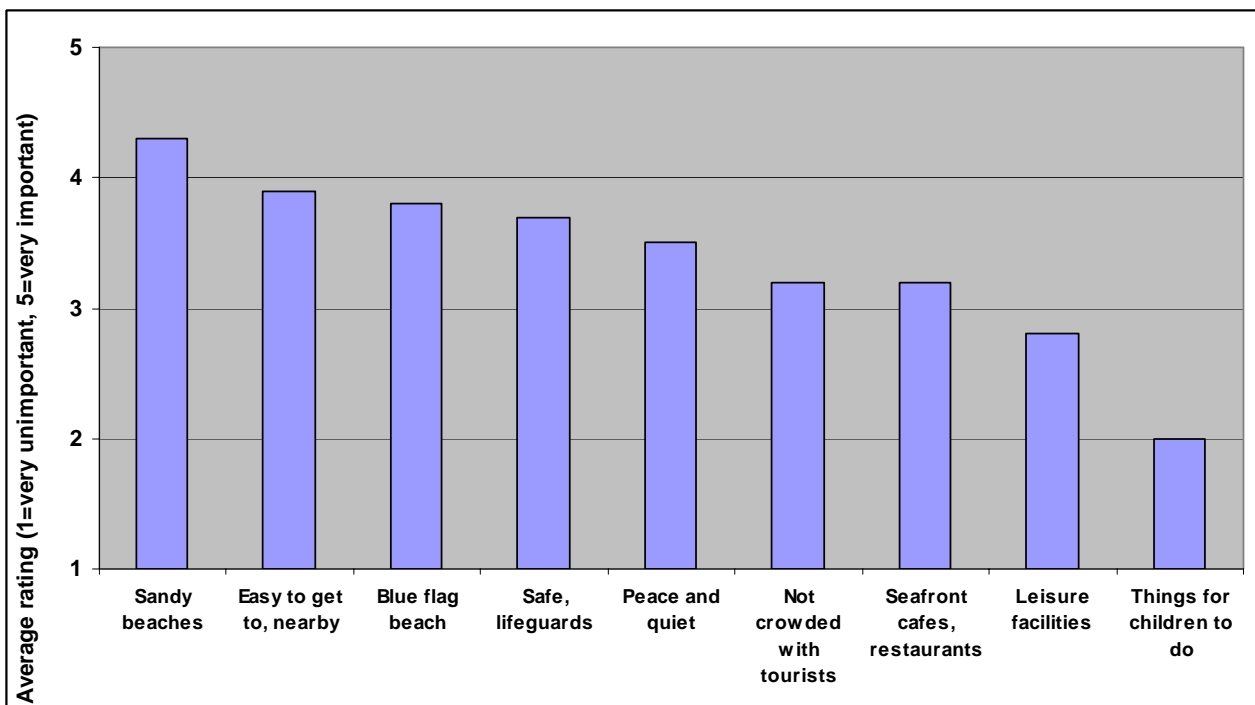
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Respondents were primarily attracted to the seafront by the sandy beaches (average rating 4.3). This was followed by the convenience of location and the quality of the blue flag beach.

Table 3: How important were the following in your decision to visit the seafront (average ratings, where 1 is very unimportant and 5 is very important) Q7

Base: All Respondents	Unimportant (1 or 2) %	Important (4 or 5) %	Average rating (1=very unimportant, 5=very important)
Sandy beaches	13.6	82.8	4.3
Easy to get to, nearby	18.4	71.7	3.9
Blue flag beach	22.7	68.2	3.8
Safe, lifeguards	25.8	63.6	3.7
Peace and quiet	24.2	54.8	3.5
Not crowded with tourists	31.7	43.2	3.2
Seafront cafes, restaurants	34.6	48.5	3.2
Leisure facilities	46.0	36.0	2.8
Things for children to do	71.3	23.6	2.0

Fig 2: How important were the following in your decision to visit the seafront? (Q7)

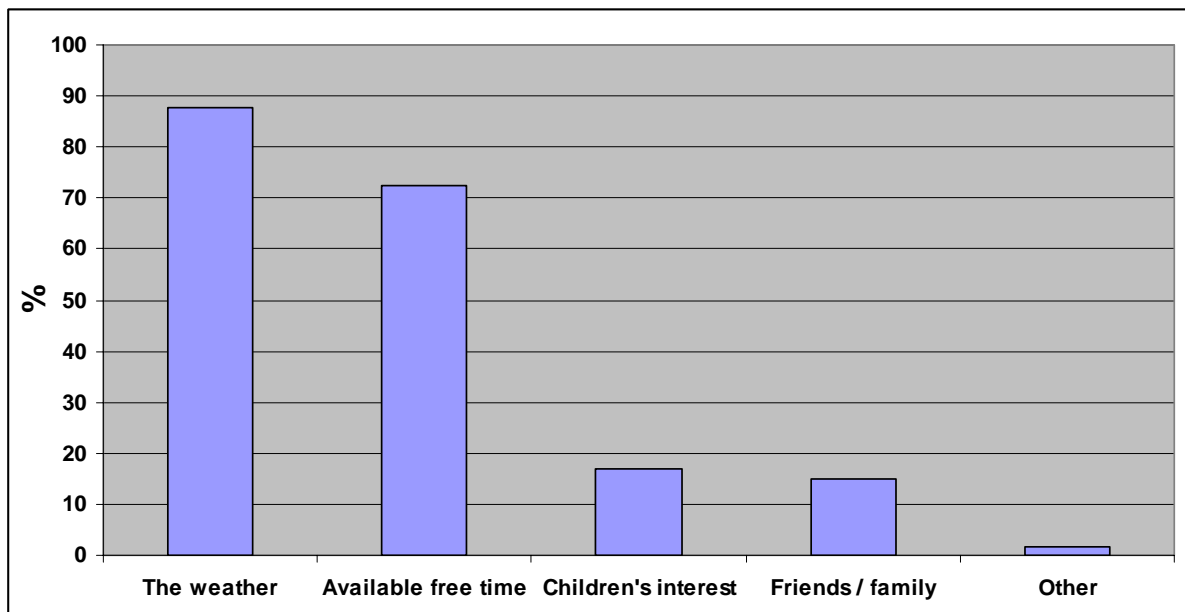


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A combination of the weather (88%) and available free time (72%) prompted the majority of respondents to visit the seafront.

Table 4: Which of the following factors prompted your visit today? (Q8)		
<i>Base: All Respondents</i>	Frequency	Percent
The weather	607	87.8
Available free time	500	72.4
Children's interest	116	16.8
Friends / family	104	15.1
Magazine article	5	0.7
Seafront leaflet	2	0.3
Newspaper article	2	0.3
Special offers	2	0.3
Other leaflets	1	0.1
Brown road sign	0	0.0
None of these	25	3.6
Total (base: multi code)	691	/

Fig 3: Which of the following factors prompted your visit today? (Q8)



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3.3: Public Toilets

65% of respondents had used public toilets in Bournemouth in the last 12 months and 35% had not.

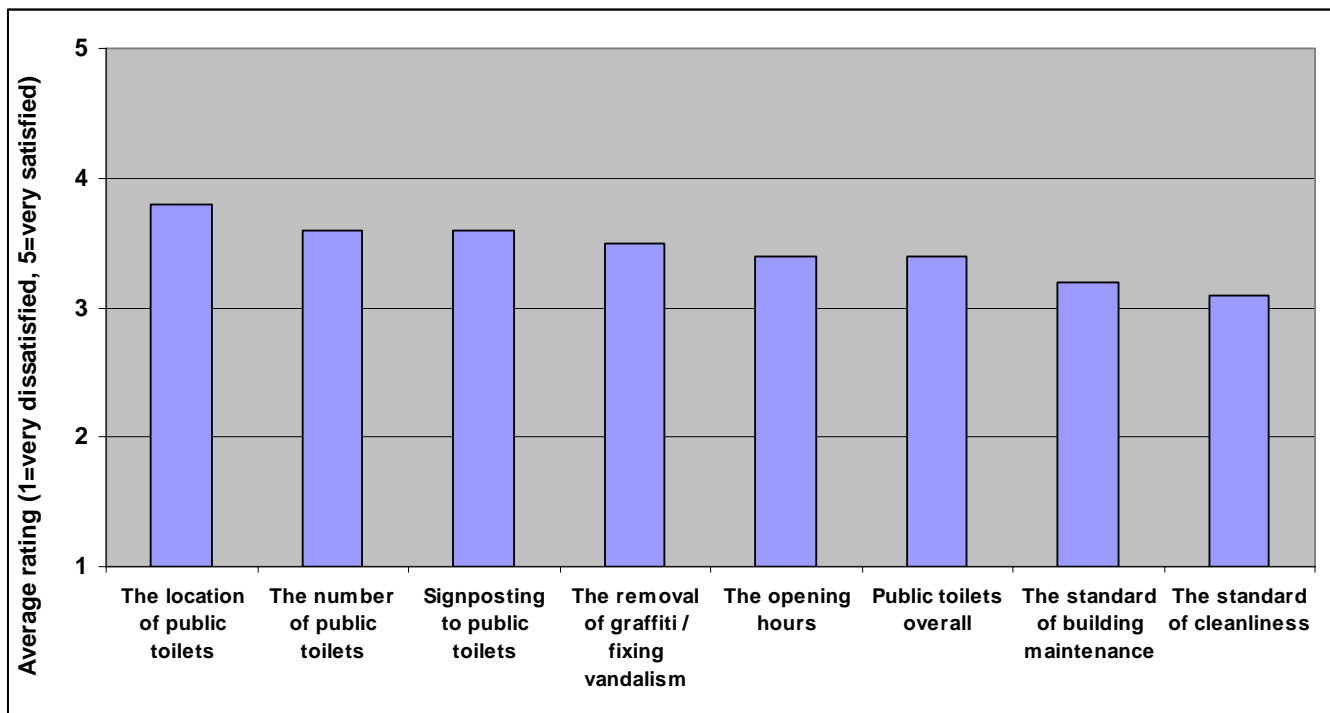
Table 5: Have you used any public toilets in Bournemouth in the last 12 months? (Q9)		
<i>Base: All Respondents</i>	Frequency	Percent
Yes	444	65.4
No	235	34.6
Total	679	100.0

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Respondents expressed the highest level of satisfaction with the location of public toilets (average rating 3.8, around “fairly satisfied”), followed by the number of public toilets and signposting to public toilets (average rating 3.6). Respondents were least satisfied with the standard of cleanliness (average rating 3.1, around “neither satisfied nor dissatisfied”) and the standard of buildings maintenance (average rating 3.2).

