



**THE HIGHLAND COUNCIL'S
ANNUAL SURVEY OF PERFORMANCE AND ATTITUDES 2014**

FINAL REPORT

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CONTENT	PAGE
SURVEY METHODOLOGY.....	3
SECTION A: CONTACT WITH THE HIGHLAND COUNCIL.....	10
SECTION B: SATISFACTION WITH SERVICES.....	21
SECTION C: SATISFACTION WITH ADVICE SERVICES.....	40
SECTION D: COMMUNITY LIFE.....	43
SECTION E: VOLUNTEERING.....	85
APPENDIX 1: RESPONDENTS' VIEWS ON EACH OF THE 46 SERVICES.....	91

SURVEY METHODOLOGY

Introduction

1. The 2014 Highland Council Performance Survey was conducted in the month of June 2014. 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 1,148 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, 2013 and 2014 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 2,752 individuals.

The Response Rate

3. In 2014, of the 2,752 questionnaires which were sent to the members of the Panel, some 1,148 completed at least some of the questionnaire and returned their surveys. This gives a response rate of 41.7%. The number of people responding to each question is shown at the foot of the tables presented throughout the Report.

Construction of the 2014 Survey

4. In 2014 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: civic and democratic engagement; and attitudes to welfare.

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 2014 Survey

7. For the 2014 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 2014: sample size = 1,148	± 1.8	± 2.7	± 2.9

8. Thus, using the 95% confidence threshold, the accuracy surrounding questions which draw on the entire sample of 1,148 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 2014 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 2014 Survey Respondents

10. Some 1,142 people answered the question regarding their gender as per Table 1.1 below:

Table 1.1 Respondents by Gender

Gender	Respondents %
Females	51.5
Males	48.5

N=1,142

Disability of 2014 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	11.1
No	88.9

N=1,141

12. The 11.1% of those who replied in 2014 that they have a disability compares with: 13.5% in 2013; 13.1% in 2012; 12.6% in 2011; 10.5% in 2010.

Age of 2014 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	3.7
25-34	3.9
35-44	8.5
45-54	17.5
55-64	26.5
65-74	25.7
Over 75	14.0

N = 1,142

Length of Time Lived in The Highland Council Area of 2014 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	5.1
5-10 years	9.4
Over 10 years	85.5

N= 1,140

The Working Status of 2014 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	42.0
Working for single employer FT	25.0
Working for single employer PT	11.4
Self employed	9.7
Working for more than 1 employer	2.8
Looking after family or home	1.9
Unable to work – long term sickness	1.8
Full time education	1.8
Carer	1.6
Unemployed	0.5

N=1,142

Housing Situation of 2014 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	81.6
Private rented	5.2
Rent from the council	5.2
Living with parents	4.5
Rent from a housing association	2.3
House comes with the job	1.2

N=1,144

Ethnicity of 2014 Survey Respondents

17. Respondents described their ethnicity as per Table 1.7:

Table 1.7 Ethnicity of Respondents

Ethnicity	Respondents %
White - Scottish	69.6
White – Other British	26.4
White - Irish	0.5
White - Polish	0.7
White - Other	2.3
Mixed or Multiple Ethnic	0.2
African – African British	0.1
Asian – Chinese, or Chinese British	0.2

N=1,142

Families with School Age Children amongst 2014 Survey Respondents

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

Table 1.8 Respondents with School Age Children in Household

School Age Children in the Household	Respondents %
Yes	16.1
No	83.9

N=1,103

Responses Received by Ward in 2014

19. For the respondents who did not complete the survey electronically 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 1,148 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	Number of Responses
1 North, West and Central Sutherland	36
2 Thurso	22
3 Wick	20
4 Landward Caithness	52
5 East Sutherland and Edderton	44
6 Wester Ross, Strathpeffer and Lochalsh	71
7 Cromarty Firth	53
8 Tain and Easter Ross	43
9 Dingwall and Seaforth	56
10 Black Isle	78
11 Eilean a' Cheò	72
12 Caol and Mallaig	36
13 Aird and Loch Ness	73
14 Inverness West	52
15 Inverness Central	36
16 Inverness Ness-side	71
17 Inverness Millburn	41
18 Culloden and Ardersier	61
19 Nairn	71
20 Inverness South	56
21 Badenoch and Strathspey	59
22 Fort William and Ardnamurchan	37
Total	1,140

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

21. At the conclusion of the 2014 Performance Survey respondents were asked 5 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 50% of the sample (569 people) answered as follows:

- 71% answered “yes” - less than the 78% in 2013 and 73% recorded in 2012
- 29% answered “no” – 22% in 2013 and 27% in 2012.

23. Those sampled were then asked whether they have found being a citizens’ panel member “**useful**”. Some 60% of the sample (686 people) answered as follows:

- 86% answered “yes” (89% in 2013; 83% in 2012)
- 14% answered “no” – (11% in 2013; 17% in 2012)

24. Those sampled were asked whether they had found being a citizens’ panel member “**time consuming**”. Some 58% of the sample (668 people) answered as follows:

- 34% answered “yes” (29% in 2013; 30% in 2012)
- 66% answered “no” (71% in 2013; 70% in 2012)

25. Those sampled were then asked whether they had found being a citizens’ panel member “**worthwhile**”. Some 60% of the sample (690 people) answered as follows:

- 87% answered “yes” (90% in 2013; 86% in 2012)
- 13% answered “no” (10% in 2013; 14% in 2012)

26. Those surveyed were then asked whether this was **their first survey**. Some 82% of the sample (936 people) answered as follows:

- 59% answered “yes”
- 41% answered “no”.

Commentary by Category

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

SECTION A: CONTACT WITH THE HIGHLAND COUNCIL

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

1.1 The first question in the Survey was: “**Did you make contact with or make a payment to The Highland Council (in person, by telephone or online) during the period 1 April 2013 - 31 March 2014?**” Some 627 people - **53.4% of the sample** (54.5% in 2013; 51% in 2012 and 2011) - said that they had contact or made a payment in that period. People who record rates of contact that are notably higher than the average for the entire sample are people who are:

- Council tenants (80%);
- Unable to work (68%);
- Disabled (67%);
- Aged 25-44 (63%);
- Have school-aged children (58%).

A notably lower than average contact rate is found amongst those aged 16-24 (26%).

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	2014 %	2013 %	2012 %	2011 %	2010 %
To make a payment	45	50	46	26	32
To make an enquiry	29	30	38	49	41
To report a problem	18	15	n/a	n/a	n/a
To request a service	13	17	22	27	29
To make an application	12	9	n/a	n/a	n/a
To make a complaint	6	6	11	12	11
To speak to your Councillor	3	4	6	5	7
Other	4	3	5	10	12

Base: Respondents who contacted The Highland Council during the preceding 12 months (N in 2014 =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 be the leading reason for making contact**. Some **45% in 2014** (50% in 2013; 46% in 2012; 26% in 2011; 32% in 2010) stated it was a

reason for making contact. Meanwhile for **29%** (30% in 2013; 38% in 2012) the reason for contact was to **make an enquiry**. Respondents selecting **report a problem** as a reason for making contact rose to **18%** compared with 15% in 2013. **To make an application** was chosen by **12%** (9% in 2013). **To make a complaint** was a reason for making contact for **6%** of respondents as it was in 2013 (11% in 2012; 12% in 2011; 11% in 2010). **To speak to [my] Councillor** was a reason for making contact for **3%** (4% in 2013; 6% in 2012; 5% in 2011; 7% in 2010).

- 2.3 The percentage of those for whom their last contact was to **make a payment** was much higher amongst those who are unemployed (68%) than for those who are employed (44%) or who are unable to work (40%) or who are retired (40%). It was also higher amongst people resident in the Highlands for less than 5 years (53%) compared with people resident for more than 10 years (42%) or those resident 5 to 10 years (39%).
- 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 unemployed (44%).
- 2.5 For those whose last contact involved **reporting a problem** the percentages are higher amongst those respondents who are council tenants (32%) than those who are home owners (17%) or in other types of accommodation (16%).

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

	2014 %	2013 %	2012 %	2011 %	2010 %
By Telephone (Total)*	46	45	48	58	53
<i>(By telephone to service centre</i>	25	n/a	n/a	n/a	n/a)
<i>(By telephone - other</i>	22	n/a	n/a	n/a	n/a)
Personal Visits (Total)*	37	34	34	40	43
<i>(Personal visit to Council Office</i>	12	14	13	17	19)
<i>(Personal visit to Service Point</i>	29	23	25	26	29)
On-line (own computer/device)	22	30	22	19	15
By letter	9	7	8	10	13
On-line (library via Council website)	1	<1	<1	1	2
Other	5	<1	4	1	3
Home visit by Council staff	1	<1	<1	1	2
Ward or City forum	<1	<1	3	1	1

Base: Respondents who contacted The Highland Council during the preceding 12 months (N=627 in 2014)

Notes: 1. Multiple responses were accepted.

2. n/a denotes 'not asked'.

3. **Personal Visits (Total)* is not the sum of Personal Visits to Council Offices and Personal Visits to Service Points because some respondents indicated that they had visited both Council Offices and Service Points during their last contact. The figures given as totals are the percentages of respondents who made one or more personal visits during their last contact.

4. **By Telephone (Total)* is not the sum of the telephone calls made to the Service centre and those made to other offices because presumably some people will have adjudged follow-up calls to other places as being part of the one contact.

- 3.2 For respondents making contact with the Highland Council in the last year **the telephone remains the leading method of making contact** at 46% (45% in 2013; 48% in 2012; 58% in 2011).
- 3.3 Personal visits are the **second most common method of making contact** at 37% - the (34% in 2013 and 2012; 40% in 2011; 43% in 2010). Note: the figures for personal visits in 2010-2013 cannot simply be added for there are some respondents who visited both a Service Point and a Council Office. Visiting Service Points (26%) remains a more frequently used method of making contact than visits to Council Offices (11%). By category the highest percentage of people making personal visits are council tenants (55%) while the lowest is found amongst respondents resident in the Highlands less than 5 years (24%).
- 3.4 The **percentage of people making use of on-line contact via home computers** was lower in 2014 at 22% when compared with 30% in 2013 (22% in 2012; 19% in 2011; 15% in 2010). Of those using this method, it is observable that those aged 25-44 (31%) made more use of this means than those aged 45-64 (19%) and especially those aged 65 and over (11%).

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

- 3.5 Those sampled were asked a question new to the 2014 Survey: **“What is your preferred option to make contact?”** Respondents were asked to select all that applied. Some 422 people who had contacted Highland Council in the year answered the question. Their answers are found in Table 2.3 below:

Table 2.3 Preferred Option for making contact with the Council

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

N=422

- 3.6 The leading preference is **“personal visit to Service point” (33%)**. This option is the choice of 48% of council tenants, and 46% of those living in other types of accommodation. An age difference is noticeable in that while 40% of people aged 45-64 prefer this method as do 38% of those aged 65+, it is a preference for 18% of those aged 25-44.
- 3.7 The option gaining the second highest level of support was **“on-line (own computer device) via Council website”** which is the preference of **29%** of all who responded but 44% of those aged 25-44 (for which it is by far the leading option).

- 3.8 The third most popular method – selected by **20%** - is “**by telephone to the Service Centre**”. Some **20%** also selected “**by telephone (other)**”. A “**personal visit to Council office**” was chosen by **12%** while **5%** chose “**by letter**”. None of the other methods gained more than 2% support.

Question 3b: Methods of making payments to the Council

- 3.9 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	2014 %	2013 %
Direct Debit	45	45
Debit/credit card at Service Point	12	11
Debit/credit card via Council website	7	9
Cash or cheque at Post Office	7	7
Cash at PayPoint or Payzone	6	5
Debit/Credit Card via Council’s phone payment line	4	4
Online banking	4	3
Standing Order	4	2
Bank Credit Transfer (Bacs)	4	2
Cash or cheque to school	3	4
Debit/credit card at Service Centre	1	n/a
Telephone banking	1	0

N=627

- 3.10 **Direct Debit is by far the leading method of payment** (45% - the same percentage as in 2013). **Debit/credit card at a Service Point** is used by 21% of council tenants compared with 11% of home owners.

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

- 3.11 Panel members were next asked whether they were aware that they could access information through “**webcasting of Council meetings**”. Of the 595 people who answered 38% (36% in 2013, 33% in 2012; 32% in 2011) said they were aware of this facility. Respondents most aware of webcasting are people aged 65+ (53%) who are notably more aware than those aged 25-44 (32%) and 45-64 (43%).

- 3.12 When respondents were asked whether they were aware they could access information through “**social networking (Facebook, Twitter)**” of the 576 who answered, some 39% (36% in 2013) said that they are aware of this possibility.

Question 3d: Contact in Gaelic

- 3.13 Two people in 2014 (1 in 2013 and 3 in 2012 and 2011) said that they had made their most recent contact in Gaelic.

Question 4: Type of Office Contacted

- 4.1 **If they had contacted an office in person respondents were asked to say where that office was located.** Note that the Survey was not asking any questions about frequency of use – it asked simply about a respondent’s last contact in person. A total of 310 people replied. Of these: 84 people said the office contacted was in Inverness; 46 said it was in Dingwall; 23 said it was in Nairn; 20 said it was in Fort William; 16 said it was in Wick; 15 said it was in Alness; 14 said it was in Portree; 11 said it was in Golspie; 9 said it was in Tain; a further 9 said it was in Kyle of Lochalsh; 7 said it was in Thurso; 7 said it as in Grantown on Spey; 6 said it was in Invergordon; 5 said it was in Fortrose; and 5 said it was in Kingussie. 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.** Some 281 people answered and of them almost 8 in 10 (78%) said their most recent person to person contact took place at a service point (70% in 2013; 71% in 2012; 66% in 2011; 65% in 2010; 66% in 2009). Next in the list were: the housing service (3%); Transport, Environment and Community Services (including “Roads”) – also 3%; and Headquarters (2%).

Question 5: Request Dealt with By the First Person Contacted

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

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

- 6.1 People sampled were then asked to **“give your views on the services you received when you made this contact”** according to a set of criteria. Table 2.4 overleaf contains the percentages of those who think the service they received according to the stated criteria was either “good” or “bad” - it does not contain the percentages of those who viewed services as being “average”.

Table 2.4 Views on the Services Received

	2014		2013		2012		2011		2010	
	Good	Poor	Good	Poor	Good	Poor	Good	Poor	Good	Poor
(a) For all types of contact:										
Helpfulness of staff	70	9	74	6	74	7	74	7	74	6
How well the staff understood what was wanted	72	9	71	6	73	8	76	7	72	7
Overall satisfaction with the service given	63	12	70	11	63	15	67	12	65	12
(b) For personal visits:										
Waiting time	62	12	56	7	58	9	60	9	64	9
Privacy	37	25	38	24	39	24	40	28	34	28
Ability to reach the right person	62	14	66	6	62	9	55	13	61	11
Facilities for people with a disability	71	5	74	4	68	7	61	3	65	6
Opening hours	52	14	55	8	49	19	57	5	60	3
(c) For telephone contacts										
Speed with which the telephone was answered	57	9	66	9	59	7	65	3	67	3
Ease of getting through to someone who could help	54	20	63	16	55	15	60	11	57	12
Opening hours	53	5	57	5	49	6	60	4	58	5
(d) For letter, e-mail and fax:										
Length of time taken for a response	32	27	47	24	41	20	35	25	36	23
Usable format	52	6	58	1	64	6	61	8	n/a	n/a
(e) Council's website www.highland.gov.uk										
Content					n/a	n/a	n/a	n/a	50	7
Home page content	39	6	46	6	46	5	44	7	n/a	n/a
General content	36	7	45	5	46	5	45	4	n/a	n/a
Ease of use					n/a	n/a	n/a	n/a	38	13
A to Z	31	19	42	14	38	10	35	21	n/a	n/a
Navigation	23	24	34	24	31	22	30	27	n/a	n/a
Search	24	29	32	23	30	22	30	26	n/a	n/a
Links on Homepage	27	12	35	13	36	11	32	16	n/a	n/a
Completing on-line forms	33	17	34	15	n/a	n/a	n/a	n/a	n/a	n/a
Webcasting Council meetings	35	10	46	9	40	13	44	12	n/a	n/a
Social Networking e.g. Facebook, Twitter	24	18	36	18	49	15	41	21	n/a	n/a

Base: N for 2014 range from 70 to 520 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 70% (74% in 2013, 2012, 2011 and 2010) of those who had made contact rated the **helpfulness of staff** as being “good” – a figure that is slightly down on the preceding 4 years. Meanwhile 9% (6% in 2013 8% in 2012; 7% in 2011; 7% in 2010) rated it as being “poor”. While 83% of those aged 65+ and 77% of those aged 45-64 rated the helpfulness of staff as “good” the comparable figure amongst those aged 25-44 was notably lower at 59%. And while 84% of respondents who are council tenants and 78% of those who are homeowners rated the helpfulness of staff as “good”, the figure for those in other types of accommodation was appreciably lower at 63%.
- 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 72% (71%, in 2013; 73% in 2012; 76% in 2011) while 9% rated it as “poor” (6% in 2013; 8% in 2012; 7% in 2011). Some 83% of people aged 65+ rated staff understanding of what they wanted as being “good” (compared with 67% of those aged 25-44) and 3% regarded it as being “poor” (compared with 10% amongst people aged 25-44).
- 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 63% - down on the 70% recorded in 2013 and marking a return to the 63% 2012 – while the percentage of those classifying the service they received as “poor” is 12% (11% in 2013; 15% in 2012). While 78% of those aged 65+ and 70% of those aged 45-64 rated their overall satisfaction as “good”, the comparable percentage for those aged 25-44 is notably lower at 53%.

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” rose to 62% from 56% in 2013 (58% in 2012; 60% in 2011; 64% in 2010). At the same time however, the percentage rating **waiting time** as “poor” also rose - to 12% from 7% in 2013 (9% in 2012 and 201). Some 72% of those aged 65+ rated waiting times as “good” while just 4% rated them as

“poor”. Amongst those aged 25-44 though, some 52% rated waiting times as “good” while 19% said they were “poor”.

Privacy

6.8 The percentage of people making a personal visit who rate **privacy** as being “good” is 37% (38% in 2013; 39% in 2012; 40% in 2011; 34% in 2010) while those who classify privacy as “poor” stand at 25% (24% in 2013 and 2012; 28% in 2011 and 2010). Again the difference in ratings according to the age of respondents is marked. Some 49% of those aged 65+ rated privacy as “good” and 15% said it was “poor”, while amongst those aged 45-64 some 35% rated it as “good” and 24% as “poor”. But for respondents aged 25-44 some 28% rate privacy as “good” while a higher percentage - 38% - rate it as “poor”.

Ability to reach the right person

6.9 Of those who made personal visits, 62% (66% in 2013; 62% in 2012; 55% in 2011) rate as being “good” their **ability to reach the right person**. Some 14 rate this as “poor” – the highest figure in the last 5 years (6% in 2013; 9% in 2012; 13% in 2011; 11% in 2010). Differences are evident one more according to age for while 80% of those aged 65+ thought the ability to reach the right person was “good” and 7% said it was “poor”, the comparable figures amongst those aged 45-64 were 62% classifying it as “good” and 7% as “poor” and amongst those aged 25-44 some 55% rated this feature of the service as “good” while 23% said it was “poor”.

Facilities for people with a disability

6.10 Of the respondents who had made a personal visit, 71% said **facilities for people with a disability** were “good” (74% in 2013; 68% in 2012; 61% in 2011; 65% in 2010) while 5% said the facilities were “poor” (4% in 2013; 7% in 2012; 3% in 2011; 6% in 2010). For respondents with a disability though the figures were notably different in that 60% classified these facilities as “good” (compared with 73% of those who do not have a disability) and 12% said they are “poor” (compared with 3% of those who do not have a disability).

Opening hours

6.11 **Opening hours** are classified as “good” by 52% (55% in 2013; 49% in 2012; 57% in 2011; 60% in 2010). Meanwhile the percentage saying that opening hours are “poor” is 14% - a rise on the 8% recorded in 2012 but lower than the 19% in 2012’s Survey. The percentages of 2012-2014 are notably higher than the ones recorded in the 3 years prior to 2012 (5% in 2011; 3% in 2010; 4% in 2009). While 6% of people aged 65+ consider opening hours to be “poor” the comparable figure for people aged 25-44 is 23%.

For telephone contact

6.12 For people whose last contact in 2013/14 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 57% assessed the speed of answering as “good” – a drop on the 66% recorded in 2013 (59% in 2012; 65% in 2011; 67% in 2010). Some 9% said it was “poor” the same as in 2013 (3%-7% in the 2010 to 2012 surveys).
- 6.14 Some 54% classified the **ease of getting through to a person who could help them** as “good” – a drop on the 63% of 2013 (55% in 2012; 60% in 2011; 57% in 2010; 57% in 2009). The percentage whose verdict on this criterion was “poor” was up to 20% from 16% in 2013 (15% in 2012; 11% in 2011; 12% in 2010). The most notable difference according to categories of respondents is found amongst those who do not have school aged children (62% classifying this as “good” and 11% as “poor”) compared with those who do have school aged children (51% classifying this as “good” and 26% as “poor”).
- 6.15 Some 53% of those telephoning said opening hours are “good” (57% in 2013; 49% in 2012; 60% in 2011; 58% in 2010) 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 145 respondents who had made contact by at least one of these methods, 32% rated the length of time taken for a response as “good” – a notable fall on the 47% in 2013 (41% in 2012; 35% in 2011; 36% in 2010) while 27% rated it as “poor” (24% in 2013; 20% in 2012; 25% in 2011; 23% in 2010).
- 6.17 Respondents were invited to rate the “usable format (other language, print size)”. Of the 78 who answered 52% chose “good” (58% in 2013; 64% in 2012; 61% in 2011) while 6% selected “poor” (1% in 2013; 6% in 2012; 8% in 2011).

Council’s website

- 6.18 Those making use of the website to contact The Highland Council were asked to comment on the site’s content and ease of use. Some 136 people answered this question in 2014.
- 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 2014, home page content was rated “good” by 39% (46% in 2013 and 2012; 44% in 2011). Some 6% classified it as “poor” the same as in 2013 (5% in 2012; 7% in 2011). General content was classified as “good” by 36% - a dip on the figures in past years’ Surveys (45% in 2013; 46% in 2012; 45% in 2011) - and “poor” by 7% (5% in 2013 and 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: 31% rate this as “good” - a notable decrease from 42% in 2013 (38% in 2012; 35% in 2011) - and 19% as “poor” (14% in 2013; 10% in 2012; 21% in 2011);

- Links on Homepage: 27% rate this as “good” – again down on figures in past years’ Surveys (35% in 2013; 36% in 2012; 32% in 2011) - and 12% as “poor” (13% in 2013; 11% in 2012; 16% in 2011);
- Navigation: 23% rate this as “good” – down on figures in past years’ Surveys (34% in 2013; 31% in 2012; 30% in 2011) - and 24% as “poor” (24% in 2013; 22% in 2012; 27% in 2011);
- Search: 24% rate the ease of using the search facility as “good” – continuing the pattern of lower percentages when compared with past Surveys (32% in 2013; 30% in 2012 and 2011) - and 29% as “poor” (23% in 2013; 22% in 2012; 26% in 2011);
- Completing on-line form: 33% rate the ease of doing this as “good” (34% in 2013) while 17% rate it as being “poor” (15% in 2013).

6.21 As was the case in the previous 3 Surveys, females are more likely to rate the ease of use across all 4 categories as “good” (in 2014 the percentages ranged from 28% to 39%) than males (in 2014 the percentages ranged from 20% to 29%) though the difference has narrowed in 2014.

Webcasting Council Meetings

6.22 Since the 2011 Survey a question has been asked about the webcasting of Council meetings. Of the sample of 1,148 some 92 (8%) gave their views. Of these, 35% selected “good” – a notable decrease on past years (46% in 2013; 40% in 2012; 44% in 2011) - and 10% selected “poor” (9% in 2013; 13% in 2012; 12% in 2011).

Social Networking e.g. Facebook, Twitter

6.23 Since 2011 a question has also been asked about social networking. Of the 1,148 sample, 70 people (6%) gave their views. Of them 24% chose “good” – a drop on the figures of past Surveys (36% in 2013; 49% in 2012; 41% in 2011) - and 18% chose “poor” (10% in 2014; 18% in 2013; 15% in 2012; 21% in 2011).

