



**THE HIGHLAND COUNCIL'S
ANNUAL SURVEY OF PERFORMANCE AND ATTITUDES 2012**

FINAL REPORT

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SECTION 1: SURVEY METHODOLOGY

Introduction

1. The 2012 Highland Council Performance Survey was conducted in the month of May 2012. 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 1,215 people. Key findings from each of the questions in the Survey are presented in this report. Comparisons, as appropriate, are also made with the findings of previous Performance Surveys which have been conducted annually since 2003.
2. In years prior to 2010 the survey questionnaire was issued by post to several thousand named householders on the Register of Electors. For the 2010, 2011 and 2012 Surveys a different methodology was used. Questionnaires were not sent at random to a sample of the electorate but to members of the 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. 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. The random sample was generated using a random number generator within Excel..
 - (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. The panel was subsequently boosted by the inclusion of (i) students targeted through the UHI network, (ii) Council housing tenants who had already agreed with the Housing and Property Service to take part in tenant participation activities; and in 2012 (iii) the addition of Highland Youth Voice representatives.
 - (e) In 2012 one third of the original Panel membership was randomly selected to be withdrawn and 780 new Panel members were selected using the same process as outlined in sections b, c and d above. The total Panel size is currently 2350 adults.

Construction of the 2012 Survey

- The performance survey questions were mostly carried forward from previous years' surveys in order to compare changes in perception over time.

The Response Rate

- Of the 2350 questionnaires which were sent to the members of the panel, some 1,215 completed at least some of the questionnaire and returned their surveys giving a response rate of 51%. Of the 1,215 responses 914 (75.23%) were postal returns while 301 (24.77%) were electronic. 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%
25	± 12.0	± 18.3	± 20.0
50	± 8.5	± 13.0	± 14.1
100	± 6.0	± 9.2	± 10.0
200	± 4.2	± 6.5	± 7.1
500	± 2.7	± 4.1	± 4.5
1000	± 1.9	± 2.9	± 3.2
2000	± 1.3	± 2.0	± 2.2

- Please be aware as you read the report that the sample sizes per ward are small (typically numbering 20 to 60) and therefore statistically speaking the level of confidence in the results cannot be high. We tend only to do draw attention to such results when there is a notable variation in the responses amongst the wards – a variation which would suggest the topic under discussion at that time is worth further exploration.

Levels of Accuracy for the 2012 Survey

9. For the 2012 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 2012: sample size = 1,215	±1.7	±2.6	±2.9

10. Thus, using the 95% confidence threshold, the accuracy surrounding questions which draw on the entire sample of 1,215 responses is an interval of $\pm 2.9\%$ at most. That means the chances are 95% that if the entire population of The Highland Council area were to respond, the answer would lie within $\pm 2.9\%$ of the 2012 Performance Survey result. For most questions the range is less than this.

Weighting

11. 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, results are weighted by age and gender, unless indicated otherwise. Weighting compensates for an under-representation in responses particularly from the 18-44 age group, and a slight under-representation of males. Note that some columns do not add exactly to 100% due to the rounding of figures.

Gender of 2012 Survey Respondents

12. Some 1,204 people answered the question regarding their gender as per Table 1.1 below:

Table 1.1 Gender

Gender	Respondents %
Females	54.8
Males	45.2

N=1,204

Disability of 2012 Survey Respondents

13. Table 1.2 gives respondents' answers to the question "Do you consider yourself to have a disability (i.e. a physical or mental impairment which has a substantial and long-term adverse effect upon your ability to carry out normal day-to-day activities)?"

Table 1.2 Disability

Do you consider yourself to have a disability?	Respondents %
Yes	13.1
No	86.9

N=1,202

14. The 13.1% of those who replied that they have a disability in 2012 compares with: 12.6% in 2011; 10.5% in 2010; 16% in 2009; 15% in 2008.

Age of 2012 Survey Respondents

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

Table 1.3 Respondents by Age Groups

Age	Respondents %
18-24	2.2
25-34	6.6
35-44	10.5
45-54	19.7
55-65	29.5
65-74	22.3
Over 75	10.0

N = 1,205

The Working Status of 2012 Survey Respondents

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

Table 1.4 Working Status of Respondents

Categories	Respondents %
Retired	36.5
Working for single employer FT	25.8
Working for single employer PT	12.4
Self employed	12.0
Looking after family or home	2.5
Working for more than 1 employer	2.9
Unable to work – disability	2.1
Full time education	1.8
Unemployed	1.0
Carer	0.8

N=1,204

Length of Time Lived in The Highland Council Area of 2012 Survey Respondents

17. Table 1.5 below reveals the length of time respondents have lived in the area:

Table 1.5 Length of Time Lived in the Highland Council Area

Length of Time	Respondents %
Less than 5 years	6.3
5-10 years	10.6
Over 10 years	83.1

N= 1,205

Housing Situation of 2012 Survey Respondents

18. 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	82.3
Private rented	5.4
Rent from the council	4.7
Living with parents	3.4
Rent from a housing association	2.7
House comes with the job	1.5

N=1,203

Ethnicity of 2012 Survey Respondents

19. Respondents described their ethnicity as per Table 1.7:

Table 1.7 Ethnicity of Respondents

Ethnicity	Respondents %
White - Scottish	66.0
White - British	18.3
White - English	11.3
White - other	1.2
White - Welsh	0.9
White - Northern Irish	0.7
White - Irish	0.6
White - Polish	0.1
White - Other	1.7
Mixed or Multiple Ethnic	0.2
Asian - Pakistani, Pakistani Scottish or British Pakistani	0.3
Asian – Chinese, Chinese Scottish, or British Chinese	0.2

N=1,205

Families with School Age Children amongst 2012 Survey Respondents

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

Table 1.8 Respondents with School Age Children in Household

School Age Children in the Household	Respondents %
Yes	19.3
No	80.7

N=1,153

Responses Received by Ward in 2012

21. For the respondents who did not complete the survey electronically (75.2%) it is possible to provide a breakdown of their returns by Ward (see below in Table 1.9). Ward 13 – Aird and Loch Ness – provided the most responses (62) and Ward 3 – Wick - the fewest (24).

Table 1.9 Responses by Ward

Ward	% of Total Responses	Number of Responses
1 North, West and Central Sutherland	2.7	33
2 Thurso	2.8	34
3 Wick	2.0	24
4 Landward Caithness	3.5	42
5 East Sutherland and Edderton	2.6	32
6 Wester Ross, Strathpeffer and Lochalsh	4.0	49
7 Cromarty Firth	3.0	37
8 Tain and Easter Ross	2.9	35
9 Dingwall and Seaforth	3.4	41
10 Black Isle	4.2	51
11 Eilean a' Cheo	4.0	49
12 Caol and Mallaig	2.4	29
13 Aird and Loch Ness	5.1	62
14 Inverness West	2.5	30
15 Inverness Central	3.5	43
16 Inverness Ness-side	4.4	54
17 Inverness Millburn	3.1	38
18 Culloden and Ardersier	3.9	47
19 Nairn	4.2	51
20 Inverness South	4.3	52
21 Badenoch and Strathspey	3.8	46
22 Fort William and Ardnamurchan	2.9	35
Total	75.2	914

N= 914

Commentary by Category

22. Throughout the following Sections of this report, commentary on the results by the various categories of respondents (e.g. by age, gender, disability, housing situation, employment status) is provided, where appropriate, for most questions. The exception is ethnicity simply because so few people from minority ethnic groups respond to the questionnaire.

Views on being a Member of the Citizens' Panel

23. Under the general question: **“How have you found being a citizens' panel member?”** respondents to the 2012 Survey were asked 4 questions relating to their participation in the citizens' panel.

24. Those sampled were invited to answer “yes” or “no” as to whether they felt their **“views have been listened to”**. Some 60% of the sample (728 respondents) answered as follows:

- 73% answered “yes”
- 27% answered “no”

25. Some 81% of people resident in the Highland for between 5 and 10 years felt their views had been listened to as compared with 72% of those resident for more than 10 years.
26. Those sampled were then asked whether they have found being a citizens' panel member "**useful**". Some 73% of the sample (885 respondents) answered as follows:
- 83% answered "yes"
 - 17% answered no
27. Some 92% of those aged 65+ answered "yes" compared with 88% of those aged 45-64 and 75% of those aged 25 to 44 and 68% of those aged 18-24. Some 90% of council tenants and 87% of homeowners answered "yes" compared with 77% of those people living in other types of accommodation. And 88% of those with no school aged children answered "yes" compared with 78% of those with school aged children.
28. Those sampled were asked whether they had found being a citizens' panel member "**time consuming**". Some 70% of the sample (852 respondents) answered as follows:
- 30% answered "yes"
 - 70% answered "no"
29. Some 36% of those people living in other types of accommodation answered "yes" compared with 27% of homeowners and 16% of council tenants.
30. Those sampled were then asked whether they had found being a citizens' panel member "**worthwhile**". Some 74% of the sample (896 respondents) answered as follows:
- 86% answered "yes"
 - 14% answered "no"
31. Some 91% of those aged 65+ and 90% of those aged 45-64 answered "yes" compared with 79% of those aged 25-44 and those aged 18-24. And 93% of council tenants and 89% of homeowners answered "yes" compared with 81% of those living in other types of accommodation.

SECTION 2: CONTACT WITH THE HIGHLAND COUNCIL

Contact with The Highland Council in the Past Year

32. Some **51% of respondents had contact with The Highland Council in the period 1st April 2011 to 31st March 2012**. This finding is identical to that recorded in the 2011 survey. People who record rates of contact that are notably higher than the average for the entire sample are those who are:

- Council tenants (79%);
- Disabled (69%);
- Unable to work (64%);
- Unemployed (60%).

Reason for Your Most Recent Contact

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

Table 2.1 Reasons for the Most Recent Contact

Reasons for Making Contact	2012	2011	2010	2009	2008
	%	%	%	%	%
To make a payment	46	26	32	37	37
To make an enquiry	38	49	41	40	40
To request a service	22	27	29	38	41
To make a complaint	11	12	11	16	11
To speak to your Councillor	6	5	7	6	5
Other	5	10	12	2	2

Base: Respondents who contacted The Highland Council during the preceding 12 months (N in 2012 =650)

Note: Multiple responses were accepted

34. Table 2.1 above shows that the percentage of respondents contacting The Highland Council to **make a payment rose** markedly from 26% in 2011 to 46% in 2012. Meanwhile those for whom the main reason for contact was to **make an enquiry** declined to 38% in 2012 from 49% in 2011. **To make a complaint** was a reason for making contact for 11% of respondents – down marginally from 12% in 2011.

35. The percentage of those for whom their last contact was to **make a payment** was much higher amongst those who are living in other forms of accommodation (61%) than for those who own their home (47%) or who are council tenants (40%).

36. Of those who report that their most recent contact was to **make an enquiry**, higher than average results are found in those respondents who are aged 25-44 (44%) than those aged 45-64 (39%) or those aged 65+ (32%).

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

- are council tenants (49%) than those who are home owners (21%) or in other types of accommodation (16%);
- have a disability (31%) than those who do not have a disability (21%).

How People Made Their Most Recent Contact

38. 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

	2012	2011	2010	2009	2008
	%	%	%	%	%
By telephone	48	58	53	57	59
(Personal visit to Council Office	13	17	19)	n/a	n/a
(Personal visit to Service Point	25	26	29)	n/a	n/a
Personal visits - total	34	40	43	48	50
On-line (e.g. Council website or home computer)	22	19	15	12	8
By letter	8	10	13	11	12
Other	4	1	3	3	1
Ward forum	3	1	1	1	2
On-line (public access computer)	<1	<1	<1	2	2
Home visit by Council staff	0	1	2	2	2

Base: Respondents who contacted The Highland Council during the preceding 12 months (N=650 in 2012)

Note: Multiple responses were accepted. n/a denotes 'not asked'

39. For respondents making contact with the Highland Council in the last year **the telephone remains the leading method of making contact** at 48% but that is a decline on the 58% recorded in 2011
40. There are **two main trends** evident in Table 2.2 above. **The first is the increasing use of on-line contact via home computers** – the percentage using this method continues to rise so that in 2012 it is at 22% having been at 8% in 2008. Of those using this method, it is observable that this is a preference of the following respondents:
- People aged 25-44 (30%) and 45-64 (24%) when compared with those aged 65 and over (13%);
 - People living in their own homes (22%) compared with Council tenants (7%).
41. The **second main trend** is that while personal visits are the **second most common method of making contact** at 34% that represents a decline on the 40% recorded in 2011 and a continuation of the downward movement evident since 2008 when personal visits stood at 50%. (Note: the figures for personal visits in 2010-2012 cannot simply be added for there are some respondents who visited both a Service Point and a Council Office.) Visiting Service Points (25%) remains a more frequently used method of making contact than visits to Council Offices (13%). Of those who made contact by **personal visits** the following features are the most prominent:

- Respondents in the 25-44 age group (30%) make less use of this method compared with those aged 65 and over (40%) and those aged 45-64 (38%);
- Compared with the average (34%), people who are council tenants (58%) are much more inclined to make a personal visit.

Methods of making payments to the Council

42. Those sampled were asked: “If you made payment(s) to the Council which of the following method(s) did you use?” Eleven means of making payment were presented and the answers supplied are in Table 2.3 below:

Table 2.3 Methods of making payments to the Council

Methods	2012 %
Direct Debit	46
Debit/credit card at Service Point	11
Cash or cheque at Post Office	9
Cash at PayPoint or Payzone	5
Debit/Credit Card via Council’s phone payment line	5
Debit/credit card via internet	4
Cash or cheque to school	4
Standing Order	2
Bank Credit Transfer (Bacs)	2
Online banking	1
Telephone banking	0.7

N=650

43. Direct Debit is by far the leading method of payment (46%). Of the other methods listed none were used by more than 1 in 9 people and only two were used by more than 5%: debit/credit card at Service Point (11%) and cash or cheque at Post Office (9%).

Awareness of Accessing Information via Webcasting or Social Networking

44. Panel members were next asked whether they were aware that they could access information through “**webcasting of Council meetings**”. Of the 614 people who answered this question some 33% (32% in 2011) said they were aware of this facility while 67% (68% in 2011) said they were not aware of it. The categories of respondents who are most aware of webcasting are people:

- Aged 65+ (45%) compared with those aged 25-44 (30%) and those aged 45-64 (36%);
- Who do not have school aged children (40%) compared with those who do have (26%).

45. When respondents were also asked whether they were aware they could access information through “**social networking (Facebook, Twitter)**” some 31% (a notable increase on 22% in 2011) are aware of this while 69% said they were not aware of it. In 2011 only 13% of those aged 25-44 had been aware of this facility – in 2012 this has more than doubled to 27%.

Type of Office Contacted

46. 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	2012 %	2011 %	2010 %	2009 %	2008 %
Service Point	71	66	65	66	69
Transport, Environmental and Community (TEC) Services	6	7	7	6	6
Housing Service	5	4	4	8	6
Planning Department	5	7	7	6	7
Head Office / no service specified	3	4	7	8	6
Education, Culture and Sport	3	1	<1	2	2
Finance	2	1	<1	2	1
Social Work	1	2	<1	1	1
Chief Executive's Office	<1	<1	<1	1	1
Other/unclear	3	7	7	-	-

Base: Respondents whose most recent contact with The Highland Council was in person (N=294 in 2012)

47. The main finding from the above table is that for 7 in 10 people (71%) their most recent person to person contact took place at a service point (up on the 66% recorded in 2011).

Contact in Gaelic

48. Three people in 2012 (3 in 2011) said they had made their most recent contact in Gaelic.

Request Dealt with By the First Person Contacted

49. Some 70% 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 lower than that recorded in 2011 (74%) but in line with the figures for 2008-2010 (69% in 2010; 71% in 2009; 72% in 2008). The highest percentages saying that their request had been dealt by the first person contacted are: council tenants (82%); those who are retired (81%); and those aged 65+ (79%). The lowest percentages are from: those aged 25-44 (67%); and people resident in the Highlands less than 5 years (62%).

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

50. 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

	2012		2011		2010		2009		2008	
	Good	Poor	Good	Poor	Good	Poor	Good	Poor	Good	Poor
<i>(a) For all types of contact:</i>										
Helpfulness of staff	74	7	74	7	74	6	72	6	73	5
How well the staff understood what was wanted	73	8	76	7	72	7	76	5	75	6
Overall satisfaction with the service given	63	15	67	12	65	12	67	13	67	11
<i>(b) For personal visits:</i>										
Waiting time	58	9	60	9	64	9	59	7	60	8
Privacy	39	24	40	28	34	28	40	22	39	21
Ability to reach the right person	62	9	55	13	61	11	60	12	62	10
Facilities for people with a disability	68	7	61	3	65	6	61	7	61	6
Opening hours	49	19	57	5	60	3	62	4	62	5
<i>(c) For telephone contacts</i>										
Speed with which the telephone was answered	59	7	65	3	67	3	61	6	62	5
How easy it was to get through to someone who could help	55	15	60	11	57	12	57	16	57	11
Opening hours	49	6	60	4	58	5	59	6	56	4
<i>(d) For letter, e-mail and fax:</i>										
Length of time taken for a response	41	20	35	25	36	23	41	29	37	24
Usable format	64	6	61	8	n/a	n/a	n/a	n/a	n/a	n/a
<i>(e) Council's website www.highland.gov.uk</i>										
Content	n/a	n/a	n/a	n/a	50	7	60	5	n/a	n/a
Home page content	46	5	44	7	n/a	n/a	n/a	n/a	n/a	n/a
General content	46	5	45	4	n/a	n/a	n/a	n/a	n/a	n/a
Ease of use	n/a	n/a	n/a	n/a	38	13	52	13	n/a	n/a
A to Z	38	10	35	21	n/a	n/a	n/a	n/a	n/a	n/a
Navigation	31	22	30	27	n/a	n/a	n/a	n/a	n/a	n/a
Search	30	22	30	26	n/a	n/a	n/a	n/a	n/a	n/a
Links on Homepage	36	11	32	16	n/a	n/a	n/a	n/a	n/a	n/a
Webcasting Council meetings	40	13	44	12	n/a	n/a	n/a	n/a	n/a	n/a
Social Networking e.g. Facebook, Twitter	49	15	41	21	n/a	n/a	n/a	n/a	n/a	n/a

Base: N for 2012 range from 62 to 562 n/a denotes 'not asked'

For All Types of Contact

51. 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.
52. Almost 3 in 4 people - 74% - of those who had made contact rated the **helpfulness of staff** as being “good” while 7% rated it as being “poor”. These results are the same as returned in 2011 and are consistent with the findings of surveys since 2008. Some 86% of those aged 65+ rated the helpfulness of staff as good compared with 76% of those aged 45-64 and 69% of those aged 25-44.
53. 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 73% (down slightly on the 76% recorded in 2011) while 8% rated it as “poor” (7% in 2011). Once again the main difference noticeable according to the categories of respondents is that 82% of people who aged 65+ classified staff understanding of what they wanted as being “good” and 3% regarded it as poor. By comparison, for people who are aged 25-44 some 69% thought staff understanding was “good” while 15% regarded it as being “poor”.
54. When it comes to respondents’ verdicts about their “**overall satisfaction with the service given**”, the percentage of those who regarded it as “good” is 63% - down from 67% in 2011 – while the percentage of those classifying the service they received as “poor” is 15% - up on the 12% recorded in 2011. Once more the main differences by categories of respondents emerge when looking at the age group categories. For those aged 65+ some 76% answered “good” while 6% chose “poor” markedly different from respondents in the 25-44 age group where some 59% answered “good” while 18% chose “poor”.

Personal Visits

55. 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

56. The percentage of those who rated **waiting time** as “good” was 58% (60% in 2011; 64% in 2010). The percentage rating it as “poor” remained the same as in 2011 and 2010 at 9%. The most notable differences amongst categories of respondents are found according to the areas in which people live.

Privacy

57. The percentage of people making a personal visit who rate **privacy** as being “good” is 39% (40% in 2011; 34% in 2010; 40% in 2009) while those who classify privacy as “poor” is 24% (28% in 2011 and 2010 and 22% in 2009). Of the respondents who are disabled, 25% rate privacy as “good” while 29% rate it as “poor” compared with respondents who are not disabled of whom 40% rated “privacy as “good” and 24% said it was “poor”.

Ability to reach the right person

58. Of those who made personal visits, 62% rate as being “good” their **ability to reach the right person** – a figure which represents a rise from 2011 (55%) and a return to the levels seen in previous surveys (61% in 2010; 60% in 2009; 62% in 2008). Some 9% rate this as “poor” – the lowest figure in the last 5 years (13% in 2011; 11% in 2010; 12% in 2009; 10% in 2008). There are no notable differences by categories of respondents.

Facilities for people with a disability

59. Of the respondents who had made a personal visit, 68% said **facilities for people with a disability** were “good” (up from 61% in 2011; 65% in 2010; 61% in 2009 and 2008) while 7% said the facilities were “poor” (3% in 2011; 6% in 2010; 7% in 2009; 6% in 2008). By disability there are notable differences in responses: for respondents with a disability, 45% classified these facilities as “good” (compared with 72% of those who do not have a disability) and 12% said they are “poor” (compared with 6% of those without a disability).

Opening hours

60. **Opening hours** are classified as “good” by 49% - an appreciable decrease on the figures recorded in the past (57% in 2011; 60% in 2010; 62% in 2009; 62% in 2008) while the percentage saying that they are “poor” is 19% - a considerable rise on past years (5% in 2011; 3% in 2010; 4% in 2009; 5% in 2008). While 66% of people aged 65+ consider opening hours to be “good” the figure for 25-44 year olds is 48%. And while 10% of 45-64 year olds say opening hours are “poor”, the figure amongst 25-44 year olds is 22%.

For telephone contact

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

- speed with which the telephone was answered;
- how easy it was to get through to someone who could help;
- opening hours.

Speed with which the telephone was answered

62. Some 59% of respondents assessed the speed of answering as “good” (65% in 2011; 67% in 2010; 61% in 2009; 62% in 2008; 68% in 2007) while 7% said it was “poor” (3%-6% in the 2008 to 2011 surveys). The highest percentage of respondents who classified the speed of answering as “good” were parents of school aged children (71%) and council tenants (72%).

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

63. Some 55% of those answering this question regard this aspect of the service they received as being “good” (60% in 2011; 57% in 2010; 57% in 2009; 57% in 2008). Those whose verdict on this criterion was “poor” amounted to 15% of respondents (11% in 2011; 12% in 2010; 16% in 2009; 11% in 2008). A notably higher percentage of people who are employed chose the “poor” option (18%) than those respondents who are retired (8%).

Opening hours

64. Some 49% said opening hours are “good” - a marked fall from 60% in 2011 (58% in 2010; 59% in 2009; 56% in 2008) – while 6% said they are “poor” (since 2003 it has been in the 4%-6% range). From an analysis of the categories the only notable feature is that the highest percentage of respondents who regard opening hours as “good” are found amongst people aged 25-44 (60%) – by comparison amongst those aged 45-64 the figure is 46%.

For contact by letter / email / leaflet

65. Of the 203 respondents who had made contact by at least one of these methods, 41% rated the length of time taken for a response as “good” (up from 35% in 2011; 36% in 2010) just over double the 20% who rated it as “poor” (down from 25% in 2011; 23% in 2010).

66. A new question was asked at this point in the 2011 Survey and it was repeated in the 2012 Survey. Respondents were invited to rate the “usable format (other language, print size)”. Of the 128 who answered 64% chose “good” (61% in 2011) while 6% chose “poor” (8%).

Council’s website

67. 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 – Home Page and General Content

68. Prior to 2011 the Survey had asked just one question about the “content” of the website. In 2011 this was changed to two questions, one on “**home page content**” and another on “**general content**”. In 2012, home page content was rated “good” by 46% (44% in 2011) and “poor” by 5% (7% in 2011) while general content received the same ratings – classified as “good” by 46% (45% in 2011) and “poor” by 5% (4% in 2011).

Council’s website - Ease of Use

69. Under the heading ‘**Ease of Use**’, where one question had formerly been asked, in 2011 this question was split into four parts and that practice has been maintained for this year. The results show that when compared with the returns from 2011, in all four ‘Ease of Use’ categories, the margin between those who rate the categories as “good” and those who rate them as “poor” has widened:

- Ease of Use A to Z – 38% rate this as “good” and 10% as “poor” giving a margin of 28%. In 2011 the margin was 17% (35% rating this as “good” and 21% as “poor”);

- Links on Homepage – 36% rate this as “good” and 11% as “poor” giving a margin of 25%. In 2011 the margin was 16% (32% rating this as “good” and 16% as poor”);
- Navigation – 31% rate this as “good” and 22% as “poor” giving a margin of 9%. In 2011 the margin was 3% (30% rating this as “good” and 27% as poor”);
- Search – 30% rate this as “good” and 22% as “poor” giving a margin of 8%. In 2011 the margin was 4% (30% rating this as “good” and 26% as poor”).

70. As was the case in 2011, females are much more likely to rate the ease of use across all 4 categories as “good” (their percentages ranged from 36% - 45%) than males (25%-34%).

Webcasting Council Meetings

71. In the 2011 Survey a new question was asked on the webcasting of Council meetings and this was repeated in the 2012 Survey. Of the entire sample of 1,215 some 99 (8%) gave their views: 40% chose “good” (44% in 2011) and 13% chose “poor” (12% in 2011).

Social Networking e.g. Facebook, Twitter

72. The question which had appeared in 2011 for the first time on social networking was also repeated in 2012. Of the 1,215 sample, 62 people (5%) gave their views. Of them just under half - 49% - chose “good” (41% in 2011) and 15% chose “poor” (21% in 2011).

Satisfaction with Information on The Highland Council’s Services

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

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

	2012	2011	2010	2009	2008
	%	%	%	%	%
“Very” + “Fairly” satisfied	63	69	67	65	64
Neither satisfied nor dissatisfied	29	25	27	29	27
“Very” + “Fairly” dissatisfied	8	6	6	7	9

N=1,176 in 2012

74. The percentage of respondents who say that they are satisfied (either “very” or “fairly”) in 2012 stands at 63% - a drop from the 69% recorded in 2011. The percentage of respondents expressing themselves as dissatisfied (either “fairly” or “very”) stands at 8% (6% in 2011).

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

- Aged 65+ (75%) compared with those aged 25-44 and 45-64 (both 61%);

- Council tenants (73%) compared with those living in other types of accommodation (59%).

76. A net satisfaction rate can be 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” (see Table 2.7 below). The results show that this net satisfaction rate for 2012 is 55% - a decline from the high point of 63% recorded in 2011 (61% in 2010; 58% in 2009; 55% in 2008).

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

	2012	2011	2010	2009	2008
	%	%	%	%	%
Net satisfaction rate	55	63	61	58	55

N = 1,176 in 2011

Additional Methods for Receiving Information or Contacting the Council

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

Table 2.8 Additional Methods for Receiving Information or Contacting the Council

Method	2012	2011	2010	2009	2008
		%	%	%	%
Interactive/ Digital TV	26	31	22	32	35
Text to and from your mobile	35	32	27	19	25

N = 1,153 in 2011

Note: Multiple responses were permitted

78. **Interactive/Digital TV** is supported by 26% (31% in 2011; 22% in 2010; 32% in 2009; 35% in 2008).

79. **Texting** has risen in popularity once more with this method now being favoured by more than one in three - 35% - in 2012 compared with 32% in 2011, 27% in 2010, 19% in 2009, and 25% in 2008. What is most evident from an analysis of the categories of users is that while 35% of the entire sample would use this method, the figure for 25-44 year olds is appreciably greater at 45% while it is much lower amongst those aged 65 and over at 18%.

Ease of Contact with The Highland Council

80. In 2011, 90% of respondents answered “yes” and 10% answered “no” to the question: **“Overall, do you find it easy to contact The Highland Council when you need to?”** This result is basically stable – the percentages answering “yes” in the previous 4 years were: 93% in 2011; 92% in 2010; 93% in 2009; and 90% in 2008. 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

81. The first question under this heading reads: “**The Highland Council provides a wide range of services. Please identify the service(s) you have used over the period 1 April 2011 - 31 March 2012 and express your satisfaction with each by placing a tick in the boxes below.**” This is the second year (2011 being the first) in which the survey explicitly states that respondents should be commenting on services only if they have used them within a designated time period.
82. Those surveyed were then presented with a list of 45 services (41 in 2011) provided by The Highland Council and invited to select one of the following 6 options for each service:
- **Have Not Used Service**
 - **Very Satisfied**
 - **Fairly Satisfied**
 - **Neither Satisfied/Dissatisfied**
 - **Fairly Dissatisfied**
 - **Very Dissatisfied**
83. For the 2008 and 2009 Surveys, respondents, when invited to give a verdict on their satisfaction with services, were presented with the following instruction: “If any question is not relevant to you - please leave it blank.” The Performance Survey for 2010 was the first that gave respondents the option to select “Have Not Used Service”. This option was retained in the 2011 Survey but to make it clearer to the respondents it was moved from the end to the start of the row and that format was again used in the 2012 Survey.
84. 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 2008. Note though that comparisons with the results of the 2009 and 2008 Surveys comes with a **warning attached** in that the change in the options available to respondents – whereby they were presented in 2010, 2011 and 2012 with the opportunity to select “have not used service” - may well have reduced the percentages of those who would otherwise have chosen “neither satisfied/dissatisfied”. The likely impact of any shift of this kind is that it will have accentuated trends in either positive or negative directions regarding the net satisfaction rates for services. The retention and repositioning of the “have not used service” option plus the alteration of the wording so that it specifies the dates between which people have had to use the service in order to give an opinion on it should mean that the results of the 2011 and 2012 surveys are more accurate than ever.
85. In **Appendix 1** you will find a more detailed analysis of the results for each of the 45 services. There we state what percentage of the overall sample of 1,215 people has answered that part of the question and we reveal the percentages of respondents who select each of the various options of relative satisfaction or dissatisfaction on offer to them.

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

Service	2012	2011	2010	2009	2008
	%	%	%	%	%
Payment of Council Tax	83	82	78	72	72
Libraries	81	89	78	65	62
Walking routes e.g. Great Glen Way	80	83	77	56	56
Council Service Points	74	83	74	72	70
Public Parks and other open spaces	73	82	63	48	45
Registrars for Births, Deaths & Marriages	73	80	74	54	59
Recycling facilities	72	66	61	57	48
Refuse/bin collection	72	73	74	72	73
Other sports facilities	69	72	52	33	34
Burials and cremations	68	68	63	41	45
Countryside ranger service	67	71	61	39	36
Primary education	65	64	74	49	56
Swimming pools	64	62	53	40	37
Street lighting	64	69	63	58	53
Museums	64	79	59	35	36
Pre-school services	62	65	63	38	37
Secondary education	57	63	60	39	44
Environmental Health Service	55	53	33	23	23
Cycling paths	50	65	36	19	28
Community learning/adult education	47	41	32	20	26
School meals	45	60	45	28	31
Street cleaning	43	37	30	30	25
Trading Standards	41	42	38	19	20
Economic development / business support	35	27	10	3	3
School transport	33	45	51	31	33
Advice on Benefits	31	34	20	18	18
Housing information and advice	30	30	18	12	14
Community Occupational Therapy	30	28	17	8	10
Services to protect adults at risk from harm	29	25	18	n/a	n/a
Services to protect children from harm	28	37	24	14	18
Breakfast and after school clubs	24	46	28	7	11
Gaelic Primary education	24	n/a	n/a	n/a	n/a
Care at home services	23	25	23	14	10
Residential homes for disabled/elderly people	21	32	11	6	4
Gaelic Pre-school services	21	n/a	n/a	n/a	n/a
Public conveniences	19	38	18	1	4
Dealing with flooding	18	28	21	19	11
Pavement maintenance	16	8	6	3	-7
Gaelic community learning/adult education	15	n/a	n/a	n/a	n/a
Gaelic Secondary education	13	n/a	n/a	n/a	n/a
Planning for future land use (Local Plan)	3	3	-9	-9	-5
Winter road maintenance	0	-9	-23	-3	-2
Planning applications and building warrants	-2	2	-4	-3	-6
Services to reduce youth offending	-13	-9	-27	-27	-27
Road repairs and pot holes	-59	-55	-57	-50	-55

Base: N in 2012 = 102 – 1,140

86. Table 3.1 above shows that **the phenomenon recorded in 2010 and in 2011 of major increases in net satisfaction rates has not continued in 2012**. Out of the 41 services where comparisons can be made between 2011 and 2012:

- **12** received **increases in net satisfaction rates in 2012**;
- **26** experienced **decreases**;
- **3** remained **the same**.

However, with 2011 being a record year, it should be noted that of the 41 services 29 still have higher ratings than in 2010 and for a further 3 the ratings are the same as they were in 2010. Moreover only 2 of the 41 services have lower net satisfaction ratings than 2009.

87. An impression of changes in overall net satisfaction rates across almost the entire list of services can be obtained by looking at the number of services found within various net satisfaction ranges or bands. Table 3.2 below reveals the results of the Performance Surveys from 2008 to 2012 according to this measure.

Table 3.2 Number of Services in the Various Net Satisfaction Rate Bands (2008-2012)

Net Satisfaction Rate Bands %	Number of Services				
	2012	2011	2010	2009	2008
80-100	3	6	0	0	0
60-79	13	13	14	4	4
40-59	7	5	5	8	8
20-39	11	11	10	10	12
0-19	8	3	7	13	10
Less than 0%	3	3	5	5	6

88. The above table shows that in 2012:

- **3 services are in the 80-100% band** compared with 6 in 2011 - note there were no services in this band in each of the surveys between 2008 and 2010;
- **A further 13 services are in the 60-79% band** – the same number as in 2011 and a level which in the 2008 and 2009 surveys only 4 services had achieved;
- **Only 3 services have a net satisfaction rate of less than 0%** - down from 6 in 2008.

The table also shows that in 2012 some **34 services received net satisfaction rates in excess of 20%** (by comparison: in 2011 it was 35 services; in 2010, 29 services; in 2009, 22 services, and in 2008, 24 services).

Use of Services

89. Because respondents had the option in 2011 and 2012 of selecting “have not used the service” in answer to the question re their satisfaction with the 41 services, we can calculate the percentage by selecting one of the indicators of satisfaction/ dissatisfaction, are effectively reporting that they have used these services. The results are in Table 3.3 below.

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

SERVICES	% of People indicating they used a service	
	1 st April 2011 to 31 st March 2012	1 st April 2010 to 31 st March 2011
	%	%
Refuse/bin collection	94	93
Recycling facilities	92	91
Road repairs and pot holes	90	90
Winter road maintenance	88	88
Street cleaning	82	82
Street lighting	81	81
Pavement maintenance	80	80
Public Parks and other open spaces	67	68
Payment of Council Tax	67	67
Public conveniences	61	61
Libraries	59	59
Dealing with flooding	47	40
Council Service Points	40	44
Swimming pools	40	39
Museums	34	38
Walking routes e.g. Great Glen Way	33	37
Planning applications and building warrants	33	32
Planning for future land use (Local Plan)	33	31
Other sports facilities	31	31
Cycle paths	28	30
Environmental Health Service	24	23
Registrars for Births, Deaths and Marriages	23	22
Primary education	22	20
Secondary education	22	22
Community learning/adult education	21	21
School meals	21	19
Countryside ranger service	20	21
Burials and cremations	19	19
Economic development / business support	18	16
School transport	18	16
Trading Standards	18	19
Care at home services	18	16
Residential homes disabled/elderly people	17	16
Council housing information and advice	17	17
Pre-school services	15	14
Community Occupational Therapy	14	14
Advice on Benefits	14	15
Services to protect children from harm	14	12
Services to protect adults at risk of harm	13	13
Services to reduce youth offending	13	11
Breakfast and after school clubs	11	10
Gaelic Primary education	9	n/a
Gaelic Pre-school services	8	n/a
Gaelic Secondary education	8	n/a
Gaelic adult learning/ community education	8	n/a

N in 2012 = 102-1,140

90. **Table 3.3 shows that the percentage of people saying they use a service has varied little from 2011 to 2012. ‘Dealing with flooding’ was the only service in 2012 that showed a notable increase in the percentage of people saying that they had used that service – the percentage rising from 40% in the 2011 survey to 47% in the 2012 survey. There were three services which had a 4% decrease in the percentage of people saying that they used that service in the 2012 survey compared with the results of the 2011 survey - service points (44% to 40%); museums (38% to 34%); and walking routes (37% to 33%).**
91. **In the 2012 survey (as was the case in the 2011 edition) at least 80% of the entire sample indicated that they used or were recipients of 7 of the 45 services namely: refuse/bin collection (which heads the list as it is used by 94%); recycling facilities (a close second with 92% using this service); road repairs and potholes (90%); winter road maintenance (88%); street cleaning (82%); street lighting (81%); and pavement maintenance (80%).**
92. **A further 4 services were used between 1st April 2011 and 31st March 2012 by more than 50% of the sample namely: public parks and other open spaces (67%); payment of council tax (67%); public conveniences (61%); and libraries (59%).**
93. **A further 9 services were used in that same time period by more than 25% of respondents: dealing with flooding (47%); Council service points (40%); swimming pools (40%); museums (34%); walking routes (33%); planning applications and building warrants (33%); planning for future land use (33%); other sports facilities (31%); and cycle paths (28%).**

Importance of Services

94. Respondents were then invited to rank order the 5 services from the list of 45 they regarded as being the most important to them. Table 3.4 below reveals the percentage of the overall sample which selected these services in their top 5.

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

Services	2012	2011	2010	2009	2008
	%	%	%	%	%
Road repairs and pot holes	61	63	48	49	46
Winter road maintenance	50	54	49	42	40
Refuse/bin collection	48	50	45	42	38
Recycling facilities	32	39	37	34	37
Primary education	22	24	27	22	24
Secondary education	18	20	23	20	18
Public Parks and other open spaces	18	17	16	14	16
Street cleaning	17	16	14	17	19
Libraries	16	18	22	13	13
Swimming pools	14	16	18	15	14
Pavement maintenance	14	15	12	14	17
Other sports facilities	11	11	12	14	13
Public conveniences	11	10	7	8	7
Care at home services	10	9	11	6	7
Planning for future land use (Local Plan)	10	8	9	9	12
Cycle paths	9	8	8	10	9
Walking routes e.g. Great Glen Way	8	8	8	7	7
Street lighting	8	9	8	9	10
Residential homes for disabled/elderly people	7	8	14	10	10
Council Service Points	7	9	8	13	11
School transport	6	5	7	6	6
Services to protect children from harm	6	8	11	8	10
School meals	6	4	4	5	6
Payment of Council Tax	6	8	7	11	9
Pre-school services	6	7	7	7	7
Planning applications and building warrants	6	6	8	8	9
Dealing with flooding	6	4	4	4	5
Housing information and advice	4	5	4	3	3
Museums	4	4	5	2	2
Services to protect adults at risk of harm	3	4	5	n/a	n/a
Community learning/adult education	3	4	5	5	5
Environmental Health Service	3	3	5	4	3
Economic development / business support	2	3	3	3	2
Advice on Benefits	2	4	3	7	6
Services to reduce youth offending	2	3	5	8	9
Community Occupational Therapy	2	2	3	3	2
Countryside ranger service	1	2	3	1	2
Registrars for Births, Deaths and Marriages	1	1	1	2	2
Breakfast and after school clubs	1	1	3	3	3
Trading Standards	1	1	1	2	1
Gaelic community learning/adult education	1	n/a	n/a	n/a	n/a
Gaelic secondary education	1	n/a	n/a	n/a	n/a
Burials and cremations	0.9	1	2	2	2
Gaelic pre-school services	0.8	n/a	n/a	n/a	n/a
Gaelic primary education	0.7	n/a	n/a	n/a	n/a

Base: All respondents (N=1,215 in 2012)

95. **The four services that have been receiving the most mentions in each survey** (winter road maintenance; road repairs and potholes; refuse/bin collection; and recycling facilities) **are once more the ones** with the highest percentages in the 2012 survey.
96. **Road repairs and pot holes** retains the top spot with 61% (63% in 2011; 48% in 2010). This service is of even greater importance to males (67%) than to females (57%) and to people who are retired (65%) or in employment (61%) than it is to people who are unemployed (50%).
97. **Winter road maintenance**, in second spot, is one of the 5 most important services for 1 in 2 respondents (50% in 2012; 54% in 2011; 49% in 2010 to 42% in 2009; 40% in 2008). Some 56% of those without school aged children rank this service in their top 5 compared with 39% with school aged children.
98. **Refuse/bin collections** is one of the 5 most important services for almost 1 in 2 (48%) in 2012. That compares with 50% in 2011, 45% in 2010, 42% in 2009 and 38% in 2008. This service is in the top 5 of 55% of people who are retired – compared with 48% of those who are employed and 42% of those who are unemployed.
99. There is only one other service which was ranked in their top 5 services by more than 1 in 4 respondents and that is **recycling facilities**. Chosen by 32% in 2012 (down from 39% in 2011; 37% in 2010; 34% in 2009; 37% in 2008), it is a top 5 service for 38% of those who do not have school aged children compared with 21% of those with school aged children.
100. **Primary education** (selected by 22% of the whole sample – down from 24% in 2011 and 27% in 2010) and **secondary education** (chosen by 18% of all respondents - down from 20% in 2011 and 23% in 2010) are services where there are noticeable –if unsurprising – differences in the order of importance they are accorded by the categories of respondents. Both of these services are mentioned much frequently in their 5 most important services by respondents with school aged children than those who do not have school aged children. Primary education is listed by 57% of those with children at schools compared with 6% of those with no school aged children while secondary education is listed by 52% of those with children at schools compared with 6% of those with no school aged children.
101. **Public parks and open spaces** (18% overall - 17% in 2011; 16% in 2010) are listed in the top 5 services of 25% of those aged 25-44 compared with 12% of those aged 65+.
102. **Street cleaning** (listed by 17% - 16% in 2011; 14% in 2010) and **pavement maintenance** (selected by 14% - 15% in 2011 and 12% in 2010) are very similar in the categories of respondents who regard these services as being in their top 5. Both are listed more frequently by those who are aged 65+ (24% and 12% respectively) compared with those aged 25-44 (10% and 6%).

103. **Libraries** (16% in 2012; 18% in 2011; 22% in 2010; 13% in 2009 and 2008). Are a top 5 services for 1 in 4 respondents aged 65+ compared with just over 1 in 10 (11%) of those aged 25-44.
104. While **swimming pools** score 14% overall (down from 18% in 2011 and 22% in 2010)) they are listed in the top 5 by 24% of those with school aged children compared with 9% of those without school aged children. And by age, some 26% of those who are 25-44 rank swimming pools in their top compared with 7% of those aged 65+. The same pattern is evident re the listing of **other sports facilities** (selected by 11% of the entire sample). Some 18% of those aged 25-44 and 16% of those with school aged children ranked this service in their top 5 – compared with 3% of those aged 65+ and 5% of those without school aged children.
105. **Public conveniences** (11% in 2011; 10% in 2011; 7% in 2010) are of particular importance to people who have a disability (18%) compared with those without a disability (10%) and to people unable to work (24%) compared with those who are employed (9%).
106. The **Care at home service** is in the 5 most important services of 10% of the entire sample (9% in 2011; 11% in 2010). By gender females (14%) are twice as inclined to list this in their 5 most important as males (7%).
107. Some 10% list **planning for future land use (Local Plan)** in their 5 most important services (8% in 2011; 9% in 201 and 2009; 12% in 2008). Males (12%) select this in their leading 5 at greater rate than females (7%).
108. While 7% of the overall sample listed **Council Service Points** in their top 5 (9% in 2011; 8% in 2010) this is a service of particular importance to those who are Council house tenants (listed by 28% of these respondents) than it is to those who are home owners (7%).
109. There are three other services – all involving children – which, while chosen by fewer than 7% or fewer of the entire survey, show a marked difference in the importance accorded to them by categories of users. Two of them are **school transport** and **school meals** – cited by 19% and 15% respectively of those with school aged children and in both cases, by 1% of those without school aged children. The third service where there is marked difference is **pre-school services** – listed by 15% of 25-44 year old, it is chosen by 1% of those 65+.

Overall Satisfaction

110. Those surveyed were asked: “**Overall, are you satisfied with the services The Highland Council provides?**” **Some 83% of respondents in 2012 answered “yes”** - down slightly on the 85% recorded in 2011 (83% in 2010; and 83% in 2009).
111. The **highest percentages of people choosing to answer “yes” were: people aged 65+ (92%) and people resident in the Highlands for 5 to 10 years (also 92%)**. In looking at employment status, respondents who are retired (90%) expressed even higher levels of satisfaction with services provided than those who are employed (84%) with those unable to work recording the lowest level of satisfaction (76%).

