



Centre for Remote  
and Rural Studies

*Creating the University of the Highlands and Islands*

**THE HIGHLAND COUNCIL'S  
ANNUAL PUBLIC PERFORMANCE SURVEY 2010**

**FINAL REPORT**

**October 2010**

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# SECTION 1: SURVEY METHODOLOGY

## Introduction

1. The 2010 Highland Council Performance Survey was conducted in the period June and July 2010. This report on 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 1,586 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 previous years the survey questionnaire was issued by post to several thousand named householders on the Register of Electors. The 2010 Survey followed a different methodology. Questionnaires were not sent at random to a sample of the electorate but to members of the recently constructed Citizen's Panel.

## The Citizens' Panel

3. The Citizens' 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. This meant identifying the panel size required (to provide results which are accurate to +/-5% at the 95% confidence level) and its composition. In addition the Council wanted to ensure the number of responses to the Annual Performance Survey would not fall below 1500. The design and recruitment of the panel by officials in The Highland Council involved them in going through the following stages:
  - (a) Identifying 2300 as the ideal panel size. Assuming a 70% response rate to surveys - based on experiences of using panels elsewhere – 2300 panel members would provide around 1600 responses to surveys.
  - (b) Sending a letter to a sample of 14,000 adults drawn randomly from the electoral roll to take part in the panel. It was assumed that there would be a 17% response rate in keeping with previous surveys of this type, i.e. 2350 agreeing to be panel members. The sample was made up of 6,222 from the Inverness, Nairn, Badenoch and Strathspey area, 3,790 from the Caithness, Sutherland and Easter Ross area and 3,988 from the Ross, Skye and Lochaber area to ensure geographical representation. The random sample was generated using a random number generator within Excel. Those invited were given four weeks to respond.
  - (c) Those agreeing to participate were asked to sign a form which included several questions about their demographic characteristics: age, gender, ethnicity, whether they had a disability, their housing circumstances/tenure and employment status. They were also asked to identify their preferred method of contact for surveys - e.g. letter, phone or internet, Gaelic language or other language needs.
  - (d) On receipt of this information, officials assessed the extent to which those agreeing to participate aligned with the socio-economic profile for the Highlands based on the 2001 Census data and previous respondents to the performance survey. This was done to make sure the panel was representative of different groups within the population. Of the 2,237 people agreeing to participate, young people, Council housing tenants and people with disabilities were under-represented. To boost the panel numbers of these groups further invitations were dispatched, targeting: (i) all colleges and UHI students - via the e-mail contacts in those institutions; (ii) Council housing tenants who had already

agreed to take part in tenant participation activities; and (iii) representative disability groups. This exercise provided 24 more young people, 41 Council tenants and 40 people with disabilities. The final panel comprised of 2,354 individuals - including these additional contacts plus other acceptances received after the 4 week response time.

## Construction of the 2010 Survey

- The performance survey questions were mostly carried forward from previous years' surveys in order to compare changes in perception over time. A new section comprising 28 questions was introduced in 2010 to reflect the Council's budget consultation. To accommodate these new questions, previous sections on community life and volunteering were integrated into a single community life section with the overall number of questions reduced from 20 questions to 6. Budget questions were derived from the strategic budget questions posed in the consultation document, tested internally in terms of usability and approved by the senior management team. The responses to the budget questions are reported separately.

## The Response Rate

- Of the 2,354 questionnaires which were sent to the members of the panel, some 1,586 completed at least some of the questionnaire and returned their surveys. This gives a response rate of 67.4%. The number of people responding to each question is shown at the foot of the tables presented throughout the Report.

## Accuracy and Confidence Levels

- 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.
- 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  $\pm 2.9\%$ . 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	$\pm 6.0$	$\pm 9.2$	$\pm 10.0$
200	$\pm 4.2$	$\pm 6.5$	$\pm 7.1$
500	$\pm 2.7$	$\pm 4.1$	$\pm 4.5$
1000	$\pm 1.9$	$\pm 2.9$	$\pm 3.2$
2000	$\pm 1.3$	$\pm 2.0$	$\pm 2.2$

## Levels of Accuracy for the 2010 Survey

8. For the 2010 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 2010: sample size = 1586	±1.5	±2.3	±2.5
Ross, Skye and Lochaber Area: sample size = 455	±2.8	±4.3	±4.7
Inverness, Nairn, Badenoch & Strathspey Area: sample size = 714	±2.2	±3.4	±3.7
Caithness, Sutherland and Easter Ross Area: sample size = 414	±2.9	±4.5	±4.9

9. Thus, using the 95% confidence threshold, the accuracy surrounding questions which draw on the entire sample of 1,586 responses is an interval of  $\pm 2.5\%$  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  $\pm 2.5\%$  of the 2010 Performance Survey result. For most questions the range is less than this. Where significant results according to the 95% confidence level are apparent in the responses to the questions in the 2010 Survey these are noted throughout Sections 2 to 4 of the report.

## 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 4 though, all results are weighted by age and gender. Weighting compensates for an under-representation in responses particularly from the 18-24 and 25-34 age groups, an under-representation in responses from males, and a slight under-representation of those aged 75 + (particularly from females in that age group). Note that some columns do not add exactly to 100% due to the rounding of figures.

## Gender

11. Some 1,483 people answered the question regarding their gender as per Table 1.1 below:

**Table 1.1 Gender of Respondents**

Gender	Respondents %
Females	53.8
Males	46.2

*N=1,483*

## Disability

12. Respondents answered the questions: "Do you consider yourself to have a disability?" a total of 1,482 people replied as per Table 1.2 overleaf:

**Table 1.2 Disability**

<b>Do you consider yourself to have a disability?</b>	<b>Respondents %</b>
Yes	10.5
No	89.5

*N=1,482*

13. The 10.5% of those who replied that they have a disability compares with 16% of respondents to the 2009 survey who said that they have a disability (15% in 2007 and 2008).

### Age of Respondents

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

**Table 1.3 Respondents by Age Groups**

<b>Age</b>	<b>Respondents %</b>
18-24	1.0
25-34	6.6
35-44	12.2
45-54	22.4
55-65	29.0
65-74	20.5
Over 75	8.4

*N = 1,496*

### 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**

<b>Categories</b>	<b>Respondents %</b>
Retired	33.9
Working for single employer FT	30.6
Self employed	11.4
Working for single employer PT	11.4
Looking after family or home	3.7
Working for more than 1 employer	3.0
Unable to work - disability	2.3
Carer	1.1
Unemployed	0.9
Full time education	0.9
Unable to work – long term sickness	0.7

*N=1,485*

## 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	9.0
5-10 years	9.4
Over 10 years	81.7

*N= 1,485*

## Housing Situation

17. Respondents answered the question: "Which of the following best describes your current housing situation?" as per the results contained in Table 1.6 below:

**Table 1.6 Respondents' Housing Situation**

Housing Situation	Respondents %
Own home/ mortgage	82.8
Rent from the council	5.9
Private rented	5.0
Living with parents	2.5
Rent from a housing association	2.4
House comes with the job	1.3

*N= 1,486*

## Ethnicity

18. Respondents described their ethnicity as per Table 1.7:

**Table 1.7 Ethnicity of Respondents**

Ethnicity	Respondents %
Scottish	68.3
British	14.4
English	13.9
White - other	1.4
Welsh	0.9
Irish	0.3
Northern Irish	0.3
Polish	0.1
Pakistani, Pakistani Scottish or British Pakistani	0.1
Indian, Indian Scottish or Indian British	0.1
Caribbean, Caribbean Scottish or Caribbean British	0.1

*N=1,484*

## Responses Received by Ward

19. A breakdown of the sample by Ward is provided below in Table 1.8. It shows the number and percentage of questionnaires received from each Ward. Ward 10 - Black Isle - provided the largest number with 106 while Ward 12 – Caol and Mallaig – provided the least with 43.

**Table 1.8 Responses by Ward**

Ward	% of Total Responses	Number of Responses
1 North, West and Central Sutherland	3.3	52
2 Thurso	3.5	56
3 Wick	3.3	52
4 Landward Caithness	4.9	78
5 East Sutherland and Edderton	3.0	47
6 Wester Ross, Strathpeffer and Lochalsh	5.6	89
7 Cromarty Firth	4.4	70
8 Tain and Easter Ross	3.7	59
9 Dingwall and Seaforth	3.8	61
10 Black Isle	6.7	106
11 Eilean a' Cheo	5.5	88
12 Caol and Mallaig	2.7	43
13 Aird and Loch Ness	6.3	100
14 Inverness West	3.8	61
15 Inverness Central	3.8	61
16 Inverness Ness-side	5.0	79
17 Inverness Millburn	3.3	53
18 Culloden and Ardersier	5.4	86
19 Nairn	6.3	100
20 Inverness South	4.9	78
21 Badenoch and Strathspey	6.1	96
22 Fort William and Ardnamurchan	4.3	68
<b>Total</b>		<b>1,586</b>

*N= 1,586*

## Commentary by Category

20. Throughout Sections 2 to 4 of 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 there are so few people responding to the questionnaire who are from minority ethnic groups.

## **SECTION 2: CONTACT WITH THE HIGHLAND COUNCIL**

### **Contact with The Highland Council in the Past Year**

21. Some 63% of respondents had contact with The Highland Council in the 12 months prior to this survey. This finding is slightly lower than the 65% in the 2009 survey. There are no noteworthy differences in contact levels according to gender, age group, corporate area or length of residence in the Highlands. People who record rates of contact that are notably higher than the average for the entire sample are those who are:

- Unable to work (80%);
- People who don't own their own house (74%);
- People with disabilities (74%).

22. The highest percentages of people who had contact with the Council in the past year are found in these Wards:

- Thurso (71%)
- Wester Ross, Strathpeffer, Lochalsh (71%)
- Inverness Ness-side (71%)
- East Sutherland and Edderton (70%)
- Caol and Mallaig (70%)

23. The Wards with lowest percentage of respondents saying they have had contact with The Highland Council in the last year are the following:

- Inverness Milburn (55%)
- Culloden and Ardersier (56%)
- Nairn (57%)

### **Reason for Your Most Recent Contact**

24. 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 overleaf:

**Table 2.1 Reasons for the Most Recent Contact**

<b>Reasons for Making Contact</b>	<b>2010 %</b>	<b>2009 %</b>	<b>2008 %</b>	<b>2007 %</b>	<b>2006 %</b>
To make an enquiry	41	40	40	35	36
To make a payment	32	37	37	35	38
To request a service	29	38	41	43	37
To make a complaint	11	16	11	15	11
To speak to your Councillor	7	6	5	4	n/a
Other	12	2	2	3	3

*Base: Respondents who contacted The Highland Council during the preceding 12 months (N in 2010 =1006)*

*Note: Multiple responses were accepted*

*n/a denotes 'not asked'*

25. Table 2.1 above shows that the main reason for contact is the same as it was for 2009 - to **make an enquiry** (41%). The most evident change from the results of last year is that the percentage of people whose recent contact was to **request a service** declined (from 38% in 2009 to 29% in 2010). There are also declines evident in the percentages of people from whom their most recent contact was to **make a payment** (37% in 2009 to 32% in 2010) and in the percentages of those who contacted The Highland Council to **make a complaint** (16% in 2009 to 11% in 2010) – although the table shows that this last figure has fluctuated within the 11-15% region since 2006.
26. While there are no notable differences by corporate area as to the most recent type of contact with The Highland Council there are marked differences observable according to other categories.
27. Of those who report that their most recent contact was to **make an enquiry**, notably higher than average results are found in those respondent who are:
- Resident in the Highlands less than a year (48%);
  - Unemployed (52%).
28. Regarding those whose last contact involved **requesting a service** the percentages are much higher amongst those respondents who:
- Are aged 75+ (44%) – compared especially with those aged 25-44 (24%);
  - Have a disability (44%) than those who do not have a disability (29%);
  - Are unable to work (53%) – the next highest figure by employment status are people who are retired (35%);
  - Do not own their own home (39%) than those who do own their own home (29%).
29. 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 (15%) than females (9%).
30. The percentage of those for whom their last contact was to **make a payment** was much higher amongst those who do not own their own house (46%) than for those who do own their own home (27%).

## How People Made Their Most Recent Contact

31. 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**

	2010	2009	2008	2007	2006
	%	%	%	%	%
By telephone	53	57	59	57	54
(Personal visit to Council Office	19)				
(Personal visit to Service Point	29)				
Personal visits - total	43	48	50	50	53
On-line (home computer)	15	12	8	6	4
By letter	13	11	12	13	12
Home visit by Council staff	2	2	2	2	2
On-line (public access computer)	<1	2	2	1	n/a
Ward forum	1	1	2	n/a	n/a
Other	3	3	1	2	1

*Base: Respondents who contacted The Highland Council during the preceding 12 months (N=1,006 in 2010)*

*Note: Multiple responses were accepted. n/a denotes 'not asked' \* denotes less than 0.5%*

32. 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 (53%) – just as it has been in past years. The second most common method of making contact was by personal visit (43%) – with visits to Service Points (29%) a more often used method than visits to Council Offices (19%). Note that the figures for personal visits to these separate locations cannot be simply added – the 43% figure includes 5% of respondents who visited both a Service Point and a Council Office.

33. The **main trend evident is the increasing use of on-line contact via home computers** – the percentage using this method has risen from 4% in 2006 to 15% in 2010.

34. Of those who made **contact by telephone** it is notable that this is a preference of the following respondents:

- People aged 25-44 (62%) when compared with other age groups (results ranged from 47%-52%);
- Respondents in Inverness, Nairn, Badenoch and Strathspey (54%) and Ross, Skye and Lochaber (56%) when compared with those living in Caithness, Skye and Easter Ross (47%).

35. Of those who made contact by **personal visits** the following features are the most prominent:

- This is the leading means of making contact for those aged 75+ (50%) – it is the 25-44 age group (38%) which makes less use of this method;

- Some 27% of respondents who are disabled made a personal visit to Council offices compared with 18% of those who are not disabled and 36% of those who are disabled made personal visits to Service Points compared with 30% of those who are not disabled);
- A much higher percentage of people who do not own their own home visited Service Points (42%) to make contact than those who do own their own home (28%);
- Visits are used appreciably more by those living in Caithness, Skye and Easter Ross (55%) than they are by respondents from Inverness, Nairn, Badenoch and Strathspey (44%) and Ross, Skye and Lochaber (37%).

36. While **contact made via on-line means of communication** (from either home or a public access computer) is increasing rapidly, note that this method is used less than the average (15%) by:

- Those aged 75+ (5%)
- People who are disabled (9%)
- Those who not own their own home (9%).

37. On the other hand, respondents who have lived in the Highlands less than 5 years were much more likely to have used on-line methods of communication (29%) to make contact than the average.

## Type of Office Contacted

38. 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	2010 %	2009 %	2008 %	2007 %	2006 %
Service Point	65	66	69	55	56
Planning and Development	7	6	7	9	7
Transport, Environmental and Community (TEC) Services	7	6	6	13	10
Head Office / no service specified	7	8	6	4	10
Housing	4	8	6	11	10
Education, Culture and Sport	<1	2	2	2	1
Finance	<1	2	1	5	3
Social Work	<1	1	1	1	1
Chief Executive's Office	<1	1	1	1	*
Other/unclear	7	-	-	-	-

*Base: Respondents whose most recent contact with The Highland Council was in person (N= 537 in 2010)*

*\* = less than 1 per cent*

39. The main finding evident in the above table is that for around 2 in 3 people (65%) their most recent person to person contact took place at a service point – almost identical to the result in 2009. Planning and Development (7%) and TEC Services (7%) follow some distance behind.

## **Contact in Gaelic**

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

## **Request Dealt with By the First Person Contacted**

41. Some 69% 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 mid-point in the 66%-72% range recorded for this measure since 2006 (the returns being 71% in 2009, 72% in 2008, 66% in 2007, 67% in 2006). The highest percentage of respondents in 2010 reporting that their request was dealt with by the first person contacted are found amongst people resident in Caithness, Sutherland and Easter Ross (77%).

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

42. 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**

	2010		2009		2008		2007		2006	
	Good	Poor	Good	Poor	Good	Poor	Good	Poor	Good	Poor
<i>(a) For all types of contact:</i>										
Helpfulness of staff	74	6	72	6	73	5	76	6	73	6
How well the staff understood what was wanted	72	7	76	5	75	6	77	6	76	5
Overall satisfaction with the service given	65	12	67	13	67	11	70	14	68	12
<i>(b) For personal visits:</i>										
Waiting time	64	9	59	7	60	8	64	7	61	8
Privacy	34	28	40	22	39	21	39	21	44	23
Ability to reach the right person	61	11	60	12	62	10	65	8	63	12
Facilities for people with a disability	65	6	61	7	61	6	64	6	60	8
Opening hours	60	3	62	4	62	5	63	6	56	7
<i>(c) For telephone contacts</i>										
Speed with which the telephone was answered	67	3	61	6	62	5	68	5	60	5
How easy it was to get through to someone who could help	57	12	57	16	57	11	61	11	57	12
Opening hours	58	5	59	6	56	4	58	6	53	5
<i>(d) For letter, e-mail and fax:</i>										
Length of time taken for a response	36	23	41	29	37	24	41	24	37	21
<i>(e) Council's website <a href="http://www.highland.gov.uk">www.highland.gov.uk</a></i>										
Content	50	7	60	5	n/a	n/a	n/a	n/a	n/a	n/a
Ease of use	38	13	52	13	n/a	n/a	n/a	n/a	n/a	n/a

Base: N for 2010 range from 288 to 945

## For All Types of Contact

43. 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.

44. Almost 3 in 4 people - 74% - of those who had made contact rated the **helpfulness of staff** as being “good” while 6% rated it as being “poor”. These results are broadly consistent with the findings of surveys since 2006 as the table above shows. There are no notable differences in responses according to disability, corporate area, length of time resident in the Highlands or home ownership. But the following differences are worth highlighting:

- A higher percentage of women (80%) describe the helpfulness of staff as being “good” than men (72%) though there is little difference between the genders when it comes to describing the helpfulness of staff as being poor (6% of men; 4% of women).
- Of respondents in the 75+ age band, a much higher percentage (91%) describe the helpfulness of staff as “good” compared especially with the 25-44 age group (64%). Note though, people in the 25-44 age band did not choose the option of “poor” in any great numbers (the figure was only 7%) - instead 29% of them chose “average”.
- There is a difference according to employment status in that 85% of those who are retired rated the helpfulness of staff as “good” compared with 70-72% for the other employment categories.

45. 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 72% (a dip from the 76% in 2009) while 7% rated it as “poor” (up from 5% in 2009). There were no notable differences in views according to disability, corporate area, employment status, or home ownership. A higher percentage of females (78%) rated the service as “good” than males (71%). By age it is again noteworthy that 88% of those aged 75+ rated the understanding of staff as “good” compared with 67% of those aged 25-44.

46. When it comes to respondents’ verdicts about their “**overall satisfaction with the service given**”, the percentage of those who regarded it as “good” is 65% - a score slightly lower than the 67%-70% range recorded in each of the previous four surveys – while the percentage of those who regard the service they received as being “poor” is 12%, a return in line with the 11-14% range recorded in the surveys since 2006. Of those who describe their satisfaction level as “good” the highest percentages are found amongst:

- Females (72%) rather than males (64%);
- Those aged 75+ (77%) compared with the lowest percentage found in the 25-44 age band (60%);
- People who are retired (74%) compared with those who are employed (65%) and of those who are unemployed (66%);
- Those who do not own their home (73%) compared with those who do own their own home (67%).

47. Those who are disabled are slightly more likely than those who are not disabled to rate their overall satisfaction as being “good” (73% compared with 68%) and as “poor” (14% compared with 10%). There are no appreciable differences according to corporate area or length of residence in the Highlands.

## Personal Visits

48. 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

49. The percentage of those who rated **waiting time** as “good” was 64% - the equal highest figure recorded (also seen in 2007) and up appreciably from 59% in 2009. However, the percentage rating it as “poor” also rose – although only slightly from 7% in 2009 to 9% this year. The highest percentage rating waiting time as “good” within the various age groups is found in the 75+ age group (74%) with the lowest figure coming from the 25-44 age group (59%). By corporate area there is a notable and statistically significant difference in that while 56% of the respondents from the Inverness, Nairn, Badenoch and Strathspey area rate waiting time as “good” and 12% as “poor”, the corresponding figures for respondents from Caithness, Sutherland and Easter Ross are 76% for “good” and 2% for “poor”, and for those from Ross, Skye and Lochaber the figures are 72% for “good” and 5% for “poor”. By employment status those who are retired record the highest percentage of people rating waiting time as “good” (72%) notably higher than the result from those who are employed (65%). There are no pronounced differences by gender, disability or home ownership.

## Privacy

50. The percentage of people making a personal visit who rate **privacy** as being “good” fell from 40% in 2009 to 34% in this year’s survey while the percentage of those who classify privacy as “poor” rose from 22% in 2009 to 28% this year. Notable differences are found in the following categories:

- Some 28% of women say privacy was “poor” compared with 20% of men.
- By age group, of those aged 65-74 almost half (49%) regard privacy as “good” while around 1 in 5 (19%) say it is “poor”. But for respondents in the 25-44 age group their view is markedly different – a higher percentage say that privacy is “poor” (36%) than say it is “good” (34%).
- By disability there is also a major difference evident especially in the percentages of respondents regarding privacy as “good”. Of the respondents who are disabled, 25% rate privacy as “good” (compared with 37% of those who are not disabled) while a higher percentage - some 28% - regard it as “poor” (24% for those who are not disabled).

- By corporate area, there is an intriguing difference to note. Some 38% of people from Caithness, Sutherland and Easter Ross rate privacy as “good” – a figure higher than that recorded for Ross, Skye and Lochaber (35%) and for Inverness, Nairn, Badenoch and Strathspey (33%). At the same time it is important to observe that 30% of respondents from that same area of Caithness, Sutherland and Easter Ross chose the “poor” option - a percentage that is appreciably higher than those recorded for Ross, Skye, and Lochaber (23%) and Inverness, Nairn, Badenoch and Strathspey (21%).
- By residency, 26% of respondents who have lived in the Highlands for more than 5 years described privacy as “poor” compared with 14% of those who have lived in the Highlands less than a year and 16% of those who have lived in the Highlands for between 1 and 5 years.

### Ability to reach the right person

51. Of those who made personal visits, 61% rate as being “good” their **ability to reach the right person** (60% in 2009; 62% in 2008 and 65% in 2007) while 11% rate this as “poor” (12% in 2009; 10% in 2008 and 8% in 2007). Looking at the people who select the option of “good”, it is noticeable that they belong in the age bands 65-74 (77%) and 75+ (86%) and amongst the retired (80%) as compared to the lower figures registered amongst the 25-44 age bracket (where “good” is chosen by 49% and “poor” is chosen by 15%) and the employed (59% choosing “good” and 12% choosing “poor”). Of respondents who are disabled the percentage who regard the ability to reach the right person as “good” is 58% while 16% classify it as “poor” – compared with 66% of people who are not disabled opting for “good” and 9% for “poor”.

### Facilities for people with a disability

52. Of the respondents who had made a personal visit, 65% said **facilities for people with a disability** were “good” (up from 61% in both 2009 and 2008) and 6% said the facilities were “poor” (7% in 2009; 6% in 2008). For respondents with a disability, 58% classified these facilities as “good” (compared with 65% of those who do not have a disability) and 8% said they are “poor” (also 8% for those without a disability). By area the only noteworthy difference is that a smaller percentage of respondents from Inverness, Nairn, Badenoch and Strathspey (58%) regard the facilities as “good” compared with Ross, Skye and Lochaber (69%) and Caithness, Sutherland and Easter Ross (64%).

### Opening hours

53. **Opening hours** are classified as “good” by 60% (62% in 2009; 62% in 2008) while the percentage saying that they are “poor” is 3% - down marginally from 4% in 2009 to a level which is now the lowest figure recorded. The highest percentages of those classifying opening hours as “good” are found amongst those who are:

- Females (68%) compared with males (59%)
- Retired (75%) compared with those who are employed (58%)
- Aged 65-74 (71%) compared with those aged 25-44 (56%)
- Living in the Inverness, Nairn, Badenoch and Strathspey corporate area (69%) compared with those living in Ross, Skye, and Lochaber (57%). (The figure for Caithness, Sutherland and Easter Ross is 64%).

## **For telephone contact**

54. For people whose last contact within the previous year had been by telephone, the survey asked 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**

55. Just over 2 out of 3 respondents (68%) assessed the speed of answering as being “good” – up appreciably from the 2009 return (61%) and returning to the level recorded in 2007. Only 4% said that the speed of answering was “poor” – down from 6% last year and indeed, the lowest figure since the survey began. The only notable feature of the responses by the various categories is how satisfied those aged 75+ were with the speed of answering - 87% of them classified it as being “good”.

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

56. Some 57% of those answering this question regard this aspect of the service they received as being “good” (57% in 2009; 57% in 2008; 61% in 2007). Those whose verdict on this criterion was “poor” amounted to 12% of respondents – down from 16% in 2009 but in line with the 11%-12% range recorded in 2006, 2007 and 2008. Notable differences by category are observable in the following instances:

- A higher percentage of females (66%) selected “good” than males (54%) – while more males (15%) chose the “poor” option than females (9%);
- By age, 14% of respondents in the 45-64 age group selected the “poor” option as did 13% of those aged 25-44 – compared with 6% of those aged 75+ and 9% of those aged 65-74;
- By corporate area 17% of respondents in the Caithness, Sutherland, and Easter Ross area chose the “poor” option – compared with 10% for each of the other two areas.

## **Opening Hours**

57. Some 58% (59% in 2009; 56% in 2008; 56% in 2007) said opening hours are “good” while 5% 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 females (63%) compared with males (56%) and respondents living in Inverness, Nairn, Badenoch and Strathspey (63%) compared with those living in Ross, Skye and Lochaber (55%). (The percentage for Caithness, Sutherland and Easter Ross is 59%).

## **Contact by letter, email and fax**

58. Of those who had made contact by at least one of these methods, 36% rated the length of time taken for a response as “good” – a fall from 41% in 2009 – while 23% rated it as “poor” – which also represents a fall from 29% in 2009. More people selected the “average” option

in 2010 (41%) than in 2009 (30%). Notable differences in responses by categories are as follows:

- A higher percentage of females chose “good” (41%) than males (32%);
- Those who are retired (48%) were much more likely to select “good” than people who are employed (32%);
- Those aged 25-44 (30%) were more likely to opt for “poor” by comparison with people aged 65+ (17%);
- By corporate area the lowest percentage of people choosing “good” was found in respondents living in Caithness, Sutherland and Easter Ross (28%) when compared with both the other areas (40%).

## Council’s website

59. 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.

### Content

60. Some 50% rated content as “good” (down from 60% in 2009) while 7% rated it as “poor” (up slightly from 5% in 2009). The only notable feature of the responses by category of user is that a much higher percentage of females (58%) chose “good” than males (41%).

### Ease of use

61. The percentage of people describing the ease of use as being “good” was 38% (an appreciable decline from 52% in 2009) while the percentage describing it as “poor” was 13% (identical to 2009). By categories of respondents the only standout difference is that females (43%) select “good” more than males (30%).

## Satisfaction with Information on The Highland Council’s Services

62. 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 2.5 below.

**Table 2.5 Level of Satisfaction with Information on The Highland Council’s Services**

	2010	2009	2008	2007	2006
	%	%	%	%	%
“Very” + “Fairly” satisfied	67	65	64	61	60
Neither satisfied nor dissatisfied	27	29	27	27	31
“Very” + “Fairly” dissatisfied	6	7	9	11	10

*N= 1586 in 2010*

63. The percentage of respondents who say that they are satisfied (either “very” or “fairly”) in 2010 has risen slightly from 65% in 2009 to 67% in 2010 – continuing the upward trend since the 60% recorded in 2006. The percentage of respondents expressing themselves as dissatisfied (either “fairly” or “very”) stands at 6% in 2010 – down marginally on the 7% in 2009 to what is now the lowest figure recorded.

64. The highest levels of satisfaction (either “very” or “fairly”) are found amongst respondents who are:

- Aged 65-74 (74%) and 75+ (75%) compared with the 25-44 age group (63%);
- Retired (75%) compared with those who are employed (64%).

65. 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 2.6 below). The results show that this net satisfaction rate for 2010 is at 61% up on the 58% recorded in 2009 and continuing the marked rise from the 50% figures of 2006 and 2007.

**Table 2.6 Net Satisfaction Rate for Information on The Highland Council’s Services**

	<b>2010</b>	<b>2009</b>	<b>2008</b>	<b>2007</b>	<b>2006</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Net satisfaction rate	61	58	55	50	50

### **Making More Services Available Via Telephone and the Internet**

66. Respondents were then asked: “If more services were available via telephone or the internet would you use these options rather than make a personal visit?”

For the **telephone**, 64% answered “yes”. There were no distinctive differences in responses according to the various categories of users.

For the **internet**, 71% answered “yes”. There are however notable differences in responses according to the following categories of users:

- By age there is a very clear picture in that the younger the age group the more likely they are to answer “yes” as these figures show: 25-44 age group (87%); 45-64 age group (71%); 65-74 age group (53%); those aged 75 and over (25%);
- A smaller percentage of those who have a disability (53%) answered “yes” than those who do not have a disability (70%);
- People resident in the Highlands for less than 5 years (85%) answered “yes” to a greater extent than those resident for 5-10 years (74%) and those living in the area for more than 10 years (66%).
- A narrow majority of those who are retired (51%) chose to answer “yes” - this compared with much greater percentages of those who are unemployed (75%) and employed (77%).

## Additional Methods for Receiving Information or Contacting the Council

67. Respondents were then asked whether they would use one or more of four specific methods for receiving information or contacting the Council. Table 2.7 reveals how they responded:

**Table 2.7 Additional Methods for Receiving Information or Contacting the Council**

Method	2010 %	2009 %	2008 %	2007 %
Interactive TV	22	32	35	23
Text to and from your mobile	27	19	25	7
Pod Casting	3	3	4	4
Social Networking e.g. Facebook, twitter	14	n/a	n/a	n/a

*N = 1,586*

*Note: Multiple response were permitted*

*n/a = not asked*

68. **Interactive TV** appears to be attracting fewer supporters (22% in 2010 compared with 35% in 2008) while **texting** has risen again (27% in 2010 from 19% in 2009 and 25% in 2008). **Pod casting** continues to be favoured as a method of contact or receiving information by only a very small percentage (3% again this year) while **social networking** appears for the first time and is attractive to 14% of respondents.

69. What is most evident from an analysis of the categories of users is that for each of the 4 methods the highest level of support is from respondents in the 25-44 age group, with the level of support falling as the age of respondents increases until it reaches its lowest level in the 75 and over age band:

- **Texting:** while 27% of the sample would use this method, the comparable figure is 34% of 25-44 year olds and it is 6% in the 75 and over age band;
- **Interactive TV:** while 22% of the sample favours this method, the comparable figure is 24% in the 25-44 age group and it is 14% in the 75 and over age band;
- **Social networking:** while 14% would make use of this method, the comparable figure is 22% of 25-44 year olds (more than double the next highest figure of 10% for those in the 45-64 age band) and it is 2% in the 75 and over age group;
- **Podcasting:** some 5% of 25-44 year olds say they would use this method (average is 3%) while the figure for those aged 75 and over is 1%.

## Ease of Contact with The Highland Council

70. In 2010, 92% 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: 93% in 2009; 90% in 2008; 88% in 2007; and 90% in 2006. There were no notable differences in response by age, gender, disability, corporate area, length of residence in the Highlands, employment status or home ownership.

## SECTION 3: SATISFACTION WITH SERVICES

### Views on The Highland Council's Services

71. The first question under this heading reads: "The Highland Council provides a wide range of services. Please indicate how satisfied or dissatisfied you are with each of these services by placing a tick in the boxes below." Note that this question does not limit respondents to commenting on services only if they have used them in the past year.
72. Those surveyed were then presented with a list of 42 services provided by The Highland Council and invited to select one of the following 6 options for each service:
- Very Satisfied
  - Fairly Satisfied
  - Neither Satisfied/Dissatisfied
  - Fairly Dissatisfied
  - Very Dissatisfied
  - Have Not Used Service
73. **This is the first year in these Performance Surveys that the option to select "Have Not Used Service" has been given to respondents.** In the 2009 Survey when it came to giving a verdict on their satisfaction with services, respondents were presented with the following instruction: "If any question is not relevant to you - please leave it blank."
74. 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 2006. This has to come with a **warning attached** in that the change in the options available to respondents – whereby they were presented 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. However, what can be said is that as a result of the introduction of the option of "have not used service" the findings from this year's survey should be more accurate than ever.
75. In **Appendix 1** you will find a more detailed analysis of the results for each of the 42 services. There we state what percentage of the overall sample of 1,586 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**

<b>Service</b>	<b>2010</b>	<b>2009</b>	<b>2008</b>	<b>2007</b>	<b>2006</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Payment of Council Tax	78	72	72	66	67
Libraries	78	65	62	61	57
Walking routes e.g. Great Glen Way	77	56	56	57	53
Refuse/bin collection	74	72	73	70	72
Council Service Points	74	72	70	68	65
Registrars for Births, Deaths & Marriages	74	54	59	59	62
Primary education	74	49	56	50	63
Burials and cremations	63	41	45	45	53
Public Parks and other open spaces	63	48	45	43	38
Street lighting	63	58	53	51	62
Pre-school services	63	38	37	39	54
Recycling facilities	61	57	48	42	43
Countryside ranger service	61	39	36	40	38
Secondary education	60	39	44	40	51
Museums	59	35	36	34	26
Swimming pools	53	40	37	37	35
Other sports facilities	52	33	34	32	21
School transport	51	31	33	29	n/a
School meals	45	28	31	27	n/a
Trading Standards	38	19	20	19	34
Cycling paths	36	19	28	22	n/a
Environmental Health Service	33	23	23	21	39
Community learning/adult education	32	20	26	23	30
Street cleaning	30	30	25	16	39
Breakfast and after school clubs	28	7	11	11	n/a
Services to protect children from harm	24	14	18	12	n/a
Home care services	23	14	10	16	24
Dealing with flooding	21	19	11	6	n/a
Council housing repairs	21	13	16	9	19
Advice on Benefits	20	18	18	16	19
Council housing information and advice	18	12	14	14	1
Public conveniences	18	1	4	-5	-3
Services to protect adults at risk from harm	18	n/a	n/a	n/a	n/a
Community Occupational Therapy	17	8	10	10	12
Residential homes for disabled/elderly people	11	6	4	-1	-4
Economic development / business support	10	3	3	-3	0.2
Pavement maintenance	6	3	-7	-7	5
Planning applications and building warrants	-4	-3	-6	-7	-6
Planning for future land use (Local Plan)	-9	-9	-5	-12	-19
Winter road maintenance	-23	-3	-2	-1	-6
Services to reduce youth offending	-27	-27	-27	-35	n/a
Road repairs and pot holes	-57	-50	-55	-53	-57

Base: N in 2010 = 282 to 1,513

76. Glance at Table 3.1 above to compare the rates for 2010 with those of 2009 and you quickly see a very distinctive pattern emerge. Taking the 41 services about which views were sought in 2009 ('Services to protect adults at risk from harm' is new to this year's survey), a huge number, 35 in all, have experienced rises in net satisfaction rate in 2010. Indeed for no fewer than 31 of the 41 services, the ratings given are the highest that they have ever received. For 3 services the net satisfaction rate in 2010 stayed the same as

2009; the rate for 1 service fell minimally; and only 2 services recorded notable decreases. Table 3.2 below illustrates the changes in the net satisfaction rates per service by number of percentage points between 2009 and 2010. These figures have been calculated by subtracting the percentages of 2009 from the 2010 percentages for each service. However it is important to be cautious in the use of these comparative figures because (see paragraph 74) respondents now have the chance to select “have not used service”.

