

**Thurrock Council**

**Citizens Panel Survey  
Cultural and Recreational Services**

**March 2004**

Prepared For: Thurrock Council

Prepared By: **Market Research UK Ltd**

Milburn House

Dean Street

Newcastle Upon Tyne

NE1 1LE

Tel: 0845 130 4576

Fax: 0845 130 4577

Email: [socialresearch@mruk.co.uk](mailto:socialresearch@mruk.co.uk)

## 1. BACKGROUND AND METHODOLOGY

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A short survey of Thurrock Council's Citizens Panel was undertaken between 20 and 27 February 2004. The survey aimed to establish an understanding of views on and, usage of key cultural services provided by the Council (Libraries, Museums and Theatre).

The survey was undertaken by telephone with a sample of 600 members of the Panel evenly representing each of the four local assembly areas (150 in each).

Using **mruk's** CATI (Computer Aided Telephone Interviewing) technology data has been validated and processed by our in-house computing team.

This short report presents the key findings to emerge from the survey.

## 2. ABOUT YOUR HOME

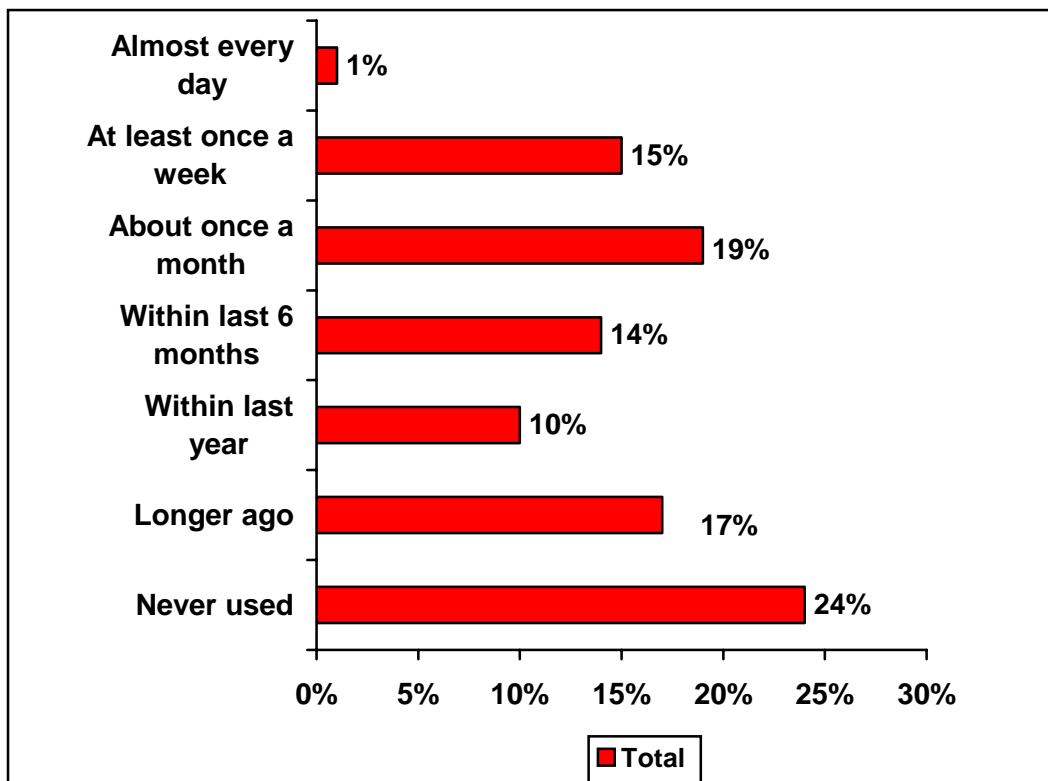
### 2.1 Libraries

Figure 1 below illustrates that 16% of survey respondents have used Thurrock Libraries at least once a week over the last 12 months. A further 19% have used the libraries at least once a month.

Overall, nearly 60% have used the libraries at some time over the last 12 months. Just under one quarter (24%) say they have never made use of the libraries at all.