112. In the following wards at least 90% of respondents answered “yes”: Inverness South (94%); Caol & Mallaig (93%); Badenoch & Strathspey (93%); Fort William & Ardnamurchan (91%); East Sutherland and Edderton (90%); Wester Ross, Strahpeffer and Lochalsh.

More or Less Satisfied with Services

113. The next question for respondents was: “**overall, are you more or less satisfied with The Highland Council’s services than you were last year?**” Table 3.5 below shows the responses to this question for the period 2008 to 2012.

Table 3.5 Change in Satisfaction with Services

	2012	2011	2010	2009	2008
		%	%	%	%
More satisfied	5.4	7	6	7	8
About the same	72.2	71	68	73	72
Less satisfied	22.3	22	23	15	15
Don't know	n/a	n/a	3	5	5
Total	100	100	100	100	100

N=1,203 respondents in 2011

114. Table 3.6 reveals that the percentage of respondents who are “**less satisfied**” is 22% - the same as in 2011 and down marginally on the 23% of 2010 but still well up on the 15% recorded in 2009 and 2008. Those who said they are “**more satisfied**” than they were a year ago dipped from 7% in 2011 to 5% in 2012. The notable differences by categories of respondents are:

- By **age group** of the people who said they were “**less satisfied**” those most likely to have this opinion were those aged 25-44 (29%) and 45-64 (23%) – higher figures than those recorded by respondents aged 65 + (13%);
- By **employment status** of those who said they were “**less satisfied**” the highest percentage is found amongst those who are unable to work (36%) and the lowest amongst those who are retired (15%) while of those who are employed 24% selected the “less satisfied” option;
- Some 31% of those with school aged children chose “less satisfied” compared with 18% of those with no school aged children.

Complaints to The Highland Council in the Past Year

115. Those being surveyed were then asked “**if you made a complaint about the Council in the past year, how satisfied were you with how the Council handled your most recent complaint?**” Some 16.5% of respondents by choosing to answer this question indicated that they had made a complaint (14.5% in 2011; 18.5% in 2010).

116. Table 3.6 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 2012 and compares the figures with those of 2011 and 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 3.6 Levels of Satisfaction/Dissatisfaction with the Way The Highland Council Handled Complaints

Levels of Satisfaction/ Dissatisfaction	2012 %	2011 %	2010 %
Very satisfied	10	7	6
Fairly satisfied	21	29	24
Total of Very + Fairly Satisfied	31	36	30
Neither satisfied nor dissatisfied	25	18	19
Fairly dissatisfied	17	22	19
Very dissatisfied	27	24	32
Total of Very + Fairly Dissatisfied	44	46	51
Net Satisfaction Rate (Total Satisfied – Total Dissatisfied)	-13	-10	-21

N=201 in 2012

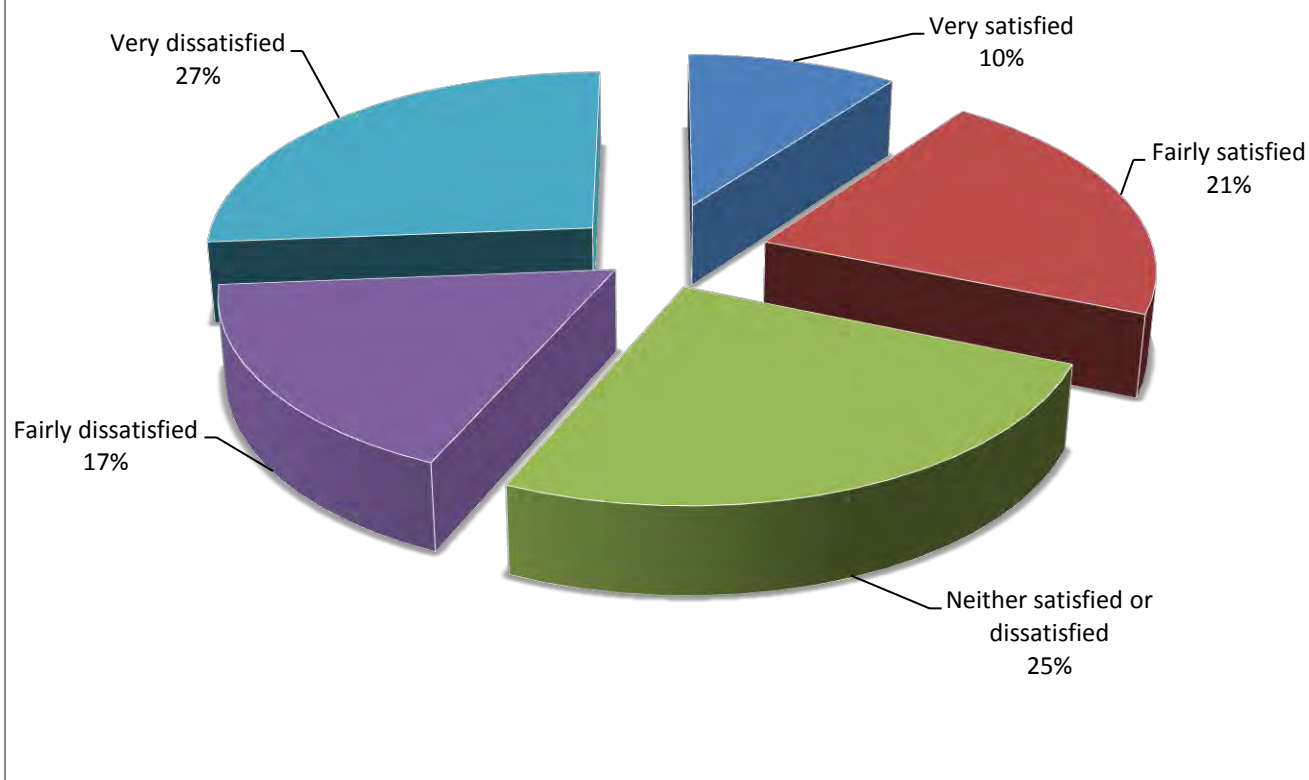
117. Table 3.6 reveals that **44% of respondents (down from 46% in 2011 and 51% in 2010) are dissatisfied** (either “fairly” or “very”) with the way their complaint has been handled. Just over 1 in 4 people (27%) describe themselves as being “very dissatisfied”. Those who declare themselves to be “fairly dissatisfied” stands at 17%. **By contrast, 31% are satisfied (either “very” or “fairly”) with the way their complaints have been handled** (36% in 2011 and 30% in 2010). Some 10% are “very satisfied” (7% in 2011; 6% in 2010) and 21% are “fairly satisfied” (29% in 2011; 24% in 2010) .**The net satisfaction rate is -13%** (a dip of 3% on the -10% in 2011% but still up on the - 21% recorded in 2010).

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

- A marked gender difference is apparent in that **females have a positive net satisfaction rate of 2%, much greater than that for males which stands at -21%**;
- By employment status, the results show that **those who are employed record a net satisfaction rate of -23% while for those who are retired it is a positive net satisfaction rate of 9%**;
- **Those who have school aged children have a net satisfaction rate of -35% which is much higher than the -6% rate for those who do not have school aged children.**

119. 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:

Fig 3.1 Respondents' Levels of Satisfaction/Dissatisfaction with the way The Highland Council handled their complaints in 2011



Reasons for Dissatisfaction

120. Respondents were then invited to list the reasons for their dissatisfaction in this manner: **“If you were dissatisfied with how a complaint was handled, please identify the reasons by selecting all that apply.”** And then there followed 4 options: timescale; quality of response; outcome; and other. Some 122 (10%) of the entire sample answered this question giving their reasons for their dissatisfaction as follows (note that with multiple responses permitted – and taken - the percentages in table 3.7 below add to more than 100%):

Table 3.7 Reason for Dissatisfaction with the Way Complaints Were Handled

Reason for Dissatisfaction	Those Dissatisfied in 2012 %	Those Dissatisfied in 2011 %
Outcome	69	49
Quality of response	42	62
Timescale	36	39
Other	16	19

In 2012 N=122

121. In 2012 “**outcome**” was the main reason for people’s dissatisfaction being cited by almost 7 in 10 (69%) – a major increase on the near 5 in 10 (49%) who cited this in the 2011 survey. “**Quality of response**” was selected by just over 4 in 10 (42%) in 2012 – a major decrease on the result in 2011 when just over 6 in 10 people (62%) in 2011 made this factor the leading reason for people’s dissatisfaction with the way their complaints have been handled. Some 36% in 2012 selected “timescale” as a reason for their dissatisfaction – a slight fall on the 39% who chose this option in 2011.

Qualities

122. 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 3.8 overleaf gives the results.

123. 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).

124. The **qualities in Table 3.8** below are **ranked according to the extent to which respondents to the 2012 survey agreed that The Highland Council does exhibit these qualities.**

Table 3.8 Respondents' Views as to Whether The Highland Council Meets the Stated Qualities

Qualities	Strongly Agree %	Agree %	2012 Survey Neither Agree or Disagree %	Disagree %	Strongly Disagree %	Difference between % who agree and % who disagree in 2012	Difference between % who agree and % who disagree in 2011	Difference between % who agree and % who disagree in 2010
Maintains good quality local services	10	54	23	10	3	51	52	50
Is approachable	9	51	29	8	3	49	56	n/a
Is environmentally friendly	9	46	35	8	2	45	39	34
Is helpful	7	49	34	7	4	45	46	46
Is a fair employer	7	26	61	4	2	27	26	22
Listens to local people	5	31	37	19	8	9	11	-2
Tells local people what it is doing	5	33	33	23	6	9	15	7
Is aware of people's needs	4	28	42	20	6	6	17	6
Treats all residents fairly	6	26	41	20	7	5	7	-1
Provides value for money	4	27	41	19	9	3	8	-6
Is efficient	4	25	41	22	8	-1	4	-6
Represents your views	4	21	44	23	8	-6	-2	-12
Involves people in how it spends its money	4	17	40	29	10	-18	0.3	-25

N = 1,143 - 1,200 in 2012

125. As was the case in 2010 and 2011, one of the features which catches the eye when looking at Table 3.10 is **how few of the respondents to the 2012 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 10% of the respondents.

126. Notice that **compared with 2011 the scores for 2012 have risen in 2 of the 13 qualities and decreased in the other 11**. However compared with 2010 - in the 12 qualities where comparison can be made – the scores for 10 of the qualities in 2012 are higher than they were in 2010; for 1 it is the same; and for the other 1 it has decreased marginally (by 1%).
127. There are **2 qualities where the changes in net satisfaction rates between 2011 and 2012 are greater than -10%**. These are: **“is aware of people’s needs”** (which declined by -11% from 17% to 6%); and **“involves people in how it spends its money”** (which declined by -18.3% from 0.3% to -18%). For the other 9 qualities the decline is the range of -1% to -7%.
128. The two qualities which bucked the general downward trend in 2012 were: **“is environmentally friendly”** (up 7% to 45%); and **“is a fair employer”** (up 1% to 27%).
129. Whereas in 2010 there were 6 qualities which were found to have had more people disagreeing or strongly disagreeing with the statements made than those who agreed or strongly agreed with them, in 2011 there was only 1 quality where the score was a negative one. In 2012 there are 3 qualities which have received negative net satisfaction ratings though one of these (**“is efficient”**) is marginal at -1%.
- 130.** Of all the 13 qualities **“Is approachable”** is the statement regarding The Highland Council about which 60% agree (including 9% strongly so) and 11% disagree (including 3% strongly so). The result is that this quality is the one where the difference between those agreeing and those disagreeing is 49% (compared with 56% in 2011 when views on this quality were first sought).
131. **“Maintains good quality services”** is another statement regarding The Highland Council about which 64% agree (including 10% strongly so) while only 13% disagree (including 1% strongly so) giving a margin of 51% between those two opinions (52% in 2011; 50% in 2010). While all categories of respondents return a decisive majority agreeing that The Highland Council displays this quality there are notable variations within some categories.
- While the margin between those who agree and those who disagree with this statement is 54% amongst those who do not have a disability, it is 42% amongst those who have a disability.
 - By age, the margin between those who agree and those who disagree with this statement is 60% amongst those who are 65+, it is 51% amongst those who are 25-44 and 47% amongst those aged 45-64.
 - By housing tenure, the margin between those who agree and those who disagree with this statement is 53% amongst those who are homeowners, 52% amongst those who live in other forms of accommodation but 34% amongst council tenants.

- By employment status, the margin between those who agree and those who disagree with this statement is 60% amongst those who are unemployed, 58% amongst those who are retired, 49% amongst those who are in employment, but is 30% amongst those unable to work.

132. “**Is helpful**” is the third statement regarding The Highland Council with which 56% agree (including 7% strongly so) while 11% disagree (including 4% strongly so) leaving a margin of 45% (46% in 2011 and 2010) between these two opinions. All categories return an overwhelmingly positive view of The Highland Council regarding this quality with the margins in favour of this statement ranging from 33% to 57%.

133. “**Is environmentally friendly**” is a statement about The Highland Council with which 55% agree (including 9% strongly so) while 10% disagree (including 2% strongly so) leaving a margin of 45% in favour of the statement (39% in 2011; 34% in 2010). Every major category of users returns an overwhelming majority who support this statement (the minimum is 38%).

134. “**Is a fair employer**” is a statement with which 33% agree (including 7% strongly so) while 6% disagree (including 2% strongly so) leaving a margin in favour of this statement of 27% (26% in 2011; 22% in 2010; 24% in 2009). Note that this statement attracts by far the highest percentage of respondents (61%) opting for the “neither agree or disagree” option suggesting that most respondents, not having experience of the Highland Council as an employer, decided to go for the safety of that option. This though should not detract from the fact that where people do have knowledge of the Council as an employer a clear majority view it as being a fair employer.

135. “**Tells local people what it is doing**” is a statement with which 38% agree (including 5% strongly so) while 29% disagree (including 6% strongly so) leaving a margin of 9% between these two opinions. This is a decrease on the 15% recorded in 2011 (7% in 2010). The variations in responses to note are as follows:

- Amongst people who have lived in the Highlands for less than 5 years 33% more agree with this statement than disagree with it and amongst those resident for 5-10 years there is an 18% margin in favour of the statement – both figures well in excess of the average for the sample;
- Amongst people who are unemployed 18% more agree with this statement than disagree with it and amongst people who are retired the margin is 14% - but amongst those who are unable to work there is a majority of 4% on the side of those who disagree with the statement.
- Amongst people with a disability there is a bare margin in favour of the statement (1%) – while for people who do not have a disability the margin in favour of the statement is 12%.
- By housing tenure it is noticeable that while 13% more homeowners and 6% more council tenants agree than disagree with the statement, amongst people

who live in other forms of accommodation the situation is reversed with 1% disagreeing with the statement than agreeing with it.

136. “Is aware of people’s needs” is a statement with which 32% agree (including 4% strongly so) while 26% disagree (including 6% strongly so) leaving a margin in favour of the statement of 6% (17% in 2011; 6% in 2010; 1% in 2009). The gap between those who agree to any extent with the statement and those who disagree with it is notably greater amongst:

- People who are home owners (10%) and live in other forms of accommodation (5%) than amongst those who are council house tenants (0%);
- People who are unemployed (16%), retired (14%) who are employed (7%) than those who are unable to work (-8%);
- People who do not have a disability (11%) compared with people with a disability (-1%).

137. “Treats all residents fairly” is a statement with which 32% agree (including 6% strongly so) while 27% disagree (including 7% strongly so) leaving a margin of 5% between these two opinions – slightly less than the 7% in 2011 but more than the -1% recorded in 2010. There are some noteworthy variations in the patterns of responses by categories of respondents:

- Amongst people who have a disability the percentage of people who disagree with this statement outnumber those who agree by 5% whereas the situation is reversed for people who do not have a disability. Amongst such there is a 9% margin agreeing with the statement.
- While the margin in favour of the statement was 15% amongst those aged 65+, it was 4% amongst those aged 45-64 and 3% among those aged 25-44.
- Amongst those resident in the Highlands for 5-10 years there is margin of 21% in favour of the statement – appreciably higher than the margin of 5% recorded amongst those who have lived in the Highlands for more than 10 years.
- The margin in favour of this statement amongst people who are retired is 16%, amongst people who are unemployed it is 14% but amongst the employed it is 2% while amongst those unable to work the margin tilts the other way – there 8% more disagree than agree with this statement.
- By housing tenure a difference is also apparent – homeowners agree with the statement by a margin of 9% but amongst those who live in other forms of accommodation there is a bare margin of 1% in favour of the statement while amongst council tenants the percentages agreeing and disagreeing with the statement are equal.

138. “Listens to local people” is a statement with which 36% agree (including 5% strongly so) while 27% disagree (including 5% strongly so) leaving a margin of 9% between

these two opinions (11% in 2011; -2% in 2010). Underneath the overall score there are some notable variations according to categories of users:

- Amongst respondents who have a disability those who agreed with the statement were outnumbered by those who disagreed (-2%). By comparison the percentage of those without a disability who agreed with the statement clearly outnumbered those who disagreed (11%).
- By employment status amongst respondents who are unable to work those agreeing with the statement equalled the percentage disagreeing (0%). The percentage of those who agreed with the statement clearly outnumbered those who disagreed in the other employment categories: unemployed (19%); employed (11%); the retired (11%).
- Of all the categories of respondents those resident in the Highlands less than 5 years gave the greatest margin in favour of this statement (34%).

139. **“Provides value for money”** is a statement with which 31% agree (including 4% strongly so) while 28% disagree (including 9% strongly so) leaving a margin between these two opinions of 3% (8% in 2011 and -6% in 2010). In the categories of respondents the greatest margins between those agreeing and disagreeing with the statement are found amongst people: resident in the Highlands less than 5 years (24%) and resident in the Highlands between 5 and 10 years (15%); who are council house tenants (15%); who are retired (10%) – compared especially with those who are employed (3%).

140. **“Is efficient”** is a statement about The Highland Council with which with which 29% agree (including 4% strongly so) while 30% disagree (including 8% strongly so) leaving a margin between these two opinions of -1% (4% in 2011; -6% in 2010). The widest variation in views according to categories in the 2012 survey are as follows:

- By age amongst those aged 65+, 10% more agreed with this statement than disagreed with it – but amongst those aged 25-44 the percentage disagreeing with the statement slightly outnumbered those agreeing with it giving a score of -1%
- By length of residence in the Highlands, those living in the area for less than 5 years returned a score of 18% in favour of the statement - compared with a score of 3% for those who have lived in the Highlands for more than 10 years;
- While 9% more females agreed with this statement than disagreed with it, amongst males some 3% more disagreed with the statement than agreed with it.

141. **“Represents your views”** is a statement with which 25% agree (including 4% strongly so) while 31% disagree (including 8% strongly so) leaving a margin of -6% between these two opinions (-2% in 2011; -12% in 2010). There is just one major category of respondents where a higher percentage agree with this statement than disagree with it and that is amongst people resident in the Highlands less than 5 years. All other categories are in the negative zone with the percentages of those disagreeing with the statement

exceeding those agreeing with it by the greatest margin amongst those who are unable to work (-14%) and those who are disabled (-12%).

142. **“Involves people in how it spends money”** is a statement about The Highland Council with which 21% agree (including 4% strongly so) while 39% disagree (including 10% strongly so) leaving a margin of -18%. In 2011 the comparable score was a narrow 0.3% in favour of those who agreed with the statement but in 2010 those agreeing with the statement were decisively outnumbered by those agreeing it (the margin then was -25%). So we are seeing respondents expressing views that are similar to those articulated in 2010. There is only one group where a majority is found in favour of the statement and that is amongst people resident in the Highlands for less than 5 years. They gave a majority of 11% in favour while by contrast there were 18% more who disagreed than agreed with this view amongst those who have lived in the Highlands for more than 10 years.

The Qualities Most Important to Respondents

143. 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 95% of the entire sample answered this question and Table 3.9 below ranks the 13 qualities according to the percentage of respondents placing the specific qualities within their top 5.

Table 3.9 Respondents Views as to the 5 Most Important Qualities for The Highland Council to Display

Qualities as Ranked in Order of Importance by Respondents in 2011 Survey	Respondents Mentioning Quality in Their Top 5 (2012) %	Respondents Mentioning Quality in Their Top 5 (2011) %	Respondents Mentioning Quality in Their Top 5 (2010) %
1. Maintains good quality local services	73	77	74
2. Provides value for money	58	62	62
3. Listens to local people	57	60	63
4. Is efficient	37	45	48
5. Is aware of people’s needs	36	39	44
6. Involves people in how it spends its money	36	38	36
7. Treats all residents fairly	36	36	38
8. Tells local people what it is doing	30	34	32
9. Is environmentally friendly	29	32	35
10. Is helpful	20	18	18
11. Represents your views	20	20	22
12. Is approachable	17	14	n/a
13. Is a fair employer	12	14	14

N=1,157 in 2012

144. Top of the list is that the Council **“maintains good quality local services”** – this attracts the backing of 73% (77% in 2011; 74% in 2010). There are two other qualities which are endorsed by more than a majority of the sample: **“provides value for money”**

(chosen by 58% - 62% in 2011 and 2010) and **“listens to local people”** (selected by 57% - 60% in 2011; 63% in 2010).

145. There are 6 options that attract 29%-37% of respondents namely: **“is efficient”** (selected by 37%); **“is aware of people’s needs”** (36%); **“involves people in how it spends its money”** (the choice of 36%); **“treats all residents fairly”** (selected by 36%); **“tells local people what it is doing”** (30%); and **“is environmentally friendly”** (29%).

146. At the foot of the table there are four options which, in 2011, won the support of 1 in 5 or fewer. These are: **“represents your views”** (selected by 20%); **“is helpful”** (the choice of 20%); **“is approachable”** (17%); and **“is a fair employer”** (14%).

147. In analysing the support for these 13 qualities amongst respondents to the 2012 survey by the various categories there are no pronounced differences according to gender, age, residency in the Highlands, form of housing tenure, or whether or not respondents have school aged children. There is just one quality where there is a more pronounced variation in response and that is: **“is approachable”**. The percentages of people choosing this quality in their top 5 is notably higher amongst those who are disabled (30%) and those who are unable to work (33%) than it is for the sample as a whole (17%).

Influencing Decisions Affecting My Local Area

148. Respondents when asked, in a question new to the 2012 survey, whether they thought they could influence decisions affecting their local areas answered as follows:

- 2% **strongly agreed** with the statement;
- 19% **agreed**;
- 32% selected **“neither agree or disagree”**;
- 33% **disagreed**;
- 14% **strongly disagreed**.

149. These results show that **while 21% agree with the statement** (including 2% strongly so) **some 47% disagree** (including 14% strongly so). In every category of respondents bar one the percentages agreeing with the statement in either way are exceeded by those disagreeing with it. The exception is respondents who are unemployed. Amongst them the percentage agreeing with the statement in either way equals the percentage disagreeing with the statement in either way.

150. Since this question has everything to do with respondents’ local area we believe it is beneficial to look at the responses to this question at ward level. Note though the warning given in Section 1 – the small sample sizes per ward means that these results need to be treated with caution. We highlight the widest variations amongst the wards because this may suggest issues that are worth further exploration. The following wards are the ones where 50% or more of the respondents **disagree in either way with the statement** (with the percentage disagreeing in brackets):

- North, West and Central Sutherland (62%)
- Inverness West (57%)

- Culloden and Ardersier (55%)
- Cromarty Firth (54%)
- Landward Caithness (53%)
- Nairn (50%)

151. The wards with the lowest percentages **disagreeing in either way with the statement** are:

- Inverness Milburn (23%)
- Badenoch and Strathspey (33%)
- Inverness Central (34%)

152. There are 5 wards where a quarter or more of respondents **agree in either way with the statement** and these are:

- Wester Ross, Strathpeffer and Lochalsh (31%)
- Badenoch and Strathspey (29%)
- Inverness Ness-side (26%)
- Landward Caithness (25%)
- Wick (25%)

153. Badenoch and Strathspey is the ward which has the smallest difference between those who agree in either way with the statement (29%) and those who disagree with it in either way (33%) – the margin is -4%.

Expectations

154. Table 3.10 below shows that when invited to think generally about what they expect from The Highland Council, 6 out of 10 respondents in the 2012 Survey (60%) say that it is **“about what [they] expect”**. This is in line with the responses for the Surveys of 2008-2011 which have ranged from 58%-61%. For some 23% The Highland Council **“falls slightly short of [their] expectations”** – a return which is consistent with the 23%-25% returns for this category since 2008. The percentage of people classifying the Council as falling **“a long way short of [their] expectations”** is 9% (also consistent with the 8-9% figure returned from 2008-2011) while the figures for those who say their **expectations have been exceeded either slightly or greatly** is 8% which again is consistent with the range of returns in the previous 4 years (8%-10%).

Table 3.10 Expectations of The Highland Council

Expectations	2012 %	2011 %	2010 %	2009 %	2008 %
Greatly exceeds your expectations	1	1	1	2	1
Slightly exceeds your expectations	7	9	9	6	7
Is about what you expect	60	59	58	61	59
Falls slightly short of your expectations	23	23	24	23	24
Falls a long way short of your expectations	9	8	8	9	9
Total	100	100	100	100	100

In 2012 N =1,197

155. Across all the groups of respondents bar one the majority view is that The Highland **“is about what you expect”** with the percentage of respondents choosing this option ranging from 53% (those unable to work) to 69% (people resident in the Highlands for less than 5 years). Those unable to work are the group of respondent who have the highest percentage of respondents who feel The Highland Council falls either slightly or a long way short of their expectations – a combined 45% selected this option, notably higher than that returned from the sample as a whole (32%).

Providing Information on Performance – The Preferred Means of Communication

156. Respondents were then asked: **“The Council is committed to providing information on its performance and wants to provide this in the best format possible. From the list below which are your preferred means of communication? Please tick all that apply.”** The results are revealed in Table 3.11 below.

Table 3.11 Preferred Means of Communication re Information on The Highland Council’s Performance

Means of Communication	2012 %	2011 %	2010 %	2009 %	2008 %
Included with the booklet received with council tax bill	55	58	59	69	52
Published on the Council’s web pages	48	44	43	35	31
Written information from Service Points and other offices	32	37	32	35	34
Email	31	36	32	18	19
A separate newsletter to each household	31	25	28	29	34
As a newspaper insert	27	25	24	22	24
Leaflets and notices in council facilities	18	23	20	16	19
Provided directly from the service	12	14	14	8	10
Through contact with the local councillor	11	9	9	5	7
Through ward forums	6	7	8	3	3

In 2012 N= 1,200

157. The main features of the results in Table 3.11 above are:

- The only option to command the support of a majority of respondents continues to be: **“included with the booklet received with council tax information” (55%)** - though note that support for this preference has fallen back from its high point of 2009 (69%);
- Communication by **“publication on the Council’s web pages”** is supported by **48%** - 44% in 2011 and just 31% as recently as 2008;
- The percentage of those expressing a preference for communication **“by email”** has fallen back (from 36% in 2011 to 31% in 2012), after several years of rising in preference;
- **“Written information from service points and other offices”** also fell back to 32% from 37% in 2011;
- Two other forms of communication command the support of more than a quarter of respondents - **“a separate newsletter to each household”** (31% up from 25% in 2011) and **“a newspaper insert”** (27% - up from 25% in 2011).

158. A conspicuous difference is apparent extent to which “**publication on the Council’s web pages**” is favoured or not. It is a means of communication preferred by 50% or more of the following:

- People aged 25-44 (62%)
- People resident in the Highlands less than 5 years (59%)
- Those with school aged children (57%)
- Those who are employed (50%)

It is least favoured by:

- People aged 65+ (22%)
- Council tenants (23%)
- Those who are retired (27%)
- People who are disabled (31%)

159. A similar pattern – albeit less pronounced - is noticeable regarding receiving the information “**by email**” - it is the choice of 40% of the 25-44 year olds, 27% of the 45-64 year olds, and 20% of those aged 65+. Also home owners are much more likely than council house tenants to select “email” (27% compared with 14%).

160. Other differences that are observable regarding housing tenure are:

- “**Written information from Service Points and other services**” is chosen by a majority of council house tenants (54%) compared with just under a third of those who own their homes (32%);
- **A separate newsletter** is selected by 50% of council house tenants compared with 31% of those who own their home.

SECTION 4: COMMUNITY LIFE

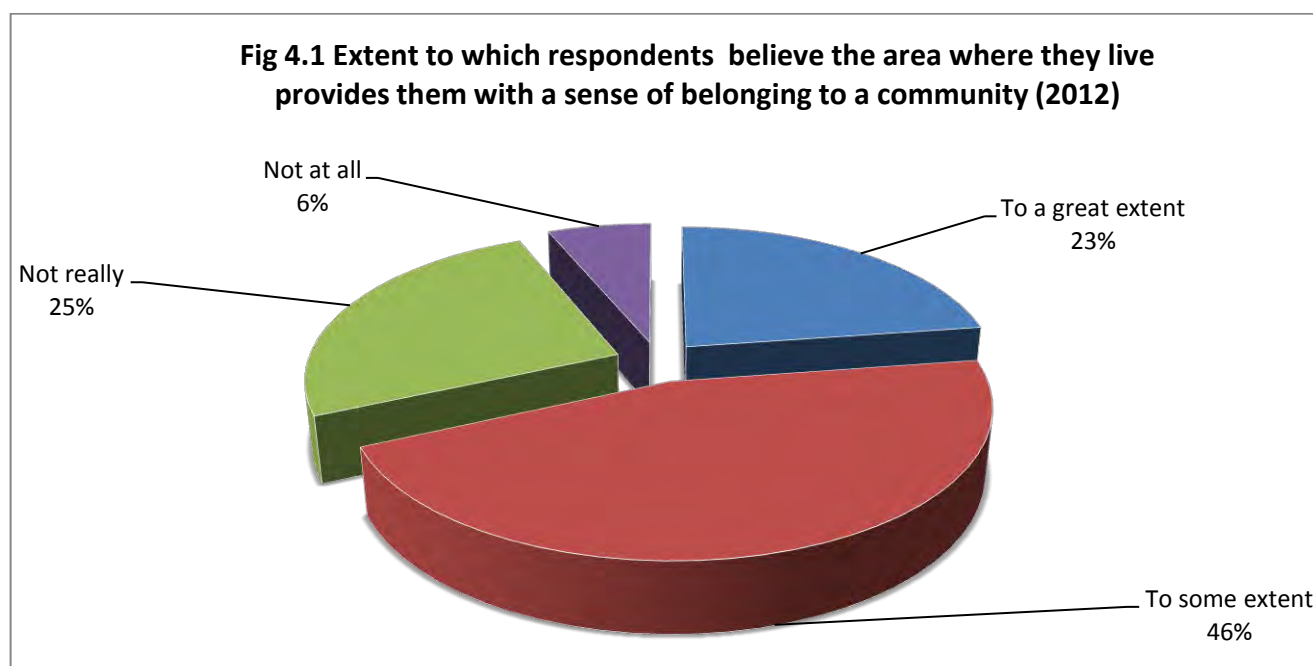
Views of Respondents as to the Extent to which the Area where they Live Provides Them with a Sense of Belonging to a Community

161. The first of 12 questions in the section entitled 'Community Life' asked: **“To what extent does the area where you live provide you with a sense of belonging to a community?”** The results are found in Table 4.1 and Figure 4.1 below. (Note this section was introduced in the 2011 Survey.)

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

	2012 %	2011 %
To a great extent	22.7	24.3
To some extent	45.6	51.2
Not really	25.4	17.2
Not at all	6.3	7.3
Total	100	100

N= 1.195 in 2012



162. The results show that **68.3% of respondents believe that the area where they live provides them with at least some sense of belonging to a community.** This is a 7.2% decrease on the 75.5% recorded in 2011. For 25.3% of respondents the belief is that the area in which they live does not really provide them with that sense of belonging to a community –a rise of 8.2% on the 17.2% recorded in last year’s survey. A further 6.3% (7.3% in 2011) believe that the area where they live emphatically does not provide them with that sense.

163. It is notable that across all categories there is a clear majority who believe that the area where they live provides them with at least some sense of belonging to a community - the minimum is 61% amongst people unable to work while the maximum is 76% from respondents resident in the Highlands for less than 5 years.

164. **Bearing in mind the sample sizes at ward level**, the wards where 70% or more of respondents believe that the area where they live provides them with at least some sense of belonging to a community are:

- Eilean a' Cheò (86%)
- Caol and Mallaig (82%)
- Wester Ross, Strathpeffer and Lochalsh (81%)
- Wick (79%)
- East Sutherland and Edderton (78%)
- Aird and Loch Ness (77%)
- Thurso (77%)
- Badenoch and Strathspey (76%)
- Landward Caithness (76%)
- Black Isle (72%)
- North, West and Central Sutherland (72%)
- Fort William and Ardnamurchan (71%)

165. The wards where fewer than half of respondents believe that the area where they live provides them with at least some sense of belonging to a community are:

- Inverness West (40%)
- Inverness South (44%)
- Culloden and Ardersier (49%)

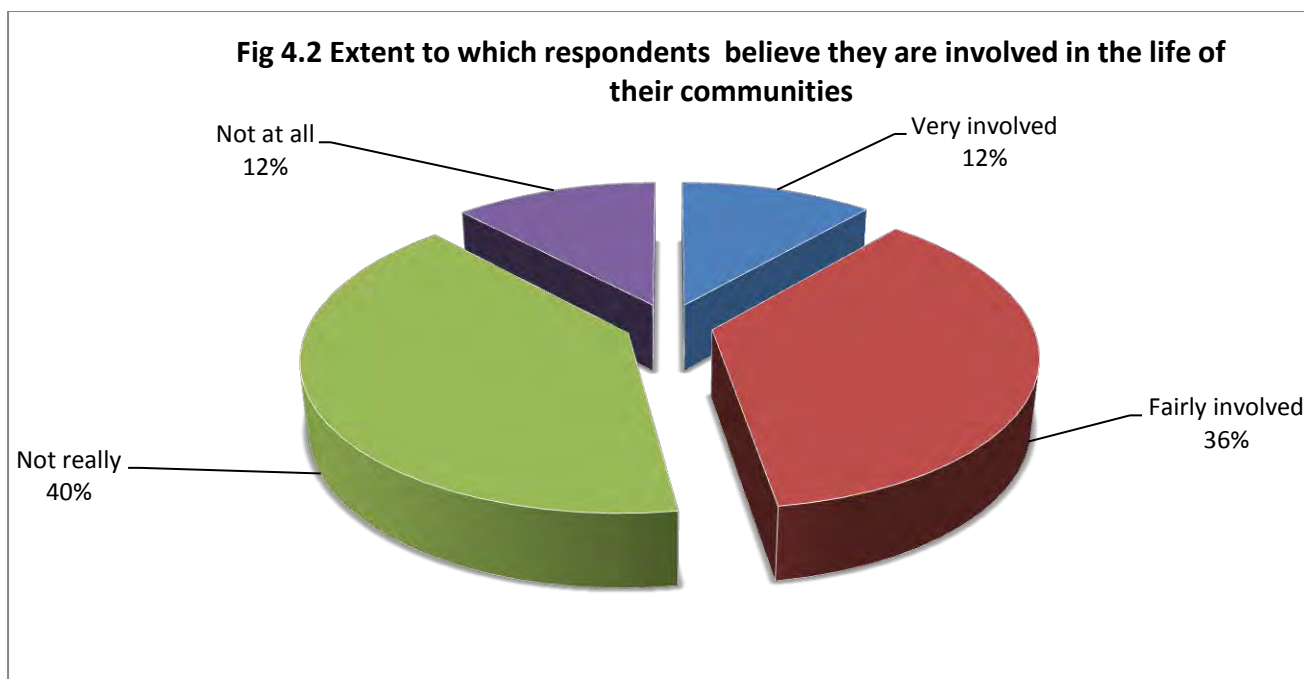
Involvement of Respondents in Their Communities

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

Table 4.2 How Involved Respondents Regard themselves as Being in the Life of their Communities

	2012	2011
	%	%
Very involved	11.4	12.8
Fairly involved	36.2	40.3
Not really	40.4	37.3
Not at all	12.0	9.6
Total	100	100

N= 1.201 in 2012



167. These results show that **47.6% respondents feel involved to some extent in their communities** (including 13% who feel very involved) – a fall from the 53.1% of 2011. Meanwhile 40.4% classify themselves as “not really” being involved (up by 3% from 37.3% in 2011) with a further 12% saying that they are “not at all” involved in their communities (again a rise from 9.6% in 2011).

168. By categories the highest percentages of respondents who classify themselves as being involved (either “fairly” or “very”) in their communities are: people with school aged children (57%); people resident in the Highlands between 5 and 10 years (56%); people who are unemployed (55%); and people aged 65+ (54%). Conversely the groups of respondents with the lowest percentage involved in their communities are: people who are unable to work (38%); and people resident in the Highlands less than 5 years.

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

- Eilean a' Cheò (75%)
- North, West and Central Sutherland (70%)
- Fort William and Ardnamurchan (68%)
- Wester Ross, Strathpeffer and Lochalsh (59%)
- Badenoch and Strathspey (58%)
- Landward Caithness (54%)
- East Sutherland and Edderton (54%)
- Aird and Loch Ness (53%)

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

- Inverness South (19%)
- Inverness West (27%)

- Cromarty Firth (28%)
- Caol and Mallaig (35%)
- Culloden and Ardersier (35%)
- Inverness Milburn (35%)
- Inverness Central (39%)

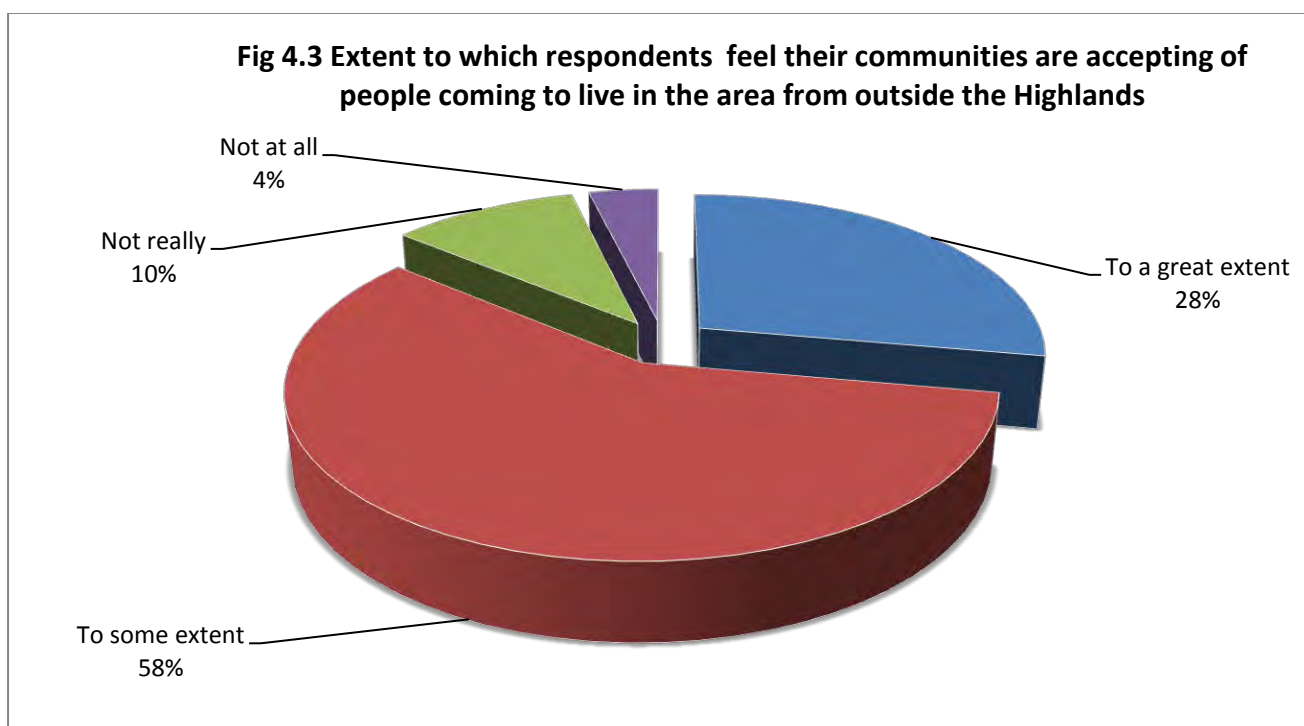
Extent to which Respondents feel Their Communities are Accepting of People coming from Outside the Highlands to Live in the Area

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

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

	The whole sample %	People resident in the Highlands less than 5 years %	People resident in the Highlands between 5 and 10 years %	People resident in the Highlands for more than 10 years %
To a great extent	28	27	31	29
To some extent	58	60	52	58
Not really	10	9	11	11
Not at all	4	4	6	2
Total	100	100	100	100

N= 1,195



172. The results show that as far as the whole sample is concerned, **58.2% of respondents in 2012 believe that their communities are accepting “to some extent”**

of people coming to live in the area from outside the Highlands (60.8% in 2011). A further 27.8% believe that their communities are **“to a great extent”** accepting of people coming from outwith the Highlands to live in the area (up 3.3% on the 24.5% recorded in 2011). In total therefore **86% of respondents** (85.3% in 2011) **believe their communities are at accepting of such people to some degree**

173. For some 10.2% (10.7% in 2011) there is the belief that their communities are **“not really”** accepting of people from outside the Highlands coming to live in the area while 3.8% (4% in 2011) think that their communities are **“not at all”** accepting of such people.

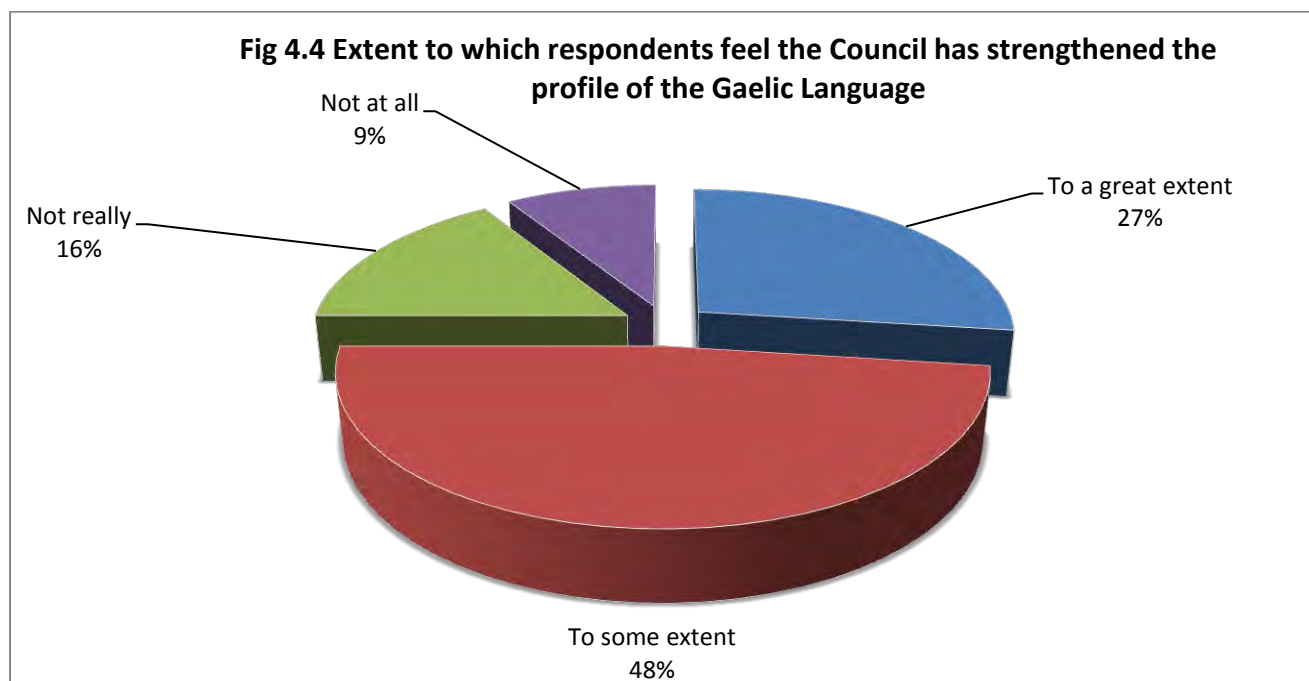
Gaelic Language

174. Respondents were then asked a new question about Gaelic: **“To what extent do you feel the Council has strengthened the profile of the Gaelic language?”** Table 4.4 and Figure 4.4 below reveal the results.

Table 4.4 Extent to which respondents feel the Council has strengthened the profile of the Gaelic language?

	2012
	%
To a great extent	27
To some extent	48
Not really	16
Not at all	9
Total	100

In 2012 N= 1,149



175. Some **75% of all respondents felt the Council has strengthened the profile of the Gaelic language** – 48% say it has done so “to some extent” while 27% say it has done so “to a great extent”. Those who say that they feel the Council has “not really” strengthened the Gaelic language’s profile number 16% while a further 9% believe that it has “not at all” strengthened the language’s profile.

