CULTURAL PARTICIPATION AND TOURISTIC VALORISATION OF THE LOCAL CULTURAL HERITAGE

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ABSTRACT: Cultural participation has been examined by most studies as a consequence of a complex of socio-demographic factors and less of attitudinal ones. This paper investigates the link between participation in cultural events and attitudes towards cultural and historical heritage within the context of a process of urban regeneration and development of cultural marketing activities. Examining data from two surveys conducted on the same urban population during two consecutive years, we find a significant association between participation in cultural events and several socio-demographic factors, including education and age. We will use several logistic regression models to see the combined influence of socio-demographic factors and the attitude factors towards participation in cultural events. The survey results provide empirical support for the existence of a strong relationship between participation in cultural events and a positive attitude towards the proposals for cultural or tourism valorisation of the regenerated urban spaces.

Key words: touristic offer, cultural marketing, urban regeneration, cultural participation

JEL Codes: M31, L83

Introduction

In today's society, the relationship between culture and tourism is very productive economically, if several conditions are met. A first condition is the analysis of the distinct role of culture and the practice of culture in human society. Illustrative of this is the debate over the valorisation of cultural and historical heritage. How much, what and especially how we preserve this heritage and also how much, what and how we put this heritage into a touristic context. When proposing a cultural marketing strategy for a heritage good, such a debate is required, but it should not become an obstacle for economic valorisation, as shown in the studies about the Vauban Citadel of Alba Iulia (Muntean and Marina, 2008; Marina et al, 2009; Marina et al, 2011).

Another condition for a productive connection between culture and tourism is the valorisation of culture, both by the local administration and by the citizens. A good way to test this connection is by conducting surveys on citizens, followed by restoring of results and their debate by citizens and by the administration (Pascaru, 2006; Pascaru, 2007; Pascaru and Buţiu 2014).

When we treat culture as an economic resource we will also have to remember that it is also a social institution. The value and valorisation of culture must take into account the ways in which it is used or practiced (Keating, 2001).

The valorisation of culture is also influenced by the cultural background of the potential tourist (Therkelsen, 2003). Robinson and Smith (2006) draw attention to the fact that tourists appreciate the culture and cultural tourism packages that are also offered through the social spaces that they go through, or cross, to access the cultural property or event. The phenomenon of globalization is one that is heavily influencing access to culture, but also the ways of socializing with culture. Robinson and Smith (id.) show that the expansion of low-cost companies in Europe plays a key role in boosting cultural tourism in new cultural centres.

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The democratization of cultural tourism is favoured, besides globalization and mundialization, by the highly sophisticated and competitive marketing campaigns, such as those relating to the European Capital of Culture. Such campaigns often insist on the fact that the valorisation of culture plays a moral role and ensures non-discriminatory access to a society's symbolic capital (Robinson, Smith, 2006).

Examining the relationship between culture and economy, we should take into account the data about who the actual tourist is, what their needs are. Craik (1997), based on analysis of data from international surveys, points out that the vast majority of tourists stay in a conservative position, and especially hedonistic. Holidays by the seaside, sun and beach, and at theme parks like Disneyland, remain the dominant model tourist destination sought after by tourists and promoted by tour operators. How does cultural tourism respond to this challenge? What ideas or forms of cultural valorisation may pass or even use this fact in their interest? To answer these questions and see some solutions, we assume that postmodern societies combine culture with playfulness, trying to be "playful" about attracting tourists (Rojek, 1993). Social media, technology and creative industries also help the proliferation of cultural tourism destinations (Robinson and Smith, 2006). Contemporary creativity in architecture and cutting-edge technologies can support the development of cultural destinations, even when they are marked by a dark or conflictual past (Turner and Rojek, 2001).

Robinson and Smith (2006) draw attention to the fact that tourists do not only interact with the cultural destination. Observing tourist behaviour reveals that they actually spend much less time in cultural spaces (galleries, museums, historic buildings) and mostly spend their time in restaurants, cafes, bars, shops, railway stations, airports and accommodations. Tourists will thus interact with the practical aspects of local culture, with the culture in its primary, anthropological sense (Bonte and Izard, 1999). The concrete interfaces of the host culture and experiences from the non-cultural spaces will imbue the tourists' narratives, their stories about their experience in a cultural space. However, this banal observation can be exploited by the cultural tourism. In Great Britain, for example, activities like going to a pub and eating chips can be transformed into an extraordinary experience, unique for international tourists. In Romania, cultural tourism and international tourists can still enjoy some traditional means of traveling or cooking!