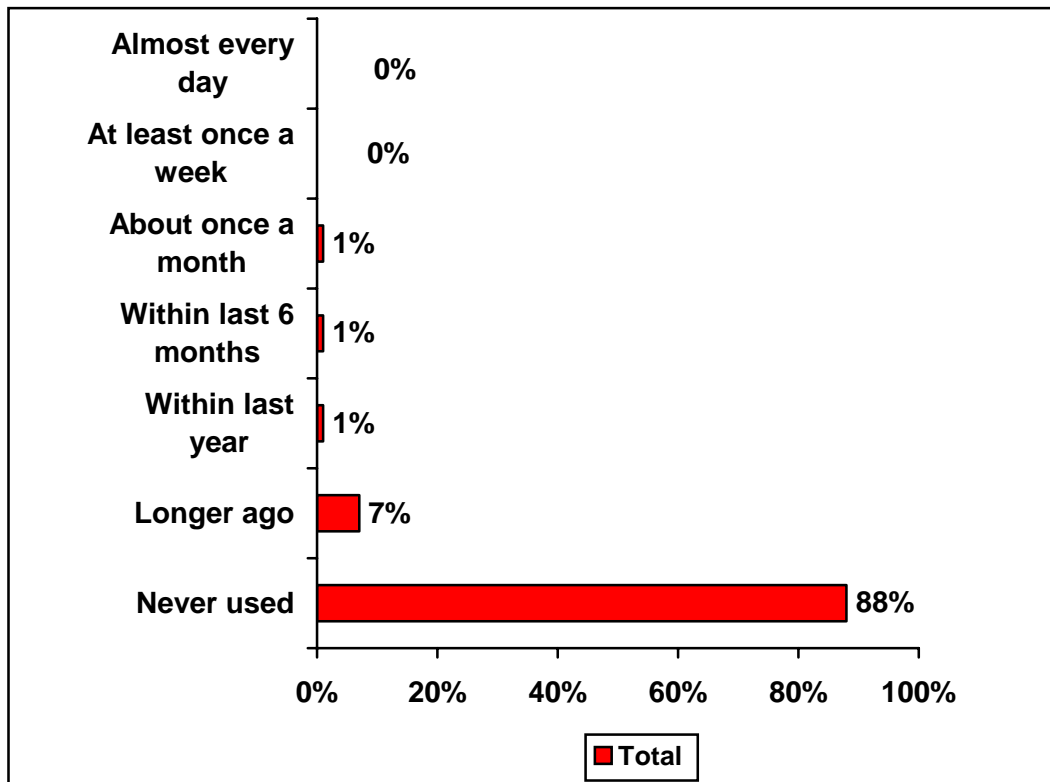
By contrast, the vast majority (88%) say they have never used the mobile library and only 3% appear to have used this particular service within the last 12 months

**Figure 1: Overall use of Libraries?**



Q ref Q1  
Base: All respondents (600)

