

# Using evidence to shape better services

## APPENDIX 4



## Oxford City TalkBack Survey

Spring 2010

## FINDINGS REPORT

Wastes & resources management



Community safety & neighbourhood policing



Sure Start & Children's Centres



Healthy communities



Affordable housing

Active citizens & customer research



Local Authority research & evaluation



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## 1. Quality guarantee

<b>Title</b>	Oxford City TalkBack Survey Report
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## 2. Summary of results

This section presents a summary of the key findings from each section of the report.

### **Additional licensing of houses of multiple occupation (HMOs)**

- ◆ Almost all (99%) residents told us that they think landlords have a responsibility to ensure that their properties are managed well.
- ◆ When asked whether additional licensing will help reduce anti social behaviour such as rubbish from HMOs, 78% agreed that it would.
- ◆ Almost nine out of ten (88%) residents agreed that additional licensing will improve safety standards within HMOs.
- ◆ Those aged over 55 agreed more with these statements compared to younger respondents, and social housing tenants agreed more compared to private tenants
- ◆ In terms of problems with HMOs over the last four years, poor external appearance of HMOs and their gardens (76%) was the most common problem. A similar proportion (71%) had also had problems with dumped rubbish and litter in and around HMOs. Empty properties (17%) caused the least problems
- ◆ Older respondents had experienced more of these problems in comparison to younger respondents. In contrast a higher proportion of younger respondents had experienced problems with the poor internal property conditions within HMOs compared to older respondents
- ◆ Poor external appearance HMOs and their gardens was a problem more common amongst owner occupiers, with 79% saying they had experienced a problem in comparison to 60% of social housing tenants.
- ◆ 83% of respondents agreed that licensing all HMOs instead of just the larger HMOs will make the system clear and prevent confusion - with older respondents again agreeing more than younger respondents and social housing tenants agreeing more compared to owner occupier and private tenant respondents
- ◆ Nine out of ten (90%) residents agreed that a landlord who fails to license their HMO to avoid paying a fee and any improvement costs should be penalised.
- ◆ When asked whether licensing all HMOs will help drive out rogue landlords and improve the reputation of the private rented sector in Oxford, 86% of respondents were in agreement that it would.

- ◆ Overall 91% of respondents agreed with Oxford City Council's proposal to introduce citywide additional licensing for all HMOs

## Leisure facilities

- ◆ 63% of residents said that they use one of the listed leisure facilities. The most commonly selected were Ferry Sports Centre, Temple Cowley Pools, and other alternative providers – such as David Lloyds, University and Schools - and Hinksey Pool. Only respondents who said they used a local leisure facility were asked the majority of questions in this section.
- ◆ 37% of respondents stated that they do not use any sports/leisure facilities
- ◆ When asked which facility they use the **most often**, a similar pattern emerged but with alternative providers (private, university) coming out more strongly – 30% saying that they used these the most often, followed by 28% using Ferry Sports Centre and 22% Temple Cowley Pools the most often. Hinksey Pool (7%), Barton Pool (6%), Blackbird Leys Pool (4%) and Blackbird Leys Leisure Centre (3%) make up the remainder.
- ◆ In terms of specific facilities used, the swimming pool (77%) is by far the most used overall. This was particularly the case for main users of Temple Cowley (98%), Barton Pool and Blackbird Leys Pool (both 100%). Gym facilities also appear to be popular amongst other alternative providers (37%) and Ferry Sports Centre (31%).
- ◆ Respondents told us that they use a wide variety of transport modes to access local leisure facilities. Just over half of users (51%) use a car to get to their preferred leisure centre, 35% walk and another 35% cycle.
- ◆ Users of sports/leisure facilities were **most satisfied** with:
  - The quality of lighting
  - The quality of the water e.g. clarity, chlorine, etc.
  - The temperature of the water
- ◆ Users were **least satisfied** with:
  - The availability of spectator facilities
  - The quality of catering/vending facilities
  - How well the facility caters for clubs
- ◆ In terms of active dissatisfaction, the quality of changing facility also performs weakly (17% stated that they were either dissatisfied/very dissatisfied).
- ◆ Users of sports/leisure facilities thought the **most important** factors are:
  - ◆ Cleanliness of the facility
  - ◆ The quality of the water
  - ◆ The temperature of the water

- ◆ Users thought the **least important** facilities are:
  - The availability of supporting services within the vicinity e.g. parks, libraries, education, shops
  - The availability of spectator facilities
  - The quality of the catering/vending facilities
- ◆ When levels of satisfaction were plotted against levels of importance, the following areas were identified as underperforming (low satisfaction and high importance):
  - The quality of the changing facilities
  - How well the centre caters for people with a disability
  - The continuity of service
- ◆ The full report provides information on how satisfaction with facilities varies according to the three main sports/leisure centres used - Ferry Sports Centre, Temple Cowley, and other providers.
- ◆ 96% of respondents overall stated that it was important for the sports/leisure facilities provided value for money, particularly social housing tenant and non-white respondents
- ◆ The top five suggested improvements to leisure facilities are:
  - The swimming pool
  - The facilities and equipment
  - The timetable
  - The changing rooms
  - Keeping local facilities
- ◆ 88% of respondents were overall satisfied with the facility that they use most often

## **Museum of Oxford**

- ◆ Overall 93% of respondents had heard of the Museum of Oxford, however awareness was lower amongst younger respondents and private tenants
- ◆ Respondents (30%) stated they have never visited the Museum of Oxford because:
  - They don't know what's on
  - They have no time
  - They didn't know about it
  - 'Other'
  - There is nothing they particularly want to see
- ◆ 81% of visitors agreed overall that the Museum of Oxford was easy to find
- ◆ Respondents that had visited the Museum of Oxford were **most satisfied** with:
  - Staff helpfulness
  - Content of displays/exhibitions

- Activities/facilities for children
- ◆ Visitors were **least satisfied** with:
  - Hands on exhibits to touch/try out
  - Special events/workshops
  - Gallery café
- ◆ Visitors and non visitors to the Museum of Oxford thought the **most important** factors in a museum visit are:
  - ◆ Content of exhibitions
  - ◆ Helpful staff
  - ◆ Museum layout
- ◆ Visitors and non visitors thought the **least important** features are:
  - Museum shop
  - Audio visual materials
  - Café
- ◆ When levels of satisfaction were plotted against levels of importance, reassuringly no facilities were given a low satisfaction and high importance ratings, identified areas for improvement (low satisfaction but low importance) were:
  - Museum shop
  - Audio visual materials
  - Café
  - Special events/workshops
  - Hands on exhibits
- ◆ Residents also told us that toilets are important but only currently perform with moderate satisfaction with visitors
- ◆ The highest rated options for the future role of the Museum were for it to be a place for discovery and learning about Oxford and a place for the residents of Oxford to learn about the city's history and development
- ◆ The lowest rated option was for the Museum to be a venue for community exhibitions created by local people
- ◆ Other open, verbatim suggestions made by respondents included:
  - Making the Museum more interesting to locals by creating an archive of local information so people can find out more about their local area in the past and perhaps look up their address to see what it was like previously
  - Developing the Museum of Oxford to help replace the Oxford Story attraction since its closure
  - Creating something different at the Museum of Oxford so it can compete with the other good museums in Oxford

### 3. Introduction

This was the first Oxford City Council Talkback Survey carried out with assistance from M·E·L Research.

Oxford City Council provided M·E·L Research with the latest database of panellists in Spring 2010. This contained contact details of 845 residents.

Oxford City designed and provided the survey questionnaires. M·E·L Research were responsible for mailing out, receiving responses via freepost, processing completed questionnaires and data analysis. An online version of the survey was also programmed, hosted by M·E·L Research.

Fieldwork was conducted 3<sup>rd</sup> June – 21<sup>st</sup> June 2010. Due to the urgent nature of the consultation need, there were reminder mailings issued.

#### Response rates

A total number of 403 surveys were completed, 77 were completed online whilst 326 were completed and returned in the post. There were 31 undeliverables or requests to be removed from the database (panellist moved, deceased, or no longer wants to participate).

This represents a total response rate of 47.4% and an adjusted response rate (after removing deadwood) of 49.5%

In many cases the base size being reported on will be smaller than the total number of questionnaires received. This will be because some panellists choose not to answer particular questions (missing data).

Statistically, with an overall valid 'population' of around 8,000 private landlords in total, the results are accurate to +/-4.47 at 95% confidence. This means that we can be 95% certain that the results are +/-4.47% of the calculated response, so results could either be 4.47% either above or below the figure calculated i.e. a 50% satisfaction response could in reality lie within the range of 45.53% to 54.47%.

Due to the fairly limited base size, the authors have not significance tested individual scores provided in this report. The reader should be particularly cautious of making conclusions based on small bases; those based on fewer than 50 questionnaires are generally regarded as being potentially problematic.

The general approach taken in this report has been to suppress the number of 'don't know' or 'missing' responses to particular questions where the panellist failed to record a valid answer, particularly around 'satisfaction' or 'importance' scale questions. This is the standard convention in social research reporting (such as the Place Survey reporting which follows official Government procedure issued by the Department for Communities and Local Government), to report on



proportions based on respondents who only gave valid responses to each relevant question, therefore excluding 'Don't Knows', 'Not applicable' and/or 'Not Stated' responses from the base.

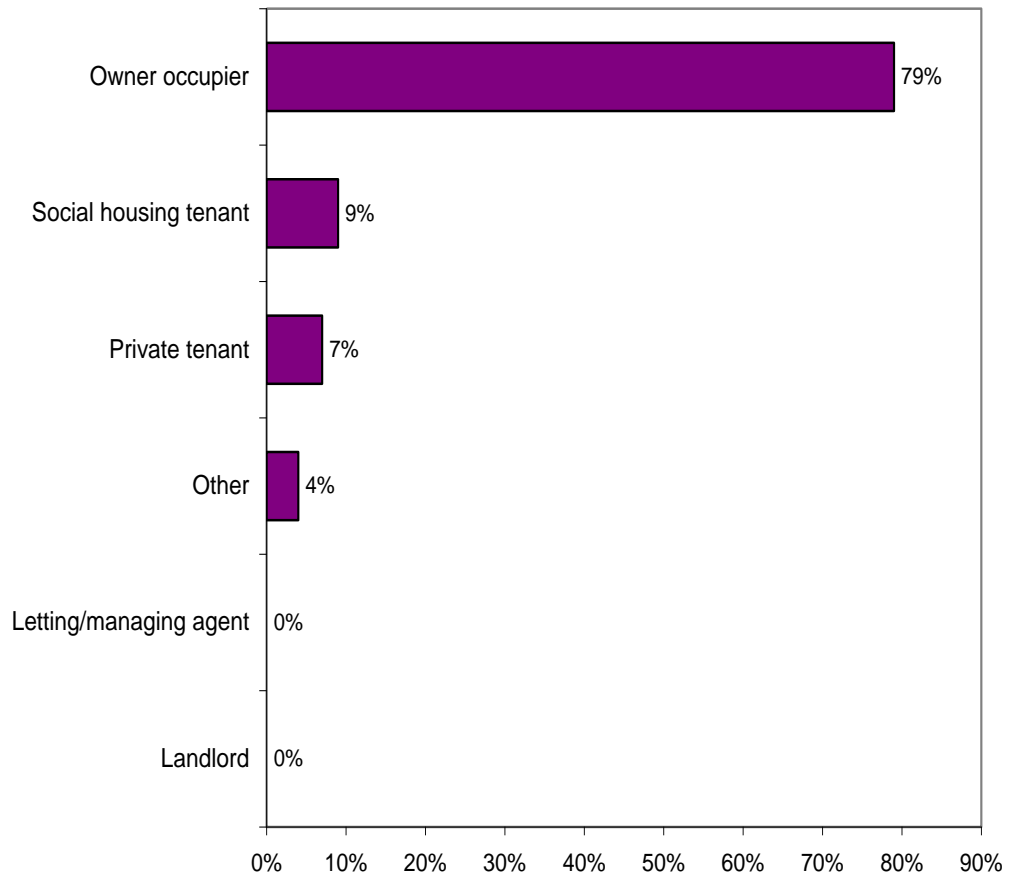
## 4. Results for 'Additional licensing of houses in multiple occupation (HMO)'

The following set of questions looked to gather the views of residents on the Council's proposal of licensing every house in multiple occupation (HMO) in Oxford City. A full description of the HMO definition and the proposed powers was offered to panellists.

### Tenant status

The majority of respondents to the TalkBack survey were owner occupiers of the property at 79% (Fig. 3.1). Social housing tenants made up 9% of respondents and private tenants made up 7%.

**Fig 3.1 Status of survey respondent (n=398)**



### Landlord responsibility

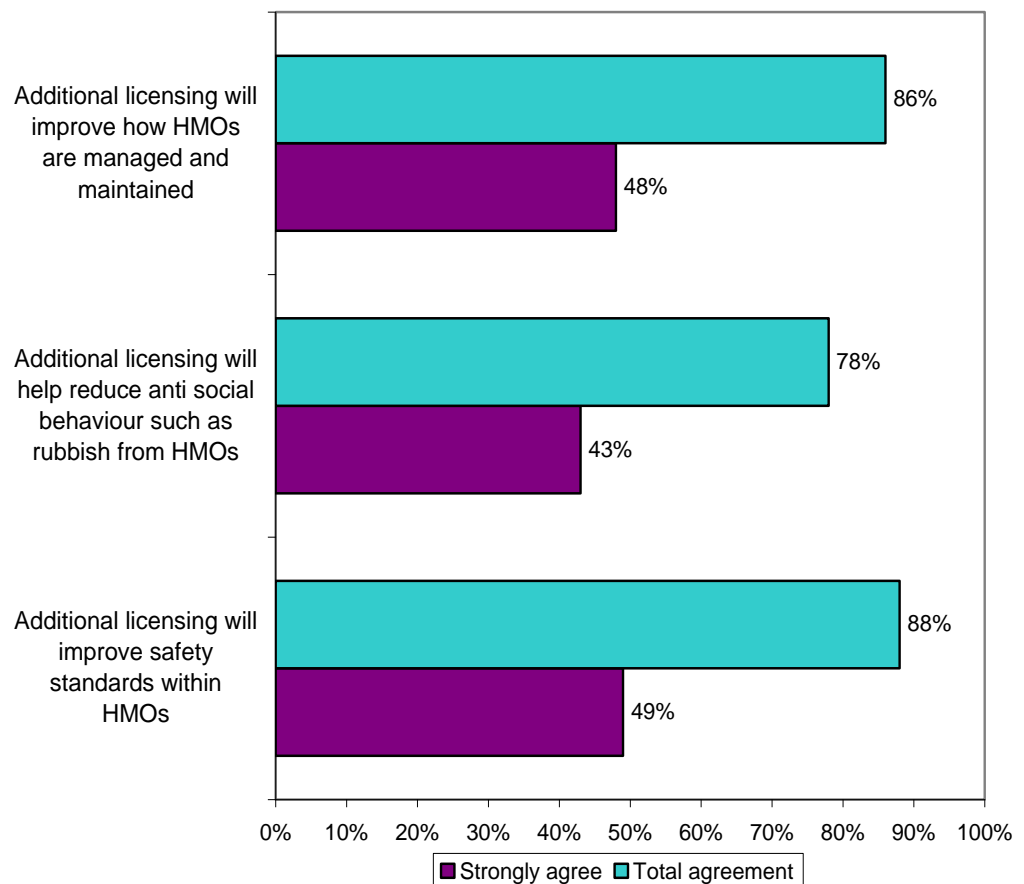
Respondents were then asked ‘Do you think landlords have a responsibility to ensure their properties are managed well?’ Almost all (99%) of respondents stated ‘Yes’, with just 1% stating ‘No’.

