

Background

This survey on Highland Council performance and attitudes was aimed at 16-34 year olds and is intended to complement the Council’s Annual performance and attitude survey which typically receives a lower response from this age group. The survey was conducted in May and June 2019. It was promoted through Facebook to people living in the Highlands who are of the target age group. The survey was compiled of 11 main questions and some questions about the participants to help with analysis.

The 2019 survey received 363 responses which is a lower number than the 2018 survey response which had 535 completed responses. The sampling methodology is self-selecting, therefore, whilst it should be viewed as useful information it does not have the same statistical strength as the survey of the Citizens’ Panel.

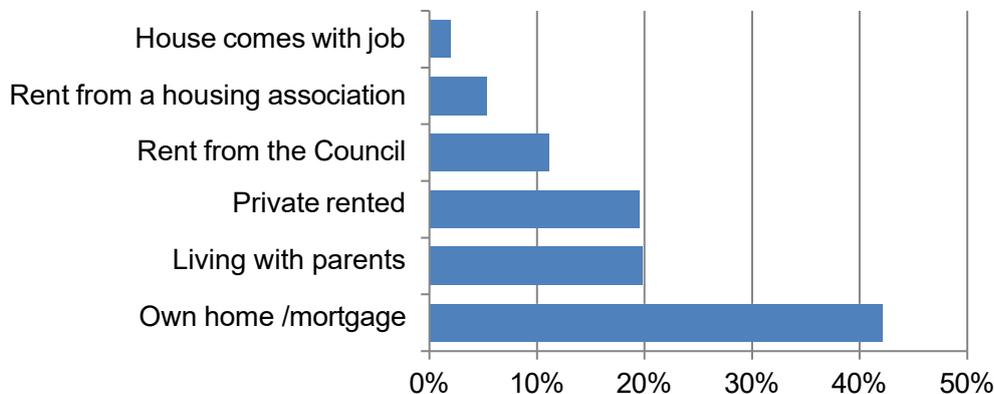
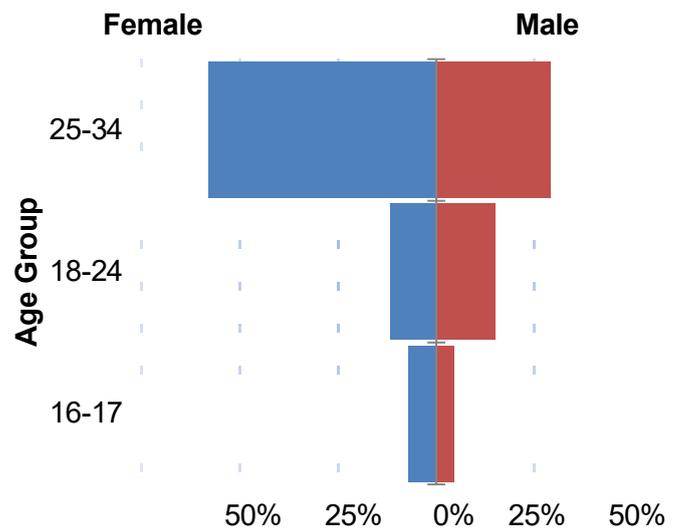
About the respondents

363 people responded to the survey. Of these, 210 (58%) were female, 132 (36% were male) and 21 (6%) either identified as “other”, or preferred not to say. Of the respondents 31 (9%) were aged 16-17, 78 (21%) were 18-24 and 254 (70%) were 25-34 years old. This is a similar composition to 2018.

43 (12%) of the respondents said they had a disability and 318 (88%) said they did not have a disability.

127 (35%) of the people completing the survey said they had children of school age in the household.

