# Community Planning Residents' Survey Results

## September 2014

planning together

working together

achieving together



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# INTRODUCTION

This report details the findings to emerge from a programme of research carried out by Lowland Market Research on behalf of the East Ayrshire Community Planning Partnership, investigating a range of issues of importance to the residents of East Ayrshire. The current survey, carried out in summer 2014, will enable comparisons to be made with the results of previous surveys undertaken in 2005, 2008 and 2011.

## 1. Background

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 meet the needs of people who live and work in East Ayrshire. Community Planning puts local people at the heart of delivering services. It is not just about creating a plan or a vision but about jointly tackling major issues such as health, transport, employment, housing, education and community safety. These issues need a shared response from, and the full involvement of, not only public sector agencies but also local businesses, voluntary organisations and especially local people.

The Community Planning Partners in East Ayrshire are committed to working together to make a real difference to the lives of all people in the area. The Partnership has already achieved much through joint working. Together those who deliver services and those who live in the communities of East Ayrshire will build on previous success, and on existing partnerships and strategies, to create a shared understanding of the future for East Ayrshire.

## 2. Purpose of Research

The primary purpose of the research is 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; and
- collect data for, and undertake a comparison with, the findings of the Residents' Surveys carried out in 2005, 2008 and 2011, which will inform service delivery, the Community Plan thematic Action Plans and the ongoing development of the Single Outcome Agreement and associated activity.

## 3. Questionnaire Development

The questionnaire was developed by the East Ayrshire Community Planning Partnership. Each of the partners was consulted with regard to the type of questions to be included and the wording of these questions. The questionnaire on the whole contains the same questions as those used in 2005, 2008 and 2011, thus facilitating a comparison with the previous surveys.

## 4. Methodology and Respondent Profile

In order to provide suitable depth and breadth of responses, a face-to-face methodology was employed. In total, 2,000 face-to-face interviews were conducted with a cross-section of the population of East Ayrshire. Following discussion with representatives of the Community Planning Partners, a quota based methodology was developed. This quota was designed to ensure that a suitable number of interviews were conducted within various geodemographic variables thus allowing meaningful analysis of the responses by these variables.

Key variables upon which the quota was based were as follows:

- Multi-Member Wards
- Gender
- Age
- Working status
- 0-30% datazones.

The following tables summarise the number of interviews conducted by some of the main geodemographic variables.

| Multi-Member Wards | Number of Interviews | Percentage of Survey Interviews | Percentage that the area accounts for of the total East Ayrshire population |
|---|---|---|---|
| Annick | 200 | 10% | 9% |
| Ballochmyle | 240 | 12% | 12% |
| Cumnock and New Cumnock | 240 | 12% | 12% |
| Doon Valley | 200 | 10% | 10% |
| Irvine Valley | 240 | 12% | 13% |
| Kilmarnock East and Hurlford | 240 | 12% | 13% |
| Kilmarnock North | 200 | 10% | 9% |
| Kilmarnock South | 200 | 10% | 9% |
| Kilmarnock West and Crosshouse | 240 | 12% | 13% |

The proportion of interviews conducted in the datazones in a multi-member ward predominantly reflects the number of people living in these areas. As the table below highlights, the actual numbers of people interviewed in the datazone within each multi-member ward are limited. Analysis of responses should in the main be confined to groups of responses with a minimum of 250 responses and ideally with upwards of 400 responses. On an East Ayrshire wide basis, the numbers of interviews and proportions are significantly more robust.

| Multi-Member Wards | Number of Interviews 0-15% Datazones | Number of Interviews 15%- 30% Datazones | Number of Interviews Remaining Datazones |
|---|---|---|---|
| Annick | 0 | 40 | 160 |
| Ballochmyle | 70 | 70 | 100 |
| Cumnock and New Cumnock | 50 | 100 | 90 |
| Doon Valley | 60 | 50 | 90 |
| Irvine Valley | 50 | 50 | 140 |
| Kilmarnock East and Hurlford | 40 | 100 | 100 |
| Kilmarnock North | 80 | 20 | 100 |
| Kilmarnock South | 50 | 50 | 100 |
| Kilmarnock West and Crosshouse | 50 | 70 | 120 |

**Other Demographic Variables**

The following tables summarise the key demographic variables of the sample of East Ayrshire residents interviewed in the survey.

| Age and Gender | Number of Interviews | Percentage of Survey Interviews* | Percentage that the demographics account for of the total East Ayrshire population |
|---|---|---|---|
| Male | 970 | 49% | 48% |
| Female | 1030 | 51% | 52% |
| 16-24 years | 274 | 14% | 15% |
| 25-34 years | 310 | 16% | 13% |
| 35-44 years | 262 | 13% | 19% |
| 45-54 years | 341 | 17% | 17% |
| 55-64 years | 311 | 16% | 16% |
| 65+ years | 502 | 25% | 20% |

*Percentages have been rounded to the nearest whole number.

**Do you consider yourself to have a disability?**

| | |
|---|---|
| Yes | 18% |
| No | 79% |
| Prefer not to say | 3% |

**Households with children**

| | |
|---|---|
| 0 – 4 years | 14% |
| 5 – 8 years | 12% |
| 9 – 11 years | 7% |
| 12 – 17 years | 9% |
| None under 18 years | 72% |

*The total in the above table is 114% due to the fact that some households will have children in more than one age group.

**Households with older people**

| | |
|---|---|
| Aged 60 – 74 years | 25% |
| Aged 75 – 84 years | 9% |
| Aged 85+ years | 2% |
| None aged 60+ years | 66% |

**Housing Tenure**

| | |
|---|---|
| Home Owner (Owned outright) | 26% |
| Home Owner (Mortgage) | 18% |
| Council tenant | 33% |
| Housing Association tenant | 7% |
| Renting from a private landlord | 14% |

**Working Status**

| | |
|---|---|
| Employed (Full Time) | 29% |
| Employed (Part Time/Job Share) | 10% |
| Self Employed | 3% |
| Unemployed | 10% |
| Student | 5% |
| Permanently sick/disabled | 6% |
| Looking after the home | 8% |
| Retired | 27% |
| Refused | 2% |

**Ethnic Origin**

| | |
|---|---|
| White Scottish | 90% |
| White Other British | 9% |
| Irish | 0.5% |
| Other Ethnic background | 0.5% |

## 5. Margins of Error

All sample surveys are subject to a degree of random error. It has become customary to provide an indication of the error margin by calculating the 95% confidence intervals for a simple random sample of the same size. These are provided in the table below. The magnitude of the error depends on the number of completed questionnaires and the results percentage.

As indicated on page 3, the analysis of the responses should be confined to groupings of responses with a minimum of 250 completed questionnaires and ideally when there are in excess of 400 responses. As the table below shows, when there are 2,000 responses the margin of error is +/- 1.7%. For example, 73% of respondents stated that they had heard of a Home Fire Safety visit. Taking into consideration the margin of error this 73% could actually be 71.3% or 74.7%, that is 1.7% below or 1.7% above the 73% response. This margin of error increases as the number of respondents decreases. As the table below shows, when analysis is conducted with 100 respondents the margin of error rises to +/-10%.

95% Confidence Intervals

| Number of Respondents | Margin of Error |
|---|---|
| 2,000 | +/- 1.7% |
| 1,000 | +/- 3% |
| 400 | +/-5% |
| 250 | +/-7% |
| 100 | +/-10% |

Note: The table above shows the 95% confidence interval, sometimes called a margin of error. The table has been calculated on the basis of simple random sampling.

The table below provides examples of actual responses and how the margins of error may affect the results.

| | Number of respondents | Margin of error | Variance |
|---|---|---|---|
| Have you heard of a Home Fire Safety visit? | 2,000 respondents (73%, state yes) | +/-1.7% | 71.3% to 74.7% |

# RESEARCH OUTPUTS

## 6. Community Planning Partners

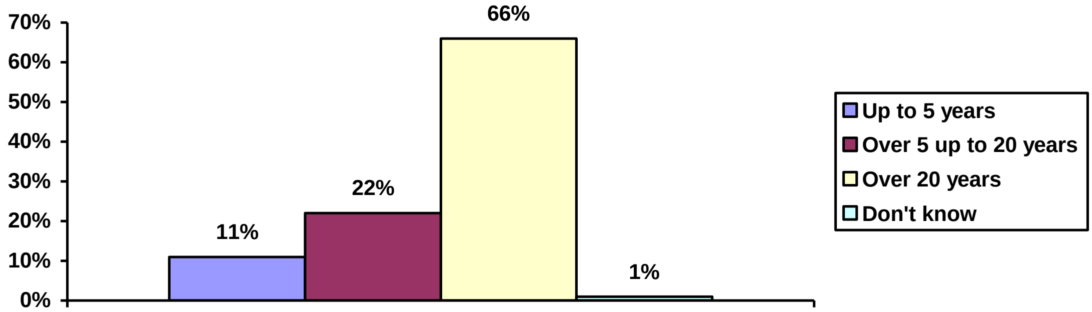
Sixty-six percent of respondents indicated that they had lived in East Ayrshire for over 20 years. A further 22% had lived in the area for between 5 and 20 years and 11% had lived in the area for up to 5 years. As may be anticipated, it is the older respondents who are most likely to have lived in the East Ayrshire area the longest length of time, 71% of respondents aged 65+ years stated they had lived in East Ayrshire for over 20 years.

The length of time that people have lived in East Ayrshire remains fairly similar across the four study years, with a slight drop in the numbers of people having lived in the area for over 20 years and an equivalent rise in the numbers living in the area for between 5 and 20 years.

**How long have you lived in East Ayrshire?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Up to 5 years | 9% | 11% | 11% | **11%** |
| Over 5 up to 20 years | 19% | 16% | 16% | **22%** |
| Over 20 years | 70% | 72% | 73% | **66%** |
| Don't know | 2% | 1% | 0% | **1%** |

Base: 2,000




Just over a third (37%) of all respondents said that they have lived at their current address for up to 5 years. A further 33% have lived at their current address for between 5 and 20 years and 30% have lived there for over 20 years.

**How long have you lived at your current address?**

| | 2011 | **2014** |
|---|---|---|
| Up to 5 years | 37% | **37%** |
| Over 5 up to 20 years | 30% | **33%** |
| Over 20 years | 34% | **30%** |

Base: 2,000

As the table over highlights, the Community Planning Partner that the largest number of respondents feel either fairly or very informed about is NHS Ayrshire and Arran, 78% of respondents stated this, down slightly from 81% in 2011. This peaks at 88% among respondents aged 60-64 years and drops to a low of 60% for respondents aged 16-24 years.

Following this are East Ayrshire Council and Police Scotland, with 67% and 57% of respondents respectively feeling either fairly or very informed about these organisations. The Scottish Fire and Rescue Service and Strathclyde Partnership for Transport follow closely behind with figures of 52%

and 49% respectively. In contrast to these, respondents were less inclined to state that they felt informed about Skills Development Scotland (11%) and Ayrshire Chamber of Commerce (3%).

Across the four study periods there has been a general upward trend with regard to respondents feeling well informed about the Community Planning Partners. For instance the number of respondents stating that they were very or fairly informed with regard to NHS Ayrshire and Arran has increased from 42% in 2005 to 78% in 2014, dropping back only slightly from a peak of 81% in 2011. We see a similar pattern for East Ayrshire Council rising from 56% in 2005 to 67% in 2014, Police Scotland - 33% in 2005 to 57% in 2014 and the Scottish Fire and Rescue Service – 31% in 2005 to 52% in 2014.

**How well informed do you feel about the following Community Planning Partners - Very/Fairly Informed?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| NHS Ayrshire and Arran | 42% | 65% | 81% | **78%** |
| East Ayrshire Council | 56% | 67% | 69% | **67%** |
| Police Scotland | 33% | 57% | 52% | **57%** |
| Scottish Fire and Rescue Service | 31% | 54% | 47% | **52%** |
| Strathclyde Partnership for Transport | 40% | 48% | 52% | **49%** |
| Colleges and Universities | -- | -- | 46% | **38%** |
| Third Sector (Community and Voluntary Organisations) | -- | -- | 24% | **22%** |
| Scottish Enterprise | 19% | 33% | 19% | **15%** |
| Skills Development Scotland | -- | -- | -- | **11%** |
| Ayrshire Chamber of Commerce | -- | -- | -- | **3%** |

Base: 2,000

**How well informed do you feel about the following Community Planning Partners?**

| | **Very informed** | **Fairly informed** | **Neither/ Nor** | **Fairly uninformed** | **Very uninformed** |
|---|---|---|---|---|---|
| NHS Ayrshire and Arran | 26% | 52% | 15% | 6% | 2% |
| East Ayrshire Council | 17% | 50% | 21% | 10% | 2% |
| Police Scotland | 7% | 50% | 29% | 10% | 3% |
| Scottish Fire and Rescue Service | 8% | 44% | 35% | 10% | 3% |
| Strathclyde Partnership for Transport | 6% | 43% | 29% | 15% | 7% |
| Colleges and Universities | 5% | 33% | 31% | 19% | 13% |
| Third Sector (Community and Voluntary Organisations) | 4% | 18% | 35% | 20% | 23% |
| Scottish Enterprise | 1% | 14% | 21% | 34% | 31% |
| Skills Development Scotland | 1% | 10% | 22% | 30% | 38% |
| Ayrshire Chamber of Commerce | 0% | 3% | 15% | 30% | 52% |

Base: 2,000

Two thirds (69%) of all respondents said that they know how and where to contact each of the Community Planning Partners. This rose to 73% among respondents aged 60-64 years. In contrast, 68% of respondents aged 16-34 years know how to contact Community Planning Partners.

**Do you know how and where to contact each of the Community Planning Partners?**

| | 2011 | **2014** |
|---|---|---|
| Yes | 66% | **69%** |
| No | 34% | **31%** |

Base: 2,000

When asked "How did you last contact any of the Community Planning Partners?", 52% of respondents stated by telephone, followed by 14% in person and 3% by email or through the website. Just under a third (30%) of all respondents stated that they have never contacted any partner/cannot remember how they made contact. Respondents least likely to have contacted any of the Community Planning Partners are those aged 35-44 years, 37% stating that they have not contacted a partner. In contrast, only 26% of people aged 65+ years said that they had not contacted a partner.

**How did you last contact the Community Planning Partners?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| By telephone | 44% | 42% | 39% | **52%** |
| In person at an office | 19% | 14% | 8% | **14%** |
| Via the website | 1% | 2% | 2% | **2%** |
| By letter | 4% | 4% | 1% | **1%** |
| Through email | 0% | 1% | 2% | **1%** |
| Never contacted any partner/Cannot remember | 32% | 37% | 46% | **30%** |

Base: 2,000

The preferred means of contacting the Community Planning Partners is by telephone, 69% of respondents stated this, followed by 16% who would like to contact the partners in person at an office and 8% via the website or through email. Contacting the Community Planning Partners by email or through the Internet peaks at 12% among respondents aged 35-44 years and drops to 5% among respondents aged 60+ years.

**What is your preferred method of contact with Community Planning Partners?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| By telephone | 63% | 61% | 75% | **69%** |
| In person at an office | 22% | 23% | 12% | **16%** |
| Via the website | 5% | 9% | 5% | **6%** |
| By letter | 3% | 6% | 2% | **1%** |
| Through email | 1% | 1% | 3% | **2%** |
| Other | 6% | 0% | 3% | **6%** |

Base: 2,000

The three main reasons respondents gave for contacting a Community Planning Partner were as follows:

- To request a service 33%
- To make an enquiry 24%
- To request action 20%

Respondents aged 65+ years are most likely to contact the Community Planning Partners to request a service. Female respondents are also more likely to request a service (35%) compared to male respondents (31%).

