Centre for Remote and Rural Studies

THE HIGHLAND COUNCIL'S

ANNUAL SURVEY OF PERFORMANCE AND ATTITUDES 2015

September 2015

Donald Macleod, Colin Macpherson & Philomena de Lima

Contact:
Dr Philomena de Lima
Centre for Remote and Rural Studies
University of the Highlands and Islands - Inverness College
Inverness Campus
Inverness IV2 5NA
Scotland, UK
Telephone: 01463 273562

CONTENT **PAGE**

SURVEY METHODOLOGY

Introduction

1. The 2015 Highland Council Performance Survey was conducted in the month of June 2015. 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 1,021 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. Questionnaires are sent to members of the Citizen's Panel. This Panel was designed by The Highland Council to be able to generalise the panel results to the adult population of the Highlands as a whole and consists of 2,346 people.

The Response Rate

3. In 2015, of the 2,346 questionnaires which were sent to the members of the Panel, some 1,021 completed at least some of the questionnaire and returned their surveys. This gives a response rate of 43.5%. The number of people responding to each question is shown at the foot of the tables presented throughout the Report.

Construction of the 2015 Survey

4. In 2015 the performance survey questions were mostly carried forward from previous years' surveys in order to compare changes in perception over time.

Accuracy and Confidence Levels

5. 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.

6. 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 1,000 people, where 70% answered 'yes' and 30% answered 'no', using a 95% confidence limit, would have an accuracy of ±2.9%. In other words, we can be 95% certain that the true value of the 'yes' vote within the whole population lies between 67.1% and 72.9%. The table below gives levels of accuracy, using the 95% confidence limit, for various sample sizes and percentage responses.

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

Levels of Accuracy for the 2015 Survey

7. For the 2015 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 2015: sample size = 1,021	+ 1.9	+ 2.9	+ 3.1

8. Thus, using the 95% confidence threshold, the accuracy surrounding questions which draw on the entire sample of 1,021 responses is an interval of +3.1% 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 +3.1% of the 2015 Performance Survey result. For most questions the range is less than this.

Weighting

9. 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. For the remainder of the Report 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 2015 Survey Respondents

10. Some 1,014 people answered the question regarding their gender as per Table 1.1 below:

Table 1.1 Respondents by Gender

Gender	Respondents %
Females	54.2
Males	45.8

N= 1,014

Disability of 2015 Survey Respondents

11. 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 Respondents by Disability

Do you consider yourself to have a disability?	Respondents %
Yes	14.0
No	86.0

N=1,010

12. The 14.0% of those who replied in 2015 that they have a disability compares with: 11.1% in 2014; 13.5% in 2013; 13.1% in 2012; and 12.6% in 2011.

Age of 2015 Survey Respondents

13. 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 %
16-24	2.5
25-34	3.8
35-44	7.0
45-54	17.9
55-64	27.2
65-74	27.7
Over 75	13.7

N = 1,020

Length of Time Lived in The Highland Council Area of 2015 Survey Respondents

14. Table 1.4 below reveals the length of time respondents have lived in the area:

Table 1.4 Respondents by Length of Time Lived in the Highland Council Area

Length of Time	Respondents %
Less than 5 years	4.1
5-10 years	9.1
Over 10 years	86.8

N= 1,013

The Working Status of 2015 Survey Respondents

15. People were asked about their working status and they responded as in Table 1.5 below:

Table 1.5 Working Status of Respondents

Categories	Respondents %
Retired	44.8
Working for single employer FT	24.4
Working for single employer PT	11.0
Self employed	9.5
Working for more than 1 employer	3.0
Looking after family or home	1.7
Full time education	1.5
Unable to work – long term sickness	1.1
Carer	1.1
Unemployed	0.8

N=993

Housing Situation of 2015 Survey Respondents

16. 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 Housing Situation of Respondents

Housing Situation	Respondents %
Own home/ mortgage	84.6
Rent from the council	4.4
Private rented	4.0
Living with parents	3.7
House comes with the job	1.7
Rent from a housing association	1.6

N=1,019

Ethnicity of 2015 Survey Respondents

17. Respondents described their ethnicity as per Table 1.7:

Table 1.7 Ethnicity of Respondents

Ethnicity	Respondents %
White - Scottish	69.1
White – Other British	26.3
Mixed or Multiple Ethnic Groups	2.9
White - Irish	0.6
White - Other	0.4
Pakistani, Pakistani Scottish or British	0.2
Other	0.2
Asian – Chinese, Chinese Scottish or Chinese British	0.1
Arab, Arab Scottish or British	0.1
Caribbean, Caribbean Scottish or British	0.1

N=1,009

Families with School Age Children amongst 2015 Survey Respondents

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

Table 1.8 Respondents with School Age Children in Household

School Age Children in the Household	Respondents %
Yes	16.2
No	83.8

N=986

Responses Received by Ward in 2015

19. It is possible to identify the Ward in which 981 respondents (96% of the sample) live. From that analysis (see below in Table 1.9) we note that Ward 6, Wester Ross, Strathpeffer and Lochalsh, provided the most responses (70) and Ward 12, Caol and Mallaig, the fewest (18).

20. Because the number of respondents per ward is obviously low relative to the whole sample of 1,021 any comments made in this report about people's views at the ward level can only be indicative and at most can suggest matters that could be worth exploring further.

Table 1.9 Responses by Ward

Ward	Number of Responses
1 North, West and Central Sutherland	32
2 Thurso	30
3 Wick	26
4 Landward Caithness	54
5 East Sutherland and Edderton	42
6 Wester Ross, Strathpeffer and Lochalsh	70
7 Cromarty Firth	41
8 Tain and Easter Ross	41
9 Dingwall and Seaforth	49
10 Black Isle	59
11 Eilean a' Cheò	59
12 Caol and Mallaig	18
13 Aird and Loch Ness	51
14 Inverness West	31
15 Inverness Central	39
16 Inverness Ness-side	46
17 Inverness Millburn	39
18 Culloden and Ardersier	52
19 Nairn	60
20 Inverness South	45
21 Badenoch and Strathspey	54
22 Fort William and Ardnamurchan	43
Total	**981**

Respondents' Views on Being a Member of the Citizen's Panel

21. At the conclusion of the 2015 Performance Survey respondents were asked questions relating to their participation in the panel under the headline question: **"How have you found being a citizens' panel member?"**

22. Those sampled were invited to answer "yes" or "no" as to whether they felt their **"views have been listened to".** Some 61% of the sample (623 people) answered as follows:
    - 68% answered "yes" - less than the 71% record in 2014 (78% in 2013; 73% in 2012)
    - 32% answered "no" – 29% in 2014; 22% in 2013; and 27% in 2012.

23. Those sampled were then asked whether they have found being a citizens' panel member **"useful".** Some 76% of the sample (772 people) answered as follows:

    - 87% answered "yes" (86% in 2014; 89% in 2013; 83% in 2012)
    - 13% answered "no" (14% in 2014; 11% in 2013; 17% in 2012)

24. Those sampled were asked whether they had found being a citizens' panel member **"time consuming".** Some 70% of the sample (715 people) answered as follows:

- 37% answered "yes" (34% in 2014; 29% in 2013; 30% in 2012)
- 63% answered "no" (66% in 2014; 71% in 2013; 70% in 2012)

25. Those sampled were then asked whether they had found being a citizens' panel member **"worthwhile".** Some 76% of the sample (780 people) answered as follows:

- 88% answered "yes" (87% in 2014; 90% in 2013; 86% in 2012)
- 12% answered "no" (13% in 2014; 10% in 2013; 14% in 2012)

26. Those surveyed were then asked whether this was **their first survey**. Some 72% of the sample (936 people) answered as follows:

- 21% answered "yes"
- 79% answered "no".

Commentary by Category

27. 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.

SECTION A: CONTACT WITH THE HIGHLAND COUNCIL

Question 1: Contact with The Highland Council in the Past Year

1.1 The first question in the Survey was: **"Did you make contact with or make a payment to The Highland Council (in person, by telephone or online) during the period 1 April 2014 - 31 March 2015?"** Some **47.4% of the sample** (53.4% in 2014; 54.5% in 2013; 51% in 2012 and 2011) said that they had contact or made a payment in that period. People who record rates of contact that are notably higher than the average for the entire sample are people who are:

- Council tenants (78%);
- Unable to work (73%);
- Disabled (54%).

A notably lower than average contact rate is found amongst those aged 16-24 (11%).

Question 2: Reason for Your Most Recent Contact

2.1 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 Contact	2015 %	2014 %	2013 %	2012 %	2011 %
To make a payment	53	45	50	46	26
To make an enquiry	23	29	30	38	49
To report a problem	12	18	15	n/a	n/a
To request a service	11	13	17	22	27
To make an application	8	12	9	n/a	n/a
To make a complaint	5	6	6	11	12
To speak to your Councillor	3	3	4	6	5
Other	5	4	3	5	10

Base: Respondents who contacted The Highland Council during the preceding 12 months (N in 2015 =484)
Note: Multiple responses were accepted *n/a = not applicable*

2.2 Table 2.1 above shows that the percentage of respondents contacting The Highland Council to **make a payment continued to be the leading reason for making contact.** Some **53% in 2015** (45% in 2014; 50% in 2013; 46% in 2012; 26% in 2011) stated it was a reason for making contact. Meanwhile for **23%** (29% in 2014; 30% in 2013; 38% in 2012) the reason for contact was to **make an enquiry.** Respondents selecting **report**

a problem as a reason for making contact stands at 12% (18% in 2014; 15% in 2013).**To request a service** was a reason for making contact for 11% (13% in 2014; 17% in 2013). **To make an application** was given as a reason by **8%** (12% in 2014; 9% in 2013). **To make a complaint** was a reason for making contact for **5%** of respondents (6% in both 2014 and 2013; 11% in 2012; 12% in 2011). **To speak to [my] Councillor** was a reason for making contact for **3%** (also 3% in 2014; 4% in 2013; 6% in 2012; 5% in 2011).

2.3 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 unemployed (44%).

2.4 For those whose last contact involved **reporting a problem** the percentages are at their highest amongst respondents who are council tenants (37%) and those who have lived in the Highlands less than 5 years (28%).

Question 3a: How People Made Their Most Recent Contact

3.1 People were asked: **"How did you make this contact?"** They answered as per Table 2.2:

Table 2.2 Method of Contact

	2015	2014 %	2013 %	2012 %	2011 %
By Telephone (Total)*	**33**	**46**	**45**	**48**	**58**
(By telephone to service centre	*24*	*25*	n/a	n/a	n/a
(By telephone - other	*17*	*22*	n/a	n/a	n/a
Personal Visits (Total)*	**31**	**37**	**34**	**34**	**40**
(Personal visit to Council Office	*10*	*12*	*14*	*13*	*17*
(Personal visit to Service Point	*29*	*29*	*23*	*25*	*26*
On-line *(own computer/device)*	**30**	**22**	**30**	**22**	**19**
By letter	**8**	**9**	**7**	**8**	**10**
Home visit by Council staff	**3**	**1**	**<1**	**<1**	**1**
Ward or City forum	**2**	**<1**	**<1**	**3**	**1**
Other	**2**	**5**	**<1**	**4**	**1**
On-line from mobile device	**1**	n/a	n/a	n/a	n/a
On-line *(library via Council website)*	**1**	**1**	**<1**	**<1**	**1**

Base: Respondents who contacted The Highland Council during the preceding 12 months (N=423 in 2014)
Notes: 1. Multiple responses were accepted.
2. n/a denotes 'not asked'.
*3. *Personal Visits (Total) is not the sum of Personal Visits to Council Offices and Personal Visits to Service Points because some respondents indicated that they had visited both Council Offices and Service Points during their last contact. The figures given as totals are the percentages of respondents who made one or more personal visits during their last contact.*
*4. *By Telephone (Total) is not the sum of the telephone calls made to the Service centre and those made to other offices because presumably some people will have adjudged follow-up calls to other places as being part of the one contact.*

3.2 For respondents making contact with the Highland Council in the last year **the telephone remains the leading method of making contact at 33%.** This is, however, a notable decrease on past figures - 46% in 2014; 45% in 2013; 48% in 2012; 58% in 2011.

3.3 Personal visits are the **second most common method of making contact at 31%.** This is lower than that recorded in previous years - 37% in 2014; 34% in 2013 and 2012; 40% in 2011; 43% in 2010. Note: the figures for personal visits in 2010-2013 cannot simply be added for there are some respondents who visited both a Service Point and a Council Office. Visiting Service Points (29%) remains a more frequently used method of making contact than visits to Council Offices (10%).

3.4 The **percentage of people making use of on-line contact via home computers was 30%** and so reverting to the level recorded in 2013 (22% in 2014; 30% in 2013; 22% in 2012; 19% in 2011). Of those using this method, it is observable that those aged 25-44 (52%) made more use of this means than those aged 45-64 (34%) and especially those aged 65 and over (20%).

Question 3a (2): Preferred Option to Make Contact

3.5 Those sampled were then asked: **"What is your preferred option to make contact?"** Respondents were asked to select all that applied**.** Some 327 people who had contacted Highland Council in the year answered as per Table 2.3 below:

Table 2.3 Preferred Option for making contact with the Council

Methods	2015	2014 %
Personal visit to Service Point	32	33
On-line (own computer/device) via Council website	29	29
By telephone to Service Centre	20	20
By telephone (other)	16	20
Personal visit to Council Office	14	12
By letter	5	5
On–line (Library) via Council website	2	2
On-line from a mobile device	1	n/a
During a visit at home by Council Staff	<1	1
Through a Ward or City Forum	<1	1
Other	<1	<1

N=327

3.6 The leading preference – selected by 32% (33% in 2014) - was **"personal visit to Service Point**". The second highest level of support was for **"on-line (own computer device) via Council website"** which is the preference of **29%** (the same as in 2014) of all who responded. This is the favoured method of almost half (49%) of those aged 25-44 compared with 38% of those aged 45-64 and 16% of those aged 65+.

3.7 The third most popular method – selected by **20% (the same as in 2014)**- was **"by telephone to the Service Centre".** Some 16**%** also selected **"by telephone (other)"** – compared with 20% who chose this option in 2014**.** A **"personal visit to Council office"** was chosen by **14%** (12% in 2014) while **5%** chose **"by letter"** (also 5% in 2014)**.** None of the other methods gained more than 2% support.

Question 3b: Methods of making payments to the Council

3.8 Those sampled were asked: **"If you made payment(s) to the Council which of the following method(s) did you use?"** Twelve 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	2015 %	2014 %
Direct Debit	53	45
Debit/credit card at Service Point	15	12
Cash or cheque at Post Office	15	7
Debit/credit card via Council website	11	7
Debit/Credit Card via Council's phone payment line	5	4
Online banking	5	4
Cash at PayPoint or Payzone	3	6
Standing Order	3	4
Bank Credit Transfer (Bacs)	3	4
Debit/credit card via Service Centre	3	1
Cash or cheque to school	1	3
Telephone banking	<1	1

N in 2015 =327

3.9 **Direct Debit is by far the leading method of payment** being selected now by more than half of all respondents (53%) – an increase on the 45% recorded in 2014. The most notable difference according to age is the use made of **paying by debit/credit card by the Council's website** in that while 26% of those aged 25-44 choose this method only 1% of those aged 65+ do so.

Question 3c: Awareness of Accessing Information via Webcasting or Social Networking

3.10 Panel members were next asked whether they were aware that they could access information through **"webcasting of Council meetings"**. Of the 466 people who answered 36% (38% in 2014; 36% in 2013, 33% in 2012; 32% in 2011) said they were aware of this facility. Respondents most aware of webcasting are people aged 65+ (46%) who are notably more aware than those aged 25-44 (23%) and 45-64 (40%). Note though that given there were 1,021 respondents to the questionnaire as a whole the percentage of the entire sample that is aware of this possibility is just under 1 in 6 (16%).

3.11 When respondents were asked whether they were aware they could access information through **"social networking (Facebook, Twitter)"** of the 440 who answered, 55% said that they are aware of this possibility. This is a notable increase on the comparable figures of 39% in 2014 and 36% in 2013. Awareness is at its highest level by age group amongst those aged 25-44 (65%). Of the entire sample of 1,021 just under a quarter (24%) are aware of this possibility.

Question 3d: Contact in Gaelic

3.12 Three people in 2015 (2 in 2014; 1 in 2013; 3 in 2012 and 2011) said that they had made their most recent contact in Gaelic.

Question 4: Type of Office Contacted

4.1 **If they had contacted an office in person respondents were asked to say where that office was located.** Note that the Survey was not asking any questions about frequency of use – it asked simply about a respondent's last contact in person. A total of 221 people replied. Of these: 56 people said the office contacted was in Inverness; 34 said it was in Dingwall; 15 said it was in Fort William; 15 said it was in Wick; 14 said it was in Nairn; 13 said it was in Thurso; 12 said it was in Alness; 12 said it was in Portree; 7 said it was in Tain; 7 said it was in Kyle of Lochalsh; 5 said it was in Golspie; and 4 said it was in Invergordon. Of the other 15 locations mentioned each of these had 3 or fewer respondents who had made their last personal visit to the office(s) in these communities.

4.2 Respondents were asked additionally to indicate **the type of office that they had contacted.** Some 197 people answered and of them 3 in 4 (75%) said their most recent person to person contact took place at a service point (78% in 2014; 70% in 2013; 71% in 2012; 66% in 2011). Next in the list were: bin collections/ waste disposal (5%) and the housing service (5%); council offices (3%); and planning (2%).

Question 5: Request Dealt with By the First Person Contacted

5.1 Of those who had made contact by means other than by using the website, **some 69% of the respondents** (73% in 2013; 70% in 2012; 74% in 2011; 69% in 2010) said that when they had last contacted the Highland Council their **requests were dealt with by the first person contacted**.

Question 6: Views on the Services Respondents Received when They Made Their Most Recent Contact

6.1 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

	2015		2014		2013		2012		2011	
(a) For all types of contact:	**Good**	**Poor**	**Good**	**Poor**	**Good**	**Poor**	**Good**	**Poor**	**Good**	**Poor**
Helpfulness of staff	73	7	70	9	74	6	74	7	74	7
How well the staff understood what was wanted	75	10	72	9	71	6	73	8	76	7
Overall satisfaction with the service given	70	11	63	12	70	11	63	15	67	12
(b) For personal visits:										
Waiting time	56	13	62	12	56	7	58	9	60	9
Privacy	40	24	37	25	38	24	39	24	40	28
Ability to reach the right person	64	8	62	14	66	6	62	9	55	13
Facilities for people with a disability	82	2	71	5	74	4	68	7	61	3
Opening hours	54	10	52	14	55	8	49	19	57	5
(c) For telephone contacts										
Speed with which the telephone was answered	60	9	57	9	66	9	59	7	65	3
Ease of getting through to someone who could help	49	22	54	20	63	16	55	15	60	11
Opening hours	56	6	53	5	57	5	49	6	60	4
(d) For letter/leaflet										
Length of time taken for a response	47	23	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Usable format	60	2	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
(e) For email contact										
Length of time taken for a response	51	16	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Usable format	66	3	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
(f) On-line forms										
Length of time taken for a response	48	16	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Usable format	59	11	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
(g) Council's website www.highland.gov.uk										
Home page content	53	5	39	6	46	6	46	5	44	7
General content	52	7	36	7	45	5	46	5	45	4
Ease of use: A to Z	43	14	31	19	42	14	38	10	35	21
Navigation	36	30	23	24	34	24	31	22	30	27
Search	37	20	24	29	32	23	30	22	30	26
Links on Homepage	39	11	27	12	35	13	36	11	32	16
Webcasting Council meetings	34	12	35	10	46	9	40	13	44	12
Social Networking e.g. Facebook, Twitter	26	11	24	18	36	18	49	15	41	21

Base: N for 2015 range from 50 to 388 n/a denotes 'not asked'

For All Types of Contact

6.2 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.

6.3 Some 73% (70% in 2014; 74% in 2013, 2012, and 2011) of those who had made contact rated the **helpfulness of staff** as being “good”. Meanwhile 7% (9% in 2013; 6% in 2013; 8% in 2012; 7% in 2011) rated it as being “poor”.

6.4 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 75% (72% in 2014; 71% in 2013; 73% in 2012; 76% in 2011) while 10% rated it as “poor” (9% in 2014; 6% in 2013; 8% in 2012; 7% in 2011). Some 85% of people with school aged children rated staff understanding of what they wanted as being “good” compared with 70% of those with no school aged children.

6.5 When it comes to respondents’ verdicts about their **“overall satisfaction with the service given**”, the percentage of those who regarded it as “good” is 70%. This is a rise on the 63% recorded in 2014 and marks a return to the 70% recorded in 2013 (63% in 2012). The percentage of those classifying the service they received as “poor” is 11% (12% in 2014; 11% in 2013; 15% in 2012). While 81% of those with school aged children rated their overall satisfaction as “good”, the comparable percentage for those with no school aged children is notably lower at 64%.

Personal Visits

6.6 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

6.7 The percentage of those who rated **waiting time** as “good” fell, reverting to the 56% level recorded in 2013 (62% in 2014; 56% in 2013; 58% in 2012; 60% in 2011). The percentage rating **waiting time** as “poor” stands at 13% (12% in 2014; 7% in 2013; 9% in 2012 and 2011). Note that 70% of those aged 65+ rated waiting times as “good” while just 2% rated them as “poor” and 67% of those who are employed rated waiting times as “good” and 8% as “poor”. Amongst people who are disabled though some 55% rated waiting times as “good” while 18% rated them as “poor”.

Privacy

6.8 The percentage of people making a personal visit who rate **privacy** as being "good" is 40% (37% in 2014; 38% in 2013; 39% in 2012; 40% in 2011) while those who classify privacy as "poor" stand at 24% (25% in 2014; 24% in 2013 and 2012; 28% in 2011). Note that of the respondents who are disabled a higher percentage rated privacy as "poor" (44%) than rated it as "good" (38%).

Ability to reach the right person

6.9 Of those who made personal visits, 64% (62% in 2014; 66% in 2013; 62% in 2012; 55% in 2011) rate as "good" their **ability to reach the right person**. Some 8% rate this as "poor" (14% in 2014; 6% in 2013; 9% in 2012; 13% in 2011; 11% in 2010). While 76% of those aged 65+ thought the ability to reach the right person was "good", the comparable figure amongst those with a disability is 53%.

Facilities for people with a disability

6.10 Of the respondents who had made a personal visit, 82% said **facilities for people with a disability** were "good" (71% in 2014; 74% in 2013; 68% in 2012; 61% in 2011) while 2% said the facilities were "poor" (5% in 2014; 4% in 2013; 7% in 2012; 3% in 2011; 6% in 2010). For respondents with a disability when compared with the overall sample, a notably smaller percentage - 59% - classified these facilities as "good" while 34% said they were "average" and 7% said they were "poor".

Opening hours

6.11 **Opening hours** are classified as "good" by 54% (52% in 2014; 55% in 2013; 49% in 2012; 57% in 2011). Meanwhile the percentage saying that opening hours are "poor" is 10% (14% in 2014; 8% in 2013; 19% in 2012).

For telephone contact

6.12 For people whose last contact 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.

6.13 Of the 254 people who responded to this question some 60% assessed the **speed of answering** as "good" (57% in 2014; 66% in 2013; 59% in 2012; 65% in 2011). Some 9% said it was "poor" (9% in 2014 and 2013; 7% in 2012; 3% in 2011).

6.14 Of the 252 people who answered this question around 1 in 2 (49%) classified the **ease of getting through to a person who could help them** as "good" – a drop on the figures of past years (54% in 2014; 63% in 2013; 55% in 2012; 60% in 2011). The percentage whose verdict on this criterion was "poor" is just over 1 in 5 (22%) – a rise on the figures of past years (20% in 2014; 16% in 2013; 15% in 2012; 11% in 2011).

6.15 Of the 225 who answered this question some 56% said **opening hours** are “good” (53% in 2014; 57% in 2013; 49% in 2012; 60% in 2011) while 6% said they are “poor” (since 2011 this response has been in the 4%-6% range).

For contact by letter / leaflet (email / fax)

6.16 Of the 86 respondents who had made contact by letter/leaflet, 47% rated the **length of time taken for a response** as “good” while 23% rated it as “poor”. Prior to 2015 the question asked about email and fax-based contacts as well as letter and leaflet. In this latest survey contact by email is the subject of separate questions with contact by fax no longer being asked.

6.17 Respondents were invited to rate the **“usable format (other language, print size)”.** Of the 50 people who answered 60% chose “good” while 2% selected “poor”.

For email contact

6.18 Of the 104 people who made contact by email just over half (51%) rated the **length of time taken for a response** as being “good” while just under 1 in 6 (16%) said it was “poor”.

6.19 Respondents were also invited to rate the **“usable format (other language, print size)”.** Some 67 people answered of them 66% rated the format as “good” while 3% said it was “poor”.

For on-line forms

6.20 Of the 75 who had used on-line forms 48% classified **the length of time taken for a response** as “good” while 16% said it was “poor”.

6.21 Some 64 people answered the question regarding the **usable format** of on-line forms with 59% saying the format was “good” and 11% saying it was “poor”.

Council’s website

6.22 Those making use of the website to contact The Highland Council were asked to comment on the site’s content and ease of use.

6.23 Of the 245 people who answered this question **home page content** was rated “good” by more than half (53%) which is a notable rise on the returns of past years (39% in 2014; 46% in 2013 and 2012; 44% in 2011). Some 6% classified it as “poor” (6% in 2014 and 2013; 5% in 2012; 7% in 2011).

6.24 Of the 246 people who answered this question **general content** was classified as “good” by 52% - also a notable rise on the figures in past years (36% in 2014; 45% in 2013; 46% in 2012; 45% in 2011) - and “poor” by 7% (7% in 2014; 5% in 2013 and 2012; 4% in 2011).

6.25 Under the general heading **'Ease of Use'** the results show:

- Ease of Use A to Z: Of the 227 answering 43% rate this as "good" - a notable increase from 31% in 2014 (42% in 2013; 38% in 2012; 35% in 2011) – and 14% as "poor" (19% in 2014; 14% in 2013; 10% in 2012; 21% in 2011);

- Navigation: Of the 237 answering some 36% rate this as "good" – an increase on the figures in past years' Surveys (34% in 2013; 31% in 2012; 30% in 2011) - and 20% as "poor" (24% in 2014 and 2013; 22% in 2012; 27% in 2011);

- Search: Of the 235 answering some 37% rate the ease of using the search facility as "good" – the highest figure recorded and an especially notable increase on last year's return (24% in 2014; 32% in 2013; 30% in 2012 and 2011) – and 20% as "poor" (29% in 2014; 23% in 2013; 22% in 2012; 26% in 2011);

- Links on Homepage: Of the 211 responding some 39% rate this as "good" – again up on figures in past years' Surveys (27% in 2014; 35% in 2013; 36% in 2012; 32% in 2011) - and 11% as "poor" (12% in 2014; 13% in 2013; 11% in 2012; 16% in 2011);

Webcasting Council Meetings

6.26 Since the 2011 Survey a question has been asked about the **webcasting of Council meetings**. Of the sample of 1,021 some 65 (6%) people gave their views. Of these, 34% selected "good" (35% in 2014; 46% in 2013; 40% in 2012; 44% in 2011) and 12% selected "poor" (10% in 2014; 9% in 2013; 13% in 2012; 12% in 2011).

Social Networking e.g. Facebook, Twitter

6.27 Since 2011 a question has also been asked about **social networking**. Of the 1,021 sample, 76 people (7%) gave their views. Of them 26% chose "good" (24% in 2014; 36% in 2013; 49% in 2012; 41% in 2011) and 11% chose "poor" – a notable decrease on the figures of past years (18% in 2014; 10% in 2014; 18% in 2013; 15% in 2012; 21% in 2011).

Question 7: Satisfaction with Information on The Highland Council's Services

7.1 The whole sample was then asked to comment on their level of satisfaction with the **information they get on The Highland Council's services**. The results are contained in Table 2.5 below.

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

Level of Satisfaction/Dissatisfaction	2015 %	2014 %	2013 %	2012 %	2011 %
"Very" + "Fairly" satisfied	60	64	62	63	69
Neither satisfied nor dissatisfied	32	29	34	29	25
"Very" + "Fairly" dissatisfied	8	7	5	8	6

N=979 in 2015

7.2 The percentage of respondents who say that they are satisfied (either “very” or “fairly”) in 2013 stands at 60% (64% in 2014; 62% in 2013; 63% in 2012; 69% in 2011; 67% in 2010). The percentage of respondents expressing themselves as dissatisfied (either “fairly” or “very”) stands at 8% (7% in 2014; 5% in 2013 8% in 2012; 6% in 2011).

7.3 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 2.6 below). The results show that this net satisfaction rate for 2015 is 52% - a little lower than it has been in recent surveys (57% in 2014 and 2013; 55% in 2012; 63% in 2011). Net satisfaction rates are at their lowest amongst people with disabilities (41%).

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

	2015 %	2014 %	2013 %	2012 %	2011 %
Net satisfaction rate	52	57	57	55	63

N =979 in 2015

Question 8: Additional Services People would Like the Council to Offer Online?

8.1 Respondents were then asked: **Are there any additional services they would like the Council to offer online?** Rather than listing all the suggestions made readers can be assured that the responses have been collated and forwarded to staff at The Highland Council for their consideration.

Question 9: What would Encourage People to Make More Use of On-line Services

9.1 Respondents were then asked: **Is there anything that would encourage you to make more use of on-line services?** These have also all been forwarded to staff at The Highland Council for their consideration.

Question 10: Ease of Contact with The Highland Council

10.1 In 2015, in answer to the question **“Overall, do you find it easy to contact The Highland Council when you need to?”** some 88% of respondents answered “yes” (91% in 2014; 90% in 2013 and 2012; 93% in 2011) and 12% answered “no”.

SECTION B: SATISFACTION WITH SERVICES

Question 11: Satisfaction with Services

11.1 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 2014 - 31 March 2015 and express your satisfaction with each by placing a tick in the boxes below."** Those surveyed were then presented with a list of 46 services – up from 45 in past Surveys - 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

11.2 As has been done in past years, we calculate a **net satisfaction rate** for each service. We arrive at this rate by firstly, adding the percentages of respondents who are "very satisfied" and "fairly satisfied" and then subtracting the percentages of people who declare themselves to be "fairly dissatisfied" and "very dissatisfied". Table 3.1 below compares the net satisfaction rates for each service since 2011.

11.3 Table 3.1 also contains a column detailing the percentage of respondents who, by giving an opinion on a particular service, are saying they used the service within the specified period.

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

Service	*Respondents Using Service*	Year				
	2014/15 %	2015 %	2014 %	2013 %	2012 %	2011 %
Council Service Points	*39*	83	73	79	74	83
Walking routes e.g. Great Glen Way	*34*	83	84	84	80	83
Payment of Council Tax	*66*	83	81	87	82	82
Refuse/bin collection	*92*	78	75	78	72	73
Public Parks and other open spaces	*67*	78	80	76	73	82
Libraries	*52*	77	84	84	81	89
Recycling facilities	*91*	76	76	75	72	66
Primary education	*21*	75	68	59	65	64
Other sports facilities	*29*	75	70	62	69	72
Registrars for Births, Deaths & Marriages	*23*	74	73	67	73	80
Swimming pools	*38*	72	71	65	64	62
Countryside ranger service	*18*	72	69	69	67	71
Museums	*34*	69	64	74	64	79
Street lighting	*78*	68	67	67	64	69
Burials and cremations	*20*	66	63	61	68	68
Secondary education	*20*	64	61	60	57	63
School meals	*20*	64	57	54	45	60
Council Service Centre	*24*	53	58	n/a	n/a	n/a
Pre-school services	*13*	53	54	58	62	65
School transport	*16*	53	54	41	33	45
Environmental Health Service	*20*	50	52	54	55	53
Cycling paths	*28*	47	45	44	50	65
Street cleaning	*78*	43	44	47	43	37
Community learning/adult education	*17*	40	51	39	47	41
Public conveniences	*60*	36	30	28	19	38
Services to protect children from harm	*13*	35	39	42	28	37
Trading Standards	*16*	32	38	46	41	42
Dealing with flooding	*50*	30	34	27	18	28
Economic development / business support	*16*	29	30	31	35	27
Services to protect adults at risk from harm	*13*	28	36	30	28	25
Advice on Benefits	*11*	27	35	35	30	34
Community Occupational Therapy	*15*	23	39	32	30	28
Breakfast and after school clubs	*10*	23	39	40	24	46
Planning applications & building warrants	*32*	21	23	19	-2	2
Gaelic Primary education	*9*	20	17	14	24	n/a
Housing information and advice	*16*	17	40	43	30	30
Gaelic Pre-school services	*8*	15	20	27	21	n/a
Planning for future land use (Local Plan)	*31*	13	8	14	3	3
Pavement maintenance	*78*	10	15	21	16	8
Gaelic community learning/adult education	*9*	9	12	1	15	n/a
Gaelic Secondary education	*8*	5	8	7	14	n/a
Care at home services	*18*	4	11	33	23	25
Residential homes for disabled/elderly people	*18*	0	19	24	21	32
Services to reduce offending	*11*	-7	18	7	-13	-9
Winter road maintenance	*83*	-8	17	14	0	-9
Road repairs and pot holes	*87*	-65	-56	-61	-59	-55

Base: N in 2015 = 82-990 *n/a: not applicable as question not asked*

11.4 Table 3.1 shows that of the 46 services there are **21 with net satisfaction rates of 50%** or higher in 2015 (22/46 in 2014; 19/45 in 2013; and 19/45 in 2012).

11.5 The following 12 **services have net satisfaction ratings of 70% or higher in 2015:**

- Council service points (83%);
- Walking Routes (83%);
- Payment of Council Tax (83%);
- Refuse/bin collections (78%);
- Public Parks and other open spaces (78%);
- Libraries (77%);
- Recycling facilities (76%);
- Primary Education (75%);
- Other sports facilities (75%);
- Registrars for Births, Deaths and Marriages (74%);
- Swimming pools (72%);
- Countryside Ranger Service (72%)

11.6 Looking at the 46 services to compare results of the 2015 survey and those of 2014, Table 3.1 also shows that

- **17** received **an increase** in their **net satisfaction ratings;**
- **1** service received the **same rating**;
- **28** experienced **a decrease.**

11.7 Of the services receiving an increase in net satisfaction ratings, **7 saw an increase of 5% or more** compared to their ratings in 2014. These are:

- Council Service Points (up 10%);
- Primary education (up 7%);
- School meals (up 7%);
- Public conveniences (up 6%);
- Other sports facilities (up 5%);
- Museums (up 5%);
- Planning for future land use (Local Plan) (up 5%).

11.8 Of the services receiving a decrease in their ratings the following saw a decrease of 5% or more:

- Services to reduce offending (-25%);
- Winter road maintenance (-25%);
- Housing Information and Advice (-23%);
- Residential homes for disabled/elderly people (-19%)
- Community Occupational Therapy (-16%)
- Breakfast and after school clubs (-16%);
- Road repairs and pot holes (-9%);
- Community learning/adult education (-9%);
- Services to protect adults at risk of harm (-8%);
- Advice on benefits (-8%);
- Care at home services (-7%);

- Libraries (-7%);
- Trading standards (-6%);
- Pavement maintenance (-5%);
- Gaelic pre-school services (-5%);
- Council service centre (-5%).

11.9 An impression of **changes in overall net satisfaction** rates across the list of services can be obtained by looking at the number of services found within various net satisfaction bands. Table 3.2 below shows the results according to this measure.

Table 3.2 Number of Services in the Various Net Satisfaction Rate Bands (2009-2014)

	Number of Services in Each Year				
Net Satisfaction Rate Bands (%)	**2015**	**2014**	**2013**	**2012**	**2011**
75 to 100	9	6	7	3	7
50 to 74	12	16	12	16	13
25 to 49	10	12	16	11	14
0 to 24	12	11	9	12	3
Lower than 0	3	1	1	3	3
Total Number of Services	**46**	**46**	**45**	**45**	**41**

11.10 Table 3.2 shows that in 2015:

- **Some 9 services have a net satisfaction rating of 75% or higher** – this is more than in any previous year.
- **Some 21 services have a net satisfaction rate of 50% or higher** – one fewer than the record 22 in 2014 but more than in previous years (19 in 2013 and 2012; 20 in 2011).
- **There are 3 services with a negative net satisfaction rating in 2015** – Services to reduce offending (-7%); Winter road maintenance (-8%); Road repairs and potholes (-65%). This compares with 1 service with a negative rating in both 2014 and 2013 and 3 services with such ratings in both 2012 and 2011.

Use of Services

11.11 **Table 3.1 also shows that in 2014/15 there are 7 services which more than 3 in 4 of the sample say that they use namely:** refuse/bin collection (which heads the list as it is used by 92%); recycling facilities (91% using this service); road repairs and potholes (87%); winter road maintenance (83%); street cleaning (78%); street lighting (78%); and pavement maintenance (78%).

11.12 **A further 5 services were used by 50% or more of the sample** namely: public parks and other open spaces (67%); payment of council tax (66%); public conveniences (60%); libraries (52%); and dealing with flooding (50%).

11.13 **A further 8 services were used by 25% or more of the respondents:** Council service points (39%); swimming pools (38%); museums (34%); walking routes (34%); planning applications and building warrants (32%); planning for future land use (31%); other sports facilities (29%); and cycle paths (28%).

Question 12: Importance of Services to Respondents

12.1 Respondents were then invited **to rank in order the 5 services from the list of 46 they regarded as being the most important to them**. Table 3.3 below reveals the percentage of the overall sample which selected these services in their top 5.

Table 3.3 Importance of Services to Respondents: Appearance in Respondents' Top Five

Services	2015 %	2014 %	2013 %	2012 %	2011 %
Road repairs and pot holes	63	57	57	61	63
Winter road maintenance	50	43	48	50	54
Refuse/bin collection	45	47	41	48	50
Recycling facilities	28	30	32	32	39
Primary education	21	19	19	22	24
Public Parks and other open spaces	20	21	19	18	17
Libraries	17	20	19	16	18
Secondary education	17	18	18	18	20
Pavement maintenance	15	16	12	14	15
Swimming pools	15	16	15	14	16
Other sports facilities	15	13	13	11	11
Street cleaning	14	15	16	17	16
Council Service Points	10	11	6	7	9
Public conveniences	9	11	8	11	10
Cycle paths	9	9	10	9	8
Street lighting	9	9	10	8	9
Care at home services	9	8	9	10	9
Walking routes e.g. Great Glen Way	9	8	8	8	8
Residential homes for disabled/elderly people	7	6	8	7	8
Payment of Council Tax	7	6	8	6	8
Pre-school services	7	6	8	6	7
Services to protect children from harm	6	5	7	6	8
Planning applications and building warrants	6	5	5	6	6
School transport	5	5	4	6	5
Dealing with flooding	5	5	6	6	4
Planning for future land use (Local Plan)	5	8	7	10	8
Museums	4	4	6	4	4
School meals	4	5	3	6	4
Countryside ranger service	3	1	2	1	2
Advice on Benefits	3	4	3	2	4
Breakfast and after school clubs	3	2	2	1	1
Services to protect adults at risk of harm	3	3	3	3	4
Housing information and advice	3	3	4	4	5
Council Service Centre	3	3	n/a	n/a	n/a
Economic development / Business Gateway	2	2	2	2	3
Community learning/adult education	2	3	4	3	4
Community Occupational Therapy	2	2	1	2	2
Trading Standards	2	2	1	1	1
Environmental Health Service	2	4	3	3	3
Registrars for Births, Deaths and Marriages	2	2	1	1	1
Services to reduce offending	1	2	2	2	3
Burials and cremations	1	2	2	0.9	1
Gaelic primary education	1	1	1	0.7	n/a
Gaelic secondary education	0.4	0.6	0.7	1	n/a
Gaelic pre-school services	0.8	0.5	2	0.8	n/a
Gaelic community learning/adult education	0.4	0.5	0.7	1	n/a

Base: All respondents (N=1,021 in 2015) *n/a not applicable*

12.2 **The four services that have been receiving the most mentions in each survey** (road repairs and potholes; refuse/bin collection; winter road maintenance; and recycling facilities) **continue to be the ones with the highest percentages in the 2014 survey.**

12.3 **Road repairs and pot holes** retains the top spot with 63% (57% in 2014 and 2013; 61% in 2012; 63% in 2011).

12.4 Roads emerge again in second place in that **winter road maintenance** is one of the 5 most important services for 50% (48% in 2014; 43% in 2013; 50% in 2012; 54% in 2011).

12.5 **Refuse/bin collections** is one of the 5 most important services for 45% (47% in 2014; 41% in 2013; 48% in 2012; 50% in 2011).

12.6 There is only one other service which was ranked as one of their top 5 services by more than 1 in 4 of the entire sample and that is **recycling facilities.** It was placed in the top 5 by 28% (34% in 2014; 32% in 2013 and 2012; 39% in 2011).

12.7 **Primary education** was selected by 21% (19% in 2014 and 2013; 22% in 2012; 24% in 2011) and **secondary education** by 17% of the whole sample (18% in 2014; 19% in 2013; 18% in 2012; 20% in 2011). But these returns mask noticeable – if unsurprising – differences in the order of importance they are accorded by the categories of respondents. Primary education is listed in the 5 most important services by 51% of those with children at school compared with 9% of those with no school aged children while secondary education is listed by 57% of those with children at school compared with 6% of those with no school aged children.

12.8 **Public parks and other open spaces** are listed in the top 5 services by 20% of the entire sample (21% in 2014; 19% in 2013; 18% in 2012; 17% in 2011).

12.9 **Libraries** are in the top 5 of 17% of the sample (20% in 2014; 19% in 2013; 16% in 2012; 18% in 2011).

12.10 **Pavement maintenance,** listed in the top 5 by 15% (16% in 2014; 12% in 2013; 14% in 2012; 15% in 2011) and **street cleaning,** listed in the top 5 by 14% (15% in 2014; 16% in 2013; 17% in 2012; 16% in 2011), show similarities as to who selects them in that both are listed more frequently by those respondents who are: retired (24% and 20% respectively); council tenants (also 24% and 20% respectively); and aged 65+ (24% and 19% respectively).

12.11 **Swimming pools** are listed in the top 5 of 15% of the entire sample (16% in 2014; 15% in 2013; 14% in 2012; 18% in 2011) while **other sports facilities** are also listed by 15% (13% in 2014 and 2013; 11% in 2012 and 2011). When one looks at the categories of respondents it is noticeable that:

- some 25% of those aged 25 to 44 and 19% of those aged 16 to 24 list swimming pools as a top 5 service compared with 8% of those aged 65+;
- some 33% of those aged 16 to 24 and 18% of those aged 25 to 44 list other

- sports facilities as a top 5 service compared with 9% of those aged 45-64 and 4% of those aged 65+;
- some 28% of people with school aged children list swimming pools and 16% list other sports facilities in their top 5 compared with 9% and 7% respectively for those who have no school aged children.

12.12 While 10% of the overall sample listed **Council Service Points** in their top 5 (6% in 2013; 7% in 2012; 9% in 2011; 8% in 2010) this is a service rated in the top 5 by 31% of Council tenants and by 24% of those who are unable to work.

