



Centre for Remote
and Rural Studies

Creating the University of the Highlands and Islands

**THE HIGHLAND COUNCIL'S
ANNUAL SURVEY OF PERFORMANCE AND ATTITUDES 2013**

FINAL REPORT

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SURVEY METHODOLOGY

Introduction

1. The 2013 Highland Council Performance Survey was conducted in the month of May 2013. 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 1,151 people. Key findings from each of the questions in the Survey are presented in this report. Comparisons, as appropriate, are also made with the findings of previous Performance Surveys which have been conducted annually since 2003.
2. In years prior to 2010 the survey questionnaire was issued by post to several thousand named householders on the Register of Electors. For the 2010, 2011, 2012 and 2013 Surveys a different methodology was used. Questionnaires were not sent at random to a sample of the electorate but to members of the Citizen's Panel. 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 consist of 2,354 individuals.

The Response Rate

3. In 2013, of the 2,354 questionnaires which were sent to the members of the Panel, some 1,151 completed at least some of the questionnaire and returned their surveys. This gives a response rate of 48.9%. The number of people responding to each question is shown at the foot of the tables presented throughout the Report.

Construction of the 2013 Survey

4. In 2013 the performance survey questions were mostly carried forward from previous years' surveys in order to compare changes in perception over time. Where it differs from preceding years is that questions were asked for the first time about: advice services; access to the outdoors; and interest in growing produce.

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 1000 people, where 70% answered 'yes' and 30% answered 'no', using a 95% confidence limit, would have an accuracy of $\pm 2.9\%$. In other words, we can be 95% certain that the true value of the 'yes' vote within the whole population lies between 67.1% and 72.9%. The

table below gives levels of accuracy, using the 95% confidence limit, for various sample sizes and percentage responses.

Sample Size	Percentage of the sample giving the particular answer		
	10%/90%	30%/70%	50%/50%
100	±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 2013 Survey

7. For the 2013 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 2013: sample size = 1,151	± 1.8	± 2.7	± 2.9

8. Thus, using the 95% confidence threshold, the accuracy surrounding questions which draw on the entire sample of 1,151 responses is an interval of ± 2.9% at most. That means the chances are 95% that if the entire population of The Highland Council area were to respond, the answer would lie within ± 2.9% of the 2013 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. In Sections B to D though, results are weighted by age and gender, unless indicated otherwise. Weighting compensates for an under-representation in responses particularly from the 18-44 age group, and a slight under-representation of males. Note that some columns do not add exactly to 100% due to the rounding of figures.

Gender of 2013 Survey Respondents

10. Some 1,144 people answered the question regarding their gender as per Table 1.1 below:

Table 1.1 Respondents by Gender

Gender	Respondents %
Females	51.2
Males	48.5

N=1,144

Disability of 2013 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	13.5
No	86.5

N=1,145

12. The 13.5% of those who replied that they have a disability in 2013 compares with: 13.1% in 2012; 12.6% in 2011; 10.5% in 2010; 16% in 2009.

Age of 2013 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	1.9
25-34	4.5
35-44	10.2
45-54	20.7
55-65	27.3
65-74	22.6
Over 75	12.7

N = 1,147

Length of Time Lived in The Highland Council Area of 2013 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	5.3
5-10 years	11.4
Over 10 years	83.4

N= 1,145

The Working Status of 2013 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	39.5
Working for single employer FT	26.7
Self employed	11.7
Working for single employer PT	11.4
Working for more than 1 employer	2.7
Looking after family or home	1.7
Unable to work - disability	1.6
Carer	1.2
Unemployed	1.0
Full time education	1.0

N=1,146

Housing Situation of 2013 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	83.0
Private rented	5.9
Rent from the council	5.1
Living with parents	2.4
Rent from a housing association	2.2
House comes with the job	1.4

N=1,144

Ethnicity of 2013 Survey Respondents

17. Respondents described their ethnicity as per Table 1.7:

Table 1.7 Ethnicity of Respondents

Ethnicity	Respondents %
White - Scottish	70.8
White – Other British	25.6
White - Irish	0.9
White - Polish	0.4
White - Other	1.4
Mixed or Multiple Ethnic	0.3
African – African British	0.2
Asian - Pakistani, Pakistani British	0.2
Asian – Indian, Indian British	0.1
Asian – Bangladeshi, Bangladeshi British	0.1
Asian – Chinese, or Chinese British	0.1
Caribbean – Caribbean British	0.1

N=1,142

Families with School Age Children amongst 2013 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	18.8
No	81.2

N=1,104

Responses Received by Ward in 2013

19. For the respondents who did not complete the survey electronically (68.2%) it is possible to provide a breakdown of their returns by Ward (see below in Table 1.9). Ward 13 – Aird and Loch Ness – provided the most responses (57) and Ward 3 – Wick - the fewest (21).
20. Because the number of respondents per ward is obviously low relative to the whole sample of 1,151 any comments made in this report about people’s views at the ward level can only be indicative – and perhaps suggest matters that could be worth exploring further.

Table 1.9 Responses by Ward

Ward	% of Total Responses	Number of Responses
1 North, West and Central Sutherland	2.2	25
2 Thurso	2.2	25
3 Wick	1.8	21
4 Landward Caithness	3.6	42
5 East Sutherland and Edderton	3.0	35
6 Wester Ross, Strathpeffer and Lochalsh	4.8	55
7 Cromarty Firth	2.6	30
8 Tain and Easter Ross	2.5	29
9 Dingwall and Seaforth	2.8	32
10 Black Isle	3.6	41
11 Eilean a' Cheò	3.0	35
12 Caol and Mallaig	2.2	25
13 Aird and Loch Ness	5.0	57
14 Inverness West	1.9	22
15 Inverness Central	3.3	38
16 Inverness Ness-side	4.1	47
17 Inverness Millburn	2.1	24
18 Culloden and Ardersier	3.0	35
19 Nairn	4.5	52
20 Inverness South	3.0	35
21 Badenoch and Strathspey	4.1	47
22 Fort William and Ardnamurchan	2.9	33
Total	68.2	785

N= 785

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

21. At the conclusion of the 2013 Performance Survey respondents were asked 4 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 62% of the sample (708 respondents) answered as follows:
- 78% answered “yes” - an increase on the 73% recorded in 2012

- 22% answered “no” - compared with 27% in 2012.
23. Those sampled were then asked whether they have found being a citizens’ panel member “**useful**”. Some 76% of the sample (870 respondents) answered as follows:
- 89% answered “yes” – an increase on the 83% recorded in 2012
 - 11% answered “no” - compared with 17% in 2012
24. All the respondents (i.e. 100%) who are unemployed answered “yes” to this question while 94% of respondents resident in the Highlands less than 5 years also answered “yes”.
25. Those sampled were asked whether they had found being a citizens’ panel member “**time consuming**”. Some 70% of the sample (803 respondents) answered as follows:
- 29% answered “yes” (30% in 2012)
 - 71% answered “no” (70% in 2012)
26. Those sampled were then asked whether they had found being a citizens’ panel member “**worthwhile**”. Some 76% of the sample (871 respondents) answered as follows:
- 90% answered “yes” – an increase on the 86% recorded in 2012
 - 10% answered “no” – compared with 14% in 2012

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 2012 - 31 March 2013?**” Some **54.5% of respondents (627 people)** said that they had contact or made a payment in that period. This percentage is higher than the 51% recorded in both of the 2011 and 2012 surveys. People who record rates of contact that are notably higher than the average for the entire sample are people who are:
- Council tenants (69%);
 - Disabled (67%);
 - Unable to work (61%);
 - Unemployed (61%).

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	2013 %	2012 %	2011 %	2010 %	2009 %
To make a payment	50	46	26	32	37
To make an enquiry	30	38	49	41	40
To request a service	17	22	27	29	38
To report a problem	15	n/a	n/a	n/a	n/a
To make an application	9	n/a	n/a	n/a	n/a
To make a complaint	6	11	12	11	16
To speak to your Councillor	4	6	5	7	6
Other	3	5	10	12	2

Base: Respondents who contacted The Highland Council during the preceding 12 months (N in 2013 =627)

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 rise** from 46% in 2012 to 50% in 2013. Meanwhile those for whom the main reason for contact was to **make an enquiry** declined to 30% in 2013 from 38% in 2012. For the first time respondents were able to select **report a problem** as a reason for making contact and 15% chose this option. **To make a complaint** was a reason for making contact for 6% of respondents from 11% in 2012.

- 2.3 The percentage of those for whom their last contact was to **make a payment** was much higher amongst those who are living in other forms of accommodation (61%) than for those who own their home (49%) or those who are council tenants (43%).
- 2.4 Of those who report that their most recent contact was to **make an enquiry**, higher than average results are found in those respondents who are aged 25-44 (37%) than those aged 45-64 (28%) or those aged 65+ (29%).
- 2.5 Regarding those whose last contact involved **reporting a problem** the percentages are higher amongst those respondents who:
- are council tenants (45%) than those who are home owners (13%) or in other types of accommodation (10%);
 - have been resident in the Highlands between 5 and 10 years (27%) than those who have been resident for less than 5 years (22%) and those who have been resident more than 10 years (13%).

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

	2013 %	2012 %	2011 %	2010 %	2009 %
By telephone	45	48	58	53	57
Personal Visits:					
<i>(Personal visit to Council Office</i>	14	13	17	19)	n/a
<i>(Personal visit to Service Point</i>	23	25	26	29)	n/a
Personal Visits in Total *	34	34	40	43	48
On-line <i>(e.g. Council website or home computer)</i>	30	22	19	15	12
By letter	7	8	10	13	11
Other	<1	4	1	3	3
Ward forum	<1	3	1	1	1
On-line <i>(public access computer)</i>	<1	<1	<1	<1	2
Home visit by Council staff	<1	<1	1	2	2

Base: Respondents who contacted The Highland Council during the preceding 12 months (N=627 in 2013)

Notes: 1. Multiple responses were accepted.

2. n/a denotes 'not asked'.

3. **Personal Visits in 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.

- 3.2 For respondents making contact with the Highland Council in the last year **the telephone remains the leading method of making contact** at 45% but that is a decline on the 58% recorded in 2011 and the 48% in 2012.
- 3.3 The **main trend** evident in Table 2.2 above is **the increasing use of on-line contact via home computers** – the figure is at 30% having been at 12% in 2009. Of those using this method, it is observable that this is a preference of people aged 25-44 (43%) and 45-64 (26%) when compared with those aged 65 and over (17%).
- 3.4 Personal visits are the **second most common method of making contact** at 34% - the same as in 2012 (40% in 2011; 43% in 2010; 48% in 2009). 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 (23%) remains a more frequently used method of making contact than visits to Council Offices (14%). Of those who made contact by **personal visits** the following features are the most prominent:
- Respondents in the 25-44 age group (26%) make less use of this method compared with those aged 65 and over (39%) and those aged 45-64 (33%);
 - Compared with the average (34%), people who are council tenants (48%) and people who are disabled (44%) are more inclined to make a personal visit.
- 3.5 It is noticeable that the percentage of **people making contact on-line** continues to rise markedly - now standing at 30% compared with 22% in 2012 and 12% in 2009. This method of contact is most popular amongst those respondents aged 25-44 (43%) compared with those aged 65+ (17%) and those with school-aged children (42%) compared with those who do not have school-aged children (22%).

Question 3b: Methods of making payments to the Council

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

Table 2.3 Methods of making payments to the Council

Methods	2013 %
Direct Debit	45
Debit/credit card at Service Point	11
Debit/credit card via internet	9
Cash or cheque at Post Office	7
Cash at PayPoint or Payzone	5
Debit/Credit Card via Council’s phone payment line	4
Cash or cheque to school	4
Online banking	3
Standing Order	2
Bank Credit Transfer (Bacs)	2
Telephone banking	0

N=627

- 3.7 Direct Debit is by far the leading method of payment (45%). Debit/credit card via the internet is in third place (9% overall but 20% of those aged 25-44 compared with just 1% of those aged 65+).

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

- 3.8 Panel members were next asked whether they were aware that they could access information through “**webcasting of Council meetings**”. Of the 564 people who answered 36% (33% in 2012; 32% in 2011) said they were aware of this facility while 64% (67% in 2012; 68% in 2011) said they were not aware of it. Respondents most aware of webcasting are people aged 65+ (52%) compared with those aged 25-44 (31%) and 45-64 (40%).
- 3.9 When respondents were asked whether they were aware they could access information through “**social networking (Facebook, Twitter)**” of the 543 who answered, some 36% said that they are aware of this while 64% said they were not aware of it.

Question 3d: Contact in Gaelic

- 3.10 One person in 2013 (3 in 2012 and 2011) said that he/she 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 Performance Survey is not asking any questions about frequency of use – this is simply about respondent’s last contact in person. A total of 327 people replied. Of these: 101 people said the office contacted was in Inverness; 31 said it was in Dingwall; 27 said it was in Fort William; another 27 said it was in Thurso; 25 said it was in Nairn; 19 said it was in Wick; 12 said it was in Portree; 10 said it was in Alness; 9 said it was in Golspie; 8 said it was in Kingussie; a further 8 said it was in Kyle of Lochalsh; 7 said it as in Grantown on Spey; 5 said it was in Invergordon; and an additional 5 said it was in Tain. Of the other 17 locations mentioned each of these had 4 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. Their answers are found in Table 2.4 below.

Table 2.4 Type of Office Contacted by People making Personal Visits

Office Type	2013	2012	2011	2010	2009
	%	%	%	%	%
Service Point	70	71	66	65	66
Housing Service	7	5	4	4	8
Transport, Environmental and Community (TEC) Services Planning Department	6	6	7	7	6
Head Office / no service specified	4	5	7	7	6
Education, Culture and Sport	1	3	4	7	8
Finance	1	2	1	<1	2
Social Work	<1	1	2	<1	1
Chief Executive's Office	<1	<1	<1	<1	1
Other/unclear	7	3	7	7	-

Base: Respondents whose most recent contact with The Highland Council was in person (N=270 in 2013)

- 4.3 The main finding from the above table is that for 7 in 10 people (70%) their most recent person to person contact took place at a service point (71% in 2012; 66% in 2011; 65% in 2010; 66% in 2009).

Question 5: Request Dealt with By the First Person Contacted

- 5.1 Some 73% of the respondents (70% in 2012; 74% in 2011; 69% in 2010; 71% in 2009) said that when they had last contacted the Highland Council their **requests were dealt with by the first person contacted**. Amongst those aged 25-44 the figure was notably lower -61%.

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 2.5 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 2.5 Views on the Services Received

	2013		2012		2011		2010		2009	
	Good	Poor								
(a) For all types of contact:										
Helpfulness of staff	74	6	74	7	74	7	74	6	72	6
How well the staff understood what was wanted	71	6	73	8	76	7	72	7	76	5
Overall satisfaction with the service given	70	11	63	15	67	12	65	12	67	13
(b) For personal visits:										
Waiting time	56	7	58	9	60	9	64	9	59	7
Privacy	38	24	39	24	40	28	34	28	40	22
Ability to reach the right person	66	6	62	9	55	13	61	11	60	12
Facilities for people with a disability	74	4	68	7	61	3	65	6	61	7
Opening hours	55	8	49	19	57	5	60	3	62	4
(c) For telephone contacts										
Speed with which the telephone was answered	66	9	59	7	65	3	67	3	61	6
Ease of getting through to someone who could help	63	16	55	15	60	11	57	12	57	16
Opening hours	57	5	49	6	60	4	58	5	59	6
(d) For letter, e-mail and fax:										
Length of time taken for a response	47	24	41	20	35	25	36	23	41	29
Usable format	58	1	64	6	61	8	n/a	n/a	n/a	n/a
(e) Council's website www.highland.gov.uk										
Content			n/a	n/a	n/a	n/a	50	7	60	5
Home page content	46	6	46	5	44	7	n/a	n/a	n/a	n/a
General content	45	5	46	5	45	4	n/a	n/a	n/a	n/a
Ease of use			n/a	n/a	n/a	n/a	38	13	52	13
A to Z	42	14	38	10	35	21	n/a	n/a	n/a	n/a
Navigation	34	24	31	22	30	27	n/a	n/a	n/a	n/a
Search	32	23	30	22	30	26	n/a	n/a	n/a	n/a
Links on Homepage	35	13	36	11	32	16	n/a	n/a	n/a	n/a
Completing on-line forms	34	15	n/a							
Webcasting Council meetings	46	9	40	13	44	12	n/a	n/a	n/a	n/a
Social Networking e.g. Facebook, Twitter	36	18	49	15	41	21	n/a	n/a	n/a	n/a

Base: N for 2013 range from 64 to 504 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 74% (also 74% in 2012, 2011 and 2010) of those who had made contact rated the **helpfulness of staff** as being “good”. There is clearly a remarkable consistency about this figure. Meanwhile 6% (8% in 2012; 7% in 2011; 7% in 2010) rated it as being “poor”. Some 86% of respondents with a disability and 81% of those aged 65+ rated the helpfulness of staff as “good”.
- 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 71% (73% in 2012; 76% in 2011) while 6% rated it as “poor” (7% in 2011). Some 79% of people aged 65+ rated staff understanding of what they wanted as being “good” and 2% regarded it as being “poor”.
- 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% - up notably from the 63 in 2012 – while the percentage of those classifying the service they received as “poor” is 11% - down on the 15% recorded in 2012.

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 slightly to 56% from 58% in 2012 (60% in 2011; 64% in 2010; 59% in 2009). At the same time however, the percentage rating **waiting time** as “poor” also fell - to 7% from 9% in 2011 and 2012.

Privacy

- 6.8 The percentage of people making a personal visit who rate **privacy** as being “good” is 38% (39% in 2012; 40% in 2011; 34% in 2010; 40% in 2009) while those who classify privacy as “poor” is 24% (24% in 2012; 28% in 2011 and 2010 and 22% in 2009). There is a marked difference in responses according to one of the categories. Some 28% of people who are disabled rate privacy as “good” while 32% rate it as “poor”. This compares with respondents who are not disabled of whom 38% rated “privacy as “good” while 18% said it was “poor”.

Ability to reach the right person

6.9 Of those who made personal visits, 66% rate as being “good” their **ability to reach the right person** – a figure which represents a continued rise from 2012 (62%) and 2011 (55%) and is the highest recorded in the last 5 years. Some 6% rate this as “poor” – the lowest figure in the last 5 years (9% in 2012; 13% in 2011; 11% in 2010; 12% in 2009). Differences according to categories are evident according to:

- gender - where 71% of males compared with 59% of women rate the ability to reach the right person as “good”;
- whether a respondent has school aged children – where 67% of those who had no school aged children rate the ability to reach the right person as “good” compared with 54% of those who have school aged children.

Facilities for people with a disability

6.10 Of the respondents who had made a personal visit, 74% said **facilities for people with a disability** were “good” (up from 68% in 2012; 61% in 2011; 65% in 2010; 61% in 2009) while 4% said the facilities were “poor” (7% in 2012; 3% in 2011; 6% in 2010; 7% in 2009; 6% in 2008). For respondents with a disability, 65% classified these facilities as “good” and 8% said they are “poor”.

Opening hours

6.11 **Opening hours** are classified as “good” by 55% - a rise on the 49% recorded in 2012 but not quite returning to levels pre-2012 (57% in 2011; 60% in 2010; 62% in 2009; 62% in 2008). Meanwhile the percentage saying that opening hours are “poor” is 8% - a notable fall on the 19% recorded in 2012 but also not quite returning to the levels in prior years (5% in 2011; 3% in 2010; 4% in 2009; 5% in 2008). While 59% of people who do not have a disability consider opening hours to be “good” the figure for people with a disability is 45%.

For telephone contact

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

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

6.13 Some 66% assessed the speed of answering as “good” - up from 59% in 2012 and returning to the levels seen in 2011 (65%) and 2010 (67%). Some 9% said it was “poor” (3%-7% in the 2009 to 2012 surveys). There is a notable difference according to gender - 75% of females classified the speed of answering as “good” compared with 57% of males.

6.14 Some 63% classified the ease of getting through to as person who could help them as “good” – the highest percentage in any of the last 5 years (55% in 2012; 60% in 2011; 57% in 2010; 57% in 2009). The percentage whose verdict on this criterion was “poor” was 16% (15% in 2012; 11% in 2011; 12% in 2010; 16% in 2009). As with the responses to the speed with which the telephone was answered there was a notable difference in answers

given to this question according to gender - 71% of females classified the ease of **getting through to someone who could help them** as “good” compared with 56% of males.

- 6.15 Some 57% of those telephoning said opening hours are “good” - a marked rise from 49% in 2012 and a return to past levels (60% in 2011; 58% in 2010; 59% in 2009) – while 5% said they are “poor” (since 2003 this response has been in the 4%-6% range).

For contact by letter / email / fax

- 6.16 Of the 176 respondents who had made contact by at least one of these methods, 47% rated the length of time taken for a response as “good” (up from 41% in 2012; 35% in 2011; 36% in 2010) while 24% rated it as “poor” (20% in 2012; 25% in 2011; 23% in 2010). Some 40% of those aged 25-44 rated the speed of answering as “poor” compared with 22% of those aged 65+ and 20% of those aged 45-64.
- 6.17 Respondents were invited to rate the “usable format (other language, print size)”. Of the 109 who answered 58% chose “good” (64% in 2012; 61% in 2011) while just 1% selected “poor” (6% in 2012; 8% in 2011).

Council’s website

- 6.18 Those who had made use of The Highland Council’s website when making contact were asked to comment on the website’s content and ease of use.
- 6.19 Prior to 2011 the Survey had asked just one question about the “content” of the website. In 2011 this was changed to two questions, one on “**home page content**” and another on “**general content**”. In 2013, home page content was rated “good” by 46% (46% in 2012; 44% in 2011) and “poor” by 6% (5% in 2012; 7% in 2011). General content was classified as “good” by 45% (46% in 2012; 45% in 2011) and “poor” by 5% (5% in 2012; 4% in 2011).
- 6.20 Under the heading ‘**Ease of Use**’, where one question had formerly been asked, in 2011 this question was split into four parts. In 2013 a 5th category was added. The results show:
- Ease of Use A to Z – 42% rate this as “good” (38% in 2012; 35% in 2011) and 14% 10% as “poor” (10% in 2012; 21% in 2011);
 - Links on Homepage – 35% rate this as “good” (36% in 2012; 32% in 2011) and 13% as “poor” (11% in 2012; 16% in 2011);
 - Navigation – 34% rate this as “good” (31% in 2012; 30% in 2011) and 24% as “poor” (22% in 2012; 27% in 2011);
 - Search – 32% rate the ease of using the search facility as “good” (30% in 2012 and 2011) and 23% as “poor” (22% in 2012; 26% in 2011);
 - Completing on-line forms – 34% rate the ease of doing this as “good” while 15% rate is as being “poor”. (This is the first year this part of the question has been asked.)

- 6.21 As was the case in 2011 and 2012, females are much more likely to rate the ease of use across all 4 categories as “good” (in 2013 the percentages ranged from 39% to 48%) than males (in 2013 the percentages ranged from 24% to 33%).

Webcasting Council Meetings

- 6.22 Since the 2011 Survey a question has been asked about the webcasting of Council meetings. Of the sample of 1,151 some 90 (8%) gave their views. Of these, 46% selected “good” (40% in 2012; 44% in 2011) and 9% selected “poor” (13% in 2012; 12% in 2011).

Social Networking e.g. Facebook, Twitter

- 6.23 Since the 2011 Survey a question has also been asked about social networking. Of the 1,151 sample, 64 people (6%) gave their views. Of them, 36% chose “good” (49% in 2012; 41% in 2011) and 18% chose “poor” (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 2.6 below.

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

Level of Satisfaction/Dissatisfaction	2013 %	2012 %	2011 %	2010 %	2009 %
“Very” + “Fairly” satisfied	62	63	69	67	65
Neither satisfied nor dissatisfied	34	29	25	27	29
“Very” + “Fairly” dissatisfied	5	8	6	6	7

N=1,110 in 2013

- 7.2 The percentage of respondents who say that they are satisfied (either “very” or “fairly”) in 2013 stands at 62% (63% in 2012; 69% in 2011; 67% in 2010; 65% in 2009). The percentage of respondents expressing themselves as dissatisfied (either “fairly” or “very”) stands at 5% (8% in 2012; 6% in 2011; 6% in 2010; 7% in 2009).
- 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 2.7 below). The results show that this net satisfaction rate for 2013 is 57% (55% in 2012; 63% in 2011; 61% in 2010; 58% in 2009).

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

	2013 %	2012 %	2011 %	2010 %	2009 %
Net satisfaction rate	57	55	63	61	58

N=1,110 in 2013

Question 8: Additional Methods for Receiving Information or Contacting the Council

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

Table 2.8 Additional Methods for Receiving Information or Contacting the Council

Method	2013 %	2012 %	2011 %	2010 %	2009 %
Interactive/ Digital TV	23	26	31	22	32
Text to and from your mobile	37	35	32	27	19

N = 1,151 in 2013

Note: Multiple responses were permitted

8.2 **Interactive/Digital TV** is supported by 23% (26% in 2012; 31% in 2011; 22% in 2010; 32% in 2009).

8.3 **Texting** continues to rise in popularity with this method now being favoured by 37% (35% in 2012; 32% in 2011, 27% in 2010, 19% in 2009, and 25% in 2008). The greatest differences evident in response to this question according to categories of users appears as follows:

- Some 26% of those aged 65+ would use this method compared with 59% of those aged 16-24 and 40% of those aged 25-44;
- Some 31% of those living in their own accommodation would use this method compared with 47% of those living in other types of accommodation and 45% of those living in council accommodation.

Question 9: Ease of Contact with The Highland Council

9.1 In 2013, in answer to the question “**Overall, do you find it easy to contact The Highland Council when you need to?**” 90% of respondents answered “yes” (90% in 2012; 93% in 2011; 92% in 2010; 93% in 2009) and 10% answered “no”. Amongst people resident in the Highlands for less than 5 years the percentage selecting “yes” is 97% - the highest of any category of respondents.

SECTION B: SATISFACTION WITH SERVICES

Views on The Highland Council's Services

- 10.1 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 2011 - 31 March 2012 and express your satisfaction with each by placing a tick in the boxes below.**” This is the third year (2011 being the first) in which the survey explicitly states that respondents should be commenting on services only if they have used them within a designated time period. Those surveyed were then presented with a list of 45 services provided by The Highland Council and invited to select one of the following 6 options for each service:
- **Have Not Used Service**
 - **Very Satisfied**
 - **Fairly Satisfied**
 - **Neither Satisfied/Dissatisfied**
 - **Fairly Dissatisfied**
 - **Very Dissatisfied**
- 10.2 For the 2009 Survey, respondents, when invited to give a verdict on their satisfaction with services, were presented with the following instruction: “If any question is not relevant to you - please leave it blank.” The Performance Survey for 2010 was the first that gave respondents the option to select “Have Not Used Service”. This option was retained in the 2011 Survey but to make it clearer to the respondents it was moved from the end to the start of the row and that format was again used in the 2012 and 2013 Surveys.
- 10.3 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 2009. Comparisons with the 2009 Survey come with a **warning attached** in that the change in the options available to respondents – whereby they were presented in the Surveys since 2010 with the opportunity to select “have not used service” - reduced the percentages of those who would otherwise have chosen “neither satisfied/dissatisfied”. The impact of this change is that it will have accentuated trends in either positive or negative directions for net satisfaction rates. The retention and repositioning of the “have not used service” option plus the alteration of the wording so that it specifies the dates between which people have had to use the service to give an opinion on it should mean that the results of the surveys from 2011 onwards are more accurate than ever. In **Appendix 1** you will find a more detailed analysis of the results for each of the 45 services. There we state what percentage of the overall sample of 1,151 people that has answered that section of the question and reveal the percentages of respondents who select each of the various options of relative satisfaction or dissatisfaction on offer to them.
- 10.4 Table 3.1 also contains a column detailing the percentage of respondents who, by answering the question, 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	Net Satisfaction Rates				
	Using Service	2013	2012	2011	2010	2009
	2012/13					
	%	%	%	%	%	%
Payment of Council Tax	67	87	82	82	78	72
Libraries	54	84	81	89	78	65
Walking routes e.g. Great Glen Way	35	84	80	83	77	56
Council Service Points	39	79	74	83	74	72
Refuse/bin collection	94	78	72	73	74	72
Public Parks and other open spaces	66	76	73	82	63	48
Recycling facilities	93	75	72	66	61	57
Museums	35	74	64	79	59	35
Countryside ranger service	22	69	67	71	61	39
Registrars for Births, Deaths & Marriages	25	67	73	80	74	54
Street lighting	81	67	64	69	63	58
Swimming pools	40	65	64	62	53	40
Other sports facilities	31	62	69	72	52	33
Burials and cremations	21	61	68	68	63	41
Secondary education	23	60	57	63	60	39
Primary education	23	59	65	64	74	49
Pre-school services	16	58	62	65	63	38
Environmental Health Service	25	54	55	53	33	23
School meals	23	54	45	60	45	28
Street cleaning	81	47	43	37	30	30
Trading Standards	19	46	41	42	38	19
Cycling paths	28	44	50	65	36	19
Housing information and advice	18	43	30	30	18	12
Services to protect children from harm	14	42	28	37	24	14
School transport	18	41	33	45	51	31
Breakfast and after school clubs	13	40	24	46	28	7
Community learning/adult education	20	39	47	41	32	20
Advice on Benefits	14	35	30	34	20	18
Care at home services	18	33	23	25	23	14
Community Occupational Therapy	14	32	30	28	17	8
Economic development / business support	18	31	35	27	10	3
Services to protect adults at risk from harm	13	30	28	25	18	n/a
Public conveniences	61	28	19	38	18	1
Gaelic Pre-school services	9	27	21	n/a	n/a	n/a
Dealing with flooding	50	27	18	28	21	19
Residential homes for disabled/elderly people	18	24	21	32	11	6
Pavement maintenance	80	21	16	8	6	3
Planning applications & building warrants	30	19	-2	2	-4	-3
Gaelic Primary education	9	14	24	n/a	n/a	n/a
Winter road maintenance	85	14	0	-9	-23	-3
Planning for future land use (Local Plan)	32	14	3	3	-9	-9
Gaelic Secondary education	9	7	14	n/a	n/a	n/a
Services to reduce youth offending	12	7	-13	-9	-27	-27
Gaelic community learning/adult education	10	1	15	n/a	n/a	n/a
Road repairs and pot holes	88	-61	-59	-55	-57	-50

Base: N in 2013 = 104 – 1,081

10.5 Table 3.1 reveals that the services with the **highest net satisfaction ratings** in 2013 are:

- **Payment of Council Tax** (87% - a record highest rating for the service);
- **Libraries** (84%);
- **Walking Routes** (also 84% - a record highest rating for the service);
- **Council service points** (79%);
- **Refuse/bin collections** (78% - a record highest rating for the service);
- **Public Parks and other open spaces** (76%);
- **Recycling facilities** (75% - a record highest rating for the service);
- **Museums** (74%).

10.6 Looking at all 45 services together Table 3.1 also shows that when comparing the results of the 2013 survey with those of 2012:

- **32** have **received an increase** in their **net satisfaction ratings**;
- **13** experienced a **decrease**.

10.7 In fact in 2013 no fewer than **19 of the 45 services** have secured their **highest ever net satisfaction ratings**. Of these 19, the services showing the greatest percentage increase in satisfaction ratings compared to their previous highest ratings are:

- **Planning applications and building warrants** (up 17% on its previous high in 2011);
- **Services to reduce youth offending** (up 16% on its previous high in 2011);
- **Winter road maintenance** (up 14% on its previous high in 2012);
- **Housing information and advice** (up 13% on its previous high recorded in both 2011 and 2012);
- **Planning for future land use (Local Plan)** (up 11% on its previous high recorded in both 2011 and 2012).

10.8 An impression of changes in overall net satisfaction rates across almost the entire list of services can be obtained by looking at the number of services found within various net satisfaction ranges or bands. Table 3.2 below reveals the results of the Performance Surveys from 2009 to 2013 according to this measure.

Table 3.2 Number of Services in the Various Net Satisfaction Rate Bands (2009-2013)

Net Satisfaction Rate Bands	Number of Services				
	2013	2012	2011	2010	2009
80% - 100%	3	3	6	0	0
60% - 79%	12	13	13	14	4
40% - 59%	11	7	5	5	8
20% - 39%	11	11	11	10	10
0% - 19%	7	8	3	7	13
Less than 0%	1	3	3	5	5
Total Number of Services	45	45	41	41	40

10.9 Table 3.2 shows that in 2013:

- **Some 26 services out of 45 have a net satisfaction rating of 40% or higher** – this compares with 23 in 2012.
- **Only 1 service has a net satisfaction rate of less than 0%** - compared with 5 in 2009 and 2010 and 3 in both 2011 and 2012. This is the first time that there has been just 1 service with a negative satisfaction rating.

Use of Services

10.10 **In the 2013 survey at least 80% of the entire sample indicated that they used or were recipients of 7 of the 45 services namely:** refuse/bin collection (which heads the list as it is used by 94%); recycling facilities (a close second with 93% using this service); road repairs and potholes (88%); winter road maintenance (85%); street cleaning (81%); street lighting (81%); and pavement maintenance (80%).

10.11 **A further 5 services were used between 1st April 2012 and 31st March 2013 by 50% or more of the sample** namely: payment of council tax (67%); public parks and other open spaces (66%); public conveniences (61%); libraries (54%) and dealing with flooding (50%).

10.12 **A further 10 services were used in that same time period by more than 25% of respondents:** swimming pools (40%); Council service points (39%); museums (35%); walking routes (35%); planning for future land use (32%); other sports facilities (31%); planning applications and building warrants (30%); cycle paths (28%); Environmental Health Service (25%); and Registrars for Birth Deaths and Marriages (25%).

Question 11: Importance of Services to Respondents

11.1 Respondents were then invited to rank order the 5 services from the list of 45 they regarded as being the most important to them. Table 3.3 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	2013	2012	2011	2010	2009
	%	%	%	%	%
Road repairs and pot holes	57	61	63	48	49
Winter road maintenance	48	50	54	49	42
Refuse/bin collection	41	48	50	45	42
Recycling facilities	32	32	39	37	34
Primary education	19	22	24	27	22
Libraries	19	16	18	22	13
Public Parks and other open spaces	19	18	17	16	14
Secondary education	18	18	20	23	20
Street cleaning	16	17	16	14	17
Swimming pools	15	14	16	18	15
Other sports facilities	13	11	11	12	14
Pavement maintenance	12	14	15	12	14
Cycle paths	10	9	8	8	10
Street lighting	10	8	9	8	9
Care at home services	9	10	9	11	6
Public conveniences	8	11	10	7	8
Walking routes e.g. Great Glen Way	8	8	8	8	7
Residential homes for disabled/elderly people	8	7	8	14	10
Payment of Council Tax	8	6	8	7	11
Pre-school services	8	6	7	7	7
Planning for future land use (Local Plan)	7	10	8	9	9
Services to protect children from harm	7	6	8	11	8
Council Service Points	6	7	9	8	13
Dealing with flooding	6	6	4	4	4
Museums	6	4	4	5	2
Planning applications and building warrants	5	6	6	8	8
School transport	4	6	5	7	6
Housing information and advice	4	4	5	4	3
Community learning/adult education	4	3	4	5	5
School meals	3	6	4	4	5
Services to protect adults at risk of harm	3	3	4	5	n/a
Environmental Health Service	3	3	3	5	4
Advice on Benefits	3	2	4	3	7
Economic development / business support	2	2	3	3	3
Services to reduce youth offending	2	2	3	5	8
Countryside ranger service	2	1	2	3	1
Breakfast and after school clubs	2	1	1	3	3
Burials and cremations	2	0.9	1	2	2
Gaelic pre-school services	2	0.8	n/a	n/a	n/a
Community Occupational Therapy	1	2	2	3	3
Trading Standards	1	1	1	1	2
Registrars for Births, Deaths and Marriages	1	1	1	1	2
Gaelic primary education	1	0.7	n/a	n/a	n/a
Gaelic secondary education	0.7	1	n/a	n/a	n/a
Gaelic community learning/adult education	0.7	1	n/a	n/a	n/a

Base: All respondents (N=1,151 in 2013)

- 11.2 **The four services that have been receiving the most mentions in each survey** (road repairs and potholes; winter road maintenance; refuse/bin collection; and recycling facilities) **are once more the ones** with the highest percentages in the 2013 survey.
- 11.3 **Road repairs and pot holes** retains the top spot with 57% (61% in 2012; 63% in 2011; 48% in 2010).
- 11.4 **Winter road maintenance**, in second spot, is one of the 5 most important services for 48% (50% in 2012; 54% in 2011; 49% in 2010). Some 51% of those without school aged children rank this service in their top 5 compared with 36% with school aged children.
- 11.5 **Refuse/bin collections** is one of the 5 most important services for 41% (48% in 2012; 50% in 2011; 45% in 2010). This service is in the top 5 of 49% of people who aged 65+, 46% of those aged 45-64 compared with 36% of those aged 25-44 and 23% of people aged 16-24.
- 11.6 There is only one other service which was ranked in their top 5 services by more than 1 in 4 respondents and that is **recycling facilities** (32% in 2013; also 32% in 2012; 39% in 2011; 37% in 2010). It is a top 5 service for 42% of those who have lived in the Highlands for between 5 and 10 years and for 40% of those who have lived in the Highlands for less than 5 years compared with 31% who have lived in the Highlands for more than 10 years. Looking at the responses by housing tenure it is a top 5 service for 33% of those who own their own homes and also for 33% who live in other accommodation compared with 22% of people who are council tenants.
- 11.7 **Primary education** (selected by 19 % of the whole sample compared with 22% in 2012, 24% in 2011 and 27% in 2010) and **secondary education** (chosen by 19% of all respondents compared with 18% in 2012, 20% in 2011 and 23% in 2010) are services where there are noticeable –if unsurprising – differences in the order of importance they are accorded by the categories of respondents. Both of these services are mentioned much frequently in their 5 most important services by respondents with school aged children than those who do not have school aged children. Primary education is listed by 39% of those with children at schools compared with 11% of those with no school aged children while secondary education is listed by 51% of those with children at schools compared with 8% of those with no school aged children.
- 11.8 **Public parks and open spaces** (19% in 2013; 18% in 2012; 17% in 2011; 16% in 2010) is a service listed in the top 5 of 26% of those aged 25-44 compared with 14% of people aged 45-64 and 13% of those aged 65+. It is also in the top 5 of 27% of those who are unemployed compared with 16% of those who are employed, 14% of those unable to work and 13% of people who are retired.
- 11.9 **Street cleaning** (16% in 2013; 17% in 2012; 16% in 2011; 14% in 2010) and **pavement maintenance** (12% in 2013; 14% in 2012; 15% in 2011; 12% in 2010) are similar in the categories of respondents who regard these services as being in their top 5. Both are listed more frequently by those who are aged 65+ (17% and 18% respectively) compared with those aged 25-44 (12% and 9%).

- 11.10 Similarities are also evident in the pattern of responses by categories of users to the ;listing in the top 5 service of **swimming pools** (15% in 2013; 14% in 2012; 18% in 2011; 22% in 2010) and **other sports facilities** (13% in 2013; 11% in 2012 and 2011; 12% in 2010). Of people with school aged children 19% list swimming pools and 18% list other sports facilities in their top 5 compare with score of 10% and 7% respectively for those who have no school aged children. Likewise by age- of those between 25 and 44 some 22% list swimming pools and 17% list other sports facilities in their top 5 compared with 12% and 8% respectively of those aged 45-64 and 8% and 4% respectively for those aged 65+.
- 11.11 **Libraries** (19% in 2013; 16% in 2012; 18% in 2011; 22% in 2010) are a service in the top 5 of 23% of respondents who are retired.
- 11.12 The **Care at home service** is in the 5 most important services of 9% of the entire sample (10% in 2012; 9% in 2011; 11% in 2010) but 25% of people who are unable to work and 20% of people who are disabled list it in their top 5.
- 11.13 While 6% of the overall sample listed **Council Service Points** in their top 5 (7% in 2012; 9% in 2011; 8% in 2010) this is a service of particular importance to those who are Council house tenants (listed by 21% of these respondents) than it is to those who are home owners (7%) or who live in other forms of accommodation (6%).
- 11.14 While **pre-school services** are chosen by 8% of the entire sample as a top 5 service that overall figure disguises considerable variation according to age. Some 17% of people aged 25-44 list it in their top 5 compared with 4% of those aged 45-64 and 1% of those aged 65+.

Question 12: Overall Satisfaction with Services Provided by The Highland Council

- 12.1 Those surveyed were asked: “**Overall, are you satisfied with the services The Highland Council provides?**” In 2013 some 88% answered “yes”. This return is the highest score recorded since the Survey began in 2003 being 3% up on the previous highest score of 85% in 2011 (and 5% more than the 83% recorded in 2012). Some 1,135 people answered this question (98.6% of all respondents to the questionnaire).
- 12.2 The **highest percentages of people who chose to answer “yes” were those who: are unemployed (91%); are female (90%); live in other forms of accommodation (90%)**. By age what is noticeable is how close the returns are for each age group: 16-24 (91%); 25-44 (89%); 45-64 (87%); 65+ (89%). The only category where the percentage answering “yes” is found dipping below 80% is **people who are disabled (79%)**.
- 12.3 In the following 11 wards at least 90% of respondents answered “yes”: Badenoch & Strathspey (98%); Fort William & Ardnamurchan (97%); Inverness West (95%); Inverness South (94%); Inverness Central (92%); North, West and Central Sutherland (92%); Inverness Milburn (91%); Landward Caithness (90%); Cromarty Firth (90%); Tain and Easter Ross (90%); Black Isle (90%).

Question 13: More or Less Satisfied with Services

13.1 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 compares shows the responses to this question for the period 2009 to 2013.

Table 3.4 Change in Satisfaction with Services

Levels of Satisfaction	2013 %	2012 %	2011 %	2010 %	2009 %
More satisfied	6.3	5.4	7	6	7
About the same	78.2	72.2	71	68	73
Less satisfied	15.5	22.3	22	23	15
Don't know	n/a	n/a	n/a	3	5
Total	100	100	100	100	100

N=1,139 in 2013

13.2 Table 3.4 reveals that the percentage of respondents who are “**less satisfied**” is 15.5% which is well down on the 22.3% recorded in 2012 (22% in 2011; 23% in 2010; 15% in 2009). Some 6.3% said they are “**more satisfied**” than they were a year ago (5.4% in 2012; 7% in 2011; 6% in 2010; 7% in 2009).