**Figure 2: Use of Mobile Library**

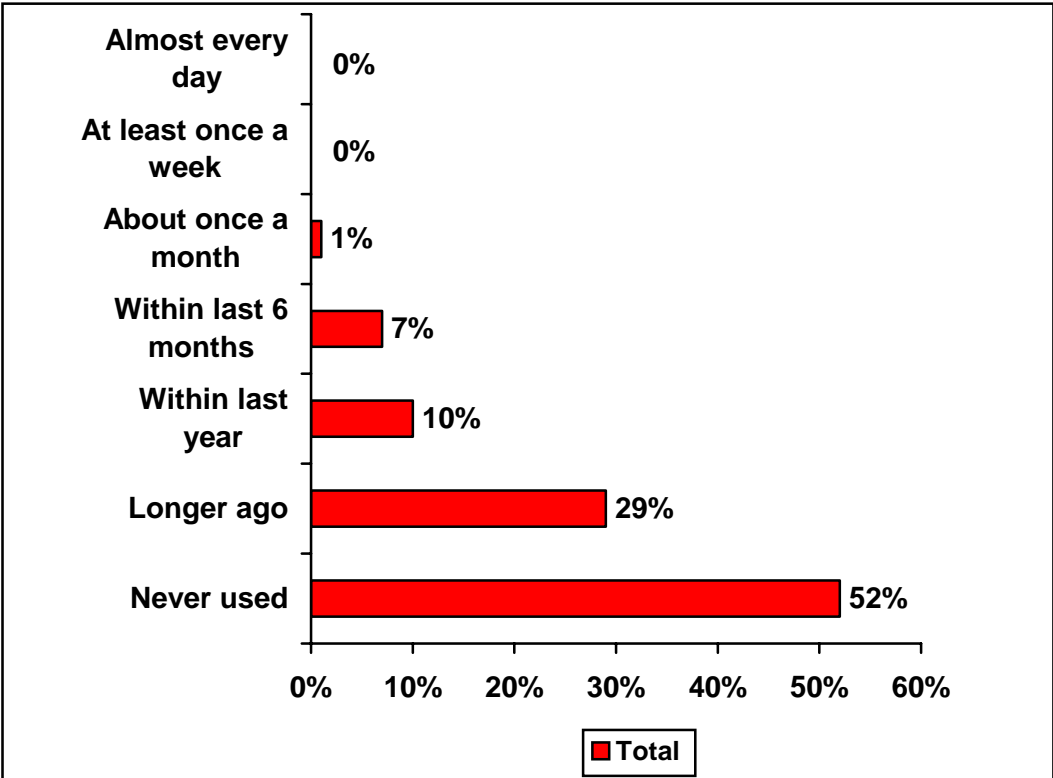


Q ref Q1  
Base: All respondents (600)

2.2 Thurrock Museums

Just over half (52%) of respondents say they have never made use of Thurrock Museums in the last 12 months. This compares to only 18% who have used the Museums within the same period.

Figure 3: Overall use of Museums

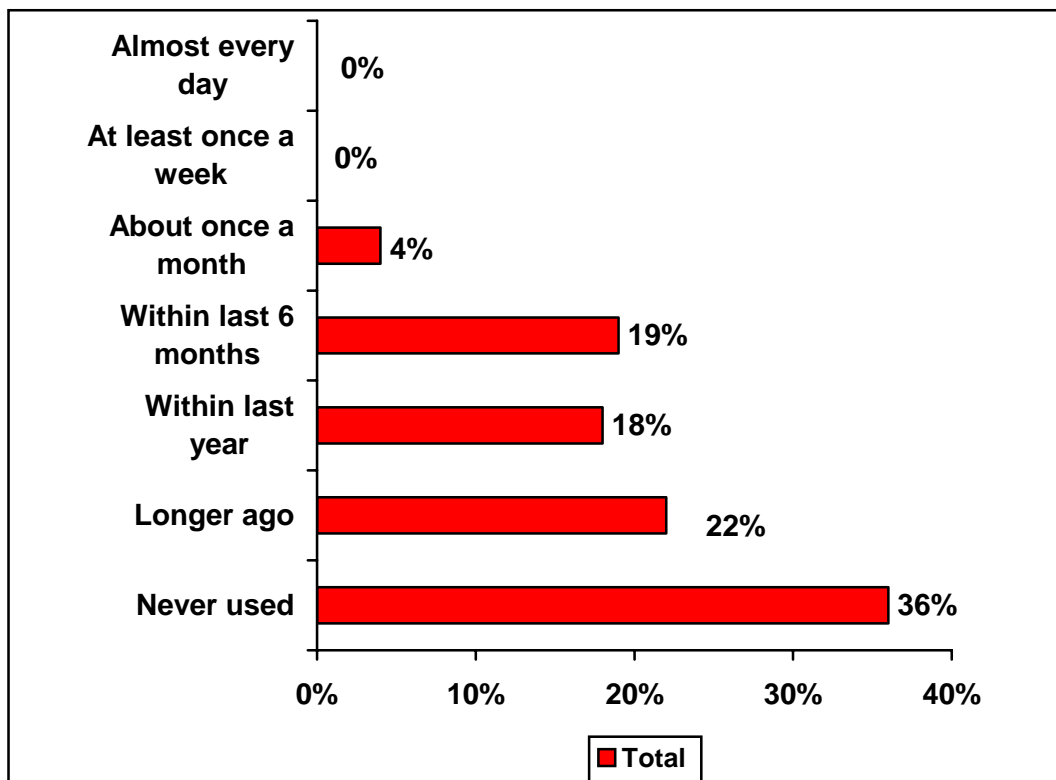


Q ref Q1  
Base: All respondents (600)

## 2.3 Thameside Theatre

Overall, just over one third (36%) have never used the Thameside Theatre compared to nearly one quarter (23%) who have used it within the last 6 months. 41% have made use of the Theatre within the last year.

**Figure 4: Overall use of Thameside Theatre**



Q ref Q1  
Base: All respondents (600)

### 3. SATISFACTION WITH CULTURAL/RECREATIONAL SERVICES

Respondents were invited to say how satisfied they are with each of the services concerned.

