THE HIGHLAND COUNCIL'S

SURVEY OF PERFORMANCE AND ATTITUDES

2011

THE PERFORMANCE REPORT

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SECTION 1: SURVEY METHODOLOGY

Introduction

1. The **2011 Highland Council Performance and Attitudes Survey** was conducted in the month of May 2011. This report on the Performance part of the Survey is independent, written by researchers working under the auspices of the UHI Centre for Remote and Rural Studies. It is based on an analysis of the responses of 1,153 people. Key findings from each of the questions in the Survey are presented in this report. Comparisons, as appropriate, are also made with the findings of previous Performance Surveys which have been conducted annually since 2003.

2. In years prior to 2010 the Survey questionnaire was issued by post to several thousand named householders on the Register of Electors. For both the 2010 and 2011 Surveys a different methodology was used. Questionnaires were not sent at random to a sample of the electorate but to members of the Citizens' Panel. The construction of this Panel was designed by The Highland Council to be able to generalise the Panel results to the adult population of the Highlands as a whole.

3. For 2011 the questions in the Performance section of the Survey were mostly carried forward from previous years' Surveys in order to compare changes in perception over time. Three new sections were added to investigate attitudes surrounding firstly, voter experience; secondly, equalities and discrimination; and thirdly, climate change. The responses from Panel members to the questions in these three sections are not to be found in this report – they are the subject of a further three reports.

The Response Rate

4. Of the 2,236 questionnaires which were sent to the members of the panel, some 1,207 completed at least some of the questionnaire and returned their surveys. This gives a response rate of 54%. A total of 54 questionnaires were subsequently removed, prior to analysis, because they were inadequately completed. The working sample size was, therefore, 1,153 responses. The number of people responding to each question is shown at the foot of the tables presented throughout the report.

5. While the overall response rate of 54% was lower than that of 2010 when it was 67.4%, this is a natural tendency in the use of panels, and can be expected in the absence of efforts to refresh and replenish a panel. The response from younger members of the Citizens' Panel was such that they were underrepresented, and so the data was weighted during analysis in order to compensate.

Accuracy and Confidence Levels

6. Assuming all possible sources of sampling bias have been eliminated, the level of statistical accuracy associated with survey results depends upon two things: (a) the sample size upon which the result is based; and (b) the actual percentage spread of the result itself. Thus, the level of accuracy varies for each question.

7. To measure statistical accuracy, it is necessary first to establish what level of confidence is deemed appropriate. With most survey research, the most commonly used threshold of statistical confidence is the 95% confidence level. The resulting level of accuracy surrounding the results refers to the margin of error around any particular result within which we can be 95% confident the true value lies (i.e. the value observed if the entire population had responded). For example, a response from a random sample of 1000 people, where 70% answered 'yes' and 30% answered 'no', using a 95% confidence limit, would have an accuracy of ±2.9%. In other words, we can be 95% certain that the true value of the 'yes' vote within the whole population lies between 67.1% and 72.9%. The table below gives levels of accuracy, using the 95% confidence limit, for various sample sizes and percentage responses.

Sample Size	**Percentage of the sample giving the particular answer**		
	10%/90%	**30%/70%**	**50%/50%**
100	±6.0	±9.2	±10.0
200	±4.2	±6.5	±7.1
500	±2.7	±4.1	±4.5
1000	±1.9	±2.9	±3.2
2000	±1.3	±2.0	±2.2

Levels of Accuracy for the 2011 Survey

8. For the 2011 Performance survey, the following levels of accuracy apply:

Sample Size	**Percentage of the sample giving the particular answer**		
	10%/90%	**30%/70%**	**50%/50%**
Performance Survey 2011: sample size = 1153	±1.8	±2.7	±2.9
Ross, Skye and Lochaber Area: sample size = 244	±3.8	±5.9	±6.4
Inverness, Nairn, Badenoch & Strathspey Area: sample size = 372	±3.1	±4.8	±5.2
Caithness, Sutherland and Easter Ross Area: sample size = 241	±3.9	±5.9	±6.4

9. Thus, using the 95% confidence threshold, the accuracy surrounding questions which draw on the entire sample of 1,153 responses is an interval of ± 2.9% at most. That means the chances are 95% that if the entire population of The Highland Council area were to respond, the answer would lie within ±2.9% of the 2011 Performance Survey result. For most questions the range is less than this.

Weighting

10. The profile of respondents to the survey is shown in the following tables in this section of this report. Data provided in Tables 1.1 to 1.8 are not weighted. In Sections 2 to 5 though, results are weighted by age and gender, unless indicated otherwise. Weighting compensates for an under-representation in responses particularly from the 18-44 age

group, and a slight under-representation of males. Note that some columns do not add exactly to 100% due to the rounding of figures.

Gender

11. Some 1,153 people answered the question regarding their gender as per Table 1.1 below:

Table1.1 Gender of Respondents

Gender	Respondents %
Females	54.3
Males	45.7

N=1,153

Disability

12. Respondents answered the questions: "Do you consider yourself to have a disability?" a total of 1,148 people replied as per Table 1.2 below:

Table1.2 Disability

Do you consider yourself to have a disability?	Respondents %
Yes	12.2
No	87.8

N=1,148

13. The 12.6% of those who replied that they have a disability compares with: 10.5% in 2010; 16% in 2009; 15% in both 2008 and 2007.

Age of Respondents

14. The percentage of respondents in the various age groups is found in Table 1.3 below:

Table 1.3 Respondents by Age Groups

Age	Respondents %
18-24	0.6
25-34	5.5
35-44	10.1
45-54	20.0
55-65	31.7
65-74	22.1
Over 75	10.0

N = 1,153

The Working Status of Respondents

15. People were asked about their working status and they responded as in Table 1.4 below:

Table 1.4 Working Status of Respondents

Categories	Respondents %
Retired	38.3
Working for single employer FT	27.1
Working for single employer PT	11.5
Self employed	10.5
Looking after family or home	2.9
Unable to work - disability	2.5
Working for more than 1 employer	2.2
Unemployed	1.7
Unable to work – long term sickness	1.5
Carer	1.0
Full time education	1.0

N=1,147

Length of Time Lived in The Highland Council Area

16. When asked about the length of time they had lived in the area people replied as in Table 1.5 below:

Table 1.5 Length of Time Lived in the Highland Council Area

Length of Time	Respondents %
Less than 5 years	7.0
5-10 years	10.1
Over 10 years	82.9

N= 1,146

Ethnicity

17. Respondents described their ethnicity as per Table 1.7:

Table 1.7 Ethnicity of Respondents

Ethnicity	Respondents %
Scottish	66.8
British	17.2
English	12.0
White - other	1.2
Welsh	0.9
Northern Irish	0.4
Irish	0.3
Pakistani, Pakistani Scottish or British Pakistani	0.3
Polish	0.2
Mixed or multiple ethnic group	0.2
Caribbean, Caribbean Scottish or Caribbean British	0.1
Other	0.3

N=1,149

Families with School Age Children

18. Respondents answered the question: “Are there school age children in your household?” as per the results contained in Table 1.8 below.

Table 1.8 Respondents with School Age Children in Household

School Age Children in the Household	Respondents %
Yes	18
No	82

N=1,130

Responses Received by Ward

19. A breakdown of the sample (the number and percentage of questionnaires) by Ward is provided below in Table 1.9. Ward 10 – Black Isle – provided the most responses (56) and Ward 1 – North, West and Central Sutherland the fewest.

Table 1.9 Responses by Ward

Ward	% of Total Responses	Number of Responses
1 North, West and Central Sutherland	2.2	25
2 Thurso	3.2	37
3 Wick	2.7	31
4 Landward Caithness	4.0	46
5 East Sutherland and Edderton	2.8	32
6 Wester Ross, Strathpeffer and Lochalsh	4.7	54
7 Cromarty Firth	3.8	44
8 Tain and Easter Ross	2.3	27
9 Dingwall and Seaforth	3.1	36
10 Black Isle	4.9	56
11 Eilean a' Cheo	3.0	35
12 Caol and Mallaig	2.3	27
13 Aird and Loch Ness	4.2	49
14 Inverness West	2.3	27
15 Inverness Central	3.2	37
16 Inverness Ness-side	4.2	49
17 Inverness Millburn	2.9	33
18 Culloden and Ardersier	3.7	43
19 Nairn	4.5	52
20 Inverness South	2.9	34
21 Badenoch and Strathspey	4.2	48
22 Fort William and Ardnamurchan	3.0	35
Total		**1,153**

N= 1,153

Commentary by Category

20. Throughout this Report commentary on the results by the various categories of respondents (e.g. by age, gender, disability, housing situation, employment status etc) is provided,

where appropriate, for most questions. The exception is ethnicity simply because so few people from minority ethnic groups respond to the questionnaire.

Participation in the Citizens' Panel

21. At the conclusion of the Survey respondents were invited to answer the question: **"How have you found being a panel member?"** They were presented with four statements and asked for a "yes" or "no" verdict for each. The results are in Table 1.10 below:

Table 1.10 Respondents' Views on being Members of the Citizens' Panel

Statement	Yes %	No %
Worthwhile	90.3	9.7
Useful	89.8	10.2
My views have been listened to	78.7	21.3
Time consuming	34.8	65.2

N=794-970

22. Some **90.3%** say that **it has been "worthwhile"** being involved in the Citizens' Panel while **9.7%** say **it has not been "worthwhile".** An even higher percentage – 93% - of those aged 45-64 and 65+ say that it has been worthwhile. The corresponding figure for people aged 25-44 is 88%.

23. Some **89.8%** say that **it has been "useful"** being a member of the Citizens' Panel while **10.2%** say **it has not been "useful".** These percentages are very similar to those responding to the query as to whether it has been worthwhile being a panel member. Once again the differences by categories of respondents are not major but are most noticeable when analysing the responses by housing tenure. Here we find some 96% of council tenants saying they have found the experience "useful" compared with 92% of home owners and 88% of the respondents living in other types of accommodation.

24. Some **78.7%** agree that **"my views have been listened to"** while, on the other hand, **21.3%** say they feel their **"views have not been listened to".** Some 84% of people aged 65+ feel that their views have been listened to compared with 78% of both those aged 25-44 and those aged 45-64.

25. When it comes to considering whether being a member of the Panel is time consuming or not, some **65.2%** said it has **"not been time-consuming"** while the remaining **34.8%** said that it "**has been time-consuming".** The highest percentages of respondents who feel that it has not been time-consuming are people who are: council tenants (76%); unemployed (75%); resident in the Highlands less than 5 years (74%); resident in the Highlands between 5 and 10 years (72%); and those aged 4-64 (71%). And the highest percentages of those who feel that it has been time-consuming are found amongst people who are: aged 25-44 (37%); and have school age children (37%).

SECTION 2: CONTACT WITH THE HIGHLAND COUNCIL

Contact with The Highland Council in the Past Year

26. Some **51% of respondents had contact with The Highland Council in the period 1st April 2010 to 31st March 2011.** This finding is much lower than the 63% recorded in the 2010 survey. The most likely reason for the difference is that in an effort to ensure as much accuracy as possible in the returns, the question in this year's survey was more precise with specific dates being given whereas in previous years the question asked about contact made "in the past 12 months". There are no noteworthy differences in contact levels according to gender, age group, length of residence in the area, or corporate area in the Highlands. People who record rates of contact that are notably higher than the average for the entire sample are those who are:

- People who are council tenants (84%);
- Unemployed (62%);
- Unable to work (61%);
- People with school age children (59%);
- People who are disabled (58%).

Reason for Your Most Recent Contact

27. Respondents were then asked: "Thinking about your most recent contact with The Highland Council, what was your reason for making contact?" Multiple responses were permitted and the results are shown in Table 2.1 below:

Table 2.1 Reasons for the Most Recent Contact

Reasons for Making Contact	2011 %	2010 %	2009 %	2008 %	2007 %
To make an enquiry	49	41	40	40	35
To request a service	27	29	38	41	43
To make a payment	26	32	37	37	35
To make a complaint	12	11	16	11	15
To speak to your Councillor	5	7	6	5	4
Other	10	12	2	2	3

Base: Respondents who contacted The Highland Council during the preceding 12 months (N in 2011=603)
Note: Multiple responses were accepted

28. Table 2.1 above shows that for almost half of the respondents the main reason for contact was **to make an enquiry** (49%) – a marked rise from the 41% recorded in this category in 2010. The second most common reason was to request a service (27%) – down slightly from the 29% recorded in 2010. The percentage contacting The Highland Council **to make a payment** also declined from 32% in 2010 to 26% in 2011. **To make a complaint** was a reason for making contact for 12% of respondents – up marginally from 11% in 2010.

29. Of those who report that their most recent contact was **to make an enquiry,** higher than average results are found in those respondents who are disabled (55%) than those who are not (46%).

30. Regarding those whose last contact involved **requesting a service** the percentages are much higher amongst those respondents who:

- are council tenants (46%) than those who are home owners (27%) or in other types of accommodation (21%);
- are unable to work (39%) than those who are employed (24%);
- have a disability (35%) than those who do not have a disability (26%);
- have lived in the Highlands for more than 10 years (30%) than those who have lived in the area between 5 and 10 years (18%).

31. The percentage of those for whom their last contact was **to make a payment** was much higher amongst those who are council tenants (40%) than for those who own their home (21%).

32. Of those whose last contact was **to make a complaint** the most distinctive feature is that this is more likely to have been the experience of males (16%) than females (11%).

33. Similarly, of those who had made contact **to speak with their Councillor** the percentage of males making contact (8%) is double the percentage of females (4%).

How People Made Their Most Recent Contact

34. The main methods of contact used by respondents to contact The Highland Council are shown in Table 2.2 below.

Table 2.2 Method of Contact

	2011 %	2010 %	2009 %	2008 %	2007 %
By telephone	58	53	57	59	57
(Personal visit to Council Office	17	19)			
(Personal visit to Service Point	26	29)			
Personal visits - total	40	43	48	50	50
On-line (home computer)	19	15	12	8	6
By letter	10	13	11	12	13
Home visit by Council staff	1	2	2	2	2
On-line (public access computer)	<1	<1	2	2	1
Ward forum	1	1	1	2	n/a
Other	1	3	3	1	2

Base: Respondents who contacted The Highland Council during the preceding 12 months (N=603 in 2011)
Note: Multiple responses were accepted. *n/a denotes 'not asked'*

35. From the table above it is evident that for respondents making contact with the Highland Council in the last year **the telephone remains the leading method of making contact** (58%).

36. There are **two main trends** evident in Table 2.2 above**. The first is the increasing use of on-line contact via home computers** – the percentage using this method continues to rise

so that it now stands at just under 1 in 5 (19%) having been just over 1 in 20 (6%) in 2007. Of those using this method, it is observable that this is a preference of the following respondents:

- People aged 25-44 and 45-64 (both standing at 21%) when compared with those aged 65 and over (10%);
- People living in their own homes (19%) compared with Council tenants (10%).

37. The **second main trend** is that while personal visits are the **second most common method of making contact** at 40% that represents a decline on the 43% recorded in 2010 and a continuation of the downward movement evident since 2008 when personal visits stood at 50%. (Note: the figures for personal visits in 2010 or 2011 cannot simply be added for there are some respondents who visited both a Service Point and a Council Office.) Visiting Service Points (26%) remains a more frequently used method of making contact than visits to Council Offices (17%). Of those who made contact by **personal visits** the following features are the most prominent:

- Respondents in the 25-44 age group (33%) make less use of this method compared with those aged 65 and over (42%) and those aged 45-64 (43%);
- Some 38% of respondents who are disabled made a personal visit to Service Points compared with 25% of those who are not disabled;
- A much higher percentage of people who are council tenants (50%) visited Service Points to make contact than those who are home owners (25%).

Awareness of Accessing Information via Webcasting or Social Networking

38. When panel members were asked whether they were aware that they could access information through **"webcasting of Council meetings"** some 32% said they were aware of this facility while 68% said they were not aware of it. The categories of respondents who are most aware of webcasting are:

- Those aged 65 and over (45%) compared especially with those aged 25-44 (24%) and those aged 45-64 (38%);
- Those who are Council tenants (56%).

39. When respondents were asked whether they were aware they could access information through **"social networking (Facebook, Twitter)"** some 22% said they were aware of this while 78% said they were not aware of it. As with webcasting those most aware of the availability of information via social networking channels were:

- Those aged 65 and over (31%) compared especially with those aged 25-44 (13%) and those aged 45-64 (25%);
- Those who are Council tenants (51%).

Type of Office Contacted

40. If they had contacted an office in person respondents were asked to indicate the type of office it was. Their answers are found in Table 2.3 below.

Table 2.3 Type of Office Contacted

Office Type	2011 %	2010 %	2009 %	2008 %	2007 %
Service Point	66	65	66	69	55
Planning and Development	7	7	6	7	9
Transport, Environmental and Community (TEC) Services	7	7	6	6	13
Head Office / no service specified	4	7	8	6	4
Housing	4	4	8	6	11
Education, Culture and Sport	1	<1	2	2	2
Finance	1	<1	2	1	5
Social Work	2	<1	1	1	1
Chief Executive's Office	<1	<1	1	1	1
Other/unclear	7	7	-	-	-

Base: Respondents whose most recent contact with The Highland Council was in person (N=346 in 2011)

41. The main finding evident in the above table is that in 2011 for 2 in 3 people (66%) their most recent person to person contact took place at a service point (65% in 2010; 66% in 2009; 69% in 2008; 55% in 2007).

Contact in Gaelic

42. Three people in 2011 said that they had made their most recent contact in Gaelic.

Request Dealt with By the First Person Contacted

43. Some 74% of respondents report that when they last contacted the Highland Council that their **requests were dealt with by the first person contacted** – a figure which is higher than any of the results recorded in the previous four years (69% in 2010, 71% in 2009, 72% in 2008, and 66% in 2007).

Views on the Services Respondents Received when they Made Their Most Recent Contact

44. People sampled were then asked to **"give your views on the services you received when you made this contact"** according to a set of criteria. Table 2.4 overleaf contains the percentages of those who think the service they received according to the stated criteria was either "good" or "bad" - it does not contain the percentages of those who viewed services as being "average".

Table 2.4 Views on the Services Received

	2011		2010		2009		2008		2007	
	Good	Poor	Good	Poor	Good	Poor	Good	Poor	Good	Poor
(a) For all types of contact:										
Helpfulness of staff	74	7	74	6	72	6	73	5	76	6
How well the staff understood what was wanted	76	7	72	7	76	5	75	6	77	6
Overall satisfaction with the service given	67	12	65	12	67	13	67	11	70	14
(b) For personal visits:										
Waiting time	60	9	64	9	59	7	60	8	64	7
Privacy	40	28	34	28	40	22	39	21	39	21
Ability to reach the right person	55	13	61	11	60	12	62	10	65	8
Facilities for people with a disability	61	3	65	6	61	7	61	6	64	6
Opening hours	57	5	60	3	62	4	62	5	63	6
(c) For telephone contacts										
Speed with which the telephone was answered	65	3	67	3	61	6	62	5	68	5
How easy it was to get through to someone who could help	60	11	57	12	57	16	57	11	61	11
Opening hours	60	4	58	5	59	6	56	4	58	6
(d) For letter, e-mail and fax:										
Length of time taken for a response	35	25	36	23	41	29	37	24	41	24
Usable format	61	8	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
(e) Council's website www.highland.gov.uk										
Content	n/a	n/a	50	7	60	5	n/a	n/a	n/a	n/a
Home page content	44	7	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
General content	45	4	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Ease of use	n/a	n/a	38	13	52	13	n/a	n/a	n/a	n/a
A to Z	35	21	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Navigation	30	27	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Search	30	26	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Links on Homepage	32	16	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Webcasting Council meetings	44	12	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Social Networking e.g. Facebook, Twitter	41	21	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Base: N for 2011 range from 41 to 562 *n/a denotes 'not asked'*

For All Types of Contact

45. In this first part of this question all respondents who had made contact with the Highland Council during the previous year were asked to rate their most recent contact according to:

- Helpfulness of staff;
- How well the staff understood what was wanted;
- Overall satisfaction with the service given.

46. Almost 3 in 4 people - 74% - of those who had made contact rated the **helpfulness of staff** as being "good" while 7% rated it as being "poor". These results are consistent with the findings of surveys since 2007 as the table above shows. In looking at the various categories of respondents there are two findings worth noting:

- 80% of people who are council house tenants rate the helpfulness of staff as "good".

- A higher percentage of people who are not disabled (77%) describe the helpfulness of staff as being "good" than people who are disabled (66%) though there is little difference between these groups when it comes to describing the helpfulness of staff as being "poor" (7% of people who do not have a disability compared with 9% of people who do have a disability).

47. Turning to people's views on **how well the staff whom they contacted understood what they wanted** those who thought that this was "good" stands at 76% (an increase from the 72% in 2010) while 7% rated it as "poor" (the same as in 2010). Once again the main difference noticeable according to the categories of respondents is that 80% of people who are not disabled classified staff understanding of what they wanted as being "good" and 6% regarded it as poor. By comparison, for people who are disabled some 65% thought staff understanding was "good" while 11% regarded it as being "poor".

48. When it comes to respondents' verdicts about their **"overall satisfaction with the service given**", the percentage of those who regarded it as "good" is 67% - up from 65% in 2010 and marking a return to the 67%-70% range recorded in 2007-2009. The percentage of those classifying the service they received as "poor" is 12%, a return in line with the 11-13% range recorded in the surveys since 2007. The most notable features by categories are:

- Some 70% of those who are not disabled rate their overall satisfaction with the service received as "good" – compared with 52% of those who are disabled. But there is not much difference between these two groups according to the percentages rating the service received as "poor" – 12% for those who are not disabled and 14% for those who are disabled.

- By age group there is only a marginal difference in the percentages classifying the service as "good" overall (the figures are 67%-68%) but amongst those rating the service they have received as "poor" there is a clear difference – some 17% of those aged 65+ rate it as "poor" compared with 10% of those aged 25-44 and 11% of those aged 45-64.

Personal Visits

49. Respondents whose most recent contact involved a personal visit were then asked to give their verdict on that form of contact according to the following set of criteria:

- Waiting time
- Privacy
- Ability to reach the right person
- Facilities for people with a disability
- Opening hours

Waiting Time

50. The percentage of those who rated **waiting time** as “good” was 60% - lower than the 64% recorded in 2010. The percentage rating it as “poor” remained the same at 9%. The highest percentage rating waiting time as “good” within the various age groups is found in the 65+ age group (71%) with the lowest figure coming from the 25-44 age group (53%). Similarly only 3% of those aged 65+ regarded the waiting time as “poor” – compared with 11% amongst those aged 25-44.

Privacy

51. The percentage of people making a personal visit who rate **privacy** as being “good” rose from 34% in 2010 to 40% in this year’s survey while the percentage of those who classify privacy as “poor” rose remained static at 28%. Notable differences are found in the following categories:

- By age group, of those aged 65+ almost half (48%) regard privacy as “good” while around 1 in 4 (24%) say it is “poor”. For respondents in the 25-44 age group, 43% say that privacy is “good” while 34% regard it as “poor”. In the 45-64 age group, 32% (the lowest figure per age group) rate privacy as “good”, while 28% regard it as “poor”.

- By disability there is also a major difference evident especially in the percentages of respondents regarding privacy as “poor”. Of the respondents who are disabled, 39% rate privacy as “poor” compared with 25% of those who are not disabled.

Ability to reach the right person

52. Of those who made personal visits, 55% rate as being “good” their **ability to reach the right person** – a figure which represents a drop from past years (61% in 2010; 60% in 2009; 62% in 2008 and 65% in 2007). Some 13% rate this as “poor” – a slight rise on former years (11% in 2010; 12% in 2009; 10% in 2008 and 8% in 2007). The most notable differences by categories of respondents are:

- By age group some 67% of those aged 65+ and 64% of those aged 45-64 rate their ability to reach the right person as being “good” while for those aged 25-44 it is much lower – at 51%.

- By housing tenure, the percentage of council tenants rating their ability to reach the right person as “poor” is 18% - more than double the 7% of home owners.

Facilities for people with a disability

53. Of the respondents who had made a personal visit, 61% said **facilities for people with a disability** were “good” (down from 65% in 2010 and thus returning to the 61% level recorded in both 2009 and 2008) while 3% said the facilities were “poor” (down from 6% in 2010, 7% in 2009 and 6% in 2008). For respondents with a disability, 65% classified these facilities as “good” (a percentage identical to that recorded amongst those who do not have a disability) and 9% said they were “poor” (compared with 3% of those without a disability).

Opening hours

54. **Opening hours** are classified as “good” by 57% (60% in 2010; 62% in 2009; 62% in 2008) while the percentage saying that they were “poor” is 5% - up slightly from 3% in 2009. The highest percentages of those classifying opening hours as “good” are found amongst those who are:

- Retired (70%) compared with those who are employed (58%);

- Aged 65+ (75%) compared with those aged 25-44 (56%).

For telephone contact

55. For people whose last contact within the previous year had been by telephone, the survey asked them to rate their contact as “good”, “average” or “poor” according to the following criteria:

- Speed with which the telephone was answered
- How easy it was to get through to someone who could help
- Opening hours

Speed with which the telephone was answered

56. Almost 2 out of 3 respondents (65%) assessed the speed of answering as being “good” – 67% in 2010; 61% in 2009; 62% in 2008; 68% in 2007. Only 3% said that the speed of answering was “poor“ – the same figure as recorded last year which was the lowest figure since the survey began.

How easy it was for respondents to get through to someone who could help them

57. Some 60% of those answering this question regard this aspect of the service they received as being “good” (57% in 2010; 57% in 2009; 57% in 2008; 61% in 2007). Those whose verdict on this criterion was “poor” amounted to 11% of respondents – 12% in 2010; 16% in 2009; and 11% in both 2008 and 2007. Notable differences by category are observable in the following instances:

- By age, 67% of respondents in the 25-44 age group selected the “good” option compared with 54% of those aged 65+ and 57% of those aged 45-64;

- Of those respondents who are disabled 31% selected the “good” option – half the percentage of those people who do not have disability (62%). Similarly 23% of those with a disability chose the “poor” option compared with 11% of those who do not have a disability;

- By housing tenure, 59% of those who owned their own home selected “good” – compared with 45% of those who are council tenants.

Opening hours

58. Some 60% (58% in 2010; 59% in 2009; 56% in 2008; 56% in 2007) said opening hours are “good” while 4% said they are “poor” (since 2003 it has been in the 4%-6% range). From an analysis of the categories the notable features are that the highest percentages of respondents assessing opening hours as “good” are found amongst people aged 25-44 (66%) compared especially with those aged 45-64 (54%) and amongst people who are not disabled (62%) compared with those who have a disability (35%).

For contact by letter / email / leaflet

59. Of those who had made contact by at least one of these methods, 35% rated the length of time taken for a response as “good” (36% in 2010) while 25% (23% in 2010) rated it “poor”.

60. A new question was asked at this juncture in the 2011 Survey. Respondents were asked to rate the “usable format (other language, print size)”. Some 61% chose “good” while 8% chose “poor”.

Council’s website

61. Those who had made use of The Highland Council’s website when making contact were asked to comment on the website’s content and ease of use. There were several more questions under this heading than had been the case in past years meaning that comparison with past results is not always possible.

Content – Home Page and General Content

62. In previous years the survey had asked just one question about the “content” of the website. In 2011 this was changed to two questions, one on **“home page content”** and another on **“general content”.** In 2010 50% rated content as “good” while 7% rated it as “poor”. In 2011, home page content was rated “good” by 44% and “poor” by 7% while general content was rated “good” by 45% and “poor” by 4%.

Council’s website - Ease of Use

63. Under the heading ‘Ease of Use’, where one question had formerly been asked, in 2011 this question was split into four parts. In 2010 some 38% described the website’s ease of use as being “good” (an appreciable decline from 52% in 2009) while the percentage describing it as “poor” was 13% (identical to 2009). In 2011 the results are in Table 2.5 below:

Table 2.5 Views on the Ease of Use of The Highland Council's website

Ease of Use	Good %	Average %	Poor %
A to Z	35	45	20
Navigation	30	44	26
Search	30	44	26
Links on Homepage	32	53	15

N= 233 to 249

64. These results show that in all 4 'Ease of Use' categories, "good" was an option selected by 30-35% of respondents while "poor was selected by 15%- 26%. Females were much more likely to rate the ease of use as "good" (their percentages ranged from 37% - 43%) than males (20%-29%). Not surprisingly the difference is also evident in the choice of "poor" as the option – the percentage of female respondents selecting this ranged from 8% to 21% while for males it ranged from 11% to 25%.

Webcasting Council Meetings

65. Respondents were then asked a question new to the 2011 Survey on the webcasting of Council meetings. Of the entire sample of 1,153 some 73 (6.3%) gave their views: 44% chose "good"; 44% selected "average" and 12% chose "poor".

Social Networking e.g. Facebook, Twitter

66. There then followed another new question – this time on social networking. Of the 1,153 sample, 41 people (3.6%) gave their views. Of them: 41% chose "good"; 38% chose "average"; and 21% chose "poor".

Satisfaction with Information on The Highland Council's Services

67. The whole sample was then asked to comment on their level of satisfaction with the information they get on The Highland Council's services. The results are contained in Table 2.6 below.

Table 2.6 Level of Satisfaction with Information on The Highland Council's Services

	2011 %	2010 %	2009 %	2008 %	2007 %
"Very" + "Fairly" satisfied	69	67	65	64	61
Neither satisfied nor dissatisfied	25	27	29	27	27
"Very" + "Fairly" dissatisfied	6	6	7	9	11

N=1,124 in 2011

68. The percentage of respondents who say that they are satisfied (either "very" or "fairly") in 2011 stands at 69% up from 67% in 2010 and continuing the upward trend evident since the 61% recorded in 2007. The percentage of respondents expressing themselves as dissatisfied (either "fairly" or "very") stands at 6% in 2011 – the same figure as that in 2010.

69. The highest levels of satisfaction (either "very" or "fairly") are found amongst respondents who are:

- Aged 65+ (77%) compared with those aged 25-44 (64%);
- Council tenants (75%).

70. If a net satisfaction rate is calculated for each year of the survey by firstly, aggregating the percentages who are either “very satisfied” or “fairly satisfied” and then secondly, deducting the percentages of those who are either “fairly dissatisfied” or “very dissatisfied”, a definite trend emerges (see Table 2.7 below). The results show that this net satisfaction rate for 2011 is 63% - compared with 61% in 2010 and continuing the appreciable rise from the 50% figure of 2007.

Table 2.7 Net Satisfaction Rate for Information on The Highland Council’s Services

	2011 %	2010 %	2009 %	2008 %	2007 %
Net satisfaction rate	63	61	58	55	50

N =1,124 in 2011

Additional Methods for Receiving Information or Contacting the Council

71. Respondents were then asked whether they would use one or more of two other methods for receiving information or contacting the Council. Table 2.8 reveals how they responded:

Table 2.8 Additional Methods for Receiving Information or Contacting the Council

Method	2011 %	2010 %	2009 %	2008 %	2007 %
Interactive/ Digital TV	31	22	32	35	23
Text to and from your mobile	32	27	19	25	7

N = 1,153 in 2011 *Note: Multiple responses were permitted*

72. **Interactive/Digital TV** is supported by 31% in 2011 - up on the 22% recorded in 2010 and returning to virtually the level recorded in 2009 (32%).

73. **Texting** has risen in popularity once more with this method now being favoured by almost one in three - 32% - in 2011 compared with 27% in 2010, 19% in 2009, 25% in 2008 and 7% in 2007. What is most evident from an analysis of the categories of users is that while 31% of the entire sample would use this method, the figure for 25-44 year olds is appreciably greater at 41% while it is much lower amongst those aged 65 and over (17%).

Ease of Contact with The Highland Council

74. In 2011, 93% of respondents answered “yes” to the question: **“Overall, do you find it easy to contact The Highland Council when you need to?”** This result is basically stable – returns from earlier years were: 92% in 2010; 93% in 2009; 90% in 2008; and 88% in 2007. There were no notable differences in response by age, gender, disability, length of residence in the Highlands, employment status or home ownership.

SECTION 3: SATISFACTION WITH SERVICES

Views on The Highland Council's Services

75. The first question under this heading reads: **"The Highland Council provides a wide range of services. Please identify the service(s) you have used over the period 1 April 2010 - 31 March 2011 and express your satisfaction with each by placing a tick in the boxes below."** This is the first year in which the survey explicitly states that respondents should be commenting on services only if they have used them within a designated time period. This should enhance the accuracy of the results.

76. Those surveyed were then presented with a list of 41 services provided by The Highland Council and invited to select one of the following 6 options for each service:

- **Have Not Used Service**
- **Very Satisfied**
- **Fairly Satisfied**
- **Neither Satisfied/Dissatisfied**
- **Fairly Dissatisfied**
- **Very Dissatisfied**

77. For the 2007-2009 Surveys, respondents, when invited to give a verdict on their satisfaction with services, were presented with the following instruction: "If any question is not relevant to you - please leave it blank." The Performance Survey for 2010 was the first that gave respondents the option to select "Have Not Used Service"**.** This option was retained in the 2011 Survey but to make it clearer to the respondents it was moved from the end of the row to the start of the row.

78. As has been done for surveys in past years, we calculate a **net satisfaction rate** for each service. We arrive at this rate by a two stage process - firstly, adding the percentages of respondents who are "very satisfied" and "fairly satisfied" and then secondly, subtracting from that figure the percentages of people who declare themselves to be "fairly dissatisfied" and "very dissatisfied". Table 3.1 overleaf compares the net satisfaction rates for each service since 2007.

79. The results in this table have to come with a **warning attached** in that the change in the options available to respondents – whereby they were presented in 2010 and 2011 with the opportunity to select "have not used service" - may well have reduced the percentages of those who would otherwise have chosen "neither satisfied/dissatisfied". The likely impact of any shift of this kind is that it will have accentuated trends in either positive or negative directions regarding the net satisfaction rates for services. The retention and repositioning of the "have not used service" option plus the alteration of the wording so that it specifies the dates between which people have had to use the service in order to give an opinion on it should mean that the results of 2011survey are more accurate than ever.

80. In **Appendix 1** you will find a more detailed analysis of the results for each of the 41 services. There we state what percentage of the overall sample of 1,153 people that has

answered that section of the question and reveal the percentages of respondents who select each of the various options of relative satisfaction or dissatisfaction on offer to them.

Table 3.1 Views on The Highland Council's Services: The Net Satisfaction Rate

Service	2011 %	2010 %	2009 %	2008 %	2007 %
Libraries	89	78	65	62	61
Council Service Points	83	74	72	70	68
Walking routes e.g. Great Glen Way	83	77	56	56	57
Payment of Council Tax	82	78	72	72	66
Public Parks and other open spaces	82	63	48	45	43
Registrars for Births, Deaths & Marriages	80	74	54	59	59
Museums	79	59	35	36	34
Refuse/bin collection	73	74	72	73	70
Other sports facilities	71	52	33	34	32
Countryside ranger service	71	61	39	36	40
Street lighting	69	63	58	53	51
Burials and cremations	68	63	41	45	45
Recycling facilities	66	61	57	48	42
Cycling paths	66	36	19	28	22
Pre-school services	65	63	38	37	39
Primary education	64	74	49	56	50
Secondary education	63	60	39	44	40
Swimming pools	62	53	40	37	37
School meals	60	45	28	31	27
Environmental Health Service	53	33	23	23	21
Breakfast and after school clubs	46	28	7	11	11
School transport	45	51	31	33	29
Trading Standards	42	38	19	20	19
Community learning/adult education	41	32	20	26	23
Public conveniences	38	18	1	4	-5
Street cleaning	37	30	30	25	16
Services to protect children from harm	36	24	14	18	12
Advice on Benefits	34	20	18	18	16
Residential homes for disabled/elderly people	32	11	6	4	-1
Housing information and advice	30	18	12	14	14
Dealing with flooding	28	21	19	11	6
Community Occupational Therapy	28	17	8	10	10
Economic development / business support	27	10	3	3	-3
Home care services	25	23	14	10	16
Services to protect adults at risk from harm	25	18	n/a	n/a	n/a
Pavement maintenance	8	6	3	-7	-7
Planning for future land use (Local Plan)	4	-9	-9	-5	-12
Planning applications and building warrants	2	-4	-3	-6	-7
Winter road maintenance	-9	-23	-3	-2	-1
Services to reduce youth offending	-9	-27	-27	-27	-35
Road repairs and pot holes	-55	-57	-50	-55	-53

Base: N in 2011 = 110 – 1,072

81. Table 3.1 above shows that **the phenomenon recorded in 2010 of major increases in net satisfaction rates continues in 2011**. Out **of 41 services,** some **38 received increases in net satisfaction rates** when comparing the results of 2010 with those of

2011. The rate for 1 service fell minimally; and only 2 services recorded notable decreases. For some **36 services their ratings are the highest they have ever achieved** and **for 3 others their ratings remain higher than they were in 2009**. That leaves only 2 services (winter road maintenance and road repairs and pot holes) which are receiving net satisfaction rates lower than in 2009.

