

**Release Date: 5th June 2008**



Local Opinion

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## PRESS RELEASE:

### **Most visited beach in Kent: Broadstairs beach**

Broadstairs was the beach that Kent residents are most likely to visit. Nearly one in five (22%) placed Broadstairs at the top of a list of 16 Kent beaches. The beach that was least likely to have been mentioned in the survey as being visited was Kingsdown, with just 4% of the Kent Local Opinion Panel mentioning this beach.

Kent residents seem to be keen on getting their “buckets and spades at the ready” with just 14% of the Panel stating that they don't visit any of the 16 beaches very often.

Not surprisingly, cleanliness appears to be the big issue with litter (81%) and dog owners not cleaning up after their dogs (50%) as being the biggest problems facing Kent's beaches.

<b>Position</b>	<b>The biggest problem facing Kent's beaches</b>	<b>%</b>
1	Litter	81%
2	Dog owners not cleaning up after their dogs	50%
3	Lack of lifeguards	17%
4	Lack of benches/promenades	16%
5	Syringes	13%
6	Lack of sea/tidal information	12%
7	Lack of safety information	7%

Local Opinion Research Director, Rob Hancock said, “Kent's beaches are clearly a popular destination for the majority of Kent residents. However, it seems that much needs to be done to improve the attractiveness of these beaches. This in turn will benefit not just those tourists visiting the beaches but also Kent businesses in the surrounding areas that in part derive their income from visitors to the coast”.

[ENDS]

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**Notes to editors:**

Local Opinion is a independent online panel of 2,000 Kent residents who have been recruited to offer their opinions on a variety of topical issues. Local Opinion is run by Lake Market Research, a division of Lake Communications Limited. Local Opinion complies with the Market Research Society's Code of Conduct.

Please include the sample size when reporting results. Respondents are free to withdraw from the Local Opinion Panel at any time.

Fieldwork was undertaken between 18<sup>th</sup> April and 9<sup>th</sup> May 2008.

Base: A total of 902 Panel members took part in the survey using online, telephone and post.

A full list of "Kent's Beaches" is available from Local Opinion.

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[ENDS]