**What was your main reason for contacting the Community Planning Partners?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| To request a service | 36% | 46% | 35% | **33%** |
| To make an enquiry | 19% | 14% | 23% | **24%** |
| To request action | 21% | 22% | 21% | **20%** |
| To get information or advice about a service | 4% | 5% | 4% | **6%** |
| To make a payment | 6% | 4% | 2% | **3%** |
| To make a complaint about a service | 5% | 3% | 2% | **2%** |
| To make a complaint about something else (e.g. a noisy neighbour) | 4% | 2% | 2% | **1%** |
| To get general information or advice | 2% | 2% | 2% | **5%** |
| To make an application (e.g. for housing benefit) | 1% | 1% | 1% | **3%** |
| On a business-related matter | 1% | 0% | 1% | **0%** |
| In response to a communication | 1% | 1% | 0% | **1%** |

Base: 1,400

The specific reasons for contacting the Community Planning Partners were many and varied. Some of the main reasons included:

- Housing repair and maintenance issues
- Rent and Council Tax enquiries
- Planning enquiries
- Refuse collection/special uplifts
- Request for health services such as making GP or dentist appointments and ordering prescriptions
- Potholes in the road
- Setting up direct debit payments for Council Tax
- Election enquiries
- Reporting an issue to the Police.

In general, most people were either very or fairly satisfied with the treatment they received on their most recent contact with the Community Planning Partners, just over three quarters (76%) of respondents stating this. A further 11% stated that they were neither satisfied nor dissatisfied and 13% said they were dissatisfied.

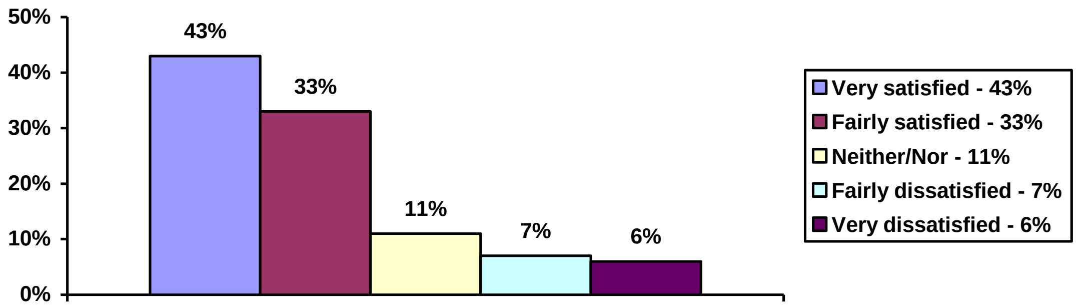
Younger respondents are most likely to be satisfied with the treatment they received on their most recent contact with the Community Planning Partners, 83% of people aged 16-24 years stating this. In contrast, respondents aged 55-59 years were least likely to state that they were satisfied, 59% stating this.

When contacting a Community Planning Partner, the number of people who were very satisfied with the treatment they received is up significantly over the four survey years rising from 26% in 2005 to 43% in 2014.

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

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Very satisfied | 26% | 26% | 43% | **43%** |
| Fairly satisfied | 49% | 40% | 31% | **33%** |
| Neither/Nor | 5% | 8% | 7% | **11%** |
| Fairly dissatisfied | 9% | 8% | 10% | **7%** |
| Very dissatisfied | 11% | 18% | 9% | **6%** |

Base: 1,400




Eighty-six percent of respondents stated that it was very or fairly easy to contact the Community Planning Partners. This view remained fairly constant across the main age groups of respondents. Only 7% of respondents thought that contacting the Community Planning Partners was not easy.

**How easy was/is it for you to contact Community Planning Partners?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Very easy | 50% | 35% | 55% | **56%** |
| Fairly easy | 42% | 51% | 37% | **30%** |
| Neither/Nor | 3% | 9% | 4% | **7%** |
| Not easy | 2% | 2% | 3% | **4%** |
| Not at all easy | 3% | 3% | 1% | **3%** |

Base: 1,400

Respondents were asked to consider a range of services provided by the Community Planning Partners and to state how satisfied or dissatisfied they were with them. Respondents were then asked to rank their top five services. The tables summarising the responses are provided on pages 11 to 14.

In general, satisfaction levels for many of the services was high. The top ten services with the highest levels of satisfaction were as follows:

**% of respondents being either Very Satisfied or Fairly Satisfied**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| • Fire service (Base: 732) | 72% | 72% | 97% | **96%** |
| • Hospitals (Base: 1418) | 80% | 89% | 95% | **96%** |
| • Sewerage (Base: 1420) | 72% | 61% | 84% | **96%** |
| • Ambulance service (Base: 875) | 73% | 80% | 96% | **93%** |
| • Home Care (Base: 436) | -- | -- | 79% | **89%** |
| • Street Lighting (Base: 1707) | 80% | 79% | 82% | **89%** |
| • Environmental Health (Base: 412) | 43% | 37% | 85% | **87%** |
| • Early Learning and Childcare (Base: 261) | -- | -- | 80% | **86%** |
| • Colleges and Universities (Base: 599) | -- | -- | 89% | **85%** |
| • Primary schools – Educational provision (Base: 537) | 67% | 75% | 85% | **85%** |

Satisfaction levels throughout the many services asked about have risen steadily over the four survey periods. For instance, satisfaction with Hospitals and Primary Schools have risen from 80% and 67% respectively in 2005 to 96% and 85% respectively.

Other significant increases in satisfaction included, Environmental Health – 43% in 2005 to 87% in 2014, Protection of the Environment – 40% in 2005 to 84% in 2014, Childcare (school aged children) – 29% in 2005 to 75% in 2014 and Swimming Pools/ Leisure Facilities – 37% in 2005 to 67% in 2014.

The question was altered slightly in the 2011 and 2014 questionnaires to contain a response option indicating that the service was either not applicable to the respondent or that the respondent had no contact with the particular service. This may have an influence over the percentage of respondents who state that they are satisfied with a service. Respondents in 2005 and 2008 may have selected neither/nor if they had no contact with a service resulting in a lower overall percentage of people stating either satisfied or dissatisfied in these years.

In contrast, the services which respondents are most likely to feel dissatisfied with are as follows:

**% of respondents being either Fairly Dissatisfied or Very Dissatisfied**

| | | 2005 | 2008 | 2011 | 2014 |
|---|---|---|---|---|---|
| 1. | Dog fouling/warden | 49% | 47% | 60% | **58%** |
| 2. | Repairs to roads and footpaths | 34% | 45% | 37% | **52%** |
| 3. | Youth clubs/groups/services | 46% | 55% | 53% | **50%** |
| 4. | Support for offenders | -- | -- | -- | **28%** |
| 5. | Winter road treatment | 26% | 18% | 61% | **25%** |

Over the period 2005 to 2014, the number of people stating they are fairly or very dissatisfied with a variety of services shows considerable variability. Dissatisfaction with repairs to roads and footpaths has risen from 34% in 2005 to 52% in 2014, following a drop from 45% in 2008 to 37% in 2011. In contrast, Winter Road Treatment has seen dissatisfaction levels rise from 26% in 2005, to a peak of 61% in 2011 to drop back to 25% in 2014.

People's opinions on the winter road treatment service will have been impacted by the very severe weather that they experienced at the end of November and into December in 2010. During this time much of Scotland experienced significant falls of snow and temperatures dropping to -18 degrees Celsius. Winter road treatment during that period was often inadequate to cope with the severe weather conditions. In contrast, the winter of 2013/14 was very mild with almost no snow in west central Scotland.

The top five services that respondents thought were the most important were as follows:

| | 2005 | 2008 | 2011 | 2014 |
|---|---|---|---|---|
| • Local doctor (GP) | 36% | 44% | 65% | **72%** |
| • Hospitals | 45% | 63% | 60% | **60%** |
| • Ambulance service | 33% | 29% | 32% | **39%** |
| • Police service | 44% | 42% | 42% | **35%** |
| • Fire service | 30% | 38% | 22% | **33%** |

The top five services that people thought were most important have remained fairly stable over the time period 2005 to 2014. They are primarily the medical and emergency services. The importance of a local doctor (GP) and hospital have grown steadily since 2005 rising from 36% and 45% respectively in 2005 to 72% and 60% respectively in 2014.

In addition, just outside the top five services is repairs to roads, footpaths and cycle paths at number 6. The percentage of people stating that this is an important service has increased from 14% in 2005 to 23% in 2014.

**How satisfied or dissatisfied are you with the following? – Very or Fairly Satisfied**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Fire service (Base: 732) | 72% | 72% | 97% | **96%** |
| Hospitals (Base: 1418) | 80% | 89% | 95% | **96%** |
| Sewerage (Base: 1420) | 72% | 61% | 84% | **96%** |
| Ambulance service (Base: 875) | 73% | 80% | 96% | **93%** |
| Home Care (Base: 436) | -- | -- | 79% | **89%** |
| Street lighting (Base: 1707) | 80% | 79% | 82% | **89%** |
| Environmental Health (Base: 412) | 43% | 37% | 85% | **87%** |
| Early Learning and Childcare (Base:261) | -- | -- | 80% | **86%** |
| Colleges and Universities (Base:599) | -- | -- | 89% | **85%** |
| Primary schools – Educational provision (Base: 537) | 67% | 75% | 85% | **85%** |
| Refuse collection (Base: 1849) | 77% | 69% | 82% | **85%** |
| Local doctor (GP) (Base: 1793) | 90% | 90% | 90% | **84%** |
| Protection of the environment (Base: 379) | 40% | 42% | 82% | **84%** |
| Adult learning (Base: 359) | 42% | 49% | 87% | **83%** |
| Primary schools – Premises (Base: 487) | -- | -- | -- | **82%** |
| Recycling (glass, paper, etc.) (Base: 1697) | 79% | 75% | 84% | **81%** |
| Services for older people (Base: 389) | 56% | 54% | 70% | **81%** |
| Community Health Initiatives (Base: 288) | -- | -- | -- | **79%** |
| Community Safety including CCTV (Base: 456) | -- | -- | 55% | **78%** |
| Housing (benefits) (Base: 753) | 41% | 64% | 72% | **78%** |
| Public transport (Base: 1271) | 74% | 69% | 77% | **78%** |
| Protection of children and vulnerable adults (Base: 192) | -- | -- | 73% | **77%** |
| Childcare (school aged children) (Base: 260) | 29% | 36% | 72% | **75%** |
| Police service (Base: 1052) | 59% | 55% | 80% | **75%** |
| Street cleaning/removal of litter/fly tipping (Base: 1628) | 67% | 63% | 71% | **75%** |
| Council Tax (Benefits) (Base:859) | -- | -- | 69% | **74%** |
| Housing (council or housing associations) (Base: 896) | 51% | 61% | 75% | **74%** |
| Secondary schools – Educational provision (Base: 463) | 56% | 64% | 76% | **73%** |
| Council Local Offices (Base: 1176) | 71% | 75% | 79% | **71%** |
| Parks, Playparks, Open Spaces (Base: 1161) | 34% | 55% | 62% | **71%** |
| Libraries (Base: 904) | 74% | 81% | 90% | **69%** |
| Care for people with disabilities (Base: 483) | -- | 57% | 67% | **67%** |
| Swimming Pools/Leisure Facilities (Base: 933) | 37% | 43% | 54% | **67%** |
| Housing (repairs - council or housing associations) (Base: 839) | 48% | 55% | 56% | **66%** |
| Cemeteries (Base: 606) | 42% | 44% | 83% | **65%** |
| Children’s Hearings (Base: 57) | -- | 18% | 59% | **65%** |
| Secondary schools – Premises (Base: 425) | -- | -- | -- | **65%** |
| Recreation and sports facilities (Base: 846) | 39% | 44% | 60% | **63%** |
| Road safety (Base: 1302) | 59% | 49% | 69% | **59%** |
| Addiction Support (Base: 59) | -- | 21% | 55% | **54%** |
| Education & training for people with disabilities (Base: 224) | 34% | 34% | 53% | **54%** |
| My Bus formerly dial a bus and ring and ride (Base: 127) | -- | -- | 66% | **50%** |
| Museums & Arts (Base: 417) | 33% | 57% | 71% | **44%** |
| Winter road treatment (e.g. snow clearing, gritting) (Base: 1515) | 44% | 56% | 21% | **44%** |
| Trading Standards (Base: 246) | 21% | 20% | 81% | **40%** |
| Training and employment initiatives (Base: 295) | 25% | 19% | 31% | **35%** |
| Repairs to roads, footpaths and cycle paths (Base: 1687) | 44% | 32% | 42% | **22%** |
| Youth clubs, groups, services (Base: 474) | 19% | 14% | 24% | **22%** |
| Support for offenders (Base: 74) | -- | -- | -- | **20%** |
| Support to local businesses (Base: 267) | 22% | 13% | 21% | **19%** |
| Dog Fouling/Warden (Base: 554) | 15% | 13% | 18% | **8%** |

Base: 2,000

**How satisfied or dissatisfied are you with the following?**

| | Very satisfied | Fairly satisfied | Neither/ Nor | Fairly dissatisfied | Very dissatisfied |
|---|---|---|---|---|---|
| Addiction Support (Base: 59) | 25% | 29% | 25% | 20% | 0% |
| Adult learning (Base: 359) | 9% | 74% | 16% | 1% | 0% |
| Childcare (school aged children) (Base: 260) | 10% | 65% | 15% | 6% | 3% |
| Ambulance service (Base: 875) | 34% | 59% | 6% | 0% | 1% |
| Care for people with disabilities (Base: 483) | 14% | 53% | 30% | 1% | 2% |
| Cemeteries (Base: 606) | 7% | 58% | 34% | 0% | 1% |
| Children's Hearings (Base: 57) | 12% | 53% | 35% | 0% | 0% |
| Colleges and Universities (Base: 599) | 18% | 67% | 12% | 2% | 1% |
| Community Health Initiatives (Base: 288) | 4% | 75% | 20% | 1% | 0% |
| Community Safety, including CCTV (Base: 456) | 1% | 77% | 17% | 1% | 4% |
| Council Local Offices (Base: 1176) | 12% | 59% | 14% | 5% | 10% |
| Council Tax (Benefits) (Base: 859) | 7% | 67% | 19% | 6% | 1% |
| Dog Fouling/Warden (Base: 554) | 1% | 7% | 34% | 34% | 24% |
| Education & training for people with disabilities (Base: 224) | 3% | 51% | 39% | 0% | 7% |
| Environmental Health (Base: 412) | 9% | 78% | 9% | 3% | 1% |
| Fire service (Base: 732) | 19% | 77% | 5% | 0% | 0% |
| Home Care (Base: 436) | 17% | 72% | 11% | 1% | 0% |
| Hospitals (Base: 1418) | 35% | 61% | 2% | 0% | 1% |
| Housing (council or housing associations) (Base: 896) | 9% | 65% | 14% | 5% | 5% |
| Housing (benefits) (Base: 753) | 7% | 71% | 16% | 3% | 3% |
| Housing (repairs - council or housing associations) (Base: 839) | 8% | 58% | 18% | 7% | 9% |
| Libraries (Base: 904) | 19% | 50% | 19% | 6% | 6% |
| Local doctor (GP) (Base: 1793) | 34% | 50% | 6% | 6% | 3% |
| Museums & Arts (Base: 417) | 12% | 32% | 49% | 5% | 2% |
| My Bus (formerly dial a bus and ring and ride) (Base: 127) | 5% | 45% | 43% | 6% | 2% |
| Early Learning and Childcare (Base: 261) | 25% | 61% | 8% | 3% | 3% |
| Parks, Playparks, Open Spaces (Base: 1161) | 11% | 60% | 18% | 8% | 4% |
| Police service (Base: 1052) | 10% | 65% | 19% | 4% | 2% |
| Primary Schools – Educational provision (Base: 537) | 26% | 59% | 12% | 1% | 2% |
| Primary Schools – Premises (Base: 487) | 19% | 63% | 15% | 2% | 1% |
| Protection of children and vulnerable adults (Base: 192) | 2% | 75% | 21% | 2% | 0% |
| Protection of the environment (Base: 379) | 2% | 82% | 12% | 3% | 1% |
| Public transport (Base: 1271) | 13% | 65% | 15% | 5% | 2% |
| Recreation and sports facilities (Base: 846) | 9% | 54% | 22% | 10% | 5% |
| Recycling (glass, paper, etc.) (Base: 1697) | 24% | 57% | 15% | 3% | 1% |
| Refuse collection (Base: 1849) | 23% | 62% | 12% | 2% | 1% |
| Repairs to roads, footpaths and cycle paths (Base: 1687) | 2% | 20% | 26% | 26% | 26% |
| Road safety (Base: 1302) | 4% | 55% | 26% | 10% | 6% |
| Secondary School – Educational provision (Base: 463) | 8% | 65% | 24% | 1% | 1% |
| Secondary School – Premises (Base: 425) | 9% | 56% | 31% | 4% | 1% |
| Services for older people (Base: 389) | 5% | 76% | 17% | 2% | 0% |
| Sewerage (Base: 1420) | 45% | 51% | 3% | 1% | 1% |
| Street cleaning/removal of litter/fly tipping (Base: 1628) | 15% | 60% | 19% | 4% | 2% |
| Street lighting (Base: 1707) | 21% | 68% | 9% | 1% | 0% |
| Swimming Pools/Leisure Facilities (Base: 933) | 7% | 60% | 26% | 5% | 2% |
| Support for offenders (Base: 74) | 0% | 20% | 51% | 24% | 4% |
| Support to local businesses (Base: 267) | 0% | 19% | 78% | 3% | 0% |
| Trading Standards (Base: 246) | 6% | 34% | 55% | 2% | 3% |
| Training and employment initiatives (Base: 295) | 0% | 35% | 50% | 10% | 5% |
| Winter road treatment (e.g.snow clearing, gritting) (Base: 1515 ) | 4% | 40% | 31% | 16% | 9% |
| Youth clubs, groups, services (Base: 474) | 2% | 20% | 28% | 42% | 8% |