82. There are two other ways of illustrating the **major increases that have taken place in net satisfaction rates.** Firstly, we can obtain an impression of the nature of the changes taking place in net satisfaction rates by showing the difference in percentage points per service between the results achieved in 2010 and 2011 (see Table 3.3 below).. These figures have been calculated by subtracting the percentages of 2010 from the 2011 percentages for each service.

Table 3.2 Changes in the Net Satisfaction Rates for Services from 2010 to 2011

(Change Measured by Number of Percentage Points)

Rises of 20 percentage points plus (5 services)	Cycling paths (+30); Residential homes for elderly/disabled people (+21); Environmental health service (+20); Museums (+20); Public conveniences (+20)
Rises of 15-19 percentage points (6 services)	Other sports facilities (+19); Public Parks and other open spaces (+19); Breakfast and after school clubs (+18); Services to reduce youth offending (+18); Economic development/ business support (+17); School meals (+15);
Rises of 10-14 percentage points (8 services)	Winter road maintenance (+14); Advice on benefits (+14); Planning for future land use (Local Plan) (+13); Services to protect children from harm (+12); Housing information and advice (+12); Libraries (+11); Community occupational therapy (+11); Countryside ranger service (+10)
Rises of 5-9 percentage points (12 services)	Community learning/adult education (+9); Swimming pools (+9); Council service points (+9); Services to protect adults at risk from harm (+7); Dealing with flooding (+7); Street lighting (+6); Walking routes (+6); Registrars for Births, Deaths and Marriages (+6); Planning applications and building warrants (+6); Street Cleaning (+7); Burials and cremations (+5); Recycling facilities (+5);
Rises of 1-4 percentage points (7 services)	Trading standards (+4); Payment of council tax (+4); Secondary education (+3); Pavement maintenance (+2); Road repairs and pot holes (+2) Pre-school services (+2); Home care services (+2);
Falls of 1-4 percentage points (1 service)	Refuse and bin collection (-1)
Falls of 5-9 percentage points (1 service)	School transport (-6)
Fall of 10 percentage points plus (1 service)	Primary education (-10)

83. Secondly, we can get an impression of the dramatic changes in overall net satisfaction rates across almost the entire list of services by looking at the number of service found within various net satisfaction ranges or bands. Table 3.3 below reveals the results according to this measure of the Performance Surveys from 2007 to 2011.

Table 3.3 Number of Services in the Various Net Satisfaction Rate Bands (2007-2011)

Net Satisfaction Rate Bands %	Number of Services				
	2011	2010	2009	2008	2007
80-100	6	0	0	0	0
60-79	13	14	4	4	4
40-59	5	5	8	8	9
20-39	11	10	10	12	9
0-19	3	7	13	10	9
Less than 0%	3	5	5	6	9

84. The above table shows that in 2011:

- **6 services are now in the 80-100% band** – a level which had not been attained by any service in past Surveys;
- **a further 13 services are in the 60-79% band**– a level which in the 2007-2009 Surveys only 4 services had achieved;
- **only 3 services have a net satisfaction rate of less than 0% -** down from 9 in 2007.

The table also enables us to calculate that in 2011 some **35 services received net satisfaction rates in excess of 20%** (by comparison: in 2010 it was 29 services; in 2009, 22 services; in 2008, 24 services; and in 2007, 22 services).

Use of Services

85. Because respondents had the option in 2010 and 2011 of selecting “have not used the service” in answer to the question regarding their satisfaction with the 41 services, we can calculate the percentage of the entire sample who, by selecting one of the indicators of satisfaction/ dissatisfaction, are effectively reporting that they have used these services. For 2010 some respondents are likely to have been commenting on the use they made of a service in a period earlier than the previous 12 months since no time period was specified in the question. For 2011 a time period was specified and respondents were asked to give their opinion only on the services they had used between 1st April 2010 and 31st March 2011. The results are in Table 3.4 below.

Table 3.4 Percentage of Respondents who indicate they have used these services

SERVICES	Respondents indicating they used the service between 1st April 2010 to 31st March 2011 %
Refuse/bin collection	93
Recycling facilities	91
Road repairs and pot holes	90
Winter road maintenance	88
Street cleaning	82
Street lighting	81
Pavement maintenance	80
Public Parks and other open spaces	68
Payment of Council Tax	67
Public conveniences	61
Libraries	59
Council Service Points	44
Dealing with flooding	40
Swimming pools	39
Museums	38
Walking routes e.g. Great Glen Way	37
Planning applications and building warrants	32
Planning for future land use (Local Plan)	31
Other sports facilities	31
Cycle paths	30
Environmental Health Service	23
Registrars for Births, Deaths and Marriages	22
Secondary education	22
Community learning/adult education	21
Countryside ranger service	21
Primary education	20
School meals	19
Burials and cremations	19
Trading Standards	19
Council housing information and advice	17
Economic development / business support	16
School transport	16
Home care services	16
Residential homes for disabled/elderly people	16
Advice on Benefits	15
Pre-school services	14
Community Occupational Therapy	14
Services to protect adults at risk of harm	13
Services to protect children from harm	12
Services to reduce youth offending	11
Breakfast and after school clubs	10

N= 110 to 1,072

86. At least 80% of the entire sample indicated that they used or were recipients of 7 of the 41 services namely: refuse/bin collection (which heads the list as it is used by 93%); recycling facilities (a close second with 91% using this service); road repairs and potholes (90%);

winter road maintenance (88%); street cleaning (82%); street lighting (81%); and pavement maintenance (80%).

87. A further 4 services were used during the period 1st April 2010 to 31st March 2011 by between 59% and 68% of the sample namely: public parks and other open spaces (68%); payment of council tax (67%); public conveniences (61%); and libraries (59%).

88. A further 9 services were used in the specified time period by between 30% and 44% of respondents: Council service points (44%); dealing with flooding (40%); swimming pools (39%); museums (38%); walking routes (37%); planning applications and building warrants (32%); planning for future land use (31%); other sports facilities (31%); cycle paths (30%).

Importance of Services

89. Respondents were then invited to rank in order the 5 services from the list of 42 they regarded as being the most important to them. Table 3.4 below reveals the percentage of the overall sample which has selected these services as being in their top 5.

Table 3.4 Importance of Services: Appearance in Respondents' Top Five

Services	2011 %	2010 %	2009 %	2008 %	2007 %
Road repairs and pot holes	63	48	49	46	47
Winter road maintenance	54	49	42	40	41
Refuse/bin collection	50	45	42	38	40
Recycling facilities	39	37	34	37	35
Primary education	24	27	22	24	23
Secondary education	20	23	20	18	17
Libraries	18	22	13	13	12
Public Parks and other open spaces	17	16	14	16	12
Swimming pools	16	18	15	14	11
Street cleaning	16	14	17	19	17
Pavement maintenance	15	12	14	17	14
Other sports facilities	11	12	14	13	13
Public conveniences	10	7	8	7	8
Home care services	9	11	6	7	9
Council Service Points	9	8	13	11	11
Street lighting	9	8	9	10	9
Services to protect children from harm	8	11	8	10	12
Planning for future land use (Local Plan)	8	9	9	12	12
Residential homes for disabled/elderly people	8	14	10	10	13
Cycle paths	8	8	10	9	6
Walking routes e.g. Great Glen Way	8	8	7	7	7
Payment of Council Tax	8	7	11	9	9
Pre-school services	7	7	7	7	8
Planning applications and building warrants	6	8	8	9	10
Housing information and advice	5	4	3	3	2
School transport	5	7	6	6	5
School meals	4	4	5	6	6
Services to protect adults at risk of harm	4	5	n/a	n/a	n/a
Community learning/adult education	4	5	5	5	4
Museums	4	5	2	2	3
Dealing with flooding	4	4	4	5	6
Advice on Benefits	4	3	7	6	6
Services to reduce youth offending	3	5	8	9	10
Environmental Health Service	3	5	4	3	4
Economic development / business support	3	3	3	2	3
Community Occupational Therapy	2	3	3	2	3
Countryside ranger service	2	3	1	2	1
Registrars for Births, Deaths and Marriages	1	1	2	2	1
Breakfast and after school clubs	1	3	3	3	4
Burials and cremations	1	2	2	2	2
Trading Standards	1	1	2	1	1

Base: All respondents (N=1,101 in 2011)

90. **The four services that have been receiving the most mentions in each survey** (winter road maintenance; road repairs and potholes; refuse/bin collection; and recycling facilities) **have further consolidated their leading positions** with each of these four receiving even higher percentages in the 2011 survey.

91. **Road repairs and pot holes** has re-taken the top spot with a large 15% rise from 48% in 2010 to 63% in 2011. **Winter road maintenance,** while returning to its customary second spot, still received a 5% rise from 49% in 2010 to 54% in 2011. In retaining third spot, **refuse/bin collections** also witnessed a 5% rise from 45% in 2010 to 50% in 2011. (Note that **each of these three services has the support of at least 50% of respondents**– a level which has not been attained by any service in the previous 4 surveys.) There is only one other service which was ranked in their top 5 services by more than 1 in 4 respondents and that is **recycling facilities** (chosen by 39%– up 2% on the 2010 figure).

92. What is noticeable about the 4 services which occupy the leading positions in respondents' order of importance is that they are regarded as important right across the categories of users – i.e. by gender, age, housing tenure, length of residence etc.

93. This observation however does not hold true for the services which are overall ranked 5th and 6th in order of importance – **primary education** (selected by 24% of the whole sample – down 3% on 2010) and **secondary education** (chosen by 20% of all respondents - also down 3% on 2010). Both of these services are mentioned much more frequently as being in their 5 most important services by respondents with school aged children than those who do not have school aged children. Primary education is listed by 51% of those with children at school compared with 11% of those with no school aged children while secondary education is listed by 58% of those with children at school compared with 8% of those with no school aged children.

94. **Libraries** dipped by 4 percentage point from 22% in 2010 to 18% this year – which is still historically a high figure (the previous highest mark was 13% in 2009 and 2008). But underneath this overall figure lies some interesting variation in support by categories of respondents. Some 27% of those aged 65+ list libraries in their top 5 compared with 11% of those aged 25-44. And 31% of those who have been resident in the Highlands less than 10 years rank libraries in their leading 5 – compared with 20% of respondents resident in the Highlands for more than 10 years.

95. **Public parks and open spaces** (17% overall – up 1% on 2010) are listed in the top 5 of 20% of those aged 25-44 compared with 11% of those aged 65+.

96. While **swimming pools** score 16% overall (down 2% on 2010) they are listed in the top 5 by 27% of those with school aged children compared with 11% of those without school aged children. And by age, some 27% of those who are 25-44 rank swimming pools in their top compared with 8% of those aged 65 +. The same pattern is evident regarding the listing of **other sports facilities** (selected by 11% of the entire sample). Some 17% of those aged 25-44 and 16% of those with school aged children ranked this service in their top 5 – compared with 5% of those aged 65+ and 6% of those without school aged children.

97. **Street cleaning** (listed by 16% - up from 14% in 2010) and **pavement maintenance** (selected by 15% - up from 12% in 2010) are very similar in the categories of respondents who regard these services as being in their top 5. Both are listed more frequently by those who are aged 65+ (23% and 25% respectively) compared with those aged 25-44 (12% and 8%).

98. **Public conveniences** (10% listed them in their top 5 in 2011 – 7% in 2010) are of particular importance to people who have a disability (20%) compared with those without a disability (9%) and to people aged 65+ (15%) compared with those aged 25-44 (6%).

99. Some 9% of the overall sample listed **Council Service Points** in their top 5 (8% in 2010). But these are of much greater importance to those who are Council house tenants (listed by 35% of these respondents) than they are to home owners (9%).

100. There are three other services – all involving children – which, while chosen by fewer than 7% or fewer of the entire sample, show a marked difference in the importance accorded to them by categories of users. Two of them are **school transport** and **school meals** – cited by 17% and 10% respectively of those with school aged children and in both cases, by 1% of those without school aged children. The third service where there is marked difference is **pre-school services** – listed by 15% of those aged 25-44, it is chosen by 1 person aged 65+.

101. **Residential homes for disabled/elderly people** is listed by 8% of the entire sample in 2011 - down 6% on the 14% recorded in 2010 resulting in the steepest fall experienced by any of the 42 services.

Overall Satisfaction

102. When asked **"overall, are you satisfied with the services The Highland Council provides?" some 85% of respondents in 2011 answered "yes"** – a percentage which is the highest level seen since this question was first asked. It is up 2% on the 83% recorded in 2010 and 2009. There were several notable differences according to the categories of respondents:

- People who are not disabled (89%) were more satisfied than those who are disabled (82%) – though that latter figure is still very high;

- In looking at employment status, respondents who are retired (92%) expressed even higher levels of satisfaction with services provided than those who are employed (85%) with those unable to work recording the lowest level of satisfaction (78%).

More or Less Satisfied with Services

103. The next question for respondents was: **"overall, are you more or less satisfied with The Highland Council's services than you were last year?"**

104. Despite returning the highest level of satisfaction overall with the services provided by The Highland Council since this survey began in 2003, respondents gave an equally intriguing set of answers to that question in 2011 as they had done in 2010 namely:

- **7%** said they were **“more satisfied”**
- **71%** said they were **“about the same”**
- **22%** said they were **“less satisfied”**

105. Table 3.6 below compares these responses with the returns from previous years.

Table 3.6 Change in Satisfaction with Services

	2011 %	2010 %	2009 %	2008 %	2007 %
More satisfied	7	6	7	8	10
About the same	71	68	73	72	68
Less satisfied	22	23	15	15	17
Don’t know	n/a	3	5	5	5
Total	**100**	**100**	**100**	**100**	**100**

N=1,142 respondents in 2011

106. Table 3.6 reveals that the percentage of respondents who are “less satisfied” is 22% in 2011 – down marginally on the 23% of 2010 but still well up on the 15% recorded in 2009. Those who said they are “more satisfied” than they were a year ago rose slightly from 6% in 2010 to 7% in 2011.

107. By age group it is noticeable that of the people who said they were “less satisfied” those most likely to have this opinion were those aged 25-44 (26%) and 45-64 (24%) – higher figures than those recorded by respondents aged 65 + (14%).

Complaints to The Highland Council in the Past Year

108. Those being surveyed were then asked **“if you made a complaint about the Council in the past year, how satisfied were you with how the Council handled your most recent complaint?”** Some 14.5% of respondents by choosing to answer this question indicated that they had made a complaint – this is down by 4% from the 18.5% recorded in 2010.

109. Table 3.7 below gives the percentages of respondents who expressed their various views as to how well they felt The Highland Council had handled their complaints in 2011 and compares the figures with those of 2010. The net satisfaction rate is calculated by deducting the percentage of respondents who are dissatisfied in any way with the way their complaint was handled from those who are satisfied in any way with the handling of the complaint.

Table 3.7 Levels of Satisfaction/Dissatisfaction with the Way The Highland Council Handled Respondents' Complaints

Levels of Satisfaction/ Dissatisfaction	2011 %	2010 %
Very satisfied	7	6
Fairly satisfied	29	24
Total of Very + Fairly Satisfied	**36**	**30**
Neither satisfied nor dissatisfied	**18**	**19**
Fairly dissatisfied	22	19
Very dissatisfied	24	32
Total of Very + Fairly Dissatisfied	**46**	**51**
Net Satisfaction Rate (Total Satisfied – Total Dissatisfied)	**-10**	**-21**

N=176 in 2011

110. Table 3.7 reveals that **46% of respondents (down from 51% in 2010) are dissatisfied** (either "fairly" or "very") with the way their complaint has been handled. Just under 1 in 4 people (24%) describe themselves as being "very dissatisfied" (down from almost 1 in 3 in 2010 - 32%). Those who declare themselves to be "fairly dissatisfied" stands at 22% - up from 19% in 2010. **By contrast, 36% are satisfied (either "very" or "fairly") with the way their complaints have been handled.** Some 7% are "very satisfied" (6% in 2010) and 29% are "fairly satisfied" (up from 24% in 2010) .**The net satisfaction rate is -10% (an increase of 11% on the - 21% recorded in 2010).**

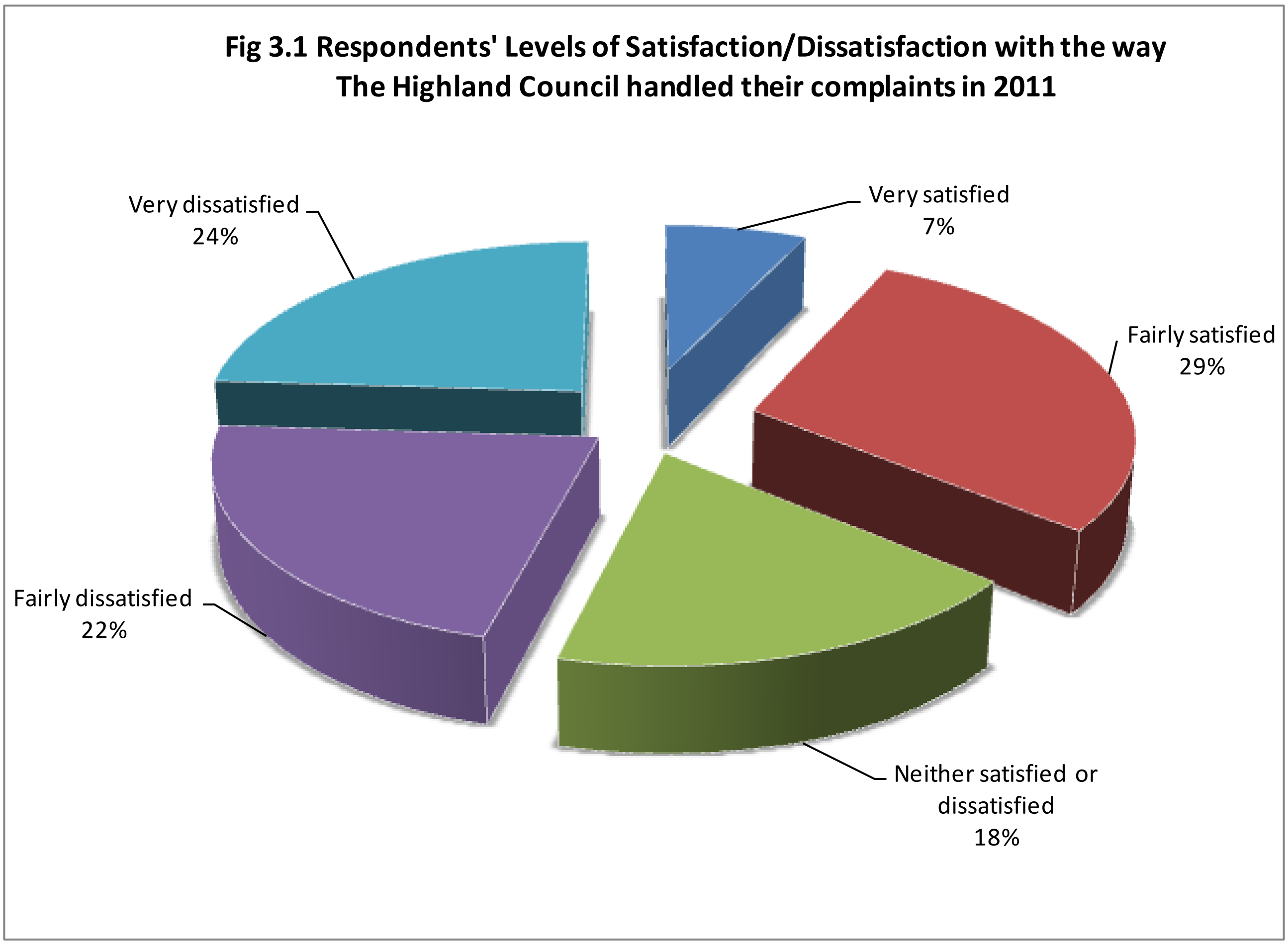
111. By categories of users the following patterns are evident:

- A marked gender difference is apparent in that females have a positive net satisfaction rate of 8%, much greater than that for males which is at -27%;

- By employment status, the results show that those who are employed record a net satisfaction rate of –19% while for those who are retired it is a positive net satisfaction rate of 4%;

- Those who have a disability have a net satisfaction rate of -26% compared with a figure of -4% for those who do not have a disability.

112. The following pie chart (Figure 3.1) expresses the information about respondents' levels of satisfaction or dissatisfaction with the way their complaints have been handled in another form:



Reasons for Dissatisfaction

113. Respondents were then invited to list the reasons for their dissatisfaction in this manner: **"If you were dissatisfied with how a complaint was handled, please identify the reasons by selecting all that apply."** And then there followed 4 options: timescale; quality of response; outcome; and other. Some 113 (9.8%) of the entire sample answered this question giving their reasons for their dissatisfaction as follows (note that with multiple responses permitted – and taken - the percentages below add to more than 100%):

Table 3.8 Reason for Dissatisfaction with the Way Complaints Were Handled

Reason for Dissatisfaction	Those Dissatisfied %
Quality of response	62
Outcome	49
Timescale	39
Other	19

N=113

114. This being the first year that the question is asked no direct comparison with previous years is possible. **"Quality of response"** (cited by just over 6 in 10 people) has

emerged as the leading reason for people's dissatisfaction with the way their complaints have been handled. Given that the outcome of the complaint is an issue for 49% of the people who have expressed dissatisfaction, that means that for the 51% who accept the outcome of their complaint their dissatisfaction stems from other elements of the process. Almost 4 in 10 give timescale as a reason for their dissatisfaction while just under 1 in 5 have other reasons for their concerns.

Qualities

115. Those surveyed were then presented with a list of qualities and asked to give their opinions as to the extent to which they felt The Highland Council exemplified each of these qualities. Table 3.10 overleaf gives the results.

116. As well as providing the percentages who expressed their agreement or disagreement with the statements made about each quality, we also calculate the difference between the percentage of those agreeing (to any extent) that The Highland Council exhibited that quality and the percentage of those who disagreed (again, to any extent). Having done the calculation for 2010 we then provide the comparison with the results of the 2009 survey.

117. The **qualities in Table 3.10** below are **ranked according to the extent to which respondents to the 2010 survey agreed that The Highland Council does exhibit these qualities**.

Table 3.10 Respondents' views as to whether The Highland Council meets Stated Qualities

Qualities	2011 Survey Strongly Agree %	Agree %	Neither Agree or Disagree %	Disagree %	Strongly Disagree %	Difference between % who agree and % who disagree in 2011 (Net Satisfaction) %	Difference between % who agree and % who disagree in 2010 (Net Satisfaction) %
Is approachable*	8	55	30	6	1	**56**	**n/a**
Maintains good quality local services	8	54	28	9	1	**52**	**50**
Is helpful	6	48	37	6	2	**46**	**46**
Is environmentally friendly	6	44	39	8	3	**39**	**34**
Is a fair employer	5	27	62	4	2	**26**	**22**
Is aware of people's needs	3	33	44	15	4	**17**	**6**
Tells local people what it is doing	5	35	35	21	4	**15**	**7**
Listens to local people	5	32	38	21	5	**11**	**-2**
Provides value for money	3	29	44	18	6	**8**	**-6**
Treats all residents fairly	4	27	45	18	6	**7**	**-1**
Is efficient	3	26	45	19	6	**4**	**-6**
Involves people in how it spends its money	4	27	37	25	6	**0.3**	**-25**
Represents your views	2	22	49	21	5	**-2**	**-12**

*N = 1,088 to 1,127 *'Is approachable' is a newly listed quality in 2011 replacing 'is friendly' in the 2010 Survey*

118. As was the case in 2010, one of the features which catches the eye when looking at Table 3.10 is **how few of the respondents to the 2011 survey either strongly agree <u>or</u> strongly disagree with any of the statements made.** Neither of these two options is ever selected by any more than 8% of the respondents.

119. Notice that **compared with 2010 the scores for 2011 have improved in 11 of the 12 qualities in which a direct comparison is possible – and for the remaining quality the score was identical to that recorded last year.** ("Is approachable" is a new entry replacing "is friendly" which was found in the 2010 survey.) The **smallest improvements in opinion have taken place in 3 of the qualities that were the most highly ranked last year** – the improvements in these qualities are in the region of 2%-5%. Arguably this is because they have less room to improve. **For 7 of the remaining 8 qualities the improvements are very marked** – being between 8% and 14%. And there is **1 quality on which respondents' views have clearly shifted considerably** – and that is "involves people in how it spends its money". In 2010 this was decisively the lowest ranked quality (with a score of -25%) but in 2011 the numbers of those respondents agreeing or strongly agreeing with this statement are now marginally more numerous (0.3%) than those who disagree or strongly disagree with it. This represents a notable shift in opinion.

120. Whereas in 2010 there were 6 qualities which were found to have had more people disagreeing or strongly disagreeing with the statements made than those who agreed or strongly agreed with them, **in 2011 there is only 1 quality where the score is a negative one** (at -2%) and that is "represents your views".

121. Of all the 13 qualities **"is approachable"** is the statement regarding The Highland Council about which the highest percentage of respondents agree – some 63% agree with it (including 8% strongly so) - and the one about which the second lowest percentage of people disagree – some 7% disagree (including 1% strongly so). The result is that this quality is the one where the difference between those agreeing and those disagreeing is at its highest – at 56% - out of all 13 qualities. As a statement which is new to the 2011 Survey there is no direct comparison possible. While all categories of respondents return a decisive majority agreeing that The Highland Council displays this quality there are some interesting features in the returns:

- Some 2 out of 3 (67%) of those respondents resident in the Highlands less than 10 years agree with this statement and only 1 in 25 (4%) disagree with it;.

- By employment status, while the margin between those who agree and those who disagree with this statement is 64% amongst those who are retired, 60% amongst those who are unemployed and 56% amongst those who are employed it is 33% amongst those who are unable to work.

- While the margin between those who agree and those who disagree with this statement is 61% amongst those who do not have a disability it is 43% amongst those who have a disability.

122. **"Maintains good quality services"** is another statement regarding The Highland Council about which 62% agree (including 8% strongly so) while only 10% disagree (including 1% strongly so) giving a margin of 52% between those two opinions. Compared with 2010 the score for this quality for 2011 has improved by 2% from 50% to 52%. While all categories of respondents return a decisive majority agreeing that The Highland Council displays this quality there are notable variations within two of these categories.

- By employment status, while the margin between those who agree and those who disagree with this statement is 58% amongst those who are retired, 56% amongst those who are unemployed and 47% amongst those who are employed it is 31% amongst those who are unable to work.

- While the margin between those who agree and those who disagree with this statement is 54% amongst those who do not have a disability it is 36% amongst those who have a disability.

123. **"Is helpful"** is the third statement regarding The Highland Council with which 54% agree (including 6% strongly so) while 8% disagree (including 2% strongly so) leaving a margin of 46% (identical to the result in 2010) between these two opinions. All categories return an overwhelmingly positive view of The Highland Council regarding this quality so any distinction that is drawn is by degree only. The highest percentages of respondents agreeing with the statement as opposed to those who disagree with it are found amongst those who are unemployed (65% agree – only 2% disagree); retired (63% agree – 4% disagree); and those aged 65+ (61% agree – 3% disagree).

124. **"Is environmentally friendly**" is a statement about The Highland Council with which 50% agree (including 6% strongly so) while 11% disagree (including 3% strongly so) leaving a margin of 39% between these two opinions. This is an improvement of 5% on the score of 34% recorded in 2010. Every category of users returns a clear majority who support this statement (the minimum is 29%). The gap between those who agree to any extent with the statement and those who disagree with it is greatest in the groups of respondents who are: council house tenants (61%); aged 65+ (54%); retired (50%); unable to work (46%); and those who do not have school aged children (42%).

125. **"Is a fair employer"** is a statement with which 32% agree (including 5% strongly so) while 6% disagree (including 2% strongly so) leaving a margin of 26% between these two opinions – a margin higher than that recorded in 2010 (22%) and 2009 (24%). Note that this statement attracts by far the highest percentage of respondents (62%) opting for the "neither agree or disagree" option suggesting that most respondents, not having experience of the Highland Council as an employer, decided to go for the safety of that option. This though should not detract from the fact that where people do have knowledge of the Council as an employer a clear majority view it as being a fair employer.

126. **"Tells local people what it is doing"** is a statement with which 40% agree (including 5% strongly so) while 25% disagree (including 4% strongly so) leaving a margin of 15% between these two opinions. This marks an improvement of 8% on the score achieved in 2010 (when 7% more agreed with this statement than disagreed with it). Note the margin between those who agree to any extent with the statement and those who disagree with it is greatest in the groups of respondents who are: council house tenants (29%); people who are retired (25%) – especially when compared with people who are unable to work (where the percentages agreeing are matched by the percentages disagreeing);. those aged 65+ (24%); and those who do not have school aged children (20%) – compared with those who do have school aged children (6%).

127. **"Is aware of people's needs"** is a statement with which 36% agree (including 3% strongly so) while 19% disagree (including 4% strongly so) leaving a margin of 17% between these two opinions – a major improvement on the scores in 2010 (6%) and 2009 (1%). The gap between those who agree to any extent with the statement and those who disagree with it is notably greater amongst:

- People who are home owners (18%) and live in other forms of accommodation (16%) than amongst those who are council house tenants (0%);

- People who are retired (20%) who are unemployed, (18%), employed (15%) than those who are unable to work (-2%);

- People who do not have a disability (19%) than those who have a disability (4%).

128. **"Treats all residents fairly"** is a statement with which 31% agree (including 4% strongly so) while 24% disagree (including 6% strongly so) leaving a margin of 7% between these two opinions. In 2010 those agreeing were marginally outnumbered by this disagreeing (the score was -1%) so the result for 2011 represents an improvement of 8% on last year.

- The categories of respondents where the percentage of those in agreement with the statement outnumber the percentage of those in disagreement are found amongst those people who are: aged 65+ (21%); retired (20%); council house tenants (18%); and people who do not have school aged children (14%).

- The categories of respondents where the percentage of those who agree with the statement are outnumbered by those who disagree are found amongst those who are: unable to work (-9%); and those with school aged children (-8%).

129. **"Listens to local people"** is a statement about The Highland Council with which 36% agree (including 4% strongly so) while 26% disagree (including 5% strongly so) leaving a margin of 11% between these two opinions. This represents a major shift of 13% on the score recorded in 2010 (-2%) when there were slightly more who disagreed with this opinion than agreed with it. Underneath the overall score there are some notable variations according to categories of users.

- Amongst respondents who have a disability those who agreed with the statement were outnumbered by those who disagreed – the margin is -4%. By comparison the percentage of those without a disability who agreed with the statement clearly outnumbered those who disagreed – the margin is 14%.

- By employment status, amongst respondents who are unable to work those who agreed with the statement were outnumbered by those who disagreed – the margin is -9%. For each of the other types of employment status the percentage of those who agreed with the statement clearly outnumbered those who disagreed – for those who are unemployed the margin is 22%, for the employed it is 12%.and for the retired it is 11%.

- By length of residence, those resident in the Highlands less than 5 years gave the greatest margin in favour of this statement (25%).

- By age group, the greatest margin in favour of the view that The Highland Council exhibited this quality is found amongst those aged 25-44 (15%).

130. **"Provides value for money"** is a statement with which 32% agree (including 3% strongly so) while 24% disagree (including 6% strongly so) leaving a margin of 8% between these two opinions. There has been a 14% favourable shift in the balance of opinion on this quality when comparing that 8% score with that of 2010 when it was -6%. In every category of users the total percentage of those agreeing (including those strongly so) with the statement now outnumber the percentage of those disagreeing with it (including those strongly so). In the different categories of respondents the greatest margins between those agreeing and disagreeing with the statement are found amongst people:

- Aged 65+ (18%) especially when compared with those aged 45-64 (5%);

- Resident in the Highlands less than 5 years (20%) compared with those who have lived in the Highlands more than 10 years (7%);

- Who are council house tenants (28%);

- Who are retired (18%) – compared especially with those who are employed (3%) and those unable to work (2%);

- With no school aged children (10%) compared with those with children at school (1%).

131. "**Is efficient**" is a statement about The Highland Council with which with which 29% agree (including 3% strongly so) while 25% disagree (including 6% strongly so) leaving a margin of 4% between these two opinions. The score in 2010 represented a fall of 11% from the 2009 result when 5% more respondents agreed with the statement than disagreed with it so the score in 2011of 4% represents a return to almost the same level of 2009 The widest variation in views according to categories in the 2001 survey are as follows:

- By age amongst those aged 65+, 17% more agreed with this statement than disagreed with it – but amongst those aged 45-64 the numbers disagreeing with the statement outnumbered those agreeing with it meaning that for this age group the score was -4%;

- By length of residence in the Highlands, those living in the area for less than 5 years returned a score of 19% - compared with a score of 3% for those who have lived in the Highlands for more than 10 years;

- Council house tenants are much more likely to view The Highland Council as efficient (a score of 23%) than those who own their own homes (3%);

- While 7% more females agreed with this statement than disagreed with it, amongst males the difference was 1%.

132. **"Represents your views"** is a statement with which 24% agree (including 2% strongly so) while 26% disagree (including 5% strongly so) leaving a margin of -2% between these two opinions. This is the only quality in the 2011 Survey where the respondents returned a negative score. There are some interesting variations in the views of respondents by categories namely:

- By employment status more people who are retired agree with the statement than disagree with it (the margin is 6%) while the opposite is true for each of the other employment categories - employed (-5%), unable to work (-7%) and unemployed (-8%);

- Slightly more of those who do not have a disability agree with the statement (the margin is 0.3%) which is quite a different result from those who have a disability where those who agree are exceeded by the numbers who disagree (the margin is -10.2%);

- While more people who do not have school aged children agree with this statement that disagree with it (albeit by a margin of just 1%), the reverse is true amongst those who have school aged children (the margin being -10%);

- Similarly amongst people who do not have a disability there are a few more who agree with this statement than disagree with it (the difference is 0.3%) but amongst those who have disability it is the opposite that is true (-10%);

- And the same pattern is evident by gender – while slightly more females agree with the statement than disagree with it (2%) amongst males the opposite view prevails (the margin is -5%).

133. **"Involves people in how it spends money"** is a statement about The Highland Council with which 31.5% agree (including 4.3% strongly so) while 31.3% disagree (including 6.1% strongly so) leaving a narrow margin of 0.3% in favour of those who agree with the statement. This represent a remarkable turnaround from 2010 when those agreeing with the statement were decisively outnumbered by those agreeing it (the margin then was -25%) The categories of users where the highest majority in favour of the opinion that The Highland Council exemplifies this quality are:

- Respondents resident in the Highlands for less than 5 years (23%) compared especially with those have lived in the Highlands for more than 10 years where the percentages of people agreeing and disagreeing are equal (so the score is 0%);

- Council house tenants (7%) compared with home owners (3%) and people living in other forms of accommodation (-8%);

- People aged 65+ (5%) compared with those aged 25-44 (-3%);

- People who are retired (7%) compared with those who are unemployed (2%), those who are employed (-1%) and those unable to work (-18%);

- Respondents with no school aged children (5%) compared with those who have school aged children (-9%).