Question 14: Complaints to The Highland Council in the Past Year

14.1 Those being surveyed were then asked: “**If you made a complaint about the Council in the past year, how satisfied were you with how the Council handled your most recent complaint?**” Some 13.9% of respondents by choosing to answer this question indicated that they had made a complaint (16.5% in 2012; 14.5% in 2011; 18.5% in 2010).

14.2 Table 3.5 below gives the percentages of respondents who expressed their various views as to how well they felt The Highland Council had handled their complaints in 2013 and compares the figures with those of 2012, 2011 and 2010. The net satisfaction rate is calculated by deducting the percentage of respondents who are dissatisfied in any way with the way their complaint was handled from those who are satisfied in any way with the handling of the complaint.

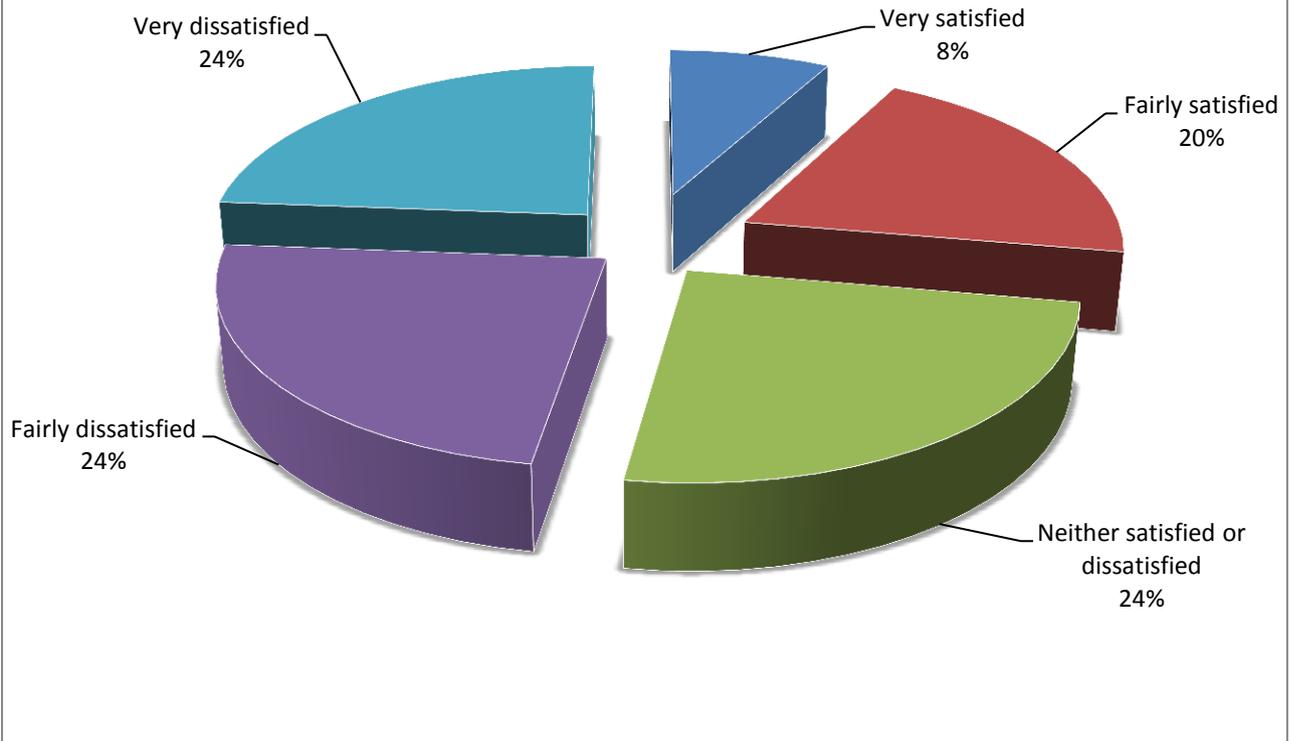
Table 3.5 Levels of Satisfaction/Dissatisfaction with the Way The Highland Council Handled Complaints

Levels of Satisfaction/ Dissatisfaction	2013 %	2012 %	2011 %	2010 %
Very satisfied	8	10	7	6
Fairly satisfied	20	21	29	24
Total of Very + Fairly Satisfied	28	31	36	30
Neither satisfied nor dissatisfied	25	25	18	19
Fairly dissatisfied	24	17	22	19
Very dissatisfied	24	26	24	32
Total of Very + Fairly Dissatisfied	48	43	46	51
Net Satisfaction Rate (Total Satisfied – Total Dissatisfied)	-20	-12	-10	-21

N=160 in 2013

- 14.3 Table 3.5 reveals that **48% of respondents (43% in 2012; 46% in 2011; 51% in 2010) are dissatisfied** (either “fairly” or “very”) with the way their complaint has been handled. Some 24% say they are “very dissatisfied” and another 24% say they are “fairly dissatisfied”. **By contrast, 28% are satisfied (either “very” or “fairly”) with the way their complaints have been handled** (31% in 2012; 36% in 2011; 30% in 2010). Some 8% are “very satisfied” (10% in 2012; 7% in 2011; 6% in 2010) and 20% are “fairly satisfied” (21% in 2012; 29% in 2011; 24% in 2010) .**The net satisfaction rate is -20%** which is a dip of 8% on the -12% rate in 2012 (-10% in 2011%; - 21% in 2010).
- 14.4 A marked gender difference is apparent in that females have a net satisfaction rate of 0%, which is much higher than that for males which is at -20%. Those who have school aged children have a positive net satisfaction rate of 4% which is much higher than the -11% rate for those who do not have school aged children.
- 14.5 The following pie chart (Figure 3.1) expresses the information about respondents’ levels of satisfaction or dissatisfaction with the way their complaints have been handled in another form:

Fig 3.1 Respondents' Levels of Satisfaction/Dissatisfaction with the way The Highland Council handled their complaints in 2013



Question 15: Reasons for Dissatisfaction

15.1 Respondents were invited to list the reasons for their dissatisfaction: **“If you were dissatisfied with how a complaint was handled, please identify the reasons by selecting all that apply.”** And then there followed 4 options: timescale; quality of response; outcome; and other. Some 81 (7%) of the entire sample answered this question giving their reasons for their dissatisfaction as follows (note that with multiple responses permitted – and taken - the percentages in table 3.86 below add to more than 100%):

Table 3.6 Reasons for Dissatisfaction with the Handling of Complaints

Reason for Dissatisfaction	People Dissatisfied 2013 %	People Dissatisfied 2012 %	People Dissatisfied 2011 %
Outcome	66	69	49
Quality of response	44	42	62
Timescale	42	36	39
Other	6	16	19

In 2013 N=88

15.2 In 2013 (as in 2012) **“outcome”** was the main reason for people’s dissatisfaction being cited by 2 in 3 (66% in 2013; 69% in 2012; 49% in 2011). **“Quality of response”** was selected by 44% (42% in 2012; 62% in 2011). Some 42% (36% in 2012; 39% in 2011) selected **“timescale”** as a reason for their dissatisfaction.

Question16: Qualities

16.1 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. Qualities are ranked according to the extent to which 2013 Survey respondents agreed that The Highland Council exhibits them.

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

Qualities	2013					Difference between % who agree and % who disagree in 2013	Difference between % who agree and % who disagree in 2012	Difference between % who agree and % who disagree in 2011
	Strongly Agree %	Agree %	Neither Agree or Disagree %	Disagree %	Strongly Disagree %			
Maintains good quality local services	10	54	26	8	2	54	51	52
Is approachable	11	48	34	6	1	52	49	56
Is helpful	8	46	37	8	1	45	45	46
Is environmentally friendly	7	46	38	7	2	44	45	39
Is a fair employer	7	26	62	4	1	28	27	26
Tells local people what it is doing	7	37	33	19	4	21	9	15
Treats all residents fairly	6	30	45	16	3	17	5	7
Is aware of people's needs	4	29	47	16	4	13	6	17
Provides value for money	5	28	44	18	5	10	3	8
Listens to local people	6	30	35	23	7	6	9	11
Is efficient	5	26	43	21	5	5	-1	4
Represents your views	3	21	50	18	7	-1	-7	-2
Involves people in how it spends its money	5	20	39	29	7	-11	-18	0.3

N = 1,107 to 1,128 in 2013

- 16.2 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 2013 survey either strongly agree or strongly disagree with any of the statements made.** Neither of these two options is ever selected by any more than 11% of the respondents.
- 16.3 Notice that **compared with 2012 the scores for 2013 have risen in 9 of the 13 qualities, stayed the same in 1 and decreased (albeit slightly) in the other 2.** The biggest gainers are found with respect to the following two qualities:
- **“Tells local people what it is doing”** – compared with 2012 when the percentage of those agreeing (in any way) exceeded those disagreeing (in any way) by 9%, in 2013 the figure has risen by 12% to 21%;
 - **“Treats all residents fairly”** - compared with 2012 when the percentage of those agreeing (in any way) exceeded those disagreeing (in any way) by 5%, in 2013 the figure has also risen by 12% this time to 17%.
- 16.4 There are 2 qualities which were found to have had more people disagreeing or strongly disagreeing with the statements made than those who agreed or strongly agreed with them – namely “represents your views (where the margin is a slender -1%) and “involves people in how it spends its money” (where the margin is -11%).
- 16.5 **“Maintains good quality services”** is statement regarding The Highland Council about which 64% agree (including 10% strongly so) while only 10% disagree (including 2% strongly so) giving a margin of 54% between those two opinions – an increase of 3% on last year (51% in 2012; 52% in 2011; 50% in 2010). While all categories of respondents return a decisive majority agreeing that The Highland Council displays this quality there are some interesting features evident in the results:
- Amongst those who do not have a disability the margin between those who agree and those who disagree with this statement is 66% but it is 41% amongst people who have a disability;
 - The categories of respondents who most agree (in either way) with this statement are people who: live in other accommodation (69%); have school aged children (68%); are aged 65+ (66%); have lived in the Highlands for less than 5 years (66%).
- 16.6 **“Is approachable”** is a statement regarding The Highland Council about which 59% agree (including 11% strongly so) and 7% disagree (including 1% strongly so) thus the difference between those agreeing and those disagreeing is 52% - a rise of 3% on last year’s survey results (49% in 2012; 56% in 2011). The greatest margin in favour of this statement is found amongst people who are: resident in the Highland less than 5 years (61%); retired (61%); aged 65+ (60%).
- 16.7 **“Is helpful”** is a statement regarding The Highland Council with which 54% agree (including 8% strongly so) while 9% disagree (including 1% strongly so) leaving a margin of 45% (45% in 2012; 46% in 2011) between these two opinions. The greatest margin in favour of this statement is found amongst people who are: retired (55%); aged 65+ (53%); council tenants (52%); and who do not have school aged children (50%).

- 16.8 **“Is environmentally friendly”** is a statement about The Highland Council with which 53% agree (including 7% strongly so) while 9% disagree (including 2% strongly so) leaving a margin of 44% in favour of the statement (45% in 2012; 39% in 2011; 34% in 2010). By category of respondent the greatest margin is found in people aged 65+ (50%) and the lowest in people resident in the Highlands less than 5 years (29%).
- 16.9 **“Is a fair employer”** is a statement with which 33% agree (including 7% strongly so) while 5% disagree (including 1% strongly so) leaving a margin in favour of this statement of 28% - a marginal rise of 1% on last year’s results (27% in 2012; 26% in 2011; 22% in 2010; 24% in 2009). Note that this statement attracts by far the highest percentage of respondents (62%) opting for the “neither agree or disagree” option suggesting that most respondents, not having experience of the Highland Council as an employer, decided to go for the safety of that choice. This though should not detract from the fact that where people do have knowledge of the Council as an employer a clear majority view it as being a fair employer. The greatest margin in favour of this statement is found amongst people who are council tenants (41%) while the lowest is found amongst people who are: disabled (21%); unable to work (21%).
- 16.10 **“Tells local people what it is doing”** is a statement with which 44% agree (including 7% strongly so) while 23% disagree (including 4% strongly so) leaving a margin of 21% between these two opinions. This is a notable increase on the 9% recorded in 2011 (7% in 2010). The greatest margin in favour of this statement is found amongst people aged 16-24 (27%) while the lowest is amongst people with a disability where there is a narrow margin in favour of the statement (2%).
- 16.11 **“Is aware of people’s needs”** is a statement with which 33% agree (including 4% strongly so) while 20% disagree (including 4% strongly so) leaving a margin in favour of the statement of 13% a rise on the 6% recorded 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 16% margin in favour of the statement compared with a 3% margin for people who have a disability;
 - People resident in the Highlands for more than 10 years (16%), and those resident for between 5 and 10 years (14%) return margins in favour of this statement but the margin tilts the other way with more disagreeing than agreeing with the statement amongst those resident for less than 5 years (-3%) .
- 16.12 **“Treats all residents fairly”** is a statement with which 36% agree (including 6% strongly so) while 19% disagree (including 3% strongly so) leaving a margin of 17% between these two opinions – a big rise on the 5% recorded in 2012 (7% in 2011; -1% in 2010). The highest margins in favour of this statement are found amongst people who are: aged 16-24 (36%); aged 65+ (21%). The lowest are found amongst people who: have a disability (8%); are unable to work (8%).

16.13 **“Listens to local people”** is a statement with which 36% agree (including 5% strongly so) while 27% disagree (including 5% strongly so) leaving a margin of 9% between these two opinions (11% in 2011; -2% in 2010). Underneath the overall score there are some notable variations according to categories of users:

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

16.14 **“Provides value for money”** is a statement with which 33% agree (including 5% strongly so) while 23% disagree (including 5% strongly so) leaving a margin between these two opinions of 10% - an appreciable rise on the 3% recorded in 2012 (8% in 2011; -6% in 2010). In the categories of respondents differences between those agreeing and disagreeing with the statement are found amongst people:

- aged 65+ (18%), 25-44 (13%), 45-64 (8%) compared with those aged 16-24 (-5%);
- who are unemployed (18%), retired (17%), employed (9%) compared with those unable to work (3%).

16.15 **“Is efficient”** is a statement about The Highland Council with which with which 31% agree (including 5% strongly so) while 26% disagree (including 5% strongly so) leaving a margin between these two opinions of 5% -a rise on the -1% recorded in 2012 (4% in 2011; -6% in 2010). The widest variation in views according to categories of respondents is found when looking at people’s employment status. Margins in favour of this statement are found amongst people who are: unable to work (20%); retired (12%); unemployed (11%). But amongst those who are employed by the barest margin (-1%) more disagree than agree with the statement.

16.16 **“Represents your views”** is a statement with which 24% agree (including 3% strongly so) while 25% disagree (including 7% strongly so) leaving a margin of -1% -a rise compared with the -7% recorded in 2012 (-2% in 2011; -12% in 2010). There are two categories of respondents where more agree with this statement than disagree with it: people who are unemployed (7%); and council tenants (2%). By contrast, amongst those respondents who are disabled notably more people disagree with this statement than agree with it (-14%).

16.17 **“Involves people in how it spends money”** is a statement about The Highland Council with which 25% agree (including 5% strongly so) while 36% disagree (including 7% strongly so) leaving a margin of -11% – a rise on the -18% recorded in 2012 (0.3% in 2011; -25% in 2010). There are no groups where a majority is found in favour of the statement. Those

categories where the negative margin is at its most pronounced are found amongst people who: have been resident in the Highlands between 5 and 10 years (-19%); are disabled (-18%); live in other forms of accommodation (-18%).

Question 17: The Qualities Most Important to Respondents

17.1 Respondents were then asked to choose from the 13 qualities the 5 which they thought were the most important – the ones therefore that they believed The Highland Council should most exemplify. Some 95% of the entire sample answered this question and Table 3.8 below ranks the 13 qualities according to the percentage of respondents placing the specific qualities within their top 5.

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 2013 Survey	Respondents Mentioning Quality in Their Top 5 (2013) %	Respondents Mentioning Quality in Their Top 5 (2012) %	Respondents Mentioning Quality in Their Top 5 (2011) %
1. Maintains good quality local services	71	73	77
2. Listens to local people	59	57	60
3. Provides value for money	56	58	62
4. Is aware of people’s needs	39	36	39
5. Is efficient	36	37	45
6. Involves people in how it spends its money	35	36	38
7. Treats all residents fairly	32	36	36
8. Is environmentally friendly	29	29	32
9. Tells local people what it is doing	28	30	34
10. Is helpful	21	20	18
11. Represents your views	19	20	20
12. Is approachable	17	17	14
13. Is a fair employer	13	12	14

N=1,063 in 2012

17.2 Top of the list is that the Council “**maintains good quality local services**” – this attracts the backing of 71% (73% in 2012; 77% in 2011; 74% in 2010). There are two other qualities which are endorsed by more than a majority of the sample: “**listens to local people**” (selected by 59% in 2013; 57% in 2012; 60% in 2011) and “**provides value for money**” (chosen by 56; 58% in 2012; 62% in 2011).

17.3 There are 6 options that attract 28%-39% of respondents namely: “**is aware of people’s needs**” (selected by 39%); “**is efficient**” (36%); “**involves people in how it spends its money**” (35%); “**treats all residents fairly**” (32%); “**is environmentally friendly**” (29%); and “**tells local people what it is doing**” (28%).

17.4 At the foot of the table there are four options which, in 2013, won the support of 21% or fewer. These are: “**is helpful**” (the choice of 21%); “**represents your views**” (19%); “**is approachable**” (17%); and “**is a fair employer**” (13%).

17.5 In analysing the support for these 13 qualities amongst respondents to the 2013 survey by the various categories there are some variations that emerge.

- **“Maintaining good quality services”** while chosen by 71% of all respondents was the choice of 85% of those with school aged children, 84% of people resident in the Highland for less than 5 years and 83% of those aged 25-44.
- **“Listens to local people”** while chosen by 59% of all respondents was the choice of 86% of those aged 16-24, 76% of people who are unemployed, 74% of those who are unable to work, and 70% of respondents with school aged children.
- **“Treats all residents fairly”** while chosen by 32% of all respondents was chosen by 67% of those aged 16-24 and 41% of those living in other forms of accommodation.
- **“Tells local people what it is doing”** was selected by 28% of all respondents but 38% of those people resident in the Highlands for between 5 and 10 years.
- **“Is approachable”** was selected by 17% of all respondents but 39% of council tenants notably higher amongst those who are disabled (30%) and those who are unable to work (33%) than it is for the sample as a whole (17%).
- **“Is aware of people’s needs”** was chosen by 39% of all respondents but 57% of those aged 16-24, 53% of council tenants, 53% of people who are unable to work, and 51% of those who are unemployed.
- **“Represents your views”** was selected by 19% of all who completed the survey but by 33% of those aged 16-24.
- **“Is environmentally friendly”** was chosen by 29% of all respondents but by 45% of those who have lived in the Highlands for between 5 and 10 years.

Question 18: Influencing Decisions Affecting My Local Area

18.1 Respondents were presented with the statement **“I can influence decisions affecting my local area”** and asked whether they agreed or disagreed with it. Some 1,119 answered (97.2% of the sample) and they responded as follows:

- 2% chose **“strongly agree”** (also 2% in 2012);
- 14% chose **“tend to agree”** (15% in 2012);
- 36% selected **“neither agree or disagree”** (32% in 2012);
- 31% chose **“tend to disagree”** (33% in 2012);
- 11% chose **“strongly disagree”** (14% in 2012).

18.2 These results show that **while 16% agree with the statement** (including 2% strongly so) **some 42% disagree** (including 11% strongly so) giving a **margin of -26%** the same as in 2012. In every category of respondents the percentages agreeing with the statement (in either way) are exceeded by those disagreeing with it (in either way) and there are no notable variations in responses.

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	2013 %	2012 %	2011 %	2010 %	2009 %
Greatly exceeds your expectations	1	1	1	1	2
Slightly exceeds your expectations	6	7	9	9	6
Is about what you expect	67	60	59	58	61
Falls slightly short of your expectations	20	23	23	24	23
Falls a long way short of your expectations	6	9	8	8	9
Total	100	100	100	100	100

19. In 2013 N=1,135

- 19.2 The table shows that some 2 out of 3 respondents in the 2013 Survey (67%) say that the Council is **“about what [they] expect”**. This is notably higher percentage than the responses for the Surveys of 2009-2012 which had ranged from 58%-61%.
- 19.3 For 1 in 5 (20%) The Highland Council **“falls slightly short of [their] expectations”** – a return which is lower than has previously been recorded (returns for this category since 2009 have been in the 23%-25% range).
- 19.4 The percentage of people classifying the Council as falling **“a long way short of [their] expectations”** is 6% - a decrease from the 9% recorded in 2012.
- 19.5 The figure for those who say their **expectations have been exceeded either slightly or greatly** is 7% (8% in 2012; 10% in 2011; 10% in 2010; 8% in 2009).
- 19.6 Across all the groups of respondents the clear majority view is that The Highland **“is about what you expect”** with the percentage of respondents choosing this option ranging from 54% (those unable to work) to 75% (people aged 25-44).

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.”** 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	2013 %	2012 %	2011 %	2010 %	2009 %
Included with the booklet received with council tax bill	59	55	58	59	69
Published on the Council's web pages	45	48	44	43	35
Email	38	31	36	32	18
Written information from Service Points and other offices	31	32	37	32	35
A separate newsletter to each household	29	31	25	28	29
As a newspaper insert	23	27	25	24	22
Leaflets and notices in council facilities	19	18	23	20	16
Provided directly from the service	13	12	14	14	8
Through contact with the local councillor	8	11	9	9	5
Through ward forums	6	6	7	8	3

N= 1,131 in 20123

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

- The only option to command the support of a majority of respondents continues to be: **“included with the booklet received with council tax information” (59%)** - (55% in 2012; 58% in 2011);
- Communication by **“publication on the Council's web pages”** is supported by **45%** - down from 48% in 2012 (44% in 2011; 43% in 2010);
- The percentage of those expressing a preference for communication **“by email”** has risen again to 38% from 31% in 2012 (36% in 2011; 32% in 2010);
- **“Written information from service points and other offices”** is favoured by 31% (32% in 2012; 37% in 2011);
- Two other forms of communication command the support of more than a fifth of respondents - 29% chose **“a separate newsletter to each household”** (31% in 2012; 25% in 2011) and 23% chose **“a newspaper insert”** (27% in 2012; 25% 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 means of communication preferred by: 65% of those aged 16-24; 52% of those aged 25-44; 44% of those aged 45-64; but only 28% of those aged 65+. A similar pattern is noticeable regarding receiving the information **“by email”** - it is the choice of 50% of 16-24 year olds; 45% of the 25-44 year olds; 34% of the 45-64 year olds; but 26% of those aged 65+. Also home owners are much more likely than council tenants to select “email” (33% compared with 14%).

20.4 There are two other differences observable by housing tenure. **“Written information from Service Points and other services”** is chosen by 55% of council tenants compared with 31% living in other forms of accommodation and 29% of home owners. **“A separate newsletter”** is selected by 45% of council tenants compared with 30% of those who live in other types of accommodation and 26% of home owners.

SECTION C: SATISFACTION WITH ADVICE SERVICES

This year the Survey including a section on Advice Services which was introduced as follows: **“The Council provides a Money Advice and Income Maximisation Service. It also pays for an Advice service to be provided by Citizens’ Advice Bureau (CAB) in Highland.”**

Question 21: Contact with Advice Services

21.1 Those surveyed were then asked: **“During the period 1 April 2012 - 31 March 2013, have you made contact with either a CAB or the Council’s Income Maximisation/Money Advice teams for advice?”** Of all the people who responded to the Survey 99.3% (1,143 people) answered this question. Some **92.3%** said they had **not made contact** while **7.7%** said they **had made contact**. Contact levels were highest amongst people who are:

- unable to work (26%);
- unemployed (16%);
- disabled (14%).

Question 22: Service(s) Contacted

22.1 Those who had made contact were asked which of the services they had contacted. Respondents were asked to select all that applied. The responses show that:

- **94%** had contacted the **CAB service**;
- **9.6%** had contacted the **Highland Council’s Money Advice Service**;
- **8.4%** had contacted the **Highland Council’s Income Maximisation Service**.

Question 23: Frequency of Contact

23.1 Those who had made contact with each of these services were then asked about the frequency of that contact over the past year. They answered as follows:

- For the **CAB**, there 78 people reporting on their use of this service - some 55% had used it once; 26% had used it twice; 6% had used it three times; and 13% had used it more than three times;
- For the **Money Advice Service** there were 8 people reporting on their use of this service – 3 of whom had used it once, 2 of whom had used it twice and 3 had used it more than three times;
- For the **Income Maximisation Service** there were 7 people reporting on their use of this service - 2 of whom had used it once, 4 of whom had used it twice each and 1 person had used it more than 3 times.

Question 24: Contact Methods

- 24.1 The 78 people who had used the **CAB** were invited to select (ticking as many options as applied) the methods they had used to make contact with the service. They answered as follows:
- 51% made contact by phone;
 - 35% made contact through a face to face drop in;
 - 28% made contact through a face to face appointment;
 - 9% made contact by email.
- 24.2 For the 7 people who had contacted the **Income Maximisation Service**, 6 had made contact by phone, 2 had made contact by email and 1 person had made contact via a face to face drop in.
- 24.3 For the 8 people who had made contact with the **Money Advice Service**, 7 told of how they had made contact. Some 7 of them made contact via telephone, 1 had made contact by email and 1 via a face to face drop in

Question 25: Satisfaction with Ease of Access/ Waiting Times/ the Way People were Treated

- 25.1 Those using each of the services were then asked: **“How satisfied were you with the service used in terms of ease of access/waiting times/the way you were treated?”**
- 25.2 For the **CAB** the 78 respondents answered as follows:
- 51.3% were “very satisfied”
 - 26.9% were “fairly satisfied”
 - 3.8% were “neither satisfied/ dissatisfied”
 - 10.3% were “fairly dissatisfied”
 - 7.7% were “very dissatisfied”
- 25.3 The above figures means that **78.2% were satisfied** (either “fairly” or “very”) while **18% were dissatisfied** (either “fairly” or “very”). Subtracting the 18% from the 78.2% gives a **net satisfaction rate of 60.2%**.
- 25.4 Of the 7 who had used the **Income Maximisation Service**, 2 were “very satisfied” with it; 4 said they were “fairly satisfied” with it; while 1 person was “very dissatisfied”.
- 25.5 Of the 8 people who had used the **Money Advice Service**, 7 reported on their views. Of these 2 were “very satisfied”; 1 was fairly satisfied”; 1 was “neither satisfied or dissatisfied”; 1 was “fairly dissatisfied”; and 2 were “very dissatisfied”.

Question 26: Difference the Service received had made to people

- 26.1 Those who had used these services were asked: **“What difference did the advice received make to you?”** Some 7 options were provided and people were invited to tick all that applied.

- 26.2 Of the 78 people who had contact with the **CAB** some 64 answered this question. Of them:
- 57.8% chose “no change to my situation”
 - 15.6% chose “helped me keep my benefits”
 - 10.9% chose “helped me access benefit/more benefits”
 - 6.2% chose “helped me stay in my home”
 - 6.2% chose “have not used the service”
 - 4.5% chose “reduced my debt”
 - 4.5% chose “my situation got worse”
- 26.2 Of the 7 people who had contact with the **Income Maximisation Service**, 3 people chose “no change to my situation”; 2 chose “helped me stay in my home”; 1 person chose “helped access benefit/more benefits”; and 1 person chose “have not used service”.
- 26.3 Of the 8 people who had contact with the **Money Advice Service**, 6 people gave their views. Of them 5 chose “no change to my situation”; 1 chose “my situation got worse”; and 1 person chose “reduced my debt”.

Question 27: Views on Using the Service Again

- 27.1 Some 78 people who had used the CAB responded to the question, “**Would you use this service again?**” Of them: 77% selected “yes”; 5% selected “no” and 18% selected “don’t know”.
- 27.2 The 7 who had used the **Income Maximisation Service** responded as follows to the question, “**Would you use this service again?**” Some 5 selected “yes”; 1 selected “no”; 1 selected “don’t know”.
- 27.3 Of the 8 people who had used the **Money Advice Service** 6 responded as follows to the question, “**Would you use this service again?**” Some 3 selected “yes”; 2 selected “no”; and 1 selected “don’t know”.

Question 28: Recommending the Service to others

- 28.1 People who used the **CAB** service responded as follows to the question: “**Would you recommend this service to others?**”
- 77% chose “yes”
 - 8% chose “no”
 - 5% chose “would keep my use private”
 - 10% chose “don’t know”
- 28.2 The 7 people who used the **Income Maximisation Service** responded as follows to the question: “**Would you recommend this service to others?**” Some 4 people selected “yes”; 1 selected “no”; 2 selected “don’t know”.
- 28.3 The 8 people who had used the **Money Advice Service** responded as follows to the question: “**Would you recommend this service to others?**” Some 5 people chose “yes”; 2 chose “no”; 1 chose “don’t know”.

SECTION D: COMMUNITY LIFE

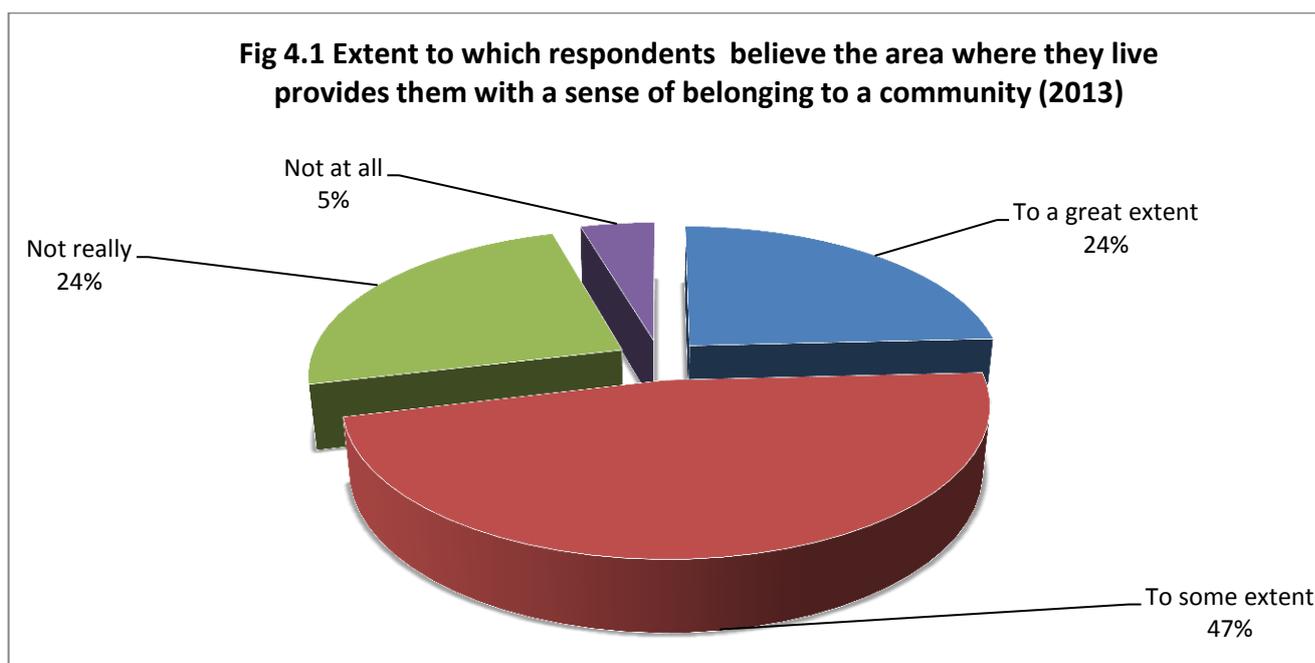
Question 29: Views of Respondents as to the Extent to which the Area where they Live Provides Them with a Sense of Belonging to a Community

29.1 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. (Note this section was introduced in the 2011 Survey.)

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

	2013 %	2012 %	2011 %
To a great extent	24.2	22.7	24.3
To some extent	47.0	45.6	51.2
Not really	24.3	25.4	17.2
Not at all	4.5	6.3	7.3
Total	100	100	100

N= 1.142 in 2012



29.2 The results show that **71.2% of respondents believe that the area where they live provides them with at least some sense of belonging to a community**. This is an increase of 2.9% on the 68.3% recorded in 2012 (75.5% in 2011). For 24.3% of respondents the belief is that the area in which they live does not really provide them with that sense of belonging to a community (25.4% in 2012; 17.2% in 2011). A further 4.5% (6.3% in 2012; 7.3% in 2011) believe that the area where they live emphatically does not provide them with that sense of belonging.

29.3 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 - the

minimum is 64% amongst people aged 16-24 while the maximum is 76% from respondents who are: female; retired; resident in the Highlands for between 5 and 10 years.

29.4 The wards where 80% or more of respondents believe that the area where they live provides them with at least some sense of belonging to a community are:

- Eilean a' Cheò (86%)
- Badenoch and Strathspey (85%)
- Wester Ross, Strathpeffer and Lochalsh (82%)
- North, West and Central Sutherland (80%)

29.5 There are two wards where fewer than 50% of the respondents believe that the area where they live provides them with at least some sense of belonging to a community:

- Inverness West (45%)
- Culloden and Ardersier (48%)

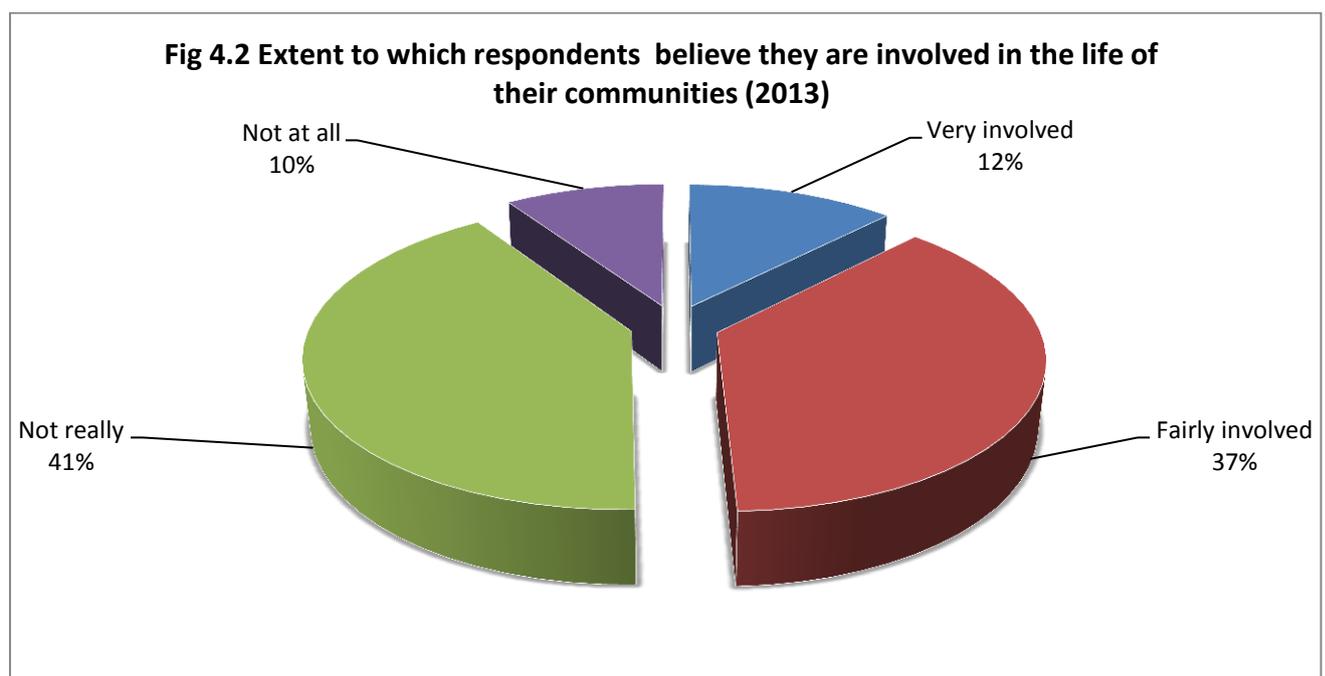
Question 30: Involvement of Respondents in Their Communities

30.1 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

	2013 %	2012 %	2011 %
Very involved	12.3	11.4	12.8
Fairly involved	37.2	36.2	40.3
Not really	41.1	40.4	37.3
Not at all	9.4	12.0	9.6
Total	100	100	100

N= 1,147 in 2013



- 30.2 These results show that the percentage of **respondents feel involved to some extent in their communities is just below 50% - at 49.5% (47.6% in 2012; 53.1% in 2011)**. Meanwhile **41.1% classify themselves as “not really” being involved (40.4% in 2012; 37.3% in 2011)** with a further **9.4% saying that they are “not at all” involved** in their communities which is down from the 12% recorded in 2012 (9.6% in 2011).
- 30.3 By categories the highest percentages of respondents who classify themselves as being involved (either “fairly” or “very”) in their communities are people who: are aged 16-24 (59%); have school aged children (55%); are resident in the Highlands between 5 and 10 years (54%). Conversely the groups of respondents with the lowest percentage involved in their communities are people who are: unable to work (43%); disabled (43%).
- 30.4 In the following wards 60% or more of the respondents are to be found saying that they are involved (either “fairly” or “very”) in their communities:
- Eilean a' Cheò (77%)
 - Wester Ross, Strathpeffer and Lochalsh (73%)
 - North, West and Central Sutherland (64%)
 - Fort William and Ardnamurchan (62%)
 - Badenoch and Strathspey (60%)
- 30.5 The wards where we find the lowest percentages of respondents (all under 30%) saying that they are involved (either “fairly” or “very”) in their communities are as follows:
- Inverness West (18%)
 - Culloden and Ardersier (26%)
 - Inverness South (29%)

Question 31: Extent to which Respondents feel Their Communities are Accepting of People coming from Outside the Highlands to Live in the Area

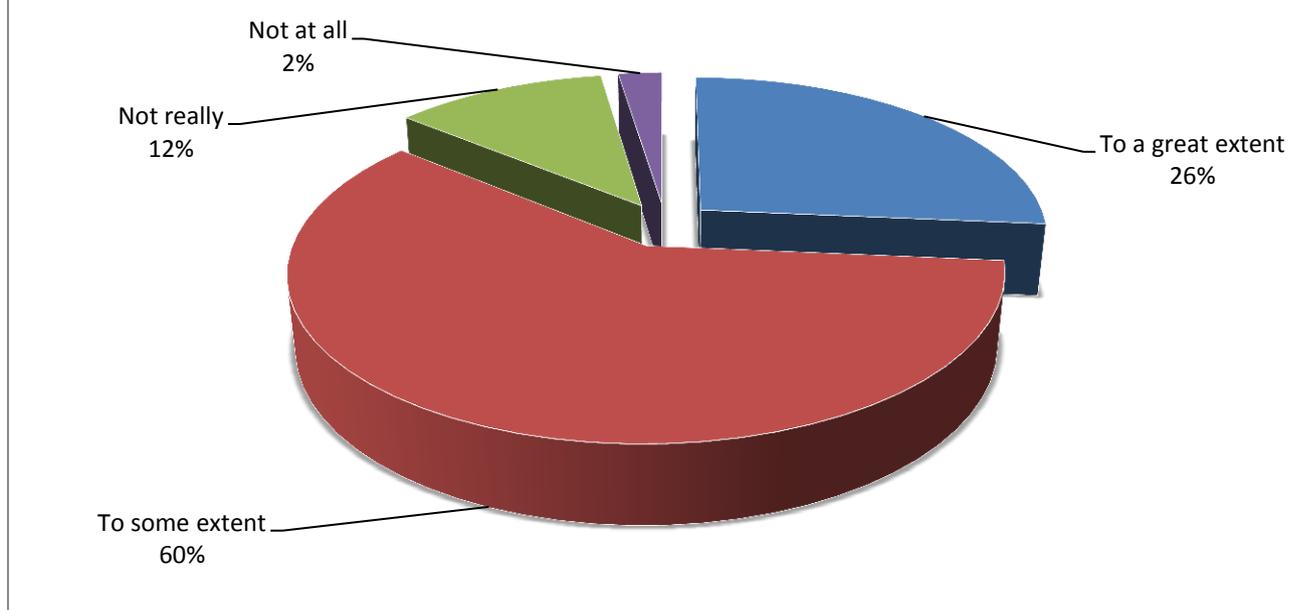
- 31.1 Respondents were then asked the question: **“To what extent do you feel your community is accepting of people coming to live here from outside the Highlands?”** Their views are recorded in Table 4.3 and Figure 4.3

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

	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 2013 %	The whole sample 2012 %
To a great extent	31	29	28	26.4	27.8
To some extent	58	57	59	59.6	58.2
Not really	11	12	11	11.6	10.2
Not at all	0	2	2	2.4	3.8
TOTAL	100	100	100	100	100

N= 1,141 in 2013

Fig 4.3 Extent to which all respondents feel their communities are accepting of people coming to live in the area from outside the Highlands (2013)



31.2 The results show that **59.6% of all respondents to this question believe that their communities are accepting “to some extent” of people coming to live in the area from outside the Highlands** (58.2% in 2012; 60.8% in 2011). A further **26.4%** (27.8% in 2012; 24.5% in 2011) believe their communities are **“to a great extent”** accepting of people coming from outwith the Highlands to live in the area. In total therefore, **86% of respondents** (also 86% in 2012; 85.3% in 2011) **believe their communities are accepting of such people to some degree.**

31.3 For some **11.6%** (10.2% in 2012; 10.7% in 2011) there is the belief that their communities are **“not really” accepting** of people from outside the Highlands coming to live in the area while **2.4%** (3.8% in 2012; 4% in 2011) think that their communities are **“not at all” accepting** of such people.

