

**Background**

This survey was conducted in May and June 2018. The survey had 11 main questions and some questions about the participants to help with analysis. The survey was promoted through Facebook to people living in the Highlands who are aged between 16 and 34.

This survey is intended to complement the Council’s Annual Performance and Attitudes Survey of the Citizens’ Panel, which typically receives a lower level of respondents from younger age groups.

In 2018, 535 people aged 16-34 completed the survey. The sampling methodology is self-selecting, and therefore whilst it should be viewed as very useful information, it does not have the same statistical vigour as the survey of the Citizens’ Panel. This is the second year we have conducted this survey, and as such, useful comparisons can be made to the previous year when 357 people completed the survey.

The total cost of the promoted post was £150, and it reached over 27,000 people, with 1,270 people clicking on the post to find out more.

**About the respondents**

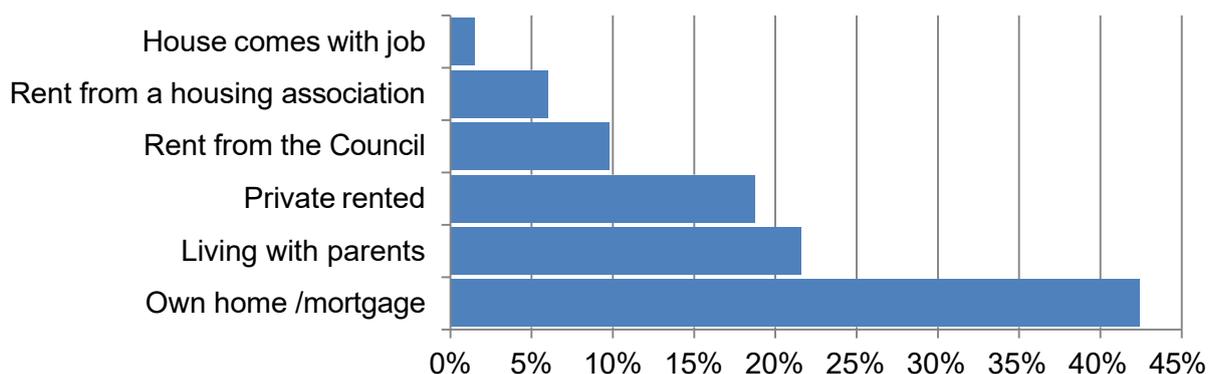
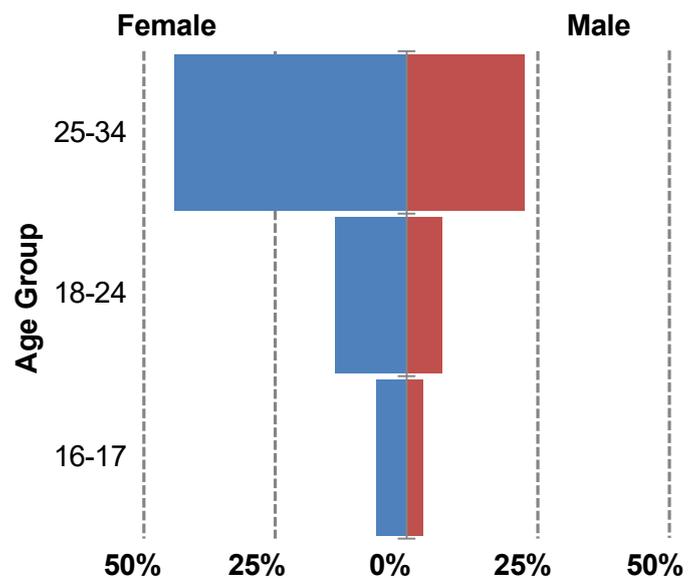
535 people completed the survey. Of these, 341 (64%) were female, 173 (33%) were male, and (20) 3% either identified as other, or preferred not to say.

Of the respondents, 50 (9%) were aged 16-17, 112 (21%) were aged 18-24, and 373 (70%) aged 25-35.

