East Ayrshire Community Planning Partnership

RESIDENTS' SURVEY 2017

January 2018

East Ayrshire Community Planning Partnership

Residents Survey 2017

Contents

EXECUTIVE SUMMARY

INTRODUCTION

This report summarises the key findings of the 2017 East Ayrshire Residents' Survey. The research has been carried out by Research Resource on behalf of East Ayrshire Community Planning Partnership and seeks to understand local priorities and views of residents on public service provision.

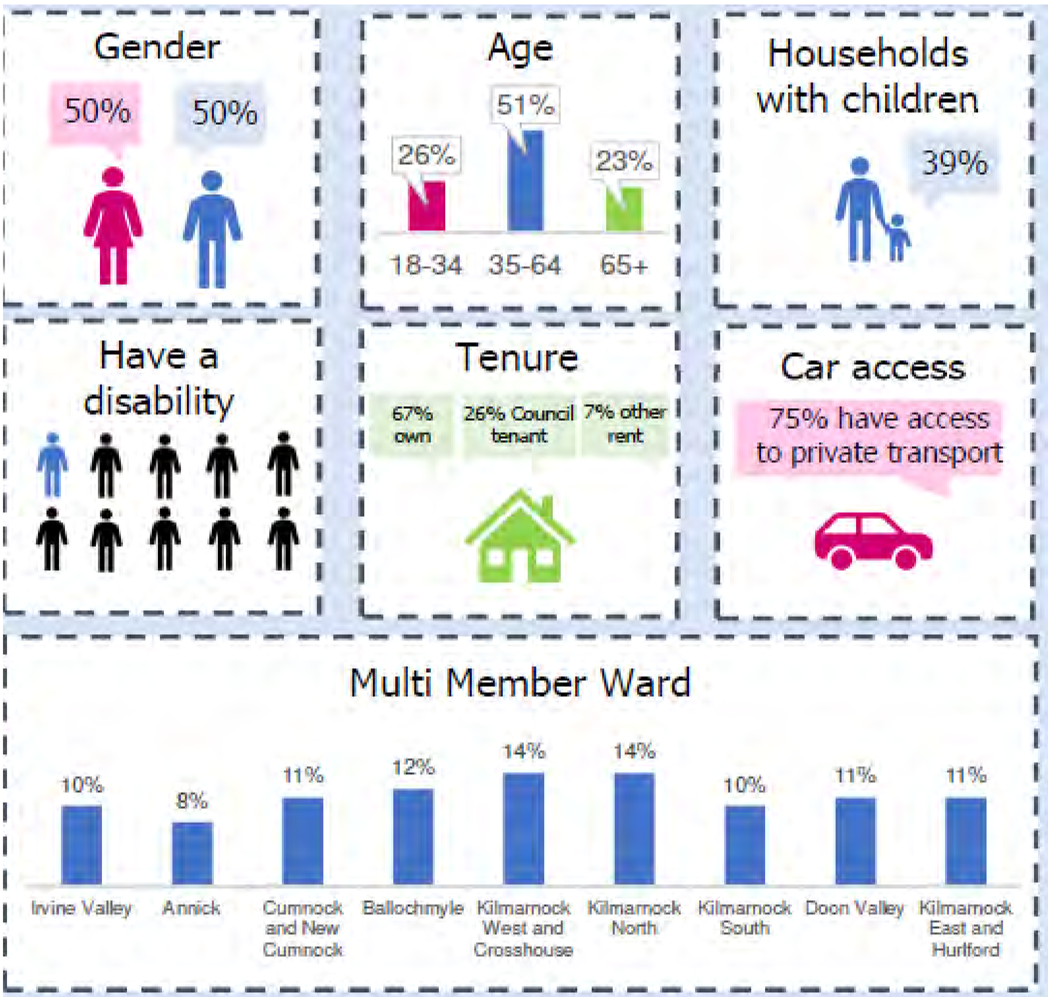
A total of 2,308 interviews were undertaken with a representative sample of East Ayrshire residents between 20th June and 18th August 2017. This provides robust data, accurate to +/- 2% at the overall East Ayrshire level.

The summary of key findings has been structured around the key Community Planning Partnership themes of:

- Economy and Skills
- Safer Communities
- Wellbeing.

Where possible, the results have been compared to the previous residents survey which was carried out in 2014.

WHO DID WE SPEAK TO?



COMMUNITY PLANNING PARTNERS

- Respondents reported generally feeling **well informed** about the services provided by Community Planning Partners, most so with respect to:

66%	• East Ayrshire Council
55%	• NHS Ayrshire and Arran
52%	• Police Scotland
52%	• Scottish Fire and Rescue Service
41%	• Strathclyde Partnership for Transport

- Telephone is, as has been the case previously, the main way in which respondents would prefer to **contact** any of the Community Planning Partners (79%), and the main way in which they currently get in touch (30%). Over half (54%) would use a smartphone or tablet to access services, but only 15% have done so.

- Where they have been in contact with any of the Community Planning Partners, the majority find this 'easy' (93%). 88% were satisfied with the **treatment** they received on the most recent occasion that they contacted any of the Community Planning Partners (up from 76%).

- The top 5 **priorities** for Community Planning Partner services were:

48%	• Local doctor (GP)
39%	• Hospitals
36%	• Repairs to roads, footpaths and cycle paths
27%	• Police Service
23%	• Parks, playparks, open spaces

- GP, hospital and police service have consistently been noted as amongst the top 5 priorities year on year.

SAFER COMMUNITIES

Neighbourhood

- East Ayrshire residents consider their town or village to be a good **place to live**, with 98% stating that it was either very good or fairly good. This is comparable to the Scottish average[1] of 95%. Moreover, 89% consider their neighbourhood a 'good' place to **bring up children**.

- Respondents were asked the key things that they like and dislike about their neighbourhood. These have been consistent through surveys.

Like	Dislike	Priority
Quiet/ peaceful (52%) Good neighbours (50%) Friendly people (45%)	Poor local shops (10%) Nowhere for children to play (10%) Young people hanging about/ nothing for young people to do (9%)	Facilities for kids/ more for kids to do (12%) Improved shopping centre/ better shops (8%)

Community Safety

- 89% of respondents stated that they feel either very safe or fairly safe when **walking alone in their neighbourhood after dark**. This is slightly higher than the Scottish average from the Scottish Household Survey which is 85%.

- When asked how **worried** they were **about various different types of crime** in their area, there is evidence of a consistent decreasing trend. This has been the case since 2005, however, it is encouraging to report that worry about crime has continued to fall year on year and is now at the lowest level reported in East Ayrshire residents' surveys. The biggest decreases since 2014 can be seen regarding:
    - Having your home broken into - the percentage of respondents who were very or slightly worried has decreased from 21% in 2014 to 11% in 2017;
    - Being a victim of property crime - the percentage of respondents who were very or slightly worried has decreased from 17% in 2014 to 6% in 2017;

[1] Scottish Household Survey Annual Report 2015

- Being robbed - the percentage of respondents who were very or slightly worried has decreased from 16% in 2014 to 6% in 2017;
- Having your car damaged by vandals - the percentage of respondents who were very or slightly worried has decreased from 16% in 2014 to 6% in 2017.

- When asked if they had any suggestions to make that would **improve safety** in their street or neighbourhood, the most common responses were similar to previous years, with respondents most likely to state:

42%	• More police on the streets
25%	• More CCTV
18%	• More police mobile patrols
16%	• More diversionary activities

- Just under 1% of respondents stated that they have personally been a **victim of violent crime** in their neighbourhood. This is consistent with the 2014 study (1%) and also the Scottish average from the Scottish Crime and Justice Survey (1%).

Housing and Home Safety

- 71% said that they had heard of a **Home Fire Safety Visit** and 58% were aware that these were free of charge. Just under one in three who were aware of Home Fire Safety Visits have had one (30%).

- Just over half (53%) know what a **Fire Plan** is. Where they are aware of what a Fire Plan is, 85% have made a Fire Plan.

- Almost all respondents (99%) have a **smoke alarm** fitted in their property (97% in 2014). Just over two thirds of respondents (68%) test their smoke alarm at least monthly (60% in 2014).

Environmental services

- There has been a positive change in **satisfaction** with a range of **environmental services**. The biggest increases in satisfaction can be seen regarding:
    - Dog fouling/ warden – the percentage of respondents very/ fairly satisfied has increased from 8% in 2014 to 75% in 2017;
    - Street cleaning/ removal of litter/ fly tipping – the percentage of respondents very/ fairly satisfied has increased from 75% in 2014 to 93% in 2017;
    - Recycling – the percentage of respondents very/ fairly satisfied has increased from 81% in 2014 to 94% in 2017.

- 91% reported using at least one **kerbside recycling** service, with the paper and card kerbside recycling most commonly used (90%). The majority of respondents (62%) were of the opinion that a weekly recycling collection would make recycling easier.

Volunteering and Community Participation

- Over 1 in 10 respondents overall (11%) said they had **provided unpaid help** to various types of organisations over the past 12 months. Of these respondents, the majority (91%) said this was in East Ayrshire. The proportion of respondents who have given unpaid help is more than was reported in 2014 (8%), however is less that the Scottish Average reported within the 2015 Scottish Household Survey (27%).

- 24% of respondents would be willing to t**ake part in activities designed to benefit their local community**.

ECONOMY AND SKILLS

Roads and transport

- There is evidence of a largely positive trend with **satisfaction in terms of roads and transport**. The biggest increases in satisfaction can be seen with regards to:
    - Repairs to roads, footpaths and cycle paths – the percentage of respondents very/ fairly satisfied has increased from 22% in 2014 to 53% in 2017;
    - Road safety – the percentage of respondents very/ fairly satisfied has increased from 59% in 2014 to 79% in 2017;
    - Winter road treatment – the percentage of respondents very/ fairly satisfied has increased from 44% in 2014 to 64% in 2017

- Moreover, satisfaction with the **condition of pavements and roads and winter gritting** has also improved compared to 2014:
    - The percentage of respondents who said the condition of rural main roads was very good or good has increased from 5% in 2014 to 29% in 2017;
    - The percentage of respondents who said the condition of residential/ scheme roads was very good or good has increased from 9% in 2014 to 29% in 2017;
    - The percentage of respondents who said the condition of rural side roads was very good or good has increased from 5% in 2014 to 24% in 2017;
    - The percentage of respondents who said the condition of town centre roads was very good or good has increased from 15% in 2014 to 32% in 2017.

- Nine out of ten respondents (90%) stated that they have access to a **bus stop** within a 5 minute walk from their home (95% in 2014). 30% stated that they have access to a train station within a 10 minute walk from their home (25% in 2014).

- Over 3 in 10 respondents (32%) said they **required public transport to access health services** which is a slight increase on the 2014 survey where 26% gave this response. Reliance on public transport to access health services was significantly higher for those with a disability where 52% said they needed this compared to 28% of those without.

- When asked if there was **one improvement to bus or rail** that they would like to see in East Ayrshire, the most common responses given were:

19%	• Cheaper public transport in general
18%	• More frequent/ regular buses
13%	• Later bus service
11%	• More frequent public transport in general

Town Centres

- Respondents were asked a series of questions to help understand their shopping habits. In terms of where households most commonly do their shopping:
    - **Food shopping:** was most likely to be done in Kilmarnock, 65% compared to 70% in 2014.
    - **Large household items**: 35% of respondents purchased large household items in Kilmarnock, a significant decrease compared to 70% in 2014. On the other hand, there was an increase in respondents purchasing such items in Silverburn (5% in 2014 compared to 14% in 2017), in Cumnock town centre (11% in 2017, this was not noted in previous years) and purchasing online (7% stated they purchased online, this was not noted in previous years).
    - **Small household items**: there has been a decrease in respondents stating that they purchase small household items in Kilmarnock. This has fallen from 59% in 2014 to 30% in 2017. The proportion of respondents purchasing small household items in Cumnock town centre was not noted in 2014 and is 11% in 2017. Other significant changes are that purchasing small household items from Silverburn has also increased (rising from 18% in 2014 to 23% in 2017) and online shopping is now used by 5% of respondents to purchase small household items whereas it was not mentioned previously.

- The **frequency of shopping in retail parks** in Kilmarnock either always or frequently has decreased, falling from 36% in 2014 to 15% in 2017. However, the proportion stating that they 'sometimes' shop in retail parks in Kilmarnock has increased from 37% in 2014 to 55% in 2017).

- When asked to consider the **attractiveness and general appearance of town centres**, the proportion of respondents rating them as either very good or good is largely similar to previously with 12% rating Kilmarnock town centre positively (7% in 2014) and 4% rating Cumnock town centre positively (1% in 2014).

- In terms of the **range of shops**, 11% rated Kilmarnock town centre as either very good or fairly good (4% in 2014) and 3% rated Cumnock town centre as either very or fairly good (2% in 2014).

- When asked what would make them more likely to visit the town centres, the top three responses for Kilmarnock and Cumnock town centres were a better range of shops, a more pleasant environment and more cafes, restaurants and public houses:

Kilmarnock town centre

- A better range of shops (89%; 75% in 2014)
- A more pleasant environment (43%; 29% in 2014)
- More cafes/ restaurants/ pubs (30%; 8% in 2014)

Cumnock town centre

- A better range of shops (90%; 34% in 2014)
- More cafes/ restaurants/ pubs (25%; 5% in 2014)
- A more pleasant environment (14%; 17% in 2014)

Employment, training and education

- Satisfaction with education and training services have largely increased since 2014. The most notable increases in satisfaction can be seen with regards to:
  - Secondary school premises – the percentage of respondents who were very or fairly satisfied has increased from 65% in 2014 to 87% in 2017;
  - Training and employment premises – the percentage of respondents who were very or fairly satisfied has increased from 35% in 2014 to 52% in 2017;
  - Secondary school educational provision - the percentage of respondents who were very or fairly satisfied has increased from 73% in 2014 to 87% in 2017.

- In 2017, an increased proportion of respondents reported being **in employment** (full time employment rose from 29% in 2014 to 39% in 2017). As was the case in 2014, the majority work in East Ayrshire (66%) and just under half (46%) travel under 5 miles to their work. Car is the most common mode of transport used to travel to work (78%).

- 6% of respondents are currently **taking part in education or training** and 6% reported having taken part in learning or training in the last two years.

- The main barriers reported to seeking employment, training or learning were ill health, age, a lack of suitable jobs or caring responsibilities.

Access to Financial Services and Welfare Reform

- 99.8% reporting having a **bank or building society account** (up from 97% in 2014)

- 61% were aware of the services provided by **Credit Unions** (up from 49% in 2014) and 8% currently use these services (up from 4% in 2014).

- Just over one quarter of respondents (27%) receive either some or all of their household income from **welfare benefits**. Of those, a series of questions were asked relating to welfare reform:
    - 39% would need help to complete forms online (58% would not require any help to apply for benefits)
    - 93% said that the UK Government's Welfare Reform programme/ Universal Credit has not had an impact on their household income. Where it has had an impact, 56% said that the impact has been substantial. It should be noted that Universal Credit was not fully rolled out in East Ayrshire until October 2017, therefore it may not have had its full impact yet.

Internet access

- Seven in ten respondents (70%) said they had **broadband internet** access at home (67% in 2014) and 64% said they had **mobile internet access** using a 3G or 4G network (57% in 2014). Significant trends can be seen in relation to access by age with internet access being almost universal for under 45s and falling to 41% for those aged 65 and over.

- The overall proportion of East Ayrshire respondents with internet access either via broadband or mobile technology in 2017 (81%) is consistent with the Scottish average reported in the 2015 Scottish Household Survey (80%).

- All respondents were asked about any **social media** sites they use. The majority of respondents (79%) said they used Facebook (51% in 2014), 48% use YouTube (22% in 2014) and 15% use Twitter (12% in 2014).

WELLBEING

Health Services

- Satisfaction levels with regard to a range of **health services** are largely similar compared to previous survey waves. The greatest changes are noted with respect to:
  - home care – where satisfaction has also decreased, from 89% in 2014 to 68% in 2017, however there are a large number of respondents stating 'neither nor' to this which may indicate a lack of awareness or specific usage of this service. Dissatisfaction is very low for this service (2%)
  - the ambulance service - where satisfaction has decreased from 93% in 2014 to 81% in 2017. Dissatisfaction is very low for this service (1%).
  - Addiction support – where satisfaction has increased from 54% in 2014 to 65% in 2017.

- Overall, 81% of survey respondents rated their **health** in general as very good or good, 14% rated it as fair and 5% said it was bad or very bad. Significant trends can be seen in survey analysis in relation to deprivation and disability with those who lived in the 30% most deprived data zones less likely to rate their health as very good or good (77%) than all other respondents (84%). Those who had a long-term health condition or disability were significantly less likely to rate their health as very good or good (24%) than all other respondents (92%).

- **Mental wellbeing**, measured using the Warwick-Edinburgh Mental Well-being Scale (WEMWBS), in East Ayrshire is positive compared to the Scottish average with a mean score of 27.6 for East Ayrshire compared to 24.5 for Scotland overall. Those with disabilities or long term health problems reported the lowest level of mental wellbeing.

- One in ten respondents said they eat the recommended 5 or more **fruit or vegetables** a day (10%). This is significantly less than the Scottish Average of 20% reported in the 2015 Scottish Health Survey.

- The proportion of respondents who currently **smoke** in 2017 (27%) is slightly lower than was reported in 2014 (31%), however, is higher than the Scottish Average as reported in the 2015 Scottish Health Survey 2015 (21%).

- Respondents were asked how often they consume **alcohol** at present. Over 1 in 5 respondents overall (22%) said they never drink alcohol and 7% said they do not drink alcohol any more. On the other hand, 22% said they consume alcohol less than once a month, 21% do this more than once a month but not weekly and 27% drink alcohol at least once a week.

- When they drink, 15% stated that they remain within the **recommended guidelines** for consumption (down from 46% in 2014).

- When asked what they believed would help encourage women to **breastfeed**, the top response was “support from friends and family” (52%), which is consistent with the top response given in 2014 (26%). This was followed by “support to continue to breastfeed when women return to work” (26%, 8% in 2014) and “feeling able to breastfeed in public” (25%, 10% in 2014).

- In terms of **men’s health**, 64% have visited their GP practice nurse in the last 12 months for a blood pressure check (61% in 2014), 47% (down from 55% in 2014) have had their cholesterol checked, 31% (down from 45% in 2014) have had prostate checks and 28% (down from 38% in 2014) have had testicular checks.

- Two percent of respondents stated they were a **carer**, that is, they provide help to someone with for example, washing and shopping (8% in 2014). Of these individuals, 38% said they were caring for a partner, 34% were caring for parents, 20% were the carer of a child and 4% were carers for someone else. 57% were aware of the Carers Centre (up from 5% in 2014) and 44% of those who were aware have registered with the Carers Centre as a carer (29% in 2014).

1. INTRODUCTION, BACKGROUND AND OBJECTIVES

1.1. Introduction

This report represents and discusses the findings to emerge from a programme of research carried out by Research Resource on behalf of the East Ayrshire Community Planning Partnership, to understand local priorities and views of residents on public service provision and to inform performance measurement and reporting in respect of Community Planning and the associated Local Outcomes Improvement Plan. This report details the findings to emerge from a survey undertaken in Summer 2017, and will enable comparisons to be made with the results of previous surveys undertaken in 2005, 2008, 2011 and most recently in 2014.

1.2. Background

East Ayrshire is a diverse area covering some 490 square miles with a population of 122,200 spread over both urban and rural communities. Kilmarnock is the largest urban area with a population of around 44,000. The rest of the population live in smaller communities, ranging from less than a hundred people in some villages and rural areas to around 9,000 in Cumnock, the second largest town.

Community Planning is about a range of partners in the public and voluntary sectors working together to better plan, resource and deliver quality services that meets the needs of people who live and work in East Ayrshire. It is not just about creating a plan, but about jointly tackling major issues such as health, transport, employment, housing, education and community safety.

The vision of the Community Planning Partnership is that:

East Ayrshire is a place with strong, safe and vibrant communities where everyone has a good quality of life and access to opportunities, choices and high-quality services which are sustainable, accessible and meet people's needs.

Collectively, the Community Planning Partners in East Ayrshire have developed a community plan which provides a blueprint for how they want to improve the lives of people living in East Ayrshire between 2015 and 2030. This is based around the key themes of:

- Economy and Skills
- Safer Communities
- Wellbeing

Underpinning the Community Plan will be a new Local Outcomes Improvement Plan and related Localities Plans. The plans will set out in detail the targeted activity to be progressed within localities in the short term and will constitute the performance improvement framework against which Partnership activity will be measured in the years ahead.

It was set against this background that East Ayrshire Community Planning Partners commissioned a residents' survey to inform the development of these Plans and assess performance against the improvement framework.

1.3. Objectives

The Community Planning Partners commissioned Research Resource to undertake a comprehensive Residents' Survey to:

- gain increased information on the demographics of the East Ayrshire population;
- gain an increased understanding of local priorities and views of residents on public service provision/satisfaction;
- inform development of our new Local Outcomes Improvement Plan and related Locality Plans;
- gain data, and undertake a comparison with the findings of the Residents' Surveys carried out in 2005, 2008, 2011 and 2014, which will inform development and reporting in respect of Community Planning and the associated Local Outcome Improvement Plan and Locality Plans; and
- demonstrate trends over the period of the five surveys.

The main overarching objectives of the research were to:

- provide a quantitative and qualitative survey to establish residents' views on Community Planning Partner's services and their priorities for potential future improvements;
- survey opinion and attitudes of excluded or marginalised groups in East Ayrshire, including young people, people with a disability and the ethnic minority population;

A number of specific objectives have been identified to achieve the main aims, namely:

- identifying residents' experiences of a number of key services provided by Community Planning Partners;
- identifying residents' preferences for future improvements in service delivery;
- detailing the views of residents' on their involvement in decisions that are made by Community Planning Partners;
- assessing and collating the perceptions which residents have of their community to highlight key local priorities;
- identifying the main conclusions, which may be drawn from the survey findings, setting out the implications for development of Community Planning Partners' future strategies and policies;

- ensuring that the survey will allow benchmarking and comparison, which will be carried out by the successful tenderer, with the Community Planning Residents' Surveys commissioned in 2005, 2008, 2011 and 2014, demonstrating trends over the period;
- ensuring that the survey will allow benchmarking and comparison with national surveys conducted by the Scottish Government, such as the Scottish Household Survey, the Scottish Health Survey, the Scottish Crime and Justice Survey, the Scottish House Condition Survey, the Scottish Environmental Attitudes Survey, the Scottish Social Attitudes Survey and the Census 2011; and
- ensuring that the survey provides baseline data which will allow local comparison between communities identified as the 0-15% and 15-30% most deprived datazones, (as detailed in the Scottish Index of Multiple Deprivation 2016) and the rest of the community.

This report provides analysis which links to the themes of East Ayrshire's Community Plan.

2. METHODOLOGY

2.1. Research Method

The survey was undertaken utilising a face to face methodology with East Ayrshire residents. The face to face survey methodology is the methodology that is most effective for undertaking the resident satisfaction survey as it involves administration of a fairly lengthy questionnaire which also asks some data of a personal nature. An interviewer led methodology, such as door to door, allows the interviewer to build up a rapport with the respondent, ensuring that the questionnaire is answered in full and allowing explanation of the necessity for asking personal data, providing high quality output and a positive interviewing experience.

After consultation with East Ayrshire Community Planning Partners, a survey questionnaire was agreed which fully met their information needs and requirements. The questionnaire was kept similar to those used in 2005, 2008, 2011 and 2014 to allow comparisons to be made and to identify any trends and fluctuations in service delivery. However, the survey was adapted in order to allow the current issues in East Ayrshire to be addressed in the survey. Moreover, some questions were adapted in order to bring survey questions in line with national comparator questions from the Scottish Household Survey and the Scottish Health Survey.

Prior to finalisation and sign off of the questionnaire a pilot of 20 interviews was undertaken by two senior interviewers in order to ensure that the questionnaire structure flows easily, the routing of questions was complete and that the questions were understood by a range of respondents. After the pilot, a brief report was provided to the Community Planning partners with any recommendations in terms of amendments to the questionnaire raised. Any amendments as a result of this feedback were then made to the questionnaire and a final version was then circulated to all partners for final review and sign off in advance of fieldwork.

2.2. Sample Size

A total of 2,308 interviews were undertaken with East Ayrshire residents providing data accurate to +/- 2% overall.

Fieldwork commenced on the 20th of June 2017 and was completed by the 18th of August 2017. All interviews were undertaken using paper questionnaires and entered by a team of data processors.

Research Resource were provided with the addresses of all properties within East Ayrshire. Within this database, a stratified sample on the basis of data zone within multi member ward and by deprivation was drawn. It was agreed that interviews would be allocated disproportionately across Wards in order to provide statistcally robust data at this level. Interviews were spread across wards, by datazone, with quotas set by age, gender and deprivation within datazone. This was to ensure that a geographical spread was achieved and that the achieved sample is representative at the local level.

In addition, the Planning Partners expressed a desire to boost the sample size within the most deprived datazones (0-5% most deprived) in order to allow more robust analysis at this level. This meant achieving an additional 300 interviews across these most deprived datazones (30 per datazone). With this boosted sample in addition to the pro rata spread of interviews from the 2,000 interviews, this would mean achievieving a total of 417 interviews in the most deprived areas which will allow for robust analysis at this level.

This disproportionate approach to sampling meant that the data within this report has been weighted to the overall population profile of East Ayrshire on the basis of multi member ward and SIMD. Appendix 1 of this report provides an analysis of the profile of interviews achieved by multi member ward, SIMD, age and gender relative to the East Ayrshire population. Appendix 2 of the report includes a summary infographic of the profile of respondents we spoke to during the course of the survey.

2.3. Interviewing and Quality Control

All interviewing was undertaken by Research Resource's highly trained and experienced field force, all of whom are highly experienced in undertaking customer satisfaction surveys for Housing Associations and Local Authorities. A total of 10 interviewers worked on the 2017 East Ayrshire Residents Survey and **10% of each interviewer's work was back checked to ensure that interviews have been completed accurately and in line with ISO 20252 standards.**

2.4. Survey Analysis and Reporting

This report provides an overall analysis of the findings of the survey for East Ayrshire Partnership overall. To allow for more in-depth analysis at Locality and Multi Member Ward level, separate reports have also been prepared which provide local area analysis.

In reading these reports, a number of points should be noted:

- The findings are based upon a sample of residents, rather than the whole population of East Ayrshire being interviewed, therefore, all results are subject to sampling tolerances and not all differences will be statistically significant.
- Results have been compared to the previous East Ayrshire Resident Surveys as appropriate, but in comparing results, it should be noted that the demographics of the area may have changed in this period.

When reporting the data in this document, in general, percentages in tables have been rounded to the nearest whole number. Responses greater than 0% but less than 0.5% are shown as 0% and responses between 0.5% and less than 1% are rounded to 1%. Columns may not add to 100% because of rounding or where multiple responses to a question are possible. The total number of respondents to each question is shown either as 'Base' or 'n=xxx' in the tables or charts. Where the base or 'n' is less than the total number of respondents, this is because respondents may be 'routed' past some questions if they are not applicable. The percentages reported are weighted percentages. Where categories have been added together and referenced in the text of the report, these percentages have been calculated using the counts achieved to each option rather than adding together rounded percentages.

3. Partnership priorities and contact

3.1. Contact with East Ayrshire Community Planning Partners (Q6-14)

3.1.1. Being kept well informed by Community Planning Partners (Q6/7)

All respondents were asked how well informed they felt they were about the services provided by each of the Community Planning Partners in East Ayrshire. Analysis of the extent to which respondents stated that they feel either very well informed or fairly well informed about Community Planning Partner services shows that residents feel most informed about the services provided by:

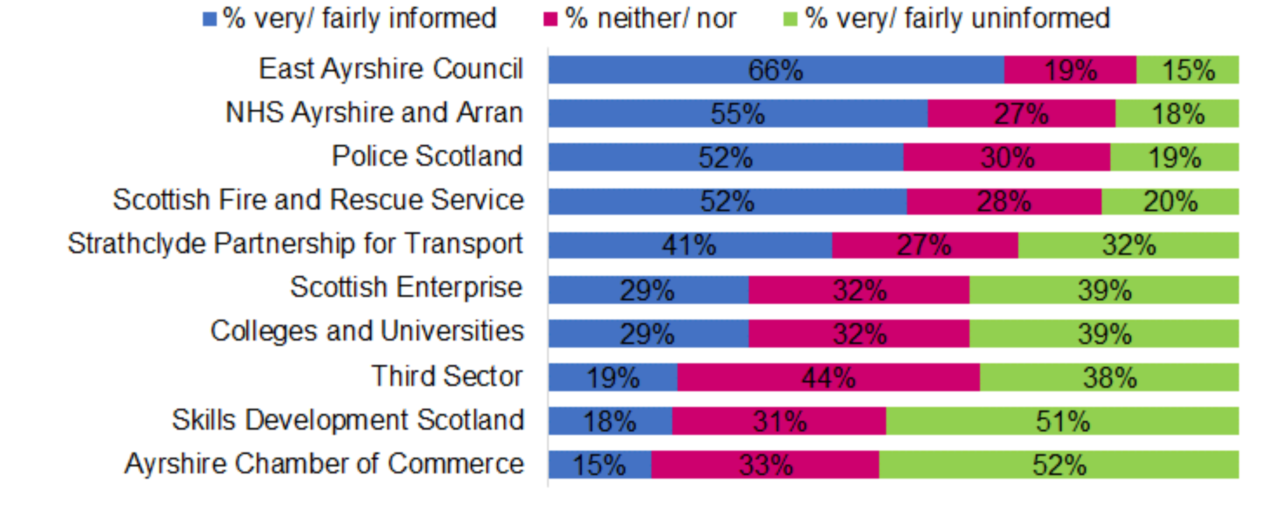
66%	• East Ayrshire Council
55%	• NHS Ayrshire and Arran
52%	• Police Scotland
52%	• Scottish Fire and Rescue Service
41%	• Strathclyde Partnership for Transport

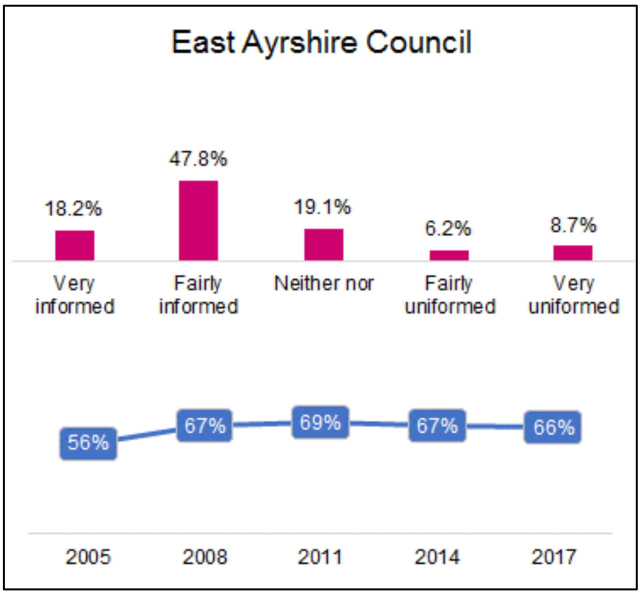
The extent to which residents feel informed by these five Community Planning Partners have stayed relatively similar since 2014, with the exception of NHS Ayrshire and Arran where the extent to which residents say they feel informed has decreased from 78% in 2014 to 55% in 2017.

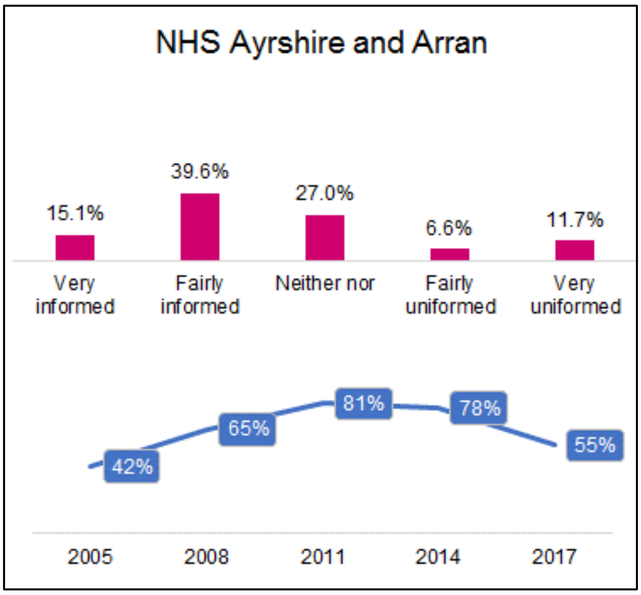
Whilst the extent to which residents feel informed is lower for other community planning partners, there has been rising awareness of the extent to which residents feel informed about the services provided by Scottish Enterprise (rising from 15% to 29%), Skills Development Scotland (rising from 11% to 18%) and Ayrshire Chamber of Commerce (rising from 3% to 15%).

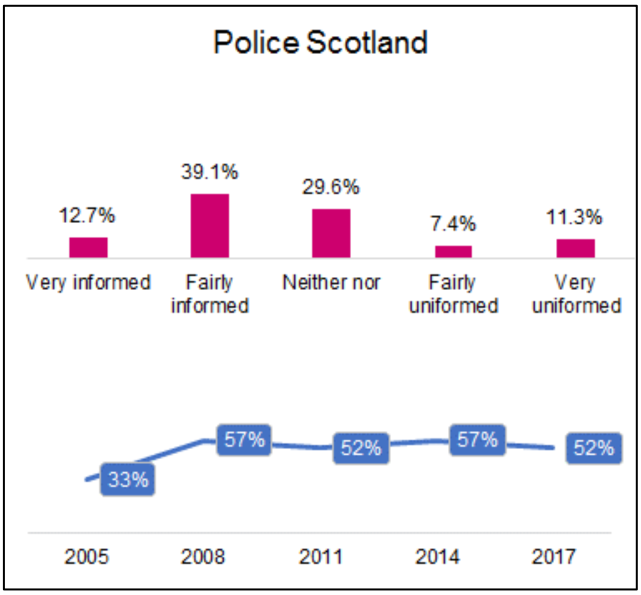
Two thirds of respondents (66%) stated that they would know how and where to contact each of the Community Planning Partners. This has remained relatively consistent over the last few survey waves, falling marginally from 69% in 2014 and is the same as the 66% reported in 2011.

