

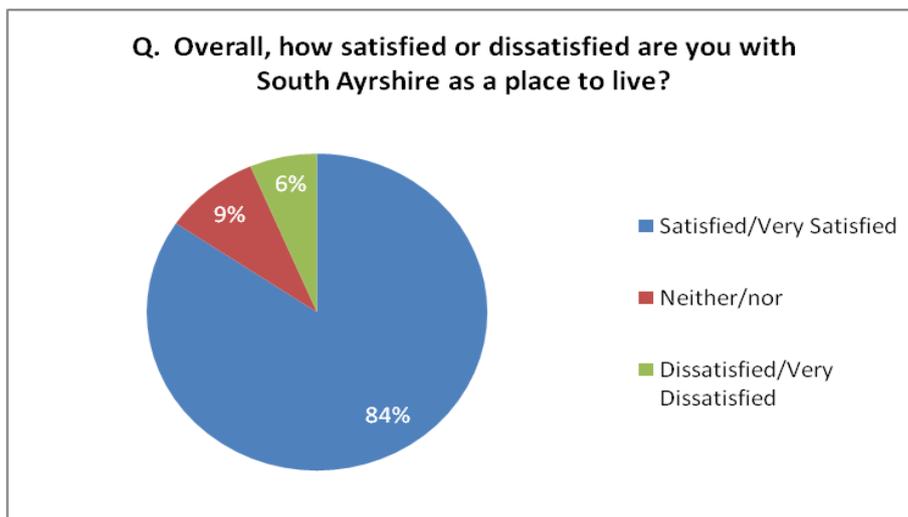
# Results from SA1000 2012 Quality of Life Survey

## 1.0 EXECUTIVE SUMMARY

Using a range of questions across a variety of subjects we have gathered information about people's perceptions and experience of living in South Ayrshire. The Community Planning Partnership will use this information to plan, direct and prioritise services over the coming years.

### 1.1 Living in South Ayrshire

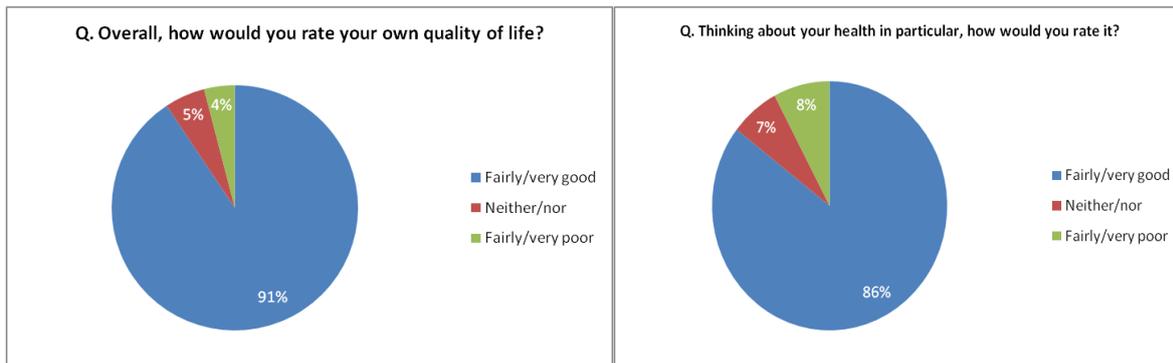
Overall levels of satisfaction within South Ayrshire as a place to live are very strong, with 84% of respondents satisfied with South Ayrshire as a place to live. Almost nine out of ten respondents (89%) are satisfied with their own neighbourhood.



The three most popular reasons why respondents live in South Ayrshire are: friends and family (39%); have always lived here (35%); natural environment scenic (31%).