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

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

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

Level of Satisfaction/Dissatisfaction	2014 %	2013 %	2012 %	2011 %	2010 %
“Very” + “Fairly” satisfied	64	62	63	69	67
Neither satisfied nor dissatisfied	29	34	29	25	27
“Very” + “Fairly” dissatisfied	7	5	8	6	6

N=1,098 in 2014

- 7.2 The percentage of respondents who say that they are satisfied (either “very” or “fairly”) in 2013 stands at 64% (62% in 2013; 63% in 2012; 69% in 2011; 67% in 2010). The percentage of respondents expressing themselves as dissatisfied (either “fairly” or “very”) stands at 7% (5% in 2013 8% in 2012; 6% in 2011; 6% in 2010).
- 7.3 A **net satisfaction rate** can be calculated for each year of the survey by firstly, aggregating the percentages who are either “very satisfied” or “fairly satisfied” and then secondly, deducting the percentages of those who are either “fairly dissatisfied” or “very dissatisfied” (see Table 2.6 below). The results show that this net satisfaction rate for 2014 is 57% (also 57% in 2013; 55% in 2012; 63% in 2011 61% in 2010).

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

	2014	2013	2012	2011	2010
	%	%	%	%	%
Net satisfaction rate	57	57	55	63	61

N = 1,098 in 2014

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

- 8.1 Respondents were then asked: **are there any additional services they would like the Council to offer online.** Some 66 suggestions were made but many of these were for suggested improvements to the existing website. Rather than listing here all the suggestions made readers can be assured that the responses have been collated and forwarded to staff at The Highland Council for their consideration.

Question 9: Ease of Contact with The Highland Council

- 9.1 In 2014, in answer to the question **“Overall, do you find it easy to contact The Highland Council when you need to?”** some 91% of respondents answered “yes” (90% in 2013 and 2012; 93% in 2011; 92% in 2010; 93% in 2009) and 9% answered “no”.

SECTION B: SATISFACTION WITH SERVICES

Question 10: Satisfaction with 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 2013 - 31 March 2014 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 46 services – up from 45 in past Surveys - provided by The Highland Council and invited to select one of the following 6 options for each service:

- Have Not Used Service
- Very Satisfied
- Fairly Satisfied
- Neither Satisfied/Dissatisfied
- Fairly Dissatisfied
- Very Dissatisfied

10.2 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 has been used in subsequent 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 2010. The repositioning of the “have not used service” option in Surveys from 2011 onwards, 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 are more accurate.

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

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

Service	Respondents Using Service		Year			
	2013/14 %	2014 %	2013 %	2012 %	2011 %	2010 %
Libraries	56	84	84	81	89	78
Walking routes e.g. Great Glen Way	35	84	84	80	83	77
Payment of Council Tax	63	81	87	82	82	78
Public Parks and other open spaces	65	80	76	73	82	63
Recycling facilities	89	76	75	72	66	61
Refuse/bin collection	92	75	78	72	73	74
Council Service Points	41	73	79	74	83	74
Registrars for Births, Deaths & Marriages	25	73	67	73	80	74
Swimming pools	38	71	65	64	62	53
Other sports facilities	30	70	62	69	72	52
Countryside ranger service	21	69	69	67	71	61
Primary education	20	68	59	65	64	74
Street lighting	77	67	67	64	69	63
Museums	35	64	74	64	79	59
Burials and cremations	21	63	61	68	68	63
Secondary education	21	61	60	57	63	60
Council Service Centre	26	58	n/a	n/a	n/a	n/a
School meals	19	57	54	45	60	45
Pre-school services	15	54	58	62	65	63
School transport	15	54	41	33	45	51
Environmental Health Service	24	52	54	55	53	33
Community learning/adult education	20	51	39	47	41	32
Cycling paths	27	45	44	50	65	36
Street cleaning	79	44	47	43	37	30
Housing information and advice	17	40	43	30	30	18
Services to protect children from harm	13	39	42	28	37	24
Breakfast and after school clubs	11	39	40	24	46	28
Community Occupational Therapy	15	39	32	30	28	17
Trading Standards	18	38	46	41	42	38
Services to protect adults at risk from harm	13	36	30	28	25	18
Advice on Benefits	12	35	35	30	34	20
Dealing with flooding	45	34	27	18	28	21
Economic development / business support	17	30	31	35	27	10
Public conveniences	62	30	28	19	38	18
Planning applications & building warrants	30	23	19	-2	2	-4
Gaelic Pre-school services	7	20	27	21	n/a	n/a
Residential homes for disabled/elderly people	17	19	24	21	32	11
Services to reduce offending	11	18	7	-13	-9	-27
Gaelic Primary education	8	17	14	24	n/a	n/a
Winter road maintenance	81	17	14	0	-9	-23
Pavement maintenance	77	15	21	16	8	6
Gaelic community learning/adult education	9	12	1	15	n/a	n/a
Care at home services	16	11	33	23	25	23
Planning for future land use (Local Plan)	31	8	14	3	3	-9
Gaelic Secondary education	7	8	7	14	n/a	n/a
Road repairs and pot holes	86	-56	-61	-59	-55	-57

Base: N in 2014 = 82–1,053 n/a: not applicable as question not asked

- 10.5 Table 3.1 shows that **services with net satisfaction ratings of 70% or higher** in 2014 are:
- **Libraries** (84%);
 - **Walking Routes** (84%);
 - **Payment of Council Tax** (81%);
 - **Public Parks and other open spaces** (80%);
 - **Recycling facilities** (76% - a record highest rating for the service);
 - **Refuse/bin collections** (75%);
 - **Museums** (74%);
 - **Council service points** (73%);
 - **Registrars for Births, Deaths and Marriages** (73%);
 - **Swimming pools** (71%);
 - **Other sports facilities** (70%).
- 10.6 Looking at the 46 services where comparisons are possible between the results of the 2013 survey and those of 2014, Table 3.1 shows that
- **23 received an increase** in their **net satisfaction ratings**;
 - **5 services** received the **same rating**;
 - **17** experienced a **decrease**.
- 10.7 Of the 23 services receiving an increase in net satisfaction ratings, **10 saw an increase of more than 5%** compared to their ratings in 2013. These are:
- **School transport** (up 13% - now at its highest ever rating of 54%);
 - **Community learning/adult education** (up 12% - now at its highest ever rating of 51%);
 - **Services to reduce offending** (up 11% - now at its highest ever rating of 18%);
 - **Primary education** (up 9%);
 - **Other sports facilities** (up 8%);
 - **Community Occupational Therapy** (up 7% - now at its highest ever rating of 39%);
 - **Dealing with flooding** (up 7% - now at its highest ever rating of 34%);
 - **Swimming pools** (up 6% - now at its highest ever rating of 71%);
 - **Registrars for Births, Deaths and Marriages** (up 6%);
 - **Services to protect adults at risk of harm** (up 6% - now at its highest ever rating of 36%).
- 10.8 Some **5 other services** received **net satisfaction ratings** that either exceeded or equalled their previous highest ratings:
- **Walking routes** (at 84% it equalled its highest ever rating);
 - **Recycling facilities** (up 1% to 76% - now its highest ever rating);
 - **Advice on Benefits** (at 35% it equalled its highest ever rating);
 - **Planning applications and building warrants** (up 4% to 23% which is its highest ever rating and representing a considerable change from the -4% rating of 2010);
 - **Winter road maintenance** (up 3% to 17% which is its highest ever rating and also represents a marked change from the -23% rating of 2010).

10.9 Of the 17 Services experiencing a decrease in their net satisfaction ratings, the following 9 saw a decrease of 5% or more:

- **Care at Home Services** (standing at 11% down 22% from 33% in 2013 - and representing its lowest rating since 2010);
- **Museums** (still rating highly at 64% but down 10% on the 74% recorded in 2013);
- **Trading Standards** (standing at 38% down 8% from 46% in 2013 which had been its highest ever rating);
- **Gaelic Pre-school Services** (standing at 20% down 7% from 27% in 2013);
- **Pavement maintenance** (standing at 15% down 6% from 21% in 2013 which had been its highest ever rating);
- **Planning for future land use** (standing at 8% down 6% from 14% in 2013 which had been its highest ever rating);
- **Payment of Council Tax** (still rating very highly at 81%, ranking it the service with the 3rd highest net satisfaction ratings – but down 6% on its highest ever rating of 87% in 2013);
- **Council Service Points** (still also rating very highly at 73% but down 6% from 79% in 2013 and its lowest rating of the last 5 years);
- **Residential homes for disabled/elderly people** (standing at 19% down 5% from 24% in 2013).

10.10 Table 3.1 shows that of all 46 services one remains far adrift of all the others namely **road repairs and potholes** with a **net satisfaction rating of -56%**.

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

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

Net Satisfaction Rate Bands	Number of Services in Each Year					
	2014	2013	2012	2011	2010	2009
80% - 100%	4	3	3	6	0	0
60% - 79%	12	12	13	13	14	4
40% - 59%	9	11	7	5	5	8
20% - 39%	11	11	11	11	10	10
0% - 19%	9	7	8	3	7	13
Less than 0%	1	1	3	3	5	5
Total Number of Services	46	45	45	41	41	40

10.12 Table 3.2 shows that in 2014:

- **Some 25 services out of 46 have a net satisfaction rating of 40% or higher** – this compares with 26 in 2013.
- **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.

Use of Services

10.13 **Table 3.1 also shows that in 2013/14 there are 7 services which more than 3 in 4 of the sample say that they use namely:** refuse/bin collection (which heads the list as it is used by 92%); recycling facilities (89% using this service); road repairs and potholes (86%); winter road maintenance (81%); street cleaning (79%); street lighting (77%); and pavement maintenance (77%).

10.14 **A further 4 services were used by 50% or more of the sample** namely: public parks and other open spaces (65%); payment of council tax (63%); public conveniences (62%); and libraries (56%)

10.15 **A further 11 services were used by 25% or more of the respondents:** dealing with flooding (45%); Council service points (41%); swimming pools (38%); museums (35%); walking routes (35%); planning for future land use (31%); other sports facilities (30%); planning applications and building warrants (30%); cycle paths (27%); Council Service centre (26%); 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 46 they regarded as being the most important to them. Table 3.3 below reveals the percentage of the overall sample which selected these services in their top 5.

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

Services	2014	2013	2012	2011	2010
	%	%	%	%	%
Road repairs and pot holes	57	57	61	63	48
Refuse/bin collection	47	41	48	50	45
Winter road maintenance	43	48	50	54	49
Recycling facilities	30	32	32	39	37
Public Parks and other open spaces	21	19	18	17	16
Libraries	20	19	16	18	22
Primary education	19	19	22	24	27
Secondary education	18	18	18	20	23
Pavement maintenance	16	12	14	15	12
Swimming pools	16	15	14	16	18
Street cleaning	15	16	17	16	14
Other sports facilities	13	13	11	11	12
Public conveniences	11	8	11	10	7
Council Service Points	11	6	7	9	8
Cycle paths	9	10	9	8	8
Street lighting	9	10	8	9	8
Care at home services	8	9	10	9	11
Walking routes e.g. Great Glen Way	8	8	8	8	8
Planning for future land use (Local Plan)	8	7	10	8	9
Payment of Council Tax	6	8	6	8	7
Pre-school services	6	8	6	7	7
Residential homes for disabled/elderly people	6	8	7	8	14
School meals	5	3	6	4	4
Services to protect children from harm	5	7	6	8	11
Dealing with flooding	5	6	6	4	4
Planning applications and building warrants	5	5	6	6	8
School transport	5	4	6	5	7
Museums	4	6	4	4	5
Environmental Health Service	4	3	3	3	5
Advice on Benefits	4	3	2	4	3
Community learning/adult education	3	4	3	4	5
Services to protect adults at risk of harm	3	3	3	4	5
Housing information and advice	3	4	4	5	4
Council Service Centre	3	n/a	n/a	n/a	n/a
Economic development / business support	2	2	2	3	3
Services to reduce offending	2	2	2	3	5
Community Occupational Therapy	2	1	2	2	3
Breakfast and after school clubs	2	2	1	1	3
Burials and cremations	2	2	0.9	1	2
Registrars for Births, Deaths and Marriages	2	1	1	1	1
Trading Standards	2	1	1	1	1
Countryside ranger service	1	2	1	2	3
Gaelic primary education	1	1	0.7	n/a	n/a
Gaelic secondary education	0.6	0.7	1	n/a	n/a
Gaelic pre-school services	0.5	2	0.8	n/a	n/a
Gaelic community learning/adult education	0.5	0.7	1	n/a	n/a

Base: All respondents (N=1,148 in 2014) n/a not applicable

- 11.2 **The four services that have been receiving the most mentions in each survey** (road repairs and potholes; refuse/bin collection; winter road maintenance; and recycling facilities) **continue to be the ones with the highest percentages in the 2014 survey.**
- 11.3 **Road repairs and pot holes** retains the top spot with 57% (also 57% in 2013; 61% in 2012; 63% in 2011; 48% in 2010).
- 11.4 **Refuse/bin collections**, in second spot, is one of the 5 most important services for 47% (41% in 2013; 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.
- 11.5 **Winter road maintenance**, is one of the 5 most important services for 48% (50% in 2012; 54% in 2011; 49% in 2010).
- 11.6 There is only one other service which was ranked in their top 5 services by more than 1 in 4 of the entire sample and that is **recycling facilities**. It was placed in the top 5 by 34% (32% in 2013 and 2012; 39% in 2011; 37% in 2010).
- 11.7 **Public parks and other open spaces** is listed in the top 5 services for 21% of the entire sample (19% in 2013; 18% in 2012; 17% in 2011; 16% in 2010). There are notable differences according to the age of respondents in that 37% of those aged 16-24 and 28% of those aged 25-44 have placed this service in their top 5 compared with 16% of those aged 45-64 and 14% of those aged 65+.
- 11.8 **Libraries** are in the top 5 of 20% of the sample (19% in 2013; 16% in 2012; 18% in 2011; 22% in 2010). But whereas libraries are found in the top 5 of 29% of students, 25% of people who are retired, 24% of people unemployed, and 24% of people who are unable to work, it is in the top of 14% of people who are employed.
- 11.9 **Primary education** was selected by 19% (19% in 2013; 22% in 2012; 24% in 2011; and 27% in 2010) and **secondary education** by 18% of the whole sample (19% in 2013; 18% in 2012; 20% in 2011; 23% in 2010). But these returns mask noticeable – if unsurprising – differences in the order of importance they are accorded by the categories of respondents.. Primary education is listed the 5 most important services by 46% of those with children at school compared with 6% of those with no school aged children while secondary education is listed by 51% of those with children at school compared with 5% of those with no school aged children.
- 11.10 **Pavement maintenance** listed in the top 5 by 16% in 2014; (12% in 2013; 14% in 2012; 15% in 2011; 12% in 2010) and **street cleaning** listed in the top 5 by 15% in 2014 (16% in 2013; 17% in 2012; 16% in 2011; 14% 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+ (25% and 18% respectively) and by those who are unable to work (24% and 27% respectively).

11.11 **Swimming pools** are listed in the top 5 of 16% of the entire sample (15% in 2013; 14% in 2012; 18% in 2011; 22% in 2010) while **other sports facilities** are listed by 13% (13% in 2013; 11% in 2012 and 2011; 12% in 2010). But when one looks at the categories of respondents it is noticeable that:

- some 30% of those aged 16 to 24 and a same percentage of those aged 25 to 44 list swimming pools as a top 5 service compared with 10% of those aged 45-64 and 4% of those aged 65+;
- some 26% of those aged 16 to 24 and 20% of those aged 25 to 44 list other sports facilities as a top 5 service compared with 7% of those aged 45-64 and 3% of those aged 65+;
- of people with school aged children 24% list swimming pools and 16% list other sports facilities in their top 5 compared with 9% and 6% respectively for those who have no school aged children.

11.12 While 11% of the overall sample listed **Council Service Points** in their top 5 (6% in 2013; 7% in 2012; 9% in 2011; 8% in 2010) this is a service rated in the top 5 by 39% of Council tenants and by 24% of those who are unable to work.

11.13 The only other service which is regarded as a being in the top 5 services of more than 1 in 10 of the entire sample are **Public conveniences** - rated as a top 5 service by 11% of the entire sample (8% in 2013; 11% in 2012; 10% in 2011; 7% in 2010). This service appears in the top 5 of 15% of those aged 65+ compared with 10% or less of the 3 other age groups.

11.14 **Pre-school services** are chosen by 6% of the entire sample as a top 5 service but the overall figure disguises considerable variation according to age. Some 18% of people aged 25-44 list it in their top 5 compared with 3% of those aged 45-64 and 0% of both those aged 16-24 and those aged 65+.

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

12.1 Those surveyed were then asked: “**Overall, are you satisfied with the services The Highland Council provides?**” In 2014 some **87% answered “yes”**. This return is the **second highest score recorded since the Survey began in 2003** – the highest being last year when it stood at 88% (83% in 2012; 85% in 2011). Some 1,119 people answered this question (97.5% of all respondents to the Survey).

12.2 The **highest percentages of people who chose to answer “yes” were those who: are aged 16-24 (93%); are female (90%); are retired (90%)**. The only two categories where the percentage answering “yes” is found dipping below 80% are: **people who are unable to work (78%); and those who are unemployed (76%)**.

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 shows the responses to this question for the period 2010 to 2014.

Table 3.4 Change in Satisfaction with Services

Levels of Satisfaction	2014 %	2013 %	2012 %	2011 %	2010 %
More satisfied	5.7	6.3	5.4	7	6
About the same	79.6	78.2	72.2	71	68
Less satisfied	14.7	15.5	22.3	22	23
Don't know	n/a	n/a	n/a	n/a	3
Total	100	100	100	100	100

N=1,130 in 2014

n/a= not applicable

- 13.2 Table 3.4 reveals that the percentage of respondents who are “**less satisfied**” is 14.7% (15.5% in 2013; 22.3% in 2012; 22% in 2011; 23% in 2010). Some 5.7% said they are “**more satisfied**” than they were a year ago (6.3% in 2013; 5.4% in 2012; 7% in 2011; 6% in 2010).

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

- 14.1 Those surveyed were then asked: “**If you made a complaint about the Council in the past year, how satisfied were you with how the Council handled your most recent complaint?**” Some 15.0% of the sample answered this question (13.9% in 2013; 16.5% in 2012; 14.5% in 2011; 18.5% in 2010). Table 3.5 below gives the percentages of respondents who expressed their views as to how well The Highland Council had handled their complaints. The net satisfaction rate is calculated by deducting the percentage of respondents who are dissatisfied to any extent with the way their complaint was handled from those who are satisfied in any way with the handling of the complaint.

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

Levels of Satisfaction/ Dissatisfaction	2014 %	2013 %	2012 %	2011 %	2010 %
Very satisfied	10	8	10	7	6
Fairly satisfied	20	20	21	29	24
Total of Very + Fairly Satisfied	30	28	31	36	30
Neither satisfied nor dissatisfied	18	25	25	18	19
Fairly dissatisfied	22	24	17	22	19
Very dissatisfied	30	24	26	24	32
Total of Very + Fairly Dissatisfied	52	48	43	46	51
Net Satisfaction Rate (Total Satisfied – Total Dissatisfied)	-22	-20	-12	-10	-21

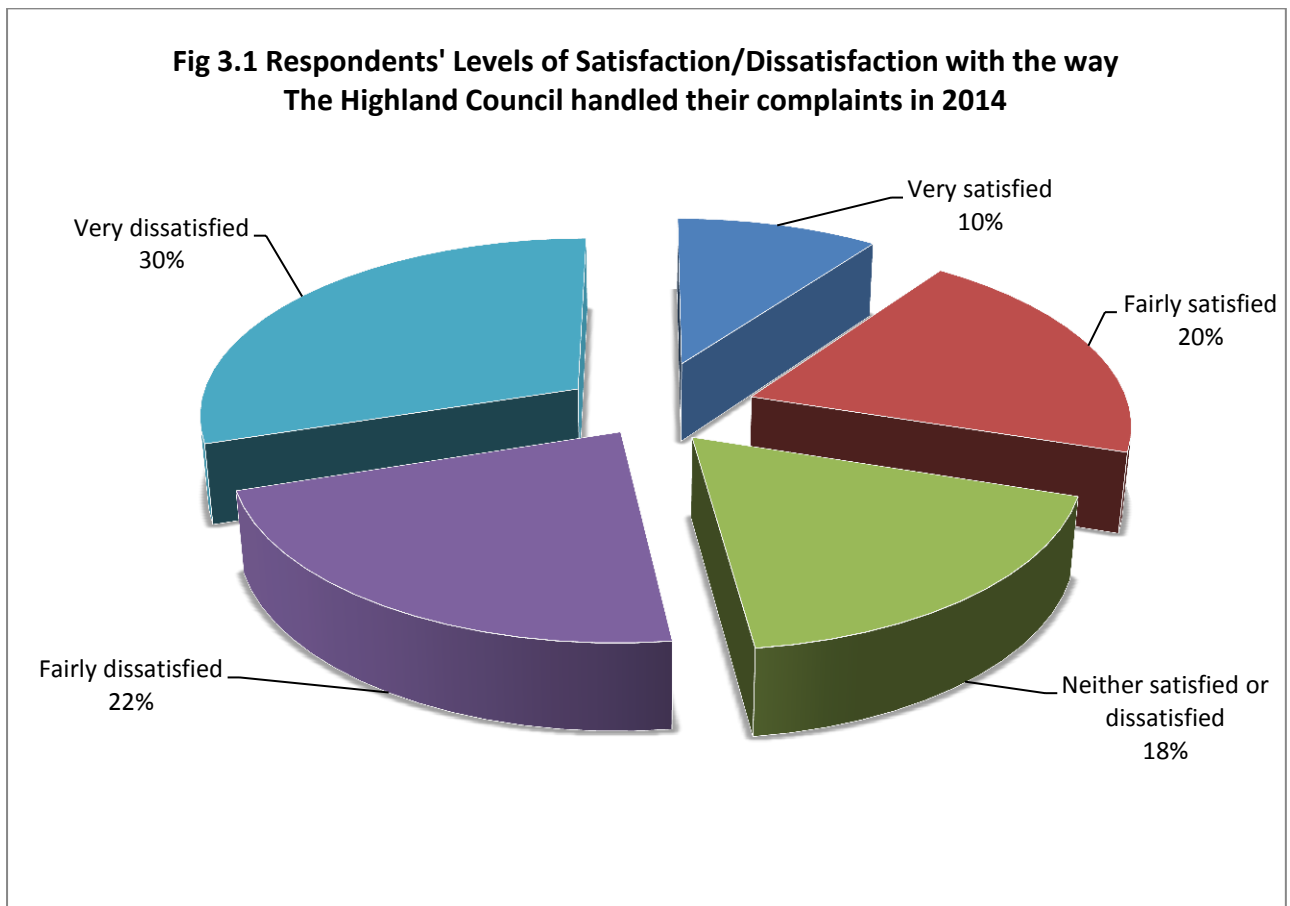
N=172 in 2014

- 14.2 Table 3.5 reveals that **52% of respondents** (48% in 2013; 43% in 2012; 46% in 2011; 51% in 2010) **are dissatisfied** (either “fairly” or “very”) with the way their complaint has been handled. Some 22% say they are “very dissatisfied” and another 30% say they are “fairly dissatisfied”. **By contrast, 30% are satisfied (either “very” or “fairly”) with the way their complaints have been handled** (28% in 2013; 31% in 2012; 36% in 2011; 30% in 2010). Some 10% are “very satisfied” (8% in 2013; 10% in 2012; 7% in 2011; 6% in 2010) and 20% are “fairly satisfied” (20% in 2013; 21% in 2012; 29% in 2011; 24% in

2010) .**The net satisfaction rate is -22%** (-20% in 2013; -12% in 2012; -10% in 2011%; -21% in 2010).

14.3 A marked gender difference is apparent in that females have a net satisfaction rate of -2%, which is much higher than that for males which is at -32%.

14.4 The information about respondents' levels of satisfaction or dissatisfaction with the way their complaints have been handled that is found in Table 3.5 is expressed in another form in the following pie chart (Figure 3.1):



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 109 (9.5%) 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 3.6 below add to more than 100%):

Table 3.6 Reasons for Dissatisfaction with the Handling of Complaints

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

In 2014 N=109

15.2 In 2014 “**quality of response**” was the main reason for people’s dissatisfaction being selected by 59% (44% in 2013; 42% in 2012; 62% in 2011). “**Outcome**” was cited by 54% (66% in 2013; 69% in 2012; 49% in 2011). Some 41% (42% in 2013; 36% in 2012; 39% in 2011) selected “**timescale**” as a reason for their dissatisfaction. Some 4% (6% in 2013; 16% in 2012; 19% in 2011) selected “**other**”.