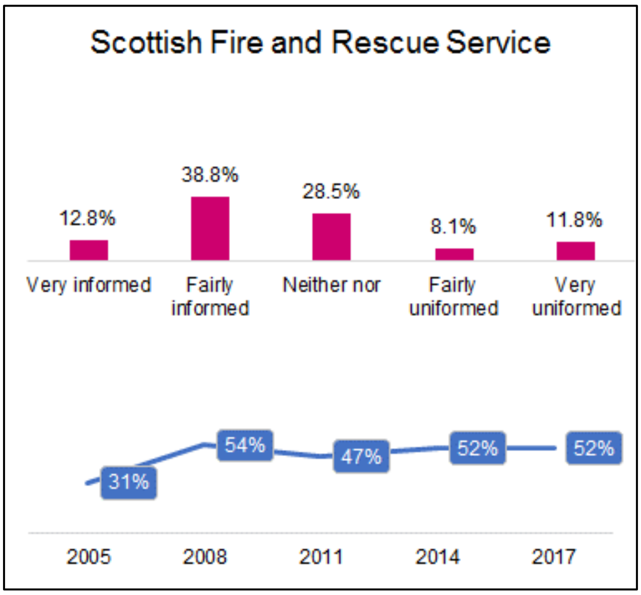
Q6 Thinking of each community planning partners in East Ayrshire, how well informed do you feel about the services that each of these provide in your local area?

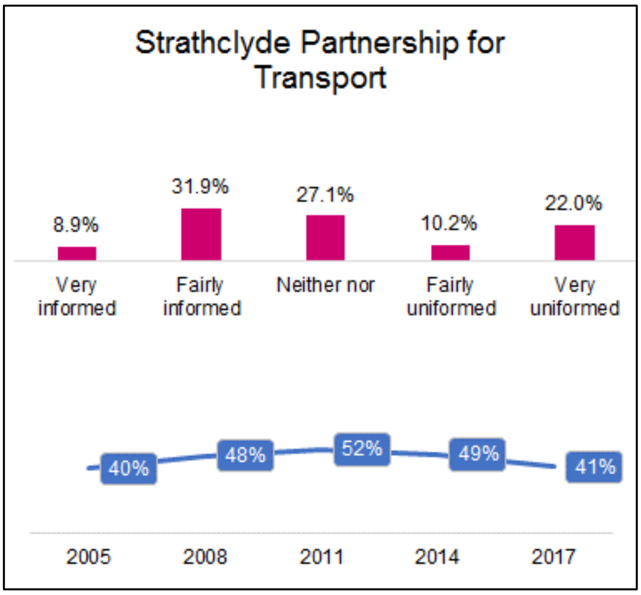


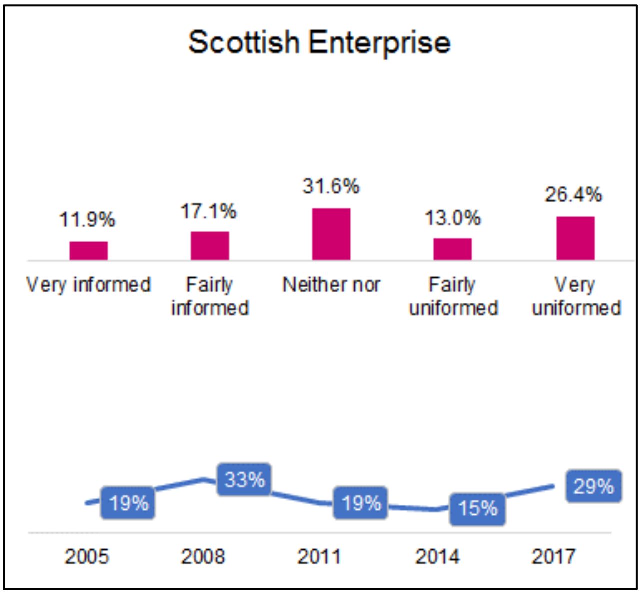


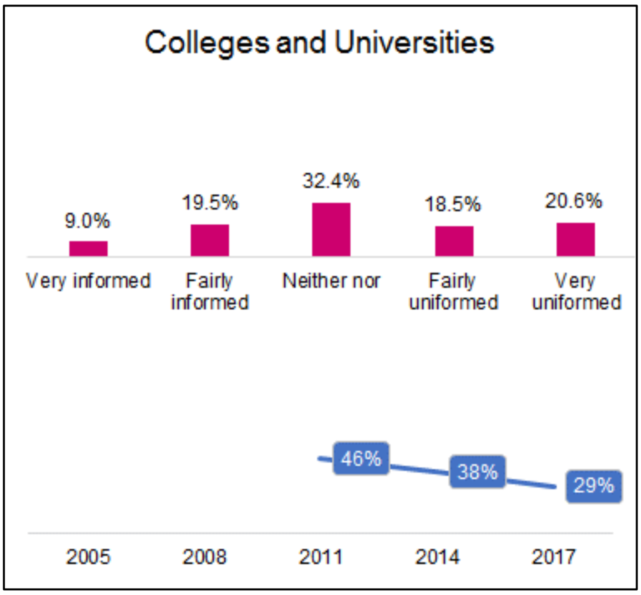


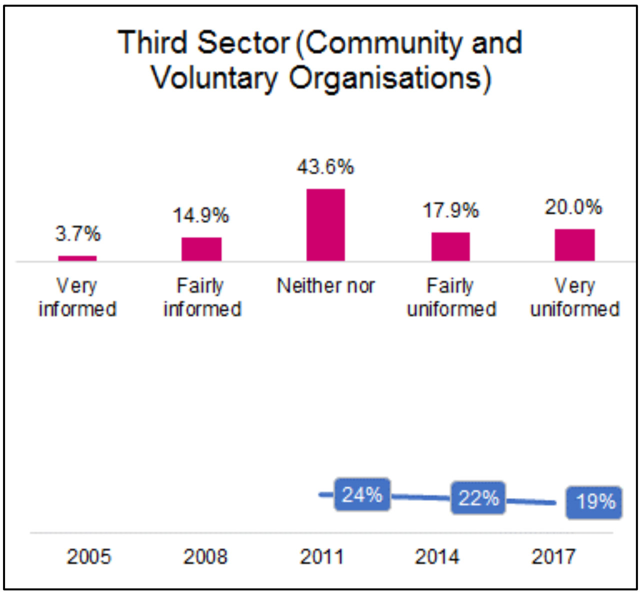


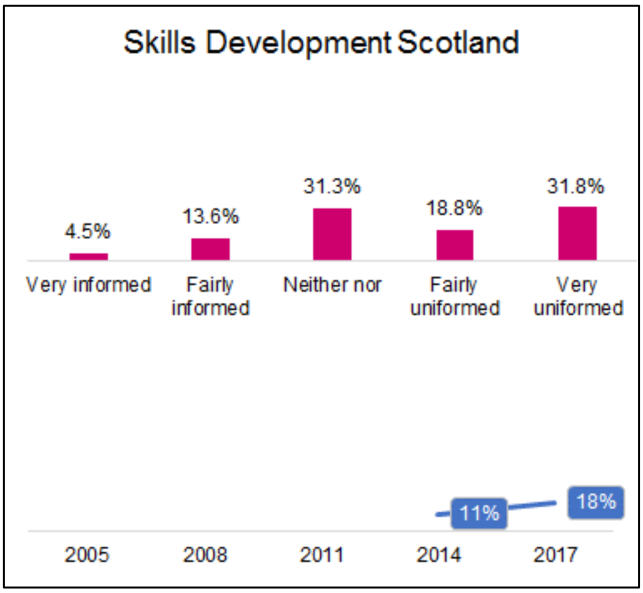


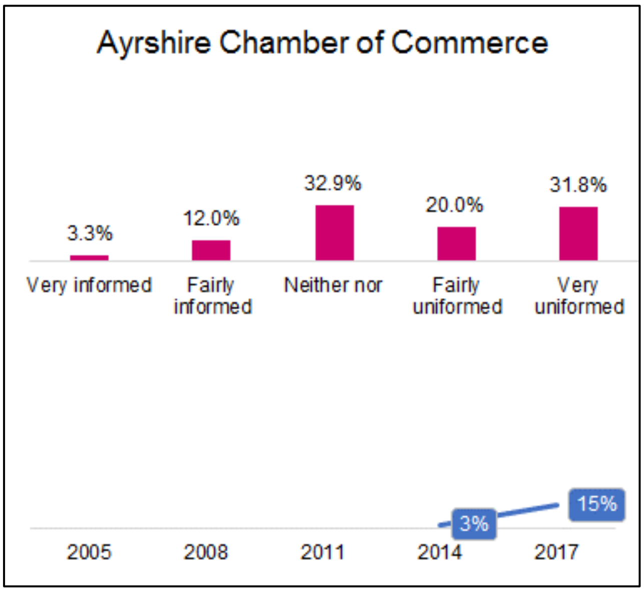












BB Trendline shows % very/ fairly informed
Please note where this no trend data this is where the question has not been asked in previous years.

3.1.2. Used and preferred methods of contacting Community Planning Partners (Q8)

When asked their preferred methods of contacting Community Planning Partners, telephone remains the preferred future method of contact. This has been consistent over survey waves.

Q8a What is your preferred future method of contact with Community Planning Partners?					
	2005	2008	2011	2014	2017
By telephone	63%	61%	75%	69%	79%
Via the website	5%	9%	5%	6%	7%
In person at an office	22%	23%	12%	16%	4%
By letter	3%	6%	2%	1%	3%
Through email	1%	1%	3%	2%	3%
Via Social media	-	-	-	-	2%
Other	6%	0%	3%	6%	2%

Unweighted base: 2017, n=1,823

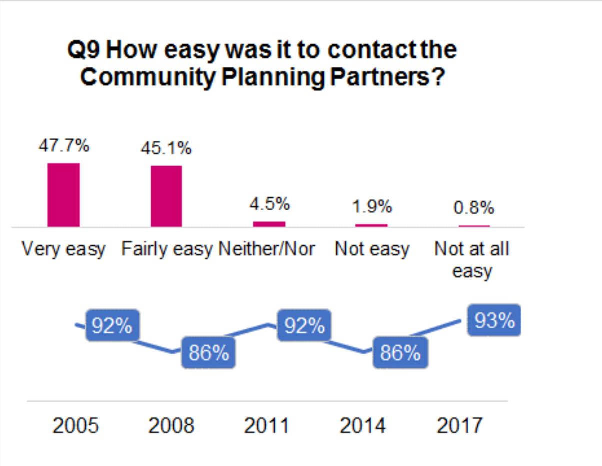
Thinking about the last contact with Community Planning Partners, again telephone is the main method of making contact. Whilst this is consistent with other years as being the main method of contact, there has been a decrease in reported contact with Community Planning Partners.

Q8b Thinking of the last time you contacted any of the Community Planning Partners, how did you do so?					
	2005	2008	2011	2014	2017
By telephone	44%	42%	39%	52%	30%
In person at an office	19%	14%	8%	14%	2%
By letter	4%	4%	1%	1%	1%
Through email	0%	1%	2%	1%	1%
Via the website	1%	2%	2%	2%	1%
Via Social media	-	-	-	-	0%
Other	-	-	-	-	0%
Never contacted any partner (Included cannot remember in 2005-2014)	32%	37%	46%	30%	64%

Unweighted base: 2017, n=1,823

3.1.3. Ease of contacting Community Planning Partners (Q9)

The vast majority of respondents who had contacted any of the Community Planning Partners stated that they found it either very easy or fairly easy to do so (93%). This has been consistently high over the years that residents have been surveyed but represents a small increase compared to 2014 where 86% stated that they found it easy to contact the Community Planning Partners.



Q9 How easy was it to contact the Community Planning Partners?					
	2005	2008	2011	2014	2017
Very easy	50%	35%	55%	56%	48%
Fairly easy	42%	51%	37%	30%	45%
Neither/Nor	3%	9%	4%	7%	4%
Not easy	2%	2%	3%	4%	2%
Not at all easy	3%	3%	1%	3%	1%
% very/ fairly easy	**92%**	**86%**	**92%**	**86%**	**93%**
% not easy/ not at all easy	**5%**	**5%**	**4%**	**7%**	**3%**

Unweighted base: 2017, n=873; NB Trendline shows % very/ fairly satisfied

3.1.4. Reason for contacting Community Planning Partners (Q10)

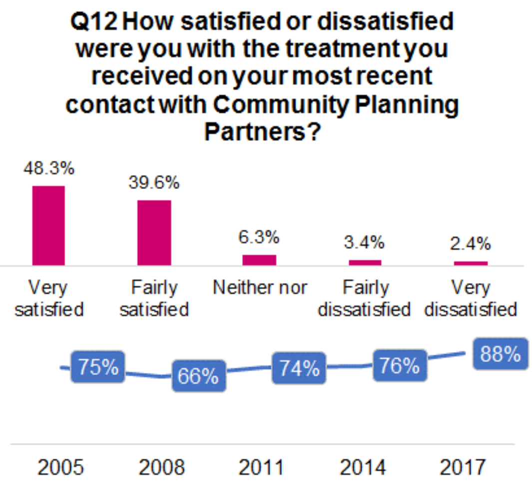
The main reason reported for contacting any of the Community Planning Partners was to request a service (62%). This has consistently been the main reason for contacting Community Planning Partners over the years but the extent to which this was reporting as being the main reason has increased from 33% to 62%. There has been a decrease in making enquiries compared to previous survey waves, falling from 24% in 2014 to 7% in 2014.

Q10 Thinking of the most recent time you contacted any of the Community Planning Partners, what was your main reason for doing this?					
	2005	2008	2011	2014	2017
To request a service	36%	46%	35%	33%	62%
To make an enquiry	19%	14%	23%	24%	7%
To get information or advice about a service	4%	5%	4%	6%	6%
To request action	21%	22%	21%	20%	6%
To make a payment	6%	4%	2%	3%	6%
To get general information or advice	2%	2%	2%	5%	5%
To make a complaint about something else (e.g. A noisy neighbour)	4%	2%	2%	1%	3%
To make a complaint about a service	5%	3%	2%	2%	2%
To make an application (e.g. For housing benefit)	1%	1%	1%	3%	1%
On a business-related matter	1%	0%	1%	0%	0%
In response to a communication	1%	1%	0%	1%	0%
Another reason	-	-	-	-	3%

Unweighted base: 2017, n=873

3.1.5. Satisfaction with treatment received when contacting Community Planning Partners (Q12)

Where respondents have had contact with any of the Community Planning Partners, they were asked how satisfied or dissatisfied they were the treatment they received. Just under nine in ten respondents (88%) said they were either very or fairly satisfied with the treatment they received on their most recent contact. This has increased from 76% in 2014.



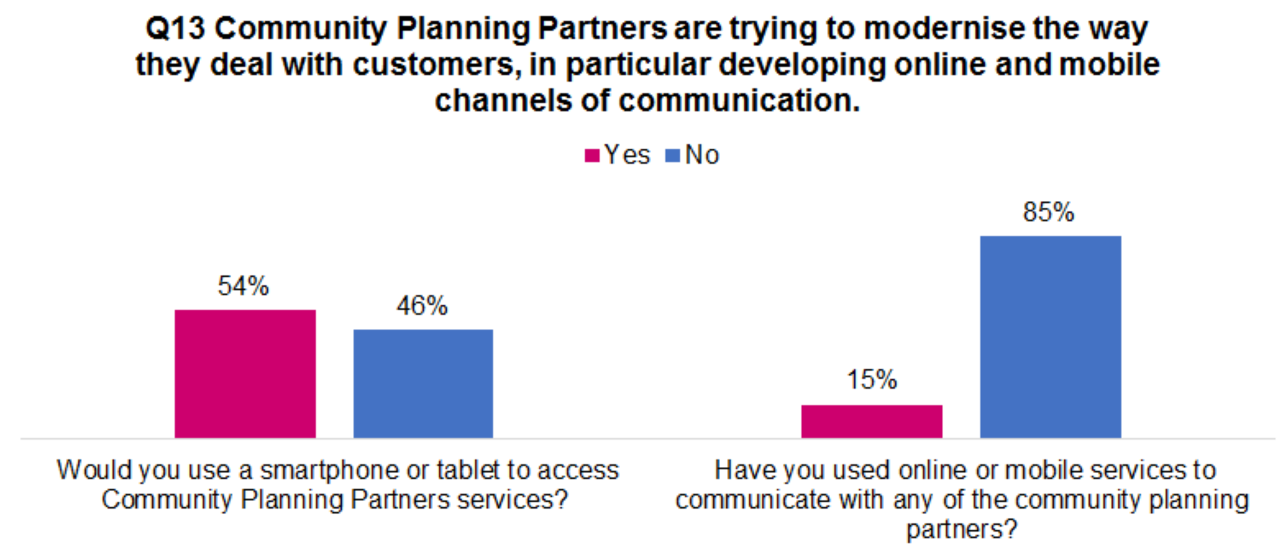
Q12 How satisfied or dissatisfied were you with the treatment you received on your most recent contact with Community Planning Partners?

	2005	2008	2011	2014	2017
Very satisfied	26%	26%	43%	43%	48%
Fairly satisfied	49%	40%	31%	33%	40%
Neither/Nor	5%	8%	7%	11%	6%
Fairly dissatisfied	9%	8%	10%	7%	3%
Very dissatisfied	11%	18%	9%	6%	2%
% very/ fairly satisfied	**75%**	**66%**	**74%**	**76%**	**88%**
% very/ fairly dissatisfied	**20%**	**26%**	**19%**	**13%**	**5%**

Unweighted base: 2017, n=873; NB Trendline shows % very/ fairly satisfied

3.1.6. Modernising the ways Community Planning Partners deal with customers (Q13)

All respondents were asked if they would be willing to use online or mobile communication channels. Whilst just 15% of respondents said they have used online or mobile services to contact any of the Partners, over half (54%) said they would be willing to do so in the future. When this is analysed by age, younger respondents are significantly more likely to state that they would use a tablet or smartphone to access services with 76% of those aged under 35 and 60% of those aged 35-64 willing to make contact in this way compared to just 18% of those aged 65 and over.

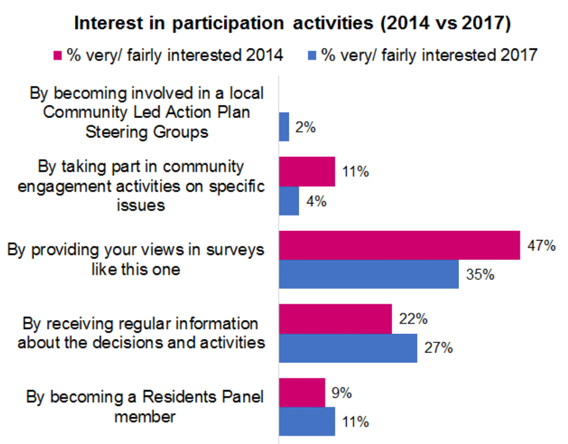


Unweighted base: 2017, n=2,308

Those that said they would not be willing to use online or mobile services to communicate with Community Planning Partners were asked what would encourage them to do so. The main response given was that 'nothing' would encourage them to do so (77%). This was the case across all age and demographic characteristics.

3.1.7. Interest in becoming more involved in Community Planning Partner decisions (Q14)

Interest in becoming more involved in Community Planning Partner decisions and, as shown in the table below, the majority were not interested in becoming more involved. The level of interest was greatest in terms of providing their views in surveys (35%) and lowest in becoming involved in local community led action plan steering groups. Analysis shows that those in the youngest age group (under 35s) were least likely to be interested in giving their views or becoming more involved generally.



Q14 How interested are you in the following ways of becoming more involved in Community Planning Partners decisions?

	Very interested	Fairly interested	Neither nor	Not very interested	Not at all interested
By becoming a Residents Panel member	1.4%	9.8%	5.8%	29.1%	53.9%
By receiving regular information about the decisions and activities	1.6%	25.6%	16.7%	23.6%	32.5%
By providing your views in surveys like this one	1.6%	33.6%	22.3%	14.9%	27.6%
By taking part in community engagement activities on specific issues	0.9%	2.7%	12.2%	44.2%	40.1%
By becoming involved in a local Community Led Action Plan Steering Groups	0.7%	1.2%	11.1%	44.8%	42.3%

Unweighted base: 2017, n=2,308

3.2. Community planning priorities (Q89)

Respondents were asked to select from a list of services and facilities provided by the Community Planning Partners, which 5 they perceived as being most important. A full breakdown of the results to this question across the period 2005 to 2017 can be found in the appendix. The top five services that respondents thought were the most important were as follows:

48%	• Local doctor (GP)
39%	• Hospitals
36%	• Repairs to roads, footpaths and cycle paths
27%	• Police Service
23%	• Parks, playparks, open spaces

Medical services such as local doctor and hospitals have consistently remained the top two priorities for respondents since 2005. However, the importance of local doctors and hospitals have both seen a decrease since 2014. Services which have seen an increase in importance since 2014 include parks, playparks and open spaces (increased by 17 percentage points), road safety (increased by 14 percentage points) and repairs to roads, footpaths and cycle paths (increased by 13 percentage points).

Q89 Which services do you think are most important?					
	2005	2008	2011	2014	2017
Local doctor (GP)	36%	44%	65%	72%	48%
Hospitals	45%	63%	60%	60%	39%
Repairs to roads, footpaths and cycle paths	14%	20%	14%	23%	36%
Police service	44%	42%	42%	35%	27%
Parks, playparks, open spaces	14%	7%	8%	6%	23%

Unweighted base: 2017, n=2,308

4. Safer communities

4.1. Key theme within the Community Plan

In terms of the Community Planning Theme of 'Safer Communities', the Community Planning Partners have the objective of ensuring that:

> *East Ayrshire is a safe place to live where crimes of public disorder and violence have continued to reduce.*

Partners also wish to:

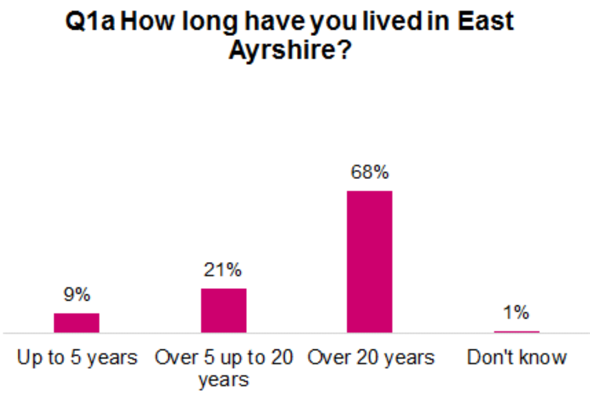
> *Ensure that people feel safe within their own homes and communities.*

This section of the report considers how residents feel about their neighbourhood and quality of life, satisfaction with a range of services provided in their neighbourhood, community participation and involvement and also community safety.

4.2. Neighbourhood (Q1-5)

4.2.1. Length of stay in East Ayrshire / Current Home (Q1a and Q1b)

The survey began by asking residents how long they had lived in both East Ayrshire and their current home. The results show a similar trend to previous years where the vast majority of respondents (68%) have lived in their neighbourhood for over 20 years. This suggests that East Ayrshire has a stable population.

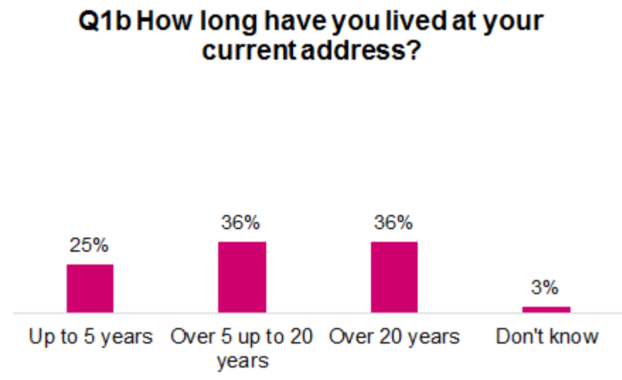


Q1a How long have you lived in East Ayrshire?	2005	2008	2011	2014	2017
Up to 5 years	9%	11%	11%	11%	9%
Over 5 up to 20 years	19%	16%	16%	22%	21%
Over 20 years	70%	72%	73%	66%	68%
Don't know	2%	1%	0%	1%	1%

Unweighted base: 2017, n=2,308

There were clear trends by age with older respondents most likely to have lived in East Ayrshire for the greatest period of time. Interestingly, there was also a correlation between deprivation and the length of time respondents have lived in East Ayrshire with those living in the most deprived 0-5% most likely to have lived in East Ayrshire for over 20 years (80%).

In terms of living at their current address, almost three quarters of respondents stated that they have lived at their current address for at least 5 years.



Q1b How long have you lived at your current address?	2011	2014	2017
Up to 5 years	37%	37%	25%
Over 5 up to 20 years	30%	33%	36%
Over 20 years	34%	30%	36%
Don't know	-	-	3%

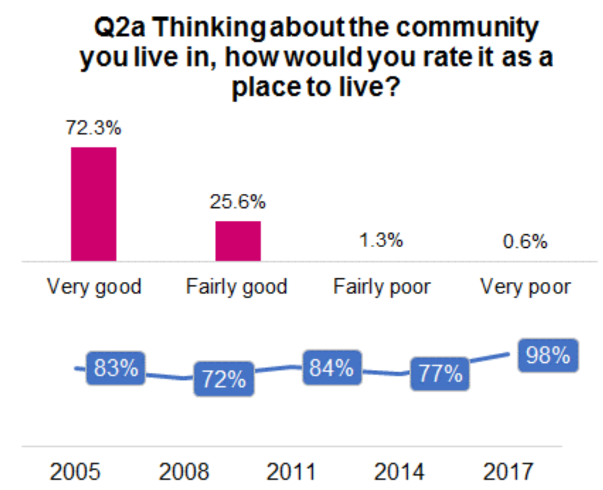
Unweighted base: 2017, n=2,308

Analysis shows that men were much more likely to have lived at their current address for over 20 years (42%) than women (30%). Those with a disability were also more likely to have lived at their current address for more than 20 years (51%).

4.2.2. Satisfaction with neighbourhood quality of life (Q2a)

Satisfaction with quality of life in the town or village respondents live was high with 98% stating that it is either a very good or fairly good place to live. It should be noted that the question and response options in 2017 were changed to bring the survey in line with the Scottish Household Survey. As a result, the 'neither good nor poor' category was removed from the response options. The results compared to previous years should therefore be treated with caution. The question in the table below shows the wording for the previous survey question and response options whereas the chart shows the question and response options used in 2017.

Compared to the Scottish average from the Scottish Household Survey, where 95% rate quality of life in their neighbourhood as either very or fairly good, East Ayrshire residents are slightly more positive.

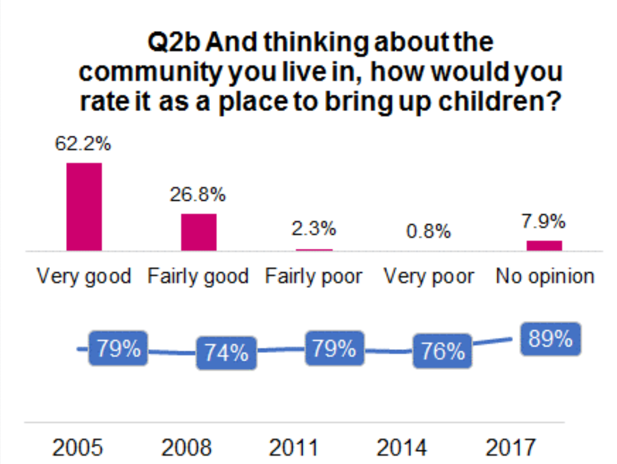


Q2a In terms of quality of life, do you consider your town or village to be a good place to live?	2005	2008	2011	2014	2017
Very good	32%	26%	29%	22%	72.3%
Fairly good	51%	46%	55%	55%	25.6%
Neither/Nor	8%	15%	11%	16%	-
Fairly poor	5%	7%	4%	6%	1.3%
Very poor	4%	6%	1%	1%	0.6%
% very/ fairly good	**83%**	**72%**	**84%**	**77%**	**98%**
% very/ fairly poor	**9%**	**13%**	**5%**	**7%**	**2%**

Unweighted base: 2017, n=2,308; NB the neither/ nor category was removed from the 2017 questionnaire. Trendline shows % very/ fairly good

4.2.3. Neighbourhood as a place to bring up children (Q2b)

When considering their neighbourhood as a place to bring up children, again the question was changed in 2017. Overall, just under nine out of ten respondents rated their community as either a very good or fairly good place to bring up children.



Q2b How would you rate your neighbourhood as a place to bring up children?	2005	2008	2011	2014	2017
Very good	32%	26%	31%	21%	62.2%
Fairly good	47%	48%	48%	55%	26.8%
Neither/Nor	11%	18%	16%	18%	-
Fairly poor	5%	6%	4%	4%	2.3%
Very poor	2%	2%	1%	2%	0.8%
Don't know	3%	0%	0%	0%	7.9%
% very/ fairly good	**79%**	**74%**	**79%**	**76%**	**89%**
% very/ fairly poor	**7%**	**8%**	**5%**	**6%**	**3%**

Unweighted base: 2017, n=2,308; NB the neither/ nor category was removed from the 2017 questionnaire. Trendline shows % very/ fairly good

Respondents who stated that their community was not a good place to live or bring up children were asked why that was. The main reason given was a lack of facilities for kids (57%) followed by the fact that the area is run down (16%) or due to anti-social behaviour (12%). Due to the small numbers of respondents who said their community was a 'poor' place to live or bring up children, these results should be treated with caution.

Q2 Can you please explain why you say this?	
Unweighted base, n=81	**%**
No facilities for kids	57.4%
Area run down/ poorly maintained/ gone downhill	16.3%
Anti-social behaviour/ anti-social neighbour issues	12.1%
Too many private lets/ undesirables moving into the area	7.2%
Drug issues	6.0%
Roads/ pavements needing fixed/ poor condition	5.8%
Gardens are a mess/ not looked after	3.7%
Dog fouling/ problem with dogs	3.6%
Litter problem	3.1%
Poor parking facilities	2.7%
Other	7.4%
Don't know	2.9%

4.2.4. Neighbourhood likes and dislikes (Q3/4)

All respondents were asked about which aspects of their immediate community they particularly like. In 2017 this question was asked as an open question by interviewers and then coded in order that respondents top priorities or thoughts were considered. In previous survey waves respondents were prompted with a showcard therefore comparison of results year on year should be treated with caution.

The top aspects that residents most like about their immediate community were:

- Quiet/ peaceful (52%)
- Good neighbours (50%)
- Friendly people (45%).

These have been consistent in previous survey waves.

Analysis by deprivation shows that the top three remain consistent in all areas. However, there are notable differences by deprivation in terms of the extent to which respondents rate the area as being well maintained (1% in the most deprived 0-5% stated this as an aspect they particularly like compared to 13% out with the most deprived data zones).

Q3 What aspects of the immediate neighbourhood, if any do you particularly like?					
	2005	2008	2011	2014	2017
Quiet/peaceful	55%	45%	58%	49%	52%
Good neighbours	64%	56%	55%	46%	50%
Friendly people	66%	53%	62%	54%	45%
Safe area/low crime	42%	24%	38%	36%	18%
Good local schools	26%	20%	26%	20%	14%
Good sense of community	35%	24%	24%	25%	14%
Area well maintained	39%	26%	23%	18%	10%
Convenient shop/other amenities	30%	19%	27%	30%	9%
Good outlook/ view	29%	20%	23%	27%	9%
Nicely landscaped/open spaces	28%	17%	16%	16%	6%
Good local shops	23%	19%	14%	16%	5%
Good public transport	39%	26%	26%	23%	5%
Good facilities for children	12%	7%	6%	10%	3%
No/little traffic	16%	11%	16%	10%	3%
Good local leisure facilities	10%	5%	5%	7%	2%
Good street lighting	37%	27%	24%	29%	2%
No/little litter/graffiti	15%	11%	10%	9%	2%
Safe/slow traffic	13%	9%	10%	7%	2%
Good local groups/ activities	-	-	-	-	0%
Other	-	-	-	-	1%
Nothing	3%	4%	2%	6%	2%

Unweighted base: 2017, n=2,308

When asked which aspects of their neighbourhood they particularly dislike, most commonly noted were:

- Poor local shops (10%)
- Nowhere for children to play (10%)
- Young people hanging about/ nothing for young people to do (9%).

Again, care should be taken when comparing these results to previous surveys due to the fact that the question was asked unprompted in 2017 and prompted in previous years.

Analysis by deprivation shows that those living in the most deprived 0-5% (48%) and the most deprived 5-15% (44%) were less likely to say there was 'nothing' they particularly dislike than those living outwith the most deprived areas (56%).

Those living in the most derived 0-5% were more likely to report that they particularly disliked 'drug abuse' (12%), whereas those living in the most deprived 5-15% were most likely to state that they particularly disliked 'poor local shops' (14%), young people hanging about (12%) and poor local leisure facilities (12%).

Q4 What aspect of your neighbourhood, if any do you particularly dislike?