**Table 3.2 Changes in the Net Satisfaction Rates for Services from 2009 to 2010**

*(Change Measured by Number of Percentage Points)*

<b>Rises of 20 percentage points plus (10 services)</b>	Primary education (+25); Pre-school services (+25); Museums (+24); Burials and cremations (+22); Countryside ranger service (+22); Secondary education (+21); Walking routes (+21); Breakfast and after school clubs (+21); Registrars for Births, Deaths and Marriages (+20); School transport (+20)
<b>Rises of 15-19 percentage points (6 services)</b>	Other sports facilities (+19); Trading standards (+19); Public conveniences (+17); School meals (+17); Cycling paths (+17); Public Parks and other open spaces (+15)
<b>Rises of 10-14 percentage points (6 services)</b>	Libraries (+13); Swimming pools (+13); Community learning/adult education (+12); Environmental health service (+10); Services to protect children from harm (+10)
<b>Rises of 5-9 percentage points (8 services)</b>	Community occupational therapy (+9); Home care services (+9); Council house repairs (+8); Economic development/business support (+7); Payment of council tax (+6); Council housing information and advice (+6); Street lighting (+5); Residential homes for elderly/disabled people (+5)
<b>Rises of 1-4 percentage points (6 services)</b>	Recycling facilities (+4); Pavement maintenance (+3); Advice on benefits (+2); Dealing with flooding (+2); Council service points (+2); Refuse and bin collection (+2)
<b>No change (3 services)</b>	Planning for future land use (Local Plan); Street Cleaning; Services to reduce youth offending
<b>Falls of 1-4 percentage points (1 service)</b>	Planning applications and building warrants (-1)
<b>Falls of 5-9 percentage points (1 service)</b>	Road repairs and pot holes (-7)
<b>Fall of 10 percentage points plus (1 service)</b>	Winter road maintenance (-20)

77. Since respondents had the option of selecting “have not used the service” in answer to the question regarding their satisfaction with the 42 different 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. The results are

contained in Table 3.3 below. (Note that some respondents may be commenting on the use they made of a service in a period earlier than the previous 12 months).

**Table 3.3 Percentage of Respondents who indicate they have used these services**

<b>Services</b>	<b>Respondents Using the Service %</b>
Refuse/bin collection	95
Recycling facilities	94
Road repairs and pot holes	94
Winter road maintenance	93
Street cleaning	89
Pavement maintenance	89
Street lighting	88
Payment of Council Tax	84
Public Parks and other open spaces	83
Public conveniences	77
Libraries	76
Council Service Points	71
Museums	62
Swimming pools	60
Planning for future land use (Local Plan)	58
Planning applications and building warrants	57
Dealing with flooding	52
Other sports facilities	51
Walking routes e.g. Great Glen Way	51
Registrars for Births, Deaths and Marriages	50
Cycle paths	46
Environmental Health Service	42
Primary education	40
Secondary education	38
Countryside ranger service	38
Community learning/adult education	36
Burials and cremations	36
Trading Standards	31
Advice on Benefits	31
School meals	30
School transport	29
Residential homes for disabled/elderly people	29
Economic development / business support	27
Pre-school services	27
Home care services	26
Services to protect children from harm	25
Services to reduce youth offending	24
Services to protect adults at risk of harm	24
Community Occupational Therapy	21
Council housing information and advice	21
Breakfast and after school clubs	19
Council housing repairs	18

*N= 282 to 1,513*

78. At least 3 out of 4 of the entire sample indicate that they have used 11 of the services namely: refuse/bin collection (which heads the list as it is used by 95%); recycling facilities

(a close second equal with 94% using this service); road repairs and potholes (also 94%); winter road maintenance (93%); street cleaning (89%); pavement maintenance (89%); street lighting (88%); payment of council tax (84%); public parks and other open spaces (83%); public conveniences (77%); and libraries (76%).

79. A further 9 services are used by at least 1 in 2 of the respondents: Council service points (71%); museums (62%); swimming pools (60%); planning for future land use (59%); planning applications and building warrants (57%); dealing with flooding (52%); other sports facilities (51%); walking routes (51%); Registrars for births, deaths and marriages (50%).

80. The 4 services least used by respondents are: community occupational therapy (21%); council housing information and advice (21%); breakfast and after school clubs (19%) and council housing repairs (18%).

### Importance of Services

81. Respondents were then invited to rank 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	2010 %	2009 %	2008 %	2007 %	2006 %
Winter road maintenance	49	42	40	41	44
Road repairs and pot holes	48	49	46	47	48
Refuse/bin collection	45	42	38	40	46
Recycling facilities	37	34	37	35	37
Primary education	27	22	24	23	24
Secondary education	23	20	18	17	21
Libraries	22	13	13	12	16
Swimming pools	18	15	14	11	16
Public Parks and other open spaces	16	14	16	12	12
Residential homes for disabled/elderly people	14	10	10	13	10
Street cleaning	14	17	19	17	18
Pavement maintenance	12	14	17	14	17
Other sports facilities	12	14	13	13	15
Home care services	11	6	7	9	7
Services to protect children from harm	11	8	10	12	n/a
Planning for future land use (Local Plan)	9	9	12	12	9
Council Service Points	8	13	11	11	14
Cycle paths	8	10	9	6	n/a
Walking routes e.g. Great Glen Way	8	7	7	7	6
Planning applications and building warrants	8	8	9	10	7
Street lighting	8	9	10	9	19
Payment of Council Tax	7	11	9	9	15
Public conveniences	7	8	7	8	12
School transport	7	6	6	5	n/a
Pre-school services	7	7	7	8	10
Services to protect adults at risk of harm	5	n/a	n/a	n/a	n/a
Community learning/adult education	5	5	5	4	6
Museums	5	2	2	3	2
Services to reduce youth offending	5	8	9	10	n/a

Environmental Health Service	5	4	3	4	9
Council housing repairs	4	5	4	4	6
School meals	4	5	6	6	n/a
Dealing with flooding	4	4	5	6	n/a
Council housing information and advice	4	3	3	2	10
Advice on Benefits	3	7	6	6	5
Community Occupational Therapy	3	3	2	3	3
Economic development / business support	3	3	2	3	3
Countryside ranger service	3	1	2	1	2
Breakfast and after school clubs	3	3	3	4	n/a
Burials and cremations	2	2	2	2	3
Trading Standards	1	2	1	1	2
Registrars for Births, Deaths and Marriages	1	2	2	1	3

*Base: All respondents (N=1,499)*

82. **The 4 services 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 in the 2010 survey** with each of these 4 being given an even higher percentage of the top 5 positions this year. **Winter road maintenance is now in top spot** showing a 7 percentage point rise from 42% in 2009 to 49% in 2010.
83. **What is very noticeable about the services occupying the top 2 positions** – winter road maintenance; roads repairs and potholes – **is that they are the services about which respondents expressed the greatest dissatisfaction** (see Table 3.2).
84. The libraries service enjoys the **greatest rise in the number of top 5 mentions** rising 9 percentage point from 13% in 2009 to 22% this year. Two other services rose by 5 percentage points – primary education moving from 22% in 2009 to 27% and home care services up from 6% in 2009 to 11%. Meanwhile residential homes for disabled/elderly people rose by 4 points from 10% in 2009 to 14%. For each of these 4 services just mentioned, the figures recorded are now at their highest level.
85. Council Service Points saw a 5 percentage point drop from 13% in 2009 to 8% to the lowest level it has ever been. Payment of Council Tax also received the lowest percentage of mentions since the surveys began – dropping 4 points from 11% in 2009 to 7% this year.
86. The **age group of respondents** affects what services are seen to be the most important:
- For the 25-44 age group, Primary Education emerges as the 2<sup>nd</sup> most frequently mentioned service being cited in the top 5 by 45% of respondents (compared with a score of 27% for the entire sample) while Secondary Education is cited by 31% of this age group (compared with a score of 23% for the entire sample);
  - Libraries are cited in the top 5 by 39% of those aged 75+ and by 30% of those aged 65-74 (compared with a score of 22% for the entire sample);
  - Pavement Maintenance is a top 5 service for 25% of those aged 75+ (compared with a score of 12% for the entire sample).

87. **Where a respondent lives** also affects what services are mentioned in the top 5. This is most evident in the importance that street cleaning and pavement maintenance services are accorded. While street cleaning is mentioned by 15% and pavement maintenance by 13% of all respondents, these overall figures mask substantial variations in the responses from rural and urban wards as is illustrated in the Table 3.5 overleaf (where the wards have been selected to show the most pronounced variations).

**Table 3.5 Respondents Mentioning Street Cleaning and Pavement Maintenance in Top 5 (Selected Rural and Urban Wards)**

Ward	Respondents Mentioning Street Cleaning in Top 5 %	Respondents Mentioning Pavement Maintenance in Top 5 %
Eilean a' Cheò	4	7
North, West & Central Sutherland	6	4
Wester Ross, Strathpeffer & Lochalsh	7	5
Wick	17	21
Inverness West	24	26
Dingwall and Seaforth	25	18
Inverness Ness-side	27	16
Inverness Millburn	27	18
Inverness Central	29	20

88. Fewer than 1 in 14 of the respondents from the rural wards of Eilean a' Cheò, North, West & Central Sutherland, Wester Ross, Strathpeffer & Lochalsh place street cleaning their top five. By contrast around 1 in 4 of the respondents from the urban wards of Dingwall and Seaforth, Inverness Ness-side, Inverness Millburn, Inverness Central and Inverness West placed street cleaning in their top 5.

## Overall Satisfaction

89. When asked “**are you satisfied with the services The Highland Council provides?**” **some 83% of respondents answered “yes”**. This figure equals that which was recorded in 2009 – a percentage which is the highest level seen since this question was first asked. There were several notable differences according to the categories of respondents:

- By gender, a slightly higher percentage of females (87%) expressed satisfaction than males (84%);
- People who are disabled were slightly less likely to be satisfied (81%) than those who stated they were not disabled (86%);
- In looking at employment status, respondents who are retired (90%) and of those who are unemployed (90%) expressed even higher levels of satisfaction with services provided by Highland Council than those who are employed (83%).
- By age group, 89% of those who are aged 65-74 and an identical percentage of those aged 75+ stated their satisfaction. The age group that was least satisfied was the 25-44 age group (81%) - though that figure is still very high indeed.

90. At the corporate area level the percentage of respondents saying that they were satisfied stood at 86% for both the Ross, Skye and Lochaber area and the Inverness, Nairn, Badenoch and Strathspey area while for the Caithness, Sutherland and Easter Ross area the figure was 84%.

### More or Less Satisfied in 2010

91. Despite returning the equal highest levels of satisfaction overall with the services provided by The Highland Council since this survey began in 2003, respondents gave intriguing answers to the next question which was: **“overall, are you more or less satisfied with The Highland Council’s services than you were last year?”**

- 6% said they were “more satisfied”
- 68% said they were “about the same”
- 23% said they were “less satisfied”
- 3% chose the “don’t know” option.

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

**Table 3.6 Change in Satisfaction with Services**

	2010 %	2009 %	2008 %	2007 %	2006 %
More satisfied	6	7	8	10	7
About the same	68	73	72	68	70
Less satisfied	23	15	15	17	17
Don't know	3	5	5	5	6
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

*N=1529 respondents*

93. Table 3.6 reveals that the percentage of respondents who are “less satisfied” has increased notably from 15% in 2009 to 23% and indeed, it is 6 percentage points more than the previous highest level (17% recorded in 2006 and 2007). Those who said they are “more satisfied” than they were a year ago has declined marginally from 7% in 2009 to 6%.

94. 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 (25%) and 45-64 (22%) – higher figures than those recorded by respondents aged 65-74 (16%) and those aged 75+ (14%).

### Complaints to The Highland Council in the Past Year

95. 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?” The wording of the question is unaltered from the one asked in 2009 but there is a difference in the options given to respondents in that for the first time they could chose a box which said “no complaint made”.

96. Of those who responded to this question in 2010 a gender difference is noticeable in that 21.6% of males said they had made a complaint compared with 15.4% of females. The fact that males are more likely than females to have made a complaint about the services of the Highland Council is also evident from the results of an earlier question in the survey. When

people sampled were asked about the reasons for their “most recent contact” with The Highland Council some 15% of males compared with 9% of females said it had been “to make a complaint”. (See page 10 of this report).

97. Of those who responded to this question in 2010, 18.5% (267 respondents) said that they had made a complaint while 81.5% said they had not made a complaint. In 2009, some 30% of the sample answered the question as though they had made a complaint in the previous year. Taken at face value this would mean that complaints have fallen by 11.5 percentage points. But what is more likely – though there is no way of proving this definitively – is that respondents in 2010 are answering the question with greater accuracy compared with those who answered previous surveys for they now are able to select the option of “no complaint made”. Hence this may account (in part) for a fall in the numbers of those who chose the option of “neither satisfied/dissatisfied” from 46% in 2009 to 19% in 2010. If we are correct in our assumption and the changes in these figures can be attributed to some extent to the changes in the options available to those surveyed, this would mean that any differences in the results between 2009 and 2010 would be magnified.
98. There is a need therefore to present two tables. Firstly, 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 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 Complaints in 2010**

	<b>2010</b>
	<b>%</b>
Very satisfied	6
Fairly satisfied	24
<b>Total of Very + Fairly Satisfied</b>	<b>30</b>
<b>Neither satisfied nor dissatisfied</b>	<b>19</b>
Fairly dissatisfied	19
Very dissatisfied	32
<b>Total of Very + Fairly Dissatisfied</b>	<b>51</b>
<b>Net Satisfaction Rate</b>	<b>-21</b>
<b>(Total Satisfied – Total Dissatisfied)</b>	

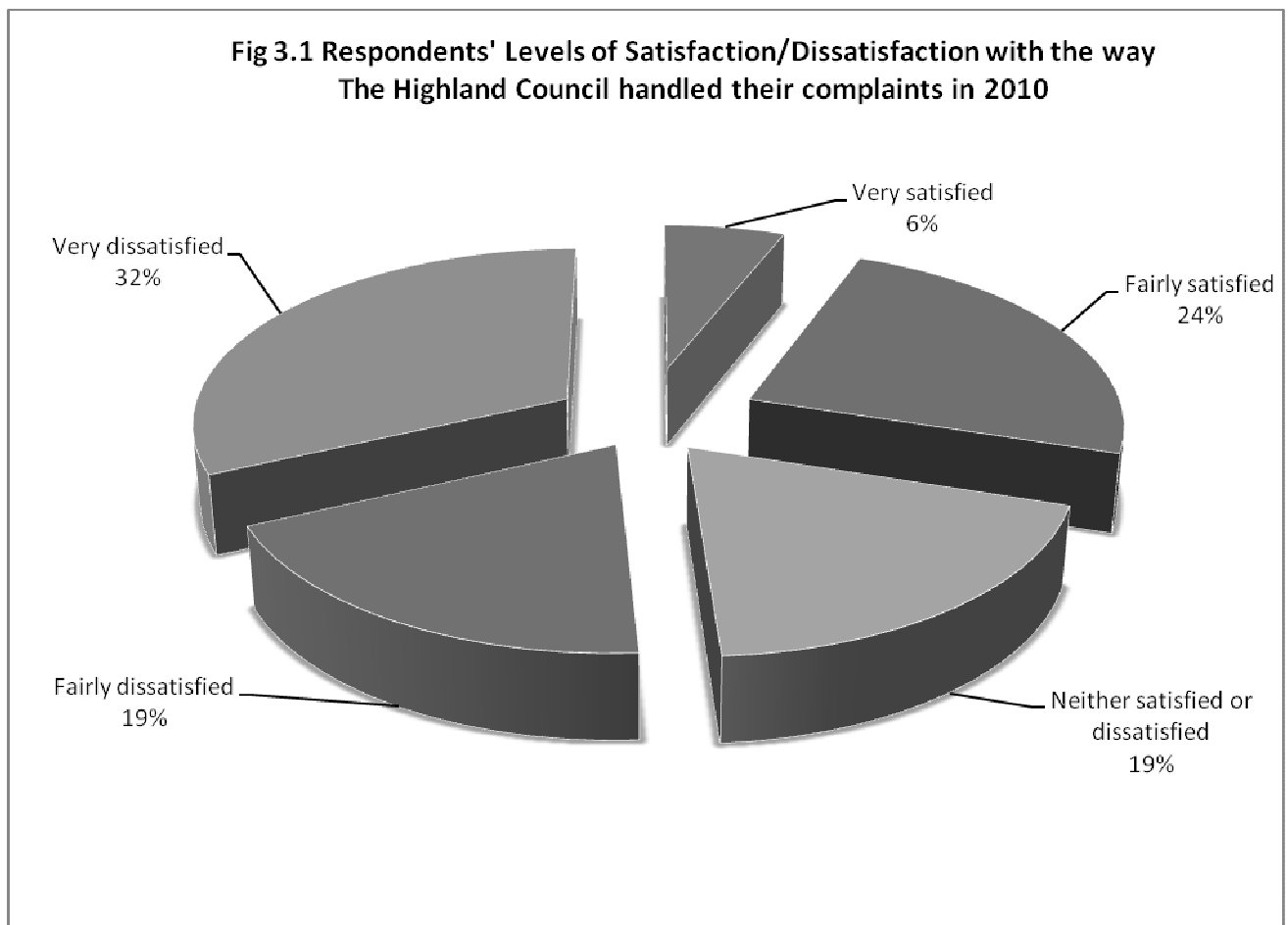
*N=267*

99. Table 3.7 reveals that those just over 1 in 2 respondents (51%) are dissatisfied with the way their complaint has been handled. Of these people almost 1 in 3 people (32%) describe themselves as being “very dissatisfied” while nearly 1 in 5 (19%) are “fairly dissatisfied”. By contrast, around 1 in 20 (6%) are “very satisfied” and 1 in 4 (24%) are “fairly satisfied” with the way their complaints have been handled. The net satisfaction rate is -21%.

100. Results for 2010 when analysed by categories of users reveal the following distinctive patterns:

- A gender difference is evident in that a lower percentage of males (24%) recorded some satisfaction (either “very” or “fairly”) with the way in which their complaints were handled compared with females (38%);
- By employment status, the results show that those who are employed (26%) recorded a markedly lower satisfaction rate than people who are retired (39%);
- By age it is notable that a higher percentage of respondents in the 25-44 age band (53%) and of those in the 45-64 age bracket (50%) expressed some dissatisfaction (either “fairly” or “very”) with the way in which their complaints were handled compared with those aged 65-74 age (43%) and in the 75+ (37%).

101. 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:



102. To make a more accurate comparison between the results of the performance surveys of 2009 and 2010 and attempt to discern any trends, it is necessary to look at the entire samples and calculate what percentage of respondents expressed satisfaction or dissatisfaction with the way in which their complaints were handled. In so doing we are making what we consider to be a reasonable assumption that those who express a view on

either side of the satisfaction/dissatisfaction divide are people who have made a complaint. Table 3.8 reveals the results.

**Table 3.8 Comparing Levels of Satisfaction/Dissatisfaction with the way The Highland Council handled Complaints: 2010 & 2009 Surveys**

	<b>2010</b>	<b>2009</b>
	<b>%</b>	<b>%</b>
Very satisfied	1.2	3.5
Fairly satisfied	4.2	5.2
<b>Total of Very + Fairly Satisfied</b>	<b>5.4</b>	<b>8.7</b>
Fairly dissatisfied	3.4	3.6
Very dissatisfied	4.7	3.7
<b>Total of Very + Fairly Dissatisfied</b>	<b>8.1</b>	<b>7.3</b>
<b>Net Satisfaction Rate (Total Satisfied – Total Dissatisfied)</b>	<b>-2.7</b>	<b>1.4</b>

103. In Table 3.8 (which is not weighted) the main trend that is noticeable is that in 2009 the percentage of respondents expressing some form of satisfaction with the way their complaints were handled exceeded the percentage of those who expressed some form of dissatisfaction – in 2010 the reverse is true.

### **Reasons for Dissatisfaction**

104. Respondents were asked to comment on the reasons for any dissatisfaction that they had expressed in relation to any of the 42 services or in respect of any complaint that they had made. Some 585 people (37% of the entire sample) took the opportunity to give their reasons making reference to a total of 1,032 different topics. In Table 3.9 overleaf the topics are listed according to the number of comments that are made on these subjects. In Appendix 2 there is a more detailed commentary on the leading reasons for dissatisfaction being expressed.

**Table 3.9 Reasons for Dissatisfaction**

<b>Topics</b>	<b>Number of Comments</b>	<b>% of All who Gave Reasons for Dissatisfaction</b>
Road Repairs and Potholes	264	45
Winter Road Maintenance	128	22
Pavement Maintenance	68	12
Planning Applications and Building Warrants	66	11
General complaints & communication problems	59	10
Recycling facilities	42	7
Planning for Future Land Use	39	7
Cycle Paths	38	7
Public Conveniences	30	5
Refuse/Bin Collection	28	5
Street cleaning	21	4
Secondary Education	17	3
Other Sports Facilities	17	3
Swimming Pools	16	3
Public Parks	15	3
Services to Reduce Youth Offending	13	2
Home Care Services	13	2
Residential Homes	11	2
Service Points	9	1.5
Primary Education	9	1.5
Street Lighting	9	1.5
Advice on Benefits	8	1.4
Payment of Council Tax	8	1.4
Council Housing Info and Advice	8	1.4
Council Housing Repairs	8	1.4
School Transport	8	1.4
Wasteful expenditure	7	1.2
Community Learning	7	1.2
Breakfast and After School Clubs	5	<1
Libraries	5	<1
Dealing with Flooding	5	<1
School Meals	4	<1
Services to Protect Children from Harm	2	<1
Trading Standards	2	<1
Environmental Health	2	<1
Transport - buses	2	<1
Community Occupational Therapy	2	<1
Pre-school services	2	<1
Walking Routes	2	<1
Countryside Ranger	1	<1
Registrars	1	<1
Economic Development	1	<1
Museums	1	<1
Burials and Cremations	1	<1
Services to protect adults at risk from harm	1	<1

*N= 584 (1,005 topics)*

105. Roads and pavements dominate Table 3.10. Some 45% of the 584 people responding to this question cited the state of road repairs and potholes as reasons for their dissatisfaction – making it by far the leading topic - while winter road maintenance drew comments from 22% and pavement maintenance was remarked upon by 12%. Looked at in another way, of the 1,005 comments made, some 460 (46%) are to do with these three topics.
106. Planning issues exercised a number of respondents – 11% commented on planning applications and building warrants as a reason for their dissatisfaction while 7% spoke of planning for future land use as giving them cause for concern. Again looking at this another way we can see that of the 1,005 comments, some 105 (10%) are to do with planning matters
107. General complaints and communication problems which caused difficulties for respondents occasioned comment from 10% of the sample.
108. Other topics about which 4% or more of the respondents who gave reasons for their dissatisfaction wrote remarks were: recycling facilities (7%); cycle paths (7%); public conveniences (5%); refuse/bin collection (5%); and street cleaning (4%).
109. There were 37 other topics mentioned by 3% or fewer of the respondents to this question.

## **Qualities**

110. 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.
111. 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.
112. The qualities in Table 3.10 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 the Stated Qualities**

Qualities	Strongly Agree %	Agree %	2010 Survey Neither Agree or Disagree %	Disagree %	Strongly Disagree %	Difference between % who agree and % who disagree in 2010 %	Difference between % who agree and % who disagree in 2009 %
Is friendly	9	52	32	5	1	55	54
Maintains good quality local services	7	53	30	9	1	50	47
Is helpful	7	48	36	7	2	46	44
Is environmentally friendly	7	41	39	10	3	34	30
Is a fair employer	5	24	64	5	2	22	24
Tells local people what it is doing	3	32	37	24	4	7	-3
Is aware of people's needs	3	28	44	20	5	6	1
Treats all residents fairly	4	22	47	22	5	-1	-4
Listens to local people	3	25	42	25	5	-2	0
Provides value for money	3	22	44	23	8	-6	-6
Is efficient	3	23	43	24	8	-6	5
Represents your views	2	16	51	24	7	-12	-12
Involves people in how it spends its money	2	16	38	36	8	-25	-31

*N=1,481 to 1,503*

113. One of the features which immediately catches the eye when looking at Table 3.10 is how few of the respondents to the 2010 survey either strongly agree or strongly disagree with any of the statements made. Neither of these two options is ever selected by any more than 9% of respondents.

114. Notice that compared with 2009 the scores for 2010 have improved for 8 of the 13 qualities. For 2 qualities the scores have stayed the same while for 3 they have fallen.
115. **“Is friendly”** is a statement about which a large majority of respondents - 55% - agree than disagree. Some 61% agree with it (including 9% strongly so) while only 6% disagree 6% (including 1% strongly so). Once again all categories return an overwhelmingly large majority in favour of this statement – the minimum difference between those who agree and those who disagree in any category of respondents is 50%. Compared with 2009 the score for this quality for 2010 has marginally improved from 54% to 55%.
116. **“Maintains good quality services”** is another statement regarding The Highland Council about which a large majority of respondents - 50% - agree than disagree. Respondents who agree with it total 60% (including 7% strongly so) while those who disagree with it total 10% (including 1% strongly so). It is particularly notable that in every category a large majority of the respondents are to be found backing this statement with the strongest support for this proposition coming from those aged 75+ (with 74% more agreeing with the statement than disagreeing with it). Compared with 2009 the score for this quality for 2010 has improved by 3 percentage points from 47% to 50%.
117. **“Is helpful”** is the third statement regarding The Highland Council about which there is a large majority of respondents - 46% - agree than disagree. Those agreeing with it total 55% (including 7% strongly so) while those disagreeing with it total 9% (including 2% strongly so). All categories return an overwhelmingly positive view of the Highland Council on this point so any distinction that is drawn would be by degree only. The minimum difference found in any of the categories between those agreeing and those disagreeing with the statement is 43% so strongly is this proposition supported. Compared with 2009 the score for this quality for 2010 has also improved from 44% to 46%.
118. **“Is environmentally friendly”** is a statement about The Highland Council about which 34% more respondents agree than disagree. Some 48% of respondents agree with it (including 7% strongly so) while 13% disagree (including 3% strongly so). Such is the majority in favour of this statement that differences are a matter of degree since every category of users returns a clear majority who support this statement (the minimum is 30%). 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: aged 75+ (48%); unable to work (46%); retired (44%); aged 65-74 (42%); and living in Caithness, Sutherland and Easter Ross (42%). Compared with 2009 the score for this quality for 2010 has improved from 30% to 34%.
119. **“Is a fair employer”** is a statement about which 22% more respondents agree than disagree. Some 29% agree with it (including 5% strongly so) while 7% disagree (including 2% strongly so). Once more, in all the categories of respondents there is a clear majority in favour of this statement – the minimum difference is 16%. Note that this statement attracts by far the highest percentage of respondents (64%) 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 notable majority view it as being a fair employer. Compared with 2009 the score for this quality for 2010 has fallen back slightly from 24% to 22%.

120. **“Tells local people what it is doing”** is a statement about The Highland Council about which 7% more respondents agree than disagree. Some 35% agree (including 3% strongly so) with this proposition while 28% disagree (including 4% strongly so). Note:

- 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: aged 75+ (21% gap); people who do not own their own home (16%); resident in the Highlands for 5 to 10 years (12%); resident in the Highlands for less than a year (12%); and people who live in Ross, Skye and Lochaber (10%).
- The gap between those who disagree with the statement and those who agree with it is greatest in the groups of respondents who are: unable to work (11%); people with a disability (3%); and people living in Caithness, Sutherland and Easter Ross (-0.5%).

Compared with 2009 the score for this quality for 2010 has improved sharply. In 2009 some 3% more respondents disagreed with this statement than agreed – in 2010 the situation is reversed with 7% more respondents agreeing than disagreeing with the statement that the Council displays this quality. This 10 percentage point rise between 2009 and 2010 is the largest favourable movement for any of the qualities.

121. **“Is aware of people’s needs”** is a statement about which 6% more respondents in 2010 agree than disagree (a notable improvement from 2009 when there was the slimmest of majorities – just 1% - in favour of people who agreed compared with those who disagreed). In 2010 some 31% agree with the statement (including 3% strongly so) while 25% disagree (including 5% strongly so). Note:

- 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: aged 75+ (20% difference); retired (12%); living in Ross, Skye and Lochaber (11%).
- Respondents who are unable to work is the only category where more people disagree (37%) with the statement than agree with it (33%) – a difference of 4%.

122. **“Treats all residents fairly”** is a statement about The Highland Council about which opinion is almost exactly evenly divided amongst respondents. Some 27% disagree (including 5% strongly so) with that proposition outnumbering the 26% who agree with it (including 4% strongly so) by just 1%. Note:

- Respondents who disagree with the statement are found especially amongst those who are: aged 25-44 (12% more disagree than agree); unable to work (9% more disagree than agree); employed (8% more disagree than agree).
- Respondents who agree with the statement are found especially amongst those who are: 75+ (21% more agree with disagree); retired (11% more agree than disagree); 65-74

(10% more agree); and people resident in the Highlands less than 5 years (9% more agree than disagree).

Compared with 2009 the score for this quality for 2010 has improved from -4% to -1%.

123. **“Listens to local people”** is a statement about The Highland Council with which opinion is virtually evenly divided. Just 2% separates the 30% of respondents who disagree with the statement (including the 5% who strongly disagree) - from the 28% who agree with it (including the 3% who strongly agree with it). Compared with 2009 the score for this quality for 2010 has fallen slightly. In 2009 the number of respondents agreeing with the statement and those disagreeing with it were equal .Note for the 2010 survey:

- The gap between those who disagree to any extent with the statement and those who agree with it to any extent is at its greatest in respondents from the following categories: those unable to work (the difference is 11%); those aged 45-64 (the difference is 7%); and those who live in Caithness, Sutherland and Easter Ross (also a 7% difference).
- On the other hand there are categories where the percentage agreeing with the statement to any extent is greater than those who disagree with it: respondents aged 75+ (the difference is 17%); those who do not own their own house (the difference is 10%); and people resident in the Highlands less than a year (8% difference).

124. **“Provides value for money”** is a statement about The Highland Council with which 6% more respondents disagree than agree (an identical result to that of 2009). Some 31% disagree with it (8% strongly so) while 25% agree with it (including 3% strongly so). Again the most noteworthy difference to comment upon are the groups who return a majority saying that The Highland Council does exemplify this quality: namely those aged 75+ (a 20% majority in favour of the statement); people resident in the Highlands less than 5 years (11% majority); and people who are unable to work (2%). People who have a disability are exactly equally divided in their opinions between those who agree and those who disagree.

125. **“Is efficient”** is a statement about The Highland Council with which 6% more respondents disagree than agree. Some 32% disagree with it (including 8% strongly so) while 26% agree with it (including 3% strongly so. Of all 13 qualities this is the only one which has fallen sharply compared with 2009. The score in 2010 represent a fall of 11 percentage points from the 2009 result when 5% more respondents agreed with the statement than disagreed with it. In Table 3.9 which will follow it will be shown that on average respondents in 2010 have ranked this quality as the 4<sup>th</sup> most important to them – up from 6<sup>th</sup> in 2009.). The main noteworthy variation in the 2010 survey has to do with the groups who dissent from the prevailing view – the following all return a majority who agree with the statement: those aged 65-74; those aged 75+; respondents who are unemployed; those who are unable to work; and those who do not own their own home.

126. **“Represents your views”** is a statement about The Highland Council with which 12% more respondents disagree than agree (the same result as in 2009). Some 31% disagree with this statement (including 7% strongly so) while 18% agree with it (including 2% strongly so). A majority of respondents in all categories bar one disagrees with the

statement that The Highland Council exhibits this quality. The exception is found in people aged 75+ where there is a small majority (4%) who agree with the statement.