Literature review

Participation in cultural events presently has a close connection with the expansion of tourism as an economic activity. This participation is approached from several directions.

A first perspective argues that we must know the impact that cultural activities have on the increasing number of tourists. Research based on this perspective, however, is often limited either to examine only one type of cultural activity or only a limited range of them. Time, resources, the market for a touristic product prevent such a prospect from being handled properly (McKercher et al, 2005). Another perspective seeks to examine the differences of impact in terms of cultural and non-cultural activities (such as sports) for attracting tourists, especially the international ones (Borowiecki and Castiglione, 2014). A third approach sees the direct relationship between the cultural activities and the tourism industry. It underlines the positive influence the two types of human activity have on each other under conditions in which joint action strategies are realized (Tighe, 1986; Hughes, 2002; McKercher et al, 2005; Borowiecki and Castiglione, 2014).

Attitudes towards culture and its valorisation are, according to classical theories, strongly influenced by social stratification (Bourdieu, 1984). Cognitive theories explain the attitudinal differences by assuming a person's cognitive abilities or the ability to process complex information (Chan and Goldthorpe, 2007a). According to the cognitive perspective, even the effect of education on cultural participation should be interpreted as a cognitive effect. However, Notten et al (2015) insists that cultural participation is still a form of transmitting social and educational inequalities.

A group of relatively recent studies, which examine cultural participation and its relation with the expansion of tourism, debate the concept of the so-called "cultural omnivore" (Chan and Goldthorpe, 2007b, Lena and Peterson, 2008; Goldberg, 2011; Katz-Gerro and Jaeger, 2013, Notten et al, 2015). Cultural omnivores are people who use both mass cultural products, as well as the elitist ones. Notten et al (2015) however, shows that cultural omnivores are people who are characterized by a relatively high education and higher occupational status.

Empirical model

The aim of this study is to examine the link between participation in cultural events and attitudes towards the valorisation of the cultural-historical heritage. Research is carried out within the context of urban regeneration and development of the cultural marketing activities of the historical Fortress of Alba Iulia, Romania. We use data from the survey conducted by the Local Community Barometer of Alba Iulia, respectively from the 901 people surveyed in 2014 and from the 1706 adults surveyed in 2015. The hypothesis we tested is that participation in cultural events in 2014 or 2015 in Alba Iulia is influenced by both the socio-occupational affiliations as well as by the attitudes of respondents to the method of valorisation of Alba Iulia's touristic heritage.

The hypothesis of this study is a continuation of a hypothesis verified in a previous survey in 2008. In 2008, through the sociological and marketing surveys conducted to substantiate the Marketing Plan for the historic Fortress of Alba Iulia, a touristic objective which was then only a draft, we find that:

"…subjects with the lowest level of education and of oldest age show the least interest in the organization of cultural events in the space provided by the Citadel. High school graduates and those of middle age, on the contrary, say they are the most interested in this kind of events. Graduates of the university or post-secondary school hold an intermediate position, which is also generally true for the youngest categories of subjects" (Marina et al, 2011, p. 50).

To examine the complex relationship between the variables we use several logistic regression models. In our analysis we used a binary logistic model, in order to identify the impact of socio-demographic and attitudinal factors (towards proposals for touristic valorisation of historical spaces) on the probability of participating in cultural events in the historic area. In the logistic analysis, the dependent variable is usually the dummy variable, which can take the value 1 with a probability of success *q*, or the value 0 with the probability of failure *1-q*. In our study, the binary dependent variable, in the model, is the probability that a person will either attend a certain cultural event out of those held in the historic Citadel, or several cultural events. The *y* values (of the binary variable) are coded 0/1, the value 1 expressing the occurrence of a particular event, so that what is sought is an estimate of the probability for this event to occur according to the values of the independent variables.

Data, variables and descriptive statistics

The study is based on data from the survey *the Local Community Barometer* in Alba Iulia. The Local Community Barometer is an annual research that started in 2014 in the city of Alba Iulia, Romania. The data used in the study come from two surveys conducted so far in 2014 and in 2015.