Respondents' Ratings of Their Communities in Terms of Services

176. Respondents were then asked: “**How would you rate your satisfaction with each of the following in your community?**” There then followed a list of 9 services against which the respondents gave their ratings. The results are found in Table 4.5 below with the list ranked according to the net satisfaction rate which is calculated by deducting the percentage of respondents who are dissatisfied in any way with a service/ amenity from those who are satisfied in any way with the with the service/ amenity.

Table 4.5 Respondents' Ratings of Levels of Satisfaction with Services in their Communities

Amenity	Very satisfied %	Fairly satisfied %	Neither satisfied/ dissatisfied %	Fairly dissatisfied %	Very dissatisfied %	Net Satisfaction Rate %
Local health services	31	49	10	7	3	70
Local schools	28	45	19	5	3	65
Shops	16	45	17	14	8	49
Leisure facilities/ events	14	44	23	12	7	39
Access to energy saving advice	6	30	44	13	7	16
Social care/ Social Work services	7	25	47	13	8	11
Public Transport	12	31	20	22	15	6
Services to help people into employment	2	11	52	18	17	-23
Availability of housing	3	16	37	20	24	-25

N= 680 to 1,185

177. **Some 97.5% of the sample expressed an opinion on their local health services.** Of these 80% rated these services as ones with which they were satisfied (including 31% who are very satisfied with them) while 10% were dissatisfied (including 3% who were very dissatisfied) giving a **net satisfaction rating of 70%**. By categories of respondents the

highest net satisfaction rating are found amongst people who are aged 65+ (84%) and the lowest from those aged 25-44 (61%). At ward level net satisfaction rates in excess of 80% are found in:

- Badenoch and Strathspey (91%)
- Inverness West (89%)
- Wester Ross, Strathpeffer and Lochalsh (86%)
- Black Isle (84%)
- Fort William and Ardnamurchan (83%)
- Culloden and Ardersier (83%)
- East Sutherland and Edderton (81%)

There are two wards where net satisfaction rates are lower than 60%:

- Cromarty Firth (46%)
- Dingwall and Seaforth (56%)

178. **Some 73% of the sample expressed an opinion on their local schools.** Of these 73% said they were satisfied (including 28% who were very satisfied) with their local school while 8% were dissatisfied (including 3% who were very dissatisfied) **giving a net satisfaction rating of 65%.** People who do not have a disability supplied a net satisfaction rating of 71% - the rating for people with a disability was 47%. While the net satisfaction rating from those who are retired is 75%, and amongst those who are unemployed it is 72% and is 67% amongst those who are employed, it is 31% amongst those unable to work.

179. **Some 97.1% of the sample expressed a view on shops within their local communities.** Of these 61% said they were satisfied with them (including 16% who were very satisfied) while 22% were dissatisfied (including 8% who were very dissatisfied) **giving a net satisfaction rating of 49%.** At ward level though there is a more markedly different set of results. Here are the 11 wards with the net satisfaction rates in excess of 50%:

- Inverness Central (72%)
- East Sutherland and Edderton (66%)
- Cromarty Firth (64%)
- Inverness South (60%)
- Culloden and Ardersier (59%)
- Inverness Ness-side (59%)
- Tain and Easter Ross (59%)
- Black Isle (57%)
- Wester Ross, Strathpeffer and Lochalsh (54%)
- Inverness Milburn (51%)
- Wick (50%)

There then follows 7 wards that have net satisfaction rates ranging from 24% to 47%. The final 3 wards stand out because they each return negative net satisfaction rates – namely:

- Caol and Mallaig (-7%)
- Eilean a' Cheò (-27%)
- Fort William and Ardnamurchan (-38%)

180. **Some 73% of the sample expressed an opinion on public transport in their communities.** Of these 43% said they were satisfied (including 12% who were very satisfied) while 37% were dissatisfied (including 15% who were very dissatisfied) **giving a net satisfaction rating of 6%.** Highest net satisfaction rates were found amongst those who are retired (38%) those aged 65+ (37%) and those resident in the Highlands for less than 5 years (27%). The lowest rates are found amongst those aged 25-44 (-7%), those who are employed (-2%) and those with school aged children (-1%). At ward level there is a huge variation in the net satisfaction rates. The highest rates are:

- Caol and Mallaig (54%)
- Fort William and Ardnamurchan (47%)
- Wick (45%)
- Culloden and Ardersier (41%);
- Inverness Central (37%)
- Thurso (31%)

There are then 10 wards where the net ratings range from 10% to 27%. That leaves the following 6 wards as the ones with the lowest net ratings:

- Inverness West (4%)
- East Sutherland and Edderton (0%)
- North, West and Central Sutherland (-10%)
- Wester Ross, Strathpeffer and Lochalsh (-13%)
- Eilean a' Cheò (-21%)
- Tain and Easter Ross (-23%)

181. **Some 87% of the sample expressed an opinion on leisure facilities/ events in their communities.** Of these 57% said they were satisfied (including 13% who were very satisfied) while 19% were dissatisfied (including 7% who were very dissatisfied) **giving a net satisfaction rating of 38%.** The net satisfaction rate for who do not have disability (42%) is notably higher than the one for those who do have a disability (23%). At ward level the following pattern of distribution is found:

- 7 wards have net satisfaction rates which are 50% or higher;
- 12 wards are in the 29%-47% range;
- 3 wards have therefore notably lower net rates namely: Landward Caithness (12%); Tain and Easter Ross (7%), North, West and Central Sutherland (-7%).

182. **Some 77% of the sample expressed an opinion on access to energy saving advice in their communities.** Of these 36% said they were satisfied (including 6% who were very satisfied) while 20% were dissatisfied (including 7% who were very dissatisfied) **giving a net satisfaction rating of 16%.** A high proportion of responses (44%) were neither satisfied nor dissatisfied. The net satisfaction rate is highest amongst: people who are retired (31%); those aged 65+ (29%); those resident in the Highlands between 5 and 10 years (27%); those who are unemployed (25%); and homeowners (22%). It is lowest amongst: council tenants (-2%); those unable to work (0%); and people living in other forms of accommodation (4%). At ward level net satisfaction rates of 25% or higher are found in the following:

- Culloden and Ardersier (35%)
- Wester Ross, Strathpeffer and Lochalsh (33%)
- Eilean a' Cheò (32%)
- Aird and Loch Ness (29%)
- Thurso (29%)
- Dingwall and Seaforth (28%)
- Inverness Central (28%)
- Inverness Milburn (27%)
- Black Isle (25%)

There are 4 wards where net satisfaction rates are lower than 5% namely:

- North, West and Central Sutherland (4%)
- Nairn (3%)
- Badencoha and Strathspey (0%)
- Tain and Easter Ross (-4%)

183. **Some 60% of the sample expressed an opinion on social care or Social Work services in their communities.** Of these 32% said they were satisfied (including 7% who were very satisfied) while 21% were dissatisfied (including 8% who were very dissatisfied) **giving a net satisfaction rating of 11%.** A high proportion of responses (47%) were neither satisfied nor dissatisfied. Notably higher net satisfaction rates than the average are found amongst: people resident in the Highlands less than 5 years (29%); people who are disabled (28%); people who are retired (26%); those aged 65+ (23%); and those who are unemployed (22%). The lowest rates are found amongst: people aged 25-44 (5%); and those who are employed (6%).

184. **Some 60% of the sample expressed an opinion on services in their communities to help people into employment.** Of these 13% said they were satisfied (including 2% who were very satisfied) while 35% were dissatisfied (including 17% who were very dissatisfied) **giving a net satisfaction rating of -23%.** Just over half of the responses (52%) were neither satisfied nor dissatisfied. Net satisfaction rates are -10% or lower in all categories of respondents with the lowest rates of all being found amongst: people who are unemployed (-35%); people resident in the Highlands less than 5 years (-32%); council tenants (-30%); and people aged 25-44 (-30%). At ward level rates are especially low in: North, West and Central Sutherland (-73%); and Wester Ross, Strathpeffer and Lochalsh (-45%). Two wards register net satisfaction rates above zero: Inverness Central (8%); and the Black Isle (4%).

185. **Some 64% of the sample expressed an opinion on availability of housing in their communities.** Of these 19% said they were satisfied (including 3% who were very satisfied) while 44% were dissatisfied (including 8% who were very dissatisfied) **giving a net satisfaction rating of 11%.** Some 37% were neither satisfied nor dissatisfied. By the categories none of the net satisfaction rates are above zero with the "highest" rates being recorded from people who are: resident in the Highlands between 5 and 10 years (-7%); retired (-8%); and unemployed (-9%). Rates are especially low amongst respondents who

are: living in other forms of accommodation (-50%); unable to work (-50%). At ward level there are 5 wards where net satisfaction rates above zero are registered:

- Inverness South (6%)
- Wick (5%)
- Thurso (5%)
- Landward Caithness (4%)

By contrast there are 5 wards where net satisfaction rates are lower than -40% namely:

- North, West and Central Sutherland (-43%)
- Badenoch and Strathpsey (-45%)
- Cromarty Firth (-47%)
- Caol and Mallaig (-55%)
- Inverness West (-64%)

Rating of Local Neighbourhood or Community as A Place to live

186. Respondents were then asked to rate their local neighbourhood or community. The results are in Table 4.6 below.

Table 4.6 Rating of Local Neighbourhood or Community

	2012	2011	2010	2009	2008
	%	%	%	%	%
Very good	51.2	52	63	48	50
Fairly good	42.2	41	34	44	45
Total Good	93.4	93	97	92	95
Fairly poor	4.3	5	2	5	4
Very poor	1.1	1	1	2	1
Total Poor	5.4	6	3	7	5
No opinion	1.2	1	n/a	n/a	n/a
Net Good Rating (Total Good – Total Poor)	88	87	94	85	90

In 2012 N=1,203

187. Table 4.6 shows that in 2012 some 51.2% of respondents rate the area in which they live as a “very good” place to live (52% in 2011; 63% in 2010; 48% in 2009; and 50% in 2008). Some 42.2% classify their neighbourhood or community as “fairly good” (41% in 2011; 34% in 2010; 44% in 2009; 45% in 2008) so that the total of those who regard their neighbourhood or community as either a “very” or “fairly good” place to live is 93.4% (93% in 2011; 97% in 2010; 92% in 2009; 95% in 2008). Deducting from this 93.4% figure the 5.4% who describe their neighbourhoods as being “fairly” or “very poor” leaves a net good rating for 2012 of 88% (87% in 2011; 94% in 2010; 85% in 2009; 90% in 2008).

188. The notable differences by categories are as follows:

- 60% of respondents in the 65 + age group groups classified their neighbourhood as being “very good” to live in compared with 46% of those aged 25-44 and 55% of those aged 45-64;

- 62% of those who are retired rated their neighbourhood as “very good” to live in – appreciably higher than the figures returned respondents who are unable to work (42%), people who are unemployed (44%) and those who are employed the figure (51%);
- Conversely while 3% of those who are retired classify the area in which they live as poor (either “fairly” or “very”) way, the figure for those who are unable to work is 14%, for those who are unemployed it is 8% and for people who are employed it is 5%.
- 57% of respondents who own their own house said their neighbourhood or community was a “very good” place to live in – a percentage which is much higher than the 34% returned by those who are council tenants while for those who live in other types of accommodation the comparable figure is 43%|
- While just 4% of homeowners regard their neighbourhood as “poor” in either way, the comparable figure for council tenants is much higher at 18%.

Community Councils

189. Those sampled were asked a new series of questions regarding community councils beginning with one which asked: **“Have you contacted your Community Council, as opposed to The Highland Council, in the past year?”** Some 99.6% of the sample answered this question and of these **83.4%** (or 5 out of 6) said they **had not made contact** and **16.6%** (or 1 out of 6) said that they **had made contact**. (In 2011 87% said they had not made contact and 13% said that they had made contact.) There is no notable variation in responses by the various categories of users. At ward level the highest percentages of people who said that they had made contact are found in:

- Fort William and Ardnamurchan (38%)
- Wester Ross, Strathpeffer and Lochalsh (33%)
- Eilean a' Cheò (31%)
- East Sutherland and Edderton (31%)
- North, West and Central Sutherland (31%)
- Aird and Loch Ness (26%)
- Black Isle (24%)

The wards where contact levels were under 10% are:

- Inverness Central (9%)
- Inverness Milburn (8%)
- Cromarty Firth (8%)
- Wick (8%)
- Thurso (6%)

190. Those who had made contact were then invited to: **Please state why you had made contact**. Four options were presented and the responses given by the 218 people who answered are found in Table 4.6 below.

Table 4.6 Reasons for making contact with Community Councils

Reason for contact	2012	2011
	%	%
Improving the amenities of your area	36	34
A planning and development issue	27	37
About a change in local services	11	6
Other	26	22

N=218

191. The leading reason for making contact was to “**improve the amenities of your area**” (36% in 2012; 34% in 2011) followed by “**a planning and development issue**” (27% in 2012 - down notably from 37% in 2011) and then “**about a change in local services**” (11% in 2012 - up appreciably from 6% in 2011). Note that 26% of all who answered selected “other” (22% in 2011). This option was chosen most by those aged 25-44 (43%) and by those with school aged children (36%).

192. Those who had not made contact with their Community Council were invited to: “**Please state the reason why you have not made contact.**” Some 957 responded supplying the answers contained in Table 4.7 below

Table 4.7 Reasons for not making contact with Community Councils

Reason for not making contact with the Community Council (CC)	2012	2011
	%	%
I had no need to contact the CC	80	80
I don't know how to contact the CC	10	12
I did not know there was a CC	7	8
Other	3	n/a

N in 2012 = 957

193. The leading reason given by 80% of respondents (the same as in 2011) for not making contact was: “I had no need to contact the Community Council”. For 10% (12% in 2011) the reason given was “I don't know how to contact the Community Council” while 7% (8% in 2011) said they “did not know there was a Community Council”. That leaves 3% who selected “other”.

194. Those sampled were asked about recent Community Council elections as follows: “**Elections were held for Community Councils in November and December 2011. Were you aware the elections were taking place?**” Of the 99.42% of the sample who answered this question 62% said they had been aware while 38% said they had not been aware. Awareness of the elections was highest amongst those aged 65+ (70%) and aged 45-64 (69%) and lowest amongst those aged 25-44 (56%) and those aged 18-24 (44%). At ward level reported levels of awareness of the election is highest in: Tain and Easter Ross (86%); Wester Ross, Strathpeffer and Lochalsh (84%); East Sutherland and Edderton (81%); Badenoch and Strathspey (78%); Aird and Loch Ness (75%); and Inverness Ness-side (74%). Awareness was lowest in: Inverness West (30%); Inverness Central (50%); and Landward Caithness (50%).

195. Those sampled were then asked: “**Did you vote in the Community Council elections?**” Of the 97.8% of the sample who answered some 39% said they had done so while 61% said they had not. The only category of respondents where a majority said that they had voted is found amongst people resident in the Highlands for 5-10 years (51%). The lowest percentages reporting that they had voted are found amongst council tenants (27%) and people aged 18-24 (11%). The following wards are the ones where at least 50% of the respondents said that they had voted:

- East Sutherland and Edderton (69%)
- Tain and Eaaster Ross (66%)
- Aird and Loch Ness (62%)
- Wester Ross, Strathpeffer and Lochalsh (54%)
- Badenoch and Strathspey (51%)
- Culloden and Ardersier (51%)
- Inverness Ness-side (50%)

By contrast the wards where fewer than 30% of the respondents had voted were:

- Eilean a' Cheò (26%)
- Dingwall and Seaforth (24%)
- Inverness West (23%).

196. Respondents were asked: “**Did you consider standing in the Community Council election?**” Of the 98.6% who answered the question some 5.2% said they had considered it while 94.7% said they had not considered it. Consideration was at its lowest level amongst those who are disabled (1%) and those who had lived in the Highlands for less than 5 years (also 1%).

197. When asked “**Were there any barriers to you standing for the Community Council?**” people replied as follows: 4.4% cited time pressures (e.g. “too busy”, “lack of time”, “other commitments”); 3% said they do not know enough about the Community Council; 2.9% said their age was a barrier; 1.3% said they had either been on this body already or their previous experience of the Council was a barrier; 1.1% cited health or disability as a barrier; and 0.5% classified the Community Council as either ineffective or a waste of time.

COMMUNITY SAFETY

Levels of Concern about various activities in the areas respondents live

198. Respondents were then asked about their level of concern regarding ten different activities that might be taking place within their neighbourhoods. The question was: “**How much of a concern to you is each of the following in the area where you live?**” The extent of their concerns is revealed in Table 4.8 below with the activities ranked according to the total percentage of people concerned (which involves adding the percentages of those for whom the activity is a “major concern” to those who say it is a “minor concern”).

Table 4.8 Extent to which Respondents Feel Concerned about Certain Activities in their Neighbourhoods

Activity	A Major Concern (A) %	A minor Concern (B) %	Total Concerned (A+B) %	Not a Concern %	No Opinion/Don't Know %
Road Safety	35	46	81	17	2
Alcohol abuse	27	38	65	26	9
Anti-social behaviour	24	38	62	32	6
Crimes of dishonesty	14	42	56	36	8
Serious and Organised Crime	15	26	41	48	11
Domestic abuse	11	24	35	40	26
The abuse of children	12	22	34	46	20
The abuse of vulnerable adults	10	21	31	47	22
Violent crime	8	19	27	63	10
Terrorism	4	6	10	77	13

N= 1,177-1,194

199. Of the 10 activities **road safety** is the one which occasions most concern. Some **81% express concern** (including 35% saying that it is a major concern) with just **17% saying it is not a concern to them**. There are no notable variations in responses by the various categories of respondents. At ward level the percentages of those who are concerned range from 64% (Inverness West) to 96% (Nairn).
200. **Alcohol abuse** ranks second in the list of activities about which respondents are concerned with some **65% saying they are concerned** (including 27% who classify it as a major concern). Some 26% are not concerned about it and 9% chose no opinion/ don't know as their response. Again this is an issue of concern across all categories. In three wards more than 80% of respondents expressed concern about alcohol abuse in their areas: Wick (88%); Cromarty Firth (84%); and Badenoch and Strathspey (82%). There was only one ward where the percentage of concerned respondents was less than 50% and that was Inverness South (47%).
201. **Anti-social behaviour is a concern to 62% of all respondents** (including 24% who regard it as a major concern). For some **32% it is not a concern to them** in the area where they live. A majority of respondents across all categories bar one - people resident in the Highlands for less than 5 years (47%) – express concern about this anti-social behaviour locally. Council tenants (76%) express a level of concern which is greater than any of the other groups of respondents. At ward level there are three wards where more than 75% of respondent are concerned: Cromarty Firth (84%); Wick (84%) and Nairn (76%). There are four wards where the percentage of respondents who are concerned about anti-social behaviour is less than 50%: North, West and Central Sutherland (37%); East Sutherland and Edderton (47%); and Aird and Loch Ness (48%).
202. **Crimes of dishonesty are a concern to 56% of respondents** (including 14% who cite them as a major concern). Some **36% are not concerned about these crimes in their area** while 8% chose the no opinion/ don't know option. By category of respondents there is no notable variation in views. The highest levels of concern come from the respondents living in the following wards: Wick (79%); Landward Caithness (69%); Inverness Central (69%); Nairn (69%); Badenoch and Strathspey (66%); and Cromarty Firth (65%). The lowest levels of concern are found amongst respondents from: North West and Central Sutherland (30%); Thurso (37%); and Dingwall and Seaforth (39%). Eilean a' Cheò (21%); Landward Caithness (31%); and Wester Ross, Strathpeffer and Lochalsh (32%).
203. **Serious and organised crime in their areas is a concern to 41% of respondents** (including 15% who cite it as a major concern). Some **48% are not concerned about such crimes in their area** while 11% chose the no opinion/ don't know option. The respondents most concerned are council tenants (57%) while the lowest level of concern was expressed by people resident in the Highlands for less than 5 years (27%). The highest levels of concern come from the respondents living in the following wards: Wick (71%); Tain and Easter Ross (66%); Inverness Central (64%); and Nairn (60%). The lowest levels of concern are found in: North, West and Central Sutherland (9%); Eilean a' Cheò (26%); Aird and Loch Ness (29%); and Inverness South (30%).
204. **Domestic abuse in their area is a concern to 35% of respondents** (including 11% who cite it as a major concern). Some **40% are not concerned about such crimes in**

their area. Just over a quarter of respondents (26%) chose the no opinion/ don't know option – which, when comparing all 10 activities, is the highest percentage of respondents in that category. The respondents who express the highest levels of concern are council tenants (45%) and those who are unable to work (44%).

205. **The abuse of children in their areas is a concern to 34% of respondents** (including 12% who cite it as a major concern). Some **46% are not concerned about such crimes in their area** while 20% chose the no opinion/ don't know option. Amongst the respondents with school aged children some 45% say that they are concerned (the highest level of concern by any of the categories) while 43% say that they are not concerned. This is the only category of respondents where those who are concerned outnumber those who say that they are not concerned.

206. **The abuse of vulnerable adults in their areas is a concern to 31% of respondents** (including 10% who cite it as a major concern). Some **47% are not concerned about such crimes in their area** while 22% chose the no opinion/ don't know option. The greatest variation by category of respondents is revealed when looking at employment status. Some 42% of adults unable to work express concern compared with 27% of those who are retired.

207. **Violent crime in their area is a concern to 27% of respondents** (including 8% who cite it as a major concern). **A clear majority - some 63% - are not concerned about such crimes in their area** while 10% chose the no opinion/ don't know option. While 66% of homeowners say they are not concerned about violent crime in their area that figure is 46% for council tenants. Similarly while 66% of people who do not have a disability are not concerned the comparable figure for people with a disability is 49%. At ward level the highest levels of respondents who chose the not concerned option are found in: Eilean a' Cheò (79%); East Sutherland and Edderton (77%); North, West and Central Sutherland (74%); Fort William and Ardnamurchan (74%); and Wester Ross, Strathpeffer and Lochalsh (73%). Levels of concern are at their highest in: Wick (57%); Cromarty Firth (40%); Caol and Mallaig (40%); Inverness Central (40%) and Tain and Easter Ross (39%).

Extent of Worry about being a Victim of Crime (in general)

208. Those sampled were asked: **How worried are you about becoming a victim of crime (in general)?** Some 98.6% of the sample answered the question according to the response show in Table 4.9 and Figure 4.3 below.

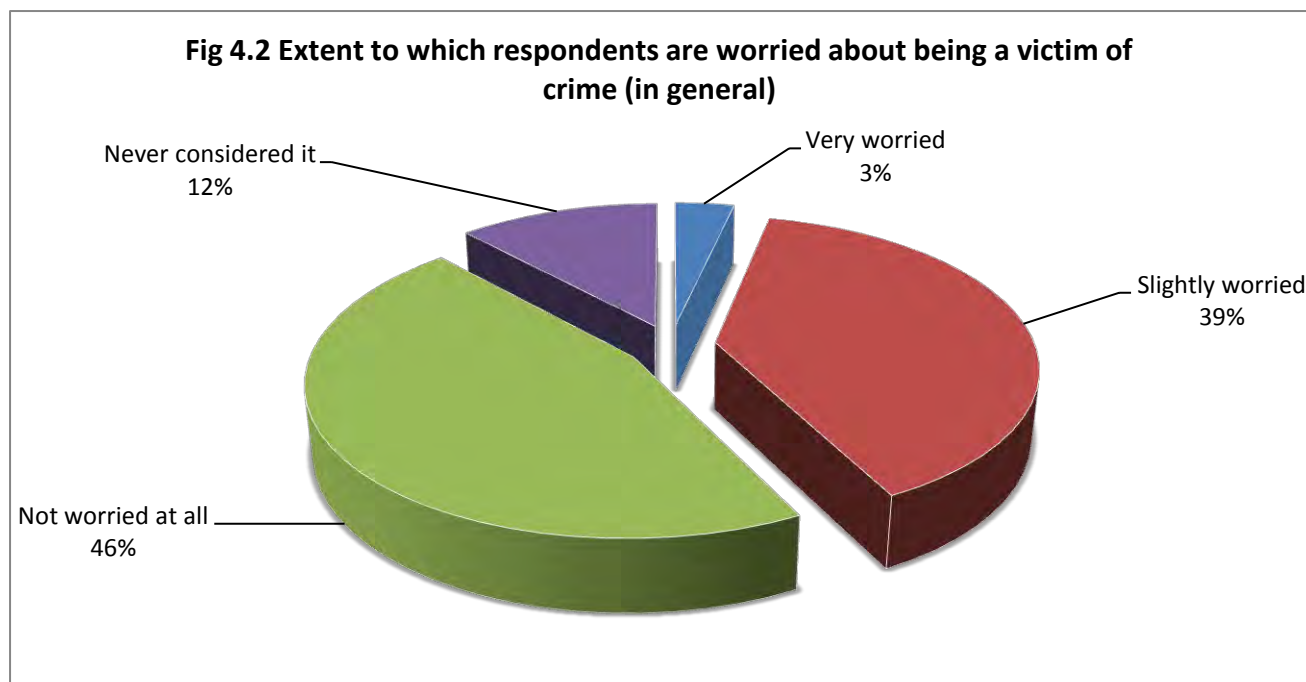
Table 4.9 Extent of worry about being a victim of crime (in general)

Extent of worry	2012 %
Very worried	3.5
Slightly worried	39.0
Not worried at all	45.6
Never considered it	11.9

N in 2012 = 1,198

209. These results show that: **3.5% are “very worried” about being a victim of crime; 39% are “slightly worried”; 45.6% are “not worried at all” and 11.9% “never**

considered it". That means that 42.5% have some worries about being a victim of crime though only a small proportion is very worried about it. There is a greater level of worry found amongst people who are disabled (57% worried – including 12% very worried) compared with those who are not disabled (40% including 3% very worried). By housing tenure there is also an observable difference: amongst council tenants some 54% are worried (including 14% "very worried") compared with 42% (including 5% "very worried") of those living in other forms of accommodation and 41% of homeowners (including 3% "very worried").



210. At ward level the numbers who say that they are very worried are below 10% in each ward aside from Cromarty Firth where 17% chose that option. Looking at the levels of worry in total there is a notable range in the overall levels of worry expressed when the slightly worried are combined with the very worried. In the following wards more than 50% classify themselves as worried: Inverness Central (74%); Wick (71%); Inverness Milburn (66%); Inverness West (60%); Inverness Ness-side (58%); Cromarty Firth (58%); Nairn (51%). On the other hand in the following wards those expressing worries total less than 30%: Eilean a' Cheò (22%); Aird and Loch Ness (23%); North, West and Central Sutherland (24%); and Caol and Mallaig (29%).

Extent of Worry about being the Victim of Specified Crimes

211. Those sampled were then asked: **"More specifically, how worried are you about becoming a victim of the following crimes?"** A list of 10 types of crime was presented and respondents gave their answers as per Table 4.10 below. The list of crimes is ranked according to the total percentage of respondents saying that they were worried (either "very" or "slightly") about being a victim of that crime.

Table 4.10 Extent of Worry about being the Victim of Specified Crimes

Crime	Very Worried (A) %	Slightly Worried (B) %	Total Worried (A+B) %	Not Worried At All %	Never Considered It %
Vandalism/ deliberate damage to your home, property or car	11	43	54	39	7
Having your home broken into	8	45	53	41	6
Having your car stolen or broken into	7	38	45	46	9
Being attacked by someone who is under the influence of alcohol	9	34	43	47	10
Being insulted or threatened	6	29	35	54	11
Being attacked, assaulted or robbed in the street	5	28	33	54	13
Being the victim of any other type of crime	4	25	29	52	19
Being attacked, assaulted or robbed in your own home	4	21	25	59	16
Being the victim of an attempted rape or other serious sexual offence	3	11	14	64	22
Being a victim of domestic abuse	1	2	3	74	23

N=1,160-1,207

212. Looking at the table as a whole it can be seen that there are **two types of crime** regarding which **a majority of respondents are worried** (either “very” or “slightly”) that they **might become a victim** – namely: **vandalism or deliberate damage to your home, property or car (54%)**; and **having your home broken into (53%)**. There are then four other types of crime which more than a third of respondents are worried that they might become a victim – namely: **having your car stolen or broken into (45%)**; **being attacked by someone who is under the influence of alcohol (43%)**; **being insulted or threatened (35%)**; and **being attacked, assaulted or robbed in the street (33%)**. These are then followed by two others where 1 in 4 or more express worries – namely: **being the victim of any other type of crime (29%)**; and **being attacked, robbed or assaulted in your own home (25%)**. Finally, **being the victim of any attempted rape or other serious sexual assault worries 14%** and **being a victim of domestic worries 3%**.

213. **Vandalism or deliberate damage to your home, property or car** is a worry to a majority of respondents (54% -including 11% who are “very worried”). Some 39% say that they are “not worried at all” about such crime while 7% “never considered it”. The level of worry is notably higher amongst people who:

- are aged 18-24 (66%) than those aged 25-44 (52%);
- are disabled (65%) than those who are not disabled (53%);
- have lived in the Highlands for more than 10 years (56%) than it is for those who have lived in the Highlands for less than 5 years (39%).

214. At ward level the percentages of respondents that are worried are at their highest in: Inverness Milburn (82%); Inverness Central (79% - including 28% very worried); Cromarty Firth (77%); Thurso (74%); Nairn (71%); Wick (67%); Landward Caithness (66%); Inverness Ness-side (66%); Badenoch and Strathspey (66%); Culloden and Ardersier (68%); and Tain and Easter Ross (63%); Inverness West (63%). The percentage of respondents who are worried is at its lowest in: North, West and Central Sutherland (18%); Eilean a’ Cheò (21%); Aird and Loch Ness (40%); and Wester Ross, Strathpeffer and Lochalsh (42%).

215. **Being a victim of having your home broken into** is a crime which is a worry to a majority of respondents (53% -including 4% who are “very worried”). Some 41% say that they are “not worried at all” about these crimes while 6% “never considered it”. The level of worry is notably higher amongst people who are disabled (65%) than those who are not disabled (52%).

216. At ward level the percentages of respondents that are worried are at their highest in: Inverness Central (77% - including 26% very worried); Cromarty Firth (76%); Wick (75% - including 21% very worried); Inverness West (69% – including 17% very worried); Culloden and Ardersier (68%); Inverness Ness-side (66%); Inverness Milburn (65% - including 18% very worried); Nairn (64%); and Tain and Easter Ross (63% - including 23% very worried). The percentage of respondents who are worried is at its lowest in: Eilean a’ Cheò (29%); East Sutherland and Edderton (31%); and North, West and Central Sutherland (33%).

217. **Being a victim of Having your car stolen or broken into** is a worry for 45% of respondents (including 7% “very worried”). Marginally more (46%) say that they are “not worried at all” about such crime while 9% “never considered it”. There are no notable variations according to categories of respondents.

218. At ward level the highest percentages of respondents who are worried are found in: Cromarty Firth (65%); Inverness Milburn (61%); Badenoch and Strathspey (61%); Nairn (60%); Inverness Ness-side (58%); Tain and Easter Ross (57%); Wick (56% - including 26% very worried); Caol and Mallaig (56%); and Inverness Central (56%). The only wards where the levels of concern are notably lower than the average for the whole sample of 45% are: Eilean a’ Cheò (24%); and North, West and Central Sutherland (22%).

219. **Being the victim of being attacked by someone who is under the influence of alcohol** is a worry for 43% of all respondents (including 9% “very worried”) while 47% say they are “not worried at all” about being a victim of such crime and 10% say they “never considered it”. Some 54% of those living in other forms of accommodation say they are worried about being a victim of such crime – notably higher than the comparable percentage amongst homeowners of 39%.

220. At ward level the highest percentages of respondents who are worried about being a victim of such crimes are found in: Inverness Milburn (68%); Wick (67%); Inverness Central (66%); Thurso (57%); Dingwall and Seaforth (56%); and Nairn (55%). Levels of concern are at their lowest in: the Black Isle (22%); North, West and Central Sutherland (25%); Aird and Loch Ness (25%); and East Sutherland and Edderton (28%).

221. **Being the victim of being insulted or threatened** is a worry for 35% of all respondents (including 6% “very worried”). A majority (54%) are “not worried at all” about being a victim of such crimes while 11% “never considered it”. Some 56% of those aged 18-24 are worried about being a victim of such crime – a rate much higher than for the other age groups (29%-38%). Some 44% of those who are unable to work are worried compared with 30% of those who are retired and 30% of those who are unemployed. And 44% of those who live in other types of accommodation and 44% of council tenants are worried about being victims of such crime compared with 31% of homeowners.

222. At the ward level the highest percentages of respondents who are worried about being a victim of these crimes are found in: Inverness Central (55%); Inverness Milburn (55%); Wick (54%); Inverness West (50%); and Cromarty Firth (49%). Levels of concern are at their lowest in: North, West and Central Sutherland (15%); East Sutherland and Edderton (16%); Eilean a’ Cheò (18%); Badenoch and Strathspey (24%); and the Black Isle (26%).

223. **Being the victim of being attacked, assaulted or robbed in the street** is a worry to 1 in 3 (33% - including 5% who are very worried about being a victim of these crimes). A majority – 54% - are not worried at all on this score while 13% “never considered it”. The percentage of people worried about being a victim of these crimes is at its highest amongst respondents who are:

- unable to work (50%) when compared with those who are retired (34%), the employed (32%) and the unemployed (32%);
- disabled (48%) than among those who are not disabled (31%);
- aged 16-24 (43%) than it is amongst the other age groups (30%-34%);
- council tenants (42%) than it is amongst people living in other types of accommodation (38%) and homeowners (32%).

224. Some 48% or more of the respondents in the following wards are worried about being victims of these crimes: Inverness Central (68% - including 19% very worried);

Inverness Milburn (63% - including 11% very worried); Inverness Ness-side (58%); Culloden and Ardersier (51%); Inverness West (50%); Wick (50%); Cromarty Firth (49%); and Nairn (48%). By contrast some 13% of the respondents in the following wards are worried about being a victim of these crimes: Wester Ross, Strathpeffer and Lochalsh (8%); North, West and Central Sutherland (9%); Eilean a' Cheò (10%); East Sutherland and Edderton (13%).

225. **Being the victim of any other type of crime** is a worry for 29% of all respondents (including 4% “very worried”) while 52% say that they are “not worried at all” about being the victim of other types of crime and 19% “never considered it”. Some 36% of those with children are worried about being victims of any other type of crime compared with 26% of those who do not have children.

226. At ward level the highest percentages of respondents who are worried about being a victim of such crimes are found in: Inverness Milburn (47%); Inverness Ness-side 43%); and Inverness Central (40%). Levels of concern are at their lowest in: Aird and Loch Ness (11%); East Sutherland and Edderton (13%) and North, West and Central Sutherland (16%).

227. **Being attacked, assaulted or robbed in your own home are crimes which are a worry to 25% (including 4% who are “very worried”) of all respondents. Some 59% say that they are “not worried at all” about these crimes while 16% “never considered it”.** The level of worry is notably higher amongst people who are:

- disabled (42%) than those who are not disabled (21%);
- council tenants (39%) than homeowners (22%);
- unable to work (38%) than those who are retired (27%), unemployed (24%) or employed (20%).

228. At ward level the percentages of respondents that are worried are at their highest in Inverness Central (56%) and Inverness Milburn (40%); Inverness Ness-side (39%); Wick (37%); Nairn (36%); and Cromarty Firth (36%). These percentages are at their lowest in: Wester Ross, Strathpeffer and Lochalsh (9%); East Sutherland and Edderton (9%); Eilean a' Cheò (10%); North, West and Central Sutherland (12%).

229. **Being the victim of an attempted rape or other serious sexual offence** is a worry for 14% of all respondents – including 3% who are very worried. Some 64% are “not worried at all” while 22% “never considered it”. There is a notable variation in response by gender: whereas 3% of males are worried about being a victim of such crimes the figure is 21% for females (4% being very worried). **Looking at females only in the various sub-categories** the following features are evident:

- 32% of females living in other forms of accommodation are worried compared with 25% of council tenants and 19% of homeowners;

- 31% of females who are disabled are worried compared with 20% of those who are not disabled;
- 29% of females aged 25-44 are worried compared with 20% of those aged 45-64 and 18% of those aged 65+.

230. **Being a victim of domestic abuse** is a worry to 3% of respondents (including 1% who are “very worried” about it). Some 74% say they are “not worried at all” about it while 25% say they “never considered it”. Being a victim of domestic abuse is a worry to 3% of females and 1% of males. Of those aged 65+ some 31% say they “never considered it” – a figure notably higher than the 18% selecting this option in the 25-44 age group.

Extent of worries about suffering discrimination or being subjected to a hate incident

231. Those sampled were asked: “**Are you worried about suffering discrimination or being subjected to a hate incident on the grounds of any of the following?**” A list of 8 grounds on which someone may suffer discrimination or a hate incident was presented and views sought on each according to the extent to which respondents were worried. A high proportion of the sample – ranging from 95.9% to 98.3% - completed the several parts of this question. The results in Table 4.11 below are listed according to the total percentage of those who expressed either level of concern.

Table 4.11 Extent of worries about suffering discrimination or being subjected to a hate incident

Grounds	Major Concern (A) %	Minor Concern (B) %	Total Concerned (A+B) %	Not a Concern %	No opinion/ don't know %
Religion or belief (including non-belief)	1	8	9	84	7
Race or ethnic origin	2	7	9	85	6
Mental health	1	6	7	86	7
Physical disability	2	4	6	87	7
Sexual orientation	1	3	4	89	7
Gender identity	1	3	4	89	7
Learning disability	1	2	3	90	7

N=1,165-1,194

232. Table 4.11 shows that for each of the seven grounds identified between **84%-90% of those responding said that it was “not a concern”** to them that they personally would suffering discrimination or be subjected to a hate incident on those grounds. A consistent **6%-7% chose the “no opinion/ don’t know”** option.

233. **Some 9% of respondents were concerned** (including 1% who said it was a “major concern”) that **they would suffer discrimination or be subjected to a hate incident on the grounds of religion or belief (including non-belief)**. Of respondents with a disability some 15% reported concerns on these grounds compared with 6% of those who do not have a disability. By housing tenure 14% of people living in other forms of accommodation expressed concern compared with 11% of council tenants and 6% of homeowners.

234. **Some 9% of respondents were concerned** (including 2% who said it was a “major concern”) that **they would suffer discrimination or be subjected to a hate incident on account of race or ethnic origin.** In looking at length of residency in the Highlands there is a clear variation in the pattern of the responses. Some 17% of respondents resident in the Highlands for less than 5 years and 14% of those resident for between 5 and 10 years identify this a concern for them compared with 7% of those resident for more than 10 years. Some 13% of those with school aged children express concern compared with 7% of those who do not have school aged children. And 14% of those who are disabled identify this as a concern to them compared with 8% of those who are not disabled. By ethnicity or race origin 31% of those who identified themselves as White-English expressed a concern compared with 6% of those who described themselves as White-British and 4% of those who identified themselves as White-Scottish. (Note that as Table 1.7 in Section 1 of this report reveals, the respondents who identify their ethnicity as being other than white are too few in number to make any comparisons statistically valid.)
235. **Some 7% of respondents were concerned** (including 1% who said it was a “major concern”) that **they would suffer discrimination or be subjected to a hate incident on the grounds of mental health.** Of respondents with a disability some 22% reported concerns compared with 5% of those who do not have a disability. And 30% of those who are unable to work said they were concerned (including 15% who identified it as a major concern) compared with 12% of those who are unemployed, 5% of the employed, and 4% of the retired.
236. **Some 6% of respondents were concerned** (including 2% who said it was a “major concern”) that **they would suffer discrimination or be subjected to a hate incident on the grounds of physical disability.** Of respondents with a disability some 33% reported concerns compared with 3% of those who do not have a disability. And 42% of those who are unable to work said they were concerned (including 15% who identified it as a major concern) compared with 7% of the retired; 6% of those who are unemployed and 3% of the employed. By housing tenure 18% of council tenants expressed concern compared with 8% of people living in other forms of accommodation and 5% of homeowners.
237. **Some 4% of respondents were concerned** (including 1% who said it was a “major concern”) that **they would suffer discrimination or be subjected to a hate incident on the grounds of gender identity.** There are no major variations according to categories of respondents.
238. **Some 4% of respondents were concerned** (including 1% who said it was a “major concern”) that **they would suffer discrimination or be subjected to a hate incident on the grounds of sexual orientation.** There are no major variations according to categories of respondents.
239. **Some 3% of respondents were concerned** (including 1% who said it was a “major concern”) that **they would suffer discrimination or be subjected to a hate incident on the grounds of learning disability.** Of respondents with a disability some 10% reported concerns compared with 2% of those who do not have a disability.

240. When given the opportunity to list any other grounds on which they were concerned they could face discrimination or be subjected to a hate crime some 17 respondents took the opportunity to specify the grounds on which they were concerned.

241. Now while Table 4.11 shows that the highest percentages of those concerned to any degree about suffering discrimination or being subjected to a hate incident are at the 9% level, there are two additional question that need to be asked of the data and these are:

- **What percentage of all respondents are concerned in any way about at least one ground on which they believe they could suffer discrimination or be subjected to a hate incident?**
- **What percentages of respondents are concerned about suffering discrimination on multiple grounds?**

In Table 4.12 below and in the paragraphs which follow it we answer these two questions.

Table 4.12: Extent to which Respondents are concerned about being suffering discrimination or being subjected to a hate incident

Number of Ground on Which Respondents are concerned	Percentage of All Respondents %
0 or no response	77.8
1	13.6
2	4.5
3	2.0
4	0.6
5	0.3
6	0.2
7	0.9

N=1,215

242. Table 4.12 shows that 77.8% of all those sampled are either not expressing a concern or did not respond to any part of the question on worries about suffering discrimination. Deducting 77.8% from 100% reveals that **22.2% of the entire sample are concerned that they will experience discrimination or be subjected to a hate incident on at least one of the 8 identified grounds.**

243. Table 4.12 also reveals that while 13.6% of respondents are concerned about discrimination on 1 of the 8 identified grounds another 4.5% of the sample is concerned about being discriminated against on 2 grounds, and a further 2% is concerned about discrimination on 3 of the grounds. Note that a total of 2% of the sample is concerned about suffering discrimination on 4 or more grounds.

244. By the various categories the highest levels of concern about suffering discrimination on 1 or more grounds are found amongst people who are:

- unable to work (56% are concerned on at least one account with 24% having at least 2 grounds on which they are concerned);

- disabled (46% are concerned on at least one account with 24% having at least 2 grounds on which they are concerned);
- council house tenants (32% are concerned on at least one account with 16% having at least 2 grounds on which they are concerned);
- resident in the Highlands less than 5 years (29% are concerned on at least one account with 13% having at least 2 grounds on which they are concerned).

Extent to which action are taken because of possible worries about crime

245. Those sampled were asked: “Do you do any of the following because of the possible worries about crime?” There then followed a list of 9 actions about which they were asked to identify whether they took that action, always, sometimes or never. Their answers are found in Table 4.13 below. Answers were supplied by between 96.5% and 98.8% of the sample and they are ranked according to the extent to the total percentage of people who say they take this action.

Table 4.13 Extent to which action are taken because of possible worries about crime

Actions	Always (A) %	Sometimes (A) %	Total Taking Action (A) + (B) %	Never %
Make sure your home is adequately secured	70	18	88	12
Make sure your vehicle is adequately secured	71	13	84	16
Carry a mobile phone	43	18	61	39
Avoid certain places	13	38	51	49
Mark your property in case it is stolen	11	30	40	59
Avoid going out when it is dark	6	24	30	70
Avoid going out at certain times	6	22	28	72
Avoid going out alone	4	23	27	73
Take self-defence classes	2	2	4	96

N=1,173-1,201

246. **Making sure your home is adequately secured is an action taken at least sometimes by 88% of respondents** (including 70% who do this always) while 12% say that they never do this. Some 83% of those aged 65+ do this always and just 7% say they never do it compared with 60% of those aged 25-44 who always do it and 16% who never do it. By housing tenure 76% of home owners always do this and 8% never do it while 68%

of council tenants always do it and 18% never do it and 59% of people living in other types of accommodation always do it and 19% never do it.

247. At ward level there are clear differences apparent. The highest percentages always performing this action are found in: Culloden and Ardersier (94%); Inverness Milburn (92%); Inverness West (90%); Inverness Central (88%); Thurso (85%); Inverness Ness-side (83%); Inverness South (83%); Dingwall and Seaforth (83%); Cromarty Firth (83%); and Nairn (82%). By comparison the following wards have the lowest percentages saying that they always take this action: North, West and Central Sutherland (59% - while 19% never do it); Caol and Mallaig (59% - while 15% never do it) Eilean a' Cheò (61% - while 18% never do it); East Sutherland and Edderton (61% - while 12% never do it) and Wester Ross, Strathpeffer and Lochalsh (63% - while 25% never do it).