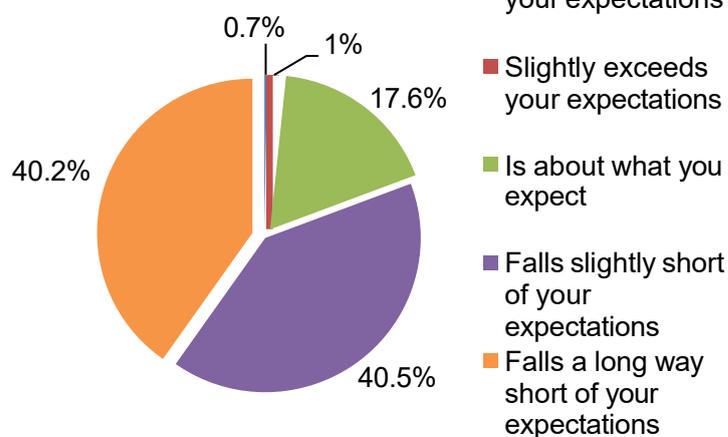
151 (42%) were home owners, 71 (19%) live with their parents, 129 (36%) rent in some format and 7 (2%) have accommodation associated with their job



Council Qualities and Satisfaction with Services

Expectations of the Highland Council

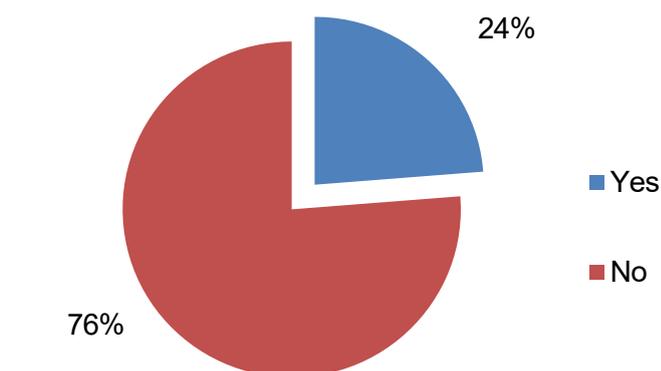
The survey asked respondents to think about what they expect from The Highland Council “generally”. 80.7% of respondents replied that the Council falls either a long way, or slightly short of expectations. This is a slight increase from 2018 (75.6%). 17.6% respondents selected the Highland Council “is about what they expect” (23.3% in 2018). 1.7% said that the Council exceeds their expectations



n = 363

Overall Satisfaction with the Services that the Council Provides

People responding to the survey were asked to answer “yes” or “no” whether “**Overall, are you satisfied with the services The Highland Council Provides?**”



n = 362

76% answered that they are not satisfied with the services provided by the Council which is higher than 2018 (70.5%) and almost 10% more than 2017 (65.4%)

Services Most Important to Respondents

The survey asked people to choose from a list of 46 services the five which were most important to them. 363 people completed this question.

The service which was most important to respondents was **road repairs and potholes** with 68.6% placing this in their top 5 most important Council services. This is slightly less than in 2018 (76.7%).

Primary education was the second most important service to respondents with just under half (44.1%) selecting this in their top 5 (46.9% in 2018).

Secondary education was third in the top five services for 36.4% of respondents which is slightly higher than in 2018 (34.5%).

| Service | Appearance in Top 5 |
|------------------------------------|---------------------|
| Road Repairs and pot holes | 68.6% |
| Primary education | 44.1% |
| Secondary education | 36.4% |
| Public parks and other open spaces | 30.9% |
| Winter road maintenance | 24.0% |

Public parks and other open spaces is the fourth most important service to respondents with 30.9% placing it in their top 5 which is similar to 2018 (32.3%).

24% of respondents placed **winter road maintenance** in their most important top five services (29.8% in 2018).

The top five services in 2019 were the same as in 2018. Other services which were selected in the top five services by at least 10% of respondents were: **refuse/bin collection** (23.7%), **recycling** (18.2% - increasing from 10.5% in 2018), **services to protect children from harm** (15.7%), **other sports facilities** (15.2%), **public toilets** (14.3%), **Pre-school services** (12.1%), **libraries** (10.5% - increasing from 4.9% in 2018), and planning for future land-use (10.2%).

A full list of services most important to respondents is presented at **Appendix 1**.