Question 32: Gaelic Language

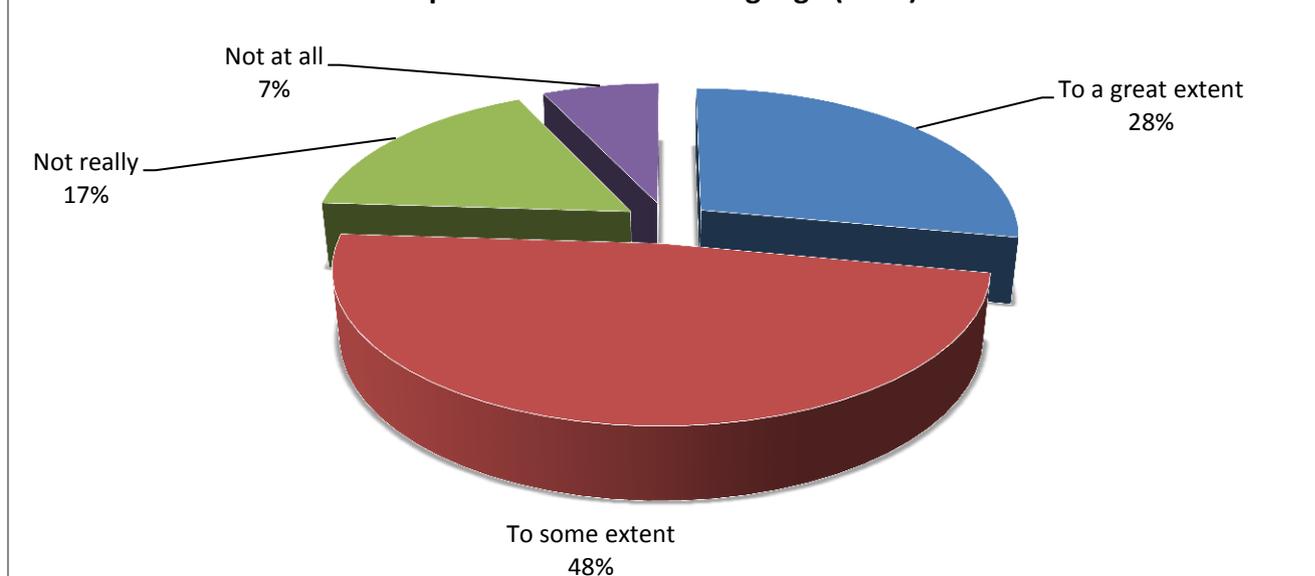
32.1 Respondents were then asked a question about Gaelic: **“To what extent do you feel the Council has strengthened the profile of the Gaelic language?”** Table 4.4 and Figure 4.4 below reveal the results.

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

	2013 %	2012 %
To a great extent	28	27
To some extent	48	48
Not really	17	16
Not at all	7	9
Total	100	100

In 2013 N= 1,092

Fig 4.4 Extent to which respondents feel the Council has strengthened the profile of the Gaelic Language (2013)



32.2 Some **76% of all respondents felt the Council has strengthened the profile of the Gaelic language** (75% in 2012). AS was the case in 2012, 48% say it has done so “to some extent” while 28% (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 number 17% (16% in 2012) while a further 7% (9% in 2012) believe that it has “not at all” strengthened the language’s profile.

Question 33: Respondents’ Ratings of Their Communities in Terms of Services

33.1 Respondents were then 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. In the body of the report we detail the percentage of respondents who supplied an opinion. 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	42	19	5	2	67
Local health services	32	44	11	9	4	63
Leisure facilities/ events	15	44	23	12	6	41
Shops	17	44	17	16	6	39
Children's Social Care/Social Work services	6	27	57	6	4	23
Public Transport	14	35	20	17	14	18
Adult Social Care/ Social Work services	8	26	50	10	6	18
Access to energy saving advice	6	32	41	15	6	17
Services to help people into employment	2	14	54	16	14	-14
Availability of housing	3	18	35	25	19	-23

N = 535 - 1,123

33.2 Some 78% of those answering this part of the question expressed an opinion on their local schools. Of them 74% said they were satisfied (including 32% who were very satisfied) with their local schools while 7% were dissatisfied (including 2% who were very dissatisfied) **giving a net satisfaction rating of 67%** (an increase of 2% on 65% in 2012). Net satisfaction ratings are especially high (all over 80%) in the following wards:

- Wester Ross, Strathpeffer and Lochalsh (91%)
- Inverness Milburn (89%)
- Inverness Ness-side (88%)
- North, West and Central Sutherland (87%)
- Inverness Central (86%)
- Black Isle (82%)

33.3 Some 99.2% of those who answered this part of the question expressed an opinion on their local health services. Of them 76% rated these services as ones with which they were satisfied (including 32% who are very satisfied with them) while 13% were dissatisfied

(including 3% who were very dissatisfied) giving a **net satisfaction rating of 63%** (70% in 2012). By categories of respondents the most notable differences in net satisfaction ratings are found according to:

- gender – the rating amongst males is 57% but is even higher amongst females at 69%;
- employment status – while the net rating is 57% amongst people who are unemployed and 60% amongst people who are employed it is even higher amongst people who are retired (69%) and amongst those unable to work (71%).

33.4 At ward level net satisfaction rates in excess of 80% are found in:

- Inverness West (86%)
- Black Isle (85%)
- East Sutherland and Edderton (85%)
- Inverness Milburn (83%)
- Caol and Mallaig (83%)
- Wester Ross, Strathpeffer and Lochalsh (81%)

The ward that has the lowest net satisfaction rating is Nairn (5%) – considerably lower than the next lowest which is Tain and Easter Ross (49%).

33.5 **Some 91.1% of those who answered this part of the question expressed an opinion on leisure facilities/ events in their communities.** Of these 59% said they were satisfied (including 15% who were very satisfied) while 18% were dissatisfied (including 6% who were very dissatisfied) **giving a net satisfaction rating of 41%** (an increase on the 38% in 2012). Net satisfaction rates are at their highest amongst people who: are unemployed (58%); are resident in the Highlands less than 5 years (55%); and who have school aged children (53%). They are at their lowest amongst people who: are aged 16-24 (20%); have a disability (35%); are unable to work (35%). For those who do not have a disability (42%) is notably higher than the one for those who do have a disability (23%).

33.6 Net satisfaction rates in excess of 50% are found in the following wards:

- Badenoch and Strathspey (76%)
- Inverness Milburn (75%)
- Caol and Mallaig (59%)
- Inverness Central (58%)
- Inverness West (56%)
- Thurso (54%)

The wards with the lowest rates are: North, West and Central Sutherland (14%); Wester Ross, Strathpeffer and Lochalsh (19%); Landward Caithness (24%).

33.7 **Some 99% of those who answered this part of the question expressed an opinion on shops within their local communities.** Of them 61% said they were satisfied with them (including 17% who were very satisfied) while 22% were dissatisfied (including 6% who were very dissatisfied) **giving a net satisfaction rating of 39%** (39% in 2012).

33.8 At ward level though there is a more markedly different set of results regarding shops within respondents' local communities. Some 9 wards post net satisfaction rates in excess of 50%:

- Culloden and Ardersier (77%)
- Inverness Central (72%)
- Black Isle (65%)
- Inverness Milburn (65%)
- Inverness Ness-side (63%)
- Inverness South (61%)
- North, West and Central Sutherland (60%)
- Inverness West (59%)
- Thurso (58%)
- Wester Ross, Strathpeffer and Lochalsh (54%)

By contrast these are the wards with net satisfaction ratings of 10% or lower:

- Fort William and Ardnamurchan (-27%)
- Wick (5%)
- Eilean a' Cheò (5%)
- Caol and Mallaig (8%)
- Nairn (10%)

33.9 **Some 46% 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 10% were dissatisfied (including 4% who were very dissatisfied) **giving a net satisfaction rating of 23%**. Of those who responded, a majority (57%) were neither satisfied nor dissatisfied. (Direct comparisons with 2012 are not possible because in that year the Survey did not differentiate between child and adult social work services as it has done this year.) Amongst respondents with school aged children the net satisfaction rate is 21%.

33.10 **Some 91% of the sample expressed an opinion on public transport in their communities.** Of these 49% said they were satisfied (including 14% who were very satisfied) while 31% were dissatisfied (including 14% who were very dissatisfied) **giving a net satisfaction rating of 18%** (notably higher than the 6% recorded in 2012). Net satisfaction rates vary notably according to the following categories of respondents:

- the rate for people aged 65+ (39%) is markedly greater than for the other aged categories of 25-44 (15%), 45-64 (13%), and especially those aged 16-24(-9%);
- the rate for those who are retired (36%) is appreciably higher than for those who are employed (10%), unemployed (7%), unable to work (6%);
- the rate for those who do not have a disability (23%) is higher than for those who do have a disability (10%);
- the rate for those who do not have school aged children (23%) is higher than it is for those who do have school aged children (10%).

33.11 At ward level there is a huge variation in the net satisfaction rates with regard to public transport in respondents' local communities. The highest rates are found in:

- Thurso (80%)
- Caol and Mallaig (70%)
- Dingwall and Seaforth (64%)
- Inverness Milburn (45%)
- Inverness Central (41%)
- Culloden and Ardersier (40%)
- Inverness South (38%)
- Inverness Ness-side (36%)
- Cromarty Firth (33%)
- Black Isle (31%)
- Wick (31%)

By contrast in the following 6 wards net ratings are under 10%:

- Wester Ross, Strathpeffer and Lochalsh (-22%)
- North, West and Central Sutherland (-13%)
- Landward Caithness (-1%)
- Eilean a' Cheò (0%)
- Nairn (7%)
- Fort William and Ardnamurchan (9%)

33.12 **Some 57% of the sample expressed an opinion on adult Social Care or Social Work services in their communities.** Of these 34% said they were satisfied (including 8% who were very satisfied) while 16% were dissatisfied (including 6% who were very dissatisfied) **giving a net satisfaction rating of 18%.** Of those who responded, 1 in 2 (50%) were neither satisfied nor dissatisfied. (Direct comparisons with 2012 are not possible because in that year the Survey did not differentiate between child and adult social work services as it has done this year.) A notably higher net satisfaction rate than the average are found amongst: people resident in the Highlands less than 5 years (33%). Notably lower rates are found amongst people who are: resident in the Highlands between 5 and 10 years (5%); unable to work (5%); disabled (7%); aged 45-64 (7%).

33.13 **Some 77% of the sample expressed an opinion on access to energy saving advice in their communities.** Of these 38% said they were satisfied (including 6% who were very satisfied) while 21% were dissatisfied (including 6% who were very dissatisfied) **giving a net satisfaction rating of 17%** (16% in 2012). A high proportion of responses (41%) were neither satisfied nor dissatisfied. The net satisfaction rate is highest amongst: people who are: aged 65+ (31%); retired (27%); council tenants (26%); aged 25-44 (21%); female (21%). It is lowest amongst people who are: unemployed (3%); aged 45-64 (8%); employed (10%); male (12%).

33.14 At ward level with regard to energy saving advice in local communities net satisfaction rates of 25% or higher are found in the following:

- Inverness Central (38%);
- Inverness Milburn (37%);
- Wick (31%)
- Cromarty Firth (27%).

There are 2 wards where net satisfaction rates are lower than 10% - and in both cases more people are dissatisfied than are satisfied - namely:

- Caol and Mallaig (-24%);
- Inverness West (-14%).

33.15 **Some 53% of the sample expressed an opinion on services in their communities to help people into employment.** Of these 16% said they were satisfied (including 2% who were very satisfied) while 30% were dissatisfied (including 14% who were very dissatisfied) **giving a net satisfaction rating of -14%. This is a notable increase on the -23% recorded in 2012.** Just over half of the responses (54%) were neither satisfied nor dissatisfied. Net satisfaction rates are at their lowest amongst people who are: unable to work (-42%); unemployed (-38%); disabled (-24%). At ward level rates are especially low in: North, West and Central Sutherland (-58%); and Tain and Easter Ross (-44%). In only two wards were net satisfaction rates above zero: Dingwall and Seaforth (6%); and Landward Caithness (5%).

33.16 **Some 64% of the sample expressed an opinion on availability of housing in their communities.** Of these 21% said they were satisfied (including 3% who were very satisfied) while 44% were dissatisfied (including 19% who were very dissatisfied) **giving a net satisfaction rating of -23%. This is a notable decrease on the net satisfaction rating of -11% in 2012.** Rates are especially low amongst respondents who are: unable to work (-52%); living in other forms of accommodation (-43%); unemployed (-38%); aged 25-44 (-31%). By the categories none of the net satisfaction rates are above zero with the "highest" rates being recorded amongst people who are: aged 65+ (-3%); retired (-5%).

33.17 At ward level there are 4 wards where net satisfaction rates regarding availability of housing in local communities are lower than -40% namely:

- North, West and Central Sutherland (-45%);
- Dingwall and Seaforth (-44%);
- Wester Ross, Strathpeffer and Lochalsh (-41%);
- Nairn (-41%).

By contrast there are 4 wards where positive net satisfaction rates are recorded:

- East Sutherland and Edderton (19%);
- Landward Caithness (18%)
- Inverness West (18%);
- Culloden and Ardersier (4%)

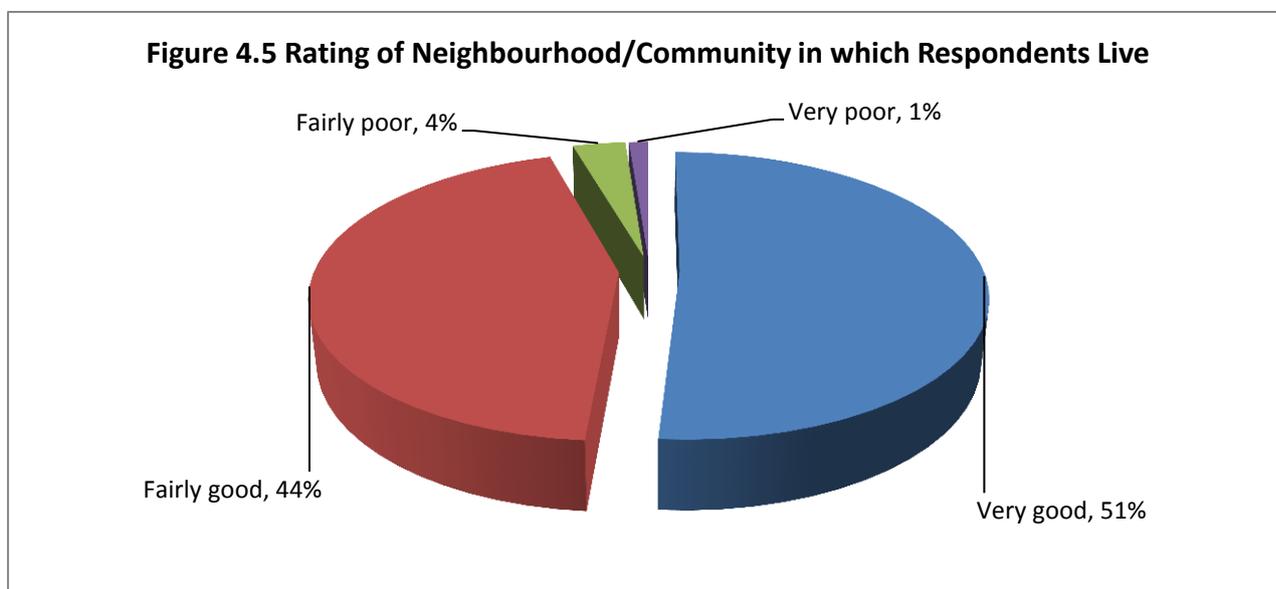
Question 34: Respondents' Rating of their Communities/Neighbourhoods as a Place to Live

34.1 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?” Some 1,143 (99.3% of the respondents) expressed an opinion and of them:

- 51.2% selected “very good”
- 44.3% chose “fairly good”
- 3.3% selected “fairly poor”
- 1.2% chose “very poor”

This means that **95.5% of all respondents rate their neighbourhood or community as a good place to live** (combining “very” or “fairly” good) while **4.5% rate their locality as a poor place to live** (combining “fairly” or “very” poor).

Figure 4.5 below presents these results in a pie chart format:



OUTDOOR RECREATION

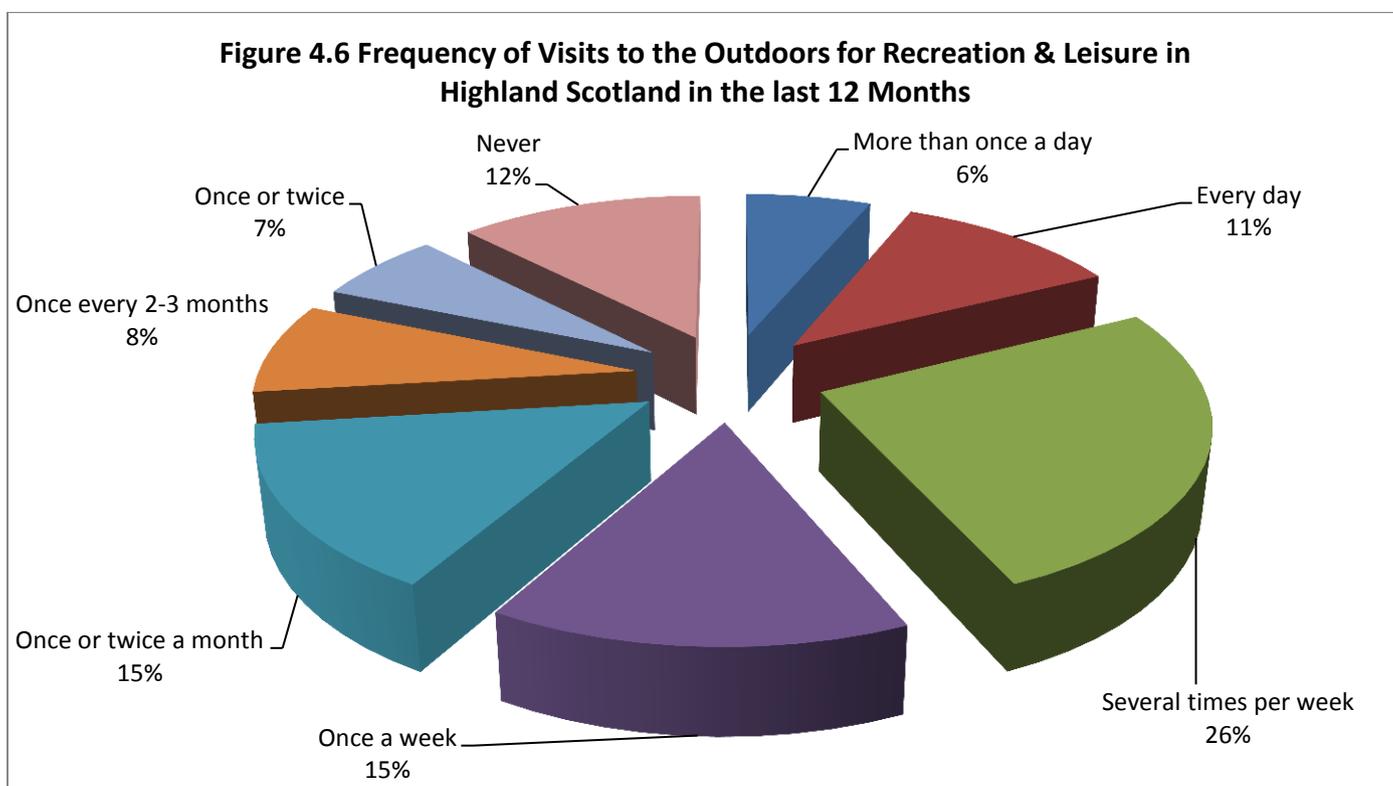
Question 35: Frequency of Visits to the Outdoors for Leisure and Recreation in Highland Scotland

35.1 Those surveyed were asked: “On average, have you taken visits to the outdoors for leisure and recreation in Highland in the last 12 months?” Table 4.6 and Figure 4.6 below reveal the results.

Table 4.6 **Frequency of Visits to the Outdoors for Leisure and Recreation in Highland Scotland in the last 12 Months**

Frequency	Respondents %
More than once per day	6.3
Every day	11.3
Several times per week	25.9
Once a week	14.8
Once or twice a month	14.8
Once every 2-3 months	8.2
Once or twice	6.4
Never	12.3
TOTAL	100

N=1,135



35.2 Table 4.6 and Figure 4.6 reveal that as far as **visits to the outdoors in the Highlands for leisure and recreation in the last 12 months** is concerned: 6.3% of respondents went more than once a day; 11.3% went every day; 25.9% went several times a week; 14.8%

went once a week; another 14.8% visited once or twice a month; 8.1% went once every 2-3 months; 6.4% visited once or twice in year; and 12.3% did not go at all. This means:

- **more than 1 in 6** (17.6%) went **at least daily**;
- **almost 6 in 10** (58.3%) visited **once a week**;
- **almost 3 in 4** (73.1%) went **at least monthly**;
- **around 1 in 8** (12.3%) **did not go at all**.

35.3 By the categories of respondents the following observations can be made:

- While 43.5% of the entire sample visit several times a week, higher percentages are to be found amongst people: resident in the Highlands less than 5 years (54%); resident in the Highlands between 5 and 10 years (49%); with school aged children (49%).
- And while 12.3% of the whole sample said they had not visited the outdoors at all for leisure and recreation in the past year even higher percentages than that are to be found amongst people who are: unable to work (37%); council tenants (36%); disabled (29%); aged 65+ (21%).

Question 36: Reasons for Not Visiting the Outdoors for Leisure and Recreation

36.1 Those who said that they had not made any visits to the outdoors for leisure and recreation were asked: “**Why have you not made any visits to the outdoors in Scotland for the purpose of outdoor recreation in the last 12 months?**” A list of 16 reasons was supplied and respondents were invited to select all that applied. Some 167 people (14.5% of the entire sample) responded as per Table 4.7 below.

Table 4.7 Reasons given for not visiting the outdoors in Scotland for recreation in the past 12 months

Reasons	Respondents %
Bad/poor weather	59
Too busy	53
Poor health	53
Old age	41
Don't like going on my own	23
Lack of suitable places to go	20
Lack of suitable paths	16
No access to a car	14
Don't know where to go	13
No local clubs/ associations to join to go with	12
Not interested at all	9
Worried about safety	6
Have young children	2
Pregnant	0
Other	8
No particular reason	44

N=167

36.2 The **167 respondents chose, on average, 3.7 of the 16 options** indicating that for the average person there are **multiple reasons** why they did not access the outdoors for

recreational purposes in the last year. Some 50% of all who did not visit the outdoors are aged 65+ while 41% are aged 45-64 leaving just 9% under 45.

- 36.3 The most prominent reason given is **“bad/poor weather”** - **chosen by 59%** of all respondents – but by 77% of people who are employed compared with 46% of those who are retired. **“Too busy”** was **selected by 53%** of all these respondents but by 97% of those who are employed. **“Poor health”** is the only other option which was selected by more than 50%. While some **53%** of all these respondents chose it, 100% of people with a disability ticked this option as did 36% of those who do not have a disability. For **41%** **“old age”** was an impediment. For some **23%** **“don’t like going on my own”** was a reason while **20%** chose a **“lack of suitable places to go”** while for **16%** the **“lack of suitable paths”** was a barrier. Some **14%** have **“no access to a car”** and **13%** **“don’t know where to go”** while **12%** have **“no local clubs/associations to join to go with”**. Only 1 person in 11 says that a reason for not visiting is that they are **“not interested at all” (9%)**. Few (just **6%**) are deterred by being **“worried about safety”** and **“having young children”** is a factor for just **2%**. For **8%** there are reasons other than the ones cited while **44%** say **“no particular reason”** was a factor.

Question 37: Main Activity during Last Visit to the Outdoors

- 37.1 Respondents were asked: **“Thinking about your last visit to the outdoors for leisure and recreation, which of the activities listed would you consider to have been your MAIN activity during that visit?”** Almost 9 in 10 (89%) of all who answered the survey replied as per Table 4.8 below. There were a few respondents (just under 5%) who selected more than one activity but that does not affect in any major way the results.

Table 4.8 Main Activity during the last visit to the outdoors

Activity	Respondents %
Walking 2-8 miles	33
Walking less than 2 miles	30
Walking more than 8 miles	5
Hill walking/ mountaineering	7
Cycling on public roads	11
Cycling on paths and tracks	7
Cycling – not on paths, tracks or roads	2
Mountain biking	3
Fishing	4
Water Sports	2
Horse riding	1

N=1,030

- 37.2 The **lead main activity** and one **chosen by 1 in 3 (33%)** was **“walking 2-8 miles”**. Some 37% of people who are not disabled selected this option compared with 20% of people who are disabled. The **second most popular main activity – chosen by 30%** - was **“walking less than 2 miles”**. Some 39% of people who have a disability chose this option compared with 29% of people who do not have a disability. Council tenants (46%) selected this activity to a greater extent than people living in other forms of accommodation (35%) and home

owners (29%). **“Walking more than 8 miles”** was the choice of **5%**. **Totalling the figures for those who selected the first 3 walking options** – namely walking 2 miles, walking between 2 and 8 miles, walking more than 8 miles – we see that **for some 68% of respondents walking is the main activity**.

37.3 For **almost 1 in 4 (23%) bike riding in its various forms was the main activity**. For **11%** of all respondents, it was **“cycling on public roads”** while **“cycling on paths and tracks”** was the main activity for **7%**. A further **3%** engaged in **“mountain biking”** while another **2%** had been **“cycling not on paths, tracks or roads”**. Looking at the 4 different categories of bike riding there are notable variations according to two categories of respondents. For **30%** of those aged 25-44 using bikes in one of these ways was the main activity compared with **19%** of those aged 45-64 and **11%** of those aged 65+. And **29%** of those with school aged children used bikes in one of these ways – a notable higher return than **17%** who do not have school aged children.

37.4 Some **7%** of all respondents selected **“hillwalking/mountaineering”** as their main activity; **4%** chose **“fishing”; 2%** chose **“water sports”**; and **1%** selected **“horse riding”**.

Question 38: Interest in growing your own food

38.1 Respondents were asked: **“Are you interested in growing your own food?”** Of the entire sample (1,151 people):

- **almost 6 in 10 (59%)** answered **“yes”**
- **37%** said **“no”**
- **4%** did not answer

38.2 The **highest percentages answering “yes”** are found amongst people who: have been resident in the Highlands for between 5-10 years (72%); are unemployed (68%); have been resident in the Highlands less than 5 years (67%); have school aged children (64%); are employed (64%); are aged 25-44 (64%); are aged 45-64 (63%); are not disabled (61%).

38.3 The **highest percentages answering “no”** are found amongst people who are: council tenants (52%); aged 16-24 (50%); disabled (48%).

38.4 Respondents who had answered that they were interested in growing their own food were asked another series of questions beginning with: **“Do you have access to either your own garden or someone else’s garden or land?”** Some 671 people (58.3% of the sample) answered as follows:

- **88.2%** chose **“own garden only”**
- **6.6%** chose **“both own and someone else’s”**
- **4.2%** chose **“neither”**
- **0.9%** chose **“someone else’s only”**

Respondents' Views as to whether they would Benefits from certain Services/ Facilities/ Equipment in Growing their own Food

38.5 Respondents were then asked whether they thought they would benefit from a series of services, facilities and/or equipment to enable them to grown their own food. Their answers are given in Table 4.9 below.

Table 4.9: Perception about Benefits from Services/ Facilities/ Equipment

Do you feel you would benefit from...	Yes %	No %	No Response %
Learning more about how to grown your own food?	56.8	35.5	7.7
Sharing your knowledge of growing food with other people?	40.5	49.0	10.5
Access to tools and materials?	38.8	49.3	11.9
Taking part in a community garden project?	31.6	57.8	10.8
Access to an allotment site?	24.8	66.0	9.2

N=672

38.6 While **56.8% of all respondents feel they would benefit from learning more about how to grow their own food** that figure is 68% amongst those aged 25-44 and 65% amongst those living in other forms of accommodation.

38.7 While **40.5% feel they would benefit from sharing their knowledge of growing food** that figure is 46% amongst people living in other forms of accommodation.

38.8 While **38.8% of all respondents say they feel they would benefit from access to tools and materials**, amongst people living in other forms of accommodation that figure is 51% and 47% amongst people aged 25-44. The figure amongst those aged 65+ is 16%.

38.9 While **31.6% of all respondents say that they feel they would benefit from taking part in a community garden project** that figure rises to 48% of those living in other forms of accommodation, 40% of those resident in the Highlands less than 5 years and 35% of those aged 25-44.

38.10 While some **24.8% of all respondents feel they would benefit from having access to an allotment site** that figure rises to 33% of those living in other forms of accommodation.

COMMUNITY COUNCILS

Question 39: Contact with Community Councils in the past year

39.1 Those sampled were then asked: “**Have you contacted your Community Council, as opposed to The Highland Council, in the past year?**” A total of 1,135 people (98.6% of the whole sample) replied with some **87.2%** (83.4% in 2012; 87% in 2011) saying they **had not made contact** and **12.8%** (16.6% in 2012; 13% in 2011) saying that they **had made contact**. By age there are some variations - 17% of those aged 65+ and 16% of those aged 45-64 had made contact compared with 8% of those aged 25-44. At ward level the percentages who said that they had made contact (all 20% or more) are found in:

- East Sutherland and Edderton (26%)
- Black Isle (24%)
- Fort William and Ardnamurchan (24%)
- Wester Ross, Strathpeffer and Lochalsh (23%)
- Eilean a' Cheò (21%)
- North, West and Central Sutherland (20%)
- Aird and Loch Ness (21%)

The wards where contact levels were under 10% are:

- Culloden and Ardersier (0%)
- Nairn (4%)
- Wick (5%)
- Inverness Central (5%)
- Dingwall and Seaforth (6%)
- Cromarty Firth (7%)
- Inverness Ness-side (7%)
- Inverness Milburn (8%)
- Cromarty Firth (8%)

Question 40: Reason for Making Contact with Community Councils

40.1 Those who had made contact were then invited to: “**Please state why you had made contact.**” Four options were presented and the responses given by the 218 people who answered are found in Table 4.10 below.

Table 4.10 Reasons for making contact with Community Councils

Reason for contact	2013	2012	2011
	%	%	%
A planning and development issue	39	27	37
Improving the amenities of your area	27	36	34
About a change in local services	15	11	6
Other	20	26	22

N in 2013 = 157

40.2 The leading reason for making contact was “**a planning and development issue**” (39% in 2013; 27% in 2012; 37% in 2011) followed by “**improving the amenities of your area**” (27% in 2013; 36% in 2012; 34% in 2011) and “**about a change in local services**” (15% in 2013; 11% in 2012; 6% in 2011). Note that 20% of all who answered selected “**other**” (26% in 2012; 22% in 2011).

Question 41: Reasons for not making Contact with Community Councils

41.1 Those who had not made contact with their Community Council were invited to: “**Please state the reason why you have not made contact.**” Some 914 responded supplying the answers contained in Table 4.11 below.

Table 4.11 Reasons for not making contact with community councils

Reason for not making contact with the Community Council (CC)	2013	2012	2011
	%	%	%
I had no need to contact the CC	82	80	80
I don't know how to contact the CC	9	10	12
I did not know there was a CC	7	7	8
Other	2	3	n/a

N in 2013 = 914 n/a = not applicable

41.2 The leading reason given by **82%** of respondents for not making contact was: “**I had no need to contact the Community Council**” (80% in 2012 and 2011). For **9%** the reason given was “**I don't know how to contact the Community Council**” (10% in 2012; 12% in 2011) while **7%** said they “**did not know there was a Community Council**” (7% in 2012; 8% in 2011). That leaves **3%** who selected “**other**”.

COMMUNITY SAFETY

Question 42: Extent of Concern about Certain Activities in Respondents' Localities

42.1 Respondents were then asked about their level of concern regarding ten different activities that might be taking place within their neighbourhoods. The question was: **“How much of a concern to you is each of the following in the area where you live?”** The extent of their concerns is revealed in Table 4.12 below with the activities ranked according to the total percentage of people concerned (which involves adding the percentages of those for whom the activity is a “major concern” to those who say it is a “minor concern”).

Table 4.12 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	30	46	76	20	4
Alcohol abuse	24	39	63	29	8
Anti-social behaviour	19	38	57	36	7
Crimes of dishonesty	14	42	56	36	8
Serious & organised crime	14	23	37	52	11
House or property fires	9	26	35	54	11
The abuse of children	13	20	33	48	19
Domestic abuse	11	20	31	45	24
The abuse of vulnerable adults	10	18	28	50	22
Fire related anti-social behaviour	7	15	22	65	13
Violent crime	7	14	21	68	11
Terrorism	5	5	10	76	14

N= 1,102-1,125

- 42.2 Of the 12 activities “**road safety (e.g. speeding, drink/drug driving)**” is the one which occasions most concern. Some **76%** (81% in 2012) **express concern** including 30% saying that it is a major concern with **20%** (17% in 2012) **saying that it is not a concern**. There are no notable variations in responses by the various categories of respondents.
- 42.3 “**Alcohol abuse (e.g. under-age drinking/alcohol related disorder)**” ranks second in the list of activities about which respondents are concerned with some **63%** (65% in 2012) **saying they are concerned** including 24% who classify it as a major concern. Some **29%** (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.
- 42.4 “**Anti-social behaviour (e.g. vandalism/ breach of the peace/noise nuisance)**” is a **concern to 57%** (62% in 2012) **of all respondents** including 24% who regard it as a major concern. For some **36%** (32% in 2012) **it is not a concern** to them in the area where they live. Some **7%** (6% in 2012) chose **don’t know/have no opinion**. A majority of respondents across all categories bar one - people resident in the Highlands for less than 5 years (38%) – express concern about this anti-social behaviour locally. Council tenants (66%) and people with school aged children (66%) express levels of concern which are greater than the other categories of respondents.
- 42.5 “**Crimes of dishonesty (e.g. theft/fraud)**” are a **concern to 56% of respondents** (including 14% who cite them as a major concern). Some **36% are not concerned about these crimes in their area** while 8% chose the no opinion/ don’t know option. By category of respondents there is no notable variation in views.
- 42.6 “**Serious and organised crime (e.g. drugs/organised crime/prostitution)**” in their areas is a **concern to 37%** (41% in 2012) **of respondents** including 14% who cite it as a major concern. Some **52%** (48% in 2012) **are not concerned about such crimes in their area** while 11% chose the no opinion/ don’t know option. The respondents most concerned are council tenants (47%) while the lowest level of concern was expressed by people resident in the Highlands for less than 5 years (2%).
- 42.7 “**House or property fires**” in their areas are a **concern to 35% of respondents** including 9% who regard it as a major concern. Some **54% are not concerned** about these while **11% selected don’t know/no opinion**. This is the first year that the Survey has asked respondents about any concerns they have about these activities.
- 42.8 “**Domestic abuse**” in their areas is a **concern to 31%** (35% in 2012) **of respondents** including 11% who cite it as a major concern. Some **45% (40% in 2012) are not concerned about such crimes in their area**. Just under a quarter of respondents (24%) chose the no opinion/ don’t know option – which, when comparing all 10 activities, is the highest percentage of respondents in that category. The respondents who express the highest levels of concern are people who are: unable to work (51%); unemployed (43%); council tenants (41%). The lowest levels of concern are found amongst people who are: retired (26%); living in the Highlands less than 5 years (20%).

- 42.9 **The “abuse of children” in their areas is a concern to 33% (34% in 2012) of respondents** including 13% who cite it as a major concern. Some **48% (46% in 2012) are not concerned about such crimes in their area** while **19% (20% in 2012) chose the no opinion/ don’t know option**. Amongst the respondents with school aged children some 43% say that they are concerned (the highest level of concern by any of the categories) while 45% say that they are not concerned.
- 42.10 **The “abuse of vulnerable adults” in their areas is a concern to 28% (31% in 2012) of respondents** including 10% who cite it as a major concern. Some **50% (47% in 2012) are not concerned about such crimes in their area** while **22%** chose the **no opinion/ don’t know option**. Respondents expressing the highest levels of concern are those who: are unable to work (48%); are council tenants (46%); have a disability (39%).
- 42.11 **“Fire-related anti-social behaviour” in their areas is a concern to 22% of respondents** including 7% for whom it is a major concern. Some **65% are not concerned** about such activity while **13% chose the no opinion / don’t know option**. Concerns are at their highest levels amongst people who: are unable to work (36%); have a disability (32%); are council tenants (31%). This is the first year that the Survey has asked respondents about any concerns they have about these activities.
- 42.12 **“Violent crime in their areas (e.g. Assault/Robbery/Gun - Knife Crimes/Gangs)” is a concern to 21% (27% in 2012) of respondents** including 8% who cite it as a major concern. **More than 2 in 3 people – 68% (63% in 2012) - are not concerned about such crimes in their area** while 11% (10% in 2012) chose the no opinion/ don’t know option. Some 80% of those who have been resident in the Highlands less than 5 years are not concerned about violent crime – a figure that is notably higher than those resident in the Highlands for more than 10 years (67%).
- 42.13 **“Terrorism” in their area is a concern to 10% (also 10% in 2012) of respondents** including 5% who cite it as a major concern. For some **76% (77% in 2012) it is not a concern** while **14% (13% in 2012) chose don’t know/ have no opinion**.

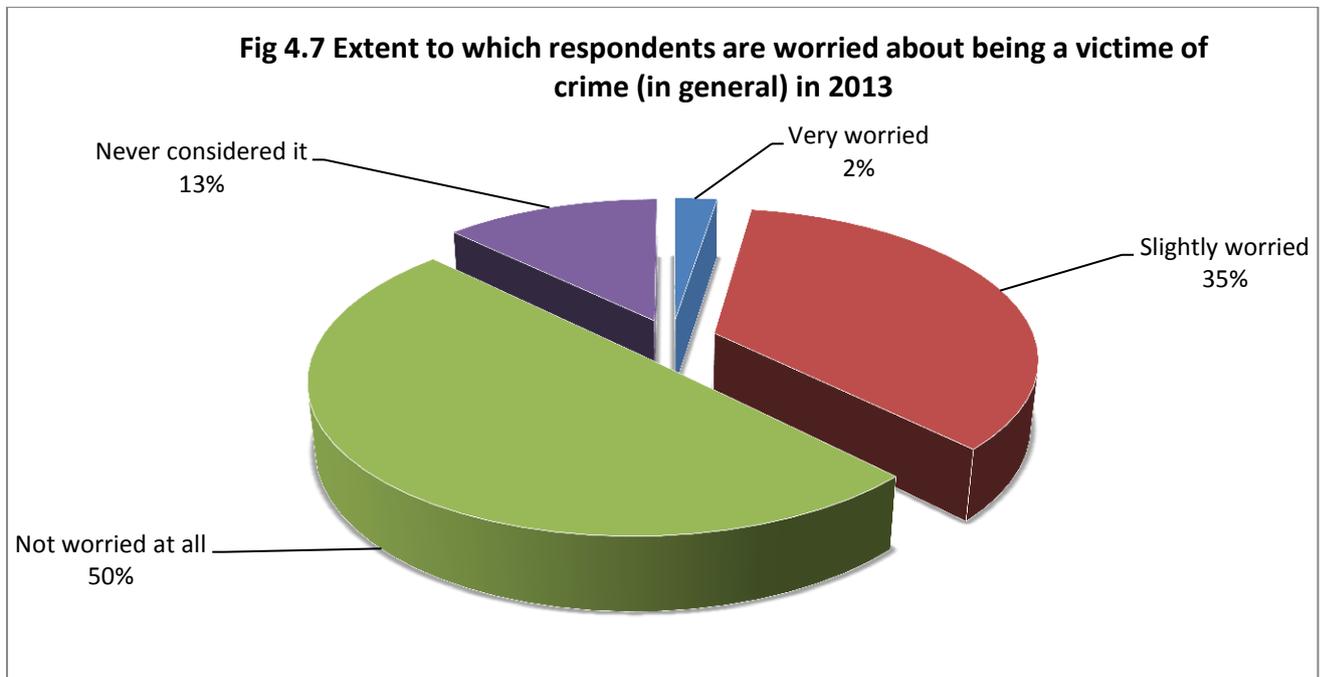
Question 43: Extent of Worry about being a Victim of Crime (in general)

- 43.1 Those surveyed were asked: **“How worried are you about becoming a victim of crime (in general)?”** Some 98.6% of the sample answered the question according to the response show in Table 4.13 and Figure 4.7 below.

Table 4.13 Extent of worry about being a victim of crime (in general)

Extent of worry	2013	2012
	%	%
Very worried	2.5	3.5
Slightly worried	35.1	39.0
Not worried at all	49.8	45.6
Never considered it	12.7	11.9

N in 2013 = 1,140



43.2 These results show that: **2.5%** (3.5% in 2012) are “**very worried**” about being a victim of crime; **35%** (39% in 2012) are “**slightly worried**”; **49.8%** (45.6% in 2012) are “**not worried at all**” and **12.7%** (11.9% in 2012) “**never considered it**”. That means that 37.6% (down from 42.5% in 2012) have some worries about being a victim of crime though only a small proportion is very worried about it. There is a greater level of worry found amongst people who are disabled (48% worried – including 5% very worried) compared with those who are not disabled (37% including 2% very worried). By housing tenure there is also an observable difference: amongst council tenants some 53% are worried (including 12% “very worried”) compared with 38% of homeowners (including 2% “very worried”) and 31% (with 0% “very worried”) of those living in other forms of accommodation. The lowest levels of concern are expressed by those resident in the Highlands less than 5 years (30%).

43.3 At ward level **the percentage of respondents who say that they are very worried is below 10% in all wards with 11 of the 22 wards having no-one at all who is very worried.**

Question 44: Extent of Worry about being the Victim of Specified Crimes

44.1 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 %
Vandalism/ deliberate damage to your home, property or car	8	43	51	43	6
Having your home broken into	7	44	51	44	5
Having your car stolen or broken into	5	40	45	47	8
Being attacked by someone who is under the influence of alcohol	4	35	39	50	11
Being insulted or threatened	5	28	33	55	12
Being attacked, assaulted or robbed in the street	4	27	31	57	12
Being the victim of any other type of crime	3	22	25	58	17
Having your property damaged by or set on fire	4	19	23	64	13
Being attacked, assaulted or robbed in your own home	3	18	21	64	15
Being the victim of an attempted rape or other serious sexual offence	2	9	11	67	22
Being a victim of domestic abuse	1	3	4	76	20

N=1,106 -1,131

44.2 **Vandalism or deliberate damage to your home, property or car is a worry to a slight majority (51%) of respondents** (54% in 2012) including 8% who are “very worried”). Some **43%** (39% in 2012) say that they are “**not worried at all**” about such crime while **6%** (7% in 2012) “**never considered it**”. The level of worry is notably higher amongst people who have lived in the Highlands for more than 10 years (52%) than it is for those who have lived in the Highlands for less than 5 years (39%).