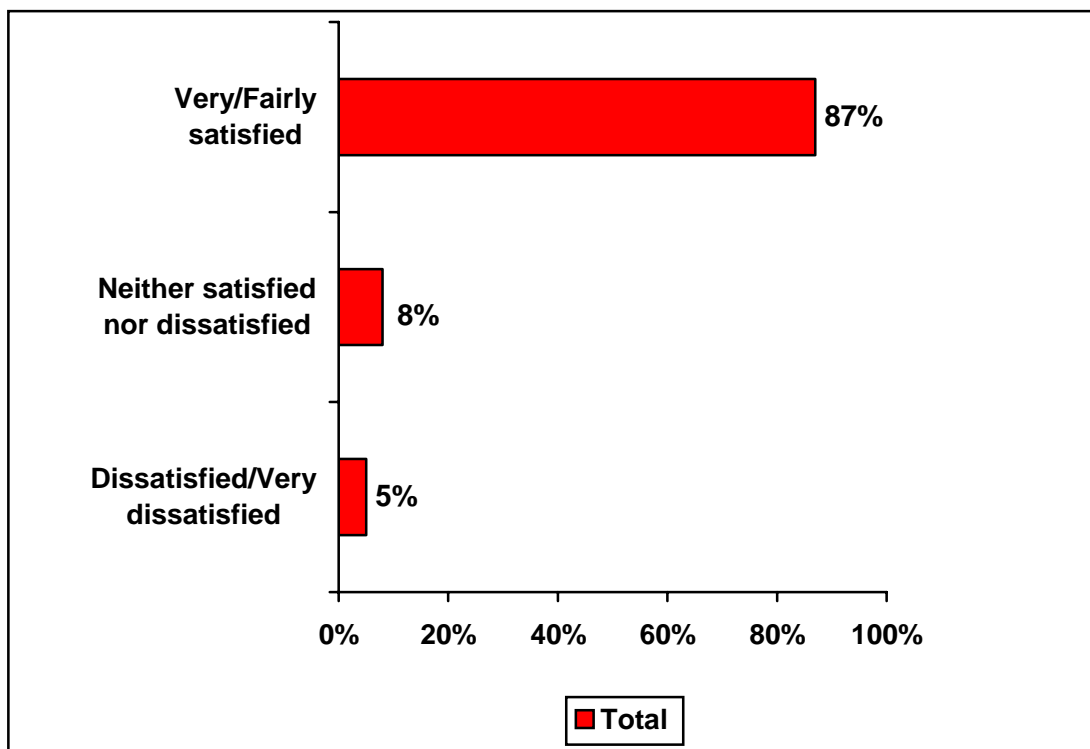
#### 3.1 Libraries

In relation to the principal libraries nearly three quarters (73%) said they were either 'very' or 'fairly satisfied.' Only 4% expressed any dissatisfaction at all.

However, some 16% said 'don't know' and if these respondents are excluded specific satisfaction levels amongst those expressing a view rise to 87% whereas dissatisfaction only rises to 5%.

This, and all subsequent graphics illustrate findings exclusive of those who answered 'don't know'.

