

KCDC

Gynack Gardens - Sculpture Survey Results



Survey Method

- The Survey was conducted online using google forms between 7th March and 14th March 2021
- The survey was primarily publicised using [Cycle Friendly Kingussie Facebook Page](#) and via posters with links to the online survey around Kingussie.
- At the time the survey closed the facebook post had a total reach of 6,683 with 2,674 engagements and 34 shares. This included 53 comments which should be read to supplement this survey.
- Organic reach was supplemented by paid promotion to the CFK audience and residents within a 17 km radius of the PH21 postcode.
- The 158 respondents were unverified and self selecting.



Responses By Location (total 158)

Other

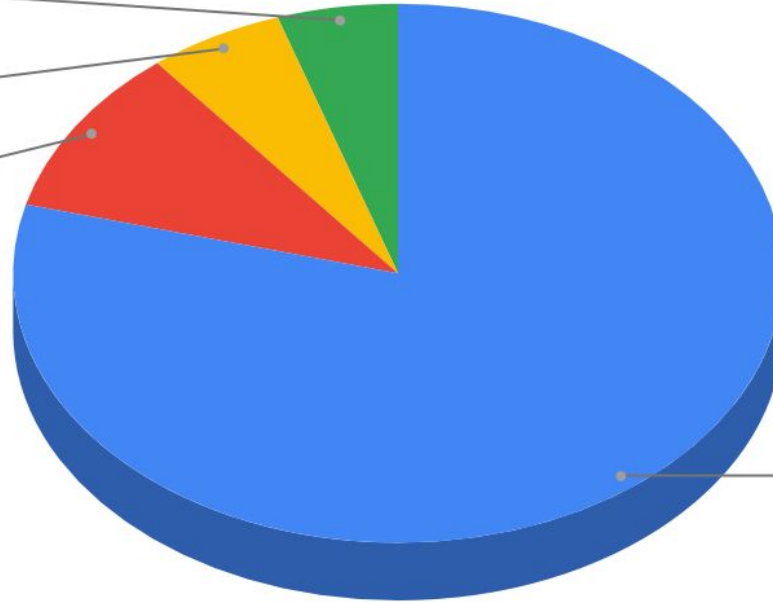
5.1%

PH22 - Aviemore

5.7%

PH20 - Newtonmore

10.1%



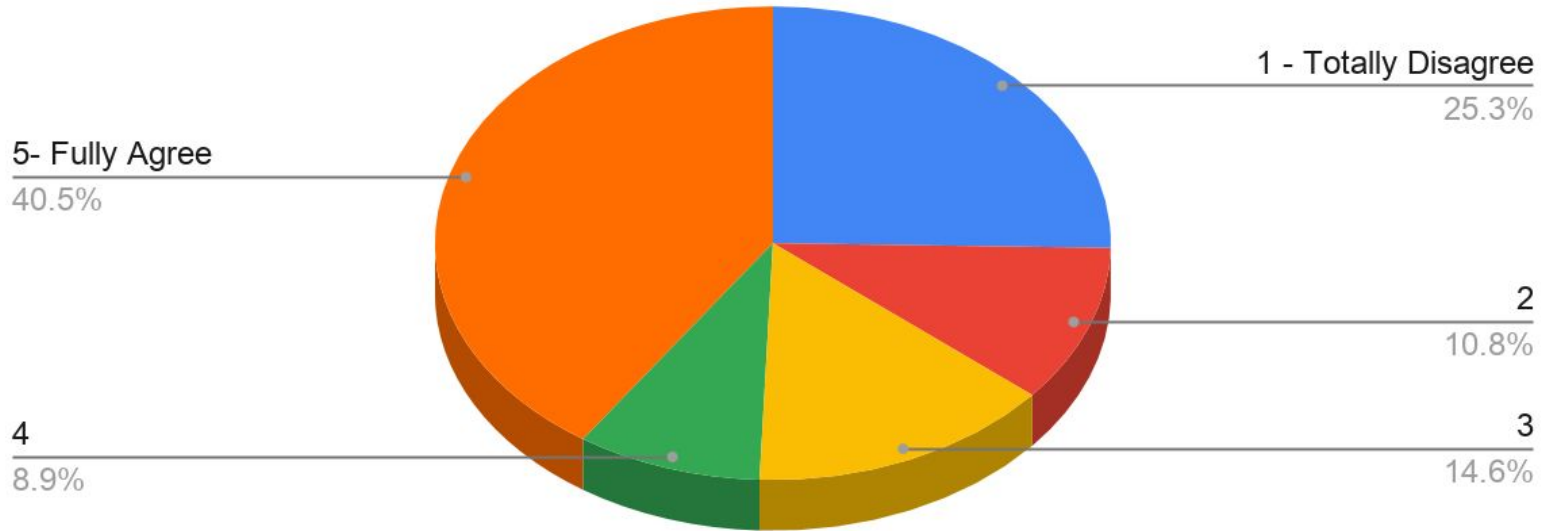
PH21 - Kingussie

79.1%



Do you agree with Kingussie's community groups that this would be a fitting sculpture

158 Responses



Free Format Comments Analysis

- 107 out of 158 respondents chose to leave a comment (68%) demonstrating a good level of engagement.
- The comments from those who scored 5 (35/64) were all very positive and supportive
- Of the 94 people who did not score 5, 72 chose to leave a comment
- Comments, from this group, can be broadly categorised as:

Agree to Sculpture but Some Design Concerns	34
Money Better Spent on Something Else	8
More Consultation Needed	2
No To Sculpture Leave Space As Is	22
Concerns About Lack of Fencing	4
Uncategorized	2



Results Commentary

- Of those who scored 1-4 and chose to leave a comment 47% agreed with the principal of a sculpture but had varying levels of concern about the design.
- 35 out of 40 of those who scored 1 chose to leave a comment. 29 of those were against any sort of sculpture and/or thought the money would be better spent elsewhere.
- Given the very nature of art the support for the design is fairly strong.
- Whilst there appears to be a relatively strong majority in support of some form of sculpture a significant minority hold strong objections.
- There were no material differences in results from different geographies.