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 2014 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	Strongly Agree %	Agree %	2014			Difference between % who agree and % who disagree in 2014	Difference between % who agree and % who disagree in 2013	Difference between % who agree and % who disagree in 2012
			Neither Agree nor Disagree %	Disagree %	Strongly Disagree %			
Maintains good quality local services	11	56	23	9	1	57	54	51
Is approachable	11	53	29	5	2	57	52	49
Is helpful	10	47	33	9	1	47	45	45
Is environmentally friendly	8	48	3	6	1	49	44	45
Is a fair employer	9	25	61	3	1	30	28	27
Tells local people what it is doing	6	32	35	24	3	11	21	9
Treats all residents fairly	6	28	43	17	6	11	17	5
Is aware of people's needs	4	33	41	19	3	15	13	6
Provides value for money	5	29	42	19	5	10	10	3
Listens to local people	5	32	37	20	6	11	6	9
Is efficient	6	27	44	19	4	10	5	-1
Represents your views	3	22	49	21	5	-1	-1	-7
Involves people in how it spends its money	3	17	42	31	7	-18	-11	-18

N = 1,063 to 1,107 in 2014

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 2013 the scores for 2014 have risen in 8 of the 13 qualities, stayed the same in 2 and decreased in the other 3.** The biggest 4 gainers each gained 5% on the percentage recorded in 2013 and these are:
- **“Is approachable”;**
 - **“Is environmentally friendly”;**
 - **“Listens to local people”;**
 - **“Is efficient”.**
- 16.4 There are **4 qualities** where the total percentage of respondents who agree or agree strongly with the statement made exceeds 50%:
- **“Maintains good quality local services”** (67% agree);
 - **“Is approachable”** (64% agree);
 - **“Is helpful”** (57% agree);
 - **“Is environmentally friendly”** (56% agree).
- 16.5 There are **2 qualities** where the total percentage of people who disagree (either strongly disagree or just disagree) with the statement made exceeds the total percentage of those who agree (either strongly or just agree) with it: **“represents your views”** (the margin is a slender -1%); and **“involves people in how it spends its money”** (the margin is -18%).
- 16.6 **“Maintains good quality services”** is a statement regarding The Highland Council about which 67% agree (including 11% strongly so) while only 10% disagree (including 1% strongly so) giving a margin of 57% between those two opinions – an increase of 3% on last year (54% in 2013; 51% in 2012; 52% in 2011; 50% in 2010). The categories of respondents who most agree (either strongly agree or just agree) with this statement are people who: have lived in the Highlands for less than 5 years (82%); are aged 65+ (73%); are aged 16-24 (72%); are retired (72%); are aged 25-44 (71%); live in other accommodation (71%); and have school aged children (70%).
- 16.7 **“Is approachable”** is a statement regarding The Highland Council about which 64% agree (including 11% strongly so) and 7% disagree (including 2% strongly so) thus the difference between those agreeing and those disagreeing is 57% - a rise of 5% on last year’s survey results of 52% (49% in 2012; 56% in 2011).
- 16.8 **“Is helpful”** is a statement regarding The Highland Council with which 57% agree (including 10% strongly so) while 10% disagree (including 1% strongly so) leaving a margin between these two opinions of 47% - a 2% increase on the 45% recorded in 2013 (45% in 2012; 46% in 2011). The greatest margins in favour of this statement are found amongst people who are: council tenants (53%); aged 16-24 (51%); and aged 65+ (51%).
- 16.9 **“Is environmentally friendly”** is a statement about The Highland Council with which 56% agree (including 8% strongly so) while 9% disagree (including 3% strongly so) leaving a margin of 49% in favour of the statement – a rise of 5% on the 44% recorded in 2013 (45% in 2012; 39% in 2011; 34% in 2010). By category of respondents the greatest margin in favour of this statement is found in people who are: Council tenants (57%); aged 16-24 (57%); aged 65+ (55%); who are unemployed (55%).

- 16.10 **“Is a fair employer”** is a statement with which 34% agree (including 9% strongly so) while 4% disagree (including 1% strongly so) leaving a margin in favour of this statement of 30% - a rise of 2% on the 28% recorded in 2013 (27% in 2012; 26% in 2011; 22% in 2010). Note that this statement attracts by far the highest percentage of respondents (61%) opting for the “neither agree or disagree” option suggesting that most respondents, not having experience of the Highland Council as an employer, decided to go for the safety of that choice. This should not detract from the fact that where people do have knowledge of the Council as an employer a clear majority view it as being a fair employer.
- 16.11 **“Tells local people what it is doing”** is a statement with which 38% agree (including 6% strongly so) while 27% disagree (including 3% strongly so) leaving a margin of 11% between these two opinions. This is a decrease on the 21% recorded in 2013 (9% in 2012 and 2011; 7% in 2010). The greatest margin in favour of this statement is found amongst people aged 65+ (22%). There were two categories of respondents where more respondents disagreed with this statement than agreed with it: people unable to work (-6%); and students (-5%).
- 16.12 **“Is aware of people’s needs”** is a statement with which 37% agree (including 4% strongly so) while 22% disagree (including 3% strongly so) leaving a margin in favour of the statement of 15% - a rise on the 13% recorded in 2013 (6% in 2012; 17% in 2011; 6% in 2010). There are some notable differences amongst those who agree to any extent with the statement and those who disagree with it to any extent in the following two categories:
- People who do not have a disability return a 17% margin in favour of the statement compared with a bare 1% margin for people who have a disability;
 - People who are retired (20%), employed (13%), and unemployed (11%) return margins in favour of this statement but the margin tilts the other way with more disagreeing than agreeing with the statement amongst students(-14%) and those unable to work (-11%).
- 16.13 **“Treats all residents fairly”** is a statement with which 34% agree (including 6% strongly so) while 23% disagree (including 6% strongly so) leaving a margin of 11% between these two opinions – a fall on the 17% recorded in 2013 (5% in 2012; 7% in 2011; -1% in 2010). The highest margins in favour of this statement are found amongst people who are: aged 65+ (24%); have lived in the Highlands between 5 and 10 years (24%); are retired (22%). There are several categories of respondents where more people disagreed with the statement than agreed with it: students (-24%); people who are unable to work (-22%); people aged 16-24 (-7%). And while people who do not have a disability returned a majority of 15% in favour of this statement, the percentage of people who have a disability who agreed with the statement was matched by the percentage of those disagreeing with the statement – thus returning a score of 0%.
- 16.14 **“Listens to local people”** is a statement with which 37% agree (including 5% strongly so) while 26% disagree (including 6% strongly so) leaving a margin of 11% between these two opinions (6% in 2013; 9% in 2012; 11% in 2011; -2% in 2010). There are also some interesting variations according to both categories of users:

- The percentage of those who agreed (including those who strongly agreed) with the statement outnumbered those who disagreed (including those who strongly disagreed) amongst all age groups. There is though a notable variation by age in that while those aged 45-64 gave a bare margin of 1% in favour of the statement, in other age groups the margin in favour was much more decisive: 23% amongst those aged 16-24; 18% amongst those aged 25 to 44; and 13% amongst those aged 65+.
- There are two categories of users where more respondents disagreed with the statement than agreed with it: students (-5%); and people who are unemployed (-4%).

16.15 **“Provides value for money”** is a statement with which 34% agree (including 5% strongly so) while 24% disagree (including 5% strongly so) leaving a margin between these two opinions of 10% (also 10% in 2013; 3% in 2012; 8% in 2011; -6% in 2010). In the categories of respondents the highest margin in favour of this statement is found amongst people who are council tenants (20%). Differences between those agreeing and disagreeing with the statement are found amongst those people:

- aged 65+ (18%), 16-24 (12%); 25-44 (12%), compared with those aged 45-64 (4%);
- who are unemployed (16%), retired (16%), employed (6%), students (5%) compared with those unable to work (-3%).

16.16 **“Is efficient”** is a statement about The Highland Council with which 33% agree (including 6% strongly so) while 23% disagree (including 5% strongly so) leaving a margin between these two opinions of 10% - a rise on the 5% recorded in 2013 (-1% in 2012; 4% in 2011; -6% in 2010). There are notable variations in views according to the ages of respondents. While at the two ends of the age spectrum the margins in favour of this statement are decisive – amongst those aged 16-24 it stands at 23% and amongst those aged 65+ it is 20%. But in both the middle age groups (25-44 and 45-64) there is a bare margin of 1% in favour of the statement. Amongst people resident in the Highland 5-10 years the percentage agreeing the statement is matched by the percentage disagreeing thus returning a score of 0%.

16.17 **“Represents your views”** is a statement with which 25% agree (including 3% strongly so) while 26% disagree (including 5% strongly so) leaving a margin of -1% - the same as in 2013 (-7% in 2012; -2% in 2011; -12% in 2010). There is a notable variation in responses according to age. There are margins in favour of this statement amongst people aged 16-24 (9%) and those aged 65+ (7%). By contrast, in the two other age groups - those aged 45-64 (-9%) and those aged 25-44 (-2%) - more people disagree with this statement than agree with it. There is also a gender difference: amongst females 3% more agree with this statement than disagree with it while amongst men there are more disagreeing with the statement than agreeing with it (the margin there being -7%).

16.18 **“Involves people in how it spends money”** is a statement about The Highland Council with which 20% agree (including 3% strongly so) while 38% disagree (including 7% strongly so) leaving a margin of -18% which is a drop of 7% on the -11% of 2013. (2013; -18% in 2012; 0.3% in 2011; -25% in 2010). There are no categories where a majority is found in favour of the statement.

Question 17: The Qualities Most Important to Respondents

17.1 Respondents were then asked to consider the 13 qualities and choose the 5 which they thought were the ones The Highland Council should most exemplify. 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 2014 Survey	Respondents Mentioning Quality in Their Top 5 (2014) %	Respondents Mentioning Quality in Their Top 5 (2013) %	Respondents Mentioning Quality in Their Top 5 (2012) %
1. Maintains good quality local services	69	71	73
2. Listens to local people	58	59	57
3. Provides value for money	51	56	58
4. Is aware of people's needs	40	39	36
5. Is efficient	38	36	37
6. Treats all residents fairly	38	32	36
7. Involves people in how it spends its money	35	35	36
8. Tells local people what it is doing	32	28	30
9. Is environmentally friendly	28	29	29
10. Represents your views	22	19	20
11. Is helpful	21	21	20
12. Is approachable	20	17	17
13. Is a fair employer	10	13	12

N=1,148 in 2014

17.2 Top of the list is that the Council **“maintains good quality local services”** – this attracts the backing of 69% (71% in 2013; 73% in 2012; 77% in 2011; 74% in 2010). There are two other qualities which are endorsed by a majority of the sample: **“listens to local people”** (selected by 58% in 2014; 59% in 2013; 57% in 2012; 60% in 2011) and **“provides value for money”** (chosen by 51% in 2014; 56% in 2013; 58% in 2012; 62% in 2011).

17.3 There are 6 options that attract 28%-39% of respondents in 2014 namely: **“is aware of people's needs”** (selected by 40%); **“is efficient”** (38%); **“treats all residents fairly”** (38%); **“involves people in how it spends its money”** (35%); **“tells local people what it is doing”** (32%); and **“is environmentally friendly”** (28%).

17.4 At the foot of the table there are four options which, in 2014, gained the support of 22% or fewer. These are: **“represents your views”** (22%); **“is helpful”** (the choice of 21%); **“is approachable”** (20%); and **“is a fair employer”** (10%).

Question 18: Expectations

18.1 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	2014 %	2013 %	2012 %	2011 %	2010 %
Greatly exceeds your expectations	2	1	1	1	1
Slightly exceeds your expectations	10	6	7	9	9
Is about what you expect	66	67	60	59	58
Falls slightly short of your expectations	17	20	23	23	24
Falls a long way short of your expectations	5	6	9	8	8
Total	100	100	100	100	100

In 2014 N=1,106

- 18.2 Table 3.9 shows that some **2 out of 3 respondents (66%)** in the 2014 Survey (67% in 2013; 60% in 2012; 59% in 2011; 58% in 2010) say that the Council is **“about what [they] expect”**.
- 18.3 For **17%** The Highland Council **“falls slightly short of [their] expectations”** – a return which is lower than has previously been recorded (returns for this category since 2010 have been in the 20%-24% range).
- 18.4 The percentage of people classifying the Council as on that **“falls a long way short of [their] expectations” is 5%** - a figure that is the lowest recorded in recent years (6% in 2013; 9% in 2012; 8% in both 2011 and 2010).
- 18.5 The figure for those who say their **expectations have been exceeded either slightly or greatly is 12%** - an increase on the 7% recorded in 2013 (8% in 2012; 10% in 2011; 10% in 2010).

Question 19: Providing Information on Performance – Preferred Means of Communication

- 19.1 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	2014 %	2013 %	2012 %	2011 %	2010 %
Included with the booklet received with council tax bill	53	59	55	58	59
Published on the Council’s web pages	41	45	48	44	43
Email	36	38	31	36	32
Written information from Service Points and other offices	29	31	32	37	32
A separate newsletter	29	29	31	25	28
As a newspaper insert	23	23	27	25	24
Leaflets and notices in council facilities	21	19	18	23	20
Provided directly from the service	12	13	12	14	14
Through contact with your Councillor	7	8	11	9	9
Through Ward or City Forums	6	6	6	7	8

N= 1,123 in 2014

19.2 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” (53%)** – a figure though that is lower than in previous years (59% in 2013; 55% in 2012; 58% in 2011; 59% in 2010);
- Communication by **“publication on the Council’s web pages” is supported by 41%** - a decrease on the levels recorded in the last 5 years (45% in 2013; 48% in 2012 44% in 2011; 43% in 2010);
- The percentage of those expressing a preference for communication **“by email”** stands at 36% (38% in 2013; 31% in 2012 36% in 2011; 32% in 2010);
- **“Written information from service points and other offices”** is favoured by 29% (31% in 2013; 32% in 2012; 37% in 2011);
- Three other forms of communication command the support of more than a fifth of respondents - 29% chose **“a separate newsletter to each household”** (29% in 2013; 31% in 2012; 25% in 2011; 28% in 2010) while 23% chose **“a newspaper insert”** (23% in 2013; 27% in 2012; 25% in 2011) and 21% chose “leaflets and notices in council facilities” (19% in 2013; 18% in 2012; 23% in 2011; 20% in 2010).

19.3 A conspicuous difference is apparent in the extent to which **“publication on the Council’s web pages”** is favoured or not. It is a preferred means of communication for: 49% of those aged 16-24; 54% of those aged 25-44; 42% of those aged 45-64; but only 23% of those aged 65+. It is also a preferred means of communication for only 17% of council tenants. A similar pattern is noticeable regarding receiving the information **“by email”** - it is the choice of 53% of 16-24 year olds; 44% of the 25-44 year olds; 31% of the 45-64 year olds; but 23% of those aged 65+.

19.4 While 29% of all those responding to the question chose **“Written information from Service Points and other services”**, it is a preferred means of communication for notably higher percentages of the following groups: 44% of people with a disability; 43% of council tenants; 42% of those unable to work; and 41% of those living in other forms of accommodation.

VIEWS ON FUTURE WASTE TREATMENT AND DISPOSAL OPTIONS

For the 2014 Survey two new questions were inserted asking for respondents’ views on future waste treatment and disposal options. These questions were introduced as follows:

“Landfill of biodegradable waste will not be permitted in Scotland after 2020. Scandinavia and other parts of Europe have been using Energy from Waste to provide waste disposal and heat and power for many decades. Given Scotland and Highland will have to plan for the changes to waste disposal by 2021, the Council is keen to hear your views on how we should deal with your waste which cannot be recycled.”

Question 20: Views on the Construction of Treatment Plants in Highland

20.1 Those surveyed were then asked: “Do you think we should construct and operate sufficient treatment plants in Highland to deal with all of our waste?” Some 98.1% (1,126 people) of all respondents answered this question and of them 95% selected “yes” and 5% chose “no”.

Question 21: Respondents’ View on Options for Treating Waste

21.1 The next question asked respondents to think about “how we should treat your waste” and rank in order of importance 6 options. Their responses are found in Table 3.11 below with the order of the options being determined by the percentage of respondents ranking option as the “most important”.

Table 3.11 Respondents’ View on Options for Treating Waste

Option	Ranking by Percentage					
	Most Important					Least Important
	1	2	3	4	5	6
The treatment provides affordable heat and power	40	22	18	10	7	3
Siting of the facility / facilities	28	26	21	12	6	7
A number of small scale local treatment facilities	13	19	19	17	19	13
Who carries out the treatment (e.g. Council, private sector, social enterprise)	10	15	20	28	15	12
Large scale regional facility	9	10	11	17	25	28
Cheapest treatment option	8	8	11	15	24	34

N=1,036 – 1,061

21.2 The results show:

- Some **62%** rank “the treatment provides affordable heat and power” as either the most important option (40%) or the second most important option (22%);
- For **54%** the “siting of the facility/facilities” ranks as either the most important option (28%) or the second most important option (24%);
- Some **32%** ranked “a number of small scale local treatment facilities” as either the most important option (13%) or the second most important option (19%). This option is the one where respondents views are most evenly spread (ranging from 13% to 19%);
- For **25%** “who carries out the treatment” ranks as either the most important option (10%) or the second most important option (15%);
- Some **19%** rank “large scale regional facility” ranks as either the most important option (9%) or the second most important option (10%);
- For **16%** the “cheapest treatment option” ranks as either the most important option (8%) or the second most important option (8%).

SECTION C: SATISFACTION WITH ADVICE SERVICES

The section on Advice Services was introduced as follows: “Money advice, welfare rights and housing information are provided by Citizens’ Advice Bureaux (CAB) across the Highlands, largely funded by the Council, and through the Council’s own Money Advice and Income Maximisation Service.”

Question 22: Contact with Advice Services

22.1 Those surveyed were then asked: “**During the period 1 April 2013 - 31 March 2014, 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 98.6% (1,132 people) answered this question. Of them some **89.9%** said they had **not made contact** while **10.1%** said they **had made contact**. Contact levels were highest amongst people who are:

- unable to work (44%);
- disabled (23%);
- unemployed (22%);
- council tenants (21%);
- living in other types of accommodation (20%).

Question 23: Service(s) Contacted

23.1 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:

- **95.5%** had contacted the **CAB service**;
- **14.5%** had contacted the **Highland Council’s Income Maximisation Service**;
- **9.1%** had contacted the **Highland Council’s Money Advice Service**.

Question 24: Frequency of Contact

24.1 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**, of the 103 people reporting on their use of this service some 52% had used it once; 25% had used it twice; 11% had used it three times; and 12% had used it more than three times;
- For the **Income Maximisation Service** 15 people reported on their use of this service - 8 had used it once, 5 had used it twice, 1 person used it three times and 1 person used it more than 3 times;
- For the **Money Advice Service** 9 people reported on their use of this service – 2 had used it once, 2 had used it twice, 2 had used it three times and 3 had used it more than three times.

Question 25: Contact Methods

- 25.1 The 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;
 - 49% made contact through a face to face drop in;
 - 34% made contact through a face to face appointment;
 - 8% made contact by email.
- 25.2 For the 16 people who had contacted the **Income Maximisation Service**, 10 had made contact by phone, 4 had made contact via a face to face drop in, 4 had made contact by a face to face appointment and 1 had made contact by email.
- 25.3 Of the 10 people who had made contact with the **Money Advice Service**, 9 told of how they had made contact. Of them 6 made contact via telephone, 4 by a face to face appointment, and 2 via a face to face drop in.

Question 26: Satisfaction with Ease of Access/ Waiting Times/ the Way People were Treated

- 26.1 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?”**
- 26.2 For the **CAB** 104 respondents answered as follows:
- 60% were “very satisfied”
 - 22% were “fairly satisfied”
 - 4% were “neither satisfied/ dissatisfied”
 - 7% were “fairly dissatisfied”
 - 7% were “very dissatisfied”
- 26.3 The above figures means that **82% were satisfied** (either “fairly” or “very”) while **14% were dissatisfied** (either “fairly” or “very”). Subtracting the 14% from the 82% gives a **net satisfaction rate of 68%**.
- 26.4 Of the 14 people who gave their views on their use of the **Income Maximisation Service**, 7 were “very satisfied” with it and 7 said they were “fairly satisfied” with it.
- 26.5 Some 9 people gave their views on their use of the **Money Advice Service**: 6 said they were “very satisfied”; 2 were “fairly satisfied”; and 1 was “neither satisfied or dissatisfied”.

Question 27: Difference the Service received had made to people

- 27.1 Those who had used these services were asked: **“What difference did the advice received make to you?”** Some 6 options were provided and people were invited to tick all that applied.

- 27.2 Of the people who had contact with the **CAB** some 82 answered this question. Of them:
- 46.3% chose “no change to my situation”
 - 30.5% chose “helped me access benefit/more benefits”
 - 18.3% chose “helped me keep my benefits”
 - 6.1% chose “reduced my debt”
 - 4.9% chose “helped me stay in my home”
 - 1.2% chose “my situation got worse”
- 27.3 Of the people who had contact with the **Income Maximisation Service**, 10 answered this question. Of them 7 people chose “no change to my situation” and 3 chose “helped access benefit/more benefits”.
- 27.4 Of the people who had contact with the **Money Advice Service**, 7 people gave their views. Of them 4 chose “no change to my situation”. 2 chose “helped me stay in my home”, 1 chose “my situation got worse”, 1 chose “reduced my debt”, 1 chose “helped me keep my benefits”, and 1 chose helped me access benefits/more benefits”.

Question 28: Views on Using the Service Again

- 28.1 Some 102 who had used the CAB answered the question, “**Would you use this service again?**” Of them: 84% selected “yes”; 1% selected “no”; 15% selected “don’t know”.
- 28.2 Some 13 people who had used the **Income Maximisation Service** responded to the question, “**Would you use this service again?**” Of them: 10 selected “yes” 2 selected “no”; and 1 selected “don’t know”.
- 28.3 Some 9 people who had used the **Money Advice Service** responded to the question, “**Would you use this service again?**” Some 8 selected “yes” and 1 selected “no”.

Question 29: Recommending the Service to others

- 29.1 People who used the **CAB** service responded as follows to the question: “**Would you recommend this service to others?**”
- 82% chose “yes”
 - 4% chose “no”
 - 4% chose “would keep my use private”
 - 10% chose “don’t know”
- 29.2 Some 13 people who used the **Income Maximisation Service** responded to the question: “**Would you recommend this service to others?**” Of them 11 selected “yes”, 1 selected “no”, 1 selected “would keep my use private” and 1 selected “don’t know”.
- 29.3 Some 9 people who had used the **Money Advice Service** responded to the question: “**Would you recommend this service to others?**” Of them 8 chose “yes” and 1 chose “no”.

SECTION D: COMMUNITY LIFE

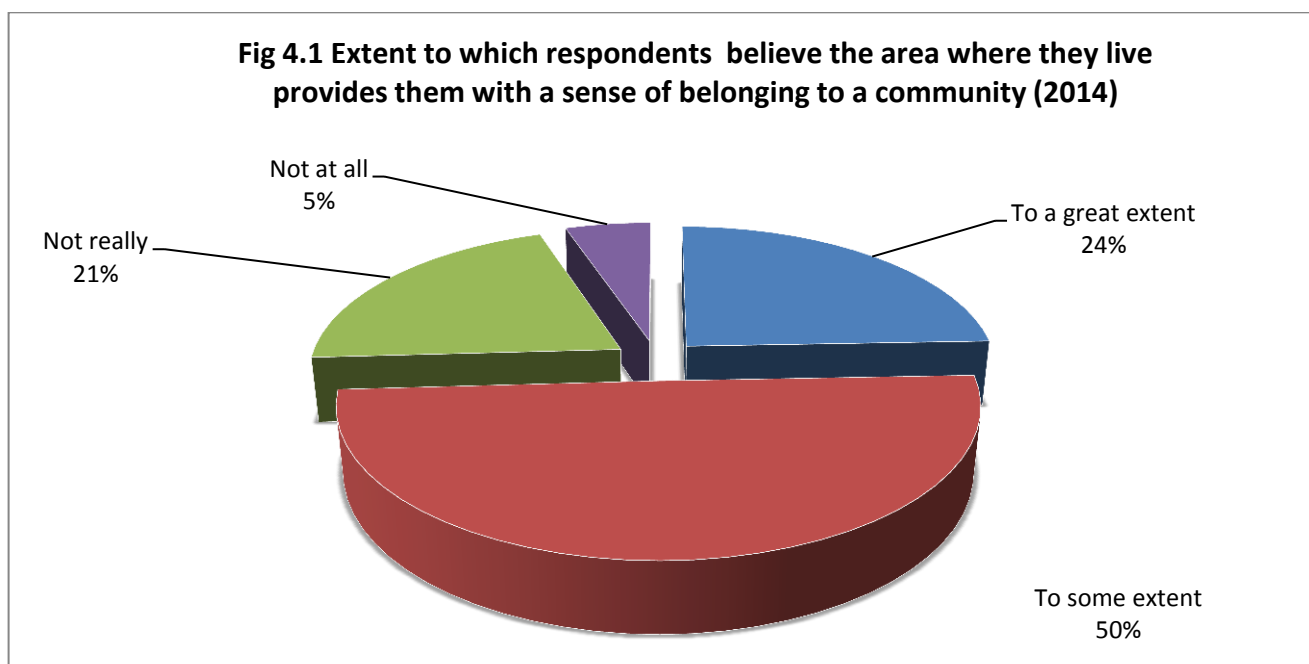
Question 30: Views of Respondents as to the Extent to which the Area where they Live Provides Them with a Sense of Belonging to a Community

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

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

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

N= 1,137 in 2014



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

30.3 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 55% amongst people unable to work while the maximum is 80% amongst respondents with school-aged children.