46 (9%) people said that they had a disability and 486 (91%) said they did not have a disability.

207 (39%) of the respondents reported there were school children within the household, and 326 (61%) reported otherwise.

226 (42%) were home owners; 115 (22%) live with their parents, 184 (35%) rent in some format, and 8 (2%) have accommodation associated with their job.



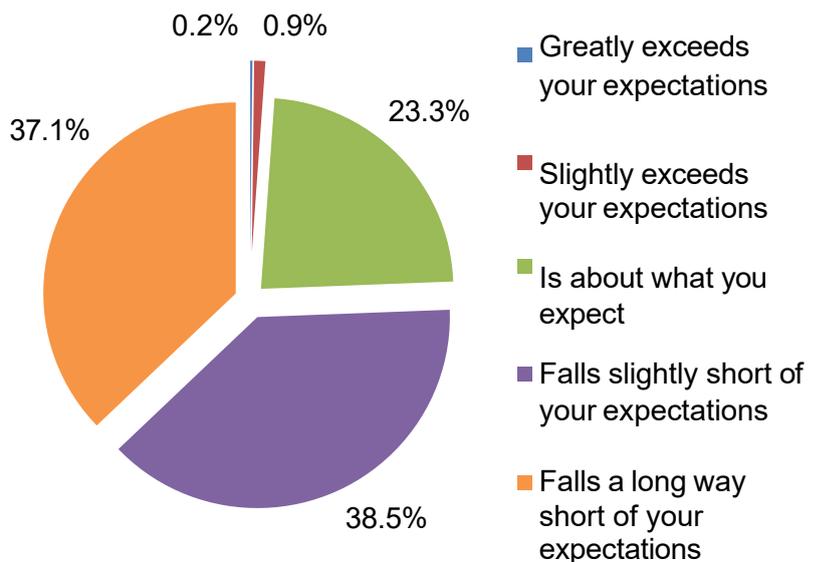
## Council Qualities and Satisfaction with Services

### Expectations of The Highland Council

People were asked to think “generally” about what they expect from The Highland Council.

75.6% of respondents stated that the Council either falls either a long way, or slightly short of their expectations. This is a slight increase on 2017 (73.4%)

23.3% chose that The Highland Council “is about what they expect” (22.7% in 2017) and 1.1% said that the Council exceeds their expectations (3.9% in 2017).

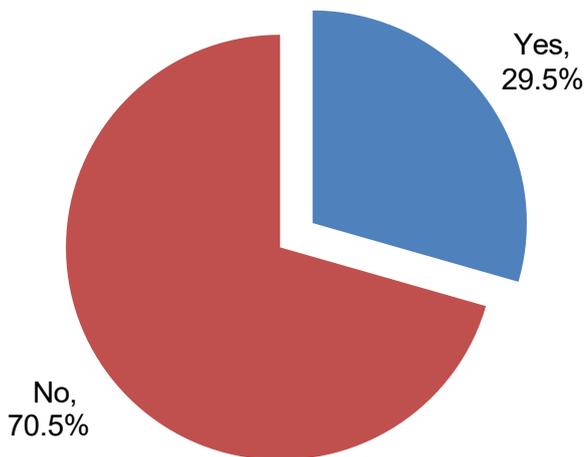


### Overall Satisfaction with the Services that the Council provides

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

70.5% replied that they are not satisfied with the services provided by the Council, this is higher than in 2017 (65.4%).

The highest levels of dissatisfaction were found among respondents who: rent from the Council (79%); rent from housing associations (78%); are male (75%); live in accommodation which comes with their job (73%).



### Services Most Important to Respondents

People were asked to select from a list of 46 services that the Council provides, which five are most important to them. Over three quarters of respondents (76.7%) placed **road repairs and pot holes** in their top 5 most important Council services. This higher than in the previous year (63%).