44.3 **Being a victim of having your home broken into is a crime which is a worry to a slight majority (51%) of respondents** (53% in 2012) - including 7% who are “very worried”. **Some 44%** (41% in 2012) say that they are “**not worried at all**” about these crimes while **5%** (6% in 2012) “**never considered it**”. The level of worry is notably lower amongst

people residents in the Highlands less than 5 years (39%) when compared with people resident for between 5 and 10 years (47%) and those people resident for more than 10 years (54%).

- 44.4 **Being a victim of having your car stolen or broken into** is a worry for **45%** (also 45% in 2012) **of respondents** including 5% who are “very worried”. Some **47%** (46% in 2012) say that they are “**not worried at all**” about such crime while **8%** (9% in 2012) “**never considered it**”. By employment status, people who are unable to work express the lowest levels of worry (30%) compared with those who are: employed (43%); unemployed (45%); retired (48%).
- 44.5 **Being the victim of being attacked by someone who is under the influence of alcohol** is a worry for **39%** (43% in 2012) **of all respondents** including 4% who are “very worried”. Some **50%** (47% in 2012) say they are “**not worried at all**” about being a victim of such crime and **11%** (10% in 2012) say they “**never considered it**”. The highest level of concern is expressed by council tenants (49%) and the lowest by people who have been resident in the Highlands less than 5 years (26%).
- 44.6 **Being the victim of being insulted or threatened** is a worry for **33%** (35% in 2012) of **all respondents** (including 6% “very worried”). A majority **55%** (54% in 2012) are “**not worried at all**” about being a victim of such crimes while **12%** (11% in 2012) “**never considered it**”. The highest levels of worry are expressed by people who are unemployed (48%) and people who are disabled (46%).
- 44.7 **Being the victim of being attacked, assaulted or robbed in the street** is a worry to **31%** (33% in 2012) including 4% who are very worried about being a victim of these crimes. Some **55%** (54% in 2012) are **not worried at all** on this score while **12%** (13% in 2012) “**never considered it**”. The percentage of people worried about being a victim of these crimes is at its highest amongst respondents who are: disabled (42%) compared with among those who are not disabled (29%); council tenants (42%) than it is amongst homeowners (30%) or people living in other types of accommodation (28%).
- 44.8 **Being the victim of any other type of crime** is a worry for **25%** (29% in 2012) **of all respondents** including 4% who are “very worried” while **58%** (52% in 2012) say that they are “**not worried at all**” about being the victim of other types of crime and **17%** (19% in 2012) “**never considered it**”.
- 44.9 **Having your property damaged by or set on fire** is a worry for **23% of all respondents** including 4% who are very worried about this type of crime. Some **64% are not worried at all about this crime** and **13% have never considered it**. This is the first time the Survey has asked a question about this type of crime. Levels of concern are at their highest amongst people who are: council tenants (42%); unemployed (36%); disabled (35%).
- 44.10 **Being attacked, assaulted or robbed in your own home are crimes** which are a worry to **21%** (25% in 2012) **of all respondents** including 3% who are “very worried”. Some **64%** (59% in 2012) say that they are “**not worried at all**” about these crimes while **15%** (16% in

2012) “**never considered it**”. The highest levels of worry are found amongst respondents who are unemployed (31%).

44.11 **Being the victim of an attempted rape or other serious sexual offence** is a worry for **11%** (14% in 2012) of **all respondents** including 3% who are very worried. Some **67%** (64% in 2012) are “**not worried at all**” while **22%** (also 22% in 2012) “**never considered it**”. There is a notable variation in response by gender: whereas 7% of males are worried about being a victim of such crimes the figure is 14% for females. Looking at the responses from females alone, the highest levels of worry are found amongst women who: are unemployed (23%); have a disability (20%); have school age children (20%); are unable to work (20%); are aged 16-24 (20%); are aged 25-44 (19%). The lowest levels of worry are found amongst women who have been resident in the Highlands for less than 5 years (9%).

44.12 **Being a victim of domestic abuse** is a worry to **4%** (3% in 2012) of **respondents** including 1% who are “very worried” about it. Some **76%** (74% in 2012) say they are “**not worried at all**” about it while **20%** (25% in 2012) say they “**never considered it**”.

Question 45: Extent of concerns about anyone (including respondents themselves) being subjected to a hate incident or a hate crime

45.1 Those sampled were asked: “**Are you aware of anyone (including yourself) being subjected to a hate incident or hate crime on the grounds of the following?**” 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. This question is quite different from the one asked in the 2012 Survey which focused only on whether the person answering the question was worried about being discriminated against. The question in 2012 asked: “**Are you worried about suffering discrimination or being subjected to a hate incident on the grounds of any of the following?**” Because of this difference we cannot make direct comparisons between responses in 2013 and 2012.

45.2 A high proportion of the sample – ranging from 95% to 97% - completed the several parts of this question. The results in Table 4.15 below are listed according to the total percentage of those who expressed either level of 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 %
Race or ethnic origin	3	15	18	62	20
Mental health	3	15	18	62	20
Learning disability	3	14	17	63	20
Physical disability	3	13	16	64	20
Religion or belief (including non-belief)	3	11	14	68	18
Sexual orientation	3	9	12	67	20
Gender identity	1	7	8	71	21

N=1,091-1,113

- 45.3 Table 4.15 shows that for each of the seven grounds identified between **62%-71% 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 on any of the 7 grounds listed. A consistent **18%-21%** chose the “**no opinion/ don't know**” option.
- 45.4 **Some 18% of respondents were concerned** (including 3% 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% were not concerned and 20% chose the no opinion/ don't know option.** In looking at length of residency in the Highlands there is a clear variation in the pattern of the responses. By age group concerns are at their highest level among those aged 16-24 (36%) – notably higher than those of people aged 25-44 (19%), those aged 45-64 (17%) and those aged 65+ (11%). While 5% of respondents resident in the Highlands for less than 5 years and 15% of people resident more than 10 years have concerns, for those resident in the Highlands between 5 and 10 years the percentage of people concerned stands at 21%. By ethnicity the level of concern expressed by those who identified themselves as Scottish (12%) are notably lower than the level of concern expressed by people who identified themselves as “Other British” (22%) or “other white” (31%). The number of survey returns from people from other ethnic backgrounds is too few to allow reliable conclusions to be drawn.

- 45.5 **Some 18% of respondents were concerned** (including 3% 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 **62%** this matter was **not a concern** while **20%** chose **the no opinion/ don’t know option**.
- 45.6 **Some 17% of respondents were concerned** (including 3% 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 **63%** this matter was **not a concern** while **20%** chose **the no opinion/ don’t know option**. By age there is a notable difference – concerns are at their highest level amongst those aged 16-24 (32%) – notably higher than amongst respondents aged 25-44 (17%), those aged 45-64 (17%) and those aged 65+ (12%). Some 23% of those with school age children expressed concerns compared with 14% who have no school age children. Concerns are also notably higher amongst people who are unemployed (28%) and amongst people who are employed (19%) than they are amongst people who are retired (10%) or people who are unable to work (9%).
- 45.7 **Some 16% of respondents were concerned** (including 3% 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 **64%** this matter was **not a concern** while **20%** chose **the no opinion/ don’t know option**. Of respondents with a disability some 25% expressed concerns compared with 14% of those who do not have a disability. By age there is a notable difference – concerns are at their highest level amongst those aged 16-24 (28%) – notably higher than amongst respondents aged: 25-44 (16%); 45-64 (16%); and 65+ (13%).
- 45.8 **Some 14% of respondents were concerned were concerned** (including 3% 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 **68%** this matter was **not a concern** while **18%** chose **the no opinion/ don’t know option**. Concerns are at their highest level amongst people aged 16-24 (27%) and at their lowest amongst: council tenants (4%) and those resident in the Highlands for less than 5 years (6%).
- 45.9 **Some 12% of respondents were concerned** (including 3% 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 **71%** this matter was **not a concern** while **21%** chose **the no opinion/ don’t know option**. By age the highest levels of concern are expressed by those aged 16-24 (27%) – notably higher than people: aged 25-44 (14%); 45-64 (10%); and 65+ (8%). By employment status the highest levels of concern are expressed by people who are unemployed (19%) -compared with people who are: employed (12%); unable to work (9%); retired (7%)
- 45.10 **Some 8% of respondents were concerned** (including 1% 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 **71%** this matter was **not a concern** while **21%** chose **the no opinion/ don’t know option**. The most

notable variations in responses are found when looking at the status of employment categories - level of concerns are highest amongst people who are unemployed (17%) being notably higher than the levels found amongst people who are employed (9%), people who are unable to work (9%) and those who are retired (4%).

Question 46: Respondents' Awareness of the Impact on People in Highland of Hate Incidents and Hate Crime

46.1 Respondents were then asked: **“Were you aware that such incidents can and do impact on people in this way in Highland?”** Some 1,081 (94% of the sample) answered. Of those who answered **69% said that they were aware while 31% said that they were not aware.** There are no notable variations in responses according to the various categories of respondents.

Question 47: Extent to which Respondents Take Actions because of possible Worries about Crime

47.1 These sampled were asked: **“Do you do any of the following because of the possible worries about crime?”** There then followed a list of 9 actions about which they were asked to identify whether they took that action, always, sometimes or never. Their answers are found in Table 4.16 below. Answers were supplied by between 95.7% and 98.3% of the sample and they are ranked according to the extent to the total percentage of people who say they take this action.

Table 4.16 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	70	18	88	12
Make sure your vehicle is adequately secured	72	15	87	13
Carry a mobile phone	49	20	69	31
Avoid certain Places	12	41	53	47
Mark your property in case it is stolen	11	34	45	55
Avoid going out when it is dark	4	23	27	73
Avoid going out at certain times	4	22	26	74
Avoid going out alone	4	25	29	71
Take self-defence classes	1	4	5	95

N=1,102-1,131

47.2 **Making sure your home is adequately secured is an action taken at least sometimes by 88% (also 88% in 2012) of respondents including 70% who do this always while 12%**

(12% in 2012) **say that they never do this.** By housing tenure 79% of council tenants and 13% never do it while 73% of home owners always do this and 10% never do it and 66% of people living in other types of accommodation always do it and 19% never do it.

- 47.3 **Making sure your vehicle is adequately secured because of possible worries about crime is an action taken at least sometimes by 87% (84% in 2012) of respondents (including 72% who do this always) while 13% (16% in 2012) say that they never do this.** Some 79% of those aged 65+ do this always while 13% say they never do it compared with 68% of those aged 25-44 who always do it while 16% of that age group say they never do it. By housing tenure 75% of home owners always do this and 10% never do it while 67% of people living in other types of accommodation always do it and 18% never do it and 67% of council tenants always do it and 27% never do it.
- 47.4 **Carrying a mobile phone because of possible worries about crime is an action taken at least sometimes by 69% (61% in 2012) of respondents (including 49% who do this always) while 31% say that they never do this.** It is notable that 56% of females always take this action compared with 39% of males. And 41% of males never take this action compared with 23% of females. Always carrying a mobile phone is an action taken by 71% of those aged 16-24 compared with: 50% of those aged 45-64; 47% of those aged 35-44; and 44% of those aged 65+.
- 47.5 **Avoiding certain places because of possible worries about crime is an action taken at least sometimes by 53% (51% in 2012) of respondents including 12% (13% in 2012) who always do this while 47% (49% in 2012) say that they never do this.** Some 24% of council tenants always avoid certain places compared with 11% of both home owners and people living in other forms of accommodation.
- 47.6 **Marking your property in case it is stolen is an action taken by 45% (41% in 2012) of respondents at least sometimes including 11% (also 11% in 2012) who always do this while 55% (59% in 2012) never do this.** Some 49% of those living in other forms of accommodation do this at least sometimes – compared with 44% of homeowners and 37% of council tenants.
- 47.7 **Avoiding going out when it is dark because of possible worries about crime is an action taken at least sometimes by 27% (30% in 2012) of respondents including 4% (6% in 2012) who always do this while 73% (70% in 2012) never do this.** There is a notable variation in responses by gender – while 16% of males take this action at least sometimes, the figure for females is more than double that at 37%. Some 45% of those who are unable to work take this action at least sometimes – a much higher figure than of people who are: unemployed (24%); employed (27%); retired (31%). By housing tenure it is noticeable that 52% of council tenants take this action at least sometimes compared with 32% of those living in other types of accommodation and 25% of those who are homeowners. Some 41% of people who are disabled avoid going out when it is dark at least sometimes compared with 25% of those who are not disabled.
- 47.8 **Avoiding going out at certain times is an action taken at least sometimes by 26% (28% in 2012) of respondents including 4% (6% in 2012) who always do this while 74%**

(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 16% of males. Some 42% of those who are unable to work do this at least sometimes – a much higher figure than those who are: employed (27%); unemployed (26%); retired (25%). Some 39% of those people with a disability engage in this action at least sometimes – compared with 25% of those who do not have a disability. By housing tenure 41% of council tenants take this action at least sometimes compared with 30% of those living in other types of accommodation and 25% of those who are homeowners.

47.9 **Avoiding going out alone because of possible worries about crime is an action taken at least sometimes by 25% (27% in 2012) of respondents including 4% (also 4% in 2012) who always do this while 71% (73% in 2012) never do this.** There is a notable difference in response by gender – whereas 15% of males avoid going out alone at least sometimes, amongst females the figure is much higher at 39%. Some 39% of those who are unable to work do this at least sometimes – a higher figure than that found amongst people who are: unemployed (33%); employed (28%); retired (23%). Some 44% of council tenants avoid going out alone at least sometimes compared with 28% of those living in other types of accommodation and 26% of those who are homeowners. Some 50% of people aged 16-24 avoid going out alone at least sometimes – a much higher figure than for the other age groups: 25-44 (29%); 45-64 (28%); 65+ (23%).

47.10 **Taking self-defence classes because of possible worries about crime is an action which is taken by 5% (4% in 2012) of respondents while 95% (96% in 2012) say that they never do this.** There are no notable variations by categories of respondents.

Question 48: Views on the Safety of the Area within 15 Minutes' Walk of Home

48.1 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

	2013 %	2012 %	2011 %	2010 %	2009 %
A very safe area	58.5	53.3	51.3	59	45
A fairly safe area	39.3	42.8	41.6	38	47
Total Safe	97.8	96.1	92.9	97	92
Rather unsafe area	1.7	2.9	5.5	2	5
A very unsafe area	0.1	0.7	1.1	1	2
Total Unsafe	1.8	3.6	6.6	3	7
No opinion	0.3	0.3	0.5	n/a	n/a
Net Safety Rating (Total Safe – Total Unsafe)	96.1	92.5	86.3	94	85

N in 2013 = 1,145

48.2 **In 2013 a record 97.8% respondents rate their locality as either “very” or “fairly safe”.** This is a rise from the comparable figure of 96.1% in 2012 and marginally higher than the previous highest rate of 97% in 2010. Those who feel that their locality is unsafe to any extent total 1.8% (3.6% in 2012; 6.6% in 2011; 3% in 2010). We can compute a net safety rating by deducting the percentage of respondents who feel that their area is unsafe to any

degree from the percentage who feel their area is safe. The **net safety rating** stands at a **record high of 96.1% in 2013** (92.5% in 2012; 86.3% in 2011; 94% in 2010).

48.3 Looking in more detail at the results for 2013 we see that **almost 6 in 10 respondents (58.5%) rated the area within 15 minutes' walk of their home as being "very safe"** (53.3% in 2012; 51.3% in 2011; 59% in 2010; 45% in 2009; 46% in 2008). Some 67% of people who are retired rate their immediate area as "very safe" as do 62% of people who are unemployed and 57% of those who employed – all figures that are appreciably higher than the 43% recorded by people who are unable to work. While 62% of home owners and an identical percentage of people who live in other accommodation rate their immediate area as very safe, the rate amongst council tenants (45%) is notably lower.

48.4 The main difference noticeable at ward level is the percentage of respondents who select the "very safe" option. The highest percentages of respondents (all 69% or higher) choosing to describe their area as "very safe" are found in the following 9 wards:

- Wester Ross, Strathpeffer and Lochalsh (89%)
- North, West and Central Sutherland (80%)
- Badenoch and Strathspey (78%)
- East Sutherland and Edderton (77%)
- Black Isle (73%)
- Aird and Loch Ness (73%)
- Eilean a' Cheò (73%)
- Fort William and Ardnamurchan (70%)
- Landward Caithness (69%)

48.5 By comparison the lowest percentages of respondents choosing to rate the area within 15 minutes' walk of their home as "very safe" are found in the following 6 wards (all 33% or less):

- Inverness Central (19%)
- Inverness West (24%)
- Cromarty Firth (23%)
- Inverness Milburn (33%)
- Wick (33%)

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 49: Views on Prejudice

49.1 Those sampled were 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. Some 97% of all respondents gave their views.

Table 4.18 Views on Prejudice

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

N in 2013 = 1,116

49.2 The results show that **73.6%** (an increase on the 70.4% recorded in 2012) thought that the statement “**Highland should do everything it can to get rid of all types of prejudice**” came closest to their own views. For **26.4%** (down from 29.6% in 2012) the statement “**sometimes there is good reason for people to be prejudiced against certain groups**” came closest to their views.

49.3 While 81% of those aged 16-24, and 77% of those aged 45-64 and 76% of those aged 25-44 agreed with the statement “Highland should do everything it can to get rid of all types of prejudice” the figure amongst those aged 65+ was 68%.

Question 50: Type of People with whom Respondents would rather live in an area

50.1 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 **51.7%** (52.1% in 2012; 46.8% in 2011) selected “**lots of different kinds of people**” while **48.3%** (47.9% in 2012; 53.2% in 2011) selected “**where most people are similar to you**”.

- 50.2 There are notable variations by age group. Some 62% 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: 64% of those aged 16-24; 59% of those aged 45-64; and 54% of those aged 25-44.
- 50.3 While 61% of retired people chose “where most people are similar to you” amongst the employed there was a decisive margin in favour of the alternative view in that 59% chose “with lots of different kinds of people” – as did 60% of those who are unemployed and 65% of those unable to work.
- 50.4 Of those who have lived in the area for more than 10 years a higher percentage (52%) chose “where most people are similar to you”. But amongst those who have lived in the area less than 10 years the situation is reversed – 64% of those who have lived in the Highland less than 5 years and 67% of those who have been resident for 5-10 years chose “with lots of different kinds of people”.
- 50.5 Some 63% of those who live in other types of accommodation chose “with lots of different kinds of people” compared with 50% of those who are homeowners while a majority of council tenants (57%) chose “where most people are similar to you”.
- 50.6 Some 58% of those with school aged children chose “with lot of different kinds of people” while a narrow majority of those without school aged children (51%) chose “where most people are similar to you”.

Question 51: Feelings about a Close Relative/Friend Marrying, being in a Civil Partnership or forming a Long-Term Relationship with a Person from certain Groups

- 51.1 The next question was introduced as follows: *“Some people say they would be happy if a close relative of theirs married or formed a long-term relationship with someone from particular groups while others say they would be unhappy about this, even if the couple themselves were happy. How would you feel if a close relative of ours married, or is in a civil partnership, or formed a long-term relationship with someone from the groups mentioned?”* Between 95% and 96% of all respondents answered these questions and the views they expressed appear in Table 4.19 below:

Table 4.19 Feelings about a Close Relative/Friend Marrying, or being in a Civil Partnership or forming a Long-Term Relationship with a Person from certain Groups

Group	Very Happy %	Happy %	Neither Happy nor Unhappy %	Unhappy %	Very Unhappy %	It depends %
Christian	27.0	26.9	37.9	0.9	1.0	6.2
Black and Asian	18.1	20.1	45.9	3.9	2.2	9.8
Jewish	15.5	19.9	46.8	6.4	2.2	10.2
Hindu	14.5	16.6	43.2	8.9	4.5	12.3
Muslim	12.7	14.7	39.0	14.0	7.8	11.8
Someone of the same sex as themselves	13.9	17.9	36.6	12.2	12.0	7.4
Someone who experiences depression from time to time	10.1	17.8	43.8	14.9	3.2	10.1
Gypsy/Traveller	9.4	12.0	34.1	21.9	12.2	10.4
Someone who cross-dresses in public	8.9	8.1	29.6	23.7	21.3	8.4

N=1,095-1,108

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

51.2 A total of 53.9% (54.8% in 2012; 54.5% in 2011) indicate that they would feel either “happy” (26.9%) or “very happy” (27%) if a close relative or friend married, was in a civil partnership or formed a long-term relationship with a Christian. Some 37.9% (38.6% in 2012; 38.3% in 2011) would feel “neither happy nor unhappy”. A total of 1.9% (1.3% in 2012; 1.8% in 2011) would feel either “unhappy” (0.9%) or “very unhappy” (1.0%). For 6.25 (5.2% in 2012; 5.4% in 2011) the option chosen was “it depends”.

51.3 Notice therefore that the percentage of respondents who say they would feel happy in either way (53.9%) is much greater than those who say they would feel unhappy in either way (1.9%).

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

51.4 A total of 38.2% (36.9% in 2012; 37.1% in 2011) indicate that they would feel either “happy” (20.1%) or “very happy” (18.1%) if a close relative or friend married, was in a civil partnership or formed a long-term relationship with a person who is black and Asian. Some 45.9% (46.4% in 2012; 41.6% in 2011) would feel “neither happy nor unhappy”. A total of

6.1% (8.9% in 2012; 13.5% in 2011) would feel either “unhappy” (3.9%) or “very unhappy” (2.2%). For 9.8% “it depends”.

51.5 The percentage of people who say that they would feel happy in either way (38.2%) is appreciably higher than those who say they would feel unhappy in either way (6.1%).

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

- aged 16-24 (55%); followed by those aged 25-44 (44%), 45-64 (38%) and then at some distance, by those aged 65+ (25%);
- who have school aged children (45%) compared with those who have no school aged children (33%);
- resident in the Highlands less than 5 years (45%) followed by those resident between 5 and 10 years (38%) and then by those resident more than 10 years (34%);
- who are unemployed (52%), followed by those people who are employed (40%) unable to work (33%); and then by those who are retired (25%).

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

51.7 A total of 35.4% (34.0% in 2012; 34.2% in 2011) indicate that they would feel either “happy” (19.9%) or “very happy” (15.5%) if a close relative or friend married, was in a civil partnership or formed a long-term relationship with someone who is Jewish. Some 46.8% (49.2% in 2012) would feel “neither happy nor unhappy”. A total of 8.6% (8.5% in 2012; 11.5% in 2011) would feel either “unhappy” (6.4%) or “very unhappy” (2.2%). For 10.2% the option chosen was “it depends”.

51.8 The percentage of people who say they would feel happy in either way (35.4%) is appreciably greater than those who say they would feel unhappy in either way (8.6%).

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

- aged 16-24% (45%) followed by those aged 25-44 (39%), those aged 45-64 (36%) and then by those aged 65+ (25%);
- who are unemployed (44%), followed by those who are employed (36%), those who are retired (26%) and then by people unable to work (24%);
- who have school aged children (38%) compared with those who have no school aged children (30%);
- resident in the Highlands less than 5 years (43%), followed by those resident in the Highlands between 5 and 10 years (37%) and then by those resident for more than 10 years (31%).

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

51.10 A total of 31.1% (30.2% in 2012; 31.4% in 2011) indicate that they would feel either “happy” (16.6%) or “very happy” (14.5%) if a close relative or friend married, was in a civil partnership or formed a long-term relationship with someone who is a Hindu. Some 43.2% (45.3% in 2012; 39.9% in 2011) would feel “neither happy nor unhappy”. A total of 13.4% - notably down from the 21.3% recorded in 2012 and the 21.4% recorded in 2011 - would feel either “unhappy” (8.9%) or “very unhappy” (4.5%). For 12.3% (9.3% in 2012; 7.3% in 2011) “it depends”.

51.11 The percentage of people who say they would feel happy in either way (31.1%) is greater than those who say they would feel unhappy in either way (13.4%).

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

- aged 16-24 (45%) followed by those aged 25-44 (35%) those aged 45-64 (32%) and then by those aged 65+ (18%);
- who have school aged children (37%) compared with those who have no school aged children (25%);
- resident in the Highlands less than 5 years (36%) followed by those resident between 5 and 10 years (32%) and then by those resident more than 10 years (27%);
- who are unemployed (39%) followed by people who are: employed (33%); unable to work (24%); retired (19%).

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

- aged 65+ (22%) – compared with those aged 45-64 (14%), those aged 25-44 (11%) and those aged 16-24 (here no-one said they would be unhappy or very happy);
- who are retired (22%) compared especially with those who are employed (12%).

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

51.14 A total of 27.4% (26.8% in 2012; 27.8% in 2011) indicate that they would feel either “happy” (14.7%) or “very happy” (12.7%) if a close relative or friend married, was in a civil partnership or formed a long-term relationship with someone who is a Muslim. Some 39% (42.2% in 2012; 34.5% in 2011) would feel “neither happy nor unhappy”. A total of 21.8% (21.3% in 2012; 30.4% in 2011) would feel either “unhappy” (14%) or “very unhappy” (7.8%). For 11.8% (9.7% in 2012; 7.4% in 2011) the option chosen was “it depends”.

51.15 In looking at the entire group of respondents answering this question the percentage of people who say they would feel happy in either way (27.4%) is more than the percentage of respondents who say they would feel unhappy in either way (21.8%).

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

- aged 16-24 (41%) followed by those aged: 25-44 (31%); 45-64 (29%); and then by those aged 65+ (15%);
- who have school aged children (36%) compared with those who have no school aged children (22%);
- who are unemployed (37%) followed by people who are: employed (29%); unable to work (24%); and then by those who are retired (16%).

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

- aged 65+ (31%) – compared with those aged 45-64 (22%); those aged 25-44 (19%); and especially those aged 16-24 (5%);
- who are retired (31%) followed by: those unable to work (30%); people who are unemployed (29%), and those who are employed (19%);
- who are males (28%) – compared with females (21%).

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

51.18 A total of 31.8% (a notable increase from 26.4% in 2012 and 24.7% in 2011) indicate that they would feel either “happy” (17.9%) or “very happy” (13.9%) if a close relative or friend married, was in a civil partnership or formed a long-term relationship with someone who is the same sex as themselves. Some 36.6% (35.4% in 2012) would feel “neither happy nor unhappy”. A total of 24.2% (notably less than the 29% recorded in 2012 and the 34.3% recorded in 2011) would feel either “unhappy” (12.2%) or “very unhappy” (12%). For 7.4% (5.3% in 2012; 5.5% in 2011) the option chosen was “it depends”.

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

- aged 16-24 (64%) followed by those aged: 25-44 (36%); 45-64 (32%); and then at some distance. by those aged 65+ (14%);
- resident in the Highlands less than 5 years (36%) and those resident between 5 and 10 years (37%) as compared with those resident more than 10 years (25%);
- who are unemployed (42%) followed by those who are employed (32%), who are unable to work (27%) and then by those who are retired (18%);
- who have school aged children (37%) compared with those who have no school aged children (24%).

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

- aged 65+ (41%) – compared with those aged 45-64 (20%), those aged 25-44 (20%) and those aged 16-24 (19%);
- who are retired (36%) followed by those unable to work (27%), those who are unemployed (23%) and those who are employed (21%);

- who are males (31%) as compared with females (23%);
- who do not have school aged children (29%) - compared to those who do (17%).

51.21 In looking then at the entire group of respondents answering this question the percentage of people who would feel happy in either way (31.8%) is more than the percentage of respondents who would feel unhappy in either way (24.2%). The margin is 7.6% in favour of those who feel happy in either way. This represents a notable change from the situation in the Survey of 2012 where there was a 2.6% in favour of those who would feel unhappy in either way.

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

51.22 A total of 27.9% (a rise from 25.1% in 2012 and the 20.6% in 2011) indicate that they would feel either “happy” (17.8%) or “very happy” (10.1%) if a close relative or friend married, was in a civil partnership or formed a long-term relationship with someone who experiences depression from time to time. Some 43.8% (43.3% in 2012) would feel “neither happy nor unhappy”. A total of 18.1% (19.2% in 2012; 24.4% in 2011) would feel either “unhappy” (14.9%) or “very unhappy” (3.2%). For 10.1% (12.4% in 2012; 11.2% in 2011) the option chosen was “it depends”.

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

- aged 16-24 (43%) followed by those aged: 25-44 (35%); 45-64 (25%) and then by those aged 65+ (11%);
- who are unemployed (34%) followed by those who are unable to work (30%), who are employed (26%), and then by those who are retired (14%).

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

- aged 65+ (31%) – compared with those aged: 45-64 (17%); 25-44 (11%); 16-24 (10%);
- who are retired (29%) followed by those unable to work (21%), those who are unemployed (18%) and those who are employed (16%);
- who do not have school aged children (23%) compared to those who do (14%).

51.25 In looking then at the entire group of respondents answering this question the percentage of people who would feel happy in either way (27.9%) is more than the percentage of respondents who would feel unhappy in either way (18.1%).

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

51.26 A total of 21.4% (an increase on the 17.4% recorded in 2012 and the 19.6% recorded in 2011) indicate that they would feel either “happy” (12%) or “very happy” (9.4%) if a close relative or friend married, was in a civil partnership or formed a long-term relationship with someone who is a Gypsy/ Traveller. Some 34.1% (36.2% in 2012; 30.9% in 2011) would feel “neither happy nor unhappy”. A total of 34.1% (a decrease on the 36.1% recorded in

2012 and the 41% in 2011) would feel either “unhappy” (21.9%) or “very unhappy” (12.2%). For 10.4% (10.3% in 2012; 8.5% in 2011) the option chosen was “it depends”.

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

- aged 16-24 (41%) followed by those aged: 25-44 (26%); 45-64 (20%); and then, at some distance, by those aged 65+ (7%);
- living in other types of accommodation (26%) followed by council tenants (18%) and then by homeowners (16%);
- those resident in the Highlands less than 5 years (32%) followed by those resident more than 10 years (17%) and then by people resident between 5 and 10 years (15%);
- who are unemployed (28%) followed by those who are: employed (21%); unable to work (15%); retired (10%).

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

- aged 65+ (45%) – compared with those aged: 45-64 (34%); 25-44 (26%); 16-24 (23%);
- who are retired (45%) followed by those who are: unemployed (36%); and those unable to work (33%); employed (32%);
- resident in the Highlands for more than 10 years (38%), followed by those resident for between 5 and 10 years (37%) and then by those resident less than 5 years (22%).

51.29 In looking then at the entire group of respondents answering this question the percentage of people who say they would feel happy in either way (21.4%) is appreciably less than the percentage of respondents who say they would feel unhappy in either way (33.1%). That leaves a margin of 11.7% in favour of those who would be unhappy in either way. This margin though is a notable decrease on the 18.7% margin recorded in the 2012 Survey in favour of those who would be unhappy in either way.

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

51.30 A total of 17% (14.6% in 2012 and 2011) indicate that they would feel either “happy” (8.1%) or “very happy” (8.9%) if a close relative or friend married, was in a civil partnership or formed a long-term relationship with someone who cross-dresses in public. Some 29.6% (31.8% in 2012; 24.7% in 2011) would feel “neither happy nor unhappy”. A total of 45% (46.1% in 2012; 55.4% in 2011) would feel either “unhappy” (23.7%) or “very unhappy” (21.3%). For 8.4% (7.5% in 2012; 5.1% in 2011) the option chosen was “it depends”.

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

- aged 16-24 (37%) followed by those aged: 25-44 (22%); 45-64 (16%); and then at some distance by those aged 65+ (4%);
- who are unemployed (25%) followed by people who are: employed (16%); unable to work (9%); retired (7%);

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

- aged 65+ (58%) – compared with those aged: 45-64 (45%); 25-44 (39%); 16-24 (23%);
- who are retired (55%) followed by those who are: unemployed (49%); employed (44%); unable to work (36%).

51.33 In looking at the entire group of respondents answering this question the percentage of people who say they would feel happy in either way (17%) is 28% less than the percentage of respondents who say they would feel unhappy in either way (45%).

SECTION E: VOLUNTEERING

Question 52: Volunteering in any Capacity

52.1 When asked “**do you currently volunteer in any capacity?**” 38% of respondents answered “yes” (also 38% in 2012; 36% in 2011, 36% in 2010; 29% in 2009). Note that since the respondents are people who volunteered to join the citizen’s panel that fact may have bearing on this figure. There are no differences in volunteering by gender but there are notable differences in other categories:

- By age, the highest percentage of volunteers is in the 65+ (47%) age band followed by those aged: 16-24(41%); 45-64 (40%); 25-44 (35%);
- A higher percentage of home owners (43%) record that they volunteer than those who live in other types of accommodation (32%) or are council tenants (32%);
- Rates of volunteering that are appreciably higher than the average for the sample (38%) are found amongst those with school aged children (48%), and people who are retired (46%).

52.2 At a ward level the highest percentages of respondents answering “yes” are to be found in: Wester Ross, Strathpeffer and Lochalsh (53%); Black Isle (51%); Eilean a’ Cheò (50%); Badenoch and Strathspey (51%); Landward Caithness (48%). The lowest percentages are found in: Inverness Central (17%); Culloden and Ardersier (26%); Inverness South (29%).

Question 53: Reasons for Not Volunteering

53.1 **Those who indicated that they did not volunteer were then invited to give their reasons for not doing so.** Five options were given and people were invited to select all that applied to them. Some 58% of all responding to the Survey answered and gave their reasons as per Table 5.1 below.

Table 5.1 Reasons for Not Volunteering

Reason	2013 %	2012 %
Lack of time	63	65
Do not want to	16	16
Not sure how to	10	8
Too old	7	n/a
Health Reasons	5	n/a
Disclosure requirements	3	6
Other	4	20

N = 664

53.2 The **most prominent reason given for not volunteering**, selected by just over 6 in 10 (**62% in 2013; 65% in 2012**) is “**lack of time**”. The highest percentages choosing this option are those who: resident in the Highlands for less than 5 years (81%); are employed (73%); aged 25-44 (72%); have school aged children (71%).

53.3 For some **16%** (also 16% in 2012) the option chosen was **“do not want to”** – with the highest percentages selecting this being found amongst those who are retired (29%); those aged 65+ (26%); and males (23%). **“Not sure how to”** was a reason chosen by **10%** (8% in 2012). **“Too old”** was a reason selected by **7%** of all who answered this question but by 17% of those aged 65+ and 17% of people with a disability. “Health reasons” was chosen by 5% of all who answered this question but by 26% of those who are disabled and 31% of those who are unable to work. Those who selected **“disclosure requirements”** amounted to **6%**. **“Other reasons”** was selected by **4% (20% in 2012)**. The number of people choosing this option would appear to have diminished largely due to the introduction in the 2013 Survey of two new reasons – “too old” and “health reasons”

Question 54: What do respondents who do not volunteer think would encourage them to take up volunteering opportunities?

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

Table 5.2 What would encourage people to undertake volunteering

Statements	2013 %	2012 %
If it fitted with my other commitments	42	39
If I could volunteer when I felt like it	37	31
If it fitted with my interests and skills	32	28
Information about local opportunities	27	22
Information about the commitment required	27	22
If I thought I could help others	27	21
If it was good fun	24	22
If someone asked me to do something	21	20
If training and support were available	20	17
If someone I knew volunteered with me	13	11
If it would improve my skills	13	11
If it helped me gain qualifications	11	11
If it would help my career/job prospects	11	11
If I had more confidence	10	9
If there were more people like me volunteering	7	6
If I was sure I would not be out of pocket	6	8
If I was certain it would not affect my benefits	2	2

N=664

54.2 As far as people who do not volunteer are concerned the list of 17 factors that would encourage them to volunteer is dominated by the statement **“If it fitted with my other commitments” which was chosen by 42%** (39% in 2012). This factor is an issue particularly for: people resident in the Highlands less than 5 years (53%); people who are employed (48%); those aged 25-44 (48%); and people with school aged children (48%).

54.3 Two other factors selected by more than 3 in 10 of the respondents to this question were: **“if I could volunteer when I felt like it” (37% in 2013; 31% in 2012);** and **“if it fitted with my interests and skills” (32% of all but 42% of people resident for less than 5 years in the Highlands and 42% of people living in other forms of accommodation).**

54.4 Some 6 factors were each selected by 20%-27%:

- “**information about local opportunities**” (27% in 2013; 22% in 2012) – chosen by 42% of the respondents resident in the Highlands less than 5 years;
- “**information about the commitment required**” (27% in 2013; 22% in 2012) – chosen by 44% of the respondents resident in the Highlands less than 5 years;
- “**if I thought I could help others**” (27% in 2013; 21% in 2012) – chosen by 36% of council tenants and 39% of those resident in the Highlands less than 5 years;
- “**if it was good fun**” (24% in 2013; 22% in 2012);
- “**if someone asked me to do something**” (21% in 2013; 20% in 2012) – chosen by 27% of people aged 65+ and 36% of those resident in the Highlands less than 5 years;
- “**if training and support were available**” (20% in 2013; 17% in 2012).

54.5 The other 8 options were chosen by 13% or fewer of the respondents namely: “**if someone I knew volunteered with me**” (13%) “**if it would help improve my skills**” (13%); “**if it helped me gain qualifications**” (11%); “**if it would help my career/job prospects**” (11%); “**if I had more confidence**” (10%); “**if there were more people like me volunteering**” (7%); “**If I was sure I would not be out of pocket**” (6%); and “**if I was certain it would not affect my benefits**” (2%).

Question 55: Number of Voluntary Activities in which People are Involved

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

Table 5.3 Number of Voluntary Activities in which People are Involved

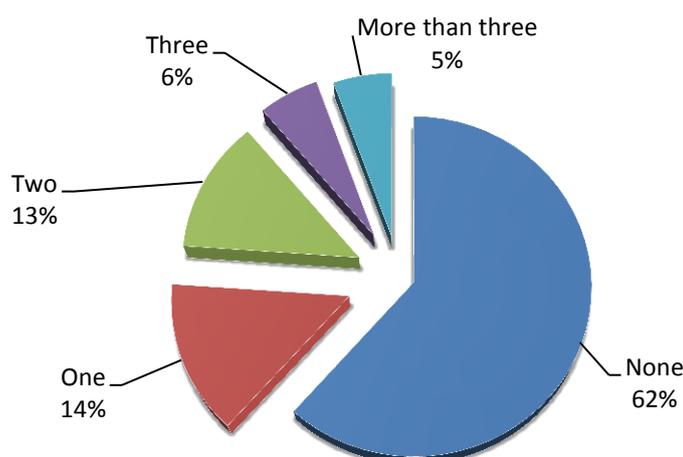
	2013 %	2012 %	2011 %	2010 %	2009 %
One	38	36	43	51	43
Two	33	36	31	28	29
Three	15	16	12	10	14
Over three	14	12	14	11	13
Total	100	100	100	100	100

In 2012 N = 438

55.2 Of those who volunteer in 2013, **38% said they were engaged in one activity** (36% in 2012; 43% in 2011; 51% in 2010; 43% in 2009) while **33% said they were involved in two activities** (36% in 2012; 31% in 2011; 28% in 2010; 29% in 2010). Adding the percentage who say they are **involved in three activities (15%)** to those who are involved in **more than three activities (14%)** results in a total of 29% (28% in 2012; 26% in 2011; 21% in 2010; 27% in 2009).

55.3 To obtain a true picture of the pattern of volunteering activity engaged in Highland in 2013 it is important to bring back into the picture all those answered the first question in this section – “**Do you volunteer in any capacity?**” – and calculate from that number what percentages are engaged in, respectively, no volunteering activity, 1 activity, 2 activities, 3 activities and more than 3 activities. Figures 5.1 illustrate the results.

Fig 5.1 Number of voluntary activities in which all respondents are engaged (2013)



55.4 In 2013 some 62% of the overall sample said that they do not volunteer in any capacity (60% in 2012; 64% in 2011). The chart shows that the percentages of all respondents who volunteer in:

- **One activity** stands at **14%** (also 14% in 2012; 16% in 2011);
- **Two activities** stands at **13%** (14% in 2012; 11% in 2011);
- **Three activities** stands at **6%** (7% in 2012; 4% in 2011);
- **More than three activities** stands at **5%** (the same as in 2012 and 2011).

Question 56: Capacity in which people volunteer

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

Table 5.4 Capacity in which people volunteer

Capacity	2013 %	2012 %
For a voluntary organisation, charity or community group	65	55
In your community	52	52
As part of a management committee/Board	28	25
For your local church/ religious group	25	27
In your local school	15	20
In your local hospital/ care home	3	5
Other	5	11

N=471

56.2 Almost 2 in 3 people - **65%** (55% in 2012) - of those who volunteer indicate that they **volunteer for a voluntary organisation, charity or community group**. Just over 1 in 2 - **52%** (also 52% in 2012) – report that they **volunteer in their own community**.

- 56.3 Some **28%** (25% in 2012) **volunteer as part of a management committee or Board**. Here a gender difference is evident with 34% of males volunteering in this capacity compared with 25% of females. Of the residents who have lived in the Highlands less than 5 years 42% of those in that category who volunteer serve on a management committee or a Board – a figure that is appreciably higher than for those resident more than 10 years (31%) and those resident for between 5 and 10 years (18%).
- 56.4 Some 1 in 4 - **25%** (27% in 2012) - of those who **volunteer do so for a church or religious group**. While 22% of people who do not have a disability volunteer in this capacity, the figure is 34% for people who have a disability.
- 56.5 For **15%** (20% in 2012) **their volunteering takes place in their local school**. The major – but not surprising – difference here is that 30% of those volunteers with school aged children volunteer in their local schools compared with 7% of the volunteers who do not have school aged children. There is also a clear gender difference in that while 15% of females report they volunteer in their local schools the figure for males is 9%.
- 56.6 For **3%** (5% in 2012) volunteering takes place in their **local hospital or care home**. For **5%** (11% in 2012) **volunteering takes place in other capacities**.