Base: 2,000

**Which services do you think are most important?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Addiction Support | -- | 1% | 1% | **1%** |
| Adult learning | 4% | 2% | 3% | **2%** |
| Ambulance service | 33% | 29% | 32% | **39%** |
| Care for people with disabilities | -- | 11% | 6% | **7%** |
| Cemeteries | 3% | 2% | 1% | **1%** |
| Childcare (school aged children) | 4% | 3% | 2% | **3%** |
| Children’s Hearings | -- | -- | 0%* | **0%*** |
| Colleges and Universities | -- | -- | 6% | **7%** |
| Community Health Initiatives | -- | -- | -- | **1%** |
| Community Safety, including CCTV | -- | -- | 4% | **1%** |
| Council Local Offices | 5% | -- | 5% | **8%** |
| Council Tax (Benefits) | -- | -- | 3% | **7%** |
| Dog Fouling/Warden | 11% | 6% | 3% | **2%** |
| Early Learning and Childcare | -- | -- | 4% | **4%** |
| Education & care for people with disabilities | 6% | 4% | 2% | **2%** |
| Environmental Health | 12% | 7% | 5% | **5%** |
| Fire service | 30% | 38% | 22% | **33%** |
| Home Care | 9% | -- | 6% | **6%** |
| Hospitals | 45% | 63% | 60% | **60%** |
| Housing (benefits) | 3% | 2% | 3% | **9%** |
| Housing (council or housing associations) | 8% | 17% | 9% | **18%** |
| Housing (repairs - council or housing associations) | 10% | 9% | 8% | **11%** |
| Libraries | 4% | 4% | 5% | **9%** |
| Local doctor (GP) | 36% | 44% | 65% | **72%** |
| Museums & Arts | 2% | 5% | 3% | **3%** |
| My Bus formerly Dial a Bus and Ring and Ride | -- | -- | 1% | **0%*** |
| Parks, Playparks, Open Spaces | 14% | 7% | 8% | **6%** |
| Police Service | 44% | 42% | 42% | **35%** |
| Primary schools – Educational Provision | 12% | 18% | 13% | **12%** |
| Primary schools - Premises | -- | -- | -- | **2%** |
| Protection of Children and Vulnerable Adults | -- | -- | 2% | **2%** |
| Protection of the environment | 12% | 3% | 3% | **2%** |
| Public transport | 10% | 13% | 21% | **19%** |
| Recreation and sports facilities | 8% | 6% | 6% | **4%** |
| Recycling (glass, paper, etc.) | 8% | 8% | 9% | **4%** |
| Refuse collection | 16% | 24% | 20% | **16%** |
| Repairs to roads, footpaths and cycle paths | 14% | 20% | 14% | **23%** |
| Road safety | 12% | 20% | 5% | **8%** |
| Secondary schools – Educational Provision | 9% | 11% | 8% | **7%** |
| Secondary schools - Premises | -- | -- | -- | **1%** |
| Services for older people | -- | 7% | 6% | **8%** |
| Sewerage | 3% | 2% | 2% | **6%** |
| Street cleaning/removal of litter/fly tipping | 7% | 7% | 3% | **2%** |
| Street lighting | 5% | 5% | 6% | **1%** |
| Support for offenders | -- | -- | -- | **0%*** |
| Support to local businesses | 4% | 1% | 0%* | **0%*** |
| Swimming Pools/Leisure Facilities | 7% | 5% | 12% | **1%** |
| Trading Standards | 1% | 1% | 1% | **0%*** |
| Training and employment initiatives | 4% | 1% | 5% | **2%** |
| Winter road treatment (e.g. snow clearing, gritting) | 12% | 4% | 18% | **10%** |
| Youth clubs, groups, services | 11% | 5% | 5% | **8%** |

Base: 2,000

* Denotes less than 1%

# 7. Community Involvement

Eight percent of respondents stated that they have undertaken work or activities on a voluntary basis at any time in the past 12 months, this has declined from 12% in 2011. The remaining 92% said they have not. Respondents aged 55-69 years are most likely to have undertaken any voluntary work, 15% doing so, compared to only 5% of respondents aged 25-34 years. Women are also more likely to have been involved in voluntary activities (10%) than men (6%).

**Have you undertaken any work or activities on a voluntary basis at any time in the past 12 months?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Yes | 13% | 11% | 12% | **8%** |
| No | 87% | 89% | 88% | **92%** |

Base: 2,000

The main activities that people stated they were involved in were as follows:

- Working with older people 17%
- Activities or organisations working with young people 16%
- Church/religious activities 14%
- Playgroups or children's activities 12%
- Residents/tenants groups or organisations 10%

Working with older people, working with young people and church/religious activities remain the three most popular activities for people to be involved in on a voluntary basis over the four study years.

**What best describes your group/activity?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Working with older people | 14% | 8% | 18% | **17%** |
| Activities or organisations working with young people | 11% | 13% | 16% | **16%** |
| Church/religious activities | 26% | 11% | 19% | **14%** |
| Playgroups or children's activities | 10% | 6% | 12% | **12%** |
| Residents/tenants groups or organisations | 7% | 11% | 6% | **10%** |
| Local economic/employment initiatives | 2% | 0% | 3% | **10%** |
| Working with people with disabilities | 17% | 8% | 19% | **9%** |
| Professional societies or organisations | 7% | 2% | 6% | **9%** |
| Community Council | 2% | 6% | 6% | **7%** |
| Working in support of the environment | 9% | 2% | 6% | **3%** |
| Providing advice | 2% | 0% | 1% | **3%** |
| Working with animals | 0% | 3% | 0% | **3%** |
| Working with vulnerable people | 15% | 10% | 12% | **2%** |
| Working in the area of health | 4% | 13% | 7% | **2%** |
| Parent/teacher association | 3% | 0% | 4% | **2%** |
| Community Safety | 2% | 0% | 1% | **2%** |
| School board | 0% | 1% | 1% | **1%** |
| Trade Union | 1% | 0% | 1% | **1%** |
| Political party | 1% | 0% | 0% | **1%** |
| Providing adult education | 1% | 0% | 0% | **0%** |

Base: 165

As the table below outlines, enthusiasm to become involved in consultation or the decision making process is fairly limited. The two main means through which people would like to become involved are:

- 
- Providing your views in surveys like this one 47%
- Receiving regular information about the decisions and activities 23%

The number of people stating that they would be interested in providing their views in surveys like this one peaked at 49% among respondents aged 35-44 years and 65+ years and dropped to a low of 41% among people aged 55-59 years.

The number of people stating that they would be fairly or very interested in providing their views in surveys like the Community Planning Residents' Survey has increased from 26% in 2005 to 47% in 2014.

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

| | Very interested | Fairly interested | Neither /Nor | Not interested | Not at all interested |
|---|---|---|---|---|---|
| By becoming a Residents' Panel member | 5% | 4% | 7% | 31% | 53% |
| By receiving regular information about the decisions and activities | 2% | 21% | 15% | 19% | 44% |
| By providing your views in surveys like this one | 15% | 32% | 29% | 11% | 14% |
| By taking part in consultation exercises on specific issues e.g. through attending public meetings | 2% | 9% | 12% | 28% | 50% |

Base: 2,000

Forty-five percent of respondents said that they would be interested in receiving a brief summary of the findings of the survey.

Respondents were asked "What would encourage you to become more involved in your local community?" Many people stated that nothing would encourage them to become more involved. Things that would encourage people to become more involved included:

- Seeing the benefit of their involvement
- Receiving more information regarding what is happening in their community
- More unity between groups in the community
- Seeing the benefit of community initiatives
- More time available
- More activities, especially for children and elderly adults
- Involvement of local councillor.

## 8. Qualifications

Just over a third (37%) of all respondents indicated they have an Ordinary Grade, Standard Grade, GCSE, CSE, Senior Certificate or equivalent; this is followed by 12% who have a Higher Grade/Higher Still/CSYS/A level, Advanced Senior Certificate or equivalent; or an HNC, HND, SVQ Levels 4 or 5 or equivalent. Twenty-eight percent of respondents indicated that they have none of the indicated qualifications in the table below.

Older respondents are most likely to have none of the qualifications asked about, 36% of people aged 65+ stating this compared to 20% of people aged 16-24 years.

The number of people interviewed with at least one qualification has increased steadily over the period 2005 to 2014. In 2005, 41% of all respondents stated that they had none of the qualifications asked about, this has declined to 28% in 2014.

The number of people with many other qualifications also increased. Respondents with Ordinary Grade/Standard Grade increased from 29% in 2005 to 37% in 2014, respondents with Higher Grade increased from 10% in 2005 to 12% in 2014 and respondents with HNC/HND/SVQ levels 4 or 5 or equivalent increased from 9% in 2005 to 12% in 2014.

The table below summarises the responses received regarding educational and vocational qualifications. Respondents were able to select more than one response, therefore the percentages will add up to more than 100%.

**Which educational/vocational qualification do you have?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Ordinary Grade, Standard Grade, GCSE, CSE, Senior Certificate or equivalent | 29% | 24% | 35% | **37%** |
| Higher Grade/Higher Still/CSYS/A level, Advanced Senior Certificate or equivalent | 10% | 9% | 15% | **12%** |
| HNC, HND, SVQ Levels 4 or 5 or equivalent | 9% | 6% | 12% | **12%** |
| School Leaving Certificate, new National Qualification Access Unit | 8% | 7% | 10% | **11%** |
| GSVQ Foundation or Intermediate, SVQ Level 1 or 2, SCOTVEC Module or equivalent | 5% | 7% | 9% | **7%** |
| City and Guilds | 9% | 6% | 8% | **7%** |
| GSVQ Advanced, SVQ Level 3, ONC, OND, SCOTVEC National Diploma or equivalent | 8% | 5% | 8% | **10%** |
| First Degree, Higher Degree | 4% | 5% | 5% | **5%** |
| Professional qualifications, e.g. teaching, accountancy | 7% | 4% | 5% | **4%** |
| None of these | 41% | 46% | 26% | **28%** |
| Other | -- | -- | 19% | **3%** |

Base: 2,000

## 9. Employment, Training or Learning

The majority of respondents (76%) have not taken part in any training or learning experience in the past 2 years. A further 17% have, leading to a qualification, and 7% did so but did not lead to a qualification. It is younger respondents who are most likely to have undertaken some form of training or learning; with 55% of respondents aged 16-24 years and 33% of respondents aged 25-34 years stating this compared to 4% of respondents aged 65+ years.

**Have you taken part in any training or learning experience in the last 2 years?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Yes, leading to a qualification | 16% | 20% | 16% | **17%** |
| Yes, not leading to a qualification | 7% | 9% | 7% | **7%** |
| No | 77% | 71% | 77% | **76%** |

Base: 2,000

For those that have undertaken any training or learning, 39% stated that it took place at work, with a further 39% stating that it took place at a college/university. Younger respondents, aged 16-24 years are most likely to state this, 50% undertaking training or learning at a college or university. In contrast, respondents aged 55-59 years are most likely to have undertaken training or learning at work, 62% stating this.

**Where did your training or learning take place?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Work | 36% | 40% | 44% | **39%** |
| College | 47% | 37% | 26% | **35%** |
| University | | | 11% | **4%** |
| School | 6% | 5% | 6% | **7%** |
| Local library | 2% | 1% | 6% | **3%** |
| Community Centre | 4% | 5% | 2% | **5%** |
| Community Learning Centre | 3% | 2% | 2% | **1%** |
| Other | 2% | 10% | 7% | **5%** |

Base: 480

Respondents were asked, if they were in training and, how long had they been in training? Eighteen percent of those respondents in training indicated that it had been less than 6 months, a further 26% had been in training for between 6 and 12 months, 22% had been training for between 12 and 24 months and 34% had been in training for more than 2 years. Most people stated that the reason for them leaving their last training opportunity was because the training/course ended or they started work.

**If in training, how long have you been in training?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Less than 6 months | 33% | 25% | 35% | **18%** |
| 6-12 months | 19% | 17% | 20% | **26%** |
| 12-24 months | 15% | 14% | 8% | **22%** |
| More than 2 years | 34% | 44% | 37% | **34%** |

Base: 228

Respondents indicated a variety of different learning opportunities they would like to pursue that they do not currently have access to.  These included:

- Opportunities which would lead to employment and apprenticeships
- Caring and nursing
- Computing
- Beauty therapy
- Performing arts
- Arts and crafts
- Languages
- Creative writing
- Landscaping and green keeping
- Advanced electronics and circuit boards.

Respondents indicated that the main issues that prevent them from seeking employment, training or learning are ill health (12%), lack of suitable jobs (6%) and caring responsibilities (4%).

Ill health as a barrier peaks at 22% among respondents aged 55-59 years and drops to 8% among respondents aged 16-24 years.  Ill health is also highest among people living in the 15-30% datazones at 16%, compared to 12% among respondents living outwith the datazones.

**What issues prevent you from seeking employment, training or learning?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Ill health | 14% | 15% | 18% | **12%** |
| Lack of suitable jobs | 4% | 3% | 11% | **6%** |
| Qualifications | 3% | 1% | 6% | **3%** |
| Caring responsibilities | 7% | 7% | 4% | **4%** |
| Fear of being worse off financially | 2% | 1% | 3% | **3%** |
| Lack of affordable childcare | 2% | 1% | 2% | **3%** |
| Lack of information and advice | 3% | 0% | 1% | **0%** |
| Transport costs | 1% | 0% | 1% | **1%** |
| Lack of confidence | -- | -- | 1% | **1%** |
| Literacy/numeracy issues | 1% | 0% | 0% | **1%** |
| None/Already employed or in training | 69% | 75% | 53% | **70%** |

Base: 2,000

Eighty-six percent of respondents stated that they are not taking part in any form of employment/education or training.  Six percent are undertaking on the job training, 5% are undertaking a further education college course and 2% are undertaking a university based course.

## 10. Travel to Work

For those people who have a job, 70% normally travel as a car driver to work, with a further 5% being a passenger in a car. Twelve percent travel by bus and 9% walk.

**If you have a job, how do you normally travel to work?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Car driver | 65% | 68% | 68% | **70%** |
| Car passenger | 9% | 10% | 5% | **5%** |
| Bus | 10% | 8% | 11% | **12%** |
| Train | 2% | 1% | 2% | **1%** |
| Motorcycle | 0% | 0% | 0% | **1%** |
| Bicycle | 1% | 2% | 1% | **0%** |
| Walk | 13% | 11% | 8% | **9%** |
| Other | 0% | 0% | 5% | **1%** |

Base: 915

Just under a third (65%) of respondents who work stated that they worked in East Ayrshire. This is followed by 16% who work in South Ayrshire, 8% in North Ayrshire and 6% in Glasgow.