Table 6: How satisfied or dissatisfied are you with each of the following elements of the public toilets service in Bournemouth? (Q10)			
Base: Respondents who had used public toilets (Yes to Q9). Excluding “don’t know”	Very / fairly satisfied (%)	Very / fairly dissatisfied (%)	Average rating (5=Very satisfied, 1=very dissatisfied)
The location of public toilets	83.3	10.8	3.8
The number of public toilets	73.7	20.7	3.6
Signposting to public toilets	70.1	12.9	3.6
The removal of graffiti / fixing vandalism	58.1	13.7	3.5
The opening hours	63.4	22.9	3.4
Public toilets overall	66.7	23.6	3.4
The standard of building maintenance	59.2	30.4	3.2
The standard of cleanliness	51.6	39.6	3.1

Fig 4: How satisfied or dissatisfied are you with each of the following elements of the public toilets service in Bournemouth? (Q10)



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3.4: Facilities

Provision of dog and litter bins were viewed by respondents as the most important aspects of the seafront experience, with average ratings of 8.6 and 8.1 respectively. Safety and security (average rating 7.9), public toilets (7.7) and access for people with disabilities / pushchairs (7.7) were also important factors.

The pier (average rating 5.6), provision of beach furniture (5.4) and the landtrain (5.1) were the least important aspects of the seafront.

Table 7: How important would you rate the following things when visiting the seafront? (Q11)			
<i>Base: All respondents</i>	Unimportant (0-3) %	Important (7-10) %	Average rating (0=not at all important, 10=very important)
Provision of dog bins	13.0	86.5	8.5
Provision of litter bins	13.3	84.8	8.1
Safety and security	12.9	81.7	7.9
Public toilets	10.8	77.9	7.7
Access for people with disabilities / pushchairs	16.1	79.3	7.7
Availability of car parking	17.7	75.6	7.4
Public transport links	19.9	65.7	6.8
Provision of taps / showers	20.9	59.0	6.4
Cleanliness of beach and seafront area	15.7	57.4	6.3
Kids zone scheme	27.2	59.9	6.2
Pier	27.5	47.0	5.6
Provision of beach furniture	31.4	43.8	5.4
Landtrain	32.1	39.3	5.1

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The highest levels of satisfaction were expressed with cleanliness of the beach and seafront area (average rating 8.3), provision of litter bins (8.0), and safety and security (7.8).

Public toilets were lowest rated aspect of the seafront, with an average satisfaction rating of 6.3.

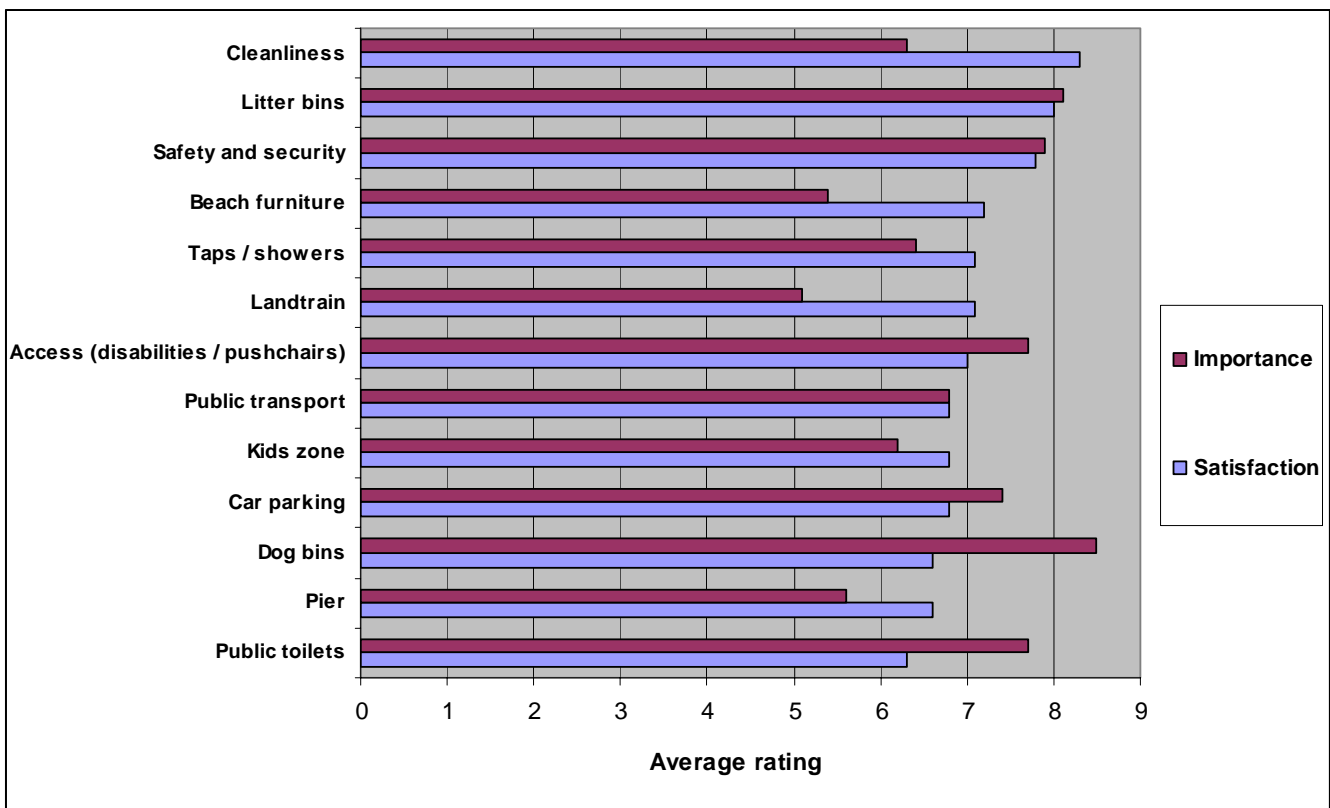
Table 8: Thinking specifically about your visit to the seafront today, please tell us on a scale of 1-10 how satisfied you are with the following (Q12)			
<i>Base: All respondents</i>	Dissatisfied (0-3) %	Satisfied (7-10) %	Average rating (0=very dissatisfied, 10=very satisfied)
Cleanliness of beach and seafront area	2.6	88.0	8.3
Provision of litter bins	3.2	83.7	8.0
Safety and security	6.9	80.6	7.8
Provision of beach furniture	9.9	72.8	7.2
Provision of taps / showers	9.7	68.0	7.1
Landtrain	10.3	66.5	7.1
Access for people with disabilities / pushchairs	13.6	69.0	7.0
Kids zone scheme	20.0	65.0	6.8
Availability of car parking	15.3	62.9	6.8
Public transport links	13.3	63.6	6.8
Pier	11.8	60.4	6.6
Provision of dog bins	16.2	62.9	6.6
Public toilets	15.7	57.4	6.3

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The figure below shows that there were four elements of the seafront where average importance exceeded satisfaction by a significant margin, indicating areas for possible attention when considering development of facilities affecting the visitor experience. These were:

- Access for people with disabilities / pushchairs.
- Car parking.
- Dog bins.
- Public toilets.

Fig 5: Importance of / satisfaction with aspects of the seafront (Q11 / Q12)

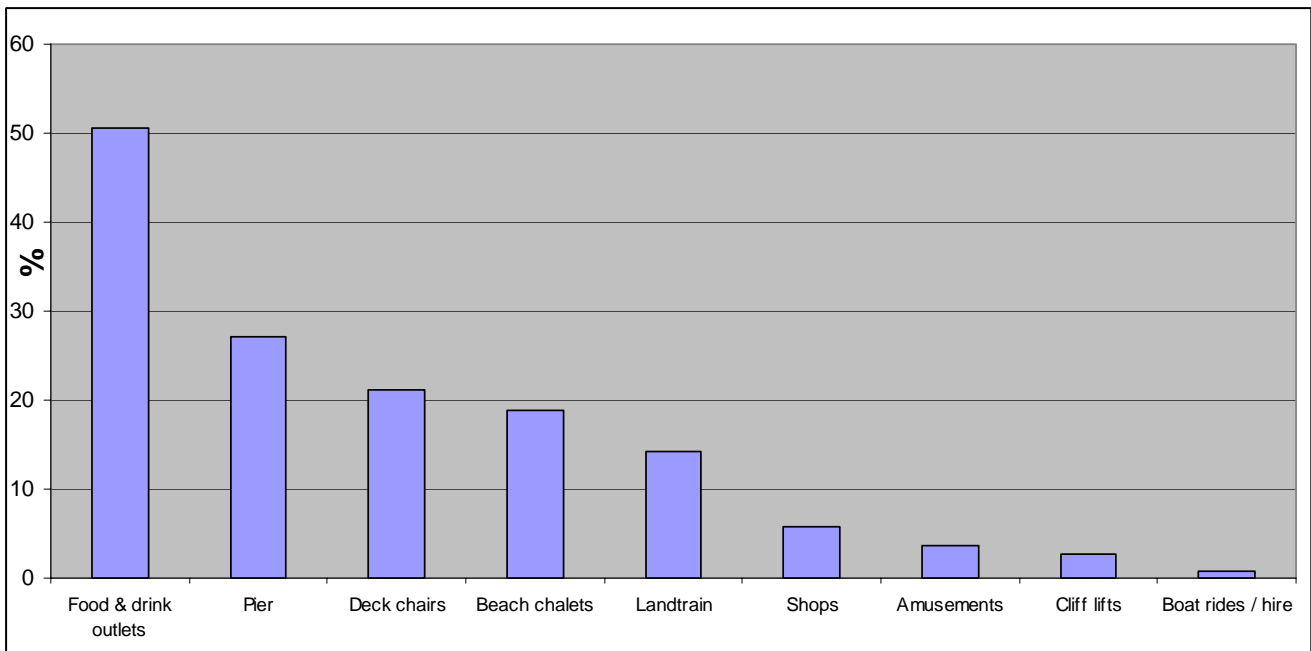


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Food and drink outlets were the most widely used facility (51%). The pier was used by 27% of respondents, deck chairs by 21%, and beach chalets by 19%. 14% of respondents used the landtrain.