Service	Appearance in Top 5
Road repairs and pot holes	76.7%
Primary education	46.9%
Secondary education	34.5%
Public Parks and other open spaces	32.3%
Winter road maintenance	29.8%

“**Primary education**” appears in almost half (46.9%) of respondents top 5 and is the second most important service to respondents. Among those with school aged children, 61.4% selected primary education in their top 5.

**Secondary education** was in the top five services for over one third of respondents (34.5%), slightly higher than in 2017 (33%).

**Public parks and open spaces** is the fourth most important service to respondents, with 32.3% placing it in their top 5, and a very comparable response to 2017 (33%). In a similar manner, **winter road maintenance** is

the fifth most important service, with 29.8% placing it in their top 5 in 2018, and 29% in 2017.

**Refuse/ bin collection** was the third most important service in 2017, but in 2018 ranked sixth with 26.1% placing it in their top 5.

Other services that were selected in the top 5 by at least 10% of the respondents were: **“Other sports facilities”** (15.9%); **“Pre-school services”** (15.9%); **“Public toilets”** (14.3%), **“Services to protect children from harm”** (14.3%); **“Swimming pools”** (12.2%); and **“Recycling facilities”** (10.5%)

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

### Most Important Council Qualities

	<b>Qualities, as ranked in order of importance by respondents</b>	<b>In top 5</b>
1.	Maintains good quality local services	67.8%
2.	Listens to local people	63.0%
3.	Is aware of people's needs	43.6%
4.	Is efficient	42.6%
5.	Involves people in how it spends money	40.0%
6.	Is open and honest about funding choices	38.6%
7.	Provides value for money	37.4%
8.	Treats all residents fairly	30.0%
9.	Cares for the environment	29.6%
10.	Asks you for your ideas on how to do things better	20.0%
11.	Represents your views	16.0%
12.	Helps people to help each other	14.0%
13.	Invites challenge and different views to help make decisions	13.6%
14.	Is approachable	13.6%
15.	Is helpful	12.4%

n= 500

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

The two most important qualities in 2018 were **“Maintains good quality local services”** (67.8%) and **“Listens to local people”** (63.0%). These two qualities were also the top two in 2017, although **“Listens to local people”** was ranked number 1.

The other qualities most often ranked in the top 5 were **“Is aware of people’s needs”** (43.6%), **“Is efficient”** (42.6%), and **“Involves people in how it spends money”** (40.0%).

### Community Life, Safety, and Involving Communities

#### Influence over decision making

Respondents were asked how much influence they felt they had over decision making in their community. 92.4% responded that they felt they have either **“no influence at all”** or **“not very much influence”**, representing a slight improvement from 2017 (96.9%). About 1 in 13 (7.5%) feel they have some influence over decision making in their community. Only one respondent (out of 535) felt they had a great deal of influence over decision making in their community.

	<b>2018</b>	<b>2017</b>
<b>No influence at all</b>	60.4%	62.7%
<b>Not very much influence</b>	32.0%	34.2%
<b>Some influence</b>	7.5%	2.8%
<b>A good deal of influence</b>	0.2%	0.3%

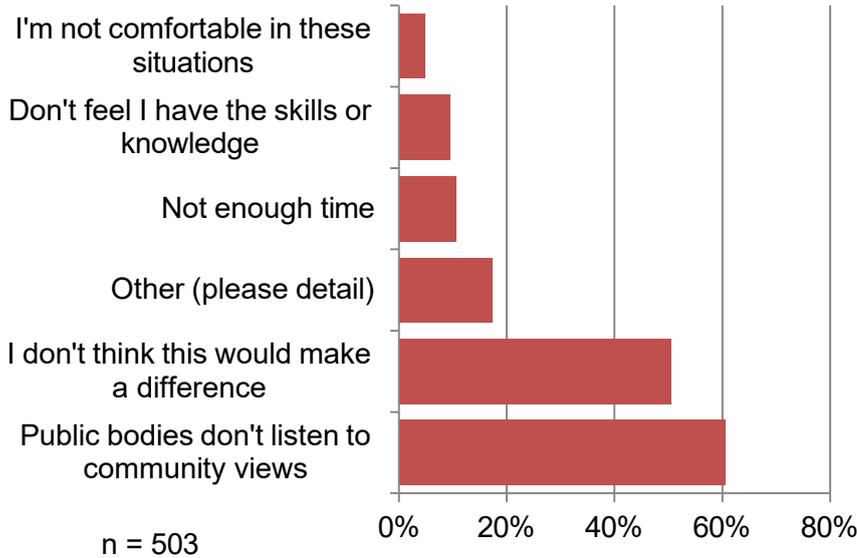
n= 535 (2018); 357 (2017)