**Where do you work?**

| | |
|---|---|
| East Ayrshire | **65%** |
| South Ayrshire | **16%** |
| North Ayrshire | **8%** |
| Glasgow | **6%** |
| Dumfries and Galloway | **1%** |
| Renfrewshire/East Renfrewshire | **1%** |
| South Lanarkshire | **0%** |
| Other | **3%** |

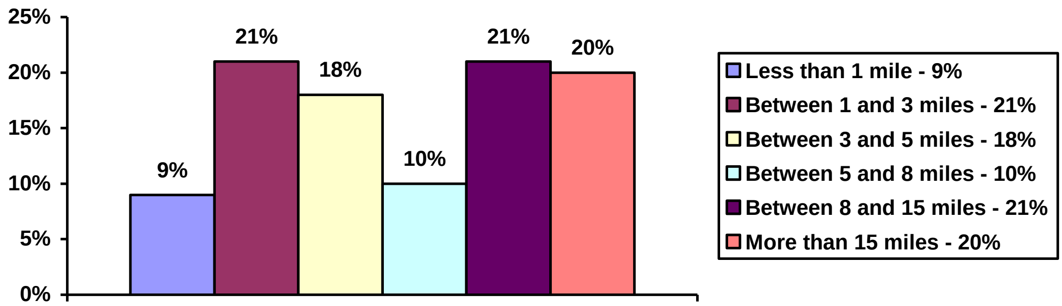
Base: 858

As the table below highlights, people who work travel a variety of different distances to work. Thirty percent of respondents stated they travel up to 3 miles to work. A further 18% travel between 3 and 5 miles, 10% travel between 5 and 8 miles and 21% travel between 8 and 15 miles. Finally, a fifth (20%) of respondents travel more than 15 miles to work.

**How far do you travel?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Less than 1 mile | 15% | 16% | 13% | **9%** |
| Between 1 and 3 miles | 18% | 20% | 20% | **21%** |
| Between 3 and 5 miles | 11% | 12% | 12% | **18%** |
| Between 5 and 8 miles | 16% | 11% | 15% | **10%** |
| Between 8 and 15 miles | 15% | 15% | 17% | **21%** |
| More than 15 miles | 25% | 26% | 24% | **20%** |

Base: 858




For those people who are unemployed, 17% are willing to travel up to 5 miles for work or education from their home. A further 28% are willing to travel between 5 and 8 miles. Just over a quarter (27%) will travel between 8 and 15 miles for work or education from their home and 19% said that they would travel more than 15 miles.

**If you are unemployed, how far are you willing to travel to work or education from your home?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Between 1 and 3 miles | 18% | 12% | 6% | **7%** |
| Between 3 and 5 miles | 23% | 13% | 2% | **10%** |
| Between 5 and 8 miles | 25% | 24% | 31% | **28%** |
| Between 8 and 15 miles | 13% | 19% | 22% | **27%** |
| More than 15 miles | 21% | 32% | 39% | **19%** |
| Refused | -- | -- | -- | **11%** |

Base: 200

Sixty-eight percent of people who are unemployed stated that they are experiencing no barriers in using public transport to travel to and from education or work opportunities. Sixteen percent said that affordability was a barrier and 5% state timetabling/scheduling of public transport.

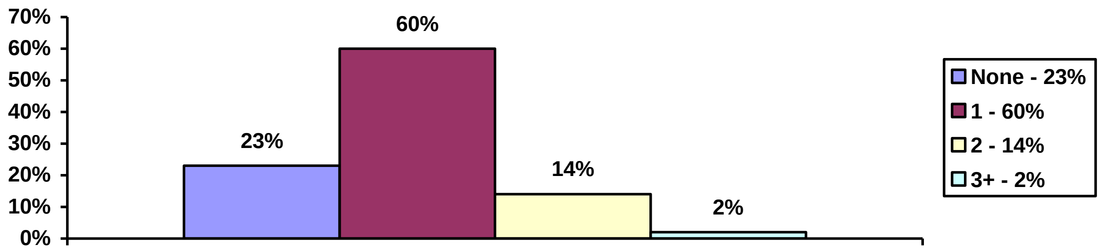
## 11. Access to Transport

Just under a quarter (23%) of all respondents stated that they have no vans or cars available within their household for private use. This rose to 30% of respondents who are aged 65+ years. It is also high among respondents living in Kilmarnock North, with 35% of respondents stating this compared to 15% among respondents living in Ballochmyle.

**How many vans or cars do you have in your household for private use?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| None | 32% | 34% | 29% | **23%** |
| 1 | 49% | 43% | 50% | **60%** |
| 2 | 16% | 18% | 19% | **14%** |
| 3+ | 3% | 5% | 3% | **2%** |

Base: 2,000




Ninety-five percent of respondents said that they have access to a bus stop within a 5 minute walk of their home. This figure remains fairly constant across all of the wards.

A quarter (25%) of all respondents said that they have access to a train station within a 10 minute walk of their home. This peaks at 53% among respondents living in Annick.

Twenty-six percent of respondents said that they require public transport to access health services. This peaks at 31% of respondents aged 16-34 years, followed by 28% of respondents aged 65+ years.

Most people (92%) said that they were not experiencing any barriers travelling to and from health centres/hospitals/medical appointments. Two percent of respondents said that affordability was an issue and 2% said timetabling/scheduling of public transport was an issue. Other issues raised by respondents included their health and not feeling safe at railway stations.

**Are you experiencing any barriers travelling to and from health centres/hospitals/medical appointments?**

| | 2011 | **2014** |
|---|---|---|
| No Barriers | 79% | **92%** |
| Affordability | 4% | **2%** |
| Timetabling/Scheduling of public transport | 3% | **2%** |
| Reliability | 1% | **1%** |
| Quality i.e. safety, comfort, attractiveness | 0% | **1%** |
| Other | 13% | **2%** |

Base: 2,000

## 12. Childcare

Ninety-three percent of respondents indicated that they do not require childcare to let them go to work, attend training or further education. A further 4% stated they have been able to find suitable local childcare and 3% have not.

When considering the trend over the four research periods, the number of people stating that they have been able to find suitable childcare to allow them to work or attend training or further education has declined from 15% in 2005 to 12% in 2008, 6% in 2011 and now 4% in 2014. A similar decline is seen among respondents who said they have not been able to find suitable childcare. People who said they do not need childcare increased from 74% in 2005 to 93% in 2014.

**If you need childcare to let you work or attend training or further education, have you been able to find suitable local childcare to let you do this?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Yes | 15% | 12% | 6% | **4%** |
| No | 11% | 7% | 2% | **3%** |
| Do not need childcare | 74% | 81% | 92% | **93%** |

Base: 2,000

For those people who have found childcare, 92% state that it meets their needs.

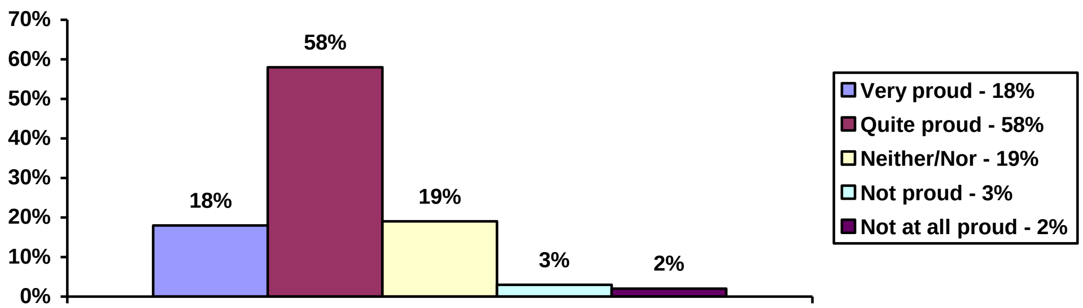
## 13. Neighbourhood Satisfaction

Just over three quarters (76%) of all respondents said that they were either quite or very proud about living in their neighbourhood. This peaked at 83% among respondents in Kilmarnock West and Crosshouse and dropped to 68% within Kilmarnock North. Respondents aged 25-34 years are least likely to state that they are proud, 72% stating this, compared to 84% of respondents aged 60-64 years.

**How proud do you feel about living in your neighbourhood?**

| | |
|---|---|
| Very proud | 18% |
| Quite proud | 58% |
| Neither/Nor | 19% |
| Not proud | 3% |
| Not at all proud | 2% |

Base: 2,000




Those respondents who said that they were not proud or not at all proud of their neighbourhood were asked why they felt this way. Reasons for their opinion included:

- A general lack of care in surroundings
- A change in our community has taken place
- The locals are very clannish and we are referred to as interlopers
- It has become run down
- Young people have no employment opportunities and therefore nothing to do and cause trouble
- Crime in the neighbourhood and do not feel safe
- Anti-social neighbours
- You try living in this area
- Area going downhill, not vetting people coming in
- Nothing to do, it was never this bad when I was young.

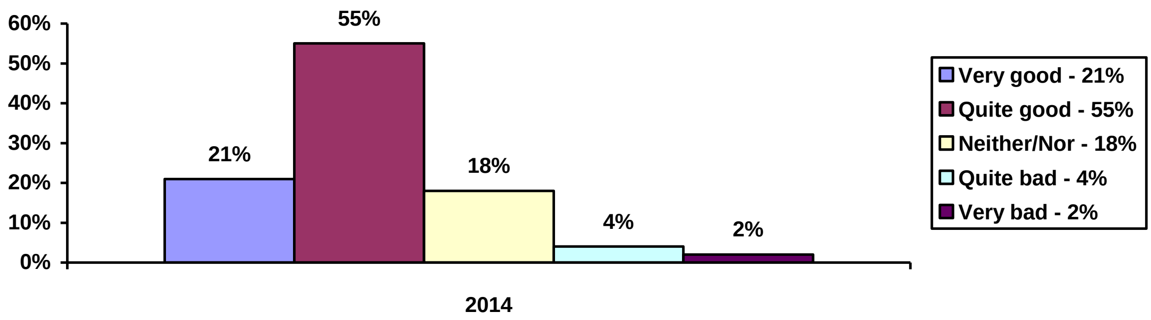
Once again, most people, when asked "How would you rate your neighbourhood as a place to bring up children?", stated that it was either quite or very good, 76% of respondents stated this. A further 18% said neither/nor and 6% thought it to be quite or very bad.

On a geographic basis, respondents in Annick are most likely to state that their neighbourhood is a good place to bring up children, 82% of respondents stating this. In contrast, respondents staying in Kilmarnock North and Kilmarnock East and Hurlford are least likely to state that their area is a good place to bring up children, 68% and 70% respectively stating this.

**How would you rate your neighbourhood as a place to bring up children?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Very good | 32% | 26% | 31% | **21%** |
| Quite good | 47% | 48% | 48% | **55%** |
| Neither/Nor | 11% | 18% | 16% | **18%** |
| Quite bad | 5% | 6% | 4% | **4%** |
| Very bad | 2% | 2% | 1% | **2%** |
| Don't know | 3% | -- | -- | **--** |

Base: 2,000




The top five issues that respondents indicated they particularly liked about their neighbourhood were as follows:

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| • Friendly people | 66% | 53% | 62% | **54%** |
| • Quiet/peaceful | 55% | 45% | 58% | **49%** |
| • Good neighbours | 64% | 56% | 55% | **46%** |
| • Safe area/low crime | 42% | 24% | 38% | **36%** |
| • Convenient shop/other amenities | 30% | 19% | 27% | **30%** |

Respondents in Doon Valley are most likely to state that friendly people is an issue they particularly liked about their area, 78% stating this, while only 31% of respondents in Irvine Valley stated this.

Public transport is an issue that shows considerable variability on an area basis. Thirty percent of respondents said that good public transport was an aspect that they liked in Kilmarnock South, compared to only 18% of people in Kilmarnock West and Crosshouse.

The aspects of their neighbourhood that respondents are least likely to state that they particularly like are:

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| • Good local leisure facilities | 10% | 5% | 5% | **7%** |
| • Safe/slow traffic | 13% | 9% | 10% | **7%** |
| • No/little litter/graffiti | 15% | 11% | 10% | **9%** |
| • Good facilities for children | 12% | 7% | 6% | **10%** |
| • No/little traffic | 16% | 11% | 16% | **10%** |

**What aspects of this immediate neighbourhood, if any do you particularly like?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Friendly people | 66% | 53% | 62% | **54%** |
| Quiet/peaceful | 55% | 45% | 58% | **49%** |
| Good neighbours | 64% | 56% | 55% | **46%** |
| Safe area/low crime | 42% | 24% | 38% | **36%** |
| Convenient shop/other amenities | 30% | 19% | 27% | **30%** |
| Good street lighting | 37% | 27% | 24% | **29%** |
| Good outlook/view | 29% | 20% | 23% | **27%** |
| Good sense of community | 35% | 24% | 24% | **25%** |
| Good public transport | 39% | 26% | 26% | **23%** |
| Good local schools | 26% | 20% | 26% | **20%** |
| Area well maintained | 39% | 26% | 23% | **18%** |
| Nicely landscaped/open spaces | 28% | 17% | 16% | **16%** |
| Good local shops | 23% | 19% | 14% | **16%** |
| No/little traffic | 16% | 11% | 16% | **10%** |
| Good facilities for children | 12% | 7% | 6% | **10%** |
| No/little litter/graffiti | 15% | 11% | 10% | **9%** |
| Safe/slow traffic | 13% | 9% | 10% | **7%** |
| Good local leisure facilities | 10% | 5% | 5% | **7%** |
| Nothing | 3% | 4% | 2% | **6%** |

Base: 2,000

The main aspects of their immediate neighbourhood that people particularly dislike are as follows:

| | **2005** | **2008** | **2011** | **2014** |
|---|---|---|---|---|
| • Young people hanging about/ Nothing for young people to do | 43% | 34% | 26% | **19%** |
| • Drug abuse | 21% | 21% | 17% | **14%** |
| • Alcohol abuse | 21% | 18% | 13% | **13%** |
| • Fast/speeding traffic | 24% | 20% | 10% | **11%** |
| • Problems with dogs | 22% | 16% | 16% | **10%** |

In general, respondents living in the 0-15% and 15-30% datazones are more likely to indicate that there are issues with their neighbourhood that they particularly dislike. For instance, 24% of respondents from the 0-15% datazones indicated that young people hanging around was an issue, while 18% of respondents from outwith the datazones indicated this. Similarly, 20% of respondents in the 0-15% datazones mentioned alcohol abuse, while 9% of respondents living outwith the datazones mentioned this.

A similar pattern is evident with regard to drug abuse. Eighteen percent of respondents living in the 0-15% datazones stated that drug abuse was an aspect of their immediate neighbourhood that they particularly disliked. This dropped to 12% among respondents living outwith the datazones.

The trend over the 2005 to 2014 period is for smaller numbers of respondents to indicate that there are particular aspects of their immediate neighbourhood that they particularly dislike. For instance, the percentage of respondents stating that young people hanging about/nothing for young people to do has decreased from 43% in 2005 to 29% in 2014. This pattern is evident across many of the issues, including: drug abuse down from 21% in 2005 to 14% in 2014; alcohol abuse down from 21% in 2005 to 13% in 2014; fast/speeding traffic down from 24% in 2005 to 11% in 2014; and vandalism down from 18% in 2005 to 4% in 2014.