127. **“Involves people in how it spends money”** is a statement about The Highland Council about which those disagreeing with it outnumber those agreeing by 25%. While this is a 6 percentage point improvement on the 2009 score - when those disagreeing with the statement outnumbered those agreeing with it by 31% - it is still, by a long way, the quality which respondents believe the Council least exemplifies. In the 2010 survey some 44% of respondents disagree (including 8% strongly so) with the statement while only 18% agree (including 2% strongly). Note:

- The gap between those who disagree to any extent with the statement and those who agree with it to any extent is at its greatest in respondents aged 25-44 (the difference is 31%) and who are employed (the difference is 28%).
- In every category analysed those who disagree with this statement outnumber those who agree – the smallest gap is one of 12%.

### The Qualities Most Important to Respondents

128. 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 overleaf 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 by Respondents in 2010 Survey	Respondents Mentioning Quality in Their Top 5 in 2010 Survey %	Ranking of Quality in 2009 Survey	Ranking of Quality in 2008 Survey
1. Maintains good quality local services	74	1	1
2. Listens to local people	63	2	2
3. Provides value for money	62	3	3
4. Is efficient	48	6	5
5. Is aware of people’s needs	44	4	4
6. Treats all residents fairly	38	7	9
7. Involves people in how it spends its money	36	5	7
8. Is environmentally friendly	35	9	8
9. Tells local people what it is doing	32	8	6
10. Represents your views	22	10	11
11. Is helpful	18	11	10
12. Is a fair employer	14	13	12
13. Is friendly	9	12	13

N=1,494

129. Top of the list is that the Council **“maintains good quality local services”** – this attracts the backing of almost 3 in 4 respondents (74%). There are two other qualities which are endorsed by more than 50%: **“listens to local people”** (selected by 63%) and **“provides value for money”** (chosen by 62%). It is striking that these three qualities in that exact same order also topped this list in 2008 and 2009.
130. The fourth and fifth most popular options on the list in 2010 came close to achieving 50% support: **“is efficient”** was selected by 48% and **“is aware of people’s needs”** was chosen by 44%. Both these qualities have been in the top 6 for each of the 3 surveys in which this question has been asked. **“Is efficient”** is the biggest mover this year– up to the 4<sup>th</sup> slot from 6<sup>th</sup> in 2009.
131. In mid-table there are 4 options that attract 32%-38% of respondents namely: **“treats all residents fairly”** (selected by 38%); **“involves people in how it spends its money”** (the choice of 36%); **“is environmentally friendly”** (chosen by 35%); and **“tells local people what it is doing”** (32%). Of these 4 the most notable change in the ranking order is the movement of **“treats all residents fairly”**. In 2008 this quality was 9<sup>th</sup> – in 2010 it is 6<sup>th</sup>.
132. At the other end of the table there are four options which, in 2010, won the support of fewer than 1 in 4 of respondents namely: **“is friendly”** (selected by just 9%); **“is a fair employer”** (chosen by 14%); **“is helpful”** (the choice of 18%); **“represents your views”** (selected by 22%). Table 3.10 reveals that these four qualities have also occupied the 4 lowest slots in 2008 and 2009.
133. In analysing the support for these 13 qualities amongst respondents to the 2010 survey by the various categories what stands out is the remarkable uniformity in the support for each option. There is very little variation indeed. The only notable differences are these:
- Almost half of the respondents with a disability (49%) selected **“treats all residents fairly”** in their top 5 – which contrasts with 36% of those without a disability;
  - And while 63% of those who do not have a disability chose **“provides value for money”** in their top 5, fewer than half (46%) of those with a disability selected it;
  - By employment status it is noteworthy that some 49% of respondents who are unemployed and 44% of those who are unable to work selected **“involves people in how it spends its money”** while the comparable figure for those who are employed is 36% and for those who are retired is 33%;
  - It is also worth observing that compared while on average 48% of respondents select **“is efficient”**, only 29% of people who are unable to work chose this quality.

## Expectations

134. Table 3.12 below shows that almost 6 out of 10 respondents (58%) when invited to think generally about what they expect from The Highland Council say that it is **“about**

**what [they] expect**” – a figure which is a little lower than that attained in 2009 (61%). For almost 1 in 4 (24%) The Highland Council **“falls slightly short of [their] expectations”** – which is consistent with the 23%-25% returns for this category since 2006. The number of people classifying the Council as falling **“a long way short of [their] expectations”** (8%) shows the downward trend evident in the last 4 years is continuing, while the figures for those who say their **expectations have been exceeded either slightly or greatly** (10%) remains within the 8-10% range of the last 4 years.

**Table 3.12 Expectations of The Highland Council**

<b>Expectations</b>	<b>2010</b>	<b>2009</b>	<b>2008</b>	<b>2007</b>	<b>2006</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Greatly exceeds your expectations	1	2	1	2	2
Slightly exceeds your expectations	9	6	7	8	5
Is about what you expect	58	61	59	55	58
Falls slightly short of your expectations	24	23	24	25	23
Falls a long way short of your expectations	8	9	9	12	10
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

*In 2010 N=1,514*

135. There are no major differences by gender, disability, corporate area, employment status or by home ownership. The lowest percentage of respondents who say that the Council is **“about what [they] expect”** are found in the 25-44 age band (52%) compared with the other age groups (60-66%). Respondents from this 25-34 age group were found in higher percentages amongst those who felt their expectations were exceeded (either slightly or greater ) – 11% compared with 7-9% for other age groups - **and** those who felt the Council fell short of their expectations (either slightly or a long way) – 37% compared with the 27-32% of the other age bands.

136. Of those who have been resident in the Highlands less than 5 years 22% said that their expectations of the Council had been exceeded either slightly or greatly – a figure much higher than the 6% who chose these options in the group of respondents who have been resident locally for more than 10 years. However there were no major differences according to length of residence in the percentages of those who said the Council fell short of their expectations.

137. Those who are retired were least disposed (24%) to say that the Council had fallen short of their expectations (either slightly or by a long way) compared especially with those who are employed (35%).

### **Providing Information on Performance – The Preferred Means of Communication**

138. 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 principal results evident in Table 3.13 below are:

- The only option to command the support of a majority of respondents (59%) is: **“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 gaining in preference with “**publication on the Council’s web pages**” supported by 43% - an appreciable rise from 35% in 2009 and 31% in 2008 - while the percentage of those expressing a preference for communication “**by email**” has risen even more sharply to 32% in 2010 from 18% in 2009.

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

Means of Communication	2010 %	2009 %	2008 %	2007 %	2006 %
Included with the booklet received with council tax information	59	69	52	48	45
Published on the Council’s web pages	43	35	31	25	25
Email	32	18	19	n/a	n/a
Written information from Service Points and other offices	32	35	34	16	26
A separate newsletter to each household	28	29	34	43	37
As a newspaper insert	24	22	24	20	23
Leaflets and notices in council facilities	20	16	19	n/a	n/a
Provided directly by the service	14	8	10	n/a	n/a
Through contact with your councillor	9	5	7	n/a	n/a
Through ward forums	8	3	3	11	n/a

*In 2010 N= 1,508*

139. A conspicuous difference is apparent in the stated preferences of different age groups. While 57% 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 65-74 a much smaller percentage – 27% - selected this and amongst people aged 75+ this choice is relegated to equal last preference with only a very few (6%) choosing it. The same type of pattern – albeit less pronounced - is noticeable when the option of receiving the information “**by email**” is considered: it is the choice of 46% of the 25-44 year olds, 34% of the 45-64 year olds, 25% of the 65-74 year olds and just 11% of the 75+ age group.
140. The only option which commands the support of a majority of respondents in each of the age groups is: “**Included with the booklet received with council tax bill**”. Some 52% of 25-44 year olds selected this option – their second most popular choice – while for each of the other age groups it was their most popular choice being selected by 59% of the 45-64 year olds, 63% of the 65-74 age group and by almost 3 in 4 (72%) of the 75+ age bracket.
141. People who are disabled show a greater preference for “**written information from Service Points and other offices**” (41%) compared to those who are not disabled (30%) 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 32% and 24%) than people who are not disabled (the figures being 43% for publication on the web pages and 33% for email).
142. The main point to note re residency is that people who are resident in the Highlands less than 5 year showed much more of a preference for receiving information “**by email**” (45%) than people who have lived in the Highlands for longer (32% and 33%).

143. A slight majority of those who are employed – 51% - would welcome **publication on the Council’s web pages** but only 27% who are retired chose that option.

144. Regarding home ownership the following is observable:

- **“written information from Service Points and other services”** is chosen by 43% of those who do not own their own homes compared with 29% of those who do own their own homes;
- and support for **“information being included with the booklet received with the council tax bill”** is chosen by 51% of those who do not own their own homes – while 61% of those who own their own houses select that option

### **Any Other Comments about the Performance of The Highland Council**

145. Finally for this section the people being surveyed were given an opportunity to make “any other comments about the performance of The Highland Council in general”. Some 366 (23%) of the entire sample availed themselves of that opportunity.

146. In 134 instances (37% of all those responding to this opportunity) the comments made essentially involved a reiteration of statements made in answer to the earlier question regarding the reasons for dissatisfaction with specific services. The focus here therefore will be on additional comments which respondents have made.

147. Some 80 people (22%) highlighted what they perceived to be inefficiencies and waste within the operations of The Highland Council.

148. For 50 people (14%) it was a chance to praise The Highland Council either in general or for some specific service or services which they valued.

149. There were 38 people (10%) for whom the burning issues had to do with what they regarded as The Highland Council’s failure to listen, to consult, to inform, or to pay due attention to people’s needs.

150. There were 34 people (9%) who wished to take issue with what they saw as being unreasonably high staff costs – including over-staffing and pay levels.

151. For 24 people (7%) the principal point which they wished to communicate was that The Highland Council needed to take into account and treat fairly all the people who live within the area – with some feeling, in particular, that Inverness was too favoured.

152. Some 29 people (8%) of the sample made a range of other comments – for example 7 focused on budget issues, while 4 stated that there was lack of vision within The Highland Council.

## SECTION 4: COMMUNITY LIFE

### Safety of the Area Near Respondents' Homes

153. Respondents were asked to rate the safety of the area near their homes. The results are in Table 4.1 below.

**Table 4.1 Rating of the Safety of the Area within 15 Minutes Walk of Home**

	2010 %	2009 %	2008 %
A very safe area	59	45	46
A fairly safe area	38	47	49
<b>Total Safe</b>	<b>97</b>	<b>92</b>	<b>95</b>
Rather unsafe area	2	5	4
A very unsafe area	1	2	1
<b>Total Unsafe</b>	<b>3</b>	<b>7</b>	<b>5</b>
<b>Net Safety Rating (Total Safe – Total Unsafe)</b>	<b>94</b>	<b>85</b>	<b>90</b>

*In 2010 N= 1,528*

154. In 2010 a total of 97% respondents rate their locality as either “very” or “fairly safe” (a marked rise from the comparable figure of 92% in 2009), while those who feel that their locality is unsafe to any extent totalling 3% (an appreciable fall from 7% 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 94% for 2010 up appreciably from 85% in 2009 and higher than the 90% recorded in 2008.

155. Looking at more detail at the results for 2010 we see that 59% of respondents rated the area within 15 minutes walk of their home as being “very safe” – a substantial increase from the 45% recorded in 2009.

156. There are some differences in the categories of respondents that are worth commenting upon:

- Those who are disabled are less likely to rate the area in the vicinity of their home as being “very safe” (45%) compared to those who are not disabled (60%).
- Looking at the length of time people have lived in the Highlands, 68% of those who have been resident in the Highlands less than 5 years state that their area is “very safe” compared with 57% of those who lived in the Highlands for more than 10 years.
- A higher percentage of people who are retired (59%) and people who are employed (59%) classify their neighbourhoods as “very safe” compared with those who are unable to work (42%).

157. Moving to a ward level, the highest percentage of respondents who consider the area close to their homes as being “very safe” live in the following wards:

- North, West and Central Sutherland (88%)
- Wester Ross, Strathpeffer and Lochalsh (86%)
- Eilean a' Cheò (82%)
- East Sutherland and Edderton (78%)
- Aird and Loch Ness (76%)
- Landward Caithness (75%)
- Black Isle (71%)
- Badenoch and Strathspey (70%)

158. Conversely respondents resident in the following wards are the least likely to rate their area as being “very safe”:

- Inverness Central (17%)
- Culloden and Ardersier (29%)
- Inverness Milburn (31%)
- Inverness West (32%)
- Wick (33%)

### Rating of Local Neighbourhood or Community

159. Respondents were then asked to rate their local neighbourhood or community. The results are in Table 4.2 below.

**Table 4.2 Rating of Local Neighbourhood or Community**

	<b>2010</b>	<b>2009</b>	<b>2008</b>
	<b>%</b>	<b>%</b>	<b>%</b>
Very good	63	48	50
Fairly good	34	44	45
<b>Total Good</b>	<b>97</b>	<b>92</b>	<b>95</b>
Fairly poor	2	5	4
Very poor	1	2	1
<b>Total Poor</b>	<b>3</b>	<b>7</b>	<b>5</b>
<b>Net Good Rating (Total Good – Total Poor)</b>	<b>94</b>	<b>85</b>	<b>90</b>

*In 2010 N=1,527*

160. Table 4.2 shows that 63% of respondents rate the area in which they live as a “very good” place to live – a marked rise on figures previously recorded (48% in 2009 and 50% in 2008). When the figure of 34% who classify their neighbourhood as “fairly good” is added to the 63% it gives a total of 97% who regard their neighbourhood or community as either a “very” or “fairly good” place to live – a marked increase on the comparable figure of 92% recorded in 2009. Deducting from this 97% figure, the 3% who describe their neighbourhoods as being “fairly” or “very poor” leaves a net good rating of 94% - up substantially from the 85% recorded in 2009 and higher than the 90% of 2008. Note that these net good rating figures are identical to the net safety rating figures (Table 4.1)

161. The notable differences by categories are as follows:

- Some 73% of respondents in the 65-74 and 74% of those in the 75+ age groups classified their neighbourhood as “very good” compared with 56% of those aged 25-44.
- Some 68% of respondents who own their own house said their community was a “very good” place to live compared with 52% of those who do not own their own house.
- A higher percentage of respondents living in Ross-shire, Skye and Lochaber (72%) said their neighbourhood was a “very good” place to live compared with those living in Caithness, Sutherland and Easter Ross (65%) and in Inverness, Nairn, Badenoch and Strathspey (61%). This result is statistically significant.

162. The highest percentage of respondents who consider their neighbourhoods or communities as being “very good” to live in are found in the following wards:

- Wester Ross, Strathpeffer and Lochalsh (84%)
- East Sutherland and Edderton (84%)
- Aird and Loch Ness (79%)
- Eilean a' Cheò (76%)
- North, West and Central Sutherland (75%)
- Black Isle (74%)
- Badenoch and Strathspey (74%)

163. Respondents resident in the following wards returned the lowest percentage of people who classified their neighbourhood as being a “very good” place to live:

- Inverness Central (39%)
- Inverness West (41%)
- Culloden and Ardersier (50%)
- Wick (50%)

## Gaelic Language

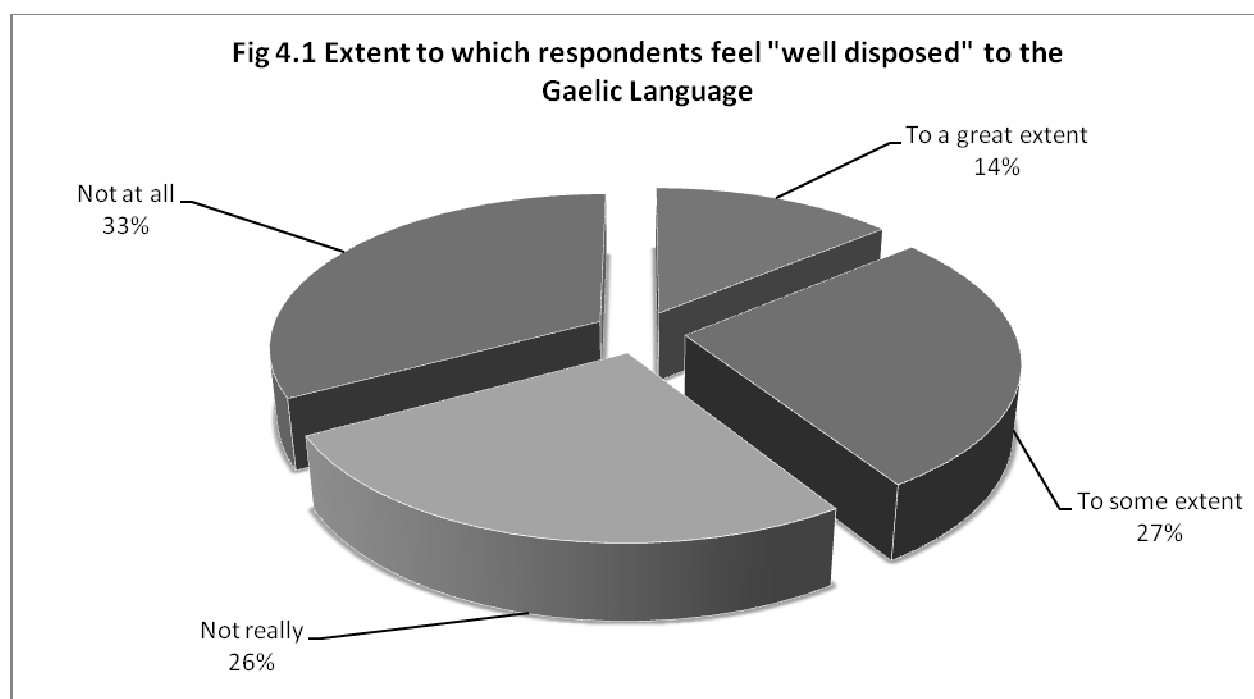
164. Respondents were then asked a question about Gaelic which was presented in the following way: “The Highland Council has a legal duty to develop a Gaelic Language Plan. It is based on the principle of equal respect for Gaelic and English and on the premise that Gaelic is an integral part of Highland life. To what extent do you feel ‘well disposed’ to the Gaelic language?”

165. Table 4.3 below and Fig 4.1 reveal the results.

**Table 4.3 Extent to which respondents feel “well disposed” to the Gaelic language**

	2010	2009	2008
	%	%	%
To a great extent	14	12	14
To some extent	27	26	27
Not really	26	27	28
Not at all	33	35	31
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

*In 2010 N= 1515*



166. 41% of all respondents felt well disposed “to a great extent” (14%) or “to some extent” (27%) towards the Gaelic language – an increase on the 38% in 2009 and marginally more than the 41% of 2008. At the same time, those who say that they do not feel well disposed towards Gaelic extend to 59% of respondents in 2010 - a figure which is down on the 62% recorded in 2009 but is equivalent to that found in the 2008 survey. Looking at the categories of respondents, the highest percentages of people well disposed to Gaelic are found in people aged 75+ (53%).

167. There are 3 wards in which the majority of respondents indicated that they were well disposed - either to a “great extent” or “to some extent” - towards Gaelic:

- Eilean a' Cheò (83%)
- Wester Ross, Strathpeffer and Lochalsh (73%)
- North, West and Central Sutherland (54%)

In one ward - Fort William and Ardnamurchan - respondents are split almost evenly between those are well disposed (49%) and those who are not well disposed (51%).

168. The highest percentages of people who declared that they were either “not really” or “not at all” well disposed to Gaelic are to be found in the following wards:

- Wick (81%)
- Culloden and Ardersier (76%)
- Landward Caithness (73%)
- Inverness Milburn (70%)
- Nairn (67%)
- Inverness Central (65%)
- Thurso (64%)

## Volunteering

169. When asked “do you currently volunteer in any capacity?” 36% of respondents answered “yes” – which is a much higher figure than the rates recorded previously: 29% in 2009, 27% in 2008 and 2007 (the year when the question was first asked). Since the respondents 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 the 65-74 (45%) age band followed by 45-64 (41%) and those 75+ (40%) with a markedly lower percentage in the 25-44 age band (27%).
- A higher percentage of people who own their own house are more likely to record that they volunteer (40%) than those who do not own their own house (31%).
- A higher percentage of those who do not have a disability volunteer (39%) than those who do have a disability (34%).
- As was the case in 2009, people resident in Ross, Skye and Lochaber in 2010 are more likely to volunteer (45%) than those residing in Caithness, Sutherland and Easter Ross (37%) and those living in Inverness, Nairn, Badenoch and Strathspey (35%). This result is statistically significant.

170. At the ward level, the highest percentages of respondents who indicate that they volunteer are found in the following wards:

- Eilean a' Cheò (52%)
- Badenoch and Strathspey (51%)
- Caol and Mallaig (50%)

- Fort William and Ardnamurchan (47%)
- Landward Caithness (47%)
- Dingwall and Seaforth (46%)

171. The wards recording the smallest percentage of respondents as volunteers are:

- Inverness Central (19%)
- Cromarty Firth (26%)
- Inverness South (27%)

172. It is worth noting that people resident in the Highlands for less than 5 years are volunteering at a rate (35%) which is only slightly less than the figure recorded for those resident for more than 10 years (40%).

### Number of Voluntary Activities in which People are Involved

173. Those who indicated that they volunteered were then asked: “How many voluntary activities are you involved in?” The answers are found in Table 4.4 below.

**Table 4.4 Number of Voluntary Activities in which People are Involved**

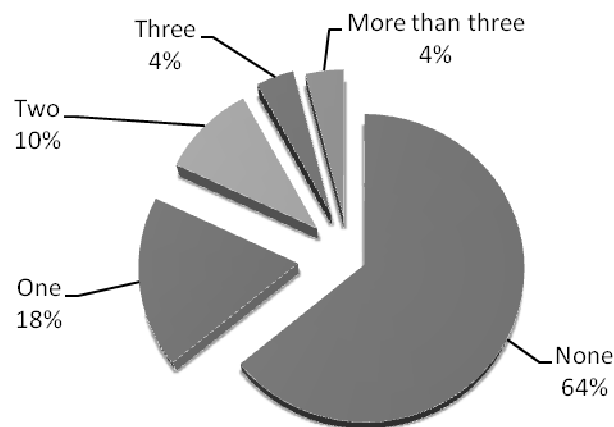
	<b>2010</b>	<b>2009</b>	<b>2008</b>	<b>2007</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
One	51	43	43	46
Two	28	29	32	30
Three	10	14	14	14
Over three	11	13	12	10
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

*In 2010 N = 572*

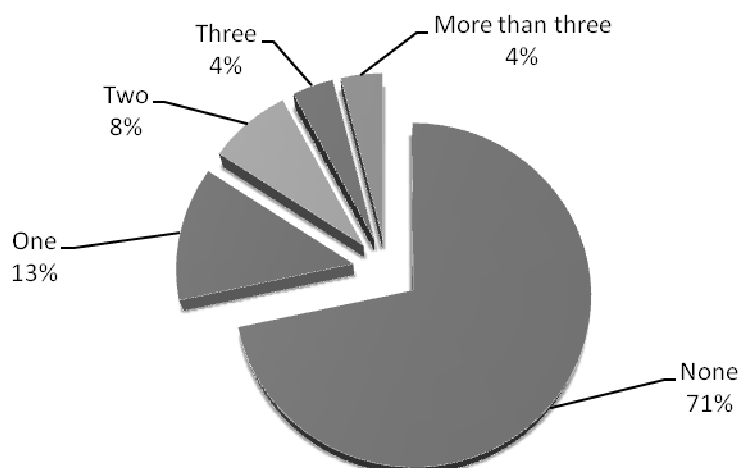
174. As is evident from Table 4.4, the responses from the 2010 survey are a little different from with those recorded in past years. What is noticeable is that of those who volunteer in 2010, 51% said they were engaged in one activity (43% to 46% in past surveys) and 28% said they were involved in two activities (29%-32% in the past). Adding the numbers that say they are involved in three activities (10%) to those who are involved in more than three activities (11%) results in a total of 21% - less than the comparable figures of 27% in 2009, 26% in 2008 and 24% in 2007.

175. But it is important to say that the comparisons being drawn in Table 4.4 are from the samples of people who have indicated in the surveys since 2007 that they do volunteer. While the finding that of those who volunteer in 2010 fewer are engaged in 3 or more voluntary activities is important, this is not the whole story for as seen earlier the percentage of people saying that they volunteer has risen from 29% to 36%. To make a true comparison between the results of 2009 and 2010 it would be necessary to know percentages of all those who responded to this question in both years and the extent to which they are involved in volunteering activities. Figures 4.2 (a) and 4.2 (b) below illustrate the answers.

**Fig 4.2 (a) Number of voluntary activities in which all respondents are engaged in 2010**



**Fig 4.2 (b) Number of voluntary activities in which all respondents are engaged in 2009**



176. These two pie charts above show that the number of people volunteering in:

- One activity has increased from 13% in 2009 to 18% in 2010;
- Two activities has increased from 8% in 2009 to 10% in 2010;
- Three activities remains the same at 4%;
- More than three activities also remains the same at 4%.

So the increase in overall volunteering in 2010 when compared with 2009 is taking place at the level where people are volunteering for either one or two activities. Meanwhile the percentage of those engaged in three or more activities has remained consistent.

### **Frequency of Volunteering**

177. Those who volunteer were then asked: “How often do you usually volunteer?” The pattern of responses for 2010 is very similar to those of past years as is evident in Table 4.5

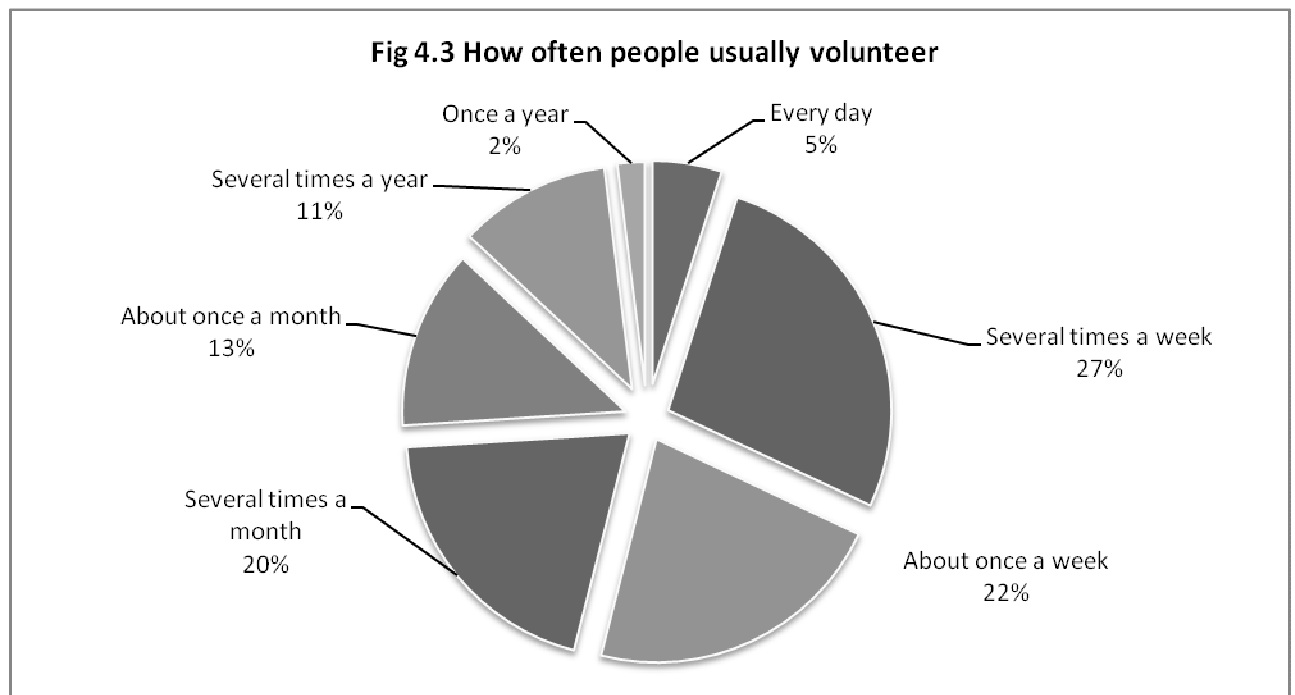
below. Variations are minor given that the question is not asking respondents to be precise. What the results show is that almost 3 in 4 volunteers (74%) are usually engaged in volunteering activities at least several times a month. There are no notable differences in responses by gender, age group, disability, or employment status.

**Table 4.5 Frequency of Volunteering**

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

*In 2010 N= 578*

178. The pie chart below (Fig 4.3) shows the same information in a different form.



## **APPENDIX 1: RESPONDENTS' VIEWS ON EACH OF THE 42 SERVICES**

We will now present in more detail our findings from an analysis of the opinions of those who commented on each of the 42 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.

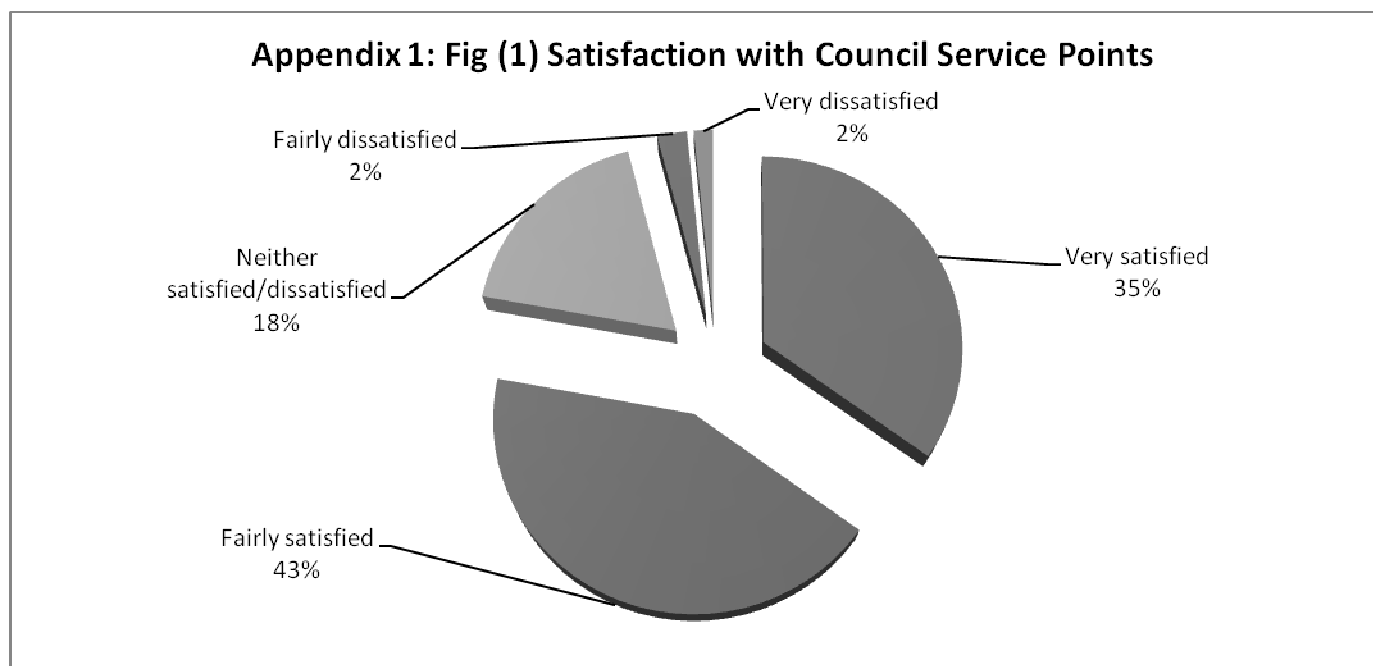
Comparisons are drawn with the four most recent performance surveys that have been conducted – that is, the ones of 2006, 2007, 2008 and 2009. This gives a five year comparison for each service. Please note our comments in the body of the report regarding these comparisons (see the beginning of Section 3).

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

## Appendix 1: (1) Council Service Points

Some 71% of the total sample answered this part of the question and gave their views as follows:

- 35% are “very satisfied”
- 43% are “fairly satisfied”
- 18% are “neither satisfied/ dissatisfied”
- 2.5% are “fairly dissatisfied”
- 1.6% are “very dissatisfied”



These figures give a net satisfaction rate of 74% which is a rise from 72% in 2009 – and is the highest level this service has attained in out of the 5 most recent surveys.