The Local Community Barometer has the following purposes: a) The scientific knowledge of the citizens' perception over the urban development process; b) The complex measurement of the city's citizens' satisfaction over the services of the local public administration, over the cultural events organized annually; c)The takeover of structured proposals from the city's citizens over the urban development projects; d) Knowing the quality life and its evolution among the key occupational and residential layers in the municipality; e) Knowing the social cohesion through the establishment of a multi-methodological annual research for the whole year period, who's results are made public and are meant to increase the trust in the local administrative process (Marina,

2014). The Local Community Barometer is also mentioned in 22 different phrases as supporting the application of Alba Iulia to the title of "European Capital of Culture 2021".[2]

The empirical analysis was conducted in several stages using SPSS. In a first step, we aimed to see which the variables were that could explain the participation in cultural events conducted within the historic Fortress of Alba Iulia in 2014. The 2014 survey includes data on the participation of residents at each of the cultural, sports and entertainment events organized to promote the Fortress. Most of these events were held in the generous spaces of the historic Fortress. Except for one cultural event held in the auditorium, public access was free, without an entry fee. We selected from the database, information about 7 events that had a distinct cultural profile and for which the attendance was significant (over 5% of people questioned stated they participated in these events). The 7 selected events are: Night of Museums, Alba Jazz, Music Fest, Alba Iulia Music & Film Festival, Feeric Fashion Days, Dilema Veche Festival and the international theatre Festival "Stories". All 7 Likert variables corresponding to the participation in these events were transformed into dummy variables. Another dummy variable was created relating to participation in at least one of these cultural events. Also at this stage we built dummy variables for the subjects' education and occupational status, distinctly on categories of education and also separately for each occupational status. From the database we also used variables related to income, gender and number of family members. Also from the database, we selected a variable referring to the subjects' attitude towards the cultural-touristic valorisation of a fortress space, known as the Military Unit area at the 3rd Gate. Since 2012, this has been the main project on the public agenda in terms of areas within the historic Fortress that could be valorised.

Running a multiple linear regression model which included all of these variables did not produce statistically significant results, as shown in Appendix 1. However, following the Beta coefficients of the multiple linear regression model, we have evidence, even at this stage, that age and education may be important explanatory variables regarding the participation of citizens in cultural events.

During the second stage, we selected the variables that could explain participation in cultural events held inside the historic Citadel of Alba Iulia in 2015. For 2015 we no longer considered participation in each event, but we built one dummy variable related to participating or not in cultural events in the historic Citadel. Similar to the procedure for investigation in 2014, we built dummy variables for the subjects' education and occupational status, distinctly for categories of education and also separately for each occupational status. Also from the database we used variables related to income, gender and number of family members. From the 2014 database, we selected 3 sets of variables referring to attitudes towards 3 projects of valorisation regarding spaces or areas in the Citadel: the attitude towards valorisation of the Military Unit area at the 3rd Gate (also tested in 2014), the attitude towards the valorisation of the perimeter area in the historic Citadel and the attitude towards valorisation of the areas inside the Princes' Palace. By aggregating and normalizing the data sets, we obtained 3 attitudinal indicators regarding the valorisation of the 3 cultural and historic areas.

Descriptive statistics for the variables in the Local Community Barometer of 2014 and 2015 show fairly wide distribution and dissipation, which represents a guaranteed diversity of persons covered by those two samples (see Appendix 2).

Empirical results
The statistics presented in Table 1 show, on the one hand, the extent of citizens' participation in cultural events: from 13% at the least, to 34% at the most. Examining the overall rate of

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[2] http://www.capitalaculturala2021.ro/Files/dosare/alba%20iulia/Alba_Iulia_CCE_ENG_scan.pdf, accesed on the 15th of November 2015.

participation in cultural events show a statistically significant increase in 2015 compared to 2014, from 59% to 63.6%.