30.4 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:

- Fort William and Ardnamurchan (83%)
- Eilean a' Cheò (82%)
- Badenoch and Strathspey (82%)
- Dingwall and Seaforth (82%)
- Aird and Loch Ness (82%)
- Cromarty Firth (81%)
- Wester Ross, Strathpeffer and Lochalsh (80%)

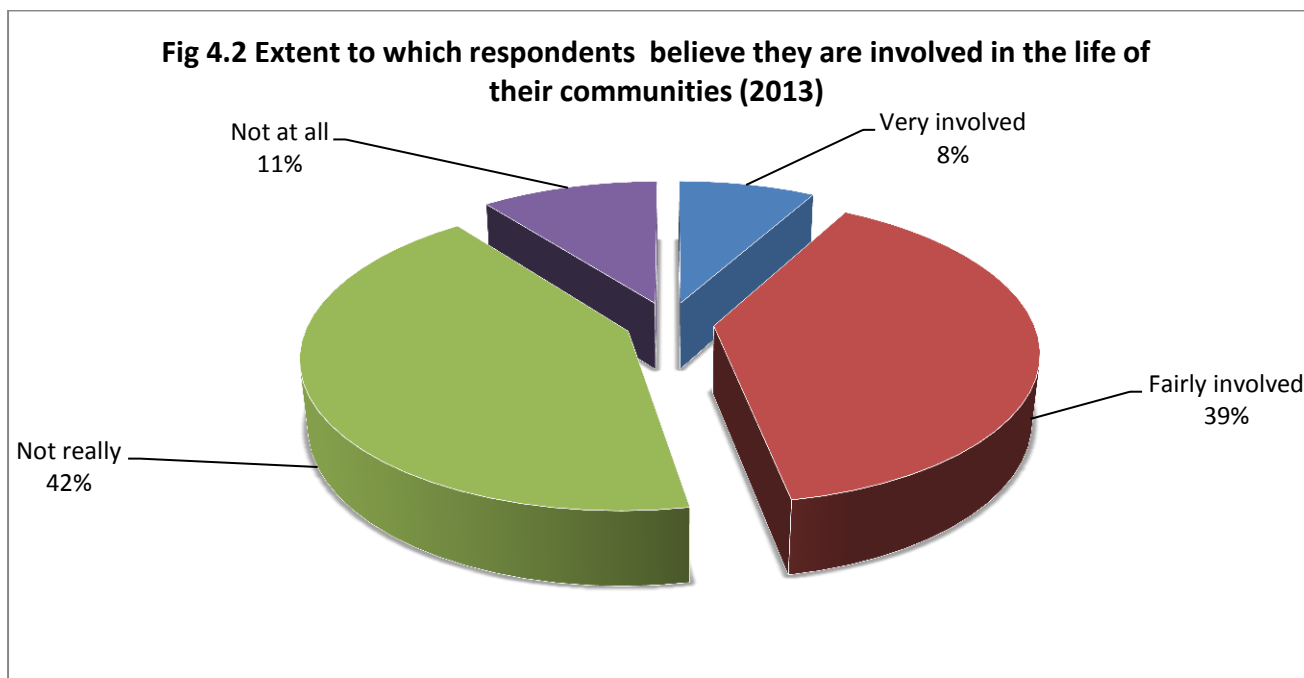
Question 31: Involvement of Respondents in Their Communities

31.1 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

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

N= 1,139 in 2014



31.2 These results show that the percentage of **respondents that feel involved to some extent in their communities is 47.1%** (49.5% in 2013; 47.6% in 2012; 53.1% in 2011). Meanwhile **42.4%** classify themselves as “**not really**” being involved (41.1% in 2013; 40.4% in 2012; 37.3% in 2011) with a further **10.5%** saying that they are “**not at all**” involved in their communities (9.4% in 2013; 12% in 2012; 9.6% in 2011).

- 31.3 By categories the highest percentages of respondents who classify themselves as being involved (either “fairly” or “very”) in their communities are people who: have school aged children (58%); have lived in the Highlands for less than 5 years (56%); and aged 65+ (55%). Conversely the categories of respondents with the lowest percentage saying that they are involved in their communities are people who are: unable to work (25%); council tenants (30%); and disabled (39%).
- 31.4 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:
- Wester Ross, Strathpeffer and Lochalsh (68%)
 - Badenoch and Strathspey (68%)
 - Landward Caithness (63%)
 - North, West and Central Sutherland (61%)
 - Fort William and Ardnamurchan (60%)
- 31.5 The wards where we find under 40% of respondents saying that they are involved (either “fairly” or “very”) in their communities are as follows:
- Inverness West (15%)
 - Inverness Millburn (32%)
 - Culloden and Ardersier (34%)
 - Inverness Ness-side (36%)
 - Inverness South (38%)

Question 32: Extent to which Respondents feel Their Communities are Accepting of People coming from Outside the Highlands to Live in the Area

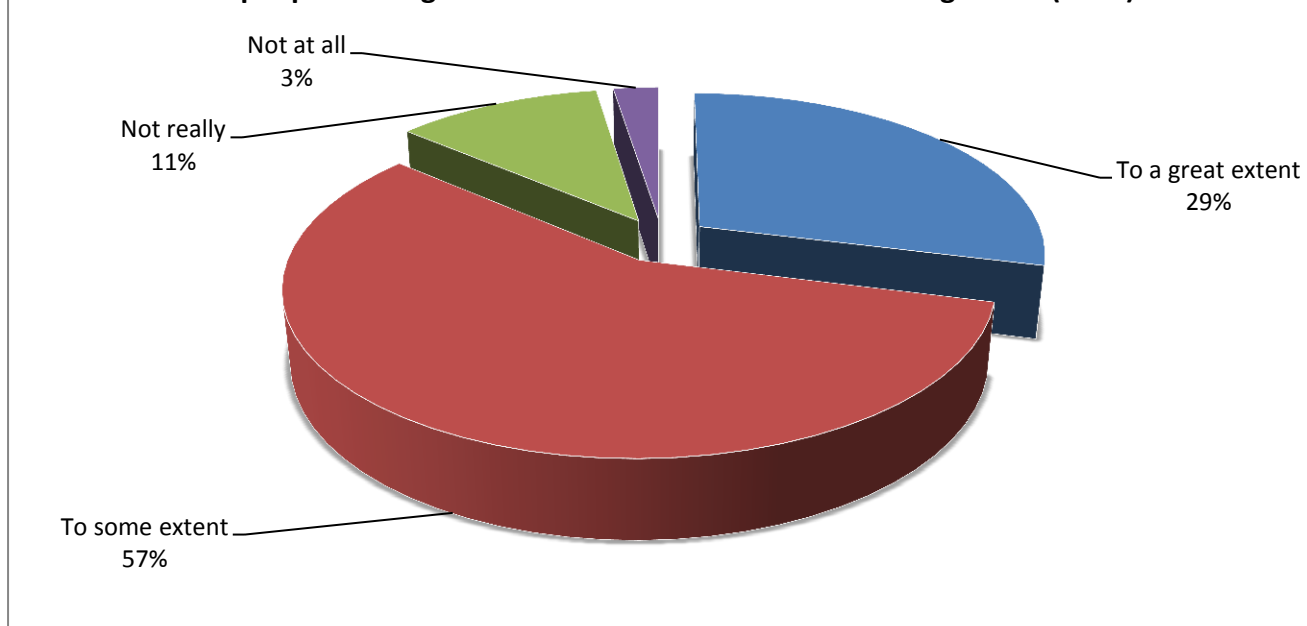
- 32.1 Respondents were then asked the question: **“To what extent do you feel your community is accepting of people coming to live here from outside the Highlands?”** Their views are recorded in Table 4.3 and Figure 4.3

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 2014 %	The whole sample 2013 %
To a great extent	43	35	27	28.9	26.4
To some extent	41	46	61	57.3	59.6
Not really	10	12	10	11.3	11.6
Not at all	5	7	2	2.5	2.4
TOTAL	100	100	100	100	100

N= 1,136 in 2014

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 (2014)



32.2 The results show that **57.3% 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** (59.6% in 2013; 58.2% in 2012; 60.8% in 2011). A further **28.9%** (26.4% in 2013; 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 2013 and 2012; 85.3% in 2011) **believe their communities are accepting of such people to some degree.**

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

Question 33: Gaelic Language

33.1 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 below reveals the results.

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

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

In 2013 N= 1,102

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

Question 34: Respondents’ Ratings of Their Communities in Terms of Services

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

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

Amenity	Very satisfied %	Fairly satisfied %	Neither satisfied/ dissatisfied %	Fairly dissatisfied %	Very dissatisfied %	Net satisfaction rate %
Local Schools	33	44	17	5	1	71
Local health services	32	45	12	8	3	66
Leisure facilities/ events	19	44	22	10	5	48
Shops	16	43	19	13	9	37
Children’s Social Care/Social Work services	10	23	53	10	4	19
Public Transport	13	36	17	21	13	15
Adult Social Care/ Social Work services	10	23	51	11	5	17
Access to energy saving advice	6	24	47	16	7	7
Services to help people into employment	3	13	52	18	14	-16
Availability of housing	5	17	39	19	20	-17

N = 554 - 1,126

34.2 Some **74% of those answering this part of the question expressed an opinion on their local schools**. Of them 77% said they were satisfied (including 33% who were very satisfied) with their local schools while 6% were dissatisfied (including 1% who were very dissatisfied) **giving a net satisfaction rating of 71%** (an increase of 4% on 67% in 2013; 65% in 2012). By categories of respondents ratings are at their highest amongst students (85%) and people aged 16-24 (79%). At ward level net satisfaction ratings are at their highest in Inverness Ness-side (86%) and Inverness Central (86%)

34.3 Some **98% of those who answered this part of the question expressed an opinion on their local health services**. Of them 77% rated these services as ones with which they were satisfied (including 32% who are very satisfied with them) while 11% were dissatisfied (including 3% who were very dissatisfied) **giving a net satisfaction rating of 66%** (63% in 2013; 70% in 2012). By categories of respondents the highest net satisfaction rates are found amongst people aged 65+ (81%) and those living in the Highlands for less than 5 years (80%).

34.4 At ward level net satisfaction rates of 80% or higher are found in:

- Wester Ross, Strathpeffer and Lochalsh (89%)
- Culloden and Ardersier (87%)
- East Sutherland and Edderton (83%)
- Inverness Central (82%)
- Caol and Mallaig (81%)
- Inverness West (80%)
- Dingwall and Seaforth (80%)

There are only two wards where the net satisfaction rating is less than 50%: Nairn (28%); and Cromarty Firth (42%).

34.5 **Some 88% of those who answered this part of the question expressed an opinion on leisure facilities/ events in their communities**. Of these 63% said they were satisfied (including 19% who were very satisfied) while 15% were dissatisfied (including 5% who were very dissatisfied) **giving a net satisfaction rating of 48%** (an increase on the 41% in 2013; 38% in 2012). Net satisfaction rates exceed 50% amongst people who are aged 65+ (55%) and those aged 16-24 (51%).

34.6 Net satisfaction rates in excess of 60% are found in the following wards:

- Inverness Central (85%)
- Badenoch and Strathspey (69%)
- Dingwall and Seaforth (69%)
- Cromarty Firth (64%)
- Tain and Easter Ross (62%)
- Inverness West (61%)

The wards with the lowest rates are: Thurso (19%); Landward Caithness (20%); and Fort William and Ardnamurchan (23%).

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

34.8 At ward level though there is a markedly different set of results regarding shops within respondents' local communities. Some 10 wards post net satisfaction rates of 50% or higher:

- Inverness Ness-side (82%)
- Culloden and Ardersier (78%)
- Inverness Central (68%)
- Inverness South (64%)
- Inverness Milburn (62%)
- Cromarty Firth (62%)
- North, West and Central Sutherland (57%)
- Inverness West (56%)
- East Sutherland and Edderton (51%)
- Wick (50%)

By contrast these are the wards with the lowest net satisfaction ratings (all under 10%):

- Fort William and Ardnamurchan (-22%)
- Eilean a' Cheò (-7%)
- Caol and Mallaig (3%)
- Nairn (6%)

34.9 **Some 48% 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 10% who were very satisfied) while 14% were dissatisfied (including 4% who were very dissatisfied) **giving a net satisfaction rating of 19%** (23% in 2013). Of those who responded, a majority (53%) 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 the same as the overall sample at 19%.

34.10 Some **92% of the sample expressed an opinion on public transport in their communities.** Of these 49% said they were satisfied (including 13% who were very satisfied) while 34% were dissatisfied (including 13% who were very dissatisfied) **giving a net satisfaction rating of 15%** (18% in 2013; 6% in 2012). Net satisfaction rates vary notably according to the following categories of respondents:

- the rate for people aged 65+ (47%) is markedly greater than for the other aged categories of 25-44 (17%), 45-64 (14%), and especially those aged 16-24 (-36%);
- the rate for those who are retired (44%) and unemployed (39%), is appreciably higher than for those who are unable to work (17%), employed (11%) and especially those who are students (-40%);

- the rate for those who do not have school aged children (28%) is higher than it is for those who do have school aged children (11%).

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

- Dingwall and Seaforth (68%)
- Wick (57%)
- Caol and Mallaig (52%)
- Inverness Central (50%)
- Inverness Milburn (47%)
- Inverness West (44%)
- Tain and Easter Ross (40%)
- Inverness South (35%)
- Landward Caithness (35%)
- Cromarty Firth (33%)
- Culloden and Ardersier (33%)

By contrast in the following wards negative net satisfaction ratings are registered:

- Wester Ross, Strathpeffer and Lochalsh (-10%)
- North, West and Central Sutherland (-9%)
- Eilean a' Cheò (-8%)

34.12 **Some 58% of the sample expressed an opinion on adult Social Care or Social Work services in their communities.** Of these 33% said they were satisfied (including 10% who were very satisfied) while 16% were dissatisfied (including 5% who were very dissatisfied) **giving a net satisfaction rating of 17%** (18% in 2013). Of those who responded, just over 1 in 2 (51%) 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 aged 65+ (28%); council tenants (27%); and people resident in the Highlands less than 5 years (26%). Notably lower rates are found amongst people unable to work (-7%).

34.13 At ward level the highest net satisfaction rates for adult Social Care or Social Work services are found in:

- Dingwall and Seaforth (50%);
- North, West and Central Sutherland (41%);
- Wester Ross, Strathpeffer and Lochalsh (37%);
- Wick (36%).

By contrast there is one ward that returns a negative net satisfaction rating – the Black Isle (-9%). The next lowest rating is found amongst respondents from Caol and Mallaig (4%).

34.14 **Some 73% of the sample expressed an opinion on access to energy saving advice in their communities.** Of these 30% said they were satisfied (including 6% who were very satisfied) while 23% were dissatisfied (including 6% who were very dissatisfied) **giving a net satisfaction rating of 7% - notably lower than the 17% recorded in 2013 and the**

16% in 2012. A high proportion of responses (47%) were neither satisfied nor dissatisfied. The net satisfaction rate is highest amongst people who are: unemployed (25%); aged 65+ (22%); live in other types of accommodation (19%); and retired (18%). Negative net satisfaction rates were recorded from people who are: resident in the Highlands less than 5 years (-8%); students (-7%); and council tenants (-3%).

34.15 At ward level with regard to energy saving advice in local communities net satisfaction rates of 20% or higher are found in the following:

- Inverness Ness-side (33%);
- Black Isle (24%);
- Inverness South (23%);
- Dingwall and Seaforth (21%);
- Inverness Central (20%).

There are 2 wards where negative net satisfaction rates are recorded:

- East Sutherland and Edderton (-10%);
- Caol and Mallaig (-7%).

34.16 **Some 52% of the sample expressed an opinion on services in their communities to help people into employment.** Of these 16% said they were satisfied (including 3% who were very satisfied) while 32% were dissatisfied (including 14% who were very dissatisfied) **giving a net satisfaction rating of -16%** (-14% in 2013, -23% in 2012). Just over half of the responses (52%) were neither satisfied nor dissatisfied. Net satisfaction rates are at their lowest amongst people who are: living in other types of accommodation (-28%); unable to work (-22%). Amongst people who are unemployed the rating is -4%. Only one category of respondents returns a positive (albeit marginally so) net satisfaction rating - people aged 65+ (1%).

34.17 In only three wards were net satisfaction rates above zero and that barely so:

- Cromarty Firth (7%);
- Fort William and Ardnamurchan (5%);
- Inverness Ness-side (3%).

Net satisfaction rates were especially low in:

- East Sutherland and Edderton (-35%);
- Wester Ross, Strathpeffer and Lochalsh (-29%);
- Inverness Millburn (-26%);
- Landward Caithness (-26%).

34.18 **Some 66% of the sample expressed an opinion on availability of housing in their communities.** Of these 22% said they were satisfied (including 5% who were very satisfied) while 39% were dissatisfied (including 20% who were very dissatisfied) **giving a net satisfaction rating of -17%** (-23% in 2013; -11% in 2012). Rates are especially low amongst respondents who are: unable to work (-30%); and aged 25-44 (-31%). By the categories of respondents only one of the net satisfaction rates is above zero and that marginally so – people aged 65+ (1%).

34.19 At ward level there are 4 wards where net satisfaction rates regarding availability of housing in local communities are -30% or lower:

- Fort William and Ardnamurchan (-35%);
- Caol and Mallaig (-32%);
- Eilean a' Cheò (-31%)
- Tain and Easter Ross (-30%);

By contrast there are 5 wards where positive net satisfaction rates are recorded:

- Wick (28%);
- Thurso (13%);
- East Sutherland and Edderton (12%);
- Landward Caithness (6%);
- Culloden and Ardersier (2%).

Question 35: Respondents' Rating of their Communities/Neighbourhoods as a Place to Live

35.1 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 1,137 (99% of the respondents) answered the question and of them:

- **54.9%** selected **“very good”**;
- **38.2%** chose **“fairly good”**;
- **4.7%** selected **“fairly poor”**;
- **1.7%** chose **“very poor”**;
- **0.5%** selected **“no opinion”**.

This means that **93.1% (95.5% in 2013) of all respondents rate their neighbourhood or community as a good place to live** (combining “very” or “fairly” good) while **6.4% (4.5% in 2013) rate their locality as a poor place to live** (combining “fairly” or “very” poor).

COMMUNITY COUNCILS

Question 36: Contact with Community Councils in the past year

36.1 Those sampled were then asked: **“Have you contacted your Community Council, as opposed to The Highland Council, in the past year?”** A total of 1,137 people (99% of the whole sample) replied with **87.9%** (87.2% in 2013; 83.4% in 2012; 87% in 2011) saying they **had not made contact** and **12.1%** (12.8% in 2013; 16.6% in 2012; 13% in 2011) saying that they **had made contact**. By age there are some variations - 15% of those aged 65+, 13% of those aged 45-64 and 11% of those aged 25-44 had made contact compared with 5% of those aged 16-24. By category of respondents the highest percentage of people who had made contact are people resident in the Highlands between 5 and 10 years (19%).

Question 37: Reason for Making Contact with Community Councils

37.1 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 154 people who answered are found in Table 4.6 below.

Table 4.6 Reasons for making contact with Community Councils

Reason for making contact	2014 %	2013 %	2012 %	2011 %
A planning and development issue	31	39	27	37
Improving the amenities of your area	38	27	36	34
About a change in local services	7	15	11	6
Other	25	20	26	22

N in 2014 = 154

37.2 The leading reason for making contact was “**improving the amenities of your area**” (38% in 2014; 27% in 2013; 36% in 2012; 34% in 2011) followed by “**a planning and development issue**” (31% in 2014; 39% in 2013; 27% in 2012; 37% in 2011) and “**about a change in local services**” (7% in 2014; 15% in 2013; 11% in 2012; 6% in 2011). Note that 25% of all who answered selected “**other**” (20% in 2013; 26% in 2012; 22% in 2011).

Question 38: Reasons for not making Contact with Community Councils

38.1 Those who had not made contact with their Community Council were invited to: “**Please state the reason why you have not made contact.**” Some 956 responded supplying the answers contained in Table 4.7 below.

Table 4.7 Reasons for not making contact with Community Councils

Reason for not making contact with the Community Council (CC)	2014 %	2013 %	2012 %	2011 %
I had no need to contact the CC	83	82	80	80
I did not know there was a CC	8	7	7	8
I don't know how to contact the CC	7	9	10	12
Other	3	2	3	n/a

N in 2014 = 956 n/a = not applicable

38.2 The leading reason given by **82%** of respondents for not making contact was: “**I had no need to contact the Community Council**” (82% in 2013; 80% in 2012 and 2011). **Some 8%** said they “**did not know there was a Community Council**” (7% in 2013 and 2012; 8% in 2011). (The highest percentages of respondents who did not know there was a community council are found amongst people who are: aged 16-24 (15%); resident in the Highlands less than 5 years (15%); and council tenants (15%).) For **7%** the reason given was “**I don't know how to contact the Community Council**” (9% in 2013; 10% in 2012; 12% in 2011). That leaves **3%** who selected “**other**”. Of the 11 people who took the opportunity to explain why they chose other, 9 of them spoke of their community councils as being **ineffectual bodies**.

CIVIC AND DEMOCRATIC ENGAGEMENT

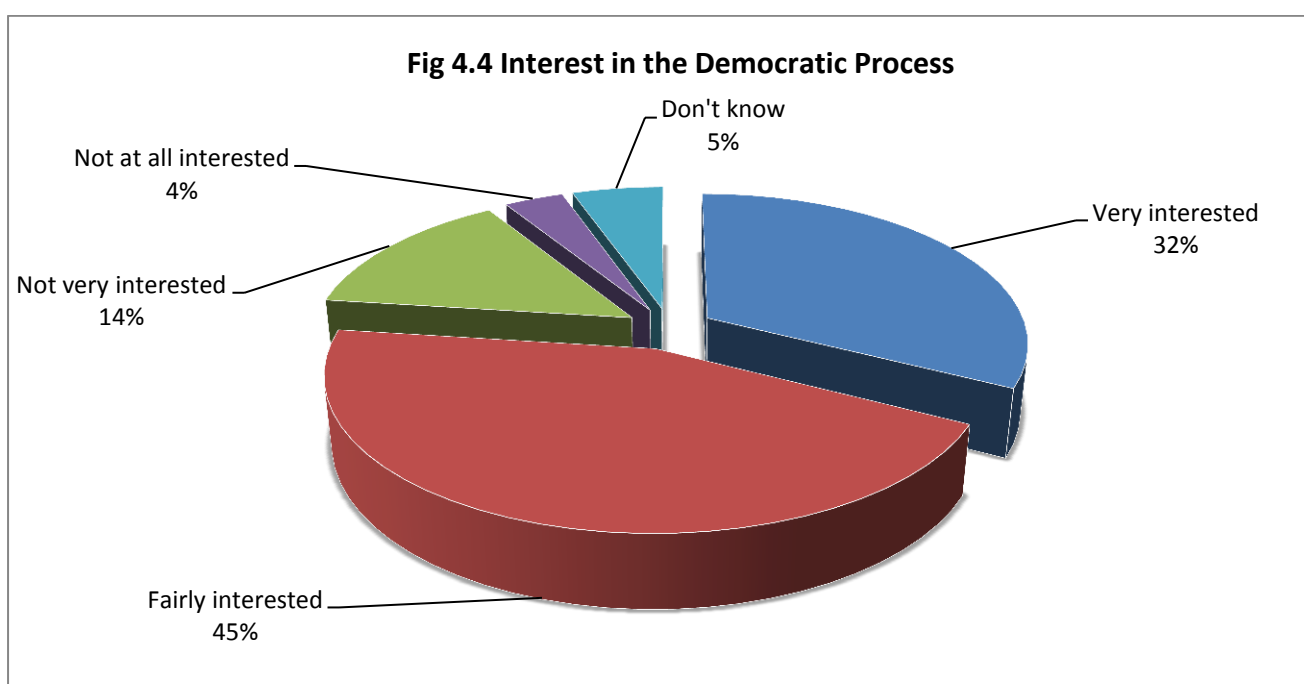
For the 2014 Survey there were new questions asked about Civic and Democratic Engagement. These questions were introduced as follows: “In earlier surveys we have asked if people feel they can influence decisions in their local area. On balance more people disagree than agree that they can do so, and we would like to understand why. Using questions asked in UK surveys we would like to know if views are different in Highland.”