### Additional licensing

Panellists were asked whether they agree or disagree with a series of statements. The highest rate of agreement was that additional licensing will improve safety standards within HMOs, with almost nine out of ten (88%) residents agreeing overall and 49% ‘strongly’ agreeing (Fig. 3.2). Very slightly behind was the agreement that additional licensing will improve how HMOs are managed and maintained, with 86% agreeing and 48% strongly agreeing.

Agreement was lower that additional licensing will help reduce anti social behaviour from HMOs, with 78% agreeing and 43% strongly agreeing with this statement.

**Fig 3.2 Agreement with statements on additional licensing (min base n=395)**



**Table 3.1 Demographic variations in opinion on additional licensing (valid responses)**

Percent	Do you think landlords have a responsibility to ensure their properties are managed well? (% yes)	Additional licensing will improve how HMOs are managed and maintained (% agree)	Min. Base:
17-34 years	100.0	70.9	55
35-44 years	96.5	86.0	57
45-54 years	100.0	80.7	62
55+	100.0	90.8	87
Male	98.2	85.1	161
Female	99.6	86.0	228
Owner occupier	99.4	86.0	314
Private tenant	96.6	78.6	28*
Social housing tenant	97.3	94.4	36*
Have a disability	97.0	87.5	32*
White	99.4	86.6	358
Non-white	93.3	72.4	29*
In employment	98.8	83.5	249
Retired	98.9	92.4	92
Student	100.0	73.3	15*
Non-working	100.0	86.7	30*
Percent	Additional licensing will help reduce anti social behaviour such as rubbish from HMOs (% agree)	Additional licensing will improve safety standards within HMOs (% agree)	Min. Base:
17-34 years	72.7	78.2	55
35-44 years	68.4	84.2	57
45-54 years	72.6	88.7	62
55+	82.6	90.8	86
Male	77.6	86.3	161
Female	78.1	89.1	228
Owner occupier	79.3	88.9	314
Private tenant	51.7	75.0	28*
Social housing tenant	91.4	94.4	35*
Have a disability	87.5	90.6	32*
White	79.3	88.8	357
Non-white	63.3	76.7	30*
In employment	75.1	85.5	249
Retired	84.6	95.7	91
Student	73.3	80.0	15*
Non-working	80.7	86.7	30*

\* Caution low base

Respondents aged 55+ appeared to agree more that changes to the licensing of HMOs would bring about positive changes. For each of the possible benefits of additional licensing given (Table 3.1), respondents aged 55+ agreed with the statements much more than younger respondents. In the greatest difference of opinion 91% of those aged 55+ thought additional licensing will improve how HMOs are managed and maintained, whilst just 71% of 17-34 agreed with this statement.

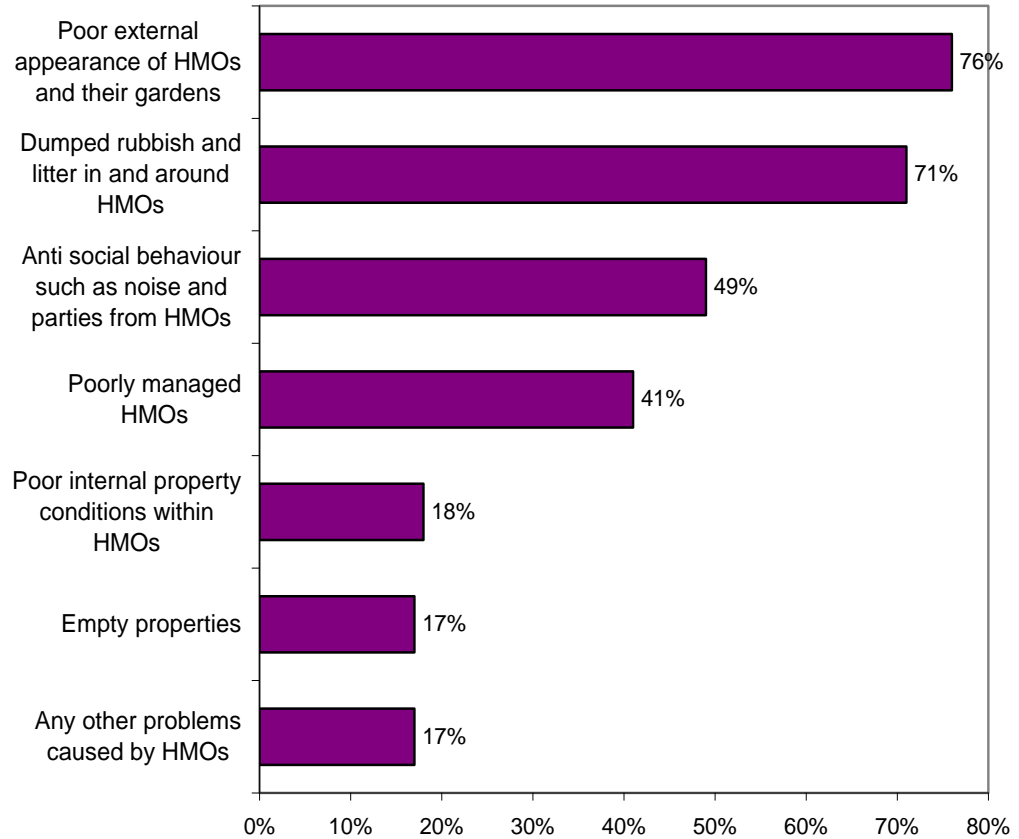
As we would expect, there are also differences in the views of respondents from private rented and social housing, with tenants of social housing agreeing much more with the statements on additional licensing (Table 3.1). 91% of social housing tenant respondents agreed additional licensing will help reduce anti social behaviour, while just 52% of private tenant respondents agreed with this (however there are small base sizes of 28 and 35 for this classification).

Non-white respondents agree less with the statements on additional licensing compared to white respondents. The greatest difference in opinion is on whether additional licensing will help reduce anti social behaviour, where 79% of white respondents agree but only 63% of non-white respondents.

**Local issues**

In terms of problems with HMOs over the last four years, poor external appearance of HMOs and their gardens (76%) was the most common problem reported. A similar proportion (71%) had also had problems with dumped rubbish and litter in and around HMOs. Empty properties (17%) caused the least problems. Issues listed as other problems included car parking and the negative impacts on the community of short term residents.

**Fig 3.3 Experience of local issues (min base n=395)**



**Table 3.2 Demographic variations in experience of local issues (valid responses)**

Percent	Poorly managed HMOs (% yes)	Dumped rubbish and litter in and around HMOs (% yes)	Poor external appearance of HMOs and their gardens (% yes)	Anti social behaviour such as noise and parties from HMOs (% yes)	Min. Base:
17-34 years	23.1	59.0	76.9	46.2	39*
35-44 years	40.9	61.4	65.9	56.8	44*
45-54 years	45.8	79.2	89.6	47.9	48*
55+	43.8	78.1	76.6	48.4	64
Male	40.8	73.3	75.8	49.2	120
Female	40.9	69.5	75.0	48.2	164
Owner occupier	43.8	72.1	79.2	49.1	226
Private tenant	29.6	63.0	63.0	51.9	27*
Social housing tenant	32.0	76.0	60.0	48.0	25*
Have a disability	46.2	80.8	61.5	46.2	26*
White	42.6	73.4	77.3	50.0	256
Non-white	26.9	53.9	57.7	34.6	26*
In employment	38.7	70.7	78.5	50.8	181
Retired	49.2	71.4	74.6	36.5	63
Student	18.2	63.6	81.8	54.6	11*
Non-working	51.9	77.8	63.0	63.0	27*
Percent	Poor internal property conditions within HMOs (% yes)	Empty properties (% yes)	Any other problem caused by HMOs (% yes)		Min. Base:
17-34 years	25.6	5.1	15.4		39*
35-44 years	20.5	20.5	20.5		44*
45-54 years	18.8	10.4	8.3		48*
55+	10.9	25.0	12.5		64
Male	15.0	20.0	13.3		120
Female	20.7	15.9	19.5		164
Owner occupier	15.9	17.3	17.3		226
Private tenant	33.3	7.4	18.5		27*
Social housing tenant	28.0	24.0	20.0		25*
Have a disability	11.5	30.8	15.4		26*
White	18.0	18.0	16.4		256
Non-white	23.1	11.5	19.2		26*
In employment	19.9	16.0	17.1		181
Retired	11.1	22.2	15.9		63
Student	36.4	9.1	18.2		11*
Non-working	18.5	22.2	22.2		27*

\* Caution low base

Older respondents appeared to have experienced more problems with poorly managed HMOs and dumped rubbish and litter in and around HMOs compared with younger respondents (Table 3.2).

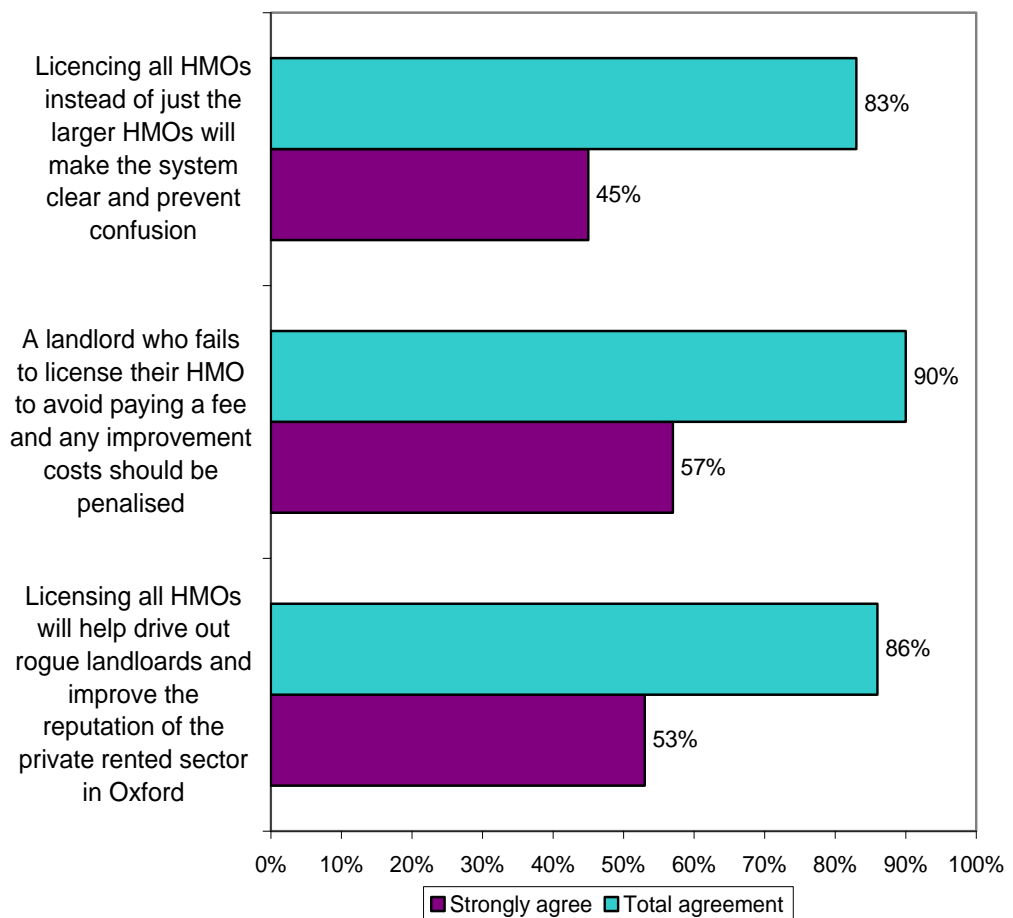
Owner occupier respondents reported having experience of poor external experience of HMOs and their gardens more than private and social housing tenants.

A larger proportion of young respondents had experience of poor internal property conditions within HMOs (26% of those aged 17-34) compared to older respondents (11% of those aged 55+).

**Potential impacts of additional licensing**

Agreement was high for all the statements on the impacts of additional licensing (Fig. 3.4). Most agreement was with the statement that landlords should be penalised if they do not conform to the new licensing arrangements - with 90% of respondents agreeing overall and 57% strongly agreeing.

**Fig 3.4 Agreement with statements on potential impacts of additional licensing (min base n=390)**





### Agreement with additional HMO licensing

91% of respondents to the survey agreed with Oxford City Council's proposal to introduce citywide additional licensing for all HMOs.