**Figure 5: Satisfaction with Main Libraries**

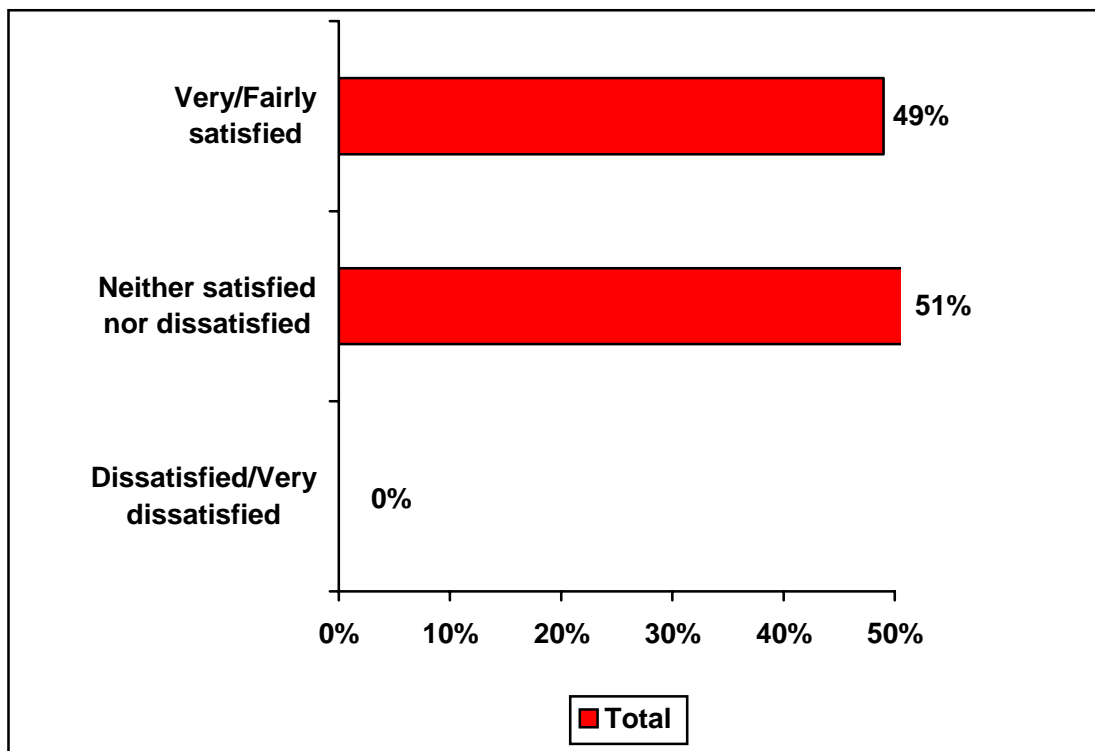


Q ref Q2

Base: All respondents expressing a view (502) nb/ Excluding those who say don't know'

Overall, some 77% of respondents answered ‘don’t know’ in relation to their perceived satisfaction with the mobile library service thus leaving a low base figure of 138. Nevertheless, of those expressing a view nearly half (49%) say they are satisfied with the remainder stating they are neither satisfied nor dissatisfied. Only one single respondent expressed any specific dissatisfaction.

**Figure 6: Satisfaction with Mobile Library**

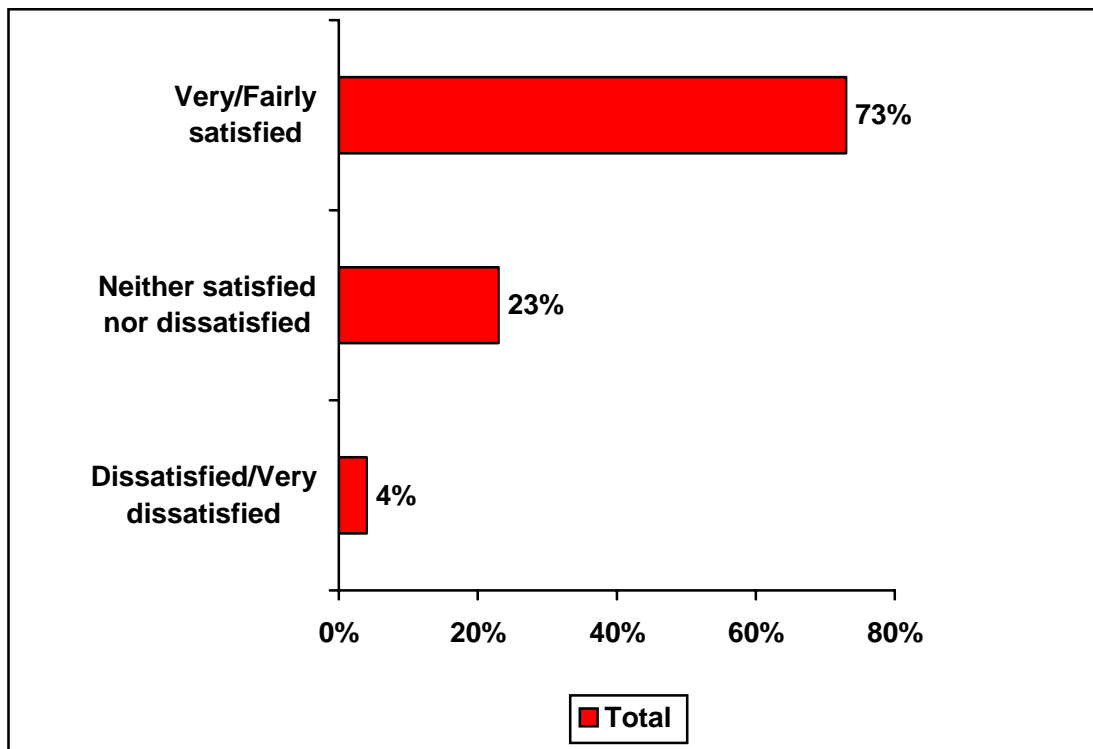


Q ref Q2  
 Base: Respondents expressing a view (138)