### 1.2 Quality of Life

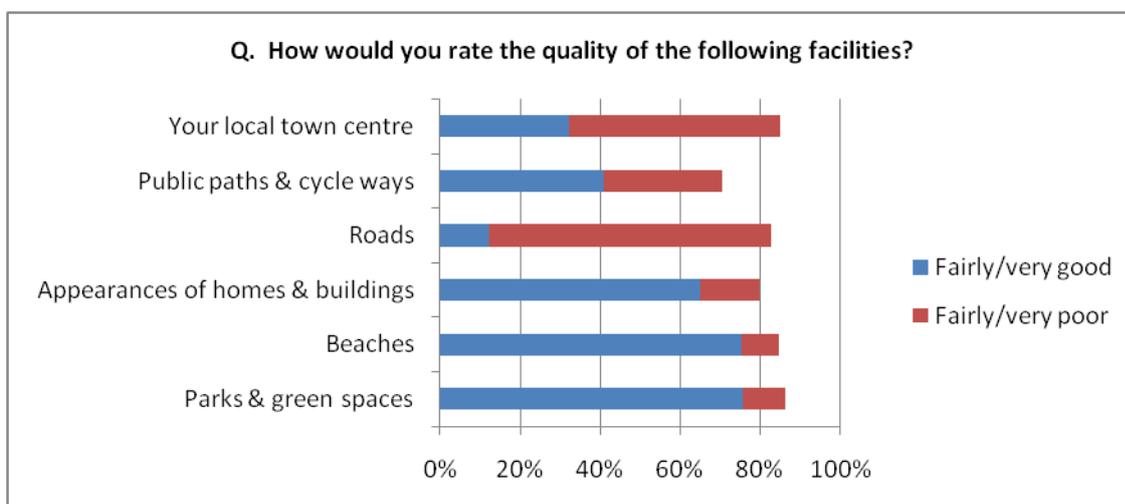
Perceptions of Quality of Life are generally good. Nine out of ten respondents rate their own quality of life as very or fairly good (91%) and 86% of them rate their health as very or fairly good.



The Community Planning Partnership asked questions in relation to mental wellbeing and, on the whole, most of the panel respondents gave a positive response to seven statements on their feelings and thoughts. The panel respondents had a mean score of 23.6 out of a total possible score of 35 on these statements. This score is slightly less than the 2011 Scottish Health Survey national score of 25.2.

Eighty percent of respondents feel that they can cope on their present household income very or fairly well. Of those who work, 77% of them feel that their employment is very or fairly secure.

Levels of satisfaction with different public facilities vary. The quality of beaches, parks and green spaces, and appearances of homes and buildings are rated highly by many respondents. Roads and local town centres are among the facilities that are poorly rated. The majority of those respondents dissatisfied with local town centres, are referring to Ayr.



### 1.3 Lifestyle

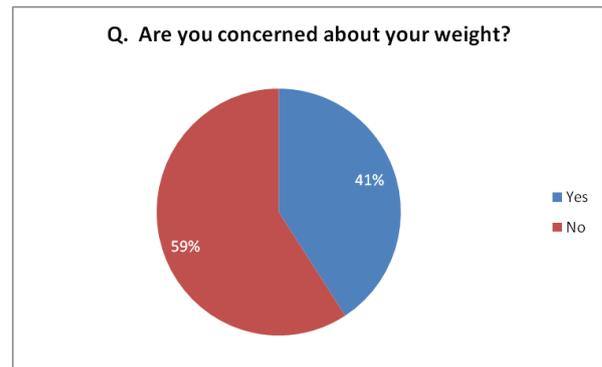
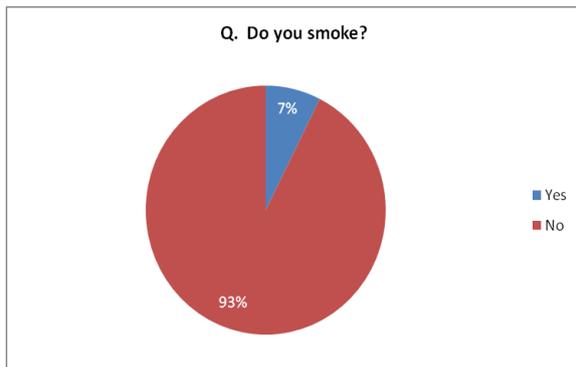
Four out of five respondents take part in physical activities either daily or most days of the week. However, approximately only two in five of them regularly use sport/leisure facilities or clubs in the area.

Levels of alcohol consumed are low during the week, with levels rising at weekends as expected. Fifty nine percent of respondents do not drink alcohol during the week, reducing to 29% who do not drink alcohol at weekends. Those respondents who do drink alcohol,

only a small percentage of them do so on four or more occasions, Monday–Thursday (4%) and Friday-Sunday (6%).