**Table 3.3 Demographic variations in opinion on potential impacts of additional licensing (valid responses)**

Percent	Licensing all HMOs instead of just the larger HMOs will make the system clear and prevent confusion (% agree)	A landlord who fails to license their HMO to avoid paying a fee and any improvement costs should be penalised (% agree)	Min. Base:
17-34 years	70.9	79.6	54
35-44 years	79.0	87.3	55
45-54 years	79.0	88.7	62
55+	87.1	93.0	85
Male	83.0	91.1	157
Female	82.7	89.4	226
Owner occupier	82.9	90.0	310
Private tenant	67.9	92.6	27*
Social housing tenant	91.4	91.4	35*
Have a disability	87.5	84.4	32*
White	83.6	90.7	354
Non-white	72.4	82.1	28*
In employment	79.4	88.6	246
Retired	91.1	80.0	90
Student	66.7	95.7	15*
Non-working	90.0	89.7	29*
Percent	Licensing all HMOs will help drive out rogue landlords and improve the reputation of the private rented sector in Oxford (% agree)	Do you agree with Oxford City Council's proposal to introduce citywide additional licensing for all HMOs? (% yes)	Min. Base:
17-34 years	77.8	79.3	53
35-44 years	80.4	90.9	55
45-54 years	83.9	90.2	61
55+	88.1	96.3	82
Male	84.4	89.2	158
Female	87.1	92.8	222
Owner occupier	86.4	91.8	304
Private tenant	79.3	88.9	27*
Social housing tenant	94.4	94.6	36*
Have a disability	87.5	90.6	32*
White	87.0	92.0	349
Non-white	75.0	83.3	28*
In employment	83.3	90.4	239
Retired	92.4	93.6	92

Student	80.0	86.7	15*
Non-working	90.0	93.3	30*

\* *Caution low base*

There is an overall trend for older respondents to agree more with the statements on the potential impacts of additional licensing and agree overall with the Council's proposal to introduce citywide additional licensing (Table 3.3). 96% of respondents aged 55+ agreed with the additional licensing compared with 79% of respondents aged 17-34.

Social housing tenants agreed the most overall with Oxford City Council's proposal to introduce citywide additional licensing (95%), also agreeing most that it will make the system clear and prevent confusion and it will help drive out rogue landlords and improve the reputation of the rented sector in Oxford. Private tenants generally agree least with the Council's plans.

As with the previous questions on additional licensing, non-white respondents agree less with the statements compared to white respondents. For example, 75% of non-white respondents agree licensing HMOs will help drive out rogue landlords and improve the reputation of the private rented sector, compared to 87% of white respondents.

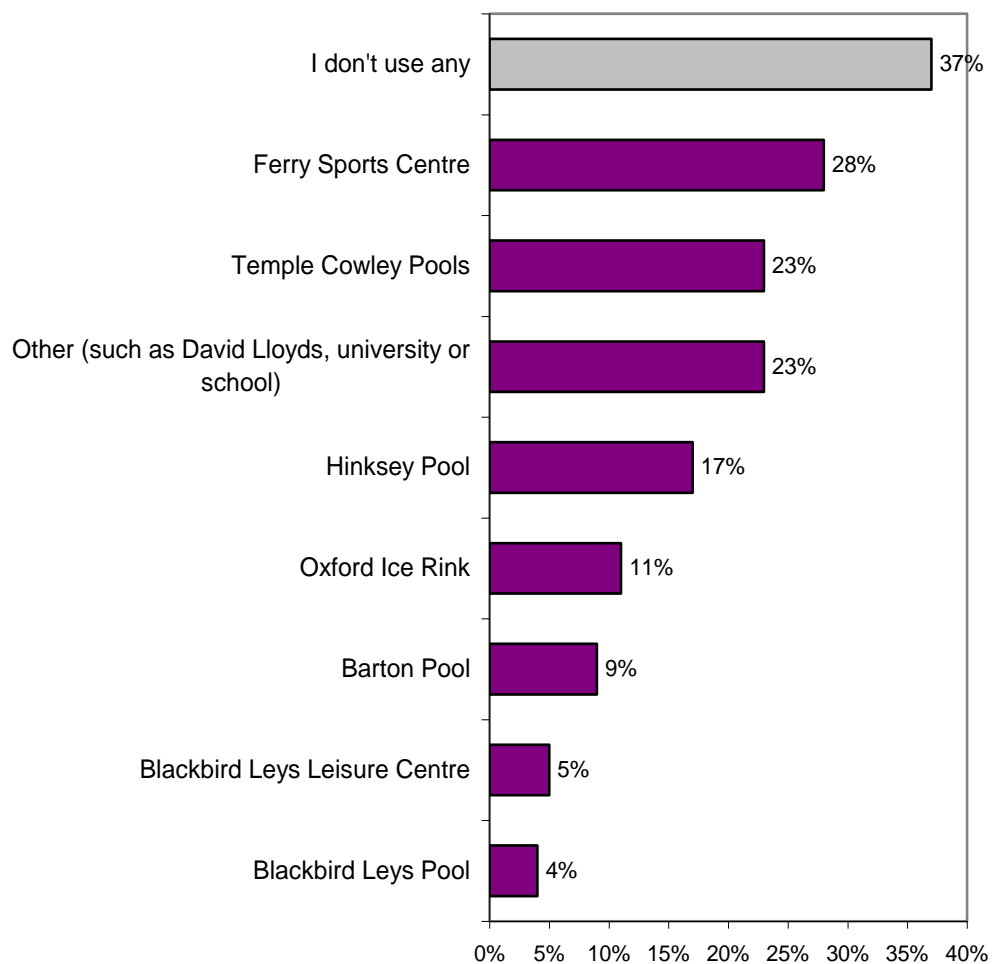
## 5. Results for 'Leisure facilities'

The following set of questions looked to gather the views of residents on the Council's sport and leisure facilities to help Oxford City Council to improve their facilities.

### Use of local facilities

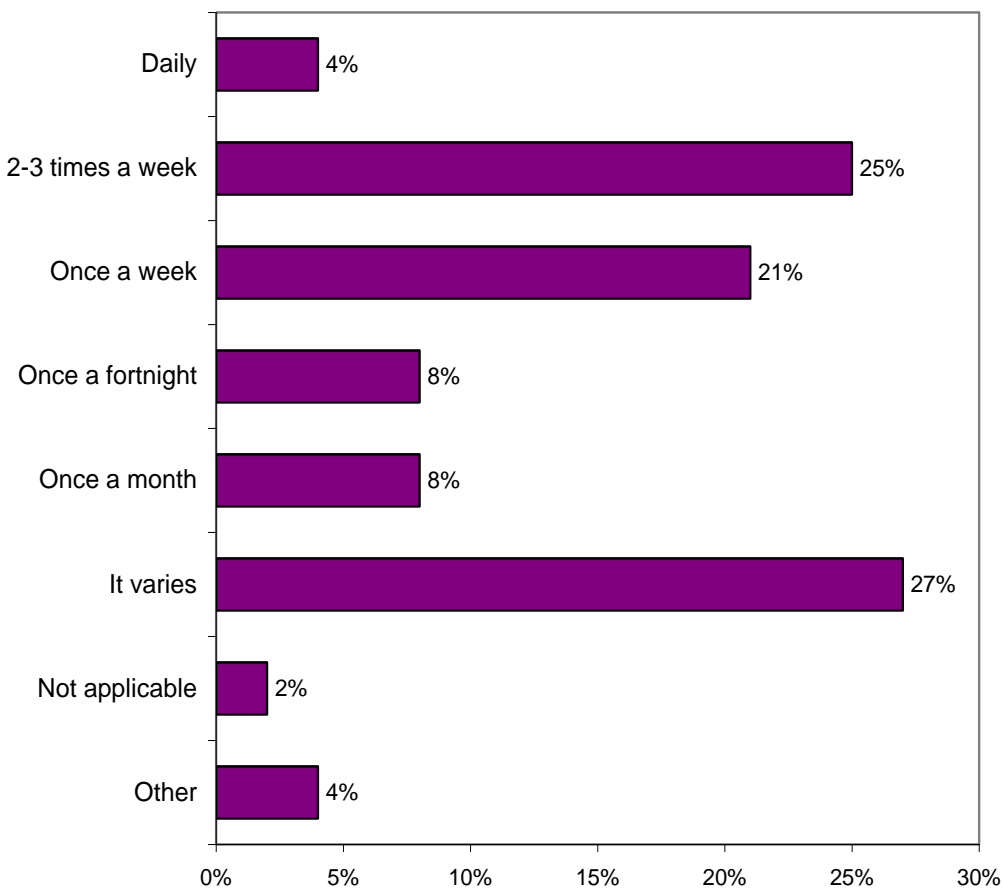
A large proportion of residents (37%) stated they do not use any sport and leisure facilities (Fig. 4.1). The most commonly used facility was Ferry Sports Centre (28%), with Blackbird Leys Leisure Centre and Pool the least used by respondents (5% and 4% respectively).

**Fig 4.1 Council sport and leisure facilities that respondents use (n=393)**



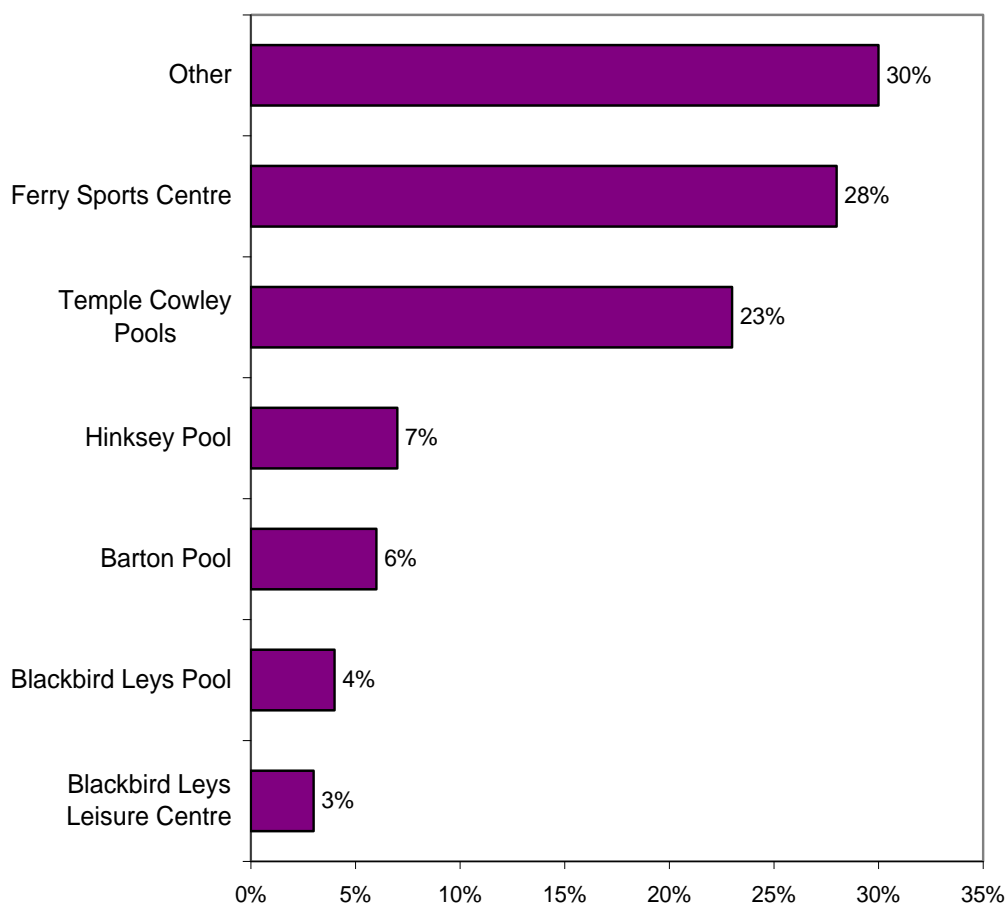
Residents who said they do use a leisure/sport facility were then asked a series of questions. The majority of these respondents (27%) stated 'it varies' how often they visit a sports/leisure facility (Fig. 4.2). This was followed by 2-3 times a week (25%) and once a week (21%).

**Fig 4.2 How often respondents use sport and leisure facilities (Those that do use a leisure facility n=250)**



When asked which sports/leisure facility they use most often, 30% of respondents stated 'other' (Fig. 4.3); a number of these mentioned University sports facilities, David Lloyds and Esporta as the facilities they used most often. Of the Council sports/leisure facilities, Ferry Sports Centre was the most frequently mentioned service being use most often (28%), followed by Temple Cowley Pools (23%).

**Fig 4.3 Sport/leisure facility respondents use most often (Those that do use a leisure facility n=250)**



**Table 4.1 Demographic variations in which sports/leisure facility respondents use most often (valid responses)**

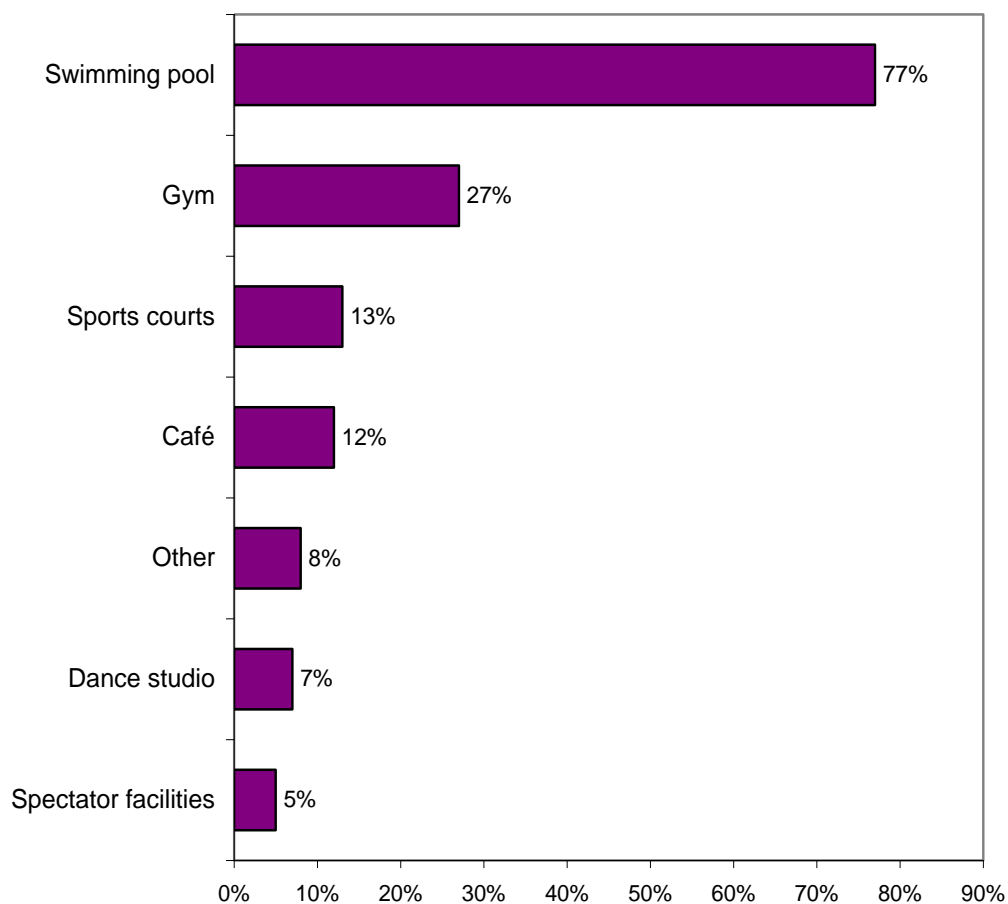
Percent	Ferry Sports Centre	Temple Cowley Pools	Other facilities	Base:
17-34 years	22.5	12.5	42.5	40*
35-44 years	22.5	25.0	27.5	40*
45-54 years	37.8	17.8	31.1	45*
55+	26.1	23.9	26.1	46*
Male	25.8	18.3	33.3	93
Female	28.4	25.0	28.4	148
Owner occupier	30.5	23.7	27.1	203
Private tenant	13.3	6.7	53.3	15*
Social housing tenant	21.1	31.6	15.8	19*
Have a disability	23.5	23.5	23.5	17*
White	26.2	23.5	30.8	221
Non-white	36.8	15.8	26.3	19*
In employment	27.4	21.4	31.6	168
Retired	30.8	20.5	35.9	39*
Student	22.2	22.2	33.3	9*
Non-working	29.2	33.3	12.5	24*

\* Caution low base

The main demographic variation in which sports/leisure facility respondents use most often was in the use of ‘other’ facilities. Other facilities were identified as the most popular sports/leisure facility, and proved more popular with younger respondents (43% of 17-34 years olds) compared to older respondents (26% of those aged 55+).