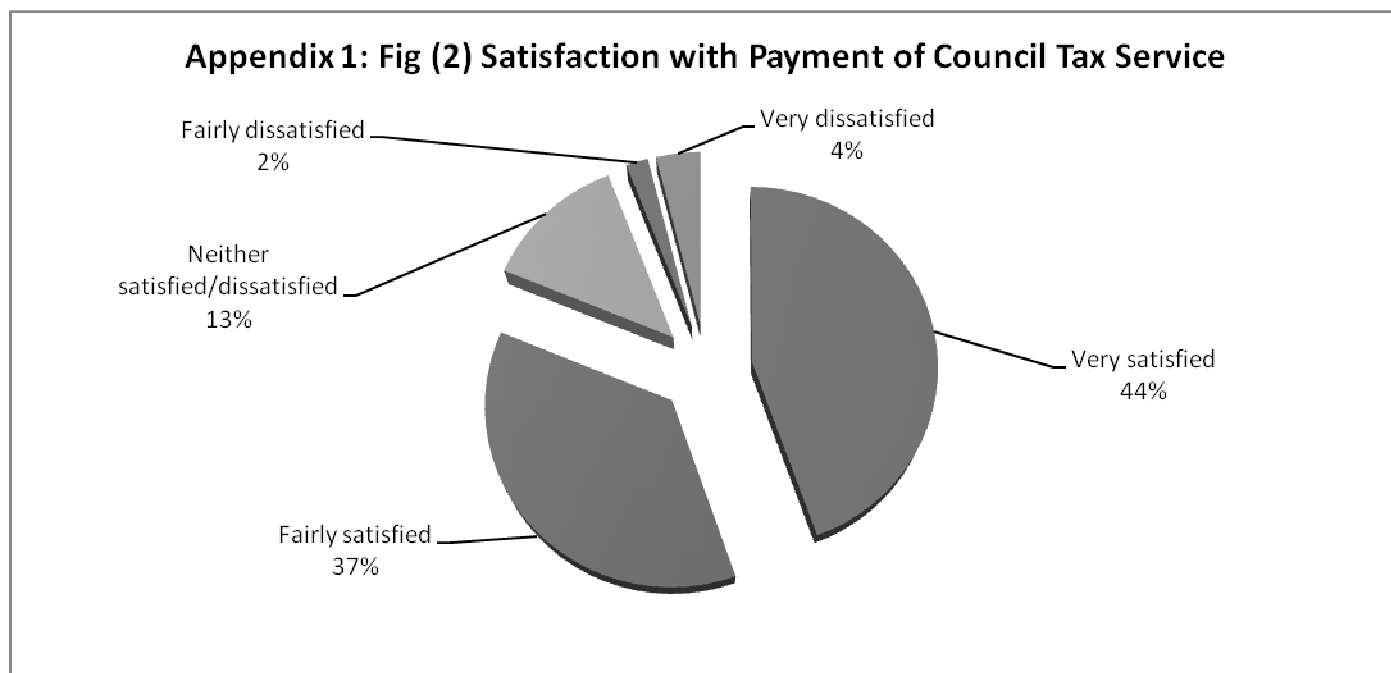
Because there is such widespread satisfaction with this service, any notable differences have to do with the degree of the satisfaction recorded. The most evident differences by the various groups according to net satisfaction rates are the following:

- There are 20 percentage points between the net satisfaction rate for users aged over 65 (89%) and the rate for the 25-44 year olds (69%);
- The rate for those who are retired (88%) is extremely high eclipsing the rates for users who are employed (71%) and unemployed (68%);
- By corporate area, respondents in Inverness, Nairn Badenoch and Strathspey (71%) return a rate which, while still very high, is lower than the rates for Ross, Skye and Lochaber (80%) and Caithness, Sutherland and Easter Ross (81%). This result is statistically significant.

## Appendix 1: (2) Payment of Council Tax

Some 84% of the total sample answered this part of the question and gave their views on this service as follows:

- 45% are “very satisfied”
- 37% are “fairly satisfied”
- 13% are “neither satisfied/dissatisfied”
- 2% are “fairly dissatisfied”
- 2% are “very dissatisfied”



These figures result in a net satisfaction rate of 78% which is a notable rise from the 72% recorded in 2009 and is the highest level this service has attained in out of the 5 most recent surveys.

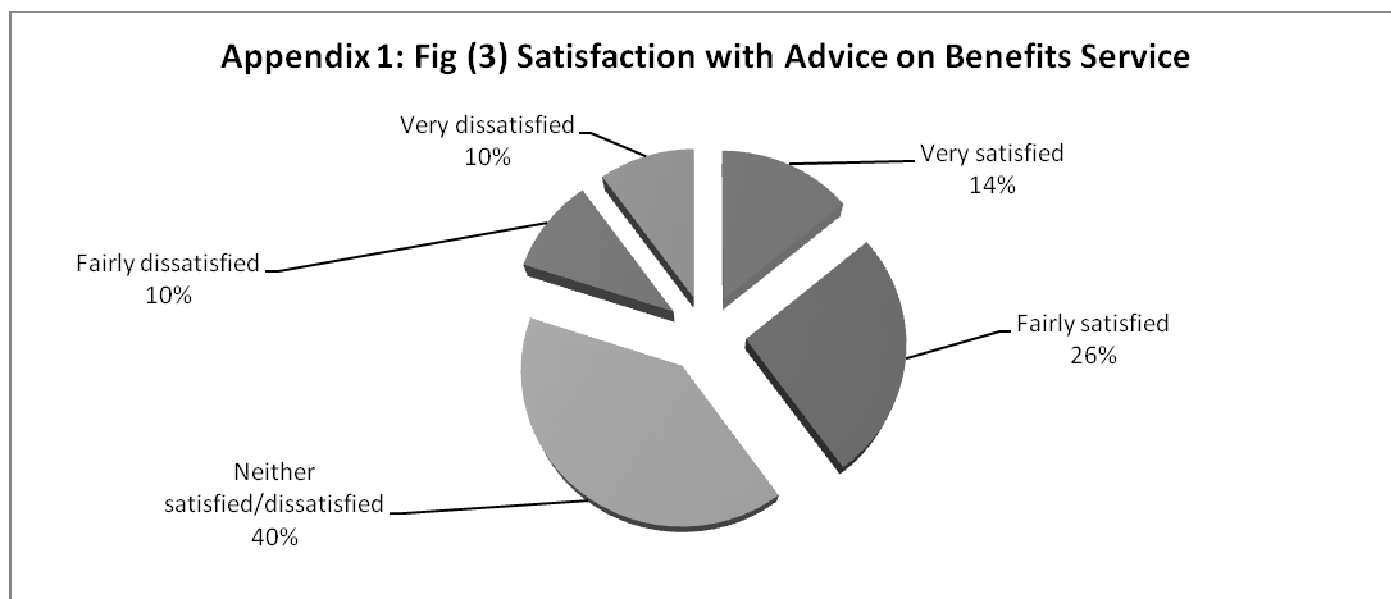
The main differences in the net satisfaction rates by categories of users are the following:

- The rate amongst 65-74 year olds is 91% compared to 73% in the 25-44 age band;
- By employment status those who are retired (89%) give an extremely high rating – one which is more than 10 percentage points ahead of the ratings from those who are employed (78%) and unemployed (77%).

## Appendix 1: (3) Advice on Benefits

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

- 14% are “very satisfied”
- 26% are “fairly satisfied”
- 40% are “neither satisfied/dissatisfied”
- 10% are “fairly dissatisfied”
- 10% are “very dissatisfied”



These figures leave a net satisfaction rate of 20% which is up from the 18% recorded in 2009 and is the highest level this service has attained out of the 5 most recent surveys.

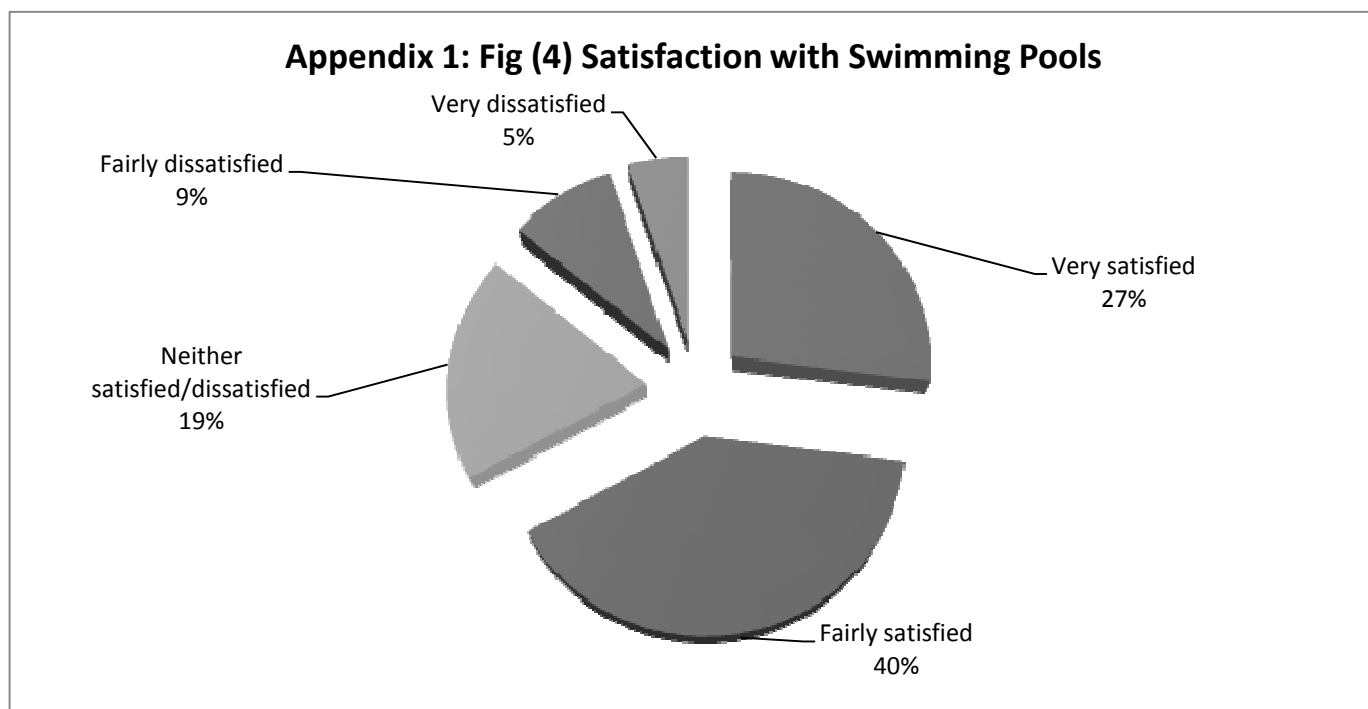
Notable differences in the net satisfaction rates by categories of users are found in the following categories:

- The rates for those aged 75 + (49%) and 65-74 (44%) are much higher than the rates for people aged 45-64 (21%) and those in the 25-44 age group (6%);
- By corporate area, respondents in the Ross, Skye and Lochaber area return the highest rate at 30% - compared with the 18% and 19% rates returned by those resident in the other two corporate areas;
- Those who are retired (47%) are much more satisfied with the service than those who are employed (11%);
- Those who do not own their own homes (37%) return a much higher rate than those who own their own homes (16%);
- Respondents resident in the Highlands less than 5 years are less satisfied with the service (7%) than those residing in the Highlands for 5-10 years (14%) or for more than 10 years (25%).

## Appendix 1: (4) Swimming Pools

Of the entire sample 60% answered this part of the question and gave their views on this service as follows:

- 27% are “very satisfied”
- 40% are “fairly satisfied”
- 19% are “neither satisfied/dissatisfied”
- 9% are “fairly dissatisfied”
- 5% are “very dissatisfied”



These figures result in a net satisfaction rate of 53% - a substantial rise from the 40% recorded in 2009 a score which in itself had been the highest this service had seen in the period since 2006.

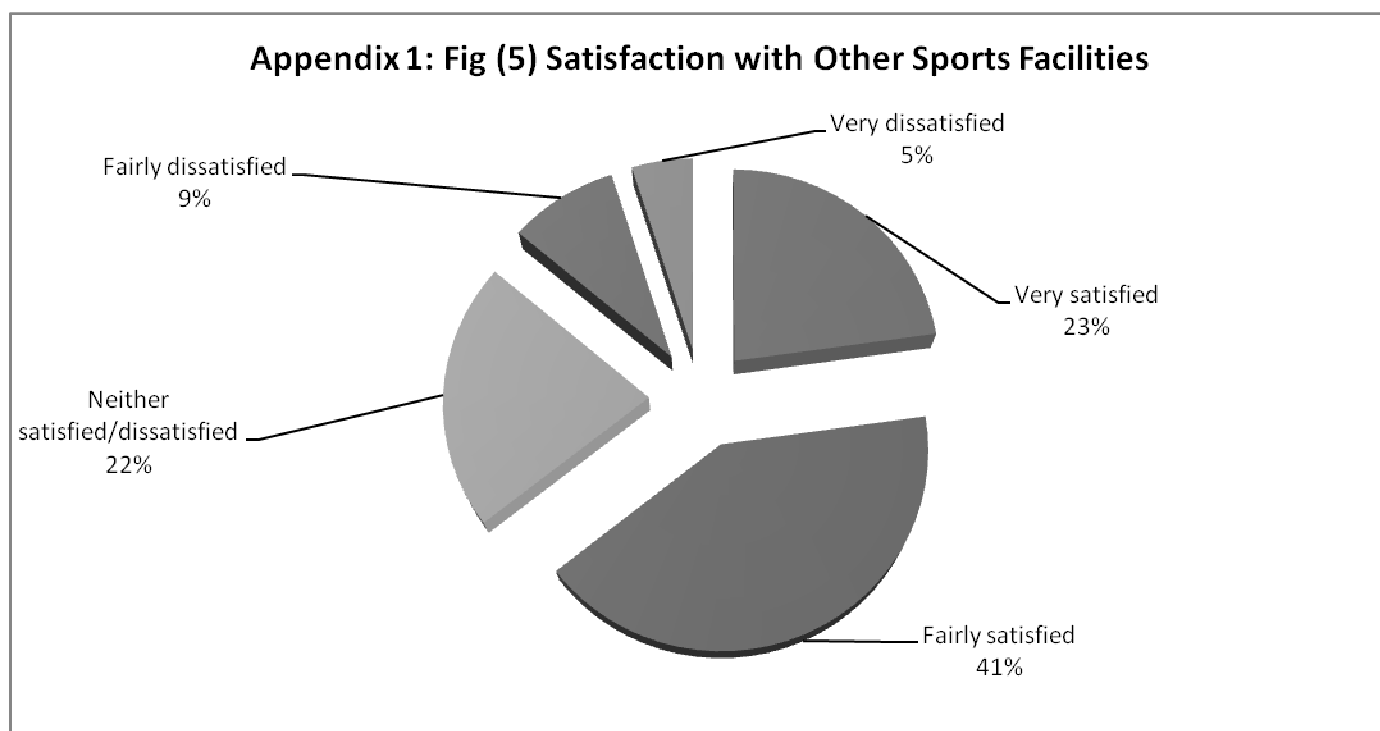
The following are the observable differences in the net satisfaction rates by categories of users:

- While the net satisfaction rate for all those over the age of 65 is 57%, the rate for the 25-44 age band is 47%;
- Those who are not disabled give a higher net satisfaction rate (54%) than those who are disabled (45%);
- By corporate area the highest net satisfaction rates are found in Ross, Skye and Lochaber (59%) and Caithness, Sutherland and Easter Ross (58%) compared to users residing in Inverness, Nairn, Badenoch and Strathspey (46%). This result is statistically significant.

## Appendix 1: (5) Other Sports Facilities

Of the entire sample 51% answered this part of the question and gave their views on this service as follows:

- 23% are “very satisfied”
- 42% are “fairly satisfied”
- 22% are “neither satisfied/dissatisfied”
- 9% are “fairly dissatisfied”
- 5% are “very dissatisfied”



These figures supply a net satisfaction rate of 52% - up considerably from the 33% recorded in 2009 and is easily the highest level this service has attained out of the 5 most recent surveys (the previous high being 34% in 2008).

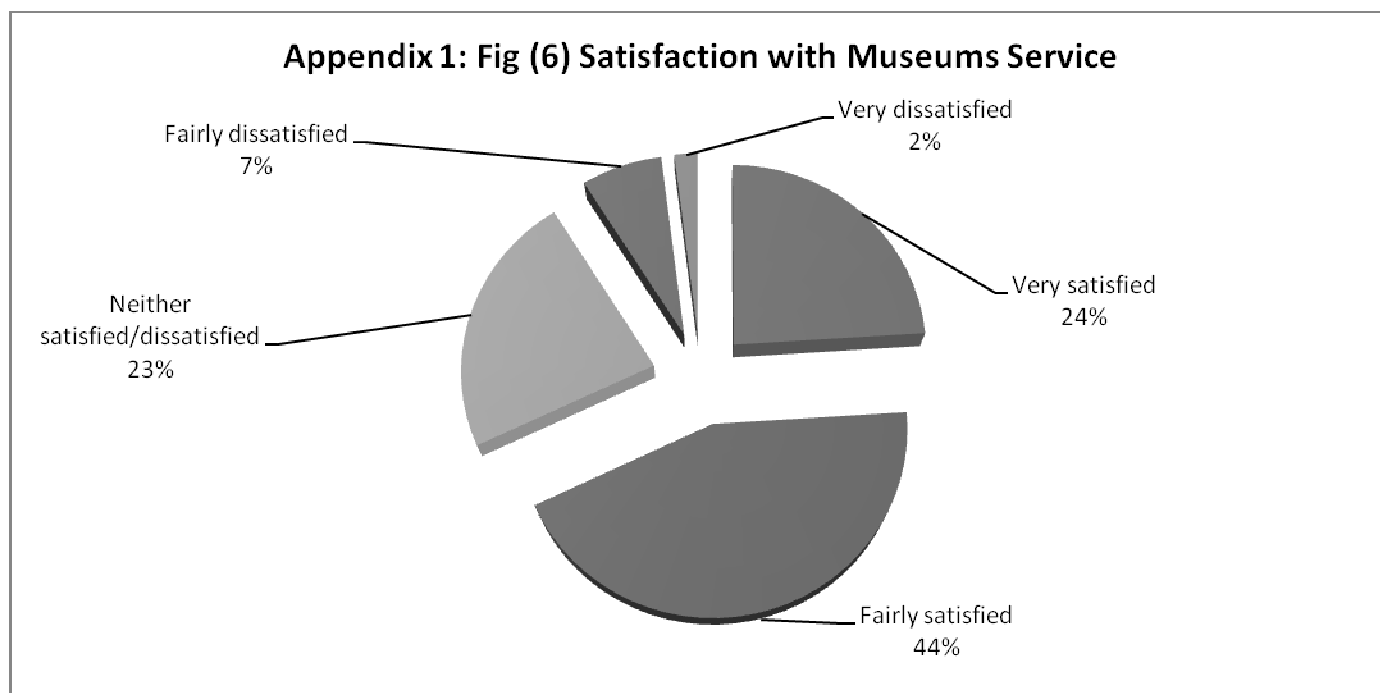
Notable differences in the net satisfaction rate are found in the following categories:

- By age the highest rate is found in those aged 65-74 (60%) while the lowest is in the 25-44 age group (40%);
- The retired (66%) return a higher rate than the employed (47%);
- The rates for Inverness, Nairn, Badenoch and Strathspey (52%) and for Ross, Skye and Lochaber (51%) are higher than the one for Caithness, Sutherland and Easter Ross (43%).

## Appendix 1: (6) Museums

Of the entire sample 62% answered this part of the question and gave their views on this service as follows:

- 24% are “very satisfied”
- 44% are “fairly satisfied”
- 23% are “neither satisfied/dissatisfied”
- 7% are “fairly dissatisfied”
- 2% are “very dissatisfied”



These figures supply a net satisfaction rate of 59% - a sharp rise from the 35% recorded in 2009 which in itself had been the highest level attained in these surveys since 2006

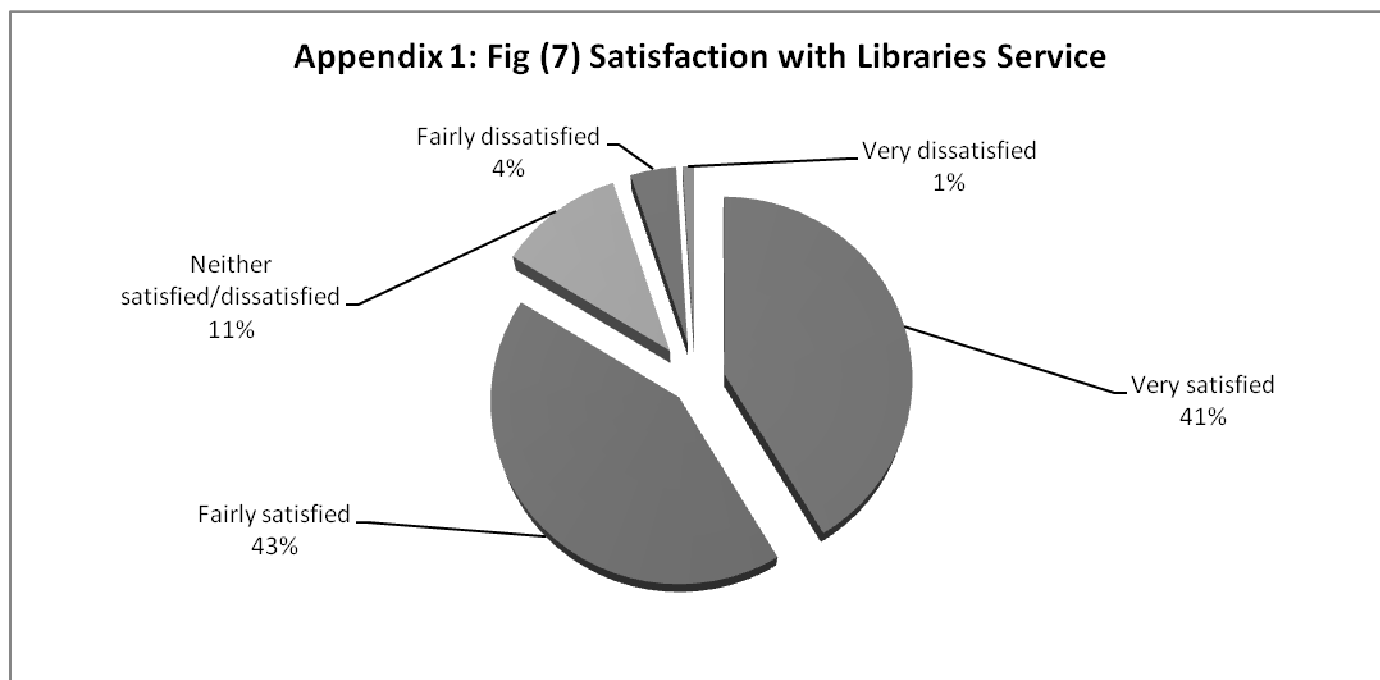
Notable differences in the net satisfaction rates by categories of users are found in the following categories:

- By age the highest rates are found in those aged 65-74 (72%) and 75+ (80%) while the lowest is returned by those in the 25-44 age band (47%);
- By employment status, the retired record the highest rate (77%) while the lowest is found amongst the employed (58%);
- By corporate area the highest rate is found in Inverness, Nairn, Badenoch and Strathspey (65%) followed by Caithness, Sutherland and Easter Ross (61%) and then Ross, Skye and Lochaber (53%).

## Appendix 1: (7) Libraries

Of the entire sample 76% answered this part of the question and gave their views on this service as follows:

- 41% are “very satisfied”
- 42% are “fairly satisfied”
- 11% are “neither satisfied/dissatisfied”
- 4% are “fairly dissatisfied”
- 1% are “very dissatisfied”



These figures result in a net satisfaction rate of 78% - a substantial increase on the already high rating of 65% in 2009 which in itself had been the highest level this service had witnessed in these surveys since 2006.

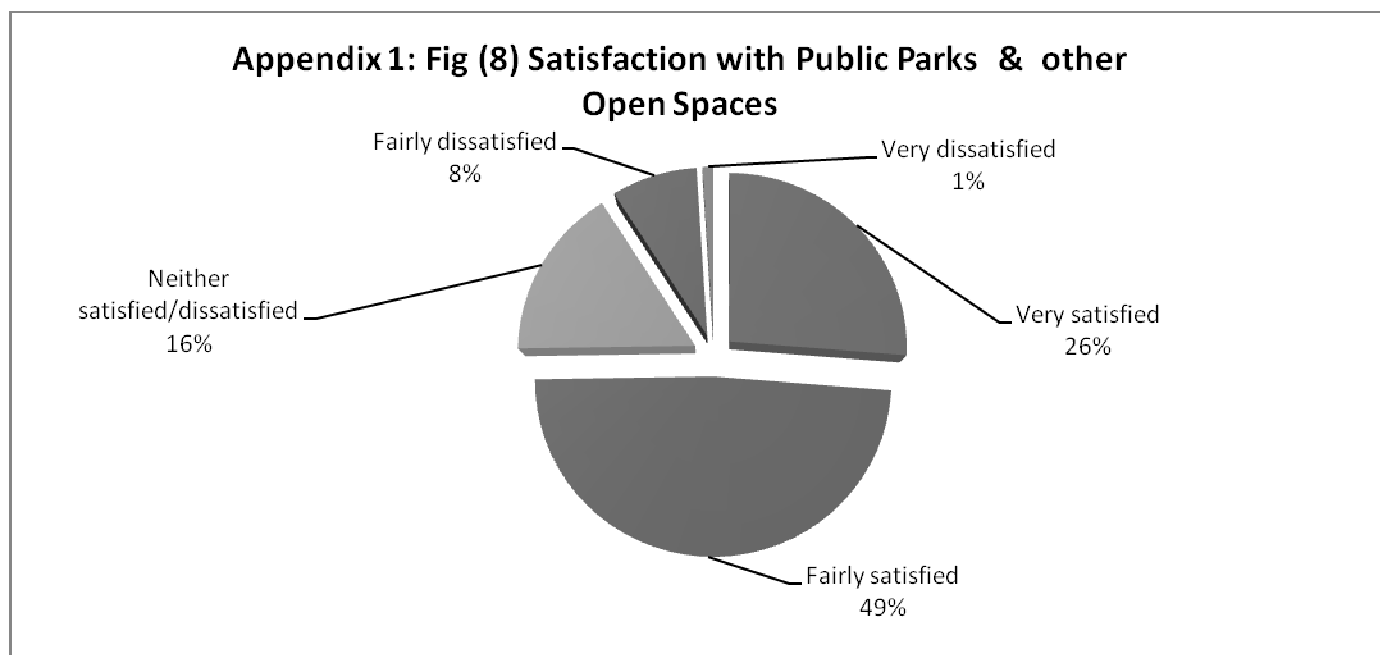
Notable differences in the net satisfaction rates by categories of users are found as follows:

- The highest ratings are found in those aged 65-74 (91%) and 75+ (88%) and the lowest in the 25-44 age band (71%);
- By employment status the highest rate is found amongst the retired (91%) - 16 percentage points higher than that recorded amongst the employed (75%);
- By corporate area the highest rate is found amongst respondents in Caithness, Sutherland and Easter Ross (84%) followed by Ross, Skye and Lochaber (82%) and Inverness, Nairn, Badenoch and Strathspey (76%). This result is statistically significant.

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

Of the entire sample 83% answered this part of the question and gave their views on this service as follows:

- 26% are “very satisfied”
- 48% are “fairly satisfied”
- 16% are “neither satisfied/dissatisfied”
- 8% are “fairly dissatisfied”
- 2% are “very dissatisfied”



These figures supply a net satisfaction rate of 64% - a considerable rise from the 48% recorded in 2009 which had been the previous highest score registered for this service in out of the 5 most recent surveys.

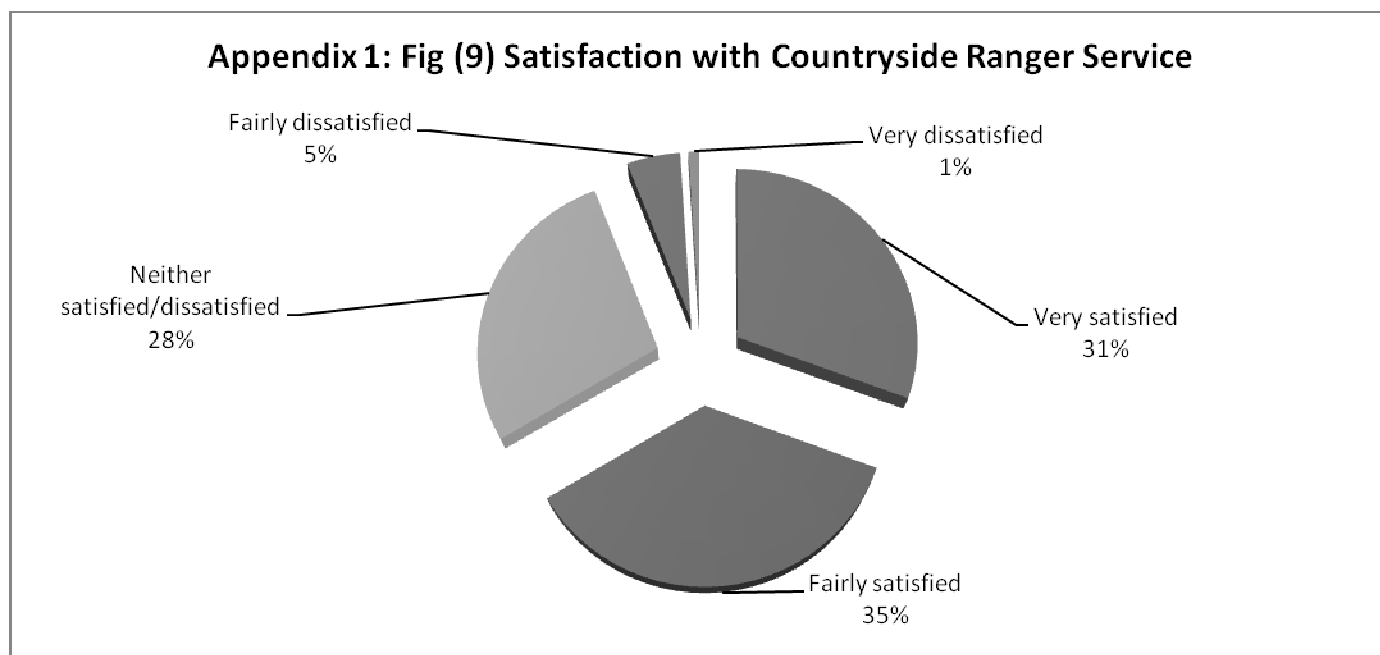
Notable differences in the net satisfaction rates by categories of users are found in the following instances:

- By age the highest ratings are found in those aged 65-74 (75%) and 75+ (84%) and the lowest in the 25-44 age band (53%);
- By employment status the highest rate is found amongst the retired (79%) and the lowest amongst the unemployed (52%);
- By housing status the higher rate is found amongst those who own their own house (68%) compared to those who don't (59%);
- By corporate area the highest rate is found amongst respondents in Inverness, Nairn, Badenoch and Strathspey (73%) – the other two areas return rates of 60% and 59%. This result is statistically significant.

## Appendix 1: (9) Countryside Ranger Service

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

- 31% are “very satisfied”
- 36% are “fairly satisfied”
- 28% are “neither satisfied/dissatisfied”
- 5% are “fairly dissatisfied”
- 1% are “very dissatisfied”



These figures give a net satisfaction rate of 61% - up appreciably from the 39% recorded in 2009 and also considerably more than the previous highest score in the last 5 years of 40% in 2007.

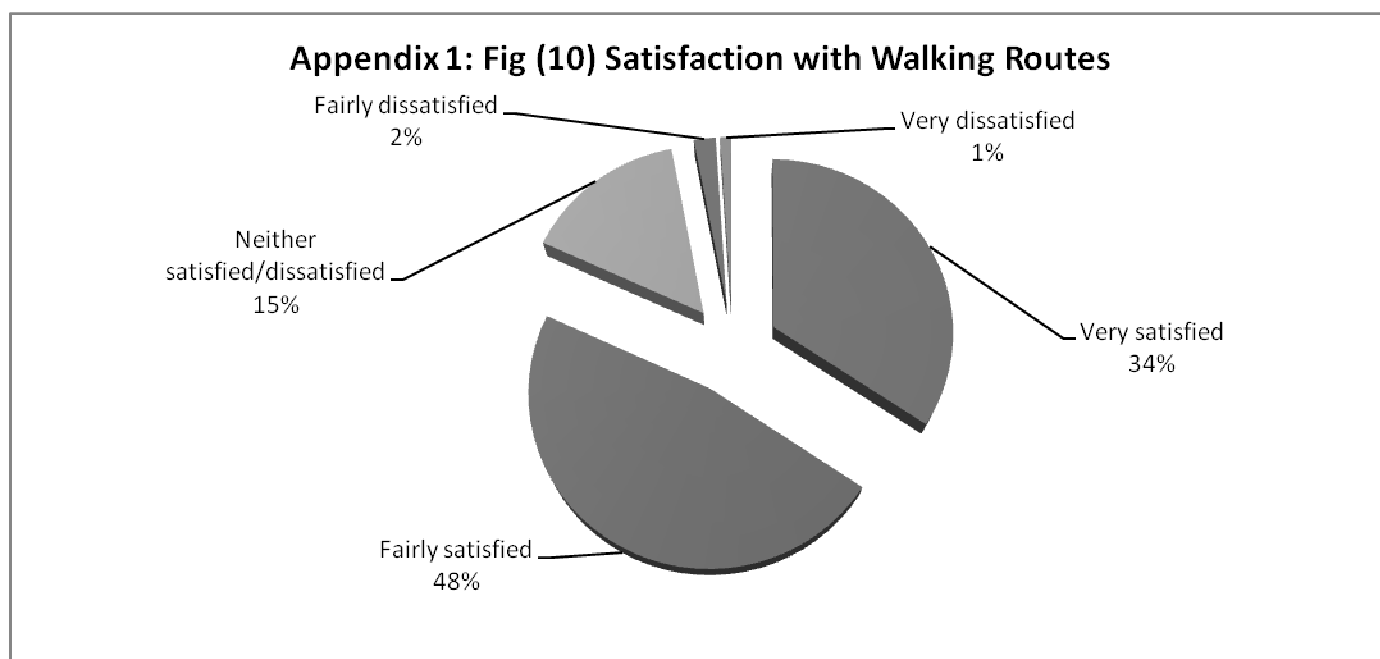
Notable differences in the net satisfaction rates by categories of users are found in the following:

- By age the highest ratings are found in those aged 65-74 (74%) and the lowest in the 25-44 age band (57%);
- By employment status the highest rate is found amongst the retired (80%) compared to the employed (58%);
- By housing status the higher rate is found amongst those who own their own house (65%) compared with those who don't (57%);
- By corporate area the highest rate is found amongst respondents in Caithness, Sutherland and Easter Ross (70%) followed by Ross, Skye and Lochaber (67%) with the lowest being registered in Inverness, Nairn, Badenoch and Strathspey (58%).