**What aspects of the immediate neighbourhood, if any do you particularly dislike?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Young people hanging about/Nothing for young people to do | 43% | 34% | 26% | **19%** |
| Drug abuse | 21% | 21% | 17% | **14%** |
| Alcohol abuse | 21% | 18% | 13% | **13%** |
| Fast/speeding traffic | 24% | 20% | 10% | **11%** |
| Problems with dogs | 22% | 16% | 16% | **10%** |
| Nowhere for children to play | 26% | 23% | 13% | **8%** |
| Area poorly maintained/run down | 8% | 12% | 7% | **8%** |
| Poor local leisure facilities | 21% | 14% | 11% | **6%** |
| Poor local shops | 11% | 12% | 7% | **6%** |
| Parking problems | 11% | 14% | 7% | **6%** |
| Litter/graffiti | 11% | 10% | 5% | **5%** |
| Too much traffic | 9% | 10% | 5% | **5%** |
| Unsafe area/crime | 8% | 8% | 5% | **5%** |
| Vandalism | 18% | 18% | 10% | **4%** |
| Problem with neighbours | 8% | 9% | 4% | **4%** |
| Poor access to learning and teaching opportunities | -- | -- | 4% | **3%** |
| Poor public transport | 3% | 3% | 7% | **2%** |
| Noise | 10% | 12% | 4% | **2%** |
| Poor street lighting | 4% | 5% | 7% | **1%** |
| Poor outlook/view | 4% | 5% | 4% | **1%** |
| Poor local schools | 3% | 2% | 1% | **1%** |
| Nothing | 19% | 18% | 23% | **45%** |

Base: 2,000

Seventy-seven percent of respondents stated that in terms of quality of life, they consider their town or village to be a good place to live; this is down slightly on the 2008 level but still higher than the 72% seen in 2008. A further 16% said neither/nor and 7% thought that their town or village was not a good place to live, up slightly on 5% in 2011, down from 13% in 2008. People stating that the quality of life was good peaked at 87% among people living in Doon Valley and dropped to a low of 70% among respondents living in Kilmarnock North and Kilmarnock South. Respondents stating that it was a poor place to live peaked at 9% for those living in Cumnock and New Cumnock.

**In terms of quality of life, do you consider your town or village to be a good place to live?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Very good | 32% | 26% | 29% | **22%** |
| Fairly good | 51% | 46% | 55% | **55%** |
| Neither/Nor | 8% | 15% | 11% | **16%** |
| Fairly Poor | 5% | 7% | 4% | **6%** |
| Very Poor | 4% | 6% | 1% | **1%** |

Base: 2,000

The following are examples of the types of issues that respondents stated should be tackled in their local community.

General issues:

- Upgrading/repair/maintenance of Council houses
- Dog fouling
- Demolish, maintain or upgrade empty/derelict buildings
- Clean up litter.

Specific issues:

- Bypass to improve congestion in Mauchline
- Community centres (Dalrymple and Ochiltree)
- Speeding traffic (Ochiltree)
- Speed bumps (Kilmarnock)
- Parking (Cumnock and Kilmarnock)
- Cumnock Town Centre and Cumnock Precinct (Glaisnock Shopping Centre)
- Opencasting (Patna and Muirkirk)
- Location of bottlebank (Dunlop)
- Seagulls (Kilmarnock).

## 14. Housing

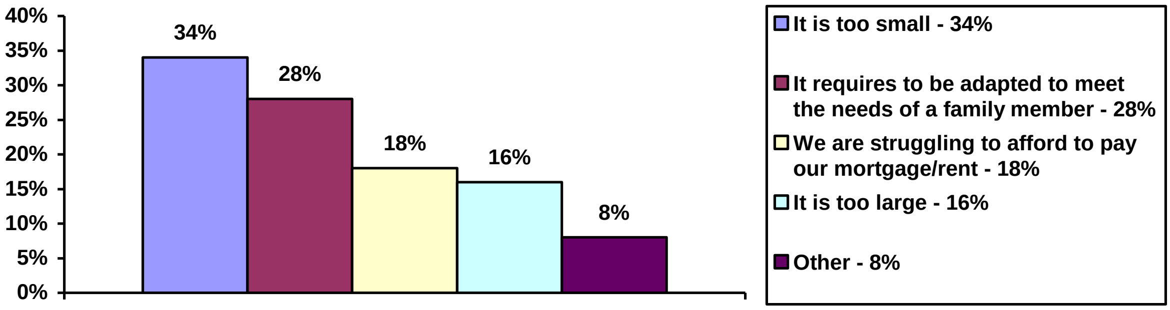
Ninety-two percent of respondents said that their current home meets the needs of all the members of their family with a corresponding 8% saying that it does not. The number of people stating that their home did not meet the needs of all members of their family rose to 11% among respondents aged 35-44 years and dropped to 5% for respondents aged 16-24 and 65+ years.

The main reason for saying that their current homes do not meet their needs is that “it is too small” (34%), followed by “it requires to be adapted to meet the needs of a family member” (28%) and “we are struggling to afford to pay our mortgage/rent” (18%).

**If no, why does your current home not meet the needs of all the members of your family?**

| | |
|---|---|
| It is too small | 34% |
| It requires to be adapted to meet the needs of a family member | 28% |
| We are struggling to afford to pay our mortgage/ rent | 18% |
| It is too large | 16% |
| Other | 8% |

Base: 153




Just under a fifth (18%) of all respondents said that they are planning to move house in the next 5 years. This peaked at 37% among respondents aged 16-24 years and dropped to 4% for people aged 65+ years.

Only 1% of respondents said that they are planning to alter or extend their property in the next 5 years.

Four percent of respondents overall said that someone currently living in their home plans to move out in the next 1-2 years in order to form their own household (i.e. move in with a partner or child(ren) or live on their own). This rises to 18% among respondents aged 16-24 years.

## 15. Recycling

Nine percent of respondents stated that they do not use recycling services, this is up from 4% in 2011. The wording of the question, however, has changed in that the questionnaire no longer asks specifically about the use of kerbside recycling, recycling centre/point or recycling through a donation of items to charity.

It is our opinion that the change in wording to the question has also influenced the responses to the following question. The main reason that people do not use recycling services is due to accessibility, 54% of respondents stating this. We would suggest that respondents are commenting on their use of recycling points or centres rather than kerbside recycling, which has over the last few years become a more mainstream method of disposing waste with little issue in terms of accessibility.

Other reasons for not using recycling services included “easier to put items in with the rubbish” (23%) and “I don’t believe items are recycled” (13%).

**If you do not use the recycling services – why not?**

| | 2011 | **2014** |
|---|---|---|
| Accessibility | 8% | **54%** |
| Easier to put in with rubbish | 38% | **23%** |
| I don’t believe items are recycled | 10% | **13%** |
| I don’t have the time to sort out my wastes | 6% | **12%** |
| I don’t want to | 16% | **3%** |
| I don’t know when my collections are | 4% | **3%** |
| Opening times | 3% | **2%** |
| Other | 15% | **12%** |

Base: 187

## 16. Roads and Transportation

When asked to rate the condition of different types of roads, between 60% and 80% of all respondents said that they were fair or better. The smallest number of respondents (17%) said that town centre roads were poor. In contrast, it is the condition of rural side roads that the largest number of respondents (42%) indicated were poor.

Comparing the responses to those seen in the 2008 survey respondents' perceptions on the condition of various roads seems to have improved. For instance, the number of people stating that town centre roads are poor drops from 41% in 2008 to 17% in 2014. Similarly, in 2008 45% of people thought that residential/scheme roads were poor dropping to 33% in 2014.

**If you drive, how would you rate the condition of the following roads?**

| | Very Good | | | Good | | | Satisfactory | | | Fair | | | Poor | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 2008 | 2011 | **2014** | 2008 | 2011 | **2014** | 2008 | 2011 | **2014** | 2008 | 2011 | **2014** | 2008 | 2011 | **2014** |
| Town centre roads | 1% | 1% | **2%** | 10% | 17% | **13%** | 24% | 38% | **41%** | 24% | 25% | **26%** | 41% | 19% | **17%** |
| Residential/scheme roads | 1% | 0% | **0%** | 9% | 8% | **9%** | 20% | 32% | **29%** | 25% | 32% | **28%** | 45% | 28% | **33%** |
| Rural main roads | 1% | 1% | **0%** | 5% | 6% | **5%** | 16% | 28% | **23%** | 24% | 30% | **38%** | 54% | 35% | **34%** |
| Rural side roads | 1% | 0% | **0%** | 4% | 5% | **5%** | 15% | 24% | **20%** | 23% | 30% | **34%** | 57% | 40% | **42%** |

Base: 1,251

Pavements are generally thought to be in a better condition than the roads, with about 85% and 90%+ of respondents stating that they were fair or better. More people (16%) state that pavements next to roads in residential areas are poor compared to pavements next to roads in town centres which are poor (7%).

**How would you rate the condition of the pavements?**

| | Very Good | | | Good | | | Satisfactory | | | Fair | | | Poor | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 2008 | 2011 | **2014** | 2008 | 2011 | **2014** | 2008 | 2011 | **2014** | 2008 | 2011 | **2014** | 2008 | 2011 | **2014** |
| In town centres | 1% | 1% | **1%** | 12% | 10% | **15%** | 37% | 51% | **52%** | 33% | 27% | **26%** | 17% | 10% | **7%** |
| In residential areas | 1% | 1% | **1%** | 12% | 10% | **11%** | 35% | 43% | **47%** | 32% | 31% | **25%** | 20% | 16% | **16%** |

Base: 2,000

### Traffic Calming

A total of 69% (49% in 2011) of all respondents said that they thought there should be further investment in traffic calming measures on both main routes and in residential areas. In addition, 89% (78% in 2011) of respondents said that they would like to see an expansion of 'Twenty's Plenty' advisory speed limits and mandatory 20 mph speed limits around schools.

**Traffic calming measures have proven to be effective in reducing vehicle speeds and reducing accidents. Do you think there should be continued investment in traffic calming measures on both routes and in residential areas?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Yes | 65% | 48% | 49% | **69%** |
| No | 35% | 52% | 51% | **31%** |

Base: 2,000

**Mandatory 20mph speed limits are being introduced to residential areas to improve community safety and encourage children to walk to school. Would you like to see the continued expansion of such measures?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Yes | 74% | 71% | 78% | **89%** |
| No | 26% | 29% | 22% | **11%** |

Base: 2,000

**Park and Ride**

Sixty-five percent (71% in 2011) of respondents said that if a convenient park and ride facility was provided adjacent to the M77 to enable travel to and from Glasgow by bus, they would **not** use it, with a further 27% stating that they would use it. Forty percent of people living in Doon Valley said they would use this service, as did 35% of those living in Kilmarnock West and Crosshouse.

**If a convenient park & ride facility were provided adjacent to the M77 to enable you to travel to and from Glasgow by bus, would you use it?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Yes | 21% | 16% | 29% | **27%** |
| No | 74% | 84% | 71% | **65%** |
| Don't Know | 5% | 0% | 0% | **9%** |

Base: 2,000

The types of bus or rail improvements people would like to see included:

Bus Improvements

- Improved Sunday service – more and later buses
- Bypass for Mauchline
- More regular and earlier/later bus services
- Express bus service from Cumnock to Ayr and Kilmarnock
- Better bus facilities i.e. Ochiltree to Mauchline
- Earlier buses from Ochiltree to Ayr and Cumnock
- Reduced/affordable bus fares
- Express bus service from New Cumnock to Kilmarnock
- More frequent bus service to Ayr
- Better fare zoning between Dumfries and Galloway and East Ayrshire.

Rail Improvements

- Increase hourly service to 2 an hour
- More frequent trains from Auchinleck to Glasgow
- Railway station for Mauchline
- Train service from New Cumnock to Ayr
- More local trains e.g. Glasgow/Dumfries/Carlisle.

As the table below highlights, with regard to bus services and the quality of bus stop facilities about one in ten respondents said that they feel they have improved a lot, with approximately a half of all respondents believing them to have improved a little.

**If you have been a regular bus user over the last 3 years, do you think there has been any improvement to the following? (A lot/ A little)**

| | 2008 | 2011 | **2014** |
|---|---|---|---|
| The level and quality of bus services? | 61% | 70% | **55%** |
| The quality of bus stop facilities with the provision of raised kerbs, new shelters and timetable cases? | 60% | 75% | **61%** |
| Any improvement to personal security at those locations where lighting has been improved? | 54% | 59% | **50%** |

Base: 993

**Do you think there has been any improvement to the following?**

| | **A lot** | **A little** | **None** |
|---|---|---|---|
| The level and quality of bus services? | 7% | 48% | 45% |
| The quality of bus stop facilities with the provision of raised kerbs, new shelters and timetable cases? | 11% | 50% | 39% |
| Any improvement to personal security at those locations where lighting has been improved? | 8% | 42% | 49% |

Base: 993

**Air Travel**

Eighty-six percent of respondents said that if there were more routes available and they were planning a trip abroad they would prefer to fly from Prestwick Airport.

**Winter Gritting**

Winter gritting of various road types was generally perceived as being an improvement on the 2011 responses. Town centre roads received the best response, with 75% of respondents stating that winter gritting was satisfactory or better. For other roads, it was 40% to 50% of all respondents who said that the winter gritting was satisfactory or better, with 48% to 62% stating that it was fair to poor.

**If you drive, how would you rate winter gritting of public roads used regularly?**

| | **Very Good** | **Good** | **Satisfactory** | **Fair** | **Poor** |
|---|---|---|---|---|---|
| Town Centre Roads | 4% (2%) | 22% (10%) | 49% (45%) | 20% (24%) | 5% (20%) |
| Residential/Scheme Roads | 1% (0%) | 15% (3%) | 36% (25%) | 21% (28%) | 27% (44%) |
| Rural Main Roads | 1% (0%) | 16% (5%) | 28% (24%) | 34% (27%) | 22% (44%) |
| Rural Side Roads | 1% (0%) | 15% (2%) | 23% (20%) | 27% (24%) | 35% (53%) |

Base: 1,225 (Figures in brackets are 2011 responses.)

Similarly, when looking at winter gritting of pavements, it is once again the pavements in town centres that come off best, with 63% of respondents stating that they are satisfactory or better. Winter gritting of other pavements was viewed as being poorer with about half of all respondents stating that it was satisfactory or better with regard to residential areas.

**How would you rate the winter gritting of pavements next to roads?**

| | **Very Good** | **Good** | **Satisfactory** | **Fair** | **Poor** |
|---|---|---|---|---|---|
| In Town Centres | 0% (0%) | 16% (4%) | 47% (38%) | 27% (29%) | 11% (29%) |
| In Residential Areas | 0% (0%) | 12% (1%) | 35% (22%) | 25% (26%) | 29% (51%) |
| Provision of Grit Bins | 1% (0%) | 15% (2%) | 33% (23%) | 23% (19%) | 28% (55%) |

Base: 2,000 (Figures in brackets are 2011 responses.)

## 17. Town Centres

Thirty-seven percent of all respondents said that they do most of their food shopping elsewhere in Kilmarnock. This is down from 50% in 2011. A further 33% do most of their food shopping in Kilmarnock Town Centre and 13% do so in Ayr. The figure for food shopping in Ayr rises to 31% among those respondents living in the Doon Valley.

The percentage of people using Kilmarnock Town Centre for most of their food shopping has increased from 26% in 2008 to 33% in 2014.

**Where does your household do most of its food shopping?**

| | 2008 | 2011 | **2014** |
|---|---|---|---|
| Elsewhere in Kilmarnock | 52% | 50% | **37%** |
| Kilmarnock Town Centre | 26% | 32% | **33%** |
| Ayr | 15% | 15% | **13%** |
| Elsewhere in East Ayrshire | 6% | 5% | **11%** |
| Silverburn Shopping Centre, Glasgow | 1% | 2% | **3%** |
| Cumnock Town Centre | -- | -- | **5%** |

Base: 2,000 – Respondents were able to provide more than one response, figures for 2011 and 2014 add up to more than 100%.

Respondents are most likely to do most of their shopping for large household items such as furniture, DIY and electricals in Kilmarnock, 38% stating this, up from 33% in 2011. A further 32% purchase these items elsewhere in Kilmarnock and 24% do so in Ayr.

The use of shops in Kilmarnock Town Centre for large household items has increased from 26% in 2008 to 38% in 2014.

**Where does your household do most of its shopping for large household items e.g. furniture, DIY, electricals?**

| | 2008 | 2011 | **2014** |
|---|---|---|---|
| Kilmarnock Town Centre | 26% | 33% | **38%** |
| Elsewhere in Kilmarnock | 42% | 47% | **32%** |
| Ayr | 23% | 24% | **24%** |
| Elsewhere in Glasgow | 4% | 8% | **10%** |
| Silverburn Shopping Centre, Glasgow | 1% | 8% | **5%** |
| Braehead Shopping Centre | 1% | 6% | **3%** |
| Elsewhere in East Ayrshire | 3% | 4% | **2%** |

Base: 2,000 – Respondents were able to provide more than one response, figures for 2011 and 2014 add up to more than 100%.