Table 9: Have you used any of the following facilities today? (Q13)		
<i>Base: All Respondents</i>	Frequency	Percent
Food & drink outlets	256	50.5
Pier	138	27.2
Deck chairs	107	21.1
Beach chalets	96	18.9
Landtrain	72	14.2
Shops	29	5.7
Amusements	18	3.6
Cliff lifts	13	2.6
Boat rides / hire	4	0.8
Total (base: multi code)	507	n/a

Fig 6: Facilities Used (Q13)



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3.5: Beach Huts, Landtrain and Additional Facilities

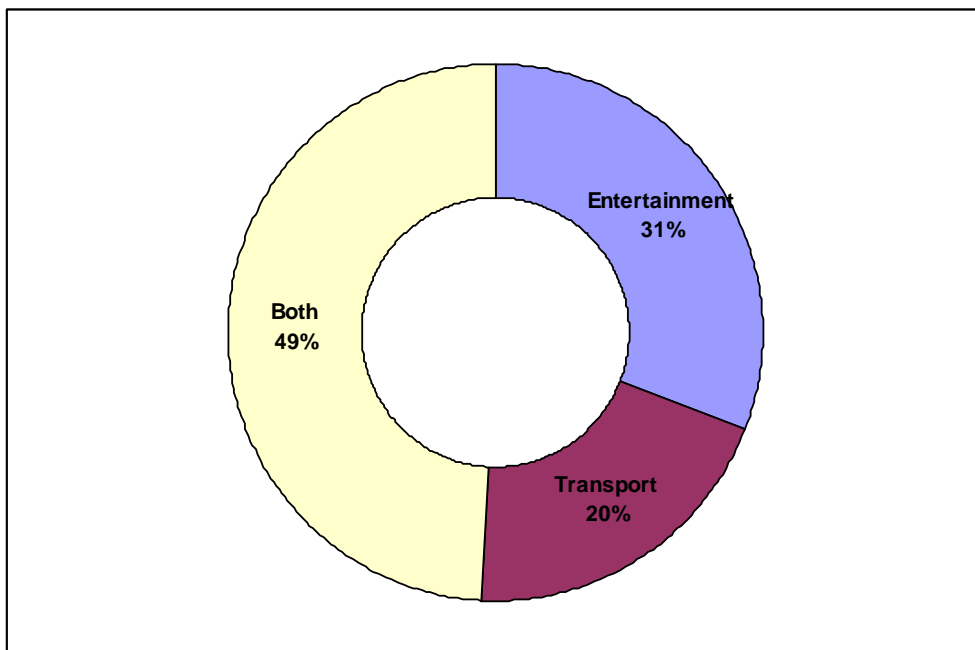
29% of respondents rated the beach hut service as either “good” or “very good”, compared with 40% of respondents who rated the service as either “poor” or “very poor”. The beach hut service received a mean rating of 2.8, just below “average”.

Table 10: How would you rate the service the Council provides for beach huts? (Q14)		
<i>Base: Respondents who have used beach huts</i>	Frequency	Percent
(5) Very good	9	9.7
(4) Good	18	19.4
(3) Average	29	31.2
(2) Poor	20	21.5
(1) Very poor	17	18.3
Total	93	100.0
<i>Average rating</i>	2.8	

31% of respondents who used the landtrain did so purely for entertainment, 20% used it purely for transport, and 49% used it as both entertainment and transport.

Table 11: Did you use the Landtrain as.... (Q15)		
<i>Base: Respondents who had use the landtrain</i>	Frequency	Percent
Entertainment	20	30.8
Transport	13	20.0
Both	32	49.2
Total	65	100.0

Fig 7: Purpose of Landtrain Use (Q15)



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The improvements or additional facilities that respondents would like to see were wide and varied, with no single improvement receiving more than 9% of unprompted responses (newer / upgraded toilets). It should be noted that 36% of respondents felt that no change was needed.

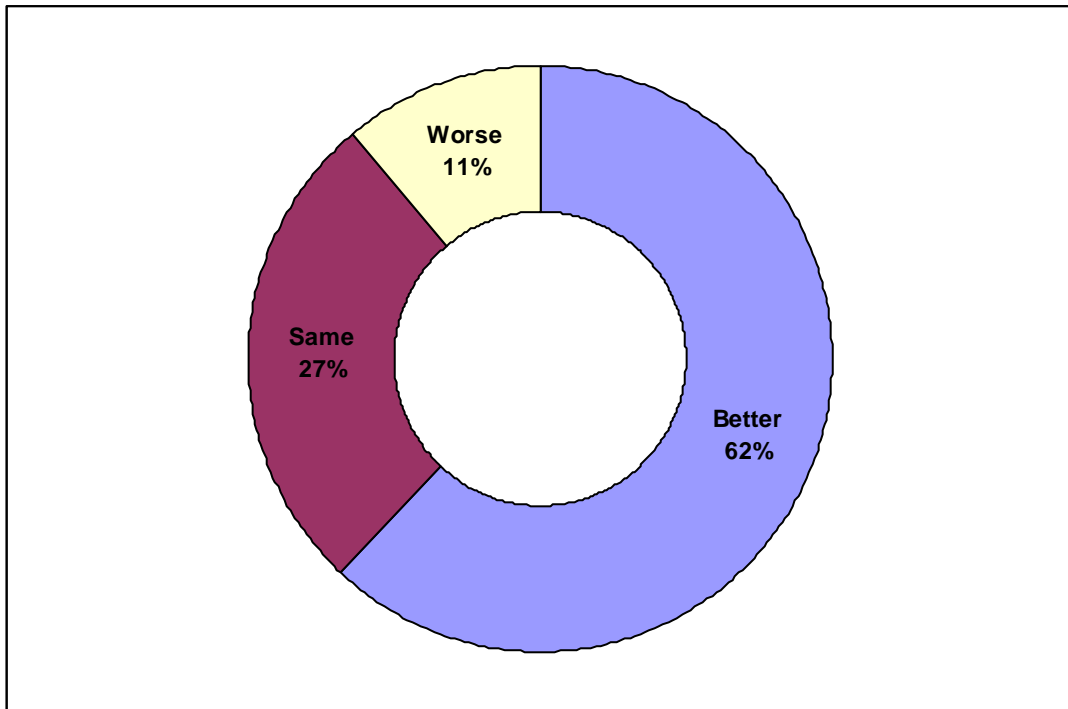
Table 12: Are there any additional facilities or services that you would like to see here on the seafront? (Q16 unprompted)		
<i>Base: All respondents</i>	Frequency	Percent
Newer / upgraded toilets	59	8.9
More toilets	46	7.0
More cafes / restaurants	46	7.0
More car parking	29	4.4
Changing facilities	28	4.2
More litter bins	21	3.2
Cleaner beaches	19	2.9
More showers	17	2.6
Picnic area	13	2.0
Wet weather attractions	12	1.8
Children's play area	12	1.8
More pubs	11	1.7
Better / more activity provision	11	1.7
Freshwater taps	10	1.5
Baby change	10	1.5
Better signposting	9	1.4
More dog free beaches	9	1.4
More information boards / points	8	1.2
More dog litter bins	7	1.1
Lockers	6	0.9
First aid point	6	0.9
More no smoking beaches	2	0.3
Sandier beaches	1	0.2
No change	235	35.6
Other	234	35.4
Total (base: multi code)	661	n/a

3.6: Comparison With Other Destinations

Bournemouth compared well with other seafronts that respondents had visited in the last 12 months, with 62% reporting that it was better in comparison. 27% of respondents felt that Bournemouth was about the same standard as other seafronts, and 11% felt that it was worse.

Table 13: How does Bournemouth compare with other seafronts you've visited in the last 12 months? (Q17)		
<i>Base: All respondents</i>	Frequency	Percent
Better	392	62.0
Same	169	26.7
Worse	71	11.2
Total	632	100.0

Fig 8: Bournemouth seafront in comparison to other seafronts (q17)



3.7: Expenditure

The average visitor to the seafront spent £4.49 per day.

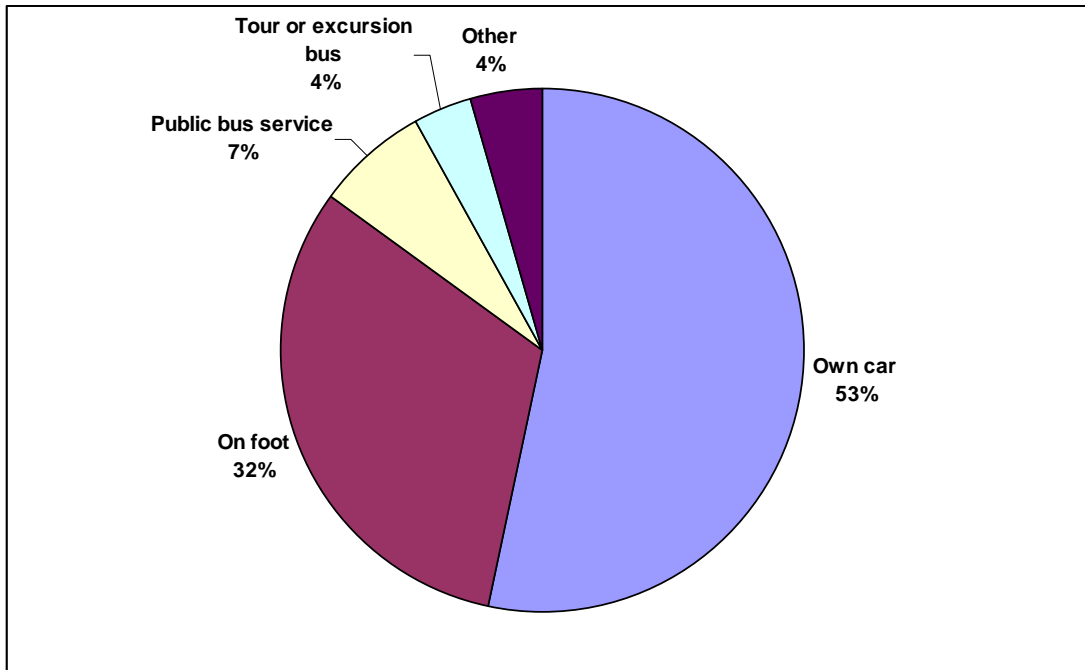
Table 14: How much has your group spent / will they spend at the seafront today, including parking charges?	
<i>Base: All respondents</i>	Average spend per day
Average spend per group	£10.98
Average spend per person	£4.49

3.8: Mode of Transport

The majority of respondents travelled to the seafront using their own car (53%) or on foot (32%).