Most Important Council Qualities

| | Qualities, as ranked in order of importance by respondents | In top 5 |
|-----|---|-----------------|
| 1. | Listens to local people | 62.2% |
| 2. | Maintains good quality local services | 60.7% |
| 3. | Cares for the environment | 45.2% |
| 4. | Involves people in how it spends money | 41.9% |
| 5. | Is open and honest about funding choices | 39.3% |
| 6. | Is efficient | 35.8% |
| 7. | Is aware of people's needs | 34.9% |
| 8. | Provides value for money | 32.6% |
| 9. | Treats all residents fairly | 29.6% |
| 10. | Asks you for your ideas on how to do things better | 20.2% |
| 11. | Is ambitious for the region | 20.2% |
| 12. | Represents your views | 15.2% |
| 13. | Invites challenge and different views to help make decisions | 15.0% |
| 14. | Is approachable | 12.9% |
| 15. | Is helpful | 12.9% |
| 16. | Helps people to help each other | 7.9% |

n = 341

The survey asked people to select from a list of 15 qualities, the five that are the most important qualities for The Highland Council to display.

The two most important qualities in 2019 were “**Listens to local people**” (62.2%) and “**Maintains good quality local services**” (60.7%). The same qualities were ranked in the top 2 for 2018 but in the reverse order.

The other qualities ranked in the top 5 included: **Cares for the environment** (45.2%) which was ranked 9th in 2018, **Involves people in how it spends money** (41.9%) which was 5th in 2018 and **Is open and honest about funding choices** (39.3%) which was 6th in 2018.

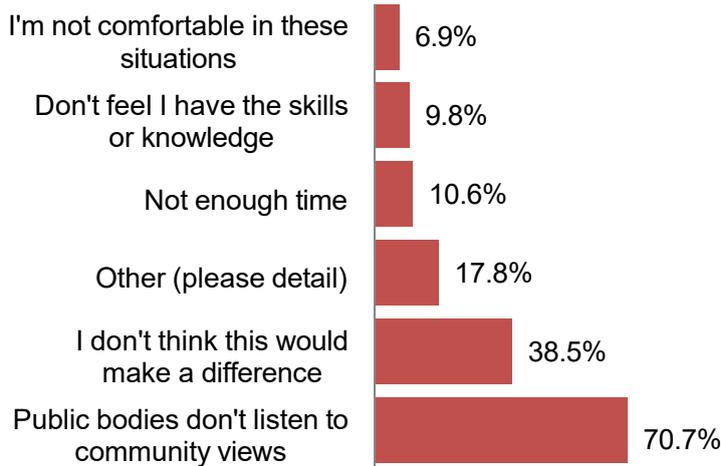
Community Life, Safety, and Involving Communities

Influence over decision making

People were asked how much influence they had over decision making in their community. 94.5% of respondents felt that they had no or not very much influence at all. This is slightly more than in 2018 (92.4%). 5.5% of respondents felt that they had some influence and none felt that they had a good deal of influence over decision making in their community.

| | 2019 | 2018 | 2017 |
|--------------------------|-------------|-------------|-------------|
| No influence at all | 62.8% | 60.4% | 62.7% |
| Not very much influence | 31.7% | 32% | 34.2% |
| Some influence | 5.5% | 7.5% | 2.8% |
| A good deal of influence | 0.0% | 0.2% | 0.3% |

n=363 (2019), 535(2018), 357(2017)



n = 348

62 (17.8%) respondents chose "other" and provided some comments. There was a range of comments submitted but a common theme was that they did not know or it was not clear how to become involved in decision making. 10.6% of people said **"they did not have enough time"** which was the same as in 2018. Less than 10% felt that they were **"not comfortable in these situations"** or felt that they didn't **"have the skills or knowledge."**

Reasons for not having influence over decision making

The respondents were asked **"If you answered not very much influence or no influence at all over decision making why do you feel this is?"** Six options were provided as possible reasons and respondents could select all that applied. 70.7% of respondents selected that **"Public bodies don't listen to community views"** as a reason for feeling that they do not have influence (60.6% in 2018). 38.5% of respondents selected **"I don't think this would make a difference"** (50.5% in 2018).