Question 57: Nature of the Voluntary Work Undertaken

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

Table 5.5 Nature of Voluntary Work Undertaken

Groups	2013 %	2012 %
Children and younger people	34	39
A local group	32	33
A social enterprise, community company or community trust	31	26
Older people	27	22
People with a disability	16	14
An emergency service	10	8
Other	17	21

N=471

- 57.2 For 34% (39% in 2012) of volunteers the description “**children and younger people**” was selected as describing the group with whom they worked. The highest percentages of volunteers engaged with children and young people are: those aged 25-44 (53%); and those with school aged children (54%).
- 57.3 Just under 1 in 3 (32% in 2013; 33% in 2012) volunteers selected “**a local group**” as describing the entity with whom their volunteering is taking place.
- 57.4 “**A social enterprise, community company or community trust**” was an option chosen by 31% (26% in 2012) - and was selected more by those aged 45-64 (40%) and those aged 65+ (36%) than by those in the 25-44 age group (28%).

- 57.5 Some 27% (22% in 2012) of volunteers selected “**older people**” with the highest percentage of people engaged with this grouping being found amongst those who themselves are aged 65+ (30%). By age the lowest percentage of volunteers engaged in this activity is found amongst people aged 25-44 (17%).
- 57.6 Some 16% (14% in 2012) of all volunteers selected “**people with a disability**” while 10% (8% in 2012) of volunteers selected “**an emergency service**” as the group with whom they did voluntary work.
- 57.7 Finally, 17% (21% in 2012) of volunteers selected the option of “**other**”.

Question 58: Frequency of Volunteering

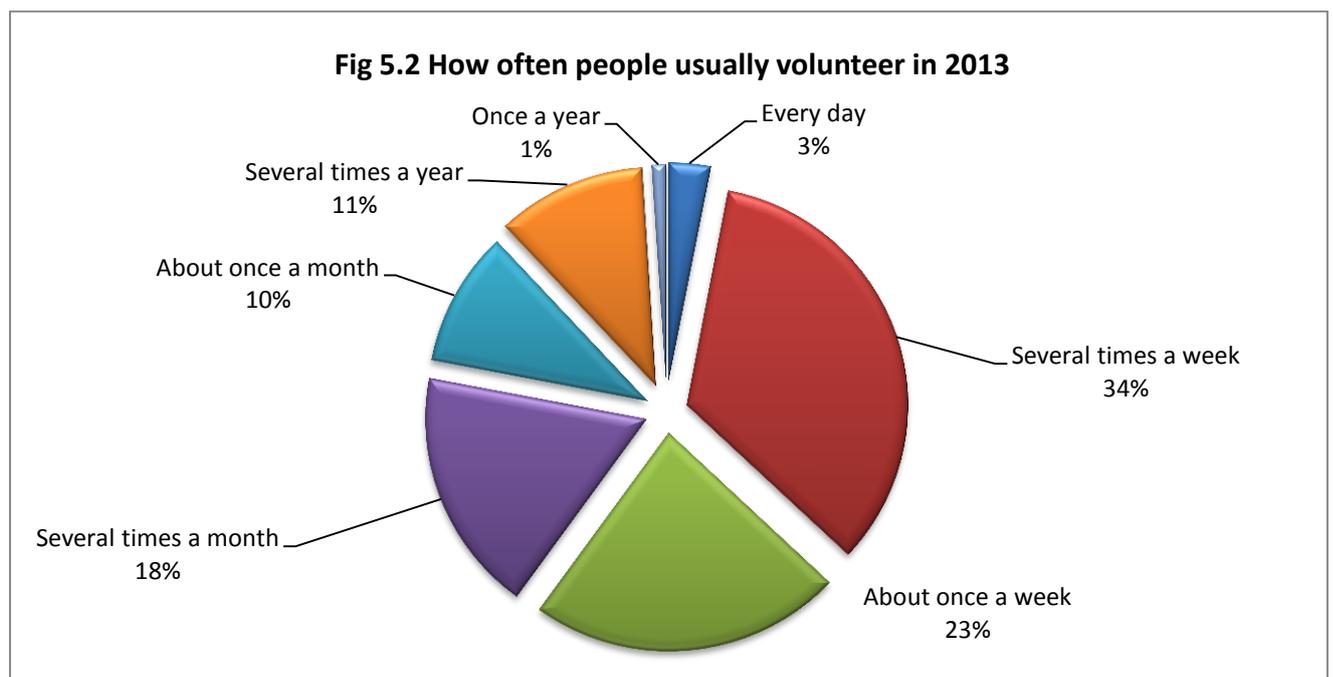
58.1 Those who volunteer were then asked: “**How often do you usually volunteer?**” The results are found in Table 5.6 below.

Table 5.6 Frequency of Volunteering

Frequency	2013 %	2012 %	2011 %	2010 %	2009 %
Every day	3	4	5	5	5
Several times a week	34	34	32	27	27
About once a week	23	20	19	22	25
Several times a month	18	16	19	20	17
About once a month	10	13	9	13	13
Several times a year	11	12	16	11	11
Once a year	1	1	0	2	1
Total	100	100	100	100	100

In 2013 N=459

58.2 The same information for 2013 is shown in the pie chart below (Fig 5.2).



58.3 What the results show is that **in 2013 more than 3 in 4 of the volunteers (78%) are usually engaged in volunteering activities at least several times a month**. The comparable figure in 2012 was 74%; in 2011 it was 75%; and in 2010 and 2009 it was 74%.

Question 59: Views of Volunteers on the Level of Support The Highland Council should give Voluntary Organisations

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

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

Level of Support	2013	2012	2011
	%	%	%
To a great extent	50	53	45
To some extent	44	42	47
Not really	4	3	5
Not at all	1	1	1
Don't know	1	1	2
Total	100	100	100

N=469 in 2013

59.2 One in two of those who volunteer (50% in 2013; 53% in 2012; 45% in 2011) say that The Highland Council should support voluntary organisations **“to a great extent”**. Those who hold that The Highland Council should support these organisations **“to some extent”** stands at 44% (42% in 2012; 47% in 2011).

59.3 Those who chose **“not really”** amount to 4% (3% in 2012; 5% in 2013) while the options **“not at all”** and **“don't know”** were both selected by just 1% of respondents – the same as in 2012.

APPENDIX 1: RESPONDENTS' VIEWS ON EACH OF THE 45 SERVICES

We will now present in more detail our findings from an analysis of the opinions of those who commented on each of the 45 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 2009, 2010, 2011 and 2012. But please note our comments in the body of the report regarding these comparisons (see the beginning of Section 3).

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 2013. That means they appear as follows in this Appendix:

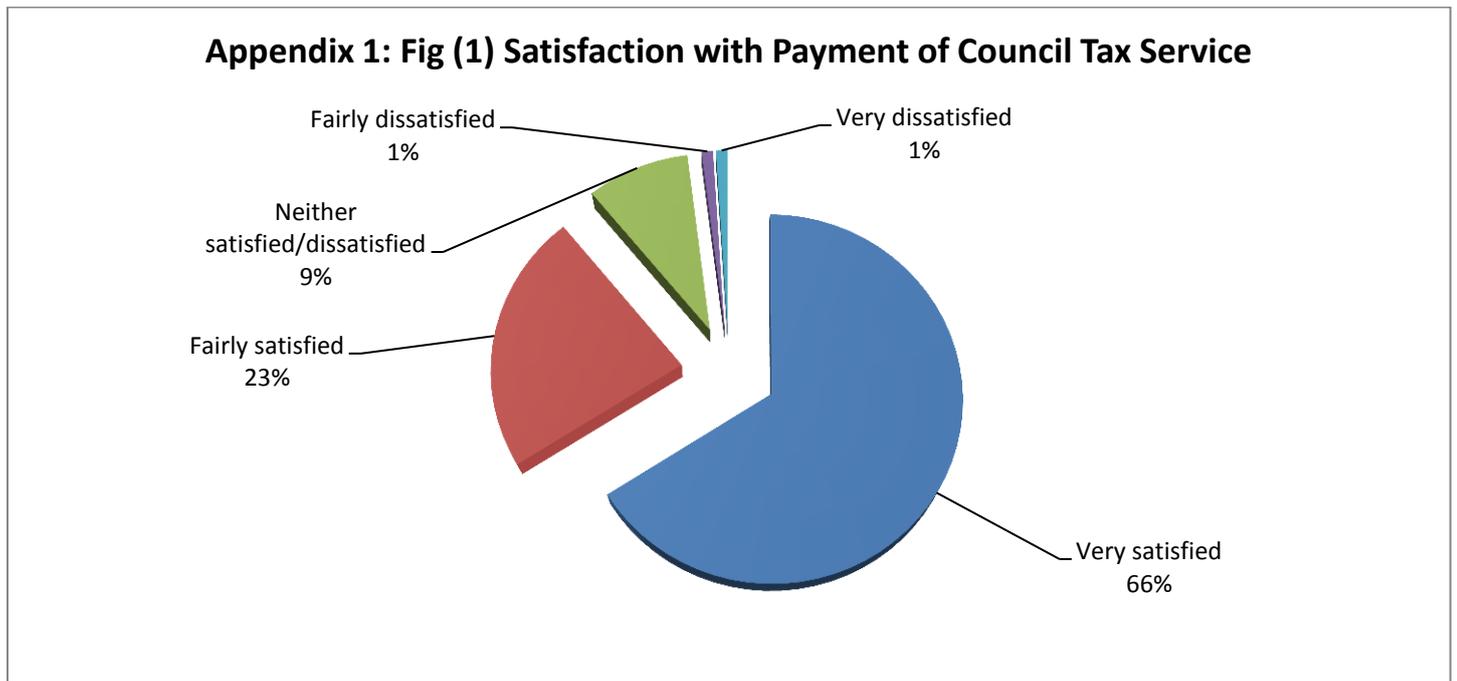
1. Payment of Council Tax
2. Libraries
3. Walking routes e.g. Great Glen Way
4. Council Service Points
5. Refuse/bin collection
6. Public Parks and other open spaces
7. Recycling facilities
8. Museums
9. Countryside ranger service
10. Registrars for Births, Deaths & Marriages
11. Street lighting
12. Swimming pools
13. Other sports facilities
14. Burials and cremations
15. Secondary education
16. Primary education
17. Pre-school services
18. Environmental Health Service
19. School meals
20. Street cleaning
21. Trading Standards
22. Cycling paths
23. Housing information and advice
24. Services to protect children from harm
25. School transport
26. Breakfast and after school clubs
27. Community learning/adult education
28. Advice on Benefits

29. Care at home services
30. Community Occupational Therapy
31. Economic development / business support
32. Services to protect adults at risk from harm
33. Public conveniences
34. Gaelic Pre-school services
35. Dealing with flooding
36. Residential homes for disabled/elderly people
37. Pavement maintenance
38. Planning applications and building warrants
39. Gaelic Primary education
40. Winter road maintenance
41. Planning for future land use (Local Plan)
42. Gaelic Secondary education
43. Services to reduce youth offending
44. Gaelic community learning/adult education
45. Road repairs and pot holes

Appendix 1: (1) Payment of Council Tax

Some 67% of the total sample (774 people) answered this part of the question and of them:

- 66% are “very satisfied”
- 23% are “fairly satisfied”
- 9% are “neither satisfied/dissatisfied”
- 1% are “fairly dissatisfied”
- 1% are “very dissatisfied”



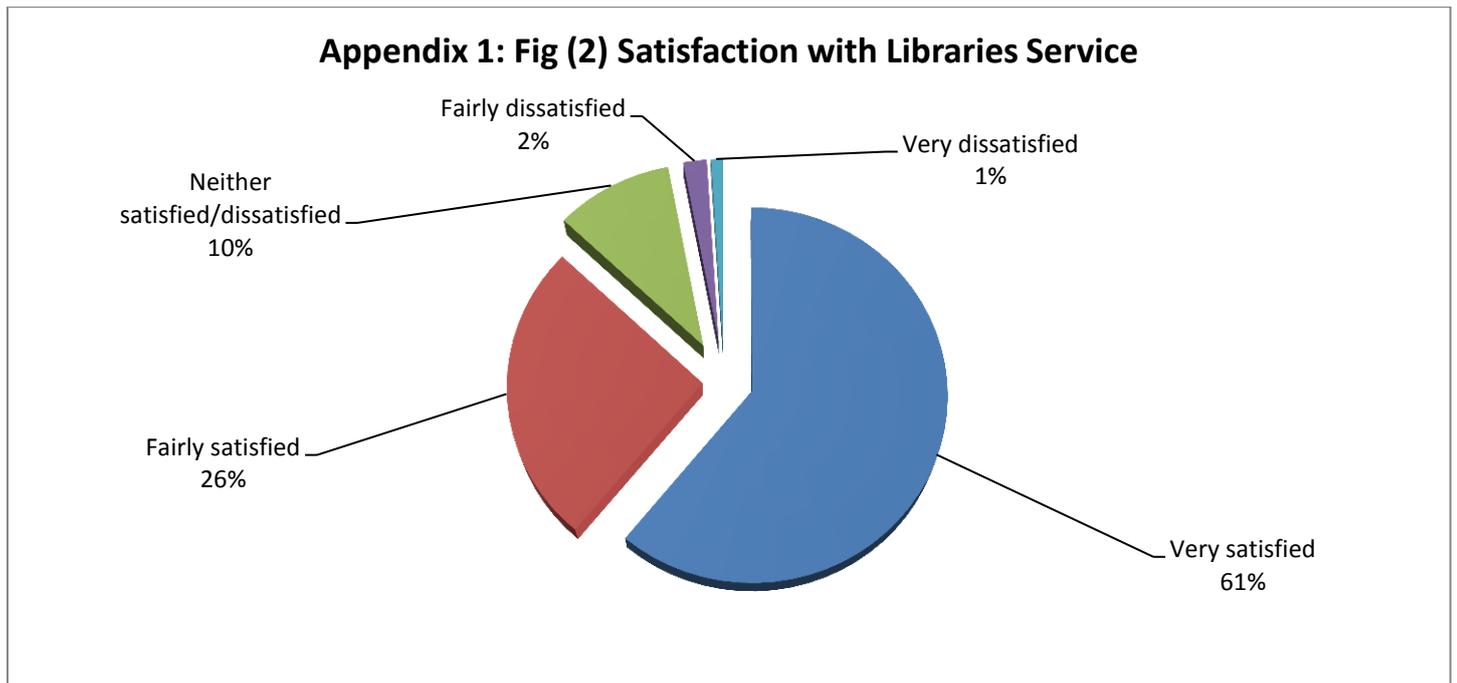
These figures result in the highest net satisfaction rate yet recorded for this service of 87% (82% in both 2012 and 2011 and 78% in 2010).

The highest net rating comes from those who live in council accommodation (94%).

Appendix 1: (2) Libraries

Of the entire sample 54% (624 people) answered this part of the question and gave their views on this service as follows:

- 61% are “very satisfied”
- 26% are “fairly satisfied”
- 10% are “neither satisfied/dissatisfied”
- 2% are “fairly dissatisfied”
- 1% are “very dissatisfied”



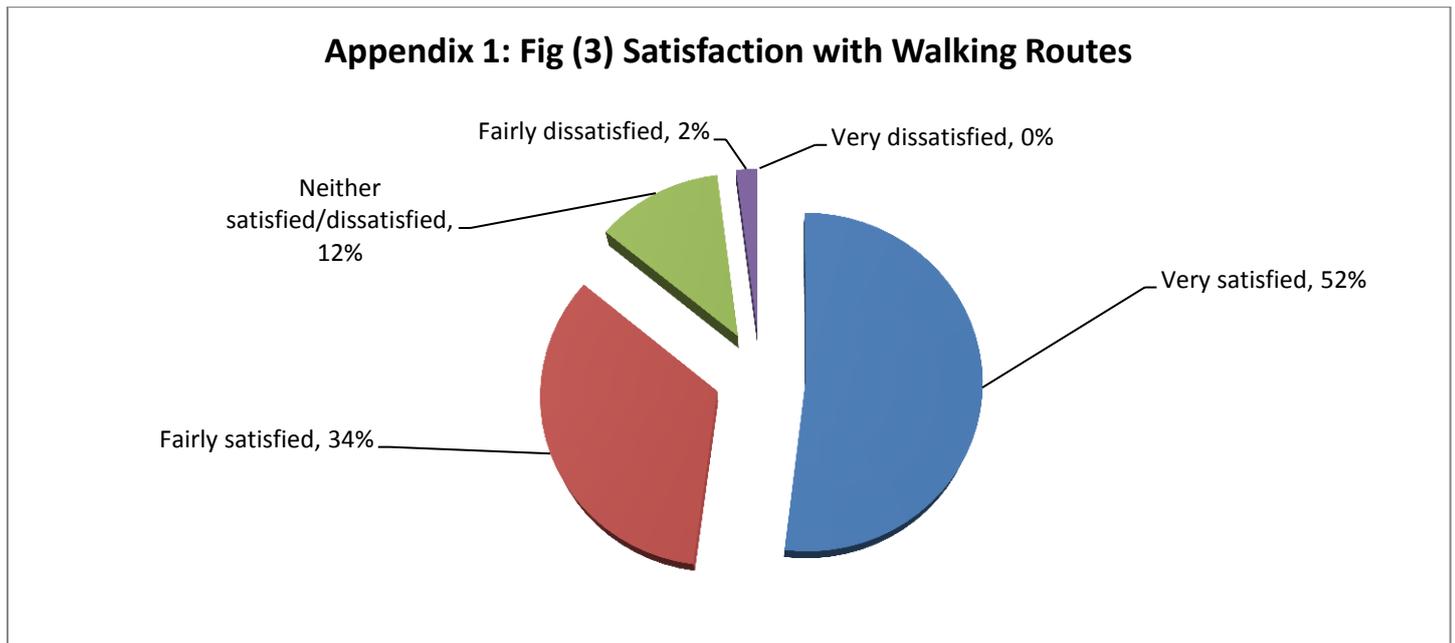
These figures result in a net satisfaction rate of 84% (81% in 2012; 89% in 2011; 78% in 2010).

The highest net ratings by category are found amongst those resident in the Highlands less than 5 years (94%), people aged 65 + (90%), people who are unable to work (90%), and people who are disabled (88%).

Appendix 1: (3) Walking Routes

Of the entire sample 35% (404 people) answered this part of the question and gave their views on this service as follows:

- 52% are “very satisfied”
- 34% are “fairly satisfied”
- 12% are “neither satisfied/dissatisfied”
- 2% are “fairly dissatisfied”
- 0% are “very dissatisfied”



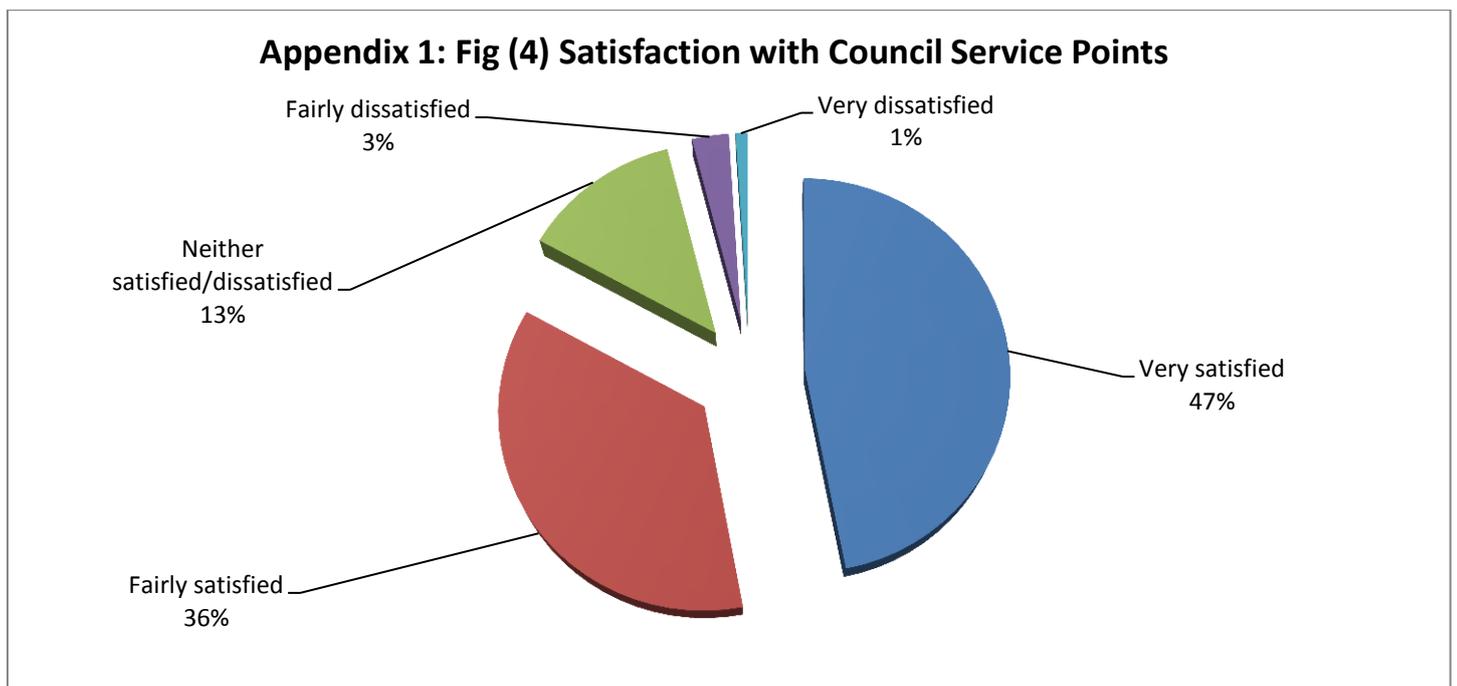
These figures supply the highest net satisfaction rate yet recorded for this service of 84% (80% in 2012; 83% in 2011; 77% in 2010).

Ratings are high across the board peaking amongst those who: are aged 16-24 (93%); are aged 25-44 (91%); have been resident in the Highlands between 5 and 10 years (92%); have school aged children (88%).

Appendix 1: (4) Council Service Points

Some 39% of the total sample (448 people) answered this part of the question and of them:

- 47% are “very satisfied”
- 36% are “fairly satisfied”
- 13% are “neither satisfied/ dissatisfied”
- 3% are “fairly dissatisfied”
- 1% are “very dissatisfied”



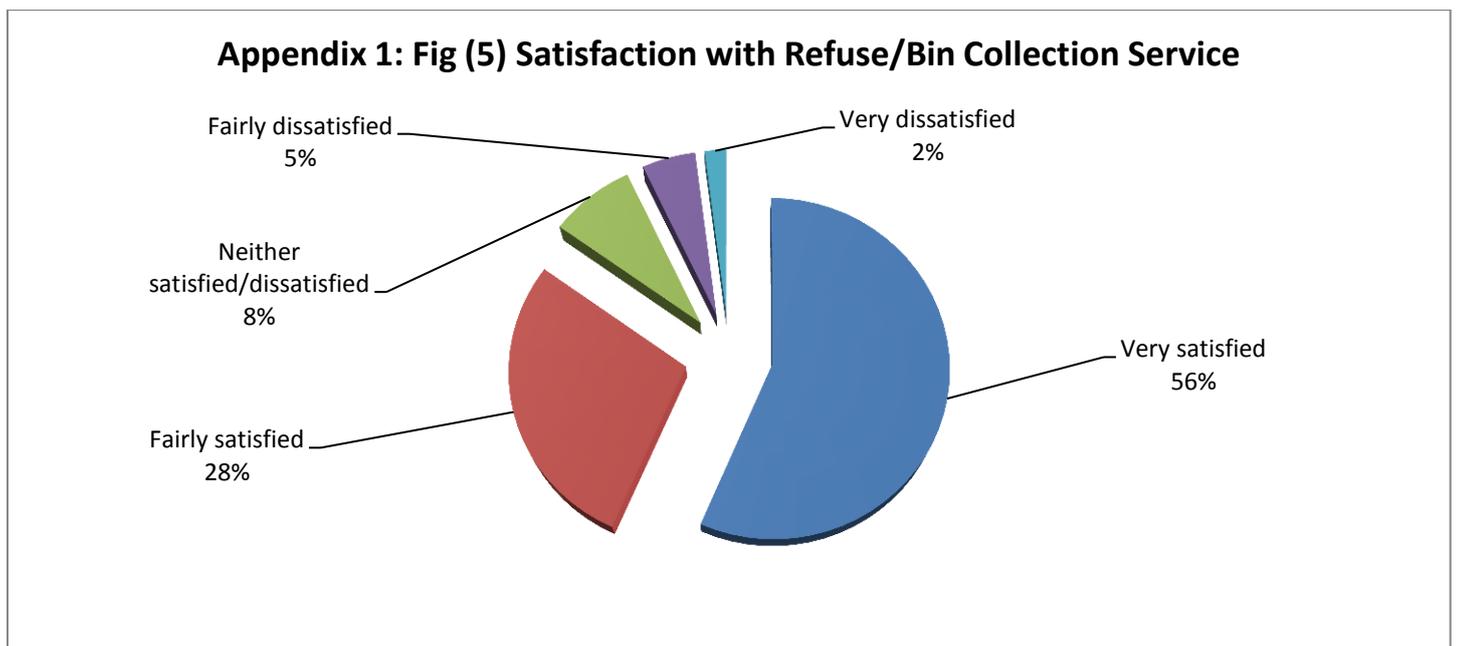
These figures give a net satisfaction rate of 79% (74% in 2012; 83% in 2011; 74% in 2010).

The highest net rating per category of respondents is 89% and that is provided by those respondents who live in other accommodation.

Appendix 1: (5) Refuse/Bin Collection

Of the entire sample 94% (1,081 people) answered this part of the question and gave their views as follows on refuse/bin collection:

- 56% are “very satisfied”
- 29% are “fairly satisfied”
- 8% are “neither satisfied/dissatisfied”
- 5% are “fairly dissatisfied”
- 2% are “very dissatisfied”



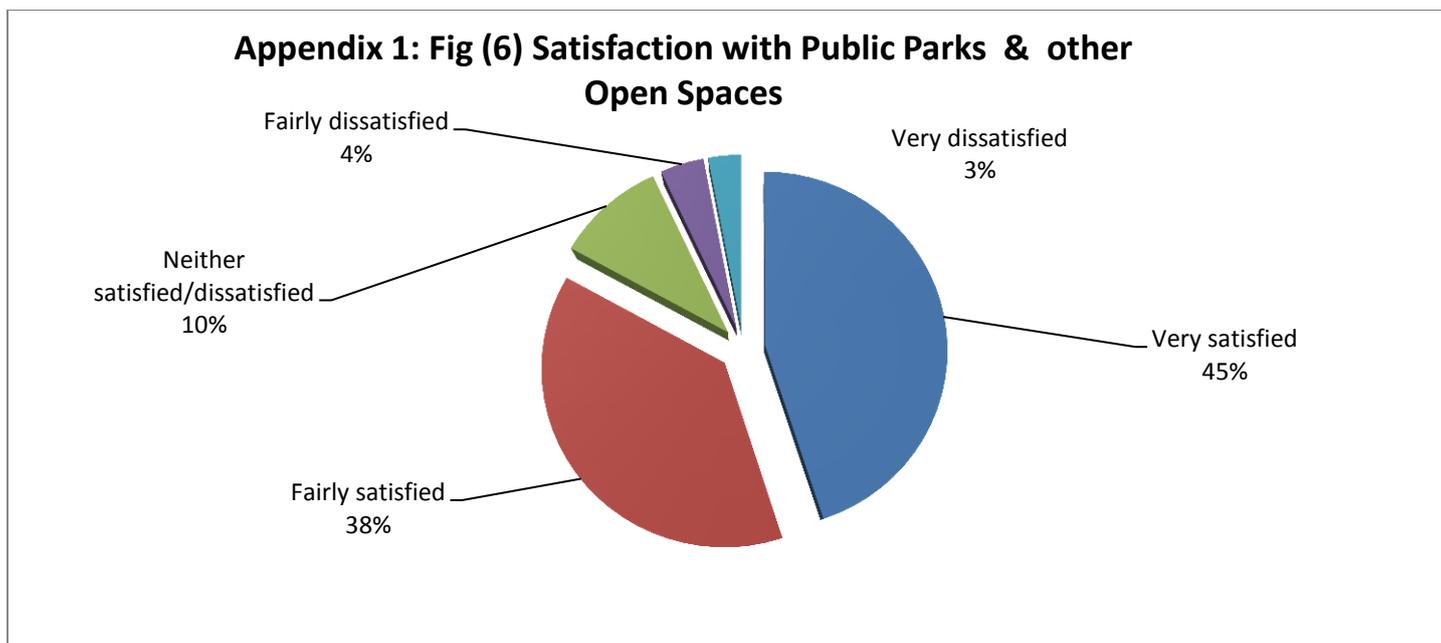
These figures result in a net satisfaction rate of 78% which is the highest yet recorded for this service (72% in 2012; 73% in 2011; 74% in 2010).

The highest ratings are found in those aged 65+ (87%) and those resident in the Highlands between 5 and 10 years (83%).

Appendix 1: (6) Public Parks and Other Open Spaces

Of the entire sample 66% (764 people) answered this part of the question and gave their views on this service as follows:

- 45% are “very satisfied”
- 38% are “fairly satisfied”
- 10% are “neither satisfied/dissatisfied”
- 4% are “fairly dissatisfied”
- 3% are “very dissatisfied”



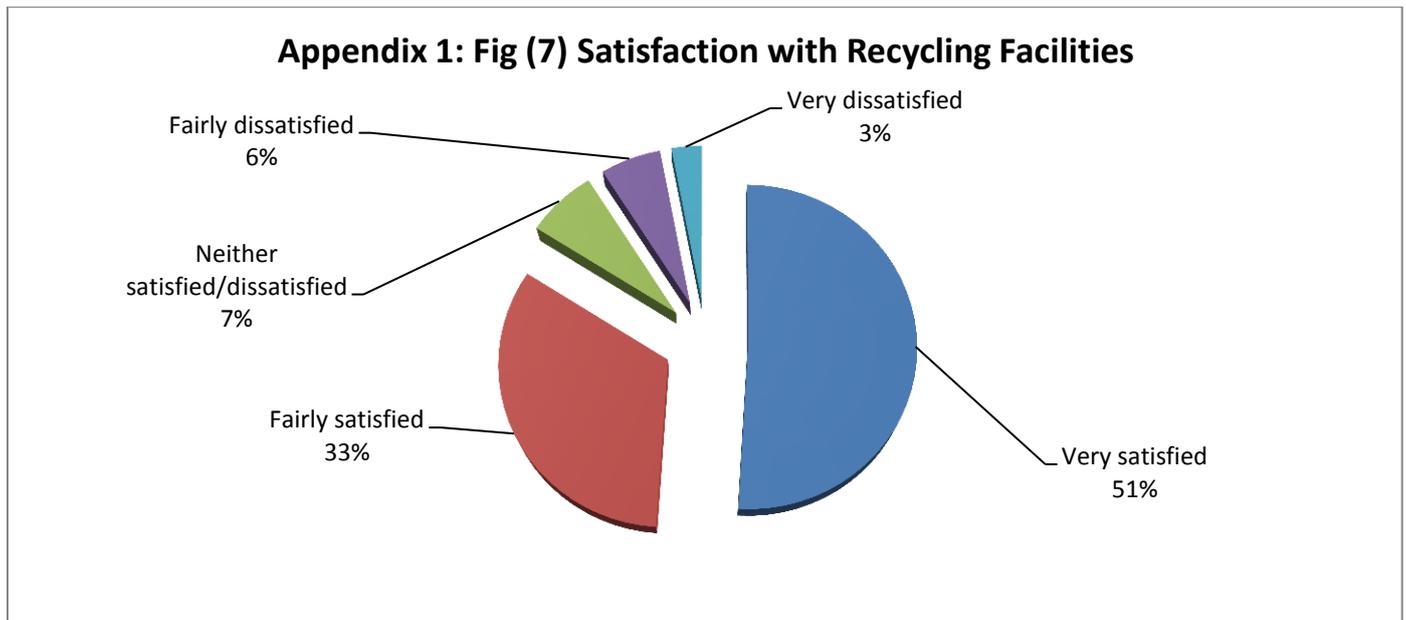
These figures supply a net satisfaction rate of 76% (73% in 2012; 81% in 2011; 64% in 2010).

The highest net satisfaction rates are found amongst: people resident in the Highlands between 5 and 10 years (90%); those resident in the Highlands less than 5 years (87%); people with a disability (83%) and people who are retired (81%).

Appendix 1: (7) Recycling Facilities

Of the entire sample 93% (1,065 people) answered this part of the question and gave their views on this service as follows:

- 51% are “very satisfied”
- 33% are “fairly satisfied”
- 7% are “neither satisfied/dissatisfied”
- 6% are “fairly dissatisfied”
- 3% are “very dissatisfied”



These figures result in a net satisfaction rate of 75% which is the highest yet recorded for this service and continuing the trend of year on year rise in net satisfaction rates that is a feature of each of the last few surveys (72% in 2012; 66% in 2011; 61% in 2010).

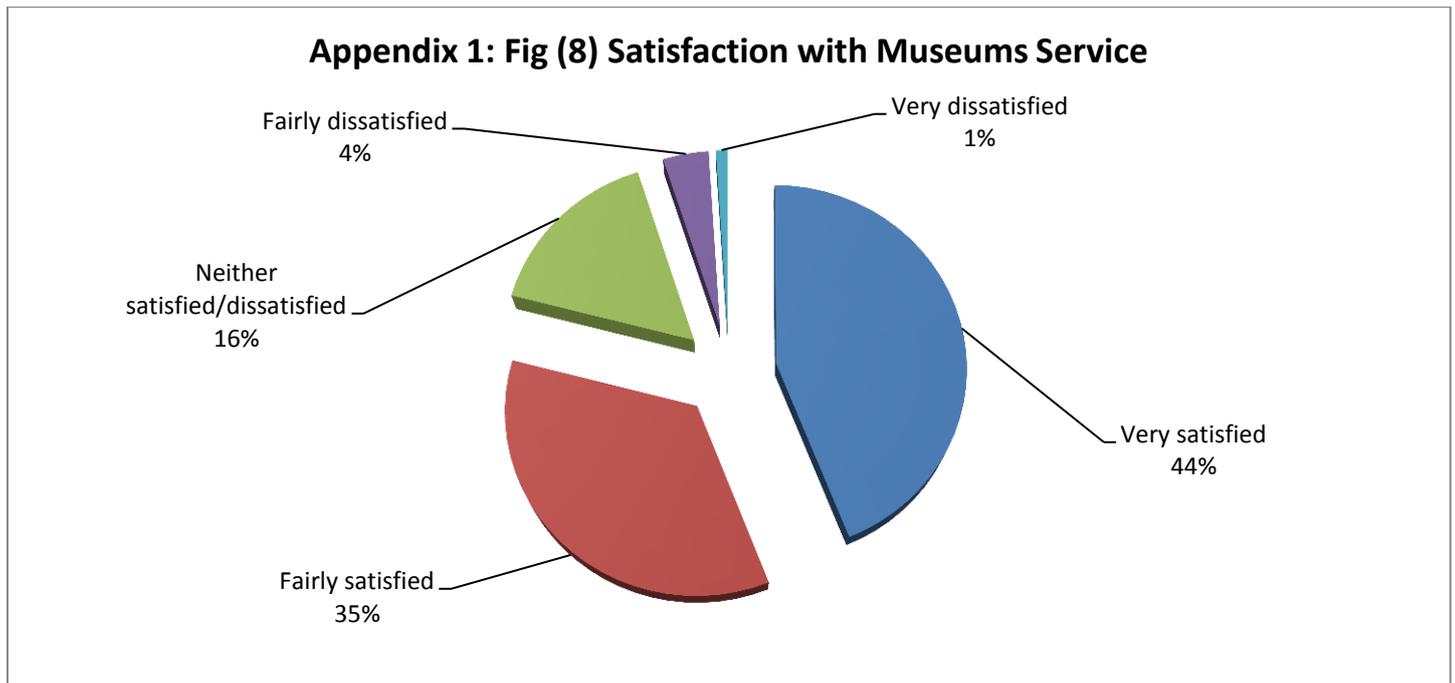
The highest net satisfaction rates are supplied by respondents who are: unemployed (93%); aged 65+ (81%); council tenants (81%); retired (80%).

The lowest rate is supplied by people resident in the Highlands for less than 5 years (50%).

Appendix 1: (8) Museums

Of the entire sample 35% (404 people) answered this part of the question and gave their views on this service as follows:

- 44% are “very satisfied”
- 35% are “fairly satisfied”
- 16% are “neither satisfied/dissatisfied”
- 4% are “fairly dissatisfied”
- 1% are “very dissatisfied”



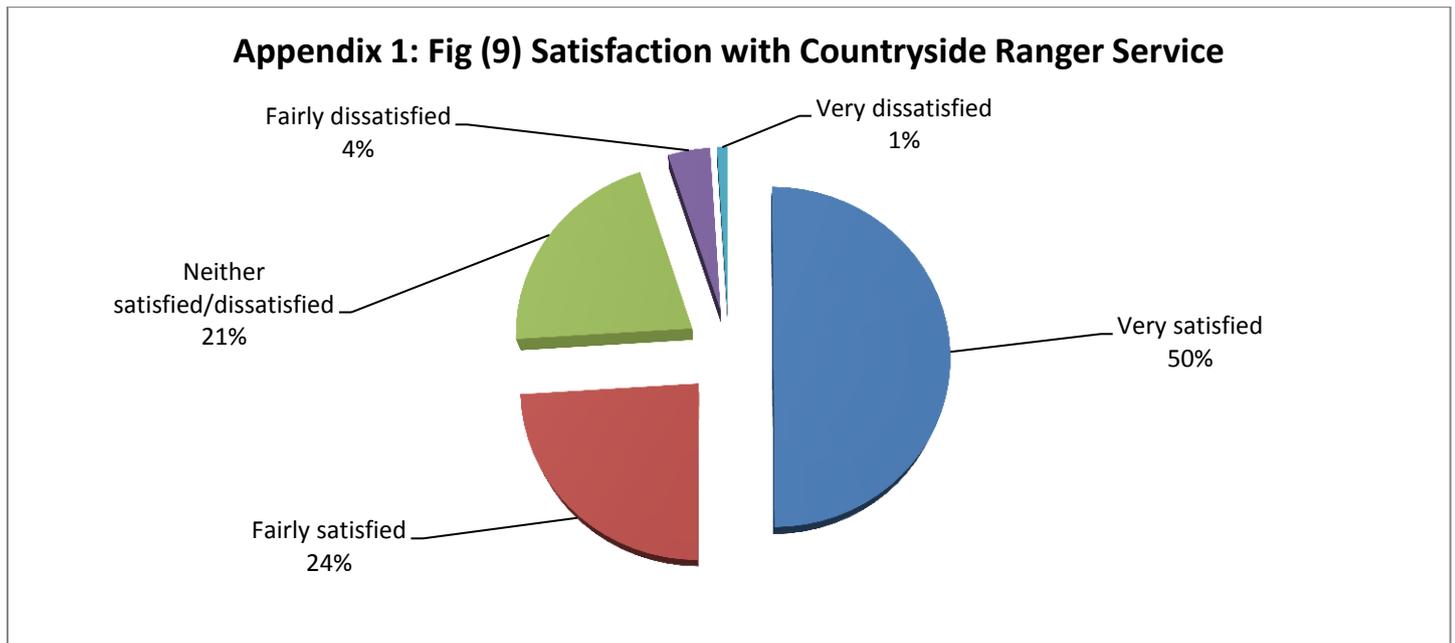
These figures supply a net satisfaction rate of 74% (64% in 2012; 79% in 2011; 59% in 2010).

The highest net satisfaction rates are found amongst those resident in Highland less than 5 years (100%), the retired (84%), and people who are aged 65+ (81%).

Appendix 1: (9) Countryside Ranger Service

Of the entire sample 22% (250 people) answered this part of the question and gave their views on this service as follows:

- 50% are “very satisfied”
- 24% are “fairly satisfied”
- 21% are “neither satisfied/dissatisfied”
- 4% are “fairly dissatisfied”
- 1% are “very dissatisfied”



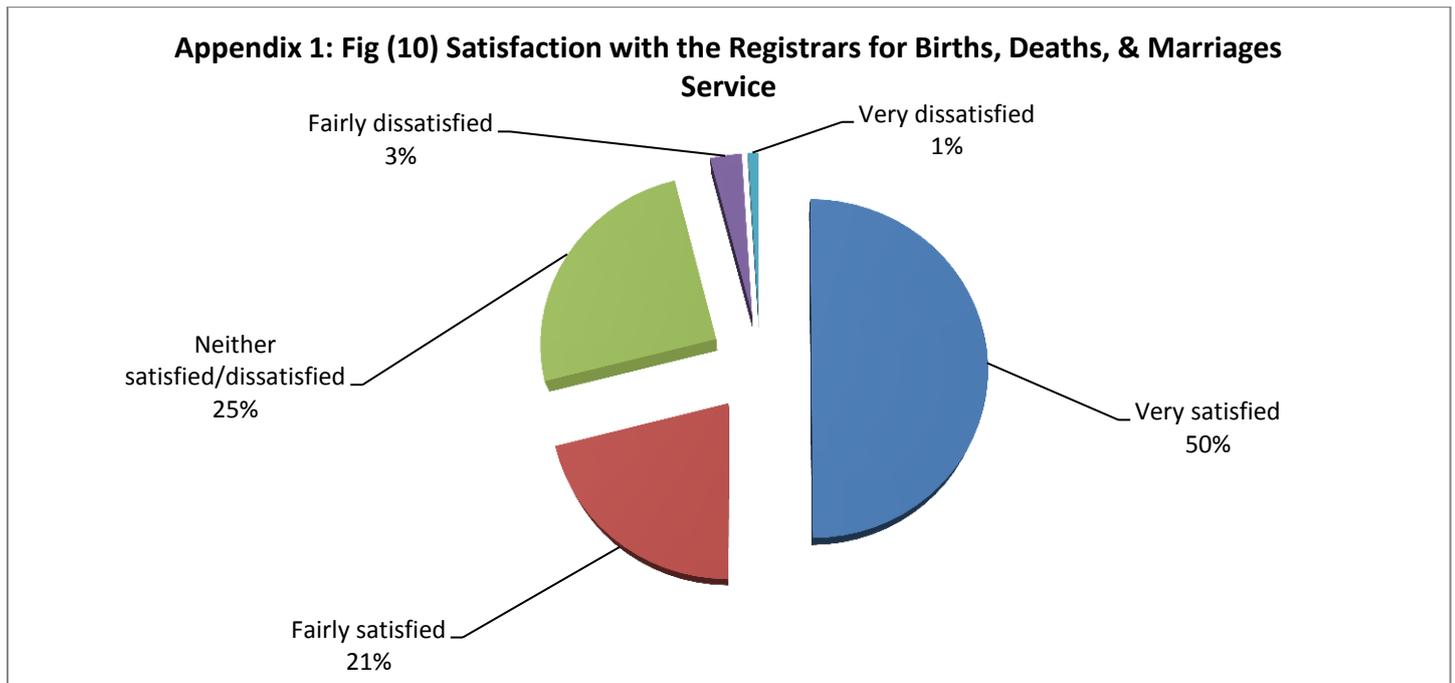
These figures give a net satisfaction rate of 69% (67% in 2012; 71% in 2011; and 61% in 2010).