248. **Making sure your vehicle is adequately secured because of possible worries about crime is an action taken at least sometimes by 84% of respondents (including 71% who do this always) while 16% say that they never do this.** Some 81% of those aged 65+ do this always while 11% say they never do it compared with 63% of those aged 25-44 who always do it while 16% of that age group say they never do it. By housing tenure 76% of home owners always do this and 10% never do it while 61% of people living in other types of accommodation always do it and 27% never do it and 43% of council tenants always do it and, a higher percentage, 45% never make sure their vehicle is adequately secured.

249. At ward level there are clear differences apparent. The highest percentages always performing this action are found in: Culloden and Ardersier (91%); Inverness West (87%); Inverness South (85%); Dingwall and Seaforth (82%); Cromarty Firth (80%); and Nairn (80%). By comparison the following wards have the lowest percentages saying that they always take this action: Caol and Mallaig (56% - while 26% never do it) North, West and Central Sutherland (58% - while 23% never do it); Wester Ross, Strathpeffer and Lochalsh (61% - while 16% never do it) and Eilean a' Cheò (63% - while 22% never do it). In addition is also noticeable that 30% of those in Wick and 23% of those in Inverness Central say they never make sure their vehicle is adequately secured.

250. **Carrying a mobile phone because of possible worries about crime is an action taken at least sometimes by 61% of respondents (including 43% who do this always) while 12% say that they never do this.** There are no variations by category of respondents.

251. At ward level respondents from Inverness Central stand out in that 78% say they always carry a mobile phone because of possible worries about crime – a much higher than the next closest which are Wick (61% always do this) and Cromarty Firth (56%). There is only one ward where a majority of respondents say that they never do this and that is North, West and Central Sutherland (56%).

252. **Avoiding certain places because of possible worries about crime is an action taken at least sometimes by a slight majority of 51% of respondents (including 13% who always do this) while 49% say that they never do this.** Some 52% of people

resident in the Highlands more than 10 years and 51% of those resident between 5 and 10 years avoid certain places at least sometimes – compared with 39% of those resident less than 5 years.

253. At ward level clear differences are apparent. Wards where more than 60% say that they never avoid certain places are: North, West and Central Sutherland (84%); Wester Ross, Strathpeffer and Lochalsh (77%); Eilean a' Cheò (73%) East Sutherland and Edderton (66%); Landward Caithness (61%) and Badenoch and Strathspey (60%).
254. Meanwhile more than 60% of the respondents in the following 10 wards do avoid - at least sometimes - certain places because of possible worries: Inverness Central (84%); Culloden and Ardersier (71%); Inverness West (77%); Inverness South (73%); Thurso (72%); Inverness Ness-side (74%); Dingwall and Seaforth (64%); Cromarty Firth (64%); Nairn (65%); and Inverness Milburn (63%).
255. **Marking your property in case it is stolen is an action taken by 41% of respondents at least sometimes (including 11% who always do this) while 59% never do this.** Some 48% of those aged 65+ do this at least sometimes compared with 37% of those aged 25-44. There are 14 wards where a small majority of respondents say that they do this at least sometimes: Nairn (57%); Inverness Milburn (54%); Dingwall and Seaforth (54%); and Culloden and Ardersier (51%).
256. **Avoiding going out when it is dark because of possible worries about crime is an action taken at least sometimes by 30% of respondents (including 6% who always do this) while 70% never do this.** Some 63% of those who are unable to work do this at least sometimes (including 21% who always do this) – a much higher figure than that found in the other employment groups (25% of those who are employed; 31% of the retired; 35% of people who are unemployed). By housing tenure it is noticeable that 50% of council tenants take this action at least sometimes (including 21% who always avoid going out when it is dark) compared with 41% of those living in other types of accommodation and 26% of those who are homeowners. Some 46% of people who are disabled avoid going out when it is dark at least sometimes (including 14% who always do this) compared with 27% of those who are not disabled.
257. At ward level there are clear differences apparent. The following 5 wards have more than 80% saying that they never avoid going out when it is dark: North, West and Central Sutherland (94%); Wester Ross, Strathpeffer and Lochalsh (90%); Eilean a' Cheò (90%) Aird and Loch Ness (82%); and Landward Caithness (80%).
258. On the other hand in the following wards more than 40% of the respondents do avoid going out when it is dark at least sometimes: Inverness Central (67%); Dingwall and Seaforth (56%); Wick (54%) Inverness West (53%); Inverness Milburn (47%); and Inverness Ness-side (43%).
259. **Avoiding going out at certain times is an action taken at least sometimes by 28% of respondents (including 6% who always do this) while 72% never do this.** Some 65% of those who are unable to work do this at least sometimes (including 23% who

always do this) – a much higher figure than that found in the other employment groups (25% of those who are employed; 27% of those who are retired; 28% of people who are unemployed). By housing tenure it is noticeable that 47% of council tenant takes this action at least sometimes (including 20% who always do this) compared with 35% of those living in other types of accommodation and 25% of those who are homeowners. Some 42% of people who are disabled avoid going out at certain times at least sometimes (including 16% who always do this) compared with 25% of those who are not disabled.

260. At ward level one more there are clear differences apparent. The following 7 wards have more than 80% saying that they never avoid going out at certain times: North, West and Central Sutherland (94%); Wester Ross, Strathpeffer and Lochalsh (94%); Eilean a' Cheò (92%); East Sutherland and Edderton (88%); Badenoch and Strathspey (84%); Caol and Mallaig (81%); and Landward Caithness (80%).

261. In the following 6 wards more than 40% of the respondents avoid going out at certain times at least sometimes: Inverness Central (59%); Inverness West (47%); Inverness Milburn (47%); Dingwall and Seaforth (46%); Inverness Ness-side (45%) and Wick (42%).

262. **Avoiding going out alone because of possible worries about crime is an action taken at least sometimes by 27% of respondents (including 4% who always do this) while 73% never do this.** Of those unable to work 55% do this at least sometimes (including 17% who always do this) – a much higher figure than that found in the other employment groups (25% of those who are employed; 25% of those who are retired; 29% of people who are unemployed). By housing tenure 46% of council tenant takes this action at least sometimes (including 14% who always do this) compared with 33% of those living in other types of accommodation and 24% of those who are homeowners. Some 39% of people who are disabled avoid going out alone at least sometimes (including 11% who always do this) compared with 25% of those who are not disabled.

263. At ward level again there are clear differences apparent. The following wards have more than 80% saying that they never avoid going out alone: North, West and Central Sutherland (94%); Wester Ross, Strathpeffer and Lochalsh (88%); Eilean a' Cheò (88%); Aird and Loch Ness (87%); Caol and Mallaig (85%); East Sutherland and Edderton (84%); Landward Caithness (83%) and Badenoch and Strathspey (80%).

264. In following wards more than 40% of the respondents do avoid going out alone at least sometimes: Inverness Central (55%); Inverness West (53%); Wick (42%); Inverness Ness-side (41%); Dingwall and Seaforth (41%); and Thurso (41%).

265. **Taking self-defence classes because of possible worries about crime is an action which is taken by 4% of respondents while 96% say that they never do this.** There are no notable variations by categories of respondents or by wards.

266. Those sampled were invited to list “anything else” that they did because of possible worries about crime. Some 130 replied (10.7% of all respondents). The actions were grouped as follows:

- 1.5% of all respondents said that they maintained an “increased vigilance”;
- 1.3% said they lock doors/gates – keeping doors locked even when at home;
- 1.2% said they inform neighbours when they are going away or are out;
- 1.2% report that they have installed CCTV and/or alarms and/or security lighting;
- 0.9% restrict activity after dark;
- 0.5% avoid groups of young people;
- 0.5% report they “keep dogs”.

Views on the Safety of the Area within 15 Minutes Walk of Home

267. Respondents were then asked to rate the safety of the area near their homes as follows: “**Taking everything into account, how do you rate the area within 15 minutes walk of your home as a place to live?**” Their views are revealed in Table 4.13 below:

Table 4.13 Rating of the Safety of the Area within 15 Minutes Walk of Your Home

	2012 %	2011 %	2010 %	2009 %	2008 %
A very safe area	53.3	51.3	59	45	46
A fairly safe area	42.8	41.6	38	47	49
Total Safe	96.1	92.9	97	92	95
Rather unsafe area	2.9	5.5	2	5	4
A very unsafe area	0.7	1.1	1	2	1
Total Unsafe	3.6	6.6	3	7	5
No opinion	0.3	0.5			
Net Safety Rating (Total Safe – Total Unsafe)	92.5	86.3	94	85	90

In 2010/1 N= 1,134

268. **In 2012 a total of 96.1% respondents rate their locality as either “very” or “fairly safe”** which is a rise from the comparable figure of 92.9% in 2011 (and marginally under the 97% recorded in 2010). Those who feel that their locality is unsafe to any extent total 3.6% - down from 6.6% in 2011 and returning to a level comparable to the 3% recorded in 2010. 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 92.5% in 2012** - up notably from 86.3% in 2011 and only slightly down on the 94% recorded in 2010.

269. Looking in more detail at the results for 2012 we see that a majority of respondents - 53.3% - rated the area within 15 minutes walk of their home as being “very safe”. This is a 2% rise from the 521.3% recorded in 2011 (59% in 2010; 45% in 2009; 46% in 2008). There are no notable variations by categories of respondents.

270. The main difference noticeable at ward level is the percentage of respondents who select the “very safe” option. The highest percentages of respondents (all 65% or higher) choosing to describe their area as very safe are found in the following 6 wards:

- North, West and Central Sutherland (88%)
- Wester Ross, Strathpeffer and Lochalsh (86%)
- Aird and Loch Ness (76%)
- Eilean a' Cheò (73%)
- Landward Caithness (68%)
- Black Isle (65%)

271. By comparison the lowest percentages of respondents choosing to rate the area within 15 minutes walk of their home as “very safe” are found in the following 6 wards (all lower than 40%):

- Inverness Central (19%)
- Inverness West (20%)
- Cromarty Firth (25%)
- Nairn (32%)
- Inverness Milburn (39%)
- Inverness Ness-side (39%)

EQUALITIES

272. This part of the section was introduced as follows: “As a public body, the Council has a duty to give regard to the need to:

- eliminate discrimination, harassment and victimisation;
- advance equality of opportunity; and
- foster good relations.

We have an interest in understanding public attitudes towards equalities and diversity in Highland. The Council has agreed a “Fairer Highland Plan” to tackle discrimination and support equality of opportunity. The following three questions will help us to take forward our duties under the Equality Act 2010.”

Views on Prejudice

273. Those sampled were given two statements and asked which of the two “comes closest to your own view?” The statements and the percentage of respondents according with them are given in Table 4.14 below. Some 97.4% of the sample gave their views.

Table 4.14 Views on Prejudice

Statement	Respondents choosing statement as being closest to their views (2012) %	Respondents choosing statement as being closest to their views (2011) %
Highland should do everything it can to get rid of all types of prejudice	70.4	66.9
Sometimes there is good reason for people to be prejudiced against certain groups	29.6	33.1

N= 1,183

274. The results show that **70.4%** (up from 66.9% in 2011) **thought that the statement “Highland should do everything it can to get rid of all types of prejudice”** came closest to their own views. For 29.6% (down from 33.1% in 2011) the statement **“sometimes there is good reason for people to be prejudiced against certain groups”** came closest to their views.

275. By gender the percentage of females agreeing with the statement that “Highland should do everything it can to get rid of all types of prejudice” was 73% - some 8% higher than the 65% for males.

276. While 78% of those aged 18-24, 74% of those aged 45-64 and 73% of those aged 25-44 agreed with the statement “Highland should do everything it can to get rid of all types of prejudice” the figure amongst those aged 65+ was noticeably lower at 61%.

277. Some 77% of those resident in the Highland less than 5 years agreed with the statement “Highland should do everything it can to get rid of all types of prejudice” – the

comparable figure for those resident in the Highlands more than 10 years was 69% and 67% for those resident for between 5 and 10 years.

Type of People with whom Respondents would rather live in an area

278. The next question was: **“Would you rather live in an area with lots of different kinds of people or where most people are similar to you?”** Some **52.1%** (up from 46.8% in 2011) **selected “lots of different kinds of people”** while **47.9%** (down from 53.2% in 2011) **selected “where most people are similar to you”**. This means that in 2012 there is a margin of 4.2% in favour of “lots of different kinds of people” – a reversal of the 2011 survey results where the margin was 6.4% in favour of “where most people are similar to you”.

279. There are notable variations by age group. Some 63% of those aged 65+ chose “where most people are similar to you”. This though was the minority view of those aged 18-24, 25-44 and 45-64. Instead they chose - at levels of 58% and 59% - the statement “with lots of different kinds of people”.

280. While 61% of retired people chose “where most people are similar to you”, amongst the employed there was a decisive margin in favour of the alternative view in that 59% chose “with lots of different kinds of people”.

281. Of those who have lived in the area for more than 10 years a higher percentage (52%) chose “where most people are similar to you”. But amongst those who have lived in the area less than 10 years the situation is reversed – 69% of those who have lived in the Highland less than 5 years and 62% of those who have been resident for 5-10 years chose “with lots of different kinds of people”.

282. Some 62% of those who live in other types of accommodation chose “with lots of different kinds of people” compared with 50% of those who are homeowners while a small majority (53%) of council tenants chose “where most people are similar to you”.

283. Some 60% of those with school aged children chose “with lot of different kinds of people” while a narrow majority (51%) of those without school aged children chose “where most people are similar to you”.

Feelings about a Close Relative/Friend Marrying, being in a Civil Partnership or forming a Long-Term Relationship with a Person from certain Groups

284. The next question was introduced as follows: *“Some people say they would be happy if a close relative of theirs married or formed a long-term relationship with someone from particular groups while others say they would be unhappy about this, even if the couple themselves were happy. How would you feel if a close relative of ours married, or is in a civil partnership, or formed a long-term relationship with someone from the groups mentioned?”* The answers given for 2012 appear in Table 4.15 below and in the paragraphs which follow comparisons are drawn with the results recorded in 2011.

Table 4.15 Feelings about a Close Relative/Friend Marrying, or being in a Civil Partnership or forming a Long-Term Relationship with a Person from certain Groups

Group	Very happy %	Happy %	Neither Happy nor Unhappy %	Unhappy %	Very unhappy %	It depends %
Christian	28.4	26.4	38.6	1.0	0.3	5.2
Black and Asian	16.3	20.6	46.4	6.1	2.8	7.8
Jewish	13.9	20.1	49.2	5.9	2.6	8.3
Hindu	14.0	16.2	45.3	10.3	5.3	8.9
Muslim	12.6	14.2	42.2	12.1	9.2	9.7
Someone of the same sex as themselves	12.0	14.4	39.3	13.9	15.1	5.3
Someone who experiences depression from time to time	9.5	15.6	43.3	15.7	3.5	12.4
Gypsy/Traveller	8.3	9.1	36.2	22.5	13.6	10.3
Someone who cross-dresses in public	7.5	7.1	31.8	21.0	25.1	7.5

N=1,084-1,097

Feelings about a Close Relative/Friend Marrying, being in a Civil Partnership or forming a Long-Term Relationship with a Christian

285. A total of 54.8% (very similar to the 54.5% recorded in 2011) indicate that they would feel either “happy” (26.4%) or “very happy” (28.4%) if a close relative or friend married, was in a civil partnership or formed a long-term relationship with a Christian. Some 38.6% (38.3% in 2011) would feel “neither happy nor unhappy”. A total of 1.3% (1.8% in 2011) would feel either “unhappy” (1.0%) or “very unhappy” (0.3%). For 5.2% (5.4% in 2011) the option chosen was “it depends”.

286. Notice therefore that **the percentage of respondents who say they would feel happy in either way (54.8%) is much greater than those who say they would feel unhappy in either way (1.3%) – a margin in favour of this proposition of 53.5% (up slightly on the 52.7% recorded in 2011).**

Feelings about a Close Relative/Friend Marrying, being in a Civil Partnership or forming a Long-Term Relationship with someone who is Black and Asian

287. A total of 36.9% (very close to the 37.1% recorded in 2011) indicate that they would feel either “happy” (20.6%) or “very happy” (16.3%) if a close relative or friend married, was in a civil partnership or formed a long-term relationship with a person who is black and Asian. Some 46.4% (41.6% in 2011) would feel “neither happy nor unhappy”. A total of

8.9% (down from 13.5% in 2011) would feel either “unhappy” (6.1%) or “very unhappy” (2.8%). For 7.8% “it depends”.

288. The percentage of people **who say that they would feel happy in either way (36.9%) is appreciably higher than those who say they would feel unhappy in either way (8.9%) – a margin in favour of this proposition of 28% (up notably on the 23.6% recorded in 2011).**

289. Those indicating that they would be “happy” or “very happy” are found in the highest percentages amongst people:

- aged 25-44 (47%), followed by those aged 45-64 (38%) and then at some distance, by those aged 65+ (20%);
- living in other types of accommodation (38%) followed by homeowners (34%) and then some way behind by council tenants (13%);
- who have school aged children (45%) compared with those who have no school aged children (30%);
- resident in the Highlands less than 5 years (42%) followed by those resident between 5 and 10 years (36%) and then by those resident more than 10 years (33%);
- who are employed (42%) followed by those who are unemployed (34%), people unable to work (32%); and then, at some distance, by those who are retired (21%);
- who are female (36%) as compared with males (31%).

290. Those indicating that they would be either “unhappy” or “very unhappy” are found in the highest percentages amongst those people:

- aged 65+ (16%) – compared with those aged 45-64 (8%), and those aged 25-44 (4%);
- who are retired (14%) and those unable to work (14%), followed those who are unemployed (9%) then by those who are employed (6%);
- who are males (14%) – compared with females (7%);
- who do not have school aged children (15%) compared to those who do (8%).

Feelings about a Close Relative/Friend Marrying, being in a Civil Partnership or forming a Long-Term Relationship with someone who is Jewish

291. A total of 34.0% (near identical to the 34.2% recorded in 2011) indicate that they would feel either “happy” (20.1%) or “very happy” (13.9%) if a close relative or friend married, was in a civil partnership or formed a long-term relationship with someone who is Jewish. Some 49.2% would feel “neither happy nor unhappy”. A total of 8.5% (down from 11.5% in 2011) would feel either “unhappy” (5.9%) or “very unhappy” (2.6%). For 8.3% the option chosen was “it depends”.

292. The percentage of people **who say they would feel happy in either way (34.2%) is appreciably greater than those who say they would feel unhappy in either way (8.5%) - a margin of 25.7% in favour of this proposition (an increase on the 22.7% recorded in 2011).**

293. Those indicating that they would be “happy” or “very happy” are found in the highest percentages amongst people:

- aged 25-44 (40%) followed by those aged 45-64 (35%) and then, at some distance, by those aged 65+ (19%);
- living in other types of accommodation (34%) followed by homeowners (31%) and then by council tenants (15%);
- who are employed (36%) followed by those who are unemployed (28%), people unable to work (28%); and then by those who are retired (23%);
- who have school aged children (36%) compared with those who have no school aged children (29%);
- who are female (33%) as compared with males (28%).

294. Those indicating that they would be either “unhappy” or “very unhappy” are found in the highest percentages amongst those people:

- unable to work (17%), followed by those who are retired (11%), those who are unemployed (11%) and those who are employed (6%);
- aged 65+ (12%) – compared with those aged 45-64 (7%) and those aged 25-44 (5%).

Feelings about a Close Relative/Friend Marrying, being in a Civil Partnership or forming a Long-Term Relationship with someone who is a Hindu

295. A total of 30.2% (1.2% less than the 31.4% recorded in 2011) indicate that they would feel either “happy” (16.2%) or “very happy” (14.0%) if a close relative or friend married, was in a civil partnership or formed a long-term relationship with someone who is a Hindu. Some 45.3% (up from 39.9% in 2011) would feel “neither happy nor unhappy”. A total of 21.3% (21.4% in 2011) would feel either “unhappy” (12.1%) or “very unhappy” (9.2%). For 9.3% (7.3% in 2011) “it depends”.

296. The percentage of people **who say they would feel happy in either way (30.2%) is greater than those who say they would feel unhappy in either way (21.3%) – a margin of 8.9% in favour of this proposition (a decrease on the 10% recorded in 2011).**

297. Those indicating that they would be “happy” or “very happy” are found in the highest percentages amongst people:

- aged 25-44 (38%) followed by those aged 45-64 (31%) and then, at some distance, by those aged 65+ (12%);
- who are living in other types of accommodation (31%), homeowners (27%), and then by council tenants (13%);
- who have school aged children (36%) compared with those who have no school aged children (25%);
- resident in the Highlands less than 5 years (38%) followed by those resident between 5 and 10 years (32%) and then by those resident more than 10 years (25%);
- who are employed (33%) followed by people unable to work (28%), those who are unemployed (24%) and then by those who are retired (17%).

298. Those indicating that they would be either “unhappy” or “very unhappy” are found in the highest percentages amongst those people:

- aged 65+ (24%) – compared with those aged 45-64 (13%) and those aged 25-44 (9%);
- who are retired (23%, followed by those who are unemployed (19%), those unable to work (16%) and then by those who are employed (12%);
- who are males (19%) – compared with females (14%).

Feelings about a Close Relative/Friend Marrying, being in a Civil Partnership or forming a Long-Term Relationship with someone who is a Muslim

299. A total of 26.8% (1% less than the 27.8% recorded in 2011) indicate that they would feel either “happy” (14.2%) or “very happy” (12.6%) if a close relative or friend married, was in a civil partnership or formed a long-term relationship with someone who is a Muslim. Some 42.2% (well up on the 34.5% recorded in 2011) would feel “neither happy nor unhappy”. A total of 21.3% (notably down on the 30.4% in 2011) would feel either “unhappy” (12.1%) or “very unhappy” (9.2%). For 9.7% (7.4% in 2011) the option chosen was “it depends”.

300. Those indicating that they would be “happy” or “very happy” are found in the highest percentages amongst people:

- aged 25-44 (36%) followed by those aged 45-64 (27%) and then at some distance by those aged 65+ (10%);
- living in other types of accommodation (26%) followed by homeowners (24%) and then by council tenants (15%);
- who have school aged children (32%) compared with those who have no school aged children (22%);
- who are employed (30%) followed by people who are unable to work (28%) then by those who are unemployed (22%) and then at some distance by those who are retired (13%).

301. Those indicating that they would be either “unhappy” or “very unhappy” are found in the highest percentages amongst those people:

- aged 65+ (33%) – compared with those aged 25-44 (12%) and those aged 45-64 (19%);
- who are retired (32%) followed by those who are unemployed (25%), those unable to work (18%) and those who are employed (16%);
- who are males (28%) – compared with females (19%);
- who do not have school aged children (24%) compared to those who do (17%).

302. In looking at the entire group of respondents answering this question **the percentage of people who say they would feel happy in either way (26.8%) is 5.5% more than the percentage of respondents who say they would feel unhappy in either way (21.3%) - a reversal of the situation in the 2011 survey when there was a 2.6% margin in favour of those who were unhappy in either way.**

Feelings about a Close Relative/Friend Marrying, being in a Civil Partnership or forming a Long-Term Relationship with someone who is the same sex as themselves

303. A total of 26.4% (up by 1.7% on the 24.7% recorded in 2011) indicate that they would feel either “happy” (14.4%) or “very happy” (12%) if a close relative or friend married, was in a civil partnership or formed a long-term relationship with someone who is the same sex as themselves. Some 35.4% would feel “neither happy nor unhappy”. A total of 29% (notably less than the 34.3% recorded in 2011) would feel either “unhappy” (13.9%) or “very unhappy” (15.1%). For 5.3% (5.5% in 2011) the option chosen was “it depends”.

304. Those indicating that they would feel “happy” or “very happy” are found in the highest percentages amongst people:

- aged 25-44 (36%) followed by those aged 45-64 (28%) and then at some distance by those aged 65+ (9%);
- living in other types of accommodation (32%) followed by homeowners (23%) and then by council tenants (15%);
- resident in the Highlands less than 5 years (40%) followed by those resident between 5 and 10 years (30%) and then by those resident more than 10 years (24%);
- who are unable to work (33%) followed by those who are employed (29%), people who are unemployed (28%) and then, at some distance, by those who are retired (13%);
- who have school aged children (32%) compared with those who have no school aged children (21%);
- who are female (27%) as compared with males (19%).

305. Those indicating that they would feel either “unhappy” or “very unhappy” are found in the highest percentages amongst those people:

- aged 65+ (48%) – compared with those aged 45-64 (25%) and those aged 25-44 (19%);
- who are retired (44%) followed at some distance by those unable to work (27%), those who are unemployed (26%) and those who are employed (25%);
- who are males (38%) as compared with females (26%);
- who do not have school aged children (34%) - compared to those who do (24%).

306. In looking then at the entire group of respondents answering this question **the percentage of people who would feel happy in either way (26.4%) is 2.6% less than the percentage of respondents who would feel unhappy in either way (29%). In 2011 percentage of people who would feel happy in either way was 9.6% less than the percentage of respondents who would feel unhappy in either way.**

307. The categories of respondents illustrate though that there is marked difference in views according, primarily, to people’s ages. Note:

- For those aged 65+ the percentage of people who would feel happy in either way (9%) is much lower than the percentage of respondents who would feel unhappy in either way (48%);

- For people aged 45-64 the percentage who would feel happy in either way (28%) is slightly more than the percentage who would feel unhappy in either way (25%);
- For those aged 25-44 the percentage who would feel happy in either way (36%) is almost double the percentage who would feel unhappy in either way (19%).

308. There is also a marked difference according to gender:

- For males the percentage who would be happy in either way (19%) is much lower than the percentage who would be unhappy in either way (38%);
- For females some 27% say they would feel either happy or very happy – 1% more than the 26% who say they would feel either unhappy or very unhappy.

Feelings about a Close Relative/Friend Marrying, being in a Civil Partnership or forming a Long-Term Relationship with someone who experiences depression from time to time

309. A total of 25.1% (up notably on the 20.6% recorded in 2011) indicate that they would feel either “happy” (15.6%) or “very happy” (9.5%) if a close relative or friend married, was in a civil partnership or formed a long-term relationship with someone who experiences depression from time to time. Some 43.3% would feel “neither happy nor unhappy”. A total of 19.2% (notably down on the 24.4% recorded in 2011) would feel either “unhappy” (15.7%) or “very unhappy” (3.5%). For 12.4% (11.2% in 2011) the option chosen was “it depends”.

310. Those indicating that they would feel “happy” or “very happy” are found in the highest percentages amongst people:

- aged 25-44 (32%) followed by those aged 45-64 (24%) and then by those aged 65+ (9%);
- living in other types of accommodation (34%) followed by homeowners (19%) and then by council tenants (13%);
- who have school aged children (26%) compared with those who have no school aged children (19%);
- unable to work (34%), followed by people who are employed (26%), those who are unemployed (17 %) and then by those who are retired (11%);

311. Those indicating that they would feel either “unhappy” or “very unhappy” are found in the highest percentages amongst those people:

- aged 65+ (36%) – compared with those aged 45-64 (17%) and those aged 25-44 (9%);
- who are retired (33%) followed by those unable to work (17%), those who are employed (16%), and those who are unemployed (13%);
- who are males (25%) – compared with females (20%);
- who do not have school aged children (23%) compared to those who do (13%).

312. In looking then at the entire group of respondents answering this question the **percentage of people who would feel happy in either way (25.1%) is 5.9% more than the percentage of respondents who would feel unhappy in either way (19.2%). This represents a reversal from 2011 when there was a margin of 2.8% in favour of those who felt unhappy in either way about such a prospect.**

Feelings about a Close Relative/Friend Marrying, being in a Civil Partnership or forming a Long-Term Relationship with someone who is a Gypsy/ Traveller

313. A total of 17.4% (some 2.2% less than the 19.6% recorded in 2011) indicate that they would feel either “happy” (9.1%) or “very happy” (8.3%) if a close relative or friend married, was in a civil partnership or formed a long-term relationship with someone who is a Gypsy/ Traveller. Some 36.2% (up appreciably on the 30.9% recorded in 2011) would feel “neither happy nor unhappy”. A total of 36.1% (down notably from 41% in 2011) would feel either “unhappy” (22.5%) or “very unhappy” (13.6%). For 10.3% (8.5% in 2011) the option chosen was “it depends”.

314. Those indicating that they would feel “happy” or “very happy” are found in the highest percentages amongst people:

- aged 25-44 (24%) followed by those aged 45-64 (18%) and then by those aged 65+ (5%);
- living in other types of accommodation (23%) followed by homeowners (14%) and then by council tenants (9%);
- who have school aged children (21%) compared with those who have no school aged children (14%);
- resident in the Highlands less than 5 years (26%) followed by those resident more than 10 years (14%) and then by those resident between 5 and 10 years (13%);
- unable to work (23%), followed by those who are employed (20%) people who are unemployed (16%) and by those who are retired (7%);
- who are female (17%) as compared with males (13%).

315. Those indicating that they would feel either “unhappy” or “very unhappy” are found in the highest percentages amongst those people:

- aged 65+ (54%) – compared with those aged 45-64 (34%) and those aged 25-44 (23%);
- who are retired (53%) followed by those who are unemployed (42%), those who are employed (30%), and those unable to work (25%);
- who are males (51%) – compared with females (41%);
- who do not have school aged children (42%) compared to those who do (24%).

316. In looking then at the entire group of respondents answering this question the **percentage of people who say they would feel happy in either way (17.4%) is less than half the percentage of respondents who say they would feel unhappy in either way (36.1%) – a margin of 18.7% in favour of those who would feel unhappy about this proposition. This is a notable change from 2011 when the margin in favour of those who were unhappy about this prospect was 11.3%.**

317. The categories of respondents illustrate though that there is marked difference in views according, primarily, to people's ages. Note:

- For those aged 65+ the percentage who would feel happy in either way (5%) is much lower than the percentage who would feel unhappy in either way (54%). And for people aged 45-64 the percentage who would feel happy in either way (18%) is also still much less than the percentage who would feel unhappy in either way (34%).
- But for those aged 25-44 the percentage who would feel happy in either way (24%) is marginally more (1%) than the percentage who would feel unhappy in either way (24%).

Feelings about a Close Relative/Friend Marrying, being in a Civil Partnership or forming a Long-Term Relationship with someone who cross-dresses in public

318. A total of 14.6% (identical to the 14.6% recorded in 2011) indicate that they would feel either "happy" (7.1%) or "very happy" (7.5%) if a close relative or friend married, was in a civil partnership or formed a long-term relationship with someone who cross-dresses in public. Some 31.8% (up notably on the 24.7% recorded in 2011) would feel "neither happy nor unhappy". A total of 46.1% (down appreciably on the 55.4% in 2011) would feel either "unhappy" (21%) or "very unhappy" (25.1%). For 7.5% (5.1% in 2011) the option chosen was "it depends".

319. Those indicating that they would be "happy" or "very happy" are found in the highest percentages amongst people:

- aged 25-44 (21%) followed by those aged 45-64 (14%) and by those aged 65+ (4%);
- living in other types of accommodation (21%) followed by homeowners (11%) and then by council tenants (8%);
- who are unable to work (16%) followed by people who are employed (15%), those who are unemployed (12%) people and by those who are retired (6%);
- who are female (14%) as compared with males (9%).

320. Those indicating that they would be either "unhappy" or "very unhappy" are found in the highest percentages amongst those people:

- aged 65+ (65%) – compared with those aged 45-64 (48%) and those aged 25-44 (34%);
- who are retired (61%) followed by those who are unemployed (51%), those who are employed (44%) and those unable to work (37%);
- who are males (57%) – compared with females (45%).

321. In looking at the entire group of respondents answering this question **the percentage of people who say they would feel happy in either way (14.6%) is 31.5% less than the percentage of respondents who say they would feel unhappy in either way (46.1%). In 2011 the corresponding result was that the percentage of those who would feel happy in either was exceeded by a margin of 40.8% by those who would feel unhappy in either way with this prospect.**

Summary of Findings

322. In Table 4.16 below we summarise the findings mentioned in the paragraphs above about the percentage difference between those who feel happy in either way about the prospect of a close relative/Friend Marrying, or being in a Civil Partnership or forming a Long-Term Relationship with a Person from certain Groups and those who feel unhappy in either way about that prospect.

Table 4.16 Percentage Difference between those who feel Happy (in either way) and those who feel Unhappy (in either way) about a Close Relative/Friend Marrying, or being in a Civil Partnership or forming a Long-Term Relationship with a Person from certain Groups

Group	Percentage difference between those who feel happy and those who feel unhappy (2012) %	Percentage difference between those who feel happy and those who feel unhappy (2011) %
Christian	53.5	52.7
Black and Asian	28.0	23.6
Jewish	25.7	22.7
Hindu	8.9	10.0
Someone who experiences depression from time to time	5.9	-2.8
Muslim	5.5	-2.6
Someone of the same sex as themselves	-2.6	-9.6
Gypsy/Traveller	-18.7	-11.3
Someone who cross-dresses in public	-31.5	-40.8

N=1,084-1,097 in 2012

323. The **main findings** evident from comparing the results in 2012 and 2011 are:

- there are now **6 groups** (compared with 4 in 2011) where the **percentage of respondents who would be happy** with the prospect of a close friend/relative marrying or entering a close relationship with a person from these groups **exceeds** the **percentage of respondents who would be unhappy at that prospect**;
- in regard to **7 of the 9 groups** there has been a swing towards those who would be happy at the prospect of these relationships being formed;
- for **2 of the groups** the movement though has been towards those who are unhappy at this prospect - with that movement being small in the case of imagining a close relationship between a relative/friend with someone who is Hindu and more pronounced with respect to imagining a close relationship with someone who is a Gypsy/Traveller.

SECTION 5: VOLUNTEERING

Volunteering

324. When asked “**do you currently volunteer in any capacity?**” 38% of respondents answered “yes” – a figure marginally higher than the 36% recorded in 2010 and 2011 – thus maintaining the increases shown from the figures recorded pre-2010: 29% in 2009, 27% in 2008 and 2007 (the year when the question was first asked). Note that 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 is in the 65+ (45%) age band followed by those aged 45-64 (40%) – the return from those aged 25-44 (31%) is noticeably lower.
- A higher percentage of home owners (43%) record that they volunteer than those who live in other types of accommodation (27%) or are council tenants (30%).
- A higher percentage of those who do not have a disability volunteer (42%) than those who do have a disability (32%).
- Rates of volunteering that are appreciably higher than the average for the sample (38%) are found amongst those with school aged children (48%), and people who are retired (47%).

Reasons for Not Volunteering

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

Table 5.1 Reasons for Not Volunteering

	2012 %
Lack of time	65
Do not want to	16
Not sure how to	8
Disclosure requirements	6
Other	20

N = 715

326. The **most prominent reason given for not volunteering**, the one that is selected by almost **2 in 3 (65%) is “lack of time”**. The highest percentages choosing this option are: those who are employed (84%); people aged 25-44 (82%); and those with school aged children (77%). For some 16% the option chosen was “**do not want to**”. Groups of respondents selecting this in higher than average percentages were: those who are retired (29%); and council tenants (26%); “**Not sure how to**” was a reason chosen by 8%. Those who selected “**disclosure requirements**” amounted to 6%.

327. **“Other reasons” was selected by 20%.** The highest percentages choosing this option are: people unable to work (74%); people who are disabled (57%); and people aged 65+ (39%).

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

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

Table 5.2 What people say would encourage them to undertake volunteering

Statements	2012 %
If it fitted with my other commitments	39
If I could volunteer when I felt like it	31
If it fitted with my interests and skills	28
Information about local opportunities	22
Information about the commitment required	22
If it was good fun	22
If I thought I could help others	21
If someone asked me to do something	20
If training and support were available	17
If someone I knew volunteered with me	11
If it would improve my skills	11
If it helped me gain qualifications	11
If it would help my career/job prospects	11
If I had more confidence	9
If I was sure I would not be out of pocket	8
If there were more people like me volunteering	6
If I was certain it would not affect my benefits	2

N=715

329. As far as people who do not volunteer are concerned the list of 17 factors that would encourage them to volunteer is dominated by the statement **“If it fitted with my other commitments” (chosen by 39%)**. This factor is an issue particularly for: people who are employed (49%); those aged 25-44 (49%); and people with school aged children (47%).

330. The next five factors that would encourage the respondents who do not volunteer to take up volunteering are each selected by 17% to 31% of those who answered this question. Volunteering would be enabled for 31% if they could volunteer **“when they felt like it”**. Having a **“fit with [people’s] interests and skills”** is a factor which would encourage 28% to take up voluntary work/ activity. Three factors were each selected by 22%: **“information about local opportunities”**, **“information about the commitment required”** and **“if it was good fun”**. Some 21% said they would be encouraged into volunteering if they **“thought they could help others”** while 20% said they would be encouraged to volunteer **“if someone asked me to do something”**. Some 17% chose **“if training and support were available”**.

331. The other 8 options were chosen by 11% or fewer of the respondents namely: “if someone I knew volunteered with me” (11%) “if it would help improve my skills” (11%); “if it helped me gain qualifications” (11%); “if it would help my career/job prospects” (11%); “if I had more confidence” (9%); “if I was sure I would not be out of pocket” (8%); “if there were more people like me volunteering” (6%); and “if I was certain it would not affect my benefits” (2%).

Number of Voluntary Activities in which People are Involved

332. Respondents who indicated that they volunteered were then asked: “How many voluntary activities are you involved in?” The answers are found in Table 5.3 below.

Table 5.3 Number of Voluntary Activities in which People are Involved

	2012	2011	2010	2009	2008
	%	%	%	%	%
One	36	43	51	43	43
Two	36	31	28	29	32
Three	16	12	10	14	14
Over three	12	14	11	13	12
Total	100	100	100	100	100

In 2012 N = 469

333. Of those who volunteer in 2012, 36% said they were engaged in one activity (43% in 2008, 2009 and 2011 but 51% in 2010) while 36% said they were involved in two activities - higher than the 28%-32% figures recorded in the 2008-2011 period. Adding the percentage who say they are involved in three activities (16%) to those who are involved in more than three activities (12%) results in a total of 28% (26% in 2011; 21% in 2010; 27% in 2009 and 26% in 2008).

334. To obtain a true picture of the pattern of volunteering activity engaged in Highland in 2012 and compare it with the results of 2011 it is important to bring back into the picture all those answered the first question in this section – “Do you volunteer in any capacity?” – and calculate from that number what percentages are engaged in, respectively, no volunteering activity, 1 activity, 2 activities, 3 activities and more than 3 activities. Figures 5.1 (a) and 5.1 (b) illustrate the results.

Fig 5.1 (a) Number of voluntary activities in which all respondents are engaged in 2012

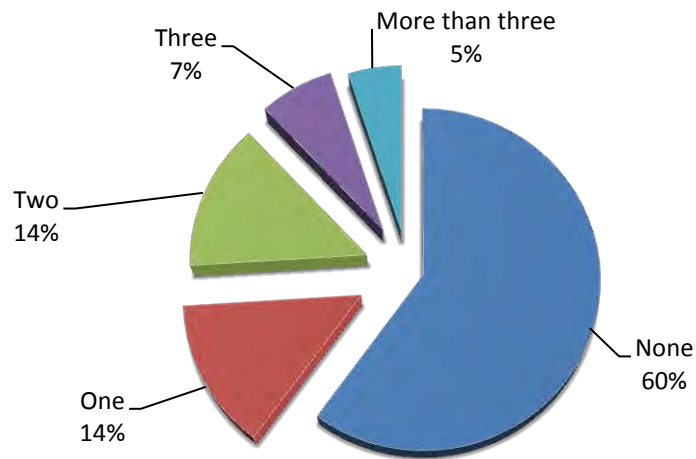
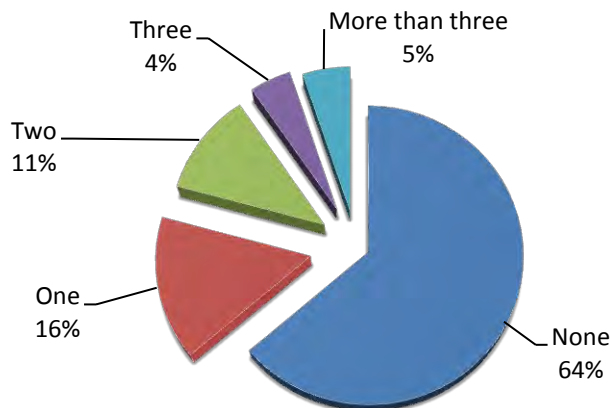


Fig 5.1 (b) Number of voluntary activities in which all respondents are engaged in 2011



335. These two pie charts above show that in 2012 some 60% of the overall sample said that they do not volunteer in any capacity – down from 64% in 2011. They also show that the percentages of people volunteering in:

- One activity has decreased from 16% in 2011 to 14% in 2012;
- Two activities has increased from 11% in 2011 to 14% in 2012;
- Three activities has increased from 4% in 2011 to 7% in 2012;
- More than three activities remains the same in 2012 as in 2011 at 5%.

The changes taking place are small but they suggest that a higher percentage of people are volunteering in 2012 (standing at 40% - up from 36% in 2011) and those respondents in 2012 saying that they volunteer in two or more capacities – and increase from 20% in 2011.

Capacity in which people volunteer

336. Those who had indicated they volunteer were then asked: “**In what capacity do you volunteer?**” Those answering the question were invited to select from 7 options (including “other”) and requested to tick all that applied. Their answers appear in Table 5.4 below.

Table 5.4 Capacity in which people volunteer

Capacity	2012 %
For a voluntary organisation, charity or community group	55
In your community	52
For your local church/ religious group	27
As part of a management committee/Board	25
In your local school	20
In your local hospital/ care home	5
Other	11

N=486

337. Some 55% of volunteers indicate that they volunteer for a voluntary organisation, charity or community group and 52% state that they volunteer in their own community.

338. Some 27% of those who volunteer do so for a church or religious group. Of this grouping there is an age difference evident in that 33% of those aged 65+ volunteer in this capacity compared with 24% of those aged 25-64.

339. Some 25% volunteer as part of a management committee or Board. Here a gender difference is evident with 33% of males volunteering in this capacity compared with 20% of females.

340. For 20% their volunteering takes place in their local school. The major – but not surprising – difference here is that 43% of those volunteers with school aged children volunteer in their local schools compared with 5% of the volunteers who do not have school aged children. There is also a clear gender difference in that only 6% of males report that they volunteer in their local schools.

341. For 5% volunteering takes place in their local hospital or care home. For 11% volunteering takes place in other capacities.

Nature of the Voluntary Work Undertaken

342. Volunteers were also asked to indicate with which groups they were volunteering. Some 7 options (including “other”) were presented and respondents were invited to select all that applied to them. The results are found in Table 5.5 below.

Table 5.5 Nature of Voluntary Work Undertaken

Groups	2012 %
Children and younger people	39
A local group	33
A social enterprise, community company or community trust	26
Older people	22
People with a disability	14
An emergency service	8
Other	21

N=486

343. For 39% of volunteers the description “**children and younger people**” was selected as describing the group with whom they worked. The highest percentages of volunteers engaged with children and young people are: those aged 25-44 (54%); and those with school aged children (57%).
344. One in three (33%) volunteers selected “**a local group**” as describing the entity with whom their volunteering is taking place. This option was selected more by those aged 25-44 (39%) than those aged 65+ (16%) and by volunteers with school aged children (49%) than those without such children (21%).
345. “**A social enterprise, community company or community trust**” was an option chosen by 26% - and was selected more by those aged 65+ (34%) than by those aged 25-44 (20%).
346. Some 22% of volunteers selected “**older people**” with the highest percentages of people engaged with this grouping being found amongst those who themselves are aged 65+ (31%) and retired (32%).
347. While 14% of all volunteers selected “**people with a disability**”, it is noticeable the highest percentage of people volunteering with this group of people are those who have a disability themselves (29%).
348. Some 5% of volunteers selected “**an emergency service**” as the group with whom they did voluntary work.
349. Finally 21% of volunteers selected the option of “**other**”.