<div align="right">Table 1</div>

Statistics of participation in cultural events in Alba Iulia in 2014 and in 2015

Year	Type of event/participation	The percentage of people who answered that they attended
2014	Night of Museums	34%
	Alba Jazz	23%
	Music Fest	25%
	Alba Iulia Music & Film Festival	31%
	Feeric Fashion Days	13%
	Dilema Veche Festival	20%
	International Theater Festival "Stories"	18%
	Participation in cultural events in 2014 (Yes / No)	59.1%
2015	*Participation in cultural events in 2015 (Yes / No)*	63.6%

Source: Local Community Barometer 2014, 2015; authorial calculations

For selected variables from the 2014 and 2015 databases of the Local Community Barometer we continued to run several logistic regression models. Logistic regression shapes the relationship between a set of independent variables (categorical, continuous) and a dependent dummy variable (nominal, binary). The logistic regression model estimates the probability that a certain subject of the population will have a certain characteristic. The results obtained using SPSS are systematized and interpreted based on regression coefficients (B), probabilities Exp (B), tests of significance for coefficients (Wald test) and the Negelkere R Square and Cox&Snell R Square indicators.

Fullerton (2009) analyses 12 different models that apply the binary logistic regression model to ordinal dependent variables. He presented a typology "… of ordered logit models based on the approach to comparisons (cumulative, stage, or category) and the application of the proportional odds assumption (to all, some, or no independent variables)" (Fullerton, 2009, p.341). The logistic regression model must have a strict control of each independent variable. To this end we made sure that all the variables in the tested models are ordinal or categorical. Where it was appropriate, for example for the INCOME variable, we used several forms of the variable which we entered separately into the model.

The main advantage of the logistic regression models is that they finally allow for an interpretation of the effect of each independent variable on the dependent variable, while the independent variables are introduced simultaneously into the model (Enter method).

In Table 2, the independent variables that were kept in the 2nd model, to have statistically significant regression coefficients, were he following: Education_higher (1-if the person has at least university degree, 0-if not) Age_ordinal (from 18 to 86) and Attitude_Valorisation_Unit_M (1-if they agree with the cultural-historical valorisation of the Military Unit area 0-if they do not agree). Virtually all other variables in the 1st Model have no statistically significant effects on the dependent variable.

Based on the 2nd model, Table 2, we can say that the starting hypothesis of the study confirmed these data in 2014. Age, education and attitude towards historical heritage influence the inhabitants' participation in cultural events in the area of the historic Citadel. Influences such as

income, gender or family size are not statistically significant on participating in cultural events or not.

<div align="right">Table 2</div>

Results of the logistic regression models BCL 2014

Variables in the Equation	Model 1		Model 2	
	B	**Exp (B)**	**B**	**Exp (B)**
Education_low	-0.667	0.513		
Education_medium	-0.754	0.470		
Education_high	-0.209	0.811	0.311***	1.364
Active_unoccupied	0.083	1.087		
Retired	-0.111	0.895		
Student	0.635	1.887		
Occupational_status_low	0.024	1.025		
Occupational_status_medium	0.353	1.423		
Occupational_status_high	0.322	1.380		
Age_ordinal	-0.028**	0.972	-0.039***	0.961
Income_categories	0.000	1.000		
Gender_dummy	0.232	1.262		
Attitude_valorisation _Unit_M	0.659***	1.933	0.682***	1.978
Accord_changes_Citadel	0.245	1.277		
Constant	1.799	6.046	1.829***	6.227
Nr. of cases	*711*		*711*	
Cox & Snell R Square	*0.115*		*0.108*	
Nagelkerke R Square	*0.155*		*0.166*	

Source: Local Community Barometer 2014, authorial calculations
Notes: BCL 2014= Local Community Barometer 2014, B=B coefficients,
Exp(B)=exponent of B; *** P <0.01, ** p <0.05, * p <0.1.

Analysis of the 2014 data continued by looking at the influence of the 3 independent variables (gender, age and attitude towards valorisation of the historical heritage) on the participation in every cultural event in the Citadel area. The analysed cultural events allow us to test some additional aspects, such as differences between the group of explanatory variables by the content of cultural activities (music, film, public lectures, visiting museums or watching theatrical performances) and after attending a cultural event with (theatre festival) or without charge (other events).