12.13 **Pre-school services** are chosen by 7% of the entire sample as a top 5 service but the overall figure disguises considerable variation according to age. Some 19% of people aged 25-44 list it in their top 5 compared with 4% of those aged 16-24, 2% of those aged 45-64 and 2% of those aged 65+.

Question 13: Overall Satisfaction with Services Provided by The Highland Council

13.1 Those surveyed were then asked: **"Overall, are you satisfied with the services The Highland Council provides?"** In 2015 **some 83% answered "yes"** (87% in 2014; 88% in 2013; 83% in 2012; 85% in 2011). Some 1,001 people answered this question (98% of all respondents to the Survey).

13.2 The **highest percentages of people who chose to answer "yes" were those who are: council tenants (93%); female (87%); aged 25-44 (86%).** The only two categories where the percentage answering "yes" is found dipping just below 75% are: **people who are living in other forms of accommodation (74%); and students (73%).**

Question 14: More or Less Satisfied with Services

14.1 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 3.4 below shows the responses to this question for the period 2011 to 2015.

Table 3.4 Change in Satisfaction with Services

Levels of Satisfaction	2015 %	2014 %	2013 %	2012 %	2011 %
More satisfied	3.7	5.7	6.3	5.4	7
About the same	75.3	79.6	78.2	72.2	71
Less satisfied	21.0	14.7	15.5	22.3	22
Total	**100**	**100**	**100**	**100**	**100**

N= 1,008 in 2015 *n/a= not applicable*

14.2 Table 3.4 reveals that some 1,008 people (98.7% of the sample) answered this question in 2015. Of them the percentage of respondents who are **"less satisfied"** is 21% - up on the 14.7% recorded in 2014 (15.5% in 2013; 22.3% in 2012; 22% in 2011). Some 3.7% said they are **"more satisfied"** than they were a year ago (5.7% in 2014; 6.3% in 2013; 5.4% in 2012; 7% in 2011).

Question 15: Complaints to The Highland Council in the Past Year

15.1 Those surveyed were then asked: **"If you made a complaint about the Council in the past year, how satisfied were you with how the Council handled your most recent complaint?"** Some 14.6% of the sample (149 people) answered this question (15.0% in 2014;13.9% in 2013; 16.5% in 2012; 14.5% in 2011). Table 3.5 below gives the percentages of respondents who expressed their views as to how well The Highland Council had handled their complaints. The net satisfaction rate is calculated by deducting the percentage of respondents who are dissatisfied to any extent with the way their complaint was handled from those who are satisfied in any way with the handling of the complaint.

Table 3.5 Levels of Satisfaction/Dissatisfaction with the Way The Highland Council Handled Complaints

Levels of Satisfaction/ Dissatisfaction	2015 %	2014 %	2013 %	2012 %	2011 %
Very satisfied	14	10	8	10	7
Fairly satisfied	19	20	20	21	29
Total of Very + Fairly Satisfied	**33**	**30**	**28**	**31**	**36**
Neither satisfied nor dissatisfied	**14**	**18**	**25**	**25**	**18**
Fairly dissatisfied	26	22	24	17	22
Very dissatisfied	27	30	24	26	24
Total of Very + Fairly Dissatisfied	**53**	**52**	**48**	**43**	**46**
Net Satisfaction Rate (Total Satisfied – Total Dissatisfied)	**-20**	**-22**	**-20**	**-12**	**-10**

N=149 in 2015

15.2 Table 3.5 reveals that **53% of respondents** (52% in 2014; 48% in 2013; 43% in 2012; 46% in 2011) **are dissatisfied** (either "fairly" or "very") with the way their complaint has been handled. Some 27% say they are "very dissatisfied" and another 26% say they are "fairly dissatisfied". **By contrast, 33% are satisfied (either "very" or "fairly") with the way their complaints have been handled** (30% in 2014; 28% in 2013; 31% in 2012; 36% in 2011). Some 14% are "very satisfied" and 19% are "fairly satisfied". **The net satisfaction rate is -20%** (-22% in 2014; -20% in 2013; -12% in 2012; -10% in 2011%).

Question 16: Reasons for Dissatisfaction

16.1 Respondents were asked:: **"If you were dissatisfied with how a complaint was handled, please identify the reasons by selecting all that apply."** There then followed 4 options: timescale; quality of response; outcome; and other. Some **70 respondents (6.6% of the sample)** answered giving their reasons for their dissatisfaction as follows (note that with multiple responses permitted, and taken, the percentages in table 3.6 add to more than 100%):

Table 3.6 Reasons for Dissatisfaction with the Handling of Complaints

Reason for Dissatisfaction	People Dissatisfied 2015 %	People Dissatisfied 2014 %	People Dissatisfied 2013 %	People Dissatisfied 2012 %	People Dissatisfied 2011 %
Outcome	58	54	66	69	49
Quality of Response	49	59	44	42	62
Other	35	4	6	16	19
Timescale	28	41	42	36	39

In 2015 N=70

16.2 In 2015 **"Outcome"** was the main reason for people's dissatisfaction being selected by 58% (54% in 2015; 66% in 2013; 69% in 2012; 49% in 2011).For 49% **"quality of response"** was the reason given (59% in 2014; 44% in 2013; 42% in 2012; 62% in 2011). Some 35% selected **"other"** – a substantial increase on the percentage choosing this option in past Surveys (4% in 2014; 6% in 2013; 16% in 2012; 19% in 2011). For 28% (41% in 2014; 42% in 2013; 36% in 2012; 39% in 2011) **"timescale"** was a reason for their dissatisfaction.

Question17: Qualities

17.1 Respondents then gave their views as to the extent to which they felt The Highland Council exemplified a list of qualities (results in Table 3.7 below). We calculate the difference between the percentage of those agreeing (to any extent) and those who disagree (to any extent) that the quality is displayed.

Table 3.7 Respondent's Views on whether The Highland Council meets stated Qualities

Qualities	Strongly Agree %	Agree %	2015 Neither Agree nor Disagree %	Disagree %	Strongly Disagree %	Difference between % who agree and % who disagree in 2015	Difference between % who agree and % who disagree in 2014	Difference between % who agree and % who disagree in 2013
Is approachable	9	49	33	7	2	**49**	**57**	**52**
Maintains good quality local services	9	50	29	11	1	**47**	**57**	**54**
Is environmentally friendly	7	46	38	6	3	**44**	**49**	**44**
Is helpful	7	47	35	9	2	**43**	**47**	**45**
Is a fair employer	6	29	59	2	4	**29**	**30**	**28**
Treats all residents fairly	5	32	40	18	5	**14**	**11**	**17**
Listens to local people	5	31	40	17	7	**12**	**11**	**6**
Is aware of people's needs	4	30	44	18	5	**11**	**15**	**13**
Provides value for money	3	28	42	20	7	**4**	**10**	**10**
Tells local people what it is doing	4	31	34	23	8	**4**	**11**	**21**
Is efficient	4	22	46	21	7	**-2**	**10**	**5**
Represents your views	3	22	45	21	9	**-5**	**-1**	**-1**
Involves people in how it spends its money	4	18	38	28	11	**-17**	**-18**	**-11**

N = 964-990 in 2015

17.2 As was the case in the 3 past surveys, one of the features which catches the eye when looking at Table 3.7 above is **how few of the respondents to the survey either strongly agree <u>or</u> strongly disagree with any of the statements made.** Neither of these two options is ever selected by any more than 11% of the respondents.

17.3 Notice that **compared with 2014 the scores for 2015 have fallen in 11 and risen in 2 of the 13 qualities.**

17.4 There are **4 qualities where the total percentage of respondents who agree or agree strongly** with **the statement** made **exceeds 50%:**

- **“Maintains good quality local services**” (59% agree);
- **“Is approachable”** (58% agree);
- **“Is helpful”** (54% agree);
- **“Is environmentally friendly”** (53% agree).

17.5 There are **3 qualities** where the total percentage of people who disagree (either strongly disagree or just disagree) with the statement made exceeds the total percentage of those who agree (either strongly or just agree) with it**: “is efficient”** (the margin is -2%); **“represents your views”** (-5%); **“involves people in how it spends its money”** (-17%).

17.6 **“Maintains good quality local services”** is a statement regarding The Highland Council about which 59% agree (including 9% strongly so) while 12% disagree (including 1% strongly so) giving a margin of 47% between those two opinions – a decrease of 10% on last year (57% in 2014; 54% in 2013; 51% in 2012; 52% in 2011). The categories of respondents who most agree (either strongly agree or just agree) with this statement are people who: have school aged children (69%); are unable to work (69%); have lived in the Highlands for less than 5 years (68%); council tenants (66%).

17.7 **“Is approachable”** is a statement regarding The Highland Council about which 58% agree (including 9% strongly so) and 9% disagree (including 2% strongly so) thus the difference between those agreeing and those disagreeing is 49% - a drop on the 57% recorded in last year’s survey results (52% in 2013; 49% in 2012; 56% in 2011).

17.8 **“Is helpful”** is a statement regarding The Highland Council with which 54% agree (including 10% strongly so) while 11% disagree (including 2% strongly so) leaving a margin between these two opinions of 43% - a 4% increase on the 47% recorded in 2014 (45% in 2013; 45% in 2012; 46% in 2011). The greatest margins in favour of this statement are found amongst people who are resident in the Highlands less than 5 years (68%).

17.9 **“Is environmentally friendly**” is a statement about The Highland Council with which 53% agree (including 7% strongly so) while 9% disagree (including 3% strongly so) leaving a margin of 44% in favour of the statement – a decline of 5% on the 49% in 2014 (44% in 2013; 45% in 2012; 39% in 2011; 34% in 2010). The greatest margin in favour of this statement is found in respondents who are council tenants (60%).

17.10 **“Is a fair employer”** is a statement with which 35% agree (including 6% strongly so) while 6% disagree (including 29% strongly so) leaving a margin in favour of this statement of 29% (30% in 2014; 28% in 2013; 27% in 2012; 26% in 2011). Note that this statement attracts by far the highest percentage of respondents (59%) 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 choice. This 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.

17.11 **"Tells local people what it is doing"** is a statement with which 35% agree (including 3% strongly so) while 31% disagree (including 8% strongly so) leaving a margin of 4% between these two opinions. This is a notable drop on the scores in the past 4 years but especially when compared with the last two years (11% in 2014; 21% in 2013 9% in 2012 and 2011). The greatest margins in favour of this statement is found amongst people who: are resident in the Highlands less than 5 years (16%); are resident in the Highlands between 5 and 10 years (13%); have school aged children (13%); aged 16-24 (11%). The categories of respondents where more disagreed with this statement than agreed with it were people who are: unemployed (-19%); disabled (-6%); unable to work (-5%); males (-3%); and aged 45-64 (-2%).

17.12 **"Is aware of people's needs"** is a statement with which 37% agree (including 4% strongly so) while 22% disagree (including 3% strongly so) leaving a margin in favour of the statement of 15% - a rise on the 13% recorded in 2013 (6% in 2012; 17% in 2011; 6% in 2010). There are some notable differences amongst those who agree to any extent with the statement and those who disagree with it to any extent in the following two categories:

- People who do not have a disability return a 17% margin in favour of the statement compared with a bare 1% margin for people who have a disability;

- People who are retired (20%), employed (13%), and unemployed (11%) return margins in favour of this statement but the margin tilts the other way in some of the other categories of respondents with more disagreeing than agreeing with this statement amongst students (-14%) and those unable to work (-11%).

17.13 **"Treats all residents fairly"** is a statement with which 37% agree (including 5% strongly so) while 23% disagree (including 5% strongly so) leaving a margin of 14% between these two opinions (11% in 2014; 17% in 2013; 5% in 2012; 7% in 2011). The highest margins in favour of this statement are found amongst people who are: unable to work (33%); council tenants (23%); and those aged 16-24 (22%). There are two categories of respondents where the percentages of people disagreeing and agreeing with the statement were equal leaving a score of 0% - people living in other forms of accommodation and respondents who are unemployed. And amongst 45-64 year olds the margin between those agreeing with the statement and those disagreeing with it was less than 1% (0.7%).

17.14 **"Listens to local people"** is a statement with which 36% agree (including 5% strongly so) while 24% disagree (including 7% strongly so) leaving a margin of 12% between these two opinions (11% in 2014; % in 2013; 9% in 2012; 11% in 2011). There are also some interesting variations according to both categories of users:

- The percentage of those who agreed (including those who strongly agreed) with the statement outnumbered those who disagreed (including those who strongly disagreed) in all age groups. There is though a notable variation by age in that while those aged 65+ gave a bare margin of 1% in favour of the statement, in other age groups the margin in favour was much more decisive: 37% amongst those aged 16-24; 19% amongst those aged 25 to 44; and 6% amongst those aged 45-64.

- There is a notable difference according to gender in that while 12.4% more females agreed (including strongly so) with the statement than disagreed with it, there were more males who disagreed with the statement than agreed with it (-2%)
- One other difference is notable - more people who are disabled disagreed with the statement than agreed with it (-4%).

17.15 **"Provides value for money"** is a statement with which 31% agree (including 3% strongly so) while 27% disagree (including 7% strongly so) leaving a margin between these two opinions of 4% - a drop on the returns of recent years (10% in 2014 and 2013; 3% in 2012; 8% in 2011). In the categories of respondents the highest margins in favour of this statement are found amongst people who: are resident in the Highlands less than 5 years (26%); are resident in the Highlands between 5 and 10 years (20%); are council tenants (18%); have school aged children (17%). By contrast, amongst those aged 16-24 more disagreed than agreed with this statement (-7%) as was the case amongst respondents who are unemployed (-3%) and who live in other forms of accommodation (-2%).

17.16 **"Is efficient"** is a statement about The Highland Council with which 26% agree (including 4% strongly so) while 28% disagree (including 7% strongly so) leaving a margin between these two opinions of -2% - a notable drop on the returns in the last two years (10% in 2014; 5% in 2013; -1% in 2012; 4% in 2011). There are notable variations in views according to the ages of respondents. While 8% more of those aged 65+ agree with this statement amongst the other age groups the percentages of those who disagree exceed those who agree (-19% for 16-24; -6% for 45-64; -1% for 25-44). By residency too it is notable that amongst those resident in the Highlands less than 5 years some 23% more agreed with the statement than disagreed with it as did 4% of those resident in the Highlands between 5 and 10 years while for respondents resident in the Highlands more than 10 years by a slim margin those agreeing with the statement were outnumbered by those disagreeing with it (-1%).

17.17 **"Represents your views"** is a statement with which 25% agree (including 3% strongly so) while 30% disagree (including 9% strongly so) leaving a margin of -5% (-1% in 2014 and 2013; -7% in 2012; -2% in 2011). The highest margins in favour of those who disagree with this statement are found amongst people who are: unemployed (-20%); disabled (-19%); males (-15%). By contrast council tenants returned a decisive majority (15%) agreeing with the statement.

17.18 **"Involves people in how it spends money"** is a statement about The Highland Council with which 22% agree (including 4% strongly so) while 39% disagree (including 9% strongly so leaving a margin of -17%. (-18% in 2014; -11% in 2013; -18% in 2012; 0.3% in 2011; -25% in 2010). There are two categories where a majority is found in favour of the statement: people resident in the Highlands less than 5 years (5%); and council tenants (5%).

Question 18: The Qualities Most Important to Respondents

18.1 Respondents were then asked to consider the 13 qualities and choose the 5 which they thought were the ones The Highland Council should most exemplify. Table 3.8 below ranks the 13 qualities according to the percentages of respondents placing the specific qualities within their top 5 in 2015.

Table 3.8 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 2015 Survey	Respondents Mentioning Quality in Their Top 5 (2015) %	Respondents Mentioning Quality in Their Top 5 (2014) %	Respondents Mentioning Quality in Their Top 5 (2013) %
1. Maintains good quality local services	68	69	71
2. Listens to local people	62	58	59
3. Provides value for money	54	51	56
4. Is efficient	38	38	36
5. Treats all residents fairly	36	38	32
6. Is aware of people's needs	35	40	39
7. Involves people in how it spends its money	35	35	35
8. Tells local people what it is doing	29	32	28
9. Is environmentally friendly	27	28	29
10. Is approachable	22	20	17
11. Is helpful	21	21	21
12. Represents your views	19	22	19
13. Is a fair employer	14	10	13

N= 1,021 in 2015

18.2 Top of the list is that the Council **"maintains good quality local services"** – this attracts the backing of 68% (69% in 2014; 71% in 2013; 73% in 2012; 77% in 2011). There are two other qualities which are endorsed by a majority of the sample: **"listens to local people"** (selected by 62% in 2015; 58% in 2014; 59% in 2013; 57% in 2012; 60% in 2011) and **"provides value for money"** (chosen by 54% in 2015; 51% in 2014; 56% in 2013; 58% in 2012; 62% in 2011).

18.3 There are 6 options that attract 27%-38% of respondents in 2015 namely: **"is efficient"** (38%); **"treats all residents fairly"** (36%); **"is aware of people's needs"** (35%); **"involves people in how it spends its money"** (35%); **"tells local people what it is doing**" (29%); and **"is environmentally friendly"** (27%).

18.4 At the foot of the table there are four options which, in 2014, gained the support of 22% or fewer. These are: **"is approachable"** (22%); **"is helpful"** (21%); **"represents your views"** (19%); and **"is a fair employer"** (14%).

Question 19: Expectations

19.1 Table 3.9 below reveals respondents' views when invited to think generally about what they expect from The Highland Council.

Table 3.9 Expectations of The Highland Council

Expectations	2015 %	2014 %	2013 %	2012 %	2011 %
Greatly exceeds your expectations	1	2	1	1	1
Slightly exceeds your expectations	6	10	6	7	9
Is about what you expect	62	66	67	60	59
Falls slightly short of your expectations	27	17	20	23	23
Falls a long way short of your expectations	4	5	6	9	8
Total	**100**	**100**	**100**	**100**	**100**

In 2015 N =997

19.2 Table 3.9 shows that some **62%** (66% in 2014; 67% in 2013; 60% in 2012; 59% in 2011) say that the Council is **"about what [they] expect"**.

19.3 For **27%** The Highland Council **"falls slightly short of [their] expectations"** – a return which is notably higher than the 17% recorded in 2014 (20% in 2013; 23% in 2012 and 2011).

19.4 The percentage of people classifying the Council as one that **"falls a long way short of [their] expectations" is 4%** (5% in 2014; 6% in 2013; 9% in 2012; 8% in 2011).

19.5 The figure for those who say their **expectations have been exceeded either slightly or greatly is 7%** - an decrease on the 12% recorded in 2014 (7% in 2013; 8% in 2012; 10% in 2011).

Question 20: Providing Information on Performance – Preferred Means of Communication

20.1 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."** Some 97.9% (exactly 1,000 people) of the sample answered and the results are revealed in Table 3.10 below.

Table 3.10 Preferred Means of Communication re Information on The Highland Council's Performance

Means of Communication	2015 %	2014 %	2013 %	2012 %	2011 %
Included with the booklet received with council tax bill	n/a	53	59	55	58
Published on the Council's web pages	45	41	45	48	44
Email	44	36	38	31	36
A separate newsletter	36	29	29	31	25
As a newspaper insert	32	23	23	27	25
Written information from Service Points and other offices	29	29	31	32	37
Leaflets and notices in council facilities	24	21	19	18	23
Provided directly from the service	11	12	13	12	14
Through contact with your Councillor	9	7	8	11	9
Through Ward or City Forums	5	6	6	6	7

N= 1,000 in 2015

20.2 The main features of the results in Table 3.10 above are:

- None of the options commanded the support of a majority of respondents;

- Communication by **"publication on the Council's web pages"** is supported by 45**%** - a figure within the range of 41%-48% that has supported this option since 2010 (41% in 2014; 45% in 2013; 48% in 2012 44% in 2011; 43% in 2010);

- The percentage of those expressing a preference for communication **"by email"** stands at 44% - notably up on the figure in 2014 of 36% and higher than has previously been recorded (38% in 2013; 31% in 2012 36% in 2011; 32% in 2010);

- Some 36% chose **"a separate newsletter to each household"** an increase on figures recorded in the past (29% in 2014 and 2013; 31% in 2012; 25% in 2011)

- Just under a third (32%) chose **"a newspaper insert**" (23% in 2014 and 2013; 27%in 2012; 25% in 2011)

- **"Written information from Service Points and other offices**" is favoured by 29% (31% in 2013; 32% in 2012; 37% in 2011);

- One other form of communication commanded the support of more than a fifth of respondents **-** 24% chose **"leaflets and notices in council facilities"** (21% in 2014; 19% in 2013; 18% in 2012; 23% in 2011).

20.3 A conspicuous difference is apparent in the extent to which **"publication on the Council's web pages"** is favoured or not. It is a preferred means of communication for: 52% of those aged 16-24; also 52% of those aged 25-44; 46% of those aged 45-64; but only 25% of those aged 65+. It is also a preferred means of communication for only 25% of council tenants. A similar pattern is noticeable regarding receiving the information **"by email"** - it is the choice of 56% of 16-24 year olds; 50% of the 25-44 year olds; 44% of the 45-64 year olds; but only 32% of those aged 65+.

20.4 While 29% of all those responding to the question chose **"Written information from Service Points and other offices",** it is a preferred means of communication for 52% of council tenants.

SECTION C: COMMUNITY LIFE

Question 21: Views of Respondents as to the Extent to which the Area where they Live Provides Them with a Sense of Belonging to a Community

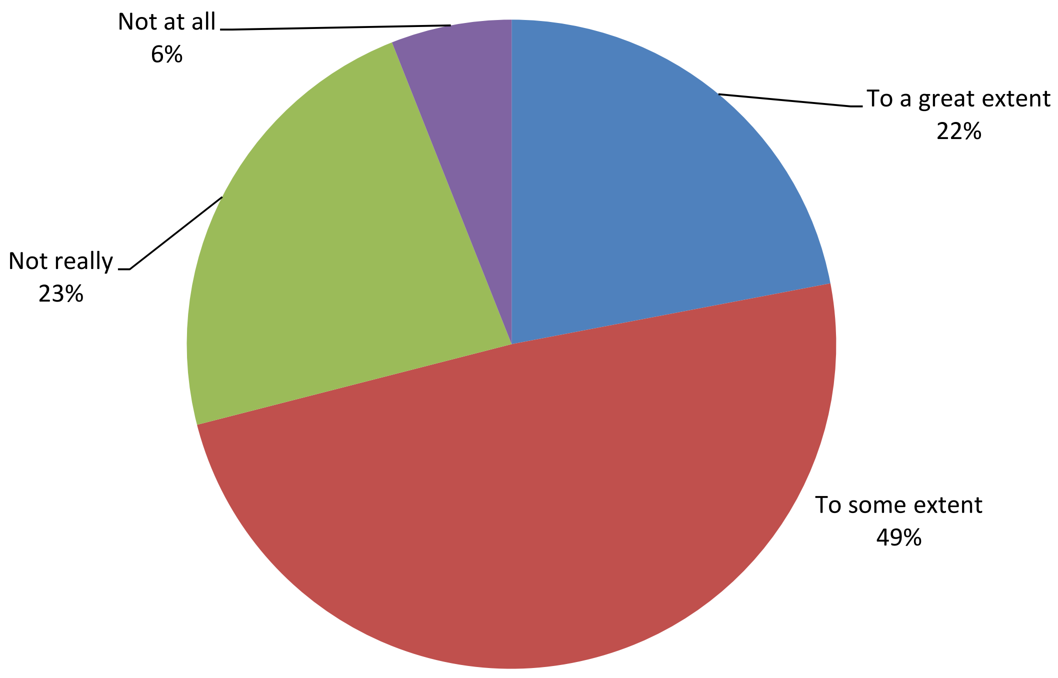
21.1 The first of 12 questions in the section entitled 'Community Life' asked: **"To what extent does the area where you live provide you with a sense of belonging to a community?"** The results are found in Table 4.1 and Figure 4.1 below.

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

	2015 %	2014 %	2013 %	2012 %	2011 %
To a great extent	22.2	24.4	24.2	22.7	24.3
To some extent	48.5	49.7	47.0	45.6	51.2
Not really	22.8	20.7	24.3	25.4	17.2
Not at all	6.5	5.2	4.5	6.3	7.3
Total	**100**	**100**	**100**	**100**	**100**

N=1,015 in 2015

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



21.2 The results show that **70.7% of respondents** (74.1% in 2014; 71.2% in 2013; 68.3% in 2012; 75.5% in 2011) **believe that the area where they live provides them with at least some sense of belonging to a community.** For 22.8% 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 (20.7% in 2014; 24.3% in 2013; 25.4% in 2012; 17.2% in 2011). A further 6.5% (5.2% in 2014; 4.5% in 2013; 6.3% in 2012; 7.3% in 2011) say that the area where they live does "not at all" provide them with that sense of belonging.

21.3 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 – with the highest percentage (84%) being supplied by respondents who have lived in the Highlands less than 5 years.

Question 22: Involvement of Respondents in Their Communities

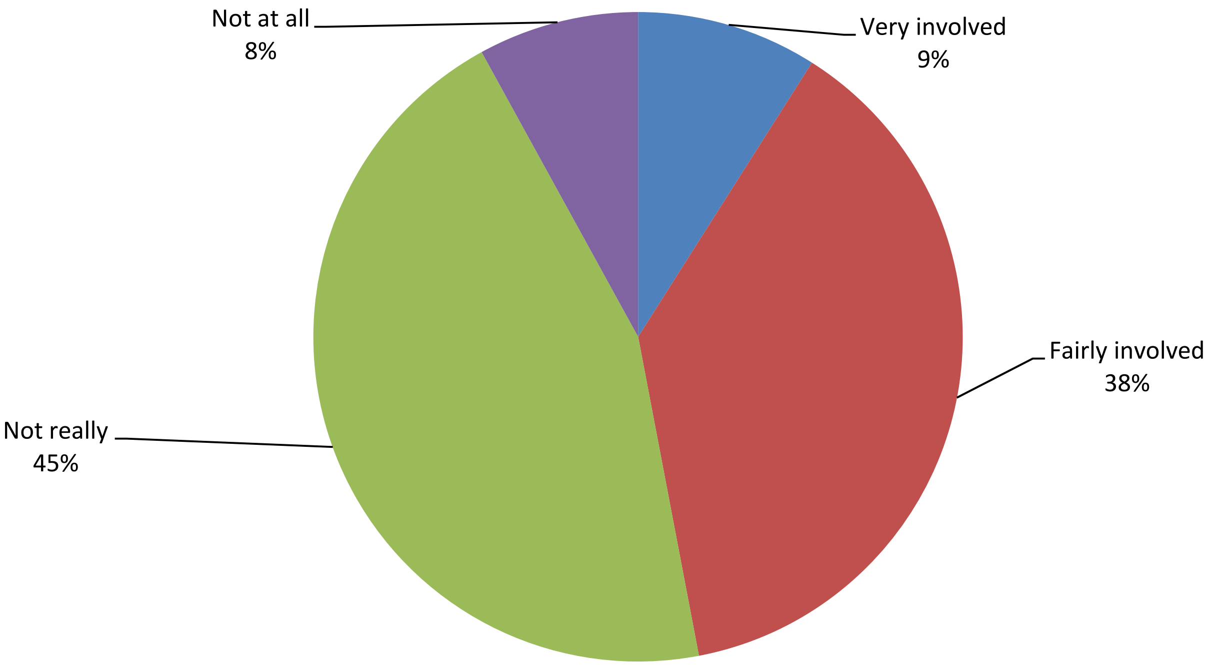
22.1 Respondents were then invited to answer the question: **"How involved are you in the life of your community?"** Their answers are found in Table 4.2 and Figure 4.2 below.

Table 4.2 How Involved Respondents regard themselves as being in the Life of Their Communities

	2015 %	2014 %	2013 %	2012 %	2011 %
Very involved	8.5	8.1	12.3	11.4	12.8
Fairly involved	38.3	39.0	37.2	36.2	40.3
Not really	45.3	42.4	41.1	40.4	37.3
Not at all	7.9	10.5	9.4	12.0	9.6
Total	**100**	**100**	**100**	**100**	**100**

N=1,017 in 2015

Fig 4.2 How Involved Respondents Regards Themselves as being in the Life of Their Communities



22.2 These results show that the percentage of **respondents that feel involved to some extent in their communities is 46.8%** (47.1% in 2014; 49.5% in 2013; 47.6% in 2012; 53.1% in 2011). Meanwhile **45.3%** classify themselves as **"not really" being involved** (42.4% in 2014; 41.1% in 2013; 40.4% in 2012; 37.3% in 2011). Some 7.9% report that they are **"not at all" involved** in their communities (10.5% in 2014; 9.4% in 2013; 12% in 2012; 9.6% in 2011).

22.3 Some 26% of people aged 16-24 classify themselves as involved (either very or fairly) in their communities – a notably lower percentage than those aged 25-44 (43%), those aged 45-64 (49%) and those aged 65+ (54%). Involvement (of either kind) is at its highest level amongst those with school-aged children (59%) and at its lowest amongst people who live in other forms of accommodation (37%).

Question 23: Extent to which Respondents feel Their Communities are Accepting of People coming from Outside the Highlands to Live in the Area

23.1 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.

Table 4.3 Extent to which Respondents feel their Communities are accepting of people coming from outside the Highlands to live in the area

	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 %	The whole sample 2015 %	The whole sample 2014 %
To a great extent	45	27	31	33.2	28.9
To some extent	50	53	56	53.3	57.3
Not really	5	17	11	12.1	11.3
Not at all	0	2	2	1.4	2.5
TOTAL	**100**	**100**	**100**	**100**	**100**

N= 1,012 in 2015

23.2 The results show that **1 in 3 (33.2%)** believe their communities are **"to a great extent"** accepting of people coming from outwith the Highlands to live in the area a rise on the returns of past surveys (28.9% in 2014; 26.4% in 2013; 27.8% in 2012; 24.5% in 2011). Some **53.3%** of believe that their communities are accepting **"to some extent"** of people coming to live in the area from outside the Highlands (57.3% 59.6% in 2013; 58.2% in 2012; 60.8% in 2011)**.** In total therefore, **86.5% of respondents** (86.2% in 2014, 86% in 2013 and 2012; 85.3% in 2011) **believe their communities are accepting of such people to some degree.**

23.3 Some **12.1%** (11.3% in 2014; 11.6% in 2013; 10.2% in 2012; 10.7% in 2011) believe that their communities are **"not really" accepting** of people from outside the Highlands coming to live in the area while **1.4%** (2.5% in 2014; 2.4% in 2013; 3.8% in 2012; 4% in 2011) think that their communities are **"not at all" accepting** of such people.

Question 24: Gaelic Language

24.1 Respondents were then asked a question about Gaelic: **"To what extent do you feel the Council has strengthened the profile of the Gaelic language (e.g. through Gaelic education or Gaelic cultural and arts events)?"** Table 4.4 below reveals the results.

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

	2015 %	2014 %	2013 %	2012 %
To a great extent	22	25	28	27
To some extent	54	52	48	48
Not really	18	18	17	16
Not at all	6	5	7	9
Total	**100**	**100**	**100**	**100**

N= 982 in 2015

24.2 Some **76% of all respondents felt the Council has strengthened the profile of the Gaelic language** (78% in 2014; 76% in 2013; 75% in 2012). Some 54% (52% in 2014; 48% in 2013 and 2012) say it has done so “to some extent” while 22% (25% in 2014; 28% in 2013; 27% in 2012) 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 stand at 18% (also 18% in 2014; 17% in 2013; 16% in 2012) while a further 6% (5% in 2014; 7% in 2013; 9% in 2012) believe that it has “not at all” strengthened the language’s profile.

Question 25: Respondents’ Ratings of Their Communities in Terms of Services

25.1 Respondents were asked: **“How would you rate your satisfaction with each of the following in your community?”** There then followed a list of 10 services against which the respondents gave their ratings. Respondents were given a “No Opinion” option. The percentages shown in in Table 4.5 below are calculated from the proportion of the sample that had expressed an opinion. The list is ranked according to the net satisfaction rate which is calculated by deducting the percentage of respondents who are dissatisfied in any way from those who are satisfied in any way.

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

Amenity	Very satisfied %	Fairly satisfied %	Neither satisfied/ dissatisfied %	Fairly dissatisfied %	Very dissatisfied %	Net satisfaction rate %
Local Schools	32	40	21	4	3	64
Local health services	30	47	8	11	4	62
Leisure facilities/ events	18	44	21	11	6	45
Shops	16	46	17	15	6	41
Children's Social Care/Social Work services	6	27	51	11	5	17
Public Transport	9	35	20	17	19	8
Adult Social Care/ Social Work services	8	28	45	14	5	17
Access to energy saving advice	3	31	47	11	8	15
Services to help people into employment	2	17	52	15	14	-10
Availability of housing	3	21	36	23	17	-16

N = 475- 994

25.2 Some **72% of the sample of 1,021 expressed an opinion on their local schools**. Of them 72% said they were satisfied (including 32% who were very satisfied) with their local schools while 7% were dissatisfied (including 3% who were very dissatisfied) **giving a net satisfaction rating of 64%.** This is a decrease on the 71% recorded in 2014 (67% in 2013; 65% in 2012). By categories of respondents ratings are at their highest amongst: those with school aged children (74%); people aged 16-24 (73%); and females (71%).

25.3 Some **97% of the sample expressed an opinion on their local health services.** Of them 77% rated these services as ones with which they were satisfied (including 32% who are very satisfied with them) while 11% were dissatisfied (including 3% who were very dissatisfied) giving **a net satisfaction rating of 62%** which is lower than the 66% recorded in 2014 (63% in 2013; 70% in 2012).

25.4 **Some 86% of the sample expressed an opinion on leisure facilities/ events in their communities**. Of these 62% said they were satisfied (including 18% who were very satisfied) while 17% were dissatisfied (including 5% who were very dissatisfied) **giving a**

net satisfaction rating of 45% (48% in 2014; 41% in 2013; 38% in 2012)**.** Net satisfaction rates exceed 50% amongst people who: have been resident in the Highlands less than 5 years (64%); have school aged children (61%); have been resident in the Highlands for between 5 and 10 years (52%); are aged 65+ (50.4%). The rates are at their lowest amongst people who are: unemployed (21%); living in other forms of accommodation (35%).

25.5 **Some 97% of those who answered this part of the question expressed an opinion on shops within their local communities.** Of them 59% said they were satisfied with them (including 16% who were very satisfied) while 22% were dissatisfied (including 9% who were very dissatisfied) **giving a net satisfaction rating of 37%** (39% in 2013 and 2012). Net satisfaction ratings of greater than 50% are found amongst people who are: council tenants (58%); aged 65+ (53%); and retired (52%). The lowest net satisfaction rate is found amongst those aged 16-24 (21%).

25.6 **Some 47% of the sample expressed an opinion on children's Social Care or Social Work services in their communities**. Of these 33% said they were satisfied (including 6% who were very satisfied) while 16% were dissatisfied (including 5% who were very dissatisfied) **giving a net satisfaction rating of 17%** (19% in 2014; 23% in 2013). Note that of those who responded, a majority (51%) were neither satisfied nor dissatisfied. Amongst respondents with school aged children the net satisfaction rate is higher - at 24% - than that for all who responded.

25.7 Some **90% of the sample expressed an opinion on public transport in their communities**. Of these 44% said they were satisfied (including 19% who were very satisfied) while 36% were dissatisfied (including 19% who were very dissatisfied) **giving a net satisfaction rating of 9%** (15% in 2014; 18% in 2013; 6% in 2012). Net satisfaction rates vary notably according to age: the rate for people aged 65+ (38%) is markedly higher than for the other age categories of 25-44 (3%), 45-64 (8%), and especially those aged 16-24 (-48%).

25.8 **Some 56% of the sample expressed an opinion on adult Social Care or Social Work services in their communities**. Of these 36% said they were satisfied (including 8% who were very satisfied) while 19% were dissatisfied (including 5% who were very dissatisfied) **giving a net satisfaction rating of 17%** (also 17% in 2014; 18% in 2013). The highest net satisfaction rate is found amongst council tenants (25%) and the lowest amongst people resident in the Highlands between 5 and 10 years (-8%).

25.9 **Some 74% of the sample expressed an opinion on access to energy saving advice in their communities**. Of these 34% said they were satisfied (including 3% who were very satisfied) while 19% were dissatisfied (including 8% who were very dissatisfied) **giving a net satisfaction rating of 15% -** notably higher than the 7% in 2014 and marking a return to the type of rates seen in 2013 (17%) and 2012 (16%). A high proportion of responses (47%) were neither satisfied nor dissatisfied. The net satisfaction rate is highest amongst people who are: aged 65+ (31%); resident in the Highlands less than 5 years (31%). Rates are at their lowest amongst people who are council tenants (0%) and those who live in other types of accommodation (0%).

25.10 **Some 52% of the sample expressed an opinion on services in their communities to help people into employment**. Of these 19% said they were satisfied (including 2% who were very satisfied) while 29% were dissatisfied (including 14% who were very dissatisfied) **giving a net satisfaction rating of -10%** (-16% in 2014; -14% in 2013, -23% in 2012). Just over half of the responses (52%) were neither satisfied nor dissatisfied. Net satisfaction rates are at their lowest amongst people who are: living in other types of accommodation (-21%). The highest net satisfaction rate is actually found amongst people who are unemployed (5%).

25.11 **Some 66% of the sample expressed an opinion on availability of housing in their communities**. Of these 24% said they were satisfied (including 3% who were very satisfied) while 40% were dissatisfied (including 17% who were very dissatisfied) **giving a net satisfaction rating of -16%** (-17% in 2014; -23% in 2013; -11% in 2012). Rates are especially low amongst respondents who are: living in other forms of accommodation (-40%); resident in the Highlands less than 5 years (-36%); aged 16-24 (-33%). Council tenants have a net satisfaction rate that is at 0%.

Question 26: Respondents' Rating of their Communities/Neighbourhoods as a Place to Live

26.1 For this part of the Survey the final question asked was: **"Thinking now about the neighbourhood or community you live in, how would you rate it as a place to live?"** Looking at the sample of 1,021 as a whole

- **54.3%** selected **"very good";**
- **38.3%** chose **"fairly good";**
- **5.4%** selected **"fairly poor";**
- **1.2%** chose "**very poor";**
- **0.8%** selected **"no opinion".**

This means that **92.6%** (93.1% in 2014; 95.5% in 2013) **rate their neighbourhood or community as a good place to live** (combining "very" or "fairly" good) while **6.6%** (6.4% in 2014; 4.5% in 2013) **rate their locality as a poor place to live** (combining "fairly" or "very" poor). Note that while 97% of those who own their own home rate their neighbourhood as being a good place to live the comparable figure for those living in other forms of accommodation is 87% and amongst council tenants it is 75%.

Question 27: Respondents' Views on the Influence they feel they have over Decision-Making in their local areas

27.1 People were asked: "How much influence, if any, do you feel you have over decision-making in your local area?" Some **99.2%** of the sample (1,013 people) answered this question in the following ways:

- **1.3%%** chose **"a great deal of influence"**
- **21.1%** chose **"some influence"**
- **48.8%** chose **"not very much influence"**
- **38.8%** chose **"no influence at all"**

27.2 Just **1.3%** (0.5% in 2014) **chose “a great deal of influence”.** There were **21.1%** (17.8% in 2014) **who chose “some influence”.** Some **38.8%** (43.2% in 2014) **chose “not very much influence”.** Some **38.8%** (38.5% in 2014) **chose “no influence at all”.** By housing tenure it is notable that some 56% of council tenants selected “no influence at all” as did 46% of people living in other forms of accommodation compared with the 33% of those who own their own homes choosing that option..

COMMUNITY SAFETY

Question 28: Extent of Concern about Certain Activities in Respondents’ Localities

28.1 Respondents were then asked about their level of concern regarding thirteen 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 4.12 below with the activities ranked according to the total percentage of people who are 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 4.12 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	33	45	**78**	**19**	**3**
Alcohol abuse	30	39	**69**	**22**	**9**
Drug Misuse	24	34	**58**	**31**	**11**
Anti-social behaviour	18	39	**57**	**36**	**7**
Crimes of dishonesty	13	34	**47**	**44**	**9**
Domestic abuse	10	26	**36**	**35**	**29**
Serious & organised crime	14	22	**36**	**49**	**15**
House or property fires	8	26	**34**	**55**	**11**
The abuse of children	12	22	**34**	**41**	**25**
The abuse of vulnerable adults	11	23	**34**	**40**	**26**
Fire related anti-social behaviour	7	14	**21**	**65**	**14**
Violent crime	8	13	**21**	**68**	**11**
Terrorism	4	7	**11**	**76**	**13**

N=967-1,007

28.2 When thinking of the area in which they live, of the 13 activities, 4 arouse concern of more than 1 in 2 of the respondents namely: road safety (78%); alcohol abuse (69%); drug misuse (58%); anti-social behaviour (57%). A further 6 cause concern for between 1 in 3 and just less than 1 in 2 namely: crimes of dishonesty (47%); domestic abuse (36%); serious and organised crime (36%); house or property fires (34%); the abuse of children (34%); the abuse of vulnerable adults (34%). The remaining 3 occasion concern of fewer than 1 in 4 namely: fire related anti-social behaviour (21%); violent crime (21%); terrorism (11%).

28.3 "**Road safety (e.g. speeding, drink/drug driving)"** is the activity which occasions most concern. Some **78%** (80% in 2014; 76% in 2013; 81% in 2012) **express concern** - including 33% saying that it is a "major concern" - with **19%**

(16% in 2014; 20% in 2013; 17% in 2012) **saying that it is not a concern.** Some **3%** selected the **"no opinion/ don't know"** option. Some 85% of those with school aged children are concerned about road safety. Some 33% of people aged 16-24 said they had no concern about road safety – a percentage that is notably higher than that found in any other category.

28.4 **"Alcohol abuse (e.g. under-age drinking/alcohol related disorder)"** ranks second in the list of activities about which respondents are concerned with some **69% saying they are concerned** - an increase on 63% in 2013 and 65% in 2012 - including 30% (24% in 2013) who classify it as a major concern**.** Some **22%** (29% in 2013; 26% in 2012) 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.

28.5 **"Anti-social behaviour (e.g. vandalism/ breach of the peace/noise nuisance)" is a concern to 57%** (63% in 2014; 57% in 2013; 62% in 2012) - including 18% who regard it as a major concern. For some **36%** (29% in 2014; 36% in 2013; 32% in 2012) **it is not a concern** to them in the area where they live. Some **7%** (8% in 2014; 7% in 2013; 6% in 2012) chose **don't know/have no opinion.** By categories of respondents the highest levels of concern are found amongst people who are: unemployed (72%); council tenants (67%); disabled (65%).

28.6 **"Crimes of dishonesty (e.g. theft/fraud)" are a concern to 47%** a notable decrease on 61% in 2014 (56% in 2013). Some 15% cite such crimes as a major concern. For **44%** (32% in 2014; 36% in 2013) these crimes are **"not a concern"** while **9%** (7% in 2014; 8% in 2013) chose the **no opinion/ don't know** option. By age of respondents there is a notable variation in views in that while concern is expressed by 55% of those aged 45-64, 46% of those aged 65+, and 45% of those aged 25-44, it is a concern to 23% of those aged 16-24. The highest levels of concern are expressed by those unable to work (64%).

