

Project: A Connected Community
Stage: Survey Research Summary
Prepared by: Gill Warnock
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For: Glenkens & District Trust (GDT) & Glenkens Community & Arts Trust (GCAT)

Survey Details

We surveyed people in the Glenkens in July to August for their views on wider communication issues and to gather specific feedback on the Gazette. We received 103 responses to a four-page survey with nearly three-quarters completing it online.

Survey Results: How people access local news, and information about the Glenkens

We found people use a variety of sources for local information (24 additional sources were mentioned on top of those given). Facebook is the most popular (60% use regularly) except for those aged 65 & over who prefer local newspapers. For those aged 75 or over local newspapers eclipsed all other options. Nobody aged over 75 mentioned Twitter, Instagram or WhatsApp. Conversely, nobody aged under 55 mentioned national newspapers or radio.

Smartphones were the most popular daily device across all ages. Even the least smartphone-friendly (those aged 75 or over) reported daily use from half of respondents

Survey Results: Their views on the future for communications in the Glenkens

The most popular idea was a website featuring urgent local information and event details (for attendees and organisers). Even the two least popular suggestions (tourist information and directory services) were of interest to 80% of respondents.

Only one third of respondents entered their own suggestions. The most frequently mentioned idea was a website: updated daily with centralised information and links to other websites, Facebook pages, local directory and local producers listing etc.

Survey Results: Their views on the Gazette

Over two thirds of people read all or most of every issue and just under two-thirds keep it for reference (older age groups are more likely to do so). People were overwhelmingly happy with the usual contents and nobody felt there was too much local news, what's on listings, freecycle or local directory content. All options had notable amounts of respondents feeling there was 'too little' especially What's On Listings, Freecycle and local issues. The most popular responses for favourite content were news and history.

Suggestions for the future included (in descending order of frequency): specific article ideas, general requests to include – or less frequently exclude – certain topics and ideas on Gazette distribution, publication frequency and promotion.

Survey Results: Demographic information

We received slightly more responses from females than males and from older age ranges. 55-64 year olds were the biggest group though we had responses from 'under 18' to '75 & over'. Almost all respondents gave Glenkens postcodes. They identified overwhelmingly as 'white'. Over half of respondents were retired but nearly one in five ran their own business. Over half reported doing regular voluntary work which far exceeds the Scottish average for rural areas.

Next Steps

GDT and GCAT are considering full project reports.