Involvement in Decision Making

The survey asked **"To what extent, if at all, would you like to be involved in decision-making in your community?"** Over two thirds of respondents (68.9%) answered that they would like to be **"fairly involved"**. More respondents would like to be **"very involved"** in decision making than in 2018 or 2017. 1.9% selected **"not at all involved"** which is less than previous years.

| | 2019 | 2018 | 2017 |
|---------------------|-------|-------|-------|
| Not at all involved | 1.9% | 3.0% | 3.6% |
| Not very involved | 10.6% | 13.7% | 12.0% |
| Fairly Involved | 68.9% | 68.9% | 67.2% |
| Very involved | 18.6% | 14.4% | 17.1% |

n= 360(2019), 534(2018), 357 (2017)

| | 2019 | 2018 | 2017 |
|---------------------------|-------|-------|-------|
| A very safe area | 32.8% | 31.6% | 29.7% |
| A fairly safe area | 53.7% | 55.3% | 56.3% |
| Rather unsafe area | 9.9% | 10.3% | 11.2% |
| A very unsafe area | 2.8% | 2.6% | 2.5% |
| No opinion | 0.8% | 0.2% | 0.3% |

n=363 (2019), 535(2018), 357(2017)

Community Safety

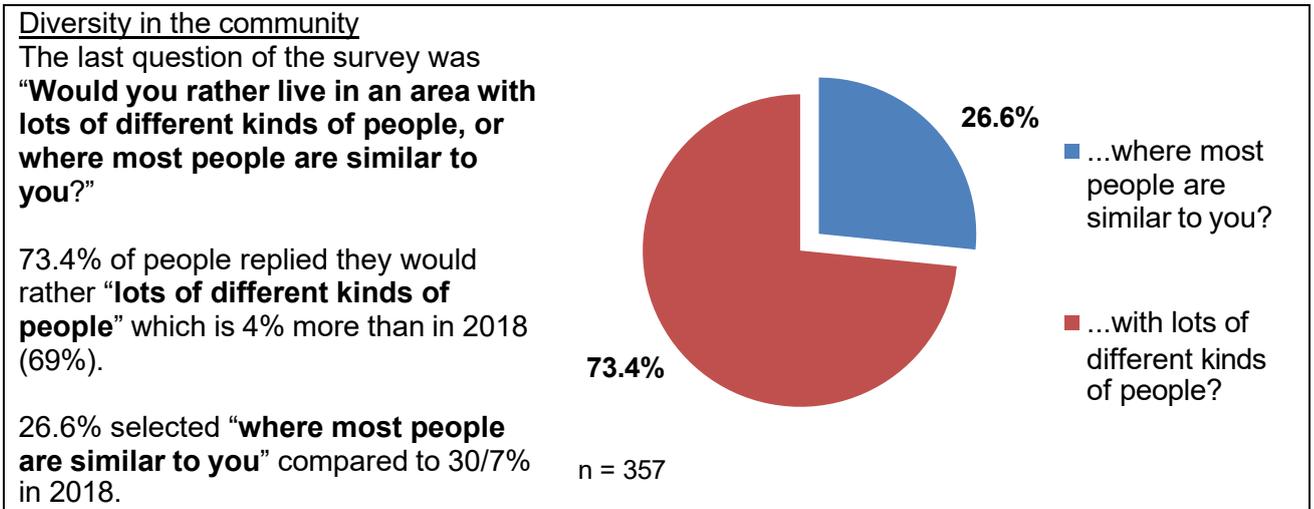
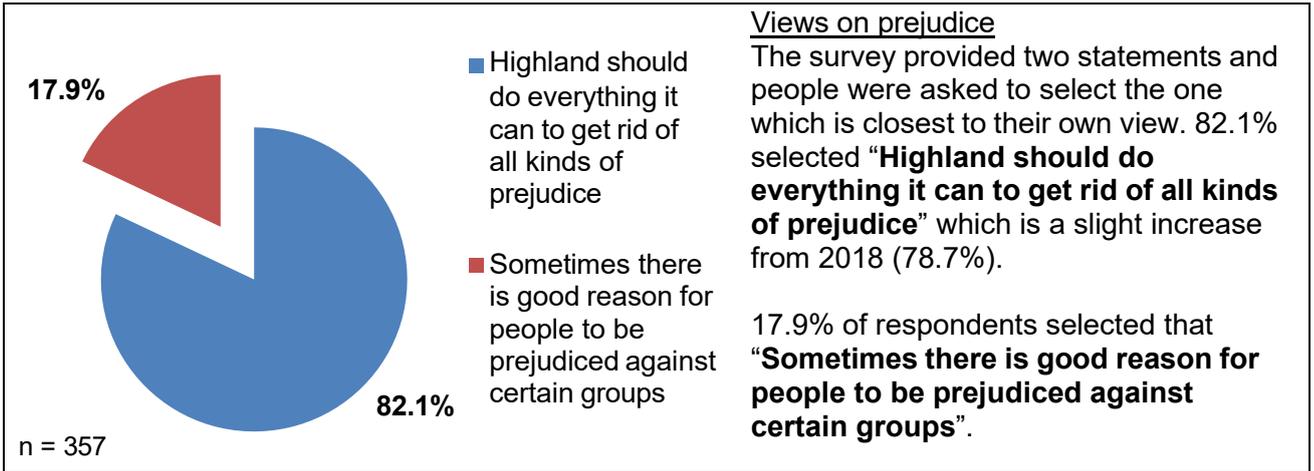
The survey asked **"Taking everything into account, how do you rate the area within 15 minute walk of your home as a place to live?"** 86.5% of respondents selected either a **very safe area** or a **fairly safe area** which is in line with 2018 (86.9%). 12.7% of respondents in 2019 viewed the area within 15 minutes of their home as unsafe, including 2.8% who viewed it as **"very unsafe"**.