28.7 **"Drug misuse" is a concern to 58%** including 24% who cite it as being a major concern. Some **31%** say it is **"not a concern"** while **11%** chose the **"no opinion/don't know"** option. Drug misuse is of most concern to people who are: aged 16-24 (75%); council tenants (73%); unemployed (72%).The lowest level of concern is expressed by people resident in the Highlands between 5 and 10 years (47%).

28.8 **"Domestic abuse" in their areas is a concern to 36%** - falling from the 46% recorded in 2014 (31% in 2013; 35% in 2012). Some **35%** (30% in 2014; 45% in 2013; 40% in 2012) **are not concerned about such crimes in their area**. The remaining **29%** (24% in 2014 and 2013) chose the **no opinion/ don't know option.** The respondents who express the highest levels of concern are people who: are disabled (44%); have school aged children (43%); aged 25-44 (43%); employed (43%). The lowest levels of concern are found amongst people who have been resident in the Highlands between 5 and 10 years (21%).

28.9 **"Serious and organised crime (e.g. drugs/organised crime/prostitution)" in their local areas is a concern to 36% - a decrease on the 45% recorded in 2014** (37% in 2013; 41% in 2012) **-** including 14% who cite it as a major concern. Just under half of the respondents, **49%** (44% in 2014; 52% in 2013; 48% in 2012) **are not concerned about such crimes in their area** while **15%** chose the **no opinion/ don't know** option. The respondents most concerned are people who are: council tenants (47%); unemployed (47%); disabled (45%); living in other types of accommodation (51%).

28.10 **The "abuse of vulnerable adults" in their areas is a concern to 34%** - a notable decrease on the 41% recorded in 2014 (28% in 2013; 31% in 2012)**.** Some 11% (15% in 2014; 10% in 2013) cite it as a major concern. Some **40%** (37% in 2014; 50% in 2013; 47% in 2012) **are not concerned about such crimes in their area** while **26%** chose the **no opinion/ don't know option.** Respondents expressing the highest levels of concern are those who are: living in other types of accommodation (47%); council tenants (43%); disabled (43%).

28.11 **The "abuse of children" in their areas is a concern to 34%** (41% in 2014; 33% in 2013 34% in 2012) **-** including 12% who cite it as a major concern. The percentage of respondents who **are not concerned about such crimes in their area stands at 34% -** which continues the downward trend of the past two surveys (38% in 2014; 48% in 2013; 46% in 2012). Some 25% (21% in 2014; 19% in 2013; 20% in 2012) chose the **no opinion/ don't know option.** Amongst the categories of respondents with school aged children some 41% (50% in 2014; 40% in 2013) say that they are concerned – including 13% for whom it is a major concern - while 42% (39% in 2014; 45% in 2013) say that they are not concerned.

28.12 **"House or property fires" are a concern to 34%** (40% in 2014; 35% in 2013**) -** including 8% who regard it as a major concern. Some **55%** (50% in 2014; 51% in 2013) **are not concerned** about these while **11%** selected the "**don't know/ no opinion"** option.

28.13 **"Fire-related anti-social behaviour"** in their areas is a **concern to 21%** - a decrease on the 29% recorded in 2014 (22% in 2013). For some 7% this is a major concern. Some **65%** (60% in 2014; 65% in 2013) **are not concerned** while **14% chose the no opinion / don't know option**. Concerns are at their highest levels amongst people who are disabled (35%).

28.14 **"Violent crime in their areas (e.g. Assault/Robbery/Gun - Knife Crimes/Gangs)" is a concern to 21% - a decrease on 29% in 2014** (21% in 2013; 27% in 2012) **-** including 8% who cite it as a major concern. **Some 68%** (61% in 2014; 68% in 2013; 63% in 2012) **- are not concerned about such crimes in their area** while **11%** (10% in 2014; 11% in 2013; 10% in 2012) chose the **no opinion/ don't know** option. Some 20% of council tenants regard violent crime as being a major concern to them.

28.15 **"Terrorism" in their area** is a **concern to 11% of respondents** (14% in 2014; 10% in 2013 and 2012) including 4% who cite it as a major concern. For some

76% (74% in 2014; 76% in 2013; 77% in 2012) it is **not a concern** while **13%** (12% in 2014; 14% in 2013; 13% in 2012) chose **don't know/ have no opinion**.

Views of Respondents on what would help most to reduce drug and alcohol related harm in their communities

29.1 Respondents were then asked a question that is new to the 2015 Survey: **"What do you think would help most to reduce drug and alcohol related harm in your community?"** There then followed 4 proposals and respondents were invited to "tick all that apply". The results are contained in Table 4.13 below:

Table 4.13 Respondents Views on Proposed Ways of Reducing Drug and Alcohol related harm in their communities

Proposal	2015 %
People with problems receiving more help	**63**
Opportunities and activities to encourage people to make healthier choices	**62**
More support for families affected by drug and alcohol problems	**59**
Drugs and alcohol are less available	**43**

N in 2015 = 958

29.2 "**People with problems receiving more help"** was selected by 63% of respondents. It is a proposal which has the support of more than 50% of all categories of respondents.

29.3 **"Opportunities and activities to encourage people to make healthier choices**" was chosen by 62% of respondents. Once more this had the support of more than 50% of all categories of respondents.

29.4 "**More support for families affected by drug and alcohol problems"** was chosen by 59% of respondents and once more support for this proposal was consistent across the board with more than 50% of all categories of respondents supporting it.

29.5 "**Drugs and alcohol are less available"** received the support of 43% of all respondents. Results varied according to the age group of respondents. Some 50% of those aged 65+ endorsed this proposal as did 45% of those aged 45-64 compared with 33% of those aged 25-44 and 27% of those aged 16-24.

Question 30: Extent of Worry about being a Victim of Crime (in general)

30.1 Those surveyed were asked: **"How worried are you about becoming a victim of crime (in general)?"** Some 98.8% of the sample (people) answered the question according to the response show in Table 4.14 below.

Table 4.14 Extent of worry about being a victim of crime (in general)

Extent of worry	2015 %	2014 %	2013 %	2012 %
Very worried	3.9	3.1	2.5	3.5
Slightly worried	34.8	36.8	35.1	39.0
Not worried at all	47.8	48.3	49.8	45.6
Never considered it	13.5	11.8	12.7	11.9

N in 2015 = 1,009

30.2 These results show that: **3.9%** (3.1% in 2014; 2.5% in 2013; 3.5% in 2012) are **"very worried" about being a victim of crime; 34.8%** (36.8% in 2014; 35.1% in 2013; 39% in 2012) are **"slightly worried"; 47.8%** (48.3% in 2014;49.8% in 2013; 45.6% in 2012) are **"not worried at all"** and **13.5%** (11.8% in 2014; 12.7% in 2013; 11.9% in 2012) "**never considered it".**

30.3 These results mean that 38.7% (39.9% in 2014; 37.6% in 2013; 42.5% in 2012) have some worries about being a victim of crime though only a small proportion is very worried about it. The greatest level of worry is found amongst council tenants of whom 49% are worried including 14% who are very worried.

Question 31: Extent of Worry about being the Victim of Specified Crimes

31.1 Those sampled were then asked: **"More specifically, how worried are you about becoming a victim of the following crimes?"** A list of 11 types of crime was presented and respondents gave their answers as per Table 4.14 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 4.14 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 %
Having your home broken into	7	45	**52**	**43**	**5**
Vandalism/ deliberate damage to your home, property or car	8	39	**47**	**45**	**8**
Having your car stolen or broken into	6	34	**40**	**51**	**9**
Being attacked by someone who is under the influence of alcohol	6	33	**39**	**50**	**11**
Being insulted or threatened	6	28	**34**	**55**	**11**
Being attacked, assaulted or robbed in the street	4	26	**30**	**59**	**11**
Being the victim of any other type of crime	4	22	**26**	**54**	**20**
Having your property damaged by or set on fire	5	21	**26**	**58**	**16**
Being attacked, assaulted or robbed in your own home	3	18	**21**	**62**	**17**
Being the victim of an attempted rape or other serious sexual offence	3	11	**14**	**62**	**24**
Being a victim of domestic abuse	1	1	**2**	**73**	**25**

N= 980-1,007

31.2 **A slight majority (52%) of respondents** (51% in 2014) **are worried** - including 5% who are "very worried" - about **having their home broken into.** Some **43%** (44% in 2014) say that they are **"not worried at all"** about such a crime while **5%** (also 5% in 2014) **"never considered it".**

31.3 **Vandalism or deliberate damage to your home, property or car is a worry to 47%** (50% in 2014; 55% in 2013; 51% in 2013; 54% in 2012) including 8% who are "very worried". Some **45%** (43% in 2014; 39% in 2013; 43% in 2013; 39% in 2012) say that they are **"not worried at all"** about such crime while **8%** (7% in 2014; 6% in 2013; 6% in 2013; 7% in 2012) **"never considered it".**

31.4 **Being a victim of having your car stolen or broken into** is a worry for **40%** (42% in 2014; 45% in 2013 and 2012) **of respondents** including 6% who are **"very worried".** Some **51%** (48% in 2014; 47% in 2013; 46% in 2012) say that they are **"not worried at all"** about such crime while **9%** (11% in 2014; 8% in 2013; 9% in 2012) **"never considered it".**

31.5 **Being the victim of being attacked by someone who is under the influence of alcohol** is a worry for **39%** (44% in 2014; 39% in 2013; 43% in 2012) including 6% who are "very worried". Some **50%** (also 50% in 2014 and 2013; 47% in 2012) say they are **"not worried at all"** about being a victim of such crime and **11%** (10% in 2014; 11% in 2013; 10% in 2012) say they **"never considered it".** The highest level of concern is expressed by people who are council tenants (57%).

31.6 **Being the victim of being insulted or threatened** is a worry for **34%** (41% in 2014; 33% in 2013; 35% in 2012) of **all respondents** including 6% who are "very worried". A majority **55%** (52% in 2014; 55% in 2013; 54% in 2012) are **"not worried at all"** about being a victim of such crimes while **11%** (13% in 2014; 12% in 2013; 11% in 2012) **"never considered it"**. The highest levels of worry are expressed by people who are: council tenants (56%); unable to work (53%); unemployed (49%).

31.7 **Being the victim of being attacked, assaulted or robbed in the street** is a worry for **30%** (36% in 2014; 31% in 2013; 33% in 2012) including 4% who are very worried about being a victim of these crimes. Some **59%** (53% in 2014; 55% in 2013; 54% in 2012) are **not worried at all** on this score while **11%** (also 11% in 2014; 12% in 2013; 13% in 2012) **"never considered it".** The percentage of people worried about being a victim of these crimes is higher amongst respondents who are: council tenants (44%); disabled (40%).

31.8 **Being the victim of any other type of crime** is a worry for **26%** (31% in 2014; 25% in 2013; 29% in 2012) **of all respondents** including 4% who are "very worried" while **54%** (52% in 2014; 58% in 2013; 52% in 2012) say that they are **"not worried at all"** about being the victim of other types of crime and **20%** (17% in 2014 and 2013; 19% in 2012) **"never considered it".**

31.9 **Having your property damaged by or set on fire** is a w**orry for 26%** (28% in 2014; 23% in 2013) **of all respondents** including 5% who are very worried about this type of crime. Some **58%** (57% in 2014; 64% in 2013) **are not worried at all about this crime** and **16%** (15% in 2014; 13% in 2013) **have never considered it.**

31.10 **Being attacked, assaulted or robbed in your own home are crimes** which are a **worry to 21%** (25% in 2014; 21% in 2013; 25% in 2012) **of all respondents** including 3% who are "very worried". Some **62%** (60% in 2014; 64% in 2013; 59% in 2012) say that they are **"not worried at all"** about these crimes while **17%** (15% in 2014 and 2013; 16% in 2012) **"never considered it".** The highest levels of worry are found amongst respondents who are council tenants (32%).

31.11 **Being the victim of an attempted rape or other serious sexual offence** is a **worry for 14%** (15% in 2014; 11% in 2013; 14% in 2012) of **all respondents** including 3% who are very worried. Some **62%** (64% in 2014; 67% in 2013; 64% in 2012) are **"not worried at all"** while **24%** (21% in 2014; 22% in 2013 and 2012) **"never considered it".** There is a notable variation in response by gender: whereas 5% of males are worried about being a victim of such crimes the figure is 17% for females. Looking at the responses from females alone, the highest levels of worry are found amongst women who are: unemployed (37%); disabled (30%); aged 25-44 (29%).

31.12 **Being a victim of domestic abuse** is a **worry to 2%** (5% in 2014; 4% in 2013; 3% in 2012) including 1% who are "very worried" about it. Some **73%** (76% in 2014 and 2013; 74% in 2012) say they are **"not worried at all"** about it while **25%** (19% in 2014; 20% in 2013; 25% in 2012) say they **"never considered it".**

31.13 People were invited to specify any **other types of crime** about which they were concerned. Some 52 people responded and the **majority of these (28 in all) are concerned about online/telephone/letter fraud, identity theft, credit card crime.** Of the other 24 all are covered by the crimes specified in the 10 options already provided.

Question 32: Extent of concerns about anyone (including respondents themselves) being subjected to a hate incident or a hate crime

32.1 This question was introduced as follows: **"A hate incident or crime is motivated by prejudice or hatred of someone on the grounds below. It may be physical, verbal or written including physical attack, verbal abuse or incidents, offensive posters or mail, harassment or bullying; this could be at school, work or in public places."**

32.2 Those sampled were asked: **"To what extent are you concerned about you or someone you know being the victim of a hate incident or hate crime based on the issues below?"** A list of 7 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. The results in Table 4.15 below are ordered according to the total percentage of those who expressed a concern.

Table 4.15 Extent of concerns about anyone (including yourself) being subjected to a hate incident or a hate crime

Grounds	Major Concern (A) %	Minor Concern (B) %	Total Concerned (A+B) %	Not a Concern %	No opinion/ don't know %
Mental health	8	23	**31**	**58**	**10**
Learning disability	8	21	**29**	**59**	**12**
Race or ethnic origin	9	19	**28**	**62**	**10**
Physical disability	7	19	**26**	**63**	**11**
Religion or belief (including non-belief)	5	17	**22**	**65**	**13**
Sexual orientation	6	14	**20**	**67**	**13**
Gender identity	5	11	**16**	**70**	**14**

N=968-1,000

32.3 Table 4.15 shows that for each of the seven grounds identified **a majority of respondents** say they are **not concerned** about anyone of whom they are aware (including themselves) being subjected to a hate incident or a hate crime**.** In 2015 the percentages choosing "not a concern" range from 58%-70%. The percentages expressing a concern (of either kind) range from 16%-31%. Meanwhile the percentages of respondents choosing "no opinion/don't know" range from 10%-14%.

32.4 **Some 31% of respondents (36% in 2014; 18% in 2013) were concerned** (including 8% who said it was a "major concern") about someone of whom they are aware (including themselves) being subjected to a hate incident or a hate crime **on the grounds of mental health.** For **58%** (54% in 2014; 62% in 2013) this matter was **not a concern** while **10%** (also 10% in 2014; 20% in 2013) chose **the no opinion/ don't know option.** The highest levels of concern were expressed by people who are: unable to work (59%); council tenants (40%).

32.5 **Some 29% of respondents** (34% in 2014; 17% in 2013) **were concerned** (including 11% who said it was a "major concern") about someone of whom they are aware (including themselves) being subjected to a hate incident or a hate crime **on the grounds of learning disability.** For **59%** (55% in 2014; 63% in 2013) this matter was **not a concern** while **8%** (11% in 2014; 20% in 2013) chose **the no opinion/ don't know option.** Concerns are at their highest level amongst people who are: aged

16-24 (56%); unemployed (42%); council tenants (42%); unable to work (41%).

32.6 **Some 26% of respondents** (30% in 2014; 16% in 2013) **were concerned** (including 9% who said it was a "major concern") about someone of whom they are aware (including themselves) being subjected to a hate incident or a hate crime **on the grounds of physical disability.** For **63%** (59% in 2014; 64% in 2013) this matter was **not a concern** while **11%** (also 11% in 2014; 20% in 2013) chose **the no opinion/ don't know option.** The highest levels of concern are expressed by people who are: unable to work (59%); disabled (37%); council tenants (37%).

32.7 **Some 28%** (29% in 2014; 18% in 2013) were concerned (including 9% who said it was a "major concern") about someone of whom they are aware (including themselves) being subjected to a hate incident or a hate crime **on account of race or ethnic origin. Some 62%** (61% in 2014; 62% in 2013**) were not concerned** and **10%** (10% in 2014; 20% in 2013) **chose the no opinion/ don't know option.** Concerns are at their highest level amongst people who are: students (43%); aged 16-24 (38%). By ethnicity the level of concern expressed by those who identified themselves as Scottish (19%) are notably lower than the level of concern expressed by people who identified themselves as "Other British" (33%) or "other white" (42%). The number of survey returns from people from other ethnic backgrounds is too few to allow reliable conclusions to be drawn.

32.8 **Some 22% of respondents** (27% in 2014; 14% in 2013) **were concerned** (including 5% who said it was a "major concern") about someone of whom they are aware (including themselves) being subjected to a hate incident or a hate crime **on the grounds of religion or belief (including non-belief).** For **65%** (62% in 2014; 68% in 2013) this matter was **not a concern** while **13%** (11% in 2014; 18% in 2013) chose **the no opinion/ don't know option.**

32.9 **Some 20%** (25% in 2014; 12% in 2013) **were concerned** (including 4% who said it was a "major concern") about someone of whom they are aware (including themselves) being subjected to a hate incident or a hate crime **on the grounds of sexual orientation.** For **67%** (69% in 2014; 71% in 2013) this matter was **not a concern** while **13%** (11% in 2014; 21% in 2013) chose **the no opinion/ don't know option.**

32.10 **Some 16%** (20% in 2014; 8% in 2013) **were concerned** (including 5% who said it was a "major concern") about someone of whom they are aware (including themselves) being subjected to a hate incident or a hate crime **on the grounds of gender identity.** For **70%** (69% in 2014; 71% in 2013) this matter was **not a concern** while **14%** (11% in 2014; 21% in 2013) chose **the no opinion/ don't know option.** The highest levels of concern are found amongst people aged 16-24 (35%); students (33%); and people unable to work (31%).

Question 33: Respondents' Awareness of the Impact on People in Highland of Hate Incidents and Hate Crime

33.1 Question 33 was introduced as follows: **"There is considerable evidence about the impact of hate incidents and hate crimes (as described above) on individuals, and**

communities – for example on mental health, on suicide rates, on risk taking behaviour, on feelings of safety and of belonging, of trust in social and/or civic institutions."

33.2 Respondents were then asked: **"Were you aware that such incidents can and do impact on people in this way in Highland?"** Some 998 (97.7% of the sample) answered. Of those who answered **73.4%** (71.5% in 2014; 69% in 2013) **said that they were aware while 26.6%%** (28.5% in 2014; 31% in 2013) **said that they were not aware.** The highest percentages answering "yes" are found amongst people who are: aged 16-24 (89%); resident in the Highlands less than 5 years (83%).

Question 34: Extent to which Respondents Take Actions because of possible Worries about Crime

34.1 Those surveyed 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 say whether they took that action always, sometimes or never. The answers of respondents are found in Table 4.16 below with the actions being ordered according to the extent to which the total percentage of people say they take this action.

Table 4.16 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	72	17	**89**	**11**
Make sure your vehicle is adequately secured	70	18	**88**	**12**
Carry a mobile phone	53	16	**69**	**31**
Avoid certain Places	14	46	**60**	**40**
Mark your property in case it is stolen	9	31	**40**	**60**
Avoid going out when it is dark	7	24	**31**	**69**
Avoid going out alone	5	26	**31**	**69**
Avoid going out at certain times	6	25	**31**	**69**
Take self defence classes	2	4	**6**	**94**

N=988-1,007

34.2 **Making sure your home is adequately secured is an action taken at least sometimes by 89%** (92% in 2014; 88% in 2013 and 2012) **of respondents** (including

72% who do this always) while **11%** (8% in 2014; 12% in 2013 and 2012) **say that they never do this.**

34.3 **Making sure your vehicle is adequately secured because of possible worries about crime is an action taken at least sometimes by 88%** (90% in 2014; 87% in 2013; 84% in 2012) **of respondents** (including 70% who do this always) while **12%** (10% in 2014; 13% in 2013; 16% in 2012**) say that they never do this.**

34.4 **Carrying a mobile phone because of possible worries about crime is an action taken at least sometimes by 69%** (73% in 2014; 69% in 2013; 61% in 2012) of respondents while **31%** (27% in 2014; 31% in 2013; 39% in 2012) **say that they never do this.** It is notable that 60% of females always take this action compared with 44% of males. Some 37% of males never take this action compared with 20% of females.

34.5 **Avoiding certain places because of possible worries about crime is an action taken at least sometimes by 60%** (59% in 2014; 53% in 2013; 51% in 2012) of respondents while **40%** (41% in 2014; 47% in 2013; 49% in 2012) **say that they never do this.** Some 63% of females always avoid certain places compared with 47% of males. It is noticeable that 77% of people unable to work at least sometimes take such avoiding action as do 70% of people aged 25-44.

34.6 **Marking your property in case it is stolen is an action taken at least sometimes by 40%** (43% in 2014; 45% in 2013; 41% in 2012) of respondents while **60%** (57% in 2014; 55% in 2013; 59% in 2012) **never do this.** Some 26% of those aged 16-24 at least sometimes take this action. The comparable figures for the other age groups are notably higher: age 65+ (45%); age 45-64 (40%); age 25-44 (40%).

34.7 **Avoiding going out when it is dark because of possible worries about crime is an action taken at least sometimes by 31%** (also 31% in 2014; 27% in 2013; 30% in 2012) of respondents **while 69%** (also 69% in 2014; 73% in 2013; 70% in 2012) **never do this.** There is a notable variation in responses by gender for while 18% of males take this action at least sometimes, the comparable percentage for females is much higher – it stands at 40%. It is notable also that 46% of those who are unable to work and 45% of those who are unemployed take this action at least sometimes as do 44% of those aged 16-24 and 40% of council tenants.

34.8 **Avoiding going out at certain times is an action taken at least sometimes by 31%** (28% in 2014; 26% in 2013; 28% in 2012) of respondents **while 69%** (72% in 2014; 74% in 2013; 72% in 2012) **never do this.** There is again a notable variation in responses to this question by gender – 37% of females avoid going out at certain times compared with 18% of males.

34.9 **Avoiding going out alone because of possible worries about crime is an action taken at least sometimes by 31%** (29% in 2014; 25% in 2013; 27% in 2012) of respondents **while 69%** (71% in 2014; 75% in 2013; 73% in 2012) **never do this.** There is a notable difference in response by gender – whereas 17% of males avoid going out alone at least sometimes, amongst females the figure is more than double at 38%. By category of respondents the highest percentages of people taking this action are found amongst those who are: aged 16-24 (48%); unable to work (43%).

34.10 **Taking self defence classes because of possible worries about crime is an action which is taken by 6%** (also 6% in 2014; 5% in 2013; 4% in 2012) of respondents while **94%** (also 94% in 2014; 95% in 2013; 96% in 2012) **say that they never do this**.

Question 35: Views on the Safety of the Area within 15 Minutes' Walk of Home

35.1 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 4.17 below.

Table 4.17 Rating of the Safety of the Area within 15 Minutes' Walk of Your Home

	2015 %	2014 %	2013 %	2012 %	2011 %
A very safe area	60.4	61.7	58.5	53.3	51.3
A fairly safe area	36.4	35.0	39.3	42.8	41.6
Total Safe	**96.8**	**96.7**	**97.8**	**96.1**	**92.9**
Rather unsafe area	2.2	2.0	1.7	2.9	5.5
A very unsafe area	0.4	1.2	0.1	0.7	1.1
Total Unsafe	**2.6**	**3.2**	**1.8**	**3.6**	**6.6**
No opinion	**0.6**	**0.1**	**0.3**	**0.3**	**0.5**
Net Safety Rating (Total Safe – Total Unsafe)	**94.2**	**93.5**	**96.1**	**92.5**	**86.3**

N in 2015 = 1,016

35.2 **In 2015 some 96.8% of respondents** (96.7% in 2014; 97.8% in 2013; 96.1% in 2012; 92.9% in 2011) **rate their locality as either "very" or "fairly safe"**. **Those who feel that their locality is unsafe to any extent total 2.6%** (3.2% in 2014; 1.8% in 2013; 3.6% in 2012; 6.6% in 2011). A net safety rating can be calculated by deducting the percentage of respondents who feel that their area is unsafe to any degree from the percentage who feel their area is safe. The **net safety rating** stands **at 94.2% in 2015** (93.5% in 2014; 96.1% in 2013; 92.5% in 2012; 86.3% in 2011).

35.3 Looking in more detail at the results we see that **just over 6 in 10 respondents (60.4%) rated the area within 15 minutes' walk of their home as being "very safe"** (61.7% in 2014; 58.5% in 2013; 53.3% in 2012; 51.3% in 2011). The only categories of respondents where fewer than 50% rate their immediate area as **"very safe"** are people who are: aged 16-24 (33%); council tenants (38%); unemployed (44%).

EQUALITIES

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.”

Question 36: Views on Prejudice

36.1 Those surveyed were then given two statements and asked: **“Which of the two statements comes closest to your own view?”** The two statements and the percentage of respondents agreeing with them are given in Table 4.18 below.

Table 4.18 Views on Prejudice

Statement	2015 %	2014 %	2013 %	2012 %	2011 %
Highland should do everything it can to get rid of all types of prejudice	75.0	76.8	73.6	70.4	66.9
Sometimes there is good reason for people to be prejudiced against certain groups	25.0	23.2	26.4	29.6	33.1

N in 2015 = 996

36.2 Some 3 in 4 people (**75.0%)** thought that the statement **“Highland should do everything it can to get rid of all types of prejudice” came closest to their own views** (76.8% in 2014; 70.4% in 2012; 66.9% in 2011). For **25.0**% (23.2% in 2014; 26.4% in 2013; 29.6% in 2012; 33.1% in 2011) the statement **“sometimes there is good reason for people to be prejudiced against certain groups” came closest to their views.**

36.3 There is a notable difference according to gender. Some 82% of females agree with the statement **“Highland should do everything it can to get rid of all types of prejudice”** compared with 68% of males. By age too it is noticeable that while 81% of those aged 16-24, 79% of those aged 45-64 and 78% of those aged 25-44 agree with this statement the percentage for those aged 65+ is 70%. By housing tenure some 82% of those living in other types of accommodation agree with this statement compared with 75% of those who own their own homes and 70% of council tenants. And 81% of those who are employed agree with the statement compared with 78% of those who are unemployed, 73% of students, 70% of those who are retired and 68% of those unable to work.

Question 37: Type of People with whom Respondents would rather live in an area

37.1 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 980 people (96% of the sample) answered this question as follows:

- **57.6%** (52.5% in 2014; 51.7% in 2013; 52.1% in 2012; 46.8% in 2011) selected **“lots of different kinds of people” and when compared with the results of past surveys this is the highest percentage that has selected this option;**
- **42.4%** (47.8% in 2014; 48.3% in 2013; 47.9% in 2012; 53.2% in 2011) selected **“where most people are similar to you”.**

37.2 There are notable variations by:

- Age group: some 59% of those aged 65+ chose "where most people are similar to you". By contrast in each of the other age groups the majority opinion was: "with lots of different kinds of people". This view was selected by: 70% of those aged 25-44; 60% of those aged 45-64; and 69% of those aged 16-24.
- Gender: 58% of females chose "lots of different people" compared with 48% of males.
- School aged children: 67% of those with school aged children chose "with lots of different kinds of people", compared with 51% of those without school aged children.
- Of those respondents resident in the Highlands less than 5 years 66% selected "with lots of different kinds of people" as did 63% of those resident between 5 and 10 years –compared with 52% of those who have lived in the Highlands more than 10 years.

37.3 Table 4.19 below shows responses to this question by Ward with the table ordered according to the percentage of respondents selecting "with lots of different kind of people".

Table 4:19 Respondents Views by Ward According to the Type of People with whom they would rather live in their area

Ward	With lots of different kinds of people %	Where most people are similar to you %
North, West and Central Sutherland	83	17
Caol and Mallaig	71	29
Badenoch and Strathspey	69	31
East Sutherland and Edderton	68	32
Inverness Central	64	36
Tain and Easter Ross	62	38
Wick	62	38
Culloden and Ardersier	60	40
Fort William and Ardnamurchan	59	41
Eilean a' Cheò	58	42
Inverness South	56	44
Cromarty Firth	54	46
Wester Ross, Strathpeffer and Lochalsh	53	47
Dingwall and Seaforth	53	47
Nairn	46	54
Black Isle	45	55
Inverness West	42	58
Aird and Loch Ness	42	58
Landward Caithness	40	60
Thurso	38	62
Inverness Ness-side	37	63
Inverness Millburn	37	63

N=17-68

SECTION D: VOLUNTEERING

Question 38: Volunteering in any Capacity

38.1 Some 99.5% (1,016 people) of the sample answered the question **"do you currently volunteer in any capacity?"** Of them, 39% answered "yes" (also 39% in 2014; 38% in 2013 and 2012; 36% in 2011). 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:

- age - the highest percentage of volunteers is in the 65+ (47%) age band followed by those aged: 45-64 (44%); 16-24(30%);25-44 (28%);

- housing tenure – more home owners (46%) record that they volunteer than those who live in other types of accommodation (30%) or are council tenants (18%);

- rates of volunteering that are appreciably higher than the average for the sample (39%) are found amongst those with school aged children (47%), and people who are retired (47%).

Question 39: Number of Voluntary Activities in which People are Involved

39.1 Respondents who indicated that they volunteered were then asked: **"How many voluntary activities are you involved in?"** Some 42.5% of the sample (434 people) answered this question and their answers are found in Table 5.1 below:

Table 5.1 Number of Voluntary Activities in which People are Involved

	2015 %	2014 %	2013 %	2012 %	2011 %
One	50	42	38	36	43
Two	27	34	33	36	31
Three	17	14	15	16	12
Over three	6	10	14	12	14
Total	**100**	**100**	**100**	**100**	**100**

In 2015 N=434

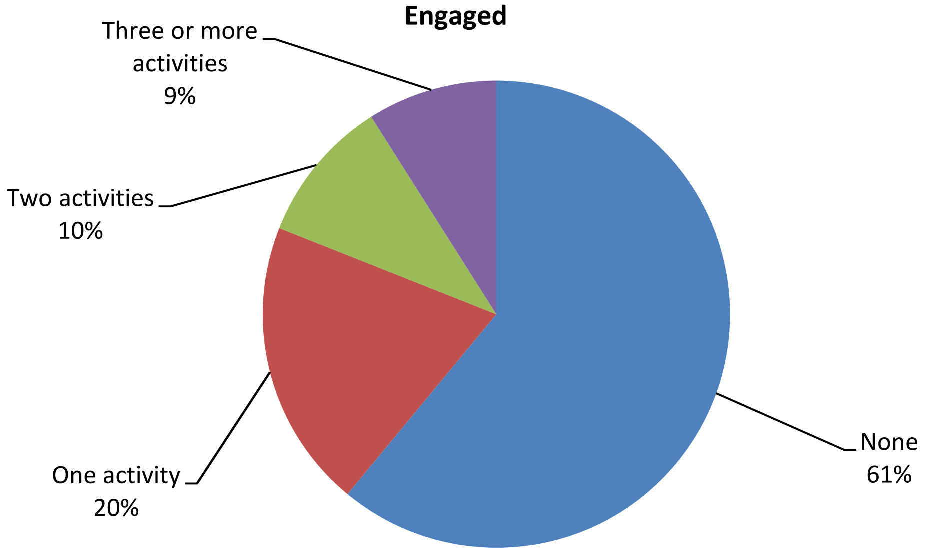
39.2 Of those who volunteered in 2015, **50% said they were engaged in one activity** (42% in 2014; 38% in 2013; 36% in 2012; 43% in 2011) while **27% said they were involved in two activities** (34% in 2014; 33% in 2013; 36% in 2012; 31% in 2011). Adding the percentage who say they are **involved in three activities (17%)** to those who are involved in **more than three activities (6%)** results in a total of **23% being involved in 3 or more activities** (24% in 2014; 29% in 2013; 28% in 2012; 26% in 2011).

39.3 To obtain a true picture of the pattern of volunteering activity 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: no volunteering activity; one activity; two activities; three or more activities. The results show:

- **61% of the entire sample are effectively saying that they do not volunteer at all;** (also 61% in 2014; 62% in 2013; 60% in 2012; 64% in 2011);
- **20% are involved in one activity** (17% in 2014; 14% in 2013 and 2012;16% in 2011);
- **10% say they are involved in two activities** (13% in 2014 and 2013; 14% in 2012; 11% in 2011);
- **9% say they are involved in three or more activities** (also 9% in 2014;11% in 2013; 12% in 2012; 9% in 2011)

This information is also presented in the following chart:

Fig 5.1 Number of Voluntary Activities in which All Sample Respondents are Engaged



Question 40: Frequency of Volunteering

40.1 Those who volunteer were then asked: **"How often do you usually volunteer?"** The answers of the 435 who replied (40% of the sample) are found in Table 5.2 below.

Table 5.2 Frequency of Volunteering

Frequency	2015 %	2014 %	2013 %	2012 %	2011 %
Every day	3	3	3	4	5
Several times a week	23	24	34	34	32
About once a week	25	28	23	20	19
Several times a month	18	17	18	16	19
About once a month	13	13	10	13	9
Several times a year	16	14	11	12	16
Once a year	2	1	1	1	0
Total	**100**	**100**	**100**	**100**	**100**

In 2015 N=435

40.2 What the results show is that **in 2015:**

- **51% are usually engaged in volunteering activities at least weekly** (55% in 2014; 60% in 2013; 58% in 2012; 56% in 2011)
- **72% are usually engaged in volunteering activities at least several times**

a month (72% in 2014; 78% in 2013; 74% in 2012; 75% in 2011).

Question 41: Likelihood of spending time in Voluntary Activity with Particular Groups

41.1 Those surveyed were asked: **"Please tell us how likely, if at all, is it that in the next few years you will spend time doing voluntary activities with each of the following groups".** Some 8 groups were presented and respondents were invited to select all that applied to them. The results are found in Table 5.2 below which is ordered from the smallest to the largest percentage of people who say that they "definitely won't" engage in voluntary activities with the group(s) in question.

Table 5.2 Likelihood of spending time in Voluntary Activity with Particular Groups

Groups	Will definitely %	Will probably %	May Do %	Not very likely %	Definitely won't %	Don't know %
Voluntary groups to help the sick elderly or people in need	9	9	26	33	10	13
Sporting, social or recreational activities	12	10	21	34	13	10
Charity or campaigning organisation	8	9	27	30	16	10
Local neighbourhood/ community groups	7	8	28	32	15	10
Groups running activities for children/young	10	9	20	28	21	12
Political party	6	4	12	27	43	8
Church or religious group	13	4	8	23	44	7
Trade unions	2	1	5	30	54	8

N=939-959

41.2 Of **"voluntary groups to help the sick elderly or people in need"** 9% said they "will definitely" spend time doing voluntary activities with a further 9% saying they "will probably" do so and 26% who said they "may do" so. **Adding these first three figures gives a total of 44% who could be classified as being at least open to the idea of volunteering in these ways.** A further 33% said it is "not very likely" they will do so while 9% "definitely won't". Some 13% "don't know".

41.3 Of **"sporting, social or recreational activities"** 12% said they "will definitely" spend time doing voluntary activities with these groups with a further 10% saying they "will probably" do so and 21% who said they "may do" so. **Adding these three figures together**

gives a total of 43% who could be said to be at least open to the idea of volunteering in these ways. A further 34% said it is “not very likely” they will do so while 13% “definitely won’t”. Some 10% “don’t know”.

41.4 Of **“charity or campaigning organisations (e.g. animal welfare, environmental/ conservation charity, international aid charity)”** 8% said they “will definitely spend time doing voluntary activities with these groups with a further 9% saying they “will probably” do so and 27% who said they “may do” so. **Adding these three figures together gives a total of 44% who may be said to be at least open to volunteering in this way.** A further 30% said it is “not very likely” they will do so while 16% “definitely won’t”. Some 10% “don’t know”.

41.5 Of **“local neighbourhood/ community groups (e.g. residents’ association, neighbourhood watch)”** 7% said they “will definitely” spend time doing voluntary activities with such groups with a further 8% saying they “will probably” do so and 28% who said they “may do” so. **Adding these three figures together gives a total of 45% who could be said to be at least open to volunteering with such groups.** A further 32% said it is “not very likely” they will do so while 15% “definitely won’t”. Some 10% “don’t know”.

41.6 Of **“groups running activities for children/young people (e.g. sports clubs, scouts/brownies)”** 10% said they “will definitely” spend time doing voluntary activities with such groups with a further 9% saying they “will probably” do so and 20% who said they “may do” so. **Adding these three figures together gives a total of 39% who may be said to be at least open to the possibility of volunteering in this way.** A further 28% said it is “not likely” they will do so while 21% “definitely won’t”. Some 12% “don’t know”. By categories of respondents it is noticeable that for those who have school aged children the combined percentages of those saying they “will definitely”, “will probably” and “may do” is 61%. The comparable figure for those with no school aged children is 23%. By age there is also an appreciable difference in that 68% of those aged 25-44 say they either “will definitely”, “will probably” or “may do” while amongst people aged 65+ the comparable figure is 12%.

41.7 Regarding spending time on voluntary activities with a **“political party”** 6% said they “will definitely” do so with a further 4% saying they “will probably” do so and 12% who said they “may do” so. **Adding these three figures together gives a total of 22% who may be said to be at least open to the possibility of engaging in voluntary activities with a political party.** A further 27% said it is “not very likely” they will do so while 43% “definitely won’t”. Some 8% “don’t know”.

41.8 Regarding spending time on voluntary activities with a **“church or religious group”** 13% said they “will definitely” spend time doing voluntary activities with a further 4% saying they “will probably” do so and 8% who said they “may do” so. **Adding these three figures together gives a total of 25% who may be said to be at least open to the possibility of engaging in voluntary activities with a church or religious group.** A further 23% said it is “not very likely” they will do so while 44% “definitely won’t”. Some 7% “don’t know”. Responses here vary notably from the other 8 groups. In all other cases the percentages answering “may do” are notably higher than for those who say they “definitely will”. In this case those who “definitely will” - which at 12% is higher than that for any of the other groups - is greater than the percentage who say they “may do” which stands at 8%. It is also noticeable that some 37% of those aged 65+ may be said to be at least open to the possibility of engaging in voluntary activities with a church or religious group compared with 26% of those aged 45-64, 20% of those aged 25-44 and 8% of those aged 16-24.

41.9 Spending time on voluntary activities with **trade unions** is something 2% say they “will definitely” do with a further 1% saying they “will probably” do so and 5% who say they “may do” so. **Adding these three figures gives a total of 8% who may be said to be at least open to volunteering in this capacity.** A further 30% said it is “not very likely” they will do so while 54% said they “definitely won’t” do so. Some 8% don’t know.

SECTION E: HIGHLAND'S CREATIVITY

In 2015 a new section entitled 'Highland's Creativity' was included within the Survey. This section was introduced as follows: "We are reviewing with our partners the best approach to supporting and developing our culture and creativity in the Highlands. To assist us with this we would welcome your responses to the questions below". There then followed a set of 7 questions. Information about the responses to these questions is provided below.

Question 42: Respondents' Current Creative Activities

42.1 Respondents were asked: **"What do you currently do in your life that you would consider to be creative? This could be an activity that you do or something you go to see."** A list of 30 different activities was provided and respondents selected all that applied to them. The results are provided in table 6.1 below with the order being determined according to the percentage saying that they engaged in the various activities. Results are expressed as a percentage of the whole sample of 1,021 respondents.

Table 6.1 Level of Respondents' Engagement in Creative Activities

Activity	Percentage Engaged %
Reading for pleasure (not newspapers or magazines)	71
Visiting places of historical/archaeological interest	53
Watching films at a cinema	51
Attending live music events	47
Visiting museums	46
Attending plays, dramas, other theatrical performances (e.g. musicals, pantomimes)	44
Going to the library	40
Attending exhibitions or collections of art, photography or sculpture	32
Visiting galleries	31
Attending craft exhibitions	30
Attending Ceilidhs	27
Attending other arts events/festivals	22
Using a computer to produce creative work of any kind	21
Attending opera/operetta/classical music performances	19
Attending street arts (art in everyday surroundings like parks, streets or shopping centre) or circus (not animals)	18
Crafts such as textiles, wood, pottery etc	17
Playing a musical instrument	16
Attending dance events	15
Attending culturally specific events (Feis/MOD/Blas)	15
Painting, drawing, printmaking or sculpture	15
Photography as an artistic activity (not family or holiday 'snaps')	15
Attending events connected with books/writing	14
Joinery/woodwork	13
Singing	13
Archives or records office	12
Writing (e.g. stories, books, plays, poetry, music)	11
Participating in dance	11
Design (interior/landscape/graphic)	8
Rehearsing, performing or singing in front of audience (e.g. play or choir)	7
Making films/ videos as an artistic activity (not family or holidays)	2

N=1,021

42.2 Table 6.1 shows that one creative activity stands out above all others – and that is **reading for pleasure** engaging as it does **71%** of all respondents. It is followed by 6 activities in which between 40% and 53% are engaged namely: **visiting places of historical/ archaeological interest (53%); watching films at a cinema (51%); attending live music events (47%); visiting museums (46%); attending plays, dramas, other theatrical performances (44%); going to the library (40%).** A further 4 activities are participated in by 27%-32% of respondents namely: **attending exhibitions or collections of art, photography or sculpture (32%); visiting galleries (31%); attending craft exhibitions (30%); attending ceilidhs (27%).** So these 11 activities are each engaged in by more than 1 in 4 of respondents. There then follows 16 activities in which 11%-22% engage. Finally there are 3 activities in which fewer than 10% engage

42.3 In the following discussion **we highlight those creative activities in which there are notable variations according to the categories of respondents**. (Note: there are insufficient responses from the 16-24 year age group for confident commentary to be offered as to that group's preferences.)

42.4 While **reading for pleasure (not newspapers or magazines)** is a creative activity in which 71% of respondents engage it is notable that the extent of participation varies according to:

- gender (87% of females compared with 71% of males);
- age (85% of the 65+ group and 79% of 45-64 group compared with 69% of those aged 25-44);
- housing tenure (82% of home owners, 70% of those living in other forms of accommodation compared with 64% of council tenants).

42.5 While **visiting places of historical/ archaeological interest** is a creative activity in which 53% of all respondents engage it is notable that the extent of participation varies according to:

- age (60% of the 45-64 group and 58% of the 65+ group compared with 44% of those aged 25-44);
- housing tenure (59% of home owners, 51% of those living in other forms of accommodation compared with 33% of council tenants);
- disability (58% of people with no disability compared with 48% of those with a disability).

42.6 While **watching films at a cinema** is a creative activity in which 51% of all respondents engage it is notable that the extent of participation varies according to:

- gender (53% of females compared with 43% of males);
- age (67% of the 25-44 group – thus rivalling reading for pleasure for this age group - and 54% of the 45-64 group compared with 37% of the 65+ group);
- housing tenure (58% of those living in other forms of accommodation, 48% of home owners, compared with 33% of council tenants);
- disability (50% of those without a disability compared with 39% of those with a disability).