The Qualities Most Important to Respondents

134. Respondents were then asked to choose from the 13 qualities the 5 which they thought were the most important – the ones therefore that they believed The Highland Council should most exemplify. Some 94% of the entire sample answered this question and Table 3.11 below ranks the 13 qualities according to the percentage of respondents placing the specific qualities within their top 5.

Table 3.11 Respondents Views as to the 5 Most Important Qualities for The Highland Council to Display

Qualities as Ranked in Order of Importance by Respondents in 2011 Survey	Respondents Mentioning Quality in Their Top 5 (2011) %	Respondents Mentioning Quality in Their Top 5 (2010)
1. Maintains good quality local services	77	74
2. Provides value for money	62	62
3. Listens to local people	60	63
4. Is efficient	45	48
5. Is aware of people's needs	39	44
6. Involves people in how it spends its money	38	36
7. Treats all residents fairly	36	38
8. Tells local people what it is doing	34	32
9. Is environmentally friendly	32	35
10. Represents your views	20	22
11. Is helpful	18	18
12. Is approachable	14	n/a
13. Is a fair employer	14	14

N=1,112 in 2011

135. Top of the list is that the Council **"maintains good quality local services"** (supported by 77% - up from 74% in 2010. Two other qualities are endorsed by 60% or more: **"provides value for money"** (chosen by 62% - the same percentage as in 2010); and **"listens to local people"** (selected by 60% - down slightly from 63% in 2010).

136. The fourth most popular option in 2011 came close to achieving 50% support - **"is efficient"** was selected by 45% (48% in 2010). **"Is aware of people's needs"** ranks 5th having been chosen by 39% (39% in 2011).

137. Four options attract 32%-38% of respondents: **"involves people in how it spends its money"** (the choice of 38%); **"treats all residents fairly"** (36%); **"tells local people what it is doing**" (34%); and **"is environmentally friendly"** (32%).

138. At the foot of the table there are four options which, in 2011, won the support of 1 in 5 or less. These are: **"represents your views"** (selected by 20%); **"is helpful"** (the choice of 18%); **"is approachable"** (selected by j14%); and **"is a fair employer"** (chosen by 14%).

139. In analysing the support for these 13 qualities amongst respondents to the 2011 survey by the various categories there are no pronounced differences according to gender, age, disability or residency in the Highlands. But there are some marked differences according to employment status and form of housing tenure. These variations are notable in respect of the responses given to 5 of the qualities:

- **"Treats all residents fairly"** is the second highest priority of all who are unable to work having been selected by 58% of such respondents while it is chosen by 34% of those who are retired, 36% of people who are employed and 40% of for those who are unemployed. It is also selected by 53% of council house tenants compared with 35% of home owners.

- **"Is aware of people's needs"** is selected by a majority (51%) of people unable to work compared with 32% of those who are unemployed, 39% of those who are employed and 42% of those who are retired.

- **"Involves people in how it spends its money"** is chosen by 38% of home owners compared with 22% of council house tenants.

- **"Tells local people what it is doing"** is chosen by 47% of those who are unemployed and those unable to work – compared with 27% of those who are employed.

- And **"is a fair employer"** is selected as a top 5 quality by 18% of those who are employed but just 2% of those unable to work and 8% of those who are unemployed.

Expectations

140. Table 3.12 below shows that when invited to think generally about what they expect from The Highland Council around 6 out of 10 respondents in the 2011 Survey **(59.3%)** say that it is **"about what [they] expect"**. This is in line with the responses for the Surveys of 2008-2010 which ranged from 58%-61%**.** For some **23.1%** The Highland Council **"falls slightly short of [their] expectations"** – a return which is consistent with the 23%-25% returns for this category since 2007. The percentage of people who say the Council "**falls a long way short of [their] expectations"** is **7.4%** thus revealing that the downward trend evident in the last 3 years is continuing. Meanwhile the figures for those who say their **expectations have been exceeded either slightly or greatly** – **10.2%** - is consistent with the range of returns in the last 4 years.

Table 3.12 Expectations of The Highland Council

Expectations	2011 %	2010 %	2009 %	2008 %	2007 %
Greatly exceeds your expectations	0.7	1	2	1	2
Slightly exceeds your expectations	9.5	9	6	7	8
Is about what you expect	59.3	58	61	59	55
Falls slightly short of your expectations	23.1	24	23	24	25
Falls a long way short of your expectations	7.4	8	9	9	12
Total	**100**	**100**	**100**	**100**	**100**

In 2011 N =1,131

141. Across all the groups of respondents bar one the majority view is that The Highland **"about what [they] expect"** with the percentage of respondents choosing this option ranging from 56%-68%. The one exception is people who are unable to work. In that category some 54% say that The Highland Council falls short (either slightly or a long way) of their expectations. The comparable figure for those who are retired is 21% - they being the group least likely to say that The Highland Council had fallen short (in either way) of their expectations.

Providing Information on Performance – The Preferred Means of Communication

142. Respondents were then asked: **"The Council is committed to providing information on its performance and wants to provide this in the best format possible. From the list below which are your preferred means of communication? Please tick all that apply."** The results are revealed in Table 3.13 below.

Table 3.13 Preferred Means of Communication re Information on The Highland Council's Performance

Means of Communication	2011 %	2010 %	2009 %	2008 %	2007 %
Included with the booklet received with council tax bill	58	59	69	52	48
Published on the Council's web pages	44	43	35	31	25
Written information from Service Points and other offices	37	32	35	34	16
Email	36	32	18	19	n/a
A separate newsletter to each household	25	28	29	34	43
As a newspaper insert	25	24	22	24	20
Leaflets and notices in council facilities	23	20	16	19	n/a
Provided directly from the service	14	14	8	10	n/a
Through contact with your councillor	9	9	5	7	n/a
Through ward forums	7	8	3	3	11

In 2011 N= 1,136

143. The main features of the results in Table 3.13 above are:

- The only option to command the support of a majority of respondents continues to be: **"included with the booklet received with council tax information"** - though note that support for this preference has fallen back from its high point of 2009 (69%).

- Communication by electronic means is still gaining in preference with **"publication on the Council's web pages"** supported by 44% - a slight rise from 43% in 2010 - while the percentage of those expressing a preference for communication **"by email"** has risen even more to 36% from 32% in 2010.

- **"Written information from service points and other offices**" has also grown in importance with 37% of respondents choosing this option – up from 32% in 2010.

- **"A separate newsletter to each household"** continues to fall in popularity – it is now chosen by 25% compared with 28% in 2010 thus declining further from 43% in 2007.

144. A conspicuous difference is apparent in the stated preferences of different age groups. While 53% of the 25-44 age group selected performance information being **"published on the Council's web pages"** (making this their most popular preference) and

48% of those aged 45-64 chose that same option (making it their second most popular option), amongst those aged 65+ a much smaller percentage – 21% - selected this means of communication. A similar pattern – albeit less pronounced - is noticeable when the option of receiving the information **"by email"** is considered: it is the choice of 48% of the 25-44 year olds, 29% of the 45-64 year olds, but just 21% of those aged 65+.

145. People who are disabled show a greater preference for **"written information from Service Points and other offices**" (46%) and they are also much less inclined to choose electronic means of communication (**publication on the Council's web pages** and **email** receiving support respectively of 25% and 24%).

146. A majority of those who are employed – 52% - would welcome **publication on the Council's web pages** but only 27% of those who are unable to work and 25% of those who are retired chose that option.

147. Regarding home ownership the following is observable:

- **"Written information from Service Points and other services"** is chosen by a large majority of council house tenants - 69% - compared with 34% of those who own their homes.

- A separate newsletter is selected by 44% of council house tenants compared with 24% of those who own their home.

- Home owners are twice as likely as council house tenants to select **"published on the Councils web pages**" (41% compared with 21%) and **"email"** (30% compared with 15%).

Views of Council Tenants on The Highland Council as their Landlord

148. For the first time the Performance Survey included a question **asking council tenants for their views on The Highland Council as their landlord**. The question listed 9 statements and invited respondents to give their views as to whether they agreed or disagreed with them. Table 3.14 below gives the results with the qualities ranked in order of the net satisfaction rate. This rate is calculated by taking the percentage of respondents agreeing with the statement in either way and subtracting the percentage of respondents disagreeing with the statement in either way.

Table 3.14 Views of Council Tenants on The Highland Council as Their Landlord

Quality	Strongly Agree %	Agree %	Neither Agree nor Disagree %	Disagree %	Strongly Disagree %	Net Satisfaction Rate (Agreeing in either way – Disagreeing in either way) %
Is able to help you if you have a problem	20	47	25	3	5	**59**
Is an efficient landlord	12	52	23	10	3	**51**
Maintains its homes in good condition	10	57	15	12	7	**48**
Cares about its tenants	7	44	34	12	3	**36**
Listens to its tenants	7	46	27	17	3	**33**
Gives good value for money for the rent you pay	13	39	24	16	8	**28**
Is good at helping tenants with rent arrears sort out their problems	7	25	54	7	7	**18**
Will help you sort out neighbour problems	2	25	54	12	7	**8**
Has enough money to do a good job	2	15	46	25	12	**-10**

N = 56 to 62

149. **"Is able to help you in any way"** is a statement with which 67% agreed (including 20% strongly so) and 8% disagreed (including 5% strongly so) giving a net satisfaction rate of 59% making this the one with the highest rating. Or put another way, 2 in 3 council tenants agree with the statement – including 1 in 5 strongly so - and just 1 in 12 disagree with it in any way. The one observation that stands out when looking at the results by category is that those who disagree with the statement are all males.

150. **"Is an efficient landlord"** is a statement with which 64% agreed (including 12% strongly so) and 13% disagreed (including 3% strongly so) giving a net satisfaction rate of 51% making this the one with the second highest rating. Looking at the results by category it is notable that no-one aged 65+ disagrees the statement.

151. **"Maintains its homes in good condition"** is a statement with which 67% agreed (including 10% strongly so) and 19% disagreed (including 7% strongly so) giving a net satisfaction rate of 48% making this the one with the third highest rating. Of all 9 statements

this is the one that sees the lowest percentage of respondents – just 15% - select the “neither agree nor disagree” option.

152. **“Cares about its tenants”** is a statement with which 51% agreed (including 7% strongly so) and 20% disagreed (including 3% strongly so) giving a net satisfaction rate of 36% which ranks it fourth in the list. There is no-one who is retired who disagrees with that statement and only 1 person who is employed.

153. **“Listens to its tenants”** is a statement with which 53% agreed (including 7% strongly so) and 20% disagreed (including 3% strongly so) giving a net satisfaction rate of 33% which ranks it fifth in the list. Once again it is noticeable that only 1 person who is retired and 1 person who is employed disagreed with that statement.

154. **“Gives good value for money for the rent you pay”** is a statement with which 52% agreed (including 13% strongly so) and 24% disagreed (including 8% strongly so) giving a net satisfaction rate of 28% which ranks it sixth in the list. People who do not have a disability (34%) are much more likely to disagree with this statement compared with people who do have a disability (11%).

155. Note that for **each of the six statements** commented on so far **the percentages of those agreeing (including strongly so) with these statement is a majority of the tenants responding to the survey** - the range is from 51%-67%.

156. **“Is good at helping tenants with rent arrears sort out their problems”** is a statement with which 32% agreed (including 7% strongly so) and 14% disagreed (including 7% strongly so) giving a net satisfaction rate of 18% ranking it seventh in the list. It is noticeable that for this statement the most favoured response is “neither agree nor disagree” which is chosen by 54% of all respondents rising to 67% amongst those aged 65+. It is also worth observing that no-one aged 65+ disagreed with the statement.

157. **“Will help you sort out neighbour problems”** is a statement with which 27% agreed (including 2% strongly so) and 19% disagreed (including 7% strongly so) giving a net satisfaction rate of 8% ranking it eight on the list. Once again we observe that for this statement the most favoured response is “neither agree nor disagree” – this option was chosen by 54% of all respondents.

158. **“Has enough money to do a good job”** is a statement with which 17% agreed (including 2% strongly so) and 37% disagreed (including 12% strongly so) giving a net satisfaction rate of -10% which is the only negative net satisfaction rating of the 9 statements on which council tenants passed their verdicts. Note though that of the 5 options presented the one which was selected by more respondents than any other was “neither agree nor disagree” – it was chosen by 46%. By categories there are two observations which stand out: 49% of males disagree with the statement compared with 26% of females; and 48% of people with a disability disagreed with the statement compared with 30% of people who do not have a disability.

Views of Council Tenants on Housing Services

159. Council tenants were then asked in a second question: **“Do you think that housing services are: improving/ staying the same/ getting worse?”** The results are in Table 3.15 below.

Table 3.15 Views of Council Tenants on Housing Services

Views	Percentage Holding the View
Improving	18
Staying the same	61
Getting worse	21
Total	**100**

160. The most favoured option chosen by tenants when giving their view on the trend in housing services is that they are “staying the same” – it was selected by 61%. The percentage of those who view housing services as “getting worse” stands at 21% while 18% view services as “improving”. Looking at the responses in another way, basically they mean that **3 in 5 tenants view services as “staying the same”** while **1 in 5 see them as “getting worse”** and **1 in 5 believe they are “improving”.**

SECTION 4: COMMUNITY LIFE

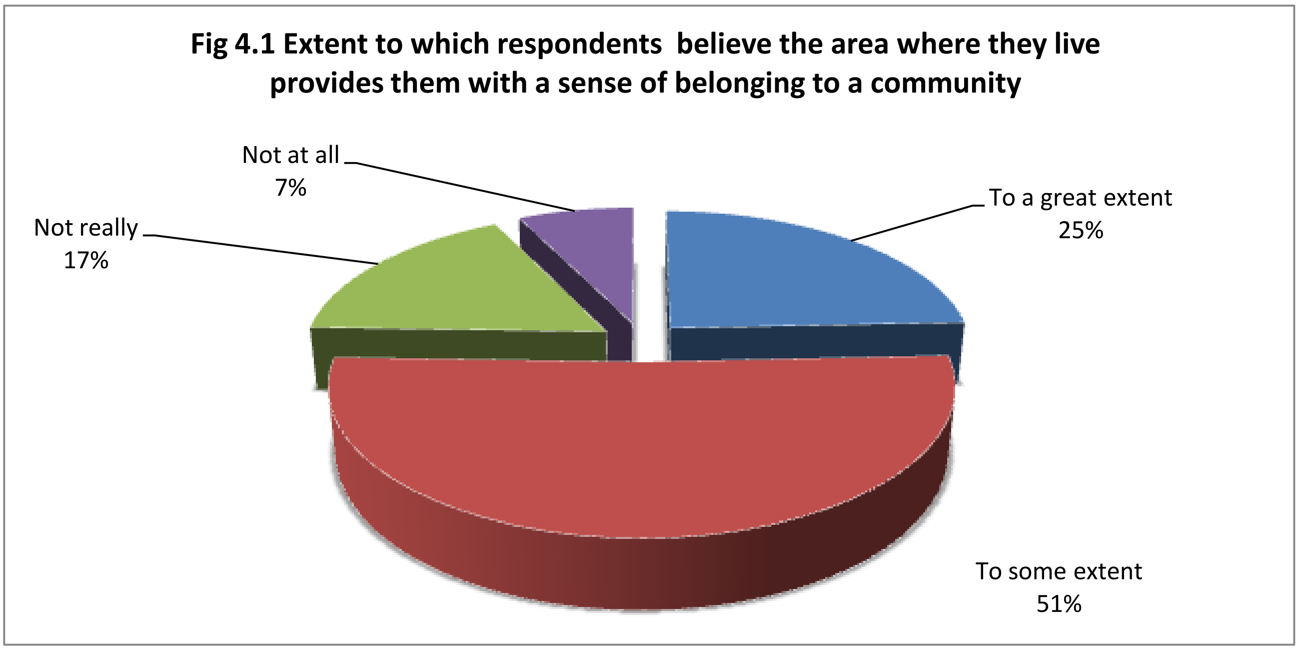
Views of Respondents as to the Extent to which the Area where they Live Provides Them with a Sense of Belonging to a Community

161. The first of 12 questions in this new section entitled 'Community Life' asked: **"To what extent does the area where you live provide you with a sense of belonging to a community?"** The results are found in Table 4.1 and Figure 4.1 below.

Table 4.1 Extent to which the Area where Respondents Live Provides them with a Sense of Belonging to a Community

	2011 %
To a great extent	24.3
To some extent	51.2
Not really	17.2
Not at all	7.3
Total	**100**

N= 1.143



162. The results show that **3 in 4 of the respondents (75.5%) believe that the area where they live provides them with at least some sense of belonging to a community.** For some 17.2% of respondents the belief is that the area in which they live does not really provide them with that sense of belonging to a community while a further 7.3% believe that the area where they live emphatically does not provide them with that sense.

163. It is notable that across all categories there is a clear majority who believe that the area where they live provides them with at least some sense of belonging to a community - the minimum is 56% amongst people unable to work while the maximum is 79% from respondents who are retired.

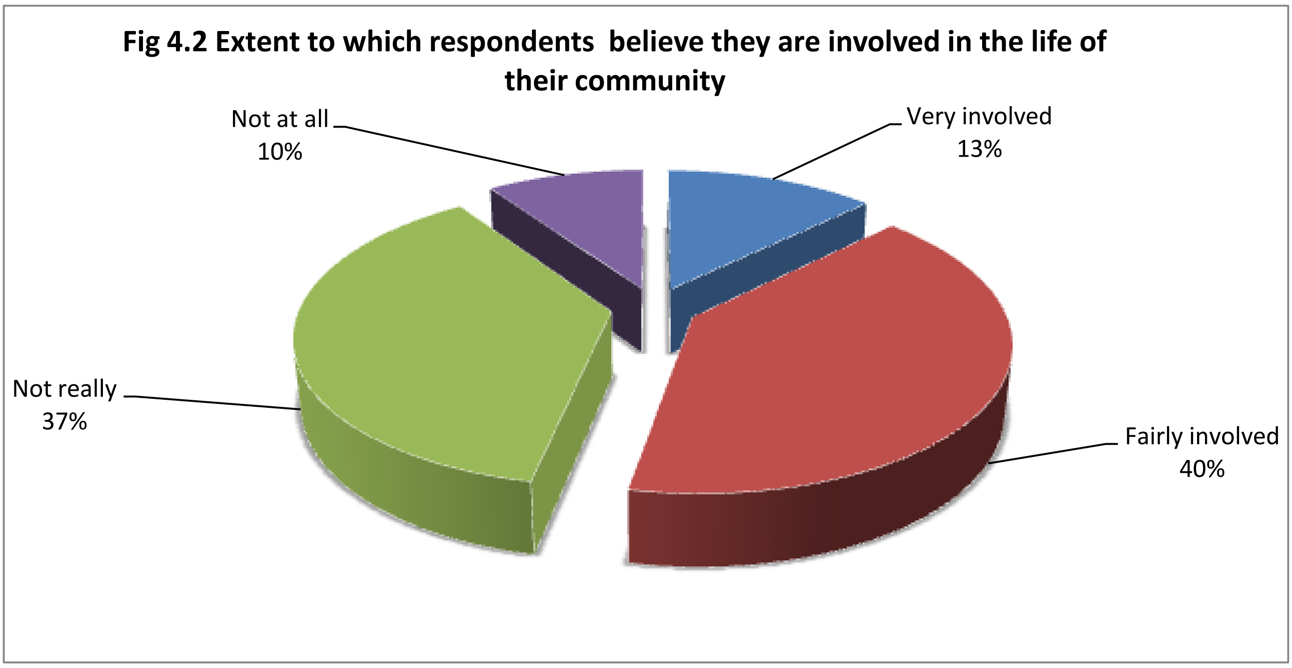
Involvement of Respondents in Their Community

164. Respondents were then invited to answer the question: "How involved are you in the life of your community?" Their answers are found in Table 4.2 and Figure 4.2 below.

Table 4.2 How Involved Respondents Regard Themselves as Being in the Life of their Community

	2011 %
Very involved	12.8
Fairly involved	40.3
Not really	37.3
Not at all	9.6
Total	**100.0**

N= 1.149



165. These results show that **53% of respondents feel involved to some extent in their community** (including 13% who feel very involved) while **37% classify themselves as "not really" being involved** with a further **10% saying that they are "not at all" involved**.

166. By categories the highest percentages of respondents who classify themselves as being involved (either "fairly" or "very") in their community are: people with school aged children (64%); and people resident in the Highlands less than 10 years (63%). Conversely the group of respondents with the lowest percentage involved in their community is people who are unable to work (44%).

167. **It is at ward level though that the differences are at their most marked.** Firstly, these are the wards where the highest percentages of respondents) are to be found saying that they are involved (either “fairly” or “very”) in their community:

- Eilean a' Cheò (80%)
- Fort William and Ardnamurchan (80%)
- Wester Ross, Strathpeffer and Lochalsh (72%)
- Badenoch and Strathspey (69%)
- North, West and Central Sutherland (67%)
- Aird and Loch Ness (65%)
- Black Isle (61%)
- Coal and Mallaig (59%)
- Nairn (58%)

168. Secondly, these are the wards where we find the lowest percentages of respondents (all under 40%) saying that they are involved (either “fairly” or “very”) in their community:

- Inverness South (12%)
- Inverness Ness-side (22%)
- Inverness Milburn (27%)
- Culloden and Ardersier (32%)
- Inverness Central (36%)
- Cromarty Firth (36%)

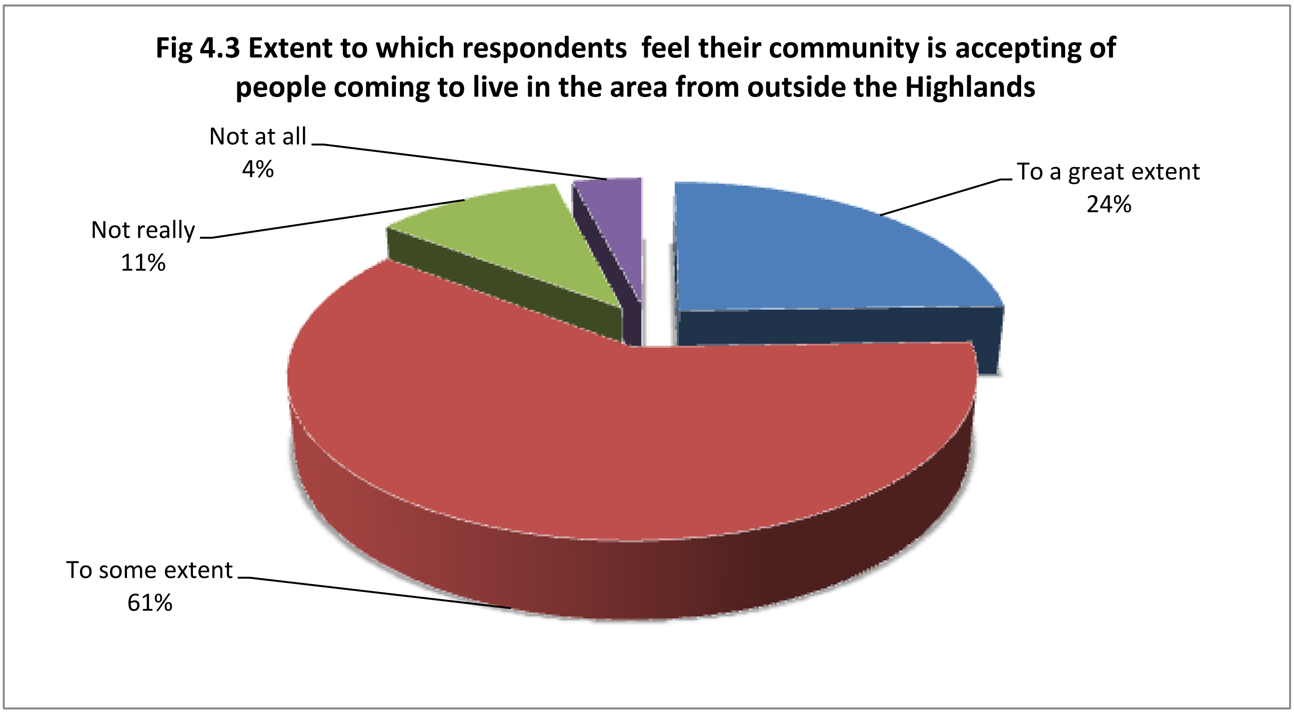
Extent to which Respondents feel their Community is Accepting of People coming from outside the Highlands to Live in the Area

169. Respondents were then asked the question: “To what extent do you feel your community is accepting of people coming to live here from outside the Highlands?” Their views are recorded in Table 4.3 and Figure 4.3 below:

Table 4.3 Extent to which Respondents feel their Community is Accepting of People coming from outside the Highlands to Live in the Area

	The whole sample %	People resident in the Highlands less than 5 years %	People resident in the Highlands between 5 and 10 years %	People resident in the Highlands for more than 10 years %
To a great extent	24.5	26	39	24
To some extent	60.8	55	47	62
Not really	10.7	10	9	12
Not at all	4.0	9	4	2
TOTAL	**100**	**100**	**100**	**100**

N= 1,143



170. The results show that as far as the whole sample is concerned, the majority of respondents (60.8%) believe that their community is accepting "to some extent" of people coming to live in the area from outside the Highlands. A further 24.5% believe that their community is "to a great extent" accepting of people coming from outwith the Highlands to live in the area. **In total therefore, 85.3% of respondents believe their community is accepting, to at least some extent, of people coming to live in the area from outside the Highlands.**

171. For some 10.7% though there is the belief that their community is "not really" accepting of people from outside the Highlands coming to live in the area while 4% think that their community is "not at all" accepting of such people.

172. By category of users the two groups of respondents where the percentage of those who believe that their community is accepting (either "to some extent" or "to a great extent") of people coming to live in the area from outside the Highlands is much lower than others are: people unable to work (55%); and council tenants (58%).

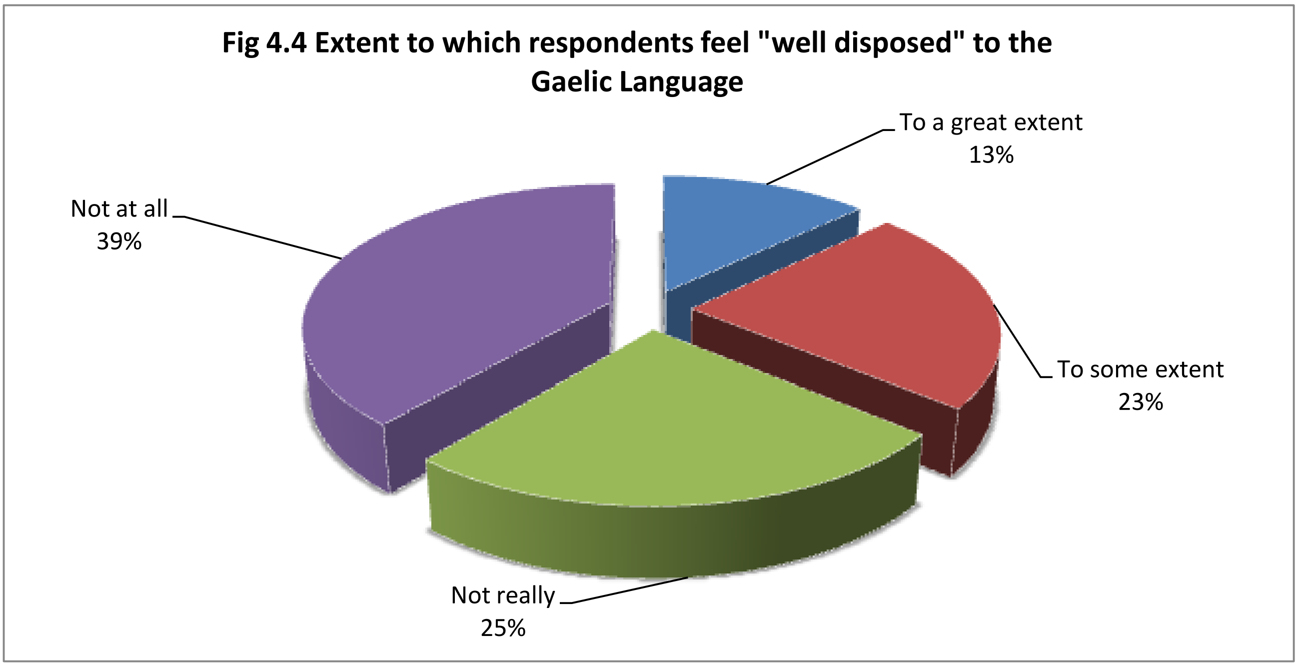
Gaelic Language

173. Respondents were then asked a question about Gaelic: "To what extent do you feel 'well disposed' to the Gaelic language?" Table 4.4 and Figure 4.4 below reveal the results.

Table 4.4 Extent to which respondents feel "well disposed" to the Gaelic language

	2011 %	2010 %	2009 %	2008 %
To a great extent	13	14	12	14
To some extent	23	27	26	27
Not really	25	26	27	28
Not at all	39	33	35	31
Total	**100**	**100**	**100**	**100**

In 2010 N= 1,137



174. Some 36% of all respondents felt well disposed “to a great extent” (13%) or “to some extent” (23%) towards the Gaelic language – a decrease on the returns of former years (41% in 2010; 38% in 2009; 41% in 2008). Those who say that they do not feel well disposed towards Gaelic extend to 64% (including 39% who say “not at all) – a figure that is higher than that of previous years (59% in 2010; 62% in 2009; 59% in 2008).

175. Looking at the categories of respondents, the highest percentages of people well disposed to Gaelic are found in people aged 75+ (53%).

Extent to which Respondents’ Communities Feel Safe for Themselves, Their Families and Others

176. Respondents were then asked: “To what extent does your community feel like a safe place to be in for you, your family and others?” Their answers are revealed in Table 4.5 below.

Table 4.5 Extent to which Respondents Feel their Communities are a Safe Place for Themselves and Various Groups of People

Individual/ Group	To a great extent (A) %	To some extent (B) %	Total Safe (A+B) %	Not really (C) %	Not at all (D) %	Total Not Safe (C + D) %	Total Safe - Total Not Safe %
You	66	30	**96**	3	1	**4**	**92**
Your family	62	33	**95**	4	1	**5**	**90**
Parents & toddlers	55	38	**93**	5	2	**7**	**86**
Young children	52	39	**91**	7	2	**9**	**82**
New residents to the area	42	48	**90**	7	1	**8**	**82**
Teenagers (boys)	41	48	**89**	10	1	**11**	**78**
Teenagers (girls)	42	46	**88**	11	1	**12**	**76**
Older people	51	37	**88**	10	2	**12**	**76**
Adults at risk of harm	38	46	**84**	14	2	**16**	**68**
Ethnic minorities	36	48	**84**	14	2	**16**	**68**

N= 1,040 – 1,134

177. The **main finding** evident from Table 4.5 is that **the vast majority of respondents feel that the community in which they live is a safe place for themselves, their families and for other groups.**

178. The people respondents feel are most safe within their community are they themselves. Almost 2 in 3 (66%) feel that their community is "to a great extent" a safe place for them to live in. A further 30% say that their community is "to some extent" a safe place for them to be. That means that a total of **96% of respondents believe that their community is a safe place - to at least some extent - for them to be.** Just 4% regard their community as being an unsafe place for them. Deducting that 4% from the 96% gives a net safety rating of 92%.

179. Respondents also feel that their **families are also very safe within their community – giving a net safety rating of 90%.**

180. There are **6 other groupings which have net safety ratings of 76%-86%** namely: parents and toddlers (86%); young children (82%); new residents to the area (82%); teenage boys (78%); teenage girls (76%); and older people (76%).

181. **The two groups that are giving the lowest equal net safety rating are: adults at risk of harm (68%); and ethnic minorities (68%).** Note that while around 2 in 3 respondents (66%) feel safe themselves “to a great extent” within their own community, in their opinion that same sense of safety for ethnic minorities and adults at risk of harm is lacking. Only just over 1 in 3 (36%) of all respondents state that they feel their community is a safe places “to a great extent” for ethnic minorities. And for adults at risk of harm the comparable figure is just marginally higher at 38%.

182. Throughout the 10 sets of results under this heading **there are two categories of respondents – those who are unable to work** and **those who are council house tenants - who consistently record the lowest percentages amongst those selecting the “feel safe to a very great extent” option**. For example, while 71% of people who live in the Highlands less than 10 years and 69% of those who are retired selected “to a great extent” as the option that best described how safe they felt within their community, the comparable figure for those unable to work was 44% and for council tenants it was 41%. Another example is adults at risk of harm where people who are retired give a net safety rating of 75% but for both people who have a disability and those who are unable to work it is almost half that at 38%. Finally, for ethnic minorities the net safety rating supplied by those who are retired is 79%, and for those who are employed is 73% but for council tenants it is 32% and for those unable to work it is just 14%.

183. **There are some sharp differences amongst the returns from respondents according to the wards in which they live.** When considering how safe they felt themselves to be in their community, the percentage of respondents from the following 11 wards chose the option – “to a great extent” – at a higher level than the 66% of the entire sample. The list is headed by Wester Ross, Strathpeffer and Lochalsh where a remarkable 92% say that they feel safe “to a great extent” within their community. Not far behind are the following:

- East Sutherland and Edderton (88%)
- North, West and Central Sutherland (88%)
- Eilean a' Cheò (85%)
- Coal and Mallaig (81%)
- Fort William and Ardnamurchan (79%)
- Aird and Loch Ness (78%)
- Badenoch and Strathspey (74%)
- Landward Caithness (74%)
- Black Isle (73%)
- Thurso (69%)

184. Then there are the 11 wards where the percentage of respondents choosing the option of saying that they feel safe to “a great extent” within their community was lower than the average of 66%. It is particularly notable that less than 1 in 5 respondents from Inverness Central report that they feel safe “to a great extent”.

- Inverness Central (19%)
- Inverness Milburn (39%)

- Inverness West (44%)
- Nairn (47%)
- Cromarty Firth (49%)
- Inverness Ness-side (51%)
- Culloden and Ardersier (51%).
- Dingwall and Seaforth (54%)
- Wick (55%)
- Tain and Easter Ross (58%)
- Inverness South (63%)

Worries about certain Activities in Neighbourhood

185. Respondents were then asked about their level of worry regarding ten different activities that might be taking place within their neighbourhood. The extent of their worries is revealed in Table 4.6 below with the activities ranked according to the total percentage of people worried (which involves adding the percentage of those worried "to a great extent" to those who are worried "to some extent").

Table 4.6 Extent to which Respondents Feel Worried about Certain Activities in their Neighbourhood

Activity	To a great extent (A) %	To some extent (B) %	Total Worried (A+B) %	Not really %	Not at all %
Speeding cars	31	41	**72**	17	11
Dog fouling/littering	28	43	**71**	18	11
Alcohol misuse	21	34	**55**	28	17
Vandalism, graffiti or other damage to property	15	36	**51**	32	17
Anti-social behaviour by young people	18	33	**51**	31	18
Drug misuse or dealing	20	25	**45**	33	22
Noisy neighbours or regular loud parties	9	19	**28**	38	34
Child abuse	8	15	**23**	48	29
Violence against women	7	15	**22**	43	35
Abuse of adults at risk	6	15	**21**	49	30

N= 1,094–1,133

186. From the list of 10 activities there are **two issues about which more than 70% of all respondents declare themselves worried.** The first is **"speeding cars"** in the neighbourhood **about which 72% are worried** – including 31% who are worried "to a great extent". Those who are "not really" worried amount to 17% while an additional 11% say that they are "not at all" worried about speeding cars in their neighbourhood. This is an issue of

concern right across all the categories of respondents. At ward level the highest percentage of respondents worried about the activity to some extent at least are to be found in: Wick (90%); Thurso (89%); Inverness Central (89%); Fort William and Ardnamurchan (85%); Badenoch and Strathspey (83%); Aird and Loch Ness (81%); and Tain and Easter Ross (81%). The lowest percentage of respondents worried about speeding cars in their neighbourhood is found in Inverness South (54%).