	2005	2008	2011	2014	2017
Poor local shops	11%	12%	7%	6%	10.2%
Nowhere for children to play	26%	23%	13%	8%	10.1%
Young people hanging about/nothing for young people to do	43%	34%	26%	19%	9.2%
Drug abuse	21%	21%	17%	14%	6.3%
Poor local leisure facilities	21%	14%	11%	6%	6.3%
Parking problems	11%	14%	7%	6%	6.1%
Fast/speeding traffic	24%	20%	10%	11%	3.7%
Poor public transport	3%	3%	7%	2%	2.9%
Roads/Pavements	-	-	-	-	2.6%
Problems with dogs	22%	16%	16%	10%	2.5%
Area poorly maintained/run down	8%	12%	7%	8%	2.3%
Litter/graffiti	11%	10%	5%	5%	2.3%
Too much traffic	9%	10%	5%	5%	2.1%
Poor street lighting	4%	5%	7%	1%	1.0%
Problem with neighbours	8%	9%	4%	4%	1.0%
Alcohol abuse	21%	18%	13%	13%	0.9%
Vandalism	18%	18%	10%	4%	0.9%
Noise	10%	12%	4%	2%	0.8%
Poor local schools	3%	2%	1%	1%	0.7%
Poor outlook/view	4%	5%	4%	1%	0.4%
Unsafe area/crime	8%	8%	5%	5%	0.4%
Poor access to learning and teaching opportunities	0%	0%	4%	3%	0.3%
Other	-	-	-	-	2.1%
Nothing	19%	18%	23%	45%	53.2%

Unweighted base: 2017, n=2,308

4.2.5. Top priority for improvement to the neighbourhood (Q5)

Respondents were asked an open question with regard to their top priority for improvement to their neighbourhood. Respondents could answer in any way they wished. This has then been coded thematically in order to allow for analysis. As shown in the table below, the top priorities were:

- Facilities for kids/ more for kids to do (12%)
- Improved shopping centre/ better shops (8%)
- Fix roads/ pavements/ paths (8%).

Q5 What would be your top priority for improvement?	
Unweighted base 2017: n=2,308	**%**
Facilities for kids/ more for kids to do	12%
Improve shopping centre/ better shops	8%
Fix roads/ pavements/ paths	8%
Improve/ provide leisure facilities	4%
Car parking facilities	3%
Drug abuse/ get rid of junkies	2%
Better bus service/ affordable	2%
Clean up area of litter/ rubbish	2%
Upgrade/ improve housing	2%
Traffic calming measures e.g. speed bumps/ signs	2%
Deal with dog fouling	1%
Jobs for young people	1%
More Policing	1%
Vet tenants/ too many undesirables moving into the area	1%
Gardens/ back courts kept maintained	1%
Happy as it is	1%
Improve/ maintain area	1%
Bins e.g. need emptied/ no recycling facilities	0%
Cheaper rents	0%
Winter gritting	0%
Other	1%
Don't know	14%
Nothing	34%

4.3. Community services and involvement (Q15-21)

4.3.1. Quality of community services (Q15-17)

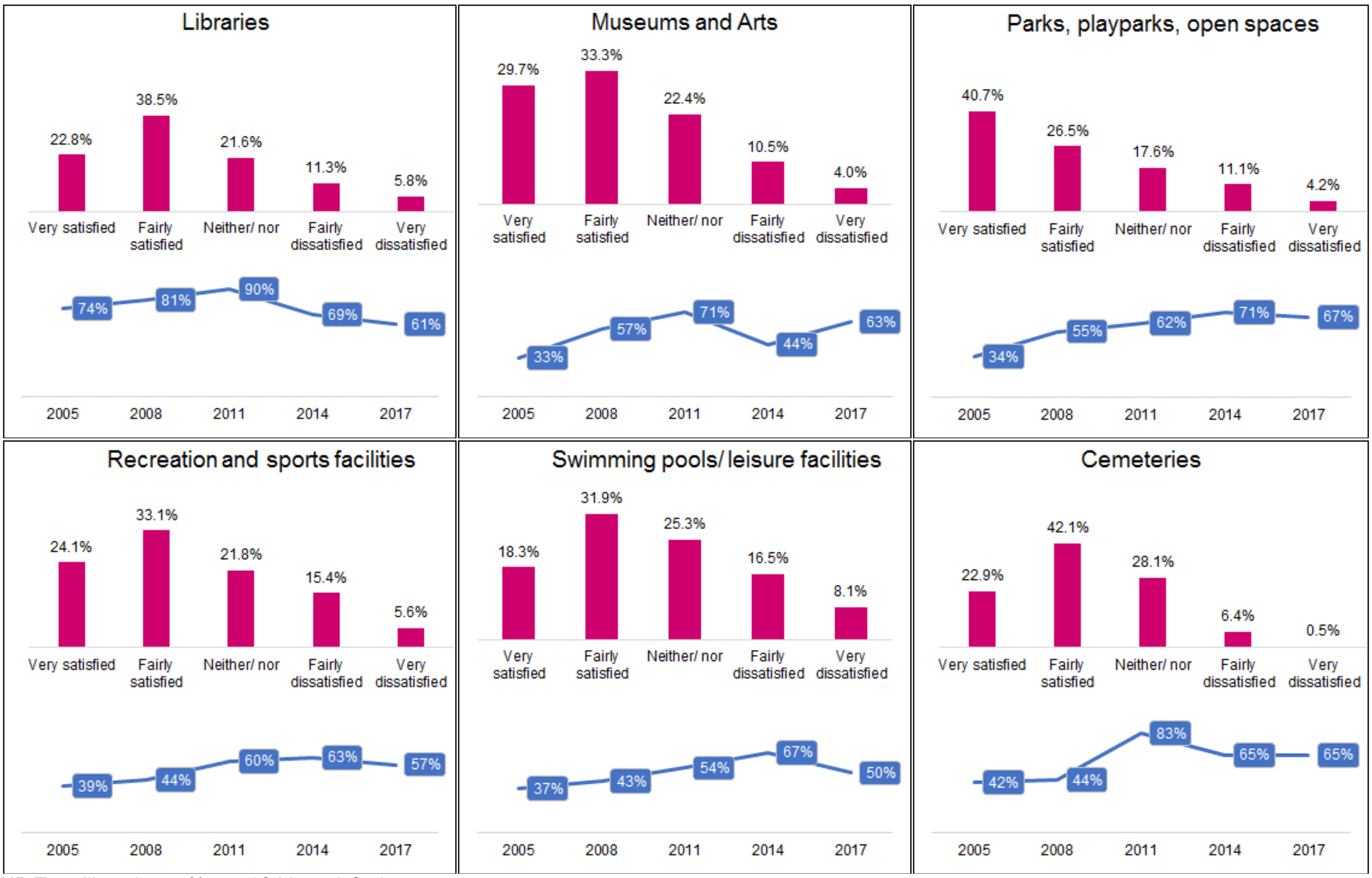
All respondents were asked about their satisfaction with a range of community services. Full data tables, incorporating the number of respondents for each aspect in addition to comparative data are available in appendix 3 of this report. Firstly, in terms of housing and business services, there has been an improvement in satisfaction. This is most notable with regard to support to local businesses, where satisfaction has risen from 19% to 47%. However, even where increases in satisfaction are less, the trend is still positive.

Housing/ business services (Q15)

NB Trendline shows % very/ fairly satisfied. Please note where this no trend data this is where the question has not been asked in previous years. Housing benefits and Council tax (benefits) were previously two separate categories.

Cultural/ leisure services (Q16)

In terms of cultural and leisure services, there is not the same consistently positive trend in relation to resident satisfaction. Satisfaction has increased with respect to museums and arts, rising from 44% up to 63%. However, satisfaction has decreased for other cultural and leisure services, most so with respect to swimming pools and leisure facilities, which has decreased from 67% to 50%.



NB Trendline shows % very/ fairly satisfied

Support for community groups (Q17)

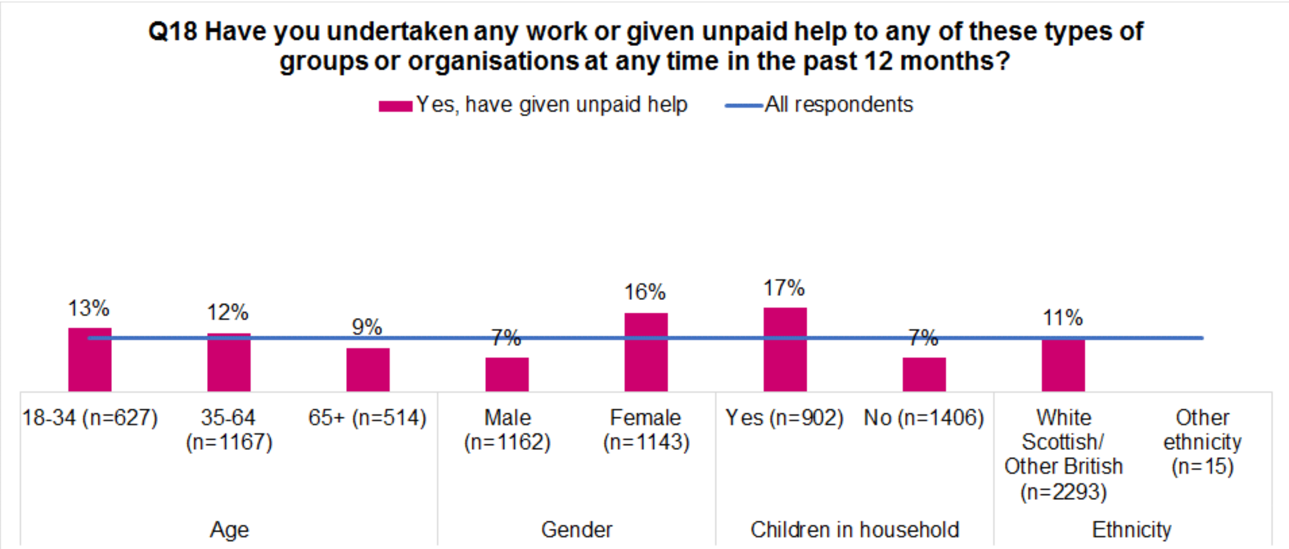
When asked about community services and support for community groups, we see a varying picture. Encouragingly, satisfaction with activities, groups and services for young people has increased from 22% to 51%. However, satisfaction with childcare and services for older people have both decreased.

NB Trendline shows % very/ fairly satisfied
Please note where this no trend data this is where the question has not been asked in previous years.

4.3.2. Volunteering (Q18/19)

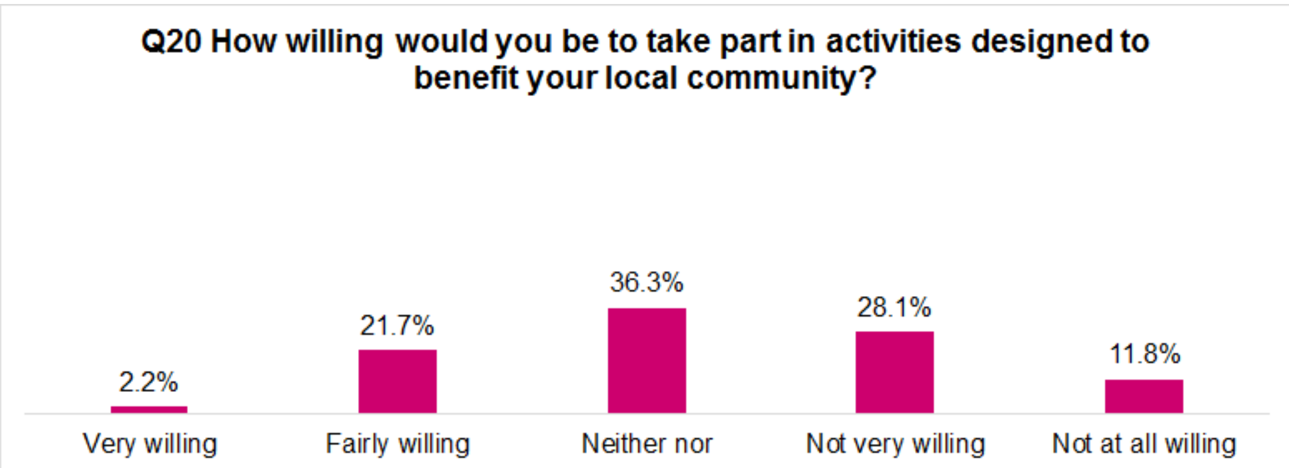
Over 1 in 10 respondents overall (11%) said they had provided unpaid help to various types of organisations over the past 12 months. Of these respondents, the majority (91%) said this was in East Ayrshire. The proportion of respondents who have given unpaid help is more than was reported in 2014 (8%), however is less that the Scottish Average reported within the 2015 Scottish Housing Survey (27%).

The chart below analyses those who have provided unpaid help across various demographic factors. This reveals that females (16%), respondents with children living in the household (17%) and those who rent their home from a private landlord (16%) were most likely to provide unpaid help. On the other hand, males (7%), those aged 65 and over (9%) and respondents with no children in the household (7%) were least likely to have provided voluntary assistance.



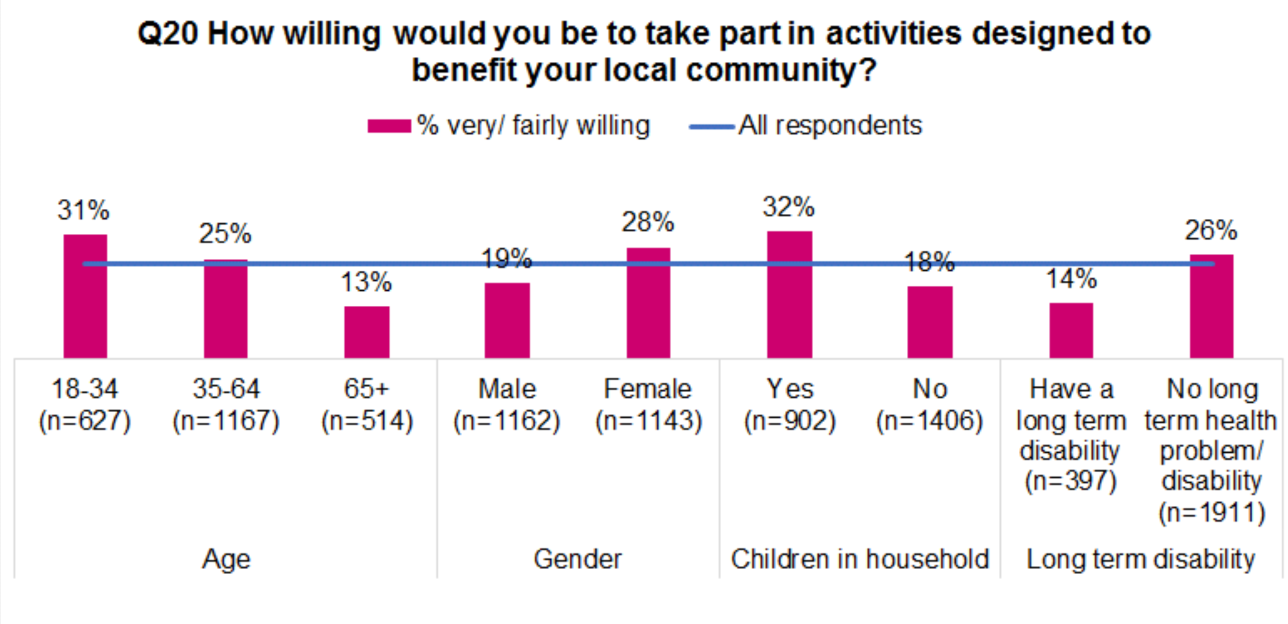
4.3.3. Willingness to take part in activities designed to benefit the local community (Q20/21a)

Just under one in four respondents (24%) said they would be willing to take part in activities designed to benefit their local community.



Unweighted base 2017: n=2,308

Analysis by demographic variables shows some very interesting trends in that younger respondents (31%) and those with children in the household (32%) were more willing to take part in activities designed to benefit their local community.



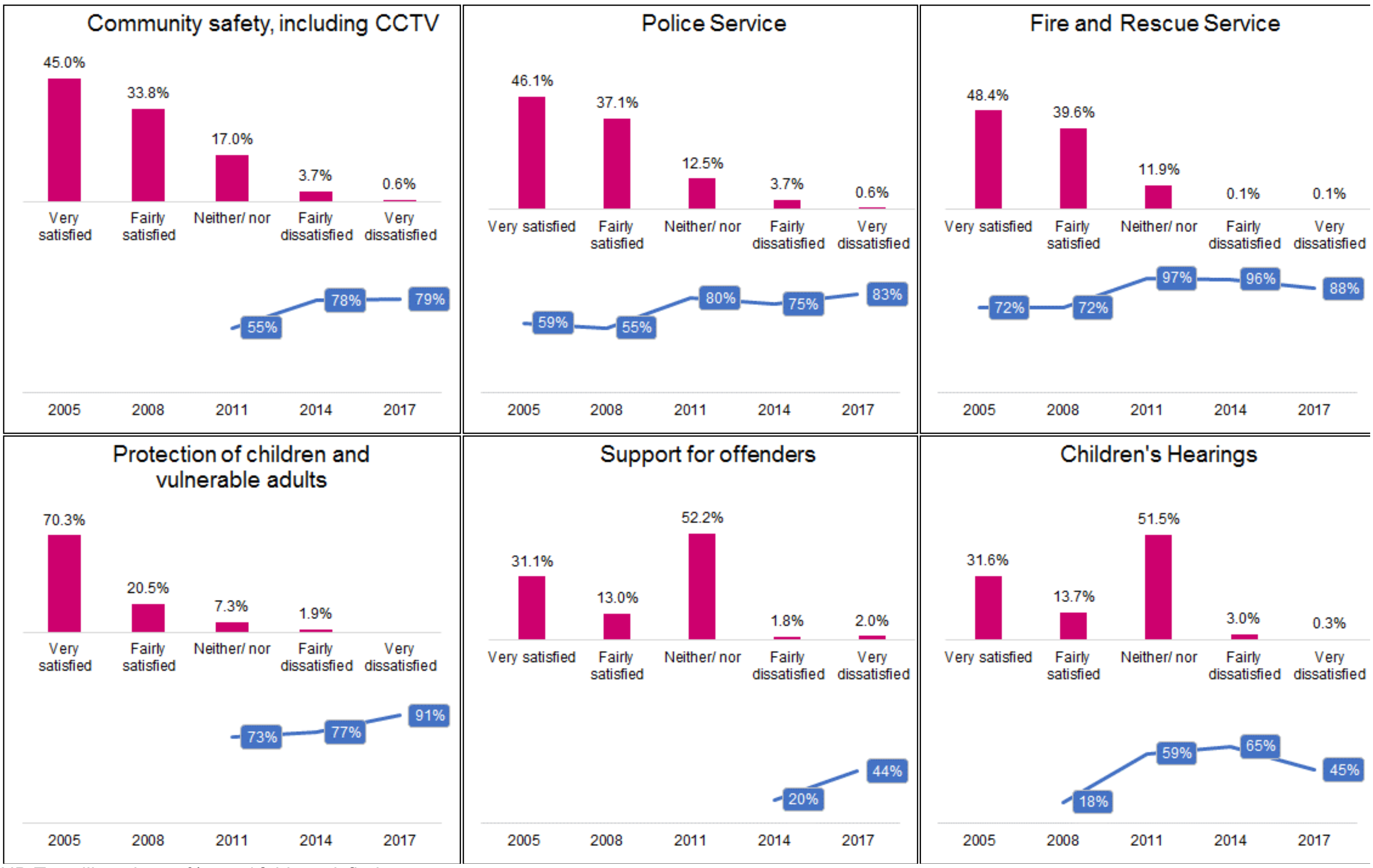
Those who weren't willing were asked what would encourage them to become more involved in their local community. The vast majority stated that 'nothing' would encourage them to become more involved.

Q21 What would encourage you to become more involved in your local community?	
Unweighted base: n=917	**%**
Nothing	61%
Too busy	17%
Too old/ ill health	13%
Not interested	8%
Other	1%
Don't know	1%

4.4. Community safety (Q36-45)

Moving onto the theme of community safety, residents were asked about their satisfaction with a range of community safety and emergency services. In terms of the police service, satisfaction has increased from 75% to 83%. Satisfaction with the Fire and Rescue service has decreased slightly from 96% to 88%. However, it should be noted that dissatisfaction has not decreased, rather there are a proportion of respondents who stated ‘neither nor’. Satisfaction with other aspects, such as protection of children and vulnerable adults, offenders and children’s hearings should be treated with caution due to the small number of respondents that could actually respond to these questions. There are also high proportions of these respondents stating ‘neither nor’ which may allude to limited awareness or understanding of these services.

4.4.1. Satisfaction with community safety and emergency services (Q36)

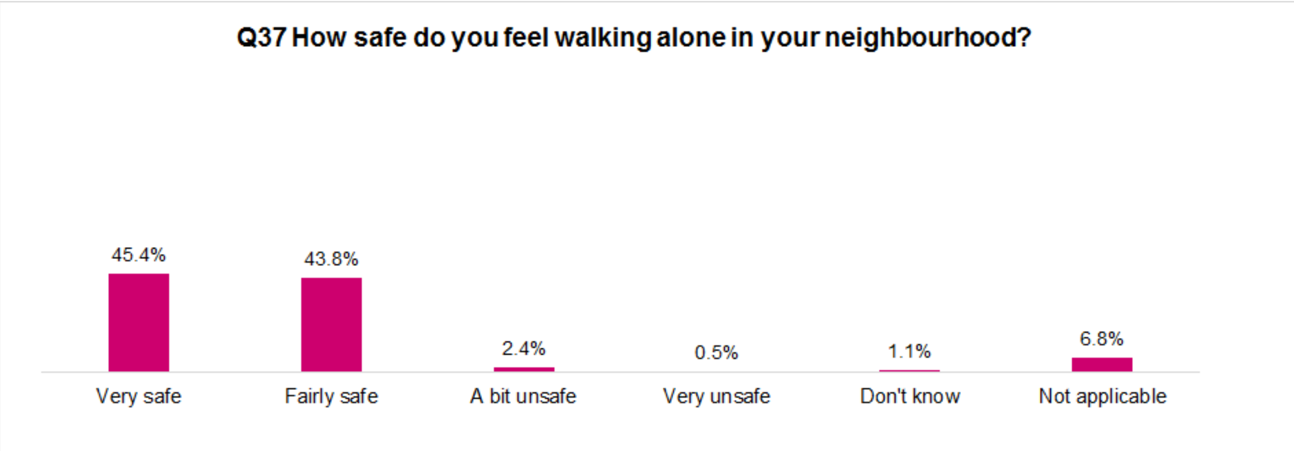


NB Trendline shows % very/ fairly satisfied
Please note where this no trend data this is where the question has not been asked in previous years.

4.4.2. Feeling of safety walking alone in the neighbourhood (Q37/38)

In terms of feeling of safety, 89% of respondents stated that they feel either very safe or fairly safe when walking alone in their neighbourhood after dark. This is slightly higher than the Scottish average from the Scottish Household Survey which is 85%.

Analysis shows that females were less likely to feel 'very safe' than males (40% of females feel very safe compared to 51% of males). Least likely to feel very safe were those with a disability where just 28% stated that they feel very safe walking alone in their neighbourhood.



Unweighted base: n=2,308

Those who stated that they feel unsafe were asked why that is the case. The most commonly reported issues were gangs of youths or undesirables in the area (29%), that the neighbourhood is too dark (19%) or problems with drugs and/ or alcohol (19%).

Q38 Why do you feel unsafe?	
Base: Unweighted base, n=66	**%**
Gang of youth and too many undesirables	29.4%
Neighbourhood is too dark	19.2%
Problems with alcohol/drugs	18.6%
Feel unsafe	16.2%
Lack of police	14.8%
Problems with crime e.g. Break-ins, Muggings	8.9%
Other	2.4%

Unweighted base: 2017, n=2,308

4.4.3. Suggestions for improvement to neighbourhood safety (Q39)

When asked if they had any suggestions to make that would improve safety in their street or neighbourhood, the most common responses were similar to previous years, with respondents most likely to state:

- More police on the streets (42%)
- More CCTV (25%)
- More police mobile patrols (18%)
- More diversionary activities (16%).

Q39 What do you think would improve safety in your street/neighbourhood?			
	2011	2014	2017
More police on the streets	64%	35%	41.5%
More CCTV coverage	26%	14%	25.1%
More police mobile patrols	41%	22%	18.4%
More diversionary activities	12%	25%	16.3%
Improved street lighting	19%	3%	8.8%
More restrictions in selling alcohol/licencing	7%	5%	2.4%
More ASBO's issued	9%	3%	1.2%
Other	-	-	0.3%
Don't know	-	-	8.7%
Nothing/ feel safe	-	-	11.0%

Unweighted base 2017: n=2,308

Those with a disability, who were least likely to feel ‘very safe’ were more likely to state that a greater police presence, be that more police on the streets (53%) or more police mobile patrols (25%) would improve safety than other groups. More police on the streets was also significantly more likely to be stated by those living in the Kilmarnock locality than in other areas (54% in Kilmarnock locality compared to 22% in Northern locality).

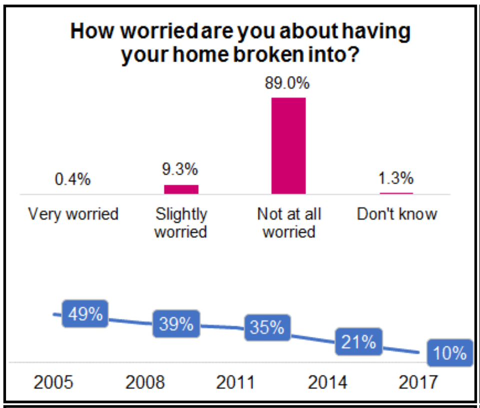
Interestingly, those living in the most deprived communities were significantly more likely to state that more CCTV coverage would improve safety than those living in the least deprived communities. 35% of those in living in the most deprived 0-5% said they felt this would improve safety compared to 23% in the least deprived communities.

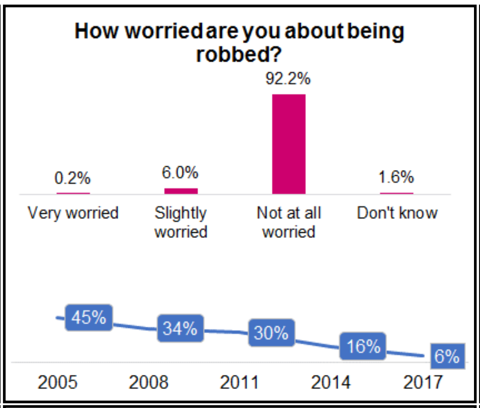
4.4.4. Neighbourhood concerns (Q40)

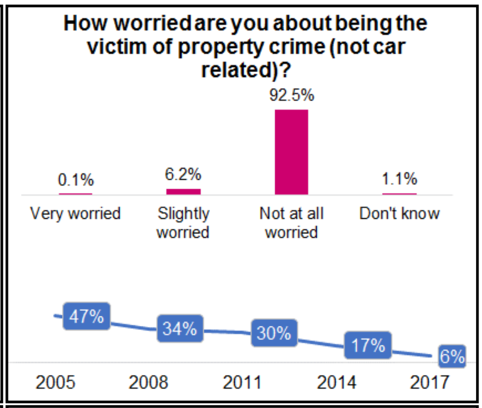
Positively, when asked how worried they were about crime in their area, there is a consistent decreasing trend. This has been the case since 2005, however, it is encouraging to report that worry about crime has continued to fall year on year. The biggest decreases can be seen regarding:

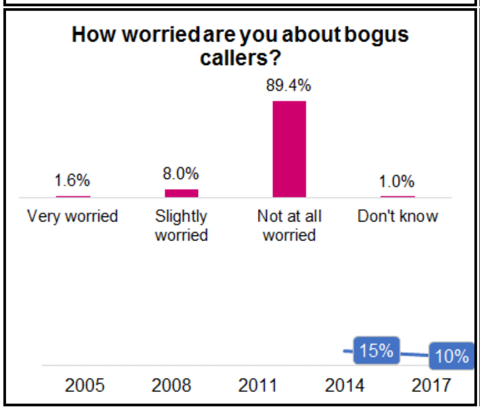
- The percentage of respondents who were very or slightly worried about having their home broken into has decreased from 21% in 2014 to 11% in 2017;
- The percentage of respondents who were very or slightly worried about being the victim of property crime has decreased from 17% in 2014 to 6% in 2017;
- The percentage of respondents who were very or slightly worried about being robbed has decreased from 16% in 2014 to 6% in 2017;
- The percentage of respondents who were very or slightly worried about having their car damaged by vandals has decreased from 16% in 2014 to 6% in 2017.

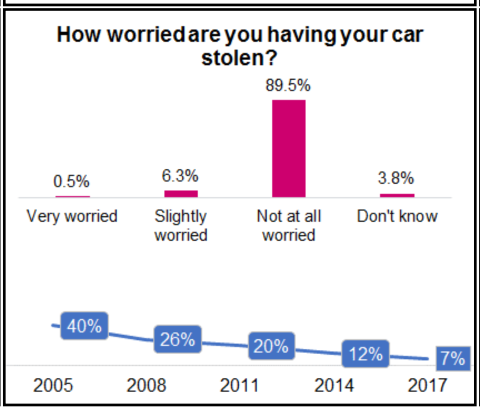
Analysis of this shows that those in the most deprived 5-15% are consistently more likely to be worried (either very or slightly worried) about the incidence of these crimes in their neighbourhood than in other areas. Other trends are that females and also those with a disability were more likely to report that they worried about these crimes than others. Please refer to data tables for this information.

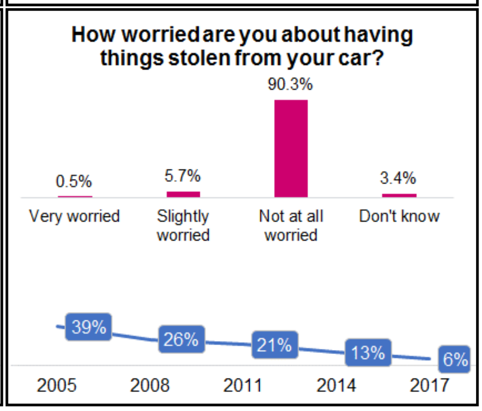


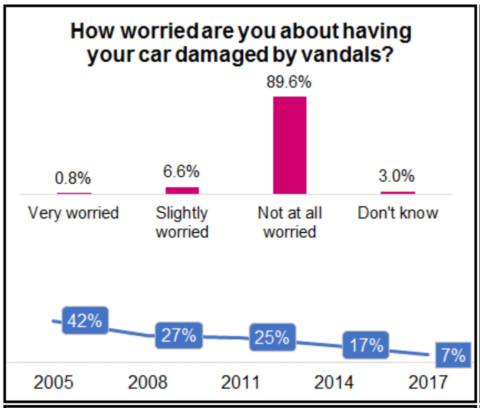


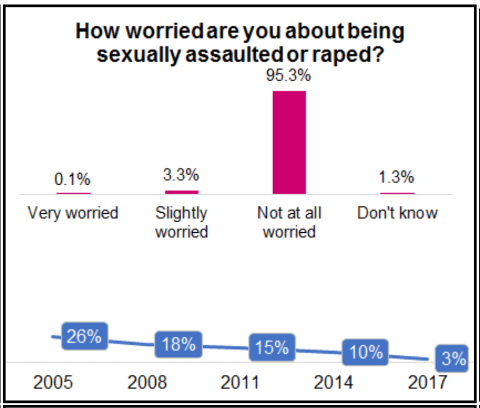


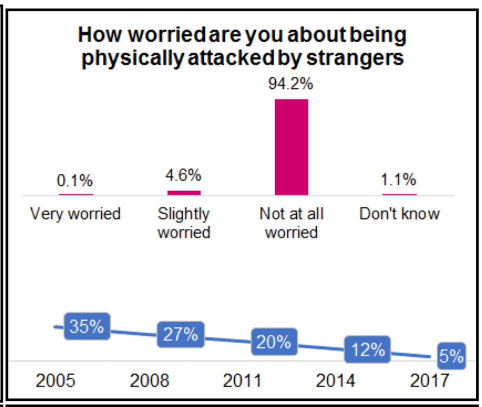


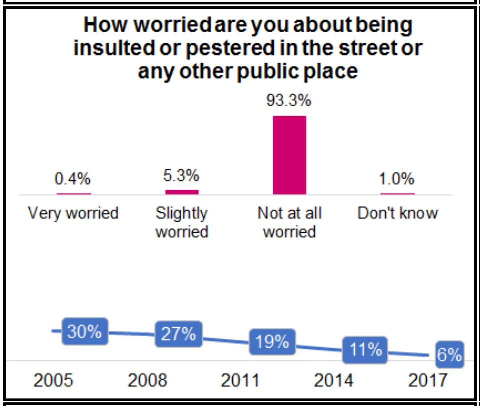


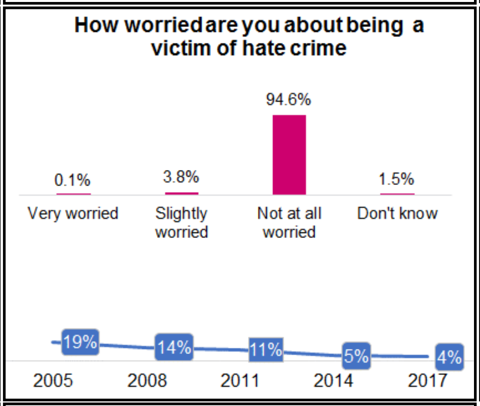


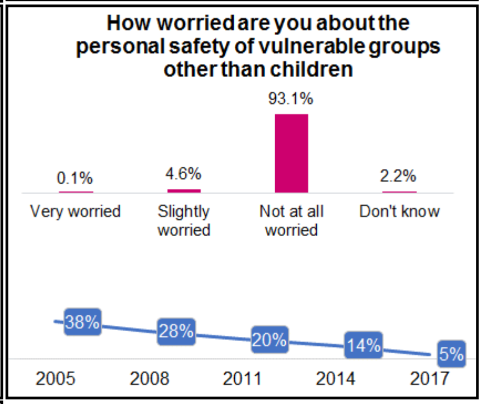


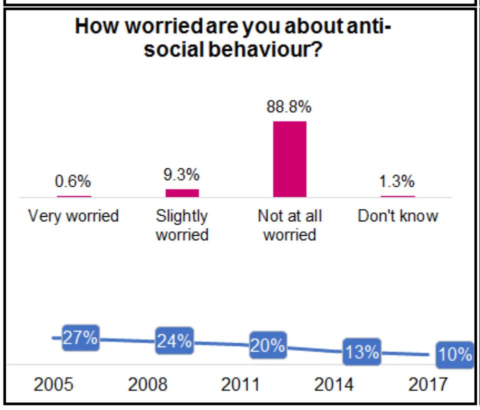


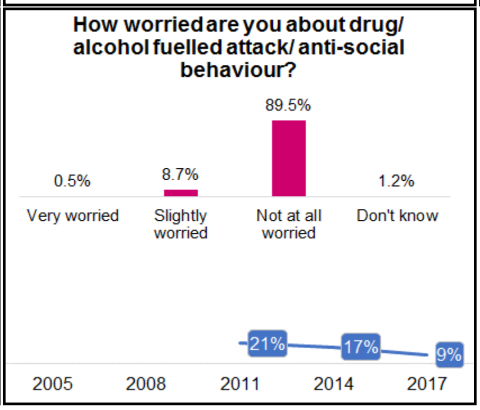












NB Trendline shows % very/ slightly worried
Please note where this no trend data this is where the question has not been asked in previous years.