42.7 While **attending live music events** is a creative activity in which 47% of all respondents engage it is notable that the extent of participation varies according to disability (45% of those without a disability compared with 35% of those with a disability).

42.8 While **visiting museums** is a creative activity in which 46% of all respondents engage it is notable that the extent of participation varies according to:

- age (50% of the 45-64 group, 49% of the 65+ group compared with 35% of those aged 25-44);
- housing tenure (51% of those living in other forms of accommodation, 49% of home owners, and 33% of council tenants);
- disability (50% of those without a disability and 40% of those with a disability).

42.9 While **attending plays, dramas, other theatrical performances** is a creative activity in which 44% of all respondents engage it is notable that the extent of participation varies according to:

- gender (56% of females compared with 41% of males);
- housing tenure (51% of home owners, 41% of those living in other forms of accommodation compared with 27% of council tenants);
- disability (51% of those without a disability compared with 39% of those with a disability).

42.10 While **going to the library** is a creative activity in which 40% of all respondents engage it is notable that the extent of participation varies according to:

- gender (47% of females compared with 34% of males);
- housing tenure (43% of those living in other forms of accommodation, 41% of home owners compared with 27% of council tenants).

42.11 While **attending exhibitions or collections of art, photography or sculpture** is a creative activity in which 32% of all respondents engage it is notable that the extent of participation varies according to:

- gender (43% of females compared with 34% of males);
- housing tenure (41% of home owners, 32% of those living in other forms of accommodation compared with 17% of council tenants);
- disability (41% of those without a disability compared with 27% of those with a disability).

42.12 While **visiting galleries** is a creative activity in which 31% of all respondents engage it is notable that the extent of participation varies according to:

- gender (40% of females compared with 31% of males);
- age (35% of those 65+ and 38% of 45-64 group compared with 27% of those 25-44);
- housing tenure (37% of home owners, 34% of those living in other forms of accommodation compared with 11% of council tenants);
- disability (37% of those without a disability compared with 26% of those with a disability).

42.13 While **attending craft exhibitions** is a creative activity in which 30% of all respondents engage it is notable that the extent of participation varies according to:

- gender (47% of females compared with 28% of males);
- housing tenure (40% of home owners, 37% of those living in other forms of accommodation compared with 19% of council tenants);
- disability (40% of those without a disability compared with 28% of those with a disability).

42.14 While **attending other arts events/festivals** is a creative activity in which 22% of all respondents engage it is notable that the extent of participation varies according to:

- housing tenure (24% of home owners, 21% of those living in other forms of accommodation compared with 4% of council tenants);
- disability (25% of those without a disability compared with 13% of those with a disability).

42.15 While **attending opera/operetta/classical music performances** is a creative activity in which 19% of all respondents engage it is notable that the extent of participation varies according to:

- age (31% of the 65+ group and 22% of 45-64 group compared with 15% of those aged 25-44);
- housing tenure (26% of home owners, 17% of those living in other forms of accommodation compared with 4% of council tenants);
- school aged children (26% of those without school aged children compared with 15% of those with school aged children).

42.16 While **attending street arts (art in everyday surroundings like parks, streets or shopping centre) or circus (not animals)** is a creative activity in which 18% of all respondents engage it is notable that the extent of participation varies according to:

- age (25% of those aged 25-44 compared with 13% of the 65+ group and 19% of the45-64 group);
- housing tenure (21% of those living in other forms of accommodation, 17% of home owners compared with 9% of council tenants); .

42.17 There are two other activities in which there are notable differences according to gender:

- **joinery/woodwork** (29% of males engage in this compared with 3% of females)
- **crafts such as textiles, wood, pottery etc** (29% of females engage in these compared with 11% of males).

42.18 By housing tenure there are 4 other activities in which there are notable differences:

- **attending events connected with a book festival** (16% of home owners and 15% of those living in other forms of accommodation engage in this compared with 4% of council tenants);
- **singing** (18% of those living in other forms of accommodation engage in this as do 14% of home owners compared with 7% of council tenants);
- **painting, drawing, printmaking or sculpture** (26% of those living in other forms of accommodation engage in this activity compared with 14% of home owners and 12% of council tenants);
- **using a computer to produce creative work of any kind** (29% of those living in other forms of accommodation engage in this activity compared with 17% of home owners and 17% of council tenants).

42.19 It is intriguing to see that **attending ceilidhs** is an activity which is enjoyed by very similar percentages of respondents across all categories - the range being 21% to 28%.

Question 43: Respondents' Views as to the Personal Benefits They Receive from Participating in Creative Activities

43.1 Respondents were then asked: **"Which of the following, if any, would you consider to be the benefits to you personally of taking part in creative activities?"** There then followed a list of 15 benefits and respondents were encouraged to tick all that applied to them. Some 960 people answered and Table 6.2 below contains their responses ordered according to the benefits that received the highest percentages.

Table 6.2 Respondents' Views as to the Personal Benefits They Receive from Participating in Creative Activities

Benefits	Percentage Saying They Receive Benefit %
Learning something new	72
Helps me to relax	62
Makes me feel good	54
Spending time with friends or family	51
Gets me out of the house	49
Visiting new places	48
Broadens my horizons	46
Meeting new people	44
Improves my well-being	42
Challenges me	41
Gives me inspiration/new ideas	38
Improves my health	30
Improves my confidence	30
Allows me to connect with my community	29
Allows me to express myself	26

N=960

43.2 "**Learning something new" is the leading personal benefit identified by respondents being selected by 72% of all respondents**. It is the leading benefit across all categories of respondents with the range extending from 64% of council tenants to 89% of people who are unemployed.

43.3 Some **62% of all respondents** selected "**helps me to relax"** as a personal benefit. It is selected by more than 50% of all categories of respondents with the range extending from 51% of those aged 65 and above to 73% of those people resident in the Highlands for between 5 and 10 years.

43.4 For **54% of all respondents "makes me feel good**" is a personal benefit of involvement in creative activities. The range for this benefit extends from 45% of people aged 65+ to 63% of people who are unemployed.

43.5 Some **51% of all respondents selected "spending time with friends or family"** as a personal benefit. The range for this benefit extends from 33% of council tenants to 60% of people living in other types of accommodation.

43.6 For **49% of all respondents "gets me out of the house"** is a personal benefit of participation in creative activities. It attracts the support of 44% or more of each category of respondents. It a highlighted benefit for 66% of people who are unemployed, 64% of council tenants and 61% of people with disabilities.

43.7 Some **48% chose “visiting new places”** as a personal benefit of involvement. Across all categories it attracts the support of a range that extends from 42% (people who are disabled) to 64% (people resident in the Highlands less than 5 years).

43.8 For **46% of all respondents “broadens my horizons”** is an identifiable personal benefit. The range of respondents across all categories identifying this broadening as a benefit extends from 36% (council tenants) to 55% (those with school aged children).

43.9 Some **44% chose “meeting new people”** as a personal benefit of participation. Support for this benefit across all categories of respondents ranges from 43% (males) to 57% (council tenants and people who are unemployed).

43.10 Some **42% of all respondents selected “improves my well-being”.** This benefit is of special interest to 70% of people unable to work, 63% of people who are unemployed, 56% of those aged 25-44, 53% of females, 52% of council tenants and 52% of people resident in the Highlands for 5-10 years.

43.11 For **41% of all respondents “challenges me”** is a personal benefit arising from involvement in creative activities. Across all categories this benefit is selected by 36%-52% of all respondents.

43.12 Some **38% of all respondents chose “gives me inspiration/new ideas”.** This is a benefit attractive to 50% or more of the following categories of respondents: people resident in the Highlands less than 5 years (57%); people resident in the Highlands between 5 and 10 years (51%); people aged 25-44 (50%).

43.13 Some **30% of all respondents selected “improves my health”** as a personal benefit arising from involvement in creative activities. This benefit was selected by 47% of people with a disability compared with 33% of those without a disability.

43.14 Some **30% of respondents chose “improves my confidence”** as a personal benefit deriving from involvement in creative activities. There is a notable gender difference with this benefit in that while 21% of males selected it some 33% of females chose it. It is a benefit which 35% of those aged 25-44 and 32% of those aged 45-64 chose compared with 20% of those aged 65+.

43.15 Some **29% of all respondents selected “allows me to connect with my community**” as a personal benefit arising from involvement in creative activities. This benefit is selected by 50% of people resident in the Highlands for less than 5 years compared with 31% of people resident for more than 10 years.

43.16 For **26% of all respondents “allows me to express myself**” is a personal benefit deriving from involvement in creative activities. Some 44% of those living in other forms of accommodation selected this benefit compared with 23% of home owners and 19% of council tenants. It is a benefit that is selected by 36% of those resident in the Highlands for less than 10 years compared with 23% of those resident for more than 10 years.

Question 44: Frequency of Involvement in any Creative Activities

44.1 Respondents were then asked: **"How often do you currently take part in any creative activities?"** Some 991 people answered this question and their responses are found in Table 6.3 below.

Table 6.3 Frequency of Involvement in Creative Activities

Frequency of Involvement	Respondents %
Every day	11
Several times a week	22
About once a week	15
Several times a month	12
About once a month	11
Several times a year	12
Once a year	5
Never	11

N=991

44.2 Table 6.3 shows that 11% are engaged in creative activities every day, 22% are involved several times a week and 15% participate about once a week. Adding these three figures together it is apparent that **48% (almost 1 in 2) of all respondents are engaged in creative activities at least weekly.** By categories of respondents it is notable that while 54% of those living in other forms of accommodation and 51% of home owners are involved in creative activities at least weekly, the percentage of council tenants that participate in these activities at least weekly is lower – standing at 37%.

44.3 A further 12% of all respondents are involved several times a month while an additional 11% participate about once a month. Adding these two figures together supplies us with a total of 23% that are involved monthly. **In turn, adding this 23% to the 48% who are involved weekly allows us to say that 71% - just over 7 in 10 - participate in creative activities at least monthly.**

44.4 Some 12% of all respondents say that they engage in activities several times a year while 5% say their involvement is limited to once a year.

44.5 Finally 11% says that they never engage in creative activities.

Question 45: Respondents' Views on Participating in Creative Activities More Frequently

45.1 Respondents were then asked: **"Would you like to take part in creative activities more often?"** Some 996 replied as per Table 6.4 below.

Table 6.4 Respondents' Views on Participating in Creative Activities More Frequently

Would you like to take part in creative activities more often?	Respondents %
Yes	38
No	31
Don't Know	31

N=996

45.2 Some **38% of all respondents would like to participate in creative activities more frequently.** By categories of respondents the following is notable:

- 48% of those aged 25-44 and 39% of those aged 45-64 would like to participate more often compared with 24% of those aged 65+;
- 48% of those living in other forms of accommodation would like to be involved more often compared with 33% of council tenants and 33% of home owners;
- 44% of those with school age children would like to participate more compared with 33% of those with no school age children;
- 39% of females would like to be involved more often compared with 29% of males.

45.3 Some **31% of all respondents say they do not want to take part in creative activities more often.** Some 46% of those aged 65+and 44% of council tenants answered this way.

45.4 A **further 31% chose** the **"don't know**" option.

Question 46: Creative Activities in which Respondents would like to Participate More Frequently

46.1 Respondents who had said they would like to be involved in creative activities more often were then asked to **"Please identify from the list at question 42 the top 5 you would like to do more frequently."** They responded as per Table 6.5 below. The Table is ordered according to the percentage selecting the various activities. Note that the percentages are calculated from the base of all respondents (i.e. 1,021 people).

Table 6.5 Creative Activities in which Respondents would like to Participate More Frequently

Activity	Percentage wishing to do more often %
Reading for pleasure (not newspapers or magazines)	25
Watching films at a cinema	19
Visiting places of historical/archaeological interest	18
Attending live music events	18
Attending plays, dramas, other theatrical performances (e.g. musicals, pantomimes)	17
Visiting museums	15
Playing a musical instrument	10
Crafts such as textiles, wood, pottery etc	9
Attending Ceilidhs	8
Going to the library	8
Visiting galleries	8
Photography as an artistic activity (not family or holiday ‘snaps’)	8
Attending opera/operetta/classical music performances	7
Attending exhibitions or collections of art, photography or sculpture	7
Singing	7
Painting, drawing, printmaking or sculpture	7
Writing (e.g. stories, books, plays, poetry, music)	7
Attending craft exhibitions	6
Participating in dance	6
Attending dance events	5
Using a computer to produce creative work of any kind	5
Joinery/woodwork	5
Attending other arts events/festivals	5
Archives or records office	4
Attending culturally specific events (Feis/MOD/Blas)	4
Attending street arts (art in everyday surroundings like parks, streets or shopping centre) or circus (not animals)	3
Design (interior/landscape/graphic)	3
Rehearsing, performing or singing in front of audience (e.g. play or choir)	3
Making films/ videos as an artistic activity (not family or holidays)	1

N=1,021

46.2 The results contained in Table 6.5 above show that there are **7 activities in which 10% or more of all respondents would like to participate more**. These are:

- **Reading for pleasure (not newspapers or magazines)** is an activity which 25% would like to do more often – ranging in the categories of respondents from 36% of council tenants to 20% of those aged 25-44;
- **Watching films at a cinema** Is an activity which 19% would like to do more often –

ranging from 25% of those aged 25-44 to 12% of people with a disability;

- **Visiting places of historical/archaeological interest** is an activity which 18% would like to do more often – ranging from 28% of those who are unemployed and 26% of those resident in the Highlands between 5 and 10 years to 13% of people with a disability;
- **Attending live music events** is an activity which 18% would like to do more often – ranging from 25% of those aged 25-44 to 10% of those aged 65+;
- **Attending plays, dramas, other theatrical performances (e.g. musicals, pantomimes)** Is an activity which 17% would like to do more often – ranging from 21% of those resident in the Highlands less than 5 year to 11% of council tenants;
- **Visiting museums** Is an activity which 15% would like to do more often – ranging from 22% of those resident in the Highlands between 5 and 10 years to 9% of council tenants;
- **Playing a musical instrument** Is an activity which 10% would like to do more often.

46.3 For the remaining 23 activities there are between 1% and 9% of all respondents who would like to engage in them more frequently. Some of these activities have a special appeal to particular categories of respondents:

- **Crafts such as textiles, wood and pottery** is an activity which 9% of all respondents would like to do more often but it has particular appeal to: people who are unemployed (22%); those aged 25-44 (17%); and females (15%);
- **Photography as an artistic activity is** something which 8% of all respondents would like to do more often but it has special appeal to: people living in the Highlands less than 5 years (14%); and people living in other forms of accommodation (13%);
- **Painting, drawing, printmaking and sculpture** is an activity which 7% of all respondents would like to do more often but it has special appeal to people living in other forms of accommodation (17%);
- **Joinery/woodwork is** an activity which 5% of all respondents would like to do more often but it has special appeal to males (11%).

Question 47: Respondents' Views as to Reasons Preventing Them Participating in Creative Activities

47.1 Respondents were then asked: **"Which of these reasons** [20 were provided], **if any, would prevent you from going or taking part in creative activities more often than you currently do?"** Respondents were invited to tick all that applied. Table 6.6 contains their answers with the table arranged according to the percentages selecting the reasons given.

Table 6.6 Respondents' Views as to Reasons Preventing Them Participating in Creative Activities

Reasons Preventing Participation in Creative Activities	Respondents %
Not enough time/ too busy with work	44
Not enough time/ too busy with home/family	41
Not enough opportunities where I live	29
Costs too much	23
Nothing – no barriers	19
Not enough opportunities at a convenient time for me	19
Family commitments/ childcare	17
Not enough information on what is available	16
Quality of opportunities where I live	13
Not enough time / too busy – other reason	12
I have no public transport access/ transport options	10
My health is not good enough	9
I don't feel confident enough	9
Can't find information on what is available	6
I am too old	6
It's not for me	6
Lack of access/facilities for disabled people	3
Don't feel comfortable in that environment	3
I wouldn't enjoy it	2
I had a bad experience the last time I went	0.6
Don't know	2

N=1,021

47.2 The **pre-eminent reasons given for being prevented from taking part in or going to creative activities have to do with lack of time/ being too busy.**

- For some **44% of all respondents the time taken by work prevents greater involvement.** This reason is supplied by 62% of those who are employed.
- For **41% the lack of time is due to home/family commitments.** This reason is given by 76% of those with school aged children compared with 28% of those without school aged children. It is also the leading reason given by the 25-44 year age group (61%).
- Some **12% say there are other reasons for their lack of time** to engage more in creative activities

47.3 Some **29% say there are not enough opportunities where they live**. This reason is given by: 37% of those aged 25-44; 36% of council tenants; and 35% of those living in other accommodation.

47.4 For **23% the barrier is that it costs too much**. This reason is advanced by 36% of council tenants; 36% of those living in other forms of accommodation; 33% of those who are unemployed; and 30% of those aged 25-44.

47.5 Some **19% say there are no barriers**. This option was selected by: 40% of those who are retired; 36% of those aged 65+; 35% of those resident in the Highland less than 5 years; and 29% of those with no school aged children. By contrast no-one unable to work selected this option. It was also chosen by only 8% of those who are unemployed, 9% of those with school aged children, and 9% of those aged 25-44. By disability there is a notable contrast – 13% of people with a disability said there were no barriers compared with 28% of those who do not have a disability.

47.6 **Not enough opportunities at a convenient time for me was** chosen by 19% of all respondents – ranging from 6% of those who are retired to 28% of those aged 25-44.

47.7 For **17% family commitments/ childcare** is a barrier. This reason is given by 41% of those who have school-aged children and 39% of those aged 25-44.

47.8 **Not enough information on what is available** is a barrier for some **16%** of all respondents. Some 26% of council tenants cite this as a barrier.

47.9 For **13% the quality of opportunities where they live** is a barrier. Some 21% of people with a disability cite this as a barrier compared with 10% of those with no disability.

47.10 Some **10%** selected **I have no public transport access/ transport options**. This is a barrier for 19% living in other types of accommodation.

47.11 Some **9% cited their health as being not good enough** as a barrier. This was selected by: 73% of people who are unable to work; 57% of people with a disability; and 20% of people aged 65+.

47.12. For **9% the issue is that they don't feel confident enough.** Some 23% of those unable to work, 22% of those aged 16-24, 15% of those living in other forms of accommodation, 14% of people who are unemployed and 13% of council tenants identify this as a barrier.

47.13 For **6% the barrier is that they are too old**. This is cited by 19% of those aged 65+, 19% of those who are disabled, 19% of council tenants and 17% of retired people.

47.14 While 3% of the total sample cite **lack of access/facilities for disabled people as a barrier**, some 15% of those with a disability say this is barrier to their further involvement in creative activities.

APPENDIX 1: RESPONDENTS' VIEWS ON EACH OF THE 46 SERVICES

We now present in more detail our findings from an analysis of the opinions of those who commented on each of the 46 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. We also highlight any notable differences in net satisfaction rates by the various categories of respondents.

We provide details of the numbers giving an opinion on each service. At times the number of responses is few and in these instances the results can only be seen as indicative.

Comparisons are often drawn with the four most recent performance surveys that have been conducted – the ones of 2011, 2012, 2013 and 2014. But please note our comments in the body of the report regarding these comparisons (see the beginning of Section C).

The order in which the services appear is based on Table 3.1 in the main body of the report. In that table the services are ranked according to the net satisfaction rate achieved in 2015. That means they appear as follows in this Appendix:

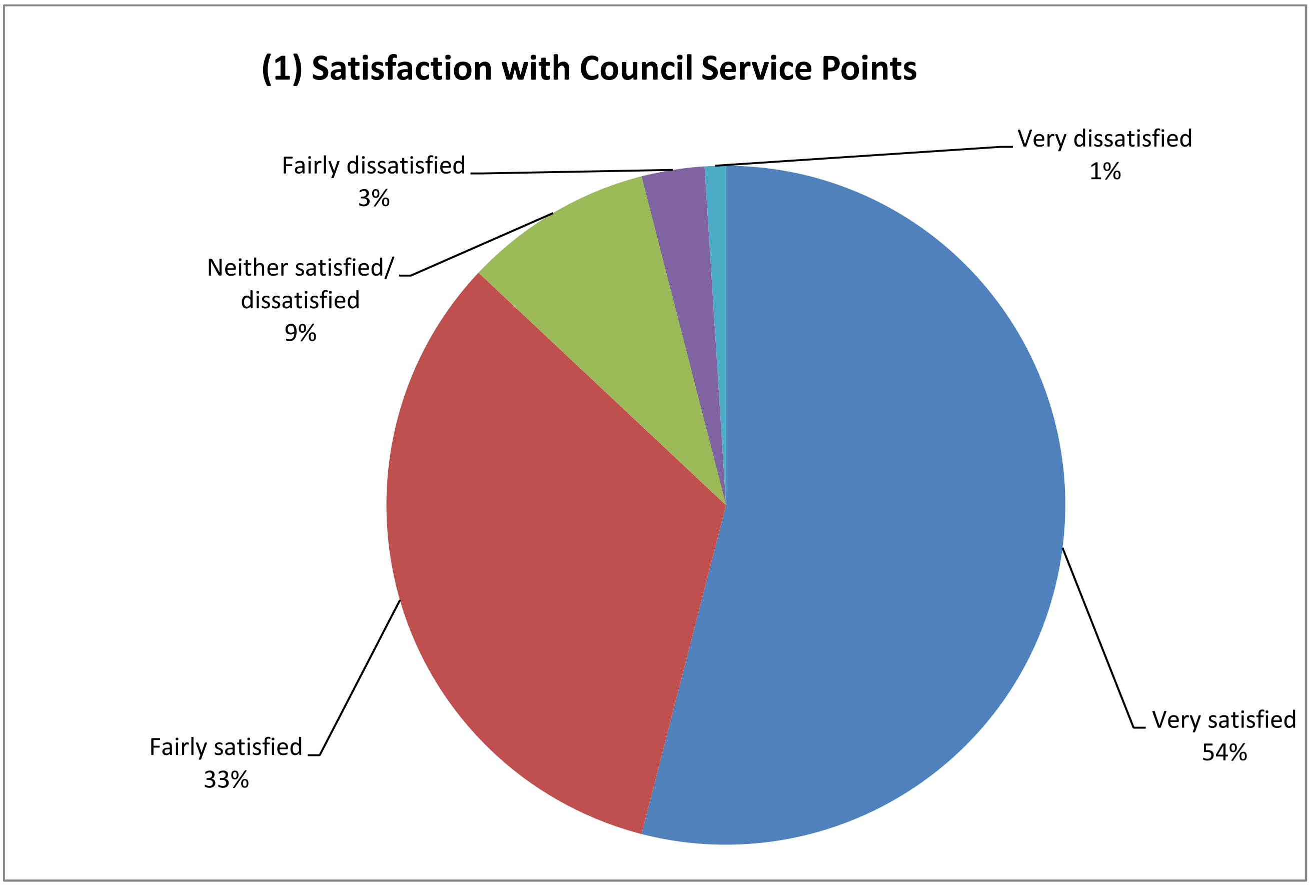
1. Council Service Points
2. Walking routes e.g. Great Glen Way
3. Payment of Council Tax
4. Refuse/bin collection
5. Public Parks and other open spaces
6. Libraries
7. Recycling facilities
8. Primary education
9. Other sports facilities
10. Registrars for Births, Deaths & Marriages
11. Swimming pools
12. Countryside ranger service
13. Museums
14. Street lighting
15. Burials and cremations
16. Secondary education
17. School meals
18. Council Service Centre
19. Pre-school services
20. School Transport
21. Environmental Health Service
22. Cycling paths
23. Street cleaning
24. Community Learning/ Adult Education
25. Public conveniences
26. Services to protect children from harm
27. Trading Standards
28. Dealing with flooding
29. Economic development / business support

30. Services to protect adults at risk from harm
31. Advice on Benefits
32. Community Occupational Therapy
33. Breakfast and After School Clubs
34. Planning applications and building warrants
35. Gaelic Primary education
36. Housing information and advice
37. Gaelic Pre-school services
38. Planning for future land use (Local Plan)
39. Pavement maintenance
40. Gaelic community learning/adult education
41. Gaelic Secondary education
42. Care at home services
43. Residential homes for disabled/elderly people
44. Services to reduce offending
45. Winter road maintenance
46. Road repairs and pot holes

Appendix 1: (1) Council Service Points

Some 39% of the total sample (395 people) answered this part of the question and of them:

- 54% are "very satisfied"
- 33% are "fairly satisfied"
- 9% are "neither satisfied/ dissatisfied"
- 3% are "fairly dissatisfied"
- 1% are "very dissatisfied"



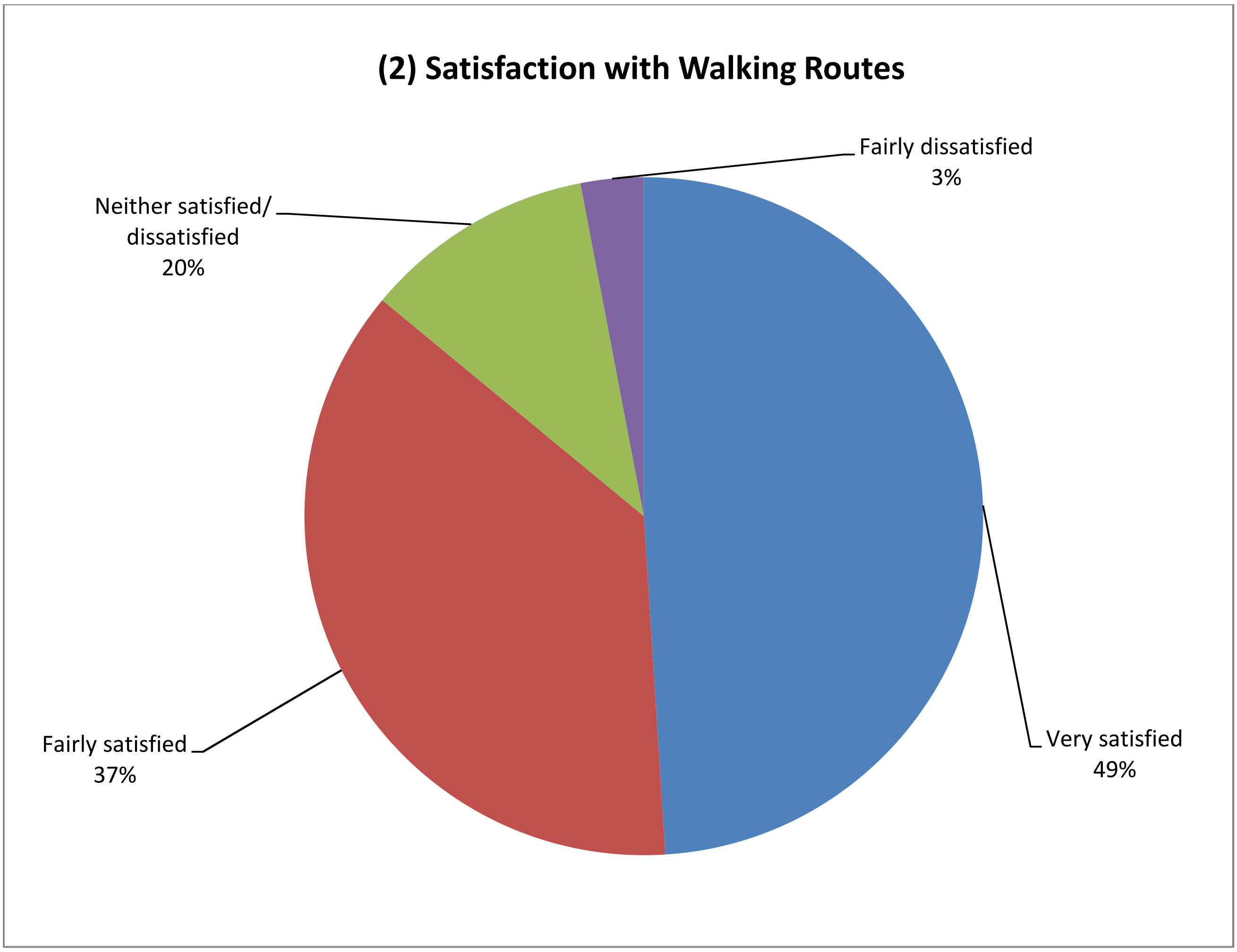
These figures give a net satisfaction rate of 83% up notably on last year's return and equalling the high point of 2011 (73% in 2014; 79% in 2013; 74% in 2012; 83% in 2011).

The highest net satisfaction rating of 90% is found amongst people who are retired and the lowest is found amongst people who are disabled (69%).

Appendix 1: (2) Walking Routes

Of the entire sample 34% (346 people) answered this part of the question and gave their views on this service as follows:

- 49% are “very satisfied”
- 37% are “fairly satisfied”
- 11% are “neither satisfied/dissatisfied”
- 3% are “fairly dissatisfied”
- 0% are “very dissatisfied”

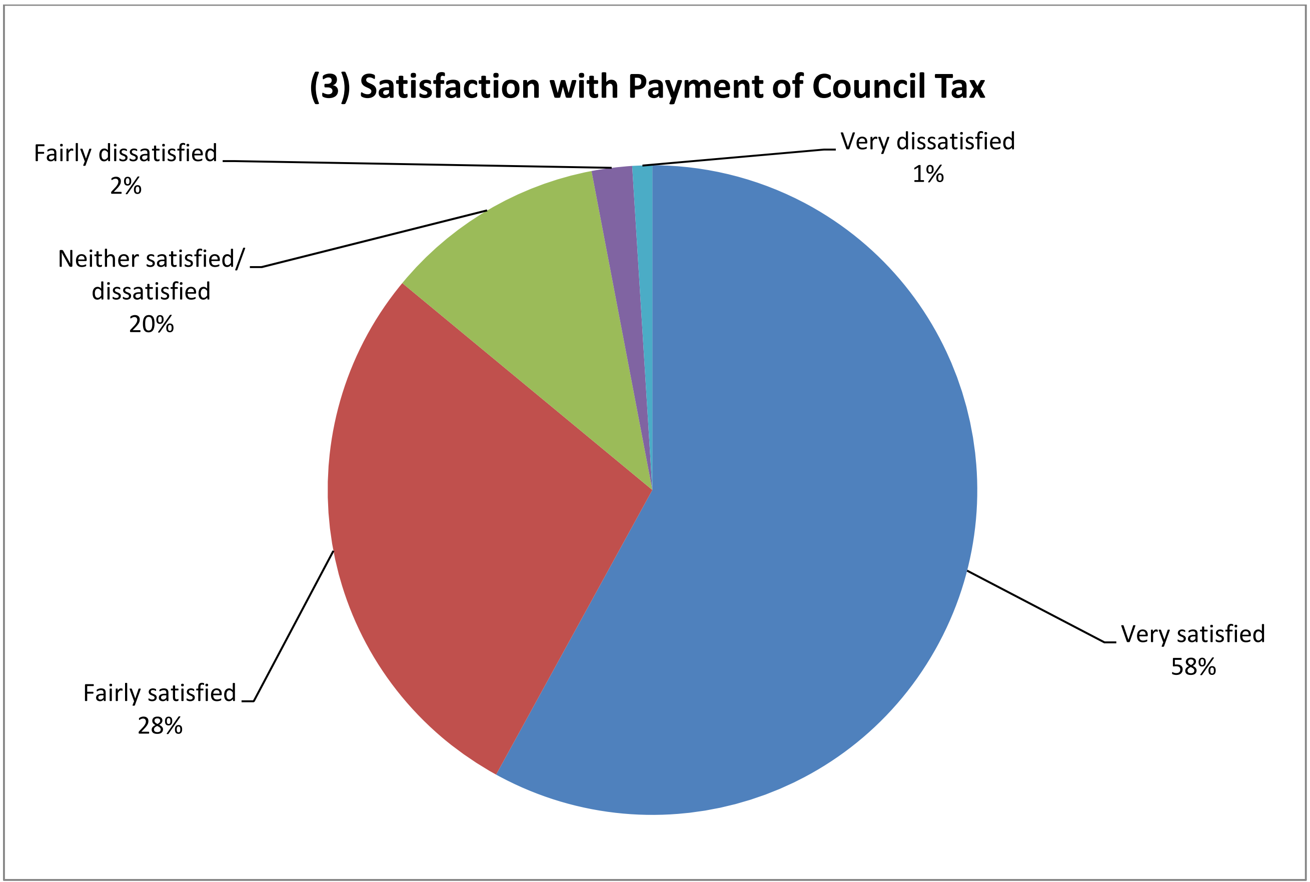


These figures supply a net satisfaction rate of 83% (84% in 2014 and 2013; 80% in 2012; 83% in 2011).

Appendix 1: (3) Payment of Council Tax

Some 66% of the total sample (670 people) answered this part of the question and of them:

- 58% are “very satisfied”
- 28% are “fairly satisfied”
- 11% are “neither satisfied/dissatisfied”
- 2% are “fairly dissatisfied”
- 1% are “very dissatisfied”



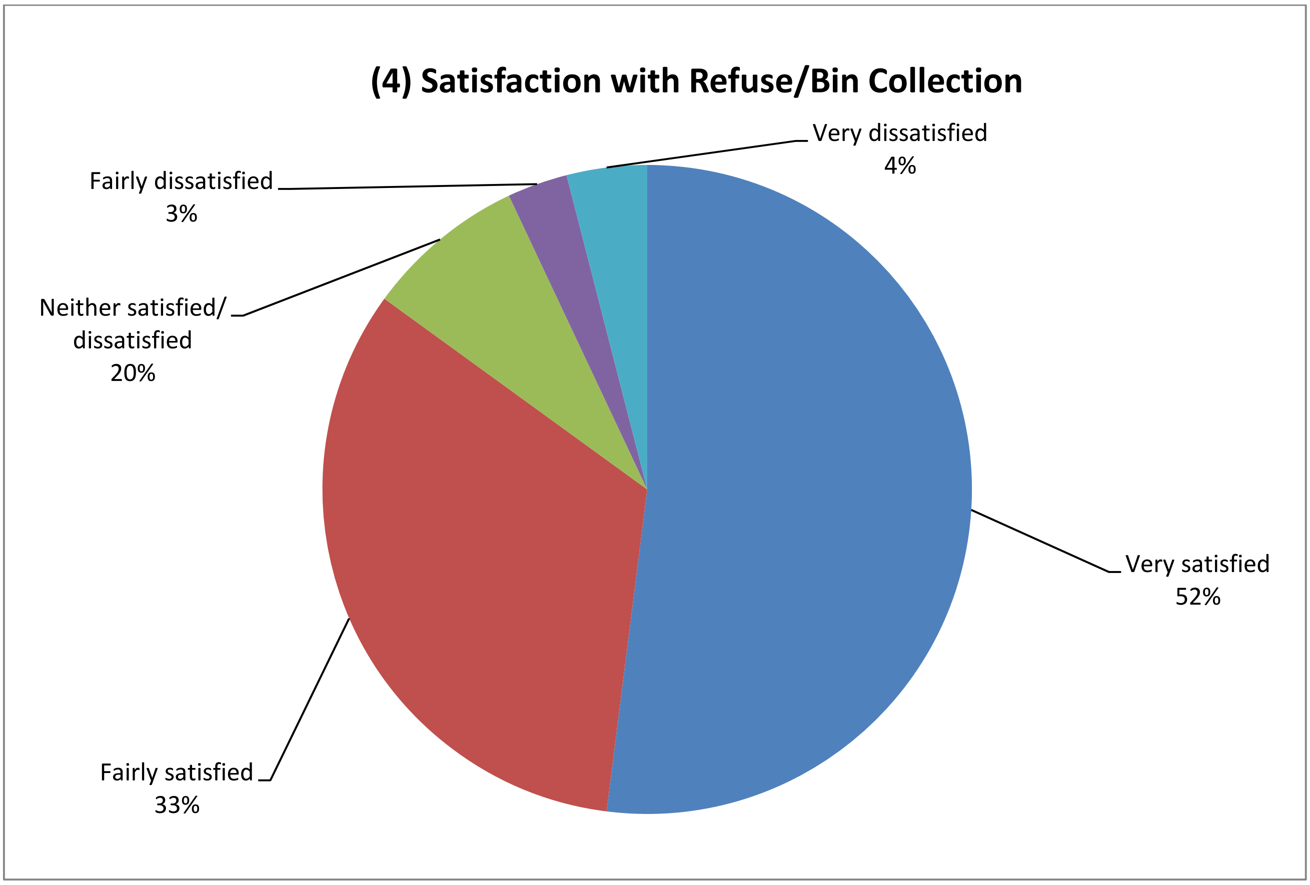
These figures result in a net satisfaction rate of 83% (81% in 2014; 87% in 2013; 82% in both 2012 and 2011).

The highest net rating comes from respondents who do not have school aged children (86%).

Appendix 1: (4) Refuse/Bin Collection

Of the entire sample 92% (942 people) answered this part of the question and gave their views as follows on refuse/bin collection:

- 52% are “very satisfied”
- 33% are “fairly satisfied”
- 8% are “neither satisfied/dissatisfied”
- 3% are “fairly dissatisfied”
- 4% are “very dissatisfied”



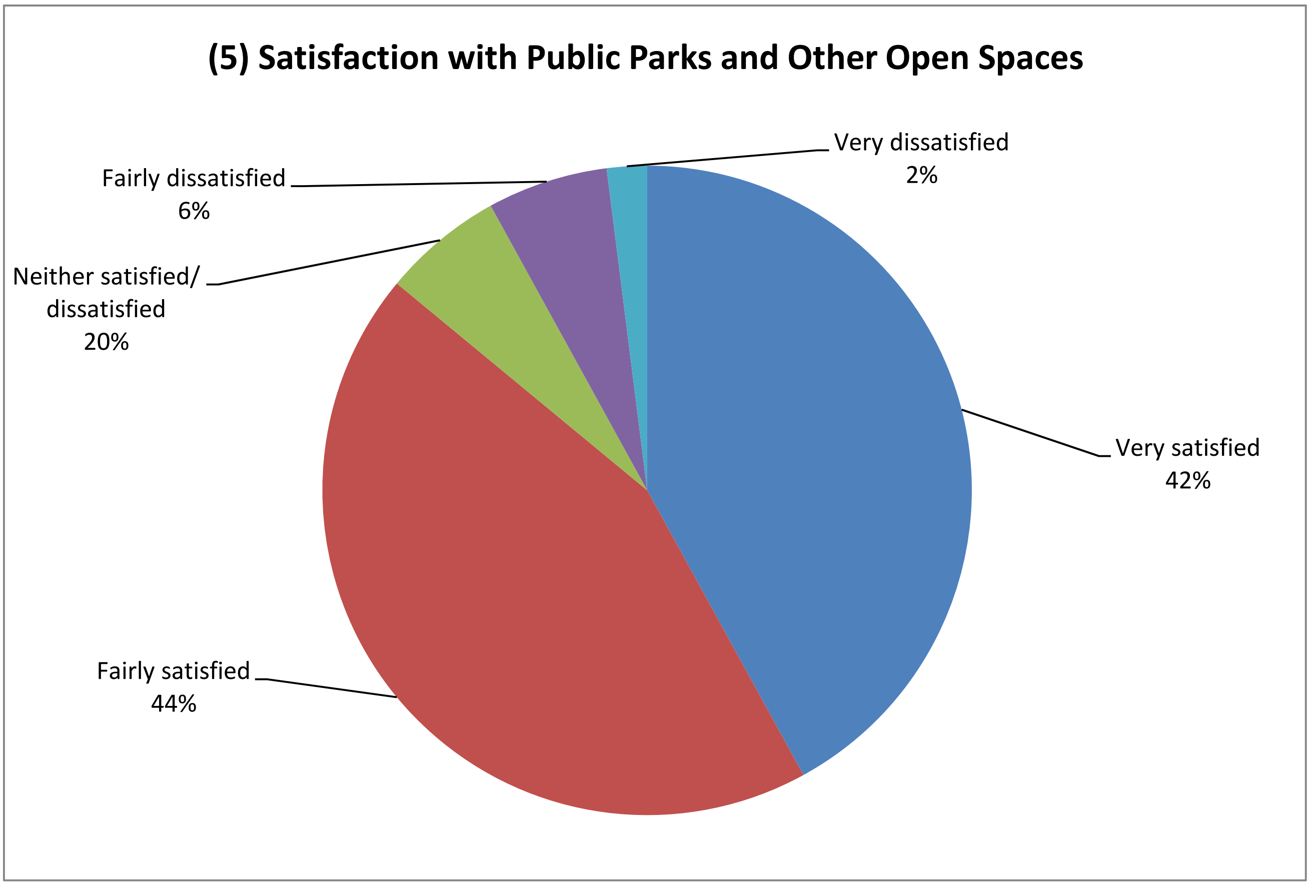
These figures result in a net satisfaction rate of 78% (75% in 2014; 78% in 2013; 72% in 2012; 73% in 2011).

The highest ratings are found amongst people who are: resident in the Highlands less than 5 years (90%); council tenants (90%); aged 65+ (88%).

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

Of the entire sample 67% (686 people) answered this part of the question and gave their views on this service as follows:

- 42% are “very satisfied”
- 44% are “fairly satisfied”
- 6% are “neither satisfied/dissatisfied”
- 6% are “fairly dissatisfied”
- 2% are “very dissatisfied”



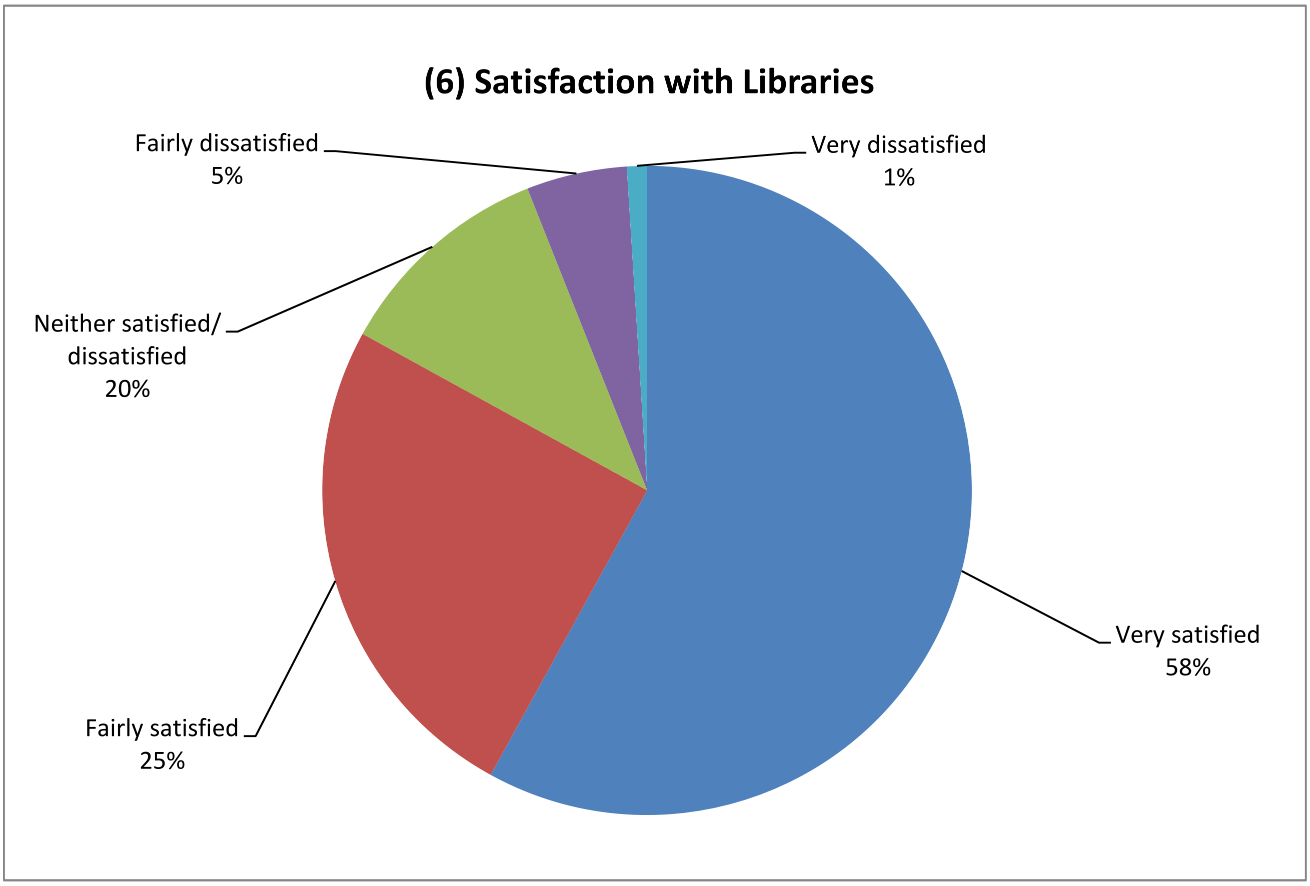
These figures supply a net satisfaction rate of 78% (80% in 2014; 76% in 2013; 73% in 2012; 81% in 2011).