187. **Dog fouling/littering** is the second ranked activity about which respondents express their concerns with some **71% saying they are worried about it** in their neighbourhood (with 28% being worried about it “to a great extent”). Some 18% are “not really” worried about it while 11% are not at all worried about this activity in their locality. Again this is an issue of concern across all categories. At ward level the highest percentages of people expressing their worries about this activity to some extent at least are to be found in: Thurso (92%); Wick (89%); Inverness Central (86%); Inverness Ness-side (85%); Cromarty Firth (84%); Dingwall and Seaforth (82%); Tain and Easter Ross (81%); Badenoch and Strathspey (80%); and Fort William and Ardnamurchan (80%). There is only one ward where the percentages of those who are worried about this activity are less than 55% and that is Eilean a' Cheò (35%).

188. **Alcohol misuse in their neighbourhood is a worry to at least “some extent” for 55% of all respondents**. There are 21% who are worried “to a great extent” and 34% who are concerned “to some extent” about its prevalence locally. Some 28% are “not really” and 17% are “not at all” worried about alcohol misuse in their locality. A majority of respondents across all categories bar one - people resident in the Highlands for less than 5 years (41%) – express concern about alcohol misuse in their neighbourhood. The highest percentages of those who are worried are found amongst those respondents who are: retired (64%); people unable to work (64%); council tenants (63%); and people who have a disability (63%). At ward level the highest percentages of people expressing their worries about this activity to some extent at least are to be found in: Tain and Easter Ross (78%); Badenoch and Strathspey (71%); Cromarty Firth (68%); Wick (67%); Inverness Central (66%); Caol and Mallaig (63%); Fort William and Ardnamurchan (63%); North, West and Central Sutherland (63%); and Wester Ross, Strathpeffer and Lochalsh (63%). On the other hand there 3 wards where the percentage of respondents who are worried about alcohol misuse in their neighbourhood is less than 40% - Inverness South (24%); Aird and Loch Ness (37%) and Inverness West (39%).

189. For **vandalism, graffiti or other damage to property, a slight majority of 51% of all respondents say that they are worried about these activities in their neighbourhood.** Some 15% are worried about it to “a great extent”, and 36% “to some extent” with 32% “not really” worried about these activities while 17% say they are “not at all” worried about them. By category of respondents there is a notable variation in views according to housing tenure. Some 67% of council tenants express worries about these activities – including 25% who are worried about it to a great extent – compared with 50% of home owners and 43% of people who live in other forms of accommodation. There are some marked differences in the levels of worry expressed at ward level. Wards where respondents are most worried about these activities in their localities to some extent at least are: Dingwall and Seaforth (75%); Cromarty Firth (69%); Inverness Central (69%); Wick

(68% - including a very high figure of 39% who are worried about it to "a great extent"); Tain and Easter Ross (67%); Thurso (66%); Badenoch and Strathspey (63%); and Nairn (63%). On the other hand there are wards where the number of those who are worried about these activities are fewer than 1 in 3 (33%) and this list is headed by North, West and Central Sutherland (17% - with no-one rating it as a matter that worries them to a "great extent") followed by Eilean a' Cheò (21%); Landward Caithness (31%); and Wester Ross, Strathpeffer and Lochalsh (32%).

190. **Anti-social behaviour by young people in their neighbourhood is a worry to 51% of all respondents.** Some 18% are worried about it to a "great extent" and 33% to "some extent" while 31% say it is "not really" a concern to them and a further 18% regard it as being "not at all" an activity that they are worried about in their neighbourhood. This is an activity of most concern to council tenants (70%) – a level much higher than the 48% for both home owners and those who live in other types of accommodation. At ward level there are 4 wards where at least 2 in 3 respondents state that they are worried about this activity in their locality to some extent or to a great extent: Inverness Central (77%); Cromarty Firth (74%); Inverness Milburn (70%); and Nairn (66%). There are 4 other wards where the worries of respondents are at the 60%-61% level – which is notably higher than the 51% returned by the entire sample. These wards are: Wick (61% - including 35% who are worried about it to "a great extent); Dingwall and Seaforth (61%); Inverness Ness-side (61%); Thurso (61%); and Tain and Easter Ross (60%). On the other hand there are 2 wards where concern about this activity is under 30% – North, West and Central Suthelrand (13% - and the only ward to return 0% for the option of worried about it to "a great extent); Eilean a' Cheò (19%); and Wester Ross, Strathpeffer and Lochalsh (29%).

191. **Drug misuse or dealing in their neighbourhood is a worry for 45% of all respondents.** Some 20% are worried about it to a "great extent" and 25% to "some extent" while 33% say it is "not really" a concern to them and a further 22% regard it as being "not at all" an activity that they are worried about in their neighbourhood. By housing tenure there is notable difference in that 63% of council tenants are worried about these activities to at least some extent – much higher than the 45% recorded amongst homeowners and the 44% of those in other accommodation. And amongst people who are unable to work, 58% are worried about this activity in their localities compared with 45% of those who are employed and 45% of those who are retired and 47% of those who are unemployed. At ward level there are 11 wards where at least 54% of respondents state that they are worried about this activity in their communities to at least some extent. This list is headed by Wick (70%); Tain and Easter Ross (67%); Cromarty Firth (66%); Dingwall and Seaforth (63%); Wester Ross, Strathpeffer and Lochalsh (61%), Thurso (60%); East Sutherland and Edderton (55%); Badenoch and Strathspey (54%); Inverness Central (54%); Culloden and Ardersier (54%); and Nairn (54%). On the other hand there 5 wards where the percentage of respondents who are worried about drug misuse or dealing in their neighbourhood is less than 33% (or 1 in 3) – North, West and Central Sutherland (17%); Inverness West (27%); Eilean a' Cheò (30%); Inverness South (30%); and Aird and Loch Ness (31%).

192. **Noisy neighbours or regular loud parties in their neighbourhood are activities which worry 28% of all respondents.** Some 9% are worried about it to a "great extent" and 19 % to "some extent" while 38% say it is "not really" a concern to them and a further

34% regard it as being “not at all” an activity that they are worried about in their neighbourhood. This is an issue of most concern to: people who are unable to work (56%); council house tenants (48%); and those who have a disability (41%). At ward level there are 4 wards which stand out. Two of these are because of the notably higher than average percentages of people expressing some concern – Inverness Central (47%) and Fort William and Ardnamurchan (41%) – and two because of the much lower than average percentages of people expressing concern - Eilean a' Cheò (6%); and Wester Ross, Strathpeffer and Lochalsh (8%).

193. **Child abuse in their neighbourhood is a worry to 23% of all respondents.** Some 8% are worried about it to a “great extent” and 15% to “some extent” while 48% say it is “not really” a concern to them and a further 29% regard it as being “not at all” an activity that they are worried about in their neighbourhood. There is only one category of respondents where there is a notably higher than average percentage of people who say that child abuse in their locality is a worry to them and that is people who are unable to work (46%). At ward level there are 3 wards where worries expressed are notably higher: Tain and Easter Ross (42%); Dingwall and Seaforth (39%); and Wick (38%).

194. **Violence against women in their neighbourhood is a worry for 22% of all respondents.** Some 7% are worried about it to a “great extent” and 15% to “some extent” while 43% say it is “not really” a concern to them and a further 35% regard it as being “not at all” an activity that they are worried about in their neighbourhood. A notably higher percentage of men (25%) express themselves as worried about violence against women in their neighbourhood compared with the returns from females (18%). Higher levels of worry are also found amongst: people unable to work (46%); council tenants (36%); people who have a disability (33%). At ward level there are 2 wards where the percentages of respondents stating that they are worried about this activity in their locality are appreciably higher than average: Tain and Easter Ross (44%); and Dingwall and Seaforth (36%).

195. **Abuse of adults at risk in their neighbourhood is a worry for 21% of all respondents.** Some 6% are worried about it to a “great extent” and 15% to “some extent” while 49% say it is “not really” a concern to them and a further 30% regard it as being “not at all” an activity that they are worried about in their neighbourhood. This is an issue of most concern to: people who are unable to work (40%); and those who have a disability (32%). At ward level there are 2 wards where the percentages of respondents stating that they are worried about this activity in their locality are appreciably higher than average: Tain and Easter Ross (38%); and Dingwall and Seaforth (34%). Conversely there are 5 wards where the percentages of those who say that they are worried about this issue are 9% or lower namely: Inverness South (6%); Inverness West (8%); North, West and Central Sutherland (9%); Eilean a' Cheò (9%); and Aird and Loch Ness (9%).

Safety of the Area near Respondents’ Home

196. Respondents were then asked to rate the safety of the area near their homes as follows: **“Taking everything into account, how do you rate the area within 15 minutes walk of your home as a place to live?”** Their views are revealed in Table 4.7 below.

Table 4.7 Rating of the Safety of the Area within 15 Minutes Walk of Home

	2011 %	2010 %	2009 %	2008 %
A very safe area	51.3	59	45	46
A fairly safe area	41.6	38	47	49
Total Safe	**92.9**	**97**	**92**	**95**
Rather unsafe area	5.5	2	5	4
A very unsafe area	1.1	1	2	1
Total Unsafe	**6.6**	**3**	**7**	**5**
No opinion	**0.5**	**n/a**	**n/a**	**n/a**
Net Safety Rating (Total Safe – Total Unsafe)	**86.3**	**94**	**85**	**90**

In 20101 N= 1,134   N/A = not applicable

197. **In 2011 a total of 92.9% respondents rate their locality as either "very" or "fairly safe"** which represents a fall from the comparable figure of 97% in 2010 and a return to the level of 2009 when it also stood at 92%. Those who feel that their locality is unsafe to any extent total 6.6% - a rise from 3% in 2010 and a return to virtually the 7% level recorded in 2009. We can compute a net safety rating by deducting the percentage of respondents who feel that their area is unsafe to any degree from the percentage who feel their area is safe. The **net safety rating stands at 86.3% in 2011** – down from the 94% recorded in 2010 and a return to a level similar to that of 2009 when it stood at 85%.

198. Looking in more detail at the results for 2011 we see that a slender majority of respondents - 51.3% - rated the area within 15 minutes walk of their home as being "very safe". This is a fall from the 59% level of 2010 but it remains higher than the figures of 45% and 46% recorded in 2009 and 2008 respectively. A higher percentage of people who are retired (98%) and people who are employed (95%) classify their neighbourhoods as "very safe" or "fairly safe" compared with those who are unable to work (82%).

199. The main difference noticeable at ward level is the percentage of respondents who select the "very safe" option. The highest percentages of respondents choosing to describe their area as very safe are found in the following 6 wards:

- North, West and Central Sutherland (88%)
- Wester Ross, Strathpeffer and Lochalsh (88%)
- Eilean a' Cheò (83%)
- Landward Caithness (74%)
- East Sutherland and Edderton (73%)
- Aird and Loch Ness (69%)

200. By comparison the lowest percentages of respondents choosing to rate the area within 15 minutes walk of their home as "very safe" are found in the following 6 wards

- Inverness Central (8%)
- Inverness Milburn (31%)
- Inverness Ness-side (31%)

- Dingwall and Seaforth (31%)
- Culloden and Ardersier (32%).
- Inverness West (33%)

Respondents' Ratings of Their Community in Terms of Amenities

201. Respondents were then asked: **"How would you rate your community in terms of the following amenities?"** There then followed a list of 6 amenities and a category labelled 'other services' against which the respondents gave their ratings. The results are found in Table 4.8 below with the list ranked according to the percentage of people rating that amenity as being "very good" in their community.

Table 4.8 Respondents' Ratings of Their Community in Terms of Amenities

Amenity	Very good %	Good %	Very good + good %	Acceptable %	Poor %
Schools	32	45	**77**	20	3
Health care	32	38	**70**	22	8
Shops	15	33	**48**	33	19
Transport	15	27	**42**	30	28
Leisure facilities/ events	14	28	**42**	34	23
Other services	5	26	**31**	52	17
Availability of housing	4	16	**20**	42	38

N= 1,036 – 1,145

202. In terms of **schools** within their community some 32% rate these as being "very good" and 45% rate them as being "good" meaning that **a total of 77% (or just over 3 in 4) rate them as being at least "good".** Some 20% rate them as being "acceptable" and only 3% rate them as "poor". The only notable variation by category of respondents is found amongst those who have been resident in the Highlands less than 5 years – some 65% rate schools in their community as being at least "good" compared with 77% of those who have lived in the Highlands more than 10 years. For those who have school-aged children, some 34% rate the schools as being very good, 37% as being good (giving a total of 71% who are them as being at least "good") with 23% deeming them "acceptable" and only 5% adjudging them to be "poor". At ward level the percentages of respondents rating schools as being at least "good" ranges from 60% (Aird and Loch Ness) to 91% (Fort William and Ardnamurchan) - with Inverness Central just behind at 88%.

203. In terms of **health care amenities** within their community some 32% rate these as being "very good" and 38% rate them as being "good" meaning that a **total of 70% rate**

them as being at least "good". Some 22% rate them as being "acceptable" and only 8% rate them as "poor". By categories of respondents the ones supplying the highest percentages rating health care amenities as being at least good come from amongst those who are: aged 65+ (83%); retired (80%); and those who have lived in the Highlands between 5 and 10 years (79%). The lowest percentage rating health care amenities in their community as being at least "good" is found amongst people who are unable to work (56%) and council house tenants (62%). At ward level the percentages of respondents rating health care as being at least "good" ranges from 50% to 94% Wards supplying notably high percentages of respondents rating health care amenities as being at least "good" are: Fort William and Ardnamurchan (94%); Culloden and Ardersier (86%); East Sutherland and Edderton (82%); North, West and Central Sutherland (80%); and Wick (80%). The wards with the lowest percentages rating health care amenities as being at least "good" are: Inverness South (50%); Inverness Ness-side (57%); Cromarty Firth (58%); and Tain and Easter Ross (60%).

204. In terms of **shops as amenities** within their community some 15% rate these as being "very good" and 33% rate them as being "good" meaning that a total of **48% rate them as being at least "good".** Some 33% rate them as being "acceptable" and 19% rate them as "poor". There are no standout responses by the various categories of respondents. At ward level though the results are markedly different. Not surprisingly, 86% of respondents from Inverness Central rate shops as amenities in their localities as being at least "good" – and no respondent rates them as "poor". The next highest percentage of respondents from wards rating shops as being at least "good" come from Inverness Milburn (66%) and Culloden and Ardersier (62%). On the other hand wards with the lowest percentages classifying shops in terms of amenities in their localities as being good are: Landward Caithness (22% - outnumbered by the 33% rating them as "poor"); Fort William and Ardnamurchan (32% - also outnumbered by the 38% rating them as "poor"); and Eilean a' Cheò (31% - with 29% rating them as "poor"). There are two other wards where the percentages of respondents rating shops as amenities as "poor" are relatively high – Aird and Loch Ness (31%) and Caol and Mallaig (30%).

205. In terms of **transport** within their community some 15% rate it as being "very good" and 27% rates it as "good" meaning that a total of **42% of respondents rate transport as being at least "good".** Some 30% rate it as being "acceptable" and 28% rate it as "poor". Once again it is at ward level that the clearest differences are seen between the various ratings given. The highest percentages of respondents rating transport as being at least "good" are found in: Culloden and Ardersier (81%); Inverness Central (69% - with no-one rating it as "poor"); Inverness Ness-side (66%); Inverness Milburn (63%); Caol and Mallaig (63%); Fort William and Ardnamurchan (59%); Dingwall and Seaforth (59%); Nairn (58%); and Inverness West (57%). By contrast, the wards where the lowest ratings of respondents classifying transport as being at least "good" are: North, West and Central Sutherland (16% - far outweighed by the 60% rating it as being "poor"); Eilean a' Cheò (21% - with 39% rating it as "poor"); Tain and Easter Ross (26% - with 33% saying it is "poor"); Wester Ross, Strathpeffer and Lochalsh (28% - well outnumbered by the 47% rating it as "poor"); Badenoch and Strathspey (34% - with 40% classifying it as "poor") and Aird and Loch Ness (35% - with 31% saying it is "poor"). In Cromarty Firth the sharpest divide in the responses is evident for while 44% said that transport is at least "good", some 35% rated it as "poor".

206. In terms of **leisure facilities/ events** within their community some 14% rate these as being “very good” and 28% rate them as being “good” meaning that a total of **42% rate leisure facilities/ events as being at least “good”.** Some 34% rate them as being acceptable and 23% rate them as “poor”. The lowest percentages of respondents rating these amenities as being at least “good” are: people unable to work (28%); council tenants (31%); and people with a disability (32%). At ward level the highest percentage of respondents rating leisure facilities/ events as being at least “good” are to be found in: Badenoch and Strathspey (69%); Nairn (61%); Inverness Central (54%); and Fort William and Ardnamurchan (53%). Conversely, the lowest percentages are to be found in: Inverness South (15% - with 35% rating them as “poor”; North. West and Central Sutherland (17% - with 35% classifying them as “poor”); Aird and Loch Ness (24% - with 46% rating them as “poor”); Landward Caithness (29% - with 31% rating them as “poor”); Dingwall and Seaforth (30% - with 27% rating them as “poor”); and Inverness Ness-side (32% - with 32% also rating them as “poor”). In Eilean a' Cheò while 42% rate leisure facilities/ events in their communities as being at least “good”, 31% rate them as “poor”.

207. In terms of **other services** within their community some 5% rate these as being “very good” and 26% rate them as being “good” meaning that a total of **31% (or just under 1 in 3) rate them as being at least “good”.** Some 52% rate them as being “acceptable” and 38% rate them as “poor”. The lowest percentage of respondents from any of the categories which view other services being at least “good” is found amongst those unable to work at 9% with 34% deeming them to be “poor”.

208. In terms of **availability of housing within their community** some 4% rate this as being “very good” and 16% rate it as being “good” meaning that a total of **just 20% rate availability of housing in their locality as being “good” or “very good”.** Some 42% rate availability of housing as being “acceptable” and **38% (just about double the rate who classify it as being good to any degree) rate it as being “poor”.** By categories of respondents the ones who return the highest percentages rating availability of housing as “poor” are: people unable to work (61%); people living in other forms of accommodation (58%); and council tenants (48%). At ward level the highest percentages rating availability of housing in their communities as “poor” are found in: Fort William and Ardnamurchan (61%); North, West and Central Sutherland (59%); Wester Ross, Strathpeffer and Lochalsh (57%); Cromarty Firth (49%); and Caol and Mallaig (48%).

Rating of Local Neighbourhood or Community as A Place to live

209. Respondents were then asked to rate their local neighbourhood or community. The results are in Table 4.8 below.

Table 4.8 Rating of Local Neighbourhood or Community

	2011 %	2010 %	2009 %	2008 %
Very good	52	63	48	50
Fairly good	41	34	44	45
Total Good	**93**	**97**	**92**	**95**
Fairly poor	5	2	5	4
Very poor	1	1	2	1
Total Poor	**6**	**3**	**7**	**5**
No opinion	**1**	**n/a**	**n/a**	**n/a**
Net Good Rating (Total Good – Total Poor)	**87**	**94**	**85**	**90**

In 2011 N=1,144 *n/a= not applicable*

210. Table 4.2 shows that in 2011 some 52% of respondents rate the area in which they live as a “very good” place to live – a decrease on the 63% recorded in 2010 and a return to the levels of former years (48% in 2009 and 50% in 2008). But the figure for those who classify their neighbourhood or community as “fairly good” has risen from 34% in 2010 to 41% in 2011 so that the **total of those who regard their neighbourhood or community as either a “very” or “fairly good” place to live is 93%.** This is a reduction on 2010 (97%) but it is marginally ahead of the 2009 (92%) return. **Deducting from this 93% figure the 6% who describe their neighbourhoods as being “fairly” or “very poor” leaves a net good rating of 87%** - down from the 94% of 2010 but slightly higher than the 85% recorded in 2009. Note that these net good rating figures continue to be – as they have been for previous years - almost identical to the net safety rating figures (Table 4.)

211. The notable differences by categories are as follows:

- 67% of respondents aged 65 + classified their neighbourhood as being “very good” to live in compared with 45% of those aged 25-44 and 57% of those aged 45-64.

- 65% of those who are retired rated their neighbourhood as ”very good” to live in – almost double the 33% return from those who are unable to work. Amongst respondents who are unemployed it is 48% and for those who are employed the figure is 56%.

- Conversely while just 1% of those who are retired classify the area in which they live as poor in any way, the figure for those who are unable to work is 15% The comparable figure for those who are unemployed is 10% and for people who are employed it is 5%.

- 62% of respondents who own their own house said their neighbourhood or community was a “very good” place to live in – a percentage which is more than double the 29% of those who are council tenants (29%). For those who live in other accommodation the comparable figure is 42%.

- While just 3% of homeowners regard their neighbourhood as “poor”, the comparable figure for council tenants is 13%.

212. At ward level the highest percentages of respondents rating their neighbourhood or community as being a "very good" place to live in are to be found in:

- Eilean a' Cheò (83%)
- Aird and Loch Ness (71%)
- East Sutherland and Edderton (69%)
- Black Isle (68%)
- Badenoch and Strathspey (67%)
- Caol and Mallaig (67%)
- Fort William and Ardnamurchan (66%)
- Landward Caithness (65%)
- Wester Ross, Strathpeffer and Lochalsh (65%)
- North, West and Central Sutherland (63%)

213. Inverness Central is the one ward where the percentage of respondents rating it as being a "very good" place to live is lower than 40% - it stands at 33%. But note that for 58% of respondents living in that ward it is a "fairly good" place to live. That means a total 91% rate it as being at least a fairly good place to live.

Contact with Community Council in the Past Year

214. Those being surveyed were then asked: **"Have you contacted your Community Council as opposed to the Highland Council in the past year?"** In response **13% said they had made contact** and **87% said they had not.** While 20% of those who are retired had made contact, the figure for those aged 25-44 was less than half that at 9%.

215. There are 3 wards where more than a quarter of respondents had made contact with their community council in the past year: Fort William and Ardnamurchan (36%); Wester Ross, Strathpeffer and Lochalsh (31%); and Eilean a' Cheò (26%).

Reason for not making contact with Community Council

216. Those who had not made contact with their community council were invited to give a reason for why they had not made contact. Three reasons were supplied and respondents were invited to tick one box only. The results were as follows:

- **80%** selected **"I had no need to contact them"**
- **12%** selected **"I don't know what Community Councils do"**
- **8%** selected **"I don't know how to contact the Community Council"**

217. For all categories of respondents by far the dominant reason given is "I had no need to contact them". But it is noticeable that an appreciable higher percentage of those resident in the Highland for less than 10 years (20%) chose "I don't know what Community Councils do" than those who have been resident in the Highlands for more than 10 years (7%). And the same is observable amongst those aged 24-55 where 19% chose that option compared with 6% of those aged 65+ and 7% of those aged 45-64. When it comes to "I

don’t know how to contact the Community Council” this reason is chosen disproportionately by council tenants (22%) – compared with homeowners (7%) – and by people unable to work (21%) – than by people who are retired (5%) or employed (8%).

Reason for Making Contact

218. Those surveyed who had made contact were then invited to state the reason why they had done so. Four options were presented and the responses given were as follows:

- **37%** chose **“a planning and development issue”**
- **34%** chose **“improving the amenities of your area”**
- **22%** chose **“other”**
- **6%** chose **“about a change in local services”**

SECTION 5: VOLUNTEERING

Volunteering

219. When asked **"do you currently volunteer in any capacity?" 36% answered "yes".** This is the same figure as in 2010 which itself was a higher figure than the rates recorded previously: 29% in 2009, 27% in 2008 and 2007 (the year when the question was first asked). Note that since the respondents to the Survey are people who volunteered to join the Citizen's Panel that fact may have bearing on this figure. There are no differences in volunteering by gender but there are notable differences in other categories:

- By age, the highest percentage of volunteers appears in those aged 65+ (43%) followed by those aged 45-64 (41%) - in those aged 25-44 it is noticeably lower (32%);

- A higher percentage of council tenants (43%) and home owners (42%) are more likely to record that they volunteer than those who live in other types of accommodation (27%);

- A higher percentage of those who do not have a disability volunteer (41%) than those who do have a disability (35%);

- Rates of volunteering that are appreciably higher than the average for the sample (36%) are found amongst those who have school aged children (46%), people who are unemployed (46%), those unable to work (44%) and people who are retired (43%);

- At ward level the highest percentages of respondents saying that they volunteer are found in: Badenoch and Strathspey (55%); Fort William and Ardnamurchan (54%); Eilean a' Cheò (54%); Caol and Mallaig (52%); Black Isle (46%); and North, West and Central Sutherland (46%);

- The lowest rates at ward level are found in: Cromarty Firth (17%); Inverness South (21%); Inverness West (26%); Culloden and Ardersier (26%); Inverness Milburn (27%); and Inverness Central (27%).

Reasons for Not Volunteering

220. **Those who indicated that they did not volunteer were then invited to give their reasons for not doing so.** Five options were given and people were invited to select all that applied to them. The results are in Table 5.1 below.

Table 5.1 Reasons for Not Volunteering

	2011 %
Lack of time	65
Do not want to	14
Not sure how to	8
Disclosure requirements	3
Other	20

N = 685

221. The **most prominent reason given for not volunteering**, the one that is selected by almost **2 in 3 (65%), is "lack of time".** The highest percentages choosing this option are: people aged 25-44 (83%); those who are employed (81%); and those with school aged children (80%). For some **14%** the option chosen was **"do not want to".** Groups of respondents selecting this in higher than average percentages were: those who are retired (26%); council tenants (26%); and people resident in the Highlands less than 5 years (25%). **"Not sure how to"** was a reason chosen by **8%.** The one group that selected this option in higher than average numbers were people resident in the Highlands for less than 5 years (18%). Those who selected **"disclosure requirements"** amounted to **3%.**

222. **"Other reasons" was selected by 20%.** The highest percentages choosing this option are: people who are unable to work (76%); people who are disabled (67%); and people aged 65+ (46%).

What would encourage people who do not volunteer to take up volunteering opportunities?

223. Respondents who do not volunteer were then asked: **"What do you think would encourage you to undertake work or activities on a voluntary basis?"** 17 options were given and people were invited to tick all that applied. The results are in Table 5.2 below.

Table 5.3 What people say would encourage them to undertake volunteering

Statements	2011 %
If it fitted with my other commitments	38
If it fitted with my interest and skills	28
If I could volunteer when I felt like it	27
Information about local opportunities	24
Information about the commitment required	21
If I thought I could help others	20
If it was good fun	17
If someone asked me to do something	17
If training and support were available	16
If it would improve my skills	12
If it helped me gain qualifications	12
If it would help my career/job prospects	12
If I was sure I would not be out of pocket	8
If someone I knew volunteered with me	8
If there were more people like me volunteering	7
If I had more confidence	7
If I was certain it would not affect my benefits	4

N=685

224. As far as people who do not volunteer are concerned, the list of 17 factors that would encourage them to volunteer is dominated by the statement **"If it fitted with my other commitments" (chosen by 38%).**This factor is an issue particularly for those resident in

the Highlands less than 5 years (51%); people with school aged children (51%), people who are employed (49%); and those aged 25-44 (49%).

225. The next five factors that would encourage the respondents who do not volunteer to take up volunteering are each selected by 20% to 28% of those who answered this question. Having a **“fit with [people’s] interests and skills”** is a factor which would encourage 28% to take up voluntary work/ activity while for 27% they could volunteer if they were able to do it **“when they felt like it”.** For 24%, **“information about local opportunities”** would encourage them while for 21% it is **“information about the commitment required”** that they need. Some 20% would be encouraged into volunteering **“if I thought I could help others.”**

226. In turn these factors are followed by another 3 which are chosen by 16% to 17% of those who answered this question. Some 17% would be encouraged into volunteering “**if it was good fun”** while for the same percentage that would happen **“if someone asked [them] to do something”.** Having **“training and support available”** to them would enable 16% to undertake voluntary work/ activities.

227. Each of the next 3 statements were chosen by 12% of those who do not volunteer as factors that would encourage them to undertake voluntary work/ activities – namely: **“if it would help improve my skills”; “if it helped me gain qualifications”; “if it would help my career/job prospects**”. These factors are of particular interest to those resident in the Highlands less than 5 years (chosen by 20-22% of them); people aged 25-44 (chosen by 18%-24% of them); and people who are unemployed (chosen by 18%-24% of that group).

228. Then follows another 4 factors which are chosen by 7%-8% of those responding to this question. **“If I was sure I would not be out of pocket”** was selected by 8% of those who do not volunteer but by 20% of those who are council tenants, 18% of people who are unemployed and 16%of those who are unable to work. **“If someone I knew volunteered with me”** is a factor which would encourage 8% to take up volunteering and for 7% it would happen **“if there were more people like me volunteering”.** Also for 7% volunteering would happen if they **“had more confidence”.**

229. Finally, for 4% the factor that would encourage them into volunteering is if they were **“certain it would not affect [their] benefits”.** Note though that while this is the case for 4% of the entire sample, this is a factor for 21% of those who are unemployed and 16% of those unable to work.

Number of Voluntary Activities in which People are Involved

230. Respondents who indicated that they volunteered were then asked: **"How many voluntary activities are you involved in?"** The answers are found in Table 5.4 below.

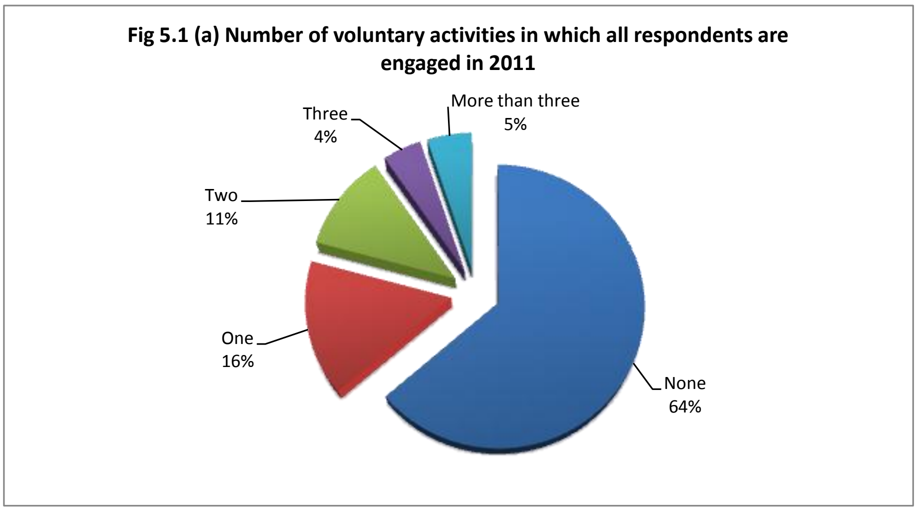
Table 5.4 Number of Voluntary Activities in which People are Involved

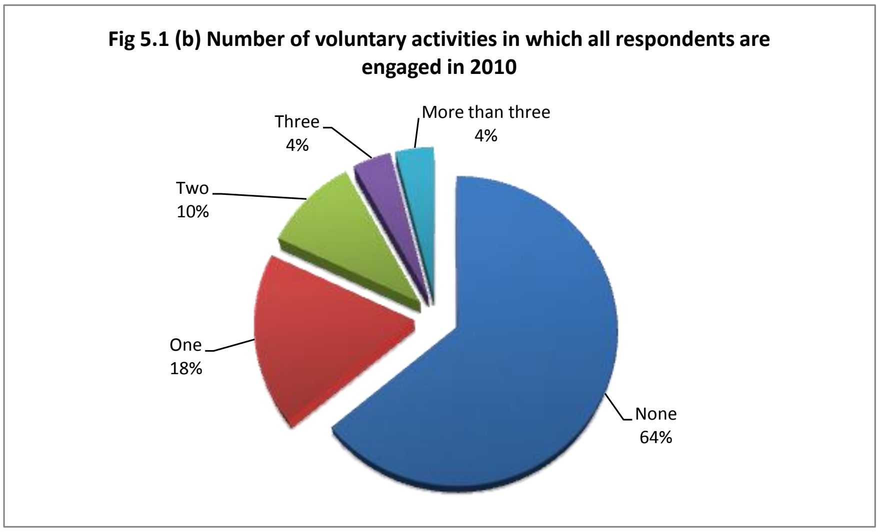
	2011 %	2010 %	2009 %	2008 %	2007 %
One	43	51	43	43	46
Two	31	28	29	32	30
Three	12	10	14	14	14
Over three	14	11	13	12	10
Total	**100**	**100**	**100**	**100**	**100**

In 2011 N = 448

231. As is evident from Table 5.4, the responses from the 2011 survey have reverted to the pattern evident in the years 2007-2009. Of those who volunteer in 2011, 43% said they were engaged in one activity (43% to 46% in 2007-2009 but 51% in 2010) and 31% said they were involved in two activities (28%-32% from 2007-2010). Adding the numbers that say they are involved in three activities (12%) to those who are involved in more than three activities (14%) results in a total of 26% - notably higher than the 21% recorded in 2010 and marking a return to the comparable figures of 27% in 2009 and 26% in 2008.

232. To obtain a true picture of the pattern of volunteering activity engaged in Highland in 2011 and compare it with the results of 2010 it is important to bring back into the picture all those answered the first question in this section – "Do you volunteer in any capacity?" – and calculate from that number what percentages are engaged in, respectively, no volunteering activity, 1 activity, 2 activities, 3 activities and more than 3 activities. Figures 5.1 (a) and 5.1 (b) illustrate the results.





233. These two pie charts above show that as in 2010 some 64% of the overall sample in 2011 said that they do not volunteer in any capacity. The charts also show that the percentages of people volunteering in:

- One activity has decreased from 18% in 2010 to 16% in 2011;
- Two activities has increased from 10% in 2010 to 11% in 2011;
- Three activities remains the same at 4%;
- More than three activities has increased from 4% in 2010 to 5% in 2011.

The changes taking place are small but they suggest that those who are volunteering already are taking on an increased number of activities.

Capacity in which people volunteer

234. Those who had indicated they volunteer were then asked: **"In what capacity do you volunteer?"** Those answering the question were invited to select from 7 options (including "other") and requested to tick all that applied. The results appear in Table 5.5 below.

Table 5.5 Capacity in which people volunteer

Capacity	2011 %
For a voluntary organisation, charity or community group	62
In your community	45
For your local church/ religious group	26
As part of a management committee/Board	22
In your local school	19
In your local hospital/ care home	4
Other	9

N=461

235. Some 62% of volunteers indicate that they volunteer for a voluntary organisation, charity or community group and 45% state that they volunteer in their own community.

236. For 26% of those who volunteer their volunteering is done through a church or religious group. Of this grouping there is an age difference evident in that 32% of those aged 65+ volunteer in this capacity compared with 22% of those aged 25-44.

237. Some 22% volunteer as part of a management committee or Board. Here a gender difference is evident with 34% of males volunteering in this capacity. Some 30% of those aged 65+ volunteer as management committee/ Board members compared with 12% of those aged 25-44. And whereas 30% of those resident in the Highlands for more than 10 years serve in this capacity it is 18% for those who have been in the area less than 5 years.

238. For 19% volunteering takes place in their local school. The major – but not surprising – difference here is that 45% of those volunteers with children at school volunteer in their local schools compared with 5% of the volunteers who do not have school aged children.

239. For 4% volunteering takes place in their local hospital or care home. For 9% volunteering takes place in other capacities.

Nature of the Voluntary Work Undertaken

240. Volunteers were also asked to indicate with which groups they were volunteering. Some 7 options (including "other") were presented and respondents were invited to select all that applied to them. The results are found in Table 5.6 below.