Ninety three percent of respondents do not smoke.

Forty one percent of respondents are concerned about their weight. However, eating habits overall are good with more than three out of five respondents eating 2 or more pieces of fruit, 2 or more pieces of vegetables, 2 or more dairy items, and 2 or more cereal, bread or pasta items each day. More than one quarter (28%) of respondents eat no sugary snacks. Around three quarters (76%) of respondents eat fast food takeaways less than once a month or never.



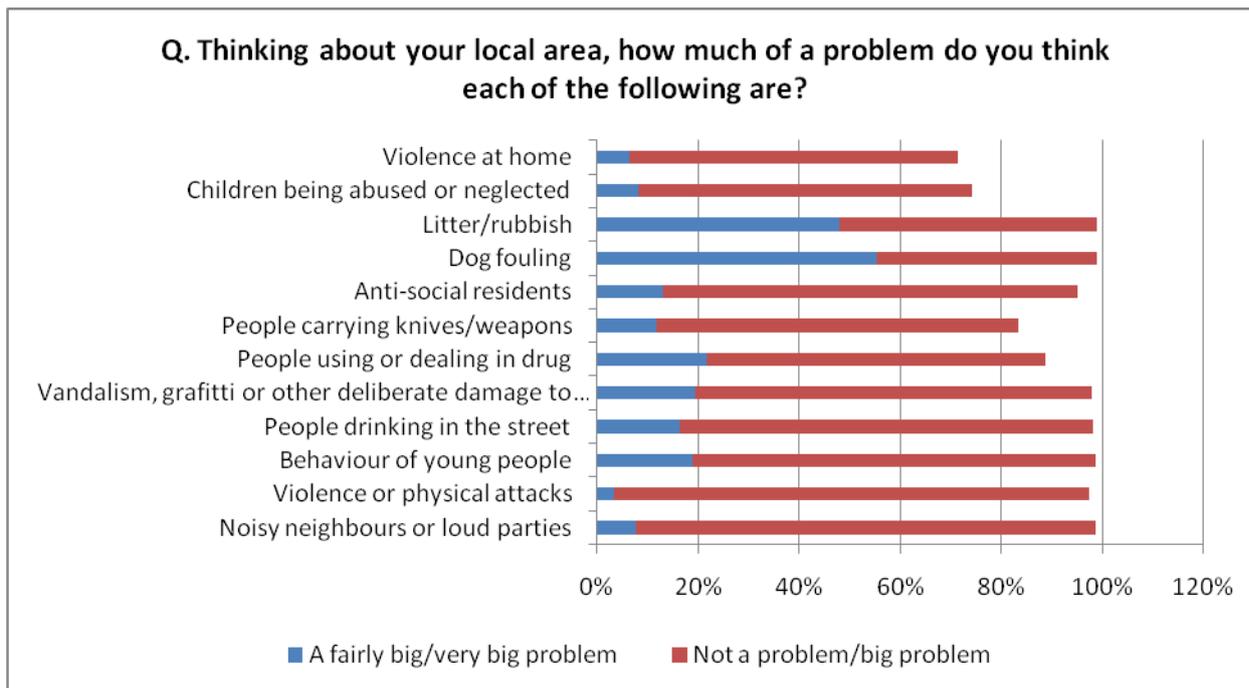
Thirty eight percent of respondents indicated that it costs more than 10% of their income to heat their home.

Climate change is important to respondents with four out of five taking steps to be more energy efficient and recycle.

#### 1.4 Satisfaction with Personal Safety

Almost all respondents (97%) feel very or fairly safe in their neighbourhood during the day. This level drops to 77% when walking alone after dark.

Across a range of community safety issues, dog fouling and litter were highlighted by respondents as very big or fairly big problems in the area. Violence or physical attacks, violence at home, children being abused or neglected, and noisy neighbours were amongst those issues not seen as big problems.