4.4.5. Frequency of seeing police in the neighbourhood (Q41)

In 2017, there has been a significant decrease in the extent to which respondents stated that they see a police officer in their neighbourhood most days (falling from 15% to 2%). There has also been a significant increase in the proportion reporting that they've not seen one in their neighbourhood in the last 12 months (rising from 6% to 30%).

Those living in the most deprived 0-5% were most likely to state that they have seen police in their neighbourhood on most days (9%) and those in the least deprived least likely to report this (1%).

Q41 How often do you see a police officer on foot or in a patrol car in your neighbourhood?

	2005	2008	2011	2014	2017
Most days	14%	13%	13%	15%	2.0%
At least once a week	36%	24%	35%	29%	26.2%
At least once a month	18%	20%	25%	27%	20.6%
At least once every 2-3 months	8%	16%	11%	12%	11.7%
Less frequently than once every 2-3 months	10%	17%	10%	9%	9.6%
Have not seen one in the last 12 months	11%	10%	7%	6%	30.0%
Don't know	3%	0%	0%	2%	*

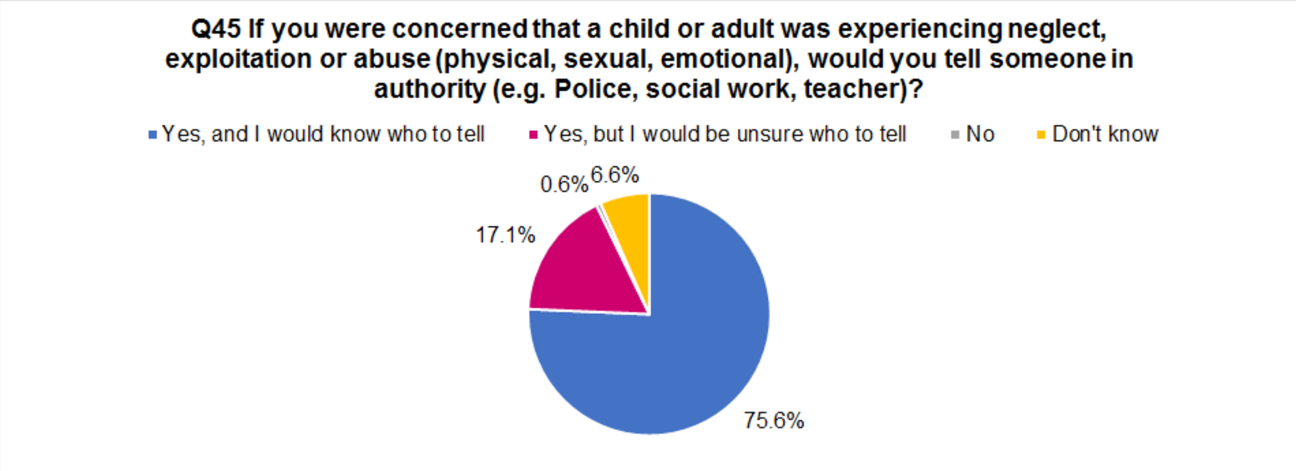
* No don't know option in 2017
Unweighted base 2017: n=2,308

4.4.6. Being a victim of violent crime (Q42-44)

Less than 1% of survey respondents (0.6%) said they personally had been a victim of any kind of violent crime in their neighbourhood. This result is consistent with the findings from the 2014 survey (1%) and with the 2015 Scottish Average Scottish Crime and Justice Survey (1%). All respondents said they reported the matter to the police.

4.4.7. Concerns about vulnerable people (Q45)

Just over 3 in 4 respondents (76%) said that if they were concerned that a child or adult was experiencing neglect, exploitation or abuse they would report this and know who to contact. A further 17% said they would report this but would be unsure who to tell. Less than 1% said they would not report the issue and 7% were unsure.



Unweighted base 2017: n=2,308

4.5. Cleansing, refuse collection and recycling (Q62-64)

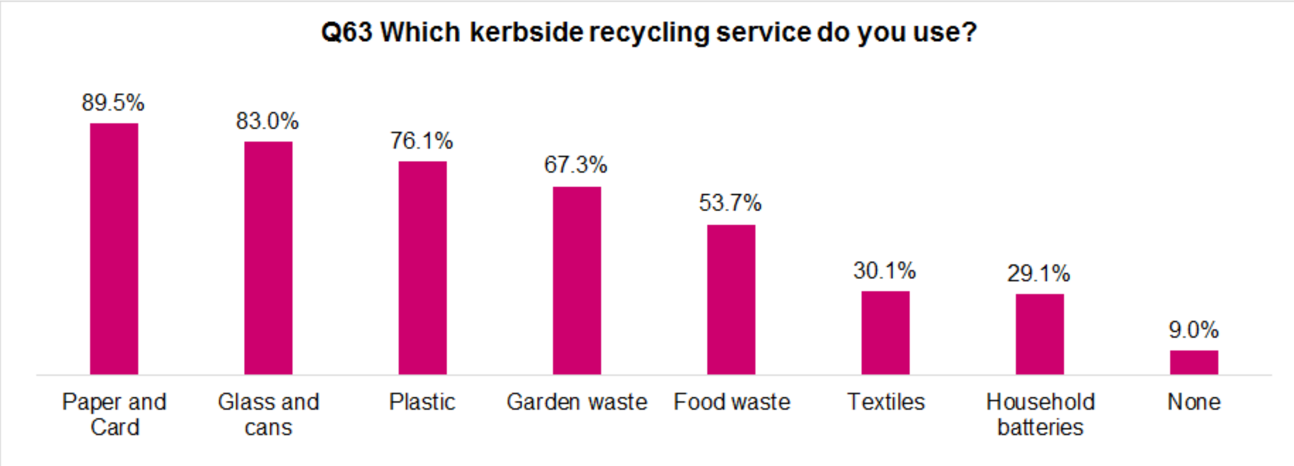
4.5.1. Satisfaction with environmental services (Q62)

Thinking about environmental services in the neighbourhood, comparison year on year shows that satisfaction has increased with respect to all aspects of environmental services.

NB Trendline shows % very/ slightly satisfied

4.5.2. Kerbside recycling services (Q63)

All respondents were asked which kerbside recycling services they used. Nine in ten respondents (90%) recycle their paper and card, 83% recycle glass and 76% recycle plastic. The same percentage of respondents in 2014 (9%) said they did not use any kerbside recycling services.



Unweighted base 2017: n=2,308

Analysis shows that use of kerbside recycling services is fairly consistent in most areas, with the exception of Kilmarnock West and Crosshouse (where 22% of respondents do not use kerbside recycling services, and in Kilmarnock North (where 16% do not use kerbside recycling services).

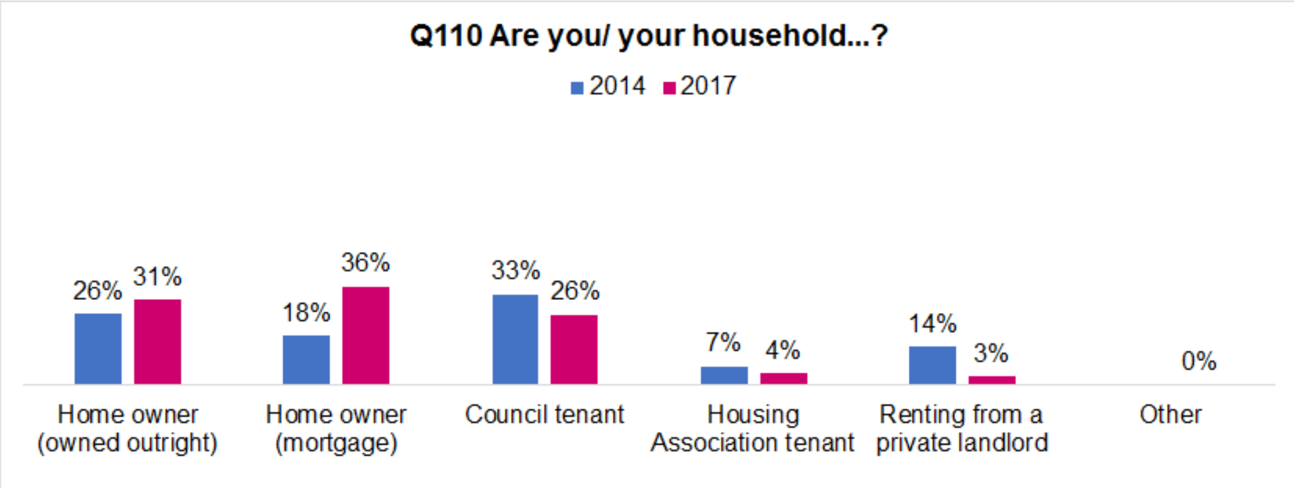
It is interesting to note that respondents who lived in flats (such as tenements, multi storey flats etc) were more likely to say they do not use kerbside recycling (28%) than respondents who live in houses (8%).

The majority of respondents (62%) were of the opinion that a weekly recycling collection would make recycling easier.

4.6. Housing (Q110-113)

4.6.1. Housing tenure (Q110)

In terms of the tenure profile of respondents, two thirds of survey respondents owned their home outright (67%), 26% were Council tenants, 4% rented their home from a housing association and 3% rented their home from a private landlord. Two respondents provided 'other' comments to this question. One respondent refused to provide details on their housing tenure and the other respondent said they were homeless and living in their current accommodation on a temporary basis.



Unweighted base 2017: n=2,308

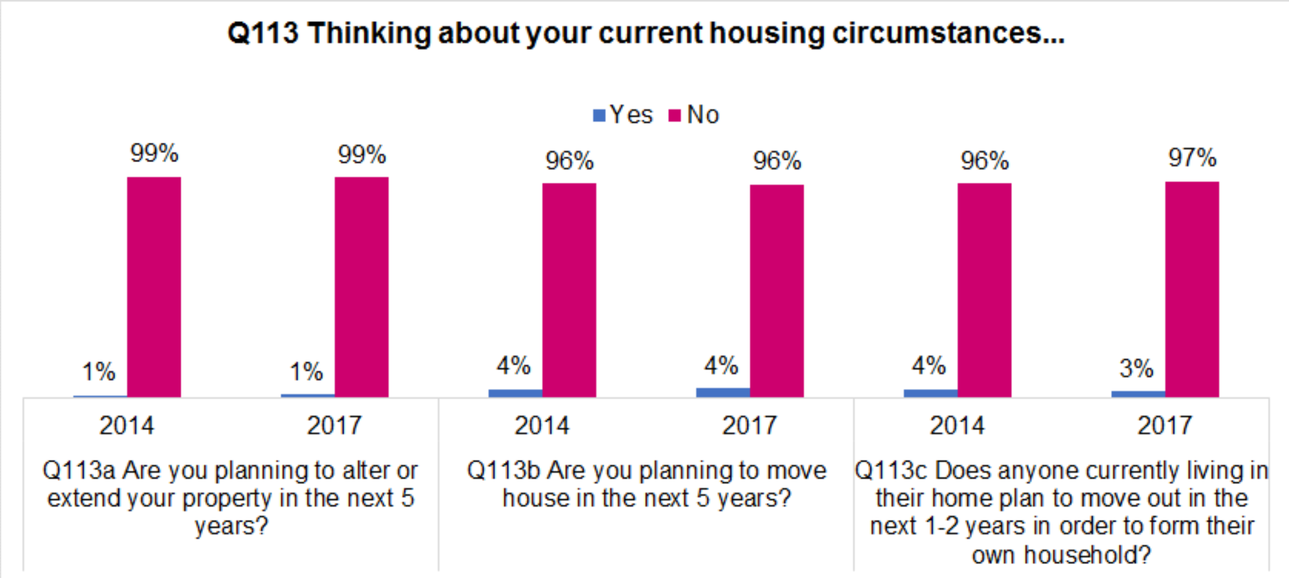
4.6.2. Housing needs (Q111/112)

The vast majority of respondents said their current home meets the requirements of all their family members (97%). This is slightly more than was reported in 2014 (92%). Where respondents said their home did not meet the needs of their family members the main reasons were due to the size of the property with 34% of these individuals stating their home was too small and 21% stating it was too large. A further 26% of respondents cited affordability reasons.

Q112 If not, why does your current home not meet the needs of all the members of your family?	
Base: Said their home does not meet the needs of all household members, n=62	**%**
It is too small	34.0%
We are struggling to afford to pay our mortgage/ rent	26.0%
It is too large	21.1%
It requires to be adapted to meet the needs of a family member	19.1%
Other	6.3%

4.6.3. Current housing circumstances (Q113)

A very small proportion of respondents (1%) said they were planning to alter or extend their property, were planning to move home in the next 5 years (4%) or said they was someone living in their home who planned to move out in the next 1-2 years in order to form their own household (3%). These results are consistent with those reported in 2014.



Unweighted base 2017: n=2,308

Where respondents planned to move home, the majority were unsure where they would move to (66%). This was also the case where other household members were planning to move (64% were unsure where they would move to).

Q113b If you are planning to move house in the next 5 years, where do you plan to move to?	
Base: 2017 unweighted base, n=116	**%**
Cumnock/ New Cumnock	6.0%
Kilmarnock	3.9%
Drongan	3.5%
Glasgow	3.1%
Ayr	1.9%
East Ayrshire	1.6%
Shortlees	1.0%
Edinburgh	0.9%
Don't know/ not sure	66.2%
Other	11.9%

Just 3% of respondents stated that someone currently living in their home plans to move out in the next 1 to 2 years. This is similar to the 4% who stated this in 2014. The majority were unsure where their other household members would move to (64%).

Q113c If someone else living in the home is planning to move out of the home within the next 1-2 years to form their own household, where do they plan to move to?	
Base: 2017 unweighted base, n=70	%
Glasgow	15.2%
East Ayrshire	7.3%
Edinburgh	5.6%
Kilmarnock	3.9%
Cumnock/New Cumnock	1.8%
Other	3.6%
Don’t know/Not sure	64.4%

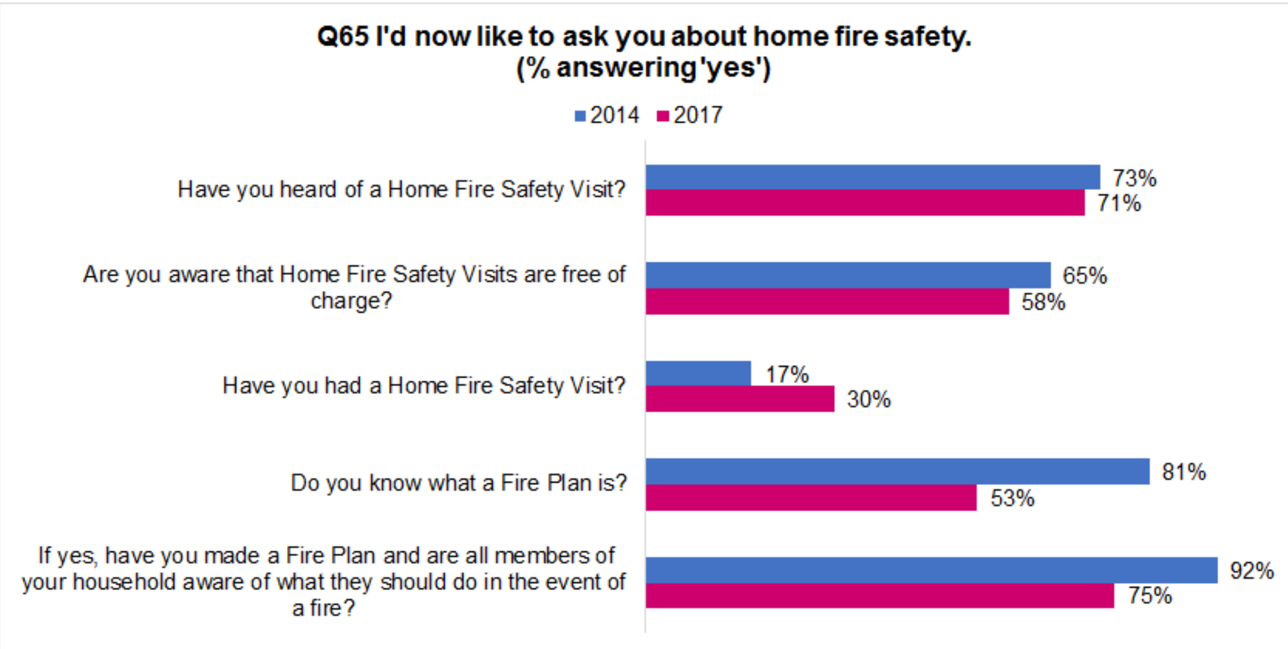
4.7. Home safety (Q65-69)

4.7.1. Statements about fire safety (Q65)

When asked a range of questions about home fire safety, 71% said that they had heard of a Home Fire Safety Visit and 58% were aware that these were free of charge.

Just under one in three (30%) said that they have had a Home Fire Safety Visit. Those aged under 35 were less likely to have had this than other groups. Positively, those with a disability were more likely to have had a Home Fire Safety Visit than other groups (45% compared to 27% without a disability).

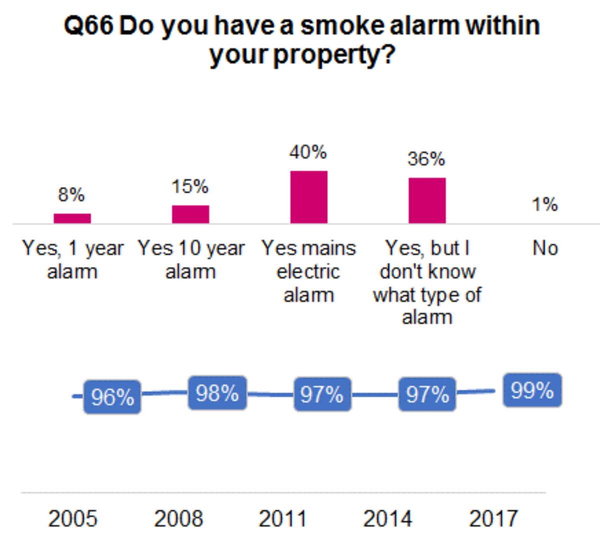
Just over half (53%) know what a fire plan is. Where they are aware of what a Fire Plan is, 85% have made a Fire Plan.



Unweighted base 2017: n=2,308

4.7.2. Smoke alarms (Q66)

Almost all respondents (99%) have a smoke alarm fitted in their property. This has been consistently high year on year.

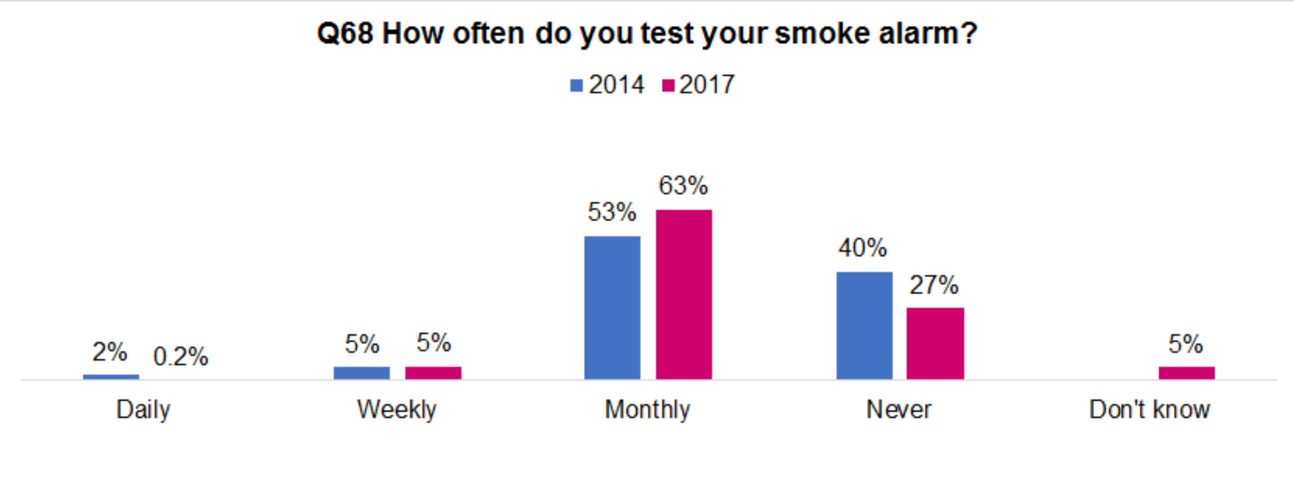


Q66 Do you have a smoke alarm within your property?					
	2005	**2008**	**2011**	**2014**	**2017**
Yes, 1 year alarm	26%	28%	12%	8%	8%
Yes 10 year alarm	17%	19%	23%	14%	15%
Yes mains electric alarm	33%	33%	34%	41%	40%
Yes, but I don't know what type	20%	18%	28%	35%	36%
No	4%	2%	3%	3%	1%
% stating 'yes'	**96%**	**98%**	**97%**	**97%**	**99%**

Unweighted base 2017: n=2,308; NB Trendline shows % stating 'yes'

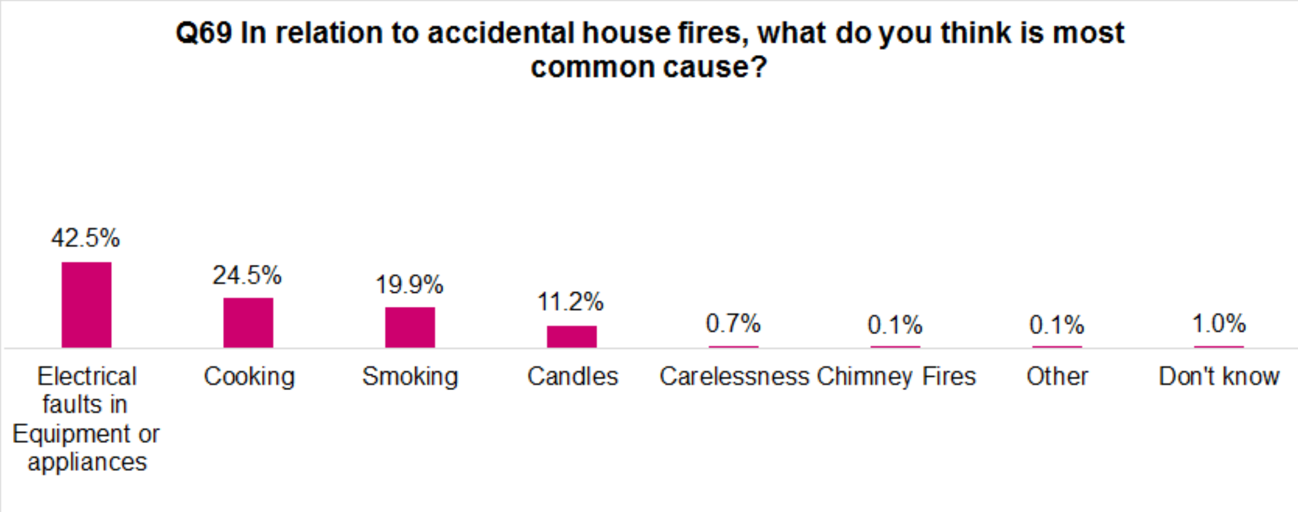
Respondents whose smoke alarms were battery operated were asked if there was currently a battery fitted. The vast majority (96%) said that this was the case which is a significant increase from the 2014 survey where only 39% of respondents said their smoke alarm had a battery fitted.

With regards to testing their smoke alarm, the majority (63%) test their smoke alarm on a monthly basis, 5% do this weekly and less than 1% do this on a daily basis. On the other hand, 27% said they test their smoke alarm which is less than was reported in 2014 (40%).



Unweighted base 2017: Have a smoke alarm, n=2,286

When asked about the most common cause of accidental house fires, the most popular responses were electrical faults in equipment or appliances (43%), cooking (25%) and smoking (20%).



Unweighted base 2017: n=2,308

5. Economy and skills

5.1. Key theme within the Community Plan

Economy and skills is a key theme in the community plan and Community Planning Partners are seeking to:

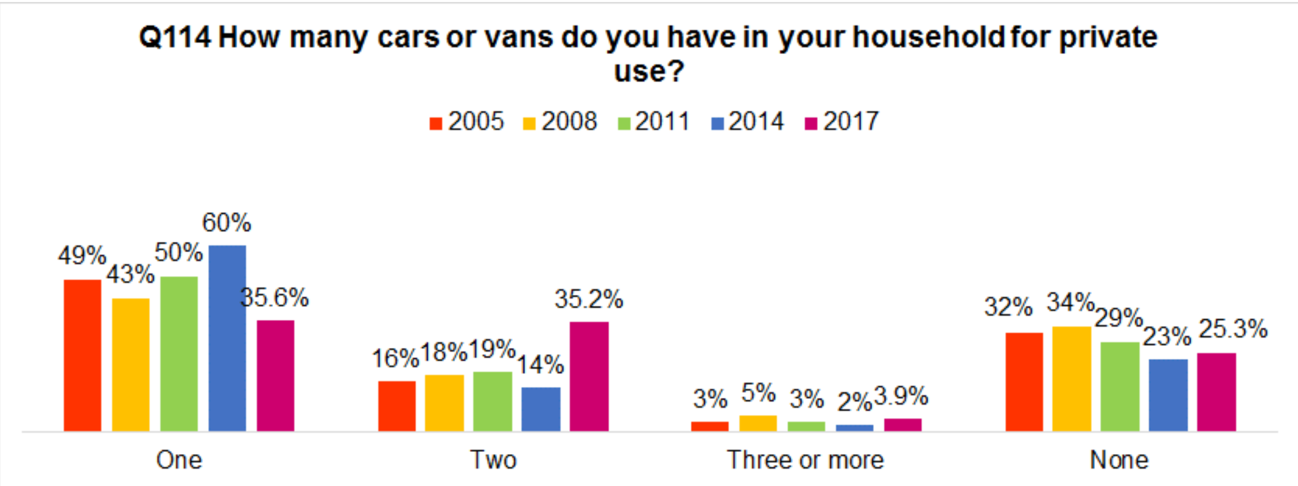
- Make East Ayrshire a destination of choice for business growth and investment.
- Develop a confident, successful, appropriately qualified and skilled workforce.
- Embed ambition, aspiration and entrepreneurship in our culture.

The Community Plan sets this as a key driver for future growth:

> *The key driver underpinning our future prosperity and the ability to realise the potential of our communities is a local economy which develops and achieves sustainable growth. Delivering economic recovery and growth will contribute to improved outcomes for young and old, improved health, employment, inclusion, and safer and stronger communities.*

5.2. Access to cars/ vans (Q114)

Three quarters of respondents (75%) have at least one car or van available for private use in their household. This is similar to previously where 77% had at least one car or van available, however, the proportion stating that they have two cars or vans has increased from 14% in 2014 to 35% in 2017. Respondents who lived in the 30% most deprived datazones were more likely not to have access to a car or van (32%) than respondents who lived in less deprived areas (20%).

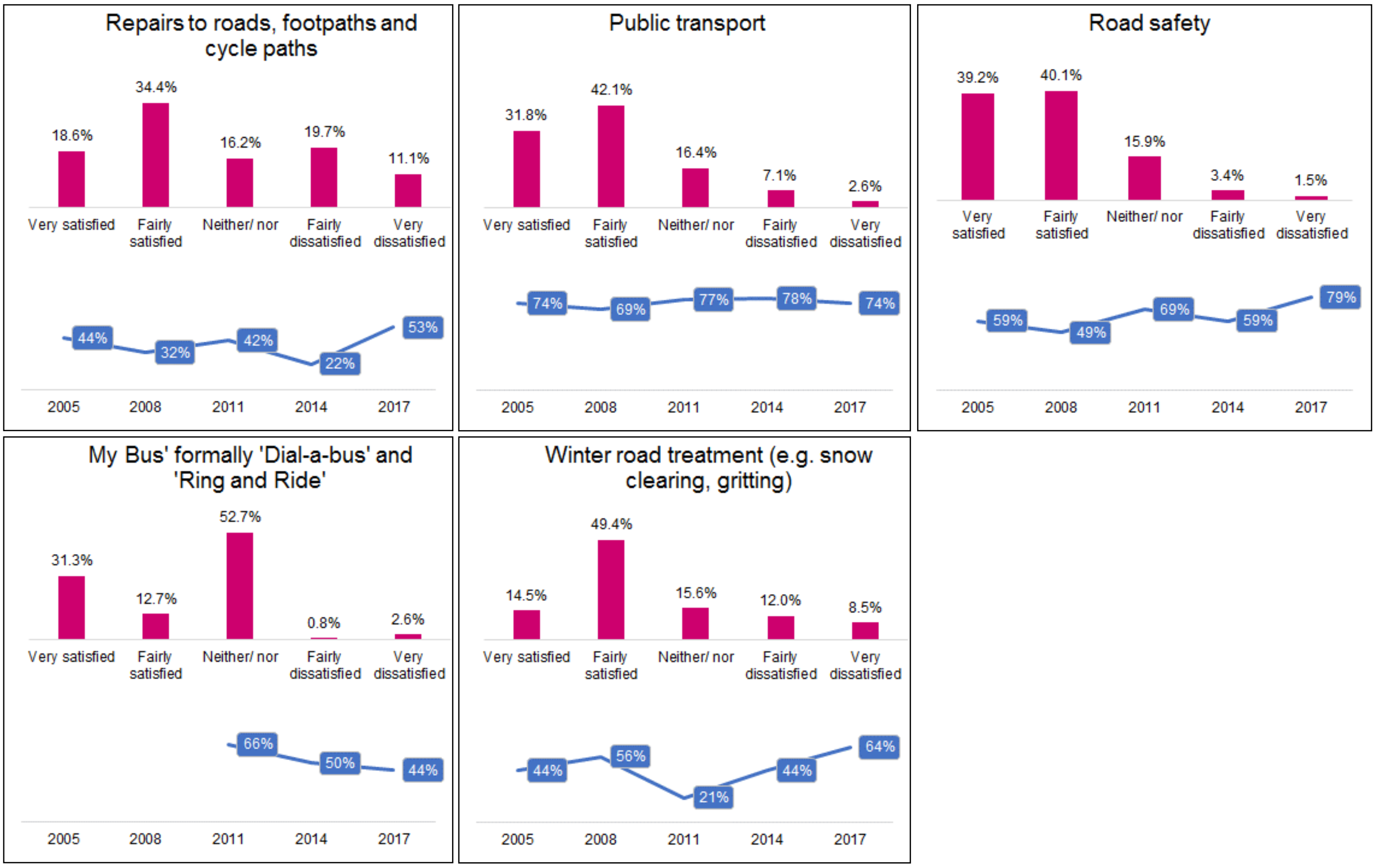


Unweighted base: 2017, n=2,308

5.3. Roads and Transport (Q22-30)

5.3.1. Satisfaction with roads and transport (Q22)

Thinking about their satisfaction with roads and transport services, there is evidence of a largely positive trend with satisfaction in particular with repairs to roads, footpaths and cycle paths, road safety and winter road treatment all showing increases. It is interesting to note that given the high satisfaction levels with regards to road repairs, this was rated as the 3rd most important service in Appendix 3. Satisfaction with public transport has fallen marginally. Satisfaction with 'My bus' has fallen marginally, but care should be taken due to the small numbers who could comment on this.



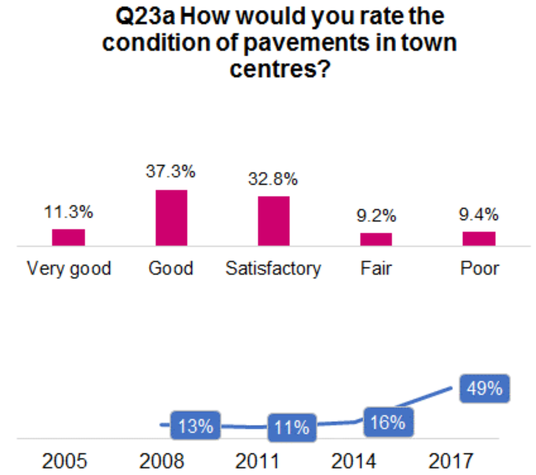
NB Trendline shows % very/ fairly satisfied
Please note where this no trend data this is where the question has not been asked in previous years.

5.3.2. Condition and winter gritting of pavements in East Ayrshire (Q23)

In terms of satisfaction with the condition of pavements in East Ayrshire:

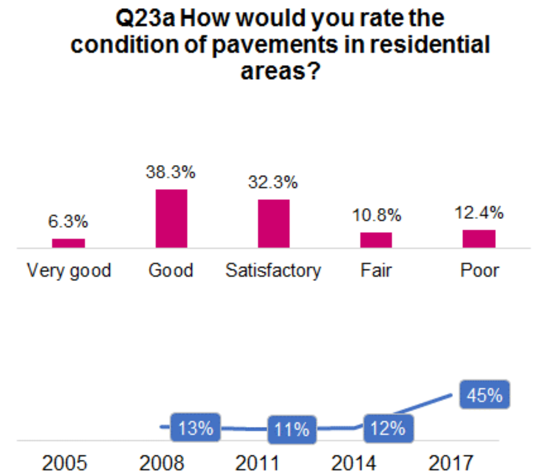
- 49% rated the condition of pavements in town centres as very good or good and 19% said they were fair to poor;
- 45% rated the condition of pavements in residential areas as very good or good and 23% said they were fair to poor.