<div align="right">Table 3</div>

Results from logistic regression models by events BCL 2014

Dependend variable	Independent variables	B	Exp(B)	Nagelkerke R Square
P_Night of Museum	Education_high	0.506***	1.658	0.066
	Age	-0.020***	0.980	
	Attitude_ valorisation _Unit_M	0.415**	1.515	
	Constant	-.0158	0.854	

P_Alba Jazz	Education_high	0.355**	1.426	
	Age	0.407**	1.503	0.061
	Attitude_ valorisation _Unit_M	-0.024***	0.976	
	Constant	-0.439	0.645	
P_Music Fest	Education_high	0.195	1.215	
	Age	-0.857***	0.424	0.085
	Attitude_ valorisation _Unit_M	0.018***	1.018	
	Constant	0.080	1.083	
P_Alba Iulia Music & Film Festival	Education_high	0.421**	1.524	
	Age	-0.048***	0.953	0.169
	Attitude_ valorisation _Unit_M	0.514***	1.672	
	Constant	0.830***	2.292	
P_Feeric Fashion Days	Education_high	0.372	1.451	
	Age	-0.045***	0.956	0.113
	Attitude_ valorisation _Unit_M	0.618**	1.855	
	Constant	-0.508	0.602	
P_ Dilema Veche Festival	Education_high	0.889***	2.433	
	Age	-0.016**	0.985	0.074
	Attitude_ valorisation _Unit_M	0.240	1.271	
	Constant	-1.210***	0.298	
P_International Theatre Festival „Stories"	Education_high	0.623***	1.865	
	Age	-0.015**	0.985	0.067
	Attitude_valorisation n_Unit_M	0.641***	1.899	
	Constant	-1.407***	0.245	

Source: Local Community Barometer 2014, authorial calculations
Notes: BCL 2014= Local Community Barometer 2014, B= B coefficients,
Exp(B)=exponent of B; *** P <0.01, ** p <0.05, * p <0.1.

In Table 3 we can see that the explanatory model of participation in cultural events is also validated by the logistic models from each cultural event. In terms of the explained variance of the dependent variable, the highest percentage is in the case of the Alba Iulia Music & Film Festival event: 16.9%. Also, the direction in which the dependent variables' effect goes is similar, with small differences. For example, the *attitude towards valorisation of the historical heritage* variable has the highest impact (in terms of probability) on participation in cultural events. A positive attitude towards valorisation of the historical area that is publicly debated (Military Unit) is 2 times more likely to be found among those participating at cultural events in relation to the likelihood of being found among those not participating.

Table 3 can be a useful cultural marketing tool for those who design cultural events. Studies on the role of cultural activities in the flow of international tourists (Borowiecki and Castiglione, 2014) show there is a strong correlation between the number of domestic and foreign tourists participating in cultural activities within historic areas except the theatre.

Table 4

Results of the logistic regression models BCL 2015

Variables in the Equation	Model 1		Model 2	
	B	**Exp (B)**	**B**	**Exp (B)**
Age	0.009*	1.009	0.013**	1.013
Gender_dummy	-0.146	0.865		

Income_categories	0.014	1.014		
Number_members_family	-0.030	0.971		
Attitude_ valorisation _Palace_Princes	0.428***	1.534	0.451***	1.569
Attitude_ valorisation _Unit_M	0.908**	2.480	1.02***	2.774
Attitude_ valorisation _Space_area_Citadel	0.587***	1.799	0.484**	1.622
Education_high	0.840***	2.316	0.801***	2.228
Constant	-0.525	0.591	-0.941***	0.390
Nr. of cases	*1702*		*1701*	
Cox & Snell R Square	*0.068*		*0.064*	
Nagelkerke R Square	*0.094*		*0.102*	

Source: Local Community Barometer 2015, authorial calculations
Notes: BCL 2015= Local Community Barometer 2015, B= B coefficients,
Exp(B)=exponent of B; *** P <0.01, ** p <0.05, * p <0.1.

In Table 4, we expanded the hypothesis' verification for 2015. The same group of variables, such as the 2014 model, turned out to be significant: education, age and attitude towards the valorisation of historical heritage. Additionally, in 2015, we have 3 attitudinal variables instead of one. Additionally to the attitude towards valorisation of the heritage in the Military Unit area, we have 2 new targets for which proposals and public debates have been organised: the Princes' Palace, an old residence of the Transylvanian princes and the Area Space of the historic Citadel of Alba Iulia (to be regenerated). Due to the persistence and duration of the public debate on the Military Unit, the citizens who have an attitude of approval of this investment are those whose probability to participate in cultural events is the greatest: Exp. (B) = 2.774. Basically, those who approve this investment are almost 3 times more likely to attend cultural events than those who do not approve.

Conclusions

Empirical results confirms the hypothesis that attitude variables favourable for a project of valorisation of the historic heritage can lead to a higher probability of participation in cultural events. Besides attitudinal variables, age and education also play an important role. In the logistic models presented here, but also in the multiple linear regression ones, income, number of family members or gender affiliation do not play a statistically significant role.