Table 15: Please tell us how you travelled from your home / accommodation to the Seafront? (Q19)		
<i>Base: All respondents</i>	Frequency	Percent
Own car	358	53.2
On foot	213	31.6
Public bus service	47	7.0
Tour or excursion bus	25	3.7
Bicycle	13	1.9
Train	11	1.6
Boat / other watercraft	2	0.3
Hire car	1	0.1
Motorcycle	0	0.0
Other	3	0.4
Total	673	100.0

Fig 9: Mode of transport to the seafront (Q19)

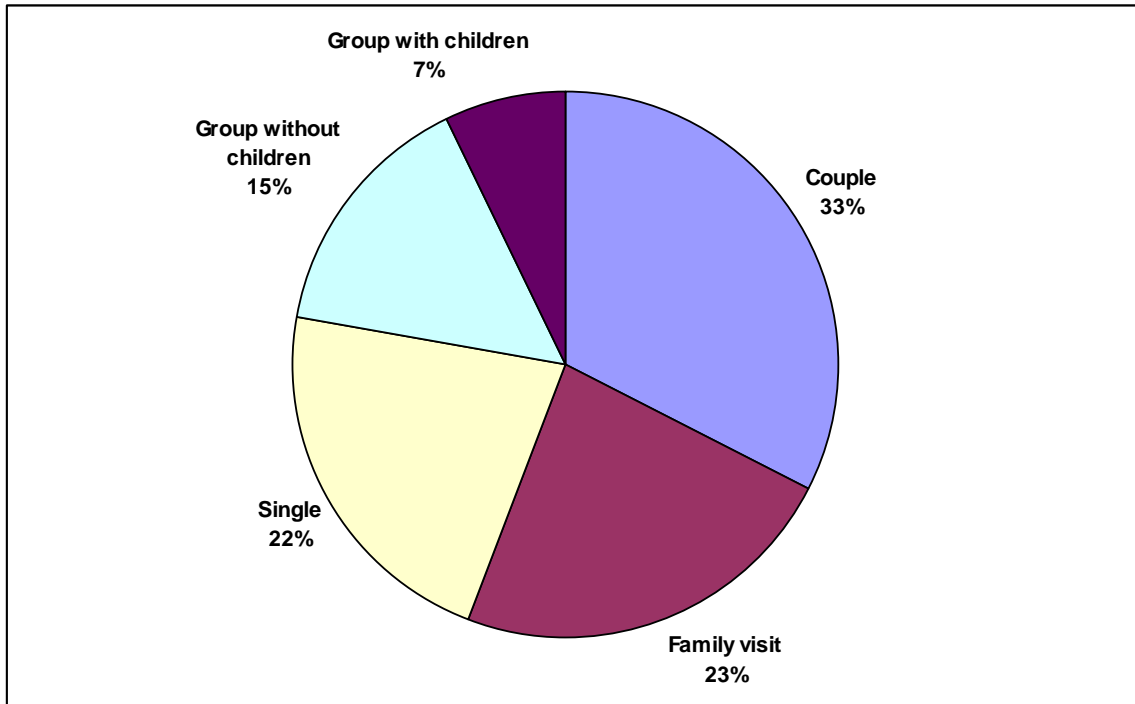


3.9: Group Type

33% of respondents were visiting the seafront as a couple. A further 23% were on a family visit, and 22% were visiting alone. 15% of respondents were in adult groups without children, and 6% were in adult groups with children.

Table 16: Which of the following groups are you part of today? (Q20)		
<i>Base: All respondents</i>	Frequency	Percent
Couple	221	32.6
Family visit	158	23.3
Single	147	21.7
Group without children	102	15.1
Group with children	49	7.2
Total	677	100.0

Fig 10: Group Type (Q20)

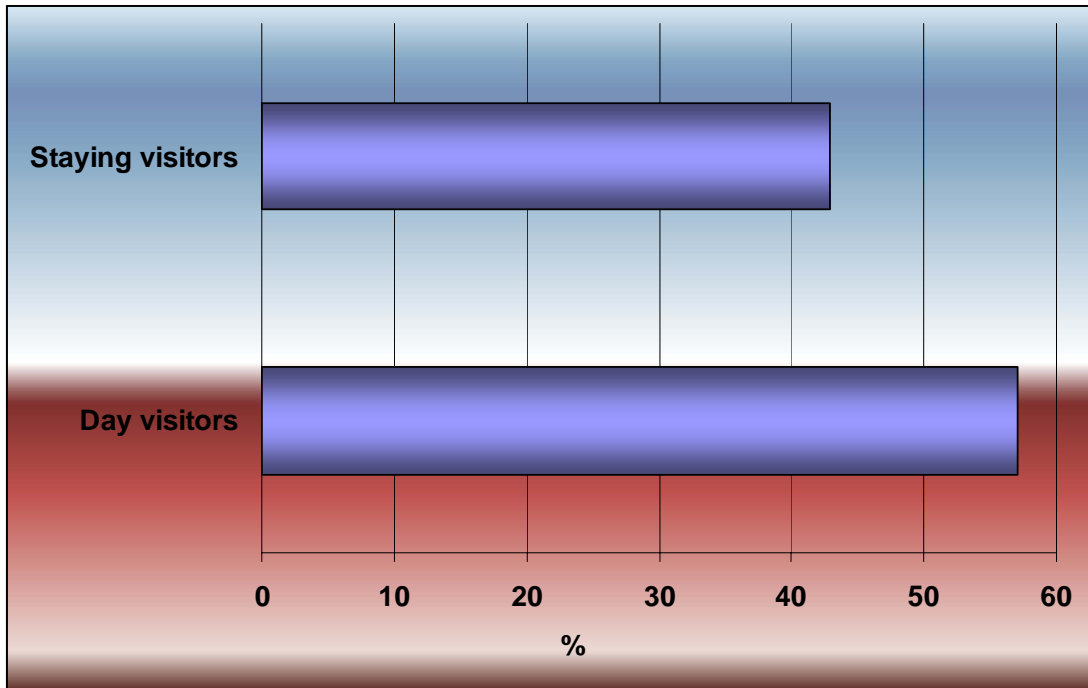


3.10: Staying Visitors

There was a fairly equal distribution of day visitors (57%) and staying visitors (43%) amongst visitors to the seafront.

Table 17: Day visitor or staying visitor? (Q23 & Q24)		
<i>Base: All respondents</i>	Frequency	Percent
Day visitor	389	57.1
Staying visitor	292	42.9
Total	681	100.0

Fig 11: Visitor Type (Q23 & Q24)



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The majority of staying visitors to the seafront were staying in Bournemouth itself (78%). A further 8% were staying elsewhere in the Bournemouth-Christchurch-Poole conurbation, 8% were staying in Hampshire, and 6% were staying elsewhere in Dorset.

Table 18: Where are you staying at present? (Q25)

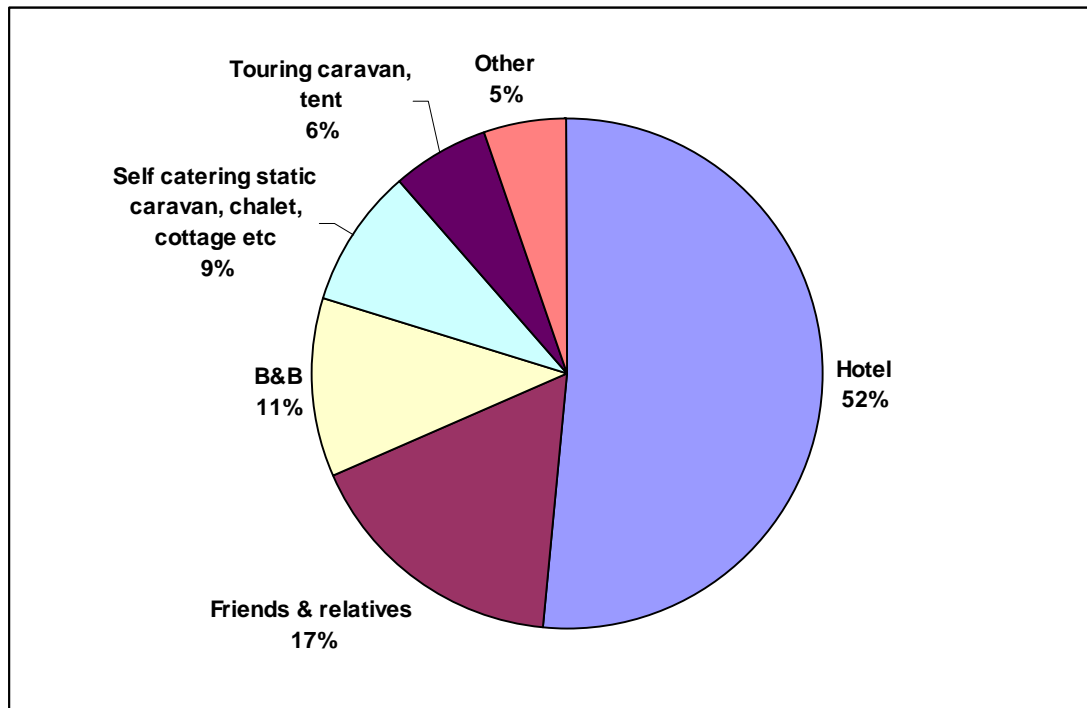
<i>Base: Staying visitors</i>	Frequency	Percent
Bournemouth	237	77.5
Conurbation (not Bournemouth)	25	8.2
Hampshire	25	8.2
Dorset	17	5.6
Wiltshire	1	0.3
Devon	0	0.0
Somerset	0	0.0
Other	1	0.3
Total	306	100.0

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Hotels were the most widely used type of accommodation (51%). A further 17% of staying visitors were staying with friends or relatives, 11% were staying in B&Bs, 9% in self-catering static caravans, chalets or cottages, and 6% in touring caravans or tents.

Table 19: What type of accommodation are you staying in? (Q26)		
<i>Base: Staying visitors</i>	Frequency	Percent
Hotel	149	51.4
Friends & relatives	49	16.9
B&B	33	11.4
Self catering static caravan, chalet, cottage etc	26	9.0
Touring caravan, tent	18	6.2
Other	15	5.2
Total	290	100.0

Fig 12: Accommodation Used (Q26)



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3.11: Demographics

One-fifth of visitors (20%) were children aged 16 or under. 17% of visitors were young adults between the ages of 17 and 24, and 37% of visitors were adults aged 25 – 54. A further 26% of visitors were older adults aged 55 years or more.