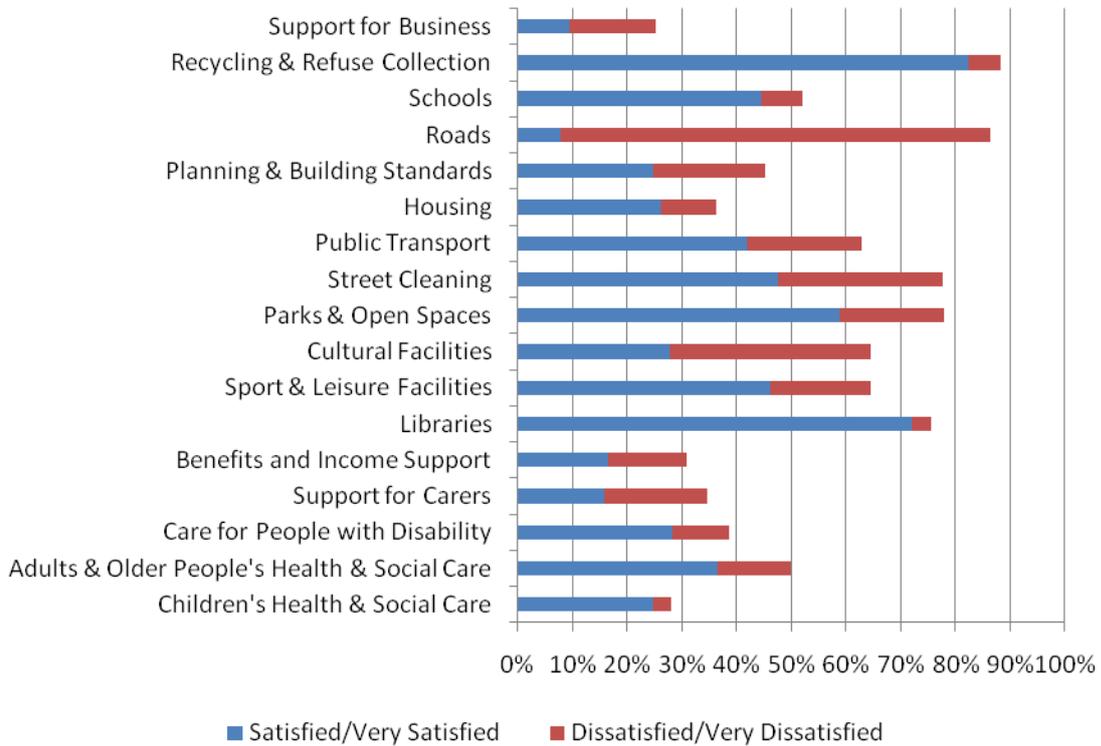


Around four out of five respondents are worried about irresponsible or dangerous drivers. Two in every three respondents are worried about their home being broken into or vandalised. Three out of five respondents are worried about their car being stolen or vandalised. One in two respondents are worried about the personal safety of children in the area.

### 1.5 Satisfaction with Local Public Services

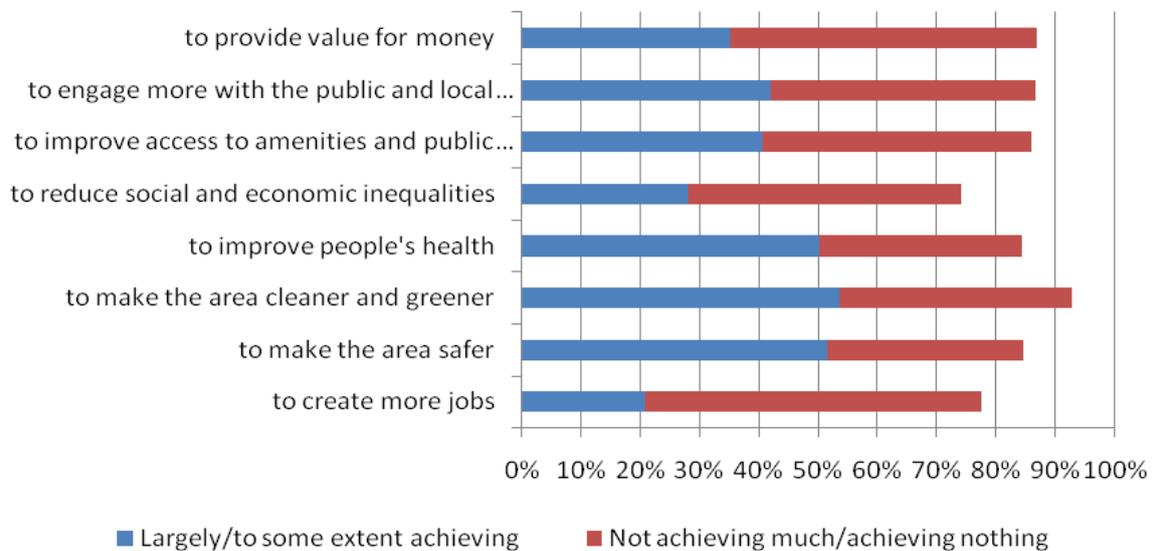
Levels of satisfaction with different public services vary. Respondents are particularly satisfied with the quality of libraries, recycling and refuse collection, and parks and open spaces. Roads and cultural facilities are among the services that receive more criticism.