### 3.2 Thurrock Museums

Nearly half (49%) replied 'don't know' when asked about satisfaction with Thurrock Museums. Again therefore, satisfaction levels when calculated as a percentage of those expressing a view are fairly high. 73% of respondents concerned say they are 'very' or 'fairly' satisfied compared to only 4% who express any form of dissatisfaction.

**Figure 7: Satisfaction with Museums**



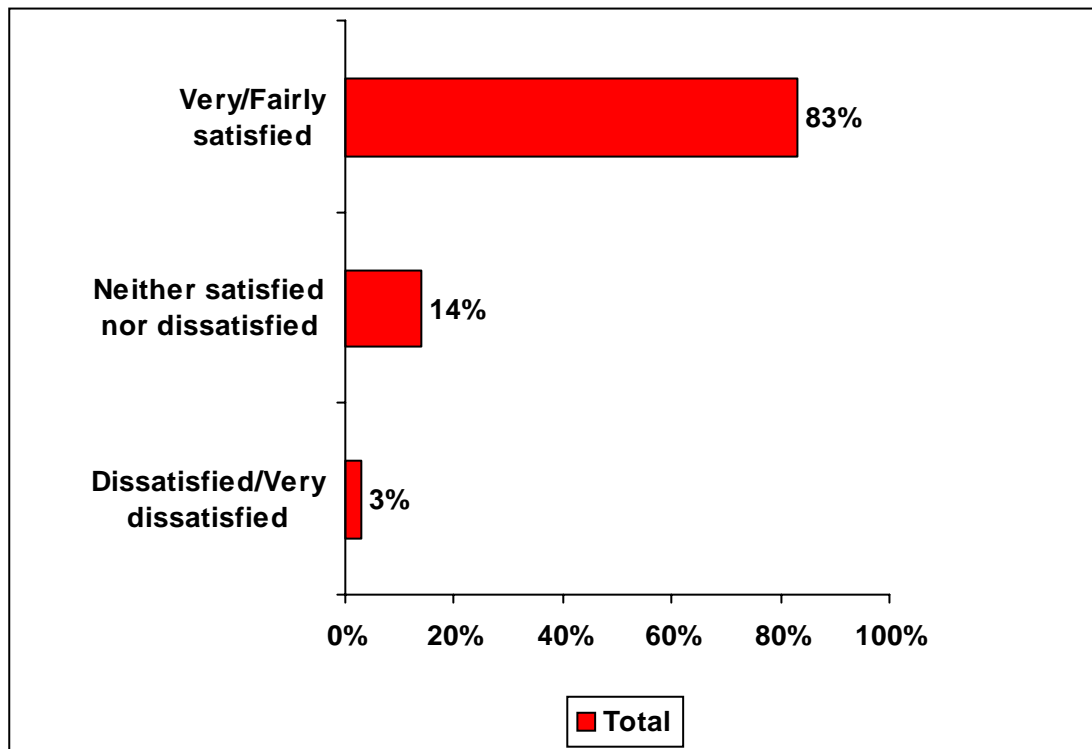
Q ref Q2  
 Base: Respondents expressing a view (309)

### 3.3 Thameside Theatre

Less than one third (31%) said 'don't know' in relation to the Thameside Theatre.

Recalculated satisfaction levels therefore show 83% are 'very' or 'fairly satisfied' compared to only 3% who express any specific dissatisfaction.