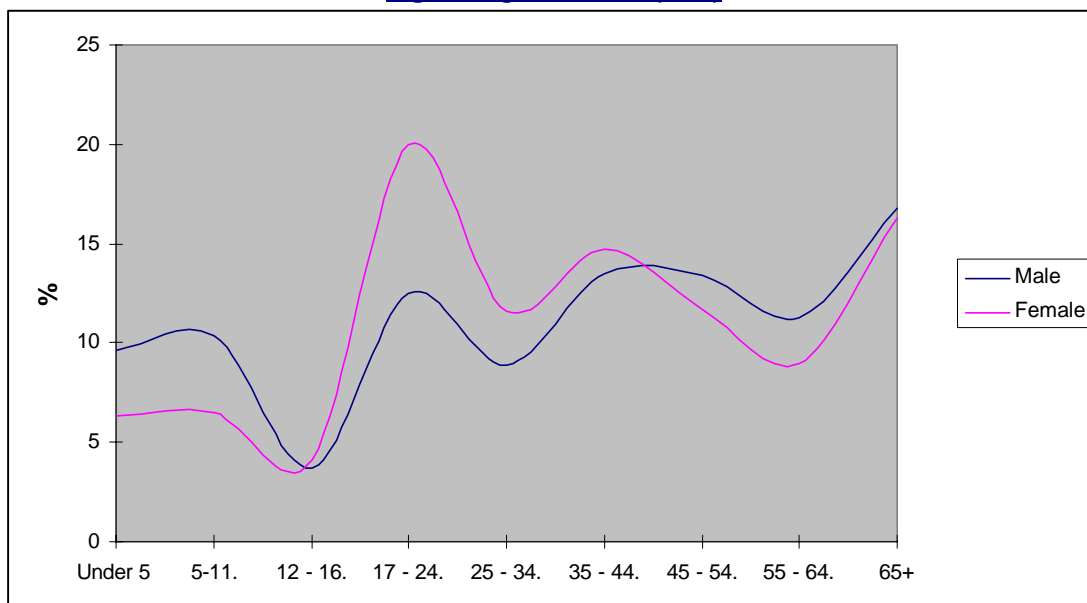
The graph below illustrates that the proportion of children and older visitors was higher amongst males than females, whereas the proportion of young adults was significantly higher amongst females than males.

60% of visitors were female, compared with 40% male. The average group of visitors to the seafront consisted of between 2 and 3 people.

Table 20: Age / Gender Breakdown (Q27)

<i>Base: All visitors to the beach</i>	Male (f)	Male (%)	Female (f)	Female (%)	Total (f)	Total (%)
Under 5 yrs	65	9.6	63	6.3	128	7.6
5 - 11 years	70	10.4	65	6.5	135	8.1
12 - 16 years	25	3.7	41	4.1	66	3.9
17 - 24 years	84	12.5	201	20.0	285	17.0
25 - 34 years	60	8.9	116	11.6	176	10.5
35 - 44 years	91	13.5	147	14.7	238	14.2
45 - 54 years	90	13.4	117	11.7	207	12.3
55 - 64 years	76	11.3	90	9.0	166	9.9
65+ years	113	16.8	163	16.3	276	16.5
Total	674	100.0	1003	100.0	1677	100.0
Gender breakdown	40.2%		59.8%			
Average group size	2.5 people					

Fig 13: Age / Gender (Q27)

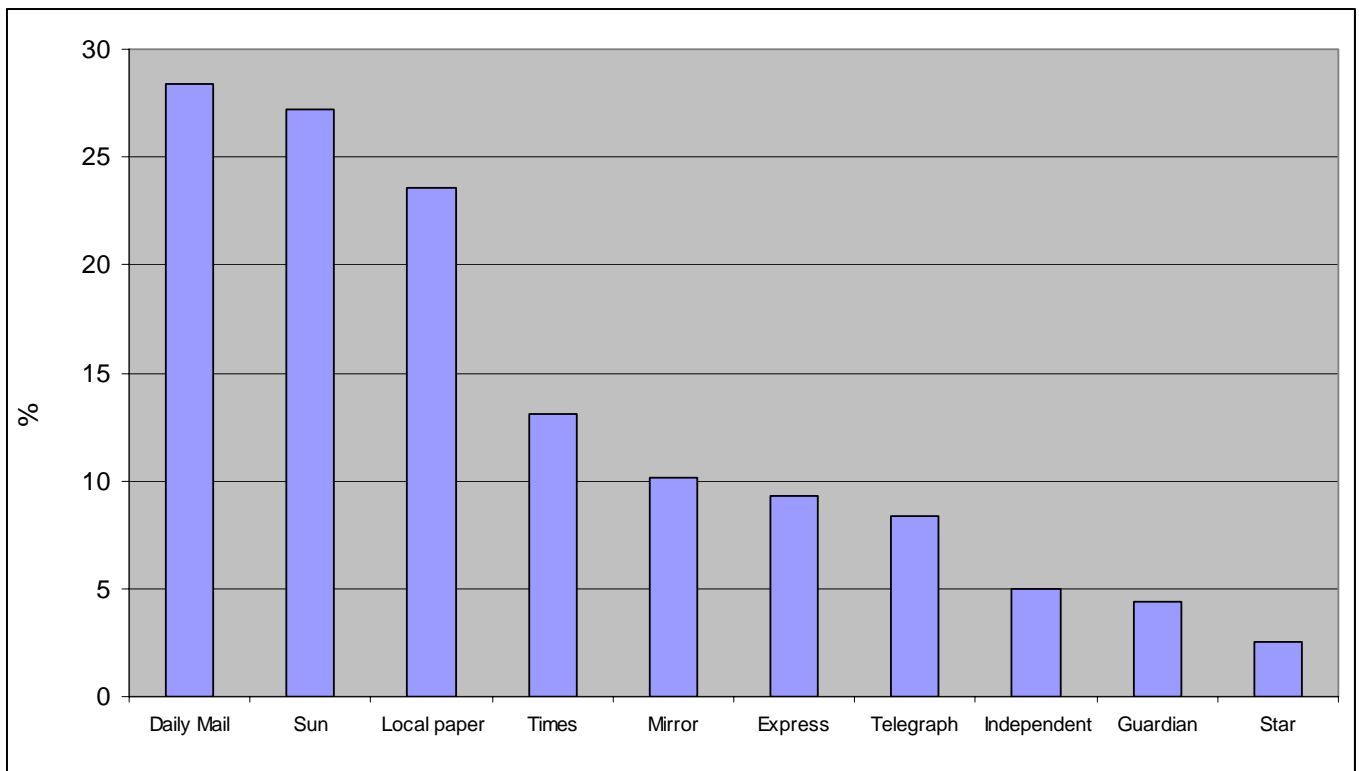


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Visitors to the seafront tended to read the Mail (28%), the Sun (27%) and local newspapers (24%). A further 13% read the Times, 10% the Mirror, and 9% the Express.

Table 21: Which newspapers do you read regularly? (Q28)		
<i>Base: All respondents</i>	Frequency	Percent
Daily Mail	149	28.4
Sun	143	27.2
Local paper	124	23.6
Times	69	13.1
Mirror	53	10.1
Express	49	9.3
Telegraph	44	8.4
Independent	26	5.0
Guardian	23	4.4
Star	13	2.5
Total (base: multi code)	525	n/a

Fig 14: Newspaper Readership (Q28)



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The majority of respondents described themselves as belonging to the White British ethnic group (87%). A further 6% of respondents were White Other. 7% of respondents were from various other ethnicities.

Table 22: To which of these groups do you consider you belong? (Q29)		
<i>Base: All respondents</i>	Frequency	Percent
White British	600	86.7
White Other	40	5.8
White & Asian	7	1.0
White Irish	6	0.9
White & Black Caribbean	6	0.9
Indian	6	0.9
African	5	0.7
Other Asian background	5	0.7
White & Black African	2	0.3
Caribbean	2	0.3
Other mixed background	1	0.1
Chinese	1	0.1
Other black background	1	0.1
Pakistani	1	0.1
Bangladeshi	0	0.0
Other ethnic group	9	1.3
Total	692	100.0

4: Satisfaction Ratings - Crosstabulations

4.1: Correlation Analysis

The crosstabulations presented in this section are constructed using a two stage approach. Firstly a composite variable of satisfaction was formulated. This variable shows “average” satisfaction across the aspects of the seafront that respondents felt were most important to their enjoyment of the seafront.

This variable was then correlated against other variables in order to identify relevant crosstabulations. The correlation analysis showed that satisfaction with the seafront is most strongly inter-related to the following:

- Length of time spent at the seafront.
- Comparison with other beaches / seafronts.
- Amount of money spent.
- Group type.
- Age – particularly groups containing 12 – 24 year olds.

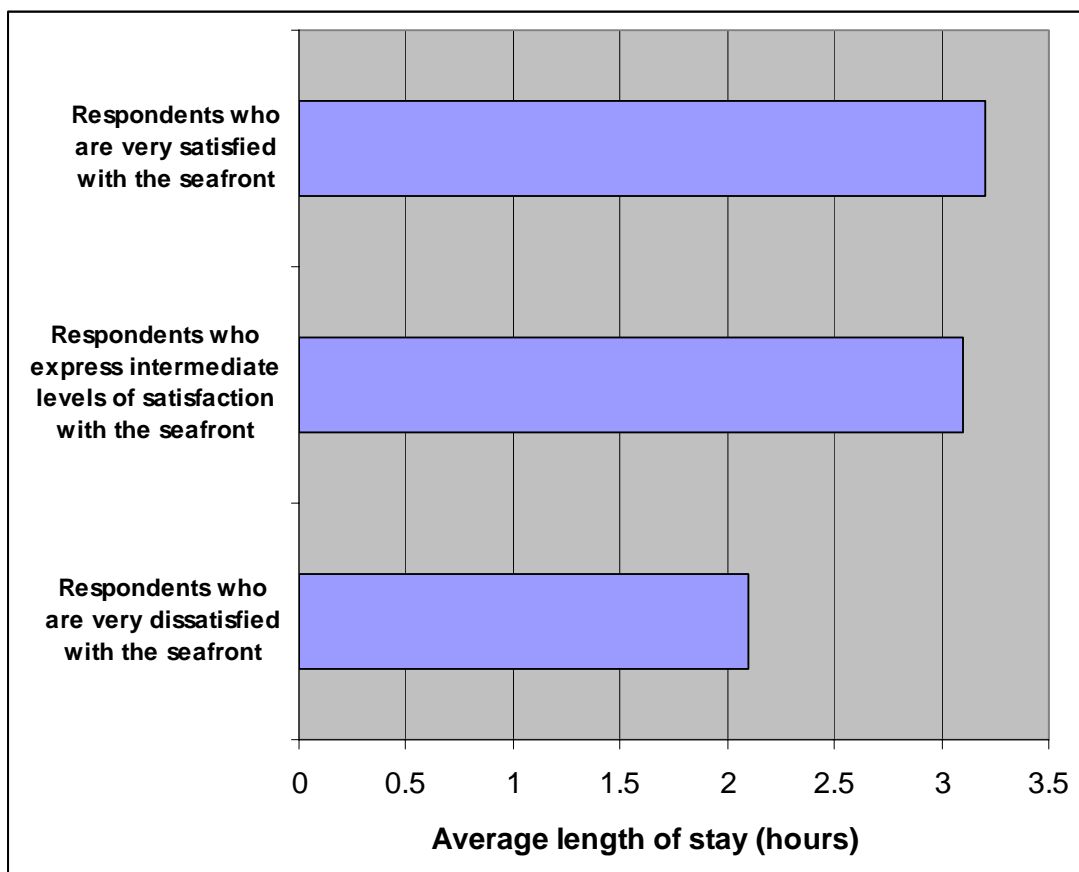
Bournemouth Seafront Survey 2005

4.2: Length of Stay

Satisfaction with the seafront has a significant impact on the length of time that visitors tend to spend in the area. In general, the more satisfied with the seafront, the longer a visitor tends to stay. Visitors who expressed high levels of satisfaction stayed an average of 3 hours and 12 minutes, slightly longer than those who expressed intermediate satisfaction (3 hours and 6 minutes). Visitors who expressed low levels of satisfaction tended to stay for an average of 2 hours and 6 minutes - around 34% less time than those who were very satisfied.