Satisfaction with the condition of pavements in town centres and residential areas has increased to its highest levels yet in 2017.



Q23a How would you rate the condition of pavements in town centres?					
	2005	2008	2011	2014	2017
Very good	-	1%	1%	1%	11.3%
Good	-	12%	10%	15%	37.3%
Satisfactory	-	37%	51%	52%	32.8%
Fair	-	33%	27%	26%	9.2%
Poor	-	17%	10%	7%	9.4%
% very good/ good		**13%**	**11%**	**16%**	**49%**
% fair to poor		**50%**	**37%**	**33%**	**19%**

Unweighted base: 2017, excludes 'don't know' n=2,199; NB Trendline shows % very good/ good
Please note where this no trend data this is where the question has not been asked in previous years (i.e. in 2005).



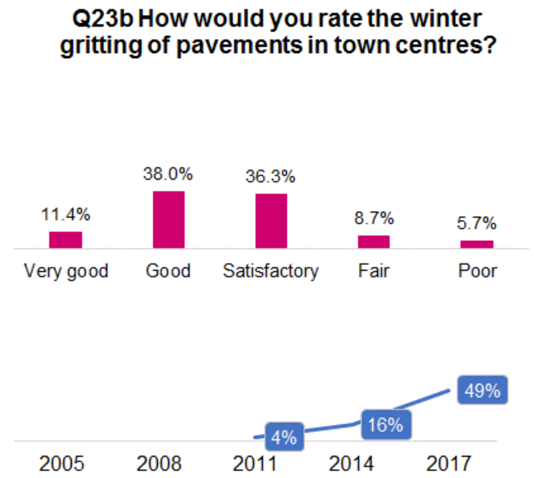
Q23a How would you rate the condition of pavements in residential areas?					
	2005	2008	2011	2014	2017
Very good	-	1%	1%	1%	6.3%
Good	-	12%	10%	11%	38.3%
Satisfactory	-	35%	43%	47%	32.3%
Fair	-	32%	31%	25%	10.8%
Poor	-	20%	16%	16%	12.4%
% very good/ good		**13%**	**11%**	**12%**	**45%**
% fair to poor		**52%**	**47%**	**41%**	**23%**

Unweighted base: 2017, excludes 'don't know' n=2,230; NB Trendline shows % very good/ good
Please note where this no trend data this is where the question has not been asked in previous years (i.e. in 2005).

With regards to winter gritting of pavements:

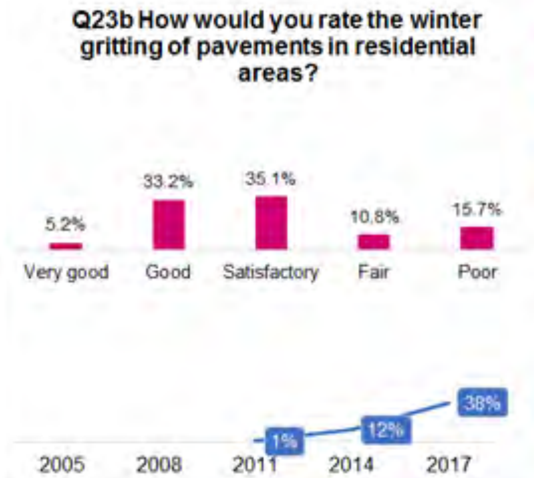
- 49% of respondents rated the winter gritting of pavements in town centres as very good or good and 14% said they were fair to poor;
- 38% of respondents rated the winter gritting of pavements in residential areas as very good or good and 27% said they were fair to poor;
- 39% of respondents rated the provision of grit bins as very good or good and 28% said they were fair to poor.

Satisfaction with the winter gritting of pavements in town centres, in residential areas and the provision of grit bins has continued to increase since 2011.



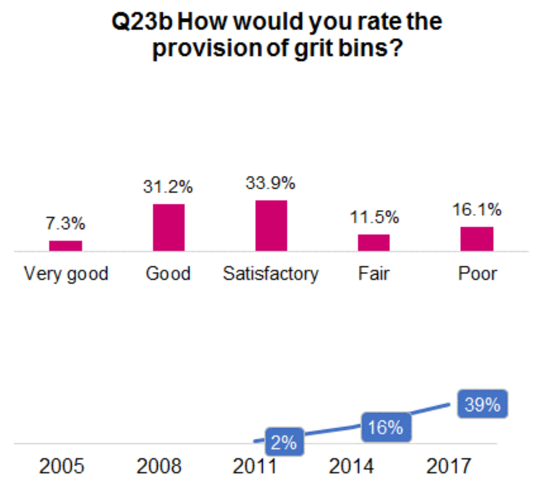
Q23b How would you rate the winter gritting of pavements in town centres?	2005	2008	2011	2014	2017
Very good	-	-	0%	0%	11.4%
Good	-	-	4%	16%	38.0%
Satisfactory	-	-	38%	47%	36.3%
Fair	-	-	29%	27%	8.7%
Poor	-	-	29%	11%	5.7%
% very good/ good			**4%**	**16%**	**49%**
% fair to poor			**58%**	**38%**	**14%**

Unweighted base: 2017, excludes 'don't know' n=2,225; NB Trendline shows % very good/ good
Please note where this no trend data this is where the question has not been asked in previous years (i.e. in 2005 and 2008).



Q23b How would you rate the winter gritting of pavements in residential areas?	2005	2008	2011	2014	2017
Very good	-	-	0%	0%	5.2%
Good	-	-	1%	12%	33.2%
Satisfactory	-	-	22%	35%	35.1%
Fair	-	-	26%	25%	10.8%
Poor	-	-	51%	29%	15.7%
% very good/ good			**1%**	**12%**	**38%**
% fair/ poor			**77%**	**54%**	**27%**

Unweighted base: 2017, excludes 'don't know' n=2,232; NB Trendline shows % very good/ good
Please note where this no trend data this is where the question has not been asked in previous years (i.e. in 2005 and 2008).



Q23b How would you rate the provision of grit bins?	2005	2008	2011	2014	2017
Very good	-	-	0%	1%	7.3%
Good	-	-	2%	15%	31.2%
Satisfactory	-	-	23%	33%	33.9%
Fair	-	-	19%	23%	11.5%
Poor	-	-	55%	28%	16.1%
% very good/ good			**2%**	**16%**	**39%**
% fair to poor			**74%**	**51%**	**28%**

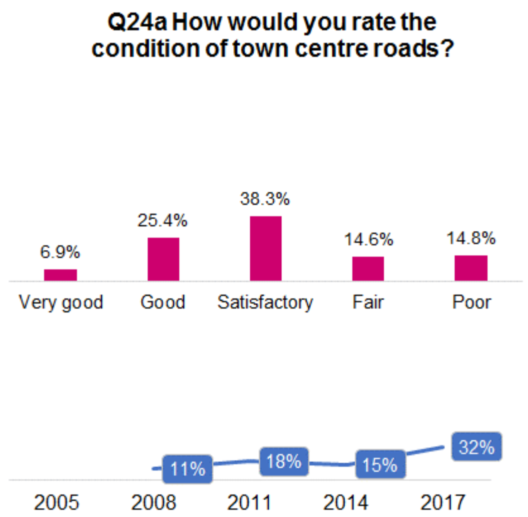
Unweighted base: 2017, excludes 'don't know' n=2,129; NB Trendline shows % very good/ good
Please note where this no trend data this is where the question has not been asked in previous years (i.e. in 2005 and 2008).

5.3.3. Condition and winter gritting of roads in East Ayrshire (Q24)

The majority of respondents drive or cycle on roads in East Ayrshire (72%). These individuals were asked to rate how satisfied or dissatisfied they were with the condition and winter gritting of various road types within their local authority area. Firstly, in terms of the condition of roads in East Ayrshire:

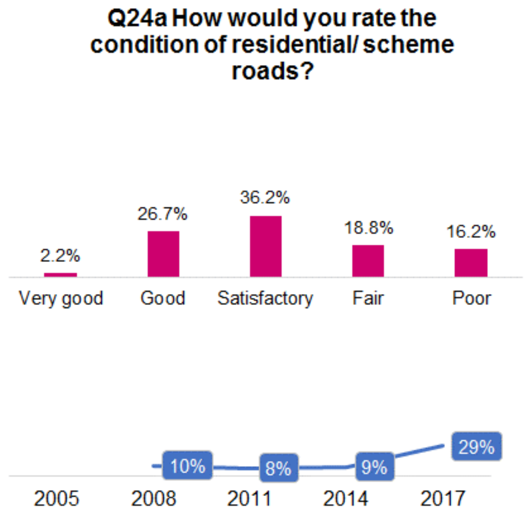
- 32% rated the condition of town centre roads as very good or good and 29% said they were fair to poor;
- 29% rated the condition of residential or scheme roads as very good or good and 35% said they were fair to poor.
- 29% rated the condition of rural main roads as very good or good and 37% said they were fair to poor.
- 24% rated the condition of rural side roads as very good or good and 39% said they were fair to poor.

The subsequent diagrams show that the proportion of respondents who rated the condition of each of these road types as very good or good has increased to its highest level yet in 2017.



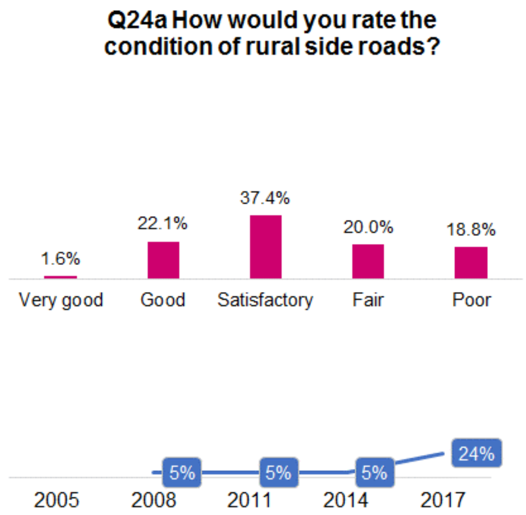
Q24a How would you rate the condition of town centre roads?					
	2005	2008	2011	2014	2017
Very good	-	1%	1%	2%	6.9%
Good	-	10%	17%	13%	25.4%
Satisfactory	-	24%	38%	41%	38.3%
Fair	-	24%	25%	26%	14.6%
Poor	-	41%	19%	17%	14.8%
% very good/ good		**11%**	**18%**	**15%**	**32%**
% fair to poor		**65%**	**44%**	**43%**	**29%**

Unweighted base: 2017, excludes 'don't know' n=1,680; NB Trendline shows % very good/ good
Please note where this no trend data this is where the question has not been asked in previous years (i.e. in 2005).



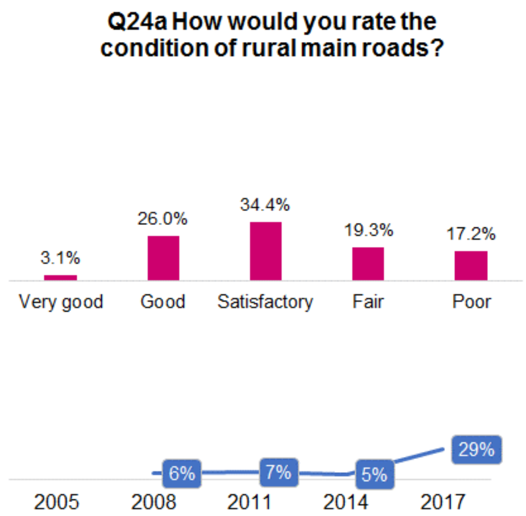
Q24a How would you rate the condition of residential/ scheme roads?					
	2005	2008	2011	2014	2017
Very good	-	1%	0%	0%	2.2%
Good	-	9%	8%	9%	26.7%
Satisfactory	-	20%	32%	29%	36.2%
Fair	-	25%	32%	28%	18.8%
Poor	-	45%	28%	33%	16.2%
% very good/ good		**10%**	**8%**	**9%**	**29%**
% fair to poor		**70%**	**60%**	**61%**	**35%**

Unweighted base: 2017, excludes 'don't know' n=1,681; NB Trendline shows % very good/ good
Please note where this no trend data this is where the question has not been asked in previous years (i.e. in 2005).



Q24a How would you rate the condition of rural side roads?					
	2005	2008	2011	2014	2017
Very good	-	1%	0%	0%	1.6%
Good	-	4%	5%	5%	22.1%
Satisfactory	-	15%	24%	20%	37.4%
Fair	-	23%	30%	34%	20.0%
Poor	-	57%	40%	42%	18.8%
% very good/ good		**5%**	**5%**	**5%**	**24%**
% fair to poor		**80%**	**70%**	**76%**	**39%**

Unweighted base: 2017, excludes 'don't know' n=1,680; NB Trendline shows % very good/ good
Please note where this no trend data this is where the question has not been asked in previous years (i.e. in 2005).



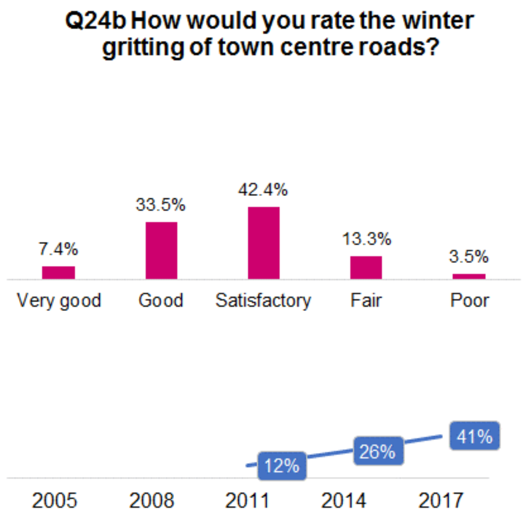
Q24a How would you rate the condition of rural main roads?					
	2005	2008	2011	2014	2017
Very good	-	1%	1%	0%	3.1%
Good	-	5%	6%	5%	26.0%
Satisfactory	-	16%	28%	23%	34.4%
Fair	-	24%	30%	38%	19.3%
Poor	-	54%	35%	34%	17.2%
% very good/ good		**6%**	**7%**	**5%**	**29%**
% fair to poor		**78%**	**65%**	**72%**	**37%**

Unweighted base: 2017, excludes 'don't know' n=1,680; NB Trendline shows % very good/ good
Please note where this no trend data this is where the question has not been asked in previous years (i.e. in 2005).

With regards to the winter gritting of roads in East Ayrshire:

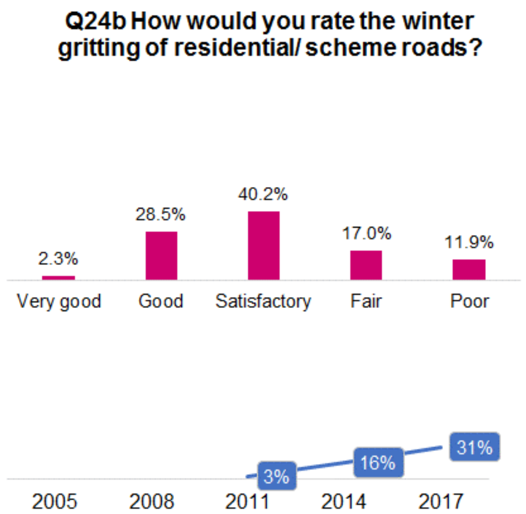
- 41% rated the condition of town centre roads as very good or good and 17% said they were fair to poor;
- 31% rated the condition of residential or scheme roads as very good or good and 29% said they were fair to poor.
- 24% rated the condition of rural side roads as very good or good and 31% said they were fair to poor.
- 31% rated the condition of rural main roads as very good or good and 28% said they were fair to poor.

Satisfaction with winter gritting on each of these road types has continued to increase over the past three survey periods.



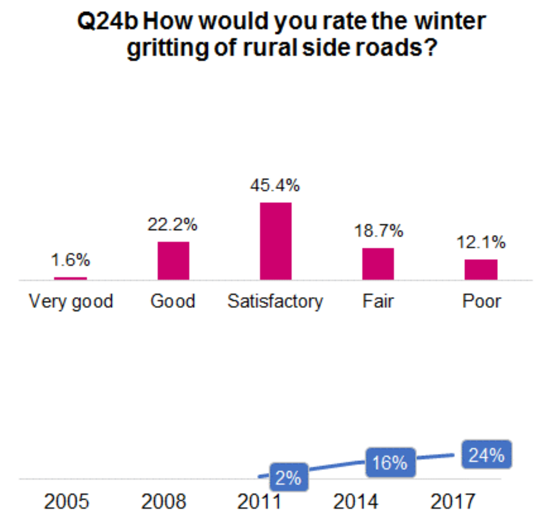
Q24b How would you rate the winter gritting of town centre roads?	2005	2008	2011	2014	2017
Very good	-	-	2%	4%	7.4%
Good	-	-	10%	22%	33.5%
Satisfactory	-	-	45%	49%	42.4%
Fair	-	-	24%	20%	13.3%
Poor	-	-	20%	5%	3.5%
% very good/ good			**12%**	**26%**	**41%**
% fair to poor			**44%**	**25%**	**17%**

Unweighted base: 2017, excludes 'don't know' n=1,680; NB Trendline shows % very good/ good
Please note where this no trend data this is where the question has not been asked in previous years (i.e. in 2005 and 2008).



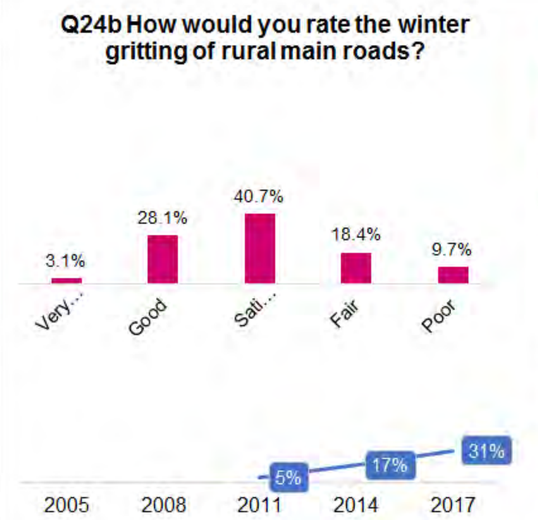
Q24b How would you rate the winter gritting of residential/ scheme roads?	2005	2008	2011	2014	2017
Very good	-	-	0%	1%	2.3%
Good	-	-	3%	15%	28.5%
Satisfactory	-	-	25%	36%	40.2%
Fair	-	-	28%	21%	17.0%
Poor	-	-	44%	27%	11.9%
% very good/ good			**3%**	**16%**	**31%**
% fair to poor			**72%**	**48%**	**29%**

Unweighted base: 2017, excludes 'don't know' n=1,680; NB Trendline shows % very good/ good
Please note where this no trend data this is where the question has not been asked in previous years (i.e. in 2005 and 2008).



Q24b How would you rate the winter gritting of rural side roads?	2005	2008	2011	2014	2017
Very good	-	-	0%	1%	1.6%
Good	-	-	2%	15%	22.2%
Satisfactory	-	-	20%	23%	45.4%
Fair	-	-	24%	27%	18.7%
Poor	-	-	53%	35%	12.1%
% very good/ good			**2%**	**16%**	**24%**
% fair to poor			**77%**	**62%**	**31%**

Unweighted base: 2017, excludes 'don't know' n=1,680; NB Trendline shows % very good/ good
Please note where this no trend data this is where the question has not been asked in previous years (i.e. in 2005 and 2008).



Q24b How would you rate the winter gritting of rural main roads?	2005	2008	2011	2014	2017
Very good	-	-	0%	1%	3.1%
Good	-	-	5%	16%	28.1%
Satisfactory	-	-	24%	28%	40.7%
Fair	-	-	27%	34%	18.4%
Poor	-	-	44%	22%	9.7%
% very good/ good			**5%**	**17%**	**31%**
% fair to poor			**71%**	**56%**	**28%**

Unweighted base: 2017, excludes 'don't know' n=1,680; NB Trendline shows % very good/ good
Please note where this no trend data this is where the question has not been asked in previous years (i.e. in 2005 and 2008).

5.3.4. Access to public transport (Q25-28)

Nine out of ten respondents (90%) stated that they have access to a bus stop within a 5 minute walk from their home (95% in 2014). 30% stated that they have access to a train station within a 10 minute walk from their home (25% in 2014).

Over 3 in 10 respondents (32%) said they required public transport to access health services which is a slight increase on the 2014 survey where 26% gave this response. Reliance on public transport to access health services was significantly higher for those with a disability where 52% said they needed this compared to 28% of those without.

Those who answered yes, were asked if they were experiencing any barriers in using public transport to travel to and from health centres, hospitals or medical appointments. The majority (73%) said they were not experiencing any barriers. Where respondents were experiencing barriers to their access to health services this was mainly due to timetabling or scheduling of public transport (17%) and affordability (10%). The barriers experienced were the same for those with and those without a disability.

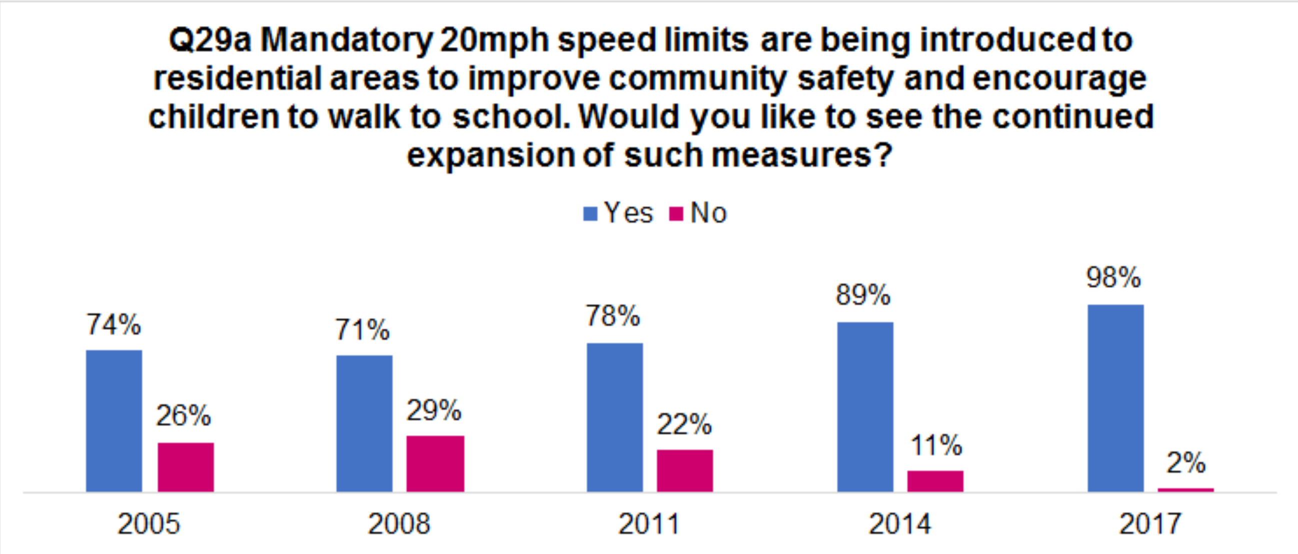
Q28 If Yes - Are you experiencing any barriers in using public transport to travel to and from health centres/ hospitals/ medical appointments?

	2011	2014	2017
No barriers	79%	92%	73.2%
Timetabling/ scheduling of public transport	3%	2%	16.5%
Affordability	4%	2%	9.9%
Reliability	1%	1%	9.0%
Quality i.e. safety, comfort, attractiveness	0%	1%	0.6%
Other	13%	2%	0.2%

Unweighted base: 2017, Require public transport to access health services, n=735

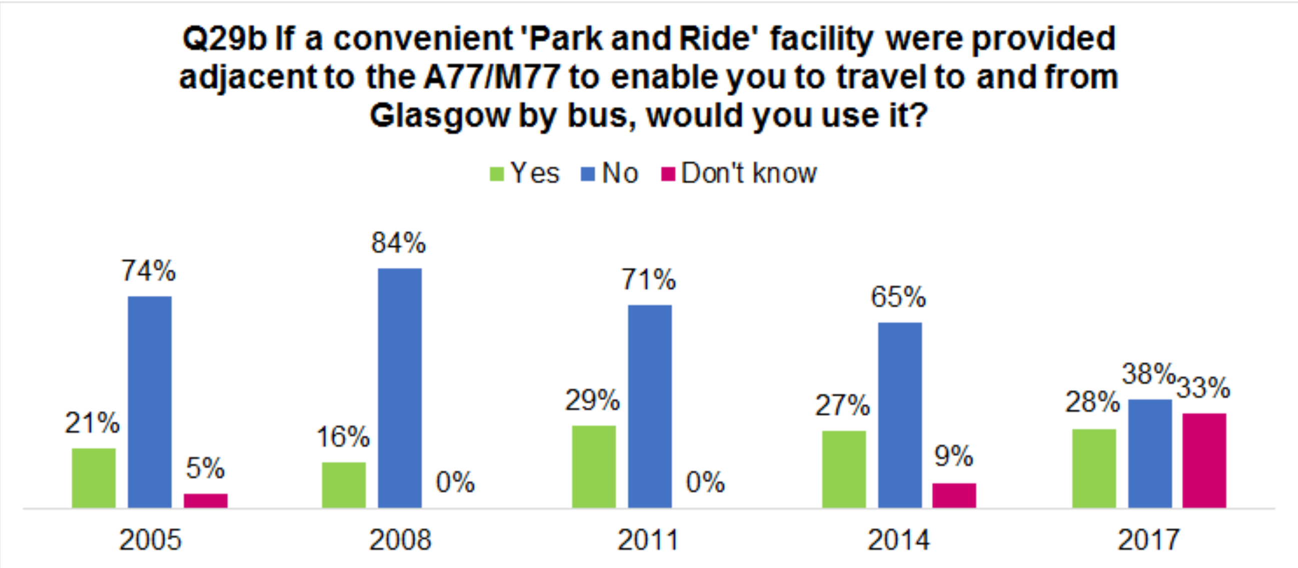
5.3.5. Potential changes to roads and transport facilities (Q29)

There was strong support for continued expansion of mandatory 20mph speed limits in residential areas. Support in 2017 has risen to its highest level yet, with 98% stating they would like to see this expanded.



Unweighted base 2017: Excluding don't know, n=1,837

If a convenient 'Park and Ride' facility was provided adjacent to the A77/M77 to enable travel to and from Glasgow by bus, 28% said that they would use this. This is similar to the 27% who said they would use this in 2014.



Unweighted base 2017: n=2,308

Just under 9 in 10 respondents (86%) agreed they would prefer to fly from Prestwick Airport if there were more routes available and they were planning a trip abroad. This is consistent with the findings from 2014 (86%).

5.3.6. Improvements to roads and transport facilities (Q30)

An open ended question was included in the survey which asked all respondents what one bus or rail improvement they would like to see in East Ayrshire. The open ended comments provided to this question have been coded into common themes for analysis purposes. This analysis reveals that the top priority for respondents overall was for cheaper public transport in general (19%), and this was followed by more frequent or regular buses (18%) and a later bus service (13%).

Q30 If there was one bus/ rail improvement you would like to see in East Ayrshire, what would it be?	
Priority	**%**
Cheaper public transport in general	18.9%
More frequent/ regular buses	17.9%
Later bus service	13.4%
More frequent/ regular public transport in general	11.2%
More punctual/ reliable public transport in general	8.6%
Reduce speed limits/ 20mph speed limit	3.8%
More punctual/ reliable bus service	3.6%
More bus stops/ stops	2.4%
Don't cut services	2.3%
Cheaper bus fares	2.0%
More buses going into the town centre	2.0%
Later public transport services in general	1.9%
Re-instate the No. 2 Galston bus service	1.8%
Later train service	0.8%
Cheaper train tickets	0.7%
Better Sunday service - public transport in general	0.6%
More space for prams/ buggies/ wheelchairs	0.6%
Better Sunday service - bus service	0.5%
More punctual/ reliable train service	0.2%
More frequent/ regular trains	0.1%
Better Sunday service - train service	0.0%
Other	9.7%

Unweighted base: 2017, provided suggestions, n=536

5.4. Town Centres (Q31-35)

5.4.1. Shopping locations (Q31)

Respondents were asked a series of questions to help understand their shopping habits. In terms of where households most commonly do their shopping:

Respondents were asked a series of questions to help understand their shopping habits. In terms of where households most commonly do their shopping:

- **Food shopping:** was most likely to be done in Kilmarnock, 65% compared to 70% in 2014.
- **Large household items**: 35% of respondents purchased large household items in Kilmarnock, a significant decrease compared to 70% in 2014. On the other hand, there was an increase in respondents purchasing such items in Silverburn (5% in 2014 compared to 14% in 2017), in Cumnock town centre (11% in 2017, this was not noted in previous years) and purchasing online (7% stated they purchased online, this was not noted in previous years).
- **Small household items**: there has been a decrease in respondents stating that they purchase small household items in Kilmarnock. This has fallen from 59% in 2014 to 30% in 2017. The proportion of respondents purchasing small household items in Cumnock town centre was not noted in 2014 and is 11% in 2017. Other significant changes are that purchasing small household items from Silverburn has also increased (rising from 18% in 2014 to 23% in 2017) and online shopping is now used by 5% of respondents to purchase small household items whereas it was not mentioned previously.

Analysis shows that there are significant trends in relation to where respondents shop in relation to where they live, with Irvine Valley respondents, for example, more likely to shop in Silverburn and Kilmarnock South respondents more likely to shop in Kilmarnock.

The following tables detail the key findings to the shopping profile questions year on year.

Q31a Where does your household do most of its shopping for the following? "Food shopping"				
	2008	2011	2014	2017
Elsewhere in Kilmarnock	52%	50%	37%	37.5%
Kilmarnock town centre	26%	32%	33%	27.0%
Ayr	15%	15%	13%	10.2%
Elsewhere in East Ayrshire	6%	5%	11%	9.8%
Cumnock town centre	0%	0%	5%	5.4%
Silverburn shopping centre, Glasgow	1%	2%	3%	3.8%
Other	-	-	-	2.6%
Not applicable/ don't know*	-	-	-	3.8%

Unweighted base 2017: n=2,308; Please note that previous surveys did not ask specifically about Cumnock Town Centre, only ‘elsewhere in East Ayrshire’. The 2017 survey used showcards showing shopping locations. *A not applicable/ don’t know code was derived from the ‘other’ responses.

Q31b Where does your household do most of its shopping for the following? "Shopping for large household items e.g. furniture, DIY, electricals"				
	2008	2011	2014	2017
Kilmarnock town centre	26%	33%	38%	20.7%
Silverburn shopping centre, Glasgow	1%	8%	5%	14.4%
Elsewhere in Kilmarnock	42%	47%	32%	14.2%
Ayr	23%	24%	24%	13.7%
Cumnock town centre	-	-	-	11.1%
Elsewhere in Glasgow	4%	8%	10%	8.6%
Online*	-	-	-	6.6%
Elsewhere in East Ayrshire	3%	4%	2%	4.0%
Irvine*	-	-	-	1.9%
Braehead shopping centre*	1%	6%	3%	1.3%
Other	-	-	-	0.7%
Not applicable/ don't know*	-	-	-	2.8%

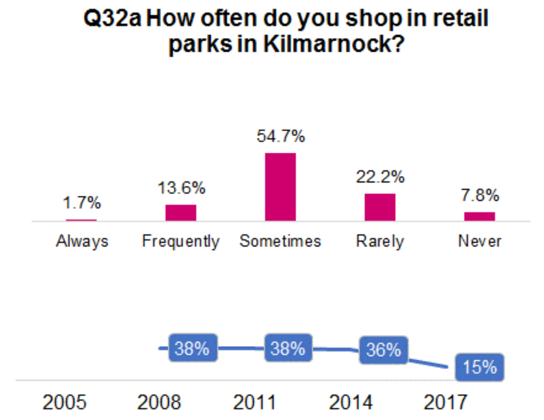
Unweighted base 2017: n=2,308; Please note that previous surveys did not ask specifically about Cumnock Town Centre, only 'elsewhere in East Ayrshire'. The 2017 survey used show cards showing shopping locations. *The codes 'not applicable/ don't know', 'online', 'Irvine', 'Elsewhere in Glasgow' and 'Braehead shopping centre' were added post fieldwork and were derived from the 'other' responses.

Q31c Where does your household do most of its shopping for the following? "Small household items e.g. clothes, footwear and gifts"				
	2008	2011	2014	2017
Silverburn shopping centre	2%	15%	18%	23%
Kilmarnock town centre	35%	36%	42%	22%
Ayr	27%	26%	30%	13%
Cumnock town centre	-	-	-	11%
Elsewhere in Glasgow*	5%	11%	12%	10%
Elsewhere in Kilmarnock	21%	38%	17%	8%
Elsewhere in East Ayrshire	8%	2%	2%	3%
Braehead shopping centre*	2%	6%	7%	1%
Other	-	-	-	7%
Not applicable/ don't know*	-	-	-	2%

Unweighted base 2017: n=2,308; Please note that previous surveys did not ask specifically about Cumnock Town Centre, only 'elsewhere in East Ayrshire'. The 2017 survey used show cards showing shopping locations. *The codes 'not applicable/ don't know', 'Elsewhere in Glasgow' and 'Braehead shopping centre' were added post fieldwork and were derived from the 'other' responses.

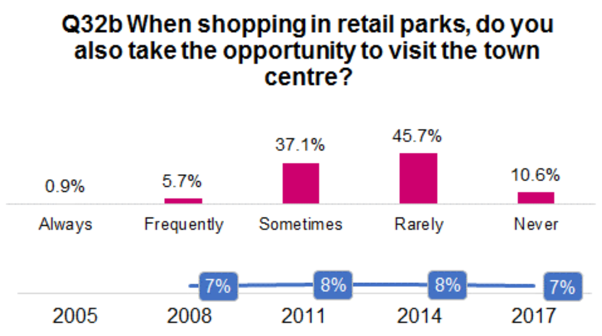
5.4.2. Retail parks (Q32)

The frequency of shopping in retail parks in Kilmarnock either always or frequently has decreased, falling from 36% in 2014 to 15% in 2017. However, the proportion stating that they ‘sometimes’ shop in retail parks in Kilmarnock has increased from 37% to 55%). When shopping in retail parks in Kilmarnock, the majority of respondents rarely or never take the opportunity to visit the town centre (56%).