Reasons for not having influence over decision making

Those surveyed were asked **“If you answered not very much influence or no influence over decision making, why do you feel this is?”** Six responses were provided people were invited to select all that applied.

More than 6 in 10 (60.6%) selected that **“public bodies don’t listen to community views”** as a reason for them having not very much/ no influence of decision making. Over half (50.5%) selected **“I don’t think this would make a difference”**.

87 people selected **“Other”** and provided comments.



Whilst these comments were wide ranging many respondents raised that it is not clear how to become involved in decision making, or that there are few opportunities to be involved in decision making.

10.5% of the respondents selected **“not enough time”**, and less than 1 in 10 selected **“Don’t feel I have the skills or knowledge”** (9.5%), or **“I’m not comfortable in these situations”** (4.8%).

Involvement in decision-making

Those surveyed were asked **“To what extent, if at all, would you like to be involved in decision-making in your community?”** There is a clear appetite to be involved in decision making, with 83.3% selecting either **“very involved”** or **“fairly involved”**, a similar result to 2017 (84.3%). 13.7% selected **“not very involved”** and 3.0% **“not at all involved”**.

	2018	2017
Not at all involved	3.0%	3.6%
Not very involved	13.7%	12.0%
Fairly involved	68.9%	67.2%
Very involved	14.4%	17.1%

n=534 (2018), 357 (2017)

Community Safety

People were asked **“Taking everything into account, how do you rate the area within 15 minute walk of your home as a place to live?”** 86.9% of respondents selected either **“a very safe area”** or a **“fairly safe area”**, which is slightly higher than in 2017 (86.0%). 12.9% of respondents viewed the area within 15 minutes of their home as unsafe, including 2.6% who viewed it as **“very unsafe”**.

	2018	2017
A very safe area	31.6%	29.7%
A fairly safe area	55.3%	56.3%
Rather unsafe area	10.3%	11.2%
A very unsafe area	2.6%	2.5%
No opinion	0.2%	0.3%

n = 535 (2018), 357 (2017).

Becoming a Victim of Crime

The survey then asked **“How worried are you about becoming a victim of crime (in general)?”** The results for 2018 are extremely similar to those in 2017. Almost 1 in 2 (47.4%) are worried about being a victim of crime (either very or slightly worried). This is less than in 2017 (50.4%). Over half of the people surveyed are not worried about being a victim of crime (52.6%), including 9.9% who have **“never considered it”**.

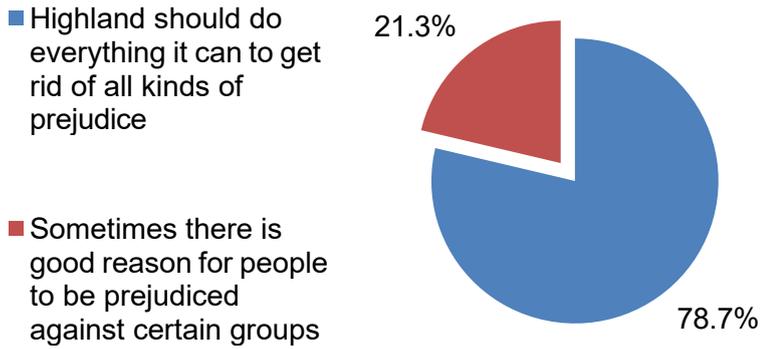
	2018	2017
Very worried	4.7%	5.3%
Slightly worried	42.7%	45.1%
Not worried at all	42.7%	39.2%
Never considered it	9.9%	10.4%

n=534 (2018), 357 (2017)