## Appendix 1: (10) Walking Routes

Of the entire sample 51% answered this part of the question and gave their views on this service as follows:

- 34% are “very satisfied”
- 47% are “fairly satisfied”
- 15% are “neither satisfied/dissatisfied”
- 2% are “fairly dissatisfied”
- 2% are “very dissatisfied”



These figures supply a net satisfaction rate of 77% which is up markedly from the 56% recorded in 2009 and represents the highest score attained in the 5 most recent surveys (the previous high being 57% in 2007).

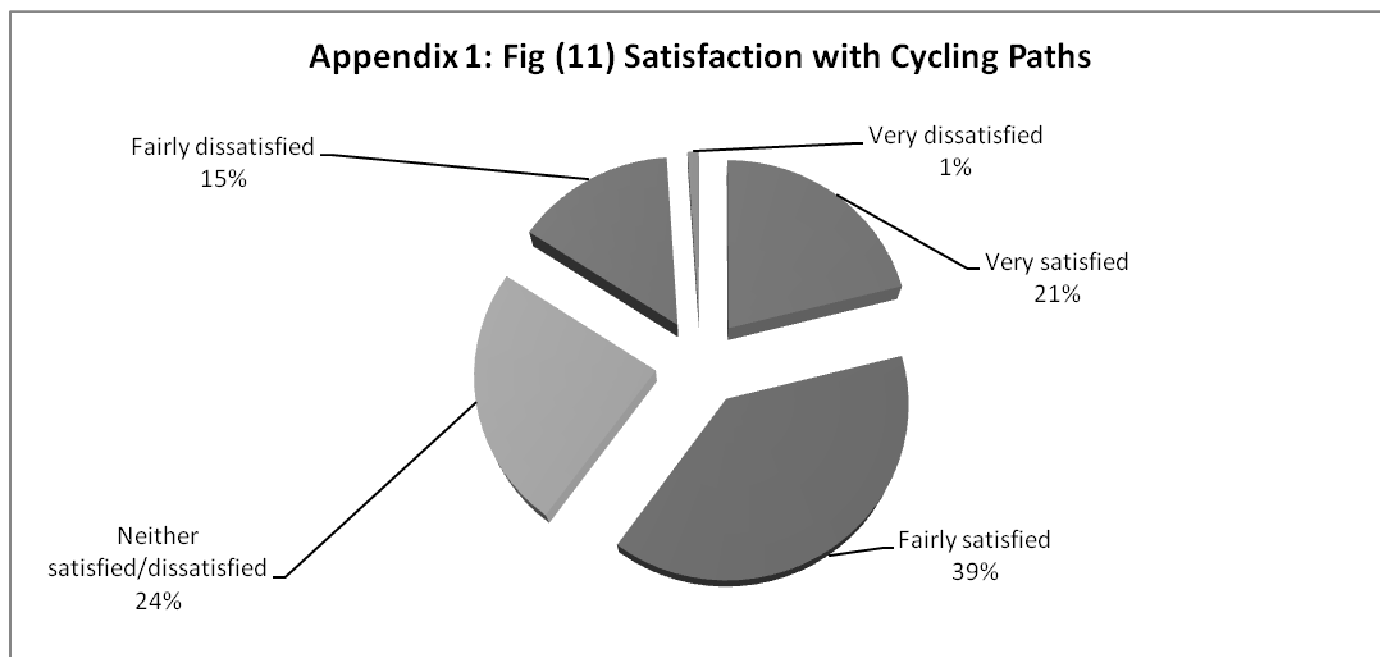
Notable differences in the net satisfaction rates by categories of users are found in the following instances:

- By age the highest ratings are found in those aged 65-74 (82%) and the lowest in the 25-44 age band (73%);
- By employment status the highest rate is found amongst the retired (88%)– for people employed it is 75%;
- By length of residence in the Highlands the highest rate is found amongst those who have been resident less than 5 years (86%) – the lowest is amongst those resident for 5 to 10 years (74%);
- By area the highest rate is found amongst respondents in Inverness, Nairn, Badenoch and Strathspey (82%) followed by Ross, Skye & Lochaber (77%) and then by Caithness, Sutherland & Easter Ross (70%).

## Appendix 1: (11) Cycling Paths

Of the entire sample 46% answered this part of the question and gave their views on this service as follows:

- 20% are “very satisfied”
- 37% are “fairly satisfied”
- 23% are “neither satisfied/dissatisfied”
- 14% are “fairly dissatisfied”
- 7% are “very dissatisfied”



These figures results in a net satisfaction rate of 36% which is a substantial rise up from the 19% recorded in 2009 and a record high in the four years that this question has been asked (the previous best being 28% in 2008).

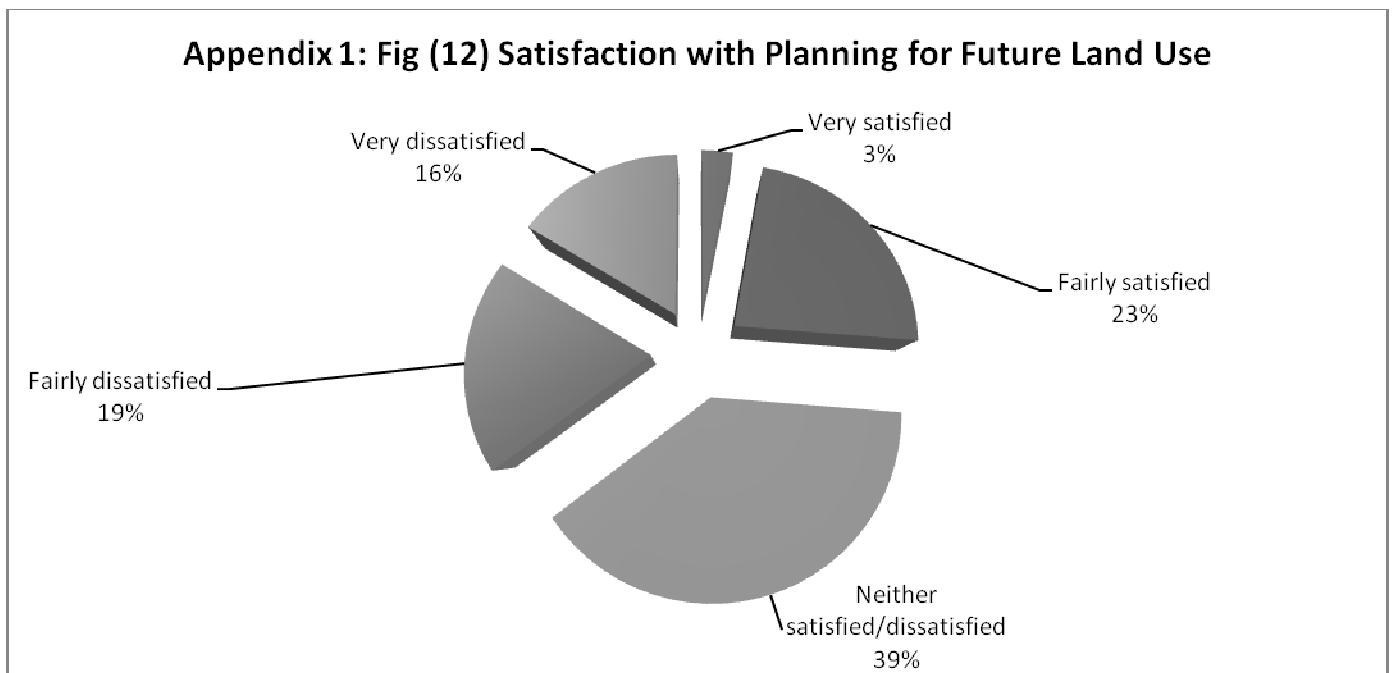
Notable differences in the net satisfaction rates by categories of users are found in the following cases:

- By age the highest ratings are found in those aged 65-74 (45%) and the lowest in the 45-64 age band (33%);
- By employment status the highest rate is found amongst the retired (50%) –for the employed it is 32%;
- By length of residence in the Highlands the highest rate is found amongst those who have been resident less than 5 years (58%) – the lowest is amongst people resident for more than 10 years (32%);
- By corporate area the highest rate is found amongst respondents in Inverness, Nairn, Badenoch and Strathspey (42%) followed by Ross, Skye and Lochaber (34%) with the lowest in Caithness, Sutherland and Easter Ross (19%).

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

Of the entire sample 58% answered this part of the question and gave their views on this service as follows:

- 3% are “very satisfied”
- 23% are “fairly satisfied”
- 38% are “neither satisfied/dissatisfied”
- 19% are “fairly dissatisfied”
- 16% are “very dissatisfied”



These figures give a net satisfaction rate of -9% which is the same level as was recorded in 2009 (-5% in 2008; -12% in 2007; -19% in 2006).

Particular differences in the net satisfaction rates by categories of users are evident in the following responses:

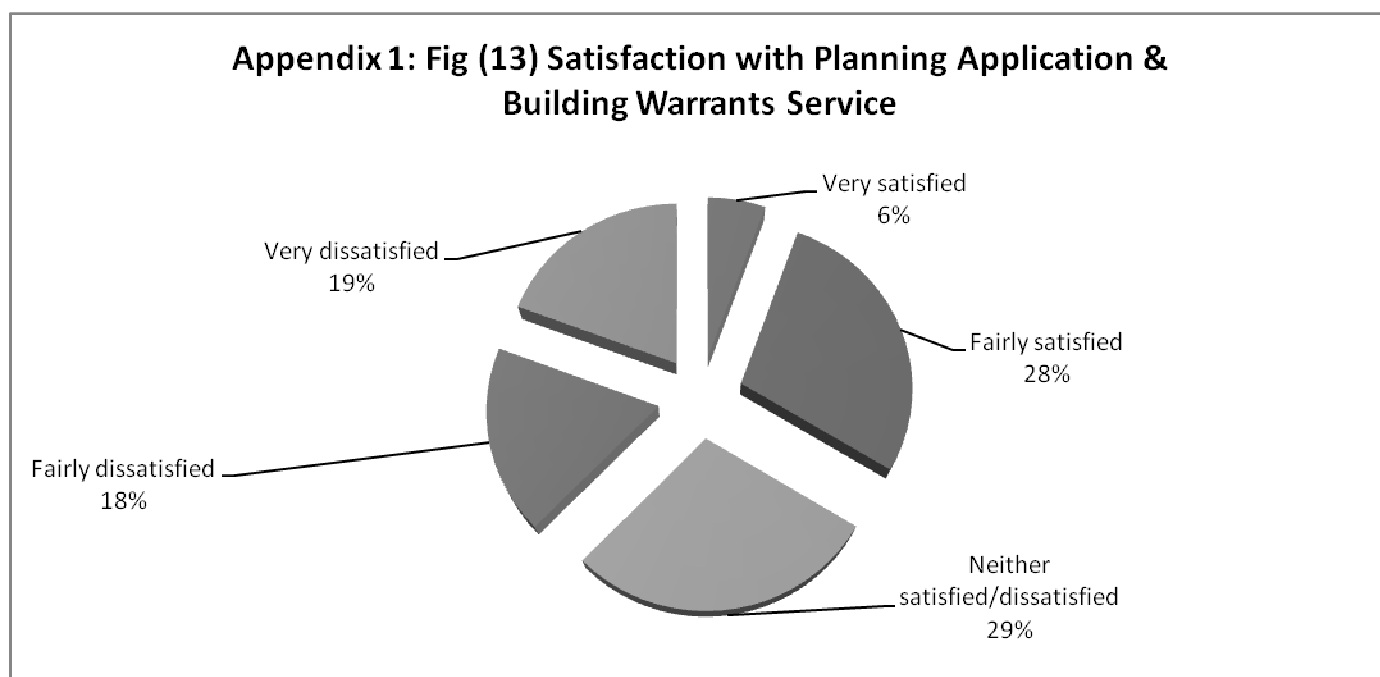
- By gender, males (net rate of -12%) are less satisfied than females (-3%);
- By age, those aged 45-64 give a net satisfaction rate of -10% while those aged 65-74 return a -1% rate;
- The rate amongst the employed is -11% while amongst those who are retired it is -1%;
- Respondents who are disabled have a net rate of 2% while the rate for those who are not disabled is -9%;
- By length of residence in the Highlands, those living in the area for 5 to 10 years have the lowest rate at -15% followed closely by those who have been in the Highlands for less than 5 years at -13%. This compares with the -6% rate of respondents resident in the area for more than 10 years.
- By corporate area there is an appreciable difference in that respondents in Inverness, Nairn, Badenoch and Strathspey have net satisfaction rate of -12% while those in Ross, Skye and Lochaber return a -5% rate and those in Caithness, Sutherland and Easter Ross record a rate of -0.5%.



## Appendix 1: (13) Planning Applications and Building Warrants

Of the entire sample 57% answered this part of the question and gave their views on this service as follows:

- 5.6% are “very satisfied”
- 28.0% are “fairly satisfied”
- 28.7% are “neither satisfied/dissatisfied”
- 18.3% are “fairly dissatisfied”
- 19.3% are “very dissatisfied”



These figures supply a net satisfaction rate of -4% which is a slight fall from the -3% recorded in 2009 (-6% in 2008; -7% in 2007; -6% in 2006).

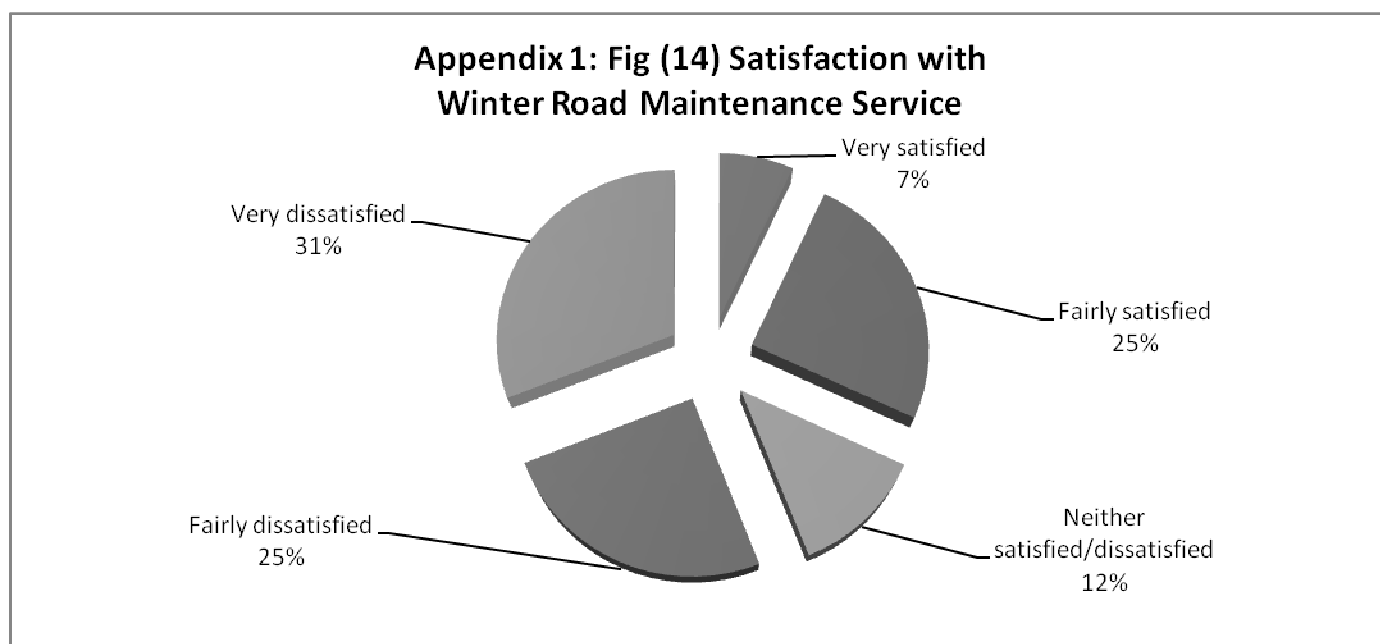
Notable differences in the net satisfaction rates by categories of users are found in the following cases:

- By age the highest ratings are found in those aged 65-74 (7%) and the lowest in the 45-64 age band (-8%);
- By employment status the highest rate comes from the retired (17%) and the lowest from those respondents who are employed (-8%);
- By length of residence in the Highlands the highest rate is found amongst those who have been resident for more than 10 years (2%) and the lowest those resident in the area for 5 to 10 years (-11%);
- By corporate area the highest rate is found amongst respondents in Caithness, Sutherland and Easter Ross (13%) compared with the appreciably lower rates from respondents in Inverness, Nairn, Badenoch and Strathspey (-2%) and those in Ross, Skye and Lochaber (-11%). This result is statistically significant.

## Appendix 1: (14) Winter Road Maintenance

Of the entire sample 93% answered this part of the question. They expressed their opinions on winter road maintenance as follows:

- 7% are “very satisfied”
- 25% are “fairly satisfied”
- 12% are “neither satisfied/dissatisfied”
- 25% are “fairly dissatisfied”
- 31% are “very dissatisfied”



These figures mean that the net satisfaction rate is -23% which is well down on the -1% to -6% range recorded in the surveys from 2006 to 2009.

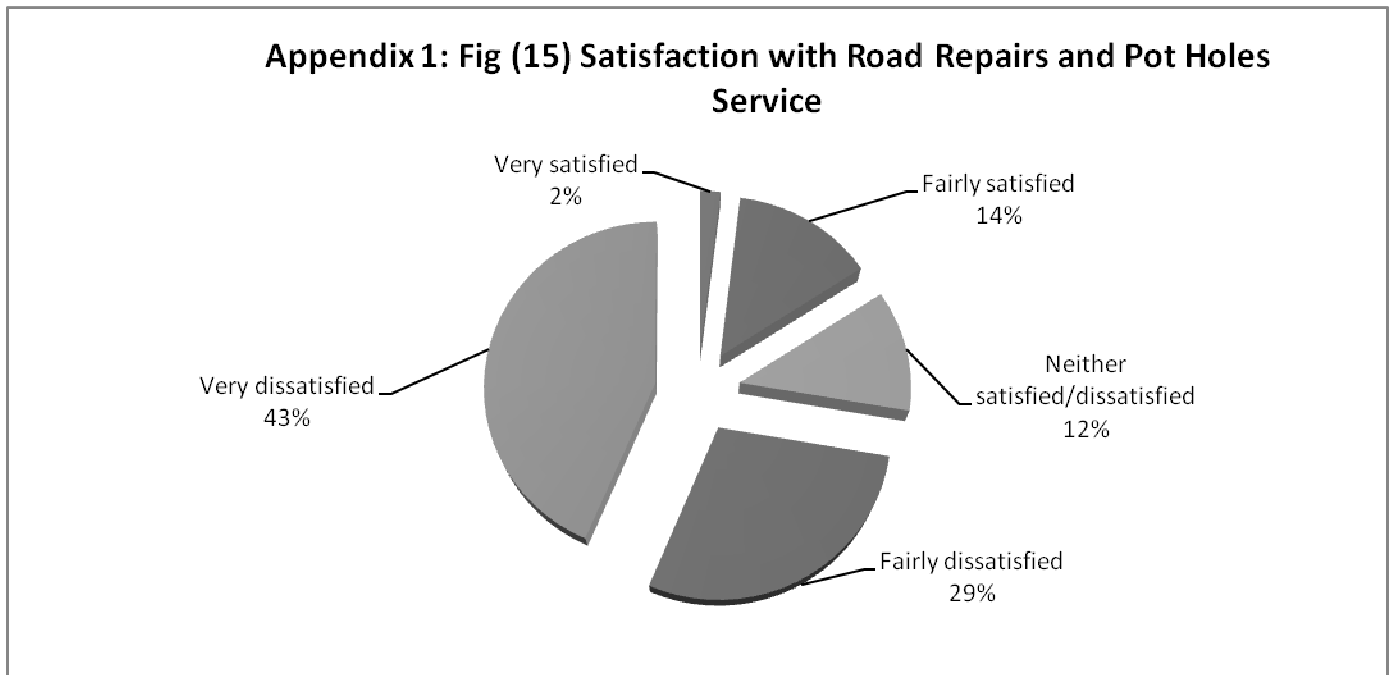
Notable differences in the net satisfaction rates by categories of users are found in the following cases:

- By age there is a very large gap between the rates of people aged 25-44 (-42%) and the rates of respondents in the other age groups: 45-64 (-17%), 65-74 (-8%), and 75+ (-7%);
- By gender the rate amongst female respondents (-23%) is lower than that amongst males (-15%);
- Those who are disabled are less satisfied (-27%) than those who are not (-19%);
- By employment status the lowest rate came from those who are unemployed (-35%) followed by those who are employed (-23%), those unable to work (-19%) and then by the retired (-10%);
- Those who do not own their own home supplied a rating (-27%) lower than those who do own their own house (-17%);
- By corporate area the main feature is that the rate from those respondents living in Ross, Skye and Lochaber (-9%) while still in negative territory is notably higher than the rate of respondents in Caithness, Skye and Easter Ross (-22%) and Inverness, Nairn, Badenoch and Strathspey (-23%).

## Appendix 1: (15) Road Repairs and Pot Holes

Of the entire sample 94% answered this part of the question, giving these views on road repairs and pot holes:

- 2% are “very satisfied”
- 14% are “fairly satisfied”
- 12% are “neither satisfied/dissatisfied”
- 29% are “fairly dissatisfied”
- 44% are “very dissatisfied”



These figures result in a net satisfaction rate of -57% which is lower than the -50% recorded in 2009. However this figure is basically 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%.

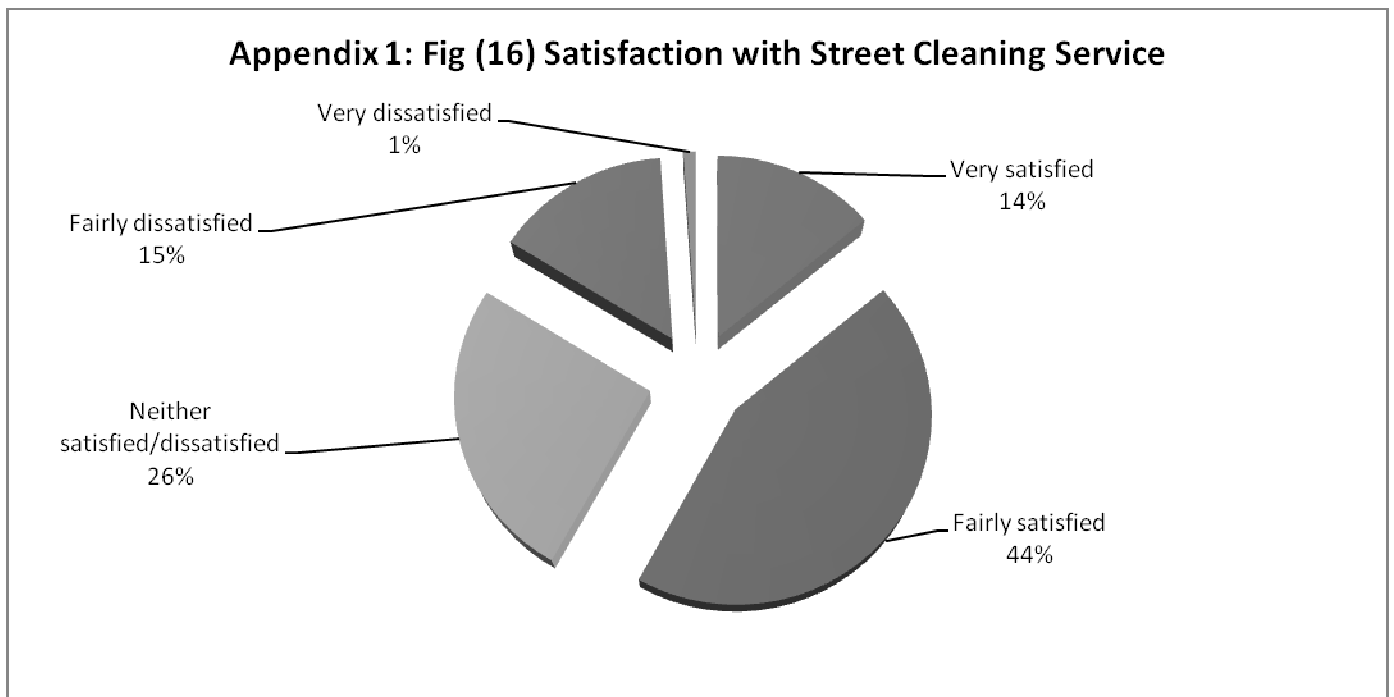
Notable differences in the net satisfaction rates by categories of users are found in the following instances:

- By age the lowest rate is found in those aged 25-44 (-65%) compared to the highest in the 75+ group (39%);
- By employment status the lowest rate comes from the respondents who are unemployed (-63%) compared to the “highest” from people who are retired (-49%);
- By corporate area the lowest rate is found in respondents in Caithness, Sutherland and Easter Ross (-68%) compared with Inverness, Nairn, Badenoch and Strathspey (-53%) and Ross, Skye and Lochaber (-52%). This result is statistically significant.

## Appendix 1: (16) Street Cleaning

Of the entire sample 89% answered this part of the question and gave their views on this service as follows:

- 13% are “very satisfied”
- 41% are “fairly satisfied”
- 24% are “neither satisfied/dissatisfied”
- 14% are “fairly dissatisfied”
- 9% are “very dissatisfied”



These figures give a net satisfaction rate of 30% which is the same as that recorded in 2009 (25% in 2008; 16% in 2007; 39% in 2006).

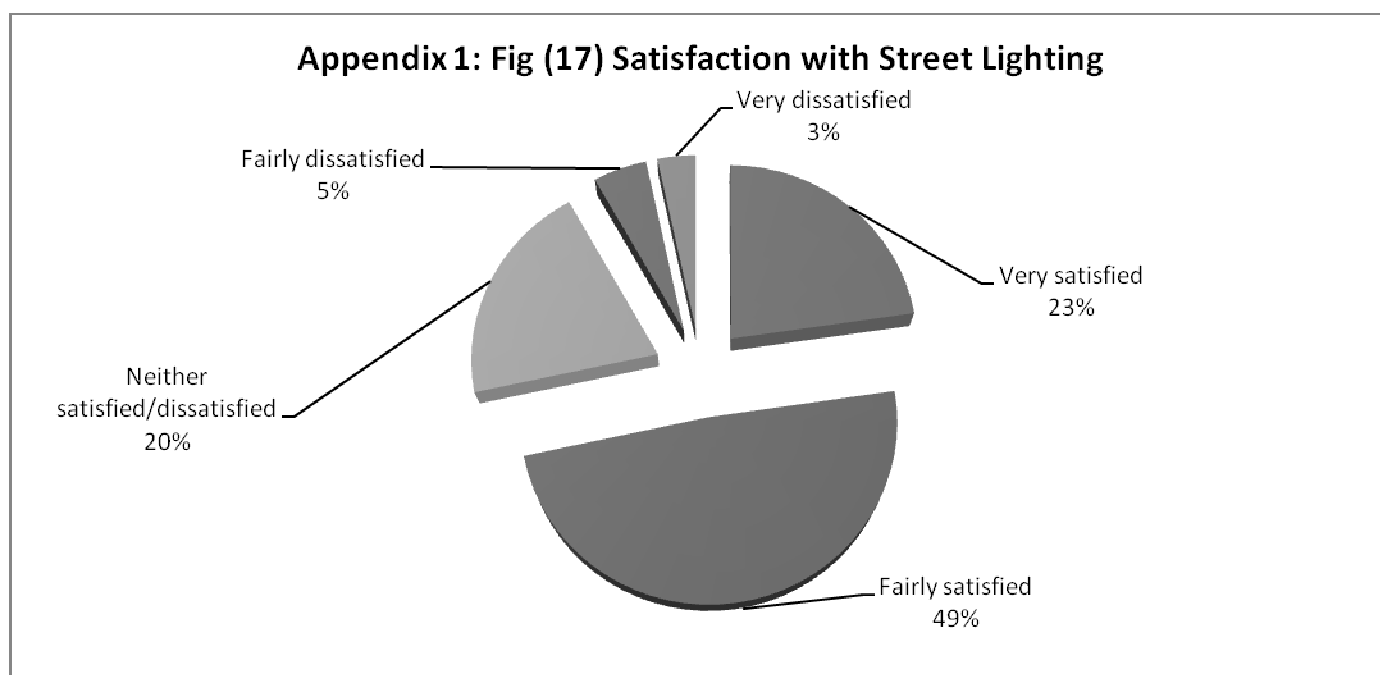
Notable differences in the net satisfaction rates by categories of users are found in the following instances:

- By age, the highest rate is found amongst the 75+ age band (47%) – the other age groups are all in the 24%-29% range;
- By length of time resident in the Highlands, the highest rating comes from those living in the area less than 5 years (48%) – a much higher rating than people resident 5 to 10 years (28%) or more than 10 years (27%);
- Respondents from Caithness Sutherland and Easter Ross (37%) give the highest rating followed by those from Ross, Skye and Lochaber (30%) and Inverness, Nairn, Badenoch and Strathspey (25%). This result is statistically significant.

## Appendix 1: (17) Street Lighting

Of the entire sample 88% answered this part of the question and gave their verdicts on street lighting as follows:

- 22.7% are “very satisfied”
- 48.9% are “fairly satisfied”
- 20.2% are “neither satisfied/dissatisfied”
- 4.8% are “fairly dissatisfied”
- 3.4% are “very dissatisfied”



These figures give a net satisfaction rate of 63% 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)..

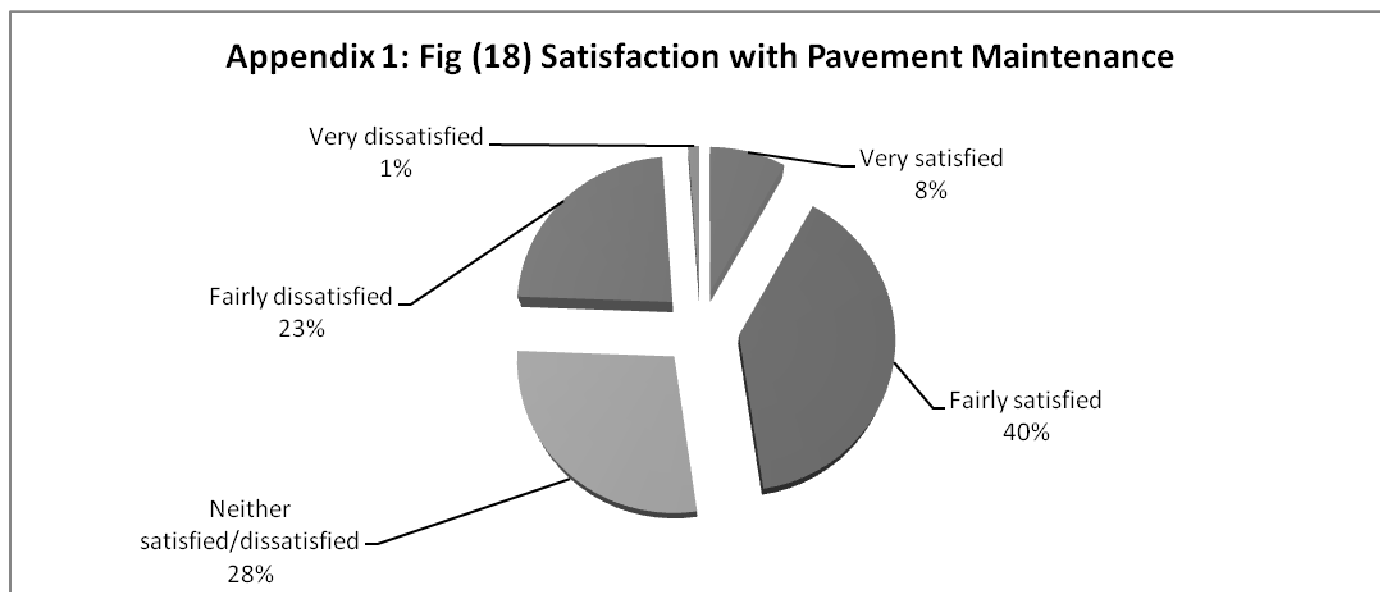
Notable differences in the net satisfaction rates by categories of users are found in the following instances:

- By age the highest ratings are found in those aged 75+ (81%) with the lowest figures appearing from respondents in the age bands 45-64 (60%) and 25-44 (59%);
- By employment status the highest rate comes from the retired (72%) and the lowest from those respondents who are unemployed (57%);
- By length of residence in the Highlands the highest rate is found amongst those who have been resident for less than 5 years (67%) and the lowest from those resident in the area for 5 to 10 years (52%);
- By corporate area the lowest rate rates is found amongst respondents in Ross, Skye and Lochaber (58%) while the other two areas record rates of 65% and 66%. This result is statistically significant.