Table 23: Crosstabulation: satisfaction by length of stay				
Base: All respondents	Very dissatisfied (%)	Intermediate satisfaction (%)	Very satisfied (%)	Average rating (0=very dissatisfied, 10=very satisfied)
Less than 1 hour	45.1	5.6	49.3	4.8
1 – 2 hours	5.2	9.1	85.7	8.5
2 – 4 hours	12.9	8.9	78.2	7.8
4 hours or more	4.5	8.5	87.0	8.7
Average length of stay (hours)	2.1	3.1	3.2	/

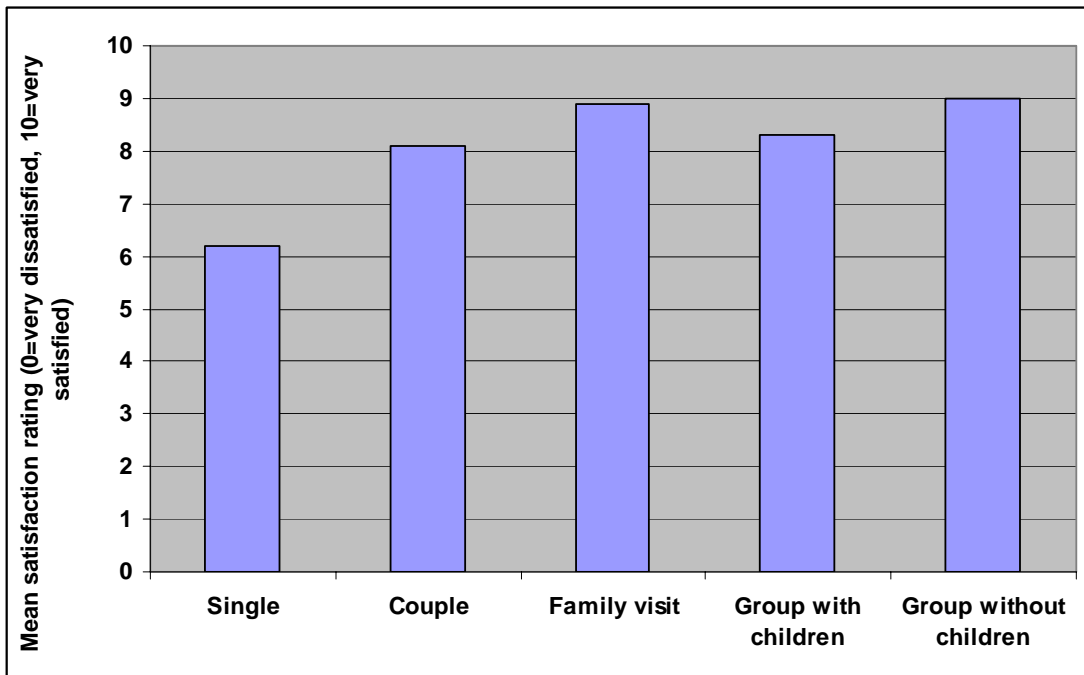
Fig 15: Length of stay according to satisfaction levels



4.3: Group Type

Table 24: Crosstabulation: satisfaction by group type				
Base: All respondents	Very dissatisfied (%)	Intermediate satisfaction (%)	Very satisfied (%)	Average rating (0=very dissatisfied, 10=very satisfied)
Single	27.4	12.3	60.3	6.2
Couple	9.9	8.9	81.2	8.1
Family visit	3.2	4.5	92.4	8.9
Group with children	4.4	13.3	82.2	8.3
Group without children	1.0	6.9	92.2	9.0

Fig 16: Mean satisfaction levels according to group type



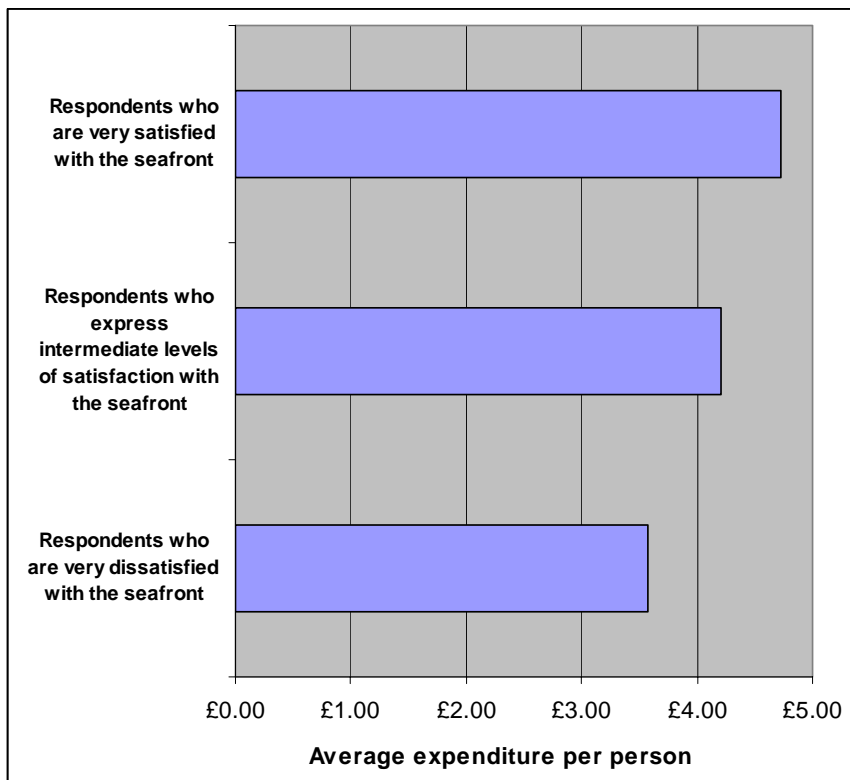
Bournemouth Seafront Survey 2005

4.4: Expenditure

As satisfaction with the seafront increases, so does the amount of money spent by visitors. Those who were most satisfied with the seafront spent an average of £4.72 per person, compared with those who were moderately satisfied, who spent £4.21 per person. Visitors who expressed low levels of satisfaction with the seafront spent an average of £3.57 per person on their visit – around 24% less than visitors who were very satisfied.

Table 25: Crosstabulation: satisfaction by expenditure per person				
Base: All respondents	Very dissatisfied (%)	Intermediate satisfaction (%)	Very satisfied (%)	Average rating (0=very dissatisfied, 10=very satisfied)
Up to £2.50	16.9	9.7	73.5	7.4
£2.51 - £5	3.7	6.7	89.6	8.7
£5.01 - £7.50	2.6	10.5	86.8	8.6
£7.51 - £10	8.8	7.4	83.8	8.2
More than £10	13.4	6.0	80.6	7.9
Average expenditure per person	£3.57	£4.21	£4.72	/

Fig 17: Mean expenditure per person according satisfaction levels



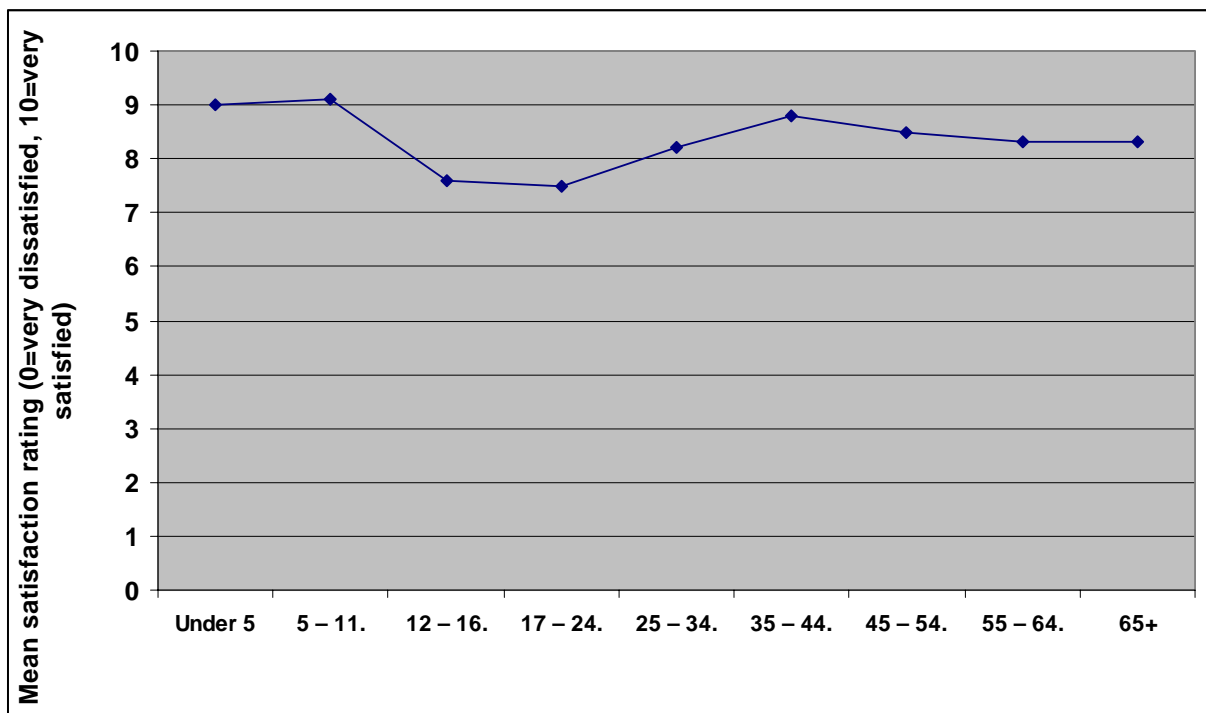
Bournemouth Seafront Survey 2005

4.5: Age

The key discernible trend in the relationship between age and satisfaction occurs amongst teenagers and young adults, who tend to be less satisfied with the seafront than other visitors.