**Q. How satisfied or dissatisfied are you with each of the following public services in your local area?**



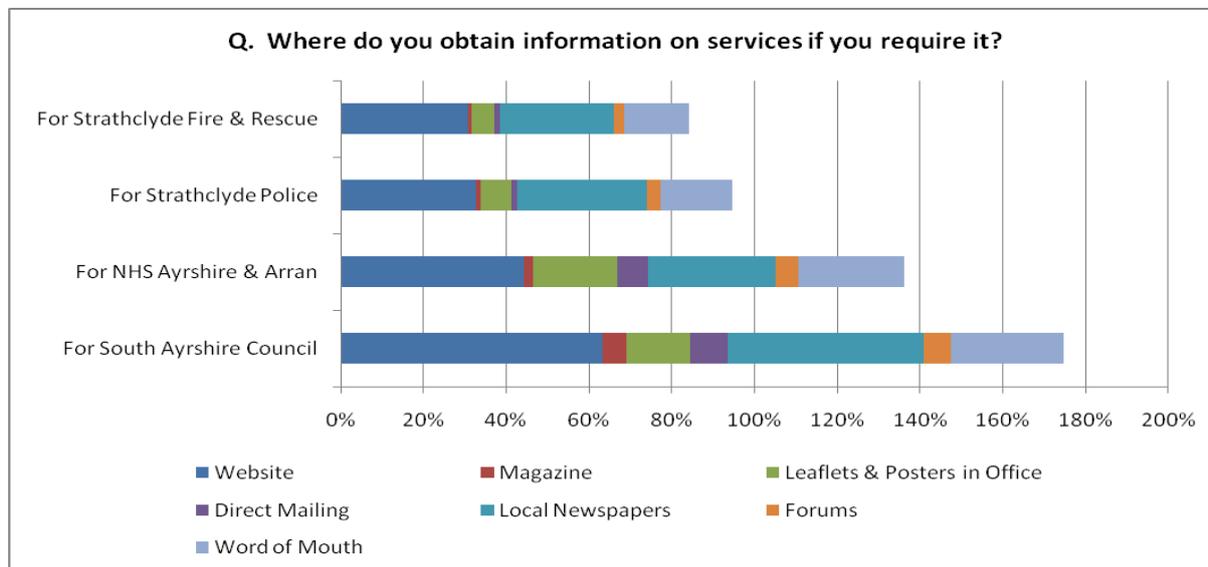
According to respondents, the Council and its partners are making good progress in making the area cleaner, greener and safer, and improving people’s health. Creating more jobs, providing value for money, and reducing social and economic inequalities are not being achieved to the same extent.

**Q. To what extent do you think the Council and its partners are working.....**



## 1.6 Satisfaction with Communicating with You

The main methods used by respondents to obtain information on South Ayrshire Council, NHS Ayrshire and Arran, Strathclyde Police, and Strathclyde Fire and Rescue are the relevant organisation's website and local newspapers.



Around one half of respondents are well informed about the services provided by South Ayrshire Council or NHS Ayrshire and Arran. Approximately one third of respondents are well informed about the services provided by Strathclyde Police or Strathclyde Fire and Rescue.

## 1.7 Helping your Community

Almost one quarter (23%) of respondents acted as unpaid carers in the last 12 months to someone in their family or neighbourhood.

Forty four percent of respondents provided unpaid help to groups, clubs or organisations over the last 12 months.

## 1.8 Further Information

Detailed results from all the questions, analysed by demography and geography are available.