

# A NEW COMMUNITY CENTRE FOR DORNOCH?

# RESULTS

## How the survey was designed

The questionnaire was designed 100% by the DADCA Board in light of our experience of running the Social Club since 2007 and following on from a similar survey done in 2008.

We wanted to find out what people thought of the existing building (i.e. what they did and did not like), whether they thought we needed a replacement building and if so what should be in it. We also wanted to make sure we were reaching a representative cross-section of the community - not just people who currently use the Social Club.

We were also keen to promote membership of DADCA and generate contact information if people were willing.

## How the survey was distributed

Using funds that we generated ourselves, we had 2,500 copies of the survey printed. We held an initial meeting to launch the survey and asked for volunteers to help deliver copies to as many houses in the IV25 postal district as we could. We delivered over 1,250 copies along with a 'Frequently Asked Questions' document. Where possible we rang doorbells and spoke to people about our ideas.

After 2 weeks we placed additional copies in local shops and public buildings.

In parallel to the paper-based survey we set-up an identical on-line survey using SurveyMonkey.

## How the survey was advertised

We put up posters around Dornoch. We advertised in the local paper. We erected road side placards to remind people about the survey closing date. We advertised on our own website ([www.dadca.org.uk](http://www.dadca.org.uk)) and Facebook page. We wrote individual letters to all adjacent residents to Meadows Park inviting responses and comments. We made separate presentations to the Dornoch Academy and Dornoch Primary schools. We used email to remind contacts about the survey and we conducted a second letterbox drop to remind people about the results meeting.

## How the survey was analysed

The on-line surveys were collated and analysed using 'SurveyMonkey'. Completed paper questionnaires were collected in boxes at the Post Office, Highland Council Service Point and our own Social Club. We created a second (identical) survey on SurveyMonkey and gave admin rights to Board Members who then entered the data into SurveyMonkey for analysis.

The surveys were then 'merged' to create a final data set.

## How the results are presented

For each multiple choice question we have created a table showing the on-line responses (represented in blue on the charts) and the manual responses (shown in red). A third column in the tables (black) represents the total of both figures. The top answer in each category is highlighted for clarity.

Where people have not answered a question then this is recorded in the 'Skipped' response total. All percentage figures shown **exclude** any skipped responses.