The highest net ratings are supplied by: people aged 25-44 (79%); and people aged 65+ (76%).

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

Of the entire sample 25% (287 people) answered this part of the question and gave their views on this service as follows:

- 50% are “very satisfied”
- 21% are “fairly satisfied”
- 25% are “neither satisfied/dissatisfied”
- 3% are “fairly dissatisfied”
- 1% are “very dissatisfied”



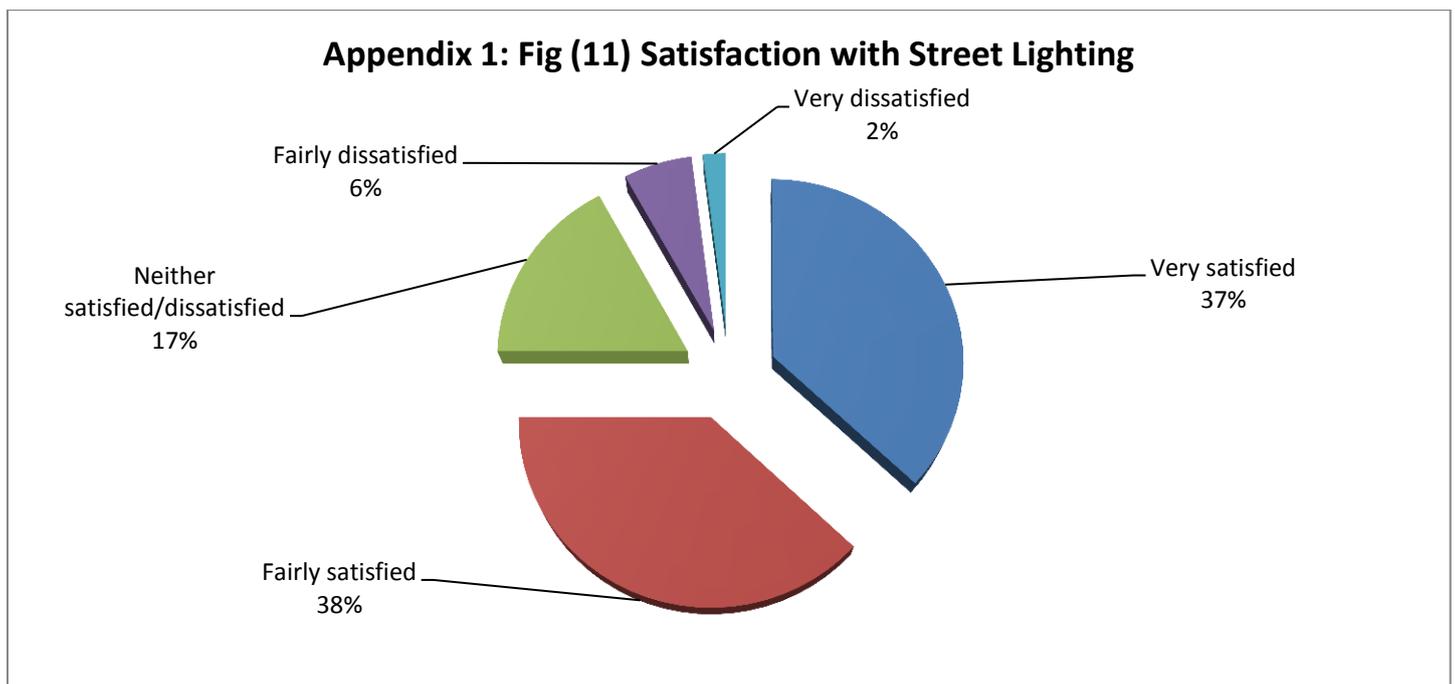
These figures result in a net satisfaction rate of 67% (73% in 2012; 80% in 2011; 74% in 2010).

The highest net satisfaction ratings are found amongst those aged 65+ (78%) and those who own their own homes (74%).

Appendix 1: (11) Street Lighting

Of the entire sample 81% (928 people) answered this part of the question and gave their verdicts on street lighting as follows:

- 37% are “very satisfied”
- 38% are “fairly satisfied”
- 17% are “neither satisfied/dissatisfied”
- 6% are “fairly dissatisfied”
- 2% are “very dissatisfied”



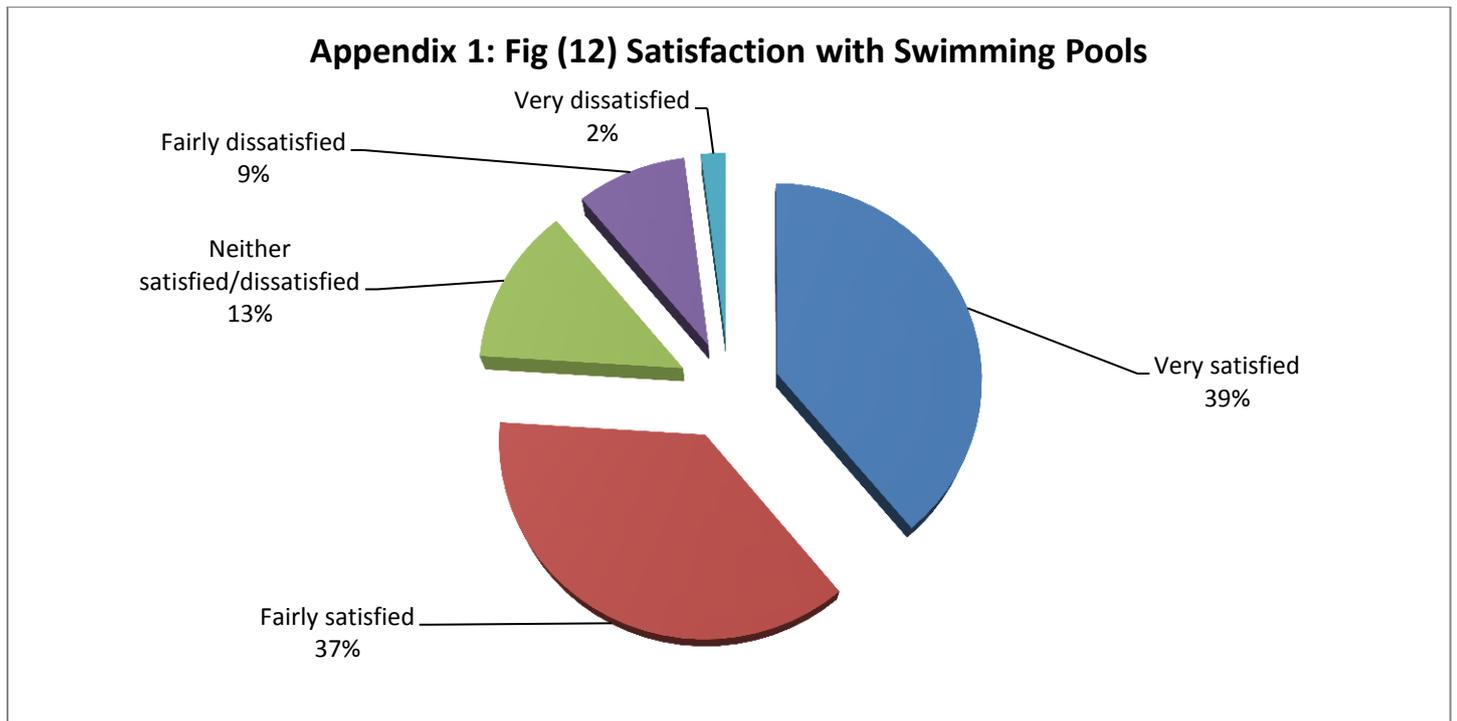
These figures give a net satisfaction rate of 67% (64% in 2012; 69% in 2011; 63% in 2010).

The highest net ratings are found in those respondents who are disabled (79%).

Appendix 1: (12) Swimming Pools

Of the entire sample 40% (457 people) answered this part of the question and gave their views on this service as follows:

- 39% are “very satisfied”
- 37% are “fairly satisfied”
- 13% are “neither satisfied/dissatisfied”
- 9% are “fairly dissatisfied”
- 2% are “very dissatisfied”



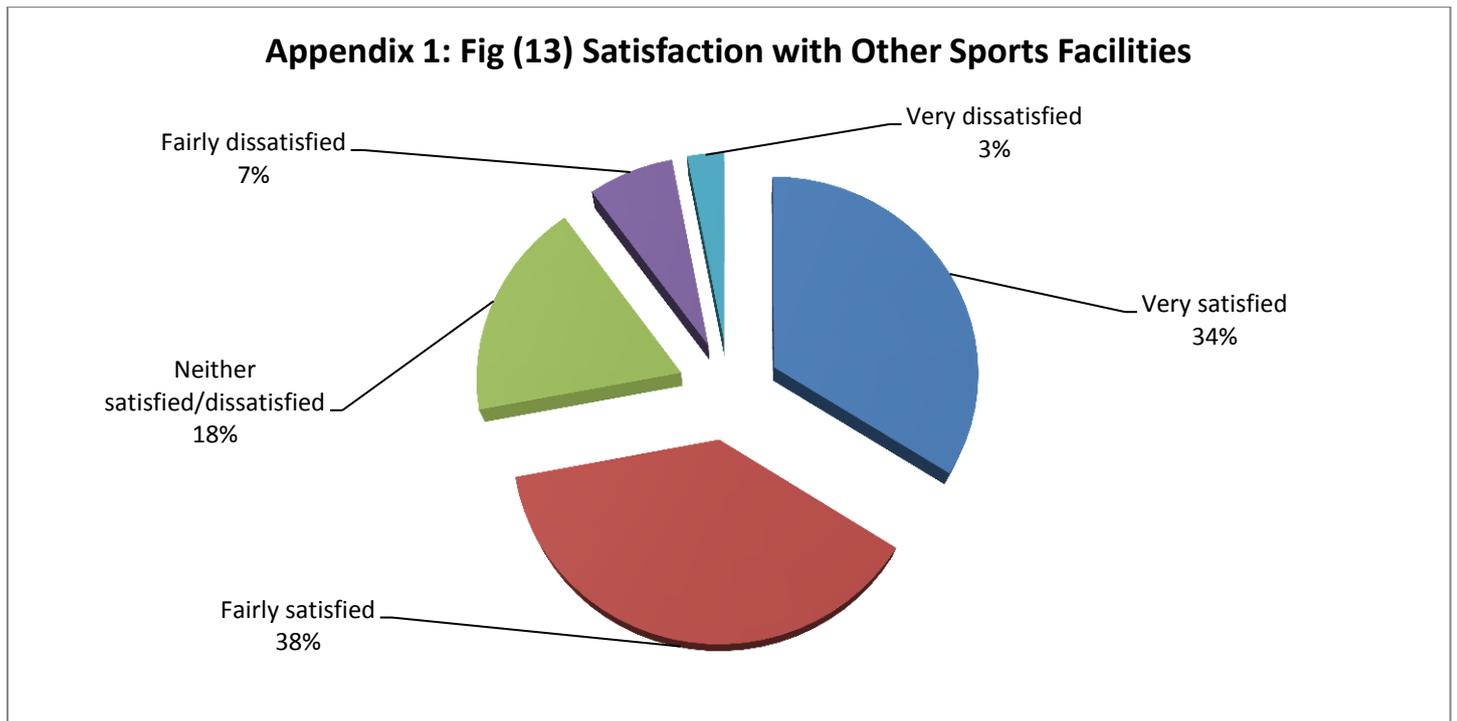
These figures result in the highest net satisfaction rate yet recorded for this service of 65% (64% in 2012; 62% in 2011; 53% in 2010).

The highest net satisfaction rate per category of respondents comes from those who have school aged children (75%).

Appendix 1: (13) Other Sports Facilities

Of the entire sample 31% (357 people) answered this part of the question and gave their views on this service as follows:

- 34% are “very satisfied”
- 38% are “fairly satisfied”
- 18% are “neither satisfied/dissatisfied”
- 7% are “fairly dissatisfied”
- 3% are “very dissatisfied”



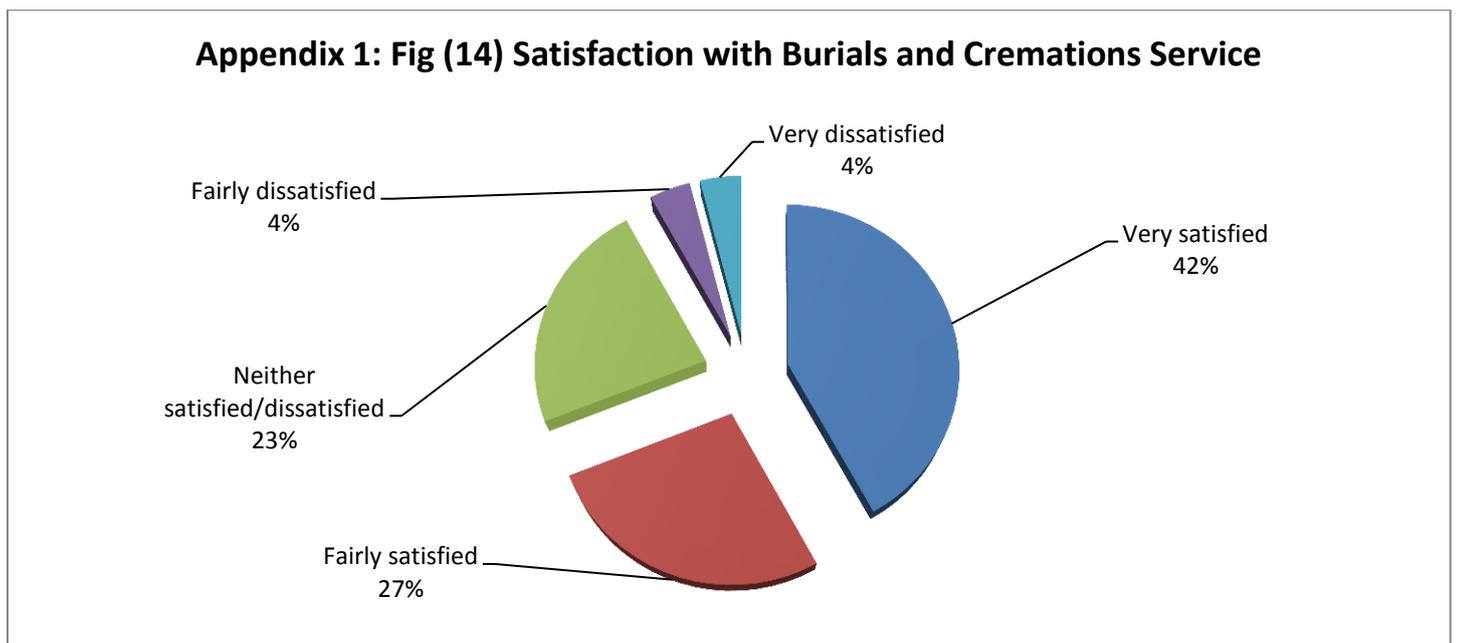
These figures supply a net satisfaction rate of 62% (69% in 2012; 72% in 2011; 52% in 2010).

The highest net satisfaction rate is supplied by those who are aged 25-44 (81%) which contrasts markedly with the rate from those aged 45-64 (57%). For those with school aged children the net satisfaction rate is also high – at 79%.

Appendix 1: (14) Burials and Cremations

Of the entire sample 21% (246 people) answered this part of the question and gave their views on this service as follows:

- 42% are “very satisfied”
- 27% are “fairly satisfied”
- 23% are “neither satisfied/dissatisfied”
- 4% are “fairly dissatisfied”
- 4% are “very dissatisfied”



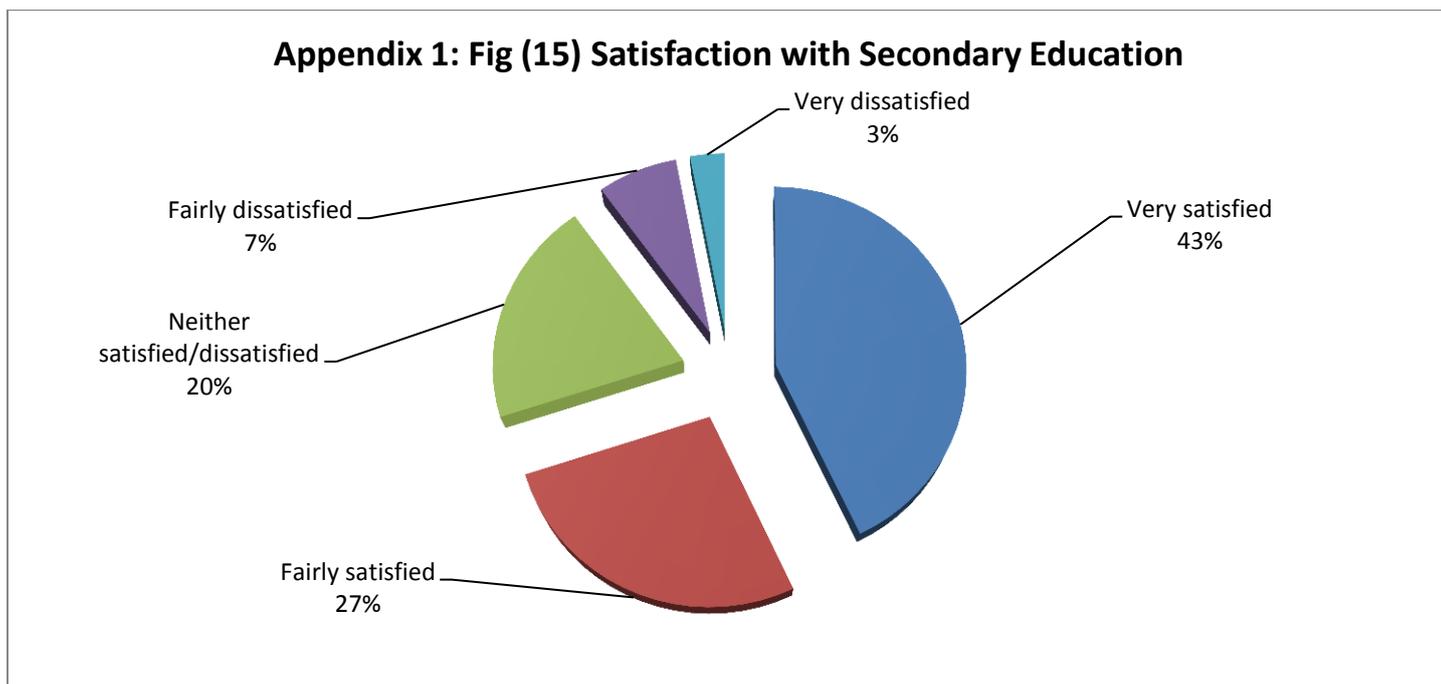
These figures result in a net satisfaction rate of 61% (68% in 2012 and 2011; 63% in 2010).

The highest net satisfaction rating is supplied by people aged 25-44 (77%).

Appendix 1: (15) Secondary Education

Of the entire sample 23% (267 people) answered this part of the question and gave their views on this service as follows:

- 43% are “very satisfied”
- 27% are “fairly satisfied”
- 20% are “neither satisfied/dissatisfied”
- 7% are “fairly dissatisfied”
- 3% are “very dissatisfied”



These figures result in a net satisfaction rate of 60% (57% in 2012; 63% in 2011; 60% in 2010).

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

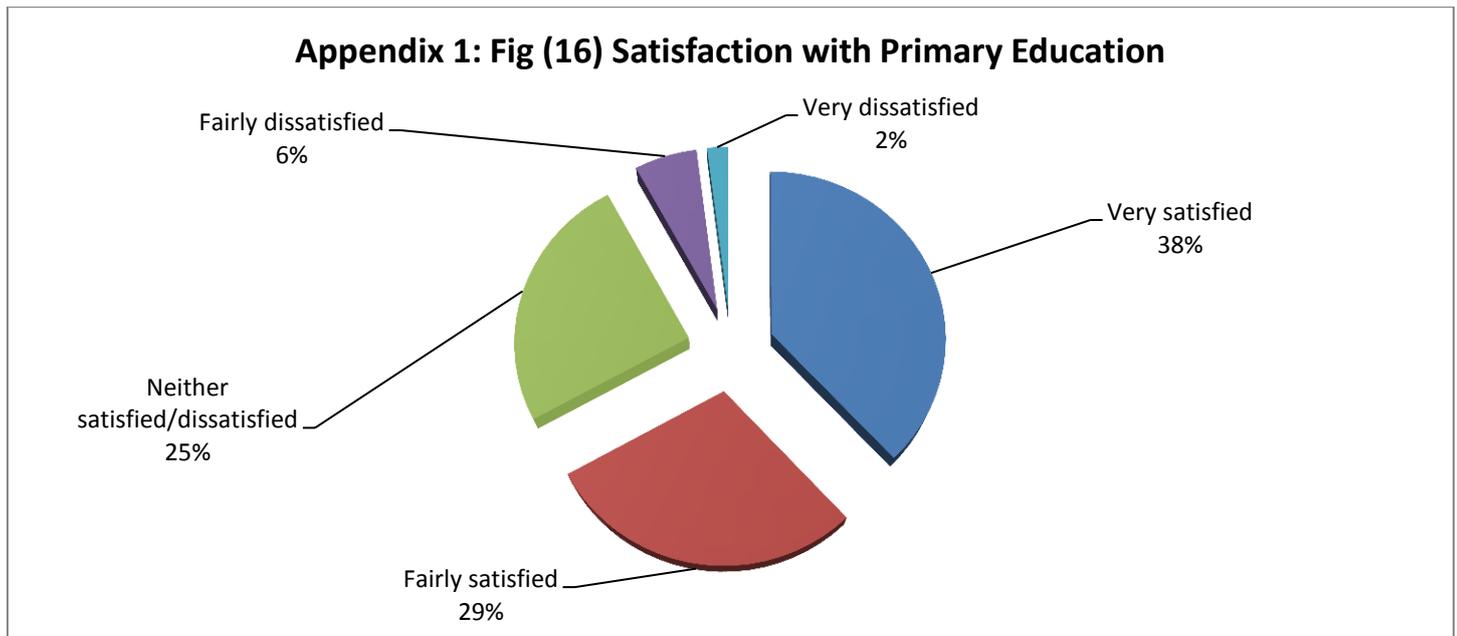
- 41% are “very satisfied”
- 27% are “fairly satisfied”
- 16% are “neither satisfied/ dissatisfied”
- 9% are “fairly dissatisfied”
- 7% are “very dissatisfied”

These figures mean that for those with school aged children the net satisfaction rating is 52% - lower than the 60% rate supplied by all who answered this question.

Appendix 1: (16) Primary Education

Of the entire sample 23% (266 people) answered this part of the question and gave their views on this service as follows:

- 38% are “very satisfied”
- 29% are “fairly satisfied”
- 25% are “neither satisfied/dissatisfied”
- 6% are “fairly dissatisfied”
- 2% are “very dissatisfied”



These figures result in a net satisfaction rate of 59% (65% in 2012; 64% in 2011; 74% in 2010).

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

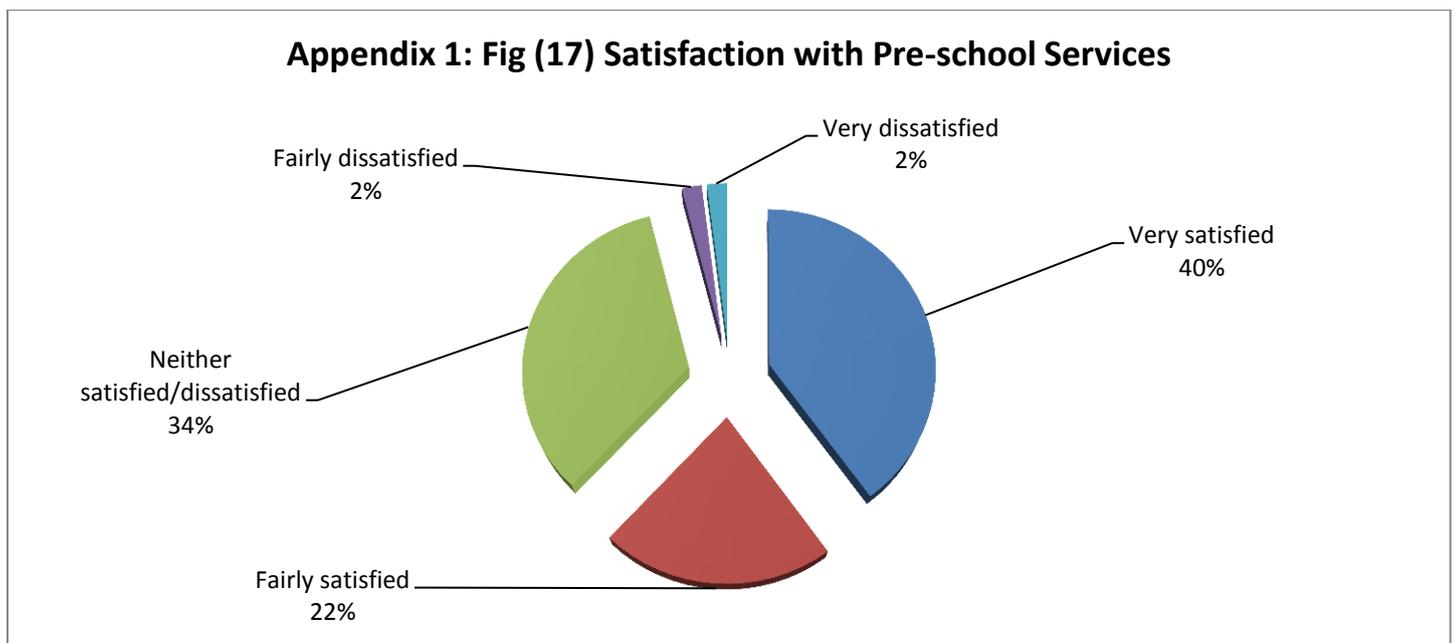
- 46% are “very satisfied”
- 33% are “fairly satisfied”
- 14% are “neither satisfied/dissatisfied”
- 2% are “fairly dissatisfied”
- 6% are “very dissatisfied”

The figures above produce a net satisfaction rate of 71% which is appreciably higher than the 59% rate supplied by those who do not have school aged children.

Appendix 1: (17) Pre-school Services

Of the entire sample 16% (186 people) answered this part of the question and gave their views on this service as follows:

- 40% are “very satisfied”
- 22% are “fairly satisfied”
- 34% are “neither satisfied/dissatisfied”
- 2% are “fairly dissatisfied”
- 2% are “very dissatisfied”



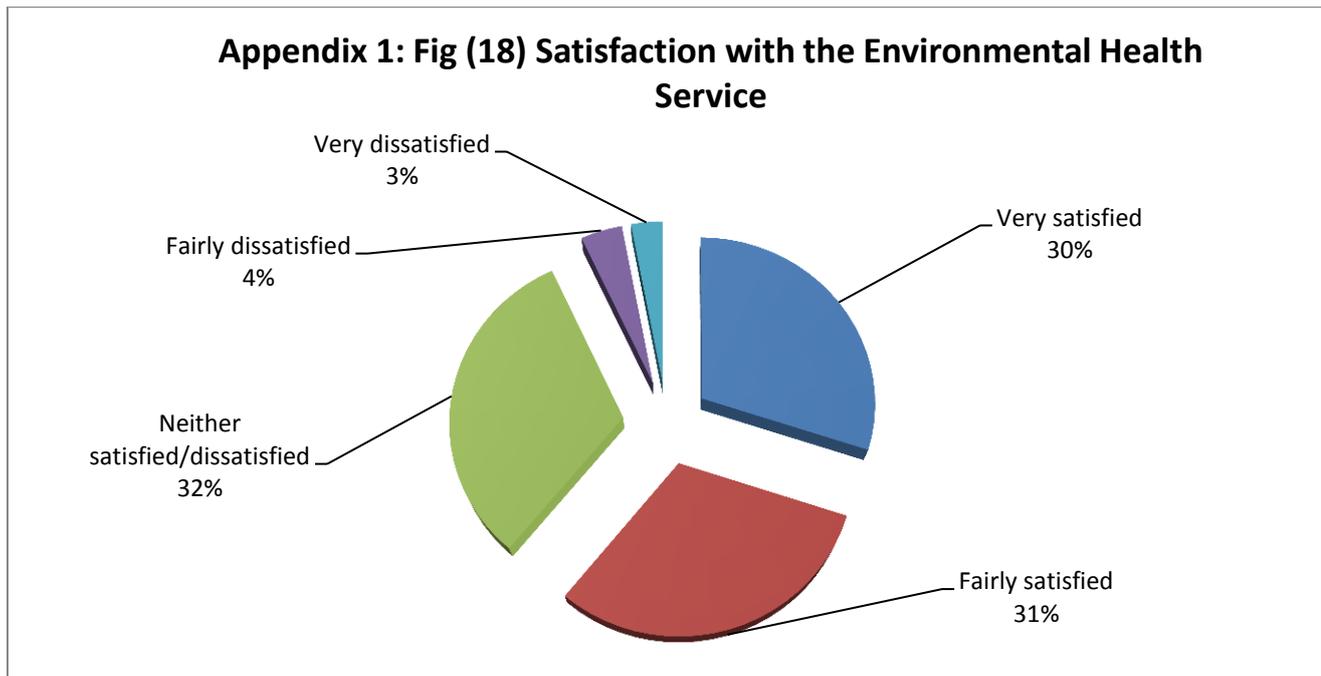
These figures result in a net satisfaction rate of 58% (62% in 2012; 65% in 2011; 63% in 2010).

Those who have school aged children give a net satisfaction rating of 66% - as compared to the 50% net satisfaction rating given by those who do not have school aged children.

Appendix 1: (18) Environmental Health Service

Of the entire sample 25% (289 people) answered this part of the question and gave their views on this service as follows:

- 30% are “very satisfied”
- 31% are “fairly satisfied”
- 32% are “neither satisfied/dissatisfied”
- 4% are “fairly dissatisfied”
- 3% are “very dissatisfied”



These figures give a net satisfaction rate of 54% - a rating that is very consistent with that supplied in each of the last two surveys (55% in 2012; 53% in 2011; 33% in 2010).

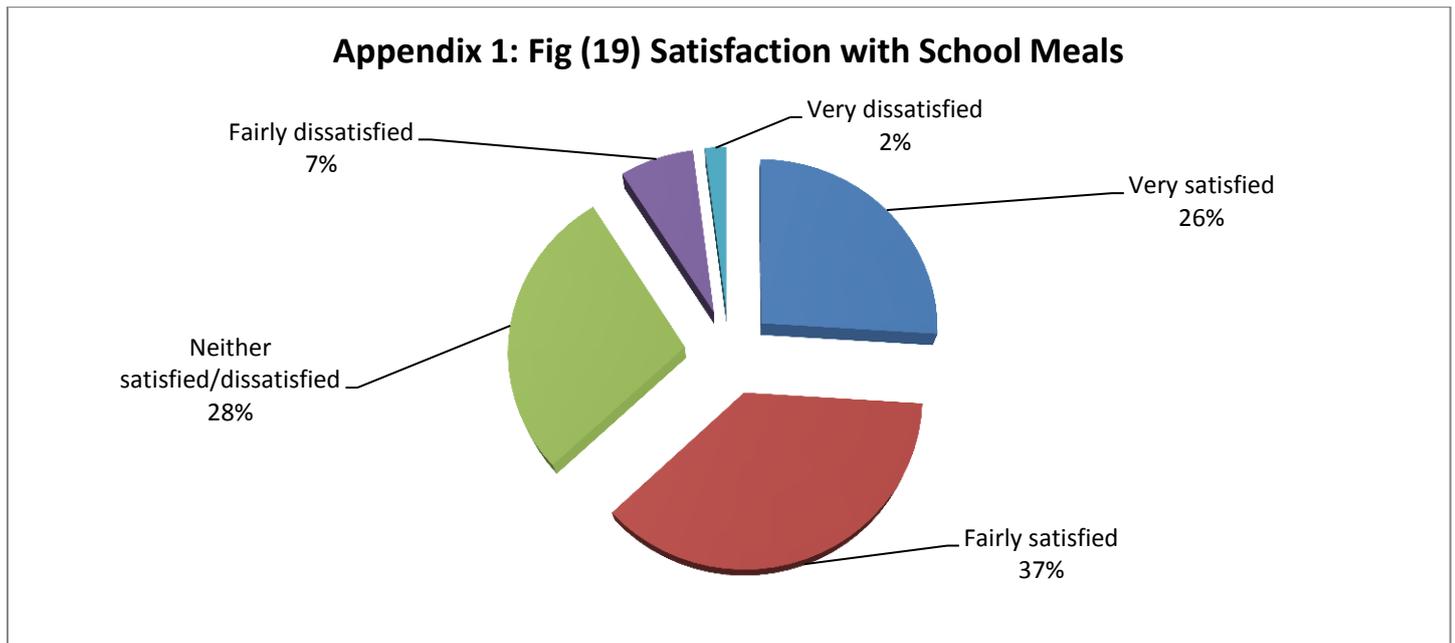
The highest net satisfaction rates are supplied by people who are: aged 65+ (66%); retired (61%).

The lowest net satisfaction rating comes from those who have school-aged children (33%).

Appendix 1: (19) School Meals

Of the entire sample 23% (259 people) answered this part of the question and gave their views on school meals as follows:

- 26% are “very satisfied”
- 37% are “fairly satisfied”
- 28% are “neither satisfied/dissatisfied”
- 7% are “fairly dissatisfied”
- 2% are “very dissatisfied”



These figures result in a net satisfaction rate of 54% (45% in 2012; 60% in 2011; 45% in 2010).

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

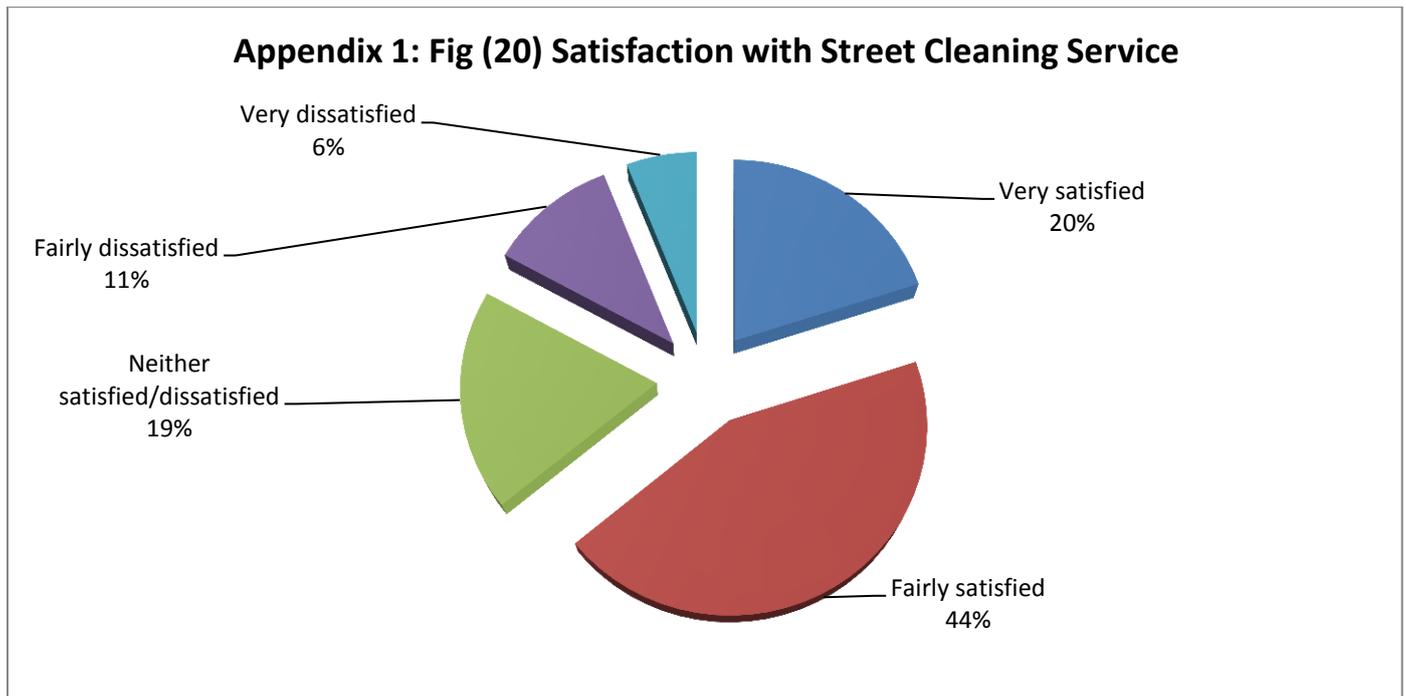
- 28% are “very satisfied”
- 44% are “fairly satisfied”
- 19% are “neither satisfied/dissatisfied”
- 7% are “fairly dissatisfied”
- 3% are “very dissatisfied”

This gives a net satisfaction rating of 62% - notably higher than the 54% rate calculated from the returns of all who answered this question.

Appendix 1: (20) Street Cleaning

Of the entire sample 81% (938 people) answered this part of the question and gave their views on this service as follows:

- 20% are “very satisfied”
- 44% are “fairly satisfied”
- 19% are “neither satisfied/dissatisfied”
- 11% are “fairly dissatisfied”
- 6% are “very dissatisfied”



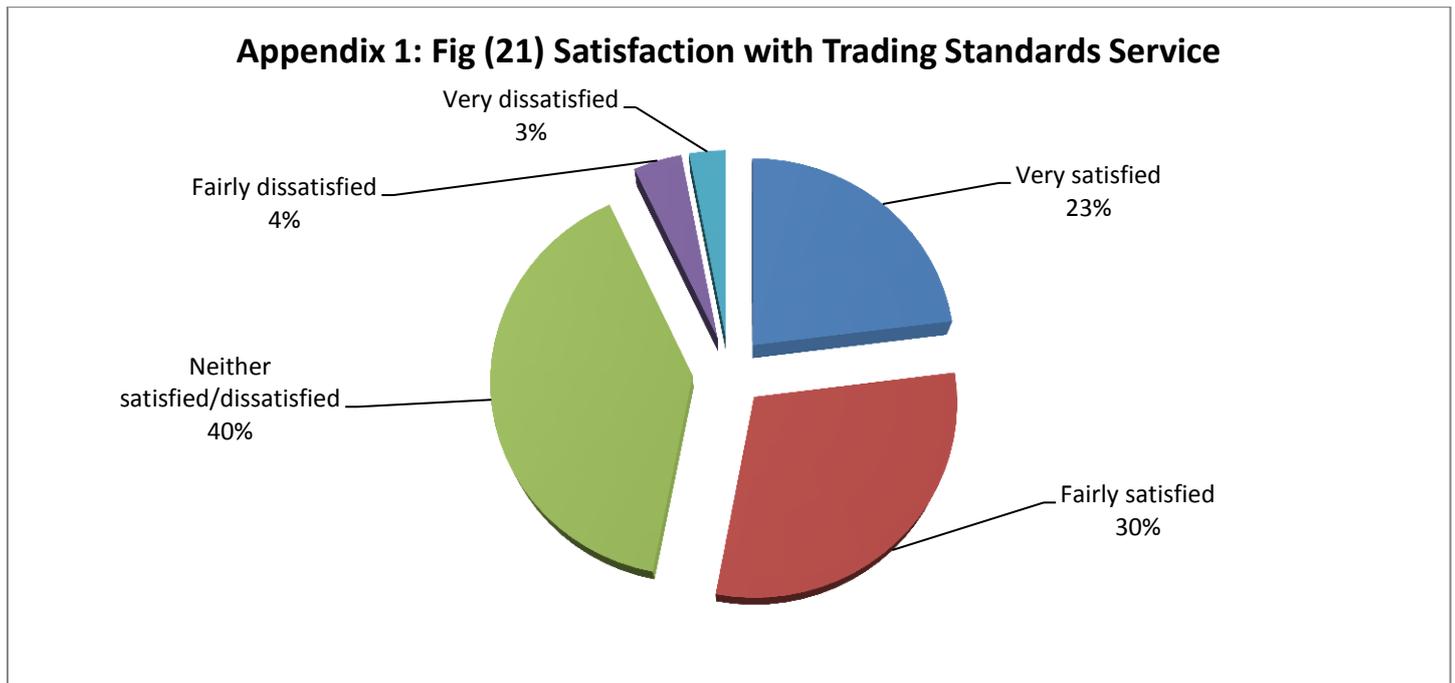
These figures give the highest net satisfaction rate yet recorded for this service of 47% (43% in 2012; 37% in 2011; 30% in 2010).

The highest net satisfaction rates are found amongst people who: have lived in the Highlands for less than 5 years (67%); are living in other forms of accommodation (57%); unemployed (54%); are in the 25-44 age group (53%). The lowest net rating comes from council tenants (33%).