The swimming pool was by far the most frequently used facility at sports/leisure facilities at 77% (Fig. 4.4). This was followed by the gym at 27%.

**Fig 4.4 Facilities respondents use at the sports/leisure centre they visit most often (Those that do use a leisure facility n=243)**



**Table 4.2 Demographic variations in sports/leisure facilities used most often (valid responses)**

Percent	Swimming pool	Gym	Base:
17-34 years	67.5	32.5	40*
35-44 years	87.5	35.0	40*
45-54 years	75.6	28.9	45*
55+	84.8	21.7	46*
Male	67.0	30.8	91
Female	82.9	24.7	146
Owner occupier	78.1	27.4	201
Private tenant	60.0	33.3	15*
Social housing tenant	82.4	23.5	17*
Have a disability	66.7	6.7	15*
White	78.4	25.2	218
Non-white	61.1	44.4	18*
In employment	78.6	29.2	168
Retired	64.9	24.3	37*
Student	66.7	22.2	9*
Non-working	81.8	18.2	22*

\* Caution low base

Respondents aged 35-44 years stated most that they use the swimming pool most often (88%), closely followed by respondents aged 55+ at 85% (Table 4.2). Those aged 17-34 years stated the least that they use the swimming pool most often at 68%. Respondents aged 35-44 years also stated most that they use the gym most often (35%), closely followed by those aged 17-34 at 33%. The gym was less popular with older respondents.

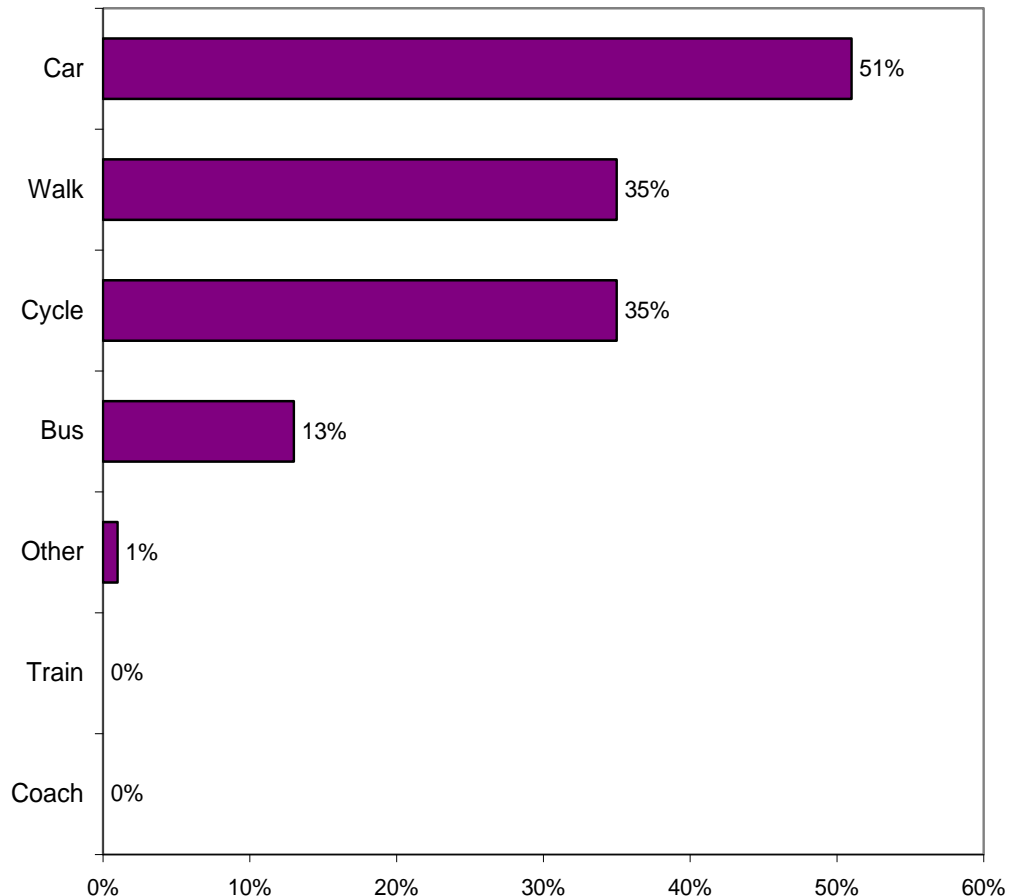
There was also a difference in use of the swimming pool and the gym between female and male respondents. Female respondents stated that they use the swimming pool most often (83%) compared to male respondents (67%). However male respondents stated most that they use the gym most often (31%) compared to female respondents (25%).

We can also look at results according to the main leisure facility used (Fig 4.3). Use of a swimming pool was particularly strong for main users of Temple Cowley (98%), Barton Pool and Blackbird Leys Pool (both 100%). Gym facilities also appear to be popular amongst other alternative providers (37%) and Ferry Sports Centre (31%).



Most respondents (51%) used a car as their method of transport to get to their preferred leisure centre (Fig. 4.5). 35% of respondents also stated they walk or cycle there. No respondents used the train or a coach to travel to their sports/leisure centre.

**Fig 4.5 Method of transport used to get to sports/leisure facilities (Those that do use a leisure facility n=248)**



This was a multiple response question, so respondents could indicate if they use more than one method of transport to access the sports/leisure facility of their choice. Further analysis was conducted to understand the ways people travel to the sports/leisure centres (Table 5.3).

Respondents that used only one method of transport to get to their sports/leisure centre mainly used a car (42%), followed by walking (28%) and cycling (24%) with only 6% using a bus.

Respondents using two methods of transport also mainly used a car (71%) but 55% said they also cycle and 48% said they walk; this may be dependant on the weather.

Of those who said they use more than two methods of transport, 92% stated they used a car and 92% stated they cycle, with 77% stating they walk and 46% using the bus. Again their choice of transport could be weather dependant.

**Table 4.3 Use of different methods of transport**

Percent	Use one method of transport	Use two methods of transport	Use more than two methods of transport
Walk	28	48	77
Cycle	24	55	92
Bus	6	26	46
Car	42	71	92

**Table 4.4 Demographic variations in the method of transport used to access sports/leisure facilities (valid responses)**

Percent	Car	Walk	Cycle	. Base:
17-34 years	62.5	32.5	30.0	40*
35-44 years	48.8	41.5	34.2	41*
45-54 years	64.4	26.7	35.6	45*
55+	45.7	41.3	28.3	46*
Male	50.0	35.1	37.2	94
Female	51.4	35.1	33.1	148
Owner occupier	54.2	34.5	38.4	203
Private tenant	33.3	40.0	20.0	15*
Social housing tenant	47.4	26.3	10.5	19*
Have a disability	47.1	17.7	17.7	17*
White	52.0	33.9	35.3	221
Non-white	35.0	50.0	25.0	20*
In employment	57.1	36.9	36.3	168
Retired	38.5	23.1	35.9	39*
Student	33.3	55.6	22.2	9*
Non-working	36.0	40.0	24.0	25*

\* Caution low base

Respondents aged 45-54 years were most likely to use a car to travel to their sport/leisure facility (64%) and were least likely to walk there (27%). Those aged 55+ were the least likely to cycle with 28% saying they do cycle to their sports/leisure facility.

Walking appears to be a more popular choice of travel for residents who mainly use Temple Cowley (42%), compared with fewer who walk to Ferry Sports Centre (29%) or other alternative providers (28%). Users of Ferry Sports Centre are more likely to cycle (41%) or use the car (54%).

## Satisfaction with sports/leisure centre facilities

Respondents were provided with a list of 20 elements and firstly asked to rank their satisfaction with each element. Our analysis here combines those selecting either 'Very satisfied/Satisfied' and removes those who selected 'not applicable'

Respondents were most satisfied with the quality of lighting (85%) at the leisure centre they use most often, followed by the quality of the water (84%) and the temperature of the water (80%) (Fig. 4.6).

Respondents were least satisfied with the availability of spectator facilities (40%), the quality of catering/vending facilities (43% satisfied) and how well the facility caters for clubs (47%).

In terms of active dissatisfaction, the quality of changing facility also performs weakly (17% stated that they were either dissatisfied/very dissatisfied).

## Importance of sports/leisure centre facilities

Respondents were then provided with the same list of 20 elements, plus 2 new elements, and asked to say how important each one is to them.

Overall, residents think that the cleanliness of the facility is of most importance (99%), followed by the quality of the water (97%) and the temperature of the water (95%).

Respondents placed least importance on the availability of supporting services in the vicinity such as parks, libraries, education, shops (45%), the availability of spectator facilities (46%) and the quality of catering/vending facilities (46%).

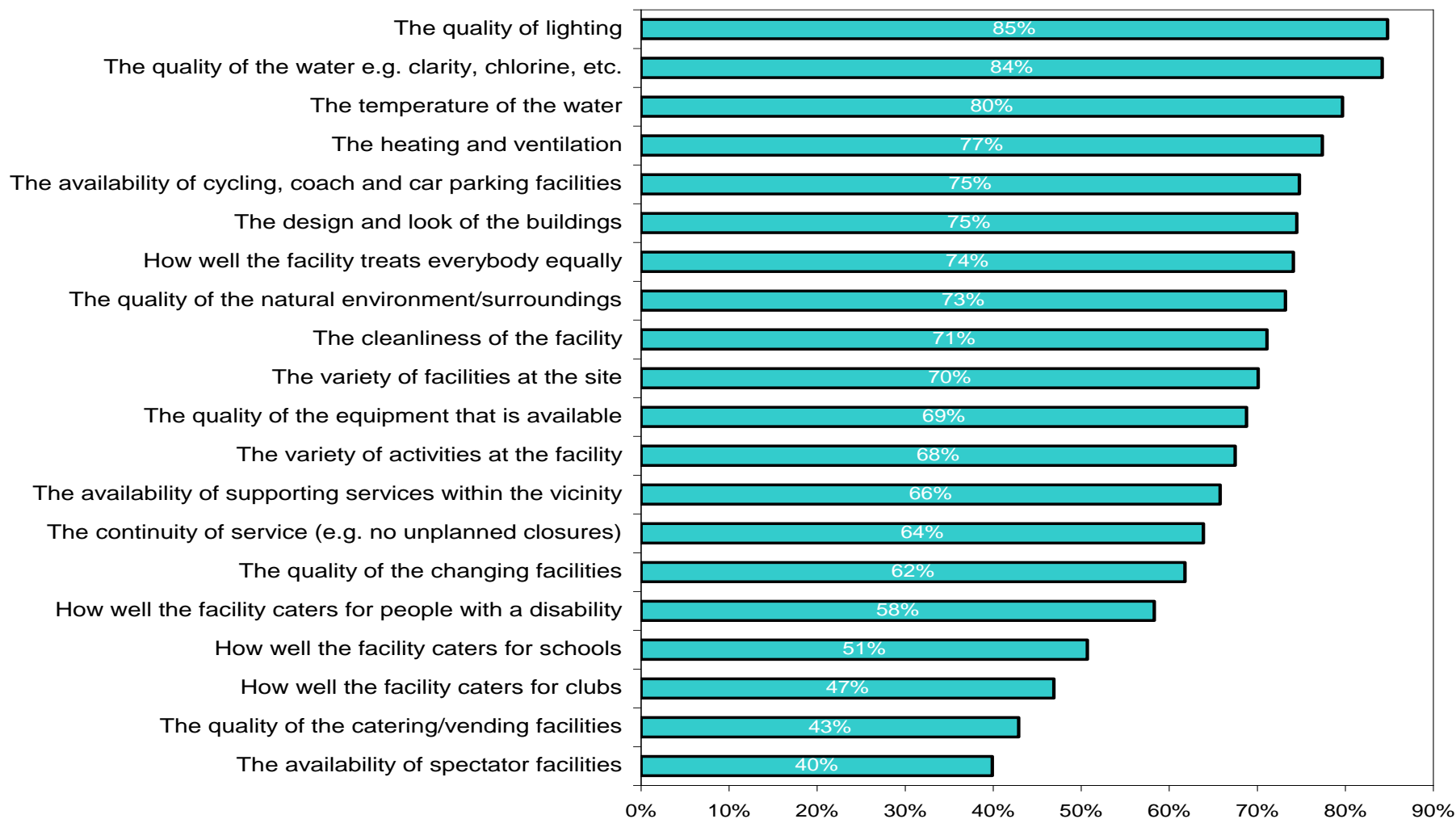
## Performance of sports/leisure centre facilities

The results of the question on satisfaction with centre facilities were plotted against the results of the question on importance of centre facilities. To do this the average percentage of respondents stating they were very satisfied/satisfied with facilities was calculated and the result for each facility subtracted from this average. The same was performed on the percentage of respondents stating they thought the facilities were very important/important. The result is a quadrant map illustrated in Fig. 4.8.