## Appendix 1: (18) Pavement Maintenance

Of the entire sample 89% answered this part of the question and they gave the following opinions on pavement maintenance:

- 7% are “very satisfied”
- 34% are “fairly satisfied”
- 24% are “neither satisfied/dissatisfied”
- 20% are “fairly dissatisfied”
- 15% are “very dissatisfied”



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

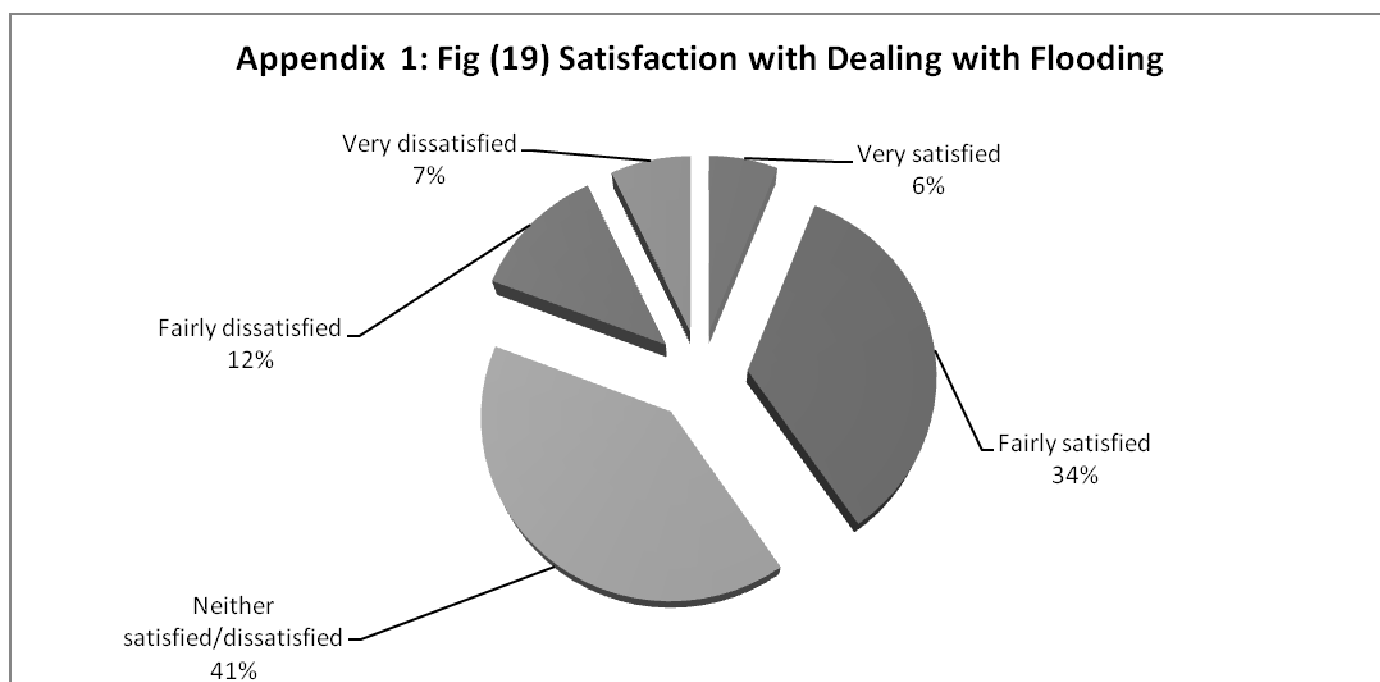
Notable differences in the net satisfaction rates by categories of users are found in the following areas:

- By gender, males are less satisfied (-3% rating) than females (7%);
- By age the lowest ratings are found in those aged 65-74 (-1%) and the highest in the 75+ age band (13%);
- People who are disabled give a markedly less satisfied (-9%) than those who are not disabled (4%);
- By length of residence in the Highlands the lowest rate is found amongst those resident in the area for 5 to 10 years (-3%) compared with the highest rate found amongst those who have been resident for less than 5 years(11%);
- The rate from respondents in Caithness, Sutherland and Easter Ross (11%) is appreciably higher than the rate from people living in Inverness, Nairn, Badenoch and Strathspey (0%) and in Ross, Skye and Lochaber (-2%). This result is statistically significant.

## Appendix 1: (19) Dealing with Flooding

Of the entire sample 52% answered this part of the question and expressed their opinions on 'dealing with flooding' as follows:

- 6% are "very satisfied"
- 34% are "fairly satisfied"
- 40% are "neither satisfied/dissatisfied"
- 12% are "fairly dissatisfied"
- 7% are "very dissatisfied"



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

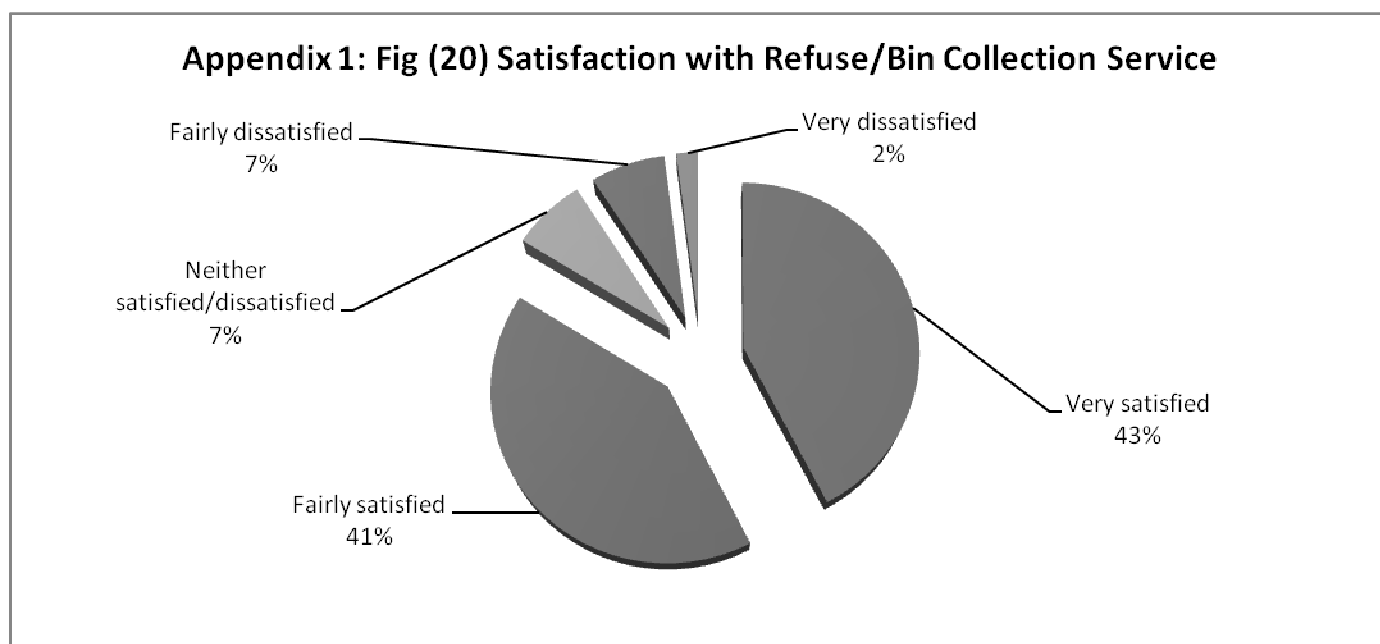
Notable differences in the net satisfaction rates by categories of users are found in the following instances:

- By age the lowest ratings are in the 25-44 age band (13%) - which is 7 percentage points lower than the next lowest which is found in the 65-74 age group (20%);
- By home ownership the higher rate is found amongst those who do not own their own home (27%) compared with those who do own their own house (18%);
- By corporate area the highest rate is found amongst respondents in Ross, Skye and Lochaber (27%) appreciably higher than the rates from people resident in Inverness, Nairn, Badenoch and Strathspey (19%) and those living in Caithness, Sutherland and Easter Ross (14%).

## Appendix 1: (20) Refuse/Bin Collection

Of the entire sample 95% answered this part of the question and gave their views as follows on refuse/bin collection:

- 42% are “very satisfied”
- 41% are “fairly satisfied”
- 7% are “neither satisfied/dissatisfied”
- 7% are “fairly dissatisfied”
- 2% are “very dissatisfied”



These figures result in a net satisfaction rate of 74% which is a slight rise from the 72% recorded in 2009 and a percentage point higher than its previous highest score in the 5 most recent surveys of 73% in 2007.

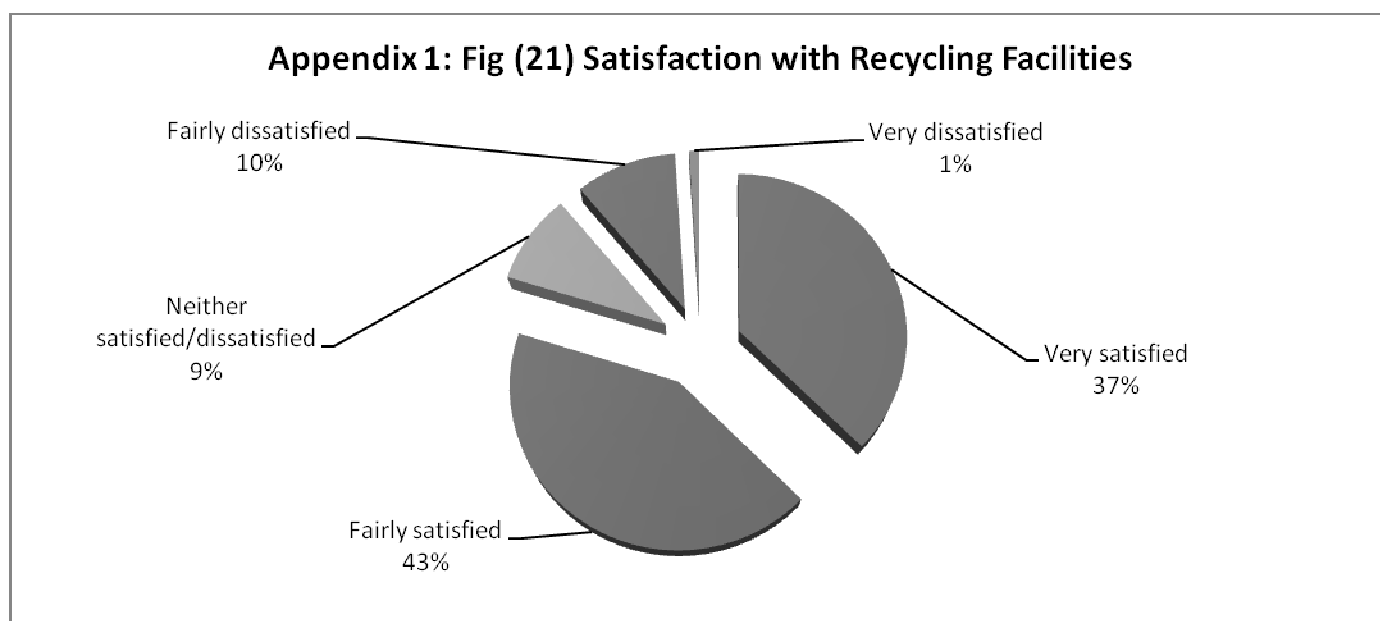
The following are notable differences in net satisfaction rates by categories of users:

- By age the highest ratings are found in those aged 75+ (92%) and 65-74 (91%) 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 (68%);
- By corporate area the highest rate is found in the responses from people living in Ross, Skye and Lochaber (83%) and Caithness, Sutherland and Easter Ross (also 83%). Respondents in Inverness, Nairn, Badenoch and Strathspey returned a net satisfaction rate of 74% which although notably lower is still very high. This result is statistically significant.

## Appendix 1: (21) Recycling Facilities

Of the entire sample 94% answered this part of the question and gave their views on this service as follows:

- 37% are “very satisfied”
- 42% are “fairly satisfied”
- 9% are “neither satisfied/dissatisfied”
- 10% are “fairly dissatisfied”
- 5% are “very dissatisfied”



These figures result in a net satisfaction rate of 61% an increase from the 57% recorded in 2009 which itself had been the highest level recorded for this service since 2006.

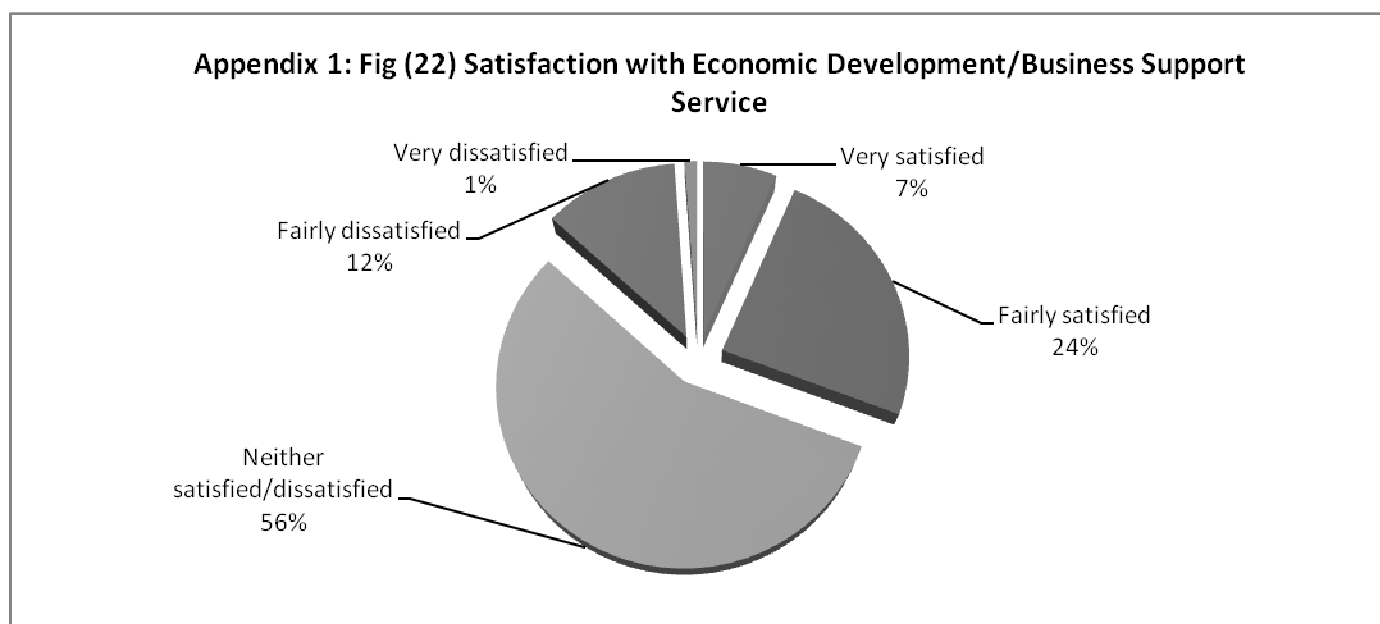
The following are notable differences in the net satisfaction rates by categories of users:

- By age the highest ratings are found in those aged 75+ (82%) and 65-74 (also 82%) and the lowest in the 25-44 age band (50%);
- By employment status the highest rate comes from the retired (79%) and the lowest from respondents who are employed (62%);
- 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 (70%) while the lowest is returned by those resident less than 5 years (49%).
- By corporate area the highest rating is returned by respondents living in Caithness, Sutherland and Easter Ross (71%) followed by those from Ross, Skye and Lochaber (67%) and then people from Inverness, Nairn Badenoch and Strathspey (64%). This result is statistically significant.

## Appendix 1: (22) Economic Development/ Business Support

Of the entire sample 27% answered this part of the question and gave their views on this service as follows:

- 6% are “very satisfied”
- 22% are “fairly satisfied”
- 51% are “neither satisfied/dissatisfied”
- 11% are “fairly dissatisfied”
- 7% are “very dissatisfied”



These figures leave a net satisfaction rate of 10% - an appreciable rise from the 3% recorded in 2009 which itself had been the highest level this service had reached in the last 5 surveys.

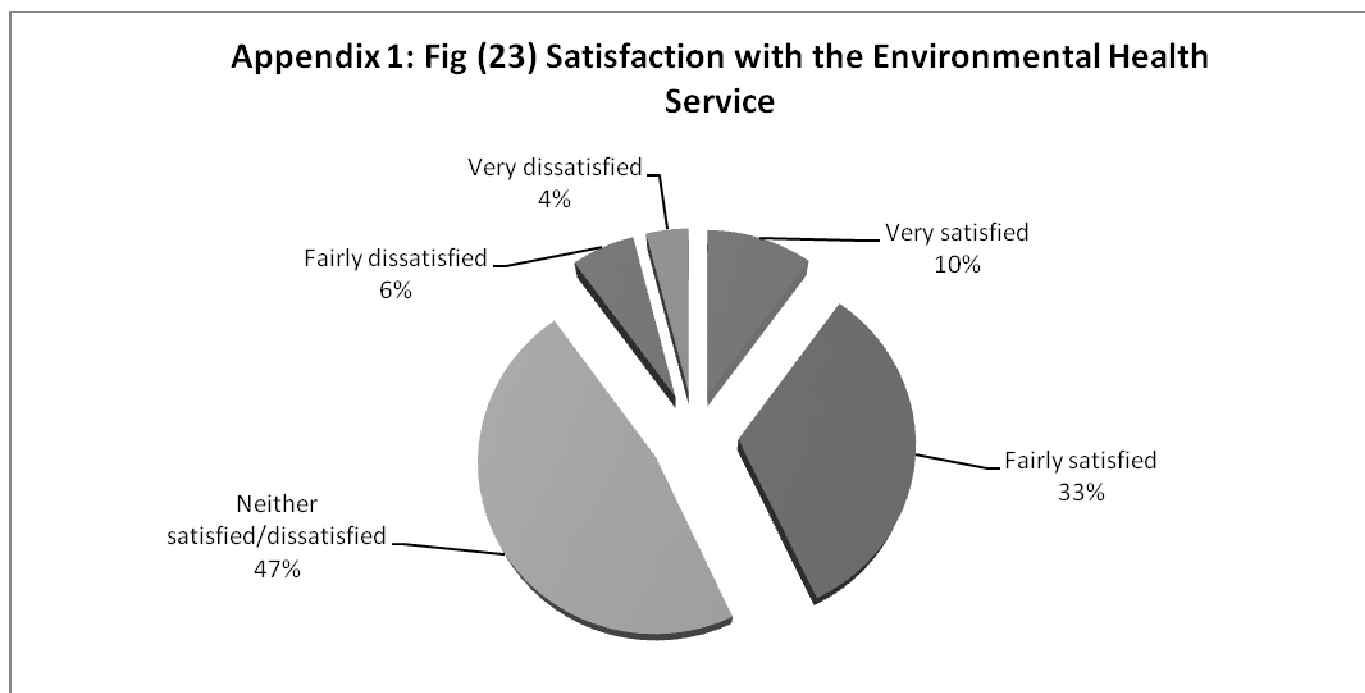
The following are notable differences in the responses by categories of users:

- Females give a higher satisfaction rating (12%) than males (6%);
- Respondents in the 25-44 age band (2%) give a rating which is appreciably lower than the ratings supplied by those aged 45-64 (10%) and those aged 65-74 (15%);
- By disability those who are disabled (3%) give a lower rating than respondents who are not disabled (10%);
- By employment status the highest rating comes from those who are retired (20%) and the lowest from those who are employed (7%);
- By housing status the higher rating comes from those who do not own their own home (19%) compared to those who do own their own home (7%);
- By corporate area, the highest net satisfaction rate is found amongst people from Ross, Skye and Lochaber (19%) which is markedly higher than the ratings from respondents in Caithness, Sutherland and Easter Ross (1%) especially but also notably higher than the ratings from people living in Inverness, Nairn, Badenoch and Strathspey (10%).

## Appendix 1: (23) Environmental Health Service

Of the entire sample 42% answered this part of the question and gave their views on this service as follows:

- 10% are “very satisfied”
- 33% are “fairly satisfied”
- 47% are “neither satisfied/dissatisfied”
- 6% are “fairly dissatisfied”
- 4% are “very dissatisfied”



These figures leave a net satisfaction rate of 33% - a marked rise from the 23% recorded in 2009 and reaching a rating which is this service's second highest in the 5 most recent surveys (in 2006 the rate stood at 39%).

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

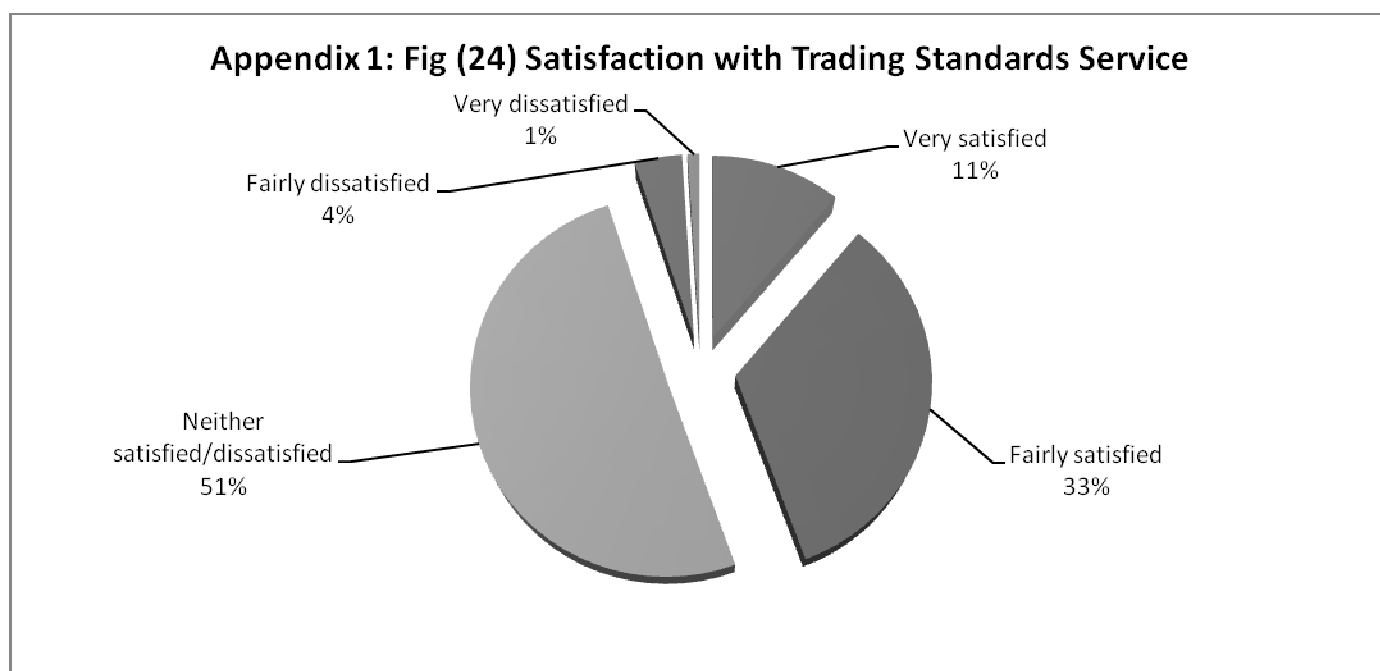
- Females (40%) give a higher satisfaction rating than males (31%);
- By age the highest ratings were supplied by people 65-74 (40%) and those aged 45-64 (36%) while the rating from respondents in the 25-44 group (24%) is appreciably lower.

By corporate area, there is no notable difference in the net satisfaction rates.

## Appendix 1: (24) Trading Standards

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

- 11% are “very satisfied”
- 33% are “fairly satisfied”
- 50% are “neither satisfied/dissatisfied”
- 4% are “fairly dissatisfied”
- 2% are “very dissatisfied”



These figures give a net satisfaction rate of 38% - a result which is double the 19% recorded in 2009 and which also marks the highest rating that the service has received since 2006.

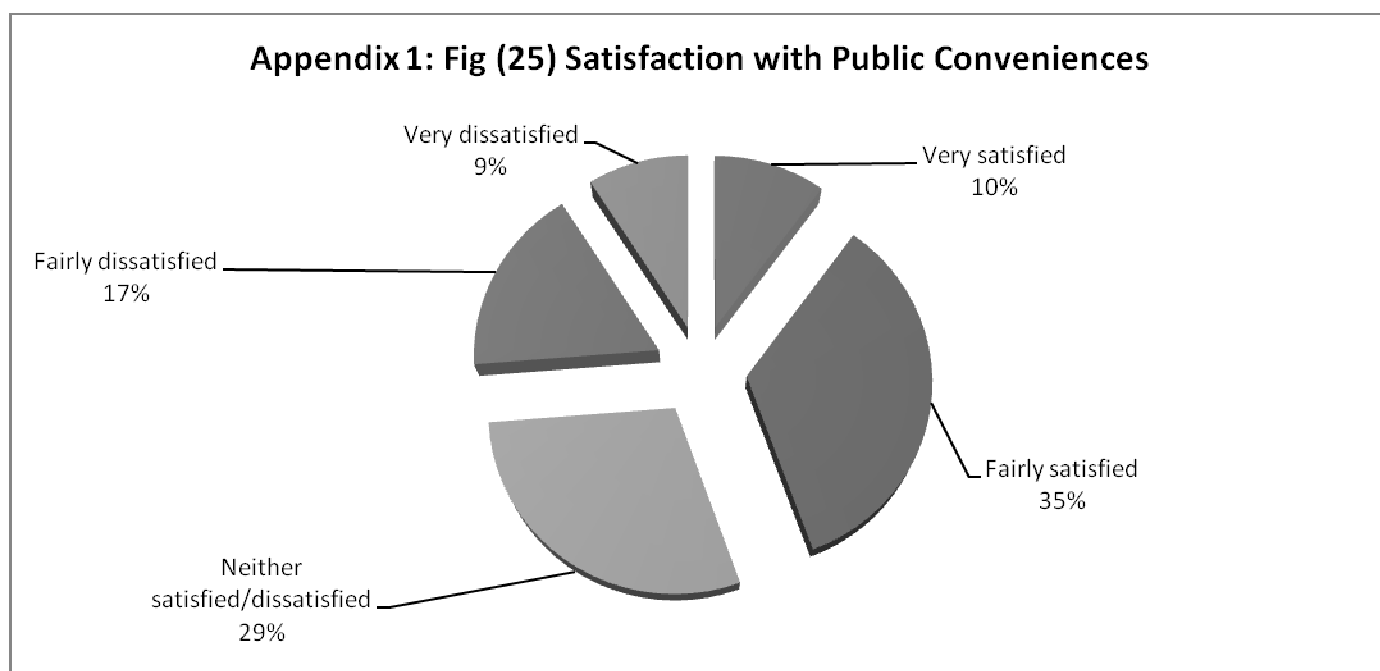
The following are notable differences in net satisfaction ratings by categories of users:

- Females give a higher satisfaction rating (40%) than males (35%);
- By age the highest rating came from those aged 65-74 (44%) while the 25-44 group give the lowest rating (32%);
- By employment status the highest rating comes from those who are retired (45%) – a figure which is higher than the rating from those who are employed (36%);
- By housing status the higher rating comes from those who do own their own home (40%) compared to those who do not own their own home (30%);
- By corporate area, the highest net satisfaction rate is found amongst people from Inverness, Nairn, Badenoch and Strathspey (41%) followed by those from Ross, Skye and Lochaber (37%) and then respondents from Caithness, Skye and Easter Ross (31%).

## Appendix 1: (25) Public Conveniences

Of the entire sample 77% answered this part of the question and gave their views on this service as follows:

- 10% are “very satisfied”
- 34% are “fairly satisfied”
- 29% are “neither satisfied/dissatisfied”
- 17% are “fairly dissatisfied”
- 9% are “very dissatisfied”



These figures give a net satisfaction rate of 18% - result which represents a major increase on the 1% recorded in 2009 and marks a record high since 2006 (the previous high being 4% in 2008).

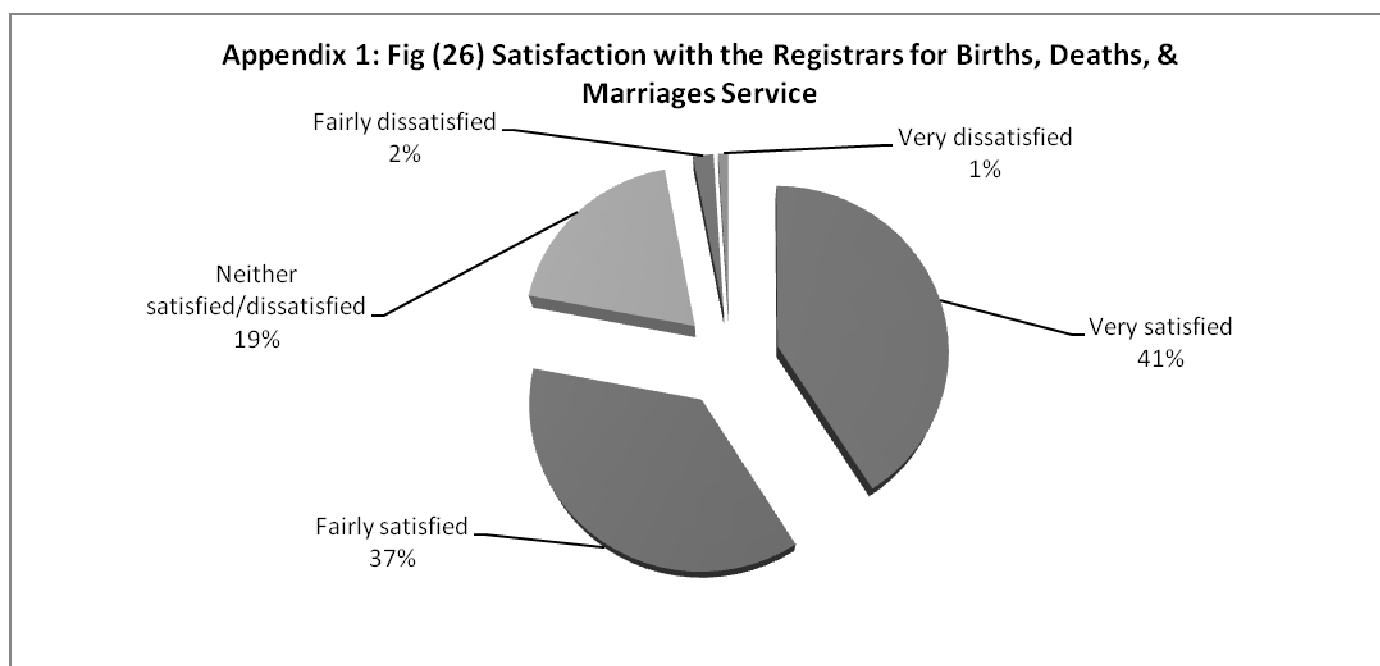
The following are notable differences in net satisfaction rates by categories of users:

- By gender females give a higher satisfaction rating (22%) than males (16%);
- By age the 75+ (48%) supply the highest rating followed at some distance by the next highest – people aged 65-74 (24%). The ratings decline with age – the 45-64 year olds (18%) and next while return a rating while the lowest rating comes from 25-44 group (8%);
- By employment status the highest rating comes from those who are retired (31%) - notably higher than the rating from those who are employed (13%);
- By disability the higher rating is given by those who are disabled at 26% compared with a rating from those who are not disabled of 18%;
- By length of residence in the Highlands those resident less than 5 years give the highest rating (29%) followed by those who have lived in the area for more than 10 years (20%) with a markedly lower rating from those resident between 5 to 10 years (3%);
- By corporate area, the highest net satisfaction rate is found amongst people from Inverness, Nairn, Badenoch and Strathspey (22%) followed by those from Ross, Skye and Lochaber (18%) and then respondents from Caithness, Sutherland and Easter Ross (16%).

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

Of the entire sample 50% answered this part of the question and gave their views on this service as follows:

- 40.9 % are “very satisfied”
- 36.7% are “fairly satisfied”
- 19.2% are “neither satisfied/dissatisfied”
- 1.7% are “fairly dissatisfied”
- 1.5% are “very dissatisfied”



These figures result in a net satisfaction rate of 74% which marks a substantial rise from the 54% recorded in 2009 and represents the highest level attained by this service in the 5 most recent surveys (the previous high being 62% in 2006).

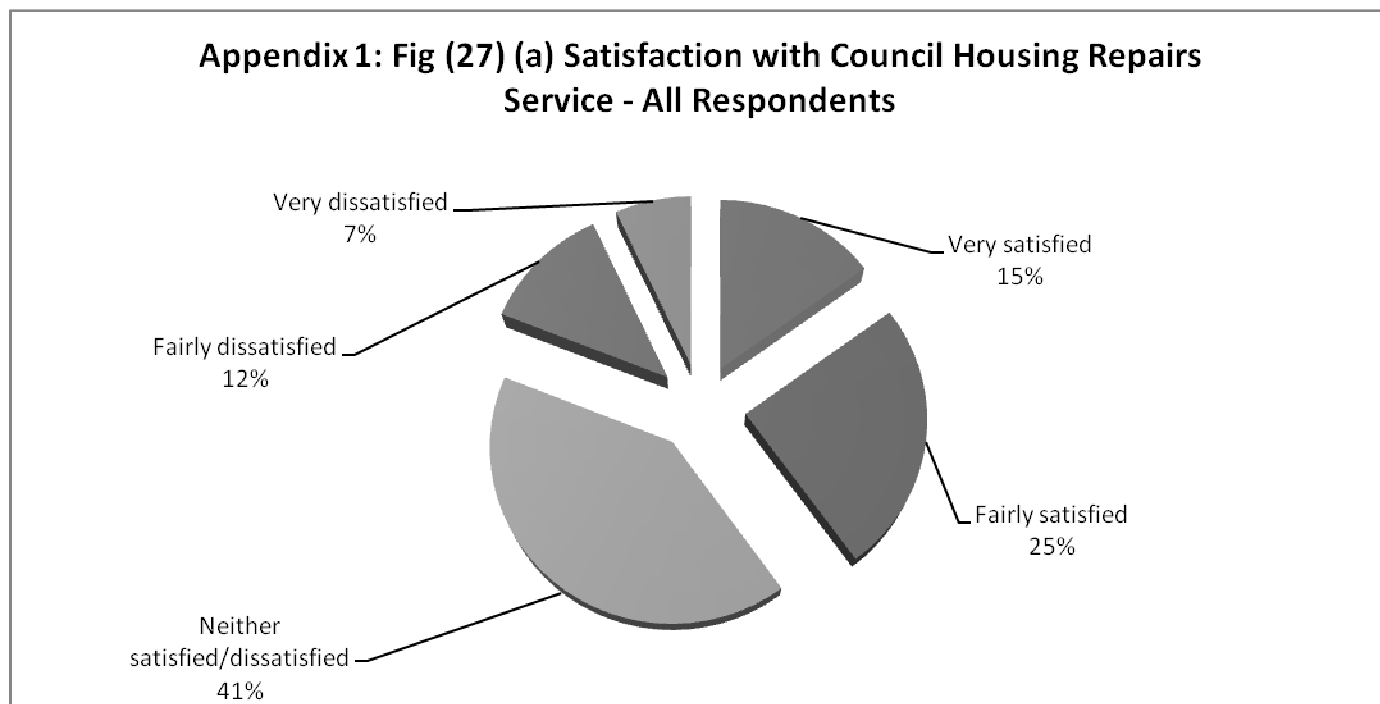
Notable differences in the net satisfaction rates by categories of users are found in the following categories:

- By age the highest rating is supplied by the 65-74 age group (84%) and the lowest by the 25-44 age band (69%);
- By disability the higher rating is given by people who do not have a disability (77%) – the rate for those who have a disability (68%) though is still very high;
- By employment status it is observable that those who are retired (84%) return a higher rating than those who are employed (72%).