Similarly to the shopping patterns for food and large household items, the largest number of people (42%), an increase from 35% in 2008, stated that they do most of their shopping for small household items such as clothes and footwear in Kilmarnock Town Centre, this is followed by Ayr (30%) and Silverburn (18%).

Silverburn shopping centre shows a significant increase in the number of people using it when shopping for small household items, for example, clothes, footwear, increasing from 2% in 2008 to 18% in 2014. Conversely, people shopping for small household items elsewhere in Kilmarnock has declined from 38% in 2011 to 17% in 2014, back to a similar figure to that seen in 2008.

**Where does your household do most of its shopping for small household items e.g. clothes, footwear and gifts?**

| | 2008 | 2011 | **2014** |
|---|---|---|---|
| Kilmarnock Town Centre | 35% | 36% | **42%** |
| Ayr | 27% | 26% | **30%** |
| Silverburn Shopping Centre, Glasgow | 2% | 15% | **18%** |
| Elsewhere in Kilmarnock | 21% | 38% | **17%** |
| Elsewhere in Glasgow | 5% | 11% | **12%** |
| Braehead Shopping Centre | 2% | 6% | **7%** |
| Elsewhere in East Ayrshire | 8% | 2% | **2%** |

Base: 2,000 – Respondents were able to provide more than one response, figures for 2011 and 2014 add up to more than 100%.

Only 7% of respondents said that they always shop in retail parks within Kilmarnock (e.g. Queens Drive, Glencairn Retail Park). A further 29% said that they frequently shop there and 37% said sometimes. Just over a quarter (28%) of all respondents said that they either rarely or never shopped in retail parks within Kilmarnock.

**How often do you shop in retail parks within Kilmarnock (e.g. Queens Drive, Glencairn Retail Park)?**

| | 2008 | 2011 | **2014** |
|---|---|---|---|
| Always | 7% | 9% | **7%** |
| Frequently | 31% | 29% | **29%** |
| Sometimes | 28% | 32% | **37%** |
| Rarely | 16% | 20% | **20%** |
| Never | 18% | 9% | **8%** |

Base: 2,000

Eight percent of respondents said that they either frequently or always take the opportunity to visit the town centre when shopping in retail parks. Thirty-seven percent, down from 46% in 2011 but up from 29% in 2008, say they sometimes do this and a further 54%, up from 46% in 2011, say they either rarely or never take the opportunity to visit the town centre when shopping in retail parks.

**When shopping in retail parks, do you also take the opportunity to visit the Town Centre?**

| | 2008 | 2011 | **2014** |
|---|---|---|---|
| Always | 3% | 2% | **1%** |
| Frequently | 4% | 6% | **7%** |
| Sometimes | 29% | 46% | **37%** |
| Rarely | 32% | 27% | **38%** |
| Never | 32% | 19% | **16%** |

Base: 2,000

Seven percent of respondents said that they would rate the attractiveness or general appearance of Kilmarnock Town Centre as being good or excellent. A further 61% said that it was fair or satisfactory and 31% said it was poor.

The number of people rating Kilmarnock Town Centre as satisfactory or better increased from 27% in 2005 rising to 32% in 2008 and peaking at 48% in 2011, dropping back slightly to 44% in 2014.

**How would you rate Kilmarnock Town Centre in terms of attractiveness or general appearance?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Excellent | 1% | 0% | 1% | **1%** |
| Good | 7% | 6% | 12% | **6%** |
| Satisfactory | 19% | 26% | 35% | **37%** |
| Fair | 27% | 22% | 23% | **24%** |
| Poor | 41% | 46% | 29% | **31%** |
| Don't know | 5% | -- | -- | **1%** |

Base: 2,000

One percent of respondents said that they would rate the attractiveness or general appearance of Cumnock Town Centre as being good or excellent. A further 26% said that it was fair or satisfactory and 34% said it was poor. Over a third (39%) of all respondents did not know.

**How would you rate Cumnock Town Centre in terms of attractiveness or general appearance?**

| | 2011 | **2014** |
|---|---|---|
| Excellent | 2% | **0%** |
| Good | 2% | **1%** |
| Satisfactory | 7% | **5%** |
| Fair | 21% | **21%** |
| Poor | 23% | **34%** |
| Don't know | 46% | **39%** |

Base: 2,000

Four percent of respondents said that they would rate the range of shops in Kilmarnock Town Centre as being good or excellent. A further 59% said that it was fair or satisfactory and 36% said it was poor.

The number of respondents who rated the range of shops available within Kilmarnock Town Centre as being satisfactory or better increased from 22% in 2005, through 28% in 2008, up to 47% in 2011 and dropping back to 37% in 2014.

**How would you rate the range of shops available within Kilmarnock Town Centre?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Excellent | 0% | 0% | 2% | **0%** |
| Good | 5% | 5% | 15% | **4%** |
| Satisfactory | 17% | 23% | 30% | **33%** |
| Fair | 25% | 21% | 25% | **26%** |
| Poor | 46% | 51% | 28% | **36%** |
| Don't know | 7% | --- | --- | **1%** |

Base: 2,000

Two percent of respondents said that they would rate the range of shops in Cumnock Town Centre as being good or excellent. A further 18% said that it was fair or satisfactory and 42% said it was poor. Just over a third (38%) of all respondents did not know.

**How would you rate the range of shops available within Cumnock Town Centre?**

| | 2011 | **2014** |
|---|---|---|
| Excellent | 0% | **0%** |
| Good | 1% | **2%** |
| Satisfactory | 5% | **5%** |
| Fair | 20% | **13%** |
| Poor | 26% | **42%** |
| Don't know | 48% | **38%** |

Base: 2,000

Sixty percent of respondents said that compared to 2-3 years ago, they shop in Kilmarnock Town Centre about the same amount. Thirty percent said that they shop there less often and 6% said more often.

**Compared to 2-3 years ago, would you say you now shop in Kilmarnock Town Centre?**

| | 2008 | 2011 | **2014** |
|---|---|---|---|
| More often | 3% | 4% | **6%** |
| Less often | 41% | 30% | **30%** |
| About the same | 42% | 62% | **60%** |
| Not applicable | 14% | 4% | **4%** |

Base: 2,000

Thirty-two percent of respondents said that compared to 2-3 years ago, they shop in Cumnock Town Centre about the same amount. Eighteen percent said that they shop there less often and 2% said more often.

**Compared to 2-3 years ago, would you say you now shop in Cumnock Town Centre?**

| | 2011 | **2014** |
|---|---|---|
| More often | 1% | **2%** |
| Less often | 16% | **18%** |
| About the same | 46% | **32%** |
| Not applicable | 37% | **48%** |

Base: 2,000

The top three improvements that would make respondents visit Kilmarnock Town Centre more are as follows:

- If it had a better range of shops 75%
- If it had a more pleasant environment 29%
- More/cheaper parking 23%

When comparing the responses from the previous year's data, the main issue that would encourage people to visit Kilmarnock Town Centre more is if it had a better range of shops rising from 65% in 2008 to 75% in 2014. Twenty-nine percent of respondents said they would visit Kilmarnock Town Centre more often if it had a more pleasant environment, this is down from 42% in 2011 possibly reflecting the town centre improvements that have been undertaken in recent years.

**What would make you visit Kilmarnock Town Centre more?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| If it had a better range of shops | 73% | 65% | 69% | **75%** |
| If it had a more pleasant environment | 47% | 37% | 42% | **29%** |
| More/cheaper car parking | 43% | 31% | 33% | **23%** |
| Feeling safer | --- | --- | 14% | **16%** |
| If it had better leisure/entertainment facilities | 37% | 14% | 17% | **10%** |
| More cafes/restaurants/public houses | --- | 8% | 19% | **8%** |
| Better public transport | 18% | 12% | 16% | **8%** |

Base: 2,000

The most important factor that would encourage people to visit Cumnock Town Centre more often is "if it had a better range of shops" (34%). This is followed by "If it had a more pleasant environment" (17%); "more cafes/restaurants/public houses" (5%); and "If it had better leisure/entertainment facilities" (5%)).

**What would make you visit Cumnock Town Centre more?**

| | 2011 | **2014** |
|---|---|---|
| If it had a better range of shops | 35% | **34%** |
| If it had a more pleasant environment | 18% | **17%** |
| More cafes/restaurants/public houses | 9% | **5%** |
| If it had better leisure/entertainment facilities | 4% | **5%** |
| Feeling safer | 7% | **4%** |
| Better public transport | 3% | **4%** |
| More/cheaper car parking | 4% | **1%** |

Base: 2,000

# Improving Community Safety

## 18. Police Service

Seventy-two percent of respondents stated that they believed the Police were doing a fair or better job in their local community. Six percent of respondents thought that the Police were doing a poor or very poor job in their local community; this is in line with the responses in 2011 and down from a high of 22% in 2008.

The two areas where the greatest number of respondents indicated that the Police were doing a poor or very poor job were Ballochmyle (10%) and Doon Valley (8%).

**In your opinion, how good a job do you think the police are doing in your local community?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Excellent | 4% | 3% | 2% | **2%** |
| Good | 26% | 22% | 43% | **41%** |
| Fair | 44% | 38% | 32% | **29%** |
| Poor | 11% | 14% | 5% | **5%** |
| Very poor | 7% | 8% | 1% | **1%** |
| Don't know | 8% | 15% | 16% | **22%** |

Base: 2,000

## 19. Crime and Fear of Crime

Respondents were asked to consider a variety of different crimes and to indicate how worried they are about them. The top 5 crimes that people are slightly or very worried about are as follows:

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| • Having your home broken into | 49% | 39% | 35% | **21%** |
| • Being the victim of property crime (not car related) | 47% | 34% | 30% | **17%** |
| • Having your car damaged by vandals | 42% | 27% | 25% | **17%** |
| • Drug/alcohol fuelled attack/anti-social behaviour | -- | -- | 21% | **17%** |
| • Being robbed | 45% | 34% | 30% | **16%** |

Across the four phases of the research, fear of crime for all of the crimes asked about has dropped significantly. The largest decline in the number of people worried about a particular crime is those very or fairy worried about being the victim of a property crime dropping from 47% in 2005 to 17% in 2014. Other crimes such as being robbed dropped from 45% in 2005 to 16% in 2014. Having their home broken into dropped from 49% in 2005 to 21% in 2014 and having their car damaged by vandals dropped from 42% in 2005 to 17% in 2014.

Female respondents are generally more likely to be worried about the various crimes enquired about than male respondents. For instance 21% of female respondents are worried about bogus callers compared to 10% of male respondents. Similarly, 17% of female respondents are worried about being sexually assaulted or raped compared to 2% of male respondents.

Readers should bear in mind that the question asks "Most of us worry at some time or other about being the victim of crime. Can you tell me how worried you are about the following in your area?" It does not ask how likely the respondent feels that they may be a victim of crime.

**How worried are you about the following? – Very or Slightly Worried**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Having your home broken into | 49% | 39% | 35% | **21%** |
| Being the victim of property crime (not car related) | 47% | 34% | 30% | **17%** |
| Having your car damaged by vandals | 42% | 27% | 25% | **17%** |
| Drug/alcohol fuelled attack/anti-social behaviour | -- | -- | 21% | **17%** |
| Being robbed | 45% | 34% | 30% | **16%** |
| Bogus callers | -- | -- | -- | **15%** |
| Personal safety of vulnerable groups other than children | 38% | 28% | 20% | **14%** |
| Having things stolen from your car | 39% | 26% | 21% | **13%** |
| Anti-social behaviour/nuisance neighbours | 27% | 24% | 20% | **13%** |
| Being physically attacked by strangers | 35% | 27% | 20% | **12%** |
| Having your car stolen | 40% | 26% | 20% | **12%** |
| Being subject to a physical attack | 31% | 25% | 19% | **12%** |
| Being insulted or pestered by anybody while in the street or any other public place | 30% | 27% | 19% | **11%** |
| Being sexually assaulted or raped | 26% | 18% | 15% | **10%** |
| Race/Gender/Age/Religion/Sexuality/Disability related crime | 19% | 14% | 11% | **5%** |

Base: 2,000

**How worried are you about the following?**

| | **Very worried** | **Slightly worried** | **Not at all worried** | **Don't know** |
|---|---|---|---|---|
| Having your home broken into | 2% | 19% | 76% | 3% |
| Being robbed | 2% | 14% | 82% | 2% |
| Being the victim of property crime (not car related) | 2% | 15% | 81% | 3% |
| Bogus callers | 2% | 13% | 81% | 3% |
| Having your car stolen | 2% | 10% | 70% | 19% |
| Having things stolen from your car | 2% | 11% | 69% | 19% |
| Having your car damaged by vandals | 3% | 14% | 66% | 17% |
| Being sexually assaulted or raped | 1% | 9% | 84% | 7% |
| Being physically attacked by strangers | 1% | 11% | 84% | 4% |
| Being insulted or pestered by anybody while in the street or any other public place | 0% | 11% | 86% | 2% |
| Being subject to a physical attack | 1% | 11% | 86% | 2% |
| Race/Gender/Age/Religion/Sexuality/Disability related crime | 0% | 5% | 91% | 3% |
| Personal safety of vulnerable groups other than children | 2% | 12% | 83% | 3% |
| Anti-social behaviour/nuisance neighbours | 2% | 11% | 85% | 2% |
| Drug/alcohol fuelled attack/anti social behaviour | 3% | 14% | 81% | 3% |

Base: 2,000

Forty-four percent of respondents stated that they last saw a police officer in their neighbourhood at least once a week or more often. This is down slightly on the 2011 figure of 48% and significantly up on the 37% in 2008. The number of respondents who stated that they have not seen a Police officer in the past 12 months declined from 11% in 2005 to 6% in 2014.

The incidence of seeing a police officer most days peaks at 23% among respondents in Cumnock/New Cumnock and drops to 12% in Kilmarnock West and Crosshouse. Seeing a police officer at least once a week peaks at 35% among respondents in Ballochmyle whereas this drops to 25% among respondents in Kilmarnock East and Hurlford.

The areas where respondents are least likely to have seen a police officer on a regular basis are Annick, 24% stating that they see a police officer less than once every 2-3 months or less often and respondents from Irvine Valley where 21% of respondents stated this.

**When did you see a police officer on foot/in a patrol car/at a community meeting or surgery in this neighbourhood?**

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

Base: 2,000

Despite the fact that respondents indicated they were worried about experiencing particular crimes, a significantly lower number of people actually feel threatened by crime in their neighbourhood these days. Overall, 7% of respondents said that they feel threatened by crime either a fair amount or a great deal, down from 11% in 2011 and 18% in 2008.

The number of people feeling threatened by crime either a great deal or a fair amount peaks at 12% among respondents living in Irvine Valley. The area in which the greatest number of respondents said that they do not feel at all threatened by crime is Ballochmyle where 60% of respondents indicated this.

**To what extent do you feel threatened by crime in this neighbourhood these days?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| A great deal | 4% | 4% | 2% | **1%** |
| A fair amount | 14% | 14% | 9% | **6%** |
| Not very much | 44% | 38% | 49% | **36%** |
| Not at all | 36% | 43% | 40% | **55%** |
| Don’t know | 2% | 1% | 0% | **2%** |

Base: 2,000

The main thing that respondents said would improve safety in their street/neighbourhood is more police on the streets (35%). This is followed by more diversionary activities (25%), more police mobile patrols (22%) and more CCTV coverage (14%).

**What do you think would improve safety in your street/neighbourhood?**

| | 2011 | **2014** |
|---|---|---|
| More police on the streets | 64% | **35%** |
| More diversionary activities | 12% | **25%** |
| More police mobile patrols | 41% | **22%** |
| More CCTV coverage | 26% | **14%** |
| More restrictions in selling alcohol/licensing | 7% | **5%** |
| Improved street lighting | 19% | **3%** |
| More ASBOs issued | 9% | **3%** |

Base: 2,000

The number of people who have actually been a victim of crime is again even lower than those who have a fear of the various crimes. One percent of respondents (19 people) stated that they personally have been a victim of any kind of physical assault, attack or mugging in this neighbourhood in the past year. All 19 people who had experienced this type of crime reported it to the police or local council.