Frequency of Volunteering

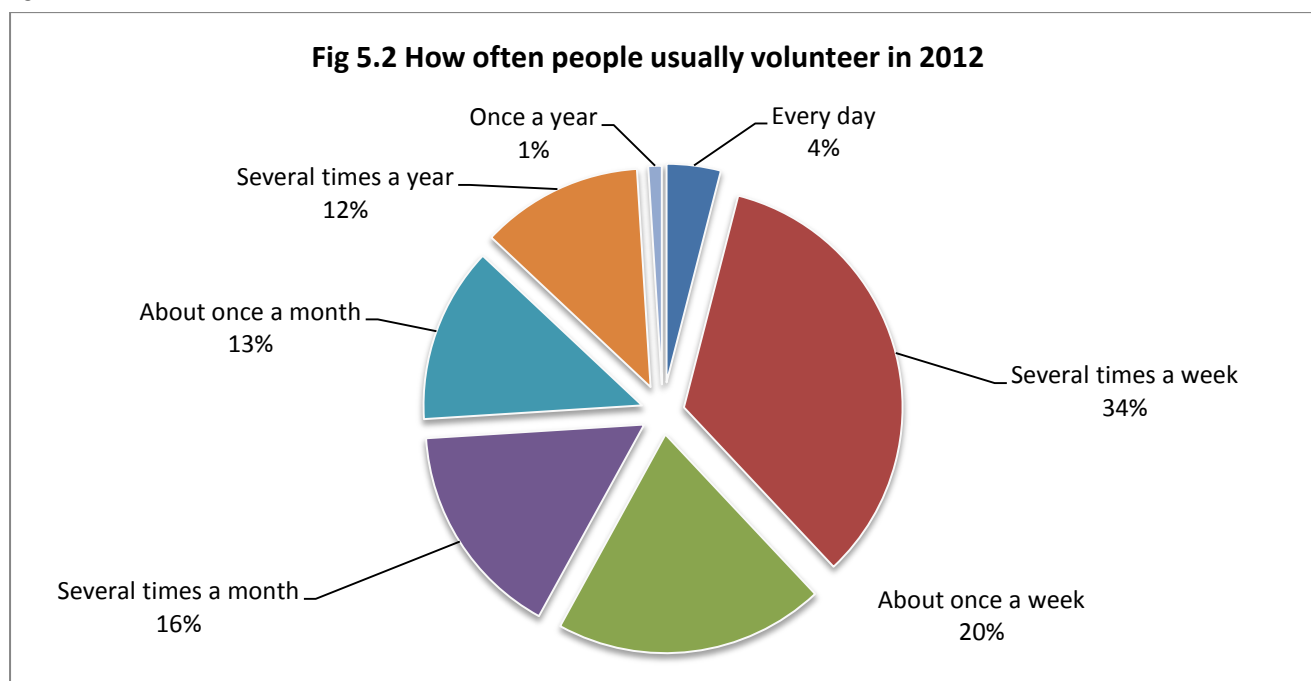
350. Those who volunteer were then asked: “**How often do you usually volunteer?**” The results are found in Table 5.6 below.

Table 5.6 Frequency of Volunteering

	2012 %	2011 %	2010 %	2009 %	2008 %
Every day	4	5	5	5	3
Several times a week	34	32	27	27	26
About once a week	20	19	22	25	28
Several times a month	16	19	20	17	16
About once a month	13	9	13	13	9
Several times a year	12	16	11	11	18
Once a year	1	0	2	1	1
Total	100	100	100	100	100

In 2012 N=472

351. The pie chart below (Fig 5.2) shows the same information for 2012 in a different form.



352. What the results show is that **in 2012 almost 3 in 4 of the volunteers (74%) are usually engaged in volunteering activities at least several times a month.** This percentage is very stable: in 2011 the comparable figure was 75%; in 2010 and 2009 it was 74%; and in 2008 it was 73%.

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

353. Finally in this section those who are volunteers were asked: **“To what extent do you think The Highland Council should support voluntary organisations and their work?”** Their answers are found in Table 5.7 below.

**Table 5.7 Views of Volunteers on the Level of Support
The Highland Council should give to Voluntary Organisations**

Level of Support	2012	2011
	%	%
To a great extent	53	45
To some extent	42	47
Not really	3	5
Not at all	1	1
Don't know	1	2
Total	100	100

N=476 in 2012

354. The percentage of those who say that The Highland Council should support voluntary organisations **“to a great extent”** has noticeably increased in this year’s survey to 53% from 45%. Those who hold that The Highland Council should support these organisations **“to some extent”** have decreased to 42% in 2012 from 47% in 2011.
355. Respondents returning the highest rate of support for the opinion that support should be given **“to a great extent”** are found amongst those with school-aged children (60%).
356. Respondents returning the highest rates of support for the proposition that support should be given **“to some extent”** are found amongst people who are retired (51%).
357. Those who chose **“not really”** amount to 3% while the options **“not at all”** and **“don’t know”** were both selected by just 1% of respondents.

SECTION 6: VOTER EXPERIENCE

358. This section was introduced as follows:

The Electoral Commission sets standards to be achieved in the running of elections. We are seeking your views on your awareness of the local elections on May 3rd 2012, your satisfaction with information provided by the Council and the arrangements the Council made for voting. This will help us plan for improvements. “

359. The first question in this section was: **“Do you wish to comment on your voter experience?”** Of the 1,203 respondents some **67.5% said “yes”** and **32.5%** said **“no”**. Those who answered “yes” were then asked to complete a further set of questions.

Respondents’ Views on how aware they were made of the Opportunity to Vote

360. Respondents were asked: **“Other than receiving your polling card or postal vote, how aware do you feel you were made of the opportunity to vote at the Scottish Local Government Elections on 3rd May 2012?”** Their answers are presented in Table 6.1 below.

Table 6.1 How Aware Respondents felt they were made of the Opportunity to Vote

Extent of Awareness	Respondents	
		%
Very aware	43	
Quite aware	31	
Aware	15	
Not very aware	10	
Not aware	1	

N=842

361. Some 43% felt they had been made **“very aware”**. By age there is a noticeable difference in response. While 53% of those aged 65+ and 52% of those aged 45-64 felt they had been made “very aware” of the elections the corresponding figure amongst those aged 25-44 was 35%.

362. Some 31% felt they had been made **“quite aware”** while 15% felt they were made **“aware”**.

363. Those who felt they were **“not made very aware”** amounted to 10% while just 1% felt that they had **not been made aware** at all.

Sources of Information that Helped Raise Awareness

364. The next question was: **“What sources of information helped to raise your awareness?”** Some 14 options were presented and respondents were invited to tick all that applied. Their answers are found in Table 6.2 below.

Table 6.2 Sources of Information that Helped to Raise Respondents' Awareness

Sources of Information	Respondents %
Candidate leaflets	85
Receipt of polling card or postal vote	71
Newspapers	61
TV	58
Radio	39
Candidate canvassing	33
Council leaflets	28
Council website	8
Other website/internet	6
Public meetings held by candidates	5
Electoral Commission website	2
Council office/ building	1
Telephoning the Council Service Centre	0.1
Other	2

N= 843

365. The leading source of information – by a margin of 14% - was **Candidate leaflets (85%)** followed by **“receipt of polling card or postal vote” (71%)**. **“Newspapers” (61%)** headed **“TV” (58%)** and **radio (39%)** as the next most prominent sources of information that helped raise the awareness of voters. **“Candidate canvassing”** was chosen by **33%** while **“council leaflets”** helped raise the awareness of **28% of respondents**.

366. Of the other 6 options presented none were selected by more than 8% of respondents: **“Council website” (8%)**; **“other website/internet” (6%)**; **“public meetings held by candidates” (5%)**; **“Electoral Commission website” (2%)**; **“Council office or building” (1%)**; and **“Telephoning the Council Service Centre” (0.1%)**.

367. Given the numerous sources of information mentioned, there is only one notable difference according to the categories of respondents – 68% of those aged 65+ and 67% of those aged 45-64 cited newspapers while for 25-44 year olds that figure stands at 53%.

Method of Voting

368. People were asked: **“Method of voting, how did you vote?”** Their answers are in Table 6.3 below.

Table 6.3 Voting Methods

Voting Method	Respondents %
At a polling station	79.3
By postal vote	20.0
By proxy vote	0.6
Assisted to vote	0.1

N=805

369. Of all respondents some 79.3% voted “at a polling station”, a further 20% voted by “Postal vote” while 0.6% voted “by proxy vote” and some 0.1 % were “assisted to vote”. There are some different patterns evident by the various categories of respondents:

- 34% of people who are disabled voted “by postal vote” compared with 19% of those who are not disabled;
- 35% of those who are resident in the Highlands less than 10 years voted “by postal vote” compared with 18% of those who are resident for more than 10 years.

Level of Satisfaction with the Information Provided by the Council

370. Respondents were then asked: “How satisfied were you with the information provided by the Council?” Five different ways of information being given to people were presented to respondents and their comments sought on the ones relevant to them. Their answers are in Table 6.4 below.

Table 6.4 Level of Satisfaction with the Information Provided by the Council

Information	Very satisfied %	Fairly satisfied %	Neither satisfied/ dissatisfied %	Fairly dissatisfied %	Very dissatisfied %
Council Leaflet	35.9	30.3	29.6	2.3	1.9
Council Website	28.0	20.7	44.0	3.7	2.7
Telephoning the Council	16.3	11.4	63.6	5.8	2.8
At the Polling Station	61.5	20.5	16.1	1.3	0.5
Dealing with Complaints	6.6	10.5	69.5	4.9	8.5

N=155-610

371. Of the 467 who responded to this part of the question, some 66.2% (almost 2 in 3) were either “fairly” or “very satisfied” with **the information provided in the Council Leaflet**, a further 29.6% were neither satisfied nor dissatisfied” with it and only 4.2% were either “fairly” or “very dissatisfied” with it. Some 73% of those aged 65+ and 72% of those aged 45-64 were either “very” or “fairly” satisfied with the Council Leaflet compared with 58% of those aged 25-44.

372. Of the 234 people who responded to this part of the question, Almost 1 in 2 (48.7%) were either “fairly” or “very satisfied” with the **information available on the Council website**. Some 44% said that they were “neither satisfied nor dissatisfied” with that information while 6.4% were either “fairly” or “very dissatisfied” with it.

373. Of the 155 people who responded to this part of the question, some 27.7% were either “fairly” or “very satisfied” with **information obtained by telephoning the Council**.

The majority view – held by 63.6% - was “neither satisfied nor dissatisfied”. Some 8.6% were either “fairly” or “very dissatisfied” with information provided this way.

374. Of the 610 people who responded to this part of the question, a large majority (82.0%) were either “fairly” (20.5%) or “very satisfied” (61.5%) with the **information provided by the Council at the polling station**. A further 16.1% were “neither satisfied nor dissatisfied” with the information provided and only 1.8% were either “fairly” or “very dissatisfied” with it.

375. Of the 172 people who responded to this part of the question, some 17.1% were either “fairly” or “very satisfied” with the **information provided re dealing with complaints**. By far the majority view was “neither satisfied nor dissatisfied” (69.5%). Some 13.4% were either “fairly” or “very dissatisfied” with the information provided in this instance.

Levels of Satisfaction with Arrangements at the Polling Station

376. Respondents were also asked: “**If you voted in person at a polling station, how satisfied were you with the following arrangements?**” Seven different arrangements were presented to people for their views. Their answers are found in Table 6.5 below.

Table 6.5 Levels of Satisfaction with Arrangements at the Polling Station

Arrangement	Very satisfied %	Fairly satisfied %	Neither satisfied/ dissatisfied %	Fairly dissatisfied %	Very dissatisfied %
Signage outside the polling station	60.1	27.5	9.6	2.5	0.4
Accessibility of the building	71.1	23.6	4.3	0.9	0.1
Signage inside the polling station	64.2	28.3	6.6	0.7	0.1
Privacy to vote	67.5	25.5	5.0	1.5	0.5
Suitability of venue	72.2	22.0	3.6	1.4	0.8

N=643-647

377. Of the 643 people who responded to this part of the question, a very large majority – **87.6% - were either “fairly” or “very satisfied” with the signage outside the polling station**. Some 9.6% were “neither satisfied nor dissatisfied”. Only 2.9% were either “fairly” or “very dissatisfied” with the signage outside the polling station.

378. Of the 646 people who responded to this part of the question, an overwhelming majority – **94.7% - were either “fairly” or “very satisfied” with the accessibility of the building**. (Amongst people who are disabled 97% were either “fairly” (13%) or “very satisfied” (84%) with the building’s accessibility.) Some 4.3% of all who answered this

question were “neither satisfied nor dissatisfied” while only 1% were “fairly” or “very dissatisfied” with the accessibility of the building.

379. Of the 647 people who responded to this part of the question, another overwhelming majority – **92.5%** - were either “fairly” or “very satisfied” with the signage inside the polling station. Some 6.6% were “neither satisfied nor dissatisfied” while a very small number (0.8%) were either “fairly” or “very dissatisfied” with the signage.

380. Of the 640 people who responded to this part of the question, another huge majority – **93.0%** - were either “fairly” or “very satisfied” with the privacy they had to vote. Some 5.0% were “neither satisfied nor dissatisfied” while only 2.0% were either “fairly” or “very dissatisfied”.

381. Of the 643 people who responded to this part of the question, the vast majority - **94%** - were either “fairly” or “very satisfied” with the suitability of the venue. A further 3.6% were “neither satisfied nor dissatisfied”. Just 2.2% of the respondents were either “fairly” or “very dissatisfied” with the suitability of the venue.

Ease of the Process to Understand

382. Respondents were then asked: “**If you voted at a polling station or by postal vote, how easy was the process to understand?**” Their answers are given in Table 6.6 below.

Table 6.6 Views on How Easy/ Difficult the Process was to Understand

How easy the process was to understand	Respondents %
Very easy to understand	55.5
Easy to understand	27.5
It was OK	14.2
Difficult to understand	2.2
Very difficult to understand	0.6

N= 760

383. Some **83%** found the process either “very easy” or “easy to understand”. For **14.2%** the process was “OK”. For **2.2%** the process was “difficult to understand” and for **0.6%** it was “very difficult to understand”.

Reasons for Finding the Process Not Being Easy to Understand

384. Finally, in this section respondents were asked: “**if you found that the process was not easy to understand please tell us why**”. Five different ways in which the process may have been not easy to understand were presented and respondents were invited to tick all that applied to them.

385. Of the 843 people who volunteered to comment on their voter experience **some 96.4% of them by NOT answering this question were effectively saying that that they had found the process sufficiently easy to understand.**

386. That leaves **4.6% of the sample (39 people) who found the process sufficiently “not easy to understand” to want to answer this question.** The reasons why they found it not easy are given in Table 6.7 below. Note multiple answers were permitted.

Table 6.7 Reasons for the Process not being Easy to Understand

Reasons for the Process not being Easy to Understand	Respondents (Number)
The information on the ballot papers	21
Guidance notes for postal voters	16
Guidance at the polling station	9
Too much information	8
Very difficult to understand	5

N= 39

387. **The leading reason for the process not being easy to understand was “the information on the ballot papers” – 21 people selected this option. 16 people selected the “guidance notes for postal votes” while 9 said that the “guidance at the polling station” had made the process not easy. For 8 people the reason why it was not easy was because there was “too much information” while for 5 it was all “very difficult to understand”.**

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

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

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

Comparisons are often drawn with the four most recent performance surveys that have been conducted – that is, the ones of 2008, 2009, 2010 and 2011. But please note our comments in the body of the report regarding these comparisons (see the beginning of Section 3).

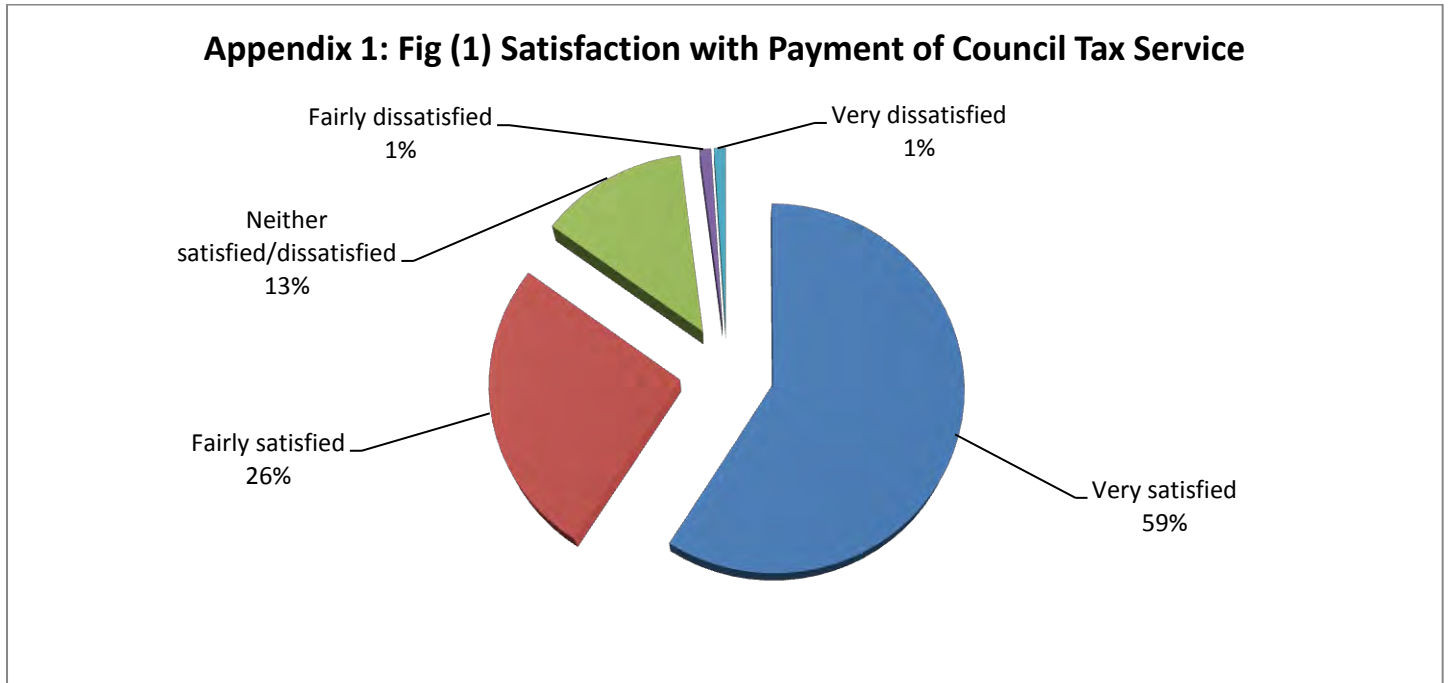
We also highlight any notable differences in net satisfaction rates by the various categories of respondents.

The order in which the services appear in the appendix correlates with the order in which the services appear in Section 3, Table 3.1 Views on The Highland Council's Services: Net Satisfaction Rate.

Appendix 1: (1) Payment of Council Tax

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

- 59% are “very satisfied”
- 26% are “fairly satisfied”
- 13% are “neither satisfied/dissatisfied”
- 1% are “fairly dissatisfied”
- 1% are “very dissatisfied”



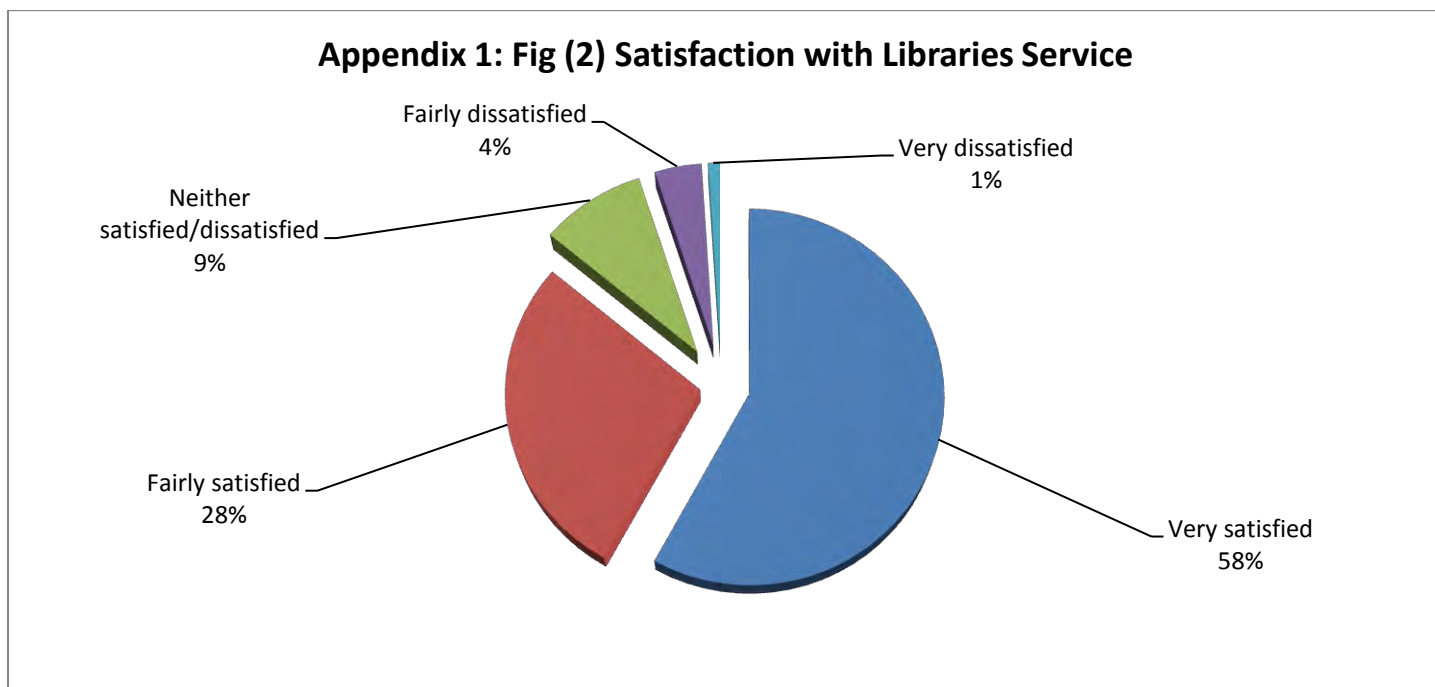
These figures result in a net satisfaction rate of 83% which up 1% on 2011.

The highest net rating comes from those who are retired and those who are aged 65+ (87%). Those who are unemployed are the group of respondents that returns the lowest net rating (59%).

Appendix 1: (2) Libraries

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

- 58% are “very satisfied”
- 28% are “fairly satisfied”
- 9% are “neither satisfied/dissatisfied”
- 4% are “fairly dissatisfied”
- 1% are “very dissatisfied”



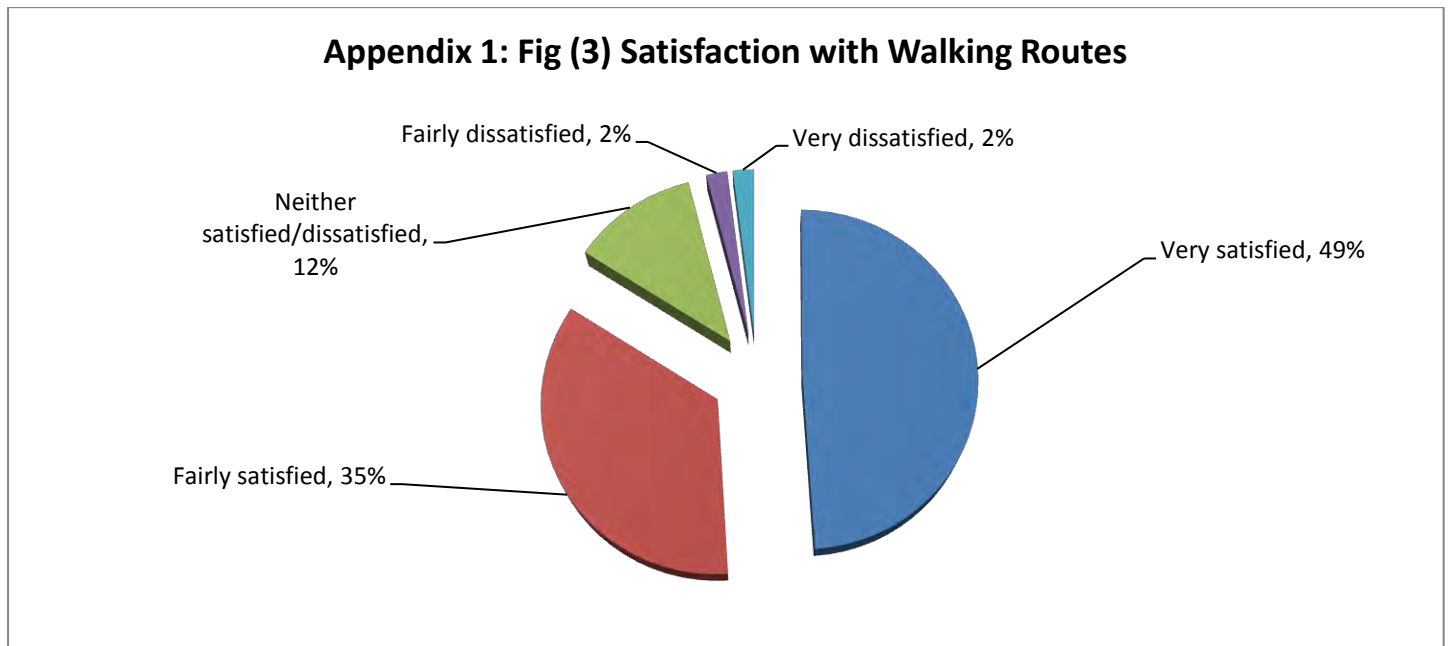
These figures result in a net satisfaction rate of 81% which, while it is down from the remarkable rating of 89% in 2011 is still historically a very high net rating (78% in 2010; 65% in 2009; 62% in 2008). and the highest accorded any of the services at any time in these performance surveys.

The highest net ratings by category are found amongst those who are retired (92%), those aged 65 + (91%) and those aged 45-64 (88%). No category of respondents gives a lower net rating than 71%.

Appendix 1: (3) Walking Routes

Of the entire sample 33% answered this part of the question and gave their views on this service as follows:

- 49% are “very satisfied”
- 35% are “fairly satisfied”
- 12% are “neither satisfied/dissatisfied”
- 2% are “fairly dissatisfied”
- 2% are “very dissatisfied”



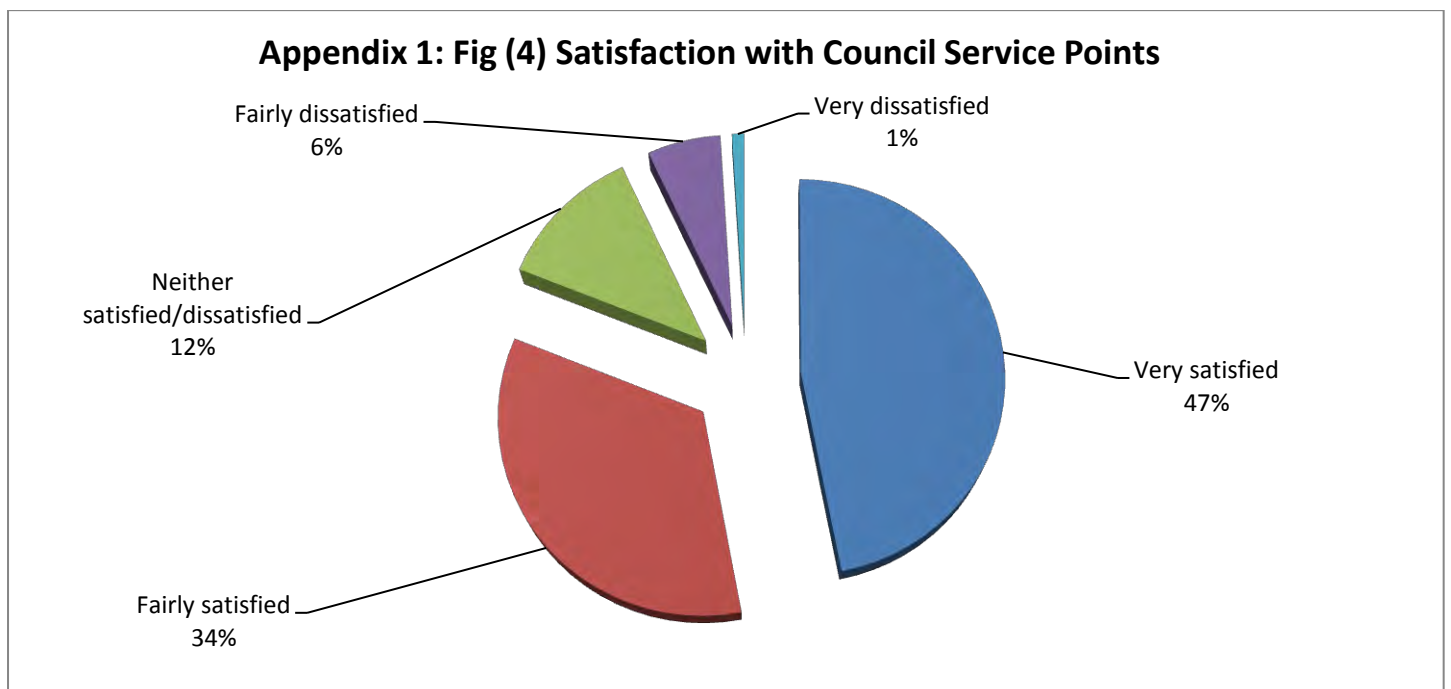
These figures supply a net satisfaction rate of 80% down slightly on the 83% of 2011 but still an historically high figure (77% in 2010; 56% in 2009 and 2008).

Ratings are high across the board peaking amongst those who have been resident less than 5 years (89%) and people who are retired (86%).

Appendix 1: (4) Council Service Points

Some 40% of the total sample answered this part of the question and of them:

- 47% are “very satisfied”
- 34% are “fairly satisfied”
- 12% are “neither satisfied/ dissatisfied”
- 6% are “fairly dissatisfied”
- 1% are “very dissatisfied”



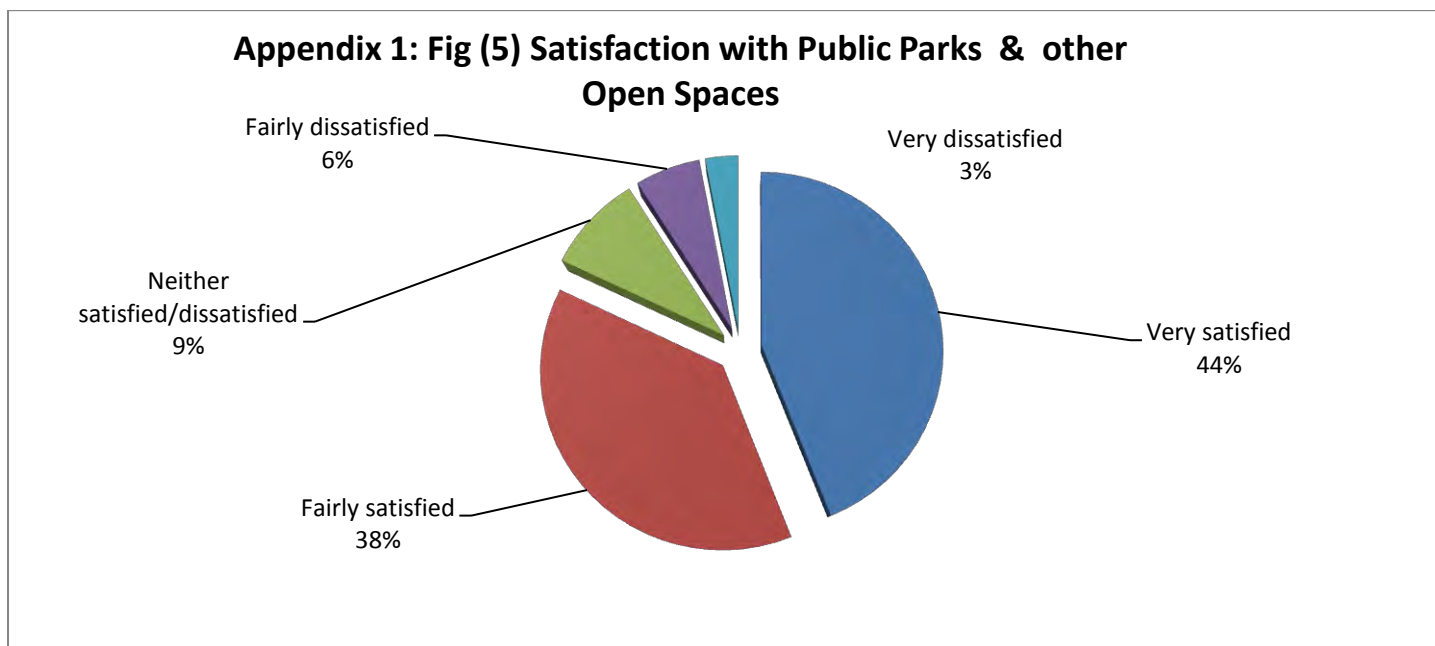
These figures give a net satisfaction rate of 74% which is a fall from the 83% rate of 2011 and marks a return to the 74% rate recorded in 2010.

The highest net satisfaction rate at 90% comes from those aged 65+. The lowest rate at 65% is found amongst those aged 25-44.

Appendix 1: (5) Public Parks and Other Open Spaces

Of the entire sample 67% answered this part of the question and gave their views on this service as follows:

- 44% are “very satisfied”
- 38% are “fairly satisfied”
- 9% are “neither satisfied/dissatisfied”
- 6% are “fairly dissatisfied”
- 3% are “very dissatisfied”



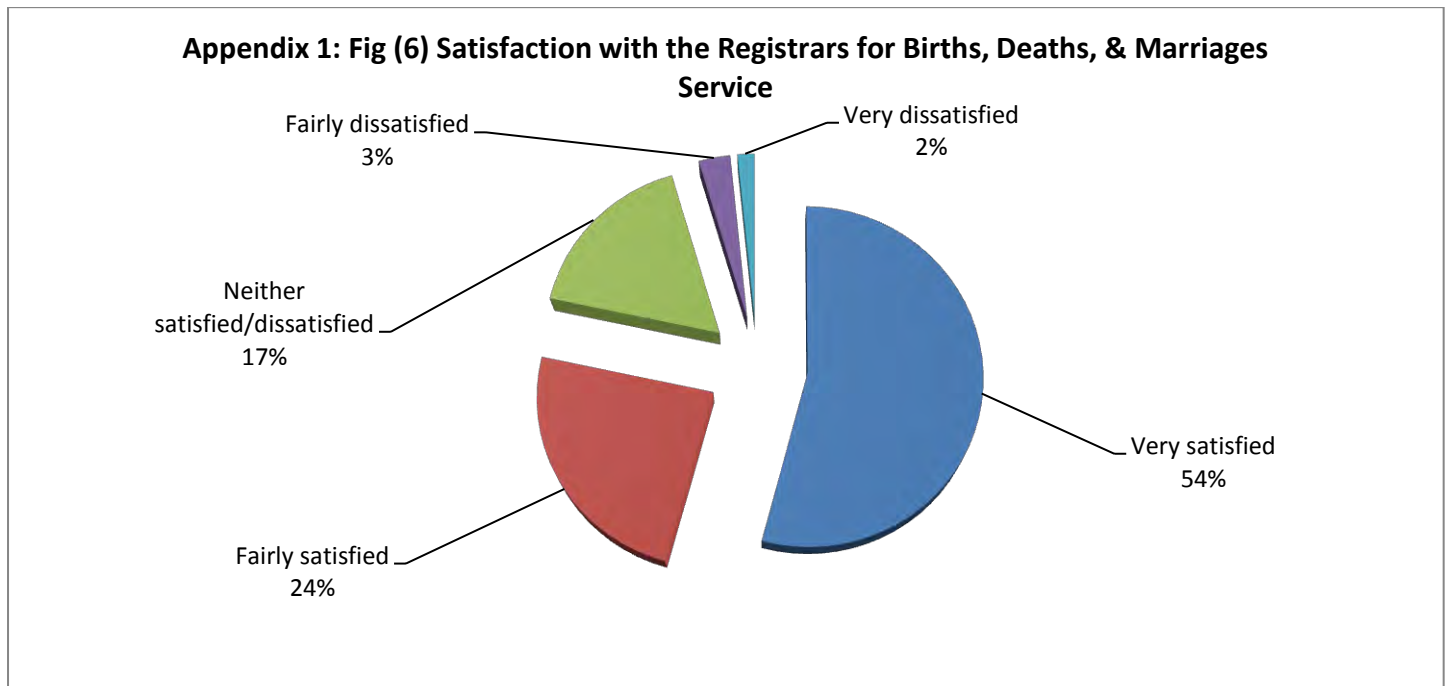
These figures supply a net satisfaction rate of 73% - falling back from the 81% of 2011 but still well up on the 64% recorded in 2010 which in itself was a considerable rise from the 48% rate of 2009.

The highest net satisfaction rates are found amongst: people resident in the Highlands less than 5 years (90%); and those resident between 5 and 10 years (86%). The lowest net rate is found amongst council tenants (59%).

Appendix 1: (6) Registrars for Births, Deaths and Marriages

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

- 54% are “very satisfied”
- 24% are “fairly satisfied”
- 17% are “neither satisfied/dissatisfied”
- 3% are “fairly dissatisfied”
- 2% are “very dissatisfied”

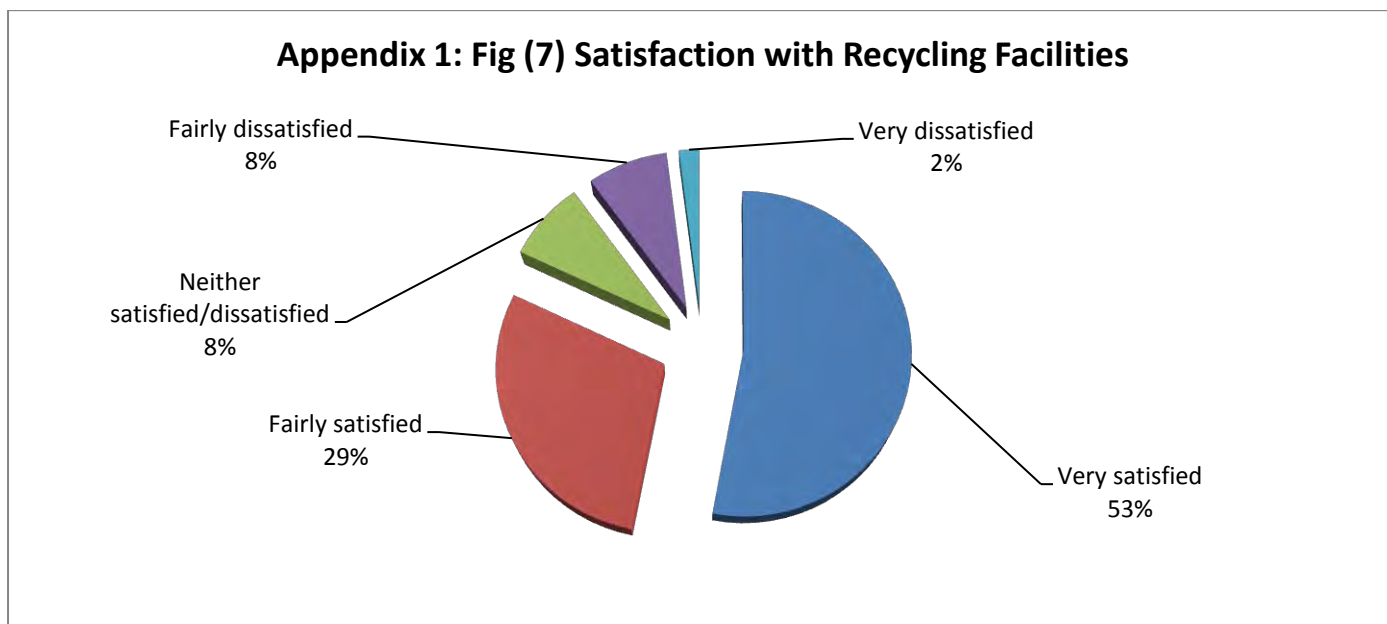


These figures result in a net satisfaction rate of 73% - a decrease from the 80% recorded in 2011 and a rating similar to that returned in 2010 (74%). Net ratings from earlier surveys were: 54% in 2009 and 59% in 2008.

Appendix 1: (7) Recycling Facilities

Of the entire sample 92% answered this part of the question and gave their views on this service as follows:

- 53% are “very satisfied”
- 29% are “fairly satisfied”
- 8% are “neither satisfied/dissatisfied”
- 8% are “fairly dissatisfied”
- 2% are “very dissatisfied”



These figures result in a net satisfaction rate of 72% - continuing the year on year rise in net satisfaction rates that is a feature of each of the last 5 surveys (66% in 2011; 61% in 2010; 57% in 2009; 48% in 2008; 42% in 2007).

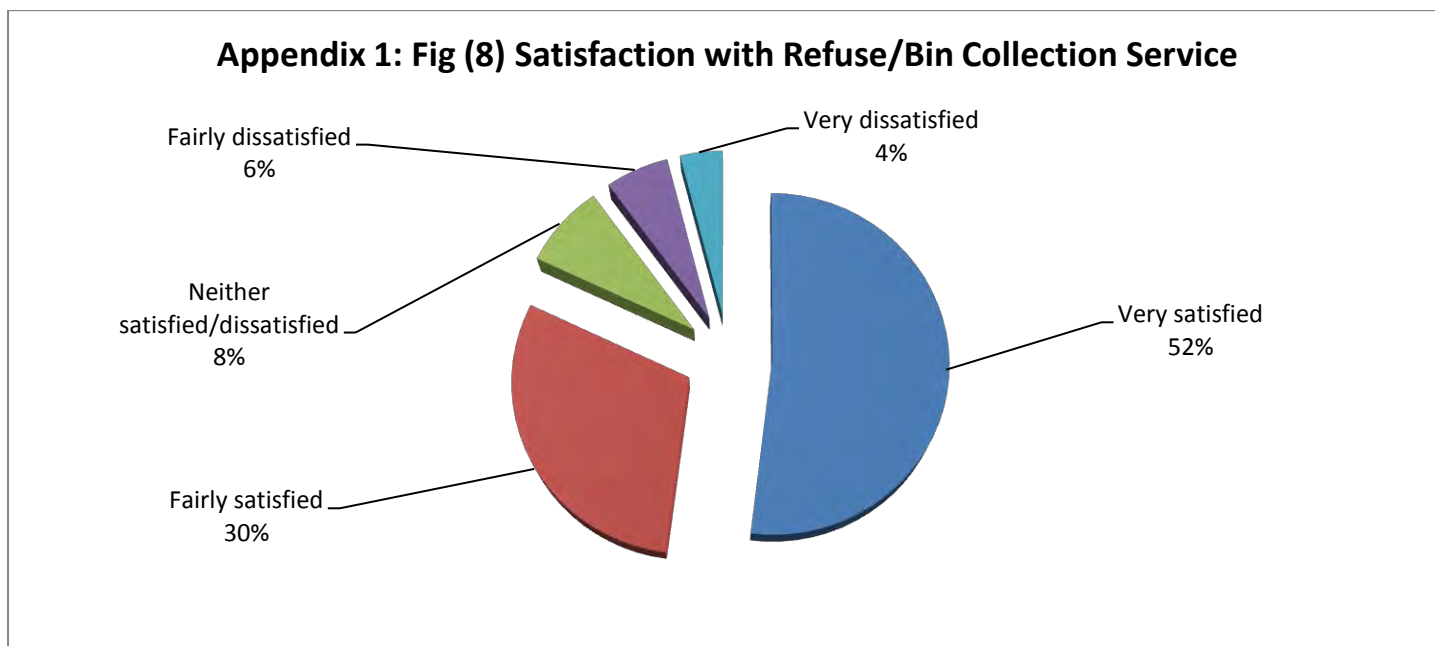
The following are notable differences in the net satisfaction rates by categories of users:

- By age the highest ratings are found in those aged 65+ (86%) and the lowest in the 25-44 age band (67%);
- By housing tenure the highest rate is found amongst those who are council tenants (94%) followed by those who are home owners (77%) and those who live in other forms of accommodation (65%) those who do not own their own home (51%).

Appendix 1: (8) Refuse/Bin Collection

Of the entire sample 94% answered this part of the question and gave their views as follows on refuse/bin collection:

- 52% are “very satisfied”
- 30% are “fairly satisfied”
- 8% are “neither satisfied/dissatisfied”
- 6% are “fairly dissatisfied”
- 4% are “very dissatisfied”



These figures result in a net satisfaction rate of 72%. The net satisfaction rates returned for this service have remained consistently in the 72%-74% range over the last 5 years (73% in 2011; 74% in 2010; 72% in 2009; 73% in 2008).