The highest net satisfaction rates are found amongst people who are: council tenants (90%); resident in the Highlands less than 5 years (88%); aged 65+ (88%).

Appendix 1: (6) Libraries

Of the entire sample 52% (535 people) answered this part of the question and gave their views on this service as follows:

- 58% are “very satisfied”
- 25% are “fairly satisfied”
- 11% are “neither satisfied/dissatisfied”
- 5% are “fairly dissatisfied”
- 1% are “very dissatisfied”



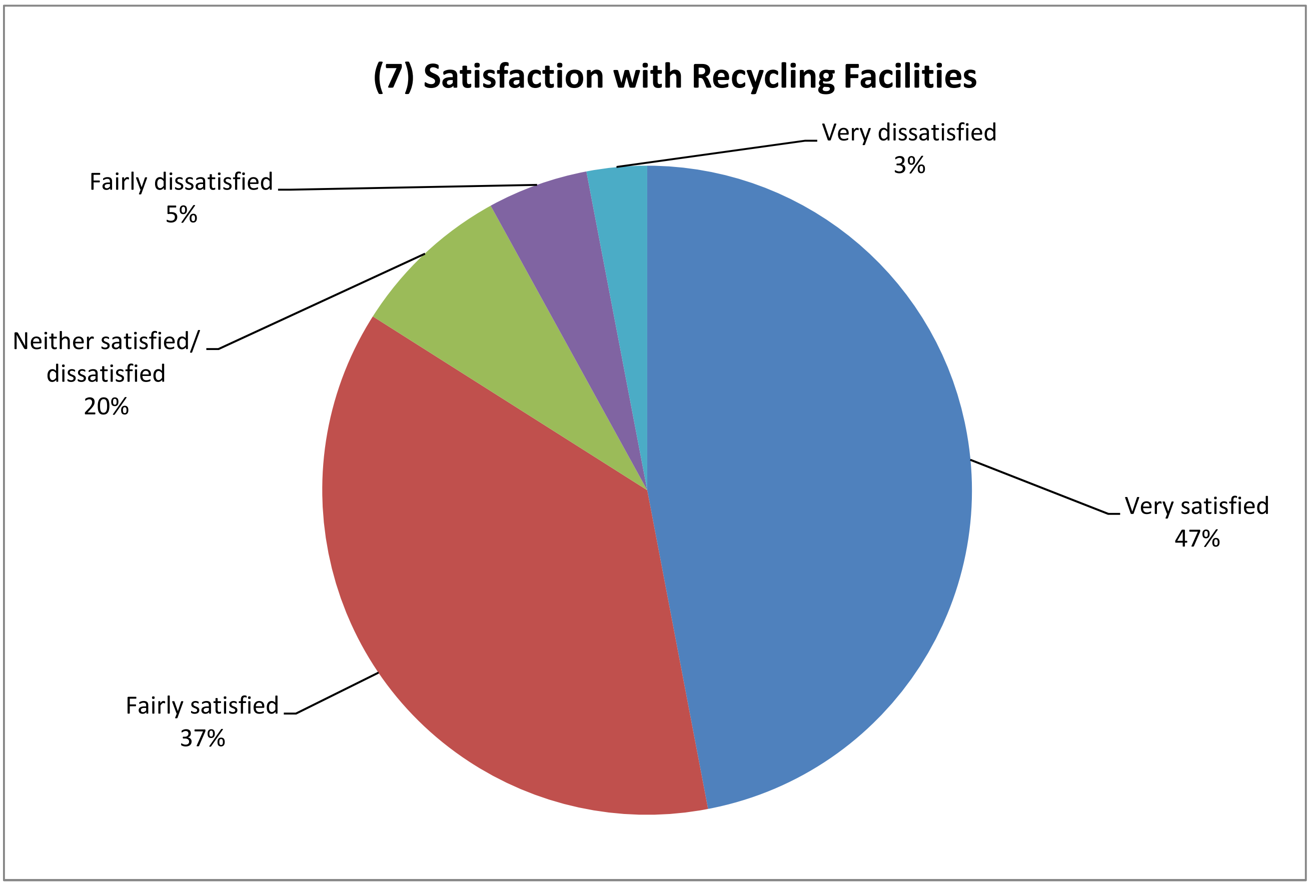
These figures result in a net satisfaction rate of 77% which is down on the results of recent surveys (84% in both 2014 and 2013; 81% in 2012; 89% in 2011).

The highest net ratings by category are found amongst people who are: council tenants (95%); aged 65 + (93%); retired (90%); resident in the Highlands less than 5 years (88%).

Appendix 1: (7) Recycling Facilities

Of the entire sample 89% (1,019 people) answered this part of the question and gave their views on this service as follows:

- 47% are “very satisfied”
- 37% are “fairly satisfied”
- 8% are “neither satisfied/dissatisfied”
- 5% are “fairly dissatisfied”
- 3% are “very dissatisfied”

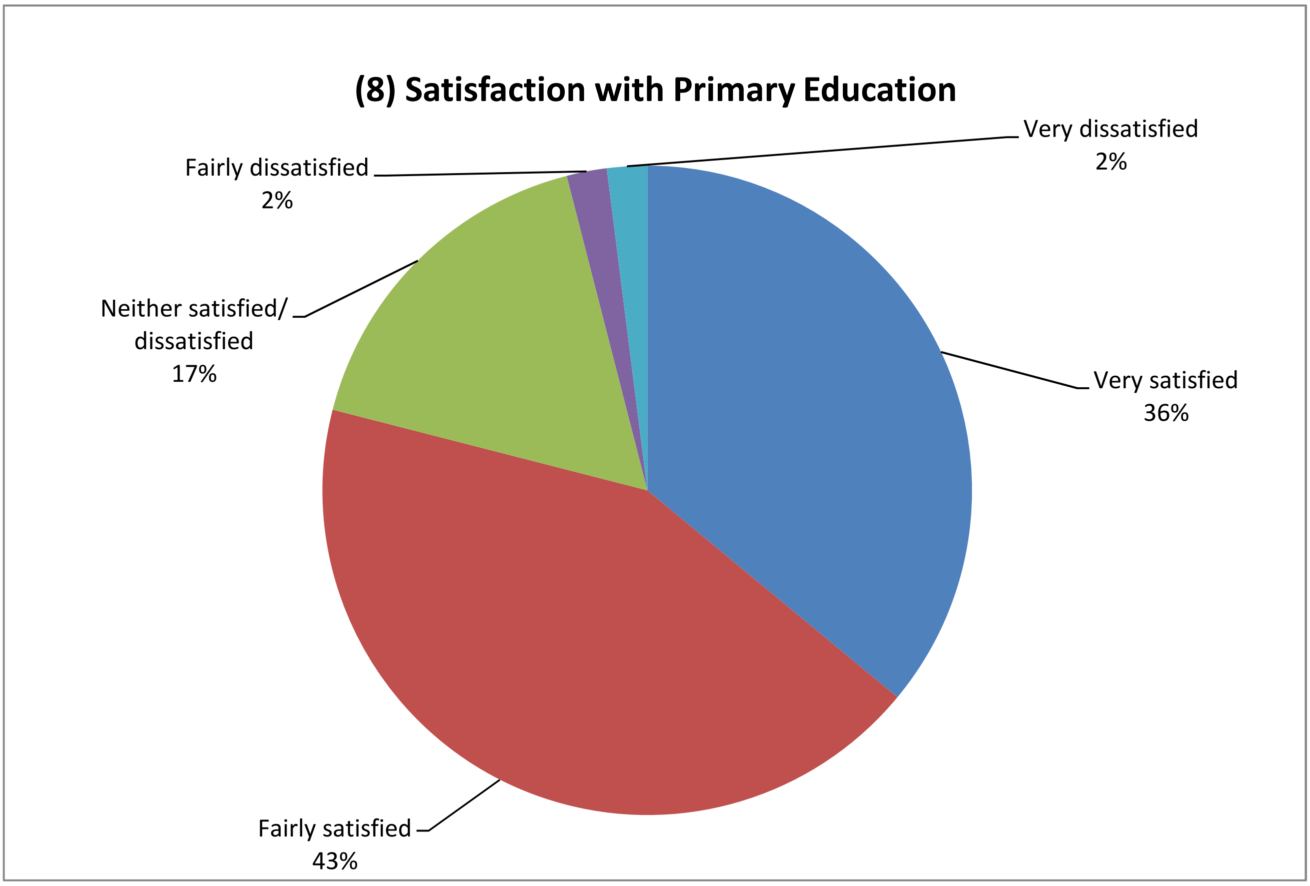


These figures result in a net satisfaction rate of 76% which equals 2014’s high point (75% in 2013; 72% in 2012; 66% in 2011).

Appendix 1: (8) Primary Education

Of the entire sample 21% (210 people) answered this part of the question and gave their views on this service as follows:

- 36% are “very satisfied”
- 43% are “fairly satisfied”
- 17% are “neither satisfied/dissatisfied”
- 2% are “fairly dissatisfied”
- 2% are “very dissatisfied”



These figures result in a net satisfaction rate of 75% - the highest rate recorded in recent years (68% in 2014; 59% in 2013; 65% in 2012; 64% in 2011).

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

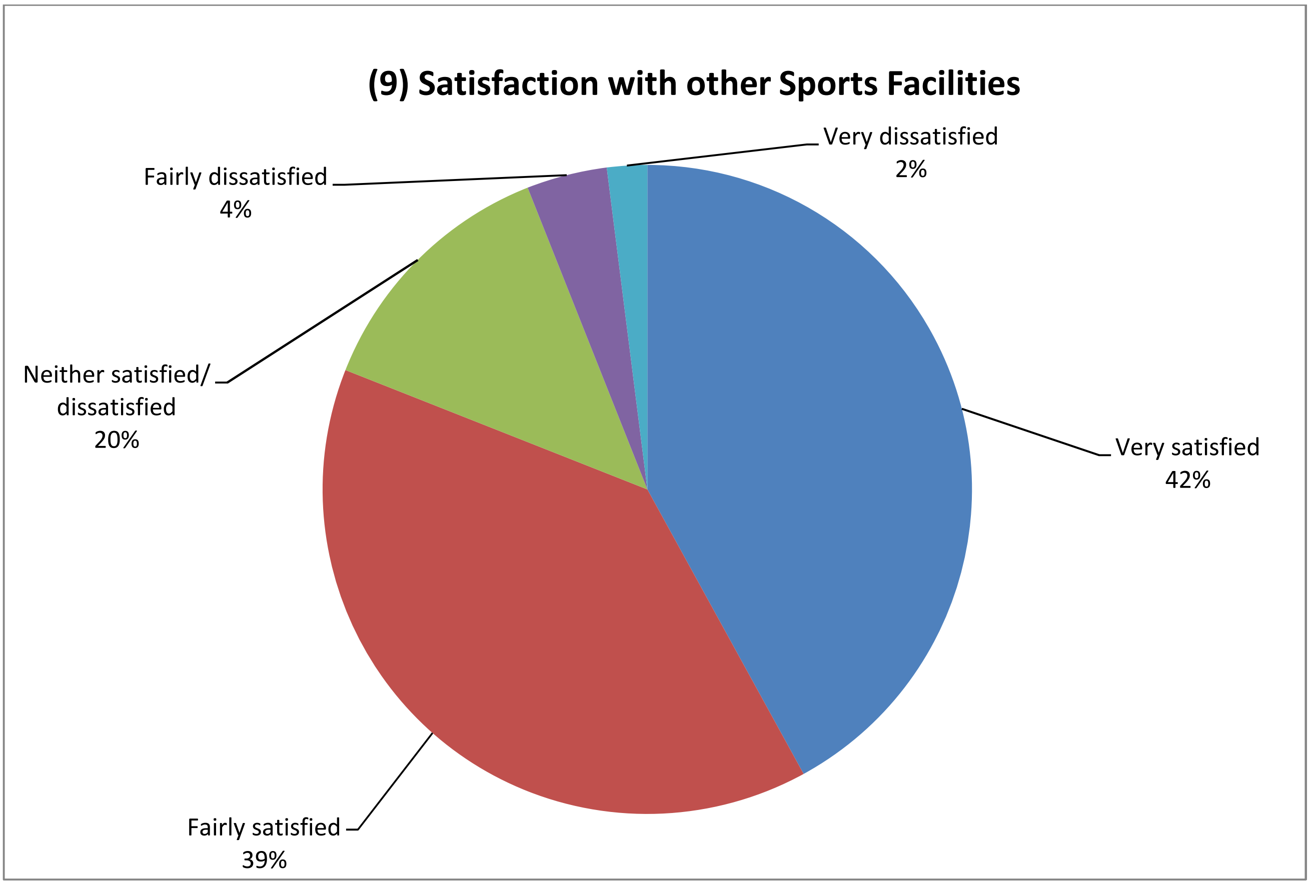
- 49% are “very satisfied”
- 36% are “fairly satisfied”
- 10% are “neither satisfied/dissatisfied”
- 2% are “fairly dissatisfied”
- 3% are “very dissatisfied”

The figures above produce a net satisfaction rate of 80%.

Appendix 1: (9) Other Sports Facilities

Of the entire sample 29% (299 people) answered this part of the question and gave their views on this service as follows:

- 42% are "very satisfied"
- 39% are "fairly satisfied"
- 13% are "neither satisfied/dissatisfied"
- 4% are "fairly dissatisfied"
- 2% are "very dissatisfied"

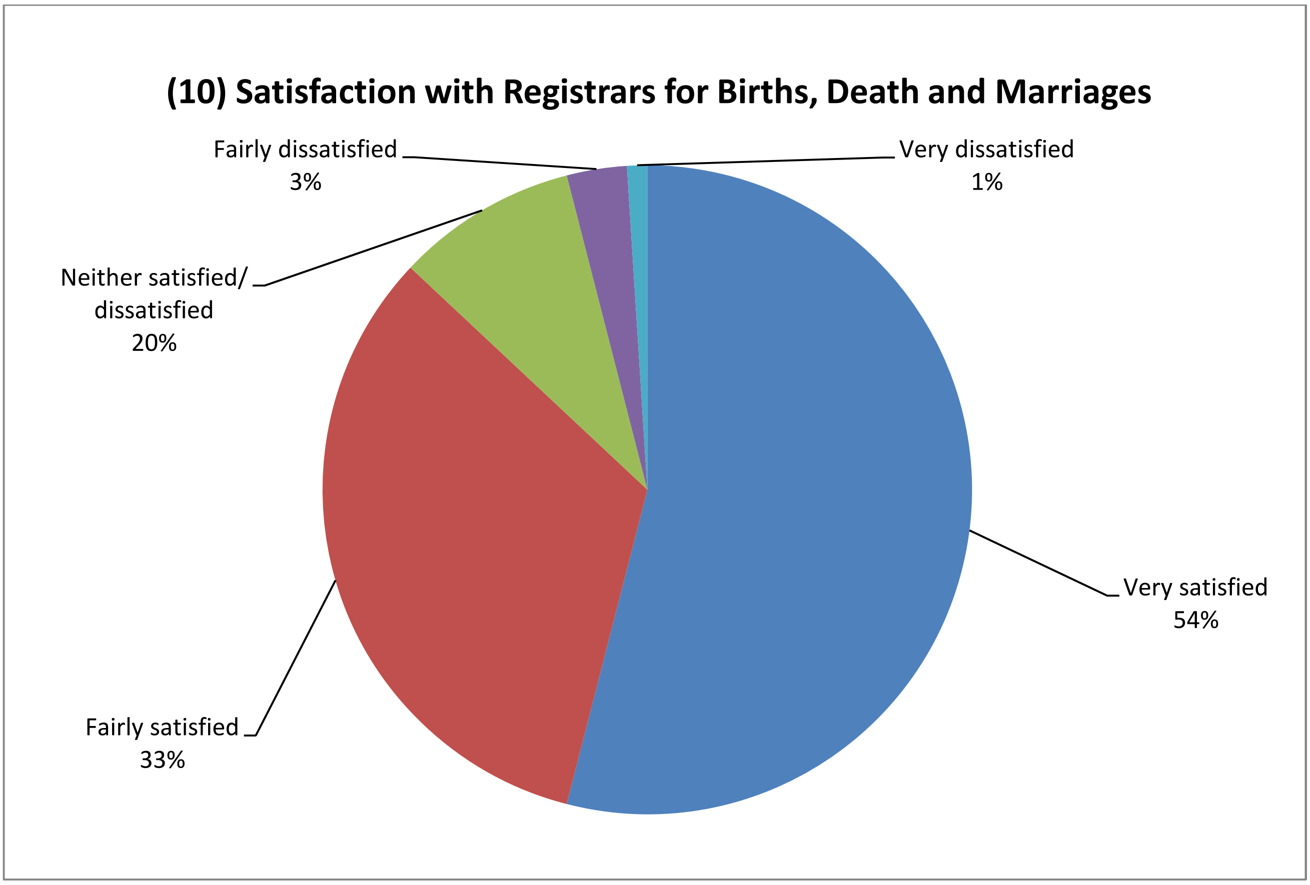


These figures supply a net satisfaction rate of 75% - the highest figure in recent surveys (70% in 2014; 62% in 2013; 69% in 2012; 72% in 2011).

Appendix 1: (10) Registrars for Births, Deaths and Marriages

Of the entire sample 23% (234 people) answered this part of the question and gave their views on this service as follows:

- 58% are "very satisfied"
- 18% are "fairly satisfied"
- 22% are "neither satisfied/dissatisfied"
- 1% are "fairly dissatisfied"
- 1% are "very dissatisfied"



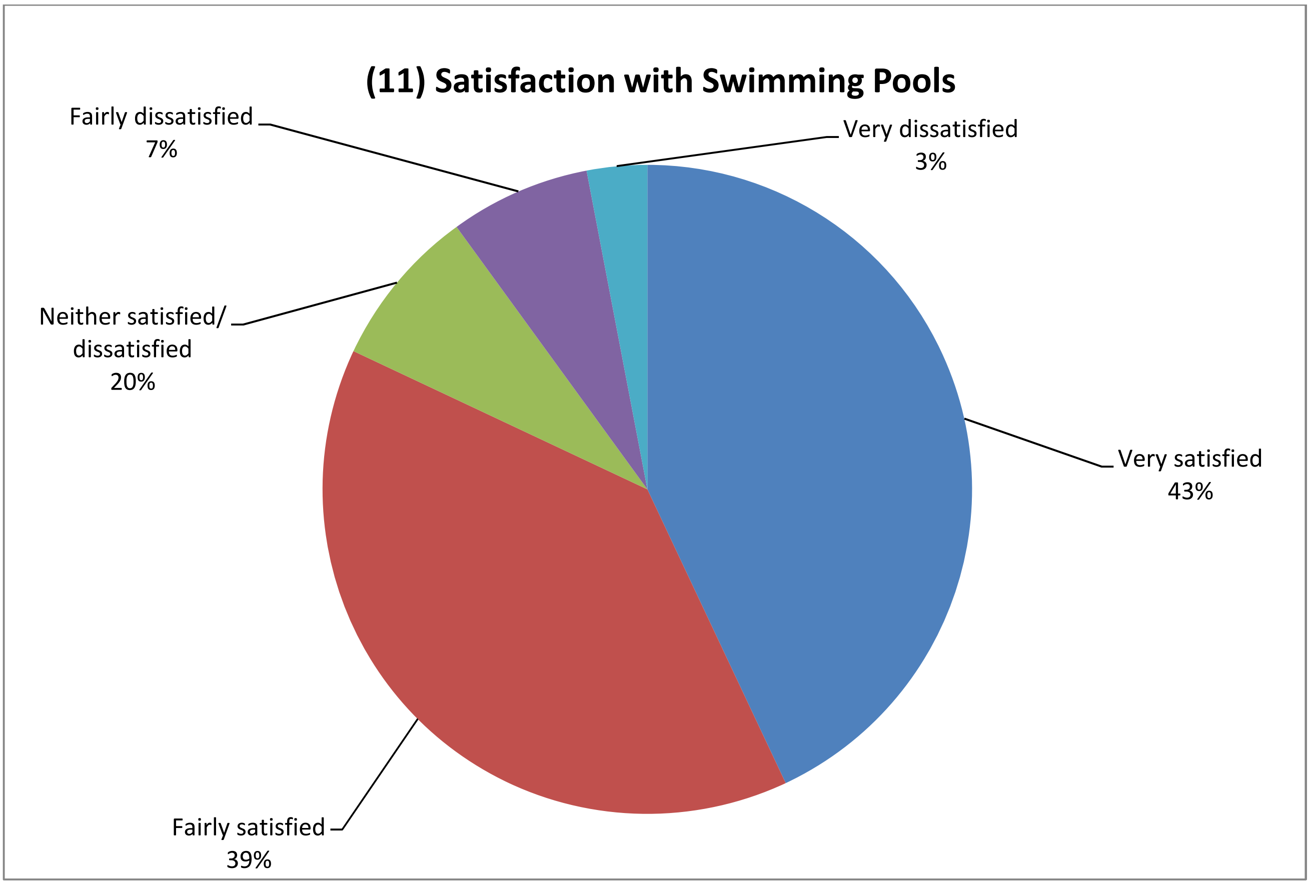
These figures result in a net satisfaction rate of 74% (73% in 2014; 67% in 2013; 73% in 2012 80% in 2011).

The net satisfaction rate amongst females in 83% compared with a rate of 68% amongst males.

Appendix 1: (11) Swimming Pools

Of the entire sample 38% (389 people) answered this part of the question and gave their views on this service as follows:

- 43% are “very satisfied”
- 39% are “fairly satisfied”
- 8% are “neither satisfied/dissatisfied”
- 7% are “fairly dissatisfied”
- 3% are “very dissatisfied”



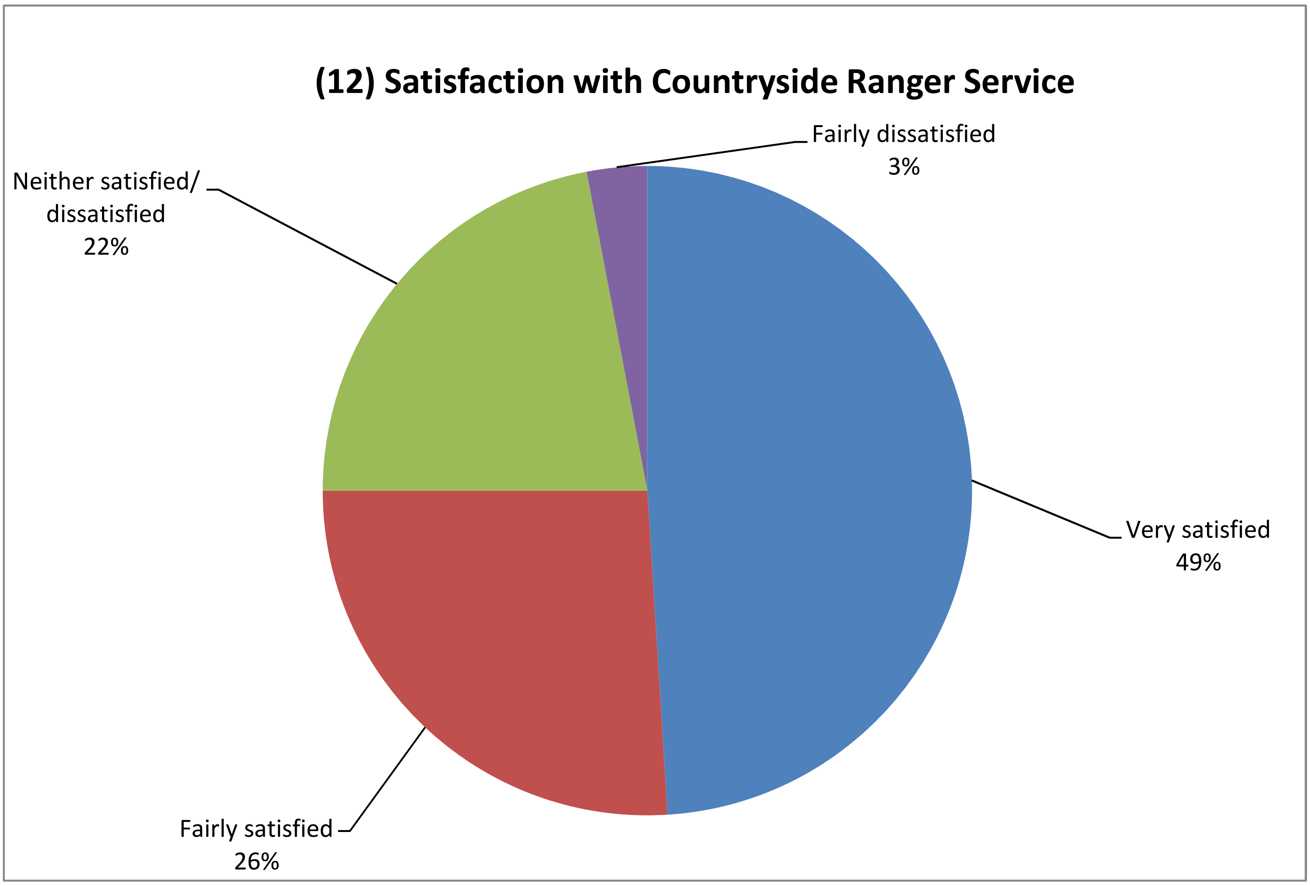
These figures result in the highest net satisfaction rate yet recorded for this service of 72% (71% in 2014; 65% in 2013; 64% in 2012; 62% in 2011).

Over half of the respondents who are aged 65+ (57%), retired (also 57%) and disabled (52%) say they are “very satisfied” with this service.

Appendix 1: (12) Countryside Ranger Service

Of the entire sample 18% (184 people) answered this part of the question and gave their views on this service as follows:

- 49% are "very satisfied"
- 26% are "fairly satisfied"
- 22% are "neither satisfied/dissatisfied"
- 3% are "fairly dissatisfied"
- 0% are "very dissatisfied"

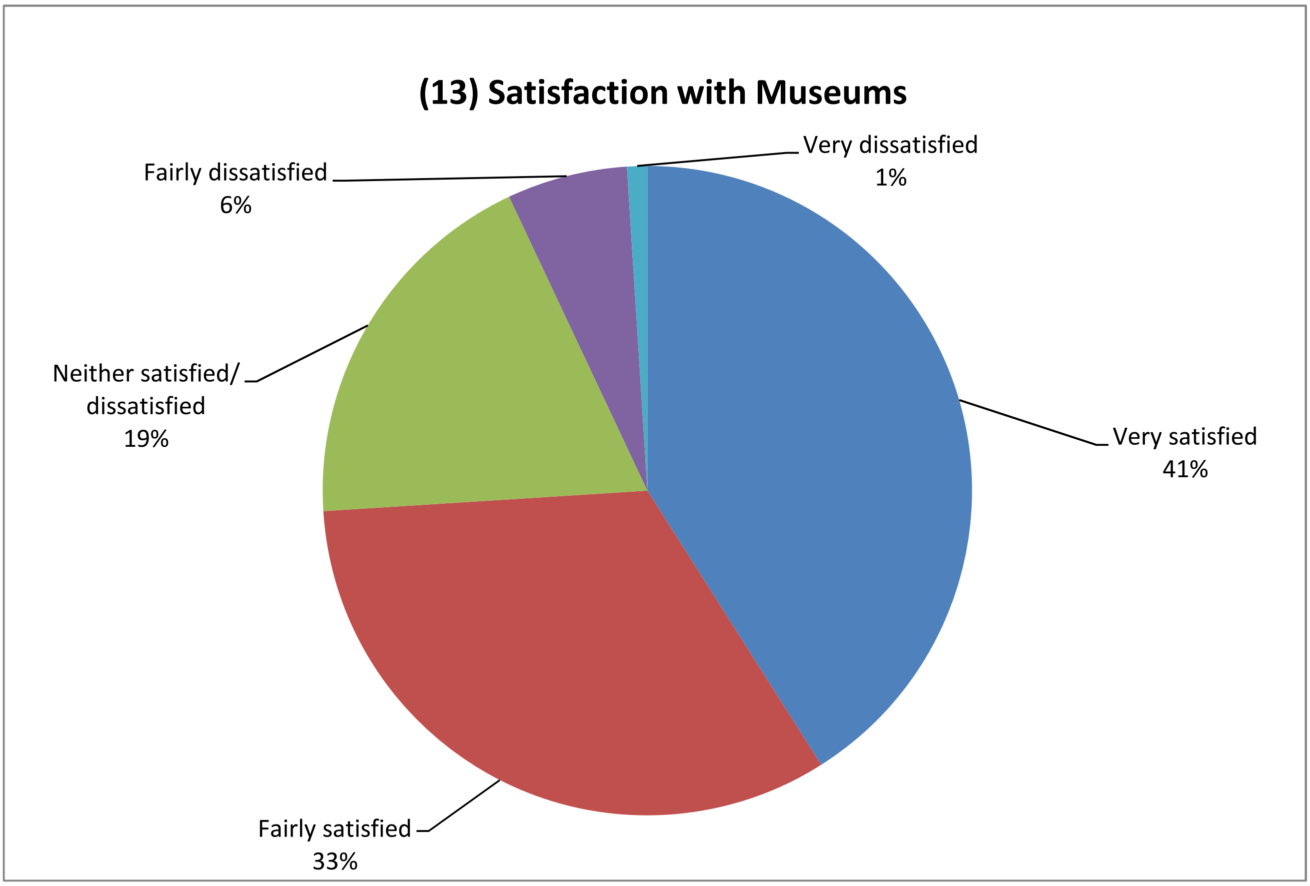


These figures give a net satisfaction rate of 72% which is at its highest level when compared with the returns of recent years (69% in 2014 and 2013; 67% in 2012; 71% in 2011).

Appendix 1: (13) Museums

Of the entire sample 34% (352 people) answered this part of the question and gave their views on this service as follows:

- 41% are "very satisfied"
- 33% are "fairly satisfied"
- 19% are "neither satisfied/dissatisfied"
- 6% are "fairly dissatisfied"
- 1% are "very dissatisfied"



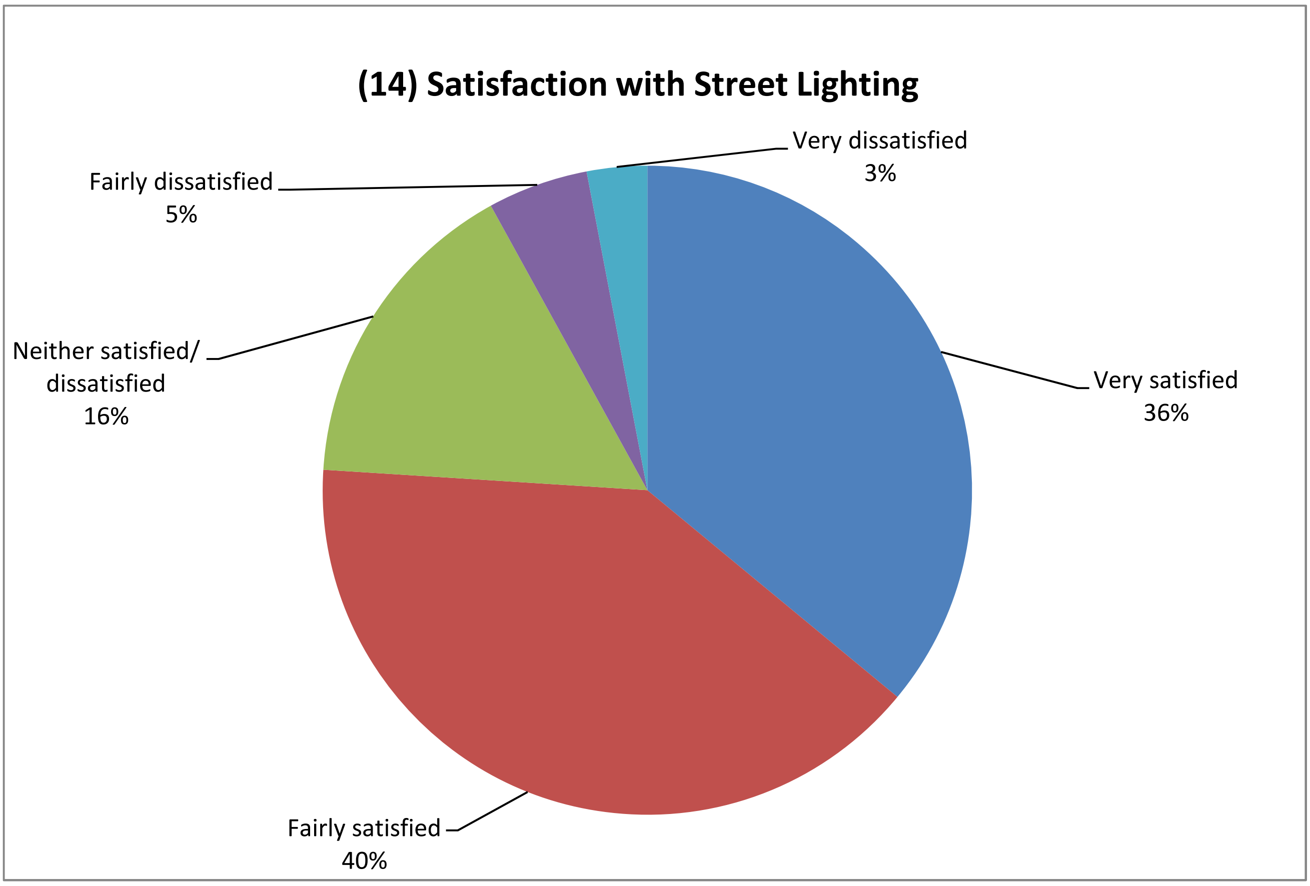
These figures supply a net satisfaction rate of 67% (64% in 2014; 74% in 2013; 64% in 2012; 79% in 2011).

People aged 65+ returned a net satisfaction rate of 89% which is notably higher than the 67% rate for the whole sample.

Appendix 1: (14) Street Lighting

Of the entire sample 78% (793 people) answered this part of the question and gave their verdicts on street lighting as follows:

- 36% are “very satisfied”
- 40% are “fairly satisfied”
- 16% are “neither satisfied/dissatisfied”
- 5% are “fairly dissatisfied”
- 3% are “very dissatisfied”

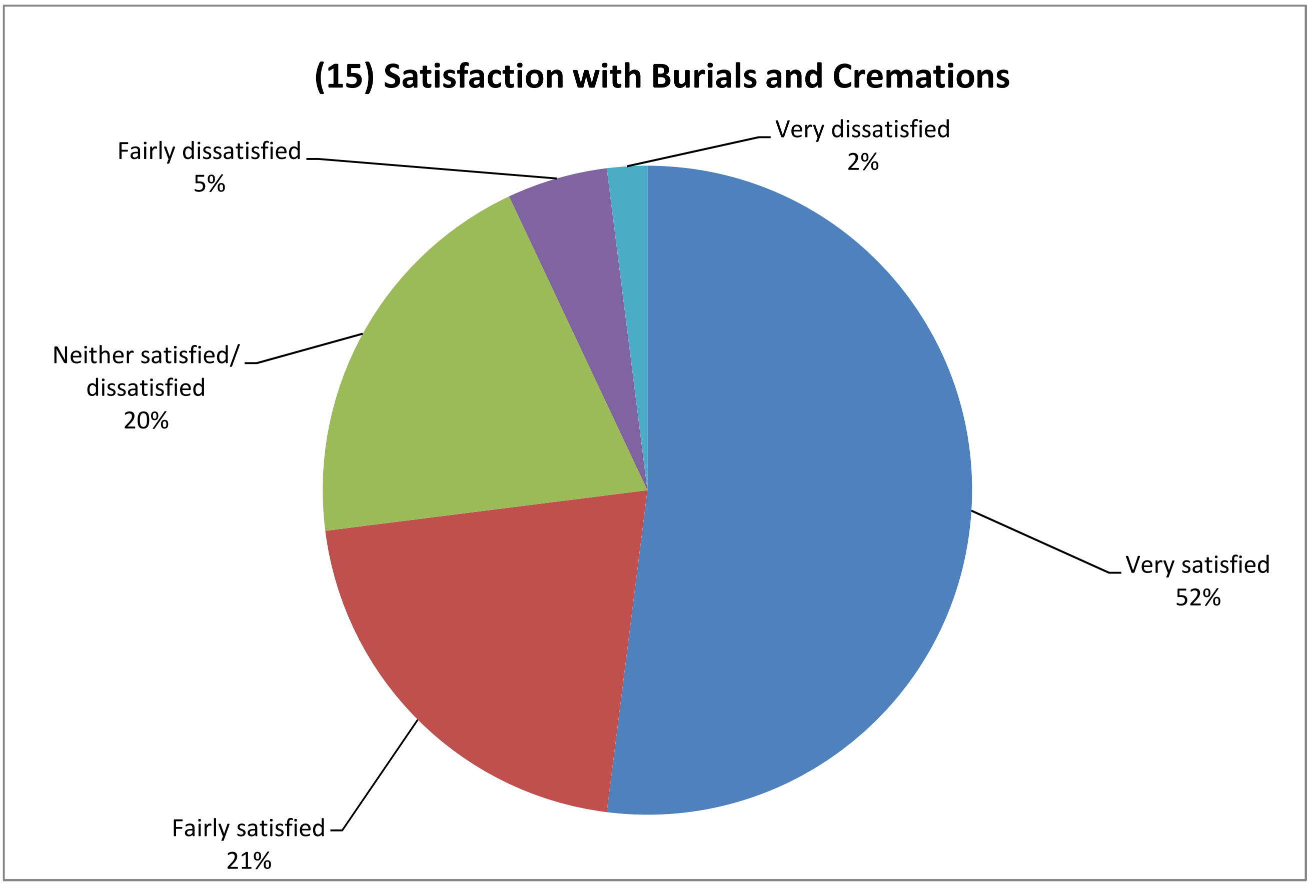


These figures give a net satisfaction rate of 68% (67% in 2014 and 2013; 64% in 2012; 69% in 2011).

Appendix 1: (15) Burials and Cremations

Of the entire sample 20% (200 people) answered this part of the question and gave their views on this service as follows:

- 52% are "very satisfied"
- 21% are "fairly satisfied"
- 20% are "neither satisfied/dissatisfied"
- 5% are "fairly dissatisfied"
- 2% are "very dissatisfied"



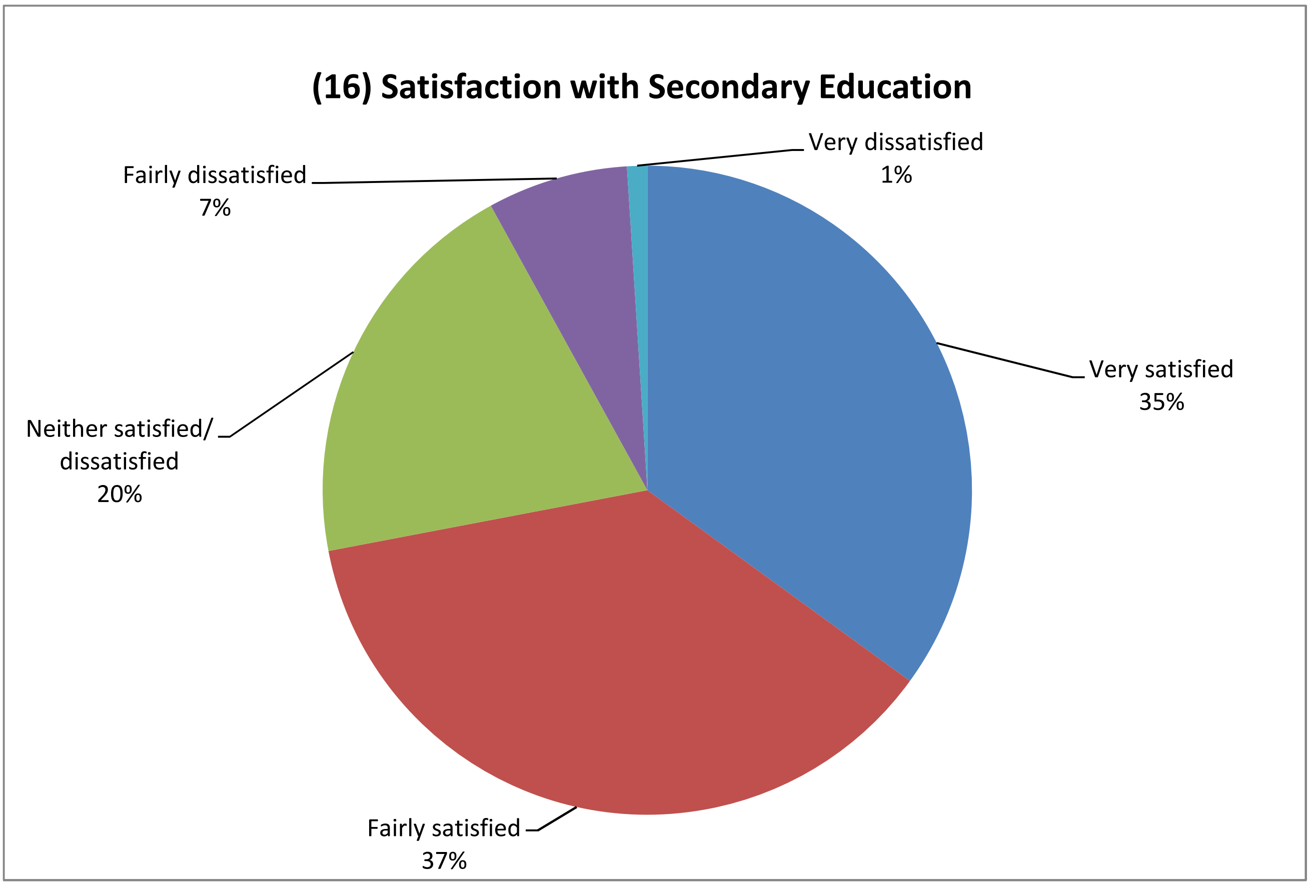
These figures result in a net satisfaction rate of 66% (63% in 2014; 61% in 2013; 68% in 2012 and 2011).