Question 39: Interest in the Democratic Process

39.1 Respondents were asked: “**How interested would you say you are in the democratic process?**” Some 99.2% (1,139 people) of those surveyed answered as follows (see also Figure 4.4):

- **32.5%** chose “**very interested**”;
- **44.5%** selected “**fairly interested**”;
- **14.1%** chose “**not very interested**”;
- **3.5%** selected “**not at all interested**”;
- **5.4%** chose “**don’t know**”.

39.2 It is noticeable that **77% declare themselves to be interested** in the democratic process (either “**very**” or “**fairly**”) while those who say that **they are at least to some extent not interested** – either “**not very interested**” or “**not at all interested**” – total **17.6%**.



39.2 Looking at those who selected “**very interested**” in the democratic process by categories of respondents it is noticeable that it is chosen more by

- males (41%) than females (30%);
- those aged 65+(39%),16-24 (35%), and 45-64 (34%) than those aged 25-44 (22%);
- people who are students (48%), and retired (40%) than by those who are employed (30%), unemployed (30%), and unable to work (30%);
- people who are homeowners (35%), or who live in other types of accommodation (35%) than by council tenants (24%);

Also some 41% of people with disabilities record they are “**very interested**” in the democratic process.

39.3 Looking at those who say that they are **not interested** (either “**not very**” or “**not at all**”) it is noticeable that these are options chosen more by people who are council tenants (39%) than by people living in other types of accommodation (22%) and homeowners (15%).

Question 40: Activities in which Respondents have participated in the Past 2 Years

40.1 Those surveyed were then asked to look at a list of 13 activities and then respond to a two part question:

- Firstly, they were asked: **“Have you done any of the following in the past two years?”** Respondents were asked to tick all activities that applied. Some **95.5%** of the sample (1,096 people) **selected at least one activity**.
- Secondly, they were asked: **“Would you be prepared to do any of these activities if you felt strongly about an issue?”** Respondents were asked to tick all activities that applied.

The answers to both questions are found in Table 4.8 below. Note that the percentage given for each activity in column (B) below excludes those who said that they have participated in each of the activities in question in the past two years. So, for example, the 8% who say that they are prepared to vote in an election are additional to the 87% who say that they have voted in an election in the last two years.

Table 4.8 Activities in which Respondents either have participated in the past 2 years or would be prepared to participate in if they felt strongly about an issue

Activity	Respondents participating In last 2 Years (A) %	Prepared to participate in if felt strongly (B) %	Participated + prepared to participate (A) + (B) %
Voted in an election	87	8	95
Created or signed a paper petition	37	22	59
Contacted your councillor, MSP, MP, MEP	25	28	53
Created or signed an e-petition	39	13	52
Taken part in public consultation	24	25	49
Boycotted products for political, ethical or environmental reasons	30	18	48
Donated money/paid membership to a campaigning organisation	29	13	42
Contributed to a discussion or campaign online or on social media	22	16	38
Contacted the media	9	25	34
Taken an active part in a campaign	12	21	33
Attended political meetings	9	21	30
Taken part in a demonstration, picket or march	4	21	25
Donated money/paid membership to a political party	7	10	17

N=33-1,096

- 40.2 The **leading activity** in which respondents have participated in the past two years is “**voted in an election**” (87%). This activity is the only one in which over 40% have engaged and is more than double the next highest. The only group of respondents where participating levels are below 80% are those aged 16-24 (65%) and obviously with a voting age of 18 a number of people from this age group will not have had the opportunity to vote. By housing tenure it is noticeable 92% of homeowners have engaged in this activity compared with 83% of those living in other types of accommodation and 80% of council tenants.
- 40.3 Some **8% say that they would be prepared to vote in an election if they felt strongly about an issue**. Not surprisingly this preparedness is expressed most by: students (38%); and those aged 16-24 (30%).
- 40.4 Adding the percentages of those who would be prepared to vote to those who have voted in the last two years gives a total of 95%.
- 40.5 Some **37%** say that they have “**created or signed a paper petition**” in the past two years. Differences are noticeable according to the following categories of respondents:
- age – this activity was engaged in by 51% of those aged 16-24, 43% of those aged 45-64, 36% of those aged 25-44 and 29% of those aged 65+;
 - housing tenure – some 40% of those living in other types of accommodation and 37% of homeowners created or signed a paper petition compared with 19% of council tenants;
 - employment status – some 52% of people who are unemployed, 42% of people who are employed, 38% of students participated in this activity compared with 30% of those who are retired and 27% of those unable to work;
 - school aged children - 48% of those with school aged children have created or signed a paper petition compared with 34% of those who do not have school aged children.
- 40.6 **Some 22% would be prepared to create or sign a paper petition if they felt strongly about an issue**.
- 40.7 Adding the percentages of those who would be prepared to do create or sign a paper petition to those who have done so in the past two years gives a total of 59%.
- 40.8 Some **25%** of all respondents selected the option “**contacted your councillor, MSP, MP, MEP**”. Differences are noticeable according to the following categories of respondents:
- age – this activity was engaged in by 30% of those aged 65+, 25% of those aged 45-64, 23% of those aged 25-44 and 21% of those aged 16-24;
 - housing tenure – some 29% of homeowners participated in this activity compared with 21% of those living in other types of accommodation and 17% of council tenants;
 - employment status – some 35% of those unable to work, 33% of students, 29% of those who are retired, 26% of people who are unemployed, and 24% of people who are employed engaged in this activity.
- 40.9 Some **28% said they would be prepared to contact their councillor MSP, MP or MEP if they felt strongly about an issue**.

40.10 Adding the percentages of those who would be prepared to contact their elected representatives to those who had done so in the past two years gives a total of 53%.

40.11 Some **39%** say that they have “**created or signed an e-petition**”. Differences are noticeable according to the following categories of respondents:

- age – this activity was engaged in by 72% of those aged 16-24 (being in fact the leading activity of all in which this age group had participated), 46% of those aged 25-44, 36% of those aged 45-64 compared with 20% of those aged 65+;
- housing tenure – some 42% of those living in other types of accommodation and 32% of homeowners created or signed an e-petition compared with 14% of council tenants;
- employment status – some 71% of students, 43% of people who are unemployed, 41% of people who are employed participated in this activity compared with 30% of those unable to work and 21% of those who are retired;
- school aged children - 51% of those with school aged children have created or signed an e-petition compared with 29% of those who do not have school aged children.

40.12 Some **13%** said they would be prepared to create or sign an e-petition if they felt strongly about an issue.

40.13 Adding the percentages of those who would be prepared to generate or sign such a petition to those who had engaged in this activity in the last two years gives a total of 52%.

40.14 Some **24%** say that they have “**taken part in public consultation**”. Differences are noticeable according to the following categories of respondents:

- housing tenure – some 27% of homeowners and 20% of those living in other types of accommodation participated in this activity compared with just 3% of council tenants;
- age – this activity was engaged in by 26% of those aged 65+, 26% of those aged 45-64, and 21% of those aged 25-44 compared with 16% of those aged 16-24;
- employment status – some 33% of people who are unemployed, 26% of those who are retired, and 25% of people who are employed engaged in this activity compared with 14% of students and 14% of those unable to work.

40.15 Some **25%** said they would be prepared to take part in a public consultation if they felt strongly about an issue.

40.16 Adding the percentages of those who would be prepared to take part in a public consultation to those who have done so in the last two years gives a total of 49%.

40.17 Some **30%** of respondents say that they have “**boycotted products for political, ethical or environmental reasons**”. Differences are noticeable according to the following categories of respondents:

- age – this activity was engaged in by 37% of those aged 45-64, 30% of those aged 25-44, 26% of those aged 65+ and 26% of those aged 16-24;
- housing tenure – some 33% of homeowners and 28% of those living in other types of accommodation and participated in this activity compared with 12% of council tenants;

- employment status – some 37% of people who are employed engaged in this activity compared with 30% of people who are unemployed, 26% of those who are retired, 24% of those unable to work and 19% of students.

40.18 Some **18% said they would be prepared to boycott goods or services if they felt strongly about an issue.**

40.19 Adding the percentages of those who would be prepared to engage in such activities to those who have done so in the past two years gives a total of 48%.

40.20 Some **29%** say they have “**donated money/paid membership to a campaigning organisation**”. Differences are noticeable according to the following categories:

- housing tenure – some 30% of those living in other types of accommodation and 28% of homeowners participated in this activity compared with 17% of council tenants;
- employment status – some 30% of those unable to work, 30% of people who are employed, and 27% of those who are retired engaged in this activity compared with 19% of students and 17% of people who are unemployed.

40.21 Some **13% said they would be prepared to donate money or pay membership to a campaigning organisation if they felt strongly about an issue.**

40.22 Adding the percentages of those who would be prepared to engage in such activities to those who have done so in the past two years gives a total of 42%.

40.23 Some **22%** say that they have “**contributed to a discussion or campaign online or on social media**”. Differences are noticeable according to the following categories of respondents:

- age – this activity was engaged in by 44% of those aged 16-24, compared with 25% of those aged 25-44, 19% of those aged 45-64, and 9% of those aged 65+;
- housing tenure – some 26% of those living in other types of accommodation participated in this activity compared with 16% of homeowners and 10% of council tenants;
- employment status – some 48% of students, 24% of people who are unemployed, 22% of those unable to work, and 21% of people who are employed engaged in this activity compared with 9% of those who are retired;
- school aged children - 29% of those with school aged children have participated in this activity compared with 15% of those who do not have school aged children.

40.24 Some **16% said they would be prepared to contribute to a discussion or campaign online or on social media if they felt strongly about an issue.**

40.25 Adding the percentages of those who would be prepared to engage in such activities to those who have done so in the past two years gives a total of 38%.

40.26 Some **9%** say that they have “**contacted the media.**” The highest percentages of people reporting they have engaged in this activity are: people unable to work (22%); and people with disabilities (18%). Some **25% said they would be prepared to contact the media if they felt strongly about an issue.** Adding the percentages of those who would be

prepared to engage in such activities to those who have done so in the past two years gives a total of 34%.

40.27 Some **12%** say that they have **“taken an active part in a campaign”**. The highest percentages of people reporting they had been involved in this activity are: students (24%); and those aged 16-24 (19%). Some **21% say that they would be prepared to take an active part in a campaign if they felt strongly about an issue**. Adding the percentages of those who would be prepared to engage in such activities to those who have done so in the past two years gives a total of 33%

40.28 Some **9%** say that they have **“attended political meetings”**. The highest percentages of people reporting they have participated in this activity are: students (29%); and those aged 16-24 (19%). Some **21% said they would be prepared to attend political meetings if they felt strongly about an issue**. Adding the percentages of those who would be prepared to engage in such activities to those who have done so in the past two years gives a total of 30%.

40.29 Some **4%** say that they have **“taken part in a demonstration, picket or march”**. Of all 13 activities listed this is the one that has been engaged in the least by respondents in the past two years. However a further **21% said they would be prepared to participate in such activities if they felt strongly about an issue**. Adding the percentages of those who would be prepared to engage in such activities to those who have done so in the past two years gives a total of 25%.

40.30 Some **7%** say that they have **“donated money/paid membership to a political party”**. The highest percentages of people reporting that they have done this are: people unable to work (11%); and those aged 65+ (10%). Some **10% said they would be prepared to donate money or pay membership to a political party if they felt strongly about an issue**. Adding the percentages of those who would be prepared to engage in such activities to those who have done so in the past two years gives a total of 17%.

Question 41: Perception of Most Impact on People’s Everyday Lives

41.1 Those surveyed were then presented with a list of 7 options and asked to choose from that list the **three that they believed had “the most impact on people’s everyday lives”**. Some 98.9% of the sample (1,135) responded to this question and their answers are found in Table 4.9 below.

Table 4.9 Perception of Impact on People's Everyday Lives

Entities	Respondents Saying Has Most Impact on People's Everyday Lives %
Media	73
Parliament (Scottish, UK or European)	50
Local people working together	40
Local Councils	38
Business	29
Charities and voluntary organisations	21
Community organisations	18
Don't know	3
None of these	0.7

N=1,135

- 41.2 Some **73%** of respondents selected the **media** as one of their three options. This is the only one selected by more than 50% of the sample. More than 60% from each of the categories of respondents selected this option - the range was from 61% of people unable to work to 86% of people aged 16-24 and students.
- 41.3 Some **50%** of respondents selected "**Parliament (Scottish, UK or European)**" as one of their three options. Males (56%) chose this option to a greater extent than females (44%). Support from this option ranged from 36% of council tenants to 63% of people who are unemployed.
- 41.4 Some **40%** of respondents selected "**local people working together**" as one of their three options. This option was chosen more by females (47%) than males (35%). Across all categories of respondents it was chosen most by people who are: unable to work (47%); disabled (46%); and council tenants (46%). The lowest levels of support for this option come from people who are: aged 16-24 (26%); and students (29%).
- 41.5 Some **38%** of respondents chose "**local councils**" as one of their three options. Support for this option is at its highest amongst people who are: unable to work (56%); unemployed (54%); and disabled (46%). It is at its lowest amongst people who are: students (24%); and aged 16-24 (26%).
- 41.6 Some **29%** of respondents chose "**business**" as one of their three options. Support for this option is at its highest amongst people who are: students (52%); and aged 16-24 (42%). It is at its lowest amongst people who are: unable to work (14%); aged 65+ (16%); and retired (16%).
- 41.7 Some **21%** selected "**charities and voluntary organisations**" as one of their three options. Support for this option is at its highest amongst people who are: resident in the Highlands less than 5 years (33%); retired (29%); aged 65+ (29%); and disabled (29%). It is at its lowest amongst people who are: students (10%); unemployed (11%); and aged 16-24 (14%).

41.8 Some **18%** of respondents selected “**community organisations**” as one of their three options. Support for this option is at its highest amongst people who are aged 16-24 (26%). It is at its lowest amongst people who are disabled (12%).

Question 42: Perception of the Impact People can have on the Way the Country is Run

42.1 Those surveyed were then asked: “**Do you agree or disagree with the following statement: When people like me get involved in politics, they really can change the way the country is run.**” Some 98.5% of the sample (1,131 people) answered this question as follows:

- **7.1%** “strongly agree”
- **25.6%** “tend to agree”
- **24.8%** “neither agree or disagree”
- **24.5%** “tend to disagree”
- **11.4%** “strongly disagree”
- **5.4%** “don’t know”.

42.2 Some **32.7% agree** (including 7.1% strongly so) with this statement. Those who most agree (in either way) with this statement are people who: are students (57%); are aged 16-24 (42%); and have school aged children (38%). The lowest percentage of respondents agreeing (in either way) with this statement are people who are: unemployed (20%); and council tenants (21%).

42.3 Some **24.8% “neither agree or disagree”** with the statement.

42.4 Some **35.9% disagree** (including 11.4% strongly so) with this statement. The highest percentage of respondents who chose to disagree (in either way) with this statement is found in people resident in the Highlands less than 5 years (49%).

Question 43: Extent to which People would like to be involved in decision-making in their local area or in the country as a whole

43.1 People surveyed were then asked: “**To what extent, if at all, would you like to be involved in decision-making in your area and in the country as a whole?**”

43.2 Looking firstly at people’s responses to being “**involved in decision-making in your area**” we find that **97.9%** of the sample (1,124 people) answered this question as follows:

- **18.1%** chose “**very involved**”
- **51.2%** chose “**fairly involved**”
- **20.5%** chose “**not very involved**”
- **10.2%** chose “**not at all involved**”

43.3 Some **69.3%** (almost 7 in 10) would like to be either “**very**” or “**fairly**” involved in decision making in their own area. Meanwhile **30.7%** (around 3 in 10) would like to be either “**not very involved**” or “**not at all involved**”.

- 43.4 By age it is noticeable that some 89% of those aged 16-24 would like to be involved (including 40% who would like to be “very involved”) as would 78% of those aged 25-44 (including 22% who want to be “very involved”) compared with 65% of those aged 45-64 (including 13% who want to be “very involved”) and 56% of those aged 65+ (of whom only 8% would like to be “very involved”). And while 19% of those aged 65+ and 11% of those aged 45-64 chose “not at all involved” some 4% of those aged 25-44 and a mere 2% of those aged 16-24 selected this option.
- 43.5 By length of time resident in the Highlands it is noticeable that 30% of those resident for less than 5 years would like to be “very involved” compared with 13% of those resident in the Highlands between 5 and 10 years and 12% of those resident in the Highlands for more than 10 years.
- 43.6 Some 73% of those with school aged children would like to be involved (including 19% who said they would like to be “very involved”) compared with 62% of those who do not have school aged children (including 12% who want to be “very involved”).
- 43.7 Some 91% of students would like to be involved (including 43% who want to be “very involved”) as would 79% of people who are unemployed. This compares with 65% of those who are employed, 61% of people who are retired, and 57% of people who are unable to work (although of this latter category some 24% would like to be “very involved”).
- 43.8 Turning now to the second part of the question regarding the level of desire to be **involved in decision making in the country as a whole** we note that **92.5%** of the sample (1,062) answered this part of the question. Of them:
- **14.9%** chose “**very involved**”
 - **38.2%** chose “**fairly involved**”
 - **28.9%** chose “**not very involved**”
 - **18%** chose “**not at all involved**”
- 43.9 Some **53.1%** of the sample would **like to be involved either “very” or fairly” in decision making in the country as a whole** while **46.9%** would like to be either “**not very**” or “**not at all**” involved in such decision-making.
- 43.10 By age the following observations can be made:
- The highest percentage of people expressing a wish to be involved comes from those aged 16-24. Some 72% would like to be involved either “very” (36%) or fairly” (36%) while 28% would like either to be “not very involved” (17%) or “not at all involved” (11%).
 - The next highest percentage of people who would like to be involved are those aged 25-44. Some 60% would like to be involved either “very” (15%) or fairly” (45%) while 40% would like either to be “not very involved” (29%) or “not at all involved” (11%).
 - Of those aged 45-64 some 49% would like to be involved either “very” (10%) or fairly” (39%) while 51% would like either to be “not very involved” (32%) or “not at all involved” (19%).
 - Of those aged 65+ some 41% would like to be involved either “very” (6%) or fairly” (35%) while 59% would like either to be “not very involved” (30%) or “not at all involved” (29%).

43.11 Other observations that emerge from consideration of responses by categories of respondents are:

- Some 86% of students would like to be either “very” (48%) or “fairly” (38%) involved;
- Some 62% of people who are unemployed would like to be involved either “very” (21%) or “fairly” (41%);
- Some 20% of people living in other forms of accommodation would like to be “very involved” – a much higher rate than found amongst homeowners (9%) or council tenants (4%);
- Some 21% of people resident in the Highlands less than 5 years would like to be “very involved”.

Question 44: Level of influence people feel they have over decision making in their local area

44.1 Those surveyed were then asked: “**How much influence, if any, do you feel you have over decision making in your local area?**” Some **98.8%** of the sample (1,134 people) answered this question in the following ways:

- **0.5%** chose “**a great deal of influence**”
- **17.8%** chose “**some influence**”
- **43.2%** chose “**not very much influence**”
- **38.5%** chose “**no influence at all**”

44.2 Some **0.5%** (just 7 people) chose “**a great deal of influence**”.

44.3 There were **17.8% who chose “some influence”**. The highest percentage of respondents choosing this option is found amongst people resident in the Highlands less than 5 years (26%). At ward level there are 6 wards where at least 25% said they had “some influence”: Fort William and Ardnamurchan (28%); Inverness Central (26%); North, West and Central Sutherland (26%); Eilean a' Cheò (25%); Aird and Loch Ness (25%); and Wester Ross, Strathpeffer and Lochalsh (25%)

44.4 Some **43.2% chose “not very much influence”**. There are no notable variations to point to according to categories of respondents.

44.5 Some **38.5% chose “no influence at all”**. The highest percentages of respondents selecting this option are found amongst people who are: council tenants (61%); unable to work (57%); disabled (47%); unemployed (46%); and aged 65+ (45%). The lowest percentages are found amongst people who have school aged children (29%) and those aged 25-44 (32%). At ward level there are 4 wards where the percentages of respondents selecting this option exceed 50% namely: Wick (70%); Thurso (62%); Inverness West (61%) and Inverness Millburn (54%).

Question 45: Reasons for people feeling they do not have very much/ no influence over decision making

45.1 Those surveyed were then asked: “**If you said you feel you have not very much/no influence over decision-making, why do you feel this?**” Some 23 options were

presented for people to consider and they were invited to select all that applied. Some 81.2% of the sample (932 people) answered this question. Their answers are found in Table 4.10 below.

Table 4.10 Reasons for Respondents' Feeling they have not very much/no influence on decision making

Reason	Respondents %
I feel politicians are untrustworthy	40
I don't have enough time	33
There is no point, my opinion won't be listened to anyway	29
I am not given the opportunity	26
I don't know how to get involved	25
I am cynical	23
I don't feel I am qualified enough to get involved	19
I don't know enough about the decisions to make an informed decision	18
I wouldn't be able to make a difference	18
I am disillusioned	18
My opinion doesn't count	17
I don't understand the system	16
I don't have enough confidence in my ability	15
It is a waste of time	13
The electoral system means my vote does not matter	11
I'm not interested in getting involved	10
Logistical reasons	7
I am not physically able to get involved	6
I have had a bad experience with the process/system	4
Other	3
It's not my place to get involved	2
Don't know	2
None of these	2

N=932

- 45.2 On looking at Table 4.10 what is immediately noticeable is that of the 20 reasons there are none which command the support of the majority of those answering this question. Indeed there is only one reason which has the support of more than 1 in 3. There are 5 reasons which receive the support of 23%-33% and a further 10 which are chosen by 10%-19%. The remaining 4 reasons are selected by 2%-7%. It is interesting too that the options "other", "don't know" and "none of these" are chosen by only 2%-3% indicating that the reasons supplied suffice to encapsulate the feelings of the vast majority of those answering the question.
- 45.3 The leading reason for people feeling the way they do about their influence on decision making – one chosen by **40%** - is "**I feel politicians are untrustworthy**". Amongst council tenants (51%) and people with a disability (50%) the returns are notably higher. There is also a marked gender difference in that males (48%) chose this option to a greater extent than females (36%).

- 45.4 Some **33% chose “don’t have enough time”**. Notably higher percentages are found amongst people who: have school aged children (48%); are aged 25-44 (47%). The lowest percentages are found amongst people who are: retired (9%); aged 65+ (12%).
- 45.5 Some **29% selected “There is no point, my opinion won’t be listened to anyway”**. Notably higher percentages are found amongst people who: are students (41%); have lived in the Highlands for less than 5 years (38%); have a disability (38%). The lowest percentage is supplied by people who are unemployed (18%).
- 45.6 Some **26% chose “I am not given the opportunity”**. Notably higher percentages were recorded by people who are: students (59%); aged 16-24 (56%); resident in the Highlands less than 5 years (40%).
- 45.7 Some **25% selected “I don’t know how to get involved”**. Notably higher percentages were returned by people who are: aged 16-24 (56%); students (47%); resident in the Highlands less than 5 years (38%); aged 25-44 (35%). The lowest return was from people aged 65+ (9%).
- 45.8 Some **23% chose “I am cynical”**. There is a notable difference in responses according to age in that while 29% of those aged 65+, 27% of those aged 45-64 and 20% of those aged 25-44 chose this option it was selected by 11% of people aged 16-24.
- 45.9 Some **19% selected “I don’t feel I am qualified enough to get involved”**. Notably higher percentages were returned by people who are: unemployed (35%); council tenants (29%); and aged 25-44 (26%). Females (25%) selected this option to a greater extent than males (14%).
- 45.10 Some **18% chose “I don’t know enough about the decisions to make an informed decision”**. The highest percentage was returned by people who are resident in the Highlands less than 5 years (26%). Females (20%) selected this option to a greater extent than males (12%).
- 45.11 Some **18% selected “I wouldn’t be able to make a difference”**. Some 20% of those who do not have school aged children selected this option compared with 10% of those who have school aged children.
- 45.12 Some **18% chose “I am disillusioned”**. Returns here vary according to
- age – those aged 45-64 (24%), and 65+ (23%) chose this option to a notably greater extent than those aged 25-44 (14%) and especially those aged 16-24 (8%);
 - employment status – returns from those who are retired (25%), unemployed (25%), employed (19%) and unable to work (18%) are appreciably higher when compared with those who are students for no student selected this option.
- 45.13 Some **17% chose “My opinion doesn’t count”**. Council tenants (29%) selected this option to a notably greater extent than any other category of respondents.