## 20. Fire Safety

The Scottish Fire and Rescue Service compiled the following questions to reflect national priorities of reducing fire casualties and death and accidental fires in dwelling houses.

Seventy-three percent of respondents have heard of a Home Fire Safety visit, this is up from 55% in 2011. Sixty-five percent of respondents were aware that Home Fire Safety visits were free of charge. Seventeen percent of people said that they had had a Home Fire Safety visit.

Ninety-seven percent of respondents indicated that they have a smoke alarm in their property. This figure has remained fairly constant over the 4 periods of the research. The types of alarm vary, with 8% of respondents having a 1-year alarm, 14% having a 10-year alarm and 41% having a mains electric alarm.

**Do you have a smoke alarm within your property?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Yes 1-year alarm | 26% | 28% | 12% | **8%** |
| Yes 10-year alarm | 17% | 19% | 23% | **14%** |
| Yes mains electric alarm | 33% | 33% | 34% | **41%** |
| Yes, but don't know type of alarm | 20% | 18% | 28% | **35%** |
| No | 4% | 2% | 3% | **3%** |

Base: 2,000

When asked "How often do you test your smoke alarm", 2% of respondents stated daily, 5% weekly and 53% monthly. Forty percent of respondents said that they never test their smoke alarm. For those people who stated that their smoke alarm is battery operated, 39% stated that there was a battery fitted at this moment in time, a further 9% said there was no battery fitted and 52% did not know.

Eighty-one percent of respondents stated that they know what a fire plan is, 19% said they do not know what a fire plan is. Of those who know what a fire plan is, 92% have made one and the members of their household are aware of what they should do in the event of a fire.

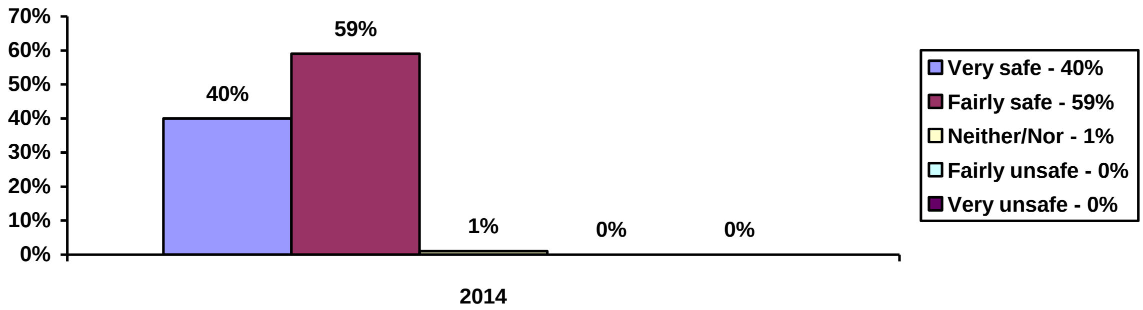
Thirty-two percent (19% in 2011, 36% in 2008, 42% in 2005) of respondents said that they have a chip pan in their home that they use regularly. Respondents living in the 15-30% datazones are most likely to have a chip pan, 35% having one. This is compared to 31% of people outwith the datazones who state they have a chip pan. Ninety-one percent of respondents stated that they know the general rules for safe frying.

Most people (99%) feel that their house is either very or fairly safe from the risk of fire. This figure has remained fairly constant since 2005 (98%), 2008 (95%) and 2011 (97%). Only two respondents thought that they were either fairly or very unsafe. The reasons given for this were: drug misuse and smoking.

**How safe do you personally consider your home to be from the risk of fire?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Very safe | 47% | 42% | 37% | **40%** |
| Fairly safe | 51% | 53% | 60% | **59%** |
| Neither/Nor | 1% | 4% | 2% | **1%** |
| Fairly unsafe | 1% | 1% | 1% | **0%*** |
| Very unsafe | 0% | 0% | 0% | **0%*** |

Base: 2,000 * Denotes less than 1%



# Improving Health and Wellbeing

## 21. General Health

When asked "How would you say your health has been on the whole, over the last 12 months?", 52% of respondents said that it was good, with a further 32% stating that it was fairly good. Sixteen percent of respondents said that in their opinion, their health over the past 12 months was not good. Larger numbers of respondents tend to state their health has not been good as the respondent gets older. For instance, only 10% of respondents aged 16-24 years said their health was not good, while 21% of respondents aged 60-64 years stated this.

**How would you say your health has been on the whole, over the last 12 months?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Good | 56% | 50% | 58% | **52%** |
| Fairly good | 28% | 29% | 25% | **32%** |
| Not good | 16% | 21% | 17% | **16%** |

Base: 2,000

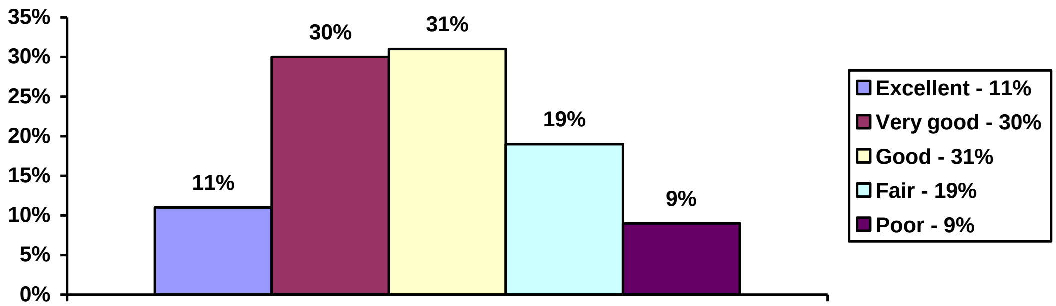
Twenty-seven percent of all respondents indicated that they have a long term illness or disability which limits their daily activities or the work they can do. Once again, age is a significant determining factor in this. Younger respondents aged 16-24 years are less likely to have a limiting illness, 18% stating this. In contrast, 40% of respondents aged 60-64 years state they have a long term limiting illness and 29% of respondents aged 65+ stating this.

Overall, 72% of respondents said that in general their health is good or better, a further 19% said that it was fair and 9% indicated that it was poor. Older respondents are again more likely to state that their health is poor, 14% of respondents aged 55-64 years stating this compared to only 4% of people aged 16-24 years.

**In general how would you say your health is?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Excellent | 19% | 17% | 11% | **11%** |
| Very good | 30% | 28% | 34% | **30%** |
| Good | 26% | 25% | 28% | **31%** |
| Fair | 15% | 16% | 17% | **19%** |
| Poor | 10% | 14% | 10% | **9%** |

Base: 2,000




Seventy-one percent of all respondents stated that their health did not limit them at all from doing moderate activities such as moving a table, pushing a vacuum cleaner, bowling or playing golf. Nineteen percent of respondents said that their health limited them a little and a further 11% said that their health limited them a lot. Once again, it is the age of the respondent that influences this, 8% of respondents aged 25-34 years state that their health limits them either a little or a lot. This is compared to 15% of respondents aged 55-64 years and 12% among people aged 65+ years.

**Does your health now limit you from moderate activities, such as moving a table, pushing a vacuum cleaner, bowling or playing golf?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Yes, limited a lot | 11% | 14% | 12% | **11%** |
| Yes, limited a little | 17% | 14% | 14% | **19%** |
| No, not limited at all | 72% | 72% | 73% | **71%** |

Base: 2,000

A similar number of respondents stated that their health limits them from climbing several flights of stairs. Sixty-nine percent of people said that they were not limited at all from climbing several flights of stairs, 19% were limited a little and 11% were limited a lot.

**Does your health now limit you from climbing several flights of stairs?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Yes, limited a lot | 11% | 15% | 13% | **11%** |
| Yes, limited a little | 17% | 16% | 15% | **19%** |
| No, not limited at all | 72% | 69% | 72% | **69%** |

Base: 2,000

Twenty-three percent of respondents indicated that they have accomplished less than they would like with their work or other regular daily activities as a result of their physical health. Sixteen percent of people ages 25-34 years stated this rising to 32% of those aged 60-64 years.

Twenty-two percent of respondents said that they were limited in the kind of work or other activities as a result of their physical health. Once again, this rose from 15% of respondents aged 25-34 years and peaked at 30% of respondents aged 60-64 years.

With regard to issues relating to emotional problems, 18% of respondents said that they have accomplished less than they would have liked to as a result of emotional problems. Fourteen percent of respondents aged 16-24 years stated this, rising to 21% of respondents aged 55-59 years.

Seventy percent of all respondents stated that pain did not interfere at all with their normal work (including both work outside the home and housework). Twenty-three percent of younger respondents, aged 16-24 years, said that pain interfered with their normal work in some way, this rose to 41% of respondents aged 55-59 years.

**How much did pain interfere with your normal work?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Not at all | 65% | 69% | 68% | **70%** |
| A little | 14% | 13% | 13% | **10%** |
| Moderately | 8% | 8% | 7% | **8%** |
| Quite a bit | 7% | 8% | 8% | **10%** |
| Extremely | 6% | 4% | 3% | **2%** |

Base: 2,000

Just under half of respondents (48%) said that they have felt calm and peaceful either most of the time or all of the time over the past 4 weeks. Forty-five percent of respondents stated they have felt calm and peaceful a good bit or some of the time and 6% have felt calm and peaceful either a little or none of the time.

Forty percent of all respondents said that they had a lot of energy either most of the time or all of the time, 17% said they had a lot of energy either a little or none of the time.

Only 4% of respondents said that they felt downhearted and blue either most or all of the time. In general, 77% of respondents said they felt downhearted and blue either a little of the time or none of the time.

The same number of people 76% in both 2011 and 2008 said that they felt calm and peaceful a good bit of the time or more often, this drops slightly to 71% in 2014. The number of people who stated that they have a lot of energy a good bit of the time or more often rose from 60% in 2008 to 64% in 2011 and drops back slightly to 62% in 2014.

The number of people stating that they have felt downhearted and blue none of the time has reduced from 59% in 2008, to 49% in 2011 and 45% in 2014.

**How much of the time in the past 4 weeks… (2014)**

| 2014 | All of the time | Most of the time | A good bit of the time | Some of the time | A little of the time | None of the time |
|---|---|---|---|---|---|---|
| Have you felt calm and peaceful? | 10% | 38% | 23% | 22% | 4% | 2% |
| Did you have a lot of energy? | 6% | 34% | 22% | 20% | 14% | 3% |
| Have you felt downhearted and blue? | 1% | 3% | 3% | 15% | 32% | 45% |

Base: 2,000

**How much of the time in the past 4 weeks… (2011)**

| 2011 | All of the time | Most of the time | A good bit of the time | Some of the time | A little of the time | None of the time |
|---|---|---|---|---|---|---|
| Have you felt calm and peaceful? | 18% | 41% | 17% | 18% | 5% | 2% |
| Did you have a lot of energy? | 16% | 30% | 18% | 19% | 13% | 6% |
| Have you felt downhearted and blue? | 1% | 1% | 4% | 11% | 33% | 49% |

Base: 2,000

**How much of the time in the past 4 weeks… (2008)**

| 2008 | All of the time | Most of the time | A good bit of the time | Some of the time | A little of the time | None of the time |
|---|---|---|---|---|---|---|
| Have you felt calm and peaceful? | 15% | 44% | 17% | 15% | 6% | 3% |
| Did you have a lot of energy? | 12% | 33% | 15% | 17% | 12% | 11% |
| Have you felt downhearted and blue? | 3% | 3% | 4% | 13% | 18% | 59% |

Base: 2,000

Most people (69%) said that their physical health or emotional problems did not interfere with their social activities. This rose to 76% of respondents aged 16-24 years and dropped to 65% of respondents aged 55-59 years. At the other end of the scale, 3% of respondents said that their physical health or emotional problems interfered with their social activities either most or all of the time.

**How much of the time has your physical health or emotional problems interfered with your social activities?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| All of the time | 3% | 3% | 2% | **1%** |
| Most of the time | 3% | 4% | 2% | **2%** |
| A good bit of the time | 3% | 4% | 4% | **2%** |
| Some of the time | 7% | 12% | 6% | **9%** |
| A little time | 12% | 10% | 14% | **16%** |
| None of the time | 72% | 67% | 71% | **69%** |

Base: 2,000

## 22. Smoking

Just under a third (31%) of all respondents indicated that they smoked at all nowadays. This figure was at its highest among respondents aged 25-34 years (37%) compared to 29% of respondents aged 65+ years. Thirty-four percent of respondents aged 16-24 years indicated that they smoke, this has dropped from 41% in 2008.

**Do you smoke at all nowadays?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Yes | 35% | 36% | 30% | **31%** |
| No | 65% | 64% | 70% | **69%** |

Base: 2,000

Just under half of the people who smoke (42%) say that they want to cut down or stop smoking. The top three initiatives that would encourage or enable people to cut down or stop smoking are as follows:

- One to one support at the local pharmacy 40%
- Support from family 39%
- Support from peers 32%

**Evidence suggests that people are more likely to be successful in quitting smoking with support. What support would you be more likely to use?**

| | |
|---|---|
| One to one support at the local pharmacy | 40% |
| Support from family | 39% |
| Support from peers | 32% |
| Group support from specialist cessation services | 22% |
| One to one support from specialist cessation service | 16% |
| Drop in support at workplace or other setting | 11% |
| Telephone Support | 5% |
| Motivational text messages | 2% |
| None of these | 22% |

Base: 2,000

Eleven percent of people who do not smoke said that as a non smoker they are affected by passive smoking/living with smokers. This rises to 14% among respondents living in the 15-30% datazones and drops to 10% among respondents living outwith the datazones. Women are also more likely to state that they are affected by passive smoking/living with smokers, 13% stating this compared to 9% of men.

Fourteen percent of respondents aged 25-34 years indicated that they are affected by passive smoking/living with smokers dropping to 8% of people aged 55-59 years.

**As a non smoker are you affected by passive smoking/living with smokers?**

| | 2011 | **2014** |
|---|---|---|
| Yes | 13% | **11%** |
| No | 87% | **89%** |

Base: 2,000

The top five smoke free approaches that people would support to protect people and children from other people's smoke are as follows:

- Banning smoking in cars when children are in the car 57%
- Banning smoking in the grounds of nurseries and schools 42%
- Banning smoking in the grounds of NHS premises 37%
- Voluntarily making your home smoke free 27%
- Banning smoking in children's playparks. 24%

**Smoke free policies have been introduced to protect people and children from other people's smoke. What smoke free approaches would you support?**

| | |
|---|---|
| Banning smoking in cars when children are in the car | 57% |
| Banning smoking in the grounds of nurseries and schools | 42% |
| Banning smoking in the grounds of NHS premises | 37% |
| Voluntarily making your home smoke free | 27% |
| Banning smoking in children's playparks | 24% |
| Voluntarily reducing the areas where smoking is allowed in your home | 16% |
| Banning smoking in the grounds of workplaces | 10% |
| Banning smoking in the grounds of council premises | 3% |
| None of these | 20% |

Base: 2,000

## 23. Alcohol

NHS Ayrshire and Arran requested that a variety of statements were read out to respondents regarding the maximum amounts of alcohol that men and women should consume in a day. These statements were as follows:

- Men should drink no more that 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).

When asked "How often do you drink alcohol at present?" 28% of respondents said that they never drink alcohol and a further 2% said that they have given up. The most common frequency for drinking alcohol was 1-2 days per week (32%) followed by less than once a month (20%). Only 3% of respondents said that they drank alcohol between 6 and 7 days per week.