Fig. 4.8 shows that the Council is under-performing (top left section of the graph where facilities have higher importance but lower satisfaction) in three keys areas:

- ◆ The quality of changing facilities;
- ◆ How well the centre caters for people with a disability;
- ◆ The continuity of service.

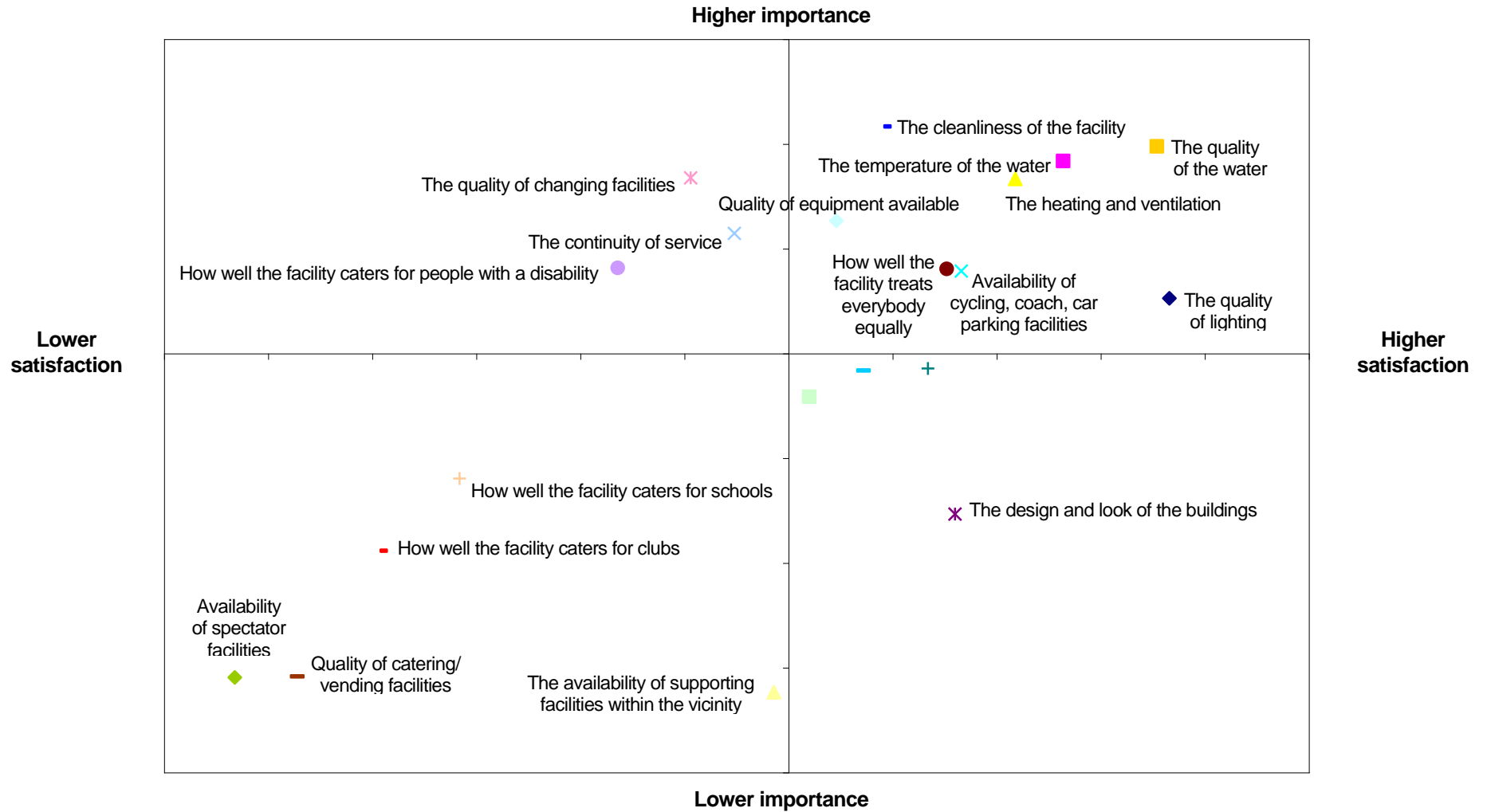
**Fig 4.6 Respondent satisfaction with sport/leisure centre facilities (Those that do use a leisure facility and giving a valid response)**



**Fig 4.7 Respondents rating of importance of sport/leisure centre facilities (Those that do use a leisure facility and valid response)**



**Fig. 4.8 Respondents rating of satisfaction vs. rating of importance of sports/leisure centre facilities**



**Table 4.5 Demographic variations in satisfaction with sports/leisure facilities (valid responses)**

Percent	The quality of changing facilities (% satisfied)	The continuity of service (% satisfied)	How well the facility caters for people with a disability (% satisfied)	Min. Base:
17-34 years	56.4	60.0	54.8	40*
35-44 years	67.5	65.0	54.6	40*
45-54 years	65.1	67.5	59.4	42*
55+	45.2	62.9	59.4	39*
Male	59.0	67.5	60.3	86
Female	64.3	62.6	59.3	134
Owner occupier	58.3	63.1	58.6	186
Private tenant	78.6	66.7	45.5	15*
Social housing tenant	82.4	68.8	62.5	16*
Have a disability	71.4	72.7	54.6	12*
White	62.0	64.7	58.7	201
Non-white	66.7	55.6	71.4	19*
In employment	62.4	63.3	57.9	159
Retired	61.8	54.2	62.5	27*
Student	44.4	77.8	71.4	9*
Non-working	68.2	72.2	58.8	22*
Percent	How well the facility caters for schools (% satisfied)	How well the facility caters for clubs (% satisfied)		Min. Base:
17-34 years	45.8	51.9		40*
35-44 years	56.3	51.6		40*
45-54 years	46.9	45.5		42*
55+	29.4	22.2		38*
Male	53.9	50.9		84
Female	49.4	45.5		130
Owner occupier	48.3	43.4		179
Private tenant	37.5	58.3		15*
Social housing tenant	84.6	64.3		16*
Have a disability	83.3	75.0		12*
White	49.2	46.0		194
Non-white	64.3	62.5		19*
In employment	49.0	48.0		156
Retired	46.7	33.3		28*
Student	40.0	57.1		9*
Non-working	71.4	50.0		21*

Respondents aged 55+ were much less satisfied with the quality of changing facilities, how well the facility caters for schools and how well the facility caters for clubs compared to younger respondents (Table 5.5).

**Table 4.6 Variations in satisfaction with sports/leisure facilities by centre of choice (valid responses)**

Percent satisfied	Ferry Sports Centre	Temple Cowley Pools	Other providers
The design and look of the buildings	78.3	65.5	69.8
The quality of the water e.g. clarity, chlorine, etc.	79.6	81.8	89.6
The temperature of the water	72.2	75.9	87.2
The heating and ventilation	70.3	71.7	83.3
The quality of lighting	83.3	83.3	86.9
The quality of the natural environment/surroundings	64.1	64.8	81.8
The cleanliness of the facility	63.6	50.9	89.2
The availability of cycling, coach and car parking	83.3	60.4	80.0
The variety of facilities at the site	62.9	65.3	84.2
The variety of activities at the facility	65.0	63.8	77.2
The quality of the catering/vending facilities	25.5	36.6	69.1
The availability of spectator facilities	35.7	42.9	42.2
The quality of the equipment available	65.0	66.7	75.4
The quality of the changing facilities	49.3	49.1	81.4
The availability of supporting services	70.5	73.3	51.0
How well the facility treats everybody equally	67.2	82.4	70.7
How well the facility caters for people with a disability	55.1	58.3	60.0
How well the facility caters for clubs	43.9	56.7	46.3
How well the facility caters for schools	54.6	60.7	36.8
The continuity of service (no unplanned closures)	62.1	60.4	66.7
<i>Base:</i>	65	53	63

Satisfaction with facilities varied between the different sports/leisure centres mainly used. At Ferry Sports Centre, satisfaction was highest with the quality of lighting and the availability for vehicle parking (both 83%). Quality of lighting also provided the greatest level of satisfaction at Temple Cowley pools at 83%. Satisfaction was greatest with the quality of the water at other providers centres, at 90%.

The quality of the catering/vending facilities provided the least satisfaction for both Ferry Sports Centre (26%) and Temple Cowley Pools (37%). Satisfaction was lowest with how well the facility caters for schools at other providers centres (37%).



**Table 4.7 Variations in importance of sports/leisure facilities by centre of choice (valid responses)**

Percent important	Ferry Sports Centre	Temple Cowley Pools	Other providers
The design and look of the buildings	67.2	48.1	55.7
The quality of the water e.g. clarity, chlorine, etc.	96.7	98.2	92.9
The temperature of the water	93.3	96.3	92.9
The heating and ventilation	92.4	94.4	95.0
The quality of lighting	83.1	83.0	78.0
The quality of the natural environment/surroundings	70.2	70.4	75.0
The cleanliness of the facility	100.0	100.0	96.7
The availability of cycling, coach and car parking	91.0	82.4	85.3
The variety of facilities at the site	75.0	73.6	81.4
The variety of activities at the facility	73.9	75.5	72.4
The quality of the catering/vending facilities	36.9	44.0	50.0
The availability of spectator facilities	48.4	42.0	40.4
The quality of the equipment available	87.3	92.5	89.8
The quality of the changing facilities	98.5	92.6	89.7
The availability of supporting services	53.1	50.0	15.7
How well the facility treats everybody equally	83.1	86.8	84.8
How well the facility caters for people with a disability	88.3	86.0	80.7
How well the facility caters for clubs	64.3	71.7	40.0
How well the facility caters for schools	69.6	80.4	40.0
The continuity of service (no unplanned closures)	87.5	94.2	84.5
<i>Base:</i>	65	53	63

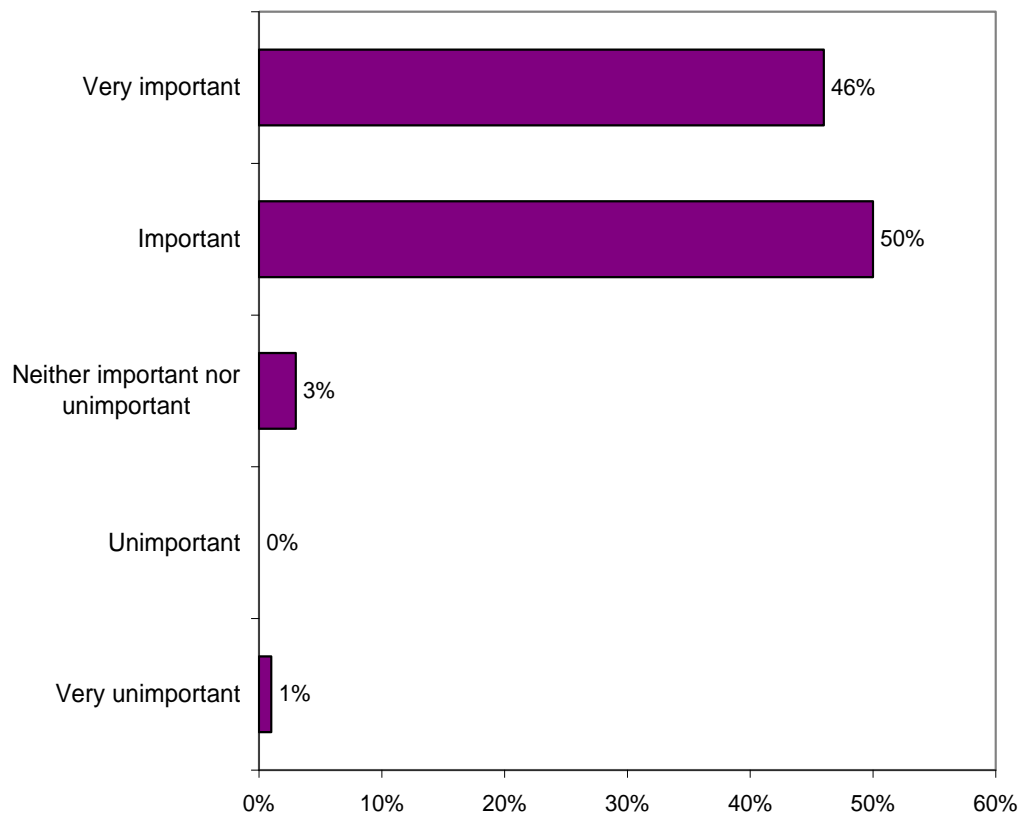
Users of all facilities stated that the cleanliness of the facility was most important; 100% of respondents using Ferry Sports Centre and Temple Cowley Pools stated this and 97% of respondents using other providers.

Users of Ferry Sports Centre placed least importance on the quality of catering/vending facilities (37%), users of Temple Cowley Pools rated the availability of spectator facilities as least important, and users of other providers rated the availability of supporting services the least important (16%).

### Value for money

The vast majority of respondents thought that it was important (50%) and very important (46%) that the sports/leisure centre they used most often provided value for money.

**Fig. 4.9 Importance of sports/leisure centres providing value for money  
(Those that do use a leisure facility n=241)**



**Table 4.8 Demographic variations in importance of the sports/leisure facility providing value for money (valid responses)**

Percent	Very important	Total important	Base:
17-34 years	45.0	95.0	40*
35-44 years	41.5	97.6	41*
45-54 years	47.7	100.0	44*
55+	43.2	97.7	44*
Male	40.7	94.5	91
Female	47.9	96.5	144
Owner occupier	42.4	95.9	196
Private tenant	53.3	100.0	15*
Social housing tenant	63.2	94.7	19*
Have a disability	46.7	86.7	15*
White	43.5	96.3	214
Non-white	65.0	90.0	20*
In employment	42.7	96.3	164
Retired	43.2	100.0	37*
Student	55.6	89.2	9*
Non-working	62.5	100.0	24*

A higher percentage of social housing tenant respondents stated they thought it was very important their sports/leisure facility provided value for money (63%) compared to private tenant respondents (53%) and owner occupier respondents (42%).