- 45.14 Some **16%** selected **“I don’t understand the system”**. Notably higher percentages were returned by people who are: resident in the Highlands less than 5 years (36%); aged 25-44 (28%). The lowest percentages were returned by people who are: aged 65+ (8%); retired (9%).
- 45.15 Some **15%** selected **“I don’t have enough confidence in my ability”**. Notably higher percentages were returned by people who are: aged 25-44 (24%); council tenants (20%). Females chose this option (19%) to a greater extent than males (7%).
- 45.16 Some **13%** chose **“It is a waste of time”**. Council tenants (20%) selected this option more than any other group while the lowest percentages were returned by those aged 16-24 (6%) and students (6%).
- 45.17 Some **11%** selected **“The electoral system means my vote does not matter”**. People resident in the Highlands less than 5 years (17%) chose this option more than any other group. Males (15%) selected this reason more than females (6%).
- 45.18 Some **10%** chose **“I am not interested in getting involved”**. Notably higher percentages were returned by people who are: disabled (19%); aged 65+ (18%). The lowest percentages were returned by those who are: students (0%); aged 16-24 (3%).
- 45.19 Some **7%** chose **“logistical reasons”** while **4%** selected **“I have had a bad experience with the process/ system”** and **2%** opted for the reason **“It’s not my place to get involved.”**
- 45.20 While some **6%** of all who answered this question chose **“I am not physically able to get involved”** this reason was selected by much higher percentages of people who are: unable to work (48%); disabled (36%); council tenants (27%).
- 45.21 Of the **3%** - 29 people - who chose **“other”**, 8 cited their ages as a factor (either too young or too old); 7 mentioned the over-riding of local opinions and/or centralisation of decision-making as a reason; 3 remarked on the stifling of initiative or the rejection of new ideas; and 2 people spoke of being too new to the area or having a command of English that wasn’t yet “good enough”. The other 9 reasons were single issues.
- 45.22 Finally **2%** selected **“don’t know”** and **2%** who opted for **“none of these.”**

Question 46: Involvement in Politics and Community Issues

- 46.1 Those surveyed were then presented with a group of 6 statements about involvement in politics and community issues and were asked to respond to the question: **“To what extent do you agree or disagree with the following statements?”** Their answers are found in Table 4.11 below.

Table 4.11 Involvement in Politics and Community Issues

Statement	Strongly Agree %	Tend to Agree %	Neither Agree or Disagree %	Tend to Disagree %	Strongly Disagree %	Don't know %	Difference between % who agree and % who disagree
If a person is dissatisfied with political decisions he/she has a duty to do something about it	13	43	27	12	3	2	41
Every citizen should get involved in politics if democracy is to work properly	12	36	27	17	5	3	26
The only way to be really informed about politics is to get involved	12	36	22	23	4	3	21
I enjoy working with other people on common problems in our community	12	27	33	14	6	8	19
A person like me could do a good job as a local councillor	8	23	26	22	14	8	-5
A person like me could do a good job as a local MSP/MP	8	16	28	23	17	8	-16

N= 1087-1130

46.2 Looking at the Table 4.11 as a whole notice that the percentage of respondents expressing a strong opinion (either in agreement or disagreement) on the 6 statements ranges from 16%-25%. Opinions cluster around the three middle options.

46.3 Some **56% agree** (including 13% strongly so) while **15% disagree** (including 3% strongly so) with the statement: **“If a person is dissatisfied with political decisions he/she has a duty to do something about it.”** This means there are 41% more who agree with this statement than disagree with it. This is the only statement supported by a majority of those responding to these statements. The highest percentages of respondents agreeing with the statement are found amongst people who are: aged 16-24 (65%); students (65%); aged 65+ (61%); retired (61%).

46.4 Some **48% agree** (including 12% strongly so) while **22% disagree** (including 5% strongly so) with the statement **“Every citizen should get involved in politics if democracy is to work properly”**. This means there are 26% more who agree with this statement than disagree with it. In the following categories a majority agree (in either way) with this statement: people who are disabled (55%); those aged 16-24 (54%); males (53%); people who are retired (52%); people who are unemployed (52%); those aged 65+ (51%). Council tenants (31%) return the lowest percentage of those agreeing with the statement.

46.5 Some **48% agree** (including 12% strongly so) while **27% disagree** (including 4% strongly so) with the statement **“The only way to be really informed about politics is to get involved”**. This means there are 21% more who agree with this statement than disagree

with it. In the following categories a majority of people agree with this statement: people who are unemployed (58%), those who are students (55%).

- 46.6 Some **39% agree** (including 12% strongly so) while **20% disagree** (including 6% strongly so) with the statement “**I enjoy working with other people on common problems in our community**”. This means there are 19% more who agree with this statement than disagree with it. The highest percentages agreeing with this statement are found amongst people who are: students (65%); aged 16-24 (53%); resident in the Highlands less than 5 years (46%). People who are unable to work (25%) return the lowest percentage agreeing with the statement.
- 46.7 Some **31% agree** (including 8% strongly so) while **36% disagree** (including 14% strongly so) with the statement “**A person like me could do a good job as a local councillor**”. Thus there are 5% more who disagree with this statement than agree with it. There are two observations to make about this statement according to categories of respondents:
- Running counter to the general trend are the returns from two categories. Of those aged 16-24 some 51% agree (in either way) with the statement while only 9% disagree (in either way) meaning that 42% more of that age group agree than disagree with the statement. A similar pattern is noticeable amongst students where 50% agree (in either way) and 15% disagree with the statement.
 - The highest percentages disagreeing (in either way) with the statement are found amongst: those aged 65+ (46%); people who are retired (45%); females (44%).
- 46.8 Some **24% agree** (including 8% strongly so) while **40% disagree** (including 17% strongly so) with the statement: “**A person like me could do a good job as a local MSP/MP**”. Thus there are 16% more who disagree with this statement than agree with it. The story regarding this statement is very similar to the preceding one (see 46.6):
- Running counter to the general trend are the returns from two categories. Of those aged 16-24 some 52% agree (in either way) with the statement while 19% disagree (in either way) meaning that 33% more of that age group agree than disagree with the statement. A similar pattern is noticeable amongst students where 50% agree (in either way) and 25% disagree with the statement.
 - The highest percentages disagreeing (in either way) with the statement are found amongst: those aged 65+ (55%); people who are retired (53%); females (50%).
 - The lowest percentages agreeing (in either way) with this statement are found amongst people who are: unemployed (11%); unable to work (12%); aged 65+ (13%); retired (14%); female (15%).

ATTITUDES TO WELFARE

Those surveyed were then presented with 4 new questions on the subject of attitudes to welfare which was introduced as follows: “There have been a number of changes made to the benefits system in the UK over the past year. We would like to know if the attitudes towards welfare in Highland are different compared to those across Scotland as a whole.”

Question 47: Opinions about the Level of Benefits for Unemployed People

47.1 Some 91.9% of those surveyed (1,055 people) answered in the following ways the first question under this heading which asked: “**Opinions differ about the level of benefits for unemployed people. Which of these two statements comes closest to your own view:**”

- **66.8%** (or 2 in 3) chose “**Benefits for unemployed people are too high and discourage them from finding jobs**”. The categories of respondents returning the highest percentages in favour of this statement were found amongst people who are: aged 16-24 (75%); 25-44 (75%); students (75%). There was only one category of respondents where this was the minority view –council tenants (45%).
- **33.2%** (or 1 in 3) chose “**Benefits for unemployed people are too low and cause hardship**”.

47.2 These results reveal that the statement “**Benefits for unemployed people are too high and discourage them from finding jobs**” is favoured by respondents by a **margin of 2:1** over the statement “**Benefits for unemployed people are too low and cause hardship**”

47.3 The highest percentages in favour of the statement “**Benefits for unemployed people are too high and discourage them from finding jobs**” were found amongst people who are: aged 16-24 (75%); 25-44 (75%); and students (75%). Amongst people who are unemployed some 57% chose this statement as most closely representing their views as did 52% of people with disabilities.

47.4 There were only two categories of respondents where a majority favoured the statement “**Benefits for unemployed people are too low and cause hardship**” namely: people unable to work (75%); and council tenants (55%).

Question 48: Views on whether large numbers of people falsely claim benefits

48.1 Those surveyed were then asked: “**Please say whether you agree or disagree that “Large numbers of people these days falsely claim benefits”**”. Some 98.8% of the sample (1,134 people) answered this question as follows:

- **32.0%** “strongly agree”
- **32.6%** “slightly agree”
- **11.5%** “slightly disagree”
- **11.0%** “strongly disagree”
- **12.9%** “don’t know”

48.2 These results show that **64.6% agree** (including 32% who “strongly agree”) while **22.5% disagree** (including 11% who “strongly disagree”) with this statement. That means that the percentage of respondents who agree (either “strongly” or “slightly”) with the statement exceeds the percentage of respondents who disagree with it (either “strongly” or “slightly”) by 42.1%.

48.3 In only one category of respondents did fewer than 50% agree (either “strongly” or “slightly”) with this statement – people unable to work (46%). Even within that category that 46% outnumbers the 30% who disagree (either “strongly” or “slightly”) with the statement.

Question 49: Views on whether large numbers of people who are eligible for benefits fail to claim them

49.1 Those surveyed were then asked: **“Do you agree or disagree that ‘large numbers of people who are eligible for benefits these days fail to claim them?’”** Some 99.7% of those surveyed (1,131 people) answered this question as follows:

- **14.6% “strongly agree”**
- **43.1% “slightly agree”**
- **10.7% “slightly disagree”**
- **8.9% “strongly disagree”**
- **22.7% “don’t know”**

49.2 Some **57.7% agree** (including 14.6% strongly so) and **19.6% disagree** (including 8.9% strongly so) with the statement that **“large numbers of people who are eligible for benefits these days fail to claim them”**. That means that the percentage of respondents who agree (either “strongly” or “slightly”) with the statement exceeds the percentage who disagree with it (either “strongly” or “slightly”) by 38.1%. Some 22.7% responded to the question by choosing “don’t know”.

49.3 The highest percentages of respondents agreeing (in either way) with the statement are people who are: unable to work (84%); disabled (73%); council tenants (72%).

Question 50: Respondents’ experiences of being unemployed and claiming benefits

50.1 Those surveyed were then asked: **“Have you ever had a period of unemployment and claimed benefit?”** Some 99.9% (1,133 people) answered as follows:

- 60.9% said “no”
- 39.1% said “yes”

50.2 The highest percentages of those who answered “yes” are people who are: unable to work (86%); disabled (57%); council tenants (56%); aged 45-64 (47%); living in other types of accommodation (47%). Intriguingly, of those who said they are unemployed just 39% answered “yes”. The lowest percentages answering “yes” were found amongst people who are: students (10%); aged 16-24 (19%); aged 65+ (28%); and retired (29%).

COMMUNITY SAFETY

Question 51: Extent of Concern about Certain Activities in Respondents' Localities

51.1 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 who are concerned (which involves adding the percentages of those for whom the activity is a “major concern” to those who say it is a “minor concern”).

Table 4.12 Extent to which Respondents Feel Concerned about Certain Activities in their Neighbourhoods

Activity	A Major Concern (A) %	A Minor Concern (B) %	Total Concerned (A+B) %	Not a Concern %	No Opinion/Don't Know %
Road Safety	36	44	80	16	4
Alcohol abuse	30	39	69	22	9
Anti-social behaviour	22	41	63	29	8
Crimes of dishonesty	15	46	61	32	7
Domestic abuse	14	32	46	30	24
Serious & organised crime	16	29	45	44	11
The abuse of vulnerable adults	15	26	41	37	22
The abuse of children	17	24	41	38	21
House or property fires	10	30	40	50	10
Fire related anti-social behaviour	9	20	29	60	11
Violent crime	9	20	29	61	10
Terrorism	6	8	14	74	12

N=1,098-1,124

51.2 Of the 12 activities “**road safety (e.g. speeding, drink/drug driving)**” is the one which occasions most concern. Some **80%** (76% in 2013; 81% in 2012) **express concern** - including 36% (30% in 2013) saying that it is a “major concern” - with **16%** (20% in 2013;

17% in 2012) **saying that it is not a concern**. There are no notable variations in responses by the various categories of respondents.

- 51.3 **“Alcohol abuse (e.g. under-age drinking/alcohol related disorder)”** ranks second in the list of activities about which respondents are concerned with some **69% saying they are concerned** - an increase on 63% in 2013 and 65% in 2012 - including 30% (24% in 2013) who classify it as a major concern. Some **22%** (29% in 2013; 26% in 2012) are **not concerned about it** and **9% chose no opinion/ don't know** as their response. Again this is an issue of concern across all categories.
- 51.4 **“Anti-social behaviour (e.g. vandalism/ breach of the peace/noise nuisance)”** is a concern to **63% - an increase on 57%** in 2013 (62% in 2012) - including 22% (24% in 2013) who regard it as a major concern. For some **29%** (36% in 2013; 32% in 2012) it is **not a concern** to them in the area where they live. Some **8%** (7% in 2013; 6% in 2012) chose **don't know/have no opinion**. By categories of respondents the level of concern ranges from 75% (people who are disabled) to 55% (people resident in the Highlands between 5 and 10 years).
- 51.5 **“Crimes of dishonesty (e.g. theft/fraud)”** are a concern to **61% - an increase on 56% in 2013** - including 15% (14% in 2013) who cite them as a major concern. Some **32%** (36% in 2013) are **not concerned about these crimes in their area** while **7%** (8% in 2013) chose the **no opinion/ don't know** option. By category of respondents there is no notable variation in views.
- 51.6 **“Domestic abuse”** in their areas is a concern to **46% - up steeply on the 31% recorded in 2013** (35% in 2012) - including 14% (11% in 2013) who cite it as a major concern. Some 30% (45% in 2013; 40% in 2012) are **not concerned about such crimes in their area**. Just under a quarter of respondents (**24% - also 24% in 2013**) chose the **no opinion/ don't know option**. The respondents who express the highest levels of concern are people who are: unable to work (62%); students (58%); council tenants (54%); have school aged children (53%); aged 45-64 (51%); employed (50%). At 39% the lowest levels of concern are found amongst people who are retired but this still represents a considerable increase on the 26% recorded by people who are retired in 2013.
- 51.7 **“Serious and organised crime (e.g. drugs/organised crime/prostitution)”** in their areas is a concern to **45% - an increase on the 37% recorded in 2013** (41% in 2012) - including 16% who cite it as a major concern. Some **44%** (52% in 2013; 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 people who are: council tenants (62%); unable to work (59%); disabled (58%); living in other types of accommodation (51%). The lowest level of concern was expressed by people resident in the Highlands for less than 5 years (37%).
- 51.8 The **“abuse of vulnerable adults”** in their areas is a concern to **41% - a notable increase on the 28% recorded in 2013** (31% in 2012). Some 15% (10% in 2013) cite it as a major concern. Some **37%** (50% in 2013; 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: students (53%); council tenants (51%); disabled (47%); aged 16-24 (47%).

51.9 **The “abuse of children” in their areas is a concern to 41% - an increase on the 33% recorded in 2013** (34% in 2012) - including 17% who cite it as a major concern. Some 38% (48% in 2013; 46% in 2012) **are not concerned about such crimes in their area** while **21%** (19% in 2013; 20% in 2012) chose the **no opinion/ don’t know option**. Amongst the categories of respondents with school aged children some 50% (a notable increase on the 40% recorded in 2013) say that they are concerned – including 16% for whom it is a major concern - while 39% (45% in 2013) say that they are not concerned.

51.10 **“House or property fires” in their areas are a concern to 40% - an increase on 35% in 2013** - including 10% (9% in 2013) who regard it as a major concern. Some **50%** (51% in 2013) **are not concerned** about these while **10%** (11% in 2013) selected **don’t know/no opinion**.

51.11 **“Fire-related anti-social behaviour” in their areas is a concern to 29%- an increase on 22% in 2013** - including 9% (7% in 2013) for whom it is a major concern. Some **60%** (**65% in 2013**) **are not concerned** while **11%** (13% in 2013) **chose the no opinion / don’t know option**. Concerns are at their highest levels amongst people who are unable to work (39%).

51.12 **“Violent crime in their areas (e.g. Assault/Robbery/Gun - Knife Crimes/Gangs)” is a concern to 39% - an increase on 21% in 2013** (27% in 2012) - including 9% (8% in 2013) who cite it as a major concern. **Some 61%** (68% in 2013; 63% in 2012) - **are not concerned about such crimes in their area** while **10%** (11% in 2013; 10% in 2012) chose the **no opinion/ don’t know** option. Council tenants (40% - including 21% who regard it as a “major concern”) express the highest level of concern.

51.13 **“Terrorism” in their area is a concern to 14%** (10% in 2013 and 2012) **of respondents** including 6% (5% in 2013) who cite it as a major concern. For some **74%** (76% in 2013; 77% in 2012) it is **not a concern** while **12%** (14% in 2013; 13% in 2012) chose **don’t know/ have no opinion**.

Question 52: Extent of Worry about being a Victim of Crime (in general)

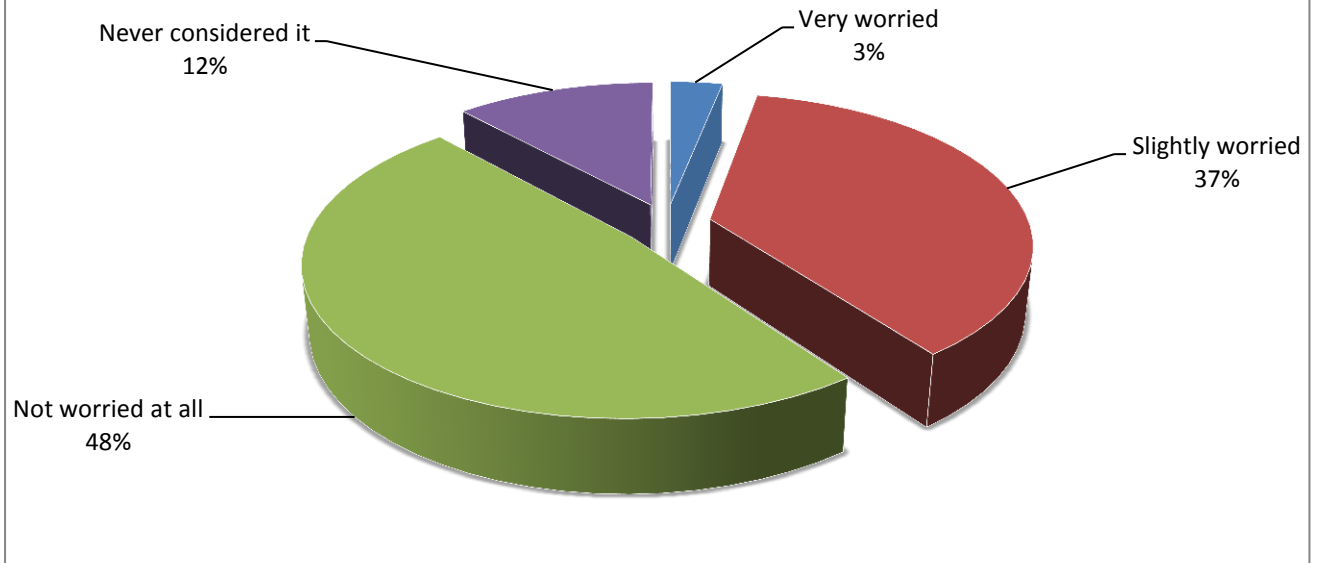
52.1 Those surveyed were asked: **“How worried are you about becoming a victim of crime (in general)?”** Some 97.6% of the sample (1,121 people) answered the question according to the response show in Table 4.13 and Figure 4.5 below.

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

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

N in 2014 = 1,121

Fig 4.5 Extent to which respondents are worried about being a victim of crime (in general) in 2014



52.2 These results show that: **3.1%** (2.5% in 2013; 3.5% in 2012) are **“very worried”** about being a victim of crime; **36.8%** (35% in 2013; 39% in 2012) are **“slightly worried”**; **48%** (49.8% in 2013; 45.6% in 2012) are **“not worried at all”** and **11.8%** (12.7% in 2013; 11.9% in 2012) **“never considered it”**. That means that 39.9% (37.6% in 2013; 42.5% in 2012) have some worries about being a victim of crime though only a small proportion is very worried about it. There is a greater level of worry found amongst people who are disabled (61% worried – including 3% very worried) compared with those who are not disabled (40% including 3% very worried). By housing tenure there is also an observable difference: amongst council tenants some 52% are worried (including 5% “very worried”) compared with 43% of homeowners (including 5% “very worried”) and 39% (with 5% “very worried”) of those living in other forms of accommodation. The lowest levels of concern are expressed by people resident in the Highlands less than 5 years (36%).

Question 53: Extent of Worry about being the Victim of Specified Crimes

53.1 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	9	41	50	43	7
Having your home broken into	9	46	55	39	6
Having your car stolen or broken into	6	36	42	48	11
Being attacked by someone who is under the influence of alcohol	8	36	44	46	10
Being insulted or threatened	6	35	41	52	13
Being attacked, assaulted or robbed in the street	5	31	36	53	11
Being the victim of any other type of crime	6	25	31	52	17
Having your property damaged by or set on fire	6	22	28	57	15
Being attacked, assaulted or robbed in your own home	4	21	25	60	15
Being the victim of an attempted rape or other serious sexual offence	3	12	15	64	21
Being a victim of domestic abuse	1	4	5	76	19

N= 1,094-1,125

- 53.2 **Vandalism or deliberate damage to your home, property or car is a worry to 50%** (55% in 2013; 51% in 2013; 54% in 2012) including 9% who are “very worried”. Some **43%** (39% in 2013; 43% in 2013; 39% in 2012) say that they are “**not worried at all**” about such crime while **7%** (6% in 2013; 6% in 2013; 7% in 2012) “**never considered it**”. The level of worry is highest amongst people who are: unable to work (63%); disabled (63%).
- 53.3 **A slight majority (51%) of respondents** (53% in 2012) **are worried** - including 7% who are “very worried” - about **being a victim the crime of having your home broken into**. **Some 44%** (41% in 2012) say that they are “**not worried at all**” about such a crime while **5%** (6% in 2012) “**never considered it**”. The level of worry is notably lower amongst

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

- 53.4 **Being a victim of having your car stolen or broken into** is a worry for **42%** (45% in 2013 and 2012) **of respondents** including 6% who are “very worried”. Some **48%** (47% in 2013; 46% in 2012) say that they are “**not worried at all**” about such crime while **11%** (8% in 2013; 9% in 2012) “**never considered it**”.
- 53.5 **Being the victim of being attacked by someone who is under the influence of alcohol** is a worry for **44%** (39% in 2013; 43% in 2012) including 4% who are “very worried”. Some **46%** (50% in 2013; 47% in 2012) say they are “**not worried at all**” about being a victim of such crime and **10%** (11% in 2013; 10% in 2012) say they “**never considered it**”. The highest level of concern is expressed by people who are: aged 16-24 (59%); unable to work (58%); council tenants (53%).
- 53.6 **Being the victim of being insulted or threatened** is a worry for **41%** (33% in 2013; 35% in 2012) of **all respondents** (including 6% “very worried”). A majority **52%** (55% in 2013; 54% in 2012) are “**not worried at all**” about being a victim of such crimes while **13%** (12% in 2013; 11% in 2012) “**never considered it**”. The highest levels of worry are expressed by people who are: aged 16-24 (53%); unable to work (57%).
- 53.7 **Being the victim of being attacked, assaulted or robbed in the street** is a worry to **36%** (31% in 2013; 33% in 2012) including 5% who are very worried about being a victim of these crimes. Some **53%** (55% in 2013; 54% in 2012) are **not worried at all** on this score while **11%** (12% in 2013; 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: unable to work (53%); disabled (51%).
- 53.8 **Being the victim of any other type of crime** is a worry for **31%** (25% in 2013; 29% in 2012) **of all respondents** including 6% who are “very worried” while **52%** (58% in 2013; 52% in 2012) say that they are “**not worried at all**” about being the victim of other types of crime and **17%** (also 17% in 2013; 19% in 2012) “**never considered it**”.
- 53.9 **Having your property damaged by or set on fire** is a worry for **28%** (23% in 2013) **of all respondents** including 6% who are very worried about this type of crime. Some **57%** (**64% in 2013**) are **not worried at all about this crime** and **15%** (13% in 2013) **have never considered it**. Levels of concern are at their highest amongst people who are: unable to work (45%); disabled (42%); aged 16-24 (39%); resident in the Highlands for less than 5 years (37%).
- 53.10 **Being attacked, assaulted or robbed in your own home are crimes** which are a worry to **25%** (21% in 2013; 25% in 2012) **of all respondents** including 4% who are “very worried”. Some **60%** (64% in 2013; 59% in 2012) say that they are “**not worried at all**” about these crimes while **15%** (15% in 2013; 16% in 2012) “**never considered it**”. The highest levels of worry are found amongst respondents who are: disabled (34%); unable to work (38%).