## Appendix 1: (27) Council Housing Repairs

Of the entire sample 18% answered this part of the question giving their views as follows:

- 15% are “very satisfied”
- 25% are “fairly satisfied”
- 41% are “neither satisfied/dissatisfied”
- 12% are “fairly dissatisfied”
- 7% are “very dissatisfied”



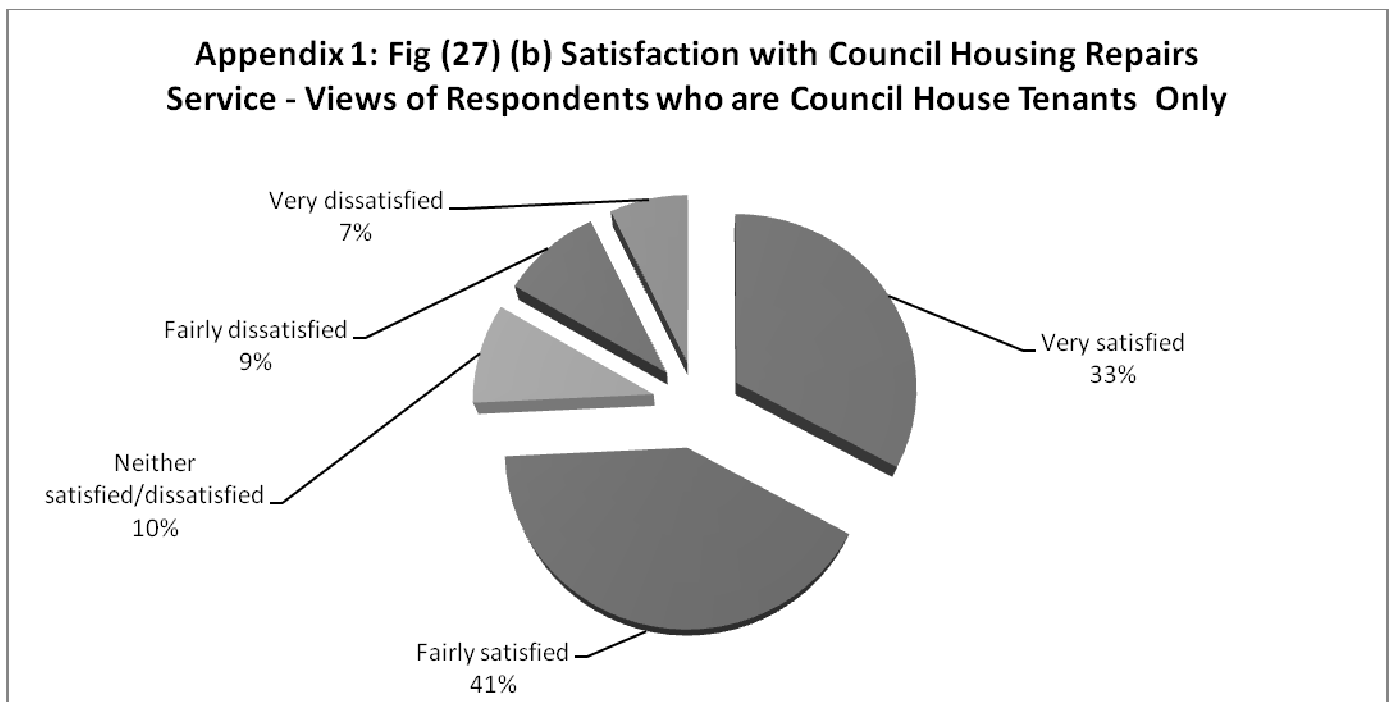
These figures result in a net satisfaction rate of 21% which is a notable rise from the 13% recorded in 2009 and represents the highest level attained by this service since 2006 (the previous high being 19% in 2006).

Two notable differences in the net satisfaction rates that become evident when we look at the returns by the various categories of users are:

- The rating from people aged 65 and over (63%) is vastly higher than the ratings from either those aged 45-64 (17%) or those aged 25-44 (13%);
- Retired people (58%) give a much higher rating than those who are employed (15%).

From the information given in the survey we were also able to discover what **Council House tenants think about Council Housing repairs** and arguably their views are the most important as they are the main beneficiaries of this service.

- 33% are “very satisfied”
- 41% are “fairly satisfied”
- 10% are “neither satisfied/dissatisfied”
- 9% are “fairly dissatisfied”
- 7% are “very dissatisfied”

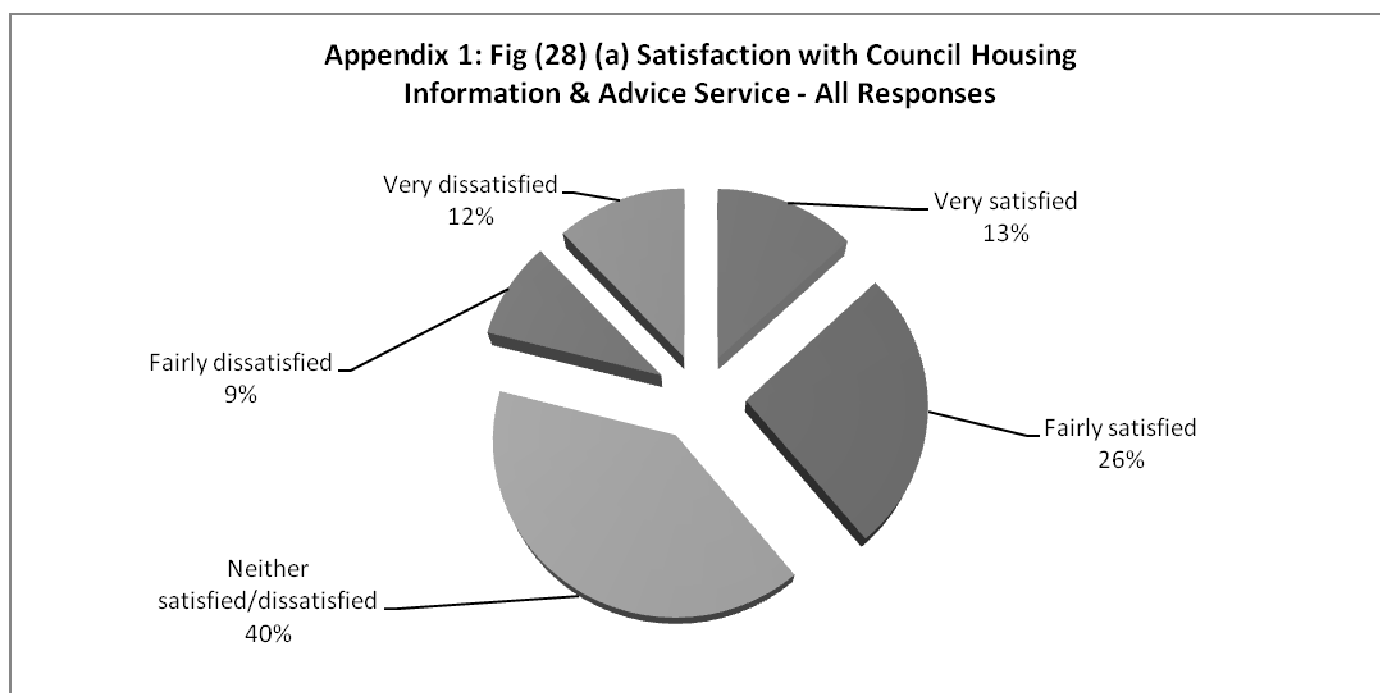


This translates into a net satisfaction rate with this service amongst Council house tenants of 53% - a figure much higher than the 21% rate from all those who answered this question.

## Appendix 1: (28) Council Housing Information and Advice

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

- 13% are “very satisfied”
- 26% are “fairly satisfied”
- 40% are “neither satisfied/dissatisfied”
- 9% are “fairly dissatisfied”
- 12% are “very dissatisfied”



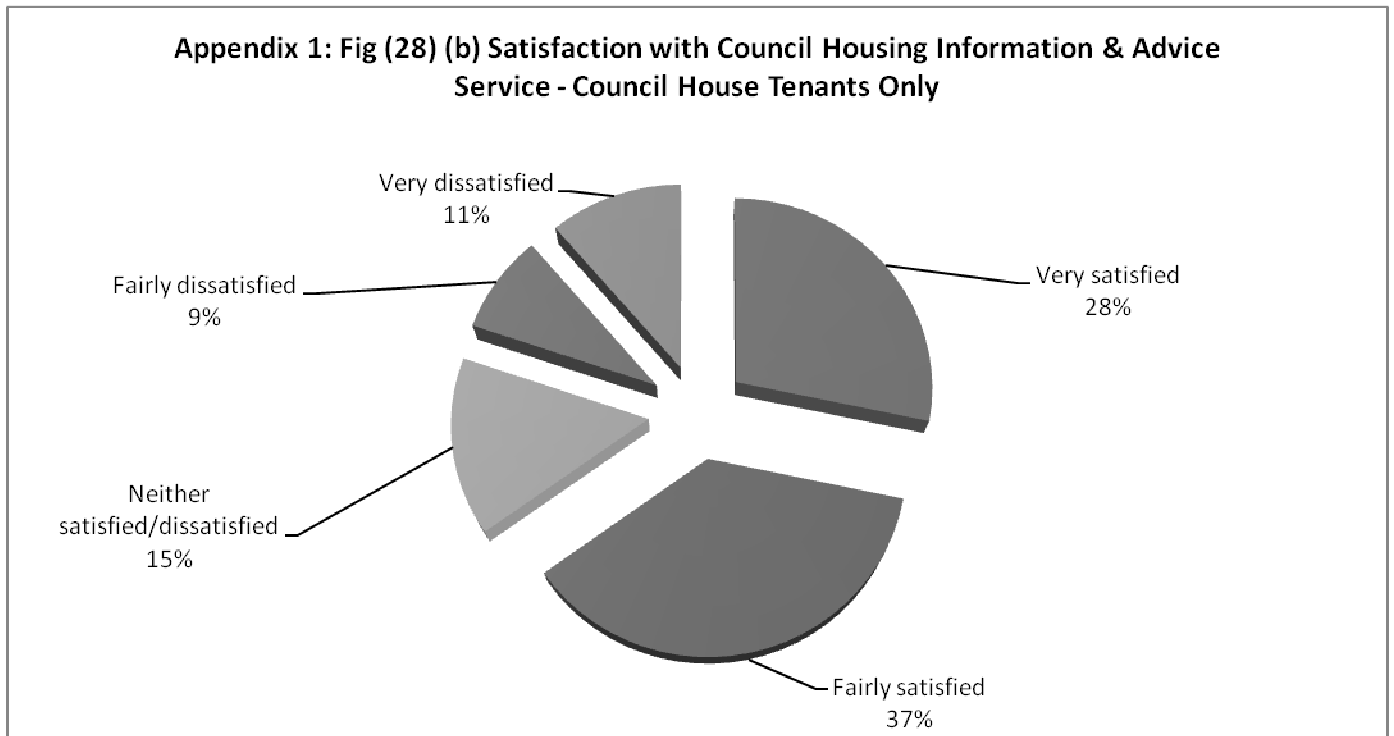
These figures result in a net satisfaction rate of 18% which is an increase on the 12% recorded in 2009 and marks a record high for this service since 2006 (the previous highest rate being 14% in both 2007 and 2008).

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

- By age the highest rating comes from those aged 65 and over (62%) – a figure much greater than the ratings from either the 45-64 age band (20%) or those aged 25-44 (10%);
- The rating from people who are retired (48%) is vastly more than the one given by those who are employed (11%);
- The rating from those who have a disability (35%) is 15 percentage points more than that given by those who do not have a disability (20%);
- By corporate area, there is a marked difference - the highest rate is returned by respondents in Ross, Skye and Lochaber (32%) followed by those living in Caithness, Sutherland and Easter Ross (24%) while the lowest rate comes from those living in Inverness, Nairn, Badenoch and Strathspey (14%).

Once again we looked at **Council Housing tenants** to discover what they thought of this service. Of them:

- 30% are “very satisfied”
- 39% are “fairly satisfied”
- 16% are “neither satisfied/dissatisfied”
- 9% are “fairly dissatisfied”
- 5% are “very dissatisfied”

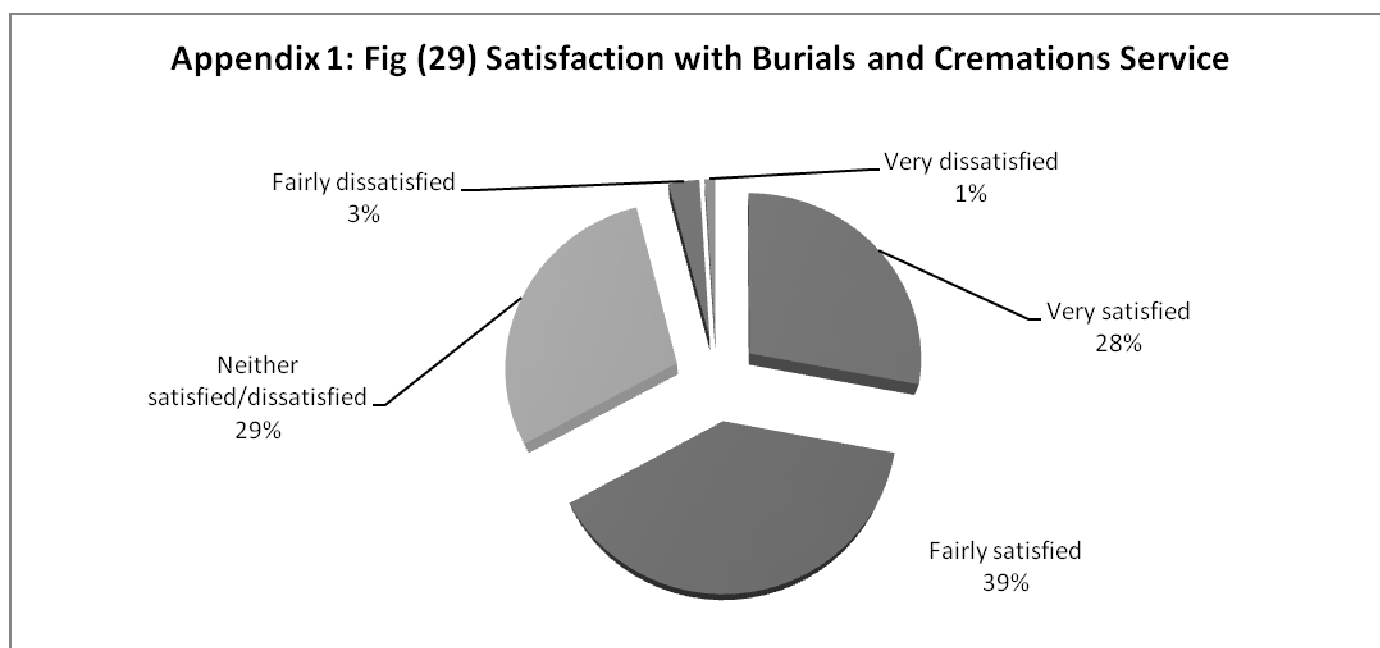


This gives a net satisfaction rate of 56% much higher than the 18% rate from all those who answered this question.

## Appendix 1: (29) Burials and Cremations

Of the entire sample 36% answered this part of the question and gave their views on this service as follows:

- 28% are “very satisfied”
- 39% are “fairly satisfied”
- 29% are “neither satisfied/dissatisfied”
- 3% are “fairly dissatisfied”
- 1% are “very dissatisfied”



These figures result in a net satisfaction rate of 63% which is a substantial increase from the 41% recorded in 2009 and the highest rating this service has attained in the 5 most recent surveys (53% in 2006 being the previous highest rating)..

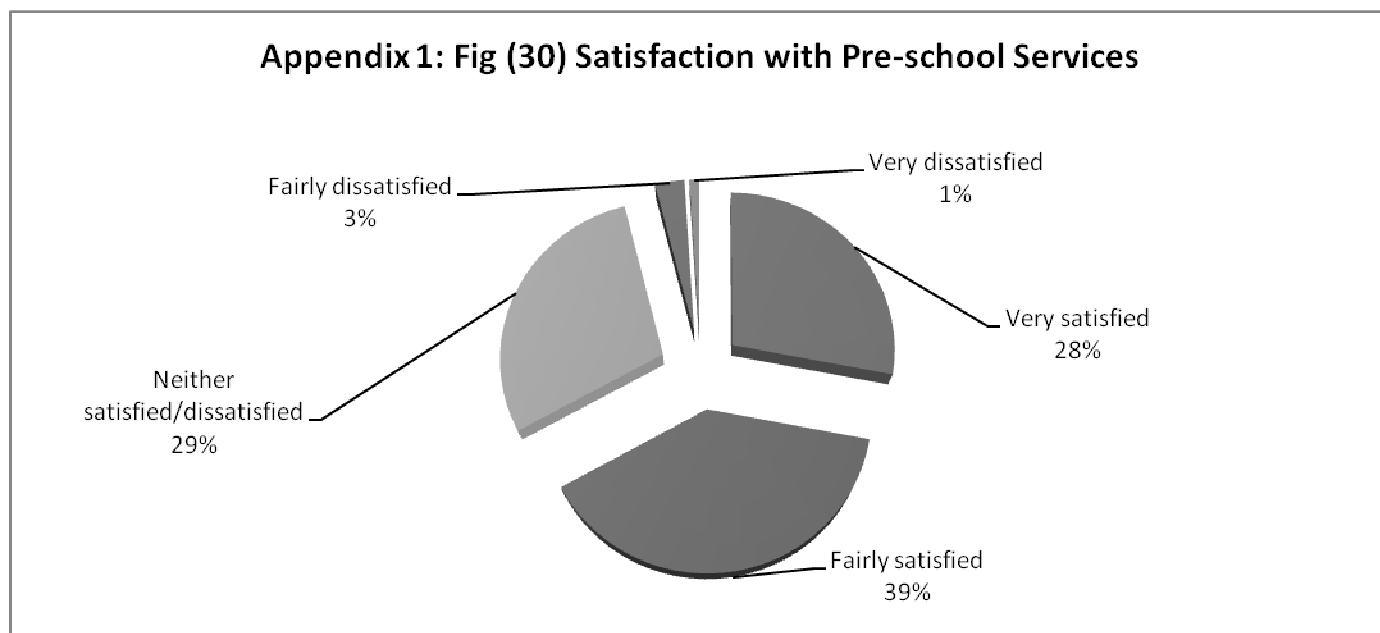
Notable differences in the net satisfaction rates by categories of users are found in the following cases:

- By age the highest rating is supplied by those aged over 65 (82%) followed by the rating from the 45-65 age group (69%) with the lowest rating coming from the 25-44 age group (48%);
- By employment status those who are retired give a higher rating (79%) than those who are employed (65%);
- By area, ratings from respondents in Inverness, Nairn, Badenoch and Strathspey (71%) and in Ross, Skye and Lochaber (70%) are higher than those from people living in Caithness, Sutherland and Easter Ross (63%).

## Appendix 1: (30) Pre-school Services

Of the entire sample 27% answered this part of the question and gave their views on this service as follows:

- 28% are “very satisfied”
- 39% are “fairly satisfied”
- 29% are “neither satisfied/dissatisfied”
- 3% are “fairly dissatisfied”
- 1% are “very dissatisfied”



These figures result in a net satisfaction rate of 63% which represents a major rise from the 38% recorded in 2009 to a level which is the highest this service has attained since 2006 (the year when the previous highest rating of 54% was achieved).

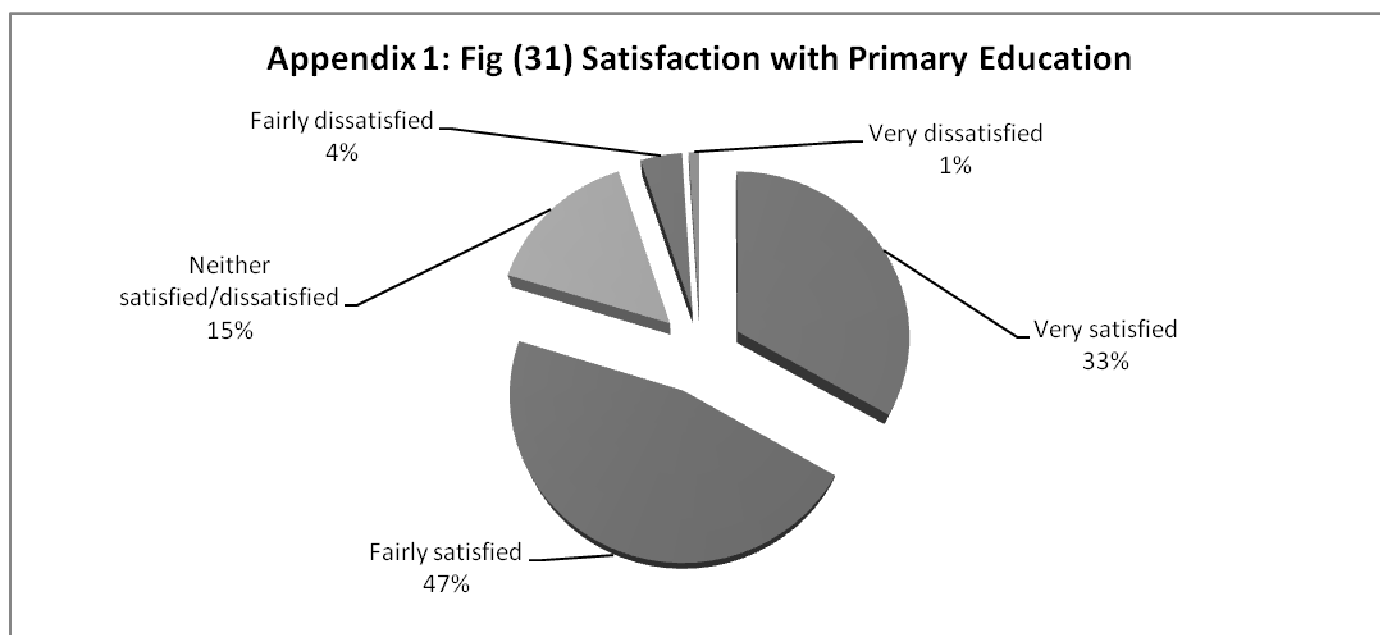
Notable differences in the net satisfaction rates by categories of users are found in the following cases:

- By housing status, the higher rating is supplied by those who do own their own house (58%) which is 15 percentage points higher than the rating from those who do not own their own houses (43%);
- By employment status, the highest rating comes from people who are retired (68%) while the rating from people who are employed (53%) while still high is noticeably lower;
- By corporate area, the highest net satisfaction rate is found amongst respondents from Caithness, Sutherland and Easter Ross (64%) followed by Ross, Skye and Lochaber (60%) with the lowest rating from respondents living in Inverness, Nairn, Badenoch and Strathspey (46%).

## Appendix 1: (31) Primary Education

Of the entire sample 40% answered this part of the question and gave their views on this service as follows:

- 33% are “very satisfied”
- 46% are “fairly satisfied”
- 15% are “neither satisfied/dissatisfied”
- 4% are “fairly dissatisfied”
- 1% are “very dissatisfied”



These figures result in a net satisfaction rate of 74% which is a considerable rise from the 49% recorded in 2009 and is the highest level this service has attained in the 5 most recent surveys (the previous high being 63% in 2006).

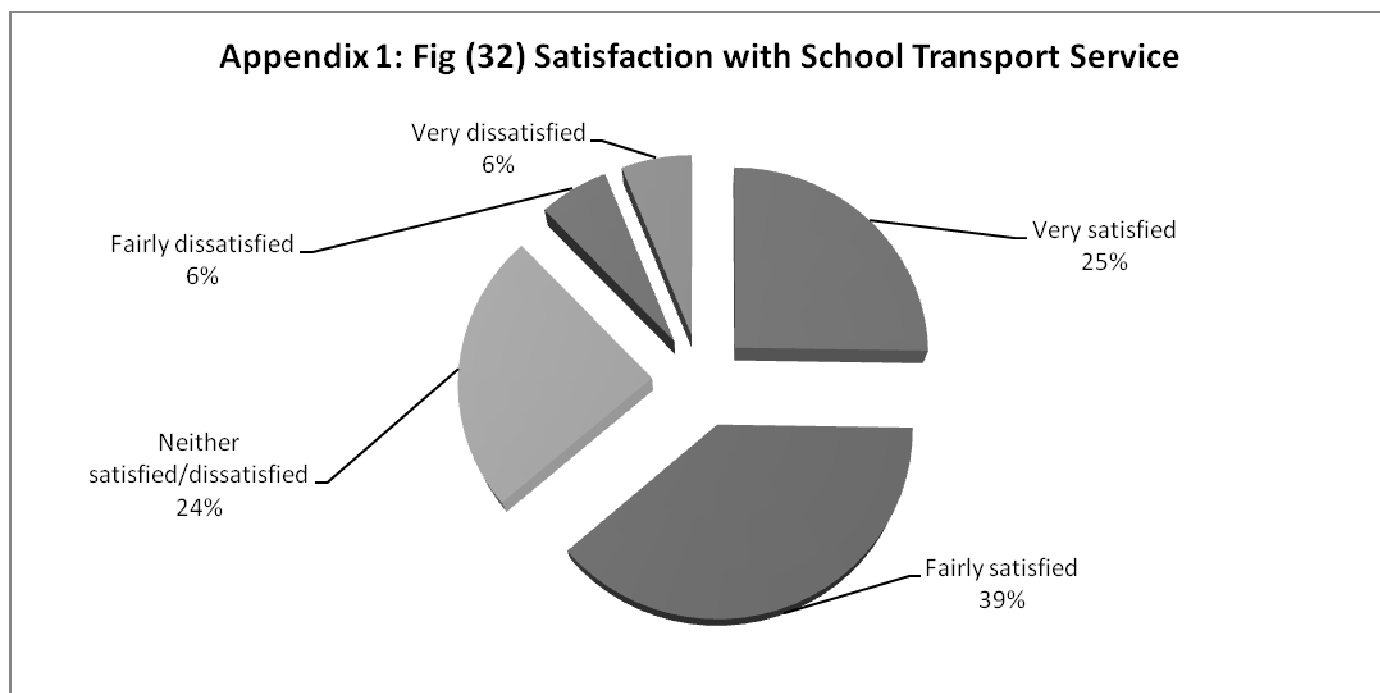
Notable differences in the net satisfaction rates by categories of users are found in the following instances:

- By age the highest rating is given by people aged 65 and over (86%) followed by the 45-64 age band (71%) and those in the 25-44 age group (70%);
- By disability the higher rating is supplied by those who do not have a disability (74%) compared to those who have a disability (63%);
- By employment status, the highest rating comes from people who are retired (83%) which is notably higher than the (still very high) rates from people who are employed (71%) and people who are unemployed (71%);
- By length of residence, those who give the highest rating are those who have lived in the area for more than 10 years (74%) followed by those resident for between 5 and 10 years (73%) – while the rate for those resident in the Highlands less than 5 years (62%) is the lowest.

## Appendix 1: (32) School Transport

Of the entire sample 29% answered this part of the question and gave their views on this service as follows:

- 25% are “very satisfied”
- 38% are “fairly satisfied”
- 24% are “neither satisfied/dissatisfied”
- 6% are “fairly dissatisfied”
- 6% are “very dissatisfied”



These figures result in a net satisfaction rate of 51% which is a major increase on the 31% recorded in 2009 and marks a record high rating since opinions on school transport were first sought in the 2007 survey (the previous highest rating was 33% in 2008).

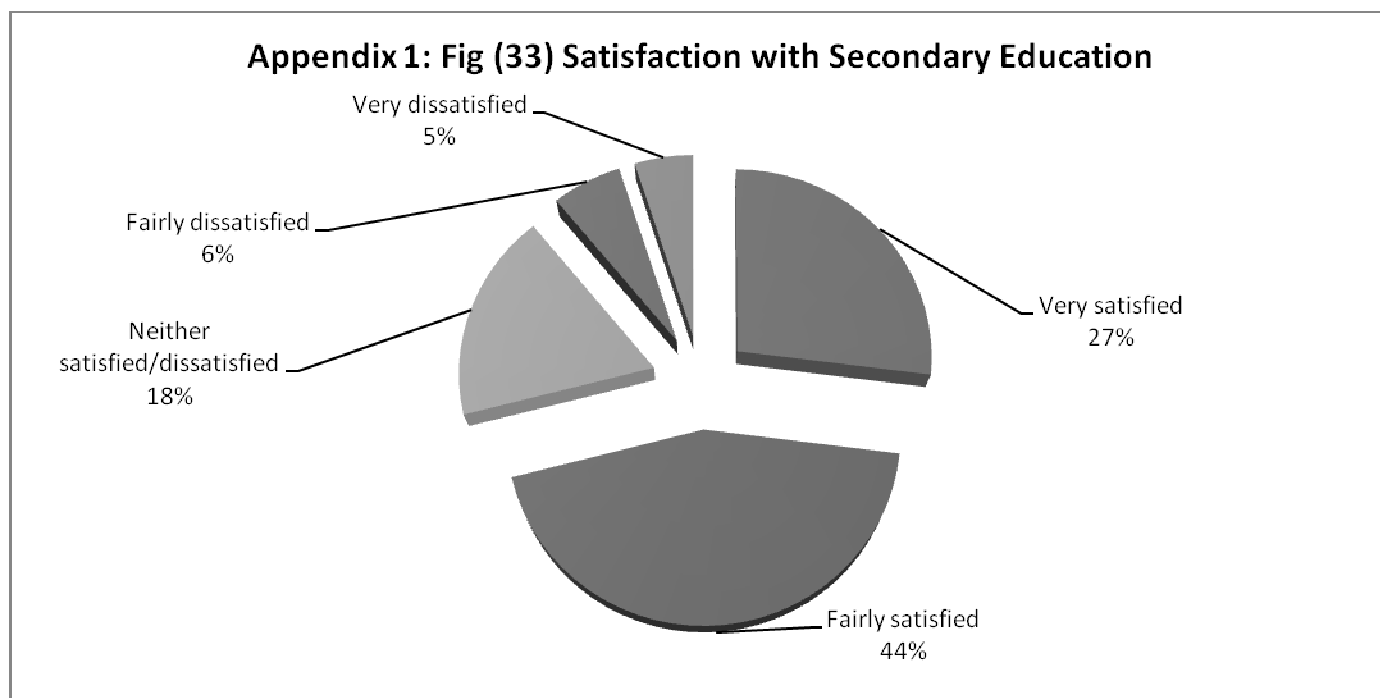
Notable differences in the net satisfaction ratings by categories of users are found in the following instances:

- By gender the higher rating comes from males (54%) who express a higher level of satisfaction with the service than females (47%);
- By age the highest rating is supplied by all respondents aged 65 and over (72%) – which is much higher than the ratings given by those aged 45-64 (46%) and those in the 25-44 age group (also 46%);
- By employment status the rating from those who are retired (73%) is much greater than the rating from those who are employed (45%);
- By corporate area, there is a sharp difference to note: the rating from those living in Inverness, Nairn, Badenoch and Strathspey (36%) is appreciably lower than the ratings from people resident in Caithness, Sutherland and Easter Ross (60%) and those living in Ross, Skye and Lochaber (54%). This result is statistically significant.

## Appendix 1: (33) Secondary Education

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

- 27% are “very satisfied”
- 44% are “fairly satisfied”
- 18% are “neither satisfied/dissatisfied”
- 6% are “fairly dissatisfied”
- 5% are “very dissatisfied”



These figures result in a net satisfaction rate of 60% which is a major rise from the 39% recorded in 2009 and is the highest rating given in the 5 most recent surveys (the previous high being 51% in 2006).