In addition, a higher percentage of non-white respondents stated value for money was very important (65%) compared to white respondents (44%). More non-working respondents also stated value for money was very important (63%) compared to employed or retired respondents and students.

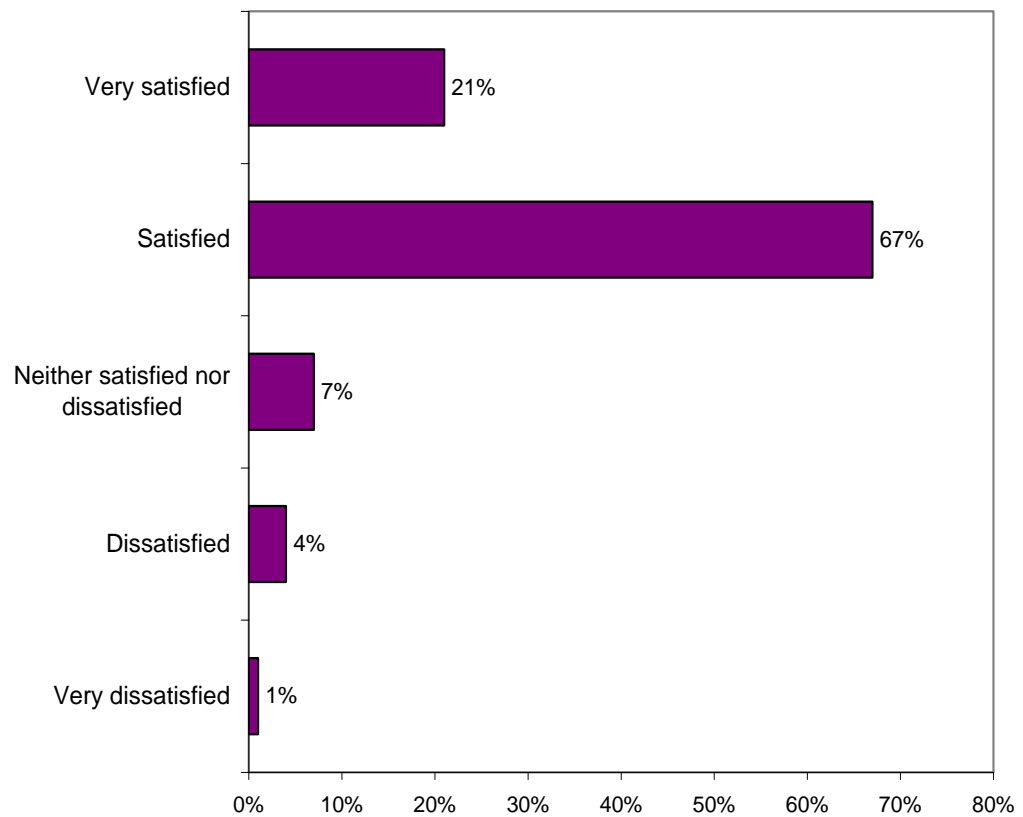
Respondents were then asked to list a top 5 of suggestions for improvement at the sports/leisure facility they use. The top listed improvements were:

- ◆ The swimming pool (52%)
- ◆ The facilities and equipment (45%)
- ◆ The timetable (28%)
- ◆ The changing rooms (25%)
- ◆ Keeping local facilities (25%)

**Overall satisfaction with sports/leisure facilities**

The vast majority of respondents were overall satisfied (67%) and very satisfied (21%) with the sports/leisure centre they used most often.

**Fig 4.10 Overall respondent satisfaction with sports/leisure facilities (*Those that do use a leisure facility n=242*)**



**Table 4.9 Demographic variations in overall satisfaction with sports/leisure facilities (valid responses)**

Percent	Very satisfied	Total satisfied	Min. Base:
17-34 years	15.0	85.0	40*
35-44 years	26.2	85.7	42*
45-54 years	15.9	90.9	44*
55+	22.7	81.8	44*
Male	18.9	90.0	90
Female	21.9	87.0	146
Owner occupier	18.3	89.3	197
Private tenant	26.7	86.7	15*
Social housing tenant	36.8	84.2	19*
Have a disability	23.5	70.6	17*
White	19.0	87.5	216
Non-white	40.0	90.0	20*
In employment	17.7	89.0	164
Retired	25.6	87.2	39*
Student	22.2	77.8	9*
Non-working	29.2	83.3	24*

Overall satisfaction varied greatly within each demographic group. In terms of age, respondents aged 35-44 most stated they were very satisfied, but those aged 45-54 years were the most satisfied in total at 91% (Table 5.7).

The proportion of those very satisfied was highest with social housing tenant respondents at 37% compared with 18% of owner occupier respondents, however total satisfaction was similar for all three tenure types. Similarly there were more non-white respondents that were very satisfied (40%) compared to white respondents (19%), but total satisfaction was very similar at 88% and 90% respectively.

By analysing results according to the facility used most frequently we can see that there are differences in overall satisfaction. Satisfaction is highest both amongst Ferry Sports Centre users and those that use other alternative providers (private, university) (both 93%). There is a suggestion that satisfaction is lower amongst Temple Cowley Pool users (78%).

## 6. Results for 'Museum of Oxford'

The final set of questions looked to gather the views of residents on the Museum of Oxford to help Oxford City Council to develop cultural services that it delivers in this sector.

### Awareness of the Museum of Oxford

The majority of respondents to the survey stated they had heard of the Museum of Oxford (93%). Just 7% had not heard of it.

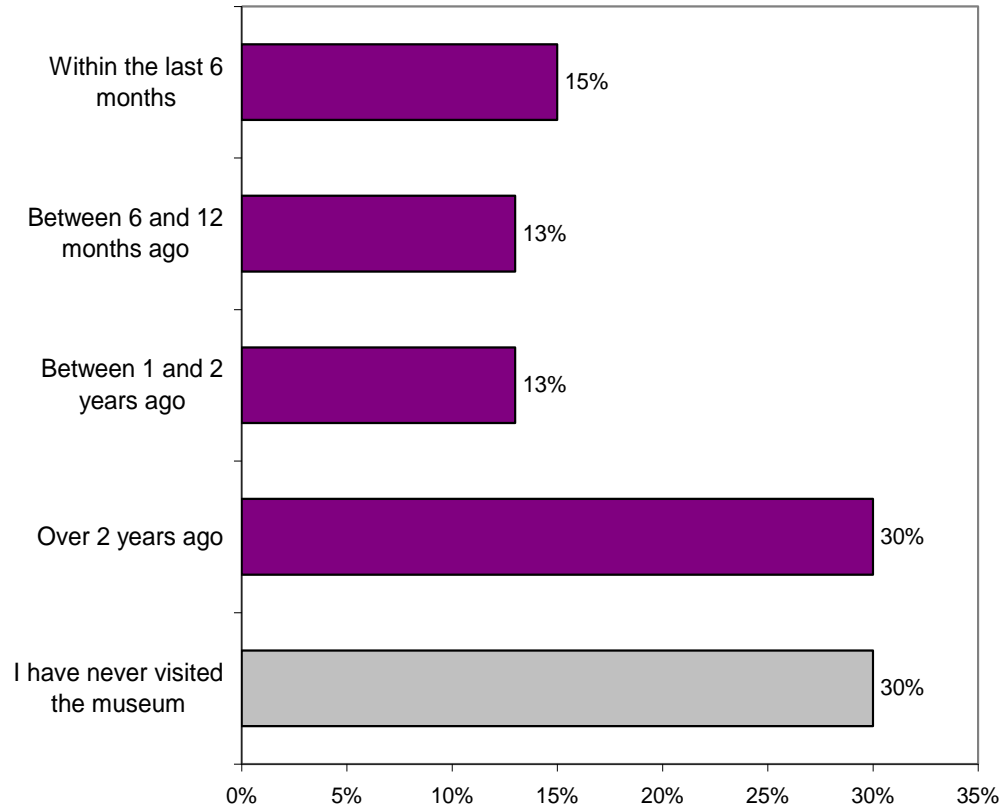
Awareness of the museum is not uniform across the population. When analysed by demographic variation, it was seen that fewer young respondents had heard of the Museum (82% of those aged 17-34) compared to older respondents (97% of those aged 55+).

In addition fewer respondents living in private rented housing had heard of it (79%) compared to owner occupier respondents (95%) and social housing respondents (92%). These results suggest that it may be young people that have perhaps moved to the area for work or students that have not heard of the Museum; this is supported by the finding that 3 of 15 students that completed the survey (20%) had not heard of the Museum.

### Visits to the Museum of Oxford

In terms of the last visit made, 30% said that they had visited the Museum of Oxford over 2 years ago. But the same proportion said they had never visited the museum. 15% had visited within the last 6 months, followed by 13% saying between 1 and 2 years ago and 12% between 6 and 12 months ago. (Fig. 5.1).

**Fig 5.1 Period of time since respondents' last visit to the museum (n=396)**



**Table 5.1 Demographic variations in how long ago respondents visited the Museum of Oxford (valid responses)**

Percent	Visited the museum <b>within the last 6 months</b>	<b>Never</b> visited the museum	<i>Min. Base:</i>
17-34 years	10.9	45.5	55
35-44 years	14.3	32.1	56
45-54 years	11.3	32.3	62
55+	11.5	28.7	87
Male	14.9	32.3	161
Female	14.6	27.9	226
Owner occupier	15.5	25.8	310
Private tenant	10.3	62.1	29*
Social housing tenant	2.8	36.1	36*
Have a disability	6.5	22.6	31*
White	13.5	29.9	355
Non-white	26.7	30.0	30*
In employment	12.1	31.3	249
Retired	18.0	22.5	89
Student	33.3	46.7	15*
Non-working	16.1	29.0	31*

A higher proportion of respondents aged 17-34 years had never visited the Museum (46%) compared to older respondents (29% of those aged 55+). In addition a greater percentage of private tenant respondents had never visited the Museum (62%) compared to social housing tenant respondents (36%) and owner occupier respondents (26%).



### Reasons for not visiting the Museum of Oxford

One third of respondents (33%) stated they have never visited the Museum of Oxford because they ‘don’t know what’s on’, followed by one quarter who stated they have no time to go (25%) and 22% who said they did not know about it (Fig 5.2).

Less significant factors explaining why residents have not visited the Museum are cleanliness and that there is not enough for children to do or see (both 0%), and that it is too far from where they live and a lack of transport (both 1%).

**Fig 5.2 Why respondents have never visited the Museum of Oxford (Respondents never visited n=116)**

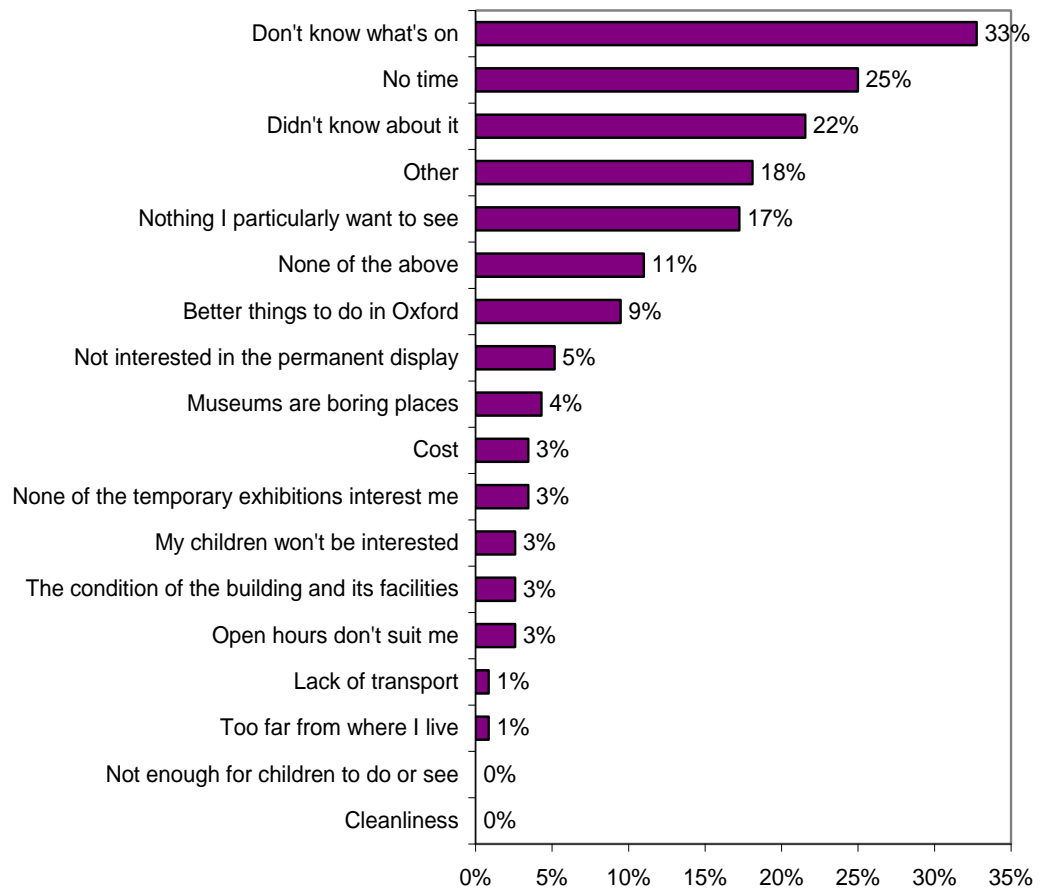
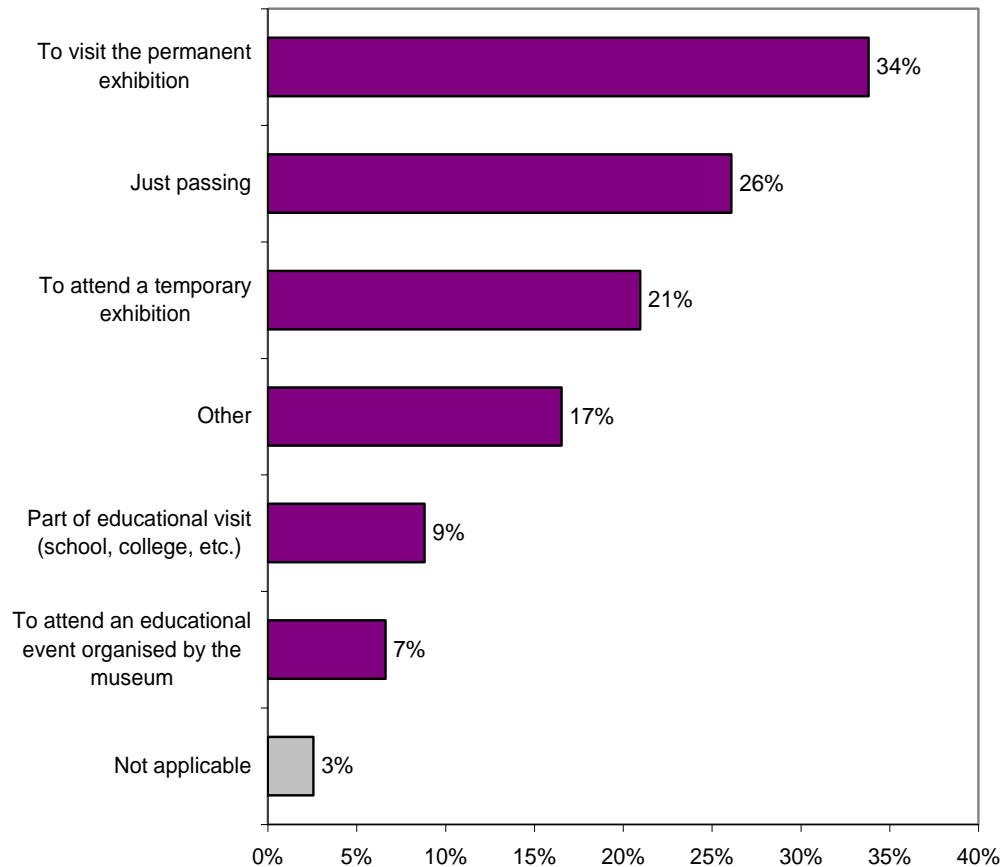