53.11 **Being the victim of an attempted rape or other serious sexual offence** is a worry for **15%** (11% in 2013; 14% in 2012) of **all respondents** including 3% who are very worried. Some **64%** (67% in 2013; 64% in 2012) are “**not worried at all**” while **21%** (22% in 2013 and 2012) “**never considered it**”. There is a notable variation in response by gender: whereas 5% of males are worried about being a victim of such crimes the figure is 22% for females. Looking at the responses from females alone, the highest levels of worry are found amongst women who are: aged 16-24 (44%); unable to work (39%); living in other types of accommodation (39%); disabled (32%); aged 25-44 (31%).

53.12 **Being a victim of domestic abuse** is a worry to **5%** (4% in 2013; 3% in 2012) including 1% who are “very worried” about it. Some **76%** (76% in 2013; 74% in 2012) say they are “**not worried at all**” about it while **19%** (20% in 2014 25% in 2012) say they “**never considered it**”. It is noticeable that 21% of those aged 16-24 say that they are worried about being victim of domestic abuse.

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

Question 54: Extent of concerns about anyone (including respondents themselves) being subjected to a hate incident or a hate crime

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

54.1 Those sampled were asked: “**To what extent are you concerned about you or someone you know being the victim of a hate incident or hate crime based on the issues below?**” A list of 7 grounds on which someone may suffer discrimination or a hate incident was presented and views sought on each according to the extent to which respondents were worried. The results in Table 4.15 below are ordered according to the total percentage of those who expressed a concern.

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

Grounds	Major Concern (A) %	Minor Concern (B) %	Total Concerned (A+B) %	Not a Concern %	No opinion/ don't know %
Mental health	11	25	36	54	10
Learning disability	11	23	34	55	11
Physical disability	9	21	30	59	11
Race or ethnic origin	7	22	29	61	10
Religion or belief (including non-belief)	7	20	27	62	11
Sexual orientation	6	19	25	64	11
Gender identity	4	16	20	69	11

N=1,075-1,106

- 54.2 Table 4.15 shows that for each of the seven grounds identified **a majority of respondents** say they are **not concerned** about anyone of whom they are aware (including themselves) being subjected to a hate incident or a hate crime. In 2014 the range choosing “not a concern” is 54%-69%. In 2013 the range was 62% to 71%. Compared with last year’s results though **the percentages expressing a concern (of either kind) have increased notably in each case**. In 2014 the range was 20%-36% compared with a range of 8%-18% in 2013. Meanwhile **the percentages of respondents choosing “no opinion/don’t know” have fallen** from a range of 18%-21% to 10%-11%.
- 54.3 **Some 36% of respondents - double the 18% recorded in 2013 - were concerned** (including 11% who said it was a “major concern”) about someone of whom they are aware (including themselves) being subjected to a hate incident or a hate crime **on the grounds of mental health**. For **54%** (62% in 2013) this matter was **not a concern** while **10%** (20% in 2013) chose **the no opinion/ don’t know option**. The highest levels of concern were expressed by people who are: students (53%); aged 16-24 (51%); unable to work (50%); disabled (42%).
- 54.4 **Some 34% of respondents – double the 17% recorded in 2013 - were concerned** (including 11% who said it was a “major concern”) about someone of whom they are aware (including themselves) being subjected to a hate incident or a hate crime **on the grounds of learning disability**. For **55%** (63% in 2013) this matter was **not a concern** while **11%**

(20% in 2013) chose **the no opinion/ don't know option**. Concerns are at their highest level amongst people who are: aged 16-24 (56%); unemployed (42%); council tenants (42%); unable to work (41%).

- 54.5 **Some 30% of respondents – almost double the 16% recorded in 2013 - were concerned** (including 9% who said it was a “major concern”) about someone of whom they are aware (including themselves) being subjected to a hate incident or a hate crime **on the grounds of physical disability**. For **59%** (64% in 2013) this matter was **not a concern** while **11%** (20% in 2013) chose **the no opinion/ don't know option**. The highest levels of concern are expressed by people who are: aged 16-24 (56%); students (47%); unemployed (42%); unable to work (41%); disabled (40%).
- 54.6 **Some 29% - a notable rise on 18% in 2013 - were concerned** (including 7% 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 61%** (62% in 2013) **were not concerned** and **10%** (20% in 2013) **chose the no opinion/ don't know option**. Concerns are at their highest level amongst people who are: students (43%); aged 16-24 (38%). By ethnicity the level of concern expressed by those who identified themselves as Scottish (22%) are notably lower than the level of concern expressed by people who identified themselves as “Other British” (34%) or “other white” (40%). The number of survey returns from people from other ethnic backgrounds is too few to allow reliable conclusions to be drawn.
- 54.7 **Some 27% of respondents – almost double the 14% recorded in 2013 - 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 **62%** (68% in 2013) this matter was **not a concern** while **11%** (18% in 2013) chose **the no opinion/ don't know option**. Concerns are at their highest level amongst people who are: students (40%); unemployed (38%); aged 16-24 (37%).
- 54.8 **Some 25% - just over double the 12% recorded in 2013 - were concerned** (including 4% who said it was a “major concern”) about someone of whom they are aware (including themselves) being subjected to a hate incident or a hate crime **on the grounds of sexual orientation**. For **69%** (71% in 2013) this matter was **not a concern** while **11%** (21% in 2013) chose **the no opinion/ don't know option**. By age the highest levels of concern are expressed by those who are: students (57%); aged 16-24 (49%). The lowest levels of concern are expressed by people who are: aged 65+ (16%); retired (16%).
- 54.9 **Some 20% - a notable increase on 8% in 2013 - were concerned** (including 4% who said it was a “major concern”) about someone of whom they are aware (including themselves) being subjected to a hate incident or a hate crime **on the grounds of gender identity**. For **69%** (71% in 2013) this matter was **not a concern** while **11%** (21% in 2013) chose **the no opinion/ don't know option**. The highest levels of concern are found amongst people aged 16-24 (35%); students (33%); and people unable to work (31%).

Question 55: Respondents' Awareness of the Impact on People in Highland of Hate Incidents and Hate Crime

Question 55 was introduced as follows: "There is considerable evidence about the impact of hate incidents and hate crimes (as described above) on individuals, and communities – for example on mental health, on suicide rates, on risk taking behaviour, on feelings of safety and of belonging, of trust in social and/or civic institutions."

- 55.1 Respondents were then asked: "**Were you aware that such incidents can and do impact on people in this way in Highland?**" Some 1,088 (94.8% of the sample) answered. Of those who answered **71.5%** (69% in 2013) **said that they were aware while 28.5%** (31% in 2013) **said that they were not aware.** The highest percentages answering "yes" are found amongst people who are: aged 16-24 (81%); students (81%); unable to work (81%); have school aged children (78%).

Question 56: Extent to which Respondents Take Actions because of possible Worries about Crime

- 56.1 These surveyed were asked: "**Do you do any of the following because of the possible worries about crime?**" There then followed a list of 9 actions about which they were asked to say whether they took that action always, sometimes or never. The answers of respondents are found in Table 4.16 below with the actions being ordered according to the extent to which the total percentage of people say they take this action.

Table 4.16 Extent to which action are taken because of possible worries about crime

Actions	Always (A) %	Sometimes (A) %	Total Taking Action (A) + (B) %	Never %
Make sure your home is adequately secured	73	19	92	8
Make sure your vehicle is adequately secured	71	19	90	10
Carry a mobile phone	52	21	73	27
Avoid certain Places	13	46	59	41
Mark your property in case it is stolen	10	33	43	57
Avoid going out when it is dark	6	25	31	69
Avoid going out alone	5	24	29	71
Avoid going out at certain times	5	23	28	72
Take self-defence classes	2	4	6	94

N=1,092-1,118

- 56.2 **Making sure your home is adequately secured is an action taken at least sometimes by 92%** (88% in 2013 and 2012) **of respondents** (including 73% who do this always) while **8%** (12% in 2013 and 2012) **say that they never do this.**
- 56.3 **Making sure your vehicle is adequately secured because of possible worries about crime is an action taken at least sometimes by 90%** (87% in 2013; 84% in 2012) **of respondents** (including 73% who do this always) while **10%** (13% in 2013; 16% in 2012) **say that they never do this.**
- 56.4 **Carrying a mobile phone because of possible worries about crime is an action taken at least sometimes by 73%** (69% in 2013; 61% in 2012) of respondents while **27%** (31% in 2013; 39% in 2012) **say that they never do this.** It is notable that 61% of females always take this action compared with 44% of males. Some 34% of males never take this action compared with 20% of females. Always carrying a mobile phone is an action taken by 74% of people who are unable to work and 63% of those aged 16-24.
- 56.5 **Avoiding certain places because of possible worries about crime is an action taken at least sometimes by 59%** (53% in 2013; 51% in 2012) of respondents while **41%** (47% in 2013; 49% in 2012) **say that they never do this.** Some 64% of females always avoid certain places compared with 47% of males. It is noticeable that 72% of people unable to work and 70% of people aged 16-24 at least sometimes take such avoiding action.
- 56.6 **Marking your property in case it is stolen is an action taken at least sometimes by 43%** (45% in 2013; 41% in 2012) of respondents while **57%** (55% in 2013; 59% in 2012) **never do this.** Some 48% of homeowners do this at least sometimes compared with 40% of those living in other forms of accommodation and 34% of council tenants.
- 56.7 **Avoiding going out when it is dark because of possible worries about crime is an action taken at least sometimes by 31%** (27% in 2013; 30% in 2012) of respondents **while 69%** (73% in 2013; 70% in 2012) **never do this.** There is a notable variation in responses by gender for while 16% of males take this action at least sometimes, the comparable percentage for females is much higher – it stands at 43%. It is notable also that 60% of those who are unable to work take this action at least sometimes as do 49% of people who are disabled.
- 56.8 **Avoiding going out at certain times is an action taken at least sometimes by 28%** (26% in 2013; 28% in 2012) of respondents **while 72%** (74% in 2013; 72% in 2012) **never do this.** There is again a notable variation in responses to this question by gender – 41% of females avoid going out at certain times compared with 16% of males. Some 60% of those who are unable to work do this at least sometimes as do 49% of those people with a disability and 41% of council tenants.
- 56.9 **Avoiding going out alone because of possible worries about crime is an action taken at least sometimes by 29%** (25% in 2013; 27% in 2012) of respondents **while 71%** (75% in 2013; 73% in 2012) **never do this.** There is a notable difference in response by gender – whereas 11% of males avoid going out alone at least sometimes, amongst females the figure is almost 4 times higher at 41%. The highest percentages of people taking this action

are found amongst those who are: unable to work (52%); disabled (44%); council tenants (43%); aged 16-24 (42%).

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

Question 57: Views on the Safety of the Area within 15 Minutes' Walk of Home

57.1 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

	2014 %	2013 %	2012 %	2011 %	2010 %
A very safe area	61.7	58.5	53.3	51.3	59
A fairly safe area	35.0	39.3	42.8	41.6	38
Total Safe	96.7	97.8	96.1	92.9	97
Rather unsafe area	2.0	1.7	2.9	5.5	2
A very unsafe area	1.2	0.1	0.7	1.1	1
Total Unsafe	3.2	1.8	3.6	6.6	3
No opinion	0.1	0.3	0.3	0.5	n/a
Net Safety Rating (Total Safe – Total Unsafe)	93.5	96.1	92.5	86.3	94

N in 2014 = 1,133

57.2 **In 2014 some 96.7% of respondents (97.8% in 2013; 96.1% in 2012; 92.9% in 2011; 97% in 2010) rate their locality as either “very” or “fairly safe”.** It is notable that those who rate their area as “very safe” stands at a record high of 61.7% in 2014. **Those who feel that their locality is unsafe to any extent total 3.2%** (1.8% in 2013; 3.6% in 2012; 6.6% in 2011; 3% in 2010). A net safety rating can be calculated by deducting the percentage of respondents who feel that their area is unsafe to any degree from the percentage who feel their area is safe. The **net safety rating stands at 93.5% in 2014** (96.1% in 2013; 92.5% in 2012; 86.3% in 2011; 94% in 2010).

57.3 Looking in more detail at the results for 2014 we see that **over 6 in 10 respondents (61.7%) rated the area within 15 minutes' walk of their home as being “very safe”** (58.5% in 2013; 53.3% in 2012; 51.3% in 2011; 59% in 2010; 45% in 2009; 46% in 2008). The only categories of respondents where 50% or fewer rate their immediate area as “very safe” are people who are: unable to work (41%); council tenants (47%); disabled (50%).

57.4 The main difference noticeable at ward level is the percentage of respondents who select the “very safe” option. The highest percentages of respondents (all 74% or higher) choosing to describe their area as “very safe” are found in the following wards:

- East Sutherland and Edderton (84%);
- Eilean a' Cheò (83%);
- Wester Ross, Strathpeffer and Lochalsh (81%);
- North, West and Central Sutherland (81%);

- Black Isle (81%);
- Badenoch and Strathspey (78%);
- Aird and Loch Ness (74%).

57.5 By comparison the lowest percentages of respondents choosing to rate the area within 15 minutes' walk of their home as "very safe" (40% and lower) are found in the following wards:

- Inverness Central (34%);
- Wick (35%);
- Inverness West (36%);
- Cromarty Firth (40%).

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 58: Views on Prejudice

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

Table 4.18 Views on Prejudice

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

N in 2014 = 1,116

58.2 The results show that **76.8%** thought that the statement "**Highland should do everything it can to get rid of all types of prejudice**" came closest to their own views. This represents an **increase** on the **73.6% recorded in 2013** (70.4% in 2012; 66.9% in 2011).

For **some 23.2% (26.4% in 2013; 29.6% in 2012; 33.1% in 2011)** the statement **“sometimes there is good reason for people to be prejudiced against certain groups”** came closest to their views.

58.3 The highest levels of support for the statement **“Highland should do everything it can to get rid of all types of prejudice”** are found amongst respondents who are: unemployed (89%); aged 16-24 (84%); have school aged children (82%); students (81%); aged 25-44 (80%).

Question 59: Type of People with whom Respondents would rather live in an area

59.1 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 1,052 people (91.6% of the sample) answered this question as follows:

- **52.2%** (51.7% in 2013; 52.1% in 2012; 46.8% in 2011) selected **“lots of different kinds of people”**;
- **47.8%** (48.3% in 2013; 47.9% in 2012; 53.2% in 2011) selected **“where most people are similar to you”**.

59.2 There are notable variations by age group. Some 68% 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: 63% of those aged 25-44; 57% of those aged 45-64; and 56% of those aged 16-24.

59.3 Some 60% of those with school aged children chose “with lots of different kinds of people” while for those without school aged children 54% chose “where most people are similar to you”.

SECTION E: VOLUNTEERING

Question 60: Volunteering in any Capacity

60.1 When asked “**do you currently volunteer in any capacity?**” some 39% of respondents answered “yes” (38% in 2013 and 2012; 36% in 2011, 36% in 2010). Note that since the respondents are people who volunteered to join the citizen’s panel that fact may have bearing on this figure. There are no differences in volunteering by gender but there are notable differences in other categories:

- age - the highest percentage of volunteers is in the 65+ (46%) age band followed by those aged: 45-64 (39%); 25-44 (35%); 16-24(35%);
- housing tenure – more home owners (44%) record that they volunteer than those who live in other types of accommodation (31%) or are council tenants (28%);
- other rates of volunteering that are appreciably higher than the average for the sample (39%) are found amongst those with school aged children (49%), and people who are retired (47%).

Question 61: Number of Voluntary Activities in which People are Involved

61.1 Respondents who indicated that they volunteered were then asked: “**How many voluntary activities are you involved in?**” Some 39.5% of the sample (454 people) answered this question and their answers are found in Table 5.1 below:

Table 5.1 Number of Voluntary Activities in which People are Involved

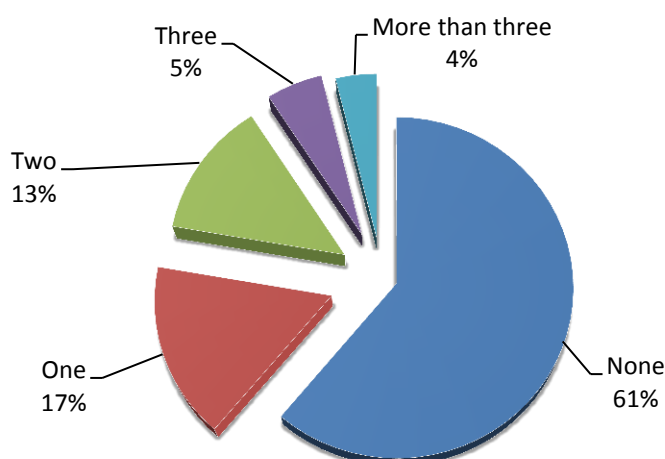
	2014	2013	2012	2011	2010
	%	%	%	%	%
One	42	38	36	43	51
Two	34	33	36	31	28
Three	14	15	16	12	10
Over three	10	14	12	14	11
Total	100	100	100	100	100

In 2014 N = 454

61.2 Of those who volunteered in 2014, **42% said they were engaged in one activity** (38% in 2013; 36% in 2012; 43% in 2011; 51% in 2010) while **34% said they were involved in two activities** (33% in 2013; 36% in 2012; 31% in 2011; 28% in 2010). Adding the percentage who say they are **involved in three activities (14%)** to those who are involved in **more than three activities (10%)** results in a total of **24% being involved in 3 or more activities** (29% in 2013; 28% in 2012; 26% in 2011; 21% in 2010).

61.3 To obtain a true picture of the pattern of volunteering activity engaged in Highland in 2014 it is important to bring back into the picture all those answered the first question in this section – “**Do you volunteer in any capacity?**” – and calculate from that number what percentages are engaged in no volunteering activity, one activity, two activities, three activities and more than three activities. Figures 5.1 illustrate the results.

Fig 5.1 Number of voluntary activities in which all respondents are engaged (2014)



61.4 In 2014 some 61% of the overall sample said that they do not volunteer in any capacity (62% in 2013; 60% in 2012; 64% in 2011). The chart shows that the percentages of all respondents who volunteer in:

- **One activity** stands at **17%** (14% in 2013 and 2012; 16% in 2011);
- **Two activities** stands at **13%** (also 13% in 2013; 14% in 2012; 11% in 2011);
- **Three activities** stands at **5%** (6% in 2013; 7% in 2012; 4% in 2011);
- **More than three activities** stands at **4%** (5% in 2013, 2012 and 2011).

Question 62: Frequency of Volunteering

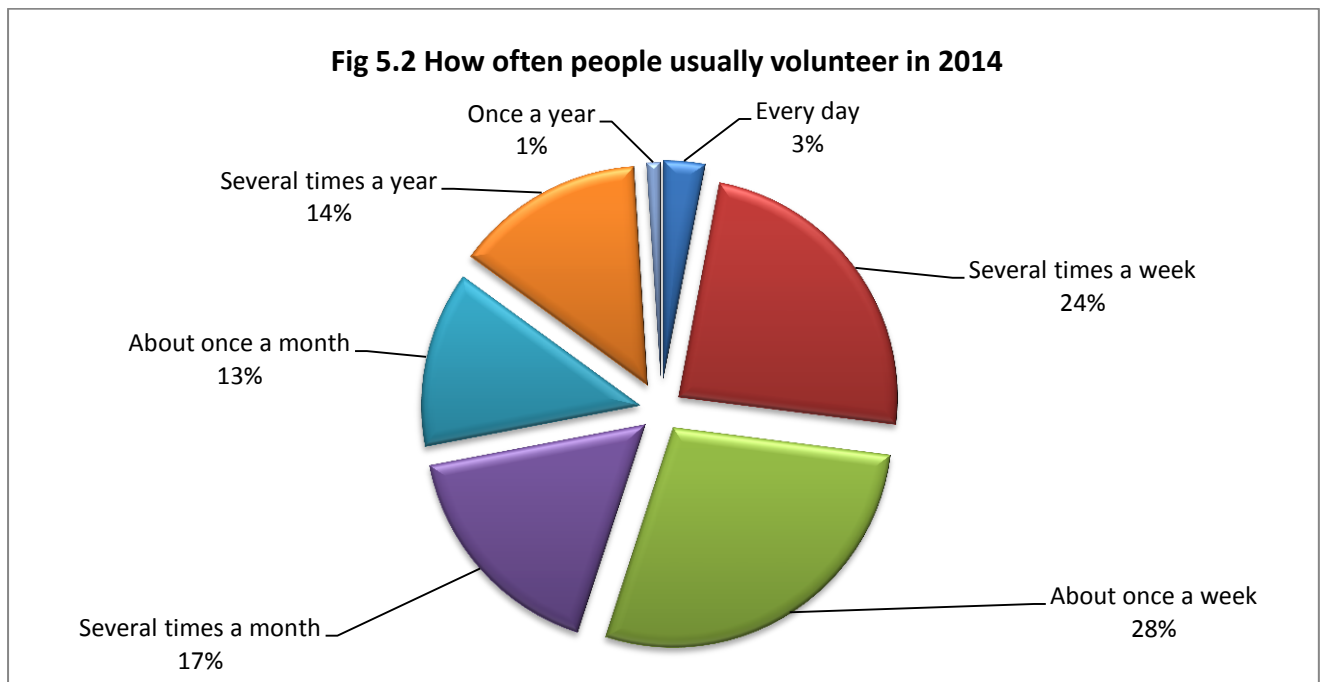
62.1 Those who volunteer were then asked: “How often do you usually volunteer?” The answers of the 463 who replied (40% of the entire sample) are found in Table 5.2 below.

Table 5.6 Frequency of Volunteering

Frequency	2014 %	2013 %	2012 %	2011 %	2010 %
Every day	3	3	4	5	5
Several times a week	24	34	34	32	27
About once a week	28	23	20	19	22
Several times a month	17	18	16	19	20
About once a month	13	10	13	9	13
Several times a year	14	11	12	16	11
Once a year	1	1	1	0	2
Total	100	100	100	100	100

In 2014 N=463

62.2 The same information for 2014 is shown in the pie chart below (Fig 5.2).



62.3 What the results show is that **in 2014 some 72% are usually engaged in volunteering activities at least several times a month**. The comparable figures in past years were: 78% in 2013; 74% in 2012; 75% in 2011; and 74% in 2010.

Question 63: Likelihood of spending time in Voluntary Activity with Particular Groups

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

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

Groups	Will definitely %	Will probably %	May Do %	Not very likely %	Definitely won't %	Don't know %
Voluntary groups to help the sick elderly or people in need	9	10	27	29	9	16
Sporting, social or recreational activities	10	12	25	28	13	12
Charity or campaigning organisation	9	10	29	26	14	12
Local neighbourhood/ community groups	5	10	33	27	14	11
Groups running activities for children/young people	10	9	20	28	21	12
Political party	3	4	12	33	39	10
Church or religious group	12	6	8	25	41	8
Trade unions	2	2	8	30	49	9

N=1,016-1,053

- 63.2 Of “**voluntary groups to help the sick elderly or people in need**” 9% said they “will definitely” spend time doing voluntary activities with a further 10% saying they “will probably” do so and 27% who said they “may do” so. **Adding these first three figures gives a total of 46% who could be classified as being at least open to the idea of volunteering in these ways.** A further 29% said it is “not very likely” they will do so while 9% “definitely won’t”. Some 16% “don’t know”.
- 63.3 Of “**sporting, social or recreational activities**” 10% said they “will definitely” spend time doing voluntary activities with these groups with a further 12% saying they “will probably” do so and 25% who said they “may do” so. **Adding these three figures together gives a total of 47% who could be said to be at least open to the idea of volunteering in these ways.** A further 28% said it is “not very likely” they will do so while 13% “definitely won’t”. Some 12% “don’t know”. The highest percentages of respondents saying they “definitely won’t” are people who are: unable to work (35%); disabled (31%); council tenants (28%); aged 65+ (24%); retired (23%).
- 63.4 Of “**charity or campaigning organisations (e.g. animal welfare, environmental/conservation charity, international aid charity)**” 9% said they “will definitely spend time doing voluntary activities with these groups with a further 10% saying they “will probably” do so and 29% who said they “may do” so. **Adding these three figures together gives a total of 48% who may be said to be at least open to volunteering in this way.** A further

26% said it is “not very likely” they will do so while 14% “definitely won’t”. Some 12% “don’t know”.