The highest net satisfaction rating is supplied by people aged 65+ (77%).

Appendix 1: (16) Secondary Education

Of the entire sample 20% (201 people) answered this part of the question and gave their views on this service as follows:

- 35% are “very satisfied”
- 37% are “fairly satisfied”
- 20% are “neither satisfied/dissatisfied”
- 7% are “fairly dissatisfied”
- 1% are “very dissatisfied”



These figures result in a net satisfaction rate of 64% which is higher than that recorded in recent surveys (61% in 2014; 60% in 2013; 57% in 2012; 63% in 2011).

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

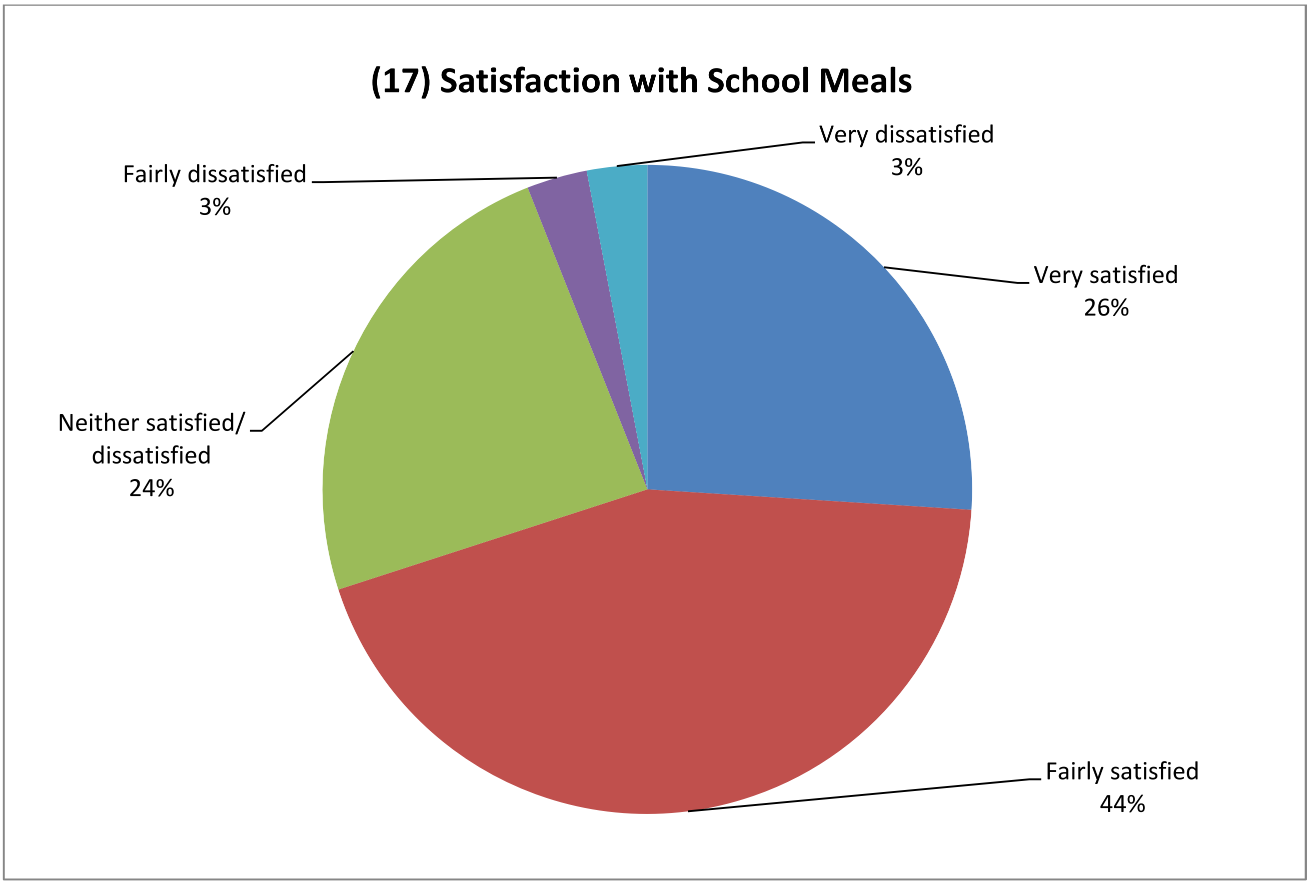
- 40% are “very satisfied”
- 39% are “fairly satisfied”
- 7% are “neither satisfied/ dissatisfied”
- 12% are “fairly dissatisfied”
- 2% are “very dissatisfied”

These figures mean that for those with school aged children the net satisfaction rating is 64%.

Appendix 1: (17) School Meals

Of the entire sample 20% (201 people) answered this part of the question and gave their views on school meals as follows:

- 26% are "very satisfied"
- 44% are "fairly satisfied"
- 24% are "neither satisfied/dissatisfied"
- 3% are "fairly dissatisfied"
- 3% are "very dissatisfied"



These figures result in a net satisfaction rate of 64% which is higher than at any time in the last 5 years (57% in 2014; 54% in 2013; 45% in 2012; 60% in 2011).

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

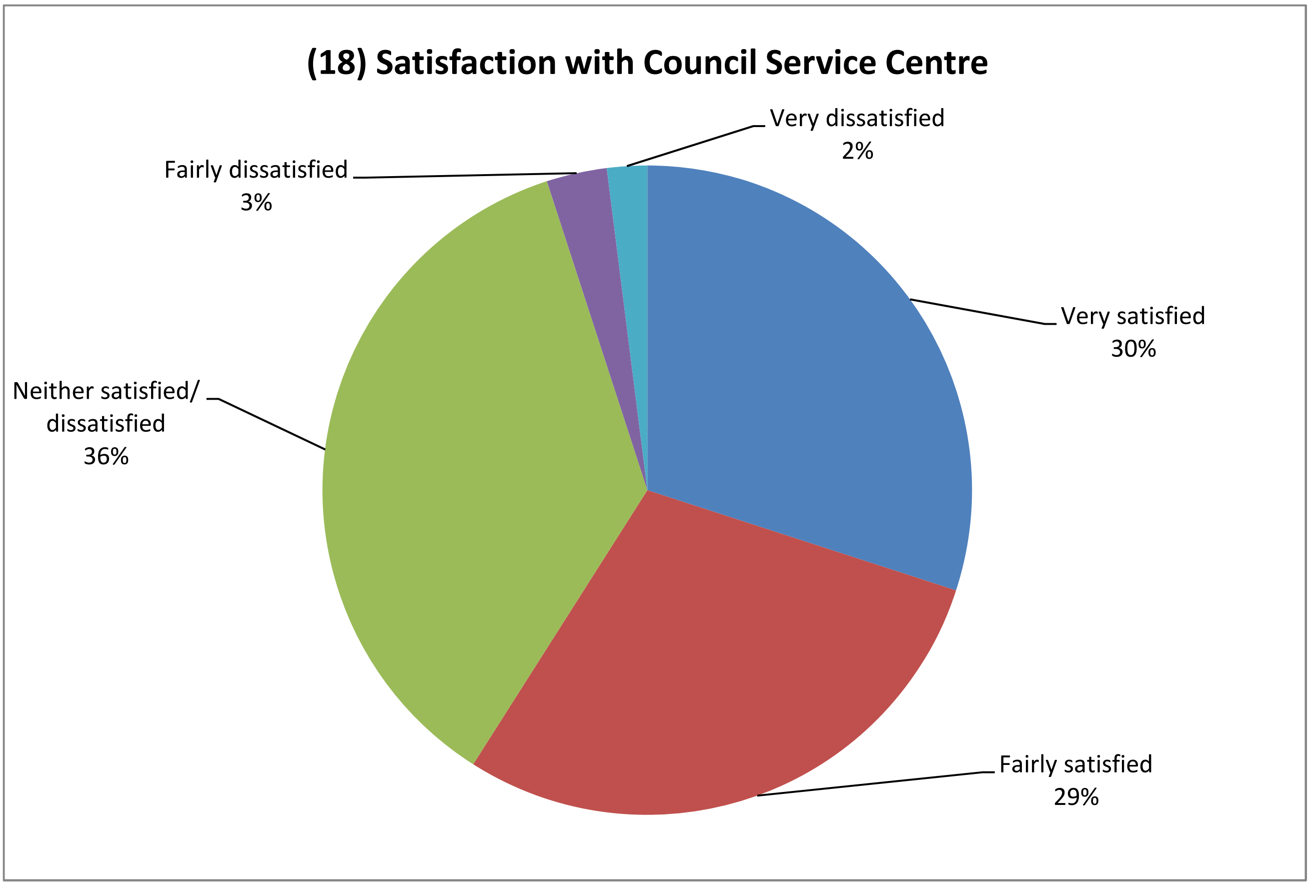
- 39% are "very satisfied"
- 42% are "fairly satisfied"
- 10% are "neither satisfied/dissatisfied"
- 6% are "fairly dissatisfied"
- 3% are "very dissatisfied"

This gives a net satisfaction rating of 72%.

Appendix 1: (18) Council Service Centre

Of the entire sample 24% (243 people) responded to this part of the question and gave the following opinions on the service:

- 30% are "very satisfied"
- 29% are "fairly satisfied"
- 36% are "neither satisfied/dissatisfied"
- 3% are "fairly dissatisfied"
- 2% are "very dissatisfied"



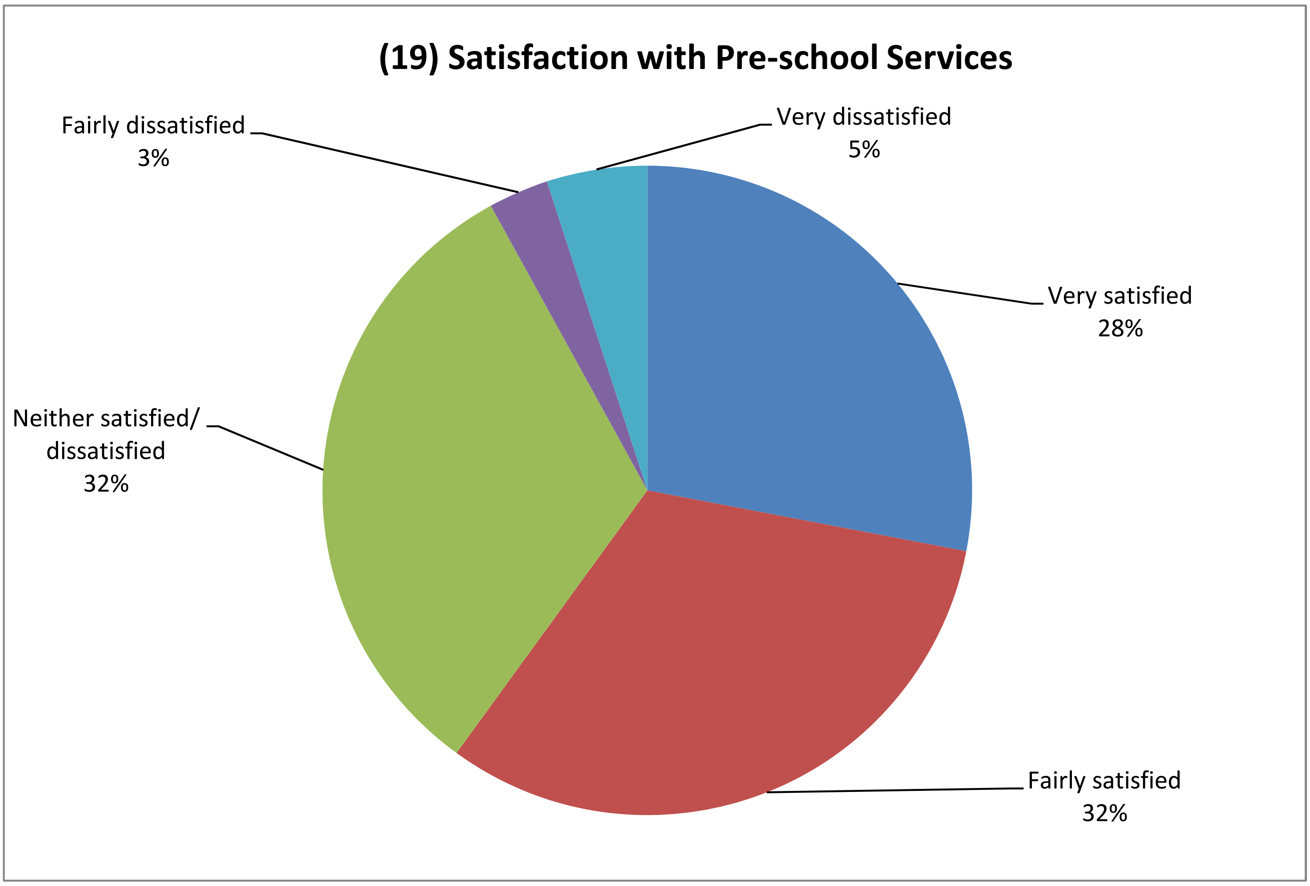
These figures result in a net satisfaction rate of 53% compared with 58% in 2014 - the first year this question had been asked.

By age group net satisfaction rates are at their highest amongst people aged 65+ (67%) followed by those who are retired (65%) and those who have lived in the Highlands between 5 and 10 years (61%).

Appendix 1: (19) Pre-school Services

Of the entire sample 13% (131 people) answered this part of the question and gave their views on this service as follows:

- 28% are “very satisfied”
- 32% are “fairly satisfied”
- 32% are “neither satisfied/dissatisfied”
- 3% are “fairly dissatisfied”
- 5% are “very dissatisfied”



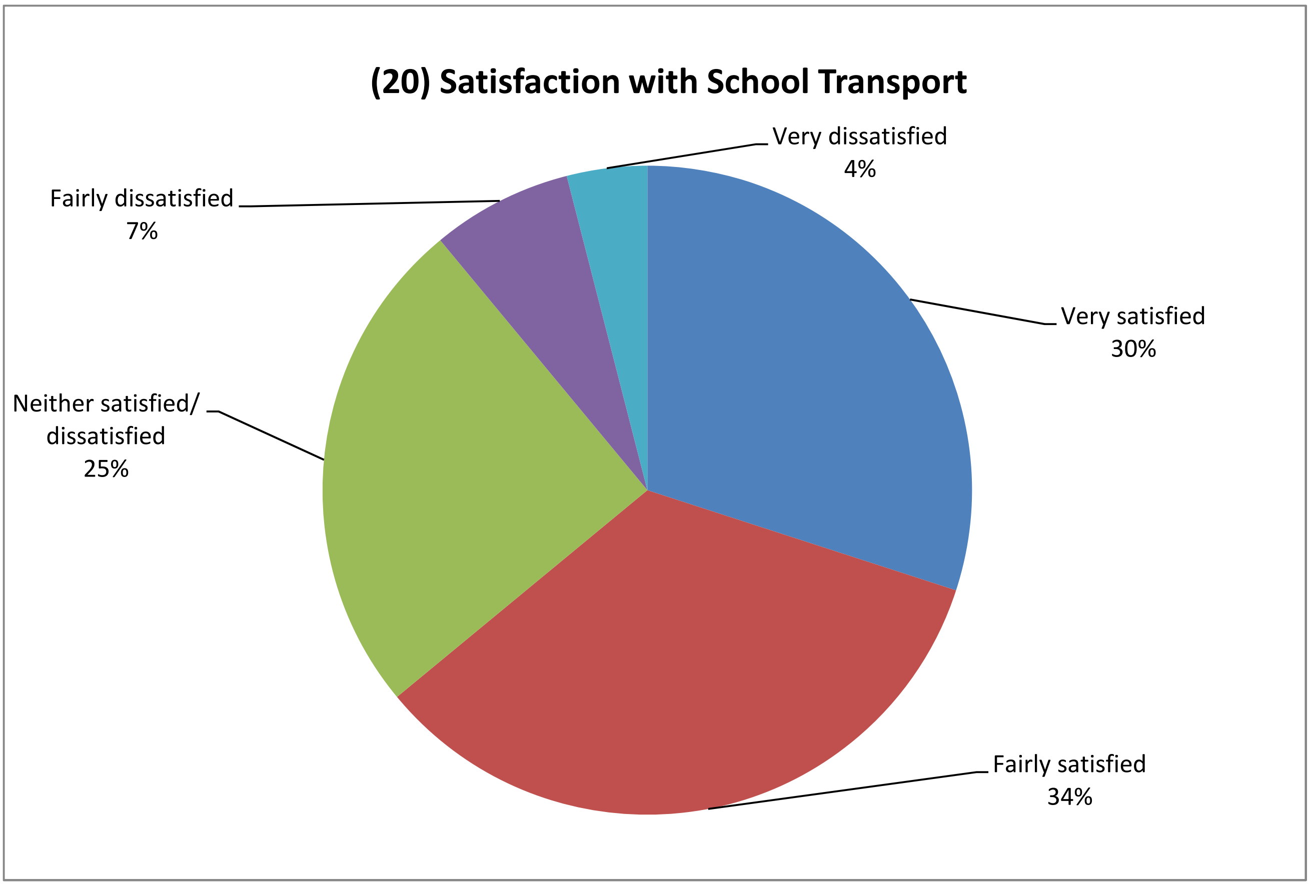
These figures result in a net satisfaction rate of 52% (54% in 2014; 58% in 2013; 62% in 2012; 65% in 2011).

Those who have school aged children give a net satisfaction rating of 71% - as compared to the 49% rating given by those who do not have school aged children.

Appendix 1: (20) School Transport

Of the entire sample 16% (160 people) answered this part of the question and gave their views on this service as follows:

- 30% are “very satisfied”
- 34% are “fairly satisfied”
- 25% are “neither satisfied/dissatisfied”
- 7% are “fairly dissatisfied”
- 4% are “very dissatisfied”



These figures result in a net satisfaction rate of 53% (54% in 2014; 41% in 2013; 33% in 2012; 45% in 2011; 51% in 2010).

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

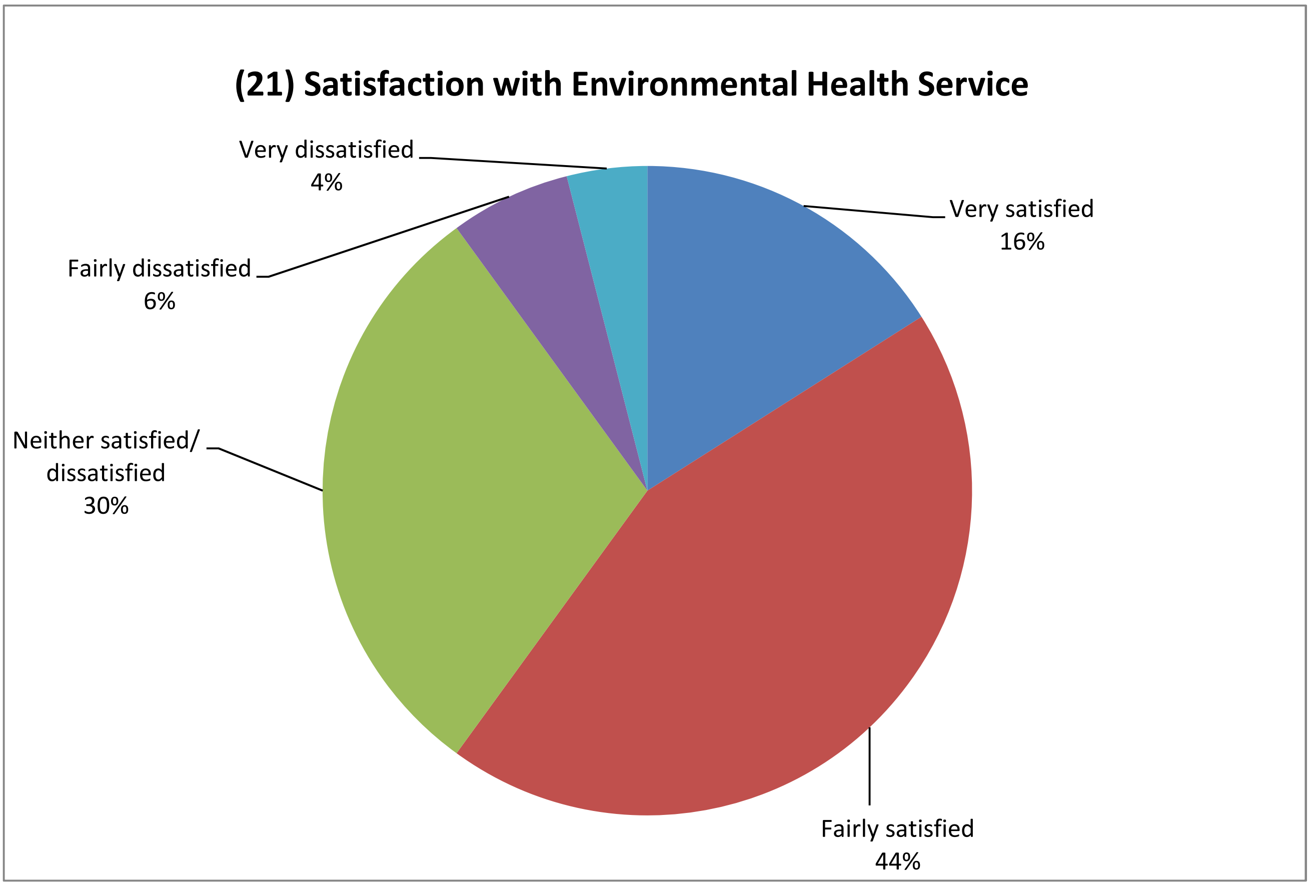
- 45% are “very satisfied”
- 24% are “fairly satisfied”
- 19% are “neither satisfied/dissatisfied”
- 9% are “fairly dissatisfied”
- 3% are “very dissatisfied”

The figures above produce a net satisfaction rating of 57%.

Appendix 1: (21) Environmental Health Service

Of the entire sample 20% (208 people) answered this part of the question and gave their views on this service as follows:

- 16% are “very satisfied”
- 44% are “fairly satisfied”
- 30% are “neither satisfied/dissatisfied”
- 6% are “fairly dissatisfied”
- 4% are “very dissatisfied”

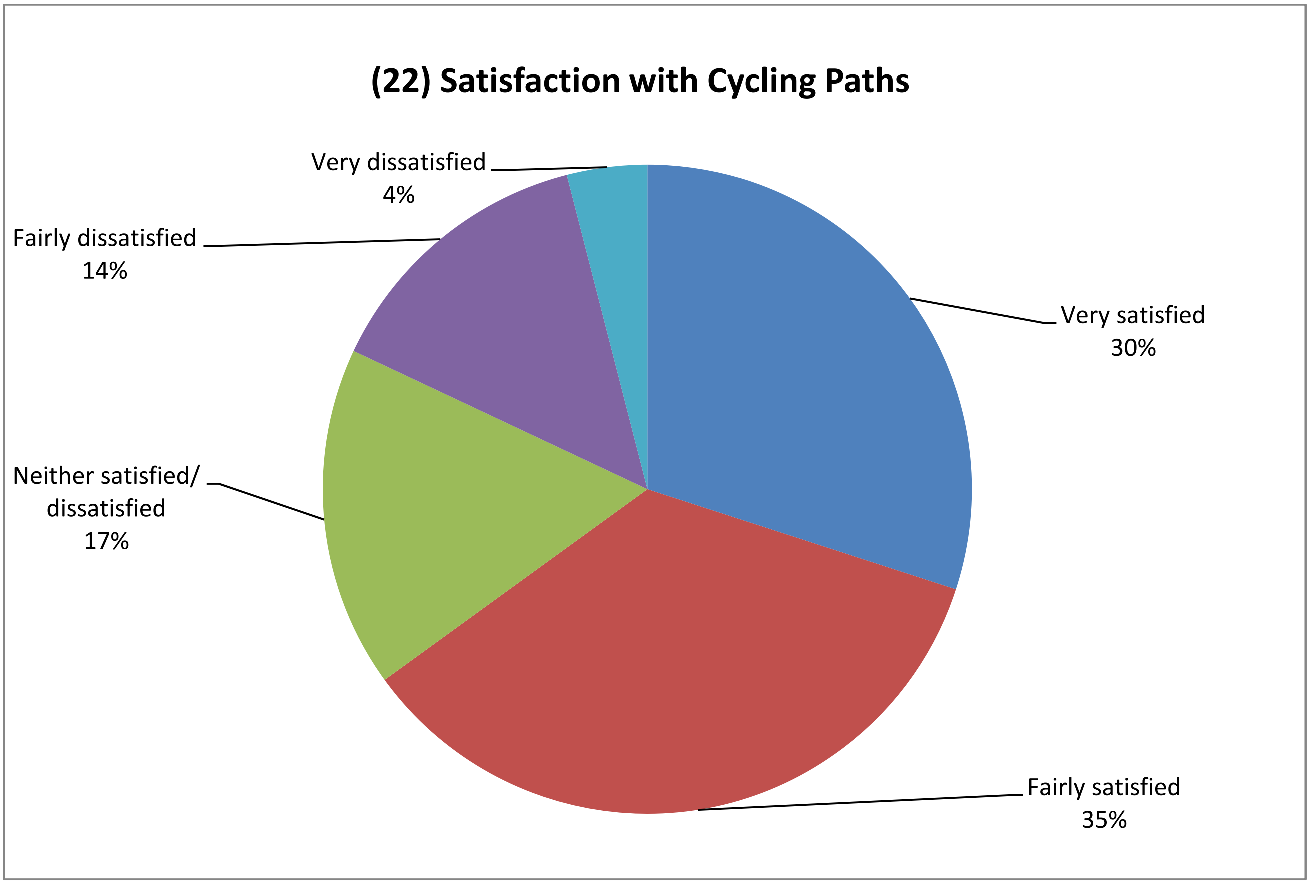


These figures give a net satisfaction rate of 50% (52% in 2014; 54% in 2013; 55% in 2012; 53% in 2011).

Appendix 1: (22) Cycling Paths

Of the entire sample 28% (287 people) answered this part of the question and gave their views on this service as follows:

- 30% are "very satisfied"
- 35% are "fairly satisfied"
- 17% are "neither satisfied/dissatisfied"
- 14% are "fairly dissatisfied"
- 4% are "very dissatisfied"



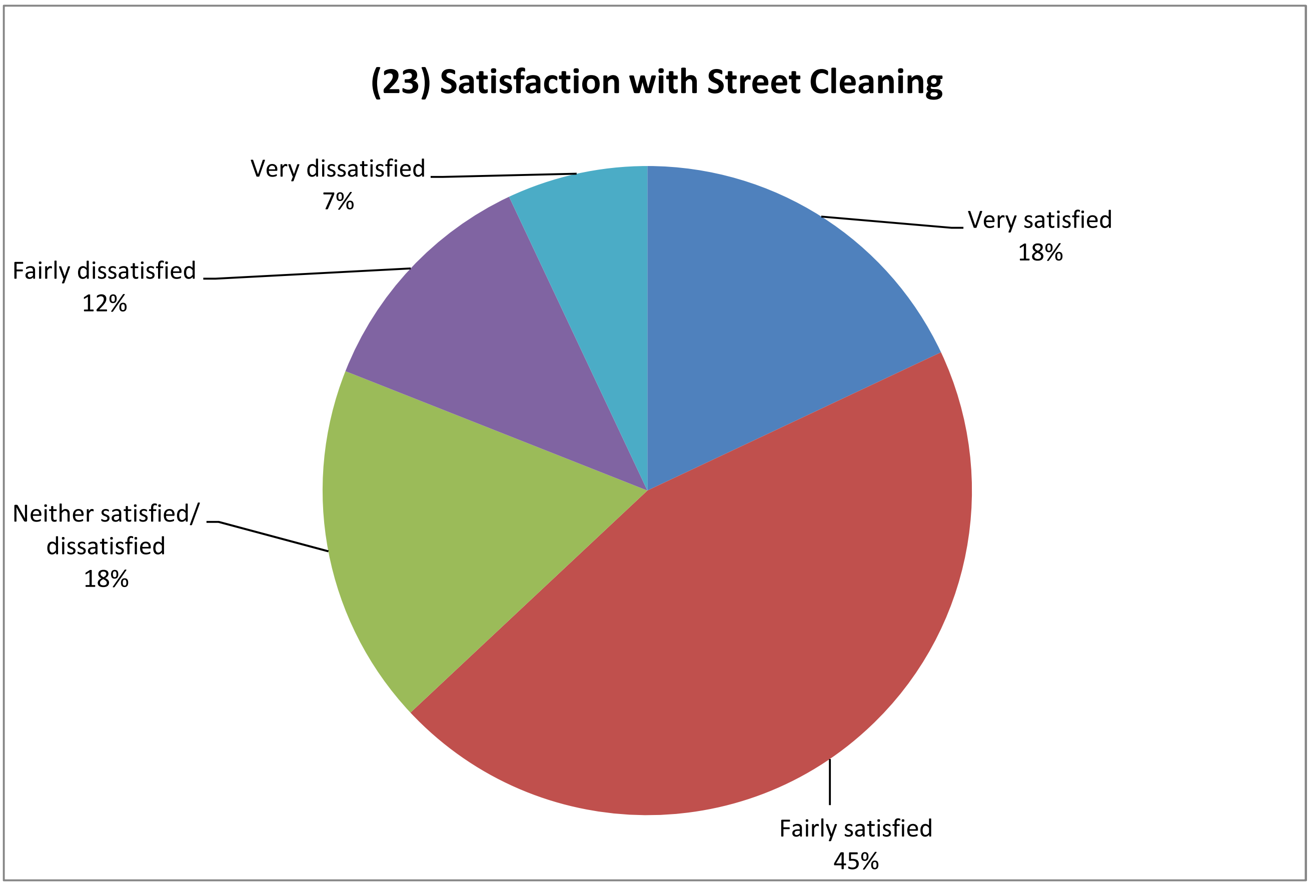
These figures results in a net satisfaction rate of 47% (45% in 2014; 44% in 2013; 50% in 2012; 62% in 2011).

Those with school aged children have a notably higher net satisfaction rate (53%) than those with no school aged children (39%).

Appendix 1: (23) Street Cleaning

Of the entire sample 78% (797 people) answered this part of the question and gave their views on this service as follows:

- 18% are "very satisfied"
- 45% are "fairly satisfied"
- 18% are "neither satisfied/dissatisfied"
- 12% are "fairly dissatisfied"
- 7% are "very dissatisfied"



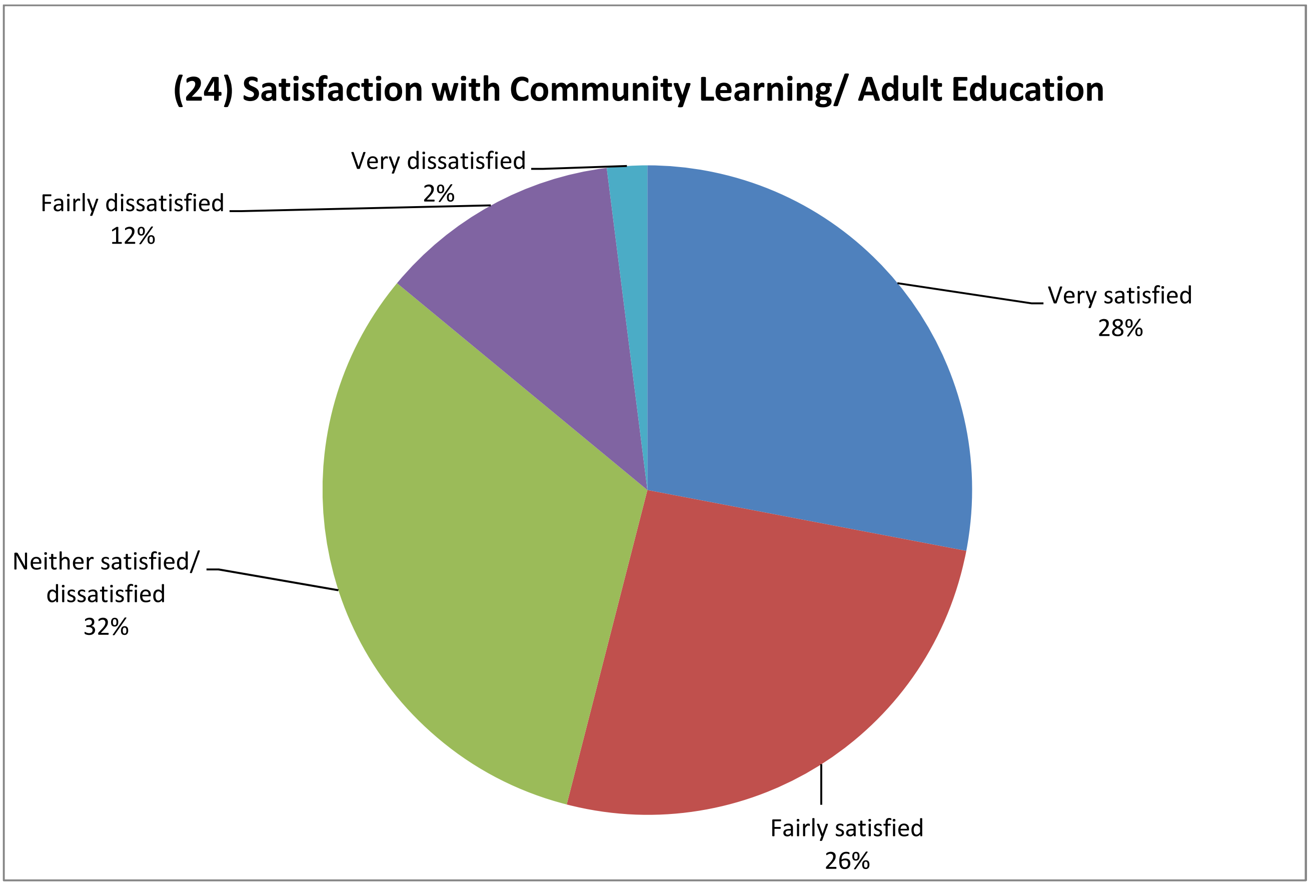
These figures give a net satisfaction rate of 43% (44% in 2014; 47% in 2013; 43% in 2012; 37% in 20).

The highest net satisfaction rate is found amongst people with school aged children (50%) and the lowest amongst people who are disabled (27%).

Appendix 1: (24) Community Learning / Adult Education

Of the entire sample 17% (173 people) answered this part of the question and gave their views on this service as follows:

- 28% are “very satisfied”
- 26% are “fairly satisfied”
- 32% are “neither satisfied/dissatisfied”
- 12% are “fairly dissatisfied”
- 2% are “very dissatisfied”

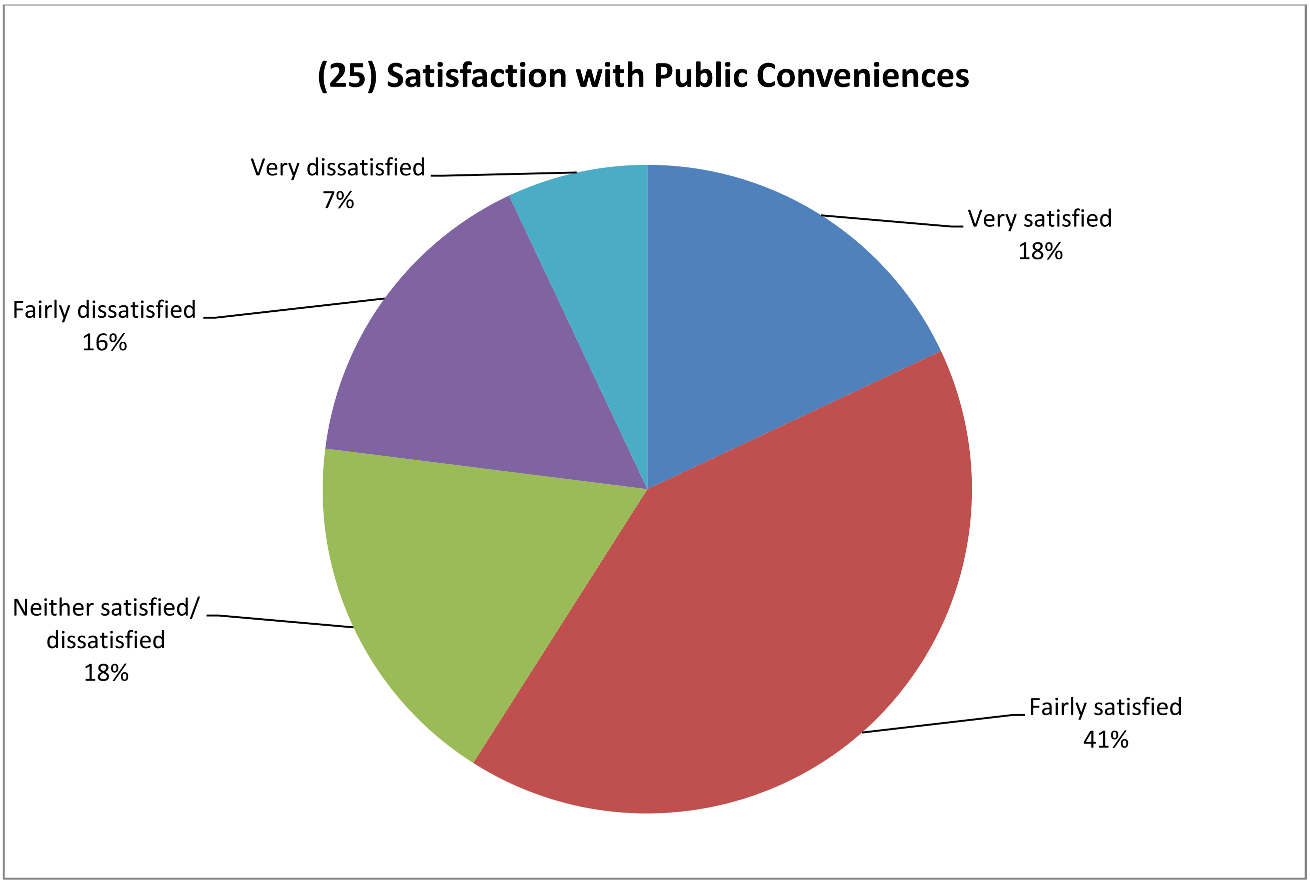


These figures result in a net satisfaction rate of 40% - dropping from last year’s high of 51% and returning to the levels of 2013 and 2011 (39% in 2013; 47% in 2012; 41% in 2011).

Appendix 1: (25) Public Conveniences

Of the entire sample 60% (614 people) answered this part of the question and gave their views on this service as follows:

- 18% are “very satisfied”
- 41% are “fairly satisfied”
- 18% are “neither satisfied/dissatisfied”
- 16% are “fairly dissatisfied”
- 7% are “very dissatisfied”



These figures give a net satisfaction rate of 36% (30% in 2014; 28% in 2013; 19% in 2012; 38% in 2011).

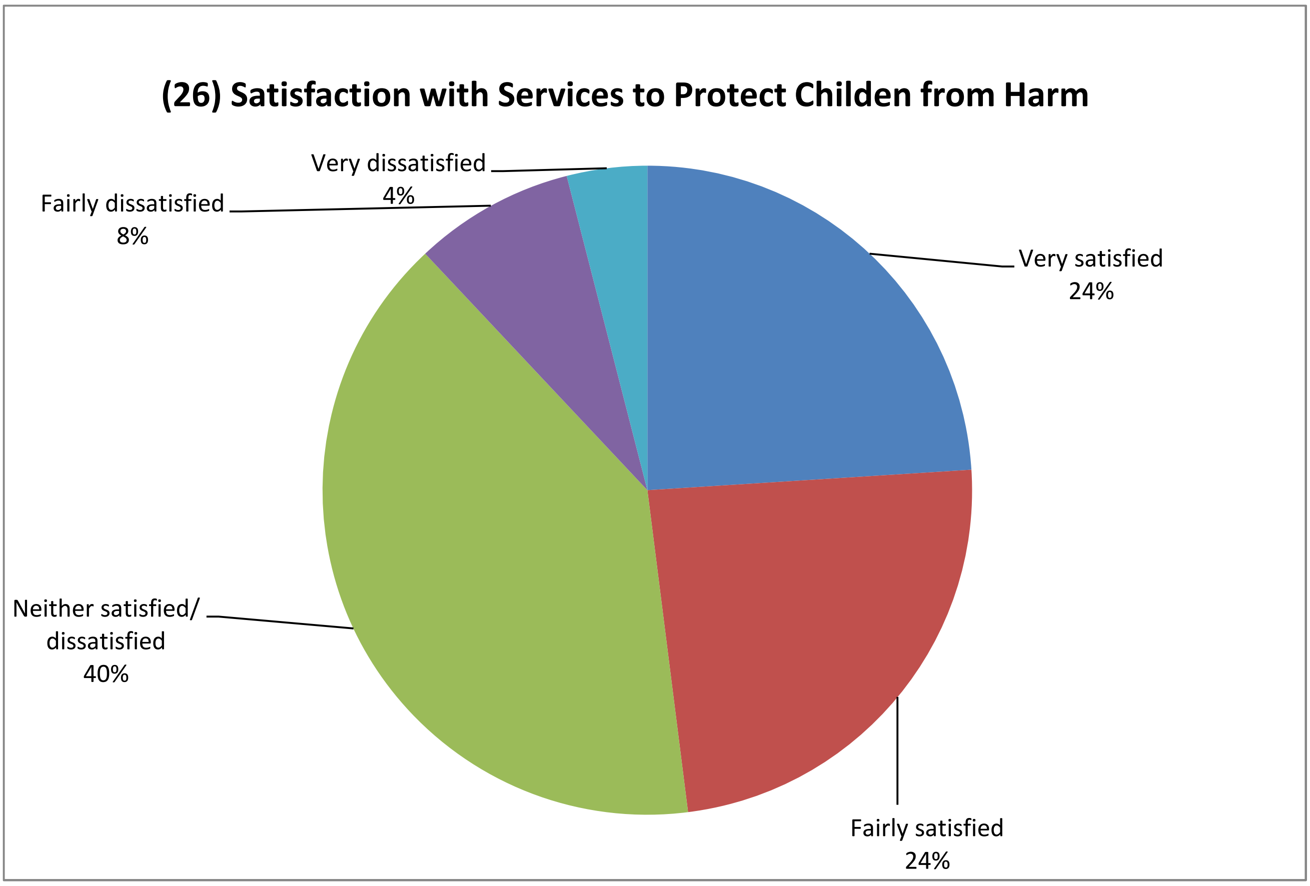
The highest net satisfaction rates come from people with school age children (48%) and from females (45%).

The lowest ratings are supplied by people who are: disabled (20%) and by males (23%).

Appendix 1: (26) Services to Protect Children from Harm

Of the entire sample 13% (136 people) responded to this part of the question and gave their opinions on services to protect children from harm as follows:

- 24% are “very satisfied”
- 24% are “fairly satisfied”
- 40% are “neither satisfied/dissatisfied”
- 8% are “fairly dissatisfied”
- 4% are “very dissatisfied”



These figures result in a net satisfaction rate of 36% (39% in 2014; 42% in 2013; 28% in 2012; 37% in 2011).