Appendix 1: (21) Trading Standards

Of the entire sample 19% (215 people) answered this part of the question and gave their views on this service as follows:

- 23% are “very satisfied”
- 30% are “fairly satisfied”
- 40% are “neither satisfied/dissatisfied”
- 4% are “fairly dissatisfied”
- 3% are “very dissatisfied”

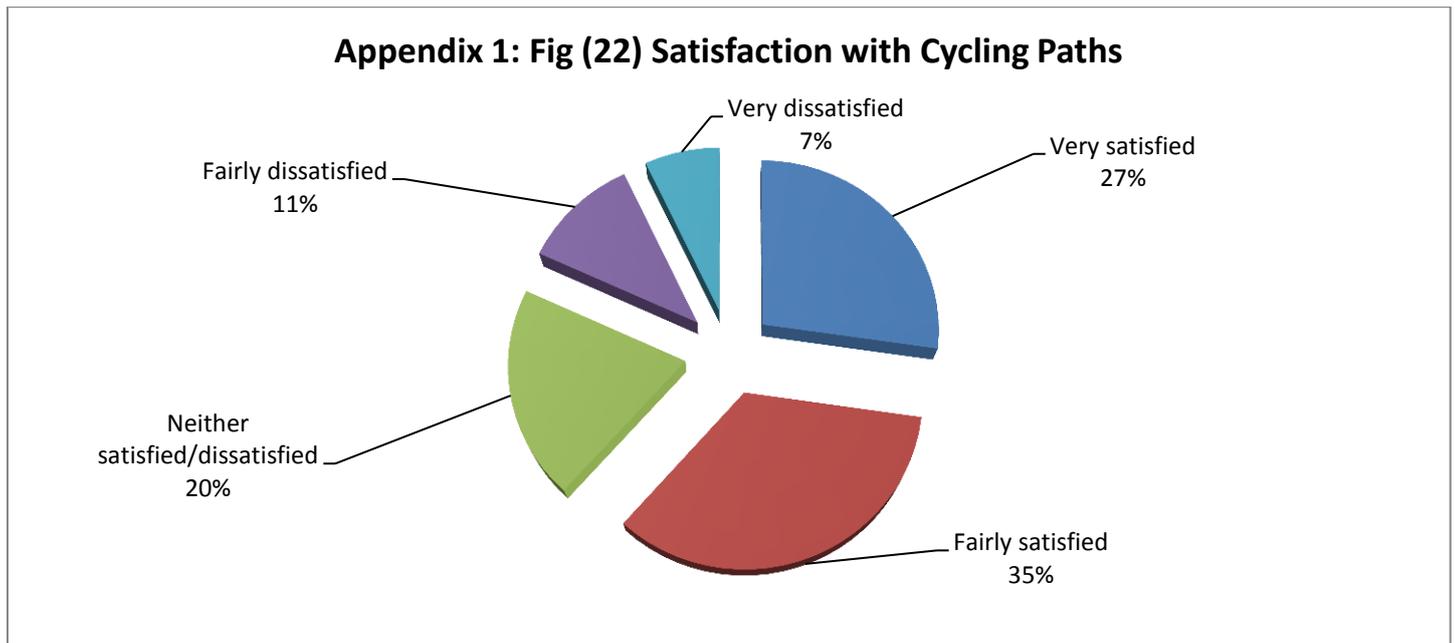


These figures give a net satisfaction rate of 46% which is the highest yet recorded for this service (41% in 2012; 42% in 2011; 38% in 2010).

Appendix 1: (22) Cycling Paths

Of the entire sample 28% (318 people) answered this part of the question and gave their views on this service as follows:

- 27% are “very satisfied”
- 35% are “fairly satisfied”
- 20% are “neither satisfied/dissatisfied”
- 11% are “fairly dissatisfied”
- 7% are “very dissatisfied”



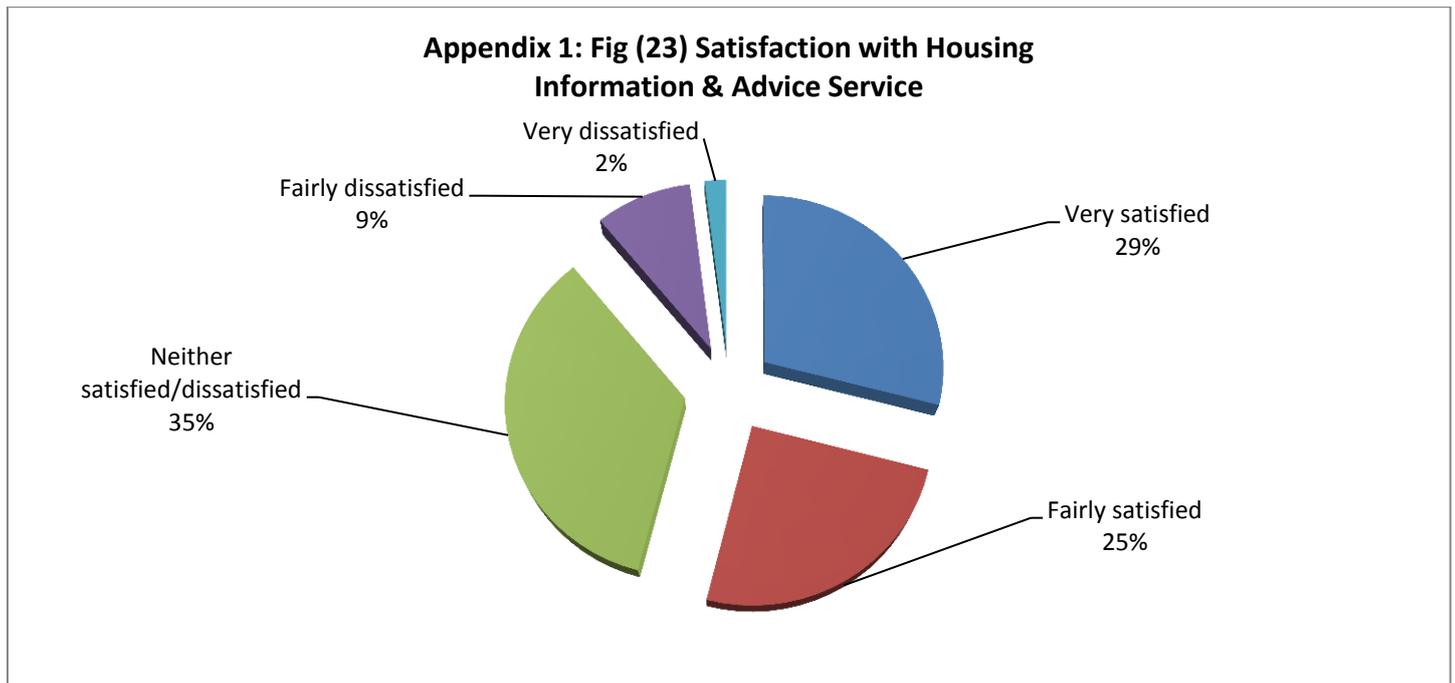
These figures results in a net satisfaction rate of 44% (50% in 2012; 62% in 2011; 36% in 2010).

Highest net satisfaction rates are found amongst people who: have lived in the Highlands less than 5 years (65%); live in other forms of accommodation (62%); and have school aged children (52%). Lowest net satisfaction rates are found amongst people who are: retired (19%); disabled (27%); male (32%).

Appendix 1: (23) Housing Information and Advice

Of the entire sample 18% (206 people) answered this part of the question and gave their views on this service as follows:

- 29% are “very satisfied”
- 25% are “fairly satisfied”
- 35% are “neither satisfied/dissatisfied”
- 9% are “fairly dissatisfied”
- 2% are “very dissatisfied”



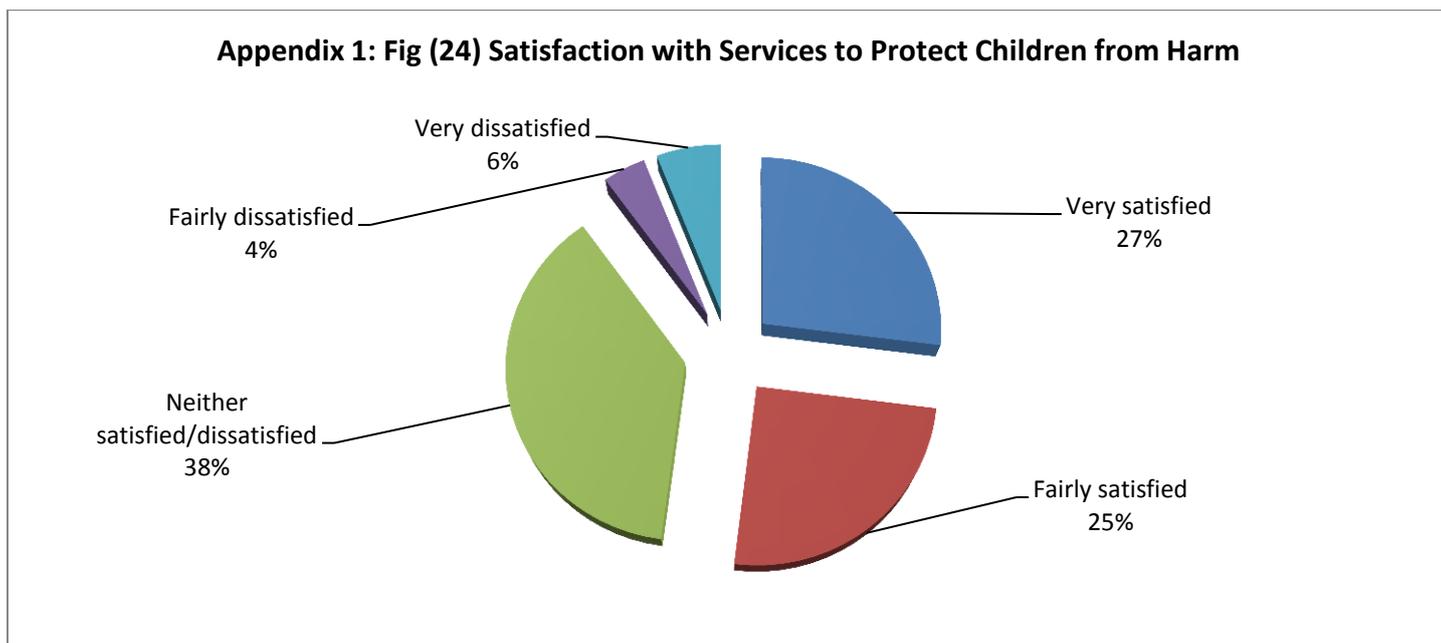
These figures result in the highest net satisfaction rate yet recorded for this service of 43% (30% in 2012 and 2011; 18% in 2010).

Highest net satisfaction rates are found amongst people who are: council tenants (74%); disabled (62%); retired (60%); aged 65+ (58%); resident in the Highlands less than 10 years (56%).

Appendix 1: (24) Services to Protect Children from Harm

Of the entire sample 14% (166 people) responded to this part of the question and gave their opinions on services to protect children from harm as follows:

- 27% are “very satisfied”
- 25% are “fairly satisfied”
- 38% are “neither satisfied/dissatisfied”
- 4% are “fairly dissatisfied”
- 6% are “very dissatisfied”



These figures result in the highest net satisfaction rate yet recorded for this service of 42% (28% in 2012; 37% in 2011; 24% in 2010).

Those with school aged children give the following results:

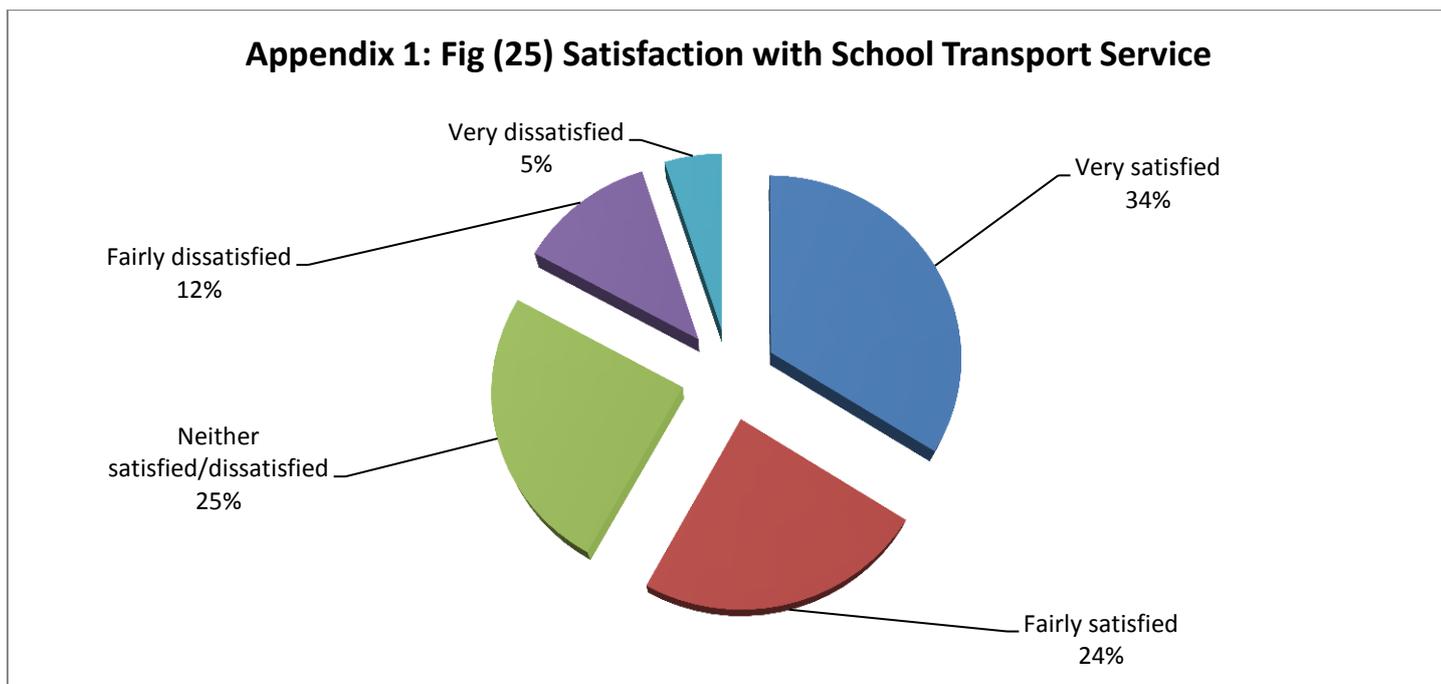
- 20% are “very satisfied”
- 28% are “fairly satisfied”
- 40% are “neither satisfied/dissatisfied”
- 5% are “fairly dissatisfied”
- 8% are “very dissatisfied”

This produces a net satisfaction rating of 35% which is 7% lower than the 42% rating calculated from the opinions of all who answered this question.

Appendix 1: (25) School Transport

Of the entire sample 18% (202 people) answered this part of the question and gave their views on this service as follows:

- 34% are “very satisfied”
- 24% are “fairly satisfied”
- 25% are “neither satisfied/dissatisfied”
- 12% are “fairly dissatisfied”
- 5% are “very dissatisfied”



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

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

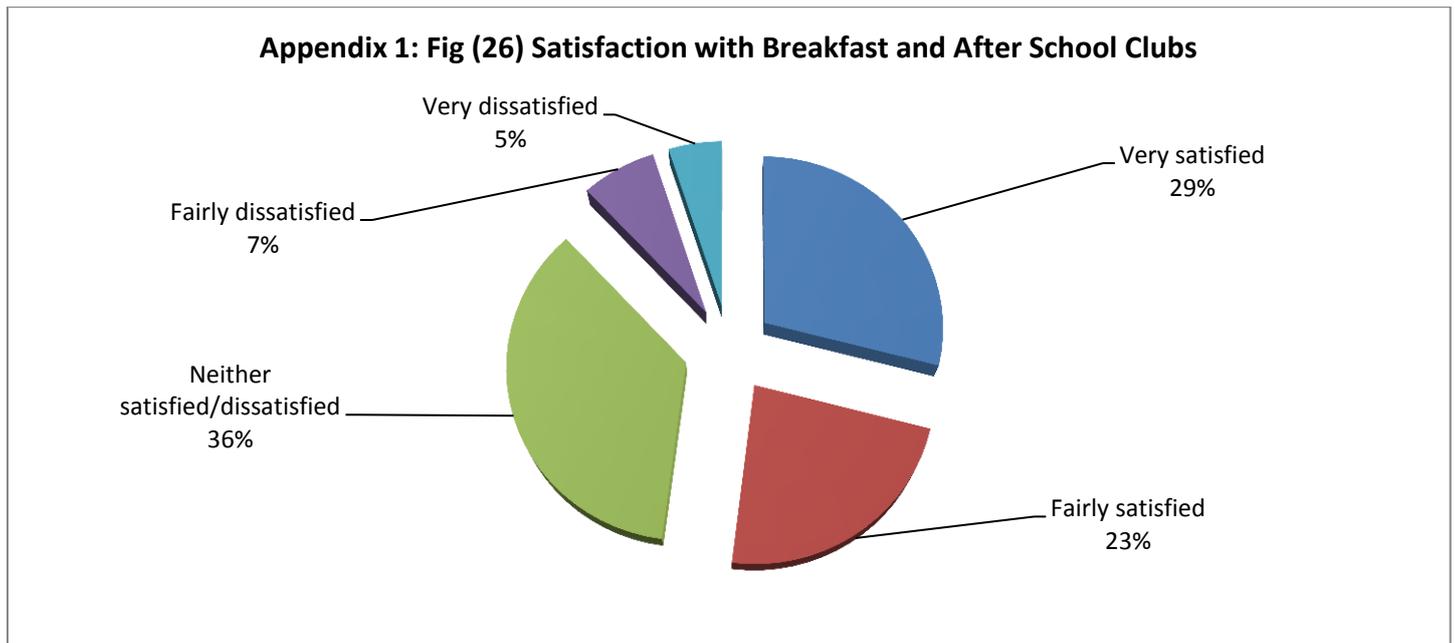
- 35% are “very satisfied”
- 31% are “fairly satisfied”
- 18% are “neither satisfied/dissatisfied”
- 8% are “fairly dissatisfied”
- 8% are “very dissatisfied”

The figures above produce a net satisfaction rating of 50% - appreciably higher than the 37% rating returned by those who do not have school aged children.

Appendix 1: (26) Breakfast and After School Clubs

Of the entire sample 13% (145 people) answered this part of the question and gave their views on this service as follows:

- 29% are “very satisfied”
- 23% are “fairly satisfied”
- 36% are “neither satisfied/dissatisfied”
- 7% are “fairly dissatisfied”
- 5% are “very dissatisfied”



These figures result in a net satisfaction rate of 40% (24% in 2012; 46% in 2011; 28% in 2010).

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

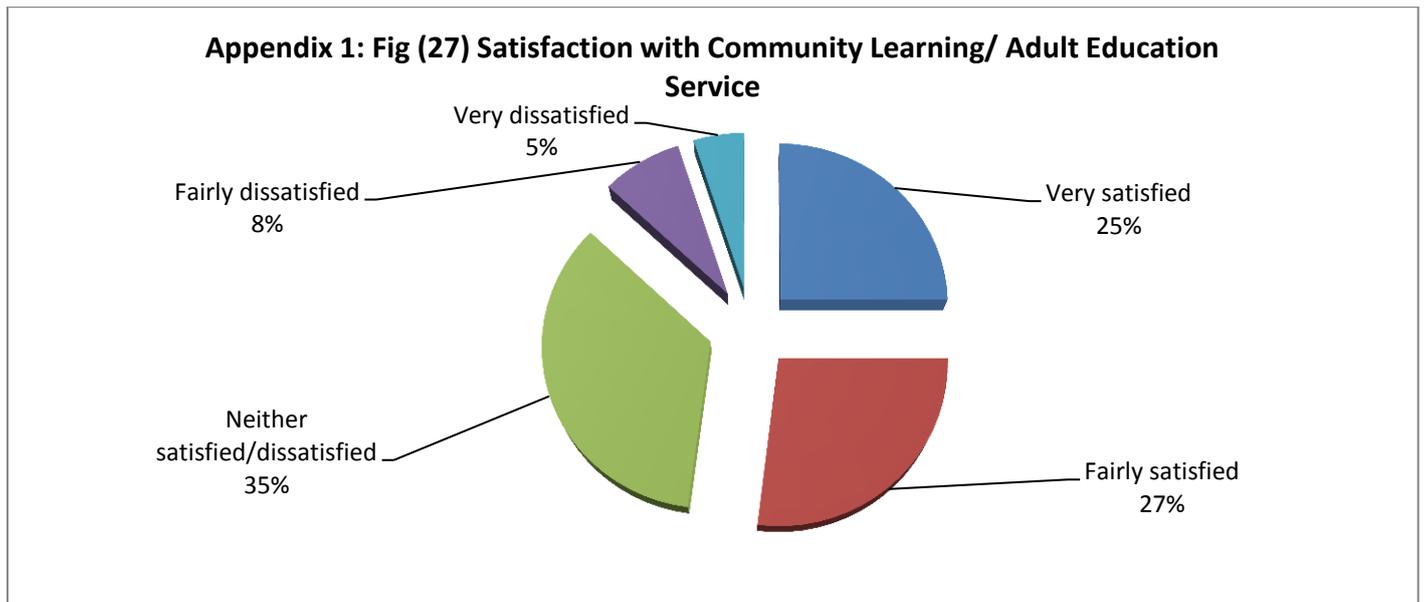
- 36% are “very satisfied”
- 15% are “fairly satisfied”
- 28% are “neither satisfied/dissatisfied”
- 13% are “fairly dissatisfied”
- 9% are “very dissatisfied”

This gives a net satisfaction rating of 29% - 11% lower than the 40% net satisfaction rating calculated from the results of all those who answered this question.

Appendix 1: (27) Community Learning / Adult Education

Of the entire sample 20% (230 people) answered this part of the question and gave their views on this service as follows:

- 25% are “very satisfied”
- 27% are “fairly satisfied”
- 35% are “neither satisfied/dissatisfied”
- 8% are “fairly dissatisfied”
- 5% are “very dissatisfied”



These figures result in a net satisfaction rate of 39% (47% in 2012; 41% in 2011; 32% in 2010).

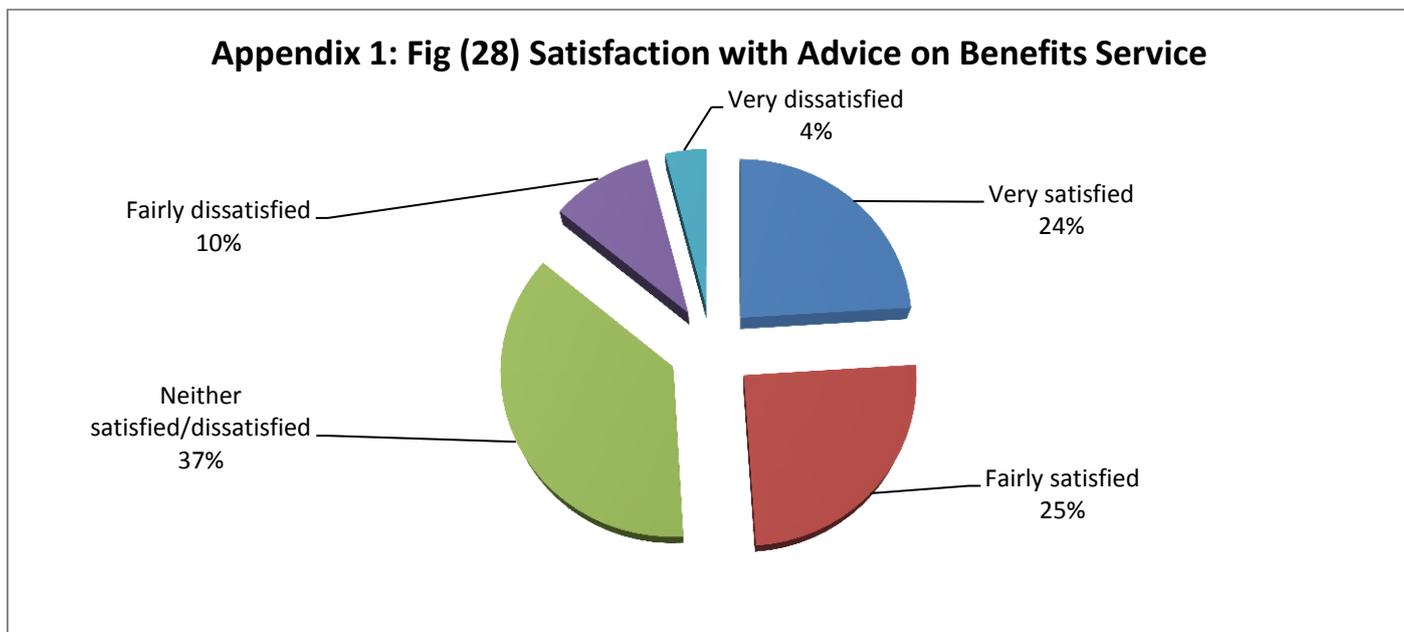
The highest net satisfaction ratings come from those who: are retired (61%); are aged 65+ (57%); have a disability (46%); do not have school aged children (46%).

The lowest net satisfaction ratings come from those aged 25-44 (27%).

Appendix 1: (28) Advice on Benefits

Of the entire sample 14% (165 people) answered this part of the question and of them:

- 24% are “very satisfied”
- 25% are “fairly satisfied”
- 37% are “neither satisfied/dissatisfied”
- 10% are “fairly dissatisfied”
- 4% are “very dissatisfied”



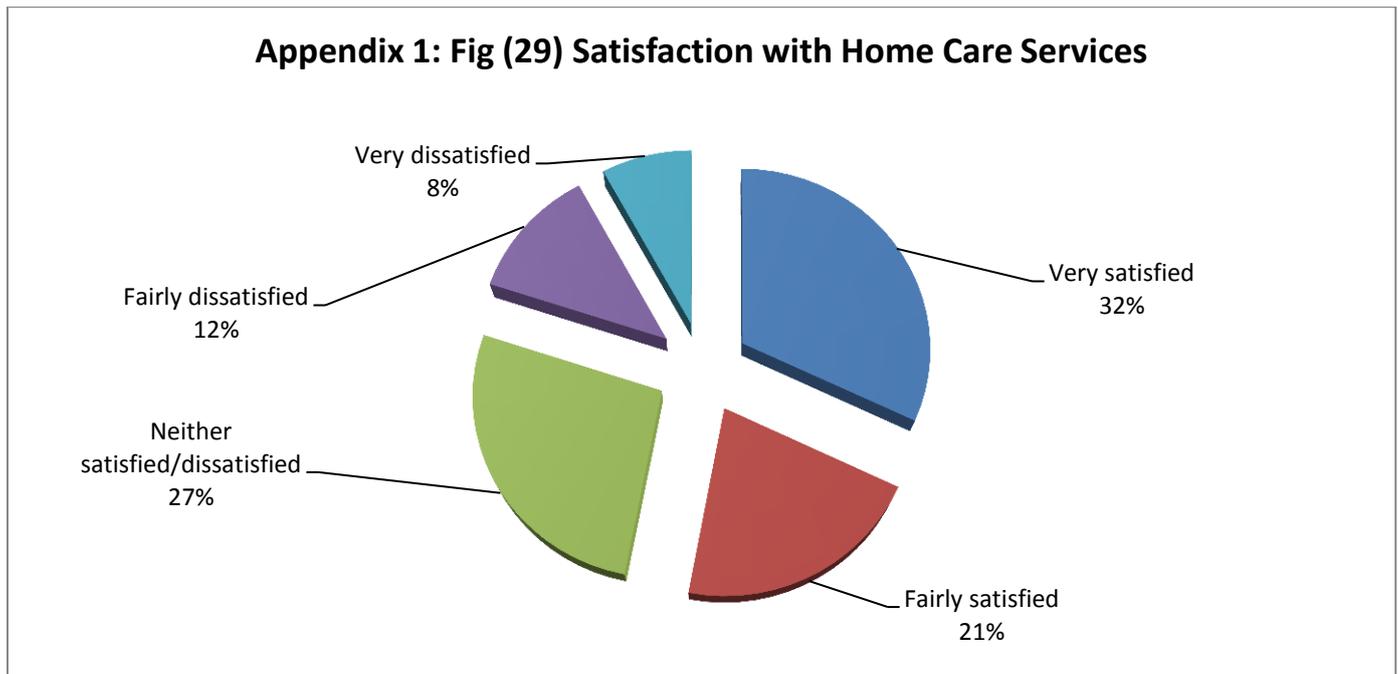
These figures give the highest net satisfaction rate yet recorded for this service of 35% (30% in 2012; 34% in 2011; 20% in 2010).

The highest net satisfaction rating of 49% comes from those who are living in forms of accommodation other than council accommodation or their own homes. Those who are retired have a net satisfaction rating of 44%.

Appendix 1: (29) Care at Home Services

Of the entire sample 18% (208 people) answered this part of the question and gave their views on this service as follows:

- 32% are “very satisfied”
- 21% are “fairly satisfied”
- 27% are “neither satisfied/dissatisfied”
- 12% are “fairly dissatisfied”
- 8% are “very dissatisfied”



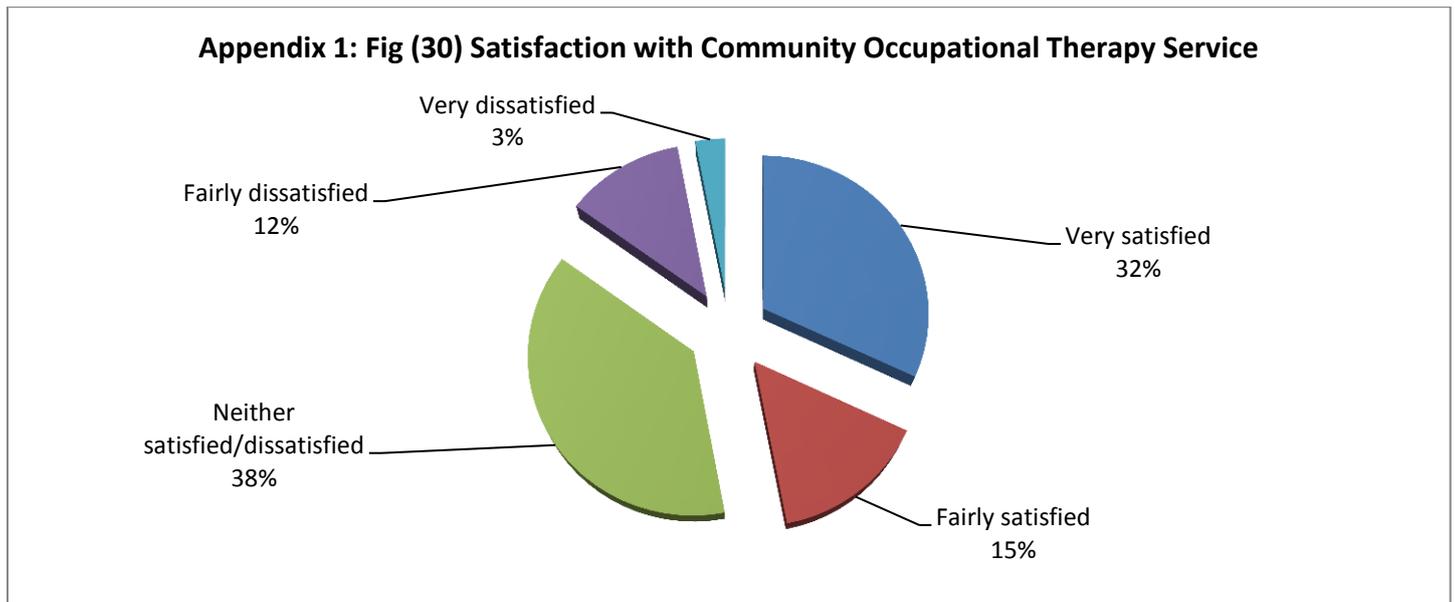
These figures result in the highest net satisfaction rate yet recorded for this service of 33% (23% in 2012; 25% in 2011; 23% in 2010).

The lowest net satisfaction ratings are given by respondents who: are disabled (18%); are females (14%); have school aged children (5%).

Appendix 1: (30) Community Occupational Therapy

Of the entire sample 14% (159 people) answered this part of the question and gave their views on this service as follows:

- 32% are “very satisfied”
- 15% are “fairly satisfied”
- 38% are “neither satisfied/dissatisfied”
- 12% are “fairly dissatisfied”
- 3% are “very dissatisfied”



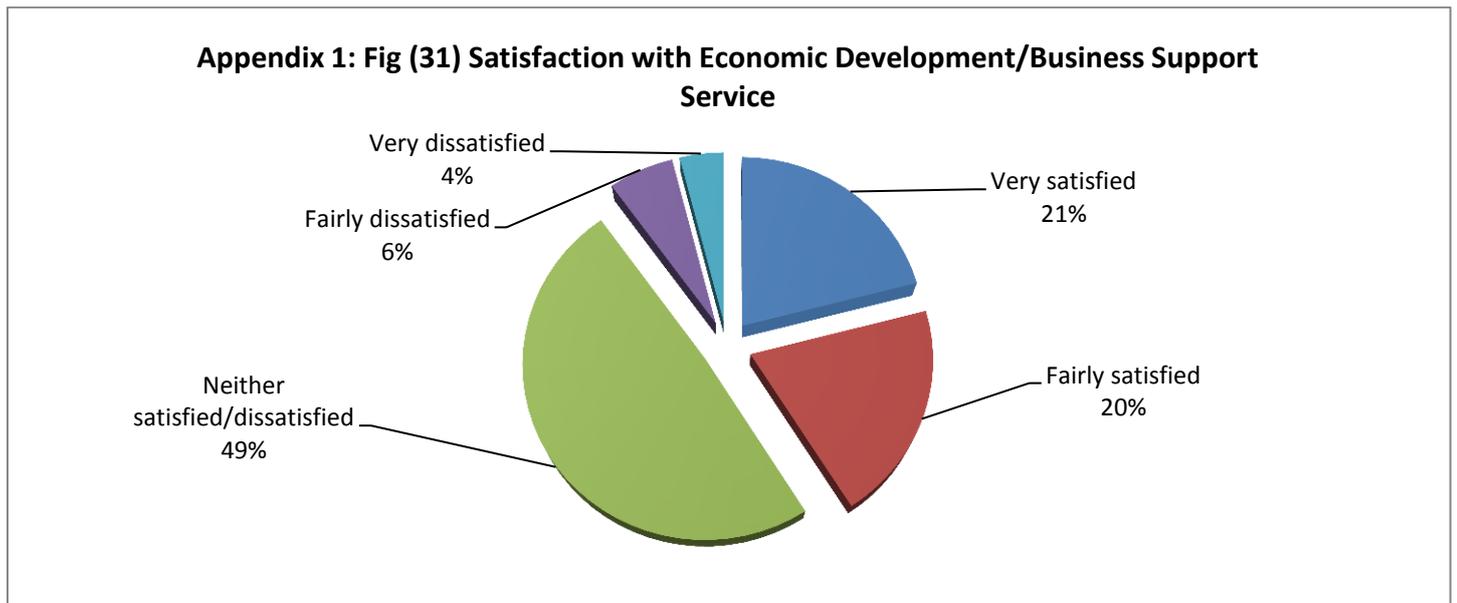
These figures result in the highest net satisfaction rate yet recorded for this service of 32% (30% in 2012; 28% in 2011; 17% in 2010).

The highest net satisfaction ratings are supplied by people who have a disability (54%).

Appendix 1: (31) Economic Development/ Business Support

Of the entire sample 18% (203 people) answered this part of the question and gave their views on this service as follows:

- 21% are “very satisfied”
- 20% are “fairly satisfied”
- 49% are “neither satisfied/dissatisfied”
- 6% are “fairly dissatisfied”
- 4% are “very dissatisfied”

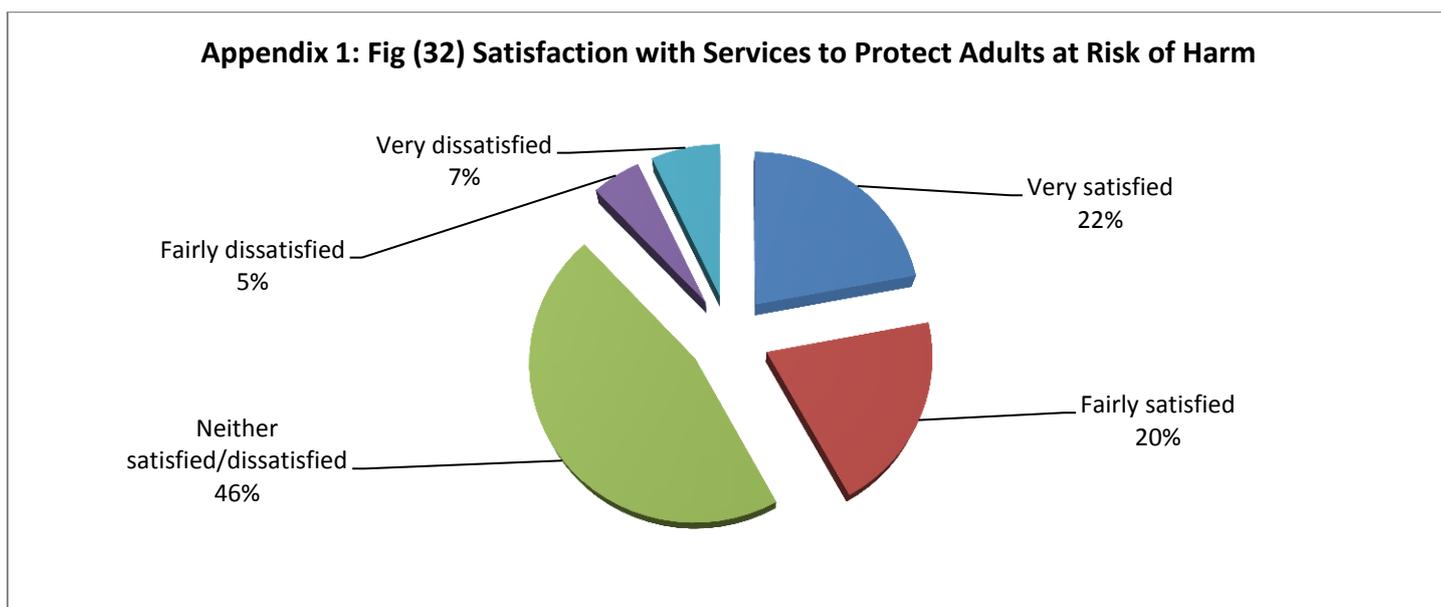


These figures leave a net satisfaction rate of 31% (35% in 2012; 27% in 2011; 10% in 2010).

Appendix 1: (32) Services to Protect Adults at Risk of Harm

Of the entire sample 13% (151 people) responded to this part of the question and gave the following opinions on the service:

- 22% are “very satisfied”
- 20% are “fairly satisfied”
- 46% are “neither satisfied/dissatisfied”
- 5% are “fairly dissatisfied”
- 7% are “very dissatisfied”



These figures result in the highest net satisfaction rate yet recorded for this service of 30% (28% in 2012; 25% in 2011; 18% in 2010).

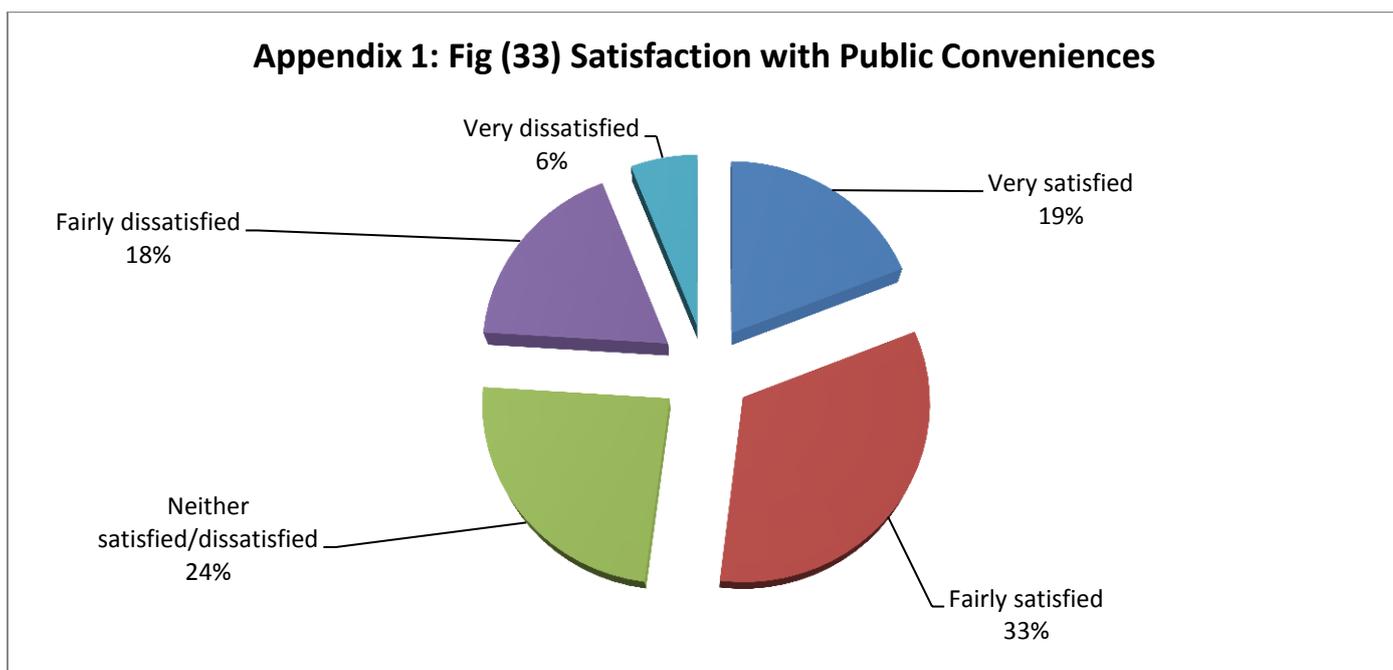
Highest net satisfaction rates by categories of users are found amongst people who are: retired (47%); aged 65 and over (44%).

The net satisfaction rate from those people who have a disability is 19% which is notably lower than the net satisfaction rating of 30% for all who answered the question.

Appendix 1: (33) Public Conveniences

Of the entire sample 61% (704 people) answered this part of the question and gave their views on this service as follows:

- 19% are “very satisfied”
- 33% are “fairly satisfied”
- 24% are “neither satisfied/dissatisfied”
- 18% are “fairly dissatisfied”
- 6% are “very dissatisfied”



These figures give a net satisfaction rate of 28% (19% in 2012; 38% in 2011; 18% in 2010).