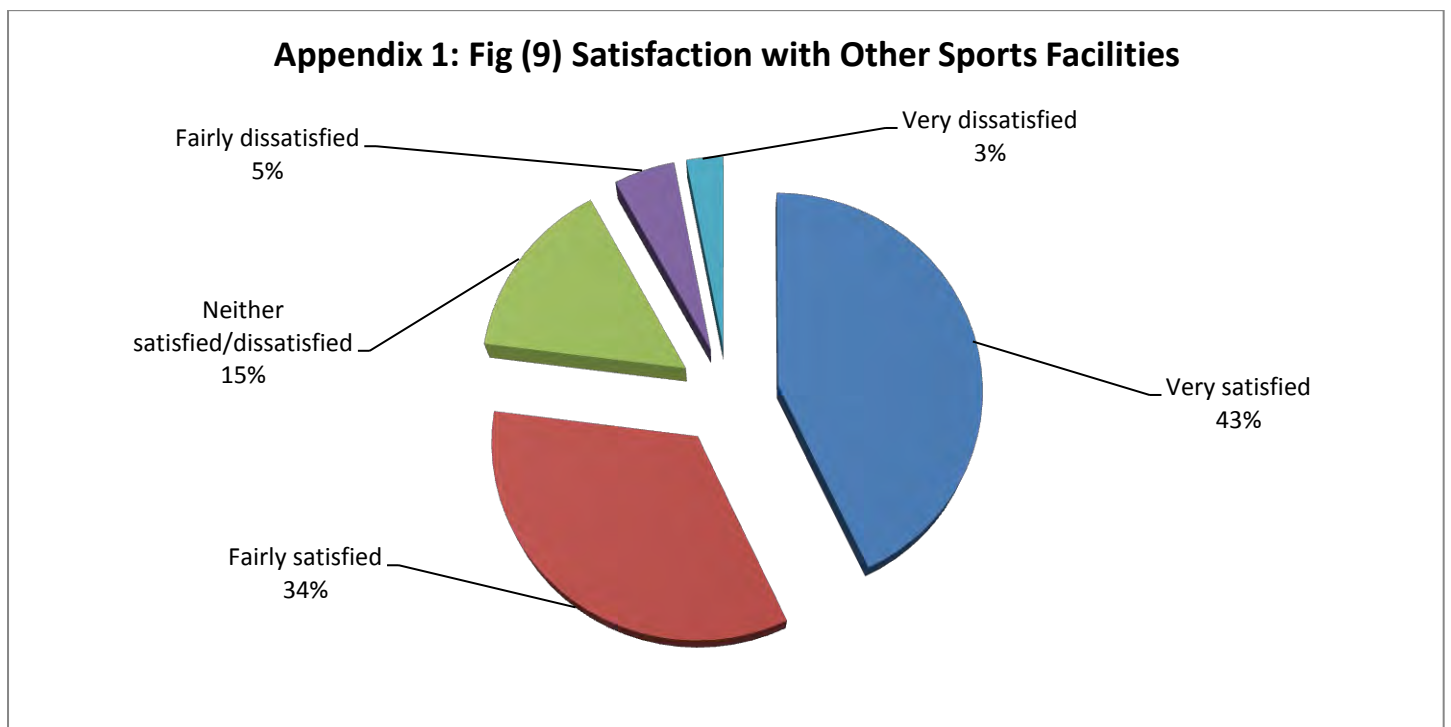
The following are notable differences in net satisfaction rates by categories of users:

- By age the highest ratings are found in those aged 65+ (87%) and the lowest in the 25-44 age band (65%);
- Those without school aged children (77%) give a higher rating than those with school aged children (68%).

Appendix 1: (9) Other Sports Facilities

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

- 43% are “very satisfied”
- 34% are “fairly satisfied”
- 15% are “neither satisfied/dissatisfied”
- 5% are “fairly dissatisfied”
- 3% are “very dissatisfied”



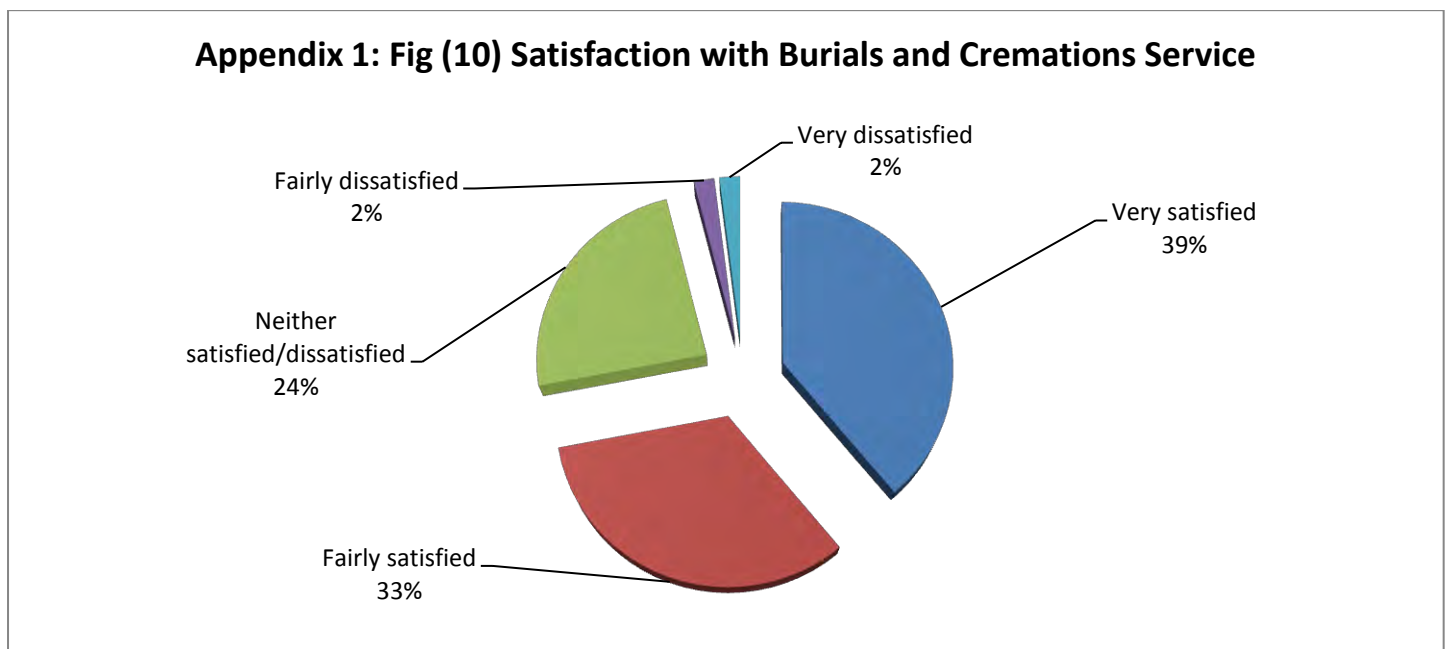
These figures supply a net satisfaction rate of 69% which is slightly less than the 72% recorded in 2011 but still well on the 52% of 2010.

The highest net satisfaction rate is supplied by those who are retired at 74%. For those with school aged children it is 61%. The lowest net satisfaction rate is found amongst people with disabilities at 40%.

Appendix 1: (10) Burials and Cremations

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

- 39% are “very satisfied”
- 33% are “fairly satisfied”
- 24% are “neither satisfied/dissatisfied”
- 2% are “fairly dissatisfied”
- 2% are “very dissatisfied”



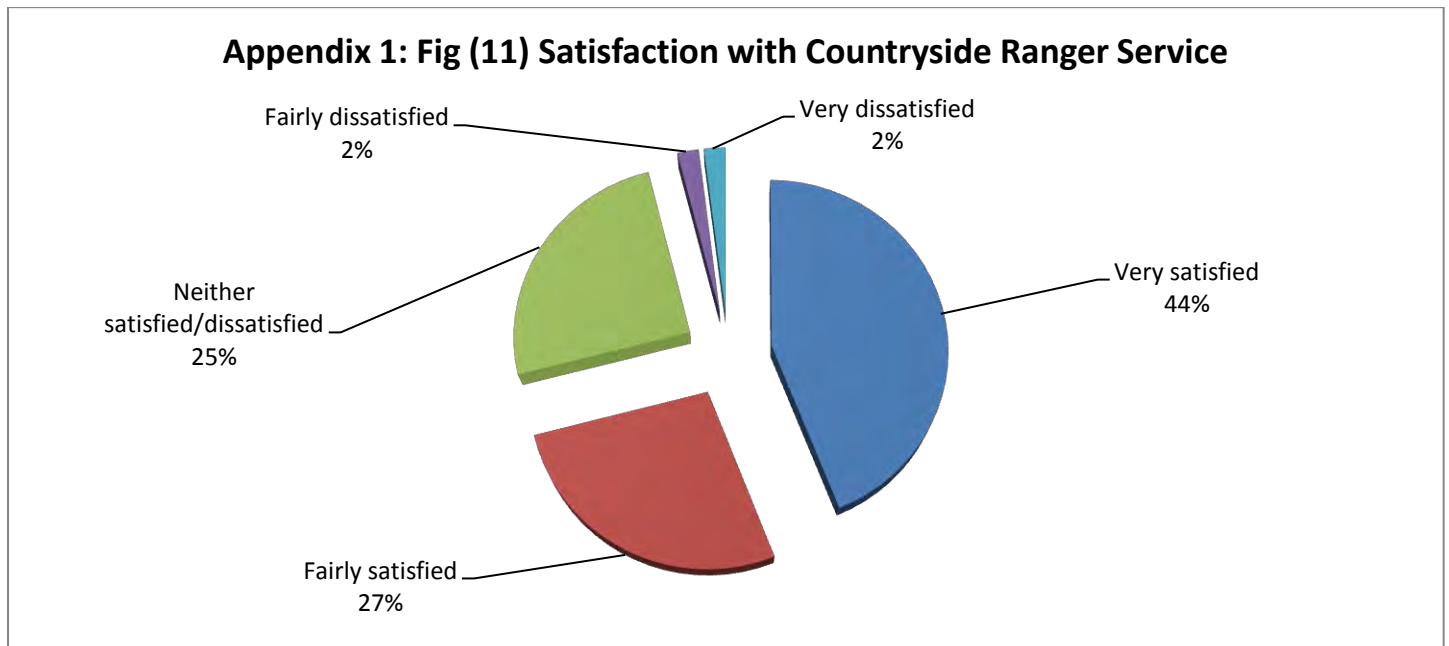
These figures result in a net satisfaction rate of 68% the same as in 2011 (63% in 2010; 41% in 2009; 45% in 2008).

The highest ratings are supplied by: those who are retired give a higher rating (77%); those aged over 65 (76%); males (76%); and those aged 45-64 (75%).

Appendix 1: (11) Countryside Ranger Service

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

- 44% are “very satisfied”
- 27% are “fairly satisfied”
- 25% are “neither satisfied/dissatisfied”
- 2% are “fairly dissatisfied”
- 2% are “very dissatisfied”



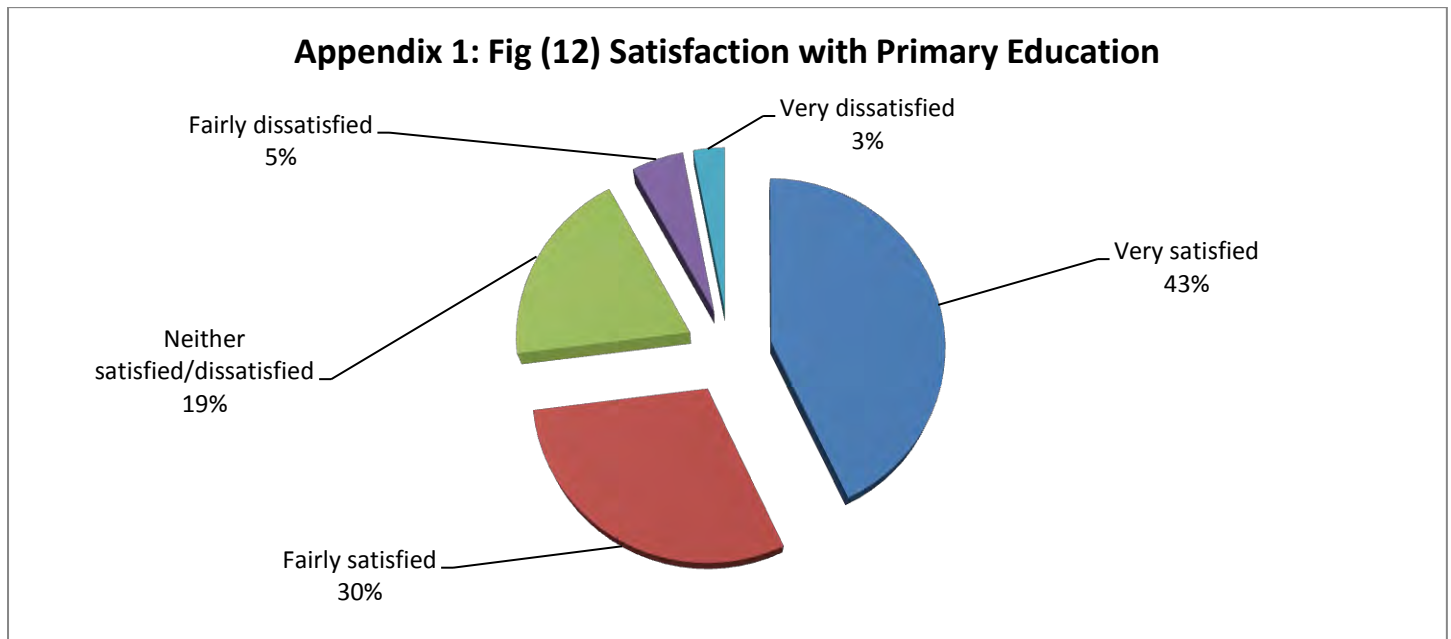
These figures give a net satisfaction rate of 67% - down slightly from the 71% recorded in 2011 but still up on the 61% of 2010 which in itself was an appreciable increase on the 39% recorded in 2009.

The highest net ratings are supplied by: people who are retired (79%); those aged 65+ (77%); and those resident in the Highlands less than 10 years (76%).

Appendix 1: (12) Primary Education

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

- 43% are “very satisfied”
- 30% are “fairly satisfied”
- 19% are “neither satisfied/dissatisfied”
- 5% are “fairly dissatisfied”
- 3% are “very dissatisfied”



These figures result in a net satisfaction rate of 65% - a marginal rise on 64% recorded in 2011 (74% in 2010; 49% in 2009; 56% in 2008).

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

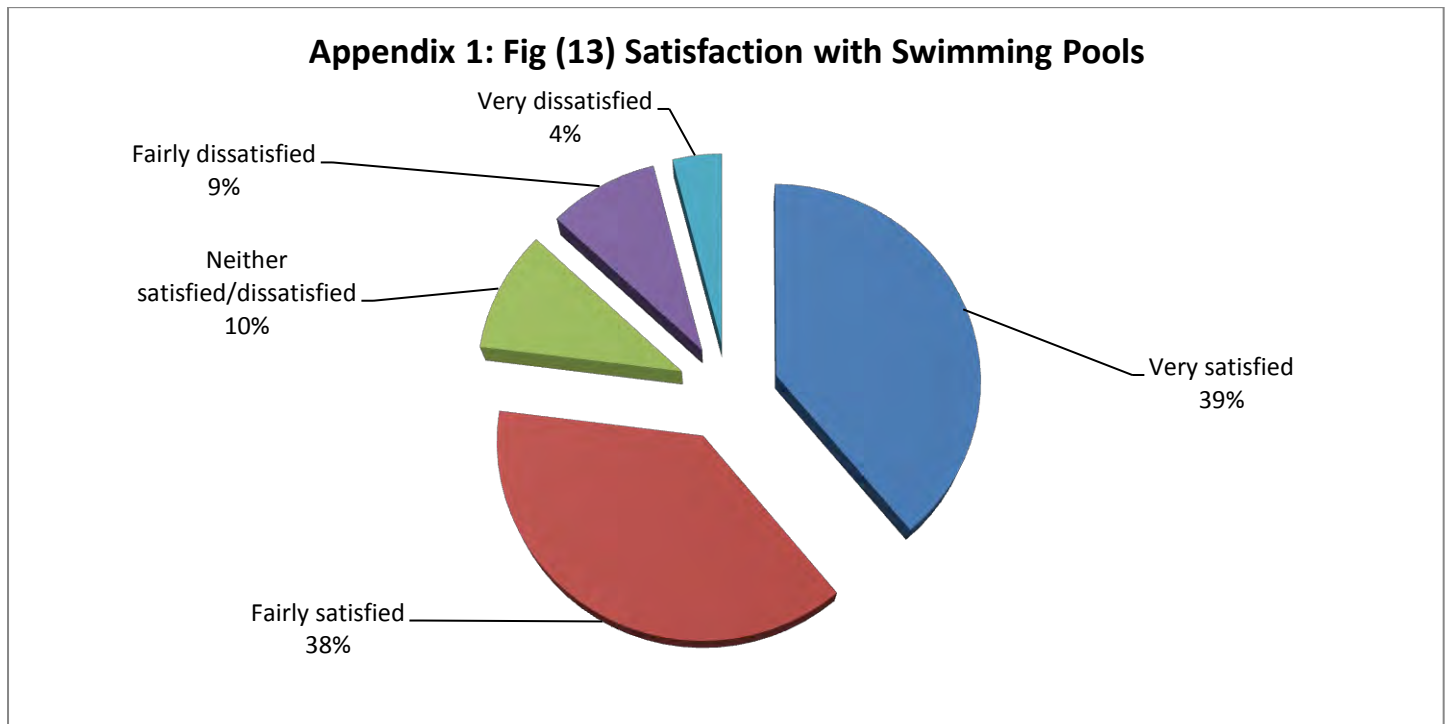
- 45% are “very satisfied”
- 38% are “fairly satisfied”
- 8% are “neither satisfied/dissatisfied”
- 5% are “fairly dissatisfied”
- 5% are “very dissatisfied”

The figures above produce a net satisfaction rate of 73% which is appreciably higher than the 65% rate supplied by all who answered this question.

Appendix 1: (13) Swimming Pools

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

- 39% are “very satisfied”
- 38% are “fairly satisfied”
- 10% are “neither satisfied/dissatisfied”
- 9% are “fairly dissatisfied”
- 4% are “very dissatisfied”



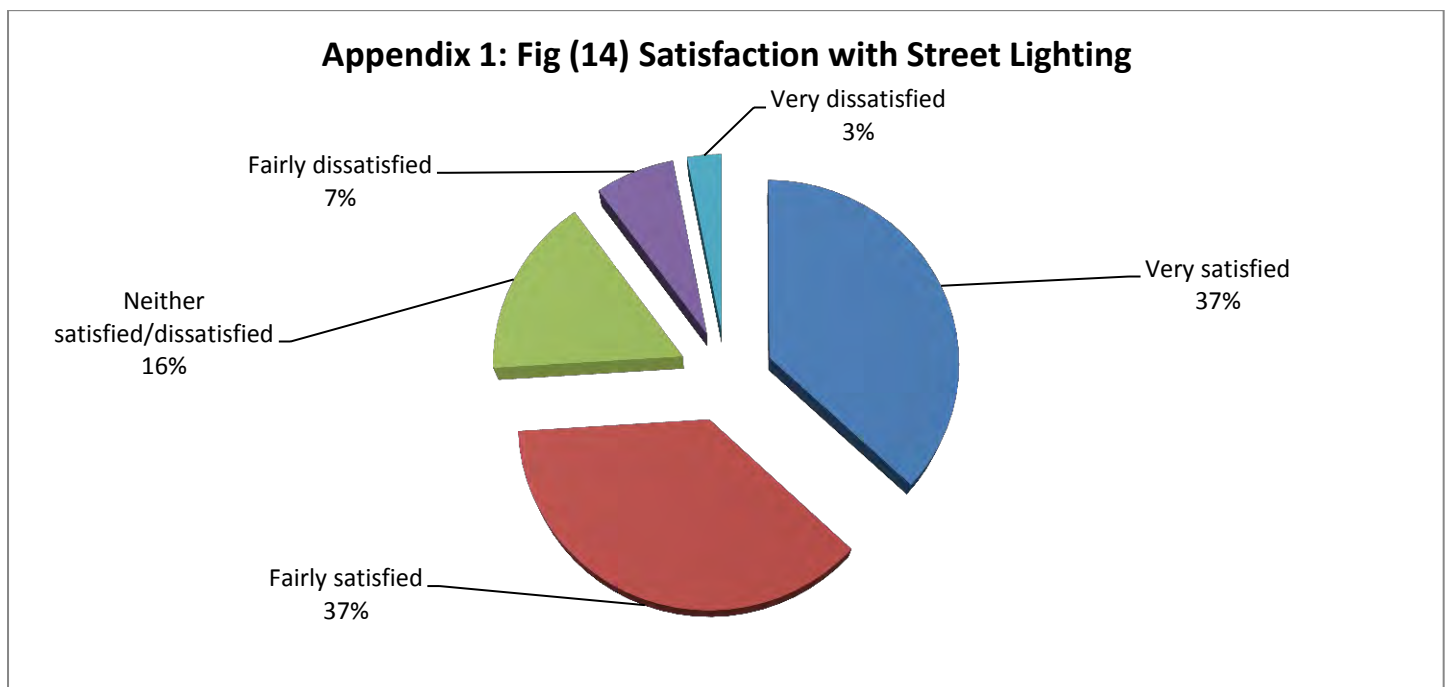
These figures result in a net satisfaction rate of 64% which is up slightly on the 62% recorded in 2011 and the 53% in 2010.

The highest net satisfaction rate comes from those who are resident in the Highlands less than 5 years (82%) and those resident between 5 and 10 years (79%).

Appendix 1: (14) Street Lighting

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

- 37% are “very satisfied”
- 37% are “fairly satisfied”
- 16% are “neither satisfied/dissatisfied”
- 7% are “fairly dissatisfied”
- 3% are “very dissatisfied”



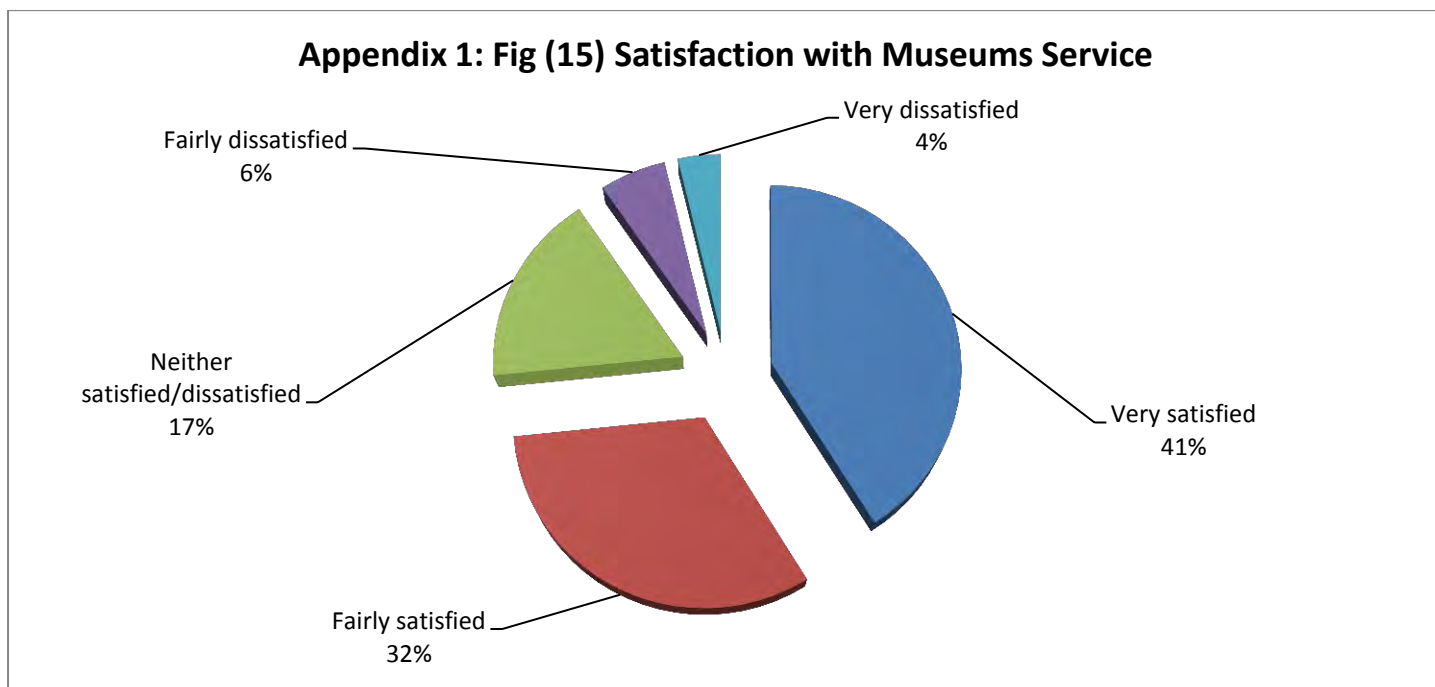
These figures give a net satisfaction rate of 64% a decrease on the 69% recorded in 2011 but marginally higher the 63% recorded in 2010 (58% in 2009; 53% in 2008).

The highest net ratings are found in those aged 65+ (78%).

Appendix 1: (15) Museums

Of the entire sample 34% answered this part of the question and gave their views on this service as follows:

- 41% are “very satisfied”
- 32% are “fairly satisfied”
- 17% are “neither satisfied/dissatisfied”
- 6% are “fairly dissatisfied”
- 4% are “very dissatisfied”



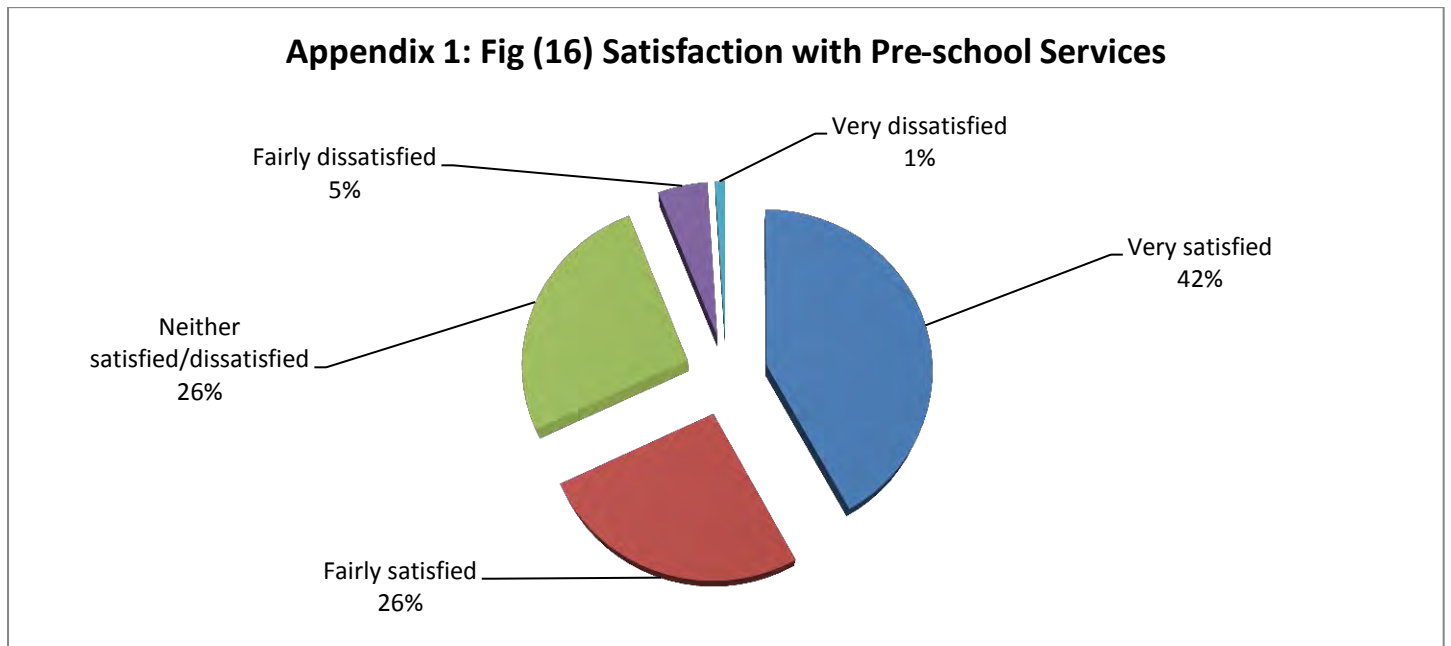
These figures supply a net satisfaction rate of 64% – down markedly from the 79% rate of 2011 but still up on the rate recorded in 2010 (59%).

The highest net satisfaction rates are found amongst those who are aged 65+ (83%), the retired (82%), and those resident in Highland less than 5 years (84%) and those resident between 5 and 10 years (79%).

Appendix 1: (16) Pre-school Services

Of the entire sample 15% answered this part of the question and gave their views on this service as follows:

- 42% are “very satisfied”
- 26% are “fairly satisfied”
- 26% are “neither satisfied/dissatisfied”
- 5% are “fairly dissatisfied”
- 1% are “very dissatisfied”



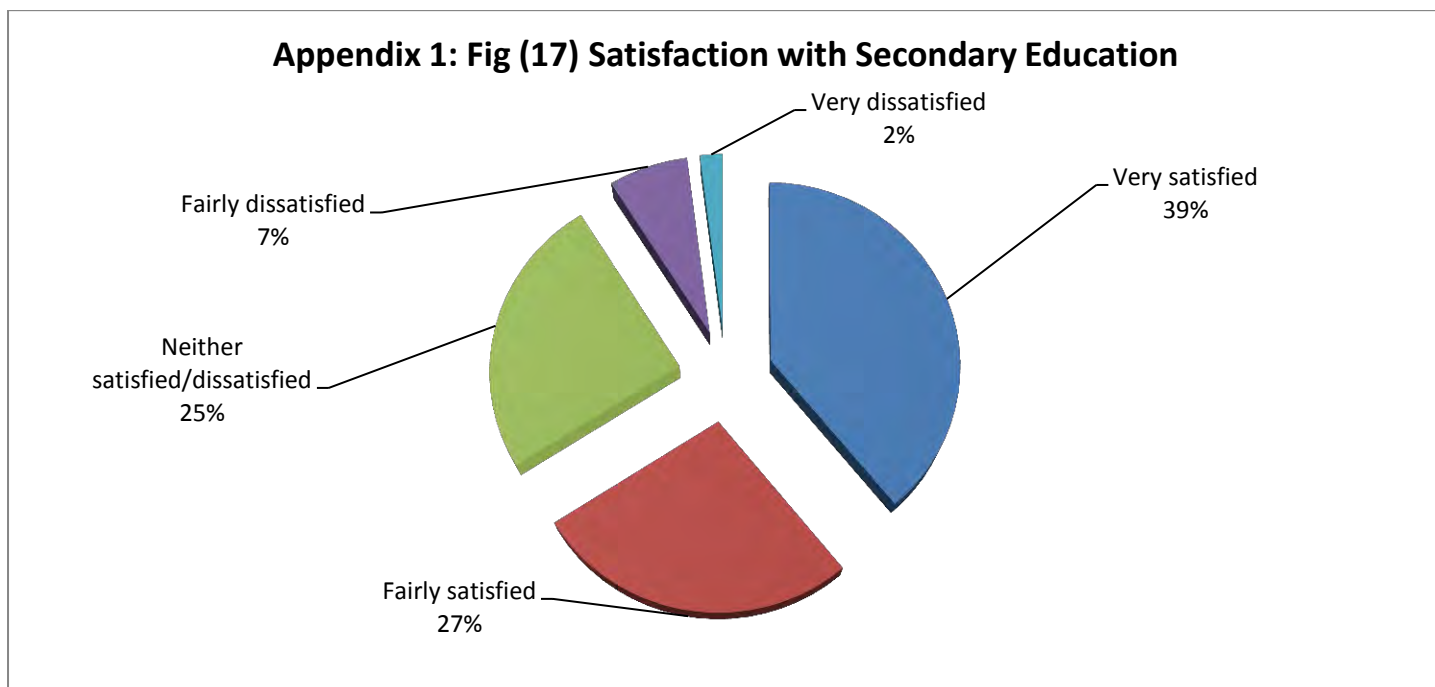
These figures result in a net satisfaction rate of 62% down slightly on the 65% recorded in 2011 (63% in 2010; 38% in 2009; 37% in 2008).

Those who have school aged children give an appreciably higher net satisfaction rating of 75% when compared with the 44% given by those who do not have school aged children.

Appendix 1: (17) Secondary Education

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

- 39% are “very satisfied”
- 27% are “fairly satisfied”
- 25% are “neither satisfied/dissatisfied”
- 7% are “fairly dissatisfied”
- 2% are “very dissatisfied”



These figures result in a net satisfaction rate of 57% - a fall from the 63% recorded in 2011 (60% in 2010; 39% in 2009; 44% in 2008).

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

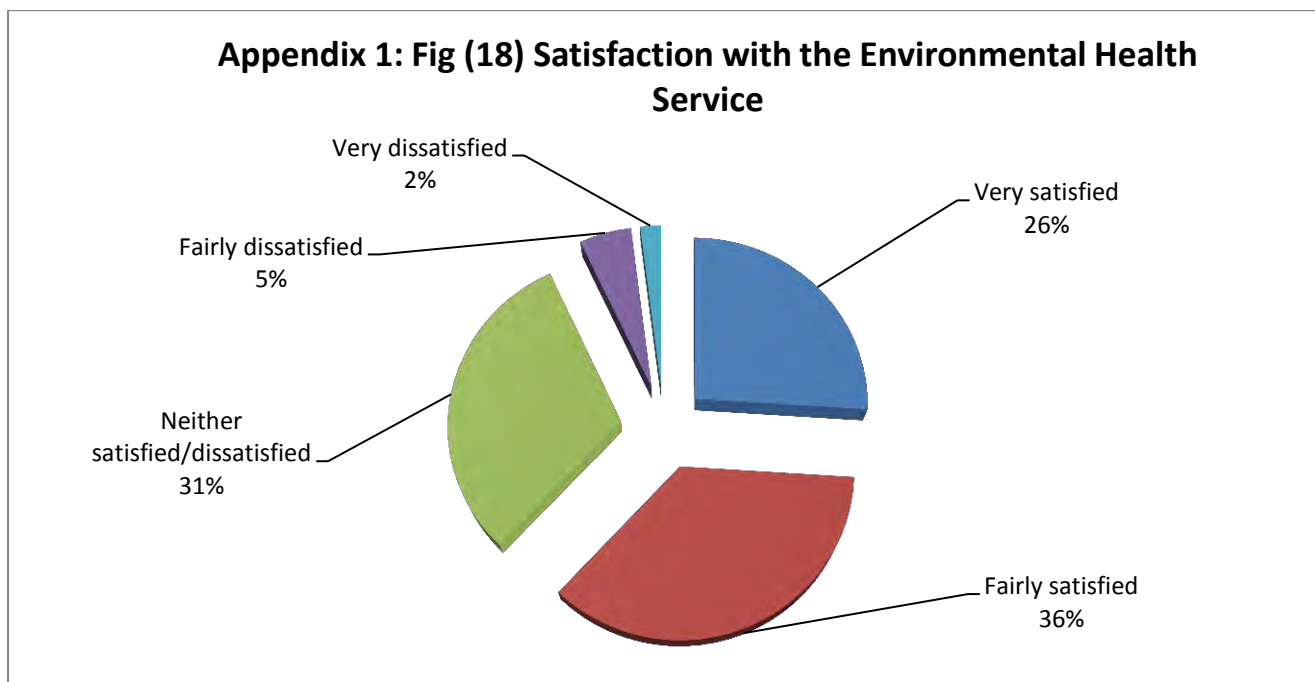
- 38% are “very satisfied”
- 36% are “fairly satisfied”
- 11% are “neither satisfied/ dissatisfied”
- 12% are “fairly dissatisfied”
- 3% are “very dissatisfied”

These figures mean that for those with school aged children the net satisfaction rating is 58%.

Appendix 1: (18) Environmental Health Service

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

- 26% are “very satisfied”
- 36% are “fairly satisfied”
- 31% are “neither satisfied/dissatisfied”
- 5% are “fairly dissatisfied”
- 2% are “very dissatisfied”

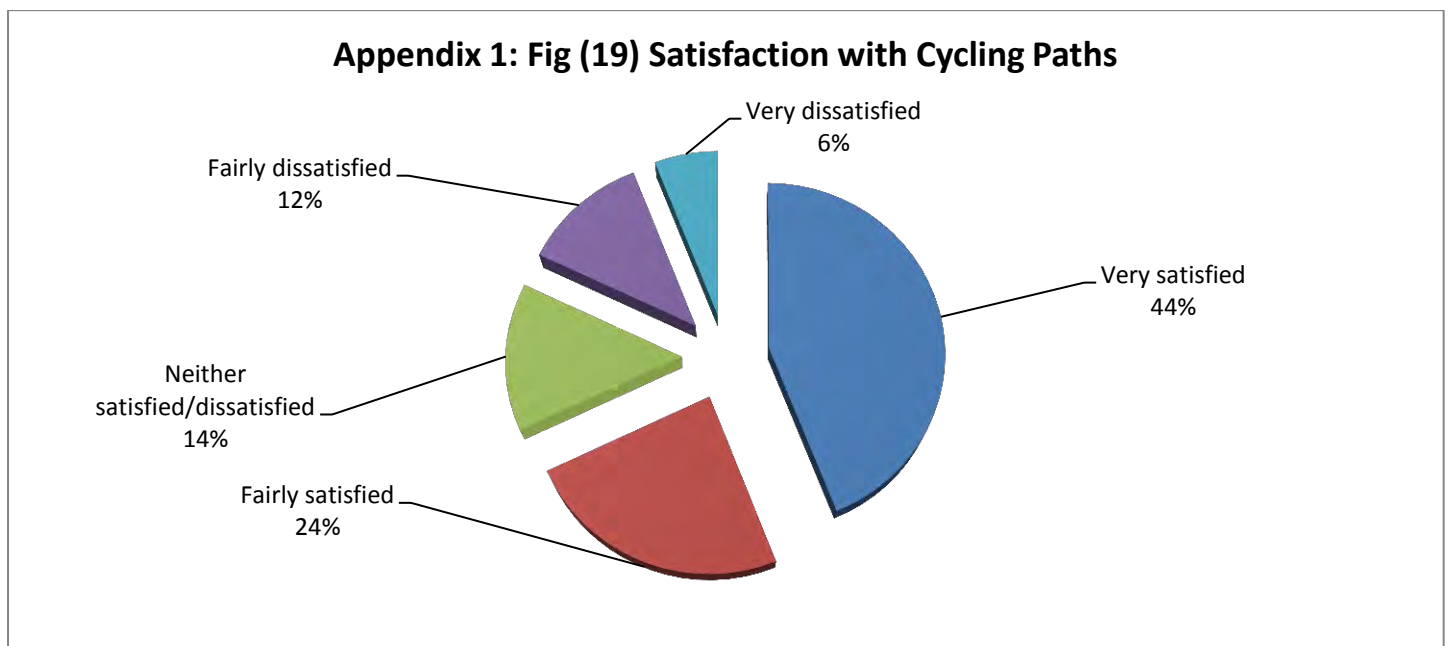


These figures leave a net satisfaction rate of 55% -a marginal rise on the 53% recorded in 2011 which itself was a substantial rise from the 33% recorded in 2010. This 55% represents the service’s highest ever net rating.

Appendix 1: (19) Cycling Paths

Of the entire sample 28% answered this part of the question and gave their views on this service as follows:

- 24% are “very satisfied”
- 44% are “fairly satisfied”
- 14% are “neither satisfied/dissatisfied”
- 12% are “fairly dissatisfied”
- 6% are “very dissatisfied”

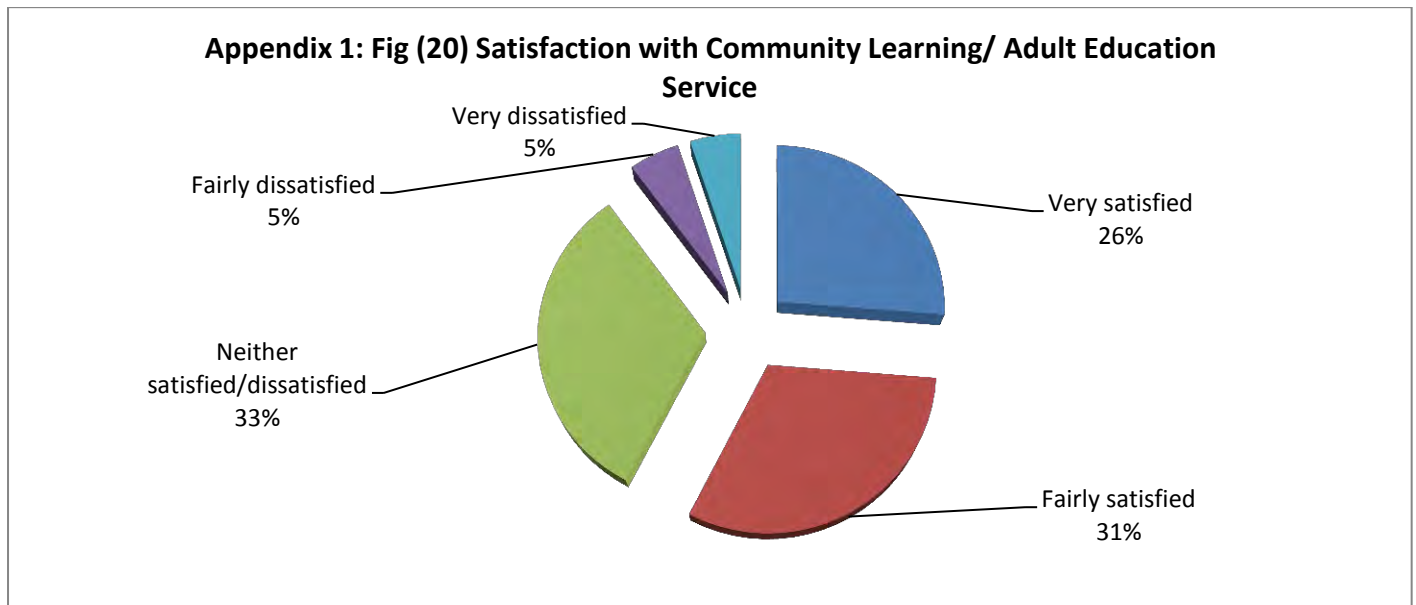


These figures results in a net satisfaction rate of 50% - a notable fall on the 62% recorded in 2011 but still well up on the 36% recorded in 2010 which in itself was a substantial rise from the 19% rating of 2009.

Appendix 1: (20) Community Learning / Adult Education

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

- 26% are “very satisfied”
- 31% are “fairly satisfied”
- 32% are “neither satisfied/dissatisfied”
- 5% are “fairly dissatisfied”
- 5% are “very dissatisfied”



These figures result in a net satisfaction rate of 47% which is a 6% increase on the 41% recorded in 2011 and continues the rise of recent years (32% in 2010; 20% in 2009; 26% in 2008).

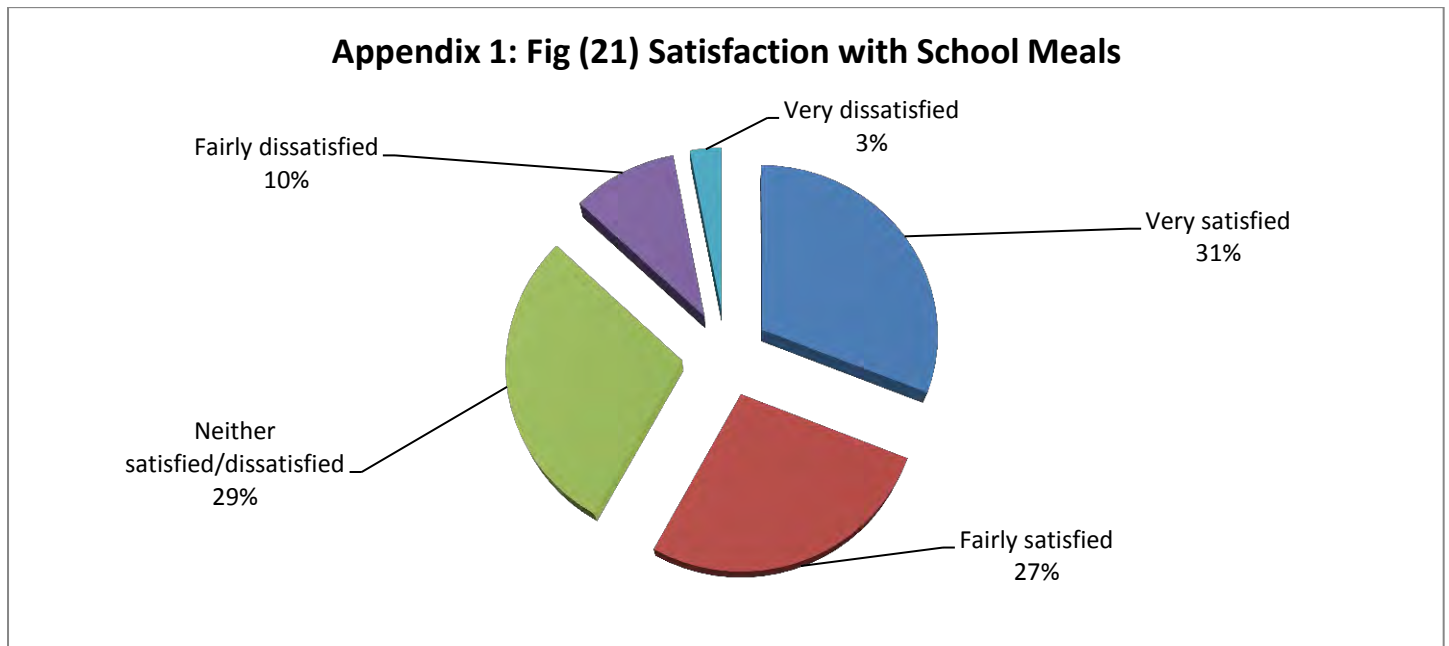
Notable differences in the net satisfaction rates by categories of users are found in the following:

- By age the highest rating comes from those aged 65 and over (51%)
- By employment status, the rating from those who are retired (57%) is markedly higher than the one from those who are employed (38%);
- The net rating given by those who have lived in the Highlands less than 10 years is 67% notably higher than the 43% rate supplied by those who have lived in the Highlands for more than 10 years.