Q32a How often do you shop in retail parks in Kilmarnock?					
	2005	2008	2011	2014	2017
Always	-	7%	9%	7%	1.7%
Frequently	-	31%	29%	29%	13.6%
Sometimes	-	28%	32%	37%	54.7%
Rarely	-	16%	20%	20%	22.2%
Never	-	18%	9%	8%	7.8%
% Always/Frequently*		38%	38%	36%	15%

Unweighted base 2017: n=2,308; NB Trendline shows % always/ frequently
Please note where this no trend data this is where the question has not been asked in previous years (i.e. in 2005).

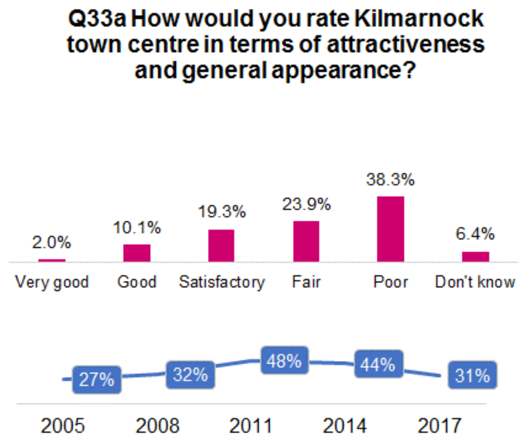


Q32b When shopping in retail parks, do you also take the opportunity to visit the town centre?					
	2005	2008	2011	2014	2017
Always	-	3%	2%	1%	0.9%
Frequently	-	4%	6%	7%	5.7%
Sometimes	-	29%	46%	37%	37.1%
Rarely	-	32%	27%	38%	45.7%
Never	-	32%	19%	16%	10.6%
% Always/Frequently*		7%	8%	8%	7%

Unweighted base 2017: n=2,308; NB Trendline shows % always/ frequently
Please note where this no trend data this is where the question has not been asked in previous years (i.e. in 2005).

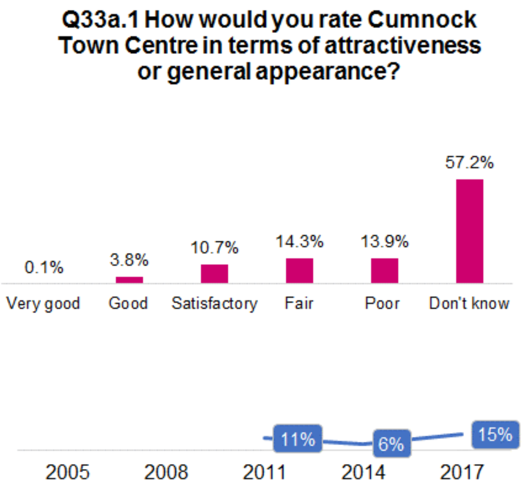
5.4.3. Attractiveness and general appearance of town centres (Q33)

When asked to consider the attractiveness and general appearance of town centres, 31% of respondents in 2017 rated Kilmarnock town centre positively (i.e. very good/ good/ satisfactory) compared to 44% in 2014; and 15% of respondents in 2017 rated the attractiveness and general appearance of Cumnock Town Centre positively (6% in 2014).



Q33a How would you rate Kilmarnock town centre in terms of attractiveness and general appearance?	2005	2008	2011	2014	2017
Very good	1%	0%	1%	1%	2.0%
Good	7%	6%	12%	6%	10.1%
Satisfactory	19%	26%	35%	37%	19.3%
Fair	27%	22%	23%	24%	23.9%
Poor	41%	46%	29%	31%	38.3%
Don't know	5%	0%	0%	1%	6.4%
% very good/ good*	**27%**	**32%**	**48%**	**44%**	**31%**
% fair/ poor	**68%**	**68%**	**52%**	**55%**	**62%**

* Scale changed from excellent to very good in 2017; Unweighted base 2017: n=2,308; NB Trendline shows % very good/ good/ satisfactory
Please note where this no trend data this is where the question has not been asked in previous years (i.e. in 2005).

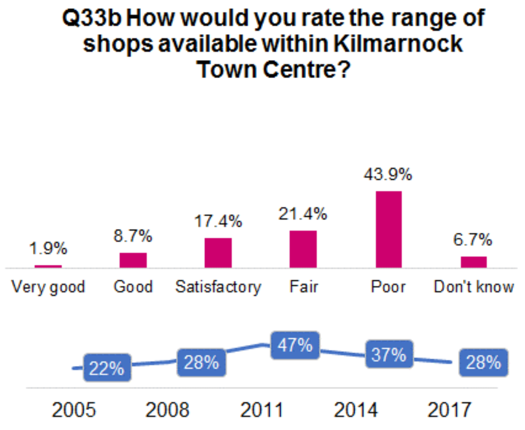


Q33a.1 How would you rate Cumnock Town Centre in terms of attractiveness or general appearance?	2005	2008	2011	2014	2017
Very good	-	-	2%	0%	0.1%
Good	-	-	2%	1%	3.8%
Satisfactory	-	-	7%	5%	10.7%
Fair	-	-	21%	21%	14.3%
Poor	-	-	23%	34%	13.9%
Don't know	-	-	46%	39%	57.2%
% very good/ good*			**11%**	**6%**	**15%**
% fair/ poor			**44%**	**55%**	**28%**

* Scale changed from excellent to very good in 2017; Unweighted base 2017: n=2,308; NB Trendline shows % very good/ good/ satisfactory
Please note where this no trend data this is where the question has not been asked in previous years (i.e. in 2005 and 2008).

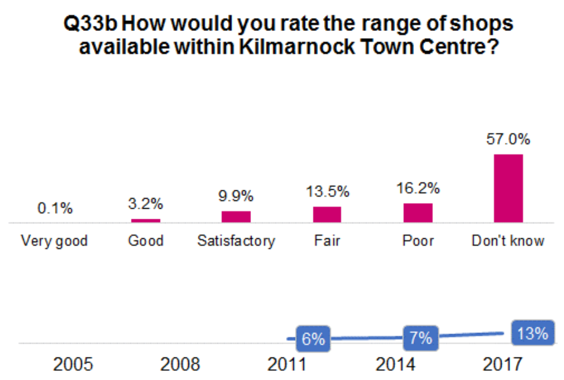
5.4.4. Range of shops in town centres (Q33)

In terms of the range of shops, 28% in 2017 rated Kilmarnock town centre positively (i.e. very good/ good/ satisfactory) compared to 37% in 2014; and 13% rated the range of shops in Cumnock positively in 2017 compared to 7% in 2014.



Q33b How would you rate the range of shops available within Kilmarnock Town Centre?	2005	2008	2011	2014	2017
Very good	0%	0%	2%	0%	1.9%
Good	5%	5%	15%	4%	8.7%
Satisfactory	17%	23%	30%	33%	17.4%
Fair	25%	21%	25%	26%	21.4%
Poor	46%	51%	28%	36%	43.9%
Don't know	7%	0%	0%	1%	6.7%
% very good/ good*	**22%**	**28%**	**47%**	**37%**	**28%**
% fair/ poor	**71%**	**72%**	**53%**	**62%**	**65%**

* Scale changed from excellent to very good in 2017. ; NB Trendline shows % very good/ good/ satisfactory
Unweighted base 2017: n=2,308



Q33b.1 How would you rate the range of shops available within Cumnock Town Centre?	2005	2008	2011	2014	2017
Very good	-	-	0%	0%	0.1%
Good	-	-	1%	2%	3.2%
Satisfactory	-	-	5%	5%	9.9%
Fair	-	-	20%	13%	13.5%
Poor	-	-	26%	42%	16.2%
Don't know	-	-	48%	38%	57.0%
% very good/ good*			**6%**	**7%**	**13%**
% fair/ poor			**46%**	**55%**	**30%**

* Scale changed from excellent to very good in 2017. ; NB Trendline shows % very good/ good/ satisfactory
Unweighted base 2017: n=2,308
Please note where this no trend data this is where the question has not been asked in previous years (i.e. in 2005 and 2008).

5.4.5. Change in frequency of shopping in town centres compared to 2-3 years ago (Q34)

Compared to 2 years ago, respondents feel that they now shop in Kilmarnock town centre less often (47%), whereas those who shop at Cumnock town centre have reported that they do so about the same.

Q34a Compared to 2 years ago, would you say you now shop in Kilmarnock Town Centre?	2005	2008	2011	2014	2017
More often	-	3%	4%	6%	0.7%
Less often	-	41%	30%	30%	46.8%
About the same	-	42%	62%	60%	46.6%
Not applicable	-	14%	4%	4%	5.9%

Q34b Compared to 2 years ago, would you say you now shop in Cumnock Town Centre?	2005	2008	2011	2014	2017
More often	-	-	1%	2%	0.1%
Less often	-	-	16%	18%	17.3%
About the same	-	-	46%	32%	25.6%
Not applicable	-	-	37%	48%	57.0%

Unweighted base 2017: n=2,308
Please note where this no trend data this is where the question has not been asked in previous years.

5.4.6. What would make you more likely to visit East Ayrshire town centres?

When asked what would make them more likely to visit the town centres, the most common responses, as had been the case previously, were:

- a **better range of shops** (89% in Kilmarnock - up from 75% in 2014; 90% in Cumnock – up from 35% in 2014)
- a more **pleasant environment** (43% in Kilmarnock – up from 29% in 2014; 14% in Cumnock – down from 17% in 2014)
- **More cafes/ restaurants/ public houses** (30% in Kilmarnock – up from 8% in 2014; 25% in Cumnock – up from 5% in 2014).

Q35 What would make you more likely to visit "Kilmarnock Town Centre"			
	2011	2014	2017
A better range of shops	69%	75%	88.7%
A more pleasant environment	42%	29%	43.2%
More cafes/ restaurants/ public houses	19%	8%	30.2%
More/ cheaper car parking	33%	23%	26.7%
Feeling safer	14%	16%	23.9%
More entertainment/ leisure facilities	17%	10%	20.1%
Better public transport	16%	8%	11.2%

Unweighted base 2017: n=2,308

Q35 What would make you more likely to visit "Cumnock Town Centre"			
	2011	2014	2017
A better range of shops	35%	35%	89.7%
More cafes/ restaurants/ public houses	9%	5%	24.5%
A more pleasant environment	18%	17%	14.3%
More entertainment/ leisure facilities	4%	5%	13.5%
More/ cheaper car parking	4%	1%	7.6%
Better public transport	3%	4%	5.3%
Feeling safer	7%	4%	4.2%

Unweighted base 2017: n=2,308

5.5. Employment, Education and Training (Q104, Q46-61)

5.5.1. Qualifications (Q104)

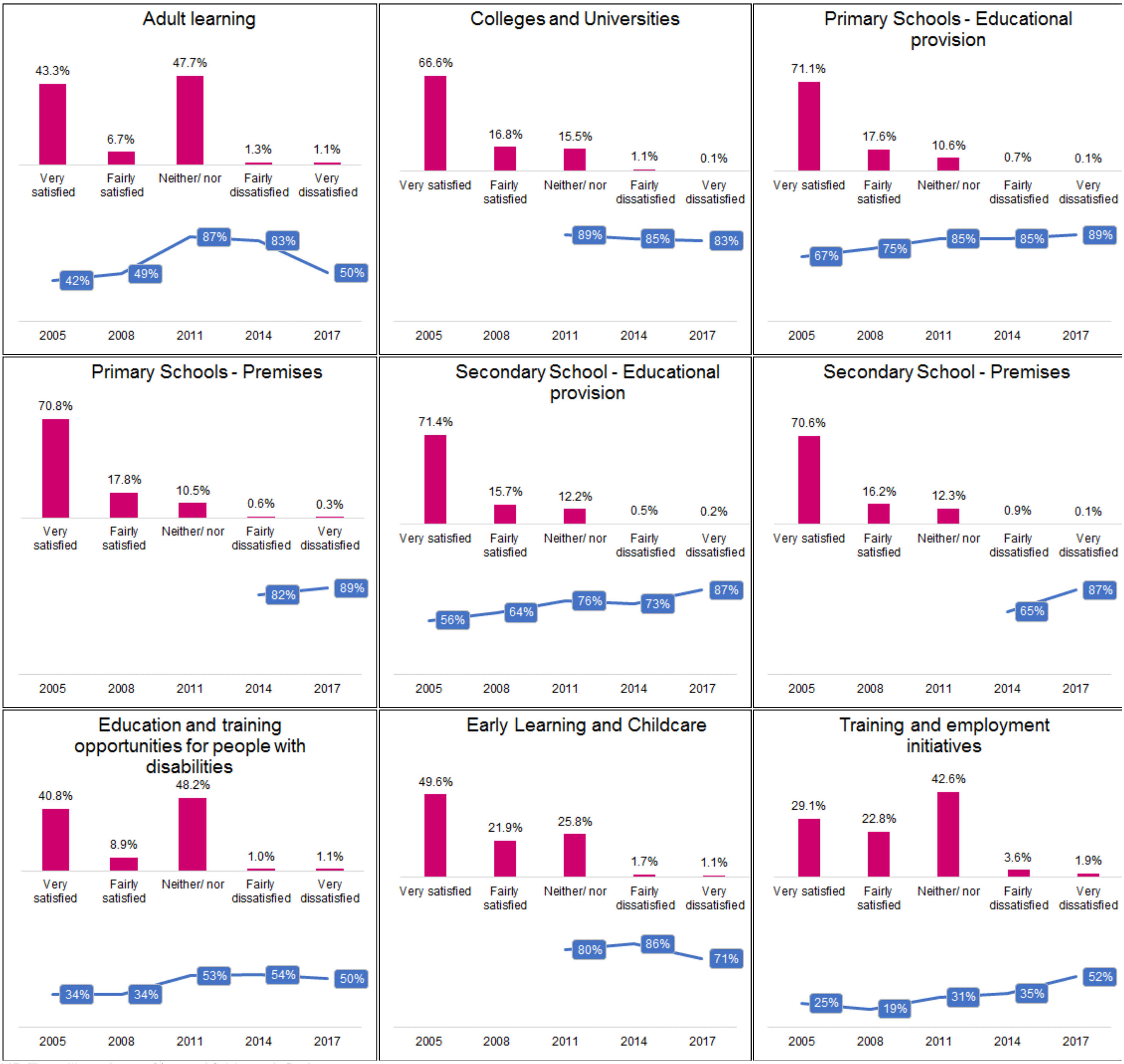
All respondents were asked to state which qualifications they have. As can be seen in the table below, the most common answer given was ‘O Grade, Standard Grade, GCSE or equivalent’, with 37% of respondents stating that this was their highest qualification. 17% of respondents stated that their highest qualifications were ‘Higher Grades, Advanced Higher, A Level or equivalent’. 24% of respondents stated that they have no qualifications which is less than was reported in 2014 (28%), however is higher than has been reported for the Scottish Average in the 2015 Scottish Household Survey (17%).

Q104 Which, if any, of the following qualifications do you have?	
	%
A - School Leaving Certificate, NQ Unit	9%
B - O Grade, Standard Grade, GCSE, GCE O Level, CSE, NQ Access 3 Cluster, Intermediate 1, Intermediate 2, Senior Certificate or equivalent	37%
C - GNVQ/ GSVQ Foundation or Intermediate, SVQ Level 1, SVQ Level 2, SCOTVEC/ National Certificate Module, City and Guilds Craft, RSA Diploma or equivalent	9%
D - Higher Grade, Advanced Higher, CSYS, A Level, AS Level, Advanced Senior Certificate or equivalent	17%
E - GNVQ/ GSVQ Advanced, SVQ Level 3, ONC, OND, SCOTVEC National Diploma, City and Guilds Advanced Craft, RSA Advanced Diploma or equivalent	6%
F - HNC, HND, SVQ Level 4, RSA Advanced Diploma or equivalent	8%
G - First Degree, Higher degree, SVQ Level 5 or equivalent	5%
H - Professional qualifications e.g. teaching, accountancy	2%
L - No qualification	24%
M - Don't know	1%
I - Other school qualifications not already mentioned	0%
J - Other post-school but pre-higher education qualifications not already mentioned	0%
K - Other higher education qualifications not already mentioned	0%

Unweighted base: 2017, n=2,308

5.5.2. Satisfaction with education and training services (Q46)

In terms of education and training services, satisfaction levels have both risen and fallen since 2014. The most notable increase in satisfaction is with respect to secondary school premises, rising from 65% in 2014 to 87% in 2017. On the other hand, the largest decrease in satisfaction is with respect to adult learning, where satisfaction has fallen from 83% in 2014 to 50% in 2017.



NB Trendline shows % very/ fairly satisfied
Please note where this no trend data this is where the question has not been asked in previous years

5.5.3. Employment status (Q47/8)

Respondents were asked to state their current employment status. As shown in the table below, 39% of respondents in 2017 stated that they were employed full time, which is a 10% increase since 2014. 29% of respondents said that they were retired, which remains roughly consistent with 2014's results (27%). The proportion of respondents stating they were unemployed has fallen from 10% in 2014 to 4% in 2017.

Q47 Are you....		
	2014	2017
Employed (full time)	29%	38.9%
Employed (part time)/ Job share	10%	12.3%
Self employed	3%	1.8%
Unemployed	10%	3.5%
Student (full time)	5%	4.5%
Permanently sick/ disabled - unable to work	6%	5.5%
Looking after the home seeking work	8%	1.2%
Retired	27%	29.1%
Other	-	0.2%
Housewife/ househusband/ looking after home/ family	-	2.5%
Carer	-	0.5%

Unweighted base: 2017, n=2,308

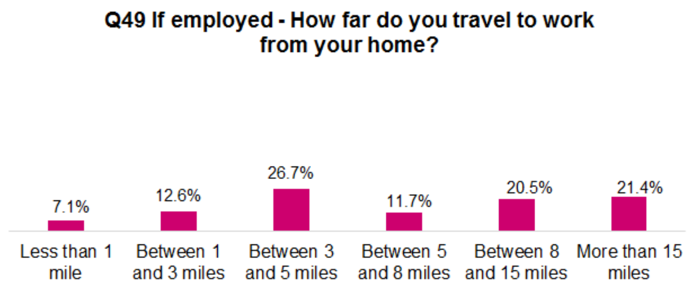
5.5.4. Travelling to work (Q49-52)

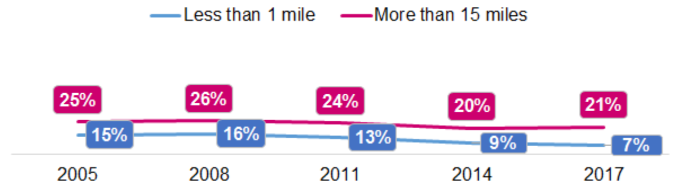
All respondents who stated that they are currently employed were then asked where they work. As can be seen in the table below, the majority (66%) of respondents stated that they work within East Ayrshire. 10% of respondents stated that they work in Glasgow.

Q48 If employed - Where do you work?		
	2014	2017
East Ayrshire	65%	65.9%
North Ayrshire	8%	5.5%
South Ayrshire	16%	6.2%
South Lanarkshire	-	3.1%
Dumfries and Galloway	1%	0.8%
Renfrewshire/ East Renfrewshire	1%	3.8%
Glasgow	6%	10.6%
Other	-	0.4%
All over	-	1.7%
Work from home	-	1.5%
Refused	-	0.4%

Unweighted base: 2017, In employment, n=1,237

Respondents were then asked how far they travel to work from their home. As can be seen below, the most common distance travelled was between 3 and 5 miles (27%), which is an increase of 9% from 2014. 21% of respondent stated that they travel more than 15 miles to work, which is roughly consistent with results reported in 2014 (20%).





Q49 If employed - How far do you travel to work from your home?	2005	2008	2011	2014	2017
Less than 1 mile	15%	16%	13%	9%	7.1%
Between 1 and 3 miles	18%	20%	20%	21%	12.6%
Between 3 and 5 miles	11%	12%	12%	18%	26.7%
Between 5 and 8 miles	16%	11%	15%	10%	11.7%
Between 8 and 15 miles	15%	15%	17%	21%	20.5%
More than 15 miles	25%	26%	24%	20%	21.4%

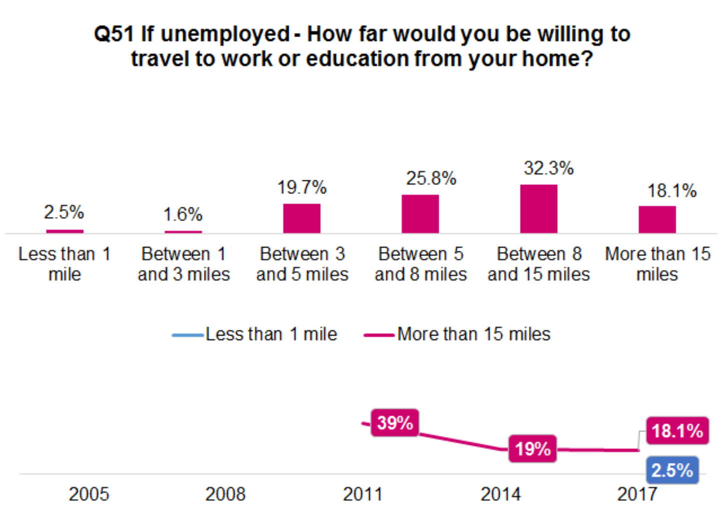
Unweighted base: 2017, In employment, n=1,237

Respondents who stated that they were currently employed were then asked which mode of transport they used to travel to work. As can be seen in the table below, the majority of respondents (78%) said they travel by car, as a driver to work. This is slightly higher than results reported in 2014 (70%). The second most common mode of transport was via bus, with 12% of respondents stating they travel to work in this way, which is consistent with results reported in 2014.

Q50 If employed - How do you normally travel to work?	2005	2008	2011	2014	2017
Car - driver	65%	65%	68%	70%	77.5%
Bus	10%	8%	11%	12%	12.3%
Walk	13%	11%	8%	9%	4.7%
Car passenger	9%	10%	5%	5%	2.8%
Work from home	-	-	-	-	1.6%
Train	2%	1%	2%	1%	0.5%
Work van	-	-	-	-	0.3%
Bicycle	1%	2%	1%	0%	0.2%
Motorcycle	0%	0%	0%	1%	0.0%
Park and Ride	-	-	-	-	0.0%
Refused	-	-	-	-	0.1%
Other	0%	0%	5%	1%	0.0%

Unweighted base: 2017, In employment, n=1,237

All respondents who said that they are currently unemployed, were asked how willing they would be to travel to work or education from their home. 32% of respondents said they would be willing to travel between 8 and 15 miles to work or education, which is an increase of 5% since 2014. 3% of respondents stated they would be willing to travel less than a mile, which is an increase of 3% in 2014, when no respondents gave this answer. 18% of respondents said they would be willing to travel more than 15 miles to work or education, which is roughly consistent with results from 2014.



Q51 If unemployed - How far would you be willing to travel to work or education from your home?	2005	2008	2011	2014	2017
Less than 1 mile	-	-	-	-	2.5%
Between 1 and 3 miles	-	-	6%	7%	1.6%
Between 3 and 5 miles	-	-	2%	10%	19.7%
Between 5 and 8 miles	-	-	31%	28%	25.8%
Between 8 and 15 miles	-	-	22%	27%	32.3%
More than 15 miles	-	-	39%	19%	18.1%

Unweighted base: 2017, Unemployed, n=84
Please note where this no trend data this is where the question has not been asked in previous years (i.e. in 2005 and 2008).

All unemployed respondents were then asked if there were any barriers preventing them from using public transport to and from education and work opportunities. As can be seen below, just under half of respondents (47%) said there were no barriers. 44% of respondents said that affordability was preventing them from using public transport for these reasons, and 16% of respondents stated that timetabling/scheduling of public transport was a barrier.

Q52 If unemployed - Are you experiencing any barriers in using public transport to travel to and from education or work opportunities?	%
No barriers	47.0%
Affordability	43.8%
Timetabling/ scheduling of public transport	16.1%
Reliability	4.8%
Quality i.e. safety, comfort, attractiveness	0.0%
Other	1.9%

Unweighted base: 2017, Unemployed, n=84

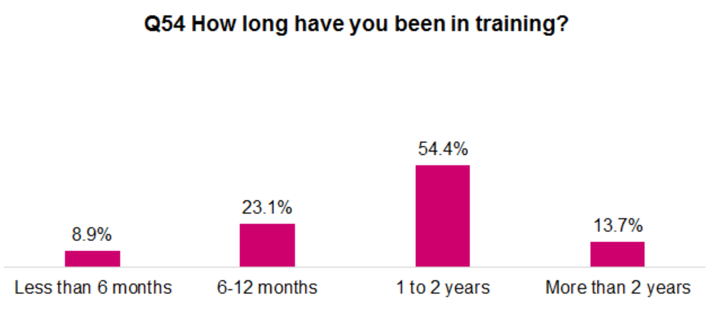
5.5.5. Education and training courses (Q53-58)

All respondents were asked if they were currently taking part in any education or training courses. As can be seen in the table below, the vast majority (94%) of respondents stated that they are not currently taking part in education or training. 4% of respondents stated that they are taking part in a college based course.

Q53 Are you currently taking part in any of these forms of education or training?	2017
None	93.9%
College Based Course	3.8%
University based course	1.5%
On the job training	0.8%
Distance learning/ open university	0.1%
Help with reading, writing or use of numbers	0.0%
Adult learning or evening classes	0.0%
School	0.0%
Computing	0.0%
Other	0.1%

Unweighted base: 2017, n=2,308

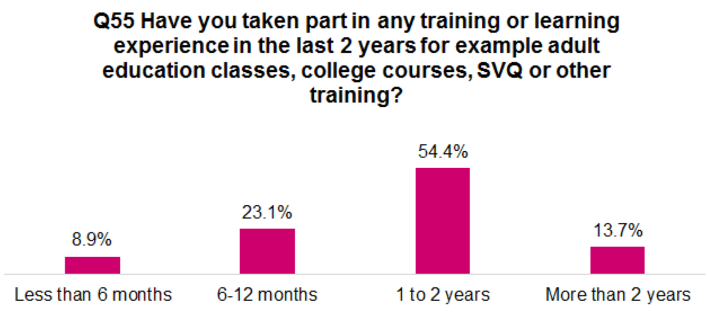
The respondents who stated that they are currently taking part in an education or training course were then asked how long they have been in training. Just over half (54%) of respondents stated that they have been undertaking training for 1 to 2 years. This figure has increased by 32% from 22% in 2014. The proportion of respondents stating that they have been in training for more than 2 years has decreased by 20% from 34% in 2014 to 14% in 2017.



Q54 How long have you been in training?	2005	2008	2011	2014	2017
Less than 6 months	33%	25%	35%	18%	8.9%
6-12 months	19%	17%	20%	26%	23.1%
1 to 2 years	15%	14%	8%	22%	54.4%
More than 2 years	34%	44%	37%	34%	13.7%

Unweighted base: 2017, In training, n=144

All respondents were asked if they have taken part in any training or learning experiences within the last 2 years. The vast majority (94%) of respondents stated they have not taken part in any training or learning experience in this time, which is an increase of 18% since 2014. The proportion of respondents stating that they have undertaken a training or learning course which has led to a qualification was 6%, which was a decrease of 11% from 17% in 2014.



Q55 Have you taken part in any training or learning experience in the last 2 years for example adult education classes, college courses, SVQ or other training?	2005	2008	2011	2014	2017
Yes, leading to a qualification	16%	20%	16%	17%	5.8%
Yes, not leading to a qualification	7%	9%	7%	7%	0.5%
No	77%	71%	77%	76%	93.7%

Unweighted base: 2017, n=2,308

Respondents who have taken part in training or learning experiences within the last two years, were then asked which setting the training took place in. The majority (63%) of respondents stated that the training took place in a College. This figure has increased by 28% from 35% in 2014. 21% of respondents stated that the training took place in a University. This figure has also seen an increase since results reported in 2014, rising 17% from 4% in 2014.

Q56 If yes, where did this take place?	2005	2008	2011	2014	2017
College	47%	37%	26%	35%	62.6%
University			11%	4%	21.4%
Work	36%	40%	44%	39%	12.8%
School	6%	5%	6%	7%	2.4%
Home based	-	-	-	-	2.4%
Community Venue/ Facility	4%	5%	2%	5%	1.4%
Local library	2%	1%	6%	3%	0.6%
Other	2%	10%	7%	5%	0.6%
Can't remember	-	-	-	-	2.4%

Unweighted base: 2017, In training, n=144

5.5.6. Barriers to finding employment (Q59-61)

Respondents were then asked if there were any barriers which prevented them from seeking employment, training or learning. The majority (52%) of respondents said that they are already employed or in training, which is a decrease of 18%, from 70% in 2014. Additionally, 20% of respondents stated that they were retired. 7% of respondents stated that ill-health was a barrier to them seeking employment, training or learning, which is a 5% decrease since 2014.

Q59 Which of the following issues prevent you from seeking employment, training or learning?

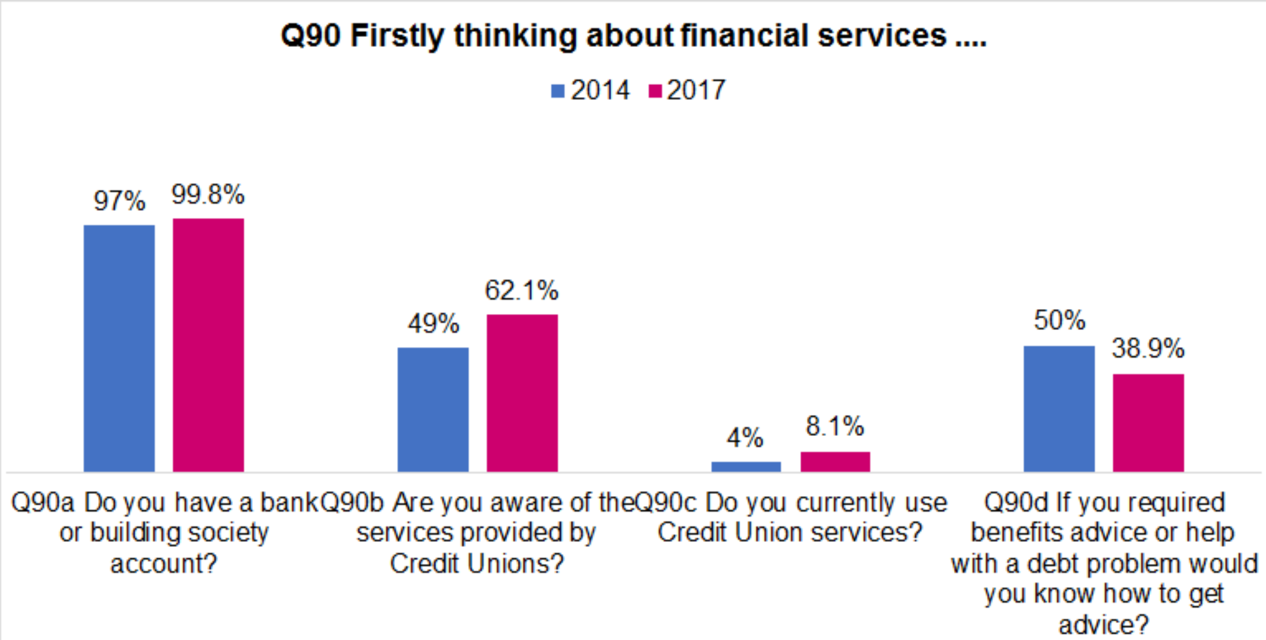
	2005	2008	2011	2014	2017
Already employed or in training (incorporated none in 2011/2014)	69%	75%	53%	70%	51.8%
Retired	-	-	-	-	20.4%
Ill-health	14%	15%	18%	12%	6.6%
Age	-	-	-	-	3.5%
Lack of suitable jobs	4%	3%	11%	6%	2.2%
Caring responsibilities	7%	7%	4%	4%	2.0%
Qualifications	3%	1%	6%	6%	1.6%
Fear of being worse off financially	2%	1%	3%	3%	0.9%
Lack of affordable childcare	2%	1%	2%	3%	0.8%
Transport costs	1%	0%	1%	1%	0.8%
Looking after family/ home			-	-	0.8%
Lack of confidence	-	-	1%	1%	0.5%
Lack of information and advice	3%	0%	1%	0%	0.4%
Literacy/ innumeracy numbers	1%	0%	0%	1%	0.1%
Other	-	-	-	-	0.3%
None			-	-	11.2%

Unweighted base: 2017, n=2,308

Respondents who require childcare to let them work, attend training or further education were asked if they had been able to find suitable local childcare. Of these individuals, the vast majority (91%) said they have been able to find suitable childcare. Where respondents had not been able to find suitable childcare reasons given were where respondents said the cost of childcare was too expensive or that there was a lack of nurseries locally. All respondents who had found suitable childcare said it met their needs.

5.6. Access to Financial services (Q90)

All respondents were asked a number of questions about financial services. The chart below shows the proportion of respondents answering ‘yes’ to each of these questions. Almost all respondents have a bank or building society account (99.8%), this is consistent with the findings from 2014. Over 6 in 10 respondents were aware of the services provided by Credit Unions (49% in 2014) and 8% said they currently use Credit Union services (4% in 2014). Just under 4 in 10 respondents said they would know how to get advice if they required benefits advice or help with a debt problem (50% in 2014).



Unweighted base: 2017, n=2,308

Respondents who said they would know how to get advice if they required benefits advice or help with a debt advice were asked about where specifically they would go to for advice. The top response was to go to Citizens' Advice (38%), followed by the Council (24%).