Those with school aged children give the following results:

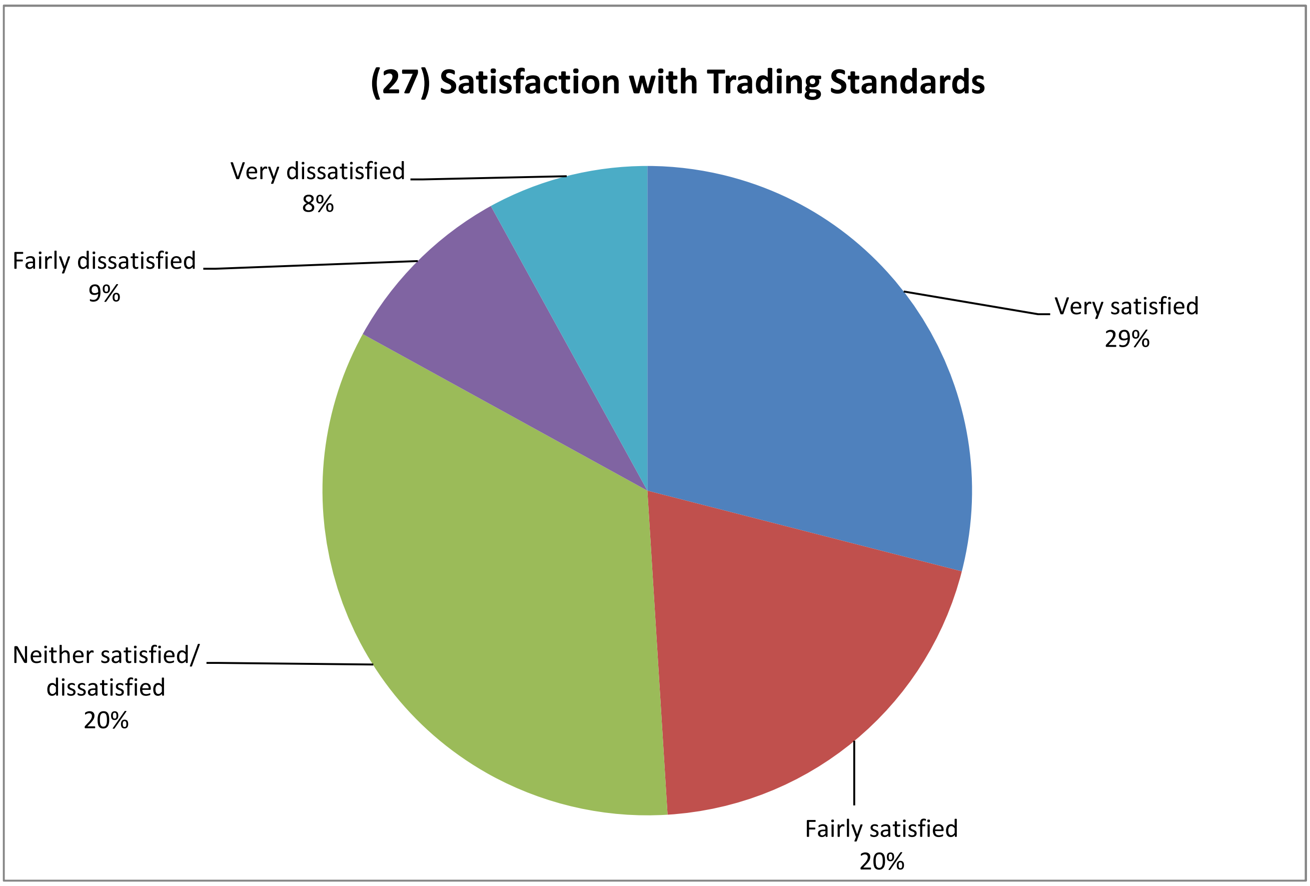
- 28% are “very satisfied”
- 34% are “fairly satisfied”
- 32% are “neither satisfied/dissatisfied”
- 3% are “fairly dissatisfied”
- 3% are “very dissatisfied”

This produces a net satisfaction rating of 56% - notably higher than last year’s return of 37%.

Appendix 1: (27) Trading Standards

Of the entire sample 16% (215 people) answered this part of the question and gave their views on this service as follows:

- 29% are "very satisfied"
- 20% are "fairly satisfied"
- 34% are "neither satisfied/dissatisfied"
- 9% are "fairly dissatisfied"
- 8% are "very dissatisfied"



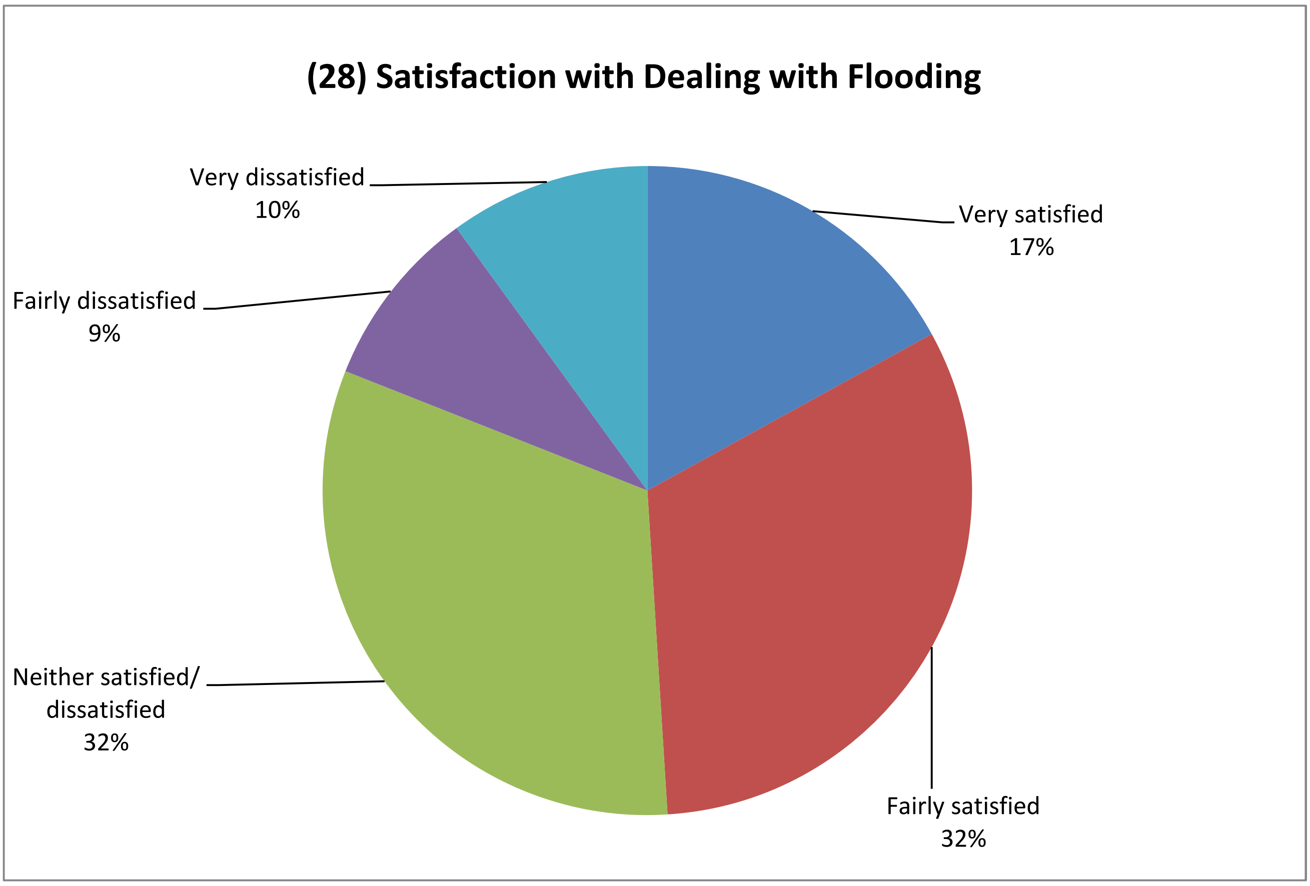
These figures give a net satisfaction rate of 32% (38% in 2014; 46% in 2013; 41% in 2012; 42% in 2011).

There is a notable difference in responses according to gender in that while males return a net satisfaction rating of 25%, amongst females the rate is much higher at 53%. Other high net satisfaction ratings are supplied by people who are: aged 65+ (45%); disabled (45%).

Appendix 1: (28) Dealing with Flooding

Of the entire sample 50% (573 people) answered this part of the question and expressed their opinions on ‘dealing with flooding’ as follows:

- 17% are “very satisfied”
- 32% are “fairly satisfied”
- 32% are “neither satisfied/dissatisfied”
- 9% are “fairly dissatisfied”
- 10% are “very dissatisfied”



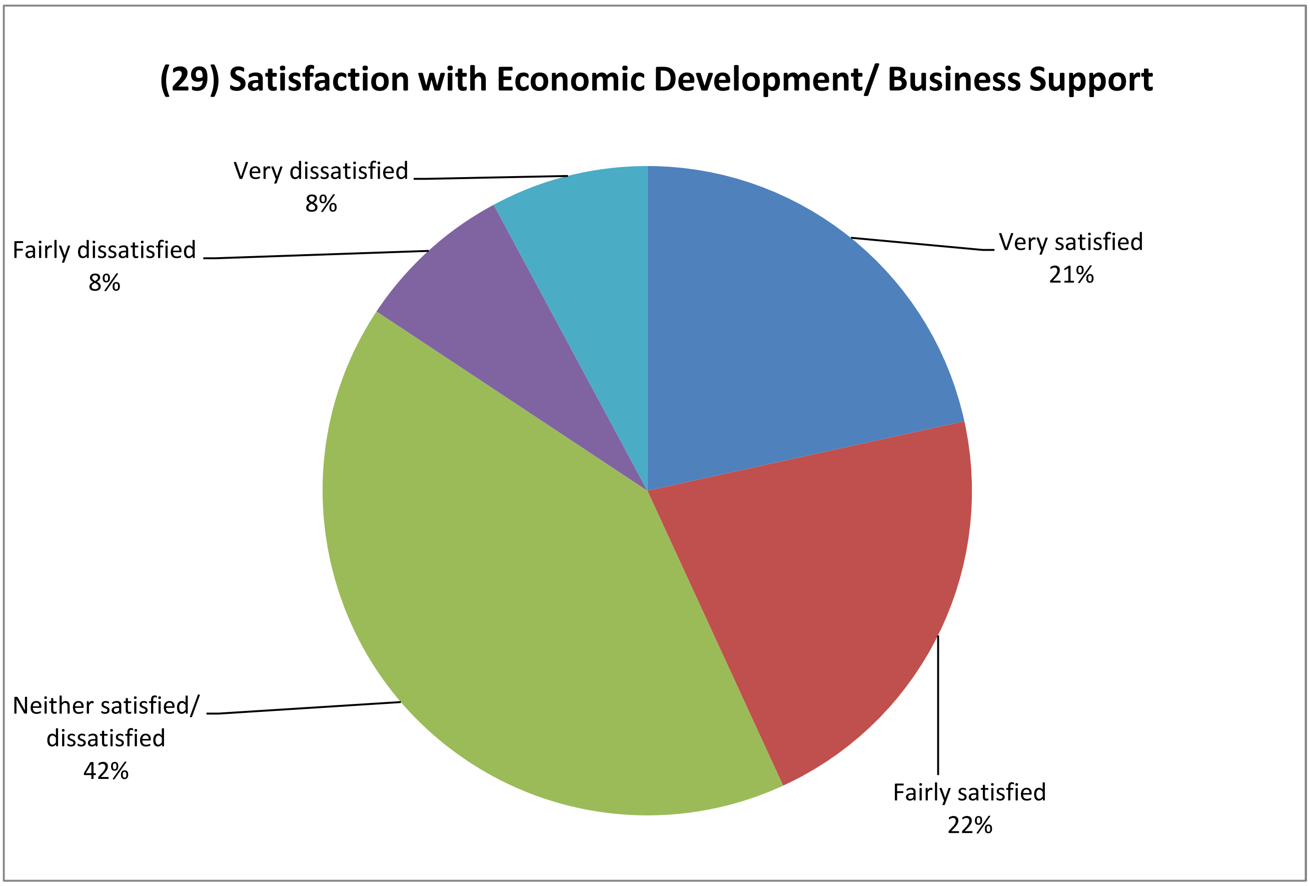
These figures result in a net satisfaction rate of 30% down slightly on the record high yet recorded of 34% recorded in 2014 but still higher than the rates recorded in the years prior to last year (27% in 2013; 18% in 2012; 28% in 2011; 21% in 2010).

Higher net satisfaction ratings are supplied by people who are resident in the Highlands less than 5 years (39%); and by council tenants (37%).

Appendix 1: (29) Economic Development/ Business Support

Of the entire sample 16% (168 people) answered this part of the question and gave their views on this service as follows:

- 22% are “very satisfied”
- 22% are “fairly satisfied”
- 42% are “neither satisfied/dissatisfied”
- 8% are “fairly dissatisfied”
- 8% are “very dissatisfied”

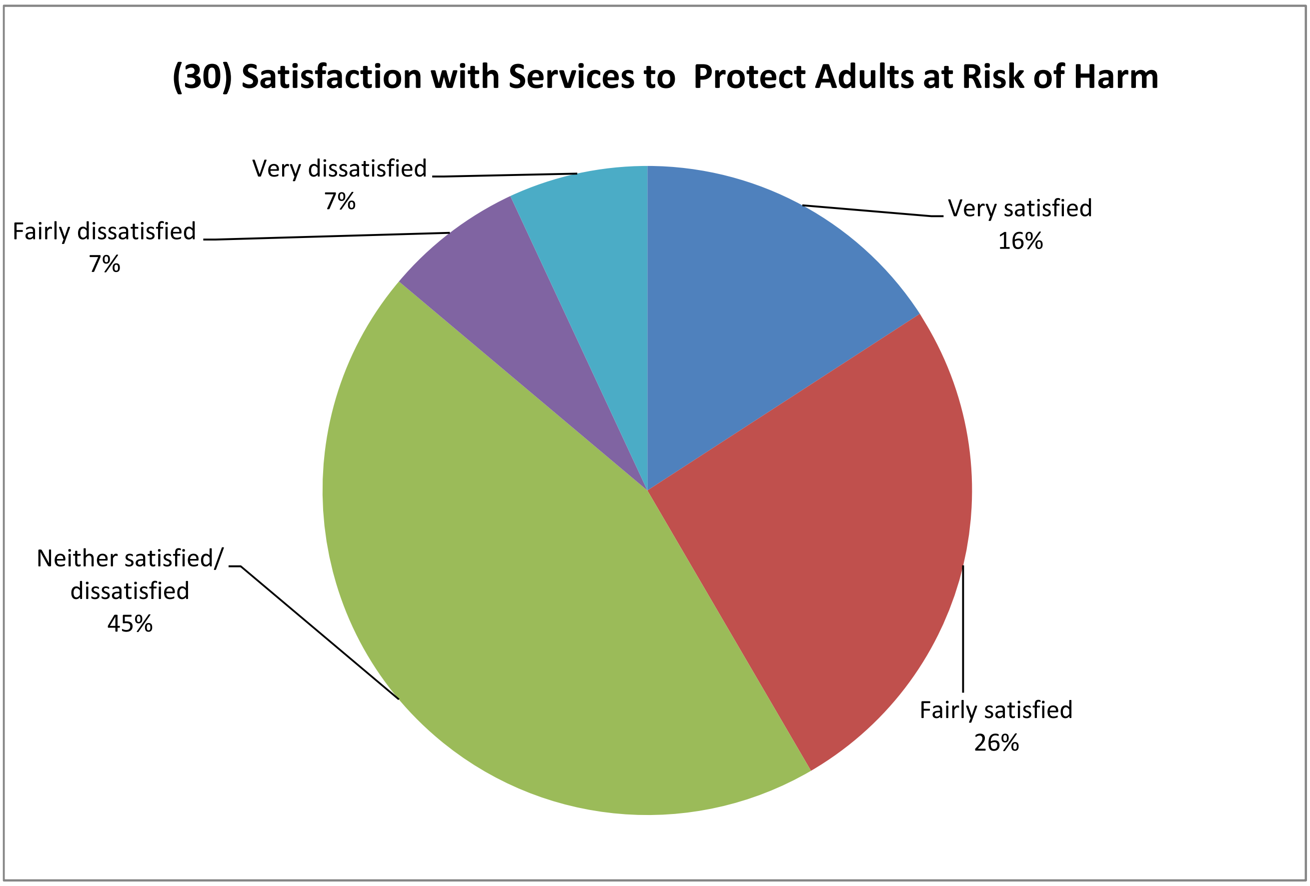


These figures leave a net satisfaction rate of 29% (30% in 2014; 31% in 2013; 35% in 2012; 27% in 2011).

Appendix 1: (30) Services to Protect Adults at Risk of Harm

Of the entire sample 13% (145 people) responded to this part of the question and gave the following opinions on the service:

- 16% are "very satisfied"
- 26% are "fairly satisfied"
- 45% are "neither satisfied/dissatisfied"
- 7% are "fairly dissatisfied"
- 7% are "very dissatisfied"



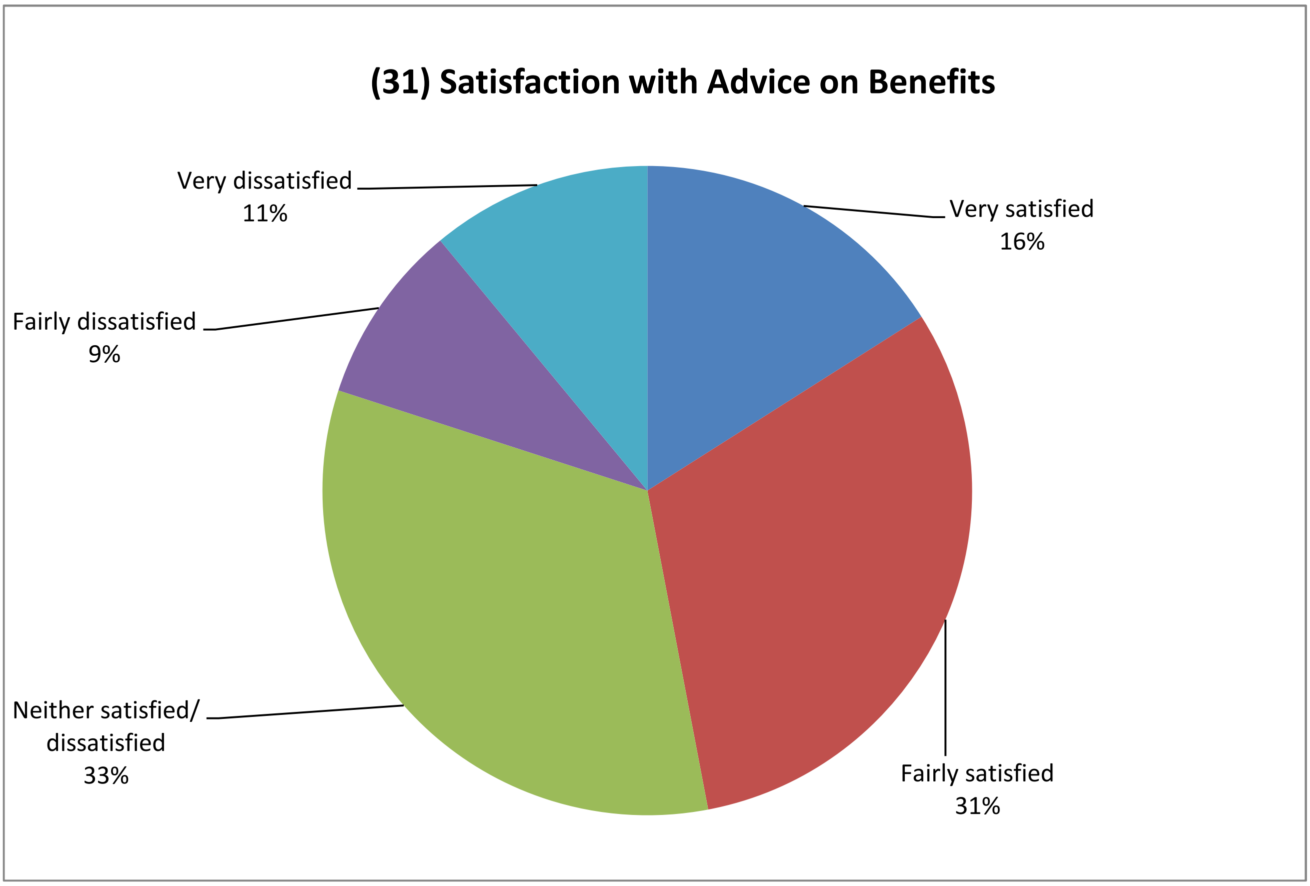
These figures result in a net satisfaction rate of 28% (36% in 2014; 30% in 2013; 28% in 2012; 25% in 2011).

For people who are disabled the net rate is 24%.

Appendix 1: (31) Advice on Benefits

Of the entire sample 11% (116 people) answered this part of the question and of them:

- 16% are "very satisfied"
- 31% are "fairly satisfied"
- 33% are "neither satisfied/dissatisfied"
- 9% are "fairly dissatisfied"
- 11% are "very dissatisfied"



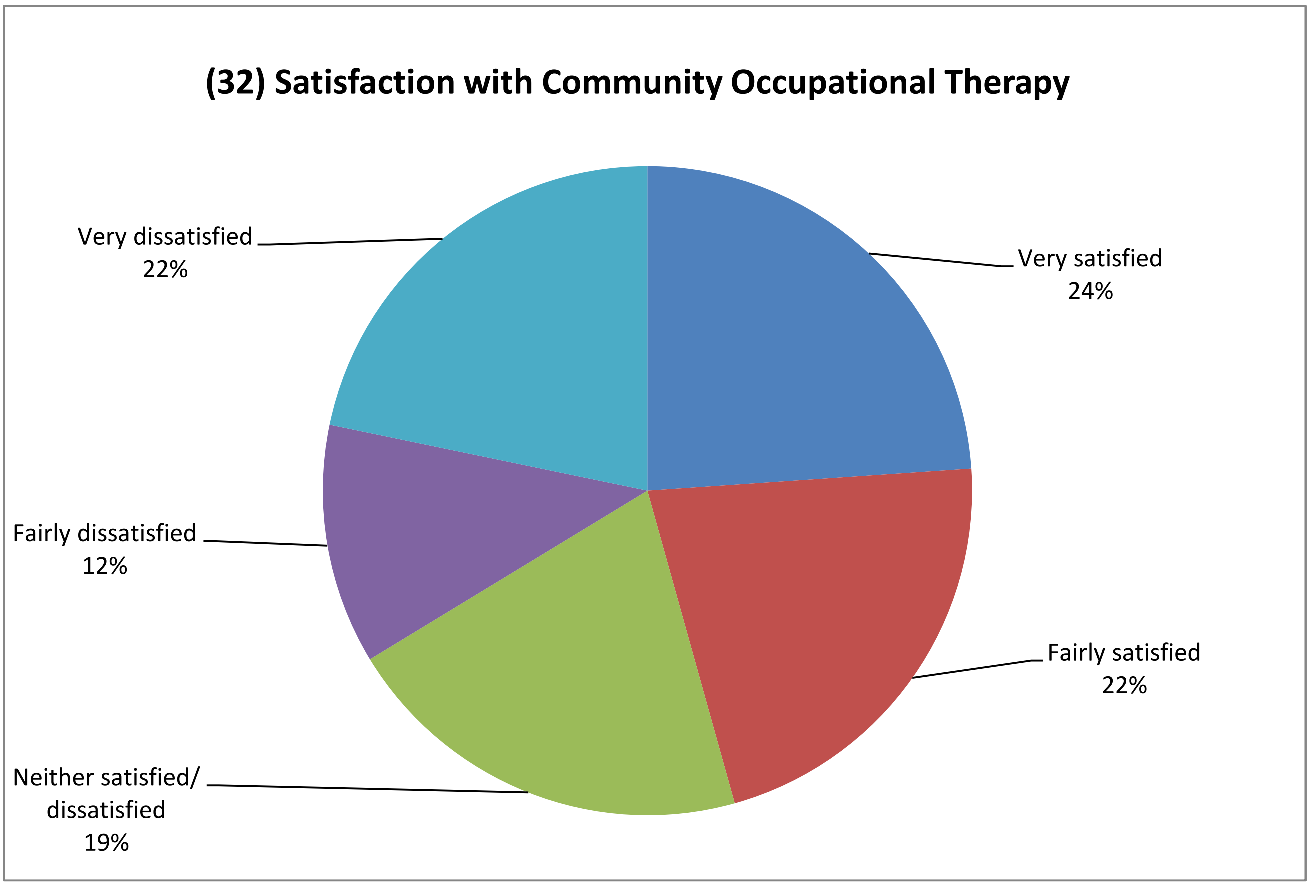
These figures give a highest net satisfaction rate of 27% which is lower than that recorded in the previous 4 years (35% in 2014 and 2013; 30% in 2012; 34% in 2011).

There is a notable gender difference in net satisfaction rates. While for males the net rate stands at 40%, for females it is much lower at 15%.

Appendix 1: (32) Community Occupational Therapy

Of the entire sample 15% (150 people) answered this part of the question and gave their views on this service as follows:

- 22% are "very satisfied"
- 20% are "fairly satisfied"
- 19% are "neither satisfied/dissatisfied"
- 11% are "fairly dissatisfied"
- 8% are "very dissatisfied"



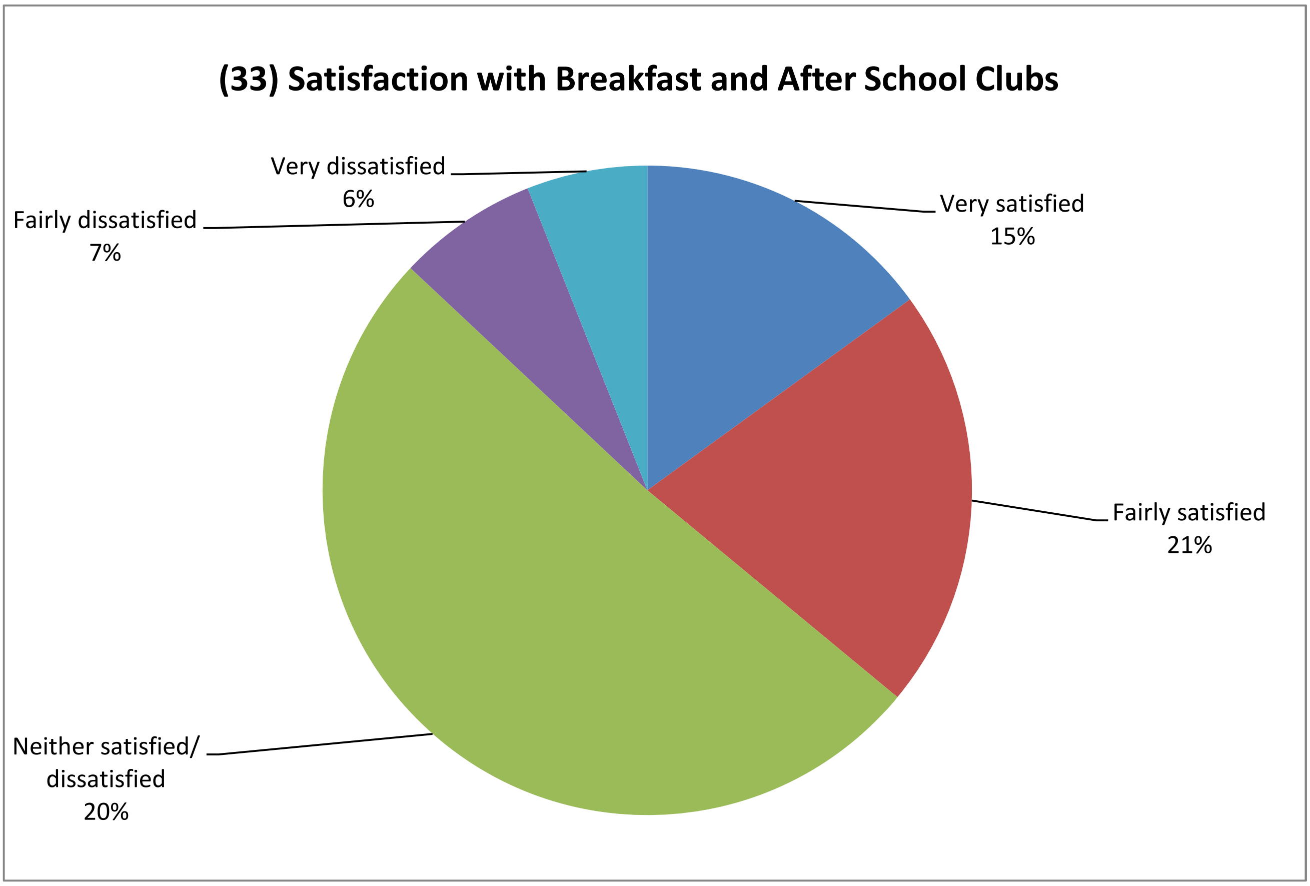
These figures result in a net satisfaction rate yet of 23% - appreciably lower than the record high of 39% recorded in 2014 (32% in 2013; 30% in 2012; 28% in 2011; 17% in 2010).

The highest net satisfaction rating is supplied by people aged 65+ (31%).

Appendix 1: (33) Breakfast and After School Clubs

Of the entire sample 10% (104 people) answered this part of the question and gave their views on this service as follows:

- 15% are “very satisfied”
- 21% are “fairly satisfied”
- 51% are “neither satisfied/dissatisfied
- 7% are “fairly dissatisfied”
- 6% are “very dissatisfied”



These figures result in a net satisfaction rate of 23% (39% in 2014 40% in 2013; 24% in 2012; 46% in 2011).

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

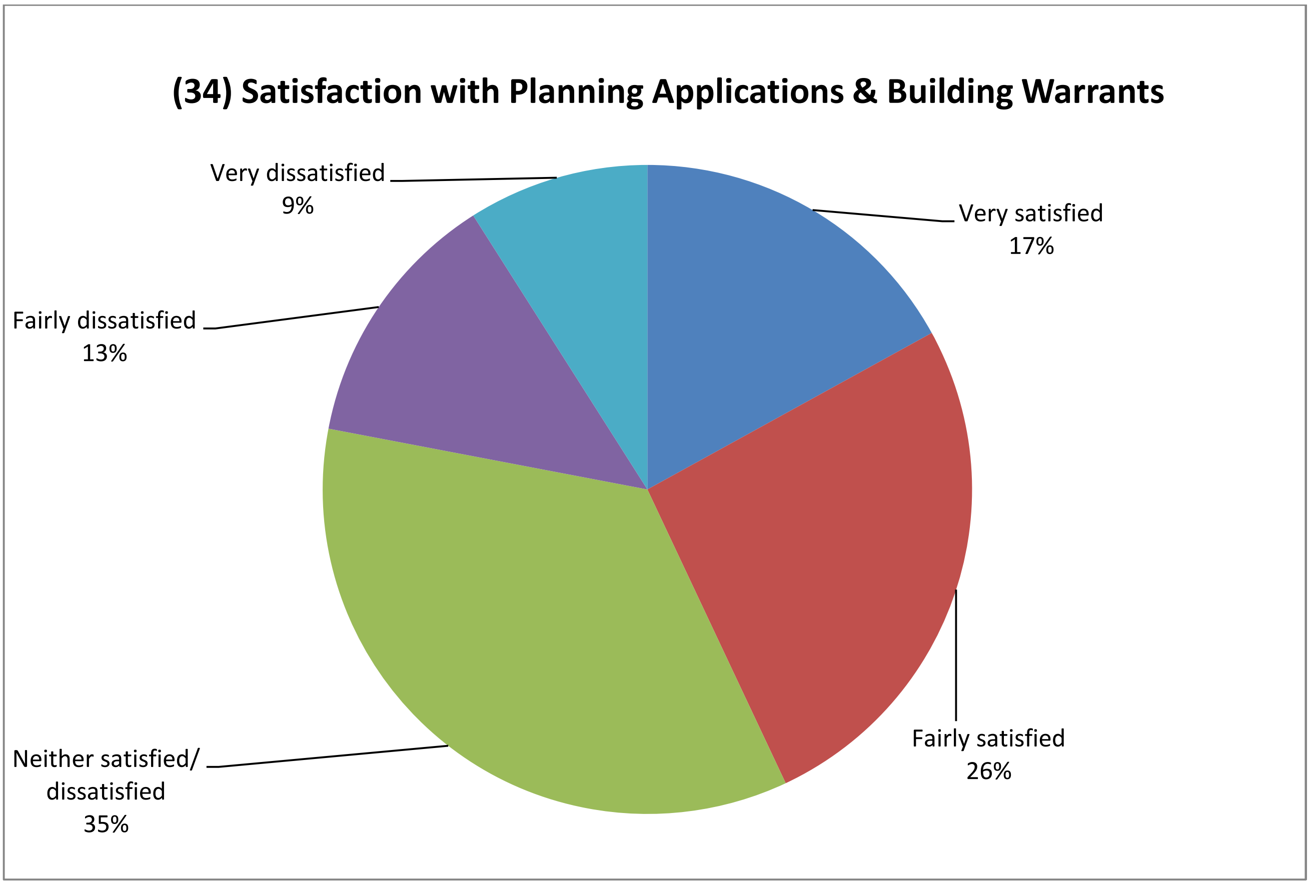
- 27% are “very satisfied”
- 27% are “fairly satisfied”
- 27% are “neither satisfied/dissatisfied”
- 5% are “fairly dissatisfied”
- 14% are “very dissatisfied”

This gives a net satisfaction rating of 35% compared with 48% in 2014 from that same category of respondents.

Appendix 1: (34) Planning Applications and Building Warrants

Of the entire sample 32% (331 people) answered this part of the question and gave their views on this service as follows:

- 17% are "very satisfied"
- 26% are "fairly satisfied"
- 35% are "neither satisfied/dissatisfied"
- 13% are "fairly dissatisfied"
- 9% are "very dissatisfied"



These figures supply a net satisfaction rate of 21% - marginally down on the record high of last year (23% in 2014; 19% in 2013; -2% in 2012; 2% in 2011).

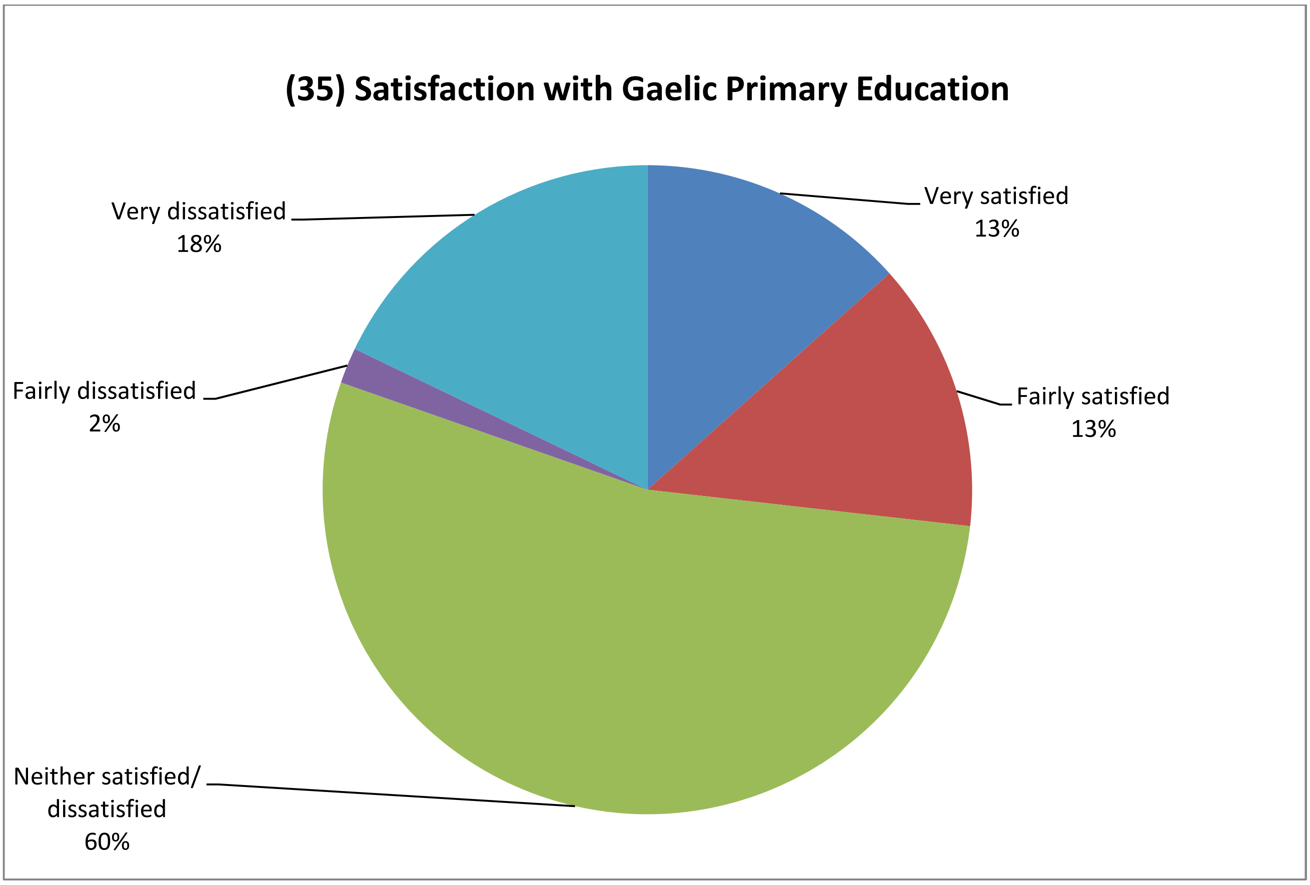
The highest rate comes from people resident in the Highlands between 5 and 10 years (34%) followed by people aged 65+ (31%).

People who do not have a disability return a net satisfaction rate of 30% - much higher than that for people with a disability (0%).

Appendix 1: (35) Gaelic Primary education

Of the entire sample 9% (90 people) responded to this part of the question and gave the following opinions on the service:

- 15% are "very satisfied"
- 15% are "fairly satisfied"
- 60% are "neither satisfied/dissatisfied"
- 2% are "fairly dissatisfied"
- 8% are "very dissatisfied"



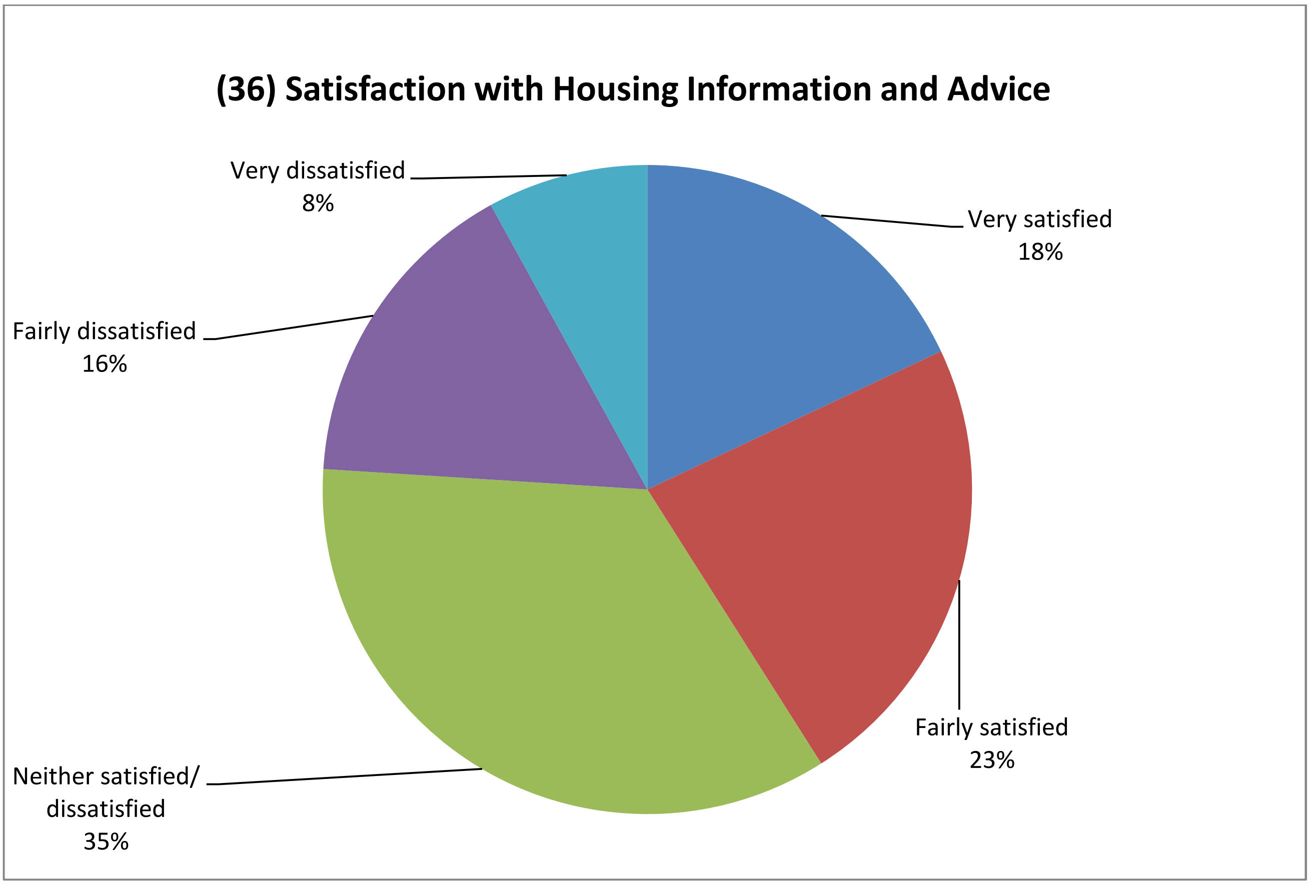
These figures result in a net satisfaction rate of 20% (17% in 2014; 14% in 2013 and 24% in 2012 when this question was asked for the first time).

The net satisfaction rate amongst people with school aged children (44%) is notably higher than the rate for those who do not have school aged children (18%).