**How often do you drink alcohol at present?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| I never drink alcohol | 17% | 28% | 24% | **28%** |
| I have given up | 3% | 3% | 3% | **2%** |
| Less than once a month | 21% | 27% | 22% | **20%** |
| More than once a month, but not weekly | 15% | 10% | 12% | **12%** |
| 1-2 days per week | 35% | 25% | 31% | **32%** |
| 3-5 days per week | 7% | 5% | 5% | **3%** |
| 6-7 days per week | 2% | 2% | 3% | **3%** |

Base: 2,000

Male respondents are least likely to state that they do not drink alcohol, 16% stating this. This is followed by respondents aged 35-44 years, with 19% stating that they never drink alcohol. The greatest number of respondents who never drink alcohol are aged 65+ years (42%). Young people aged 16-24 years are most likely to drink alcohol at least once a week or more often, 44% stating this compared to 28% of people aged 55-59 years and 33% of respondents aged 60+ years.

Sixty-one percent of respondents said that when they drink alcohol they remain within the recommended guidelines for consumption.

Seventy-eight percent of respondents aged 65+ years stated that they remain within the recommended guidelines for consumption as do 68% of women. On the other hand, 56% of men and 44% of 16-24 years old said they remained within the recommended guidelines for consumption.

Only 3% of respondents (37 people) said that they would want to cut down on their alcohol consumption. As the table below summarises, the main means by which people stated they could be encouraged or enabled to cut down on their alcohol consumption are encouragement and support from family and friends (21 people), advice from a doctor (16 people), stronger personal motivation/will power (15 people) and meeting places other than pubs (7 people).

**What would encourage you or enable you to cut down alcohol consumption?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Encouragement and support from family and friends | 5 people | 10 people | 4 people | **21 people** |
| Advice from a doctor | 7 people | 3 people | 3 people | **16 people** |
| Stronger personal motivation/will power | 15 people | 13 people | 12 people | **15 people** |
| Meeting places other than pubs (e.g. cafes, leisure centres, coffee bars) | 5 people | 1 person | -- | **7 people** |
| Join an organised group | 2 people | -- | -- | **4 people** |
| Resources (e.g. booklets, videos, Internet) offering advice and practical tips | 3 people | 2 people | 3 people | **3 people** |
| Cost of alcohol | 1 person | 2 people | -- | **3 people** |
| Restrictions on advertising | -- | 4 people | -- | **--** |
| Programmes for support and guidance at work | 2 people | -- | -- | **--** |
| Tighter drink driving laws | 2 people | -- | -- | **--** |

Base: 37

## 24. Drugs

Three percent of respondents said that they or a member of their household have ever had a problem with drugs, either illicit or prescribed drugs. This rises to 5% among respondents living in the 15-30% datazones. The number of respondents stating that they or a member of their household have ever had a problem with drugs either illicit or prescribed drops to 2% among respondents living outwith the datazones.

Five percent of respondents aged 16-34 years indicated that they or a member of their household have ever had a problem with drugs, either illicit or prescribed, dropping to 1% among respondents aged 65+ years. Male and female respondents both have a response rate of 3% stating that they or a member of their household have ever had a problem with drugs, either illicit or prescribed.

The type of support that respondents felt might be beneficial to themselves or others were as follows.

**If so, what do you feel might support you and yours and where would you be most likely to look for information?**

| | 2011 | **2014** |
|---|---|---|
| Support from specialist addiction services e.g. NHS | 58% | **59%** |
| Support from GP | 22% | **53%** |
| More support for families | 20% | **41%** |
| Support from social work services | 13% | **34%** |
| Additional help to access leisure, education, employment | 18% | **32%** |
| Support from people who have had similar experiences e.g. Narcotics Anonymous (NA) | 22% | **27%** |

Base: 59

## 25. Breastfeeding

NHS Ayrshire and Arran requested that the following statement was read out to respondents regarding issues relating to breastfeeding, prior to being asked a variety of questions about breastfeeding.

- Research has shown that breastfeeding provides babies with an excellent start in life and there are benefits for both mother and baby, including protection for the child against diarrhoea, eczema, chest infections and wheezing, ear infections and results in better mental development and a lower risk of diabetes. For the mother, breastfeeding lowers risk of early breast cancer and results in stronger bones in later life.

The two main issues that respondents feel would encourage women to breastfeed were:

- Support from friends and family 26%
- More information and support from midwives and health visitors 20%

**What do you think would encourage women to breastfeed?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Support from friends and family | 48% | 32% | 20% | **26%** |
| More information and support from midwives and health visitors | 44% | 23% | 19% | **20%** |
| Group support from other women who have successfully breastfed their babies | 26% | 12% | 10% | **12%** |
| One to one support from other women who have successfully breastfed their babies | 28% | 9% | 15% | **11%** |
| Feeling able to breastfeed in public | -- | -- | -- | **10%** |
| Support to continue to breastfeed when women return to work | 28% | 8% | 21% | **8%** |
| Breastfeeding included in the school curriculum | -- | -- | -- | **6%** |

Base: 2,000 (Female respondents 2005 and 2008 data)

Ten percent of female respondents said that they would consider breastfeeding their own baby in the future. Ten percent said maybe and 8% said no. Seventy percent said that they will not be having any more children.

**Would you consider breastfeeding your own baby in the future?**

| | 2011 | **2014** |
|---|---|---|
| Yes | 15% | **10%** |
| No | 5% | **8%** |
| Maybe | 6% | **10%** |
| Refused | 3% | **2%** |
| N/A wont be having any more children | 71% | **70%** |

Base: 1,030

## 26. Healthy Eating

Respondents were asked to look at a card with a variety of suggestions which could encourage them to eat more healthily. Many of the suggestions centred around a communal supportive environment such as collective or communal kitchens and advice on how to budget, shop and cook meals. On the whole, there was no significant enthusiasm for any of these initiatives.

The main issue that people stated could encourage them to eat more healthily was access locally to cheap fruit and vegetables, 10% of all respondents stating this. This peaked at 18% for respondents living in Kilmarnock West and Crosshouse. Overall, 76% of respondents said that none of the suggested initiatives would encourage them to eat more healthily.

**What would encourage you to eat more healthily?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| More information about health eating available on websites, DVD or video | 1% | 1% | 2% | **1%** |
| More support from others such as community food workers to learn about shopping, budgeting and preparing low cost meals | 2% | 1% | 4% | **3%** |
| Nutrition classes run by professional dieticians | 4% | 1% | 3% | **2%** |
| Support and training to grow your own fruit and vegetables in community gardens | 1% | 1% | 4% | **3%** |
| Support to set up collective kitchens where you can come together with other people to help each other plan, shop for and prepare food in bulk to take home for your families | 1% | 1% | 3% | **2%** |
| Support to boost your motivation (e.g. counselling) | 3% | 1% | 2% | **2%** |
| Practical help or support from a professional to create a diet plan tailored to your needs | 2% | 1% | 4% | **3%** |
| Access locally to cheap fruit and vegetables | 12% | 16% | 20% | **10%** |
| Nothing, I eat healthily already | 83% | 82% | 77% | **76%** |

Base: 2,000

Similar responses are seen when people are asked to consider what would encourage your family to eat more healthily. Seven percent said access locally to cheap fruit and vegetables; and 89% said nothing, they eat healthily already.

**School Meals**

Eighty-one percent of respondents said that what children eat at school is either fairly or very important to their understanding of healthy eating. Eighteen percent said that it is neither important nor not important and 1% said it was not important.

**How important do you think what children eat at school is to their understanding of healthy eating?**

| | 2011 | **2014** |
|---|---|---|
| Very Important | 54% | **49%** |
| Fairly Important | 34% | **32%** |
| Neither/Nor | 10% | **18%** |
| Not Important | 1% | **1%** |
| Not at all Important | 0% | **0%** |

Base: 2,000

The main reasons given for respondents stating that what children eat at school is important to their understanding of healthy eating included:

- They are learning the benefits for growing up
- They will see what is good for them
- For all health aspects and to cut obesity levels
- They might see food that is different to that which they would see at home
- They need their 5-a-day and proper nutrition
- Give them the right information early on
- It may be the only meal that they have
- They need to know it is important.

## 27. Men's Health

Sixty-one percent of men said that they had visited their GP or practice nurse for a blood pressure check in the last 12 months; 55% have had a cholesterol check; 45% have had a prostate check; and 38% have had a testicular check.

In general, it is older respondents that have visited the doctor for these types of checks. For example, 32% of respondents aged 16-24 years have had a cholesterol check compared to 67% of those aged 60-64 years and 62% of respondents aged 65+ years. Similarly, 31% of respondents aged 16-24 years have received a testicular check in the past 12 months compared to 60% of respondents aged 60-64 years and 52% of men aged 65+ years. Finally, only 22% of respondents aged 16-24 years have had a prostate check, whilst 56% of those aged 60-64 years have had this done, as did 46% of men aged 65+ years.

**Have you visited your GP or practice nurse for any of the following over the past 12 months…**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Blood pressure check? | 58% | 57% | 56% | **61%** |
| Cholesterol check? | -- | 47% | 51% | **55%** |
| Prostate check? | 27% | 34% | 36% | **45%** |
| Testicular check? | 30% | 38% | 40% | **38%** |

Base: 970

In general, most men stated that they would consider having these checks carried out at some time in the future. Ninety percent of respondents would have a blood pressure check done in the future, 86% would have a cholesterol check, 86% would have a testicular check and 89% would have a prostate check.

**Regardless of whether you have had any of the above checks carried out, would you have them done in the future?- Yes**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| Blood pressure check | 94% | 92% | 88% | **90%** |
| Cholesterol check | -- | 91% | 86% | **86%** |
| Testicular check | 87% | 91% | 79% | **86%** |
| Prostate check | 88% | 90% | 78% | **89%** |

Base: 970

The main reasons that prevent people from having these checks carried out are that they feel they are too young to consider it (62%), the service is too far away (13%) and they are too embarrassed to be examined (6%).

**What would prevent you from having these checks carried out?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| I feel that I am too young to even consider this just now | 64% | 26% | 30% | **62%** |
| The service is too far away | 1% | 10% | 7% | **13%** |
| I am too embarrassed to be examined | 14% | 12% | 47% | **6%** |
| I am afraid to be examined | 6% | 13% | 21% | **5%** |
| I am afraid of the possible outcomes | 5% | 37% | 13% | **3%** |
| I was unhappy with the process before | -- | 6% | 1% | **0%** |

Base: 143

Eighty-three percent of respondents said that they are aware that nursing staff within their GP surgery would be able to provide information on blood pressure and checks such as prostate and testicular. Seventeen percent of respondents said that they were not aware of this.

## 28. Carers

Eight percent of respondents stated that they were a carer, that is, they provide help to someone with, for example, washing, dressing, shopping. Carers are most likely to be aged 45-59 years, 13% of people this age stating that they are carers.

Of those people that are carers, 52% said that they were aware of the Carers Centre. Twenty-nine percent of carers said they have registered with the Carers Centre.

The greatest number of carers (56%) said that they provide 36 or more hours caring per week. This is followed by 18% who undertake between 26 and 35 hours caring per week.

The majority of people who stated they are a carer said that the person they are looking after is their partner, either husband or wife. In addition, respondents also care for elderly relatives and neighbours.

**How many hours of caring do you provide per week?**

| | 2011 | **2014** |
|---|---|---|
| 6 hours or less | 20% | **4%** |
| 10 to 15 hours | 15% | **12%** |
| 16 to 25 hours | 37% | **11%** |
| 26 to 35 hours | 11% | **18%** |
| 36+ hours | 17% | **56%** |

Base: 157

Fifty percent of all respondents indicated that they believed that more financial support would improve the quality of life for carers. A further 46% indicated that more recognition would be of value. Thirty-seven percent said more information for carers on support agencies and networks and 25% said more support from employers.

**What do you think could be done to improve the quality of life for carers?**

| | 2005 | 2008 | 2011 | **2014** |
|---|---|---|---|---|
| More financial support | 59% | 64% | 49% | **50%** |
| More recognition | 51% | 53% | 37% | **46%** |
| More information for carers on support agencies and networks | 43% | 38% | 39% | **37%** |
| More support from employers | 34% | 19% | 15% | **25%** |

Base: 157

## 29. Personal Finance

Forty-nine percent (52% in 2011) of respondents said that they are aware of the services provided by Credit Unions. This rose to a high of 60% among respondents living in the Irvine Valley.

Four percent of respondents said that they currently use Credit Union services. This rises to 7% among respondents in Annick and drops to a low of 2% among respondents in Kilmarnock West and Crosshouse. Four percent of the respondents in the 15-30% datazones indicated that they currently used Credit Union services, 2% of people in the 0-15% datazones did so and 5% of people living outwith the datazones used Credit Union services. For those respondents that do not currently use Credit Unions, a further 1% said that they would be interested in finding out more about them.

Fifty percent of respondents said that if they required benefits advice or help with a debt problem they would know how to obtain such assistance.

Ninety-seven percent of respondents said that they have a bank or building society account. This figure remains similar within the datazone and outwith the datazone areas. The main reasons for people not having a bank or building society account is that their partner has one or they use the Post Office.

Respondents were asked to indicate what their total household income was before tax and other deductions. Just over half (53%) of all respondents (52% in 2011, 66% in 2008) either refused or stated that they did not know how much their household income was. A further 18% said that their income was under £10,400.

Nineteen percent of respondents indicated that their household income was between £10,400 and £20,799 per annum and 7% said it was between £20,800 and £31,999 per annum. The remaining 5% said that their total household income was £31,200 or more.

**What would you say your total household income is before tax and other deductions?**

| | 2008 | 2011 | **2014** |
|---|---|---|---|
| Up to £5,199 | 3% | 2% | **2%** |
| £5,200 and up to £10,399 | 17% | 12% | **16%** |
| £10,400 and up to £15,599 | 6% | 7% | **12%** |
| £15,600 and up to £20,799 | 4% | 11% | **7%** |
| £20,800 and up to £25,999 | 3% | 10% | **4%** |
| £26,000 and up to £31,199 | 1% | 2% | **3%** |
| £31,200 and up to £36,399 | 0% | 1% | **2%** |
| £36,400 and up to £51,999 | 0% | 2% | **2%** |
| £52,000 and above | 0% | 1% | **1%** |
| Refused | 44% | 33% | **25%** |
| Don't Know | 22% | 19% | **28%** |

Base: 2,000

Nine percent of respondents said that the UK Governments Welfare Reform programme has had an impact on their household income. This rose to 19% among respondents living in the Irvine Valley and 12% among respondents living in the 15-30% datazones.

The ways in which the Welfare Reform programme has affected respondents included:

- Receipt of tax credits
- Benefits being cut
- Bedroom Tax
- My pension does not rise above inflation
- Having less money to live on
- No longer receiving child benefit.

Of respondents who indicated that the Welfare Reform programme has had an impact on their household income, 46% said that it has had some impact, 38% said it has been substantial and 12% said a little impact.

Two percent of respondents said that Welfare Reform had helped them back into work.

## 30. Computers and the Internet

Sixty-five percent of all respondents said that they have the use of a computer at home. This is slightly down on 2011 (69%) due perhaps to the increased use of tablet computers and smart phones to access the Internet. Availability of a computer in the home peaked at 87% of respondents aged between 35-44 years and it dropped to a low of 37% among respondents aged 65+ years.

Overall, 67% of respondents have access to email or the Internet from home. Fifty-seven percent of respondents said that they have access to email or the internet via a smart phone or tablet. This rose to 88% among respondents aged 16-24 years and dropped to a low of 22% for respondents aged 65+ years.

Seventy-eight percent of all respondents said that they used the Internet for information, 67% used it for purchasing items such as flights, 67% used it for leisure interests, 62% used it for contacting family and friends, 40% used it for learning and 26% used it for e-business.

Just under a third (32%) said that they would use the Internet to access Community Planning Partners services. Twenty-three percent of respondents said they would use a smart phone or tablet to access Community Planning Partners services.

The main social media sites that people use are as follows:

- Facebook 51%
- You Tube 22%
- Twitter 12%

**Which of the following Social Media Sites do you use?**

| | |
|---|---|
| Facebook | 51% |
| You Tube | 22% |
| Twitter | 12% |
| Linkedin | 3% |
| Snapchat | 3% |
| Instagram | 2% |
| Pinterest | 2% |
| Flickr | 1% |

Base: 2,000

For more information on Community Planning in East Ayrshire, log on to

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