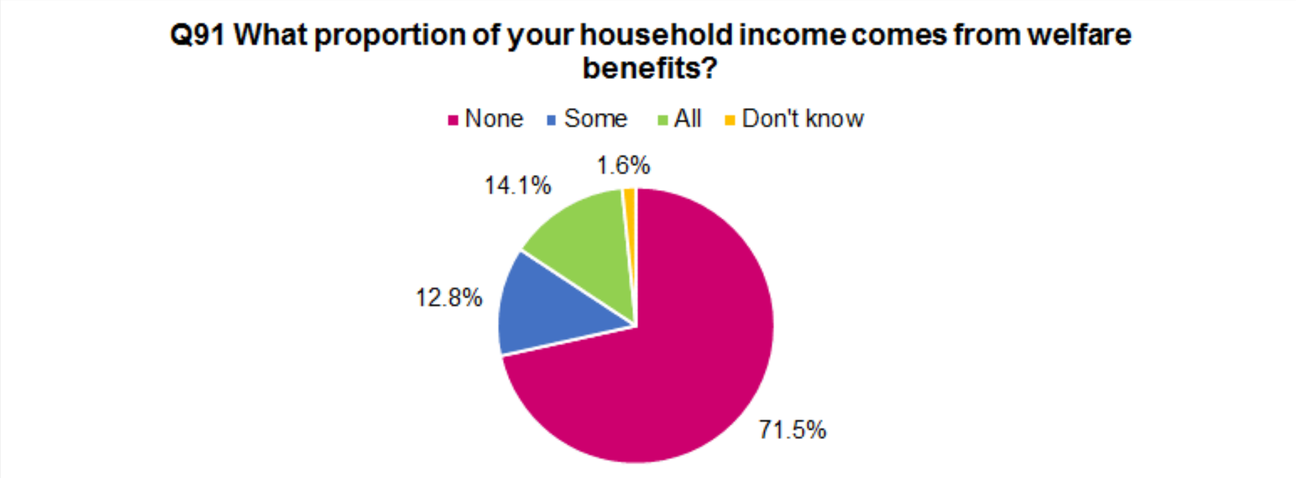
Q90d If yes, where would you go?	
	%
Citizens Advice	38.0%
Council	23.8%
Bank	9.9%
Job centre/ social	8.9%
Online	7.5%
Family/ friends	4.3%
Welfare rights	4.2%
Other	4.6%

Unweighted base: 2017, Said they would know how to get advice, n=927

5.7. Welfare Reform (Q91-95)

5.7.1. Proportion of household income from welfare benefits (Q91)

The majority of respondents (72%) said that none of their household income comes from welfare benefits. On the other hand, 13% said some of their income comes from welfare benefits, 14% said all of it comes from benefits and 2% were unsure.



Unweighted base: 2017, n=2,308

Further analysis reveals that respondents who lived in the most deprived 30% of data zones were most likely to say all of their income comes from welfare benefits (20%) as were those who had a long-term illness or disability (47%), and those who rented their home from the Council (40%) or a housing association (42%).

On the other hand, home owners (89%), respondents aged 35-64 (80%), did not live in the 30% most deprived data zones (77%) and males (77%) were most likely to say none of their income comes from welfare benefits.

5.7.2. Requirement for assistance with online benefits applications (Q92)

Where respondents were in receipt of welfare benefits, they were asked about any help they may require to assist them in making benefits applications online. The majority (58%) said no help was required and 39% said they would require assistance to help complete forms online.

Q92 The UK Government's Welfare Reform Programme/ Universal Credit means that you will be required to make applications for benefits online? Would you need any help to assist you to make benefits applications online?

	%
No help required, I'll be able to apply for benefits online myself	58.4%
Assistance to help complete forms online	39.0%
Family help	1.2%
Public Wi-Fi available in Council customer service centres	0.6%
Public computers available in Council customer service centres	0.3%
Other	0.0%
Don't know	0.9%

Unweighted base: 2017, At least some of income comes from benefits, n=690

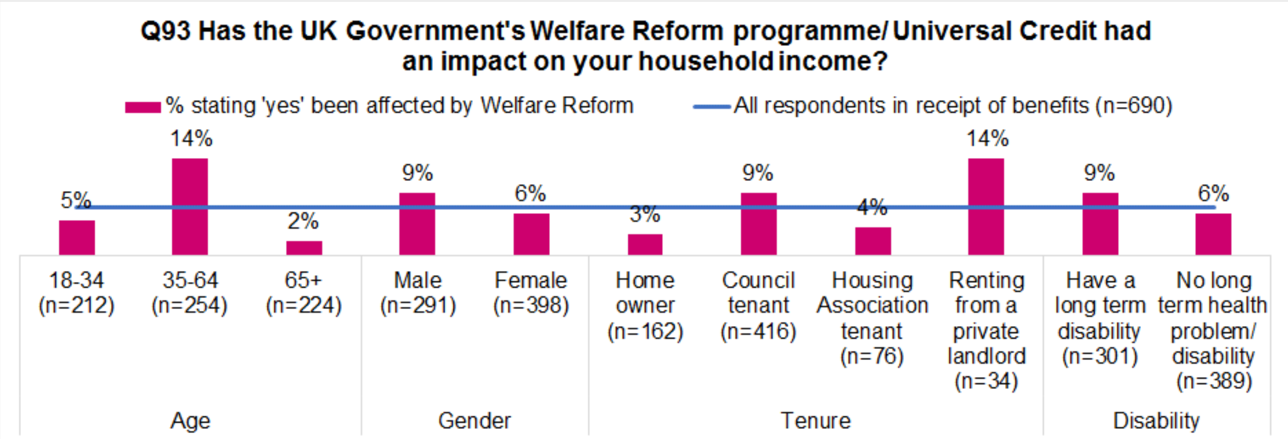
Analysis by age indicates that in general, as age increases, the proportion of respondents who said they did not require any help decreases. For example, from 25% for respondents aged 65 and over to 95% of respondents aged 18-34.

Those who had no long-term health conditions (76%) were significantly more likely to have said they would not require any assistance to make benefits applications online than respondents who did have a long-term health condition or disability (34%).

5.7.3. Impact of the Welfare Reform (Q93-95)

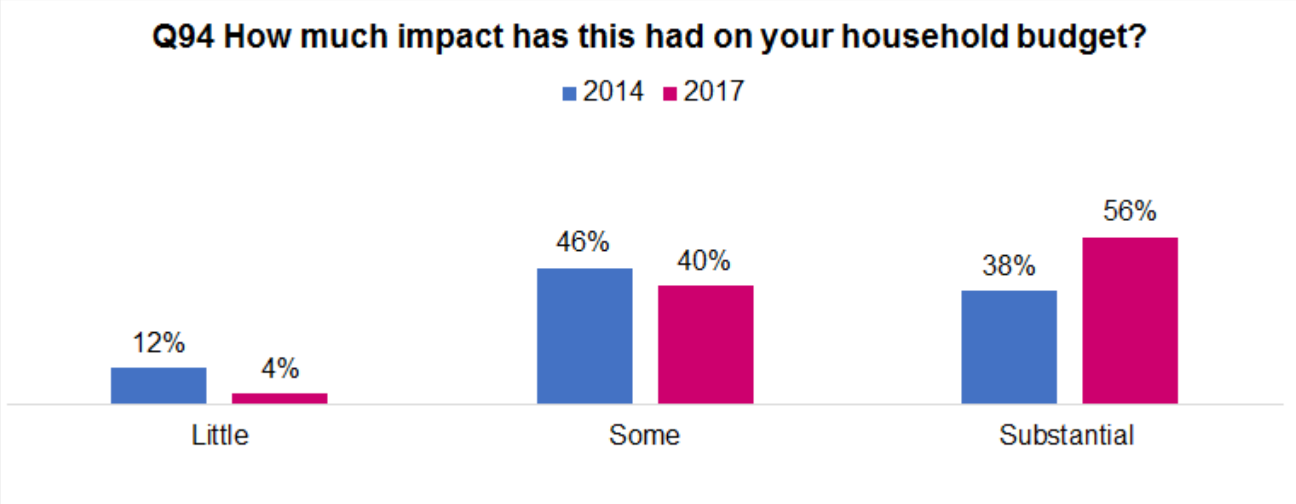
The vast majority of survey respondents (93%) said the UK Government's Welfare Reform programme/ Universal Credit has not had an impact on their household income. It should be noted that Universal Credit was not fully rolled out in East Ayrshire until October 2017, therefore it may not have had its full impact yet.

The proportion of respondents who said their income has been affected (7%) is not significantly different than the figure reported in 2014 (9%). Those who had been affected were most likely to be aged 35-64 (14% of respondents from this age group said they had been affected), Council tenants (9%) and those renting from a private landlord (14%). Least likely were home owners (3% of home owners said they had been affected) and respondents aged 65 and over (2%).



Where respondents said there had been an impact on their household income they were asked to state what has affected them. Over half of these individuals, 55% said their benefits had been cut or payments cancelled, 23% mentioned too much red tape or bureaucracy, 13% said it had a positive impact, for example they are living a better and more positive lifestyle and 12% said they were scared of taking up part time jobs because of the impact on their benefits.

The same group of respondents were asked how much of an impact the changes have had on their household budget. The proportion of respondents stating it has had a substantial impact was higher in 2017 (56%) than in 2014 (38%). However, care should be taken when comparing the results for 2014 and 2017 due to this being a small group of respondents and therefore may not be representative of the wider population. A small (2%) said the Welfare Reform has helped them back into work (also 2% in 2014).



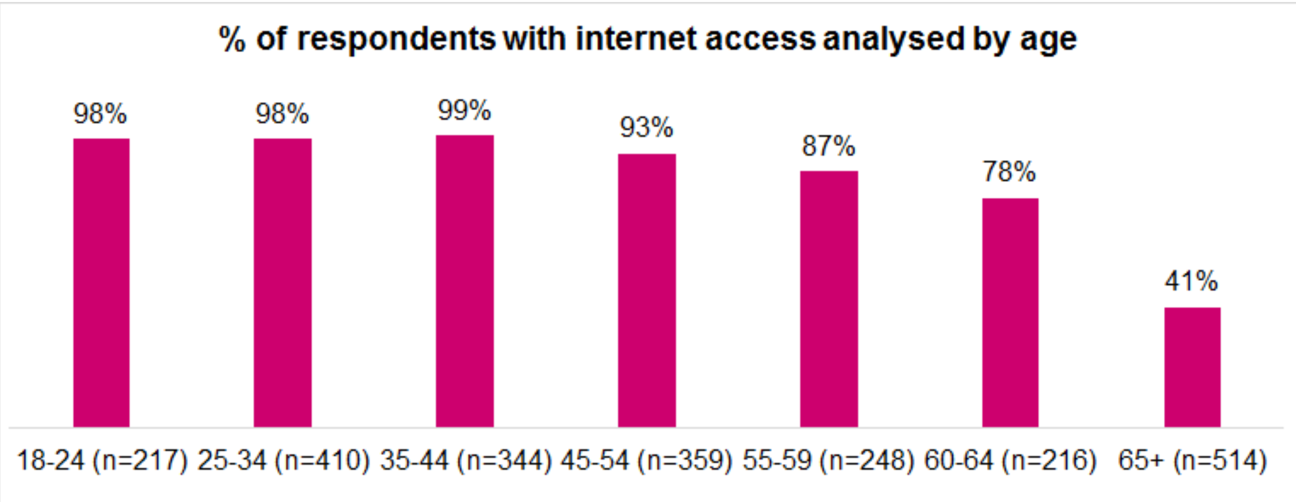
Unweighted base: 2017, Said Welfare Reform/ Universal Credit has had an impact on household income, n=46

5.8. Internet access and usage (Q100-103)

5.8.1. Access to telephones and internet (Q100-102)

Just under 9 in 10 respondents (86%) said they had a landline telephone in their home and 87%) said they had a mobile telephone. Seven in ten respondents (70%) said they had broadband internet access at home (67% in 2014) and 64% said they had mobile internet access using a 3G or 4G network (57% in 2014). Just under 1 in 5 respondents (19%) said they had no internet access.

Analysis by age reveals that the proportion of respondents with internet access is lowest amongst respondents aged 65 and over (41%).



The overall proportion of East Ayrshire respondents with internet access either via broadband or mobile technology in 2017 (81%) is consistent with the Scottish average reported in the 2015 Scottish Household Survey (80%).

5.8.2. Use of social media (Q103)

All respondents were asked about any social media sites they use. The majority of respondents (79%) said they used Facebook, 48% use YouTube and 15% use Twitter. The proportion of respondents using all three of these social media sites has seen an increase since 2014. Analysis by age reveals that the proportion of respondents who said they did not use any social media sites decreases with age, for example from 0% for respondents aged 18-24 to 42% for respondents aged 65 and over.

Q103 Which of the following social media sites do you use?

	2014	2017
Facebook	51%	78.6%
YouTube	22%	47.7%
Twitter	12%	15.0%
Instagram	-	1.0%
Shopping	-	1.0%
Google	-	0.7%
WhatsApp	-	0.6%
Snapchat	-	0.5%
Email	-	0.3%
Flickr	-	0.2%
Other	-	1.8%
None	-	11.9%

Unweighted base: 2017, n=2,308

5.9. Income (Q115)

All respondents were asked to provide information on their total household income from all sources before tax and other deductions. Eight percent of survey respondents said their household income was less than £16,000 a year, 14% said it was between £16,000 and £31,199 and 12% said it was over £31,200. Over 6 in 10 respondents refused to answer this question.

Q115 Could you please indicate the group in which you would place your total household income from all sources, before tax and other deductions?				
	2008	2011	2014	2017
Up to £5,199	3%	2%	2%	0.6%
£5,200 and up to £10,399	17%	12%	16%	2.7%
£10,400 and up to £15,599	6%	7%	12%	4.6%
£15,600 and up to £20,799	4%	11%	7%	3.7%
£20,800 and up to £25,999	3%	10%	4%	4.8%
£26,000 and up to £31,199	1%	2%	3%	5.1%
£31,200 and up to £36,399	0%	1%	2%	2.5%
£36,400 and up to £51,999	0%	2%	2%	4.1%
£52,000 and above	0%	1%	1%	5.8%
Prefer not to say/ don't know	66%	52%	53%	66.2%

Unweighted base: 2017, n=2,308

6. Wellbeing

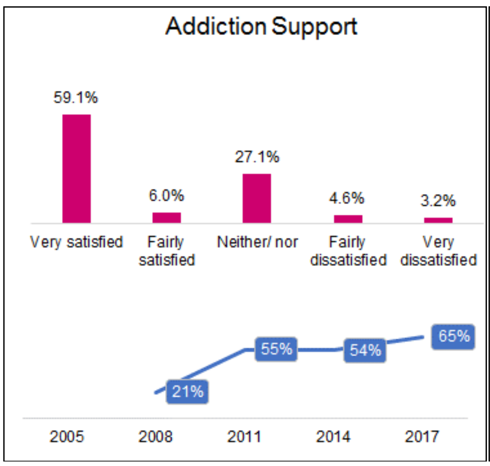
6.1. Key theme within the Community Plan

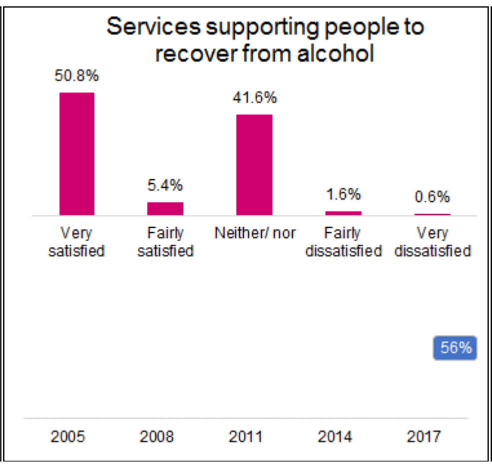
Positive health and wellbeing is at the heart of our community planning arrangements. We recognise that there are significant challenges in respect of the wellbeing of our communities and will work through our Integrated Health and Social Care arrangements to tackle these challenges.

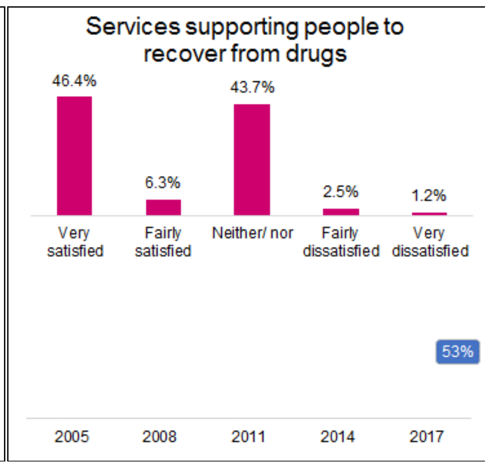
6.2. Satisfaction with health services (Q70)

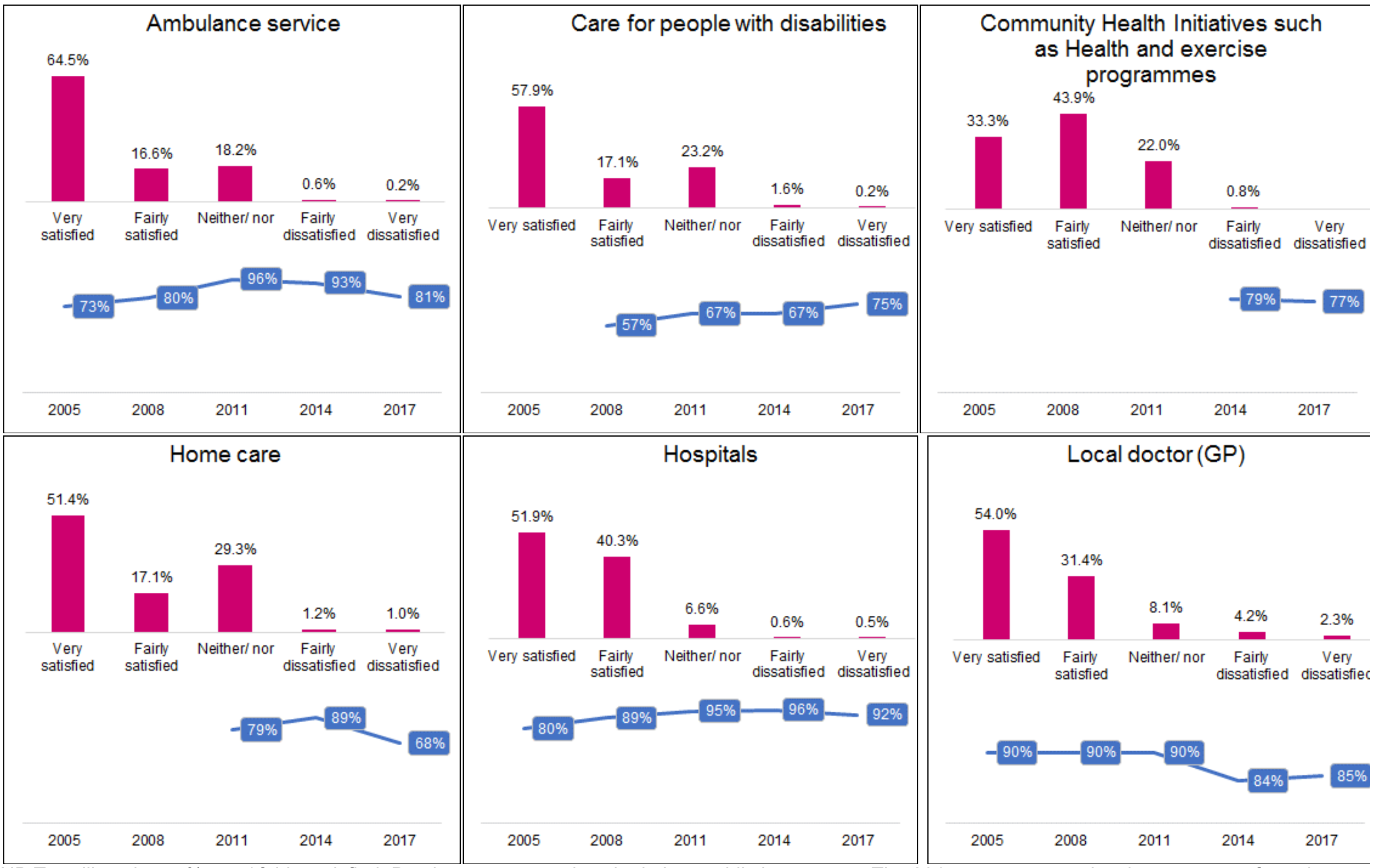
All respondents were asked about their satisfaction with a range of health services provided in East Ayrshire. Full data tables, incorporating the number of respondents for each aspect in addition to comparative data are available in appendix 3 of this report. Satisfaction levels were highest regarding hospitals (92%) and local doctor (GP) (85%). On the other hand, satisfaction levels were lowest regarding supporting people to recover from alcohol (56%) and drugs (53%). These were two new services that were asked about in the 2017 survey and had high proportions rating the services as neither satisfactory nor unsatisfactory, presumably where they did not have any service experience. It is interesting to note that satisfaction with addiction support services was significantly higher (and the proportion of neither/ nor response was lower) than for services supporting people to recover from alcohol and drugs. This perhaps shows the difference in people's awareness of support services. The separate questions were added in this year to identify how people's views are changing in relation to addiction support services.

In terms of services which have seen an improvement, this was clear regarding addiction support services and care for people with disabilities which have, in general, continued to increase for each survey wave. Satisfaction with ambulance services peaked in 2011 and has since, continued to decrease, while satisfaction with community health initiatives and hospitals have seen marginal decreases in the last year.





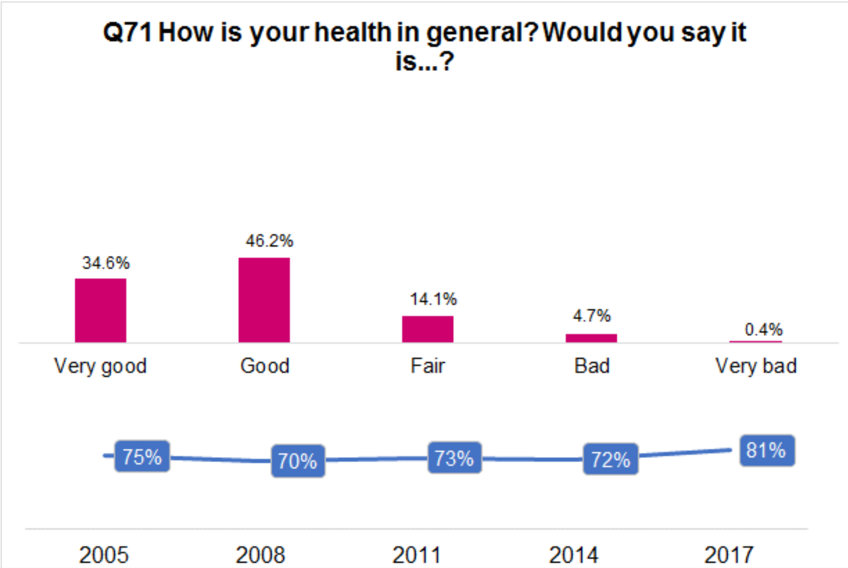




NB Trendline shows % very/ fairly satisfied; Previous surveys only asked about addiction support. The 2017 survey now asks about recovery from drugs and recovery from alcohol and also about addiction support so that comparisons can still be made to previous years.
Please note where this no trend data this is where the question has not been asked in previous years

6.3. Self-assessment of health (Q71)

Overall, 81% of survey respondents rated their health in general as very good or good, 14% rated it as fair and 5% said it was bad or very bad. The scale was changed in the 2017 survey to bring this in line with the national comparator on self-assessed health. Previously, the scale used was excellent, very good, good, fair and poor. The trend line below compares the proportion of respondents in 2005-2014 who rated their health as excellent, very good or good, to the proportion rating their health in 2017 as very good or good in 2017. As can be seen below, the proportion of respondents who rated their health positively has increased to its highest level yet in 2017 (81%). This is higher than the Scottish Average reported in the 2015 Scottish Health Survey where 74% of adults described their health as very good or good.



Unweighted base: 2017 Excludes 'don't know', n=2303; Trendline shows % very good/ good

Further analysis of this question reveals that the proportion of respondents rating their health as very good or good decreased with age, for example from 97% for those aged 18-34 to 83% for respondents aged 35-64 and 58% for those aged 65 and over. Those who lived in the 30% most deprived data zones were less likely to rate their health as very good or good (77%) than all other respondents (84%). Perhaps unsurprisingly, those who had a long-term health condition or disability were significantly less likely to rate their health as very good or good (24%) than all other respondents (92%).

6.4. Mental wellbeing (Q72)

The Warwick-Edinburgh Mental Well-being Scale (WEMWBS) was developed by researchers at the Universities of Warwick and Edinburgh to enable the measurement of mental wellbeing of adults in the UK.

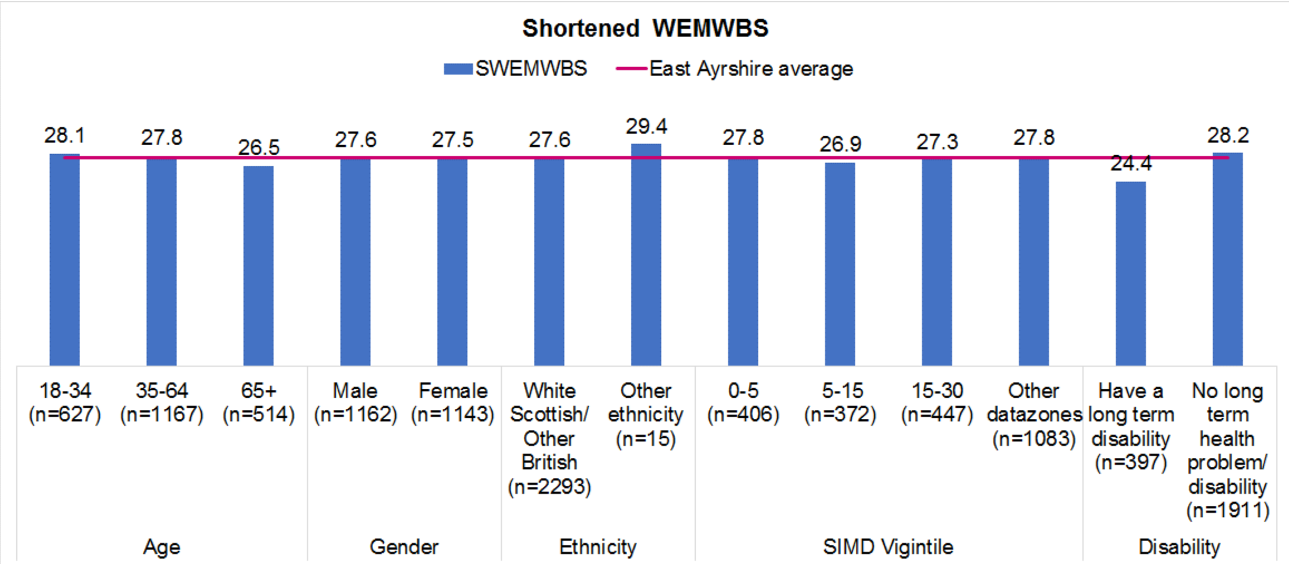
The shortened WEMWBS is a 7-item scale of mental well-being covering subjective well-being and psychological functioning, in which all items are worded positively and address aspects of positive mental health. The question used is shown below:

Below are some statements about feelings and thoughts.
Please tick the box that best describes your experience of each over the last 2 weeks

STATEMENTS	None of the time	Rarely	Some of the time	Often	All of the time
I've been feeling optimistic about the future	1	2	3	4	5
I've been feeling useful	1	2	3	4	5
I've been feeling relaxed	1	2	3	4	5
I’ve been dealing well with problems	1	2	3	4	5
I’ve been thinking clearly	1	2	3	4	5
I’ve been feeling close to other people	1	2	3	4	5
I’ve been able to make up my own mind about things	1	2	3	4	5

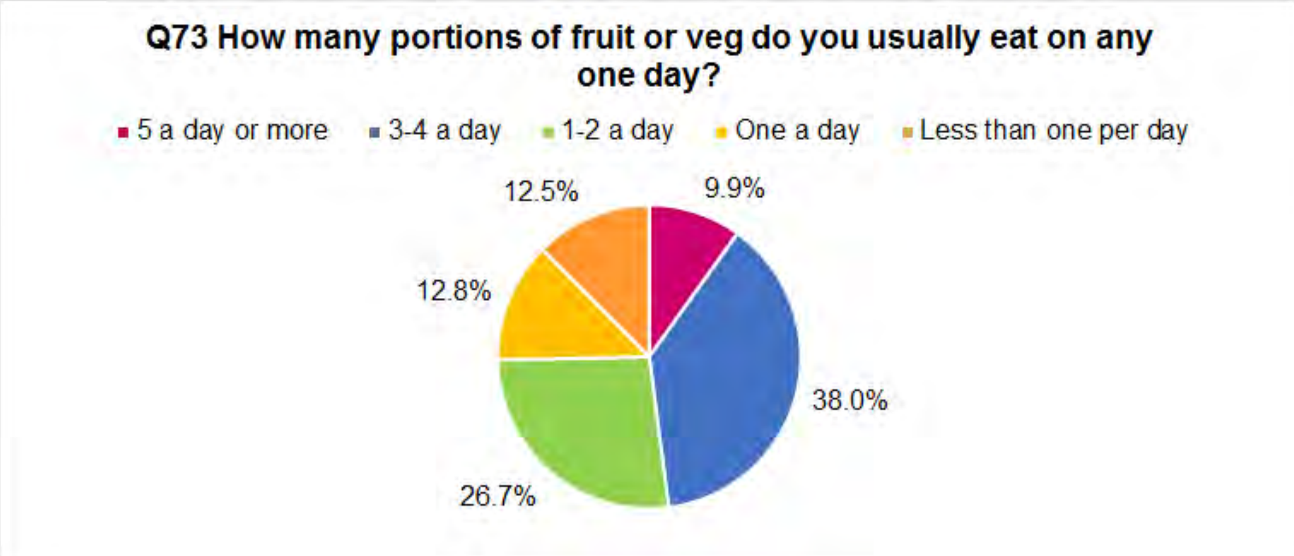
The scale is scored by summing responses to each item answered on a 1 to 5 Likert scale. The minimum scale score is 7 (if each of the items is scored 1 ‘none of the time’) and the maximum score is 35 (if each of the items is scored 5 ‘all of the time’). For East Ayrshire as a whole, the mean score for WEMWBS is 27.6 which is higher than the Scottish average score as reported in the Scottish Survey Core Questions is 24.5.

The following chart shows the mean scores for various demographics. Care should be taken when reading these results, due to the small base numbers achieved for certain sub groups (e.g. non-White Scottish/ British ethnicities). The trend line in the chart shows the average for East Ayrshire (27.6) and shows that younger respondents aged 18-34 (28.1), respondents of non-White Scottish/ British ethnicities (29.4, please note this is only based on 15 respondents) and those with no long-term health conditions (28.2) had the highest WEMWBS scores. On the other hand, respondents aged 65 and over (26.5), and had a long-term health condition (24.4) had the lowest mental wellbeing scores.



6.5. Fruit and veg consumption (Q73)

One in ten respondents said they eat the recommended 5 or more fruit or vegetables a day (10%), 38% said they eat between 3 and 4 portions of fruit and veg, 27% eat between 1 and 2 and 13% said they eat one portion a day. On the other hand, 13% of respondents said they eat less than one portion of fruit or vegetables a day. The proportion of respondents eating the recommended 5 portions a day is significantly less than the Scottish Average reported in the 2015 Scottish Health Survey (20%).



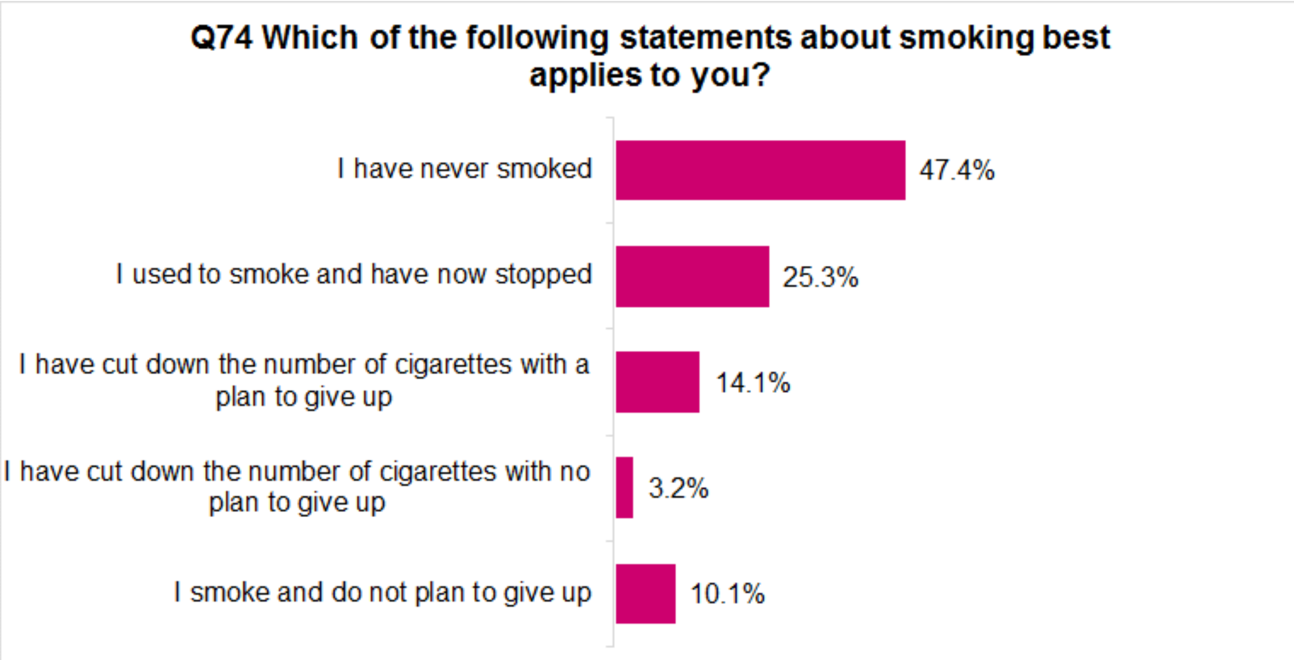
Unweighted base: 2017, n=2,308

Further analysis reveals that respondents aged 65 and over (7%) were less likely to eat the recommended 5 portions of fruit and vegetables a day than respondents aged 18-34 (10%) or aged 35-64 (11%). Females were also more likely to eat the recommended portions of fruit and vegetables (12%) than males (12%), as were respondents with no long-term health conditions (11%), compared to 6% of respondents with long term health conditions. Analysis by SIMD reveals that respondents living in the 30% most deprived data zones in East Ayrshire were less likely to have said they eat 5 portions of fruit or vegetables a day (6%) than respondents living in all other areas (13%).