Table 26: Crosstabulation: satisfaction by age				
Base: All respondents	Very dissatisfied (%)	Average satisfaction (%)	Very satisfied (%)	Average rating (0=very dissatisfied, 10=very satisfied)
Under 5	0.0	8.9	91.1	9.0
5 – 11 years	0.0	4.4	95.6	9.1
12 – 16 years	15.6	4.4	80.0	7.6
17 – 24 years	13.9	11.9	74.2	7.5
25 – 34 years	6.4	8.2	85.5	8.2
35 – 44 years	2.0	7.4	90.6	8.8
45 – 54 years	8.2	4.9	86.9	8.5
55 – 64 years	8.5	8.5	83.0	8.3
65+ years	10.2	7.0	82.8	8.3

Fig 18: Satisfaction by age

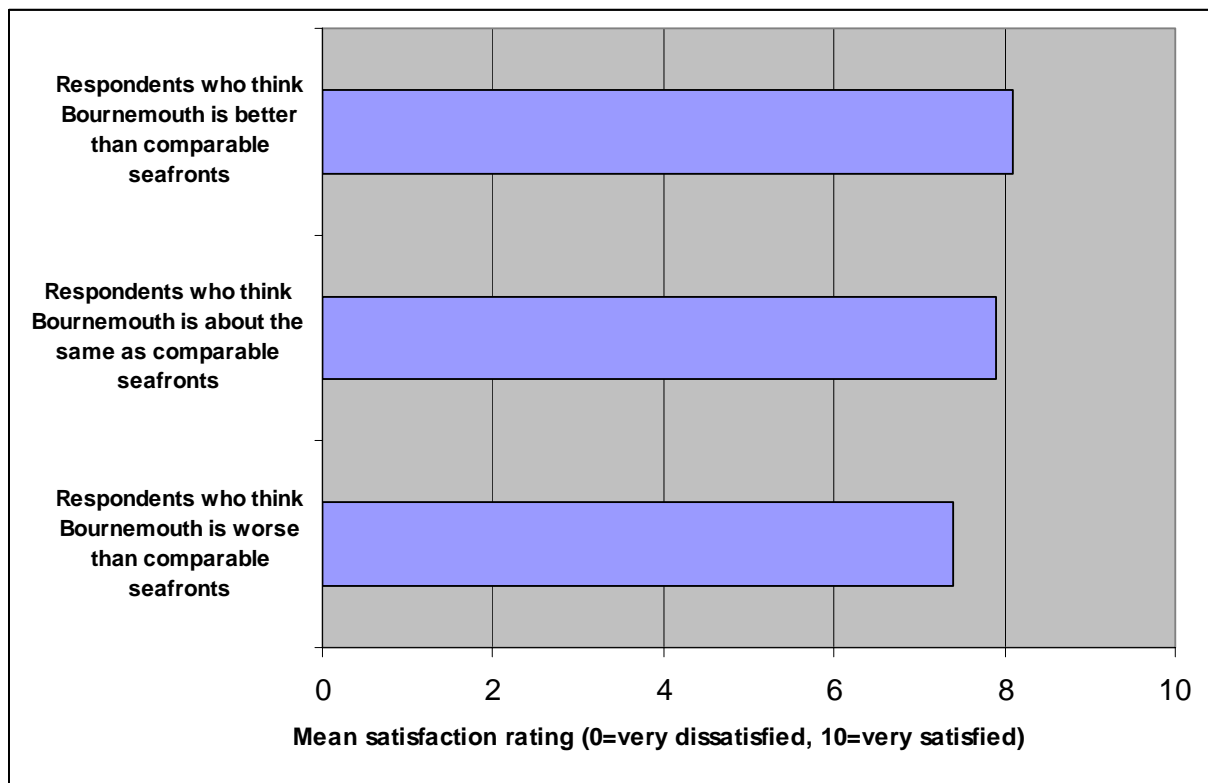


4.6: Comparisons with other destinations

Perhaps unsurprisingly, respondents who were more likely to compare Bournemouth favourably to other seafront areas showed generally higher levels of satisfaction with the seafront.

Table 27: Crosstabulation: satisfaction by 'How does Bournemouth compare to other seafronts?'				
Base: All respondents	Very dissatisfied (%)	Average satisfaction (%)	Very satisfied (%)	Average rating (0=very dissatisfied, 10=very satisfied)
Better	11.1	6.2	82.7	8.1
Same	11.0	9.2	79.8	7.9
Worse	13.2	13.2	73.5	7.4

Fig 19: Satisfaction according to opinions on Bournemouth compared to other seafronts



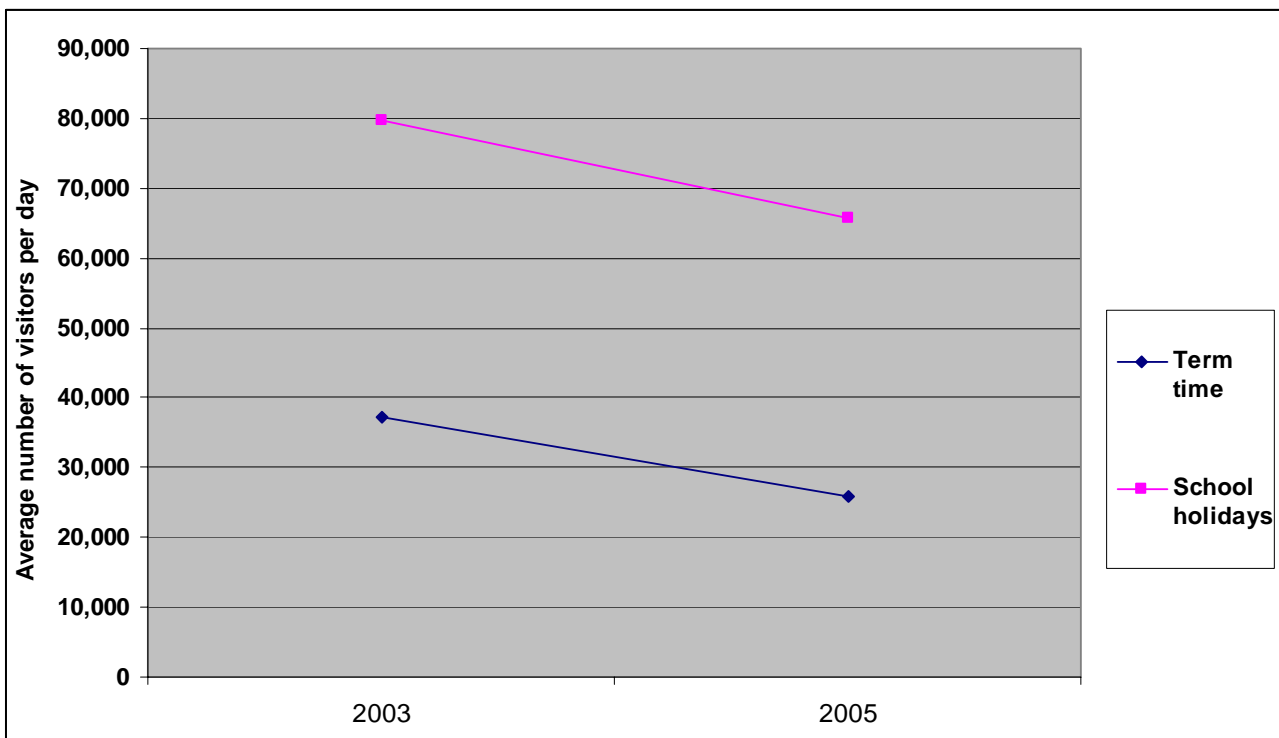
5: Visitor Volume

5.1: Number of Visitors

The number of visitors to the seafront was generally lower in 2005 than 2003. Peak visitor numbers (i.e. during summer weather) are illustrated below.

	<i>Non school holidays</i>		<i>School holidays</i>	
	2003	2005	2003	2005
Sunny	37,113	25,963	79,713	65,627
Showers	8,151	7,029	28,582	20,761
Cloudy	13,041	11,063	43,796	27,292
Rain	4,075	3,965	14,286	8,383

Fig 20: Peak Visitor Volumes (During Sunny Weather), 2003-2005



Bournemouth Seafront Survey 2005

5.2: Volume Counts: Data Tabulations

The following tables show the results of counts, illustrating the number of people per a 100m² area, and the equivalent number of persons per m².

Non-School Holiday	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total	Zone Mean
Sunny	7.0	11.4	8.8	6.2	10.0	7.2	5.7	3.4	59.7	7.5
Per m2	0.07	0.11	0.09	0.06	0.10	0.07	0.06	0.03	0.60	0.07
Showers	2.9	2.9	2.8	2.2	2.2	1.3	1.2	0.6	16.2	2.0
Per m2	0.03	0.03	0.03	0.02	0.02	0.01	0.01	0.01	0.16	0.02
Cloudy	2.4	6.1	3.8	3.0	5.5	2.8	2.4	1.3	27.3	3.4
Per m2	0.02	0.06	0.04	0.03	0.06	0.03	0.02	0.01	0.27	0.03
Rain	0.7	2.4	1.3	1.3	1.8	0.6	0.5	0.5	9.1	1.1
Per m2	0.01	0.02	0.01	0.01	0.02	0.01	0.00	0.01	0.09	0.01

School Holiday	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total	Zone Mean
Sunny	16.1	25.9	21.0	19.5	22.6	15.4	17.2	13.2	151.0	18.9
Per m2	0.16	0.26	0.21	0.20	0.23	0.15	0.17	0.13	1.51	0.19
Showers	5.8	9.0	7.4	5.8	6.9	4.6	4.4	3.8	47.8	6.0
Per m2	0.06	0.09	0.07	0.06	0.07	0.05	0.04	0.04	0.48	0.06
Cloudy	7.8	12.5	9.9	7.4	8.7	6.2	5.4	4.9	62.8	7.8
Per m2	0.08	0.13	0.10	0.07	0.09	0.06	0.05	0.05	0.63	0.08
Rain	2.1	4.5	2.8	2.5	2.9	1.8	1.5	1.2	19.3	2.4
Per m2	0.02	0.05	0.03	0.02	0.03	0.02	0.02	0.01	0.19	0.02

Appendix: The Survey Questionnaire

Bournemouth Seafront Visitor Survey 2005

Q1 Location

1	<input type="checkbox"/>	4	<input type="checkbox"/>
2	<input type="checkbox"/>	5	<input type="checkbox"/>
3	<input type="checkbox"/>	6	<input type="checkbox"/>

Q2 Date

--	--	--	--	--	--

Q3 Time

--	--	--	--	--	--

Q4 How would you rate the weather today? (out of 10, where 0 is very poor and 10 is excellent)

Weather

Q5 How long do you intend to spend at the seafront today?