Table 5.1 on the previous page shows that 46% of respondents aged 17-34 said they had never visited the Museum and it was this age group who stated the most that they had not visited because they ‘don’t know what’s on’ (44%), they have ‘no time’ (36%) and they ‘didn’t know about it’ (44%). One third of respondents aged 35-44 stated that they have not visited because there is ‘nothing in particular I want to see’ (33%).

### Reasons for most recent visit to the Museum of Oxford

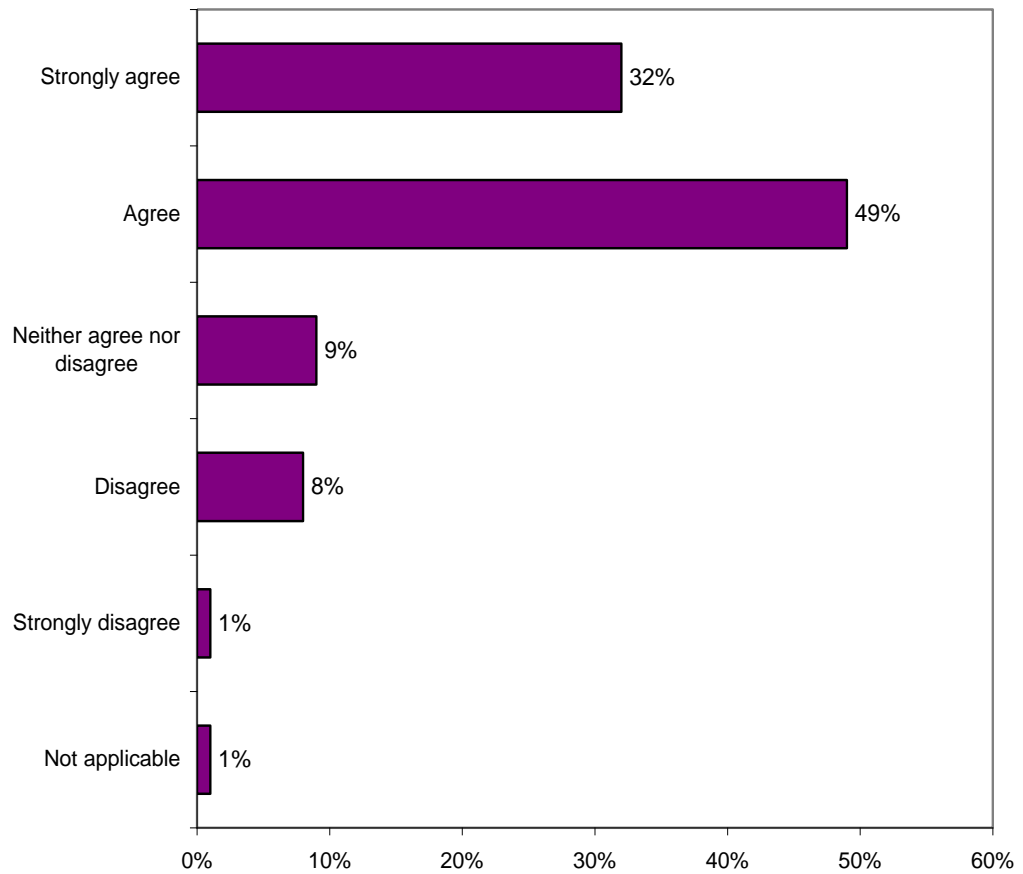
The next questions were only asked to residents who had confirmed visiting the museum. One third of respondents (34%) had visited the Museum of Oxford purposely to visit the permanent exhibition, while one quarter (26%) had visited because they were 'just passing' and 21% had gone to attend a temporary exhibition (Fig. 5.3).

**Fig 5.3 Why respondents have visited the Museum of Oxford (Respondents who did recall making a visit n=272)**



The majority of respondents agreed (49%) and strongly agreed (32%) that the Museum of Oxford was easy to find (Fig 5.4).

**Fig 5.4 Agreement that the Museum of Oxford was easy to find**  
*(Respondents who did recall making a visit n=277)*



**Table 5.2 Demographic variations in respondents agreeing the Museum of Oxford is easy to find (valid responses)**

Percent	Strongly agree	Total agreement	Min. Base:
17-34 years	20.0	72.4	30*
35-44 years	34.2	84.2	38*
45-54 years	28.6	78.6	42*
55+	37.7	76.7	61
Male	30.8	77.6	107
Female	33.1	85.8	166
Owner occupier	31.0	81.9	229
Private tenant	27.3	72.7	11*
Social housing tenant	41.7	91.3	24*
Have a disability	40.0	91.7	25*
White	32.4	83.3	247
Non-white	34.8	76.2	23*
In employment	30.2	80.8	169
Retired	34.3	88.4	70
Student	37.5	87.5	8*
Non-working	39.1	81.8	23*

Respondents aged 35-44 agreed most overall that the Museum was easy to find (84%) compared to 72% of respondents aged 17-34 years. Female respondents also agreed more that it was easy to find (86%) compared to male respondents (78%).

## Satisfaction with Museum of Oxford facilities

Respondents who recalled making a visit, said that they were most satisfied with the helpful staff (84% satisfied) at the Museum of Oxford, followed by the content of the exhibitions (82%) and the activities provided for children (70%) (Fig. 5.5).

Respondents were least satisfied with the hands on exhibits (55%), special events/workshops provided by the museum (56%) and the café (58%).

## Importance of Museum of Oxford facilities

Both visitors and non-visitors were then provided with a list of 12 elements and asked to say how important each one is to them in a museum visit. Overall, residents think that the content of exhibitions is of most importance (99%), followed by helpful staff (95%) and museum layout (91%). (Fig. 5.6).

Respondents placed least importance on the museum shop (51%), audio visual materials (60%) and the café (62%).

## Performance of Museum of Oxford facilities

The results of the question on satisfaction with Museum of Oxford facilities were plotted against the results of the question on importance of museum facilities. To do this the average percentage of respondents stating they were very satisfied/satisfied with facilities was calculated and the result for each facility subtracted from this average. The same was performed on the percentage of respondents stating they thought the facilities were very important/important. The result is Fig. 5.7.

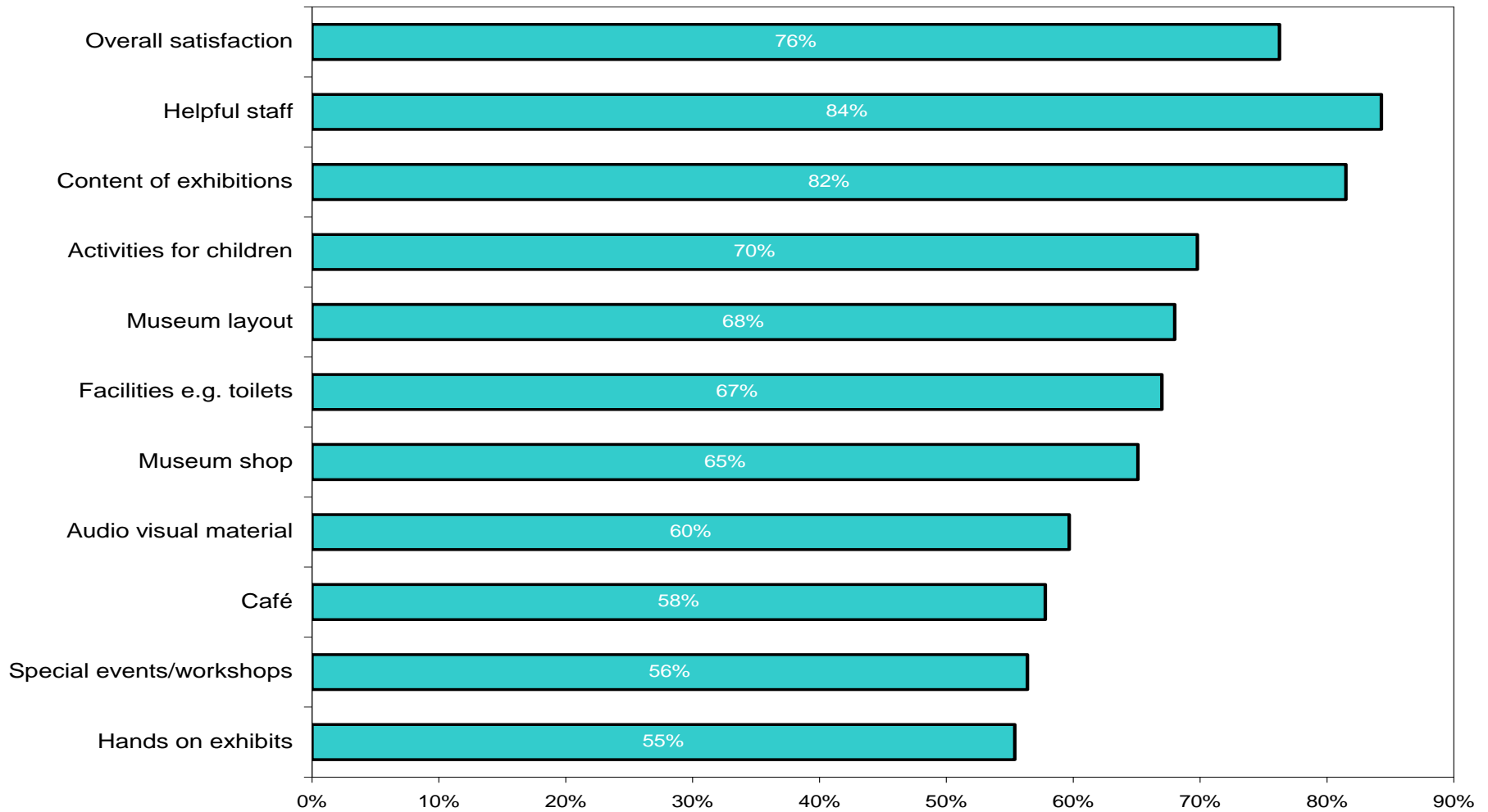
Unlike in the previous satisfaction vs. importance plot for sports/leisure facilities, satisfaction with and importance of museum facilities quite closely correlate. There are no facilities plotted in the top left section of the graph where satisfaction would be low but importance is high.