### Views on prejudice

Respondents were given two statements and asked to select the one which comes closest to their own view. 78.7% selected the statement that “**Highland should do everything it can to get rid of all kinds of prejudice**”, a slight increase on 2017 (77.3%).

21.3% of respondents selected that “**Sometimes there is good reason for people to be prejudiced against certain groups**”.



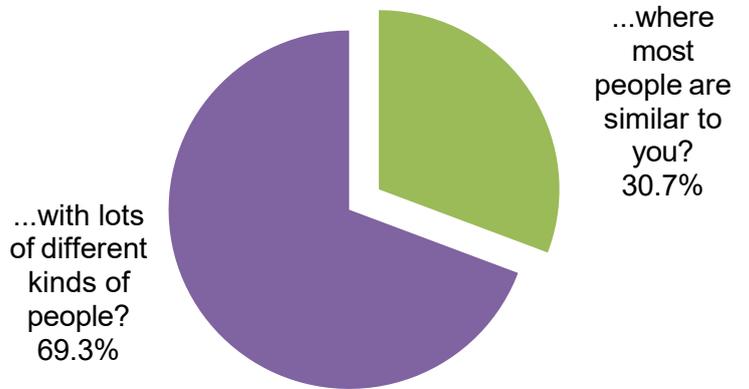
n=526

### Diversity in the community

The final question of the survey asked “**Would you rather live in an area with lots of different kinds of people, or where most people are similar to you?**”

69.3% selected “**with lots of different kinds of people**”, an increase compared with 2017 (62.8%).

30.7% selected “**where most people are similar to you**”, compared to 37.2% in 2017.



n=527

## Appendix 1: The Five Services most important to respondents

<b>Service</b>	<b>Appearance in respondents top 5</b>
Road repairs and pot holes	76.7%
Primary education	46.9%
Secondary education	34.5%
Public Parks and other open spaces	32.3%
Winter road maintenance	29.8%
Refuse/bin collection	26.1%
Other sports facilities	15.9%
Pre-school services	15.9%
Public toilets	14.3%
Services to protect children from harm	14.3%
Swimming pools	12.2%
Recycling facilities	10.5%
Care at Home services	9.4%
Street cleaning	8.8%
Walking routes, e.g. Great Glen Way	8.4%
Payment of Council Tax	7.9%
School meals	7.9%
Services to protect adults at risk of harm	7.9%
Economic development/ Business Gateway	7.5%
Residential homes for disabled/ elderly people	7.5%
Planning for future land use (Local Plan)	7.3%
Housing information and advice	6.8%
Pavement maintenance	6.8%
Cycling paths	5.8%
Planning applications and building warrants	5.6%
Breakfast and After School Clubs	5.1%
Libraries	4.9%
Grass cutting	4.7%
Street lighting	4.7%
Services to reduce offending	4.3%
Community learning/ adult education	3.8%
Countryside ranger service	3.6%
Gaelic Primary Education	3.6%
Residential homes for disabled/ elderly people	3.4%
Environmental Health Service	3.2%
School transport	3.2%
Advice on Benefits	2.8%
Council Service Points	2.6%
Museums	2.4%
Council Service Centre	2.3%
Community Occupational Therapy	1.9%
Registrars for Births, Deaths and Marriages	1.9%
Gaelic Pre-school services	1.5%
Gaelic Secondary Education	1.5%
Gaelic community learning/ adult education	1.3%
Burials and cremations	1.1%
Council Website	1.1%
Trading standards	1.1%
Dealing with flooding	0.8%

n=533