Less than 1 hour.....	<input type="checkbox"/>	2 - 4 hours	<input type="checkbox"/>
1 - 2 hours	<input type="checkbox"/>	4 hours or more	<input type="checkbox"/>

Q6 How important were the following in your decision to visit the seafront? (where 1 is very unimportant and 5 is very important).

	1	2	3	4	5
Walk, cycle, jog	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swim	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scenery, attractive surroundings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relax and sunbathe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q7 How important were the following in your decision to visit Bournemouth's seafront? (where 1 is very unimportant and 5 is very important).

	1	2	3	4	5
Easy to get to, nearby	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blue flag beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Peace and quiet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not crowded with tourists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Things for children to do	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sandy beaches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safe, lifeguards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leisure facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seafront cafes, restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q8 Which of the following factors prompted your visit today?

The weather.....	<input type="checkbox"/>	Brown Road sign	<input type="checkbox"/>
Seafront leaflet.....	<input type="checkbox"/>	Special offers	<input type="checkbox"/>
Other leaflets	<input type="checkbox"/>	Children's interest	<input type="checkbox"/>
Newspaper article	<input type="checkbox"/>	Available free time	<input type="checkbox"/>
Magazine article.....	<input type="checkbox"/>	None of these	<input type="checkbox"/>
Friends / family	<input type="checkbox"/>		

Q9 Have you used any public toilets in Bournemouth in the last 12 months?

Yes..... Go to Q10 No Go to Q11

Q10 How satisfied or dissatisfied are you with each of the following elements of the public toilets service in Bournemouth?

	Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied	Don't know
The number of public toilets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The location of public toilets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signposting to public toilets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The opening hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The standard of building maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The standard of cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The removal of graffiti / fixing vandalism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public toilets overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Q11 On a scale of 0 to 10 (where 0 is not at all important and 10 is very important) how important would you rate the following things when visiting the seafront?

	0	1	2	3	4	5	6	7	8	9	10
Public toilets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of taps / showers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of beach furniture (deck chairs etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kids zone scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Landtrain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety and security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of car parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access for people with disabilities / pushchairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public transport links to the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of litter bins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of dog bins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness of beach and seafront area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q12 Thinking specifically about your visit to the seafront today, please tell us on a scale of 0 to 10 (where 0 is very unsatisfied and 10 is very satisfied) how satisfied you are with the following:

	0	1	2	3	4	5	6	7	8	9	10	N/a
Public toilets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of taps / showers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of beach furniture (deck chairs etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kids zone scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Landtrain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety and security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of car parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access for people with disabilities / pushchairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public transport links to the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of litter bins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of dog bins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness of beach and seafront area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q13 Have you used any of the following facilities today?

Deck chairs.....	<input type="checkbox"/>	Amusements.....	<input type="checkbox"/>
Landtrain.....	<input type="checkbox"/>	Boat rides / hire	<input type="checkbox"/>
Food & drinks outlet	<input type="checkbox"/>	Cliff Lifts.....	<input type="checkbox"/>
Pier.....	<input type="checkbox"/>	Beach Chalet (GO TO Q14).....	<input type="checkbox"/>
Shops	<input type="checkbox"/>		

Q14 How would you rate the service the Council provides for beach huts?

Very Good	<input type="checkbox"/>	Poor.....	<input type="checkbox"/>
Good	<input type="checkbox"/>	Very Poor.....	<input type="checkbox"/>
Average	<input type="checkbox"/>		
Any other beach hut related comments	<input type="text"/>		

Q15 Did you use the Landtrain as...

Entertainment	<input type="checkbox"/>	Transport	<input type="checkbox"/>	Both	<input type="checkbox"/>
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Bournemouth Seafront Survey 2005

Q16 Are there any additional facilities or services that you would like to see here on the seafront? (UNPROMPTED)

More toilets.....	<input type="checkbox"/>	Baby change.....	<input type="checkbox"/>
Newer / upgraded toilets	<input type="checkbox"/>	Wet weather attractions (PLEASE NOTE WHAT BELOW)	<input type="checkbox"/>
More showers.....	<input type="checkbox"/>	Better / more activity provision (PLEASE NOTE WHAT BELOW).....	<input type="checkbox"/>
Changing facilities...	<input type="checkbox"/>	Children's play area	<input type="checkbox"/>
Lockers	<input type="checkbox"/>	More dog free beaches	<input type="checkbox"/>
Freshwater taps.....	<input type="checkbox"/>	More no smoking areas.....	<input type="checkbox"/>
More litter bins	<input type="checkbox"/>	Cleaner beaches.....	<input type="checkbox"/>
More dog litter bins	<input type="checkbox"/>	Sandier Beaches	<input type="checkbox"/>
Better signposting...	<input type="checkbox"/>	No change	<input type="checkbox"/>
More information boards / points	<input type="checkbox"/>	Other (PLEASE NOTE WHAT BELOW)	<input type="checkbox"/>
First aid point.....	<input type="checkbox"/>		
More car parking.....	<input type="checkbox"/>		
Picnic area.....	<input type="checkbox"/>		
More cafes / restaurants.....	<input type="checkbox"/>		
More pubs.....	<input type="checkbox"/>		
Please specify wet attraction here			<input type="text"/>
Please specify better activity provision here			<input type="text"/>
Please specify other here			<input type="text"/>

Q17 How does Bournemouth compare with other seafronts you've visited in the last 2 years?

Better	Same	Worse
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Where have you visited?..	<input type="text"/>	
Why was it better/worse.	<input type="text"/>	

Q18 How much has your group spent / will they spend at the seafront today, including parking charges?

Q19 Please tell us how you travelled, from your home / accommodation to Bournemouth Seafront? (Tick one box only)

Own car	<input type="checkbox"/>	Tour or excursion bus.....	<input type="checkbox"/>
Hire car	<input type="checkbox"/>	Boat / other watercraft.....	<input type="checkbox"/>
Motorcycle	<input type="checkbox"/>	On foot.....	<input type="checkbox"/>
Train	<input type="checkbox"/>	Bicycle	<input type="checkbox"/>
Public bus service...	<input type="checkbox"/>	Other (please specify)	<input type="checkbox"/>
Please Specify			<input type="text"/>

Q20 Which of the following groups are you part of today?

Single.....	<input type="checkbox"/>	Group with children.	<input type="checkbox"/>
Couple	<input type="checkbox"/>	Group without children	<input type="checkbox"/>
Family visit.....	<input type="checkbox"/>		

Q21 Please tell us the occupation of the main wage earner in your group. (if retired, please specify previous occupation)

Tick if retired

Q22 What is the first part of your home postcode?

Q23 Have you come from your home today?

Yes..... No.....

Q24 Are you returning to your home today?

Yes..... No.....

Q25 Where are you staying at present? (ask if No is the answer to Q23 or Q24)

Bournemouth	<input type="checkbox"/>	Wiltshire	<input type="checkbox"/>
Conurbation (not Bournemouth).....	<input type="checkbox"/>	Devon	<input type="checkbox"/>
Dorset.....	<input type="checkbox"/>	Somerset	<input type="checkbox"/>
Hampshire	<input type="checkbox"/>	Other (please specify)	<input type="checkbox"/>
Please specify			<input type="text"/>

Q26 What type of accommodation are you staying in? (ask if No is the answer to Q23 or Q24)

Hotel.....	<input type="checkbox"/>	Touring caravan, tent	<input type="checkbox"/>
B&B	<input type="checkbox"/>	Friends & Relatives.	<input type="checkbox"/>
Self catering static caravan, chalet, cottage etc.....	<input type="checkbox"/>	Other.....	<input type="checkbox"/>
Please specify			<input type="text"/>

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Q27 May we ask the approximate ages of the people in your group? Please write the number of people in your group that fall into each age and gender category. (CIRCLE AGE AND GENDER OF MAIN RESPONDENT)

	Male	Female
Under 5 yrs	<input type="checkbox"/>	<input type="checkbox"/>
5-11 yrs	<input type="checkbox"/>	<input type="checkbox"/>
12-16 yrs	<input type="checkbox"/>	<input type="checkbox"/>
17-24 yrs	<input type="checkbox"/>	<input type="checkbox"/>
25-34 yrs	<input type="checkbox"/>	<input type="checkbox"/>
35-44 yrs	<input type="checkbox"/>	<input type="checkbox"/>
45-54 yrs	<input type="checkbox"/>	<input type="checkbox"/>
55-64 yrs	<input type="checkbox"/>	<input type="checkbox"/>
65+ yrs	<input type="checkbox"/>	<input type="checkbox"/>

Q6 Do you have a disability, long term illness or infirmity?
 Yes No.....

Q28 Which newspapers do you read regularly?
 Times..... Sun.....
 Guardian..... Star.....
 Telegraph..... Daily Express.....
 Independent..... Daily Mirror.....
 Daily Mail..... Local paper.....

Q29 To which of these groups do you consider you belong?

- | | |
|---|--|
| White British..... <input type="checkbox"/> | Caribbean..... <input type="checkbox"/> |
| White Irish..... <input type="checkbox"/> | African..... <input type="checkbox"/> |
| White other..... <input type="checkbox"/> | Other Black background..... <input type="checkbox"/> |
| White & Black Caribbean..... <input type="checkbox"/> | Indian..... <input type="checkbox"/> |
| White & Black African..... <input type="checkbox"/> | Pakistani..... <input type="checkbox"/> |
| White & Asian..... <input type="checkbox"/> | Bangladeshi..... <input type="checkbox"/> |
| Other mixed background..... <input type="checkbox"/> | Other Asian background..... <input type="checkbox"/> |
| Chinese..... <input type="checkbox"/> | Other ethnic group.. <input type="checkbox"/> |
- If OTHER please specify here.

Q30 Are there any other comments you would like to make?

To help us improve the seafront we would like to be able to contact you for future research directly related to Bournemouth Seafront, if you would like to be involved with this please complete your contact details below. Your details will NOT be passed to any third parties or used for any purpose other than research.

Q31 Name

Q32 Email address

Q33 Telephone number

Thank you very much for your help with this survey.

Data Protection Act 1998. Your details will be held securely by The Market Research Group, Bournemouth University for the purpose of facilitating further research. It will not be made available to any third party. The Market Research Group will be the data controller. Should you wish to have your details removed from the database, this will be done immediately on request by writing to: The Market Research Group, Bournemouth University, BH1 3NA.