We should point out that features rated with relatively low satisfaction but given relatively low importance were:

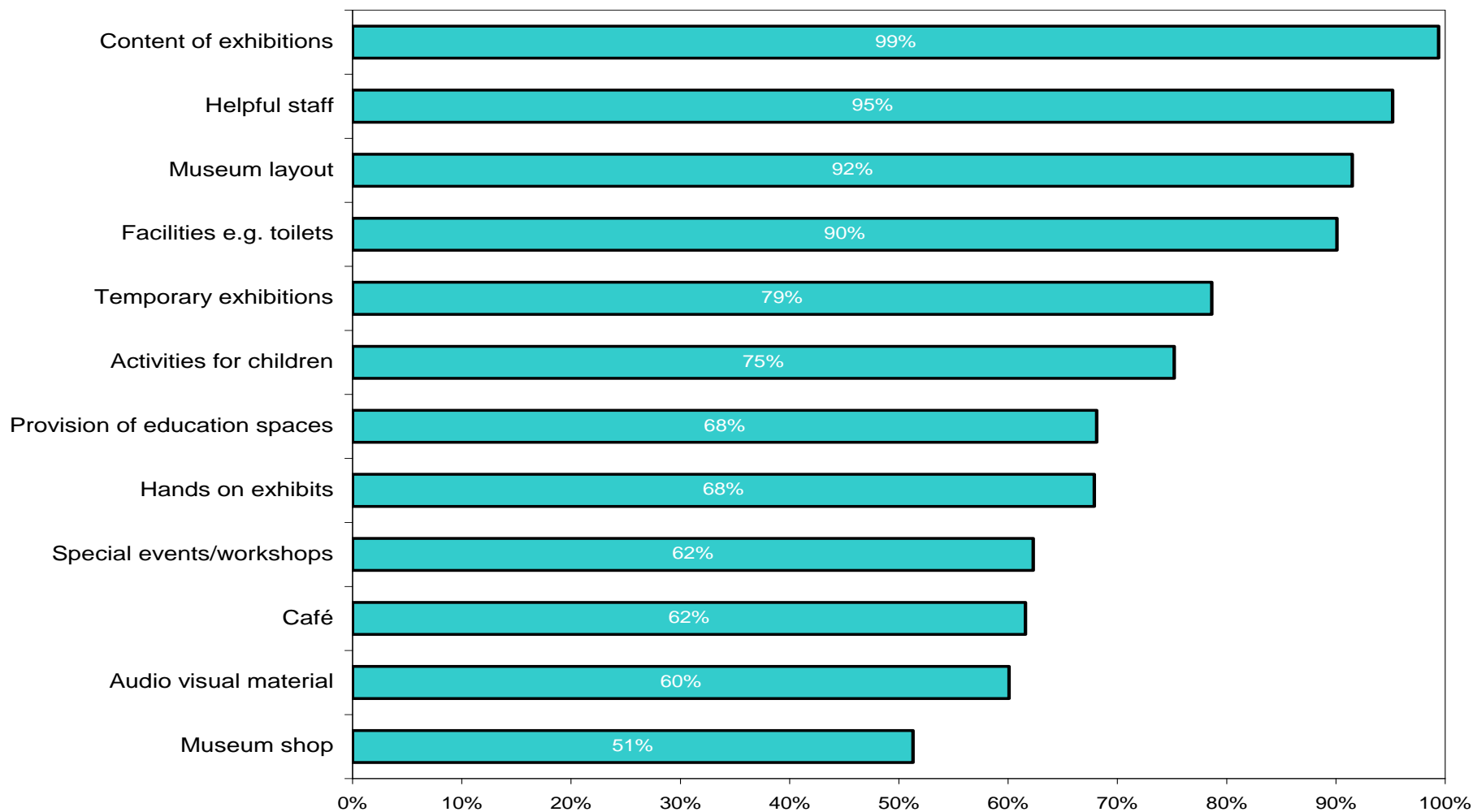
- ◆ Audio visual materials;
- ◆ The Café;
- ◆ Special events/workshops;
- ◆ Hands on exhibits.
- ◆ There is also a slight danger sign for toilets which were deemed to have a higher than average importance but received only moderate satisfaction. Reassuringly, the content of the

exhibitions had both the highest importance and highest satisfaction ratings.

**Fig 5.5 Respondent satisfaction with the Museum of Oxford facilities (Respondents who did recall making a visit, minimum n=222)**

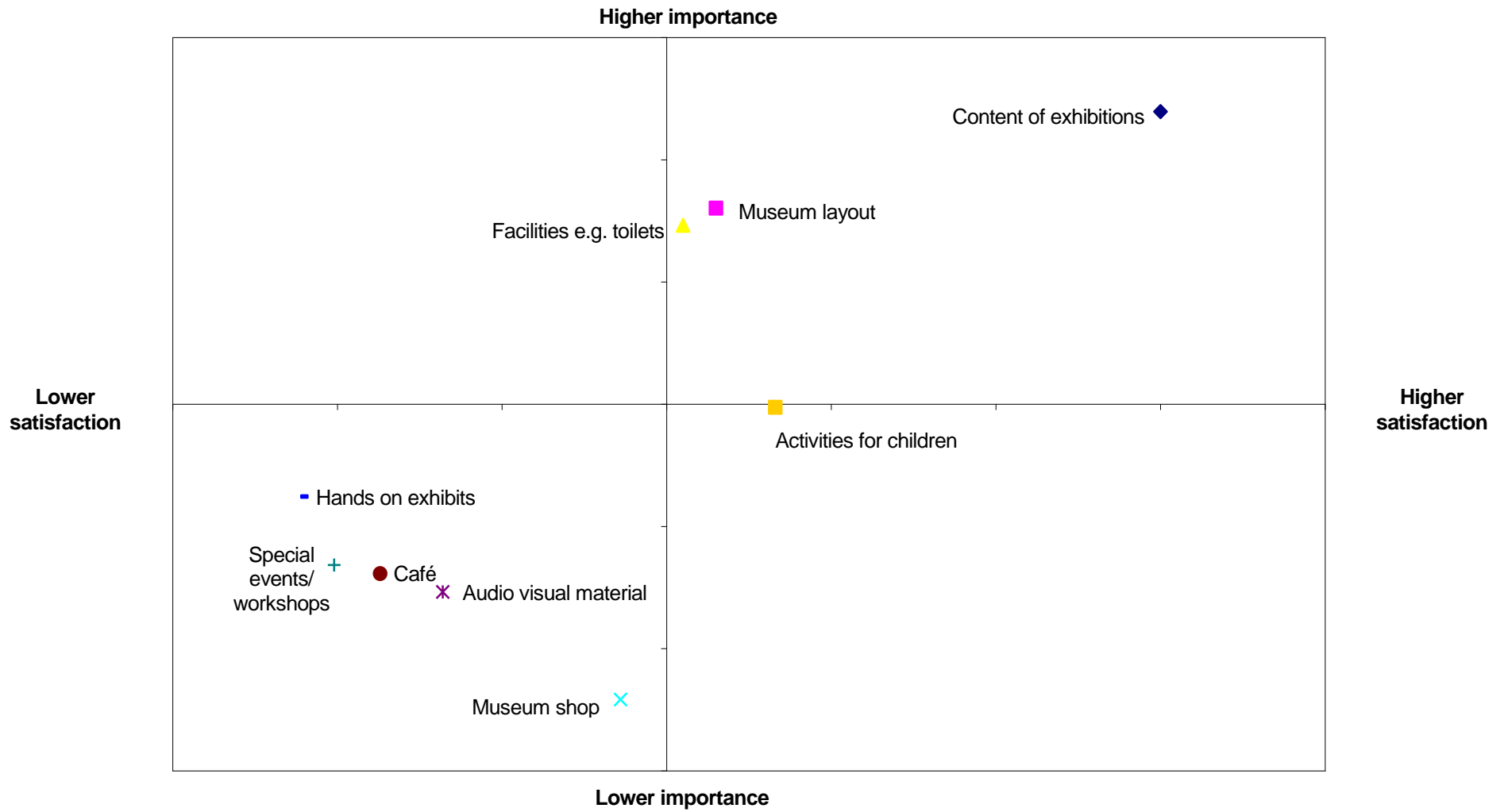


**Fig 5.6 Respondents rating of importance of Museum of Oxford facilities (all respondents n=347)**





**Fig 5.7 Respondents rating of satisfaction vs. rating of importance of Museum of Oxford facilities**



**Table 5.3 Demographic variations in satisfaction with Museum of Oxford facilities (valid responses)**

Percent	Hands on exhibits (% satisfied)	Special events/ workshops (% satisfied)	Café (% satisfied)	Min. Base:
17-34 years	40.0	53.3	53.3	25*
35-44 years	47.1	41.9	40.9	36*
45-54 years	44.8	68.2	40.9	32*
55+	55.0	56.7	62.1	45*
Male	52.8	54.8	43.1	87
Female	57.9	58.1	69.0	131
Owner occupier	50.6	50.0	52.9	182
Private tenant	33.3	60.0	80.0	8*
Social housing tenant	90.9	94.7	86.4	20*
Have a disability	93.3	90.0	80.0	16*
White	56.2	56.9	57.7	198
Non-white	50.0	60.0	50.0	16*
In employment	46.7	55.3	53.4	135
Retired	72.9	59.4	61.0	53
Student	83.3	40.0	83.3	7*
Non-working	64.7	66.7	62.5	20*
Percent	Audio visual material (% satisfied)	Museum shop (% satisfied)		Min. Base:
17-34 years	50.0	48.0		26*
35-44 years	53.1	67.7		36*
45-54 years	64.0	53.6		33*
55+	55.9	68.3		48*
Male	54.8	62.2		92
Female	65.0	68.3		135
Owner occupier	54.6	62.0		190
Private tenant	25.0	75.0		7*
Social housing tenant	95.5	86.4		22*
Have a disability	100.0	88.2		19*
White	58.3	66.7		207
Non-white	78.6	56.3		17*
In employment	56.5	61.9		138
Retired	69.1	74.1		58
Student	50.0	50.0		8*
Non-working	68.8	73.7		21*

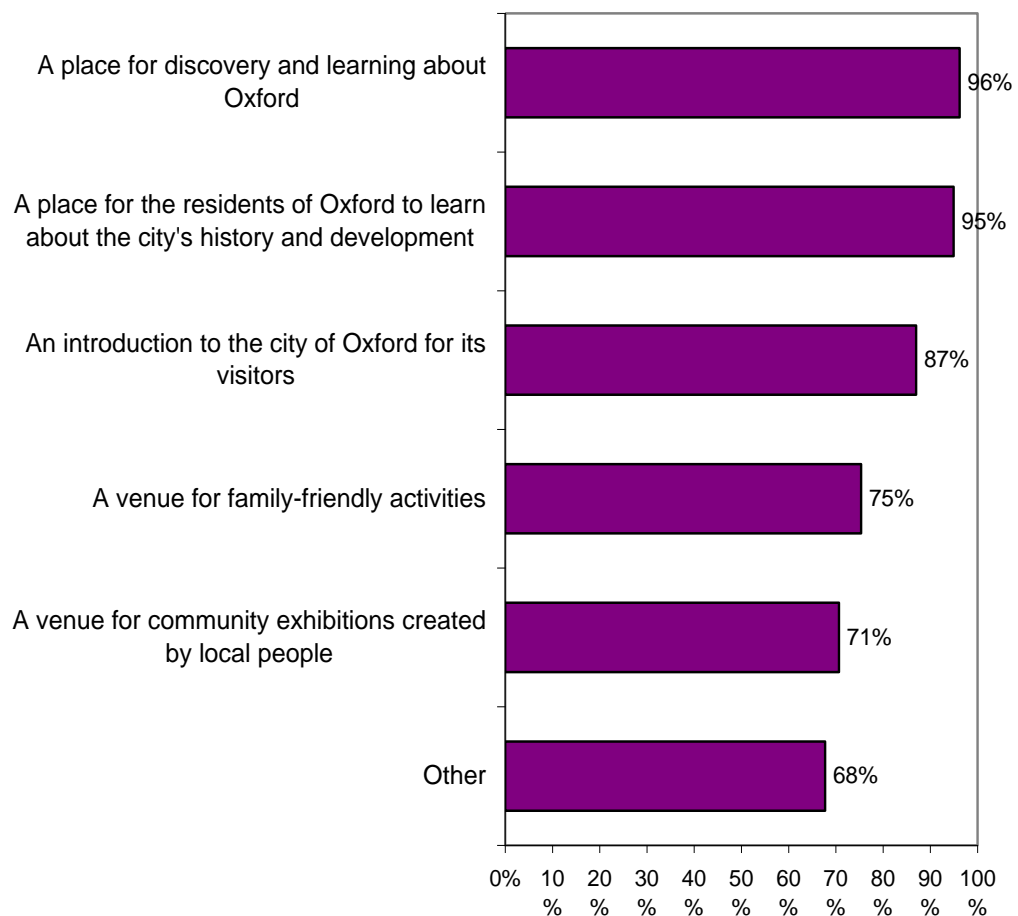
There are few clear patterns of satisfaction with Museum facilities in the demographic analysis; different people are satisfied by different aspects of the Museum.

### Future role of the Museum of Oxford

It was explained that the Council are exploring the idea of developing a new vision for the Museum of Oxford, and respondents were asked what they thought the role of the museum should be.

A very large proportion of respondents thought the Museum should be ‘a place for discovery and learning about Oxford’ and a ‘place for the residents of Oxford to learn about the city’s history and development’ (Fig. 5.8). All options however proved popular with respondents, with a number suggesting other roles for the museum as well.

**Fig 5.8 Respondents opinion on the future role of the Museum of Oxford (all n=369)**



**Table 5.4 Demographic variations in the future role of the Museum of Oxford (valid responses)**

Percent	A place for the residents of Oxford to learn about the city's history and development (% important)	A place for discovery and learning about Oxford (% important)	An introduction to the city of Oxford for its visitors (% important)	Min. Base:
17-34 years	96.2	96.2	88.5	52
35-44 years	94.6	100.0	78.2	55
45-54 years	98.3	98.3	83.9	56
55+	92.5	93.8	91.1	80
Male	94.2	95.5	85.9	154
Female	95.4	96.7	87.5	209
Owner occupier	95.3	95.6	86.0	294
Private tenant	92.3	100.0	92.6	26*
Social housing tenant	93.8	96.9	90.3	31*
Have a disability	96.6	96.6	89.3	28*
White	95.3	96.7	87.4	334
Non-white	89.3	92.9	82.1	28*
In employment	95.4	96.6	85.9	234
Retired	94.2	94.1	90.4	84
Student	100.0	100.0	86.7	15
Non-working	92.6	96.3	82.1	27
Percent	A venue for community exhibitions created by local people (% important)	A venue for family-friendly activities (% important)	Other (% important)	Min. Base:
17-34 years	64.2	75.5	66.7	22*
35-44 years	75.0	86.8	58.3	18*
45-54 years	72.7	70.4	58.3	19*
55+	68.8	72.8	69.2	21*
Male	64.5	62.9	72.7	48*
Female	76.3	84.8	64.1	58
Owner occupier	69.4	73.7	66.7	84
Private tenant	74.1	81.5	33.3	10*
Social housing tenant	84.4	80.7	71.4	8*
Have a disability	79.3	72.4	80.0	6*
White	70.5	75.5	66.7	95
Non-white	75.0	70.4	70.0	11*
In employment	70.1	75.0	63.6	79
Retired	73.5	73.5	100.0	12*
Student	73.3	80.0	33.3	7*
Non-working	67.9	82.1	71.4	8*

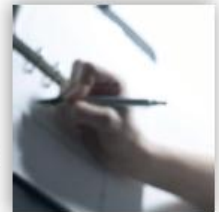
Respondents aged 35-44 years thought the most that it was important for the role of the Museum of Oxford to be a venue for family-friendly activities, possibly as respondents this age may be most likely to have children.

There were also some differences in opinion between males and females, with more female respondents stating they think the role of the museum could be a venue for community exhibitions (76%) compared to males (65%) and that it should be a venue for family friendly activities (85% of females compared to 63% of males).

# Using evidence to shape better services



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## Measurement ♦ Evaluation ♦ Learning