6.6. Smoking (Q74/75)

The proportion of respondents who currently smoke in 2017 (27%) is slightly lower than was reported in 2014 (31%), however, is higher than the Scottish Average as reported in the 2015 Scottish Health Survey (21%).

With regards to the current smoking habits of survey respondents, just under half (47%) said they had never smoked, 25% said they used to smoke and have now stopped 14% have cut down the number of cigarettes they smoke with a plan to give up and 3% said they have cut down the number of cigarettes they smoke but with no plan to give up. One in ten respondents said they currently smoke and have no intentions of giving up.



Unweighted base: 2017,n=2,308

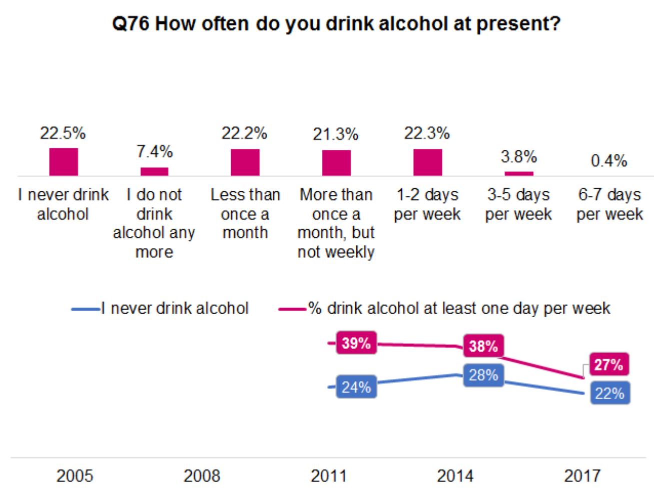
Those aged 65 and over were most likely to be non-smokers (84%), compared to 73% of respondents aged 18-34 and 72% of respondents aged 35-64. Females were also more likely to be non-smokers (78%) than males (72%).

Those living in the most deprived 30% data zones in East Ayrshire were more likely to smoke (30%) than respondents living in all other areas (21%).

All non-smokers were asked whether they were affected by passive smoking or living with smokers. Only 5% of respondents said they were affected which is less than was reported in 2014 (11%).

6.7. Alcohol consumption (Q76/77)

Respondents were asked how often they consume alcohol at present. Over 1 in 5 respondents overall (22%) said they never drink alcohol (28% in 2014) and 7% said they do not drink alcohol any more (2% in 2014). On the other hand, 27% drink alcohol at least one day a week (38% in 2014) and 21% more than once a month but not weekly (12% in 2014).



Q76 How often do you drink alcohol at present?	2005	2008	2011	2014	2017
I never drink alcohol	-	-	24%	28%	22.5%
I do not drink alcohol any more	-	-	3%	2%	7.4%
Less than once a month	-	-	22%	20%	22.2%
More than once a month, but not weekly	-	-	12%	12%	21.3%
1-2 days per week	-	-	31%	32%	22.3%
3-5 days per week	-	-	5%	3%	3.8%
6-7 days per week	-	-	3%	3%	0.4%
% drink alcohol at least one day per week			**39%**	**38%**	**27%**

Unweighted base: 2017, n=2,308
Please note where this no trend data this is where the question has not been asked in previous years (i.e. 2005/2008)

Further analysis of this question indicates that respondents aged 65 and over were significantly more likely to have said they never drink alcohol or do not drink alcohol any more (60%) than those aged 18-34 (17%) or aged 35-64 (23%).

Analysis by gender reveals that females were more likely to say they never drink alcohol or do not drink it any more (35%) than males (25%).

Respondents living within the 30% most deprived data zones in East Ayrshire were more likely to say they never drink alcohol or do not drink alcohol any more (33%) than all other respondents (27%).

Those who had a long-term health condition were less likely to consume alcohol (45%) than respondents who had no long-term health concerns (75%).

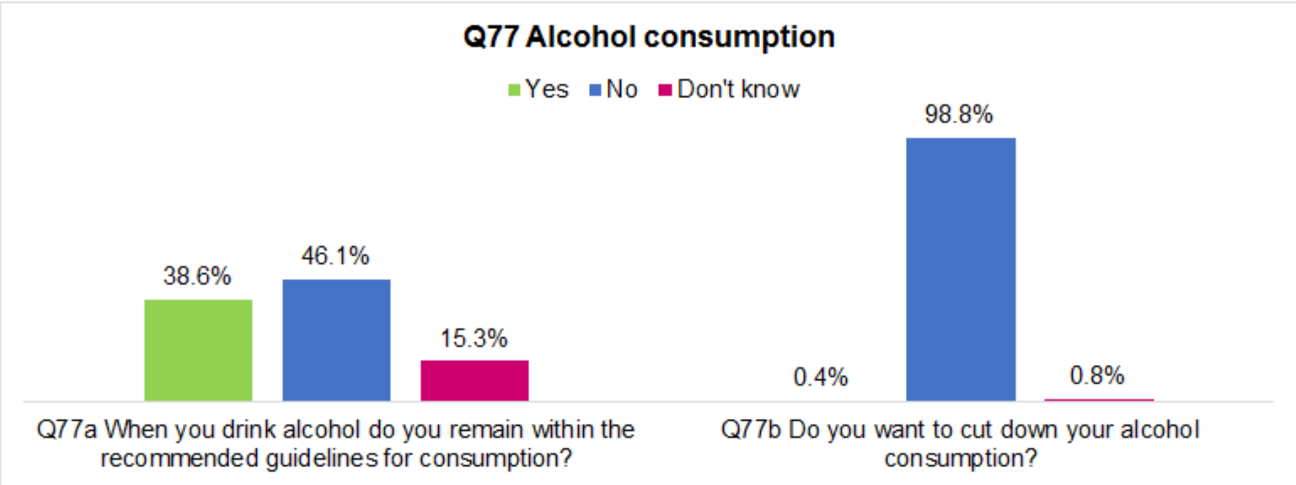
The current guidance on alcohol is:

- Men should drink no more than two pints of ordinary strength beer, lager or cider, 3-4 small glasses of wine, or small pub measures of spirits per day.
- Women should drink no more 2-3 small glasses of wine or half pints of ordinary strength beer, lager or cider or small pub measures of spirits per day.
- Pregnant women - The safest approach in pregnancy is to choose not to drink at all (Royal College of Obstetrics).

Just under 4 in 10 respondents (39%) said when they drink alcohol they remain within the recommended guidelines for consumption, 46% said they did not and 15% were unsure. The proportion of respondents consuming within the recommended guidelines has decreased from 61% reported in the 2014 survey.

It is interesting to note that younger respondents aged 18-24 were most likely to have said they do not remain within the recommended guidelines when drinking alcohol (62%).

Only a very small proportion of respondents (0.4%) said they would want to cut down their alcohol consumption (3% in 2014).



Unweighted base: 2017, n=2,308

Only 6 people said they wanted or intended to cut down their alcohol consumption. These individuals were asked what would encourage or enable them to cut down or where would they be most likely to look for information. The top responses were advice from a doctor, stronger personal motivation or willpower and programmes for support and guidance at work.

6.8. Drugs (Q79/80)

Only 1% of survey respondents said they or a member of their household had ever had a problem with drugs, either illicit or prescribed (3% in 2014). These individuals were asked what they felt might have supported them or their household and where they would be most likely to look for information. The top response was advice from a doctor (53%), followed by joining an organised group (43%) and encouragement and support from family and friends (15%).

Q80 If so, what do you feel might support you or a member of your household and where would you be most likely to look for information?	
	%
Advice from a doctor (53% 2014)	53.4%
Join an organised group	43.4%
Encouragement and support from family and friends	14.9%
Meeting places other than pubs (e.g. cafes, leisure centres, coffee bars)	8.6%
Stronger personal motivation/ Will power	6.5%
Resources (e.g. booklets, videos, Internet) offering advice and practical tips	3.5%
Tighter drink driving laws	3.5%
Restrictions on advertising	2.6%
Restrictions on licensing hours	2.6%
Programmes for support and guidance at work	2.4%
Other	6.3%

Unweighted base: Respondent/ family member had a problem with drugs, n=42

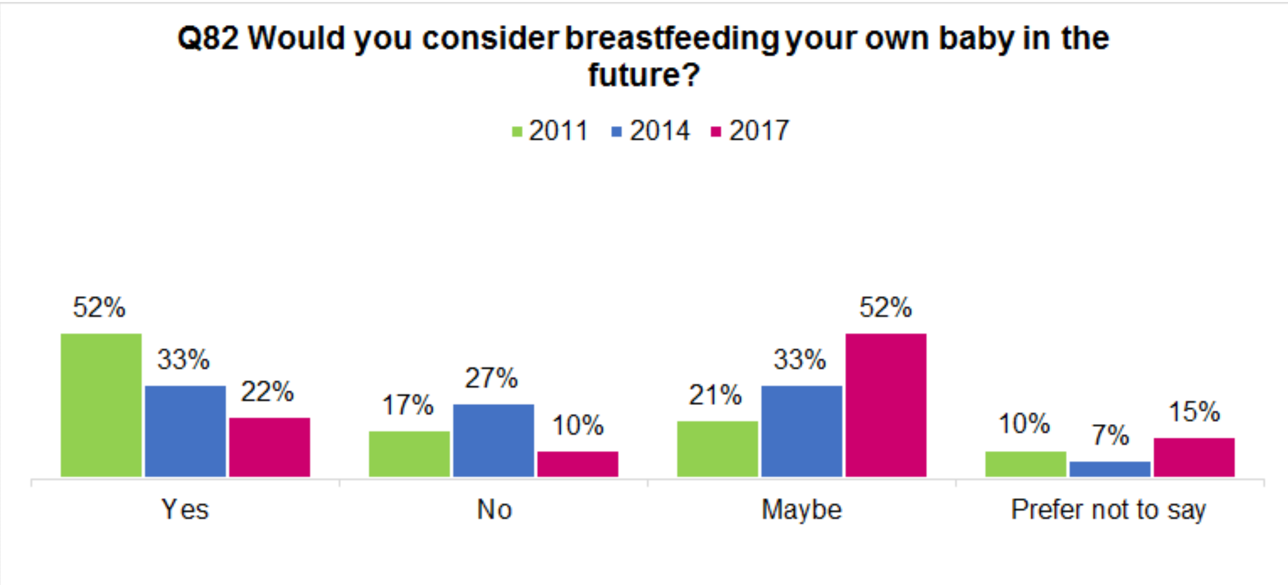
6.9. Breastfeeding (Q81/82)

All respondents were asked to select from a list of options, which they believed would help encourage women to breastfeed. The top response was “support from friends and family”, which is consistent with the top response given in 2011 and 2014. This was followed by “support to continue to breastfeed when women return to work” (26%) and “feeling able to breastfeed in public” (25%).

Q81 What do you think would help encourage more women to breastfeed?	2011	2014	2017
Support from friends and family	20%	26%	52.0%
Support to continue to breastfeed when women return to work	21%	8%	25.7%
Feeling able to breastfeed in public	-	10%	24.6%
More information and support from midwives and health visitors	19%	20%	20.9%
Breastfeeding included in the school curriculum	-	6%	18.7%
One to one support from other women who have successfully breastfed their babies	15%	11%	16.9%
Group support from other women who have successfully breastfed their babies	10%	12%	16.5%
It's a personal choice	-	-	2.5%
Feeling able to breastfeed in public	-	-	0.0%
Other	-	-	0.6%
Don't know	-	-	25.1%

Unweighted base: 2017, n=2,308

All women were asked whether they would consider breastfeeding their own baby in the future. The proportion of respondents who answered ‘not applicable’ to this question, have been excluded from the chart below. The percentages were reworked for 2011 and 2014 also, although the counts were not available for previous years to recalculate the revised percentages so the results for 2011 and 2014 may not be 100% accurate. 22% of females who gave an opinion said they would consider breastfeeding their own baby in the future, 10% said they would not, 52% said they would maybe consider this and the remaining 15% refused to answer. Younger females aged 18-24 were most likely to have answered ‘yes’ to this question (29%).



Unweighted base: Females who gave an opinion, n=498

6.10. Men's health (Q83-85)

Over 6 in 10 males (64%) have visited their GP practice nurse in the last 12 months for a blood pressure check, 47% have had their cholesterol checked, 31% have had prostate checks and 28% have had testicular checks. Decreases can be seen regarding the proportion of males visiting their GP for cholesterol checks (decreased by 10 percentage points), prostate checks (decreased by 15 percentage points) and testicular checks (decreased by 8 percentage points) since 2014. As age increases, the proportion of respondents saying they had not had any of these checks done in the last 12 months also decreases, for example from 82% answering 'none' for respondents aged 18-24 to 9% for respondents aged 65 and over.

Q83a Have you visited your GP or practice nurse, or done any of the following checks over the last 12 months?

	2005	2008	2011	2014	2017
Blood pressure	58%	57%	56%	61%	64.1%
Cholesterol check	-	47%	51%	55%	47.1%
Prostate check	27%	34%	36%	45%	30.5%
Testicular check	30%	38%	40%	38%	27.9%
None	-	-	-	-	33.8%

Unweighted base: Males, excluding % stating 'none', n=1,164

All respondents, regardless of whether they have had these checks undertaken or not, were asked whether they would have them done in the future. Over 6 in 10 respondents said they would have each of these checks done. The proportion of respondents saying they would have each of these checks done in the future has decreased for all types of health check since 2014. Again, the proportion of respondents answering 'none' to this question was highest amongst respondents aged 18-24 (67%).

Q83b Regardless of whether you have had any of the above checks, would you have them done in the future?

	2011	2014	2017
Testicular check	79%	86%	66.0%
Prostate check	78%	89%	65.9%
Blood pressure	88%	90%	64.6%
Cholesterol check	86%	86%	62.3%
None	-	-	21.4%

Unweighted base: Males, n=1,164

Where respondents had not had any health checks done and said they would not have them done in the future, they were asked what would prevent them from having these checks carried out. The top reason was by far and away where respondents felt they were too young to consider getting the checks done (74%). This was also the top response in 2014.

Q84 If not had any done and you would not have them done in the future, what would prevent you from having these checks carried out?			
	2011	2014	2017
I feel that I am too young to even consider this just now	30%	62%	74.2%
I am too embarrassed to be examined	47%	6%	15.2%
I am afraid of the possible outcomes	13%	3%	6.6%
I am afraid to be examined	21%	5%	3.6%
The service is too far away	7%	13%	1.8%
I was unhappy with the process before because (please specify)	-	-	0.6%
Other reason	-	-	8.7%
Don't know	-	-	4.3%
Nothing	-	-	4.4%

Unweighted base: Males who have not had checks done, n=156

Just under 8 in 10 males (79%) were aware that nursing staff within their GP survey would be able to provide information on blood pressure and checks such as prostate and testicular. This is slightly less than the figure reported in 2014 where 83% were aware of this.

6.11. Caring (Q86-88)

Two percent of respondents stated they were a carer, that is, they provide help to someone with for example, washing and shopping (8% in 2014). Of these individuals, 38% said they were caring for a partner, 34% were caring for parents, 20% were the carer of a child and 4% were carers for someone else.

Just under 6 in 10 carers (57%) were aware of the Carers Centre which is an increase since the 2014 survey where 52% were aware. Over 4 in 10 carers who were aware have registered with the Carers Centre as a carer (29% in 2014).

Those who were not registered with the Carers Centre were asked why this was the case. The main reasons were where respondents said they simply did not want to or were not interested in registering and a couple of respondents said they had no requirement to register with them. Several respondents said they were unsure why they were not registered with the Carers Centre.

Only two respondents said they were registered with another carer support group. One of these individuals said they could not recall the name of the organisation and the other respondent said they were a member of Scottish Huntington’s.

Over half of all carers said that they felt more financial support could improve the quality of life for carers. This was also the top response in previous years.

Q88 What do you think could be done to improve the quality of life for carers?					
	2005	2008	2011	2014	2017
More financial support	59%	64%	49%	50%	51%
More recognition	51%	53%	37%	46%	46%
More information for carers on support agencies and networks	43%	38%	39%	37%	12%
More support from employers	34%	19%	15%	25%	12%
Other	-	-	-	-	15%

Appendix 1

Interview profile achieved compared to the East Ayrshire Population

The following tables summarise the number of interviews completed by various geodemographic variables, showing how the proportion of interviews varies from the population and also the data accuracy values.

MMW Name	No of interviews	% of interviews	Population	% of population	Data accuracy (+/-%)	Weighted sample profile
Irvine Valley	239	10%	11651	12%	6.27	11.6%
Annick	195	8%	10140	10%	6.95	10.1%
Cumnock and New Cumnock	244	11%	11250	11%	6.21	11.2%
Ballochmyle	276	12%	12086	12%	5.83	12%
Kilmarnock West and Crosshouse	313	14%	14128	14%	5.48	14%
Kilmarnock North	317	14%	10055	10%	5.42	10%
Kilmarnock South	224	10%	8754	9%	6.46	8.7%
Doon Valley	255	11%	9637	10%	6.06	9.6%
Kilmarnock East and Hurlford	245	11%	13168	13%	6.2	13.1%
Total	**2308**	**100%**	**100869**	**100%**	**2.02**	

SIMD	No of interviews	% of interviews	Population	% of population	Data accuracy (+/-%)
0-5	406	18%	5618	6%	4.69
5-15	372	16%	21349	21%	5.04
15-30	447	19%	17581	17%	4.58
All other datazones	1083	47%	56321	56%	2.95
Total	**2308**	**100%**	**100869**	**100%**	**2.02**

	No of interviews	% of interviews	Population	% of population	Data accuracy (+/-%)
Under 35	627	27%	27073	27%	3.87
35-64	1167	51%	50285	50%	2.84
65+	514	22%	23511	23%	4.28
Total	**2308**	**100%**	**100869**	**100%**	**2.02**

	No of interviews	% of interviews	Population	% of population	Data accuracy (+/-%)
Male	1162	50%	48382	48%	2.84
Female	1143	50%	52487	52%	2.87
Prefer not to say	3	0%			
Total	**2308**	**100%**	**100869**	**100%**	**2.02**

Appendix 2

Response Profile Infographic

Community Planning in EAST AYRSHIRE

achieving as one • working as one • planning as one

East Ayrshire Residents Survey 2017

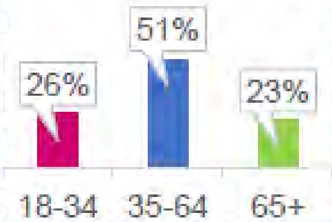
Who we spoke to!

A total of 2,308 interviews were undertaken with East Ayrshire Residents between June and August 2017. This document summarises the profile of survey respondents:

Gender

50% 50%

Age



Households with children

39%

Have a disability

Tenure

67% own

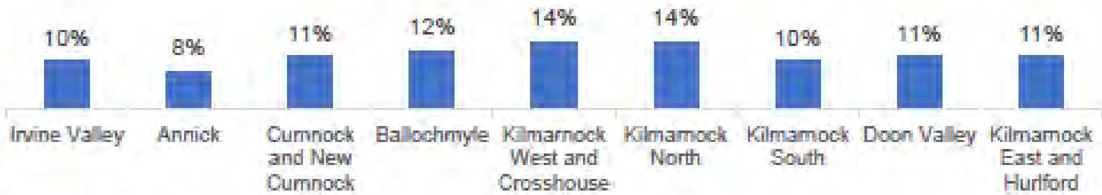
26% Council tenant

7% other rent

Car access

75% have access to private transport

Multi Member Ward



Appendix 3

Community planning –

service satisfaction and priorities

Q89 Which services do you think are most important?					
(Wording changes for previous years highlighted in red)	2005	2008	2011	2014	2017
Local doctor (GP)	36%	44%	65%	72%	48%
Hospitals	45%	63%	60%	60%	39%
Repairs to roads, footpaths and cycle paths	14%	20%	14%	23%	36%
Police service	44%	42%	42%	35%	27%
Parks, playparks, open spaces	14%	7%	8%	6%	23%
Road safety	12%	20%	5%	8%	22%
Primary Schools - Educational provision	12%	18%	13%	12%	21%
Activities, Groups and Services for young people (Youth clubs, groups, services)	11%	5%	5%	8%	20%
Secondary school - Educational provision	9%	11%	8%	7%	16%
Ambulance service	33%	29%	32%	39%	15%
Public transport	10%	13%	21%	19%	15%
Winter road treatment (e.g. snow clearing, gritting)	12%	4%	18%	10%	15%
Care for people with disabilities	0%	11%	6%	7%	14%
Fire service	30%	38%	22%	33%	14%
Support to local businesses	4%	1%	0%	0%	13%
Refuse collection	16%	24%	20%	16%	12%
Colleges and Universities	0%	0%	6%	7%	10%
Dog fouling/ warden	11%	6%	3%	2%	9%
Recreation and sports facilities	8%	6%	6%	4%	8%
Protection of children and vulnerable adults	0%	0%	2%	2%	7%
Street cleaning/ removal of litter/ fly tipping	7%	7%	3%	2%	7%
Swimming pools/ leisure facilities	7%	5%	12%	1%	7%
Community Safety, including CCTV	0%	0%	4%	1%	6%
Home care	9%	0%	6%	6%	6%
Benefits (Housing/ Council Tax)	-	-	-	-	5%
Primary schools - Premises	0%	0%	0%	2%	5%
Recycling (glass, paper, etc.)	8%	8%	9%	4%	5%
Housing (Council or Housing Association)	8%	17%	9%	18%	4%
Housing Repairs (Council or Housing Assocs)	10%	9%	8%	11%	4%
Protection of the environment	12%	3%	3%	2%	4%
Street lighting	5%	5%	6%	1%	4%
Addiction Support	0%	1%	1%	1%	3%
Childcare (School aged children)	4%	3%	2%	3%	3%
Community Health Initiatives	0%	0%	0%	1%	3%
Early learning and childcare	0%	0%	4%	4%	3%
Education and training opportunities for people with disabilities (Education and care for people with disabilities)	6%	4%	2%	2%	3%
Environmental health	12%	7%	5%	5%	3%
Community Health Initiatives such as Health and exercise programmes (Community Health Initiatives)	-	-	-	1%	2%
Libraries	4%	4%	5%	9%	2%
Secondary schools - Premises	0%	0%	0%	1%	2%
Services for older people	0%	7%	6%	8%	2%
Social Clubs for older people	-	-	-	-	2%
Support to community groups and organisations	-	-	-	-	2%
Training and employment initiatives	4%	1%	5%	2%	2%
Adult learning	4%	2%	3%	2%	1%
Cemeteries	3%	2%	1%	1%	1%
Council local Offices	5%	0%	5%	8%	1%
Council Tax	-	-	-	-	1%
Museums and Arts	2%	5%	3%	3%	1%
Sewerage	3%	2%	2%	6%	1%
Services supporting people to recover from alcohol	-	-	-	-	1%
Services supporting people to recover from drugs	-	-	-	-	1%
Children's Hearings	0%	0%	0%	0%	0%
My Bus' formerly 'Dial-a-bus' and 'Ring and Ride'	0%	0%	1%	0%	0%
Support for offenders	0%	0%	0%	0%	0%
Trading standards	1%	1%	1%	0%	0%

How satisfied or dissatisfied are you with the following? (Sorted by 2017 overall satisfaction)										
	Very satisfied	Fairly satisfied	Neither/ nor	Fairly dissat.	Very dissat.	2005	2008	2011	2014	2017
Sewerage (n=2088)	50.9%	44.9%	3.8%	0.2%	0.2%	72%	61%	84%	96%	96%
Environmental health (n=2083)	51.4%	43.7%	4.1%	0.5%	0.3%	43%	37%	85%	87%	95%
Protection of the environment (n=2074)	52.1%	42.8%	4.3%	0.5%	0.3%	40%	42%	82%	84%	95%
Recycling (Glass, paper, etc) (n=2277)	51.2%	42.9%	4.1%	1.1%	0.7%	79%	75%	84%	81%	94%
Street cleaning/removal of litter/fly tipping (n=2296)	52.6%	40.3%	3.2%	2.5%	1.5%	67%	63%	71%	75%	93%
Refuse collection (n=2272)	49.9%	43.1%	5.3%	1.0%	0.7%	77%	69%	82%	85%	93%
Street lighting (n=2295)	51.5%	40.9%	5.2%	1.5%	0.8%	80%	79%	82%	89%	92%
Hospitals (n=1811)	51.9%	40.3%	6.6%	0.6%	0.5%	80%	89%	95%	96%	92%
Protection of children and vulnerable adults (n=247)	70.3%	20.5%	7.3%	1.9%		-	-	73%	77%	91%
Primary schools- Education provision (n=1145)	71.1%	17.6%	10.6%	0.7%	0.1%	67%	75%	85%	85%	89%
Primary schools – Premises (n=1141)	70.8%	17.8%	10.5%	0.6%	0.3%	-	-	-	82%	89%
Fire service (n=1515)	48.4%	39.6%	11.9%	0.1%	0.1%	72%	72%	97%	96%	88%
Secondary schools - educational provision (n=1145)	71.4%	15.7%	12.2%	0.5%	0.2%	56%	64%	76%	73%	87%
Secondary schools- premises (n=1141)	70.6%	16.2%	12.3%	0.9%	0.1%	-	-	-	65%	87%
Local doctor (n=2071)	54.0%	31.4%	8.1%	4.2%	2.3%	90%	90%	90%	84%	85%
Housing (Council or housing associations) (n=825)	38.3%	45.4%	13.2%	1.8%	1.3%	51%	61%	75%	74%	84%
Housing (Repairs-Council or housing associations) (n=798)	39.1%	43.7%	12.1%	3.2%	2.0%	48%	55%	56%	66%	83%
Police service (n=1455)	46.1%	37.1%	12.5%	3.7%	0.6%	59%	55%	80%	75%	83%
Colleges and universities (n=946)	66.6%	16.8%	15.5%	1.1%	0.1%	-	-	89%	85%	83%
Ambulance service (n=660)	64.5%	16.6%	18.2%	0.6%	0.2%	73%	80%	96%	93%	81%
Council local offices (n=1037)	34.5%	45.8%	17.4%	1.5%	0.8%	71%	75%	79%	71%	80%
Road safety (n=2236)	39.2%	40.1%	15.9%	3.4%	1.5%	59%	49%	69%	59%	79%
Community safety including CCTV (n=1455)	45.0%	33.8%	17.0%	3.7%	0.6%	-	-	55%	78%	79%
Community Health Initiatives such as Health and exercise programmes (n=495)	33.3%	43.9%	22.0%	0.8%	-	-	-	-	79%	77%
Benefits (Housing/ Council Tax) (n=823)	36.1%	39.7%	23.1%	0.8%	0.4%	-	-	-	-	76%
Dog fouling/warden (n=2236)	39.3%	35.9%	11.8%	8.4%	4.7%	15%	13%	18%	8%	75%
Care for people with disabilities (n=378)	57.9%	17.1%	23.2%	1.6%	0.2%		57%	67%	67%	75%
Public Transport (n=1922)	31.8%	42.1%	16.4%	7.1%	2.6%	74%	69%	77%	78%	74%
Council tax (n=1531)	26.2%	45.2%	22.4%	5.0%	1.2%	-	-	-	-	71%

How satisfied or dissatisfied are you with the following? (CONTINUED)										
	Very satisfied	Fairly satisfied	Neither/ nor	Fairly dissat.	Very dissat.	2005	2008	2011	2014	2017
Early learning and child care (n=489)	49.6%	21.9%	25.8%	1.7%	1.1%	-	-	80%	86%	71%
Services for older people (n=601)	40.9%	29.2%	27.2%	1.1%	1.6%	56%	54%	70%	81%	70%
Home care (n=346)	51.4%	17.1%	29.3%	1.2%	1.0%	-	-	79%	89%	68%
Parks, play parks, open spaces (n=1981)	40.7%	26.5%	17.6%	11.1%	4.2%	34%	55%	62%	71%	67%
Cemeteries (n=1536)	22.9%	42.1%	28.1%	6.4%	0.5%	42%	44%	83%	65%	65%
Addiction support (n=72)	59.1%	6.0%	27.1%	4.6%	3.2%	-	21%	55%	54%	65%
Childcare (School aged children) (n=439)	30.7%	33.1%	31.2%	3.8%	1.2%	29%	36%	72%	75%	64%
Winter road treatment (e.g. snow clearing, gritting) (n=2233)	14.5%	49.4%	15.6%	12.0%	8.5%	44%	56%	21%	44%	64%
Museums and arts (n=1380)	29.7%	33.3%	22.4%	10.5%	4.0%	33%	57%	71%	44%	63%
Libraries (n=1415)	22.8%	38.5%	21.6%	11.3%	5.8%	74%	81%	90%	69%	61%
Support to community groups and organisations (n=729)	20.6%	39.6%	32.7%	5.2%	1.8%	-	-	-	-	60%
Trading standards (n=425)	49.5%	8.9%	39.4%	0.6%	1.7%	21%	20%	81%	40%	58%
Recreation and sports facilities (n=1740)	24.1%	33.1%	21.8%	15.4%	5.6%	39%	44%	60%	63%	57%
Services supporting people to recover from alcohol (n=147)	50.8%	5.4%	41.6%	1.6%	0.6%	-	-	-	-	56%
Social clubs for older people (n=595)	25.5%	27.9%	40.7%	4.1%	1.7%	-	-	-	-	53%
Repairs to roads, footpaths and cycle paths (n=2150)	18.6%	34.4%	16.2%	19.7%	11.1%	44%	32%	42%	22%	53%
Services supporting people to recover from drugs (n=134)	46.4%	6.3%	43.7%	2.5%	1.2%	-	-	-	-	53%
Training and employment initiatives (n=481)	29.1%	22.8%	42.6%	3.6%	1.9%	25%	19%	31%	35%	52%
Activities, groups and services for young people (n=753)	13.9%	37.3%	27.5%	17.1%	4.2%	19%	14%	24%	22%	51%
Swimming pools/leisure facilities (n=1736)	18.3%	31.9%	25.3%	16.5%	8.1%	37%	43%	54%	67%	50%
Adult learning (n=367)	43.3%	6.7%	47.7%	1.3%	1.1%	42%	49%	87%	83%	50%
Education and training for people with disabilities (n=352)	40.8%	8.9%	48.2%	1.0%	1.1%	34%	34%	53%	54%	50%
Support to local businesses (n=844)	29.0%	18.1%	27.5%	15.0%	10.4%	22%	13%	21%	19%	47%
Children's hearings (n=121)	31.6%	13.7%	51.5%	3.0%	0.3%	-	18%	59%	65%	45%
My bus formerly dial a bus and ring and ride (n=371)	31.3%	12.7%	52.7%	0.8%	2.6%	-	-	66%	50%	44%
Support for offenders (n=137)	31.1%	13.0%	52.2%	1.8%	2.0%	-	-	-	20%	44%

Appendix 4

Technical Report Summary

researchresource

TECHNICAL REPORT SHEET – QUANTITATIVE RESEARCH

Project name	**East Ayrshire Residents Survey 2017**
Project number	**P898**
Objectives of the research	The Community Planning Partners commissioned Research Resource to undertake a comprehensive Residents' Survey to: • gain increased information on the demographics of the East Ayrshire population; • gain an increased understanding of local priorities and views of residents on public service provision/satisfaction; • inform development of our new Local Outcomes Improvement Plan and related Locality Plans; • gain data, and undertake a comparison with the findings of the Residents' Surveys carried out in 2005, 2008, 2011 and 2014, which will inform development and reporting in respect of Community Planning and the associated Local Outcome Improvement Plan and Locality Plans; and • demonstrate trends over the period of the five surveys.
Target group	East Ayrshire residents
Target sample size	2,300
Achieved sample size	2,308
Date of fieldwork	20th of June 2017 - 18th of August 2017.
Sampling method	Research Resource were provided with the addresses of all properties within East Ayrshire. Within this database, a stratified sample on the basis of data zone within multi member ward and by deprivation was drawn. It was agreed that interviews would be allocated disproportionately across Wards in order to provide statistcally robust data at this level. Interviews were spread across wards, by datazone, with quotas set by age, gender and deprivation within datazone. This was to ensure that a geographical spread was achieved and that the achieved sample is representative at the local level.

	In addition, the Planning Partners expressed a desire to boost the sample size within the most deprived datazones (0-5% most deprived) in order to allow more robust analysis at this level. This meant achieving an additional 300 interviews across these most deprived datazones (30 per datazone). With this boosted sample in addition to the pro rata spread of inerviews from the 2,000 interviews, this would mean achieveing a total of 417 interviews in the most deprived areas which will allow for robust analysis at this level.
Data collection method	Face to face
Response rate and definition and method of how calculated	Not applicable.
Any incentives?	None
Number of interviewers	10
Interview validation methods	10% of all interviews have been back checked by telephone.
Showcards or any other materials used?	Yes as instructed throughout the questionnaire.
Weighting procedures (if applicable)	The disproportionate approach to sampling meant that the data within this report has been weighted to the overall population profile of East Ayrshire on the basis of multi member ward and SIMD. Appendix 1 of this report provides an analysis of the profile of interviews achieved by multi member ward, SIMD, age and gender relative to the East Ayrshire population.
Estimating and imputation procedures (if applicable)	Not applicable
Reliability of findings	The achieved level of accuracy was +/-2% (based upon a 50% estimate at the 95% level of confidence).

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