Appendix 1: (21) School Meals

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

- 31% are “very satisfied”
- 27% are “fairly satisfied”
- 29% are “neither satisfied/dissatisfied”
- 10% are “fairly dissatisfied”
- 3% are “very dissatisfied”



These figures result in a net satisfaction rate of 45% - a fall on the 60% recorded in 2011 and a return to the level of 2010 (45%). Previous rates were: 28% in 2009; 31% in 2008; and 27% in 2007.

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

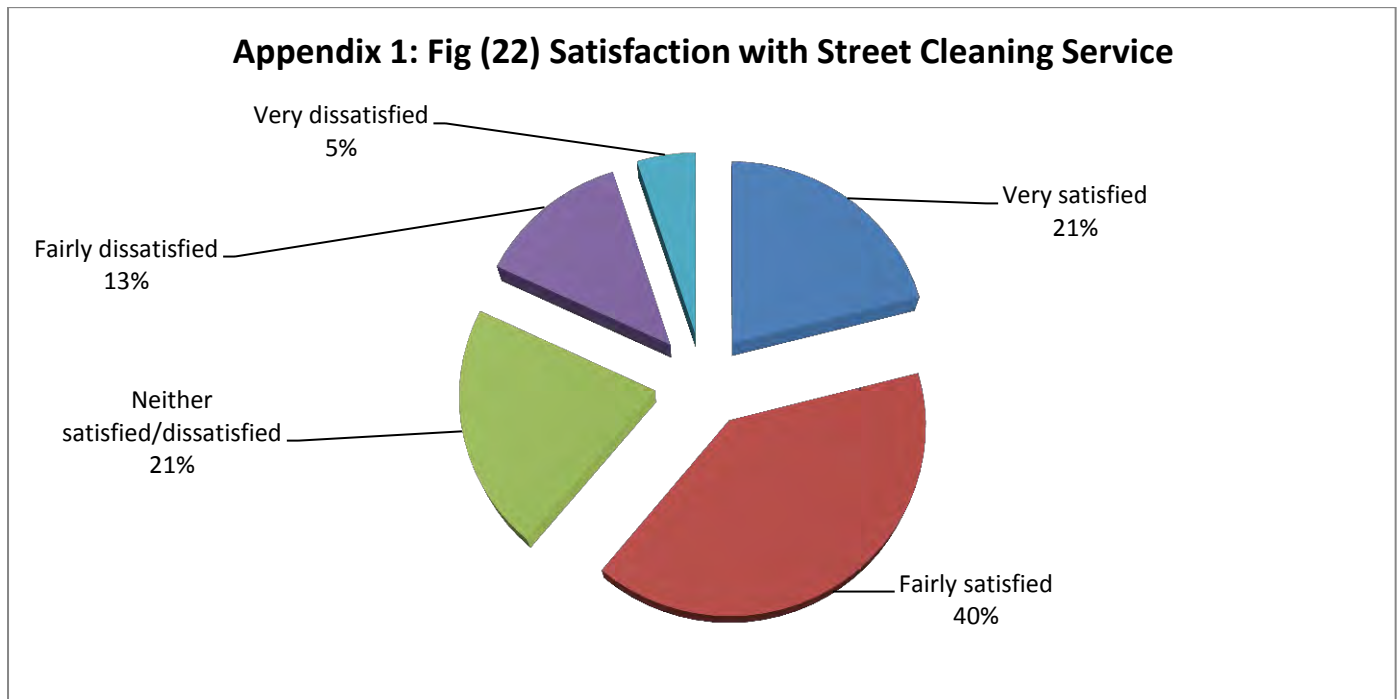
- 39% are “very satisfied”
- 32% are “fairly satisfied”
- 14% are “neither satisfied/dissatisfied”
- 12% are “fairly dissatisfied”
- 3% are “very dissatisfied”

This gives a net satisfaction rating of 56% - notably higher than the 45% rate calculated from the returns of all who answered this question.

Appendix 1: (22) Street Cleaning

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

- 21% are “very satisfied”
- 40% are “fairly satisfied”
- 21% are “neither satisfied/dissatisfied”
- 13% are “fairly dissatisfied”
- 5% are “very dissatisfied”



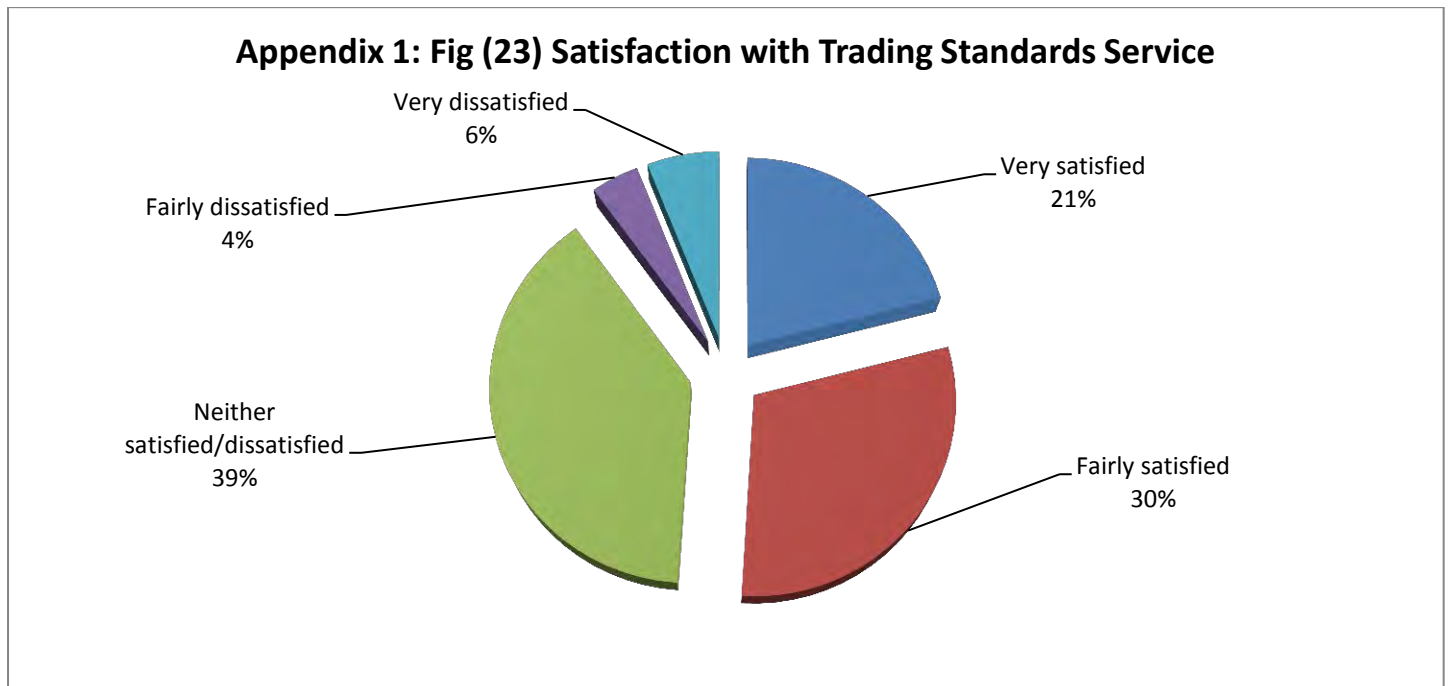
These figures give a net satisfaction rate of 43% which is a notable increase on the 37% recorded in 2011 which in turn was an increase on the 30% of 2010 (also 30% in 2009; 25% in 2008; 16% in 2007).

The highest net satisfaction rates are found amongst those who have lived in the Highlands for less than 5 years (61%) and amongst people in the 25-44 age group (48%). The lowest net rating comes from council tenants (31%).

Appendix 1: (23) Trading Standards

Of the entire sample 18% answered this part of the question and gave their views on this service as follows:

- 21% are “very satisfied”
- 30% are “fairly satisfied”
- 39% are “neither satisfied/dissatisfied”
- 4% are “fairly dissatisfied”
- 6% are “very dissatisfied”



These figures give a net satisfaction rate of 41% (42% in 2011; 38% in 2010; 19% in 2009; 20% in 2008).

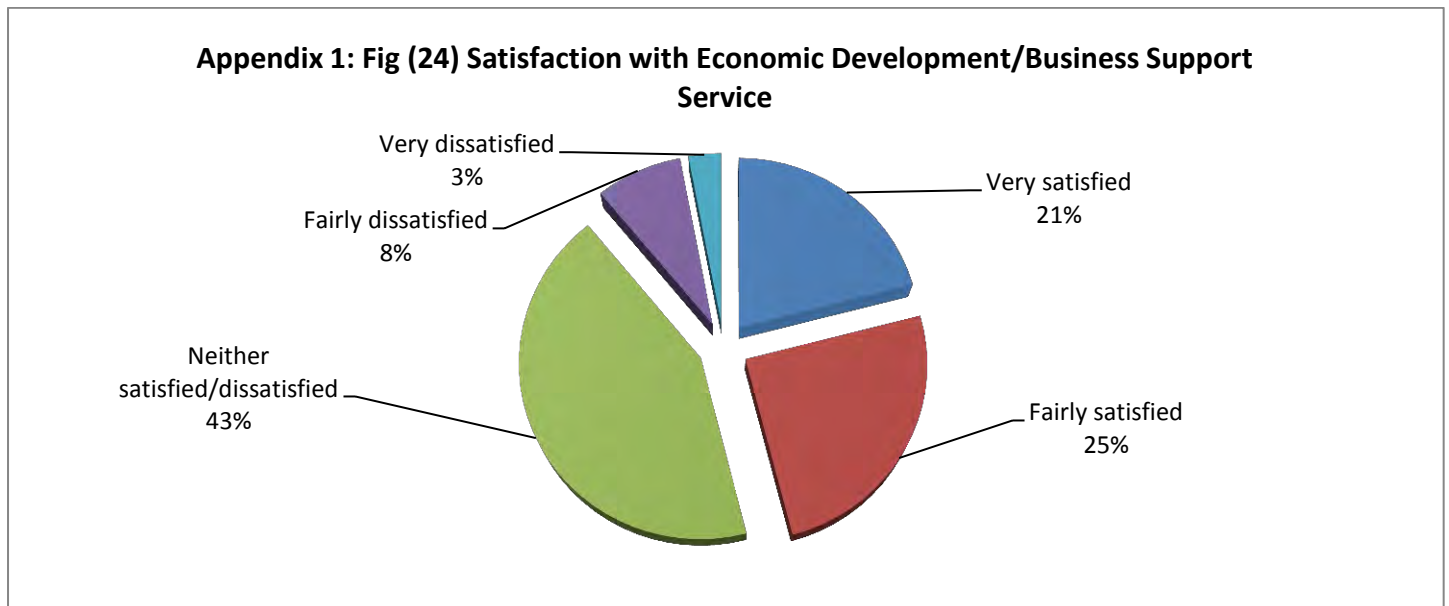
The following are notable differences in net satisfaction ratings by categories of users:

- By age the highest rating came from those aged 65+ (58%) while the 45-64 group give the lowest rating (34%);
- By employment status the highest rating comes from those who are retired (48%) – a figure which is higher than the rating from those who are employed (37%);

Appendix 1: (24) Economic Development/ Business Support

Of the entire sample 18% answered this part of the question and gave their views on this service as follows:

- 21% are “very satisfied”
- 25% are “fairly satisfied”
- 43% are “neither satisfied/dissatisfied”
- 8% are “fairly dissatisfied”
- 3% are “very dissatisfied”



These figures leave a net satisfaction rate of 35% - a notable rise from the 27% recorded in 2011 which itself represented a marked increase from the figures of 10% in 2010 and 3% in 2009.

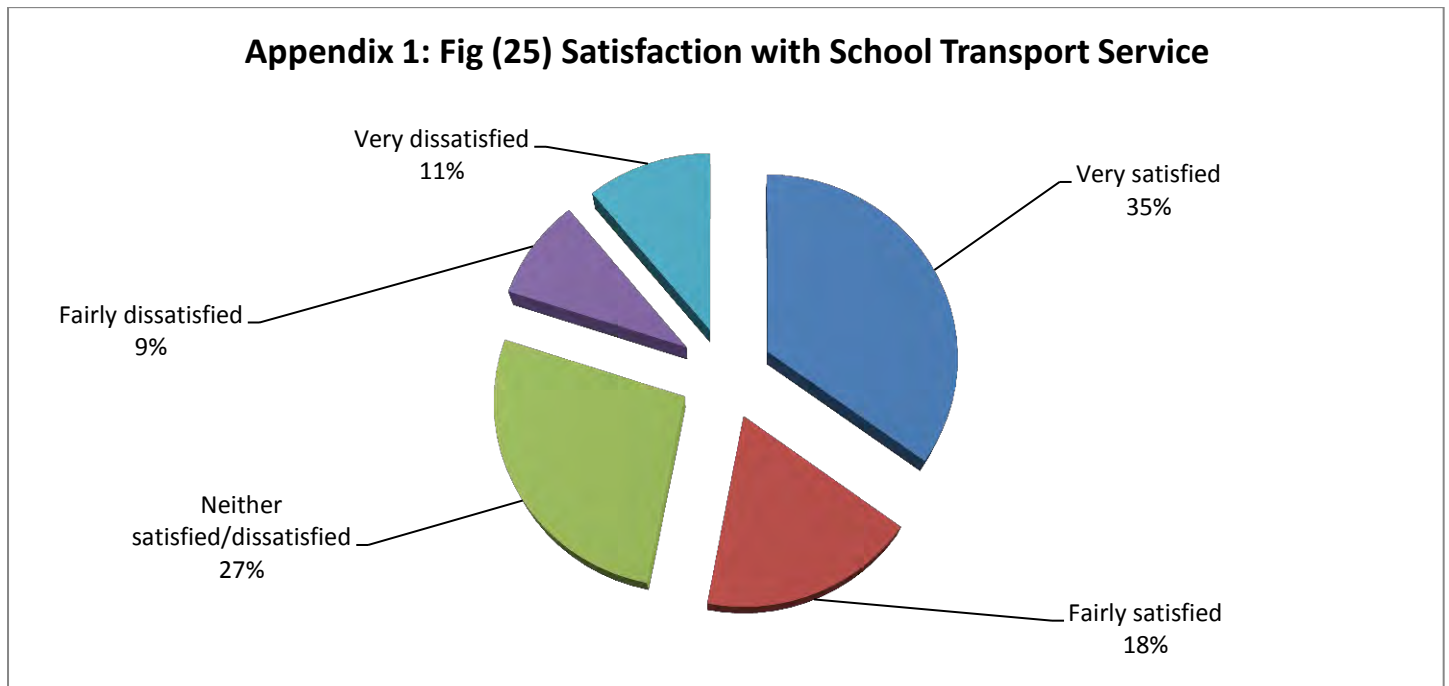
The following are notable differences in the responses by categories of users:

- By age group the highest net rating was supplied by Respondents in the 45-64 age band (37%) followed by those aged 25-44 (33%) and those aged 65+ (20%);
- By disability those who are disabled (11%) give a lower rating than respondents who are not disabled (35%);
- By employment status the highest net rating comes from those who are retired (40%) – those who are employed gave a net rating of 29%;
- Those who have school aged children give a noticeably higher rating (44%) than those without school aged children (27%).

Appendix 1: (25) School Transport

Of the entire sample 18% answered this part of the question and gave their views on this service as follows:

- 35% are “very satisfied”
- 18% are “fairly satisfied”
- 27% are “neither satisfied/dissatisfied”
- 9% are “fairly dissatisfied”
- 11% are “very dissatisfied”



These figures result in a net satisfaction rate of 33% which is a notable decline from the 45% recorded in 2011 (51% in 2010; 31% in 2009; 33% in 2008).

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

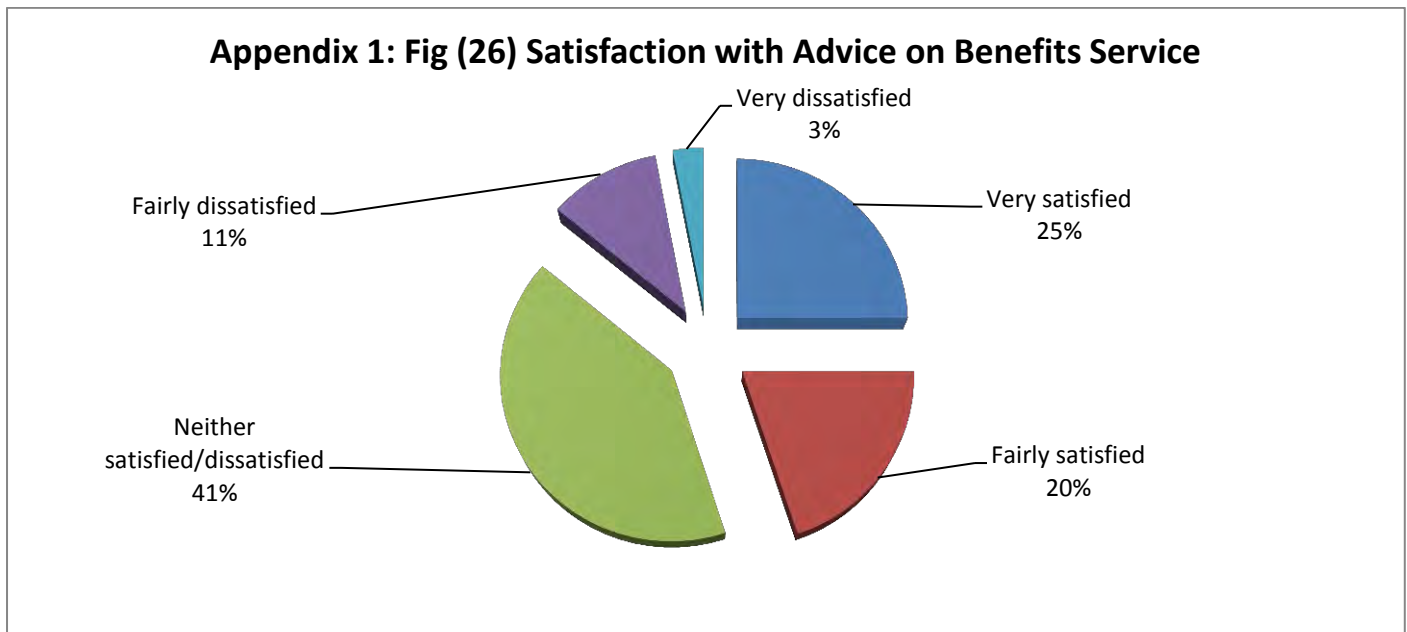
- 41% are “very satisfied”
- 25% are “fairly satisfied”
- 12% are “neither satisfied/dissatisfied”
- 8% are “fairly dissatisfied”
- 14% are “very dissatisfied”

The figures above produce a net satisfaction rating of 45% - appreciably higher than the 33% rating returned by all who answered this question.

Appendix 1: (26) Advice on Benefits

Of the entire sample 14% answered this part of the question and of them:

- 25% are “very satisfied”
- 20% are “fairly satisfied”
- 41% are “neither satisfied/dissatisfied”
- 11% are “fairly dissatisfied”
- 3% are “very dissatisfied”



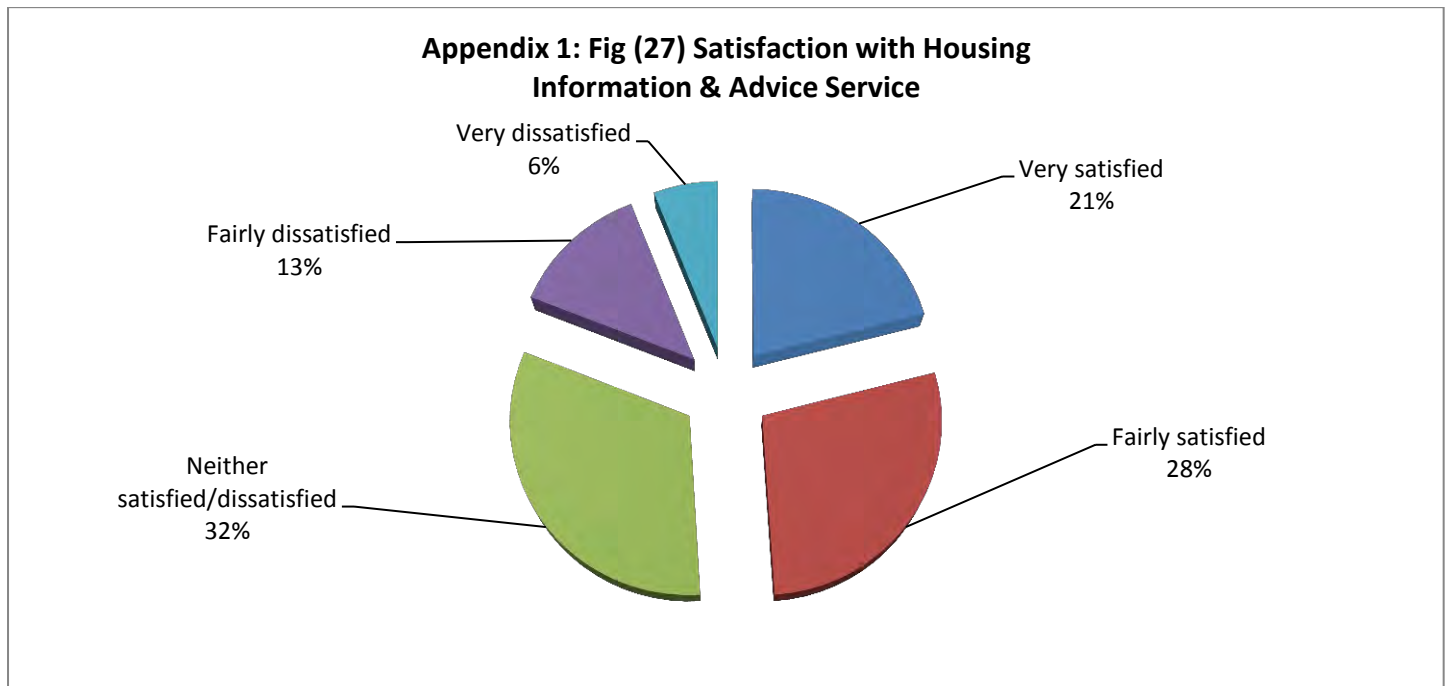
These figures leave a net satisfaction rate of 31% which is slightly down on the 34% rate of 2011 but still well up on the 20% recorded in 2010.

The highest net satisfaction ratings come from those who are retired (62%), those who are disabled (53%) and council tenants (47%). The lowest net ratings come from those aged 25-44 (18%) and those with school aged children (17%).

Appendix 1: (27) Housing Information and Advice

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

- 21% are “very satisfied”
- 28% are “fairly satisfied”
- 32% are “neither satisfied/dissatisfied”
- 13% are “fairly dissatisfied”
- 6% are “very dissatisfied”



These figures result in a net satisfaction rate of 30% - the same as in 2011 18% in 2010; 12% in 2009; and 14% in 2008).

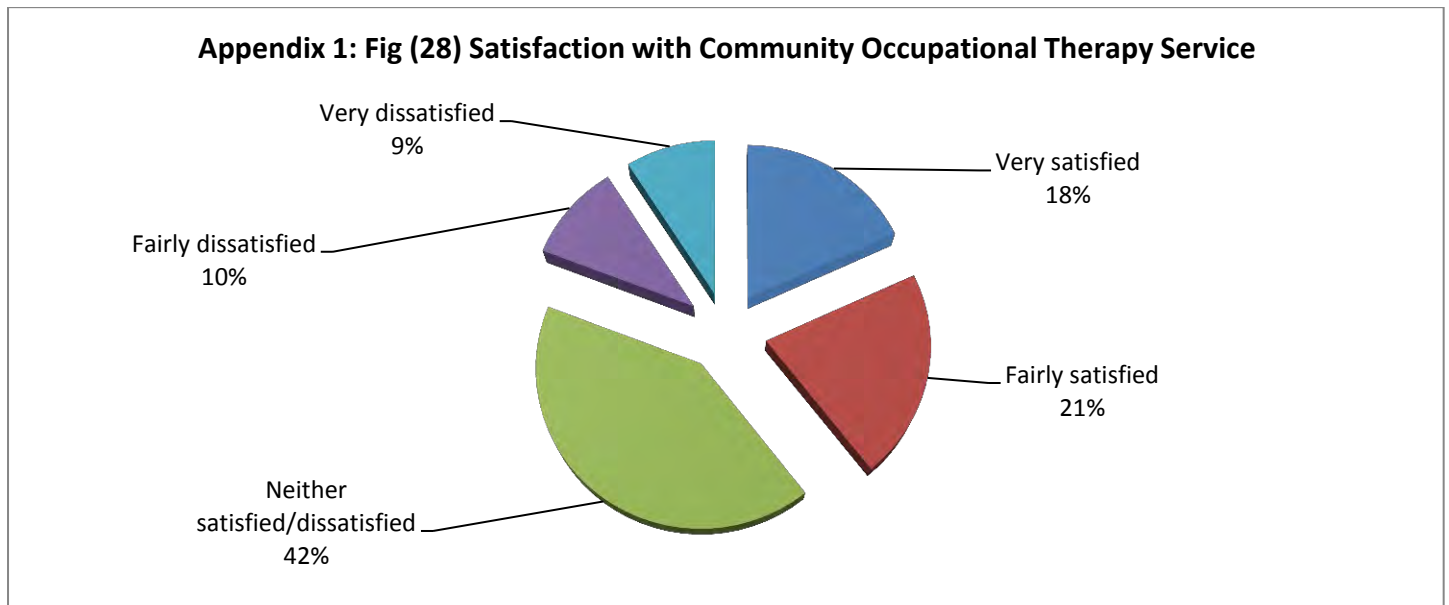
Notable differences in net satisfaction rates are found in the following instances:

- By age the highest rating comes from those aged 65+ (54%) – a figure which is appreciably higher than the rating from the 45-64 age band (38%) and is much greater than the rating from those respondents aged 25-44 (12%);
- The rating from people who are retired (50%) is more than double the one given by those who are employed (21%);
- Those who are council tenants give an even higher rating at 57% is almost double that of home owners (30%) and more than double that supplied by those living in other types of accommodation (23%);
- The rating from respondents without school aged children (40%) is notably higher than that for those with school aged children (19%).

Appendix 1: (28) Community Occupational Therapy

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

- 18% are “very satisfied”
- 21% are “fairly satisfied”
- 41% are “neither satisfied/dissatisfied”
- 10% are “fairly dissatisfied”
- 9% are “very dissatisfied”



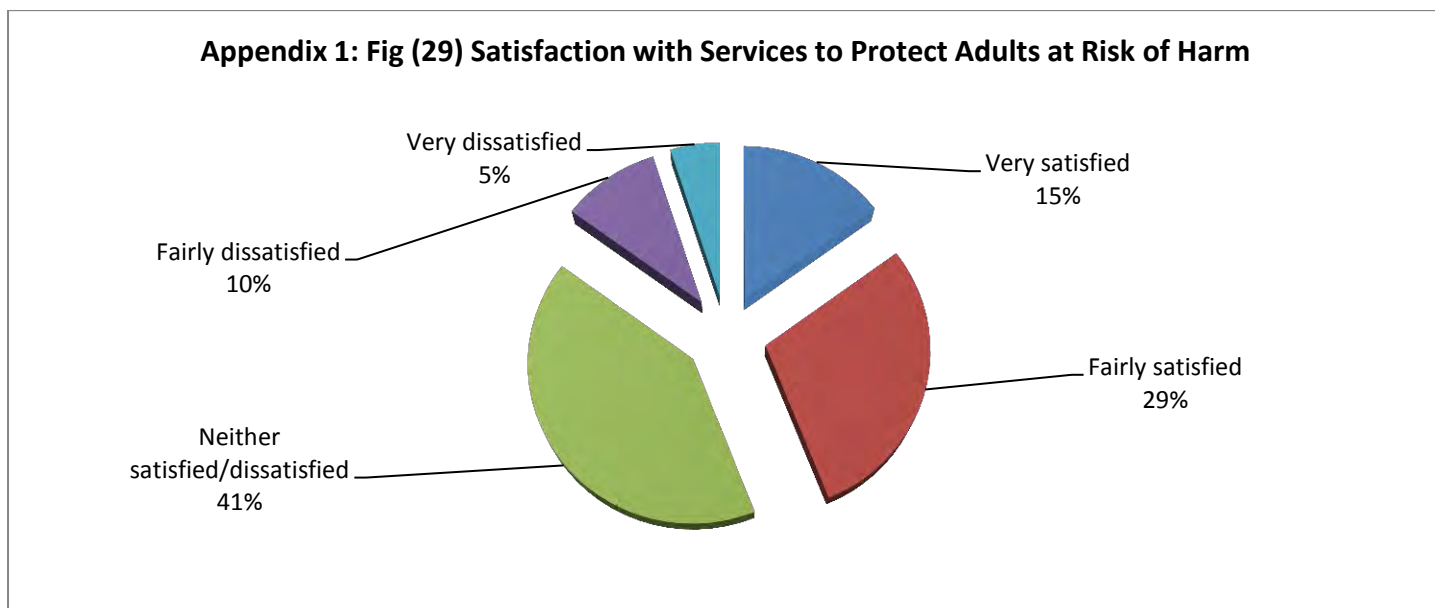
These figures result in a net satisfaction rate of 30% - a slight rise on the 28% recorded in 2011 (17% in 2010; 8% in 2009; 10% in 2008).

The highest net satisfaction ratings are supplied by: people who have a disability (50%) and those who are retired (35%). There is a notable difference in the ratings supplied by gender – males supply a net rating of 33% while females give a rating of 14%.

Appendix 1: (29) Services to Protect Adults at Risk of Harm

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

- 15% are “very satisfied”
- 29% are “fairly satisfied”
- 41% are “neither satisfied/dissatisfied”
- 10% are “fairly dissatisfied”
- 5% are “very dissatisfied”



These figures result in a net satisfaction rate of 29% - a rise on the 25% recorded on 2011 (18% in 2010 which was the first year that the views of respondents on this service were sought).

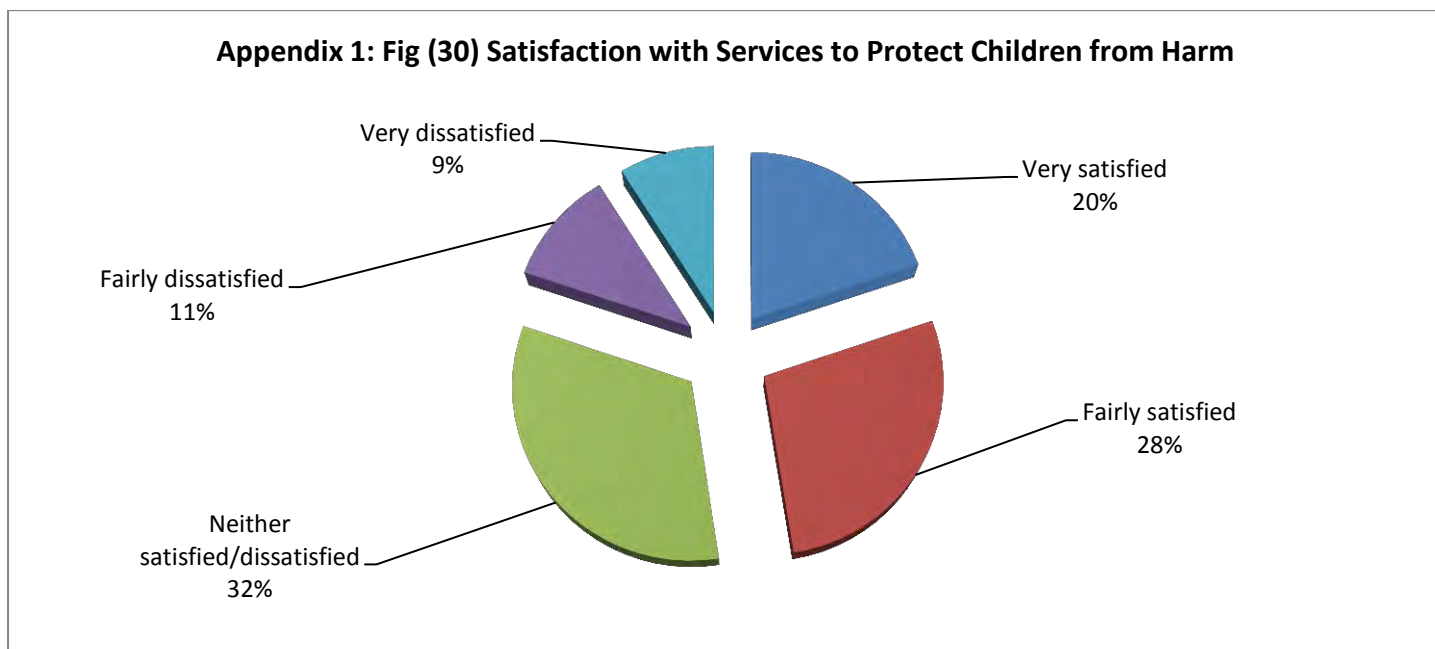
Notable differences in the net satisfaction rates by categories of users are found in the following cases:

- By age the rate from respondents is highest amongst those aged 65 and over (41%);
- The rate from those who have a disability (11%) is notably less than for those who do not have a disability (31%).
- By employment status the rate from people who are retired (39%) is higher than the rate from respondents who are employed (25%).

Appendix 1: (30) Services to Protect Children from Harm

Of the entire sample 14% responded to this part of the question and gave their opinions on services to protect children from harm as follows:

- 20% are “very satisfied”
- 28% are “fairly satisfied”
- 33% are “neither satisfied/dissatisfied”
- 11% are “fairly dissatisfied”
- 9% are “very dissatisfied”



These figures result in a net satisfaction rate of 28% - a fall from the 37% rate recorded in 2011 (24% in 2010; 18% in 2009; 18% in 2008).

Those with school aged children give the following results:

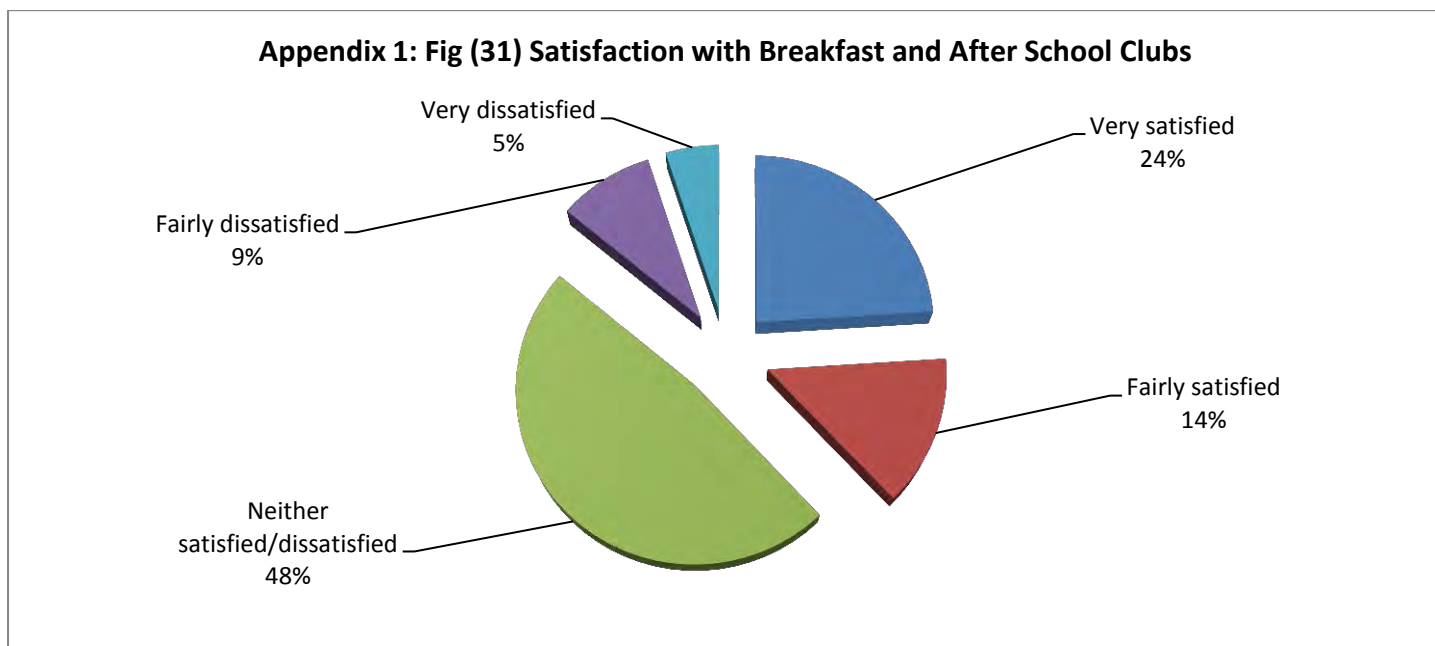
- 23% are “very satisfied”
- 28% are “fairly satisfied”
- 27% are “neither satisfied/dissatisfied”
- 12% are “fairly dissatisfied”
- 10% are “very dissatisfied”

This produces a net satisfaction rating of 29% - 1% higher than the 28% rating calculated from the opinions of all who answered this question.

Appendix 1: (31) Breakfast and After School Clubs

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

- 24% are “very satisfied”
- 14% are “fairly satisfied”
- 48% are “neither satisfied/dissatisfied”
- 9% are “fairly dissatisfied”
- 5% are “very dissatisfied”



These figures result in a net satisfaction rate of 24% - almost half the rating of 2011 (46%). Previous surveys saw the following net ratings: 28% in 2010; 7% in 2009; 11% in 2008).

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

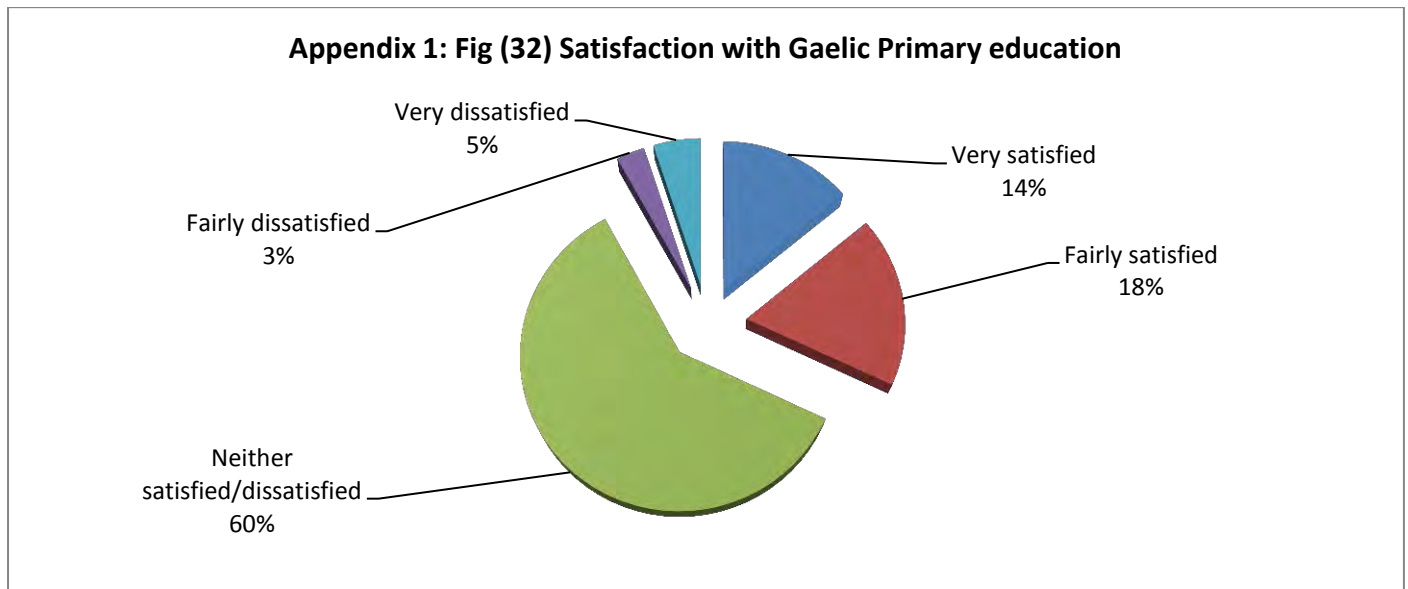
- 32% are “very satisfied”
- 25% are “fairly satisfied”
- 23% are “neither satisfied/dissatisfied”
- 12% are “fairly dissatisfied”
- 8% are “very dissatisfied”

This gives a net satisfaction rating of 37% - 13% higher than the 24% net satisfaction rating calculated from the results of all those who answered this question.

Appendix 1: (32) Gaelic Primary education

Of the entire sample 9% responded to this part of the question and gave the following opinions on the service:

- 14% are “very satisfied”
- 18% are “fairly satisfied”
- 60% are “neither satisfied/dissatisfied”
- 3% are “fairly dissatisfied”
- 5% are “very dissatisfied”



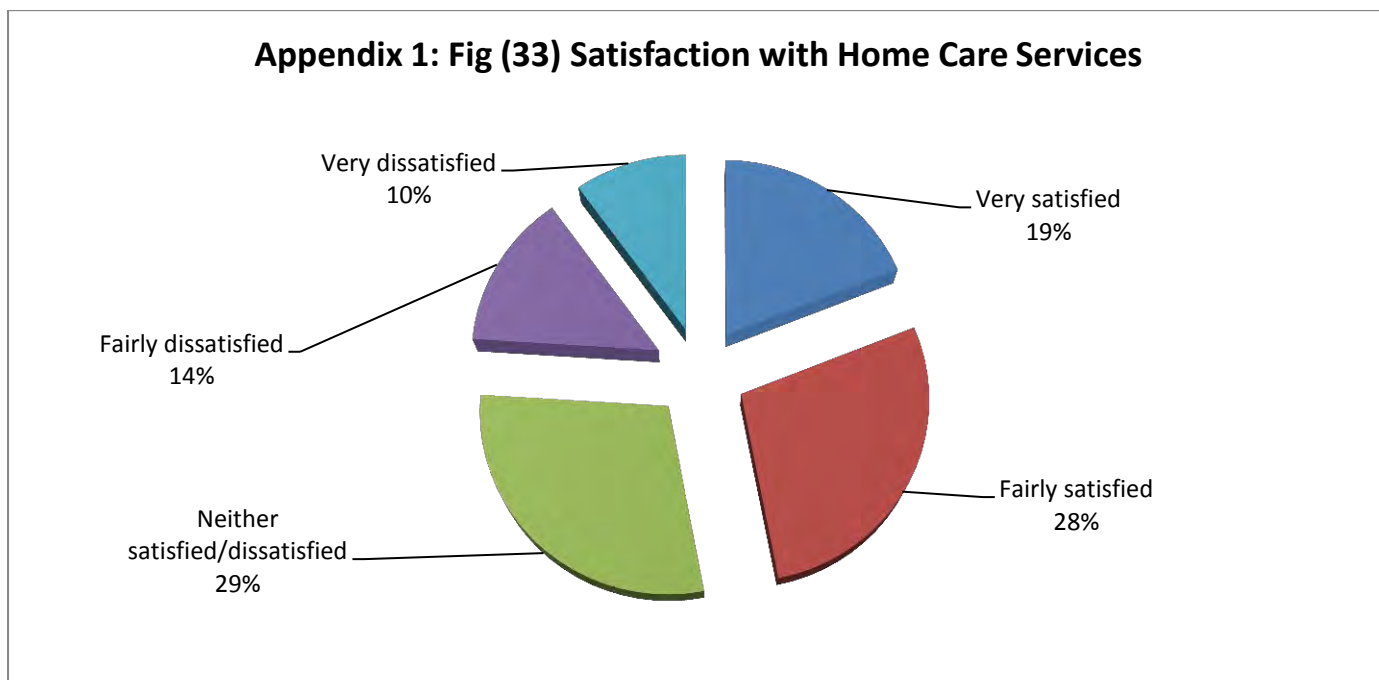
These figures result in a net satisfaction rate of 24%. This is the first year that this question has been asked.