Table 5.6 Nature of Voluntary Work Undertaken

Groups	2011 %
Children and younger people	35
A local group	35
A social enterprise, community company or community trust	32
Older people	18
People with a disability	12
An emergency service	5
Other	20

N=461

241. For 35% of volunteers the description "children and younger people" was selected as detailing the group with whom they worked. The respondents most engaged with children and young people are: those aged 25-44 (55%); and those with children at school (57%).

242. Some 35% of volunteers selected "a local group" as describing the entity with whom their volunteering is taking place. This option was selected more by those aged 25-44 (45%) than those aged 65+ (18%) and by volunteers with school aged children (48%) than those without such children (25%).

243. "A social enterprise, community company or community trust" was chosen by 32%.

244. Some 18% of volunteers selected “older people” with the highest percentages of people engaged with this grouping being found amongst those who themselves are aged 65+ (33%) and retired (also 33%).

245. While 12% of all volunteers selected “people with a disability”, it is noticeable that the highest percentages of people volunteering with this group are found amongst those who have a disability themselves (29%) and people who are unable to work (45%).

246. Some 5% of volunteers volunteer with “emergency service”.

247. Meanwhile 20% of volunteers selected the option of “other” – a disproportionate number of whom are found amongst those aged 65+ (32%).

Frequency of Volunteering

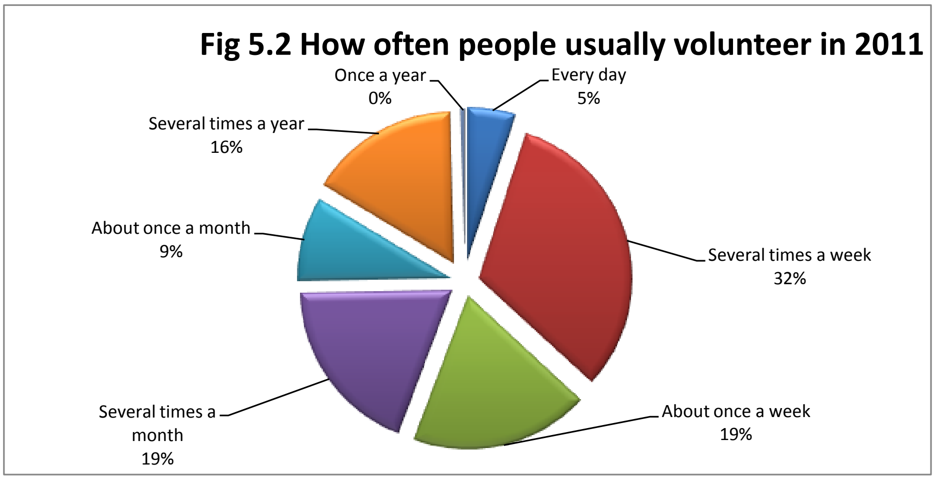
248. Those who volunteer were then asked: **“How often do you usually volunteer?”** The results are found in Table 5.7 below.

Table 5.7 Frequency of Volunteering

	2011 %	2010 %	2009 %	2008 %	2007 %
Every day	5	5	5	3	6
Several times a week	32	27	27	26	21
About once a week	19	22	25	28	27
Several times a month	19	20	17	16	19
About once a month	9	13	13	9	11
Several times a year	16	11	11	18	15
Once a year	0	2	1	1	1
Total	**100**	**100**	**100**	**100**	**100**

In 2010 N= 457

249. The pie chart below (Fig 5.2) shows the information for 2011 in a different form.



250. What the results show is that **in 2011 some 3 in 4 of the volunteers (75%) are usually engaged in volunteering activities at least several times a month.** This percentage is very stable: in 2010 the comparable figure was 74%; in 2009 it was also 74%; in 2008 it was 73%; and in 2007 it was also 73%.

Views of Volunteers on the Level of Support The Highland Council should give Voluntary Organisations

251. Finally in this section those who are volunteers were asked: **"To what extent do you think The Highland Council should support voluntary organisations and their work?"** Their answers are found in Table 5.8 below.

Table 5.8 Views of Volunteers on the Level of Support The Highland Council should give to Voluntary Organisations

Level of Support	2011 %
To some extent	47
To a great extent	45
Not really	5
Not at all	1
Don't know	2
Total	**100**

N=457

252. There is only a slight difference between the most popular view - those who say that The Highland Council should support voluntary organisations " to some extent" (47%) – and those who hold the second most popular opinion – that The Highland Council should support these organisation "to a great extent" (45%).

253. Respondents returning higher rates of support for the opinion that support should be given "to a great extent" are found amongst: those unable to work (79%); and people who have a disability (57%).

254. Respondents returning higher rates of support for the proposition that support should be given "to some extent" are found amongst: people who are unemployed (62%); council tenants (60%); those who have school aged children (58%); and people who are retired (56%).

255. Those who think chose "not really" amount to 5% while those who selected "not at all" amount to 1%. Those who chose "don't know" amounted to 2%.

APPENDIX 1: RESPONDENTS' VIEWS ON EACH OF THE 41 SERVICES

We will now present in more detail our findings from an analysis of the opinions of those who commented on each of the 41 services.

For each service we detail the percentages of respondents who chose each of the various categories of satisfaction or dissatisfaction and we show that information in a pie chart.

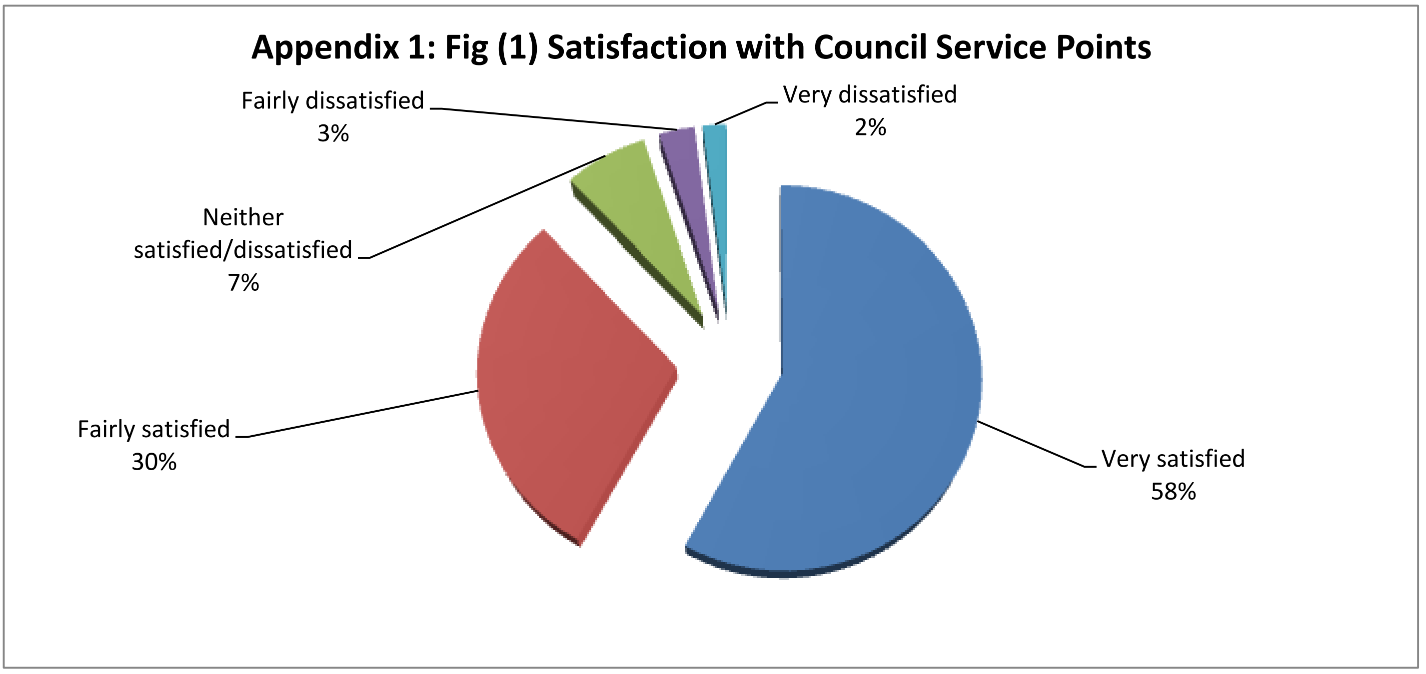
Comparisons are often drawn with the four most recent performance surveys that have been conducted – that is, the ones of 2007, 2008, 2009 and 2010. But please note our comments in the body of the report regarding these comparisons (see the beginning of Section 3).

We also highlight any notable differences in net satisfaction rates by the various categories of respondents.

Appendix 1: (1) Council Service Points

Some 44% of the total sample answered this part of the question and of them:

- 58% are “very satisfied”
- 30% are “fairly satisfied”
- 7% are “neither satisfied/ dissatisfied”
- 3% are “fairly dissatisfied”
- 2% are “very dissatisfied”



These figures give a net satisfaction rate of 83% which is a notable rise from the 74% recorded in 2010 (72% in 2009; 70% in 2008; 68% in 2007).

The highest net satisfaction rate is for people unable to work - it stands at 97%.

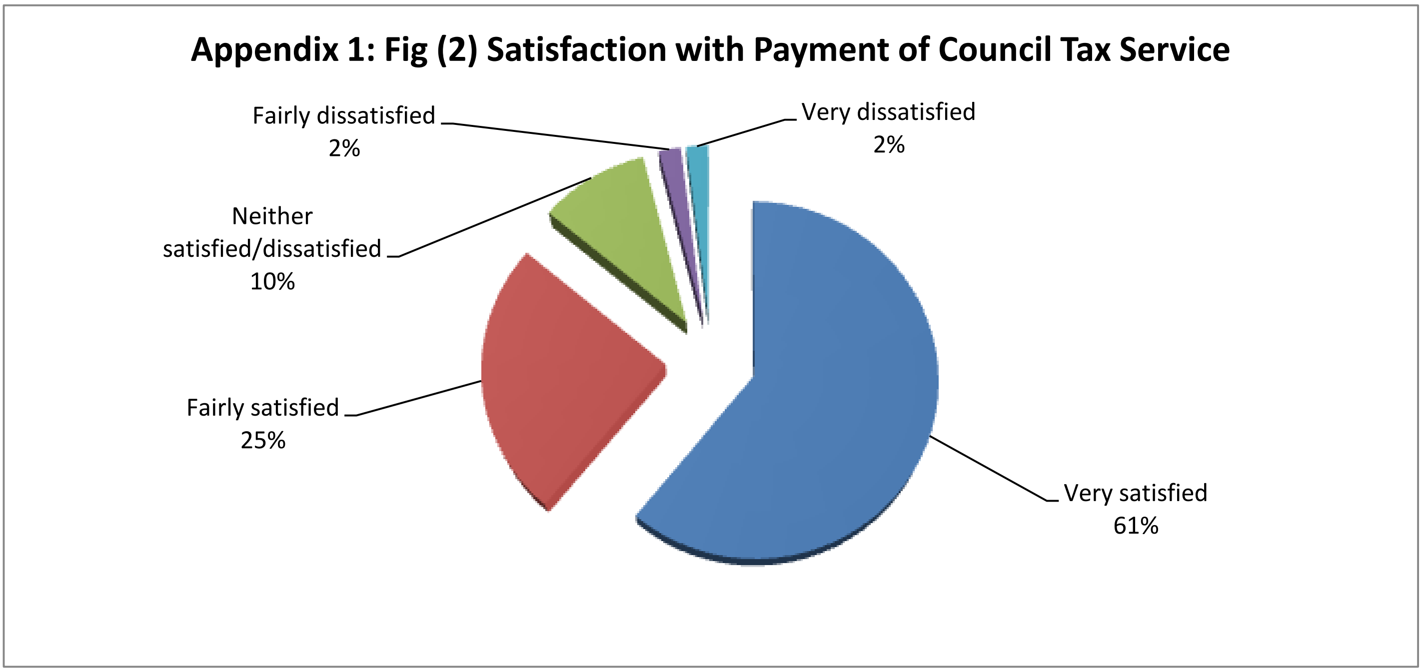
The rate for those aged 65+ and those who are retired is 92%.

The lowest rates are found amongst those who are employed (77%) and those with school aged children (76%) – but both these ratings are still very high scores.

Appendix 1: (2) Payment of Council Tax

Some 67% of the total sample answered this part of the question and of them:

- 61% are "very satisfied"
- 25% are "fairly satisfied"
- 10% are "neither satisfied/dissatisfied"
- 2% are "fairly dissatisfied"
- 2% are "very dissatisfied"



These figures result in a net satisfaction rate of 82% which is a rise from 78% in 2010 (72% in 2009; 72% in 2008; 66% in 2007).

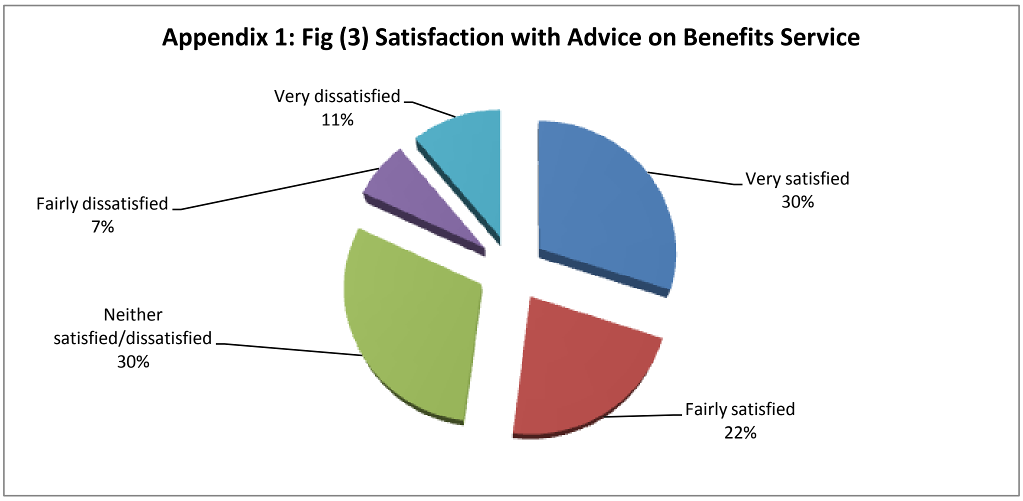
The highest rating comes from those who are retired (87%).

Those who are unable to work are the group of respondents that returns the lowest rating which at 48% is more than 20% lower than the next lowest (people with disabilities at 69%).

Appendix 1: (3) Advice on Benefits

Of the entire sample 15% answered this part of the question and of them:

- 30% are “very satisfied”
- 22% are “fairly satisfied”
- 30% are “neither satisfied/dissatisfied”
- 7% are “fairly dissatisfied”
- 11% are “very dissatisfied”



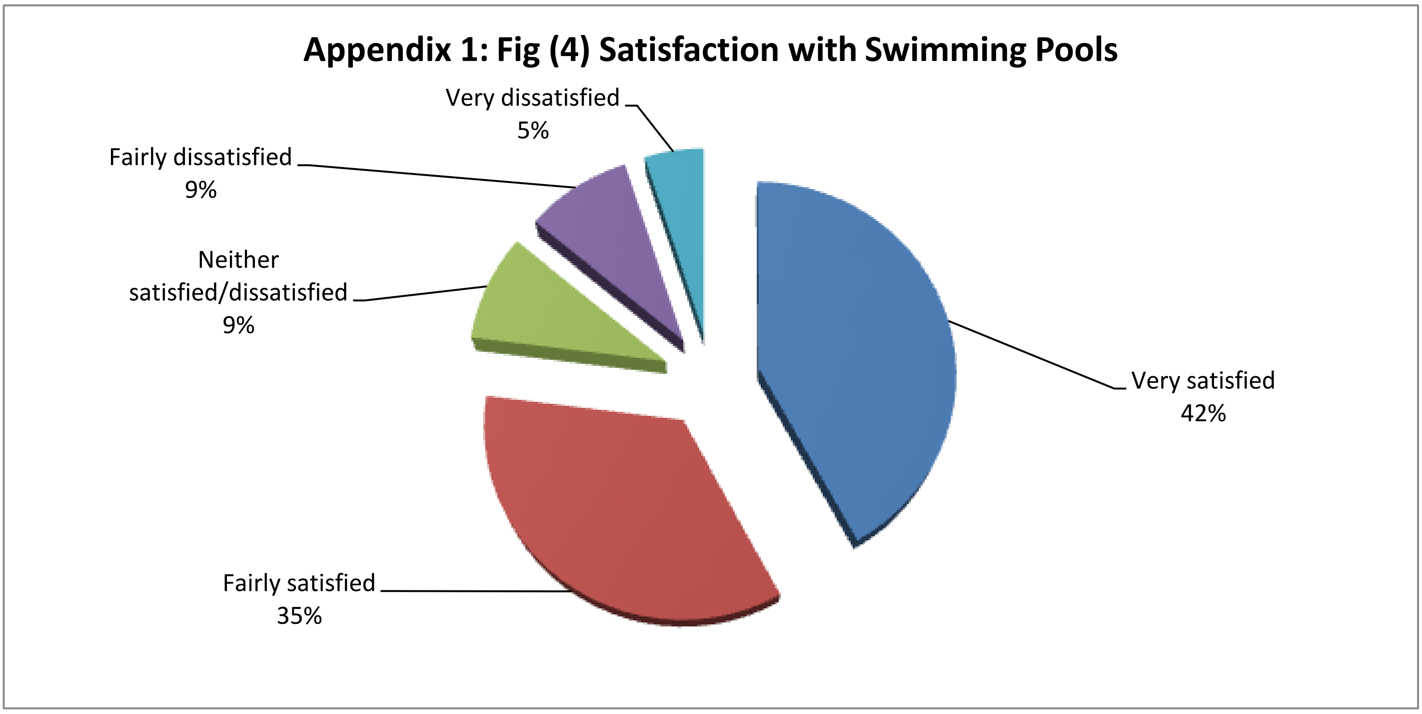
These figures give a net satisfaction rate of 34% which is a marked rise from 20% in 2010 (18% in 2009; 18% in 2008; 16% in 2007).

The highest net satisfaction ratings come from those who are retired (50%) and council tenants (49%).

Appendix 1: (4) Swimming Pools

Of the entire sample 39% answered this part of the question and of them:

- 42% are “very satisfied”
- 35% are “fairly satisfied”
- 9% are “neither satisfied/dissatisfied”
- 9% are “fairly dissatisfied”
- 5% are “very dissatisfied”



These figures result in a net satisfaction rate of 63% - a substantial rise from the 53% recorded in 2010 (40% in 2009; 37% in both 2007 and 2008).

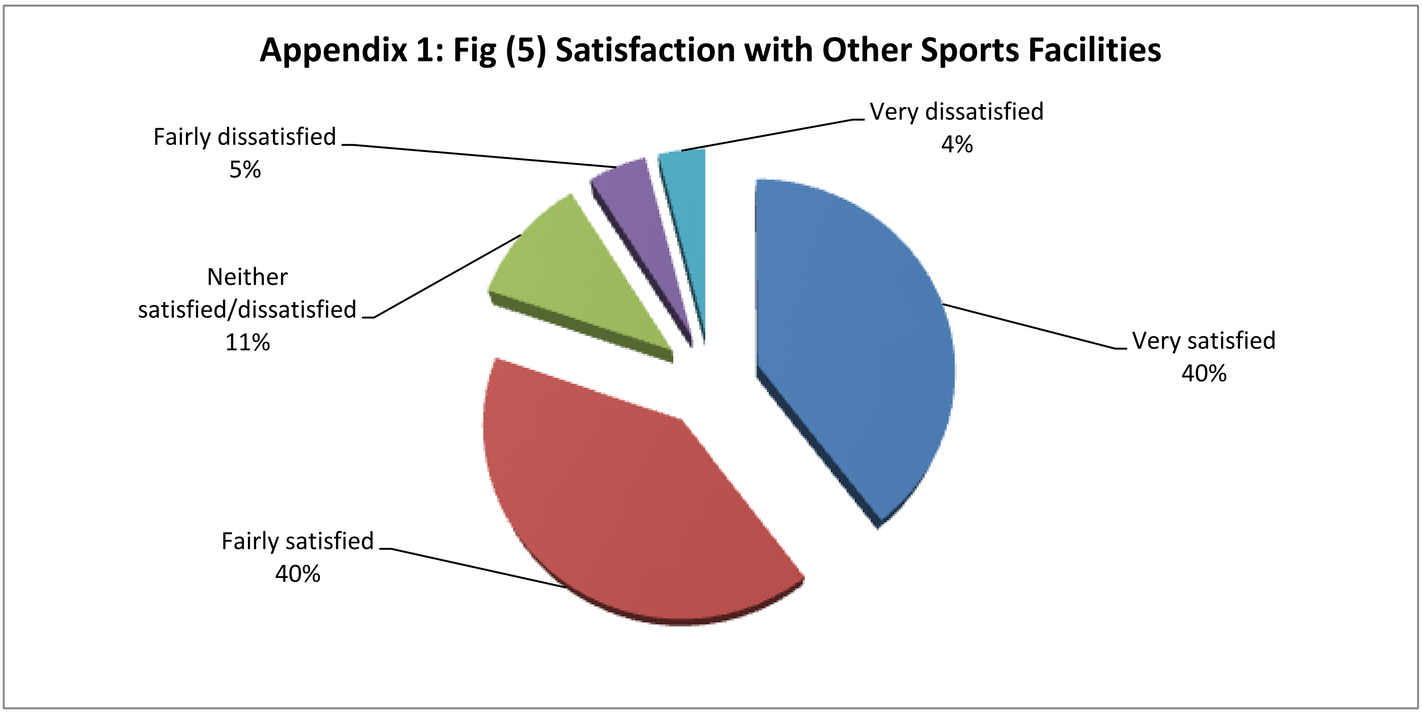
The highest net satisfaction rate comes from those who are retired (68%).

The only group of respondents registering a net satisfaction rate that is lower than 50% are people with a disability (44%).

Appendix 1: (5) Other Sports Facilities

Of the entire sample 31% answered this part of the question and gave their views on this service as follows:

- 40% are “very satisfied”
- 40% are “fairly satisfied”
- 11% are “neither satisfied/dissatisfied”
- 5% are “fairly dissatisfied”
- 4% are “very dissatisfied”



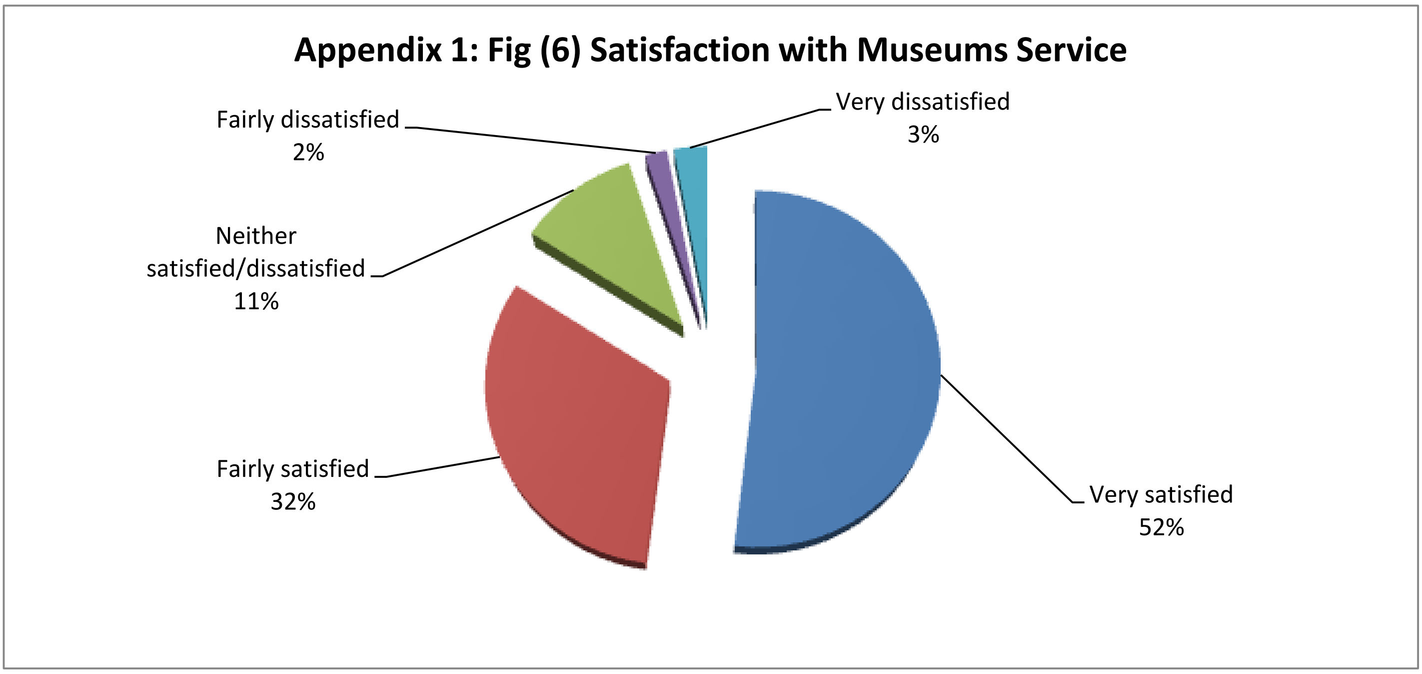
These figures supply a net satisfaction rate of 71% which is a major increase on the 52% recorded in 2010 (33% in 2009; 34% in 2008; 33% in 2007).

The highest net satisfaction rate is supplied by those who are retired (84%). For those with school aged children it is 75% and for people with disabilities it is 50%.

Appendix 1: (6) Museums

Of the entire sample 38% answered this part of the question and gave their views on this service as follows:

- 52% are “very satisfied”
- 32% are “fairly satisfied”
- 11% are “neither satisfied/dissatisfied”
- 2% are “fairly dissatisfied”
- 3% are “very dissatisfied”



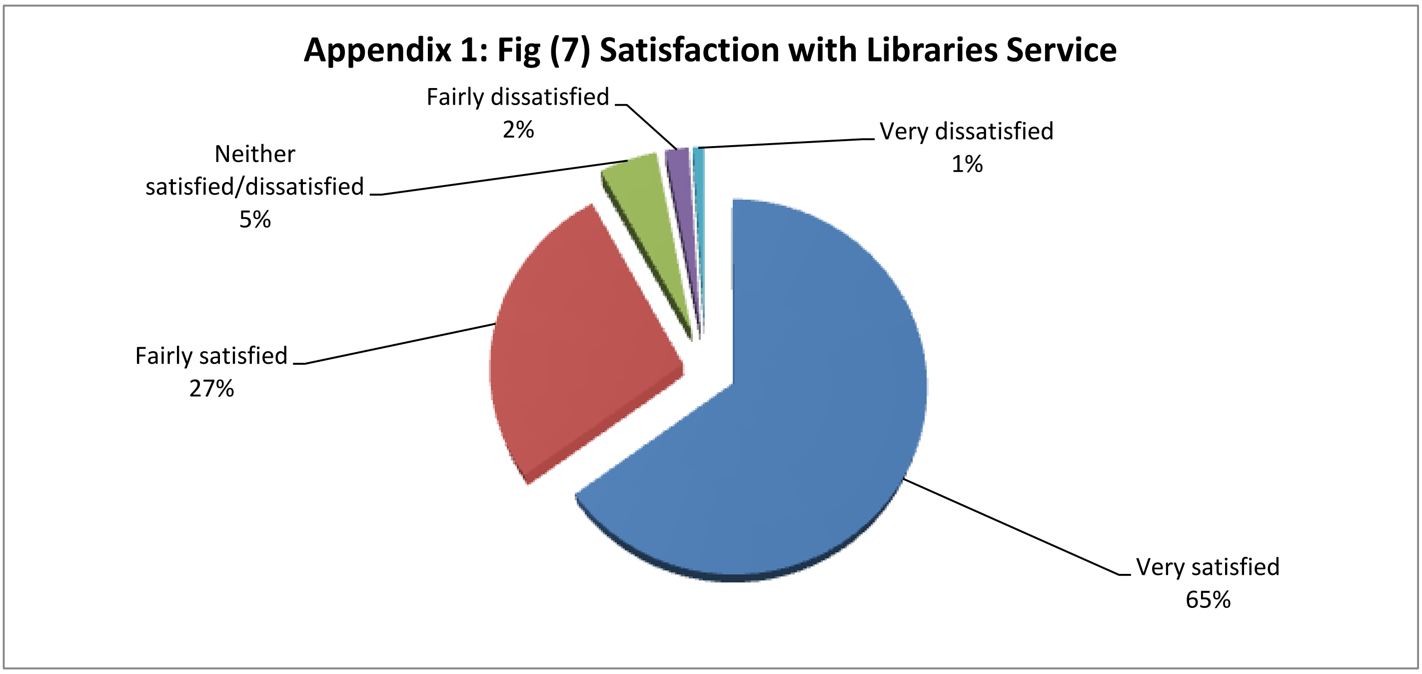
These figures supply a net satisfaction rate of 79% – a big increase from the 59% recorded in 2010 (35% in 2009; 36% in 2008; 34% in 2007).

The highest net satisfaction rates are found amongst those who are: aged 65+ (87%); the retired (86%); those resident in the Highlands between 5 and 10 years (85%); and people resident in the Highlands less than 5 years (82%).

Appendix 1: (7) Libraries

Of the entire sample 59% answered this part of the question and gave their views on this service as follows:

- 65% are “very satisfied”
- 27% are “fairly satisfied”
- 5% are “neither satisfied/dissatisfied”
- 2% are “fairly dissatisfied”
- 1% are “very dissatisfied”



These figures result in a net satisfaction rate of 89% - a remarkable rating and the highest accorded any of the services at any time in these performance surveys.

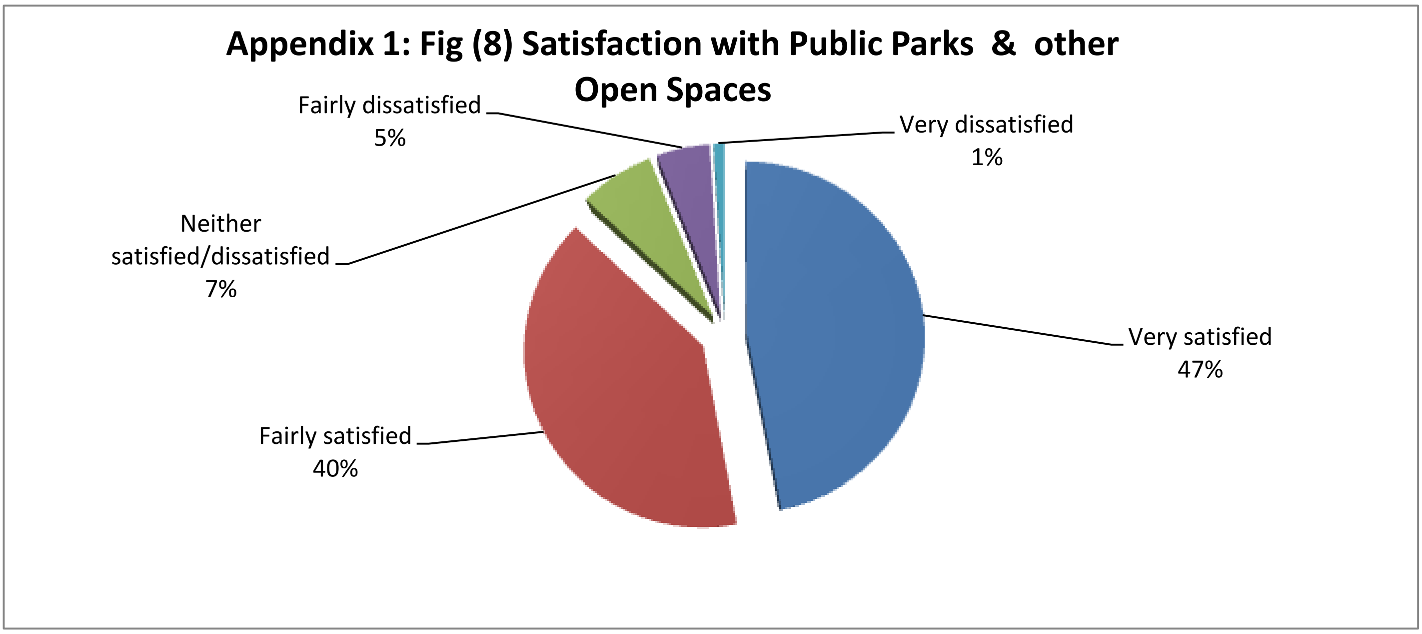
The 89% rating is a substantial increase on the 78% of last year which in turn was a major increase on the 65% in 2009 (62% in 2008; 61% in 2007).

By categories of respondents, satisfaction ratings right across the board are very high.

Appendix 1: (8) Public Parks and Other Open Spaces

Of the entire sample 68% answered this part of the question and gave their views on this service as follows:

- 47% are “very satisfied”
- 40% are “fairly satisfied”
- 7% are “neither satisfied/dissatisfied”
- 5% are “fairly dissatisfied”
- 1% are “very dissatisfied”



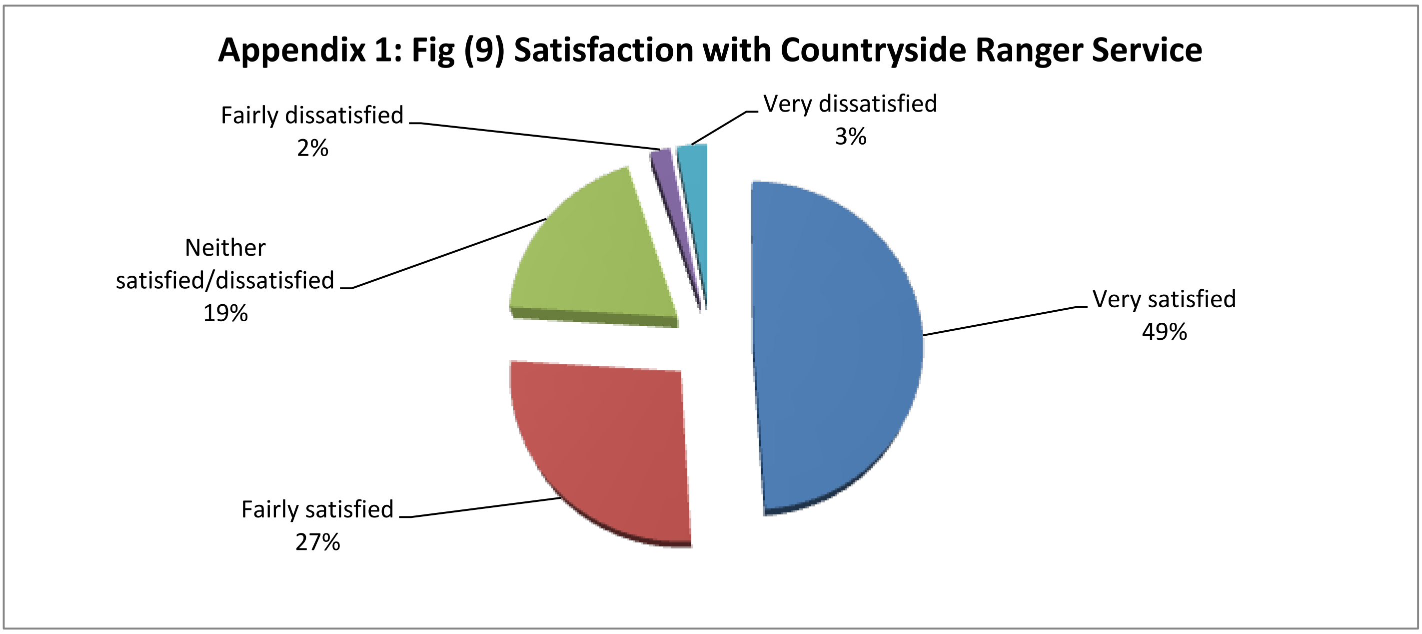
These figures supply a net satisfaction rate of 81% - a huge increase on the 64% of 2010 which itself was a considerable rise from the 48% recorded in 2009 (45% in 2008; 43% in 2007).