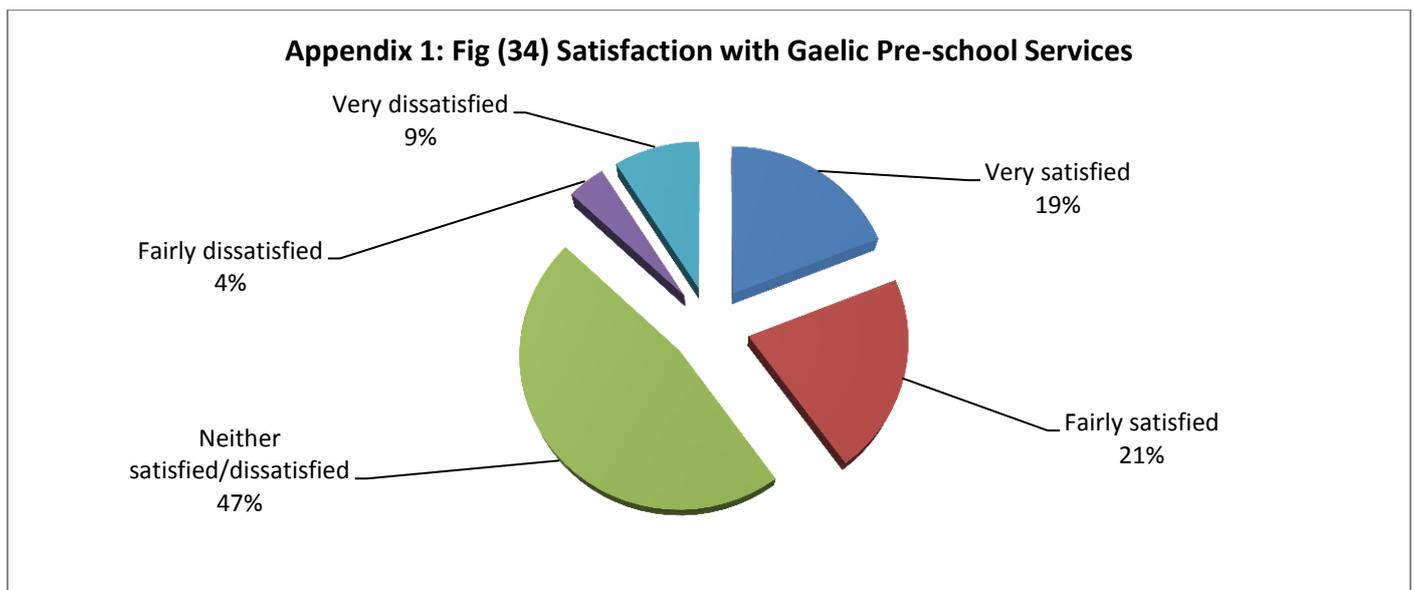
The highest net satisfaction rates by categories of users come from people: resident in the Highlands less than 5 years (57%); aged 65+ (46%); who are retired (44%)| who have school aged children (37%); who do not have a disability (35%).

The lowest ratings are supplied by people who are: unable to work (5%); disabled (16%); council tenants (21%).

Appendix 1: (34) Gaelic Pre-school services

Of the entire sample 9% (105 people) responded to this part of the question and gave the following opinions on the service:

- 19% are “very satisfied”
- 21% are “fairly satisfied”
- 47% are “neither satisfied/dissatisfied”
- 4% are “fairly dissatisfied”
- 9% are “very dissatisfied”



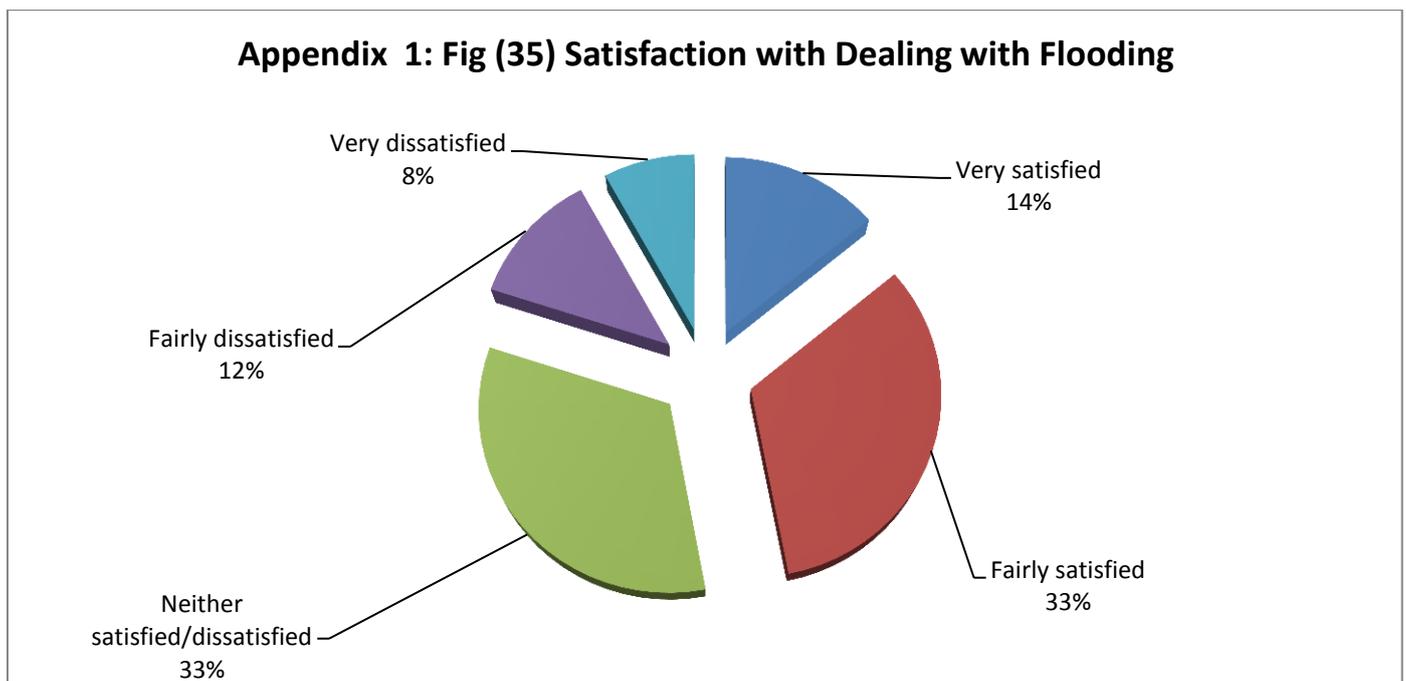
These figures result in a net satisfaction rating of 27% (21% in 2012 - the first year that this question was asked).

There is a notable difference in responses according to gender - the net satisfaction rate from females is 40% while from males it is much lower at 16%.

Appendix 1: (35) 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:

- 14% are "very satisfied"
- 33% are "fairly satisfied"
- 33% are "neither satisfied/dissatisfied"
- 12% are "fairly dissatisfied"
- 8% are "very dissatisfied"



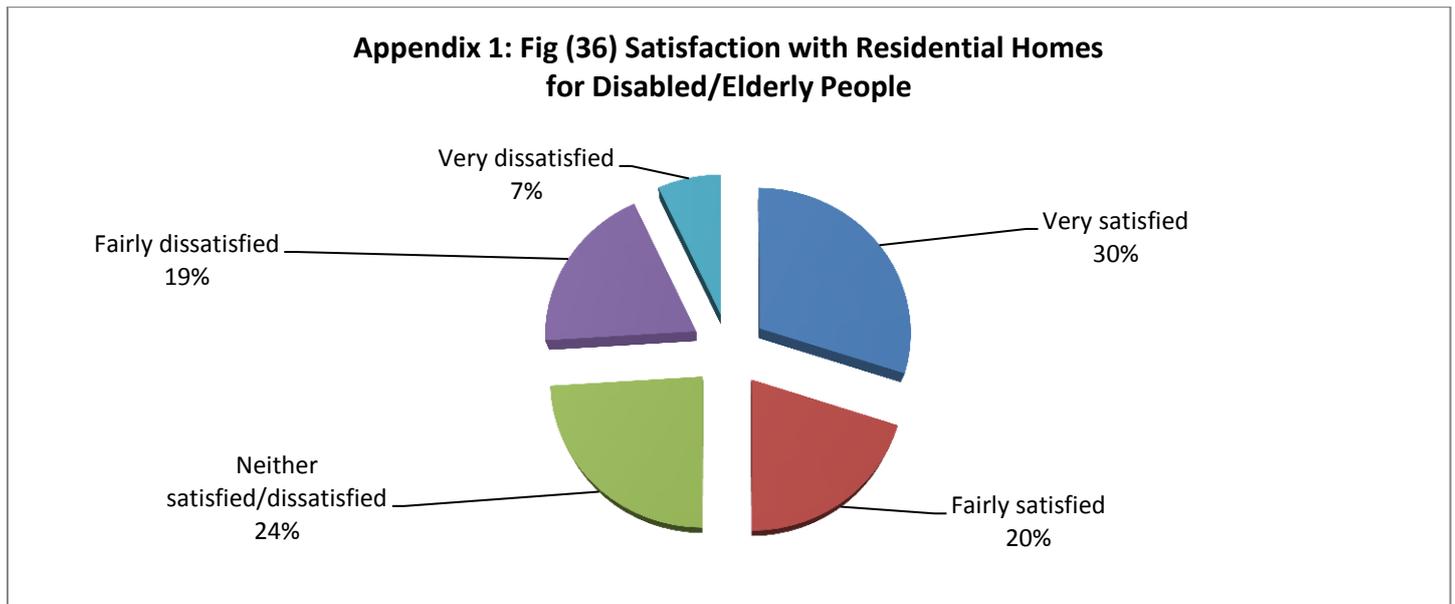
These figures result in a net satisfaction rate of 27% (18% in 2012; 28% in 2011; 21% in 2010).

The highest net satisfaction rating is given by people who are council tenants (38%). The lowest rating comes from people resident in the Highlands from 5 to 10 years (14%).

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

Of the entire sample 18% (208 people) answered this part of the question and gave their views on this service as follows:

- 30% are “very satisfied”
- 20% are “fairly satisfied”
- 24% are “neither satisfied/dissatisfied”
- 19% are “fairly dissatisfied”
- 7% are “very dissatisfied”



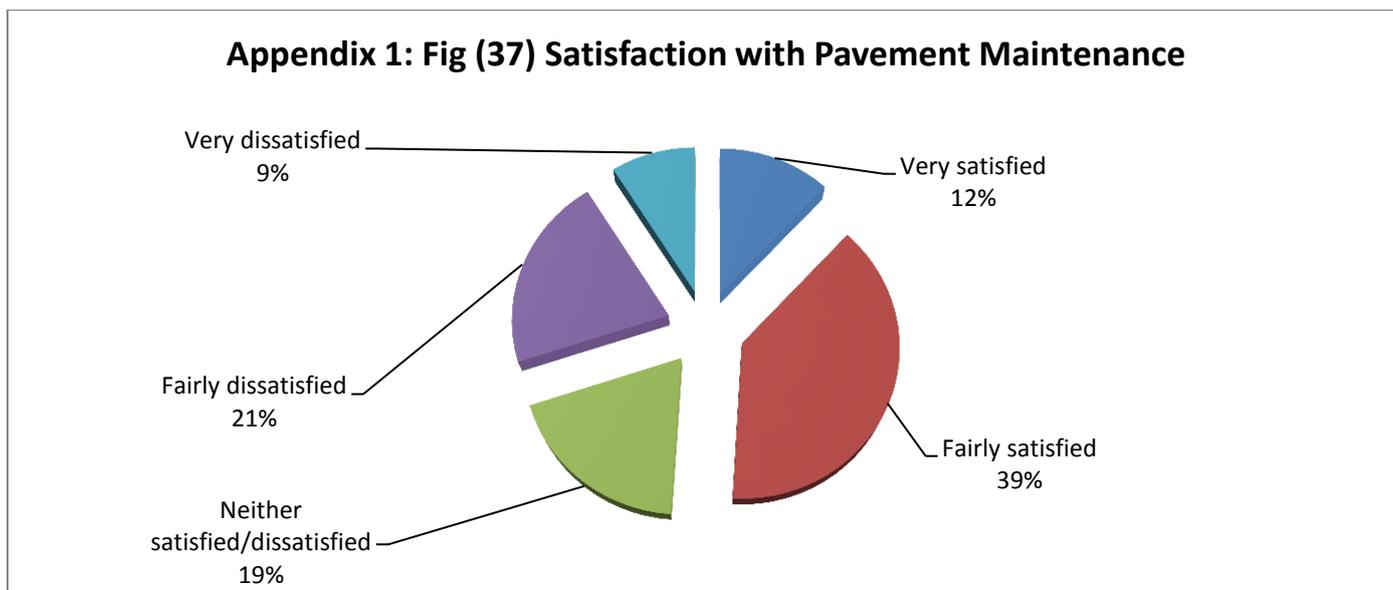
These figures result in a net satisfaction rate of 24% (21% in 2012; 32% in 2011; 11% in 2010).

The highest net satisfaction rating comes from people who live in other types of accommodation (34%).

Appendix 1: (37) Pavement Maintenance

Of the entire sample 80% (917 people) answered this part of the question and they gave the following opinions on pavement maintenance:

- 12% are “very satisfied”
- 39% are “fairly satisfied”
- 19% are “neither satisfied/dissatisfied”
- 21% are “fairly dissatisfied”
- 9% are “very dissatisfied”



These figures give a net satisfaction rate of 21% - the highest yet recorded for this service and continuing the year-by-year rise evident from the last several Surveys (16% in 2012 8% in 2011; 6% in 2010).

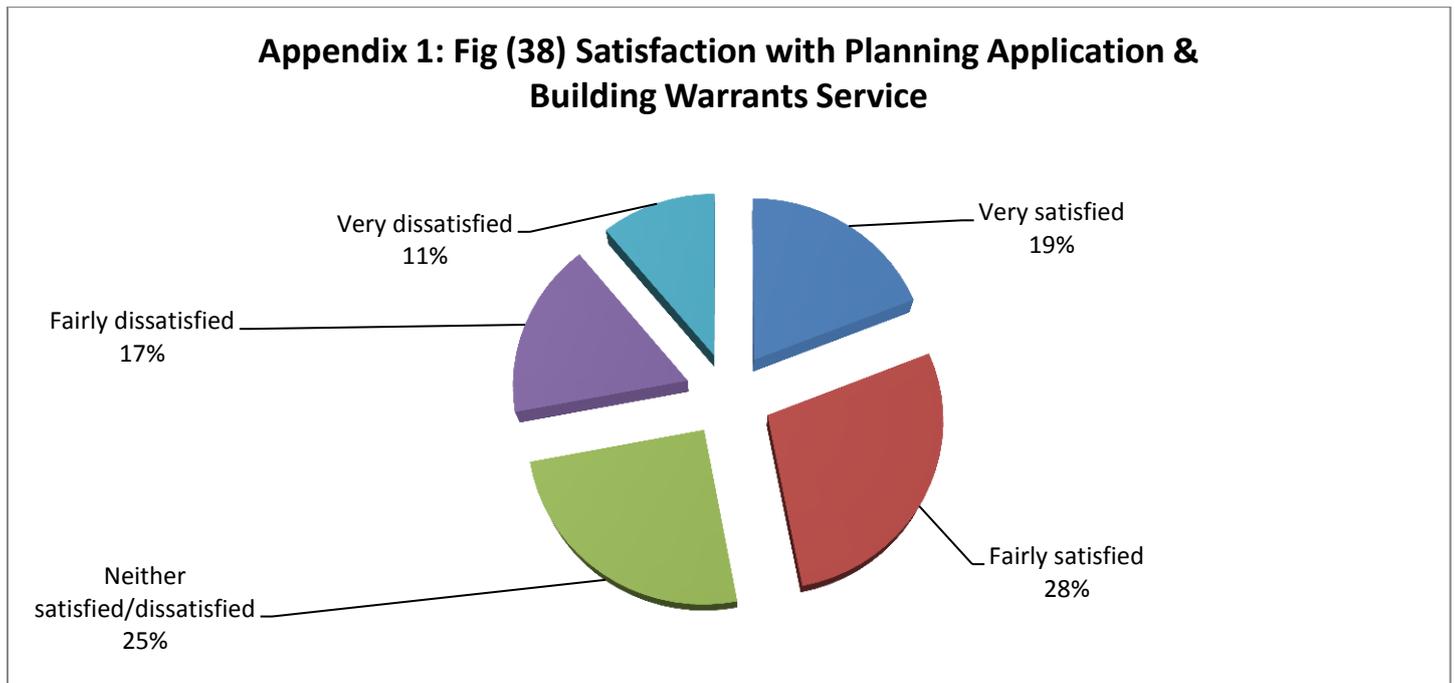
The highest net satisfaction ratings are supplied by people who: have lived in the Highlands for less than 5 years (32%); are aged 25-44 (26%)

The lowest net satisfaction ratings are supplied by people who: are council tenants (4%); have a disability (4%).

Appendix 1: (38) Planning Applications and Building Warrants

Of the entire sample 30% (351 people) answered this part of the question and gave their views on this service as follows:

- 19% are “very satisfied”
- 28% are “fairly satisfied”
- 25% are “neither satisfied/dissatisfied”
- 17% are “fairly dissatisfied”
- 11% are “very dissatisfied”



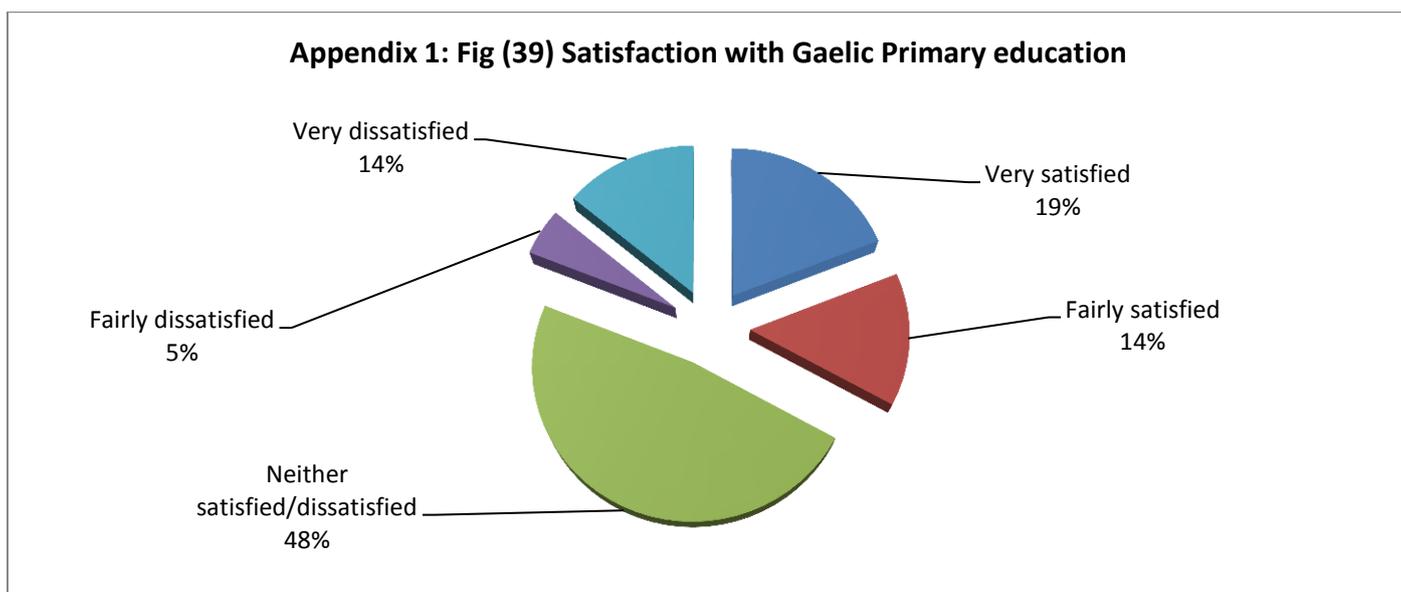
These figures supply the highest net satisfaction rate yet recorded for this service of 19% (-2% in 2012; 2% recorded in 2011; -4% in 2010).

The highest rates come from people who are: retired (33%); aged 65+ (28%); females (24%). The lowest rate comes from those living in other forms of accommodation (4%).

Appendix 1: (39) Gaelic Primary education

Of the entire sample 9% (109 people) responded to this part of the question and gave the following opinions on the service:

- 19% are “very satisfied”
- 14% are “fairly satisfied”
- 48% are “neither satisfied/dissatisfied”
- 5% are “fairly dissatisfied”
- 14% are “very dissatisfied”



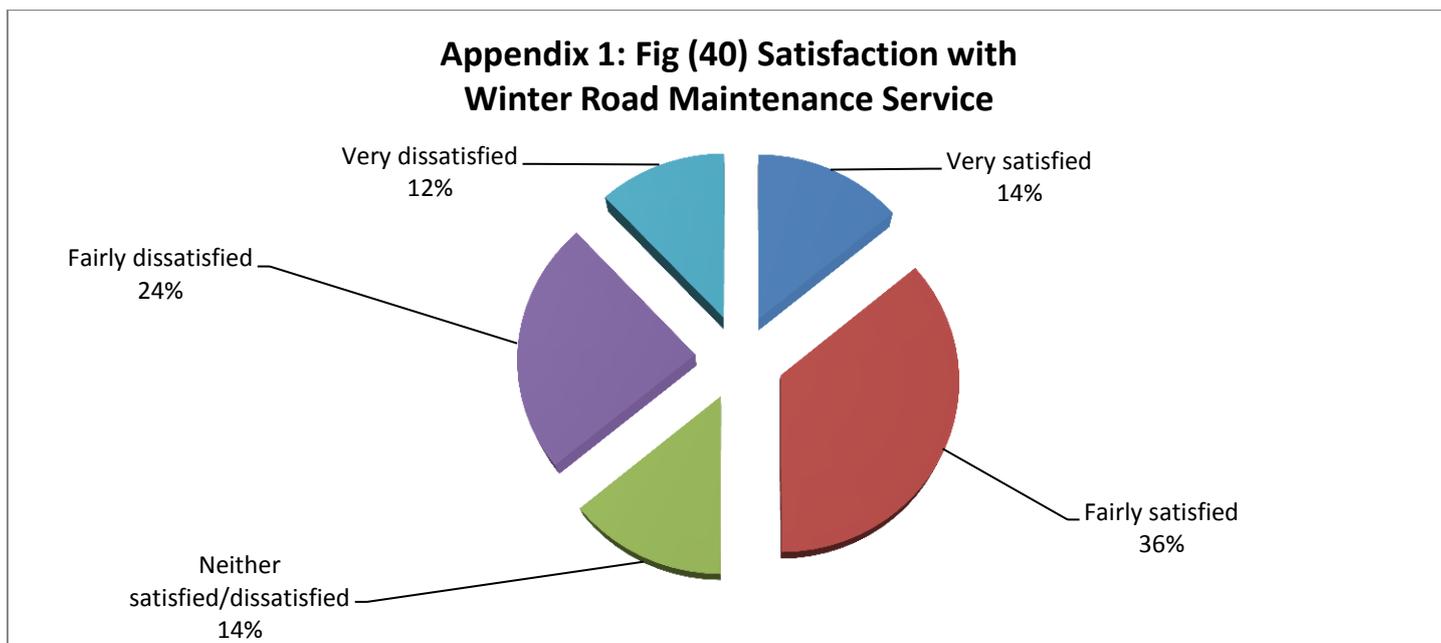
These figures result in a net satisfaction rate of 14% (compared with the 24% recorded in 2012 when this question was asked for the first time).

However there are some much higher net satisfaction rates evident amongst some of the various categories of respondents. The highest net satisfaction rates are found amongst: females (37%); people aged 45-64 (35%); people who do not have school aged children (35%); people resident in the Highlands more than 10 years (33%); those aged 65+ (29%); and those who own their own homes (28%).

Appendix 1: (40) Winter Road Maintenance

Of the entire sample 85% (978 people) answered this part of the question. They expressed their opinions on winter road maintenance as follows:

- 14% are “very satisfied”
- 36% are “fairly satisfied”
- 14% are “neither satisfied/dissatisfied”
- 24% are “fairly dissatisfied”
- 12% are “very dissatisfied”



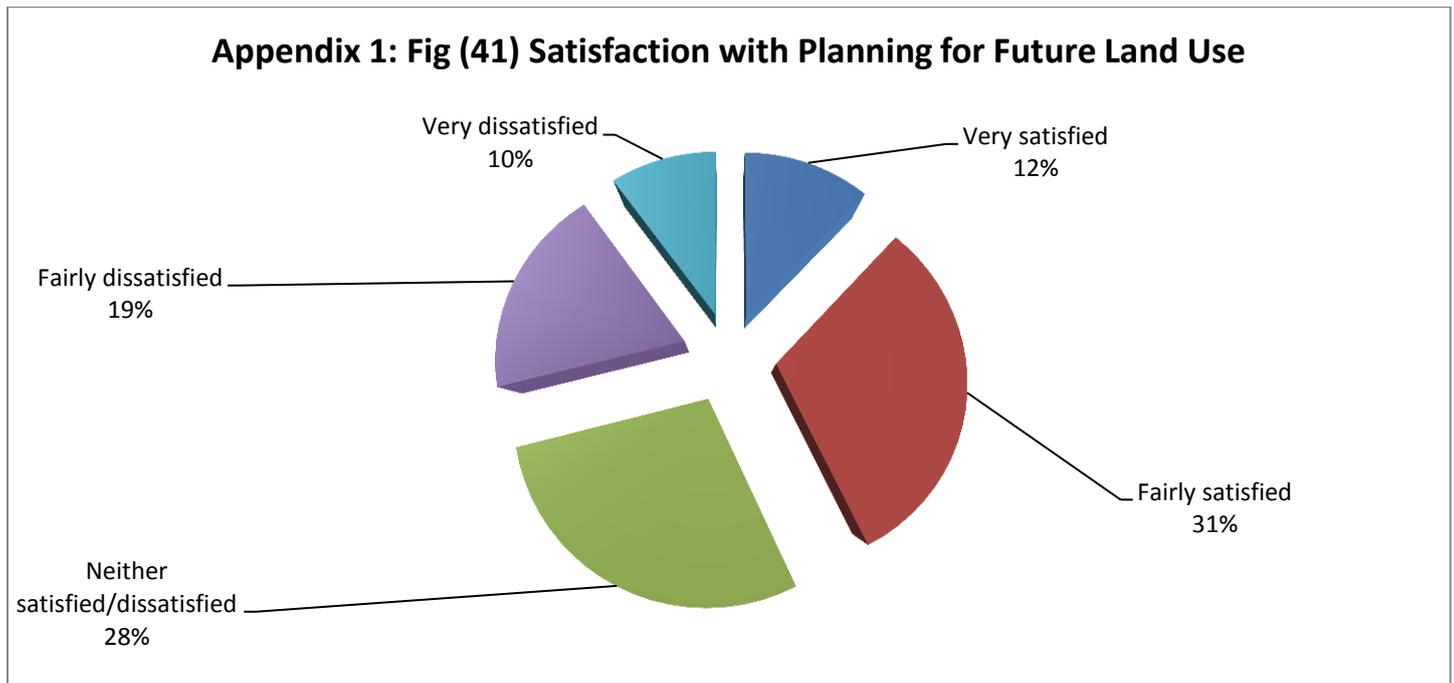
These figures mean that the net satisfaction rate is the highest yet recorded for this service at 14% (0% in 2012; -9% in 2011; -23% in 2010).

Highest net satisfaction rates are found amongst people who are: unemployed (36%); resident in the Highlands less than 5 years (27%); aged 65+ (22%); aged 25-44 (20%). The lowest net satisfaction rates are found amongst people who: live in council accommodation (-2%); are unable to work (-20%).

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

Of the entire sample 32% (373 people) answered this part of the question and gave their views on this service as follows:

- 12% are “very satisfied”
- 31% are “fairly satisfied”
- 28% are “neither satisfied/dissatisfied”
- 19% are “fairly dissatisfied”
- 10% are “very dissatisfied”



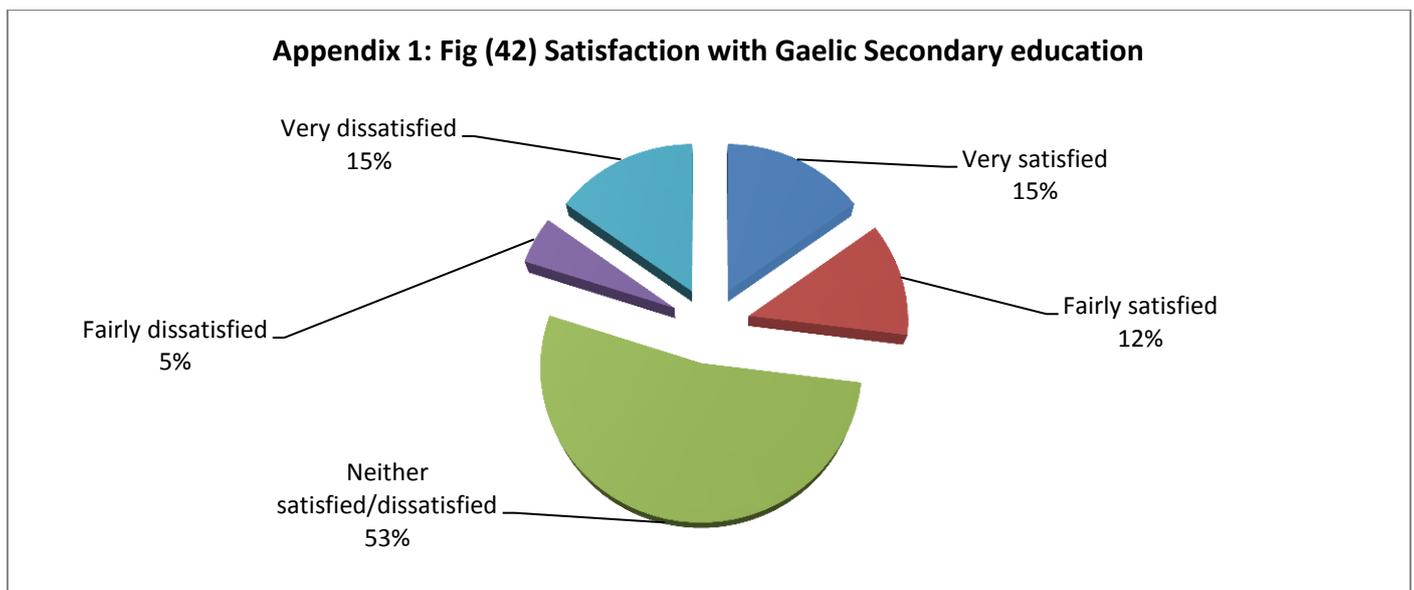
These figures give a highest net satisfaction rate yet recorded for this service of 14% (3% in 2012; 3% in 2011; - 9% in 2010).

The highest net ratings come from those who are: retired (26%); aged 25-44 (25%); aged 65+ (24%). The lowest net ratings come from those people who are: aged 45-64 (1%); disabled (2%); employed (3%); males (4%)

Appendix 1: (42) Gaelic Secondary education

Of the entire sample 9% (104 people) responded to this part of the question and gave the following opinions on the service:

- 15% are “very satisfied”
- 12% are “fairly satisfied”
- 53% are “neither satisfied/dissatisfied”
- 5% are “fairly dissatisfied”
- 15% are “very dissatisfied”



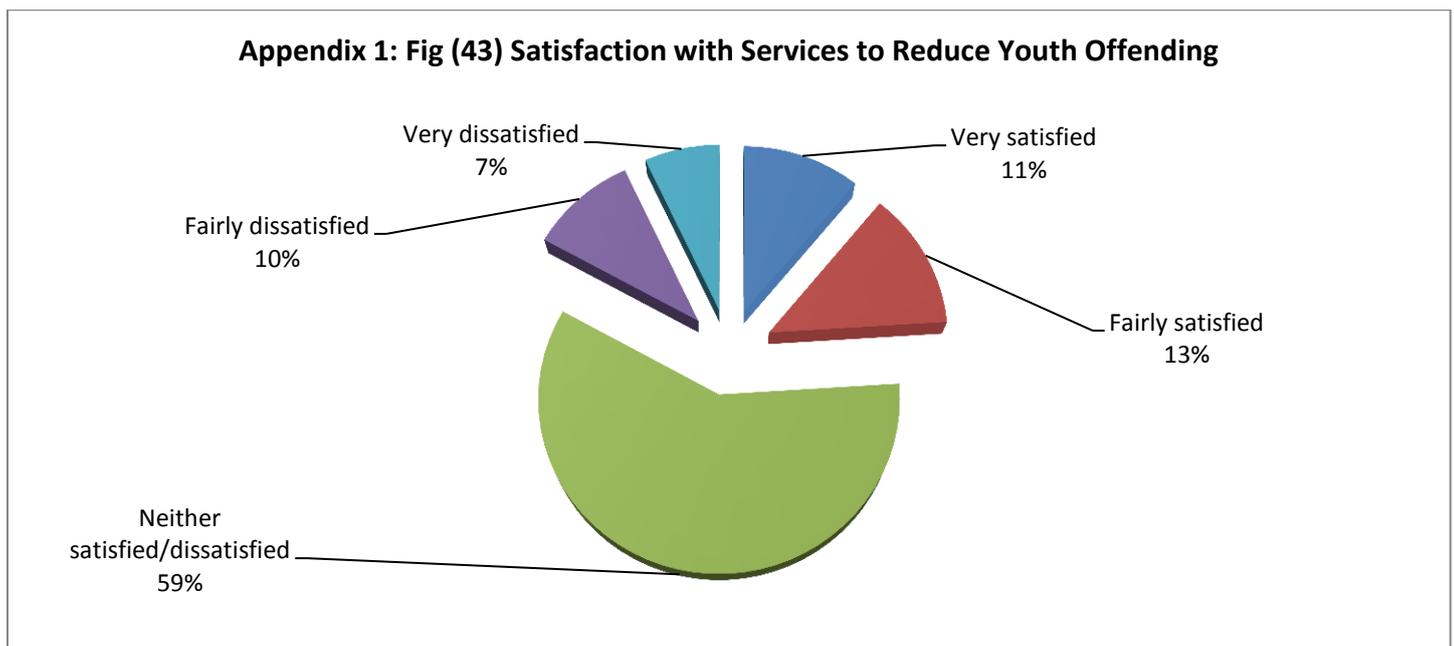
These figures result in a net satisfaction rate of 7% (compared with 14% in 2012, the first year that this question was asked).

However there are some much higher net satisfaction rates evident amongst some of the various categories of respondents. The highest net satisfaction rates are found amongst people who are: aged 65+ (30%); aged 45-64 (29%); resident in the Highlands more than 10 years (27%); and who own their own homes (27%).

Appendix 1: (43) Services to Reduce Youth Offending

Of the entire sample 12% (138 people) answered this part of the question and gave their views on this service as follows:

- 11% are “very satisfied”
- 13% are “fairly satisfied”
- 59% are “neither satisfied/dissatisfied”
- 10% are “fairly dissatisfied”
- 7% are “very dissatisfied”



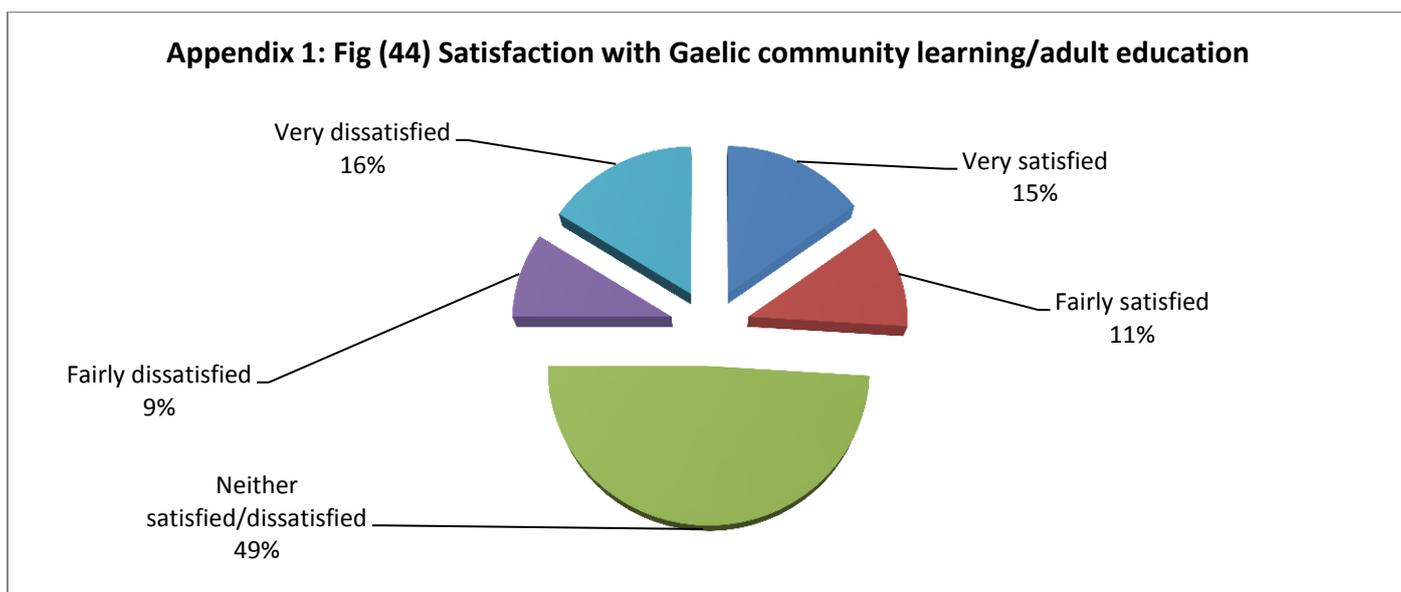
These figures result in the highest net satisfaction rate yet recorded for this category of 7% - a marked rise on the -13% of 2012 (-9% in 2011; -27% in 2010).

There is a notable differences in the net satisfaction rates by gender - the rating from females (19%) is considerably higher than that from males (-9%).

Appendix 1: (44) Gaelic community learning/ adult education

Of the entire sample 10% (110 people) responded to this part of the question and gave the following opinions on the service:

- 15% are “very satisfied”
- 11% are “fairly satisfied”
- 49% are “neither satisfied/dissatisfied”
- 9% are “fairly dissatisfied”
- 16% are “very dissatisfied”



These figures result in a net satisfaction rate of 1% (compared with 15% in 2012 – the first year that this question was asked).

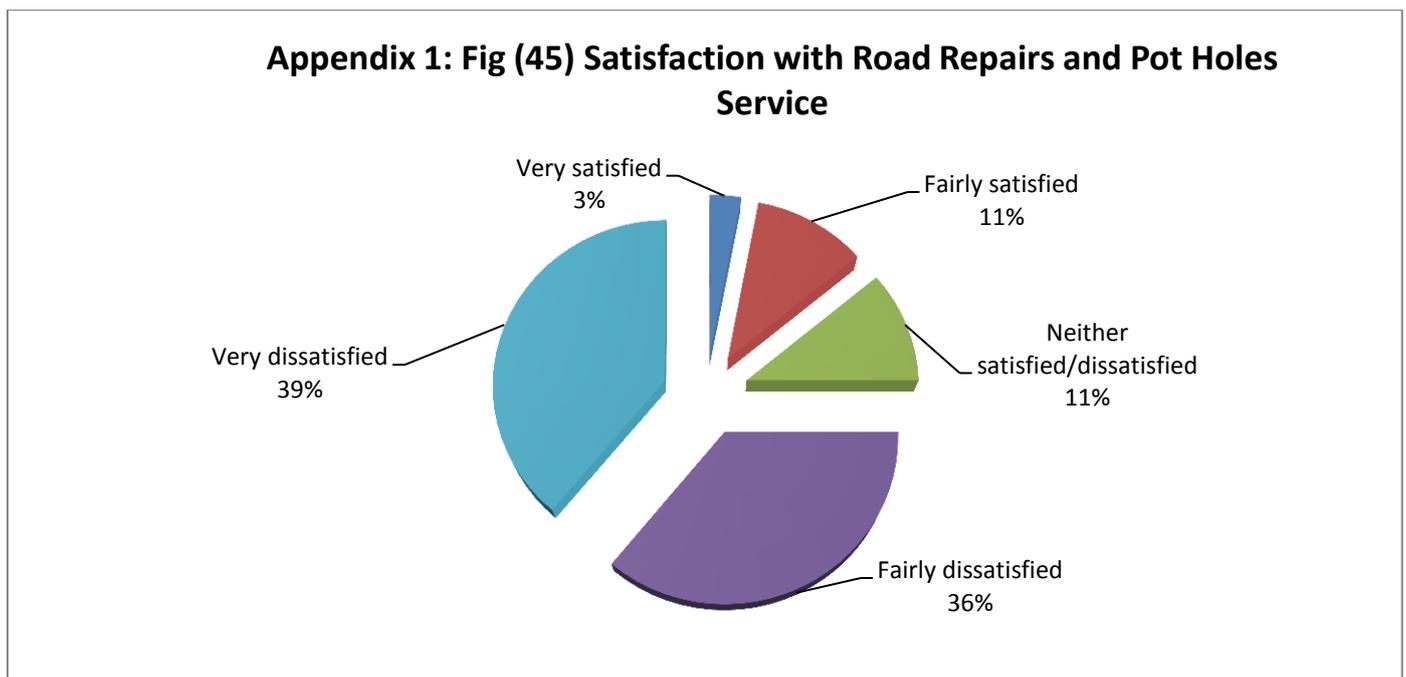
However when the categories of respondents are examined there are much higher net satisfaction ratings evident in the following categories: people aged 65+ (31%); people who own their own homes (22%); and people aged 45-64 (19%).

The lowest net satisfaction rate is found amongst those who have school aged children (-13%).

Appendix 1: (45) Road Repairs and Pot Holes

Of the entire sample 88% (1,015 people) answered this part of the question, giving the following range of views on road repairs and pot holes:

- 3% are “very satisfied”
- 11% are “fairly satisfied”
- 11% are “neither satisfied/dissatisfied”
- 36% are “fairly dissatisfied”
- 39% are “very dissatisfied”



These figures result in a net satisfaction rate of -61% which is the lowest figure recorded for this service (-59% in 2012; -55% in 2011; -57% of 2010).