The net satisfaction rating from respondents with school aged children is 23%.

Appendix 1: (33) Care at Home Services

Of the entire sample 18% answered this part of the question and gave their views on this service as follows:

- 19% are “very satisfied”
- 28% are “fairly satisfied”
- 29% are “neither satisfied/dissatisfied”
- 14% are “fairly dissatisfied”
- 10% are “very dissatisfied”



These figures result in a net satisfaction rate of 23% - a slight fall from the 25% recorded in 2011 (23% in 2010; 14% in 2009; 10% in 2008).

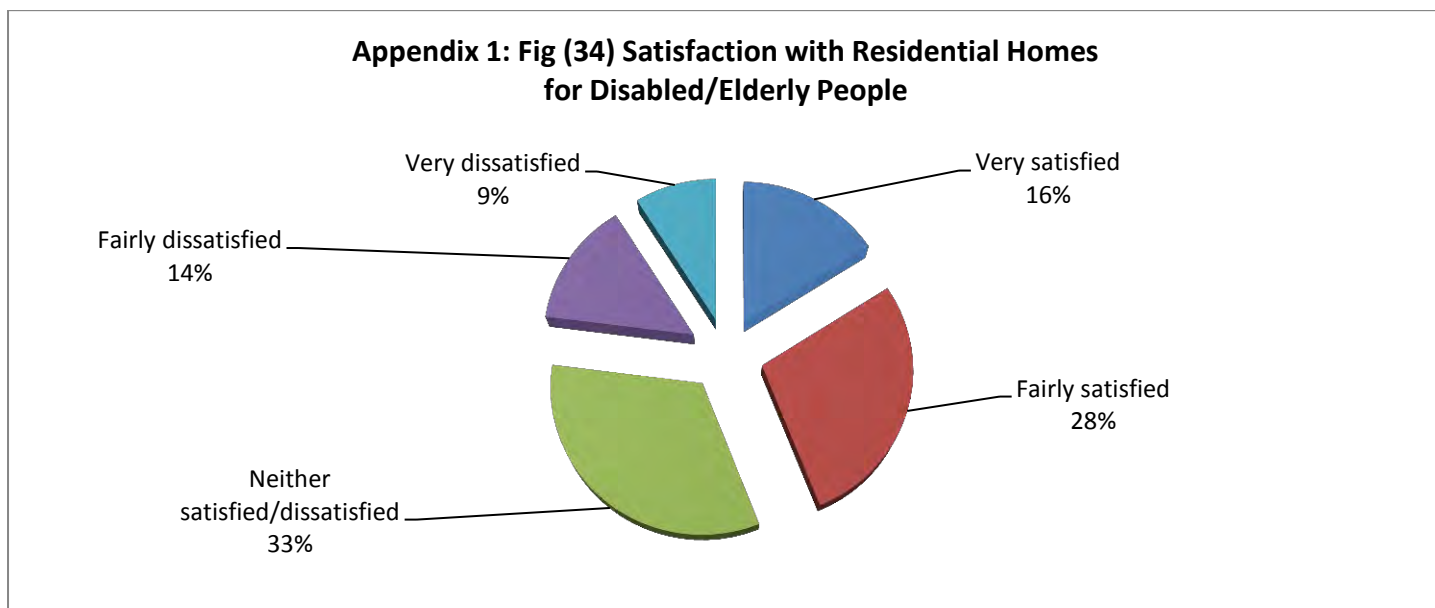
Notable differences in the net satisfaction rates by categories of users are found in the following instances:

- By age the highest rating is supplied by those aged 65 and over (43%) which is three times higher than the rating given by those aged 45-64 (14%) while the net rating from the 25-44 age group is actually negative (-5%);
- By employment status the highest rating comes from people who are retired (44%) which is much higher than the rating from people who are employed (4%);
- By housing status the rating supplied by people living in other forms of accommodation (31%) is higher than that from those who are home owners (19%);
- The net rating from people who have a disability (52%) is over four times higher than the rating given by those who do not have a disability (12%).

Appendix 1: (34) Residential Homes for Disabled/Elderly People

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

- 16% are “very satisfied”
- 28% are “fairly satisfied”
- 33% are “neither satisfied/dissatisfied”
- 14% are “fairly dissatisfied”
- 9% are “very dissatisfied”



These figures result in a net satisfaction rate of 21% which represents a notable fall on the 32% recorded in 2011, though this is still markedly higher than the returns from surveys prior to 2011 (11% in 2010; 6% in 2009; 4% in 2008).

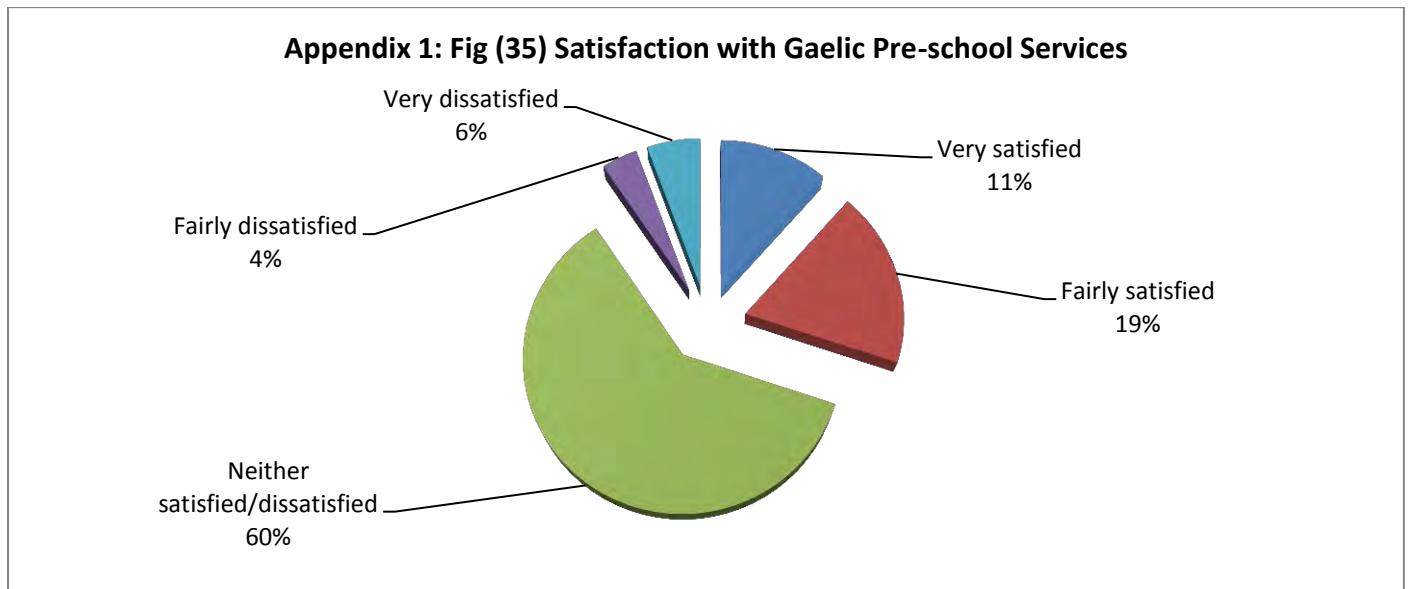
Notable differences in the net satisfaction rates by categories of users are found in the following instances:

- By age the highest rating comes from those aged 65 and over (42%) – which is much greater than the rating given by those aged 45-64 (13%);
- By employment status the rating from people who are retired (32%) is much higher than the rating from people who are employed (12%).
- People who have a disability supply a higher net rating (29%) than those who do not have a disability (18%).

Appendix 1: (35) Gaelic Pre-school services

Of the entire sample 8% responded to this part of the question and gave the following opinions on the service:

- 11.5% are “very satisfied”
- 19% are “fairly satisfied”
- 60% are “neither satisfied/dissatisfied”
- 4% are “fairly dissatisfied”
- 6% are “very dissatisfied”



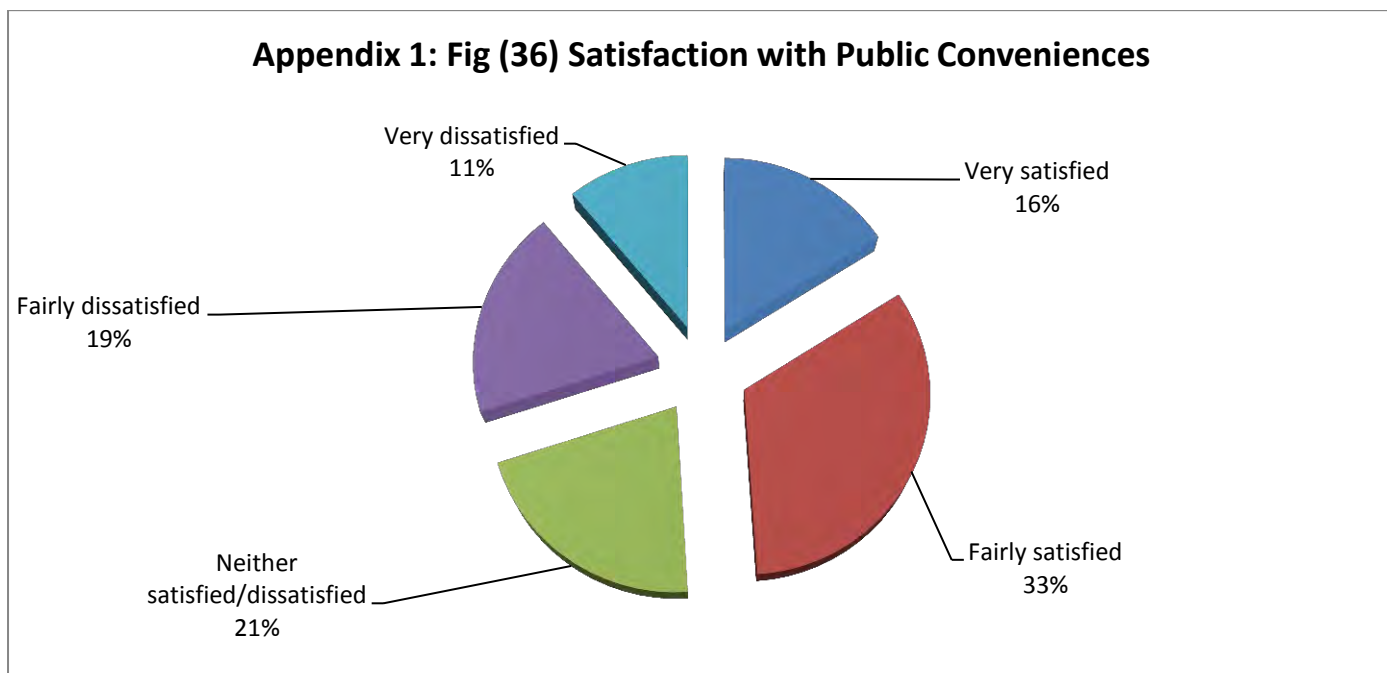
These figures result in a net satisfaction rating of 21%. This is the first year that this question has been asked.

The net satisfaction rating from respondents with school aged children is 25% - for those without school aged children it is 18%.

Appendix 1: (36) Public Conveniences

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

- 16% are “very satisfied”
- 33% are “fairly satisfied”
- 21% are “neither satisfied/dissatisfied”
- 19% are “fairly dissatisfied”
- 11% are “very dissatisfied”



These figures give a net satisfaction rate of 19% - a large fall from the 38% recorded in 2011 and a return to the level of the 2010 Survey (18%). However in Surveys prior to 2010 the net satisfaction rates were much lower (1% in 2009; 4% in 2008 was 4%; -5% in 2007).

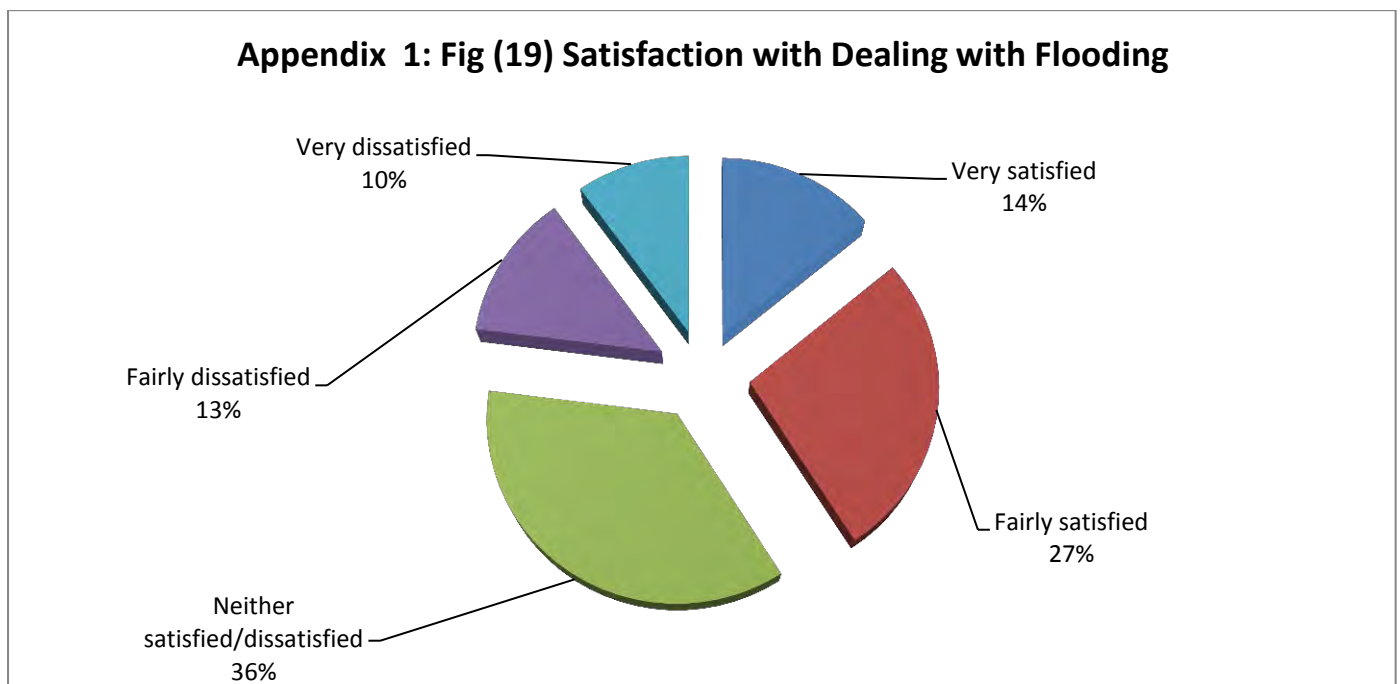
The following are notable differences in net satisfaction rates by categories of users:

- By age the 65+ group (27%) supply the highest rating – the lowest is from those aged 45-64 (14%);
- By disability the higher rating is given by those who are not disabled (20%) compared with a rating from those who are disabled (10%);
- By housing tenure those who are council tenants gave a much higher net rating (53%) than people who live in other forms of accommodation (18%) or home owners (17%).

Appendix 1: (37) Dealing with Flooding

Of the entire sample 47% answered this part of the question and expressed their opinions on 'dealing with flooding' as follows:

- 14% are "very satisfied"
- 27% are "fairly satisfied"
- 36% are "neither satisfied/dissatisfied"
- 13% are "fairly dissatisfied"
- 10% are "very dissatisfied"



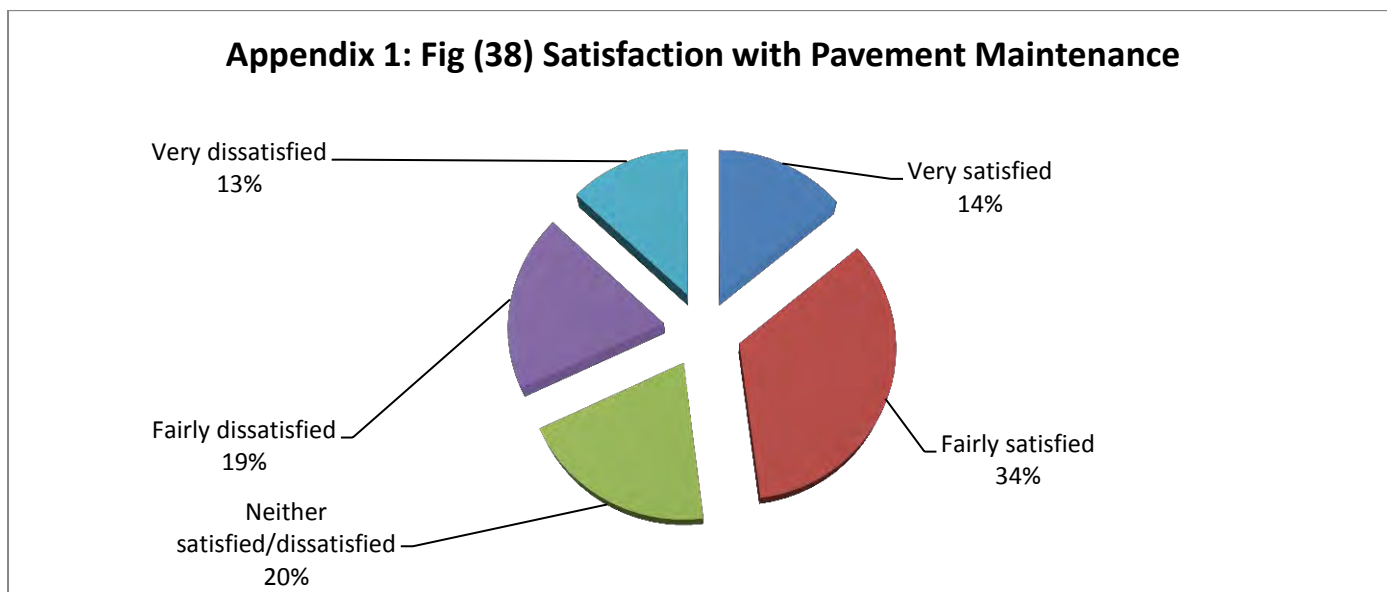
These figures result in a net satisfaction rate of 18% which is an appreciable decrease from the 28% in 2011 (21% in 2010; 19% in 2009; 11% in 2008).

By age the highest net satisfaction ratings are given by those aged 65+ (33%) and the lowest ratings come from those aged 25-44 (13%).

Appendix 1: (38) Pavement Maintenance

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

- 14% are “very satisfied”
- 34% are “fairly satisfied”
- 20% are “neither satisfied/dissatisfied”
- 19% are “fairly dissatisfied”
- 13% are “very dissatisfied”



These figures give a net satisfaction rate of 16% - the highest yet recorded and a notable rise from the figures in past Surveys (8% in 2011; 6% in 2010; 3% in 2009; and -7% in 2008).

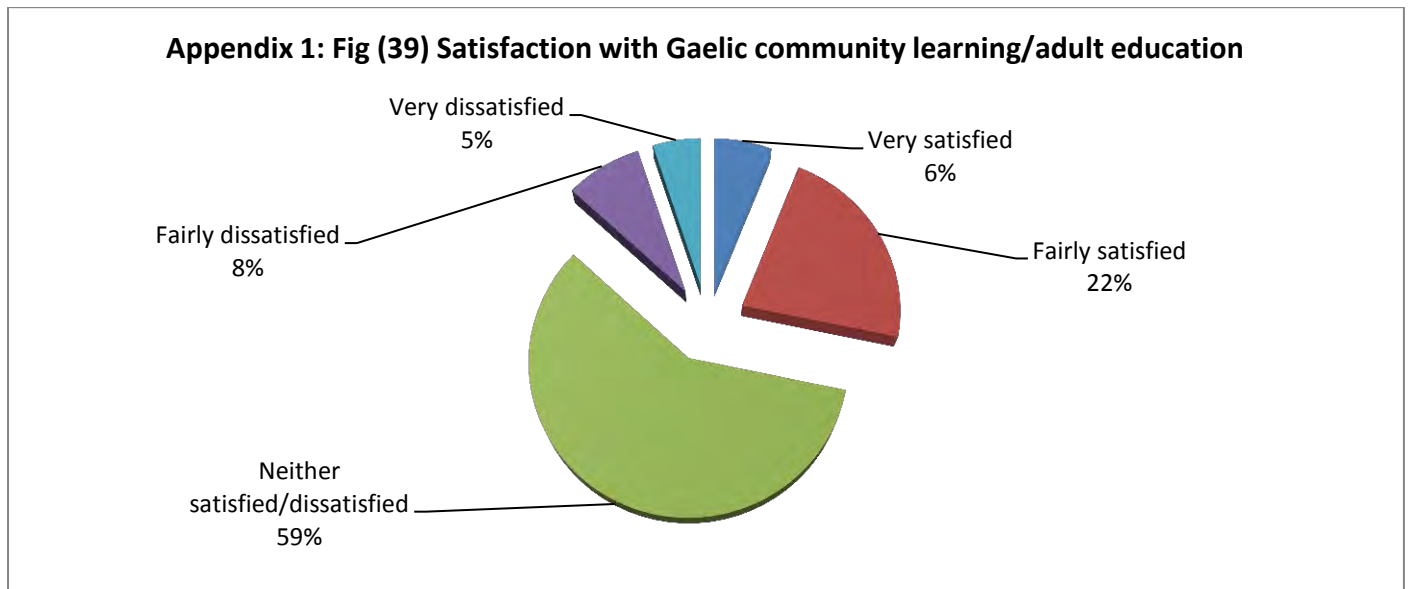
Notable differences in the net satisfaction rates by categories of users are found in the following areas:

- People who are disabled give a much lower net rating (-1%) than those who are not disabled (18%).
- By housing tenure the net ratings from those who live in other forms of accommodation (19%) and respondents who are home owners (16%) are much higher than the net rating given by council tenants (-9%).

Appendix 1: (39) Gaelic community learning/ adult education

Of the entire sample 8% responded to this part of the question and gave the following opinions on the service:

- 6% are “very satisfied”
- 22% are “fairly satisfied”
- 59% are “neither satisfied/dissatisfied”
- 8% are “fairly dissatisfied”
- 5% are “very dissatisfied”



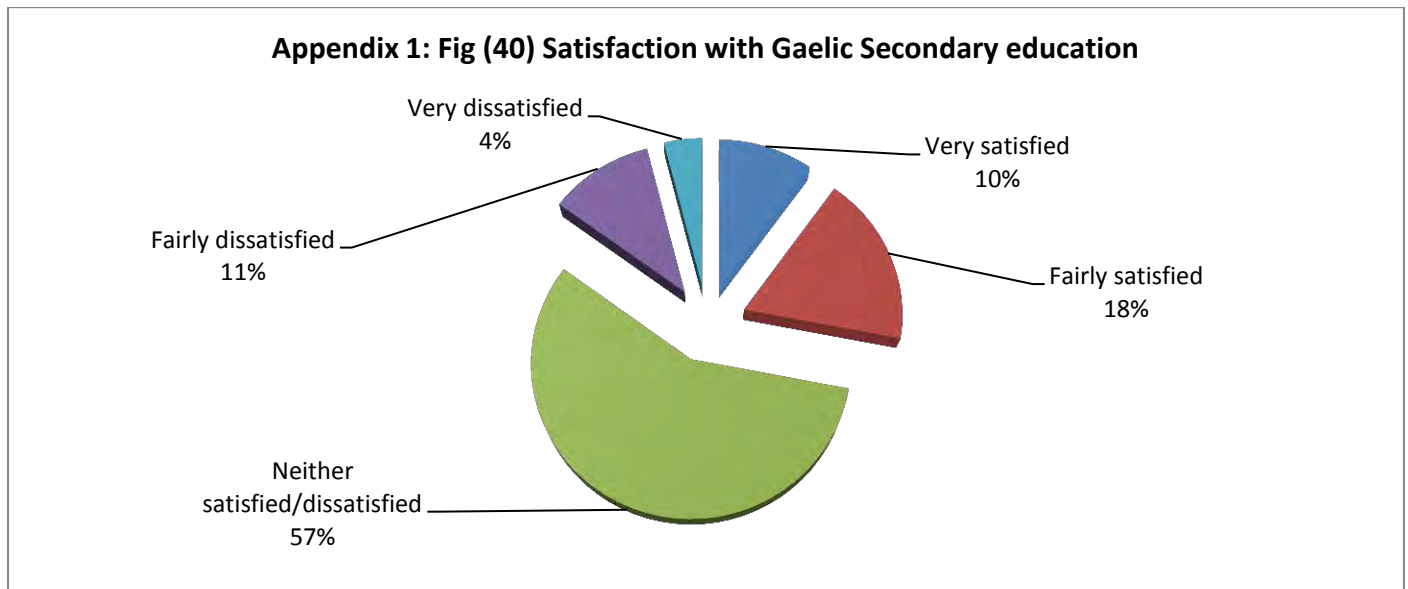
These figures result in a net satisfaction rate of 15%. This is the first year that this question has been asked.

The highest net satisfaction rating is from respondents who are retired (28%). There is a notable difference by gender – the net satisfaction rate from females (18%) is appreciably higher than the rating from males (9%).

Appendix 1: (40) Gaelic Secondary education

Of the entire sample 8% responded to this part of the question and gave the following opinions on the service:

- 10% are “very satisfied”
- 18% are “fairly satisfied”
- 57% are “neither satisfied/dissatisfied”
- 11% are “fairly dissatisfied”
- 4% are “very dissatisfied”



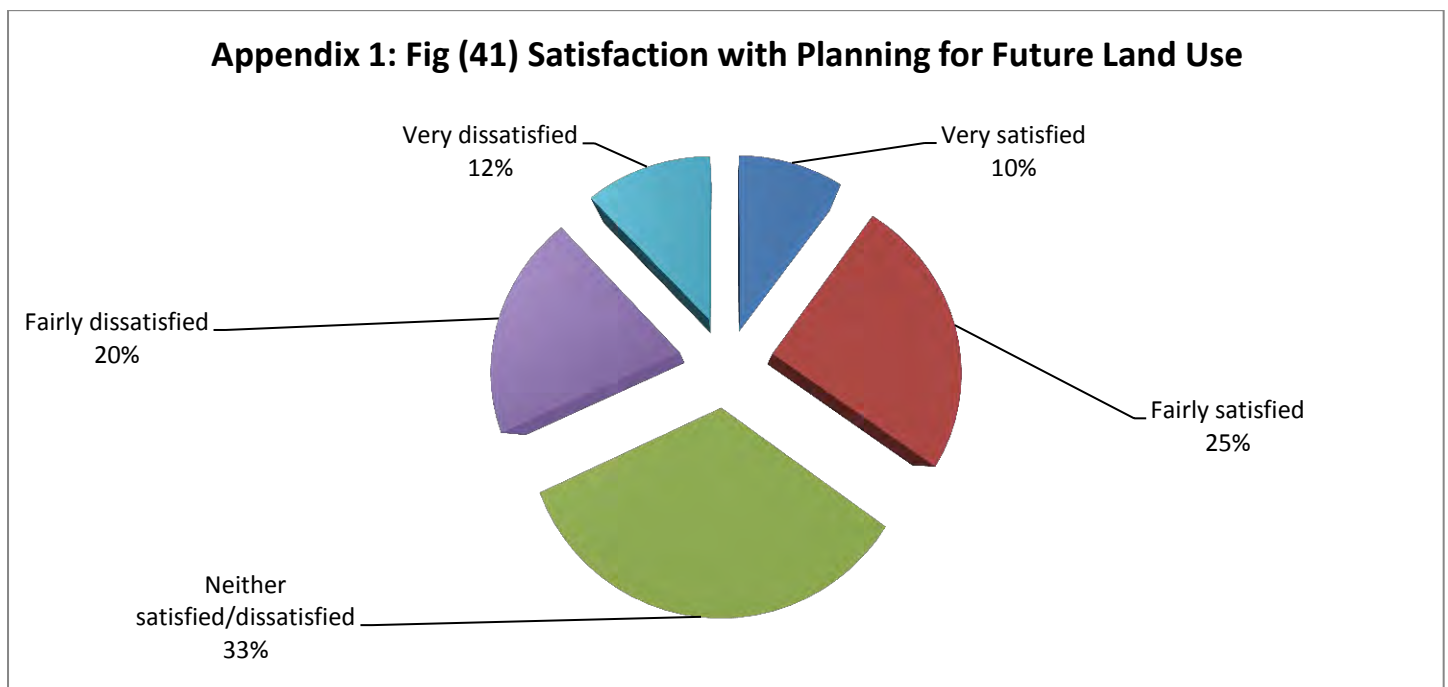
These figures result in a net satisfaction rate of 13%. This is the first year that this question has been asked.

The net satisfaction rating from respondents with school aged children is 16%.

Appendix 1: (41) Planning for Future Land Use (Local Plan)

Of the entire sample 33% answered this part of the question and gave their views on this service as follows:

- 10% are “very satisfied”
- 25% are “fairly satisfied”
- 33% are “neither satisfied/dissatisfied”
- 20% are “fairly dissatisfied”
- 12% are “very dissatisfied”



These figures give a net satisfaction rate of 3% - the same as in 2011.

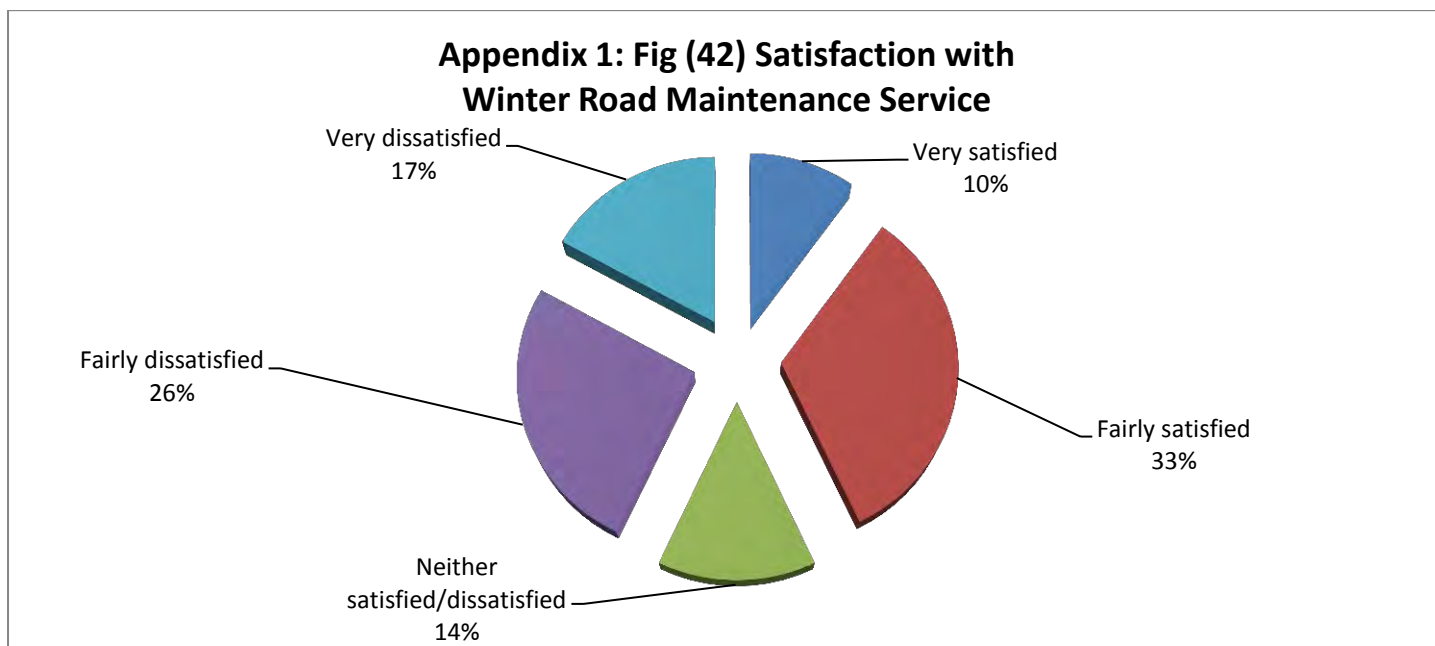
Previous ratings were: - 9% in 2010 and 2009; and -5% in 2008;

The highest net ratings come from those who are aged 65+ (17%), respondents who are retired (15%); and people who do not have a disability (10%) while the lowest is supplied by people who have a disability (-1%).

Appendix 1: (42) Winter Road Maintenance

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

- 10% are “very satisfied”
- 33% are “fairly satisfied”
- 14% are “neither satisfied/dissatisfied”
- 26% are “fairly dissatisfied”
- 17% are “very dissatisfied”



These figures mean that the net satisfaction rate is 0% - a notable increase on the -9% recorded in 2011 (-23% in 2010; -3% in 2009; -2% in 2008).

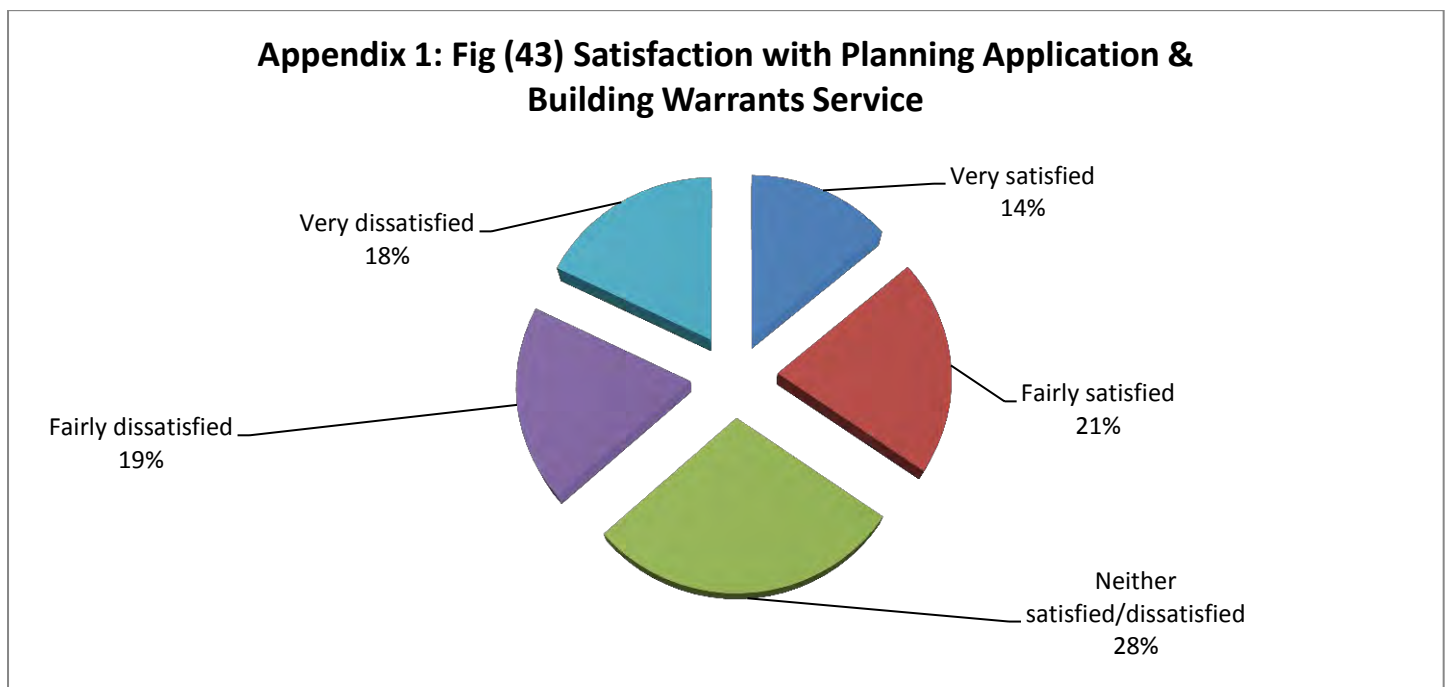
Notable differences in the net satisfaction rates by categories of users are found in the following cases:

- By age - the rates amongst people aged 65+ is 14% while for those aged 45-64 it is 3% and in the 25-44 age group it is -4%.
- By employment status those who are retired returned a net satisfaction rating of 9%, while those who are unemployed gave a rating of 9%, and those who are employed a rating of 1%. The lowest rate came from those unable to work (-12%).
- Those who are council tenants (-14%) and those who live in other types of accommodation (-7%) supplied much lower ratings than those who own their own house (6%).

Appendix 1: (43) Planning Applications and Building Warrants

Of the entire sample 33% answered this part of the question and gave their views on this service as follows:

- 14% are “very satisfied”
- 21% are “fairly satisfied”
- 29% are “neither satisfied/dissatisfied”
- 19% are “fairly dissatisfied”
- 18% are “very dissatisfied”



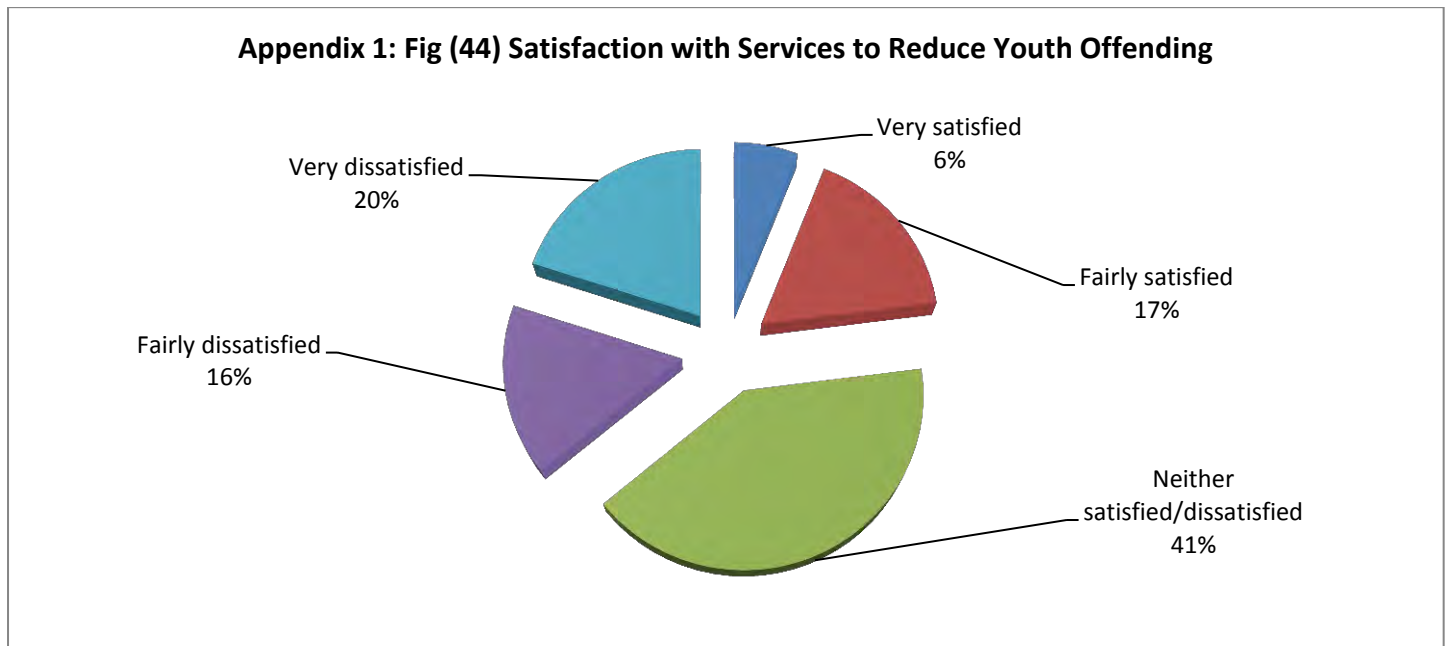
These figures supply a net satisfaction rate of -2% - a decrease on the 2% recorded in 2011 (-4% in 2010; -3% in 2009; -6% in 2008.)

The highest rates come from people who are retired (16%), males (11%) and those who own their own homes (9%). The lowest rate comes from those living in other forms of accommodation (-7%).

Appendix 1: (44) Services to Reduce Youth Offending

Of the entire sample 13% answered this part of the question and gave their views on this service as follows:

- 6% are “very satisfied”
- 17% are “fairly satisfied”
- 41% are “neither satisfied/dissatisfied”
- 16% are “fairly dissatisfied”
- 20% are “very dissatisfied”



These figures result in a net satisfaction rate of -13% - a fall on the -9% recorded in 2011 (-27% in each of 2010, 2009 and 2008).

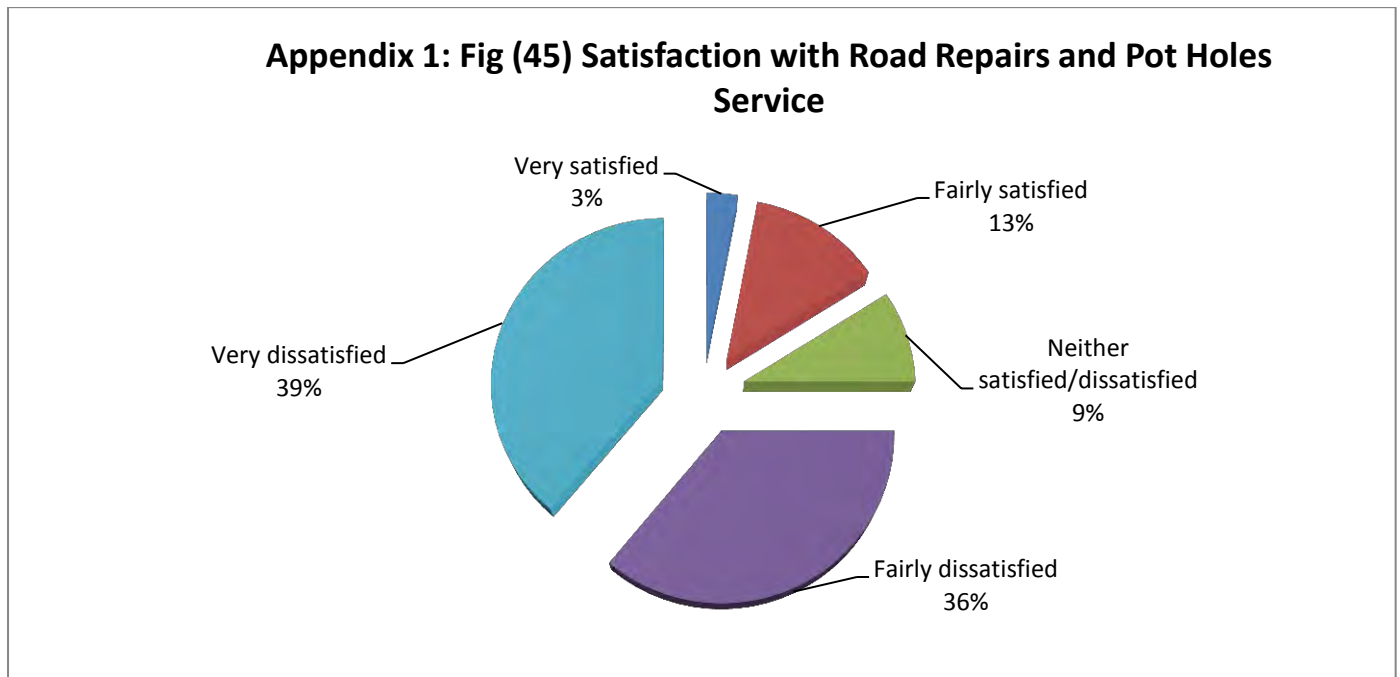
Notable differences in the net satisfaction rates by categories of users are found in the following categories:

- By gender the rating from males (-22%) is even lower than that from females (-7%);
- By age the lowest rating is supplied by those aged 25-44 (-21%) followed by those aged 65+ (-12%) and then those aged 45-64 (-9%).

Appendix 1: (45) Road Repairs and Pot Holes

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

- 3% are “very satisfied”
- 13% are “fairly satisfied”
- 9% are “neither satisfied/dissatisfied”
- 36% are “fairly dissatisfied”
- 39% are “very dissatisfied”



These figures result in a net satisfaction rate of -59% which is the lowest figure recorded in the last 5 years (-55% in 2011; -57% of 2010; -50% in 2009; -55% in 2008).

By age the lowest rate is found in those aged 18-24 (-87%) – the rate for those aged 65+ group is -53%.