Notable differences in the net satisfaction rates by categories of users are found in the returns by housing status with the highest net satisfaction rate being amongst those who own their own house (85%) followed by those living in other types of accommodation (81%) – with both these rates being appreciably higher than the one supplied by council tenants (56%).

Appendix 1: (9) Countryside Ranger Service

Of the entire sample 21% answered this part of the question and gave their views on this service as follows:

- 49% are "very satisfied"
- 27% are "fairly satisfied"
- 19% are "neither satisfied/dissatisfied"
- 2% are "fairly dissatisfied"
- 3% are "very dissatisfied"



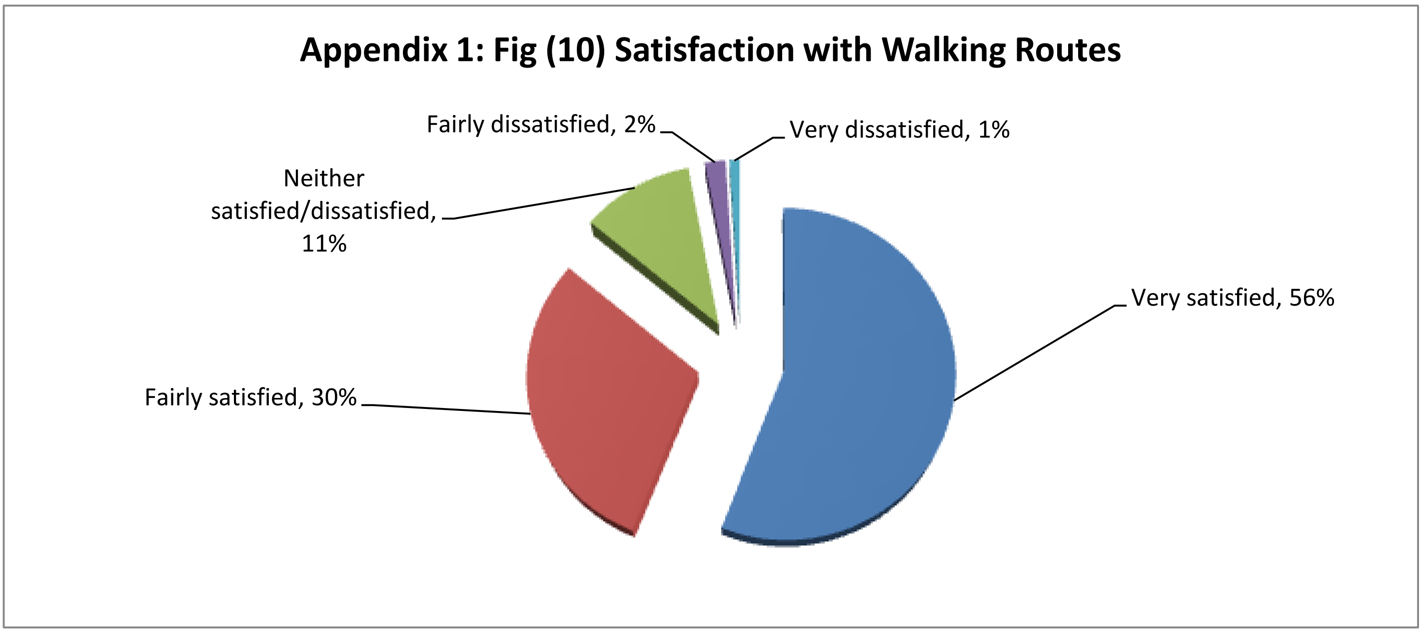
These figures give a net satisfaction rate of 71% - a rise from the 61% of 2010 which in itself was an appreciable increase on the 39% recorded in 2009 (36% in 2008; 40% in 2007).

By age the highest ratings are found in those aged 25-44 (80%) and the lowest in those aged 45-64 (63%).

Appendix 1: (10) Walking Routes

Of the entire sample 37% answered this part of the question and gave their views on this service as follows:

- 56% are “very satisfied”
- 30% are “fairly satisfied”
- 11% are “neither satisfied/dissatisfied”
- 2% are “fairly dissatisfied”
- 1% are “very dissatisfied”



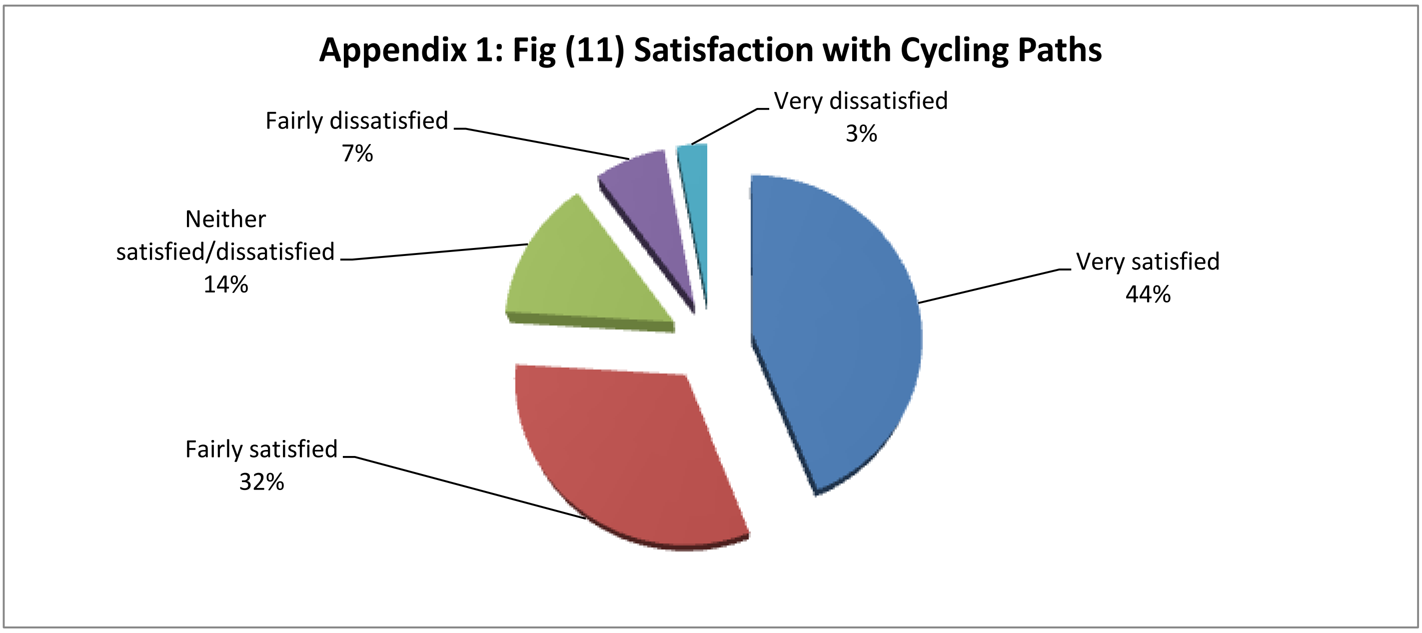
These figures supply a net satisfaction rate of 83% - another rise on the 77% of 2010 which itself was up markedly from the 56% recorded in 2009 (56% in 2008; 57% in 2007).

Ratings are high across the board peaking amongst those who have been resident less than 5 years (90%).

Appendix 1: (11) Cycling Paths

Of the entire sample 30% answered this part of the question and gave their views on this service as follows:

- 44% are “very satisfied”
- 32% are “fairly satisfied”
- 14% are “neither satisfied/dissatisfied”
- 7% are “fairly dissatisfied”
- 3% are “very dissatisfied”



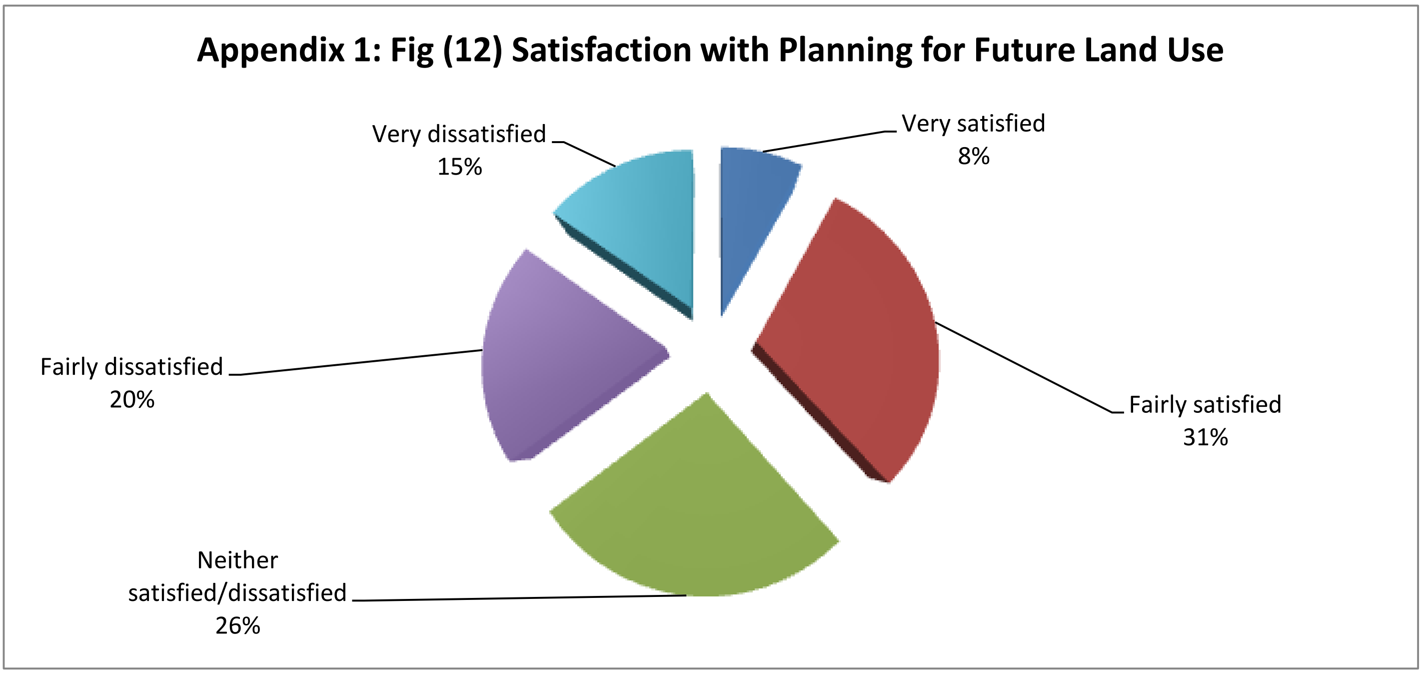
These figures results in a net satisfaction rate of 66% - a major increase on the 36% recorded in 2010 which in itself was a substantial rise from the 19% rating in 2009 (28% in 2008; 22% in 2007).

Ratings are especially high amongst those who are unemployed (86%) and people who are retired (74%).

Appendix 1: (12) Planning for Future Land Use (Local Plan)

Of the entire sample 31% answered this part of the question and gave their views on this service as follows:

- 8% are “very satisfied”
- 31% are “fairly satisfied”
- 26% are “neither satisfied/dissatisfied”
- 20% are “fairly dissatisfied”
- 15% are “very dissatisfied”



These figures give a net satisfaction rate of 4% - a rise of 13% from the -9% recorded in 2010.

Previous ratings were: -9% in 2009; -5% in 2008; -12% in 2007; and -19% in 2006.

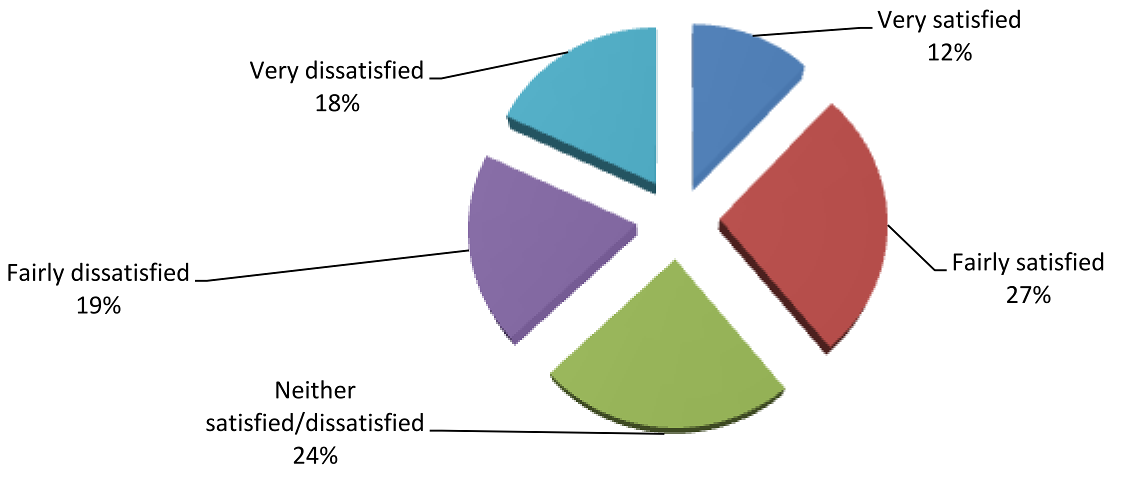
The highest ratings come from those who are aged 65+ (13%), and people resident in the Highlands between 5 and 10 years (13%) while the lowest is supplied by people who have a disability(-3%).

Appendix 1: (13) Planning Applications and Building Warrants

Of the entire sample 32% answered this part of the question and gave their views on this service as follows:

- 12% are “very satisfied”
- 27% are “fairly satisfied”
- 24% are “neither satisfied/dissatisfied”
- 19% are “fairly dissatisfied”
- 18% are “very dissatisfied”

Appendix 1: Fig (13) Satisfaction with Planning Application & Building Warrants Service



These figures supply a net satisfaction rate of 2% - an increase of 6% on the -4% recorded in 2010.

Previous ratings were: -3% in 2009; -6% in 2008; and -7% in 2007.

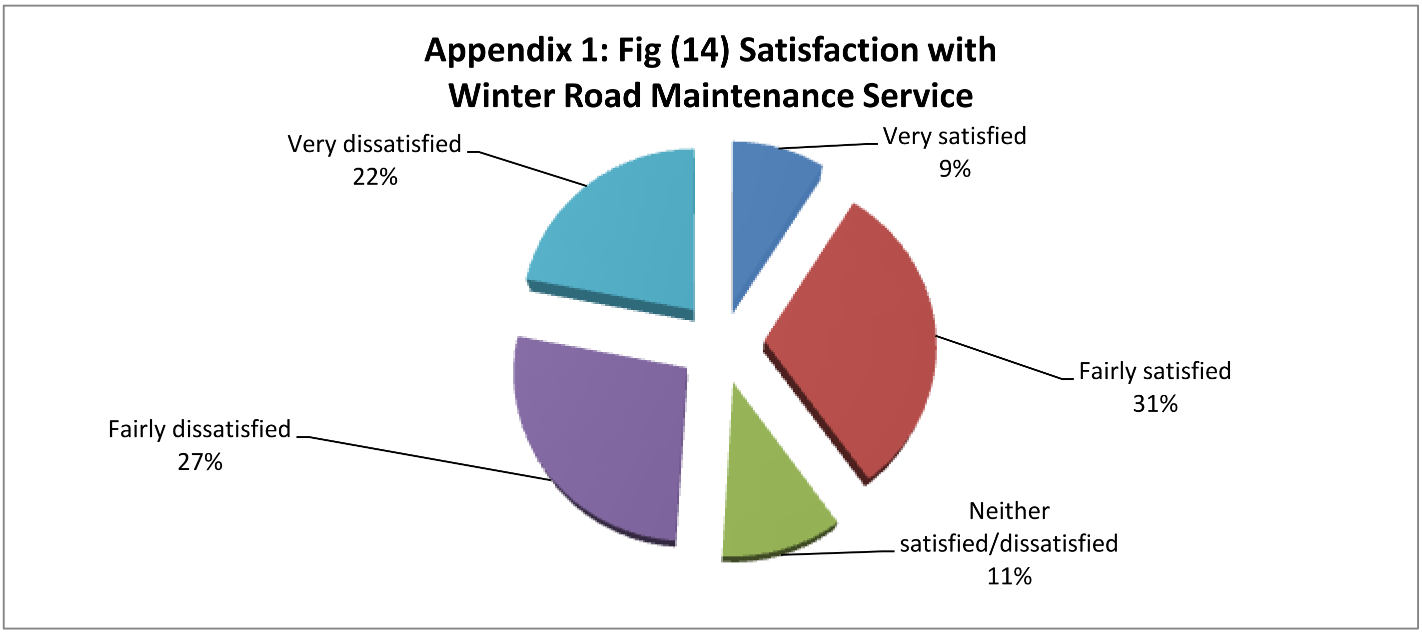
By employment status the highest rate comes from the retired (29%) and the lowest from respondents who are employed (-3%).

By length of residence in the Highlands the highest rate is found amongst those who have been resident for more than 10 years (10%) and the lowest from those resident in the area for less than 5 years (-4%).

Appendix 1: (14) Winter Road Maintenance

Of the entire sample 88% answered this part of the question. They expressed their opinions on winter road maintenance as follows:

- 9% are "very satisfied"
- 31% are "fairly satisfied"
- 11% are "neither satisfied/dissatisfied"
- 27% are "fairly dissatisfied"
- 22% are "very dissatisfied"



These figures mean that the net satisfaction rate is -9% which is an increase of 14% of the -23% rate in 2010. In the surveys from 2006-2009 the range for the net satisfaction rate was -1% to -6%.

Notable differences in the net satisfaction rates by categories of users are found in the following cases:

- By age there is a very large gap between the rates of people aged 25-44 (-21%) and the rates of respondents in the other age groups: 45-64 (-14%), and 65 + (4%).

- Those people who have a disability are less satisfied (-14%) than those who do not have a disability (-3%).

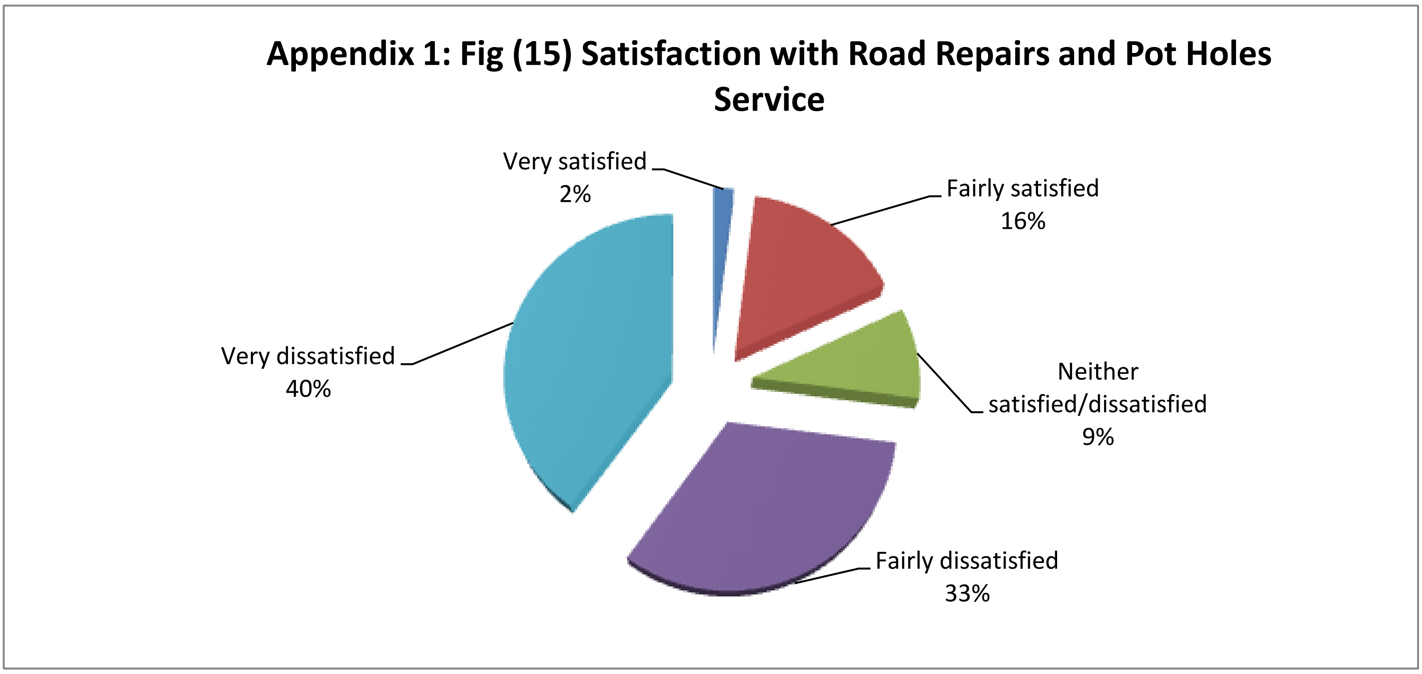
- By employment status the lowest rate came from those unable to work (-26%); those who are unemployed (-21%) followed by those who are employed (-9%), while those who are retired returned a net satisfaction rating that was positive (8%);

- Those who are council tenants (-29%) and those who live in other types of accommodation (-17%) supplied much lower ratings than those who own their own house (-2%).

Appendix 1: (15) Road Repairs and Pot Holes

Of the entire sample 90% answered this part of the question, giving these views on road repairs and pot holes:

- 2% are “very satisfied”
- 16% are “fairly satisfied”
- 9% are “neither satisfied/dissatisfied”
- 33% are “fairly dissatisfied”
- 40% are “very dissatisfied”



These figures result in a net satisfaction rate of -55% which is slightly higher than the -57% of 2010but is lower than the -50% recorded in 2009. This figure is in line with the results of all the surveys since 2006 each of which have seen net satisfaction rates within the range of -53% to -57%.

Notable differences in the net satisfaction rates by categories of users are found in the following instances:

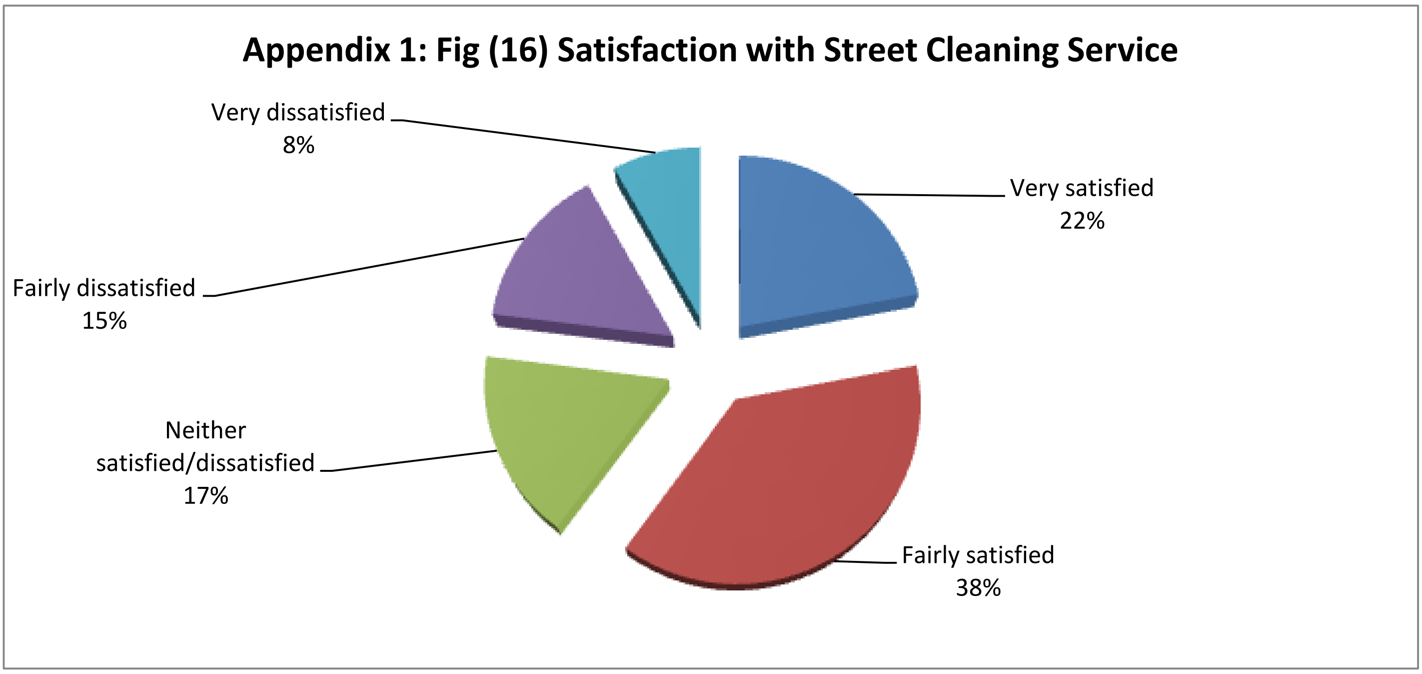
- By age the lowest rate is found in those aged 25-44 (-62%) – the rate for those aged 65+ group is -48%.

- By employment status the lowest rate comes from the respondents who are unable to work (-67%) compared to the “highest” from people who are retired (-47%).

Appendix 1: (16) Street Cleaning

Of the entire sample 82% answered this part of the question and gave their views on this service as follows:

- 22% are "very satisfied"
- 38% are "fairly satisfied"
- 17% are "neither satisfied/dissatisfied"
- 15% are "fairly dissatisfied"
- 8% are "very dissatisfied"



These figures give a net satisfaction rate of 37% which is an increase on the 30% of 2010 (also 30% in 2009; 25% in 2008; 16% in 2007; 39% in 2006).

Notable differences in the net satisfaction rates by categories of users are found in the following instances:

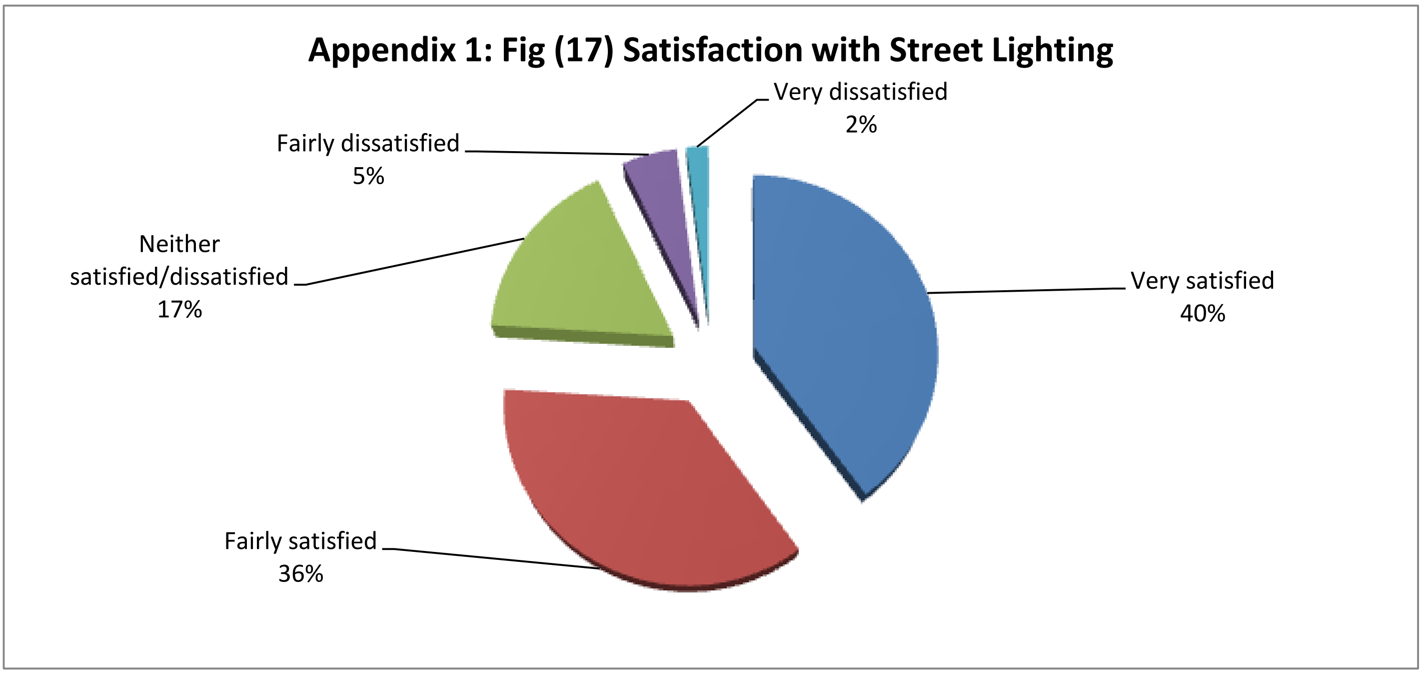
- By age, the highest rate is found amongst the 65+ age band (46%) – the lowest is in those aged 25-44 (35%).

- By housing tenure, the rating from homes owners (44%) is higher than council tenants (35%) and than those who live in other types of accommodation (25%).

Appendix 1: (17) Street Lighting

Of the entire sample 81% answered this part of the question and gave their verdicts on street lighting as follows:

- 40% are "very satisfied"
- 36% are "fairly satisfied"
- 17% are "neither satisfied/dissatisfied"
- 5% are "fairly dissatisfied"
- 2% are "very dissatisfied"



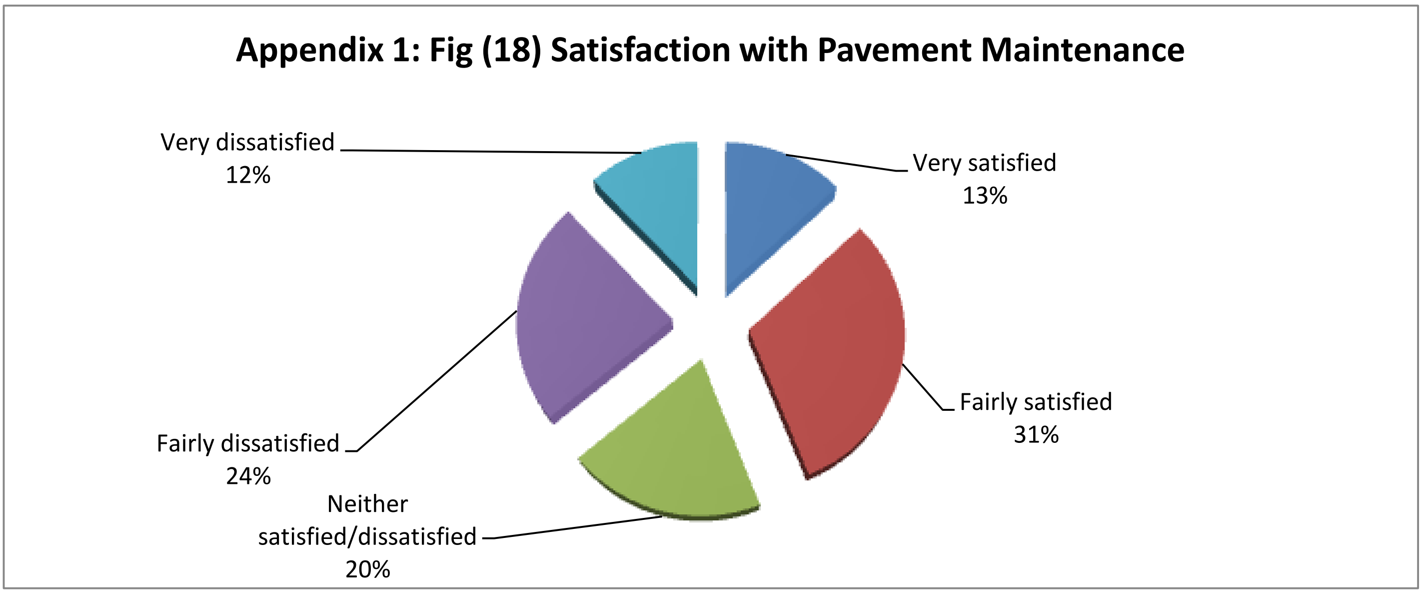
These figures give a net satisfaction rate of 69% an increase on the 63% recorded in 2010 which is up from the 58% recorded in 2009 and the highest level this service has attained in the surveys conducted since 2006 (62% being the previous highest in 2006).

By age the highest ratings are found in those aged 65+ (76%) with the lowest figures appearing from respondents aged 25-44 (66%).

Appendix 1: (18) Pavement Maintenance

Of the entire sample 80% answered this part of the question and they gave the following opinions on pavement maintenance:

- 13% are “very satisfied”
- 31% are “fairly satisfied”
- 20% are “neither satisfied/dissatisfied”
- 24% are “fairly dissatisfied”
- 12% are “very dissatisfied”



These figures give a net satisfaction rate of 8% - a slight rise from 6% in 2010 and from the 3% recorded in 2009 (-7% in 2008; -7% in 2007; 5% in 2006).

Notable differences in the net satisfaction rates by categories of users are found in the following areas:

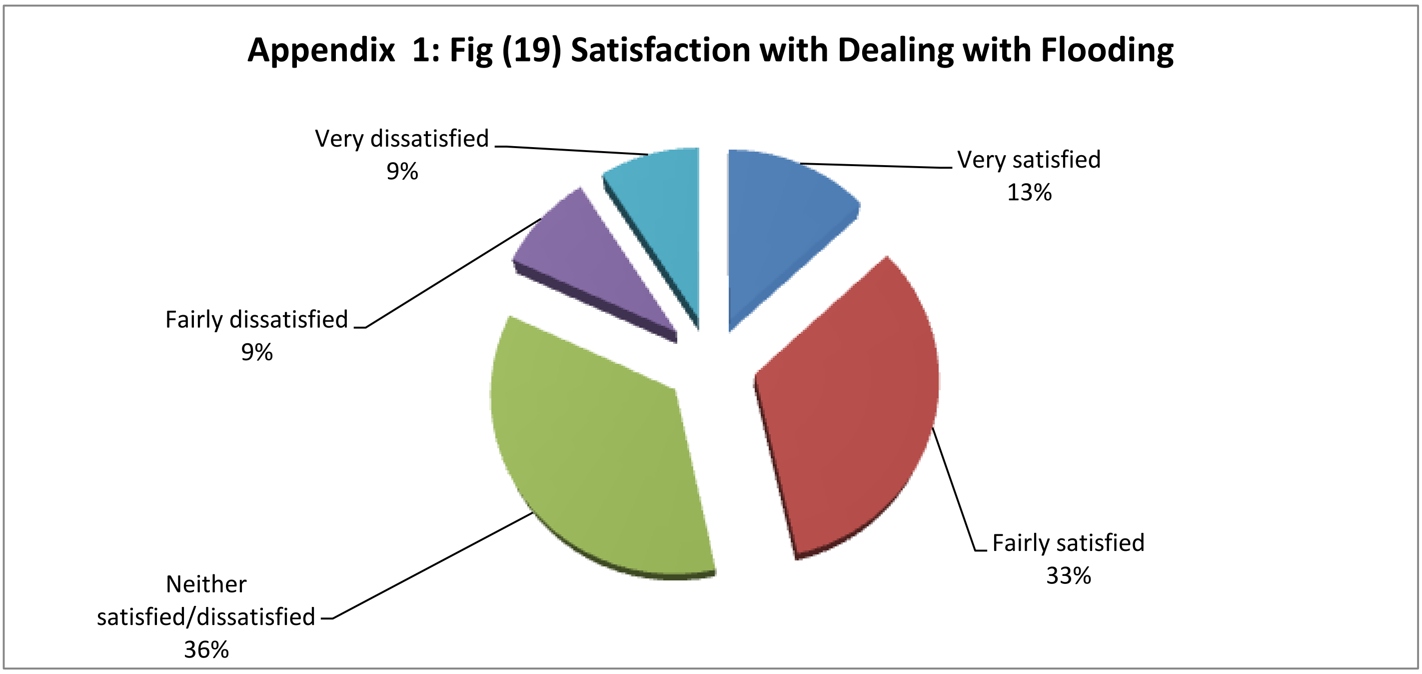
- By employment status the highest ratings come from those who are employed (13%) and retired (12%) and the lowest from those unable to work (0%) and those who are unemployed (-16%).