Appendix 1: (36) Housing Information and Advice

Of the entire sample 16% (166 people) answered this part of the question and gave their views on this service as follows:

- 18% are "very satisfied"
- 23% are "fairly satisfied"
- 35% are "neither satisfied/dissatisfied"
- 16% are "fairly dissatisfied"
- 8% are "very dissatisfied"



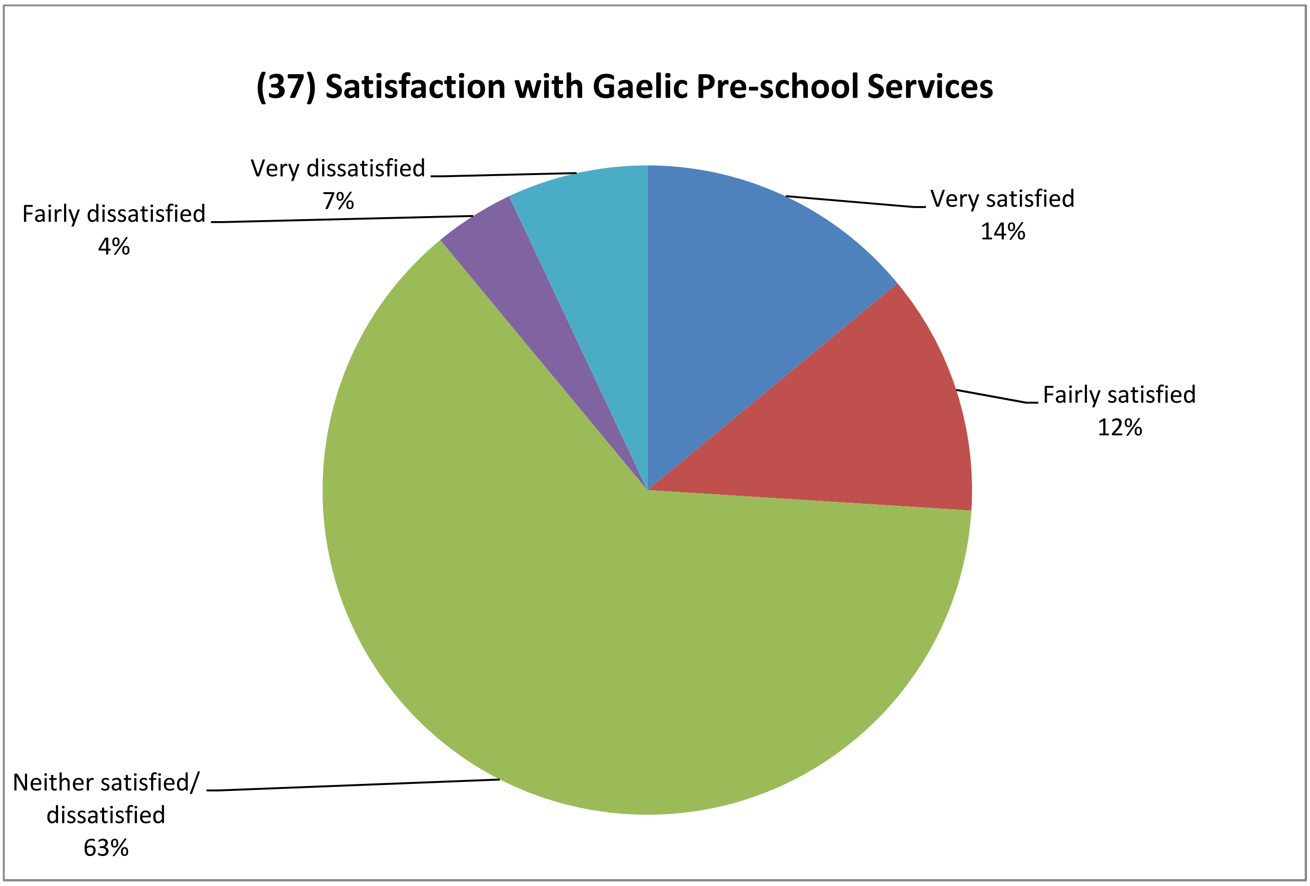
These figures result in a net satisfaction rate of 17% that is notably lower than the returns of the past 4 years (40% in 2014; 43% in 2013; 30% in 2012 and 2011).

There is a marked variation in the returns by categories. By age it is notable that those aged 65+ return a net rate of 63%, while the rate for those aged 45-64 is 25% and for those aged 16-44 it is sharply lower at 0%. For those respondents with no school aged children the net rate is 35% while for those with school aged children it is much lower at 4%.

Appendix 1: (37) Gaelic Pre-school services

Of the entire sample 8% (82 people) responded to this part of the question and gave the following opinions on the service:

- 14% are "very satisfied"
- 12% are "fairly satisfied"
- 63% are "neither satisfied/dissatisfied"
- 4% are "fairly dissatisfied"
- 7% are "very dissatisfied"

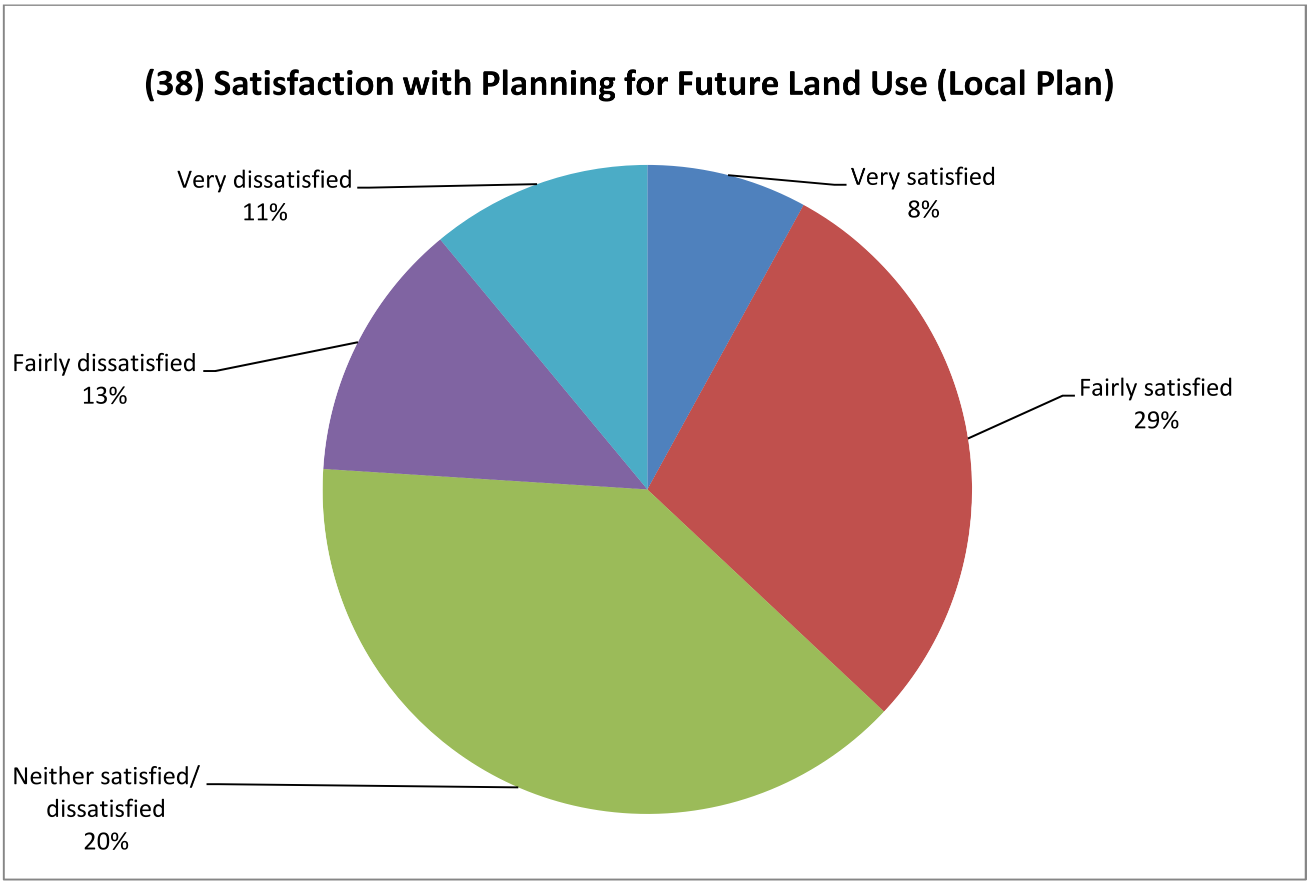


These figures result in a net satisfaction rating of 14% (20% in 2014; 27% in 2013 and 21% in 2012 - the first year that this question was asked).

Appendix 1: (38) Planning for Future Land Use (Local Plan)

Of the entire sample 31% (315 people) answered this part of the question and gave their views on this service as follows:

- 8% are “very satisfied”
- 29% are “fairly satisfied”
- 39% are “neither satisfied/dissatisfied”
- 13% are “fairly dissatisfied”
- 11% are “very dissatisfied”



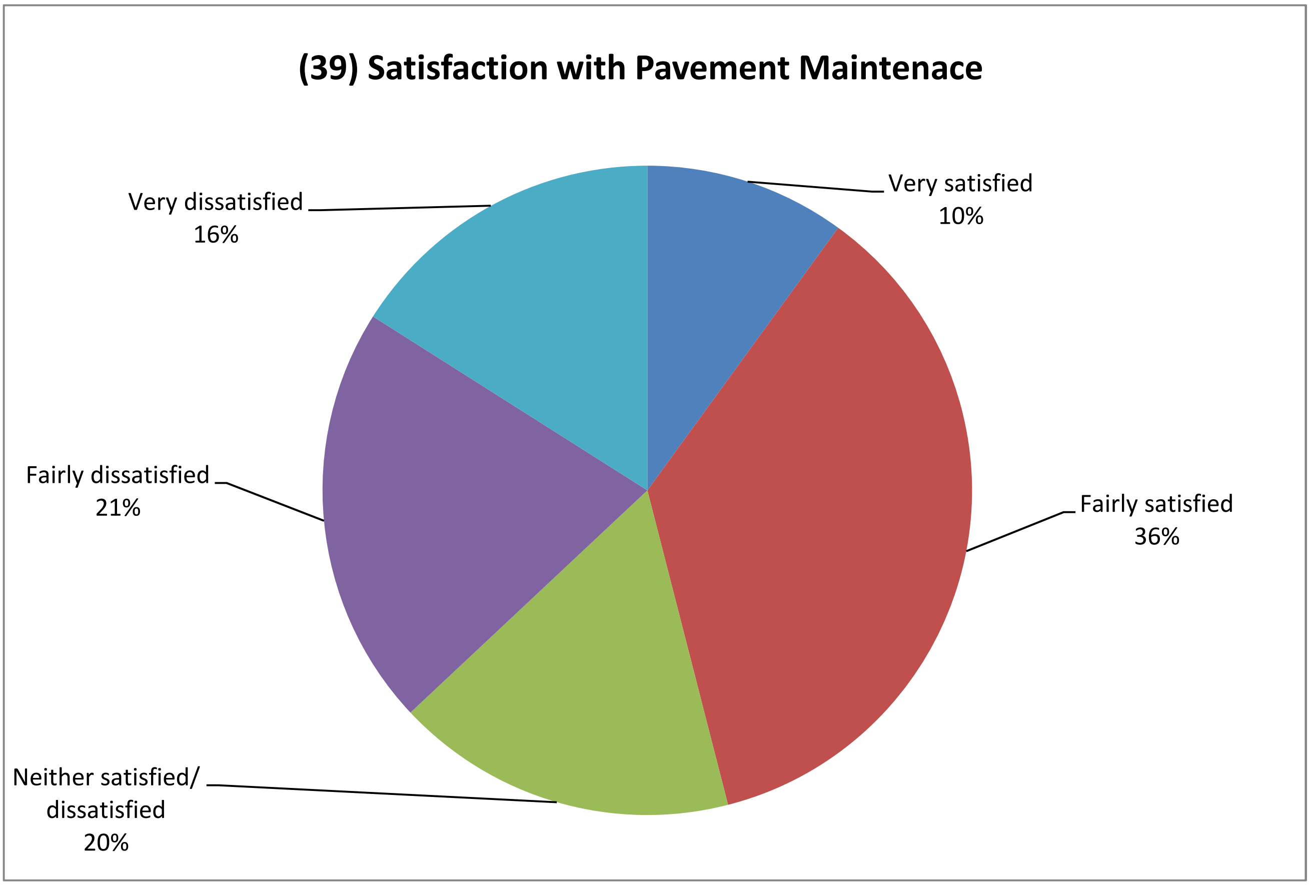
These figures give a net satisfaction rate of 13% (8% in 2014; 14% in 2013; 3% in 2012; 3% in 2011)

Net satisfaction rates are notably higher amongst people aged 65+ (29%) than they are amongst people aged 45-64 (15%) and especially those aged 25-44 (7%).

Appendix 1: (39) Pavement Maintenance

Of the entire sample 78% (801 people) answered this part of the question and they gave the following opinions on pavement maintenance:

- 10% are “very satisfied”
- 36% are “fairly satisfied”
- 17% are “neither satisfied/dissatisfied”
- 21% are “fairly dissatisfied”
- 16% are “very dissatisfied”



These figures give a net satisfaction rate of 10% (15% in 2014; 21% in 2013; 16% in 2012; 8% in 2011).

People who are disabled return a negative net satisfaction rate (-4%) notably lower than the rate for people who do not have a disability (10%).

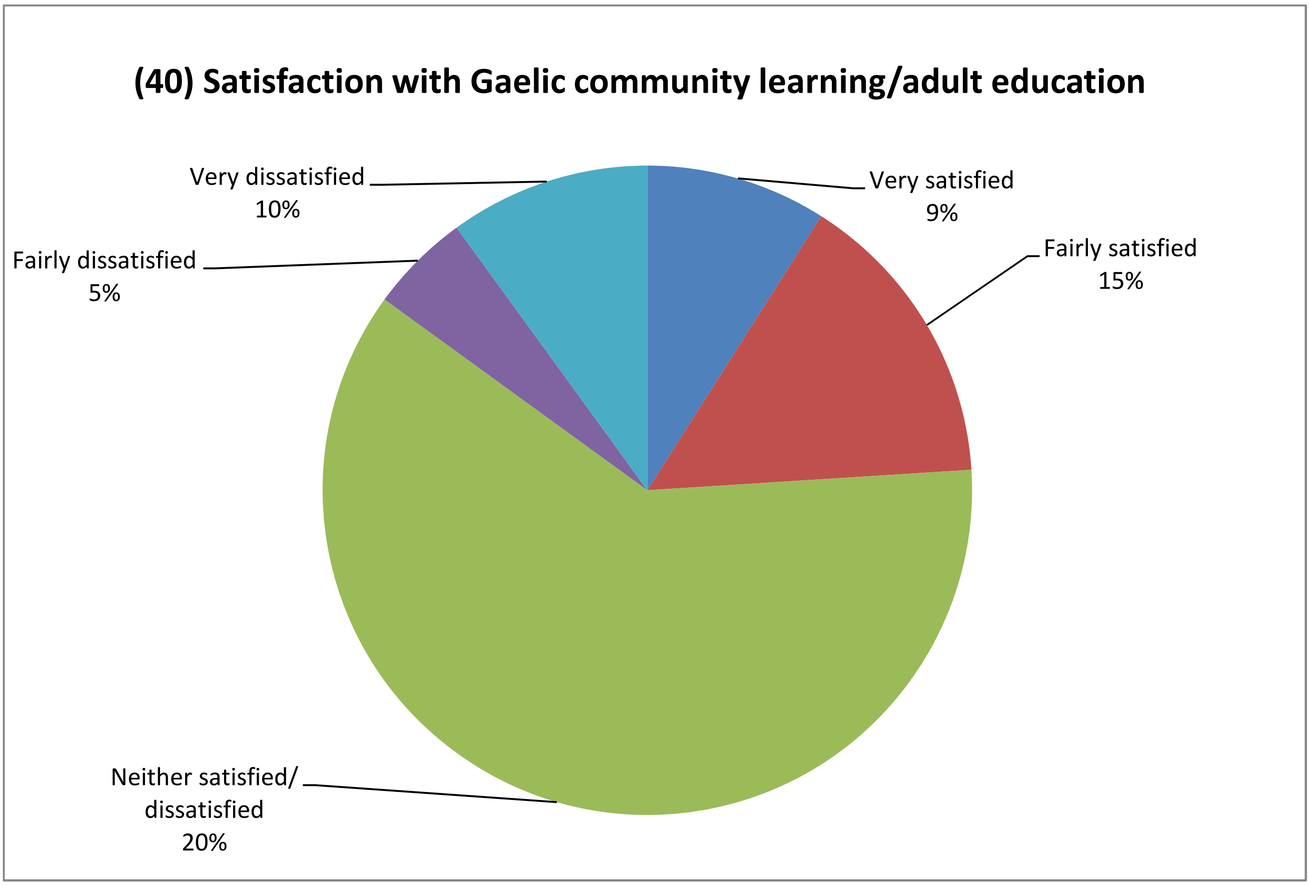
Those who have lived in the Highlands for between 5 and 10 years return a rate of 29% while those who have lived in the Highlands less than 5 years return a rate of 19% - both figures being much higher than the one recorded by people who have lived in the Highlands more than 10 years (5%).

Respondents with school aged children return the highest rate of all – 33% - a figure which is much higher than the 3% rate for those with no school age children.

Appendix 1: (40) Gaelic community learning/ adult education

Of the entire sample 9% (87 people) responded to this part of the question and gave the following opinions on the service:

- 9% are “very satisfied”
- 15% are “fairly satisfied”
- 61% are “neither satisfied/dissatisfied”
- 5% are “fairly dissatisfied”
- 10% are “very dissatisfied”

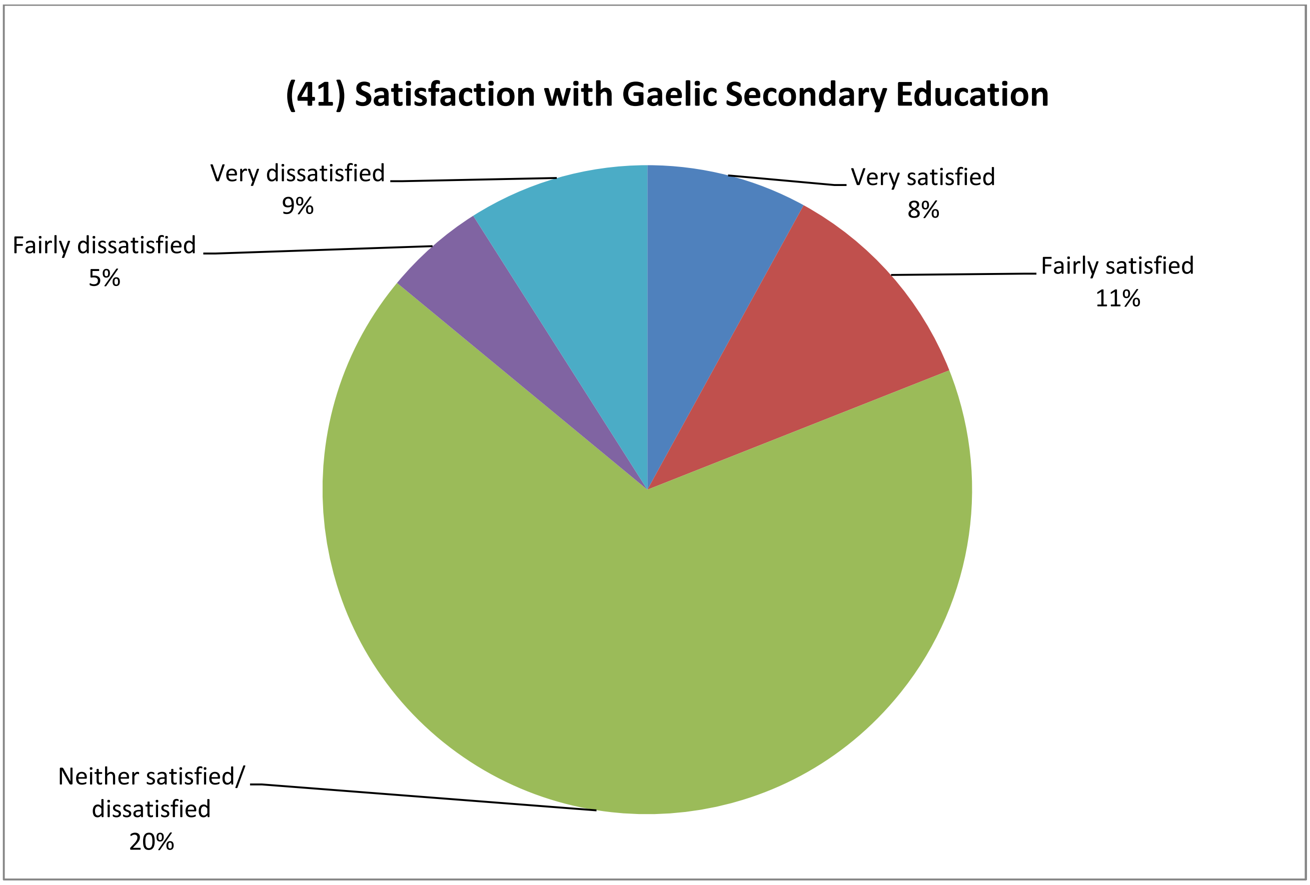


These figures result in a net satisfaction rate of 9% (12% in 2014; 1% in 2013 and 15% in 2012 – the first year that this question was asked).

Appendix 1: (41) Gaelic Secondary Education

Of the entire sample 8% (78 people) responded to this part of the question and gave the following opinions on the service:

- 8% are "very satisfied"
- 11% are "fairly satisfied"
- 67% are "neither satisfied/dissatisfied"
- 5% are "fairly dissatisfied"
- 9% are "very dissatisfied"



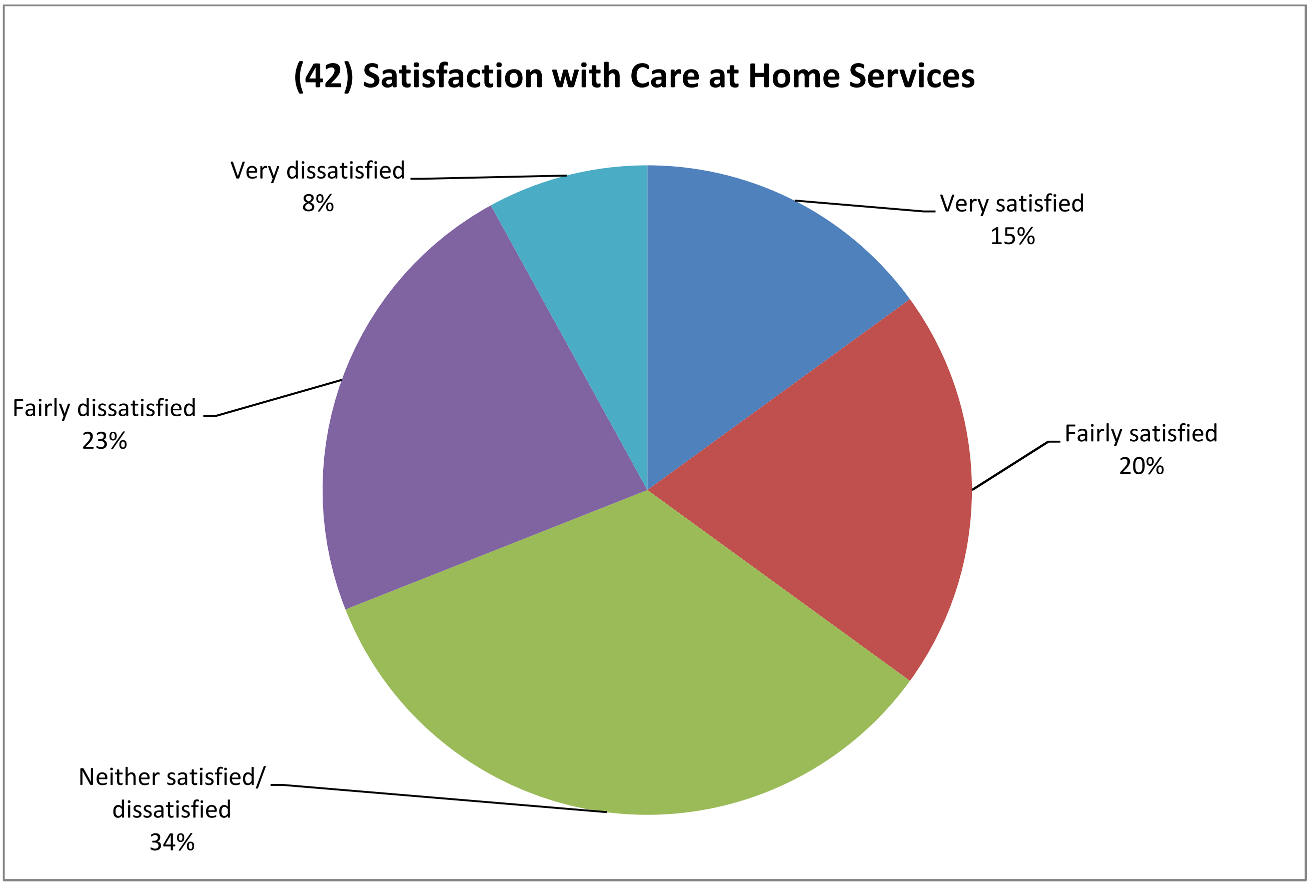
These figures result in a net satisfaction rate of 5% (8% in 2014; 7% in 2013 and 14% in 2012, the first year that this question was asked).

The net satisfaction rate amongst people with school aged children (15%) is higher than the rate for those with no school aged children (5%).

Appendix 1: (42) Care at Home Services

Of the entire sample 18% (187 people) answered this part of the question and gave their views on this service as follows:

- 15% are “very satisfied”
- 20% are “fairly satisfied”
- 34% are “neither satisfied/dissatisfied”
- 23% are “fairly dissatisfied”
- 8% are “very dissatisfied”



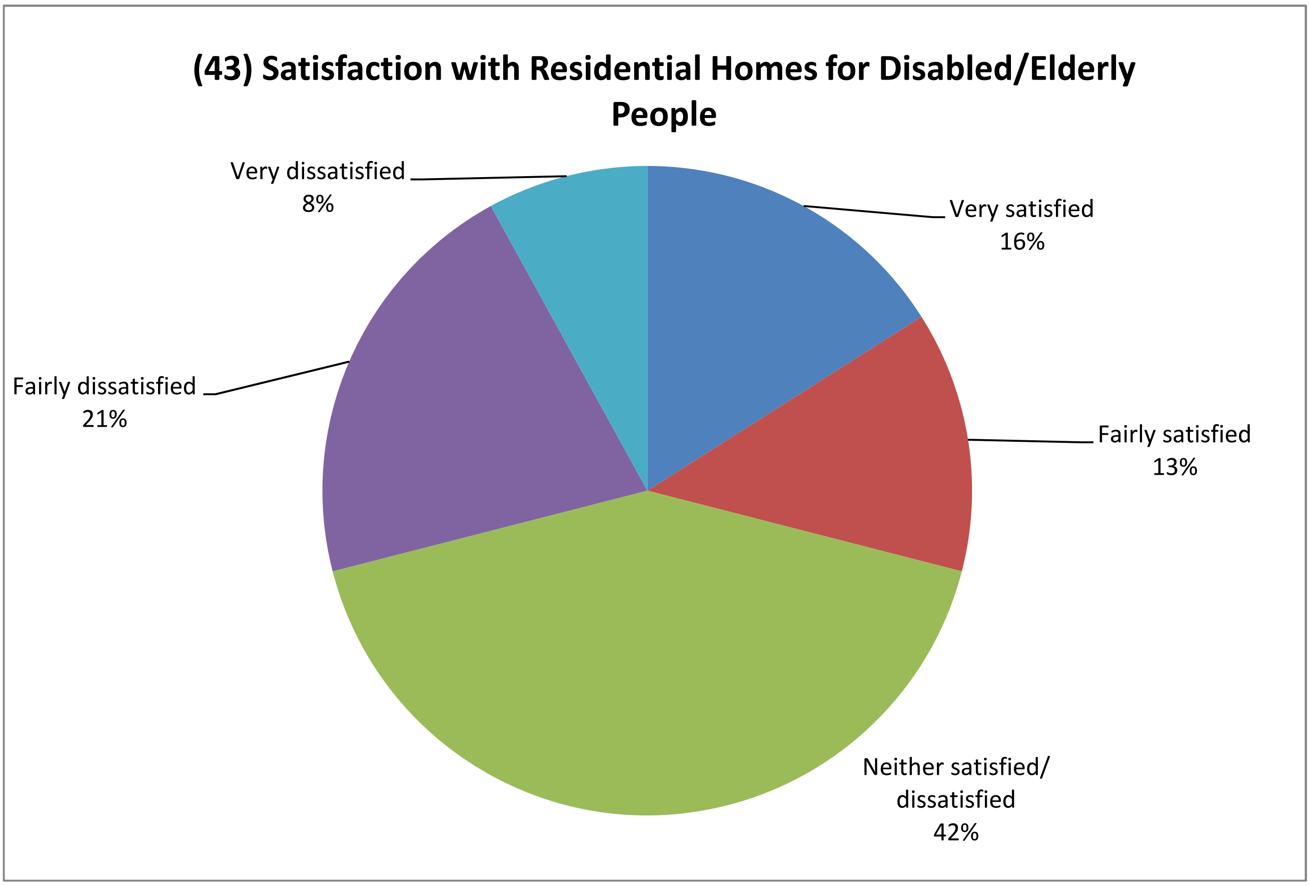
These figures result in a net satisfaction rate of 4% which is down on the 11% recorded in 2014 and substantially so on the 33% in 2013 (23% in 2012; 25% in 2011).

The net satisfaction rating given by respondents who are aged 65+ (22%) is notably higher than that given by the sample as a whole. Amongst people who do not have a disability the net rate (17%) is appreciably greater than for those respondents who do have a disability (-6%). People who do not have school aged children return a net rate of 15% compared with -4% for respondents who do have school aged children.

Appendix 1: (43) Residential Homes for Disabled/Elderly People

Of the entire sample 18% (181 people) answered this part of the question and gave their views on this service as follows:

- 16% are “very satisfied”
- 13% are “fairly satisfied”
- 42% are “neither satisfied/dissatisfied”
- 21% are “fairly dissatisfied”
- 8% are “very dissatisfied”



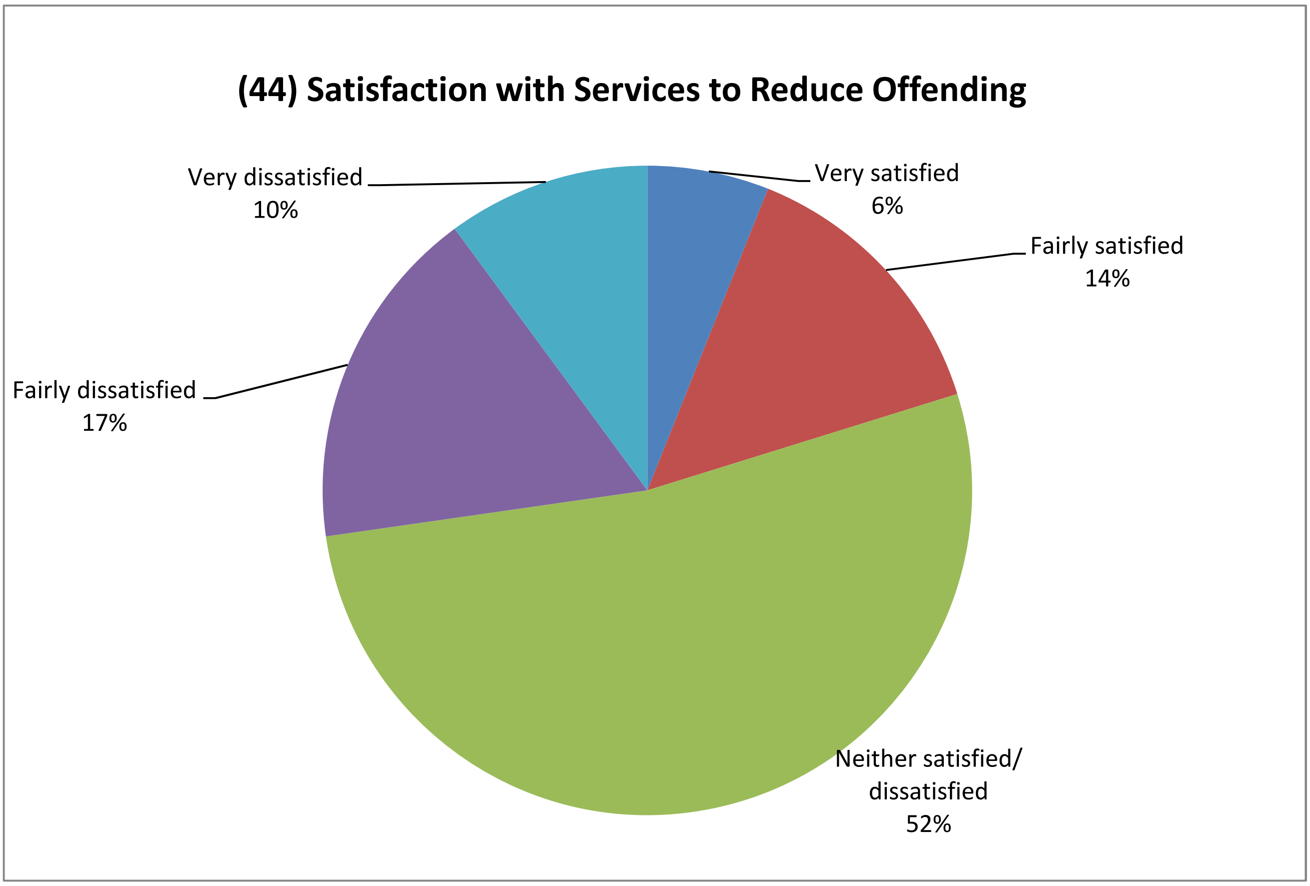
These figures result in a net satisfaction rate of 0% - notably lower than the rates recorded in recent years (19% in 2014; 24% in 2013; 21% in 2012; 32% in 2011).

Respondents who are retired return a net satisfaction rating of 19% compared with -1% for those who are employed. People who do not have a disability return a net satisfaction rate of 10% while for people with a disability the rate is much lower at -7%. Ratings from respondents living in Caithness, Sutherland and Easter Ross (23%) and Ross and Cromarty, Skye and Lochalsh (20%) are much higher than those supplied by people living in Inverness, Nairn, Badenoch and Strathspey (-9%). And the net rate from people with no school aged children (16%) is notably higher than the rate from people with school aged children (-32%).

Appendix 1: (44) Services to Reduce Offending

Of the entire sample 11% (109 people) answered this part of the question and gave their views on this service as follows:

- 6% are “very satisfied”
- 14% are “fairly satisfied”
- 52% are “neither satisfied/dissatisfied”
- 17% are “fairly dissatisfied”
- 10% are “very dissatisfied”



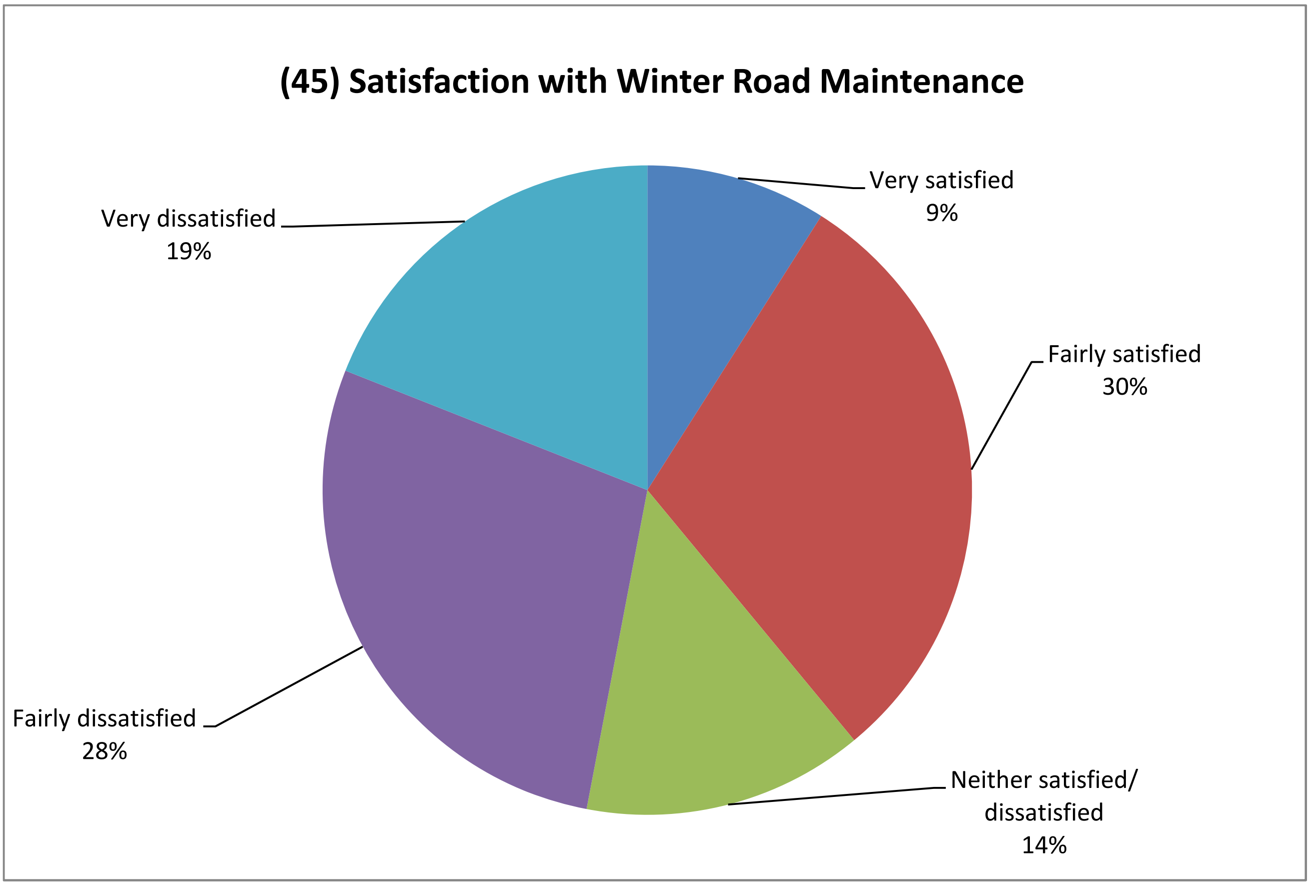
These figures result in a net satisfaction rate of -7% which is well down on the record high rate of 18% in 2014 (7% in 2013; -13% of 2012; -9% in 2011).

Net satisfaction rates amongst males (-13%) are even lower than the net rate supplied by females (-2%).

Appendix 1: (45) Winter Road Maintenance

Of the entire sample 83% (952 people) answered this part of the question. They expressed their opinions on winter road maintenance as follows:

- 9% are "very satisfied"
- 30% are "fairly satisfied"
- 14% are "neither satisfied/dissatisfied"
- 28% are "fairly dissatisfied"
- 19% are "very dissatisfied"



These figures mean that the net satisfaction rate has fallen considerably from 17% in 2014 to -8% this year. This marks a return to negative figures last seen in the 2011 Survey (14% in 2013; 0% in 2012; -9% in 2011; -23% in 2010).

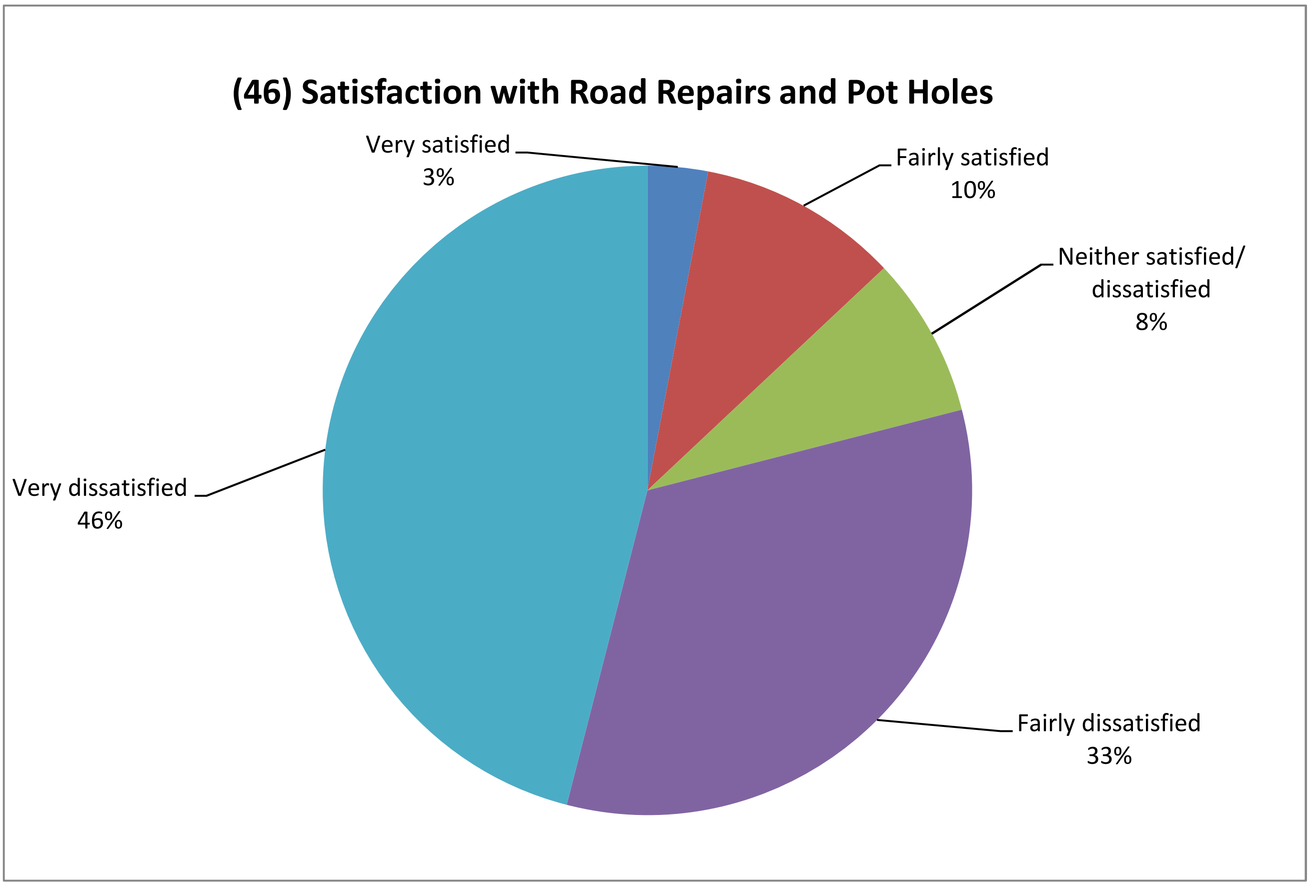
The highest net satisfaction rate is found amongst people: resident in the Highlands less than 5 years (+9%); aged 65+ (+8%). The lowest rates are found amongst people who: are aged 16-24 (-48%); live in "other" accommodation (-33%); are disabled (-18%); are aged 25-44 (-17%).

There is a notable difference in net satisfaction ratings according to gender with the rate returned by males (26%) being appreciably higher than that returned by females (12%).

Appendix 1: (46) Road Repairs and Pot Holes

Of the entire sample 87% (888 people) answered this part of the question, giving the following range of views on road repairs and pot holes:

- 3% are "very satisfied"
- 10% are "fairly satisfied"
- 8% are "neither satisfied/dissatisfied"
- 33% are "fairly dissatisfied"
- 46% are "very dissatisfied"



These figures result in a net satisfaction rate of -66% which is lower than that recorded in previous surveys (-56% in 2014; -61% in 2013; -59% in 2012; -55% in 2011).