**Figure 8: Satisfaction with Thameside Theatre**



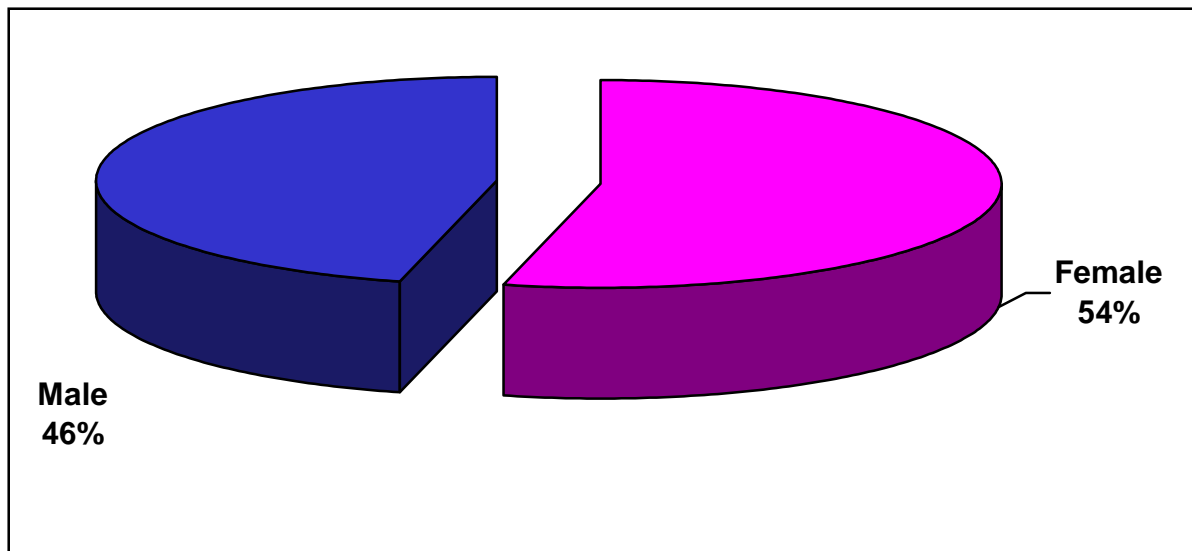
Q ref Q2  
Base: (413)



## 4. KEY RESPONDENT CHARACTERISTICS

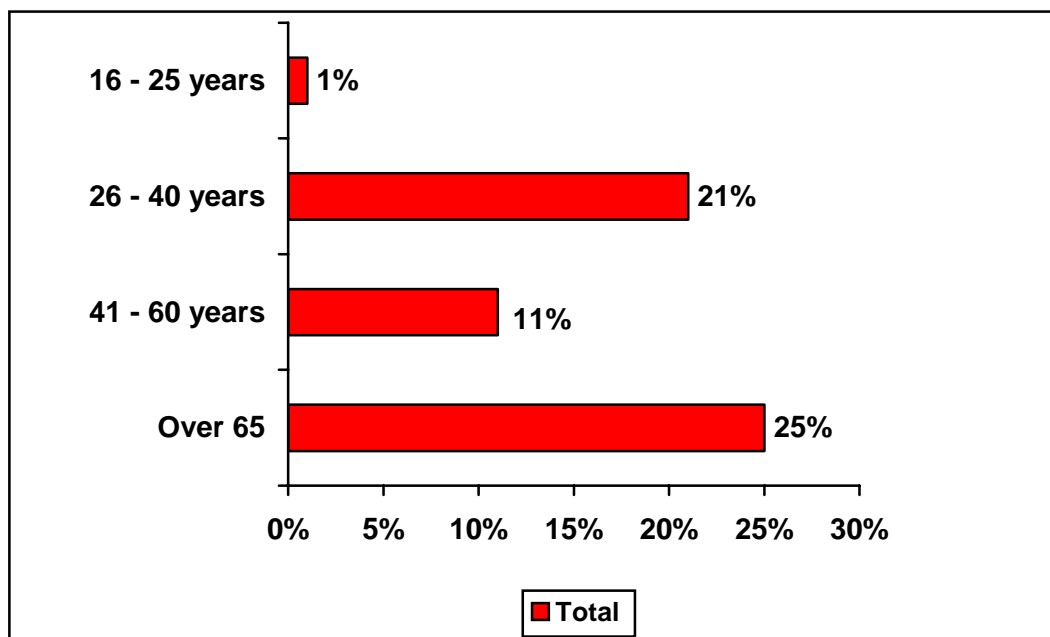
The following provide the key characteristics of respondents taking part in the survey:

### 4.1 Gender



Base: All respondents (600)

### 4.2 Age



Base: All respondents (600)

### 4.3 Ethnicity

<b>White British</b>	<b>97%</b>
<b>White Irish</b>	<b>1%</b>
<b>Other White Background</b>	<b>1%</b>
<b>Non White</b>	<b>1%</b>

*Base: All respondents (600)*