- People who are disabled give a lower rating (3%) than those who are not disabled (12%).

Appendix 1: (19) Dealing with Flooding

Of the entire sample 40% answered this part of the question and expressed their opinions on 'dealing with flooding' as follows:

- 13% are "very satisfied"
- 33% are "fairly satisfied"
- 36% are "neither satisfied/dissatisfied"
- 9% are "fairly dissatisfied"
- 9% are "very dissatisfied"



These figures result in a net satisfaction rate of 28% which is a rise from 21% in 2010 and the 19% recorded in 2009. This score is at its highest level since views on this service were first solicited from respondents in the 2007 survey.

Notable differences in the net satisfaction rates by categories of users are found in the following instances:

- By age the highest ratings are given by those aged 65+ (37%) and the lowest ratings by those in the 25-44 age band (24%).

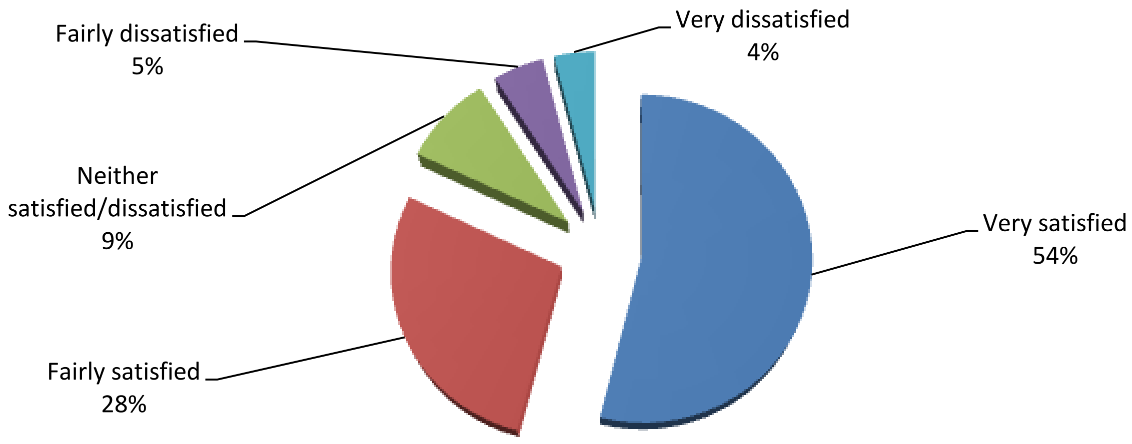
- By home ownership the rate is higher amongst those living in other types of accommodation (31%) and home owners (30%) than amongst council tenants (15%).

Appendix 1: (20) Refuse/Bin Collection

Of the entire sample 93% answered this part of the question and gave their views as follows on refuse/bin collection:

- 54% are “very satisfied”
- 28% are “fairly satisfied”
- 9% are “neither satisfied/dissatisfied”
- 5% are “fairly dissatisfied”
- 4% are “very dissatisfied”

Appendix 1: Fig (20) Satisfaction with Refuse/Bin Collection Service



These figures result in a net satisfaction rate of 73% which is a marginal dip from the 74% of 2010 (72% in 2009; 73% in 2008; 70% in 2007).

The following are notable differences in net satisfaction rates by categories of users:

- By age the highest ratings are found in those aged 65+ (921%) and the lowest in the 25-44 age band (63%).

- By employment status the highest rate comes from the retired (90%) and the lowest from those respondents who are unable to work (61%).

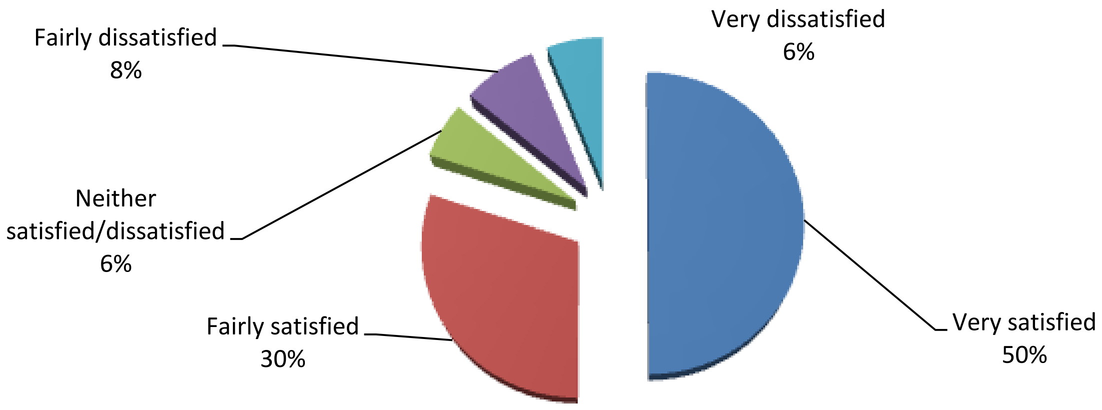
- Those without school aged children (82%) give a notably higher rating than those with school aged children (65%).

Appendix 1: (21) Recycling Facilities

Of the entire sample 91% answered this part of the question and gave their views on this service as follows:

- 50% are “very satisfied”
- 30% are “fairly satisfied”
- 6% are “neither satisfied/dissatisfied”
- 8% are “fairly dissatisfied”
- 6% are “very dissatisfied”

Appendix 1: Fig (21) Satisfaction with Recycling Facilities



These figures result in a net satisfaction rate of 66% an increase on the 61% recorded in 2010 (57% in 2009; 48% in 2008; 42% in 2007).

The following are notable differences in the net satisfaction rates by categories of users:

- By age the highest ratings are found in those aged 65+ (86%) and the lowest in the 25-44 age band (52%).

- By employment status the highest rate comes from those who are retired (87%) – the rate for those who are employed is 66% and for those who are unemployed is 60%.

- By home ownership the higher rate is found amongst those who do own their own house (71%) compared with the rate from those who do not own their own home (51%).

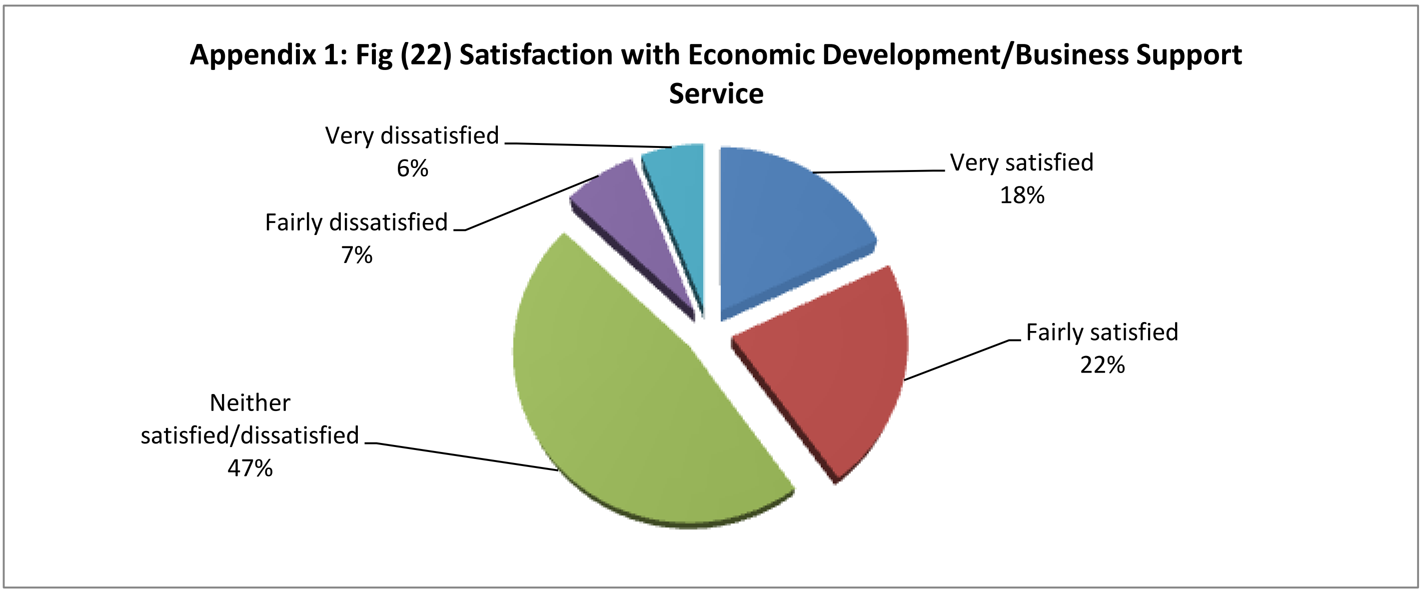
- By length of time resident in the Highlands, those resident for more than 10 years give the highest rating (75%) while the lowest is returned by those resident less than 5 years (54%).

- Those who do not have school aged children supply a higher rating (76%) than those who have school aged children (59%).

Appendix 1: (22) Economic Development/ Business Support

Of the entire sample 16% answered this part of the question and gave their views on this service as follows:

- 18% are “very satisfied”
- 22% are “fairly satisfied”
- 47% are “neither satisfied/dissatisfied”
- 7% are “fairly dissatisfied”
- 6% are “very dissatisfied”



These figures leave a net satisfaction rate of 27% a marked rise from 10% in 2010 which in itself was an appreciable rise from the 3% recorded in 2009 (3% in 2008; -3% in 2007).

The following are notable differences in the responses by categories of users:

- Respondents in the 45-64 age band (12%) give a rating which is appreciably lower than the ratings supplied by those aged 25-44 (27%) and those aged 65+ (31%).

- By disability those who are disabled (9%) give a lower rating than respondents who are not disabled (21%).

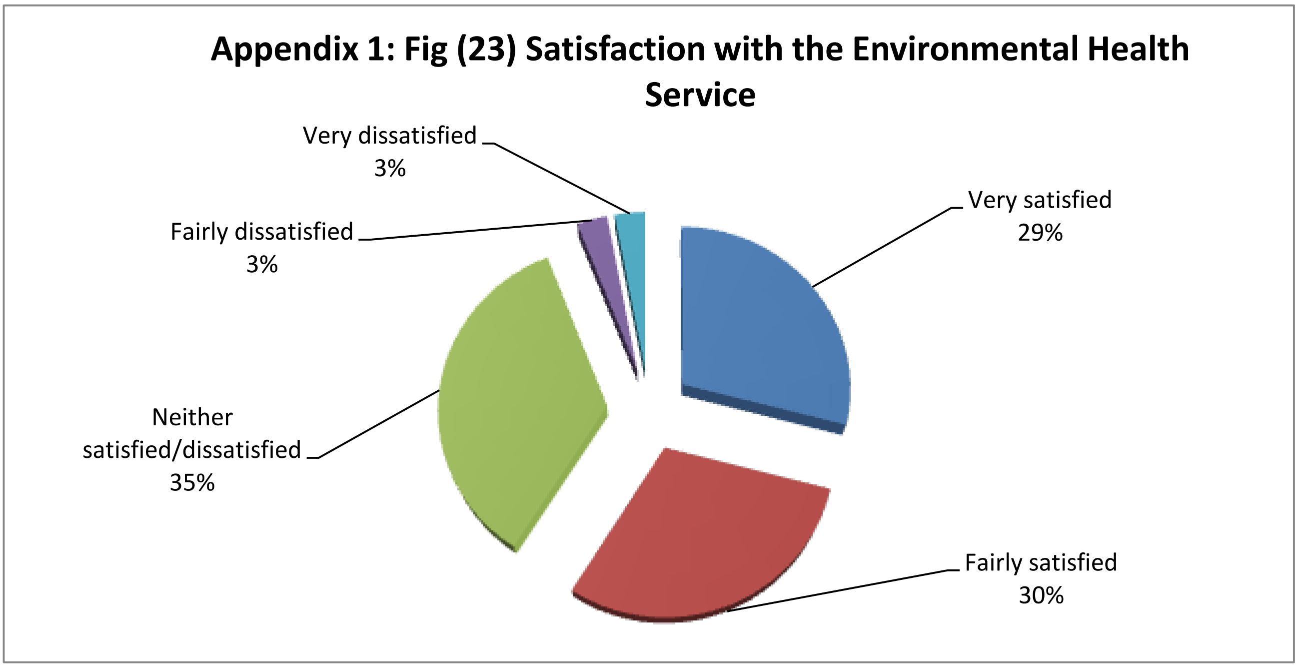
- By employment status the highest rating comes from those who are retired (29%) and the lowest from those who are employed (15%) and those unable to work (14%).

- Those who have school aged children give a noticeably lower rating (2%) than the average for the sample (27%).

Appendix 1: (23) Environmental Health Service

Of the entire sample 23% answered this part of the question and gave their views on this service as follows:

- 29% are "very satisfied"
- 30% are "fairly satisfied"
- 35% are "neither satisfied/dissatisfied"
- 3% are "fairly dissatisfied"
- 3% are "very dissatisfied"



These figures leave a net satisfaction rate of 53% - a substantial rise from the 33% recorded in 2010 (23% in both 2009 and 2008 and 21% in 2007).

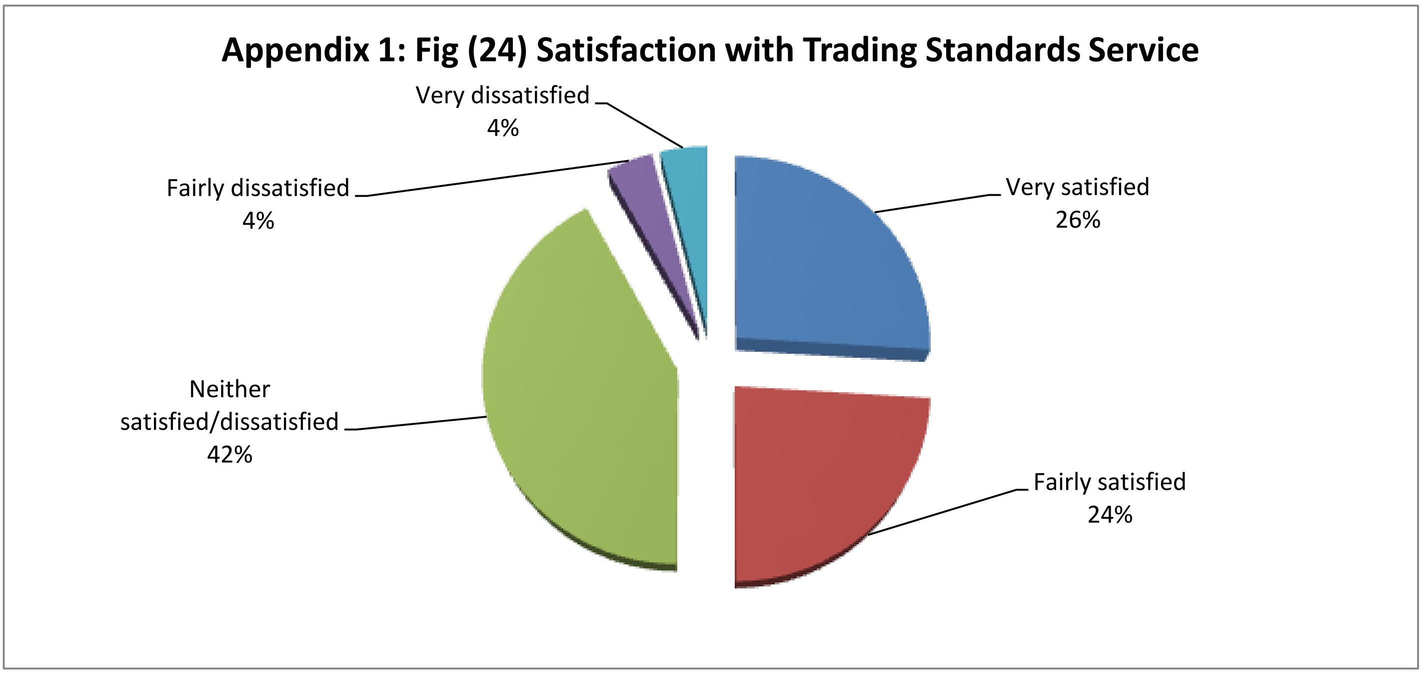
The following are notable differences in the responses by categories of users:

- Those who do not have school aged children (58%) give a higher rating than those with school aged children (39%).
- Those aged 65+ (66%) give a higher rating than those aged 25-44 (53%) and those aged 45-64 (48%).
- And those who are retired (64%) give a higher rating than those who are employed (45%).

Appendix 1: (24) Trading Standards

Of the entire sample 19% answered this part of the question and gave their views on this service as follows:

- 26% are “very satisfied”
- 24% are “fairly satisfied”
- 42% are “neither satisfied/dissatisfied”
- 4% are “fairly dissatisfied”
- 4% are “very dissatisfied”



These figures give a net satisfaction rate of 42% a rise of the 38% of 2010 - a result which in itself was double the 19% recorded in 2009 (20% in 2008; 19% in 2007).

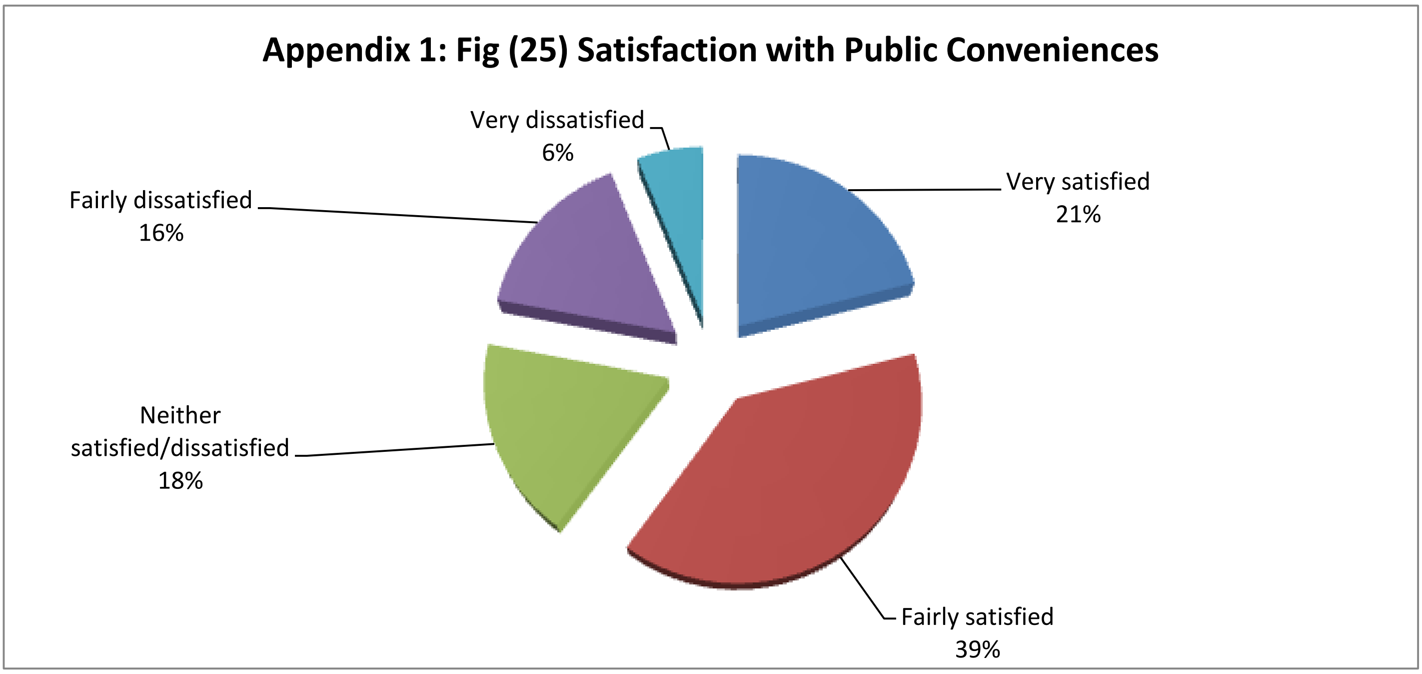
The following are notable differences in net satisfaction ratings by categories of users:

- Males give a higher satisfaction rating (49%) than males (38%).
- By age the highest rating came from those aged 65+ (64%) while the 45-64 group give the lowest rating (34%).
- By employment status the highest rating comes from those who are retired (64%) – a figure which is higher than the rating from those who are employed (33%).
- By housing status the higher rating comes from those are home owners (47%) – compared especially with people who are council tenants (13%).
- Those without school aged children (47%) give a higher rating than those with school aged children (32%).

Appendix 1: (25) Public Conveniences

Of the entire sample 61% answered this part of the question and gave their views on this service as follows:

- 21% are "very satisfied"
- 39% are "fairly satisfied"
- 18% are "neither satisfied/dissatisfied"
- 16% are "fairly dissatisfied"
- 6% are "very dissatisfied"



These figures give a net satisfaction rate of 38% - another large increase from the score of 18% in 2010 which in its own right had been a major increase on the 1% recorded in 2009. The rate in 2008 was 4% and in 2007 was -5%.

The following are notable differences in net satisfaction rates by categories of users:

- By age the 65+ group (46%) supply the highest rating – the lowest is from those aged 45-64 (31%).

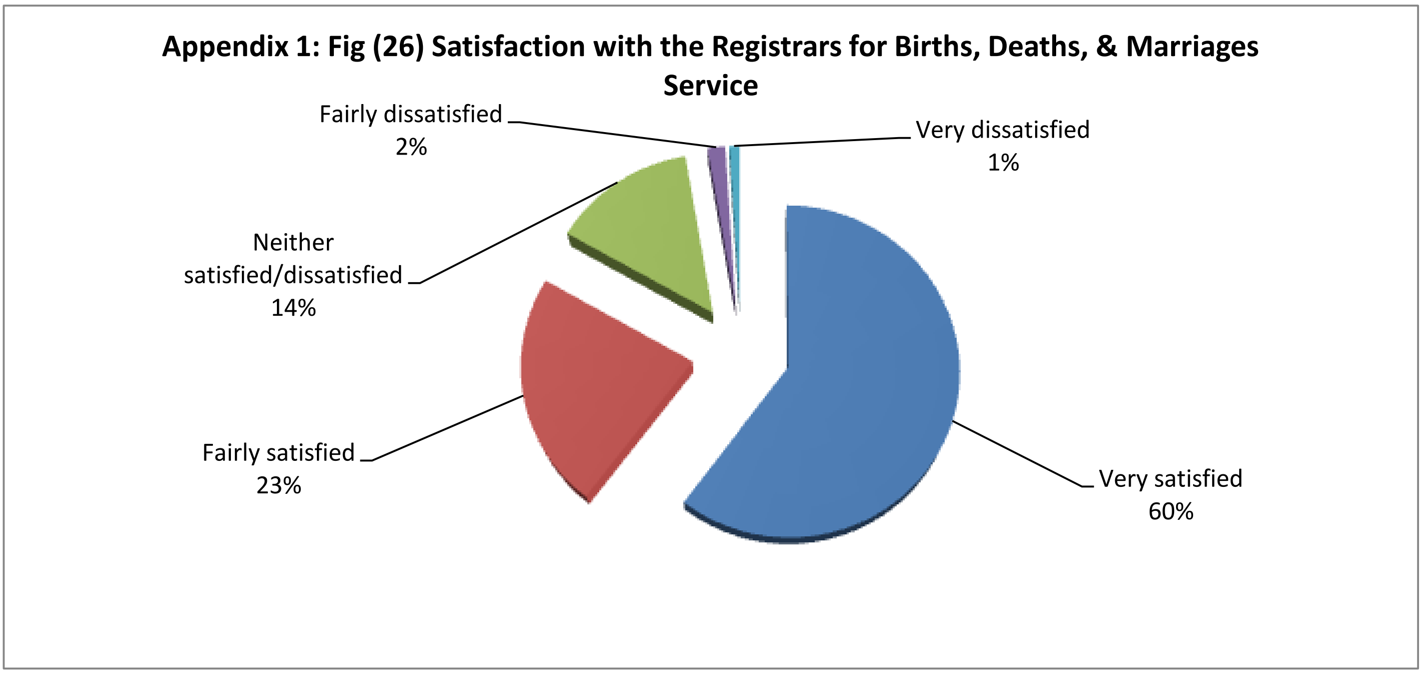
- By employment status the highest rating comes from those who are retired (46%) - notably higher than the rating from those who are employed (31%) and much higher than those who are unable to work (10%).

- By disability the higher rating is given by those who are not disabled (38%) compared with a rating from those who are disabled (28%).

Appendix 1: (26) Registrars for Births, Deaths and Marriages

Of the entire sample 22% answered this part of the question and gave their views on this service as follows:

- 60% are “very satisfied”
- 23% are “fairly satisfied”
- 14% are “neither satisfied/dissatisfied”
- 2% are “fairly dissatisfied”
- 1% are “very dissatisfied”



These figures result in a net satisfaction rate of 80% another increase on that recorded in 2010 when the rating was 74% - which, in turn, was a major increase on the 54% recorded in 2009 (59% in both 2008 and 2007).

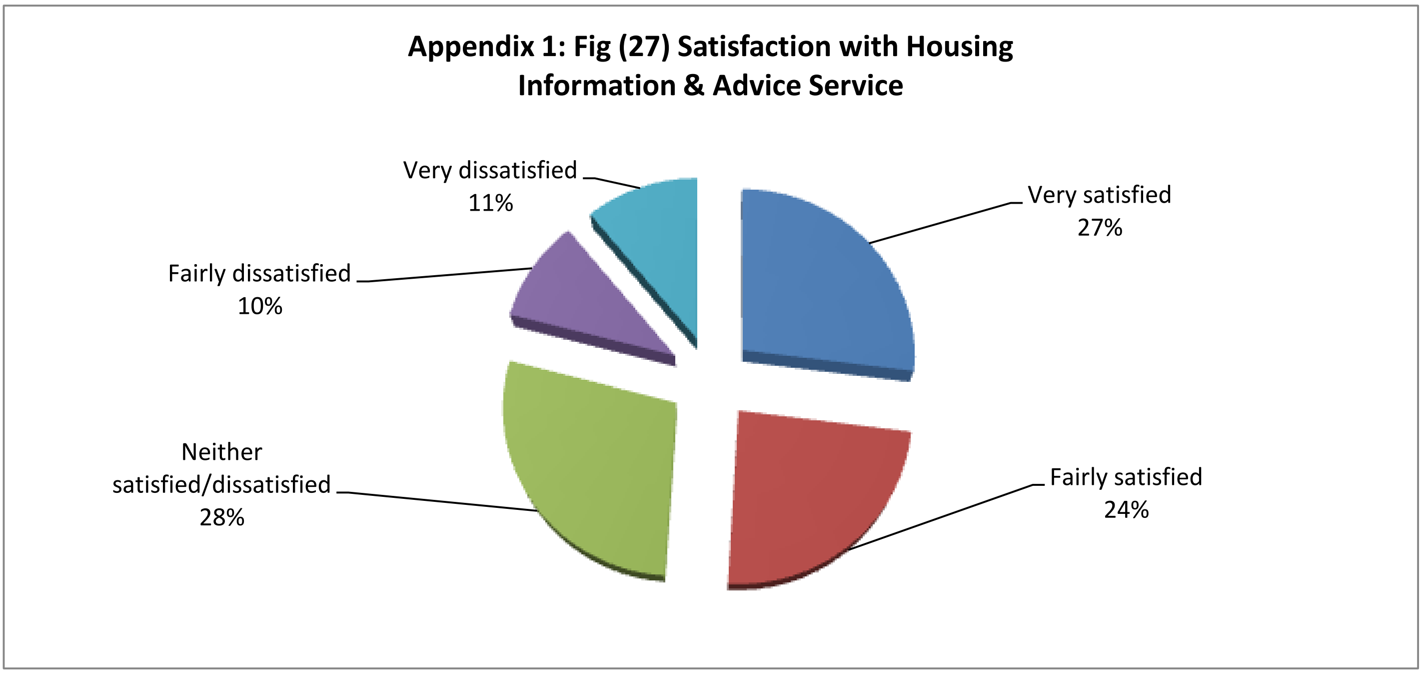
The 80% rating for 2011 represents the highest level attained by this service in the 5 most recent surveys.

By age the highest rating is supplied by those aged 25-44 (91%) and the lowest by those aged 45-64 (71%).

Appendix 1: (27) Housing Information and Advice

Of the entire sample 17% answered this part of the question and gave their views on this service as follows:

- 27% are “very satisfied”
- 24% are “fairly satisfied”
- 28% are “neither satisfied/dissatisfied”
- 10% are “fairly dissatisfied”
- 11% are “very dissatisfied”



These figures result in a net satisfaction rate of 30% - continuing the upward movement of last year (18% in 2010; 12% in 2009 14% in 2008; 14% in 2007).

Notable differences in net satisfaction rates are found in the following instances:

- By age the highest rating comes from those aged 65+ (48%) – a figure greater than the ratings from either the 45-64 age group (39%) or those aged 25-44 (26%).

- The rating from people who are retired (58%) is more than double the one given by those who are employed (27%).

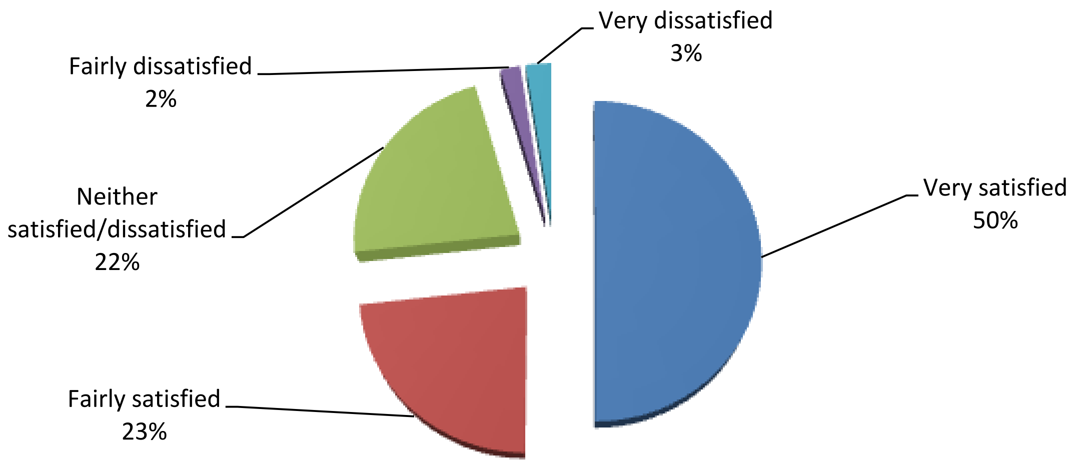
- Those who are council tenants give an even higher rating (40%) than the average for the sample (30%).

Appendix 1: (28) Burials and Cremations

Of the entire sample 19% answered this part of the question and gave their views on this service as follows:

- 50% are “very satisfied”
- 23% are “fairly satisfied”
- 22% are “neither satisfied/dissatisfied”
- 2% are “fairly dissatisfied”
- 3% are “very dissatisfied”

Appendix 1: Fig (28) Satisfaction with Burials and Cremations Service



These figures result in a net satisfaction rate of 68% - a further increase from 63% in 2010 which in itself was a substantial increase from the 41% recorded in 2009 (45% in both 2008 and 2007).

Notable differences in the net satisfaction rates by categories of users are found in the following cases:

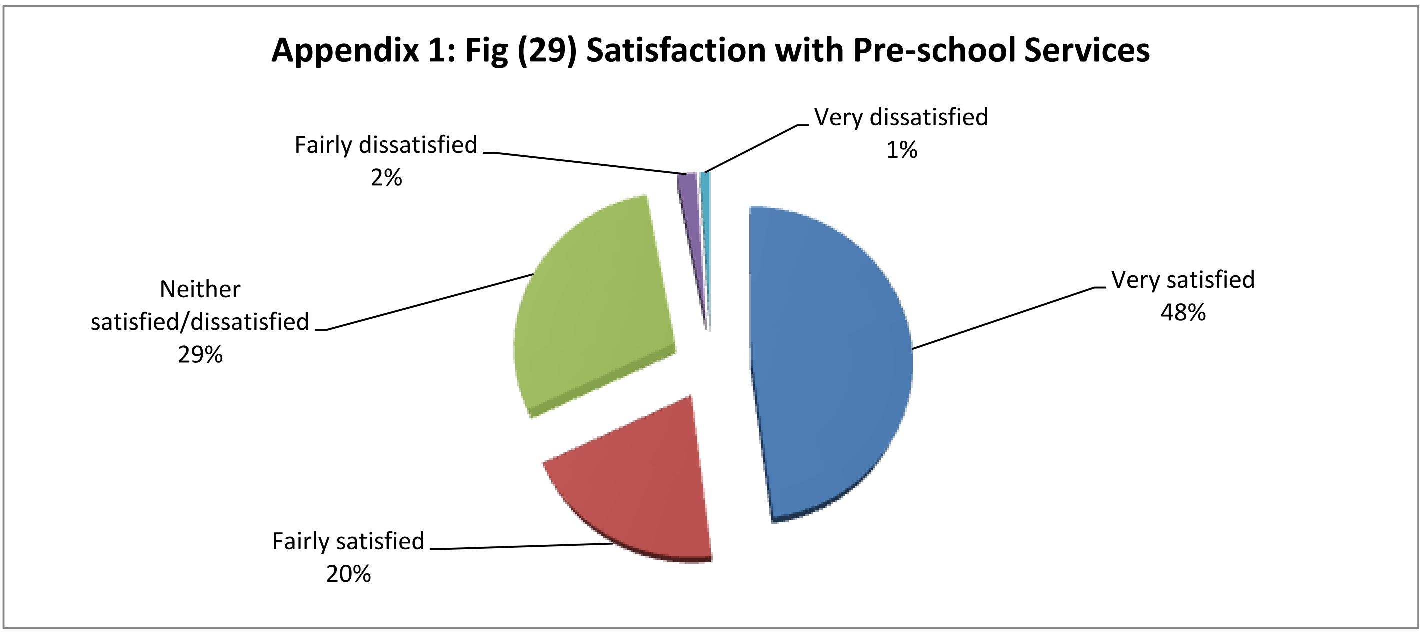
- By age the highest rating is supplied by those aged over 65 (76%).

- By employment status those who are retired give a higher rating (79%) than those who are employed (63%).