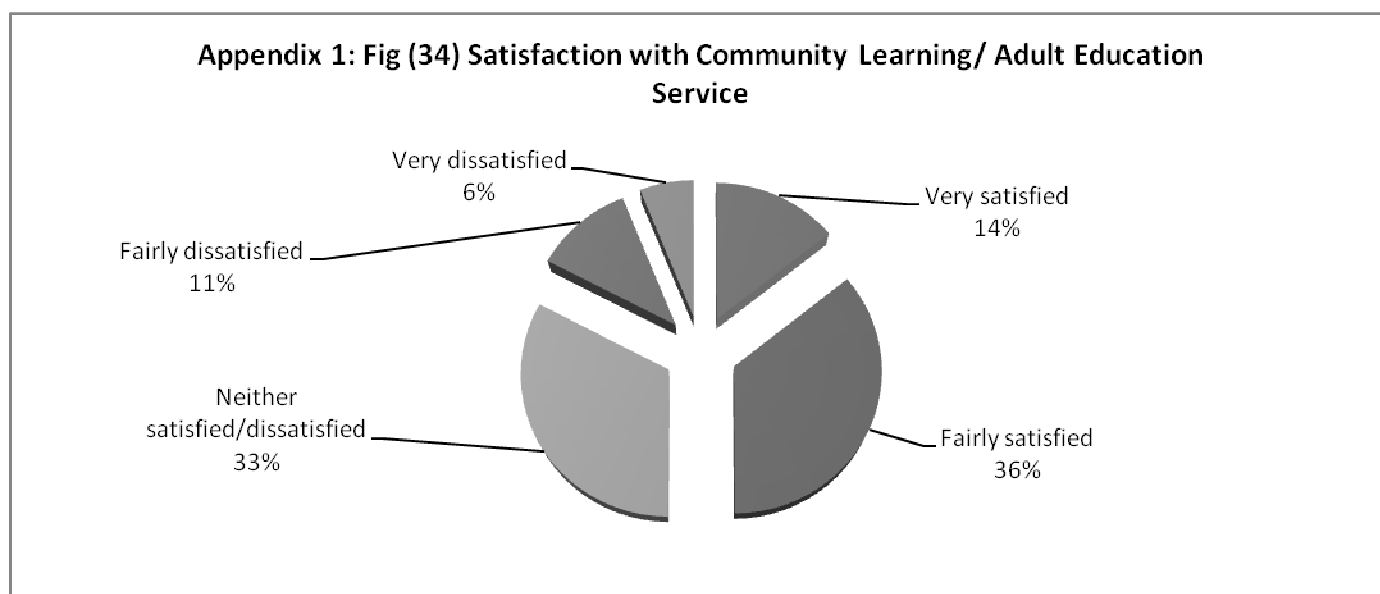
Notable differences in the net satisfaction rates by categories of users are evident in the following instances:

- By age the highest rating comes from those respondents aged 65 and over (71%) followed by the 45-64 age band (62%) and then the 25-44 age group (56%);
- By employment status the highest rating comes from people who are retired (70%) which is 10 percentage points higher than the rating from people who are employed (60%);
- By corporate area, the highest net satisfaction rate is found amongst people from Ross, Skye and Lochaber (68%) followed by Caithness, Sutherland and Easter Ross (61%) and then Inverness, Nairn, Badenoch and Strathspey (59%).

## Appendix 1: (34) Community Learning / Adult Education

Of the entire sample 36% answered this part of the question and gave their views on this service as follows:

- 14% are “very satisfied”
- 35% are “fairly satisfied”
- 32% are “neither satisfied/dissatisfied”
- 11% are “fairly dissatisfied”
- 6% are “very dissatisfied”



These figures result in a net satisfaction rate of 32% which is a marked increase from the 20% recorded in 2009 and is the highest rating attained in the 5 most recent surveys (30% in 2006 being the previous highest mark).

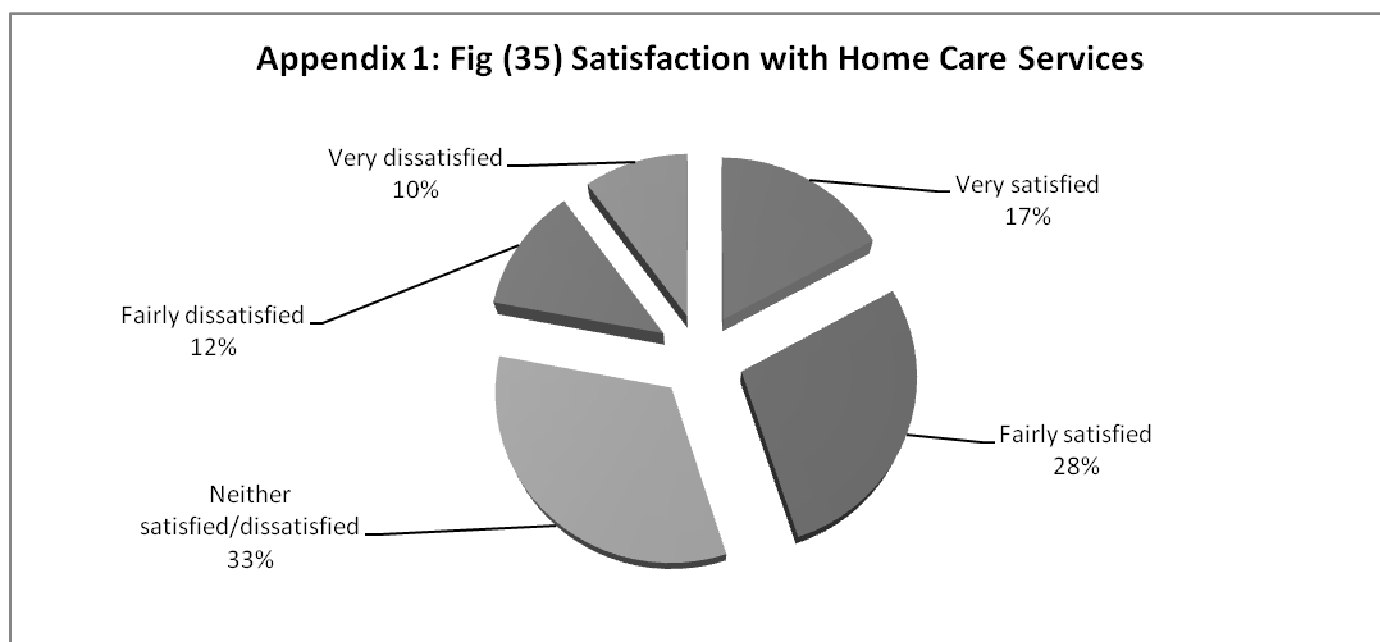
Notable differences in the net satisfaction rates by categories of users are found in the following:

- By gender the rating given by females (39%) is considerably higher than the rating from males (25%);
- By age the highest rating comes from those aged 65 and over (42%) followed by those aged 45-64 (29%) and those in the 25-44 age group (28%);
- By employment status, the rating from those who are retired (44%) is markedly higher than the one from those who are employed (44%);
- The rating given by those who have a disability (19%) is appreciably lower than the rating from those who do not have a disability (34%);
- By corporate area, the net satisfaction rate from people living in Inverness, Nairn, Badenoch and Strathspey (24%) is notably lower than the ratings supplied by people living in Ross, Skye and Lochaber (39%) and in Caithness, Sutherland and Easter Ross (35%).

## Appendix 1: (35) Home Care Services

Of the entire sample 26% answered this part of the question and gave their views on this service as follows:

- 17% are “very satisfied”
- 28% are “fairly satisfied”
- 33% are “neither satisfied/dissatisfied”
- 12% are “fairly dissatisfied”
- 10% are “very dissatisfied”



These figures result in a net satisfaction rate of 23% which is a rise from the 14% recorded in 2009 and a rating which has only once being exceeded in the 5 most recent surveys – 24% in 2006.

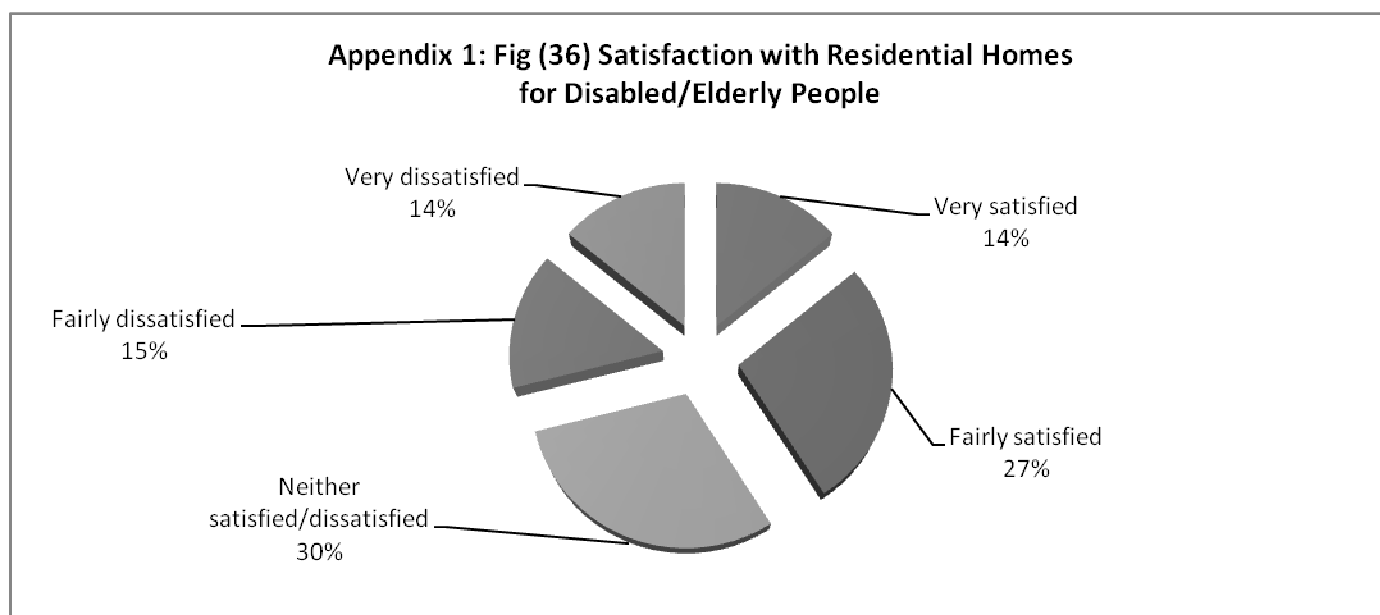
Notable differences in the net satisfaction rates by categories of users are found in the following instances:

- By gender the rating from males (28%) is higher than that from females (21%);
- By age the highest rating is supplied by those aged 65 and over (39%) which is almost twice the level of those aged 45-64 (20%) which in turn is greater than the rating from the 25-44 age group (14%);
- By length of residence the rating from those who have lived in the Highlands for less than 10 years (2%) is much lower than the rating from those who have lived in the area for more than 10 years (28%);
- By employment status the highest rating comes from people who are retired (43%) which is appreciably higher than the rating from people who are employed (15%);
- By housing status the rating supplied by those who do not own their own house (34%) is higher than that from those who do own their own house (23%);
- By area, there is major difference evident in that the rating given by people from Inverness, Nairn, Badenoch and Strathspey (13%) is a lot lower than the ratings given by people resident in Ross, Skye & Lochaber (31%) and respondents from Caithness, Sutherland and Easter Ross (28%). This result is statistically significant.

## Appendix 1: (36) Residential Homes for Disabled/Elderly People

Of the entire sample 29% answered this part of the question and gave their views on this service as follows:

- 13.7% are “very satisfied”
- 26.8% are “fairly satisfied”
- 29.7% are “neither satisfied/dissatisfied”
- 15.5% are “fairly dissatisfied”
- 14.4% are “very dissatisfied”



These figures result in a net satisfaction rate of 11% which is up from the 6% recorded in 2009 which itself was the highest previous rating given in the 5 most recent surveys.

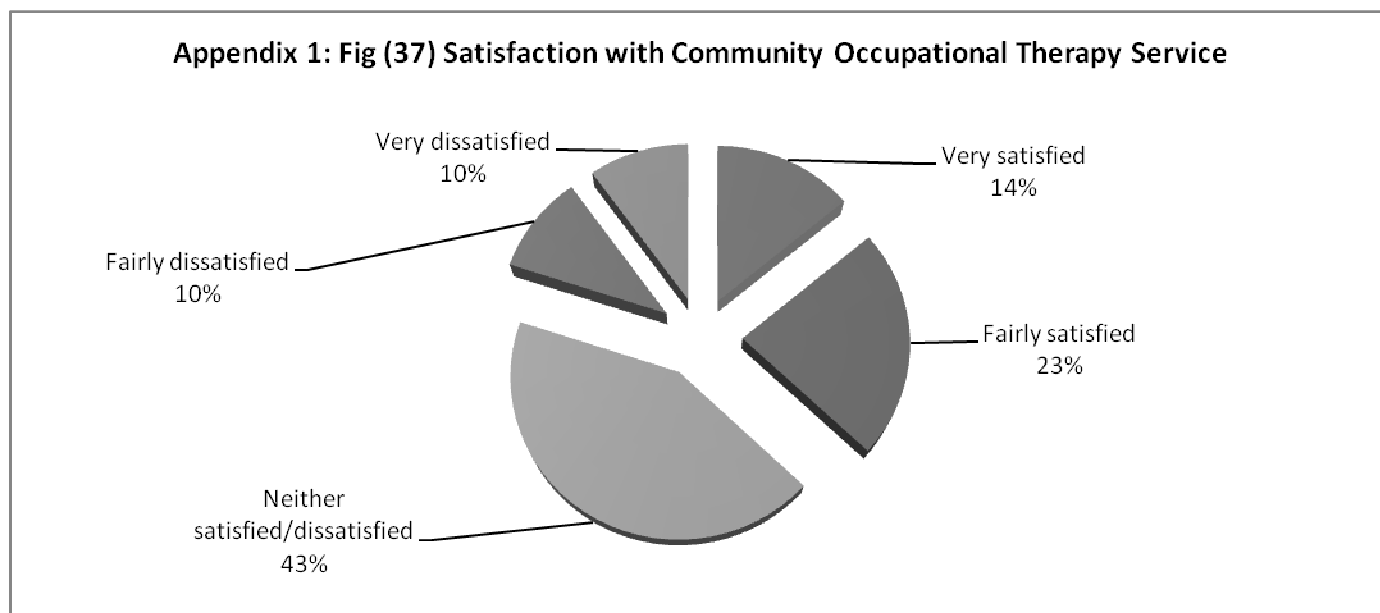
Notable differences in the net satisfaction rates by categories of users are found in the following instances:

- By age the ratings given by those aged 25-44 (4%) and those aged 45-64 (7%) are both much lower than the rating from those aged 65 and over (27%);
- By employment status the rating from people who are employed (12%) is appreciably lower than the rating from people who are retired (27%). While the numbers involved are small the ratings given by people who are unemployed (27 in this cohort giving a rating of -33%) and those who are unable to work (12 in the cohort also giving a rating of -33%) explains why the overall rating for the entire sample is down at 11%;
- By corporate area, the lowest rate is supplied by people from Inverness, Nairn, Badenoch and Strathspey (3%) – notable lower than the rating from people in Ross, Skye and Lochaber (12%) which, in turn, is appreciably lower than the rating from respondents in Caithness, Sutherland and Easter Ross (21%). This result is statistically significant.

## Appendix 1: (37) Community Occupational Therapy

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

- 14% are “very satisfied”
- 23% are “fairly satisfied”
- 43% are “neither satisfied/dissatisfied”
- 10% are “fairly dissatisfied”
- 10% are “very dissatisfied”



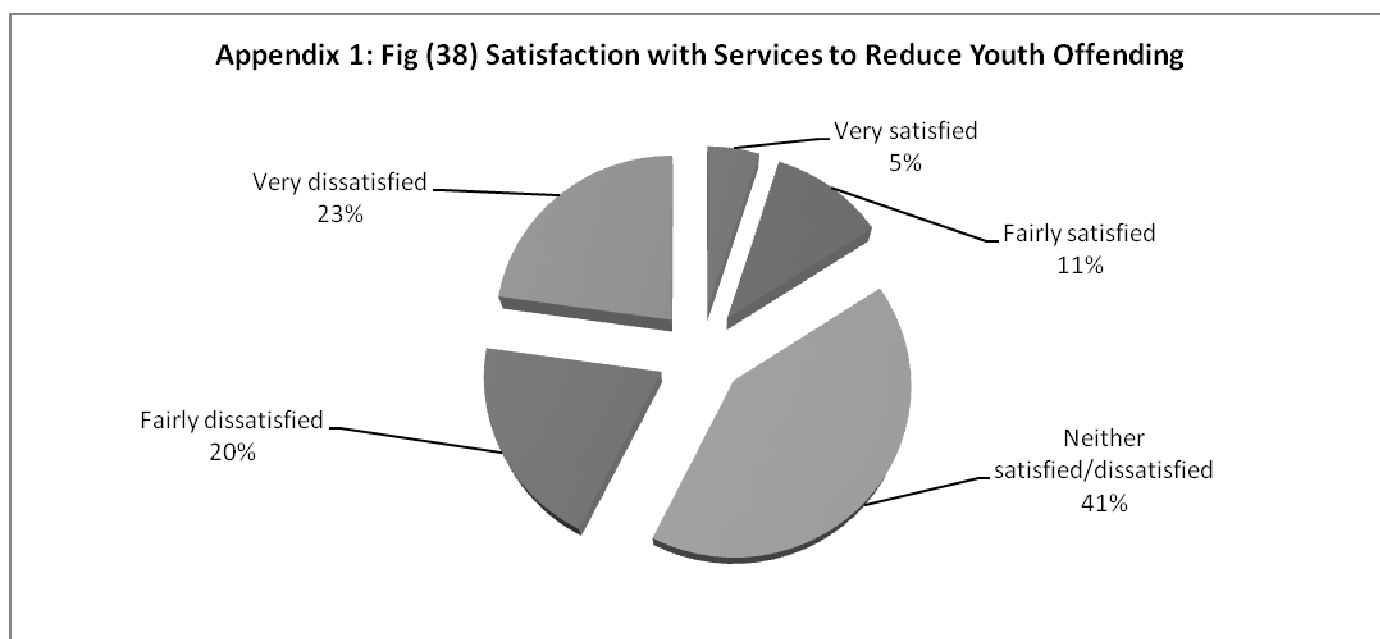
These figures result in a net satisfaction rate of 17% which is up from the 8% recorded in 2009 and higher than the 12% in the 2006 survey which was the previous highest rating attained in the 5 most recent surveys. Notable differences in the net satisfaction rates by categories of users are found in the following instances:

- By employment status the highest rating comes from people who are retired (30%) – which is considerably more than that given by people who are employed (10%);
- Those who have a disability return a noticeably higher rating (35%) than those who do not have a disability (16%);
- By housing status the higher rating comes from those respondents who do not own their own house (37%);
- By age the highest rating is supplied by those 65 and over (29%);
- By corporate area, the highest net satisfaction rate is given by respondents from Ross, Skye and Lochaber (25%) followed closely by the rating given by people from Caithness, Sutherland and Easter Ross (24%) while the rating from those living in Inverness, Nairn, Badenoch and Strathspey (12%) is appreciably lower.

## Appendix 1: (38) Services to Reduce Youth Offending

Of the entire sample 24% answered this part of the question and gave their views on this service as follows:

- 5% are “very satisfied”
- 11% are “fairly satisfied”
- 42% are “neither satisfied/dissatisfied”
- 20% are “fairly dissatisfied”
- 23% are “very dissatisfied”



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

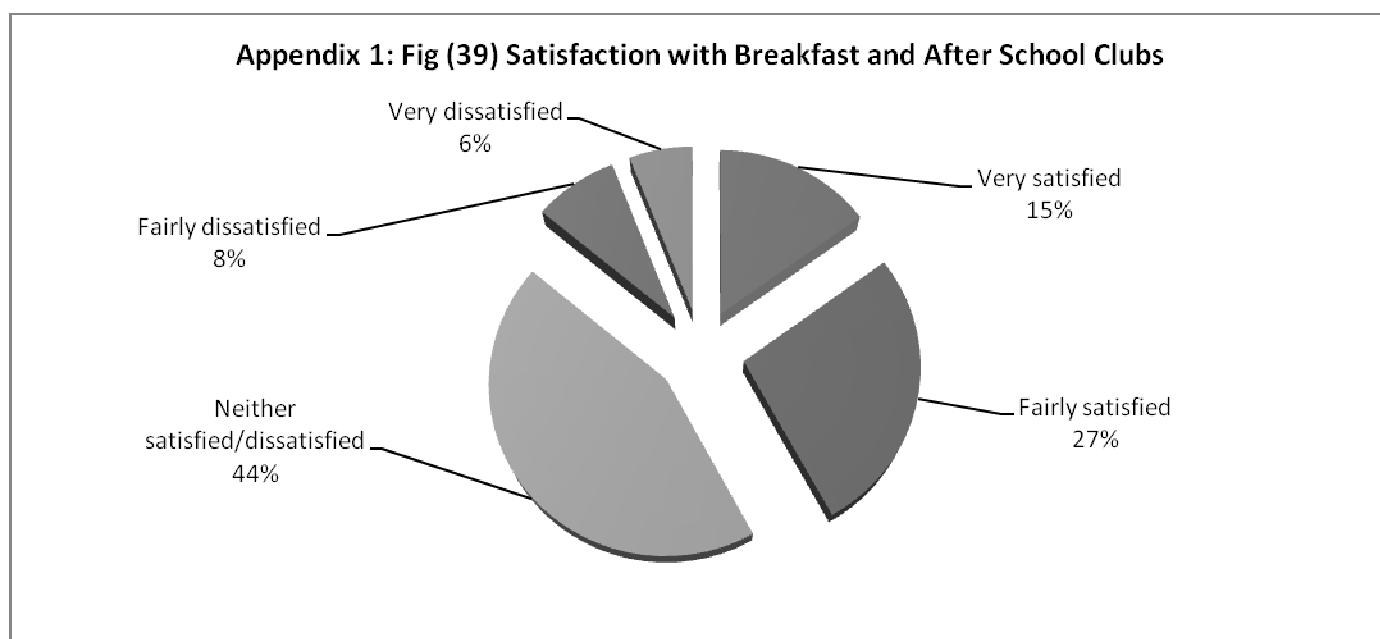
Notable differences in the net satisfaction rates by categories of users are found in the following categories:

- By gender the rating from males (-31%) is even lower than that from females (-22%);
- By corporate area, the lowest rate is found amongst people from Inverness, Nairn, Badenoch and Strathspey (-30%) followed by those from Ross, Skye and Lochaber (-24%) and then respondents from Caithness, Sutherland and Easter Ross (-22%).

## Appendix 1: (39) Breakfast and After School Clubs

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

- 15% are “very satisfied”
- 27% are “fairly satisfied”
- 44% are “neither satisfied/dissatisfied”
- 8% are “fairly dissatisfied”
- 6% are “very dissatisfied”



These figures result in a net satisfaction rate of 28% which is a major increase on the 7% recorded in 2009 and is the highest rating that this service has been given since respondents were first invited to express an opinion on it in 2007 (the previous highest rating being 11% in both 2007 and 2008).

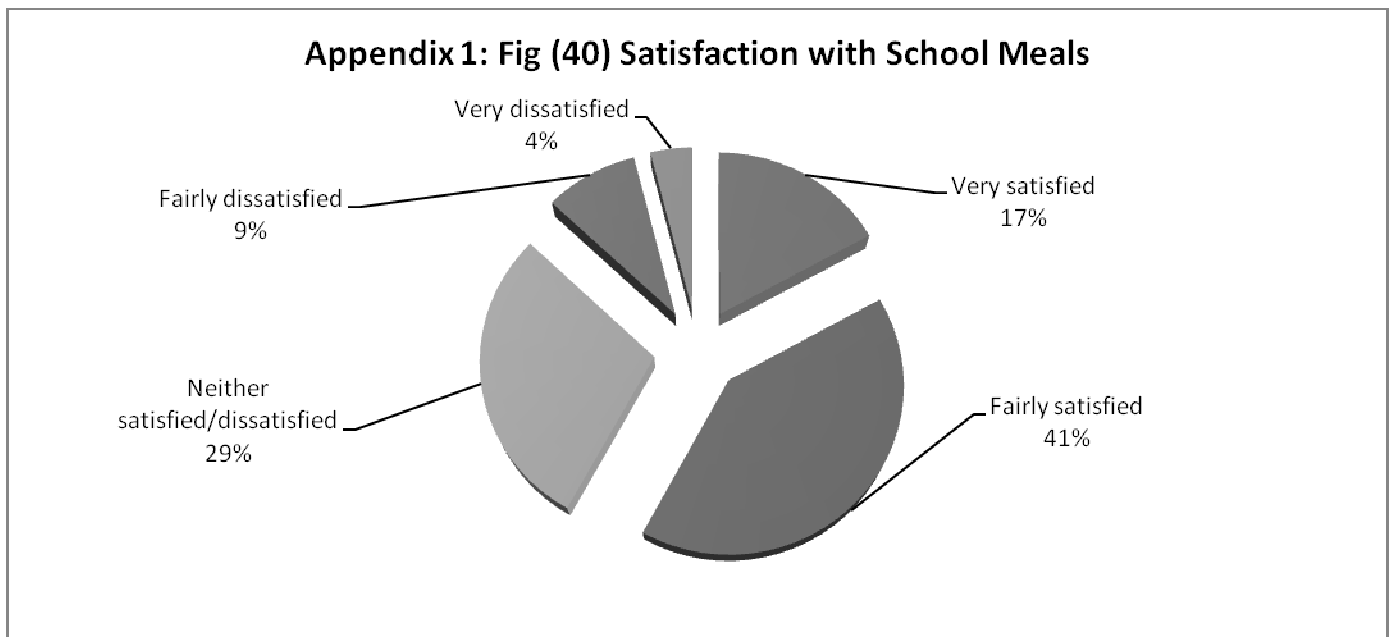
Notable differences in the net satisfaction rates by categories of users are found in the following instances:

- By gender the rating from males (37%) is appreciably higher than that from females (29%);
- The rating from the 45-64 age group (37%) is much higher than that given by respondents in the 25-44 age band (22%);
- By corporate area, the highest net satisfaction rate is supplied by respondents from Caithness, Sutherland and Easter Ross (37%) followed by those from Inverness, Nairn, Badenoch and Strathspey (33%) and then by people from Ross, Skye and Lochaber (28%).

## Appendix 1: (40) School Meals

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

- 17% are “very satisfied”
- 41% are “fairly satisfied”
- 29% are “neither satisfied/dissatisfied”
- 9% are “fairly dissatisfied”
- 4% are “very dissatisfied”



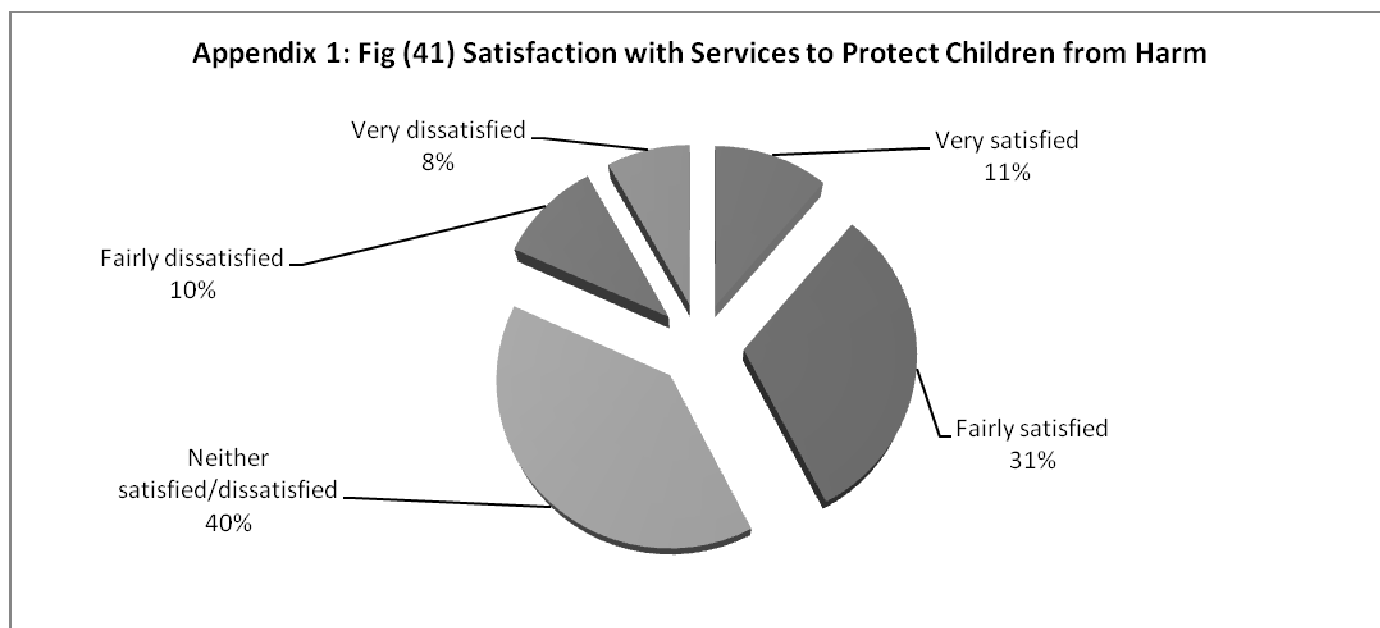
These figures result in a net satisfaction rate of 45% which is up substantially from the 28% recorded in 2009 to a level which is the highest since respondents were first invited to give their opinions on this services in 2007 (the previous highest score being 31% in 2008).

By corporate area, the highest net satisfaction rate is supplied by respondents from Ross, Skye and Lochaber (54%) followed by Inverness, Nairn, Badenoch and Strathspey (44%) and then Caithness, Sutherland and Easter Ross (41%).

## Appendix 1: (41) Services to Protect Children from Harm

Of the entire sample 25% responded to this part of the question and gave their opinions on services to protect children from harm as follows:

- 11% are “very satisfied”
- 31% are “fairly satisfied”
- 39% are “neither satisfied/dissatisfied”
- 10% are “fairly dissatisfied”
- 8% are “very dissatisfied”



These figures result in a net satisfaction rate of 24% which is a rise from the 18% recorded in 2009 to a level which is the highest since respondents were first invited to give their opinions on this services in 2007 (the previous highest score being 18% in 2008).

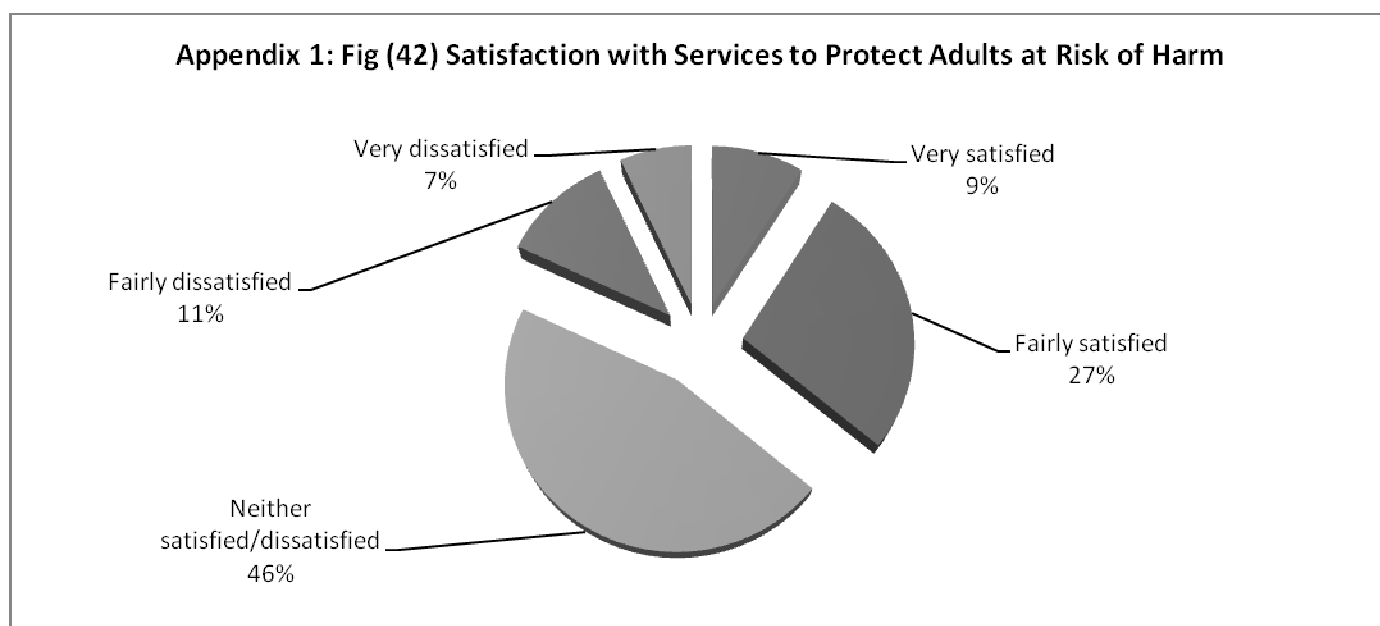
Notable differences in the responses by categories of users are found in the following categories:

- By gender males (28%) supply a rating which is higher than that for females (21%);
- By age the highest rating comes from those aged 65 and over (36%) with the lowest rate being supplied by those aged 45-64 (18%);
- While those who are retired return a rating of 35%, the rate from those who are employed is appreciably lower at 23%;
- By corporate area, the highest net satisfaction rate is given by respondents from Ross, Skye and Lochaber (40%) which is much higher than that supplied by those living in either Caithness, Sutherland and Easter Ross (21%) or Inverness, Nairn, Badenoch and Strathspey (16%).

## Appendix 1: (42) Services to Protect Adults at Risk of Harm

Of the entire sample 24% responded to this part of the question and gave the following opinions on the service:

- 9% are “very satisfied”
- 27% are “fairly satisfied”
- 46% are “neither satisfied/dissatisfied”
- 11% are “fairly dissatisfied”
- 7% are “very dissatisfied”



These figures result in a net satisfaction rate of 18%. This is the first year that the views of respondents on this service were sought.

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

- By age the rate from respondents in the 45-64 age band (10%) is noticeably lower than that of either the 25-44 age group (25%) or those aged 65 and over (28%);
- By disability the rate from those who have a disability (2%) is much lower than the one from those who do not have a disability (21%);
- By employment status the rate from people who are retired (27%) is higher than the rate from respondents who are employed (16%);
- By corporate area, the highest net satisfaction rate comes from those living in Ross, Skye and Lochaber (32%) – a rating which is much higher than that which is given by people living in Caithness, Sutherland and Easter Ross (13%) and those in Inverness, Nairn, Badenoch and Strathspey (10%).