Becoming a Victim of Crime

The respondents were asked **"How worried are you about becoming a victim of crime (in general)"** The results in 2019 are very similar to 2018 and 2017. There is a very small increase (0.2%) of people that are very worried (4.9%). 52.6% of respondents are not worried at all or have never considered it.

| | 2019 | 2018 | 2017 |
|----------------------------|-------|-------|-------|
| Very worried | 4.9% | 4.7% | 5.3% |
| Slightly worried | 42.4% | 42.7% | 45.1% |
| Not worried at all | 40.2% | 42.7% | 39.2% |
| Never considered it | 12.4% | 9.9% | 10.4% |

n=363 (2019), 534(2018), 357 (2017)



Appendix 1: Most important services to respondents, 2019

| Service | Appearance in respondents top 5 |
|--|--|
| Road repairs and pot holes | 68.6% |
| Primary education | 44.1% |
| Secondary education | 36.4% |
| Public Parks and other open spaces | 30.9% |
| Winter road maintenance | 24.0% |
| Refuse/bin collection | 23.7% |
| Recycling facilities | 18.2% |
| Services to protect children from harm | 15.7% |
| Other sports facilities | 15.2% |
| Public toilets | 14.3% |
| Pre-school services | 12.1% |
| Libraries | 10.5% |
| Planning for future land use (Local Plan) | 10.2% |
| Cycling paths | 9.9% |
| Swimming pools | 9.6% |
| Residential homes for disabled/ elderly people | 9.4% |
| Services to protect adults at risk of harm | 8.8% |
| Street cleaning | 8.5% |
| Housing information and advice | 8.0% |
| Care at Home services | 7.7% |
| Pavement maintenance | 7.7% |
| School meals | 6.9% |
| Economic development/ Business Gateway | 6.1% |
| Environmental Health Service | 6.1% |
| Gaelic Primary Education | 5.5% |
| Walking routes, e.g. Great Glen Way | 5.5% |
| School transport | 5.2% |
| Grass cutting | 5.0% |
| Planning applications and building warrants | 5.0% |
| Services to reduce offending | 4.7% |
| Community learning/ adult education | 4.1% |
| Advice on Benefits | 3.6% |
| Breakfast and After School Clubs | 3.6% |
| Council Service Points | 3.6% |
| Gaelic Pre-school services | 3.6% |
| Payment of Council Tax | 3.6% |
| Gaelic Secondary Education | 3.3% |
| Museums | 3.3% |
| Countryside ranger service | 3.0% |
| Gaelic community learning/ adult education | 2.5% |
| Community Occupational Therapy | 2.2% |
| Council Service Centre | 1.9% |
| Street lighting | 1.9% |
| Council Website | 1.7% |
| Trading standards | 1.4% |
| Burials and cremations | 1.1% |
| Dealing with flooding | 1.1% |
| Registrars for Births, Deaths and Marriages | 1.1% |

n = 363