The logistic regression model proposed by us, especially from Table 3, can be used as a tool for cultural marketing plans of the historic Citadel. In this regard, we present a part of an interview with one of the city managers of Alba Iulia:

Question: "What will you do if the majority of citizens do not approve of a certain element of valorisation of the historical heritage; let's say "business premises with a historical profile in the Princes' Palace?"

Answer: "Of course, we will not always be able to give up on a certain proposal made by an urban planning study. But what we can do is to reduce the number of areas originally proposed for that purpose given this option of the inhabitants."

The data we used to run the logistic regression models are obtained based on surveys which are representative for Alba Iulia. Alba Iulia is the city in Romania where the largest amounts from European funds were invested to regenerate the cultural-historical space. In Alba Iulia, there is also a systematic program of urban regeneration which includes a varied calendar of cultural activities.

This analysis is of course limited by the fact that it did not take place in more locations where comparable cultural programs could have been developed. We sought to make up for this lack of investigation by benefitting from a local barometer, a multiannual research which allows us to verify the changes (if there are any) from one year to the next.

The results of the study can also be used to stimulate the demand for cultural events. The existence of spaces or buildings undergoing cultural and touristic regeneration actions can boost tourism demand if the public debate explains the destination for the respective areas convincingly and consistently with the public expectations. Attracting local public to participate in cultural events, especially at music festivals, museum events or public conferences can also generate, as studies cited by us show, a boost in international tourist flows.

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APPENDIX 1

Table 5

Results of multiple linear regression models BCL 2014

Variables	Unstandardized Coefficients		Standardized Coefficients	t test	Sig.
(Constant)	2.510	0.602		4.172	.000
Education (in years)	0.127	0.082	0.107	1.545	.123
Income (in lei)	8.506E-005	0.000	0.046	0.725	.469
Occupational status (low/high)	0.110	0.0910	.080	1.211	.227
Gender	-0.220	0.185	-0.068	-1.194	.233
Age	-0.015	0.006	-0.144	-2.325	.021
Attitud_valorisation_Unit_M	0.209	0.191	0.064	1.095	.274

Source: Local Community Barometer 2014, authorial calculations
Notes: BCL 2014= Local Community Barometer 2014

APPENDIX 2

Table 6

Descriptive statistics for the variables of logistic regression model BCL 2014

Variables	Nr. of cases	Minimum	Maximum	Mean	Std. Dev.
Education_low	711	0	1	0.24	0.425
Education_medium	711	0	1	0.37	0.483
Education_high	711	0	1	0.37	0.483
Active_ unemployed	711	0	1	0.16	0.370
Retired	711	0	1	0.26	0.441
Student	711	0	1	0.05	0.216
Ocupational_status_low	711	0	1	0.22	0.413
Occupational_Status_medium	711	0	1	0.10	0.298
Occupational_status_high	711	0	1	0.19	0.389
Age_ordinal	700	18	86	46.20	16.303
Income_categories	542	1000.00	5000.00	1619.9262	865.977
Gender_dummy	708	0	1	0.52	0.500
Attitude_valorisation_Unit_M	711	0	1	0.45	0.498
Valid N (listwise)	540				

Source: Local Community Barometer 2014, authorial calculations
Notes: BCL 2014= Local Community Barometer 2014

APPENDIX 2

Table 7

Descriptive statistics for the variables of logistic regression model BCL 2015

Variables	Number cases	Minimum	Maximum	Mean	Std. Dev.
Age	1624	18	77	40.99	8.593
Gender_dummy	1700	1	2	1.58	0.494
Income_categories	1641	1000	5000	3000.11	985.425
Number_membrers_family	1637	1	8	3.76	0.961
Atittud_valorisation_Palace_P	1702	0.00	1.00	0.5770	0.34844
Atittud_ valorisation _Unit_M	1702	0.00	1.00	0.1973	0.16889
Atittud_ valorisation _Space_C	1702	0.00	1.00	0.4392	0.27193
Education_high	1702	0.00	1.00	0.4318	0.49548
Age	1564	18	77	40.99	8.593
Valid N (listwise)	1560				

Source: Local Community Barometer 2015, authorial calculations
Notes: BCL 2015= Local Community Barometer 2015