Appendix 1: (29) Pre-school Services

Of the entire sample 14% answered this part of the question and gave their views on this service as follows:

- 48% are “very satisfied”
- 20% are “fairly satisfied”
- 29% are “neither satisfied/dissatisfied”
- 2% are “fairly dissatisfied”
- 1% are “very dissatisfied”



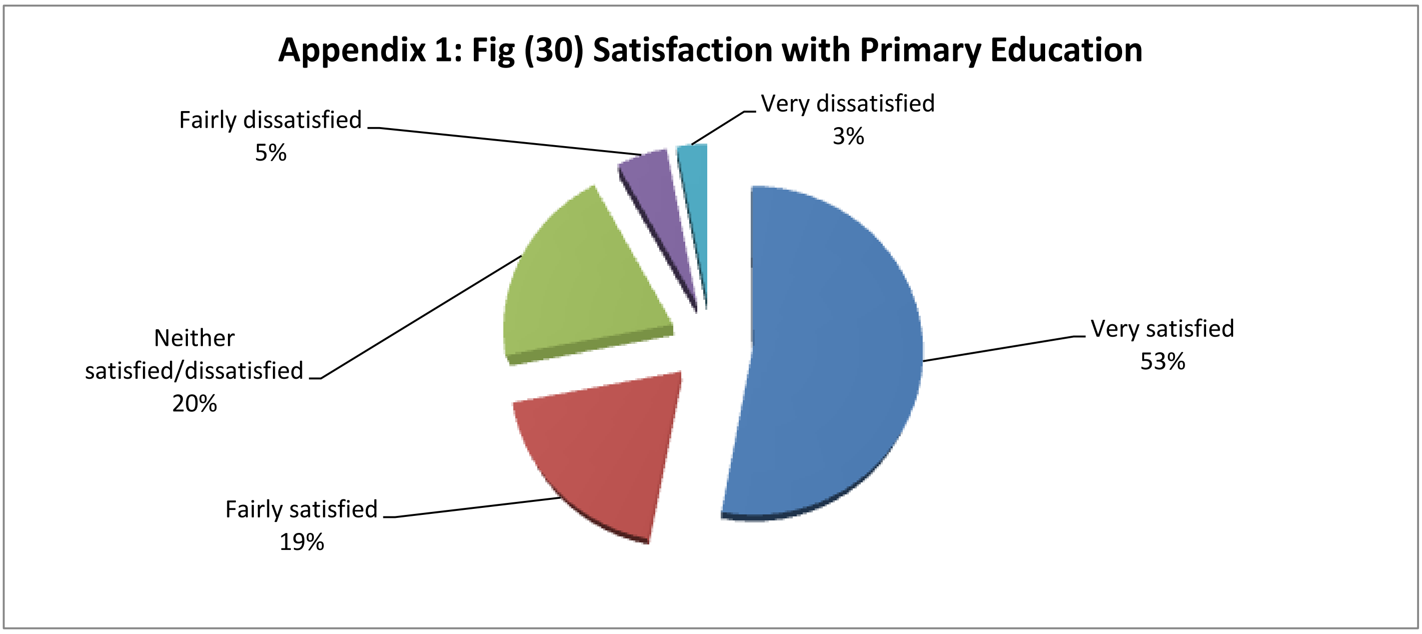
These figures result in a net satisfaction rate of 65% - up a further 2% from 63% in 2010 which in turn represented a major rise from the 38% recorded in 2009 (37% in 2008; and 39% in 2007).

Those aged 25-44 return an even higher rating (71%) than the sample as a whole (65%)..

Appendix 1: (30) Primary Education

Of the entire sample 20% answered this part of the question and gave their views on this service as follows:

- 53% are “very satisfied”
- 19% are “fairly satisfied”
- 20% are “neither satisfied/dissatisfied”
- 5% are “fairly dissatisfied”
- 3% are “very dissatisfied”



These figures result in a net satisfaction rate of 64% which represents a fall of 10% from the 74% recorded in 2010. The 64% rate is still higher than the scores recorded in the 3 preceding surveys - 2009 (49%); 2008 (56%); 2007 (50%).

For those with school aged children the results are as follows:

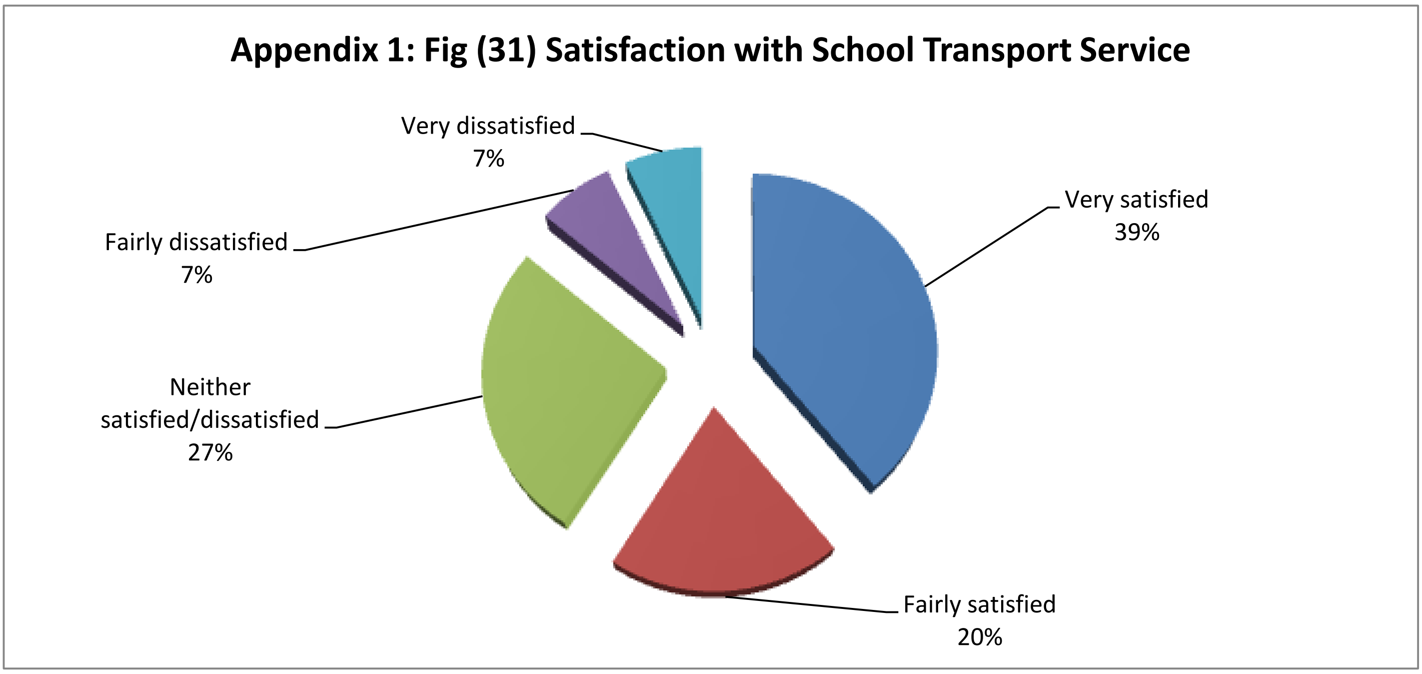
- 50% are “very satisfied”
- 28% are “fairly satisfied”
- 8% are “neither satisfied/dissatisfied”
- 8% are “fairly dissatisfied”
- 6% are “very dissatisfied”

The figures above produce a net satisfaction rate of 64% which is equal to the rate supplied by all who answered this question.

Appendix 1: (31) School Transport

Of the entire sample 16% answered this part of the question and gave their views on this service as follows:

- 39% are “very satisfied”
- 20% are “fairly satisfied”
- 27% are “neither satisfied/dissatisfied”
- 7% are “fairly dissatisfied”
- 7% are “very dissatisfied”



These figures result in a net satisfaction rate of 45% which is a decline from the 51% recorded in 2010 although it is a score which is still notably higher than the 31% recorded in 2009 and the 33% recorded in 2008.

By age group it is noticeable that those aged 25-44 (57%) return a much higher rating than those aged 45-64 (38%).

For those who have school aged children the results are as follows:

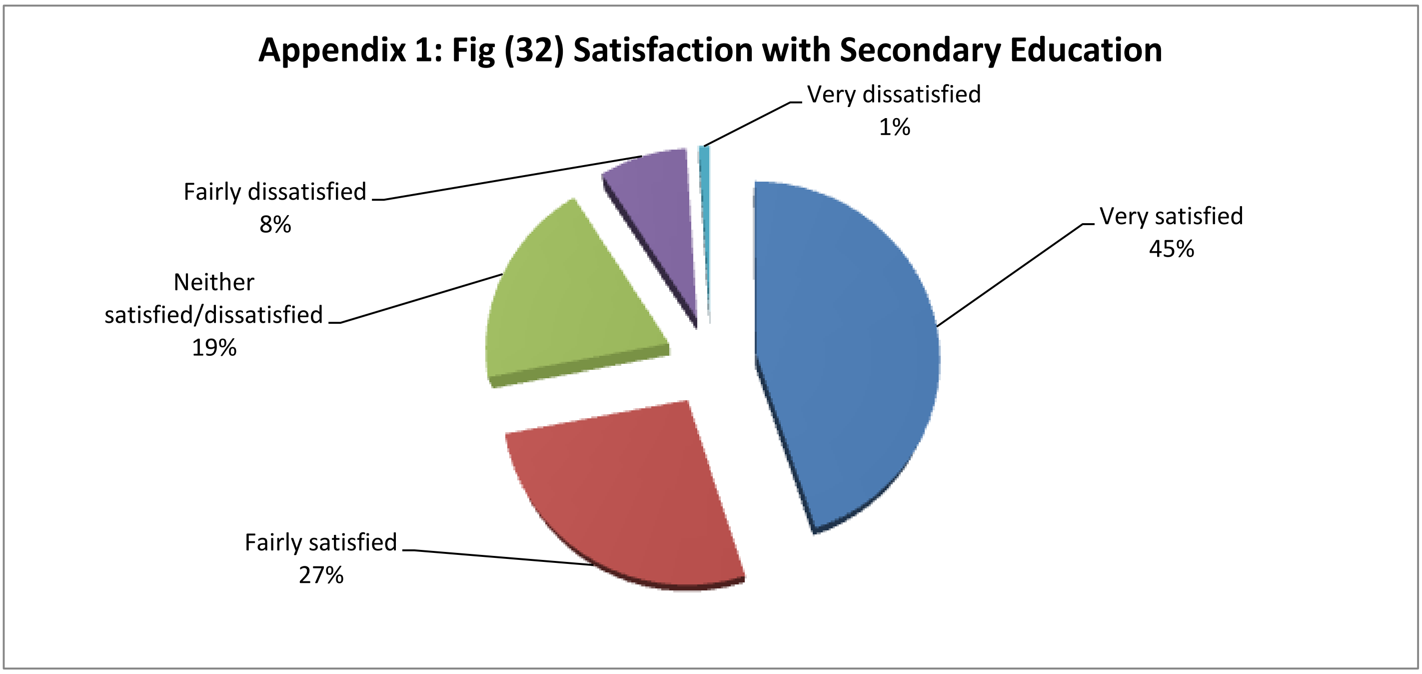
- 43% are “very satisfied”
- 24% are “fairly satisfied”
- 13% are “neither satisfied/dissatisfied”
- 9% are “fairly dissatisfied”
- 11% are “very dissatisfied”

The figures above produce a net satisfaction rate of 47% - slightly higher than the 45% returned by all who answered this question.

Appendix 1: (32) Secondary Education

Of the entire sample 22% answered this part of the question and gave their views on this service as follows:

- 45% are “very satisfied”
- 27% are “fairly satisfied”
- 19% are “neither satisfied/dissatisfied”
- 8% are “fairly dissatisfied”
- 1% are “very dissatisfied”



These figures result in a net satisfaction rate of 63% - a rise of 3% on the rate recorded in 2010 of 60%. This 60%-63% level is much higher than the rates previously recorded: 39% in 2009, 44% in 2008, and 40% in 2007.

Of those with school aged children the results are as follows:

- 44% are “very satisfied”
- 39% are “fairly satisfied”
- 9% are “neither satisfied/ dissatisfied”
- 7% are “fairly dissatisfied”
- 1% are “very dissatisfied”

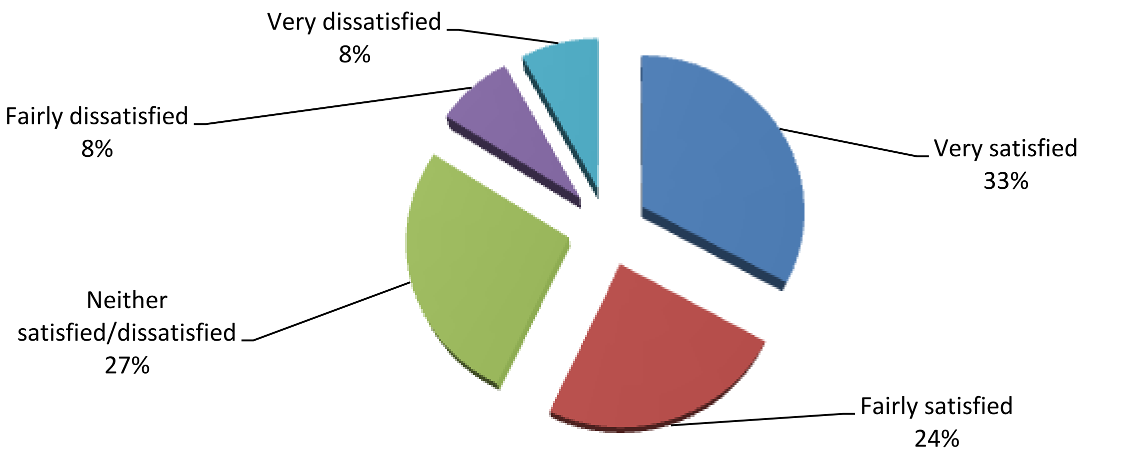
These figures mean that for those with school aged children the net satisfaction rate is 74%– one that is appreciably higher than the rate given by those who do not have school aged children (53%).

Appendix 1: (33) Community Learning / Adult Education

Of the entire sample 21% answered this part of the question and gave their views on this service as follows:

- 33% are “very satisfied”
- 24% are “fairly satisfied”
- 27% are “neither satisfied/dissatisfied”
- 8% are “fairly dissatisfied”
- 8% are “very dissatisfied”

Appendix 1: Fig (33) Satisfaction with Community Learning/ Adult Education Service



These figures result in a net satisfaction rate of 41% which is a 9% increase from the 32% recorded in 2010 and just over double the rating of 20% recorded in 2009 (26% in 2008; 23% in 2007).

Notable differences in the net satisfaction rates by categories of users are found in the following categories:

- By age the highest rating comes from those aged 65 and over (51%) which is appreciably higher than the rating from those aged 45-64 (30%).

- By employment status, the rating from those who are retired (52%) is markedly higher than the one from those who are employed (30%).

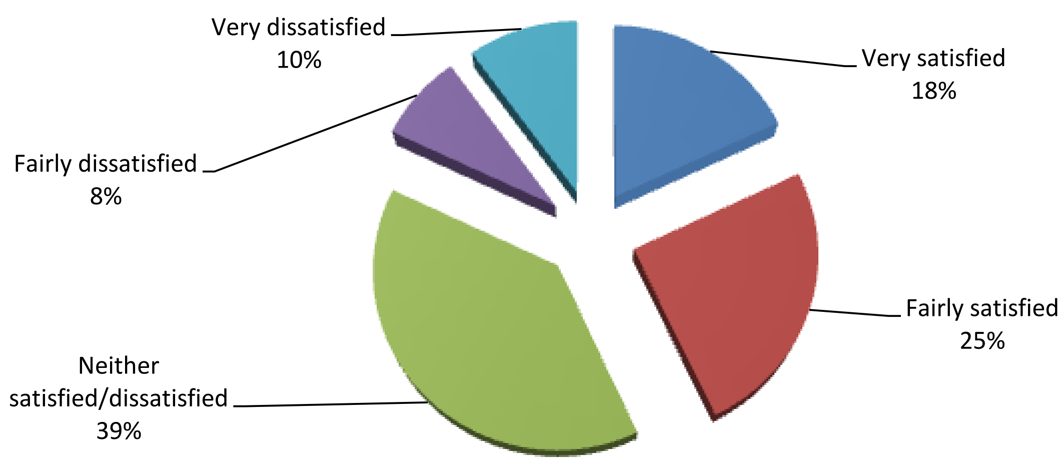
- The rating given by those who have school aged children (53%) is appreciably higher than that supplied by those who do not have school aged children (36%).

Appendix 1: (34) Home Care Services

Of the entire sample 16% answered this part of the question and gave their views on this service as follows:

- 18% are “very satisfied”
- 25% are “fairly satisfied”
- 39% are “neither satisfied/dissatisfied”
- 8% are “fairly dissatisfied”
- 10% are “very dissatisfied”

Appendix 1: Fig (34) Satisfaction with Home Care Services



These figures result in a net satisfaction rate of 25% - a slight rise on the 23% of 2010 which itself was an increase from the 14% recorded in 2009 (10% in 2008; 16% in 2007).

Notable differences in the net satisfaction rates by categories of users are found in the following instances:

- By age the highest rating is supplied by those aged 65 and over (41%) – a rating which is more than twice the level of those aged 45-64 (15%) which in turn is greater than the rating from the 25-44 age group (9%).

- By employment status the highest rating comes from people who are retired (52%) which is appreciably higher than the rating from people who are employed (7%).

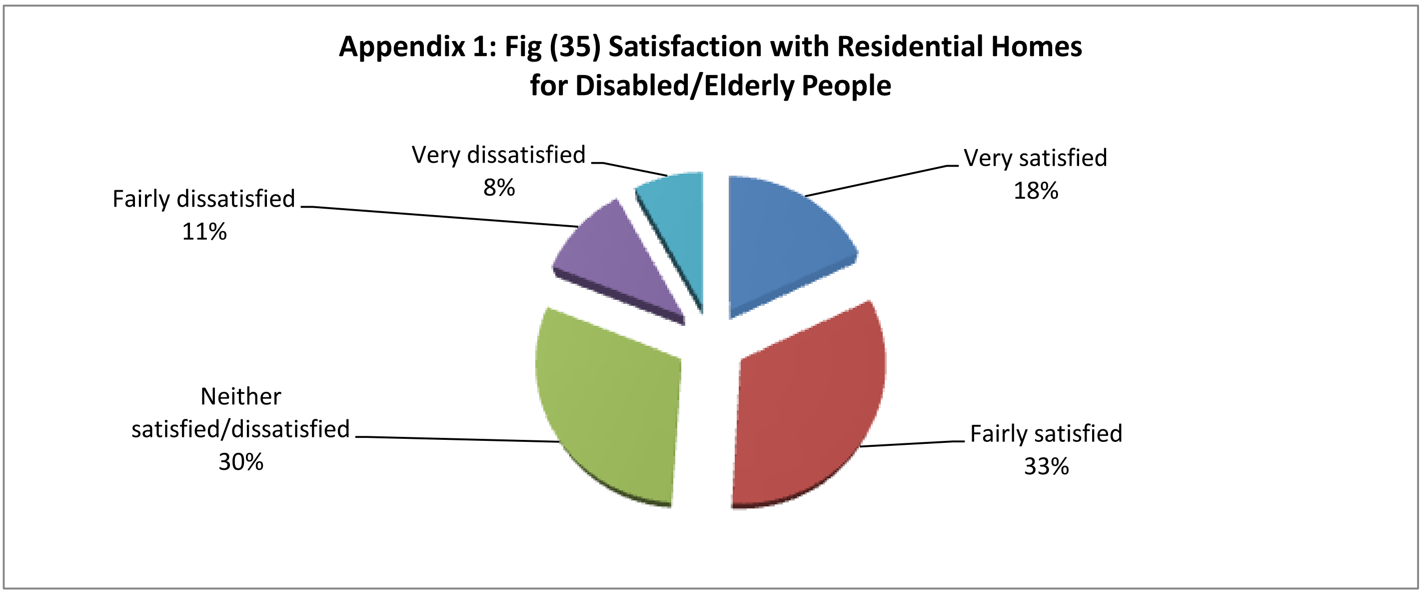
- By housing status the rating supplied by council tenants (44%) is higher than that from those who do own their own house (16%).

- People who have a disability (29%) return a higher rating than those who do not have a disability (19%).

Appendix 1: (35) Residential Homes for Disabled/Elderly People

Of the entire sample 16% answered this part of the question and gave their views on this service as follows:

- 18% are "very satisfied"
- 33% are "fairly satisfied"
- 30% are "neither satisfied/dissatisfied"
- 11% are "fairly dissatisfied"
- 8% are "very dissatisfied"



These figures result in a net satisfaction rate of 32% which is a marked increase from the 11% recorded in 2010 and the 6% recorded in 2009 (4% in 2008; -1% in 2007).

Notable differences in the net satisfaction rates by categories of users are found in the following instances:

- By age the ratings given by those aged 45-64 (5%) and those aged 25-44 (33%) are appreciably lower than the rating from those aged 65 and over (52%).

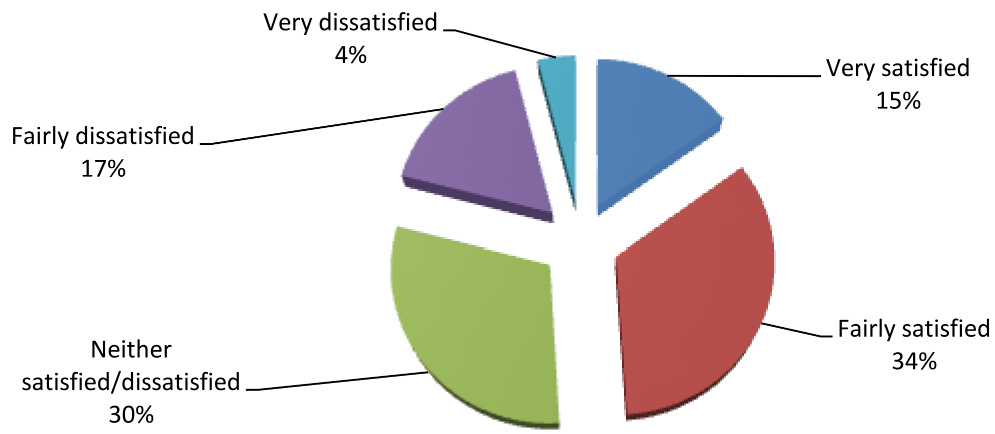
- By employment status the rating from people who are employed (15%) is appreciably lower than the rating from people who are retired (45%).

Appendix 1: (36) Community Occupational Therapy

Of the entire sample 14% answered this part of the question and gave their views on this service as follows:

- 15% are “very satisfied”
- 34% are “fairly satisfied”
- 30% are “neither satisfied/dissatisfied”
- 17% are “fairly dissatisfied”
- 4% are “very dissatisfied”

Appendix 1: Fig (36) Satisfaction with Community Occupational Therapy Service



These figures result in a net satisfaction rate of 28% - a rise from the 17% of 2010 which, in turn, was up from the 8% recorded in 2009 (10% in both 2008 and 2007).

Notable differences in the net satisfaction rates by categories of users are found in the following instances:

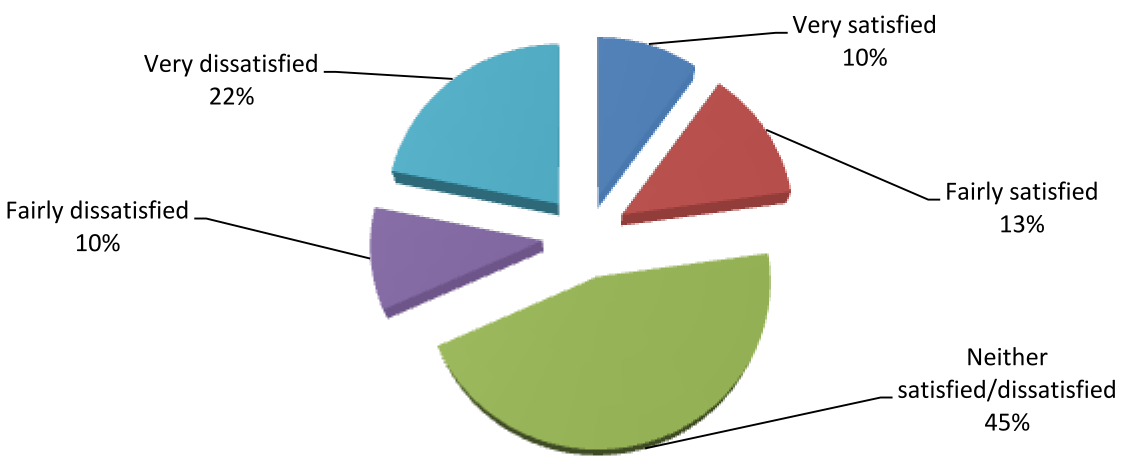
- By employment status the highest rating comes from people who are retired (42%) – which is considerably more than that given by people who are employed (10%).
- Those who have a disability return a noticeably higher rating (34%) than those who do not have a disability (18%).
- By housing status the highest rating comes from council tenants (38%).
- By age the highest rating is supplied by those 65 and over (46%).

Appendix 1: (37) Services to Reduce Youth Offending

Of the entire sample 11% answered this part of the question and gave their views on this service as follows:

- 10% are “very satisfied”
- 13% are “fairly satisfied”
- 45% are “neither satisfied/dissatisfied”
- 10% are “fairly dissatisfied”
- 22% are “very dissatisfied”

Appendix 1: Fig (37) Satisfaction with Services to Reduce Youth Offending



These figures result in a net satisfaction rate of -9% which is a rise of 18% from the -27% of 2010 which itself was identical to the rates recorded in 2008 and 2009 but higher than the -35% recorded in 2007.

Notable differences in the net satisfaction rates by categories of users are found in the following categories:

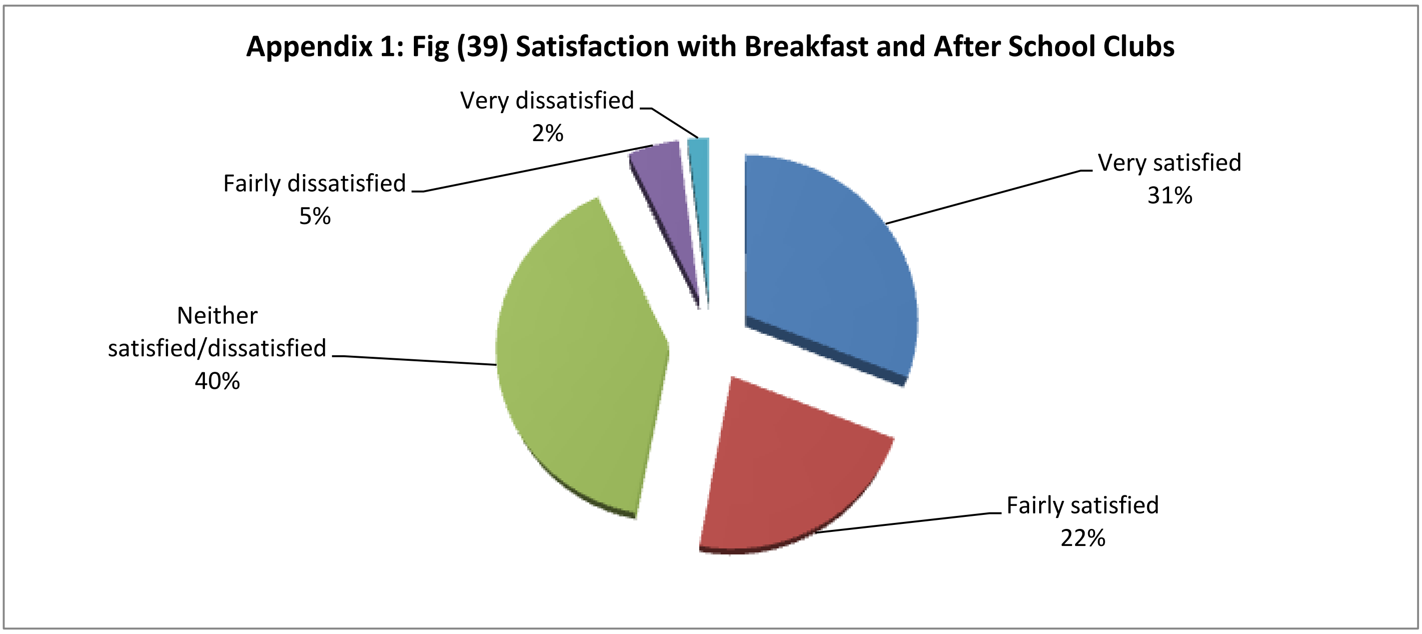
- By gender the rating from males (-20%) is lower than that from females (-5%).

- By age the highest rating is supplied by those aged 25-44 (-4%) followed by those aged 65+ (-7%) with the lowest rating being given by those aged 45-64 (-16%).

Appendix 1: (38) Breakfast and After School Clubs

Of the entire sample 10% answered this part of the question and gave their views on this service as follows:

- 31% are “very satisfied”
- 22% are “fairly satisfied”
- 40% are “neither satisfied/dissatisfied”
- 5% are “fairly dissatisfied”
- 2% are “very dissatisfied”



These figures result in a net satisfaction rate of 46% - a major rise from 28% in 2010. That 2010 score was itself a major increase on the 7% recorded in 2009 and the 11% figures in both 2007 and 2008.

By gender the rating from females (48%) is appreciably higher than that from males (31%).

For those with school aged children the results are as follows:

- 33% are “very satisfied”
- 28% are “fairly satisfied”
- 35% are “neither satisfied/dissatisfied”
- 2% are “fairly dissatisfied”
- 2% are “very dissatisfied”

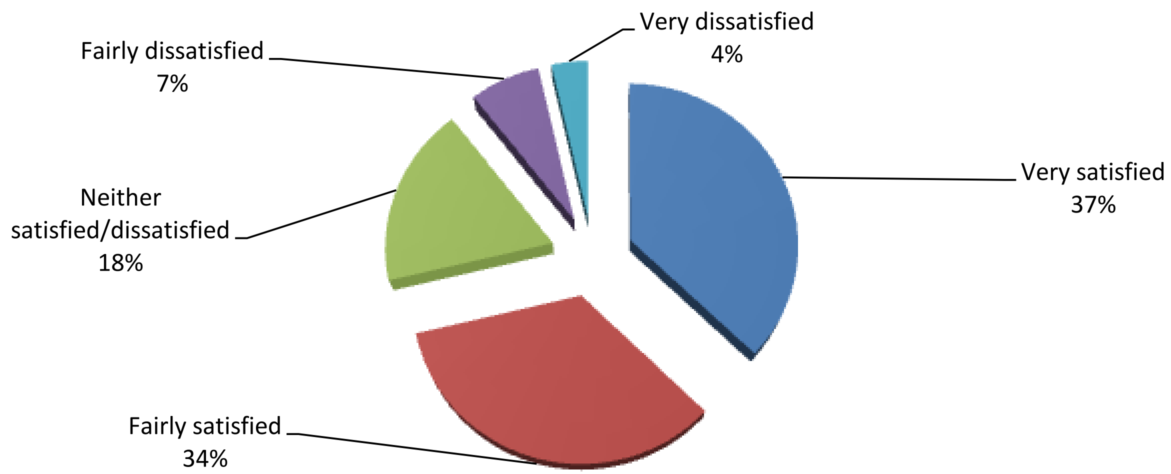
This gives a net satisfaction rating of 56% - 10% higher than the 46% rate calculated from the results of all those who answered this question.

Appendix 1: (39) School Meals

Of the entire sample 19% answered this part of the question and gave their views on school meals as follows:

- 37% are “very satisfied”
- 34% are “fairly satisfied”
- 18% are “neither satisfied/dissatisfied”
- 7% are “fairly dissatisfied”
- 4% are “very dissatisfied”

Appendix 1: Fig (39) Satisfaction with School Meals



These figures result in a net satisfaction rate of 60% - up substantially from the 45% recorded in 2010 (28% in 2009; 31% in 2008; 27% in 2007).

Females (64%) return a higher rating than males (56%).

The results from this with school aged children are as follows:

- 39% are “very satisfied”
- 40% are “fairly satisfied”
- 9% are “neither satisfied/dissatisfied”
- 10% are “fairly dissatisfied”
- 2% are “very dissatisfied”

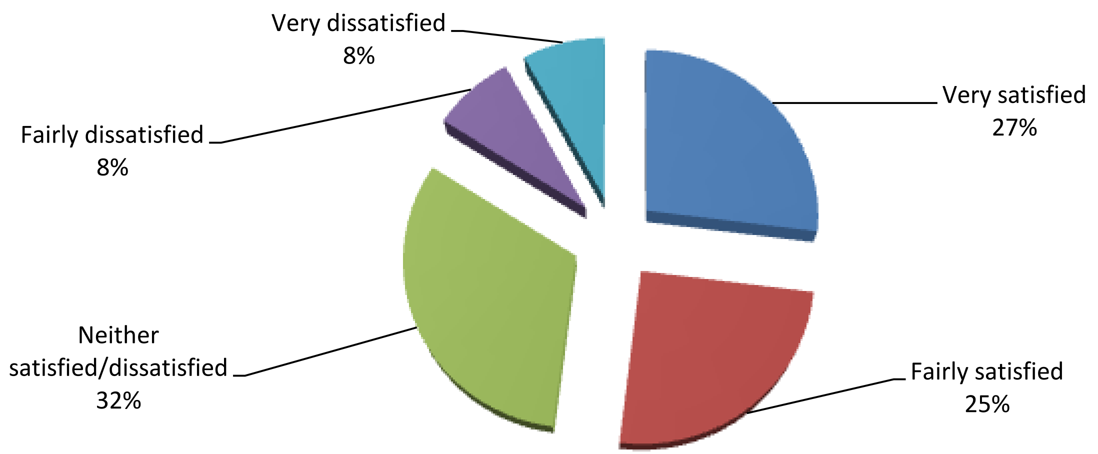
This gives a net satisfaction rating of 67% - higher than the 64% calculated from the returns of all who answered this question.

Appendix 1: (40) Services to Protect Children from Harm

Of the entire sample 12% responded to this part of the question and gave their opinions on services to protect children from harm as follows:

- 27% are "very satisfied"
- 25% are "fairly satisfied"
- 32% are "neither satisfied/dissatisfied"
- 8% are "fairly dissatisfied"
- 8% are "very dissatisfied"

Appendix 1: Fig (40) Satisfaction with Services to Protect Children from Harm



These figures result in a net satisfaction rate of 36% – a marked increase from 24% in 2010 which itself was a notable rise from the 18% recorded in 2009 (18% in 2008; and 12% in 2007).

Notable differences in the responses by categories of users are found in the following categories:

- By gender females (42%) supply a rating more than double than that from males (20%).
- By age the highest rating comes from those aged 25-44(48%).
- While those who are retired return a rating of 53%, the rate from those who are employed is appreciably lower at 22%.

Those with school aged children give the following results:

- 27% are "very satisfied"
- 24% are "fairly satisfied"
- 33% are "neither satisfied/dissatisfied"
- 4% are "fairly dissatisfied"
- 11% are "very dissatisfied"

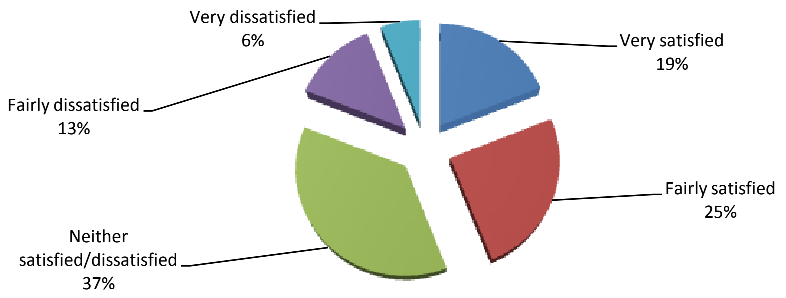
This produces a net satisfaction rating of 36% which is the same rating as the one calculated from the opinions of all who answered this question.

Appendix 1: (41) Services to Protect Adults at Risk of Harm

Of the entire sample 13% responded to this part of the question and gave the following opinions on the service:

- 19% are “very satisfied”
- 25% are “fairly satisfied”
- 37% are “neither satisfied/dissatisfied”
- 13% are “fairly dissatisfied”
- 6% are “very dissatisfied”

Appendix 1: Fig (41) Satisfaction with Services to Protect Adults at Risk of Harm



These figures result in a net satisfaction rate of 25% - up from 18% in 2010 which was the first year that the views of respondents on this service were sought.

Notable results in the net satisfaction rates by categories of users are found in the following cases:

- The rate returned by those who have a disability (25%) is equal to the rate for all who answered this part of the question.
- By age the rate from respondents is highest amongst those aged 65 and over (37%) and is at its lowest amongst those aged 45-64 (16%).
- By employment status the rate from people who are retired (40%) is much higher than the rate from respondents who are employed (9%).