- 63.5 Of “**local neighbourhood/ community groups (e.g. residents’ association, neighbourhood watch)**” 5% said they “will definitely” spend time doing voluntary activities with such groups with a further 10% saying they “will probably” do so and 33% who said they “may do” so. **Adding these three figures together gives a total of 48% who could be said to be at least open to volunteering with such groups.** A further 27% said it is “not very likely” they will do so while 14% “definitely won’t”. Some 11% “don’t know”.
- 63.6 Of “**groups running activities for children/young people (e.g. sports clubs, scouts/brownies)**” 10% said they “will definitely” spend time doing voluntary activities with such groups with a further 9% saying they “will probably” do so and 20% who said they “may do” so. **Adding these three figures together gives a total of 39% who may be said to be at least open to the possibility of volunteering in this way.** A further 28% said it is “not likely” they will do so while 21% “definitely won’t”. Some 12% “don’t know”. By categories of respondents it is noticeable that for those who have school aged children the combined percentages of those saying they “will definitely”, “will probably” and “may do” is 61%. The comparable figure for those with no school aged children is 23%. By age there is also an appreciable difference in that 68% of those aged 25-44 say they either “will definitely”, “will probably” or “may do” while amongst people aged 65+ the comparable figure is 12%.
- 63.7 Regarding spending time on voluntary activities with a “**political party**” 3% said they “will definitely” do so with a further 4% saying they “will probably” do so and 12% who said they “may do” so. **Adding these three figures together gives a total of 19% who may be said to be at least open to the possibility of engaging in voluntary activities with a political party.** A further 33% said it is “not very likely” they will do so while 39% “definitely won’t”. Some 10% “don’t know”. By categories of respondents the highest percentages who say they either “will definitely”, “will probably” or “may do” voluntary activities with a political party are found amongst people who are: aged 16-24 (34%); students (34%).
- 63.8 Regarding spending time on voluntary activities with a “**church or religious group**” 12% said they “will definitely” spend time doing voluntary activities with a further 6% saying they “will probably” do so and 8% who said they “may do” so. **Adding these three figures together gives a total of 26% who may be said to be at least open to the possibility of engaging in voluntary activities with a church or religious group.** A further 25% said it is “not very likely” they will do so while 41% “definitely won’t”. Some 8% “don’t know”. Responses here vary notably from the other 8 groups in that in all other cases the percentages answering “may do” are at least double those who say they “definitely will”. In this case those who “definitely will”, which at 12% is higher than that for any of the other groups, is greater than the percentage who say they “may do” which stands at 8%. It is also noticeable that some 22% of those aged 65+ say they “definitely will” volunteer in this way compared with 12% of those aged 45-64, 7% of those aged 16-24, and 4% of those aged 25-44.

63.9 Spending time on voluntary activities with **trade unions** is something 2% said they “will definitely” spend time doing with a further 2% saying they “will probably” do so and 8% who said they “may do” so. **Adding these three figures results in a total of 12% who may be said to be at least open to volunteering in this capacity.** A further 30% said it is “not very likely” they will do so while 49% said they “definitely won’t” do so. Some 9% don’t know.

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

We now present in more detail our findings from an analysis of the opinions of those who commented on each of the 46 services.

For each service we detail the percentages of respondents who chose each of the various categories of satisfaction or dissatisfaction and we show that information in a pie chart. We also highlight any notable differences in net satisfaction rates by the various categories of respondents.

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

Comparisons are often drawn with the four most recent performance surveys that have been conducted – the ones of 2010, 2011, 2012 and 2013. But please note our comments in the body of the report regarding these comparisons (see the beginning of Section C).

The order in which the services appear is based on Table 3.1 in the main body of the report. In that table the services are ranked according to the net satisfaction rate achieved in 2014. That means they appear as follows in this Appendix:

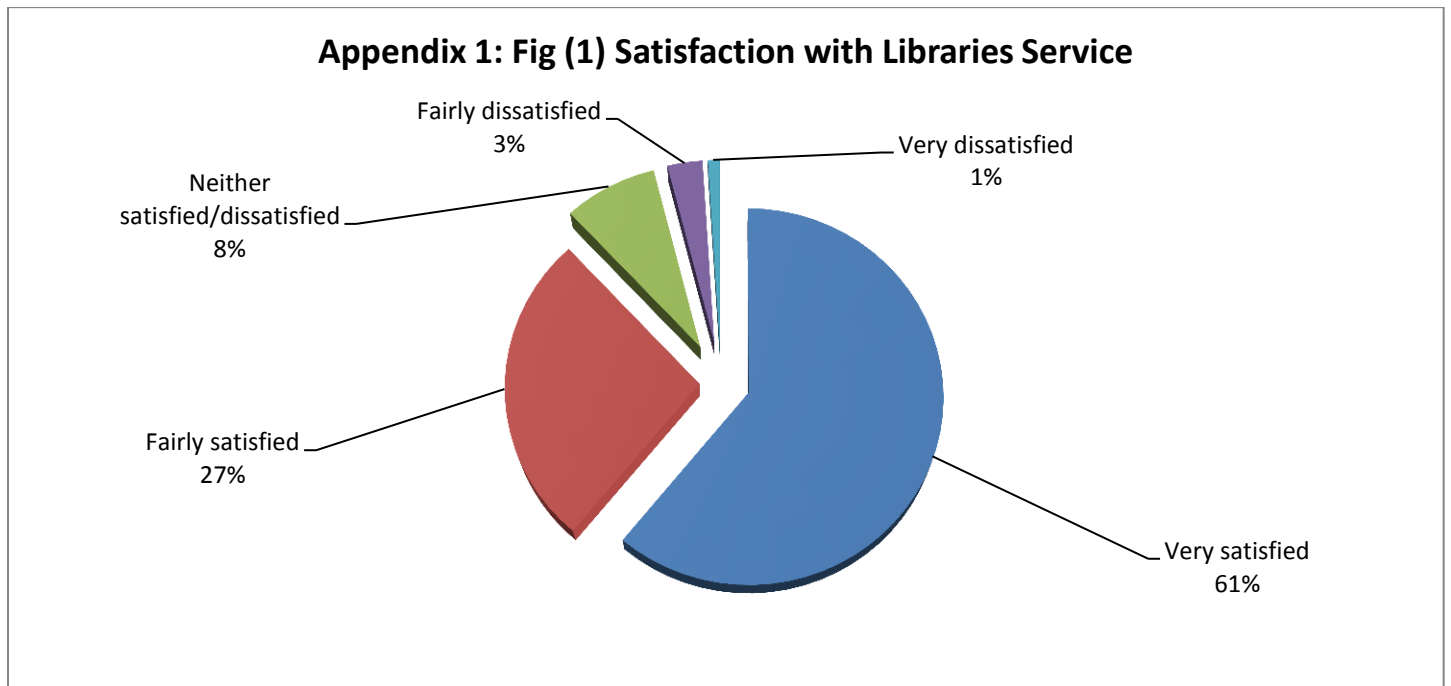
1. Libraries
2. Walking routes e.g. Great Glen Way
3. Payment of Council Tax
4. Public Parks and other open spaces
5. Recycling facilities
6. Refuse/bin collection
7. Council Service Points
8. Registrars for Births, Deaths & Marriages
9. Swimming pools
10. Other sports facilities
11. Countryside ranger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

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

Appendix 1: (1) Libraries

Of the entire sample 56% (646 people) answered this part of the question and gave their views on this service as follows:

- 61% are “very satisfied”
- 27% are “fairly satisfied”
- 8% are “neither satisfied/dissatisfied”
- 3% are “fairly dissatisfied”
- 1% are “very dissatisfied”



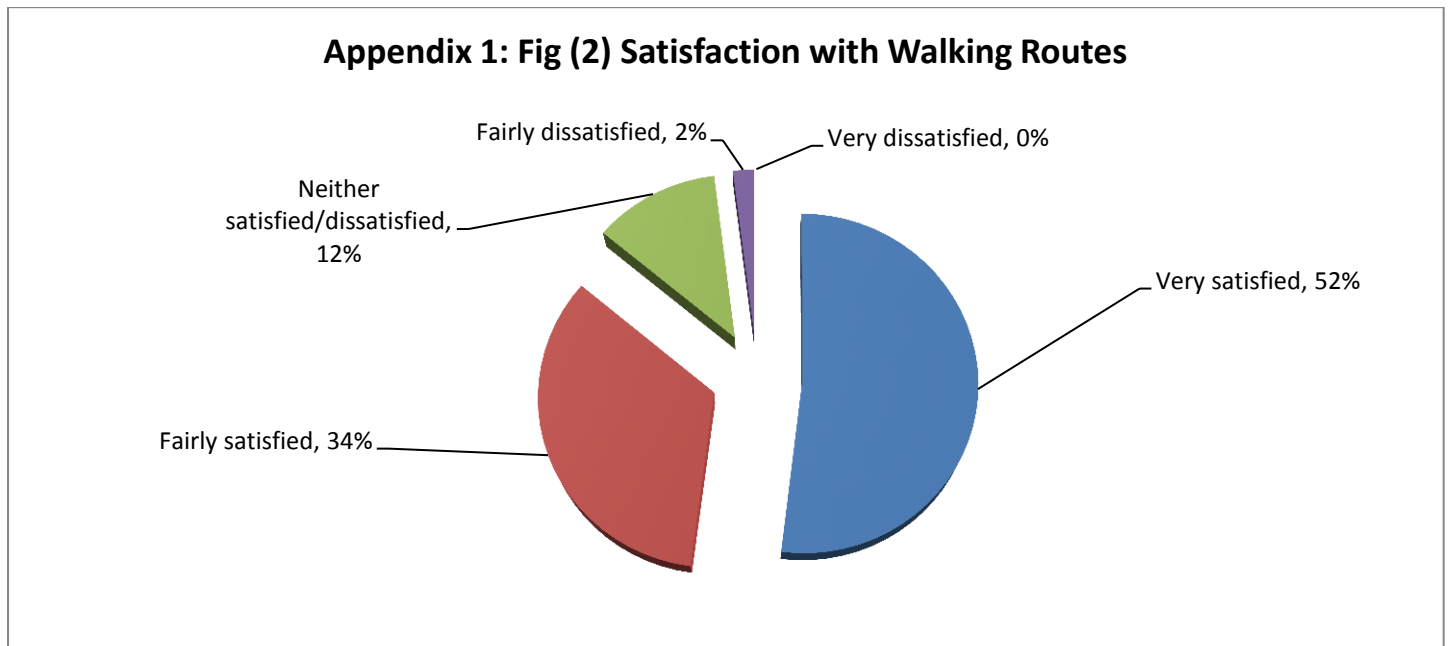
These figures result in a net satisfaction rate of 84% (also 84% in 2013; 81% in 2012; 89% in 2011; 78% in 2010).

The highest net ratings by category are found amongst people who are: resident in the Highlands less than 5 years (97%); aged 65 + (94%); retired (94%).

Appendix 1: (2) 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”



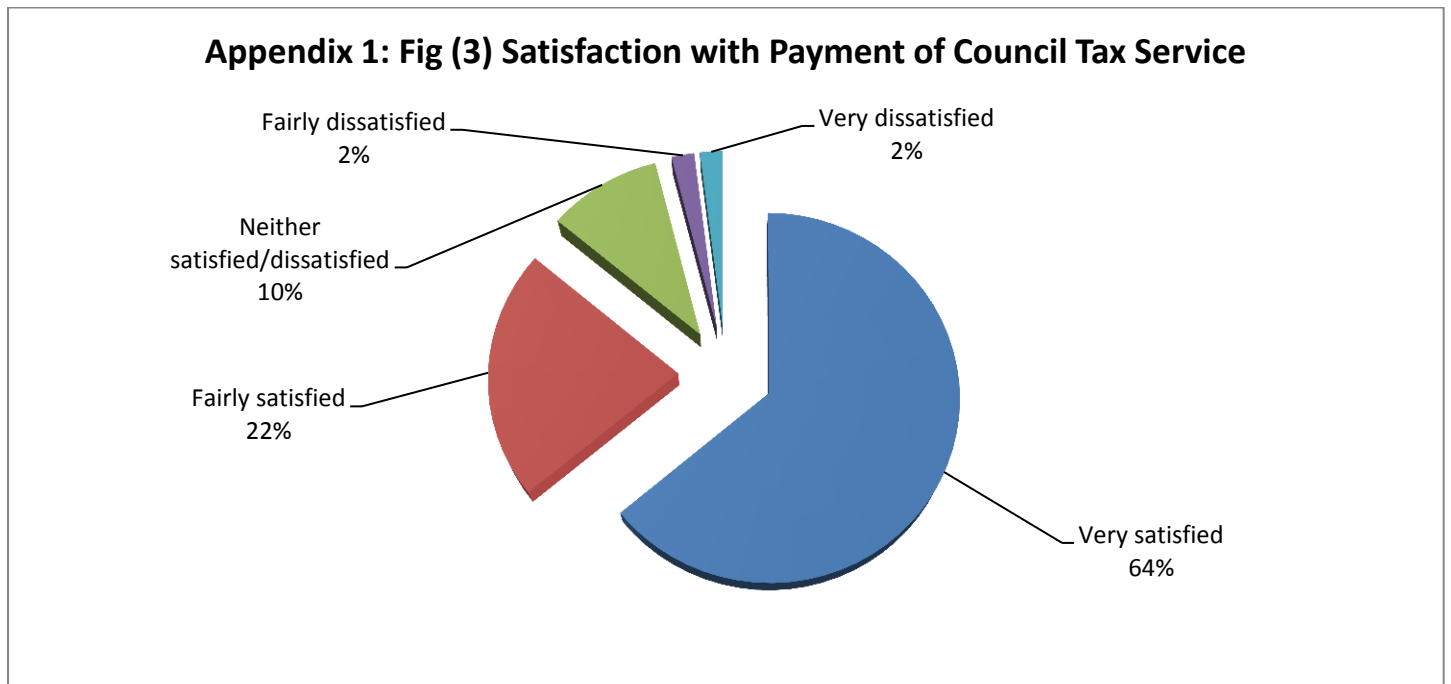
These figures supply a net satisfaction rate of 84% equalling the record rate recorded by this service in 2013 (80% in 2012; 83% in 2011; 77% in 2010).

Ratings are high across the board peaking amongst those who are: resident in the Highlands less than 5 years (100%); and aged 16-24 (96%).

Appendix 1: (3) Payment of Council Tax

Some 63% of the total sample (728 people) answered this part of the question and of them:

- 64% are “very satisfied”
- 22% are “fairly satisfied”
- 10% are “neither satisfied/dissatisfied”
- 2% are “fairly dissatisfied”
- 2% are “very dissatisfied”



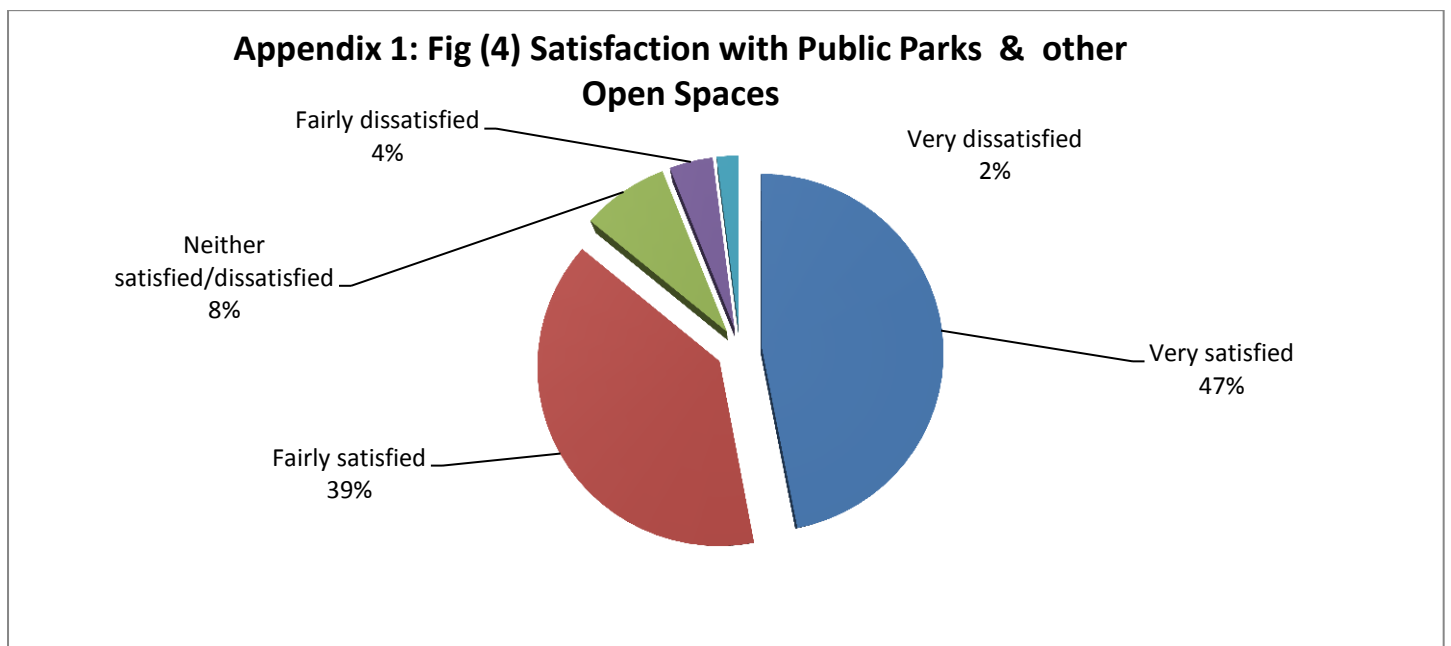
These figures result in a net satisfaction rate of 81% (87% in 2013; 82% in both 2012 and 2011 and 78% in 2010).

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

Appendix 1: (4) Public Parks and Other Open Spaces

Of the entire sample 65% (746 people) answered this part of the question and gave their views on this service as follows:

- 47% are “very satisfied”
- 39% are “fairly satisfied”
- 8% are “neither satisfied/dissatisfied”
- 4% are “fairly dissatisfied”
- 2% are “very dissatisfied”



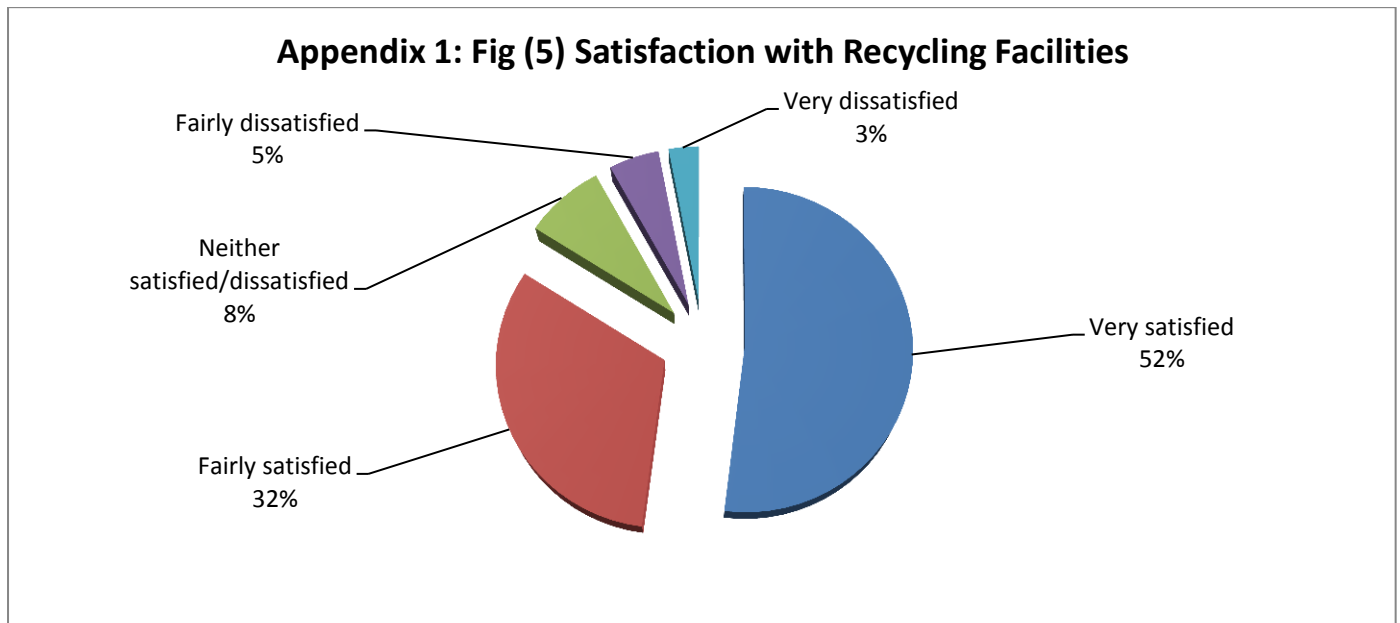
These figures supply a net satisfaction rate of 80% (76% in 2013; 73% in 2012; 81% in 2011; 64% in 2010).

The highest net satisfaction rate is found amongst people resident in the Highlands between 5 and 10 years (88%).

Appendix 1: (5) Recycling Facilities

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

- 52% are “very satisfied”
- 32% are “fairly satisfied”
- 8% are “neither satisfied/dissatisfied”
- 5% are “fairly dissatisfied”
- 3% are “very dissatisfied”



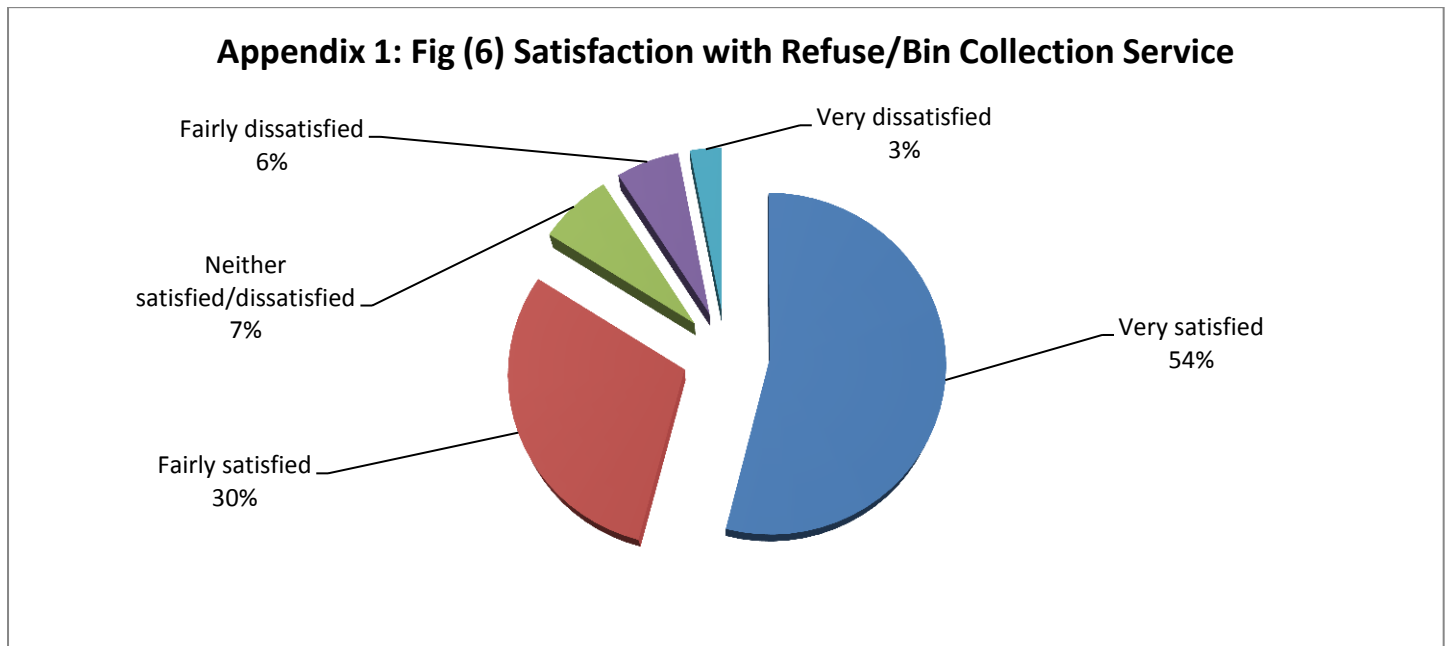
These figures result in a net satisfaction rate of 76% which is the highest yet recorded for this service and continues the trend of year on year rise in net satisfaction rates that is a feature of each of the last few surveys (75% in 2013; 72% in 2012; 66% in 2011; 61% in 2010).

The highest net satisfaction rate is supplied by respondents who are retired (85%).

Appendix 1: (6) Refuse/Bin Collection

Of the entire sample 92% (1,053 people) answered this part of the question and gave their views as follows on refuse/bin collection:

- 54% are “very satisfied”
- 30% are “fairly satisfied”
- 7% are “neither satisfied/dissatisfied”
- 6% are “fairly dissatisfied”
- 3% are “very dissatisfied”



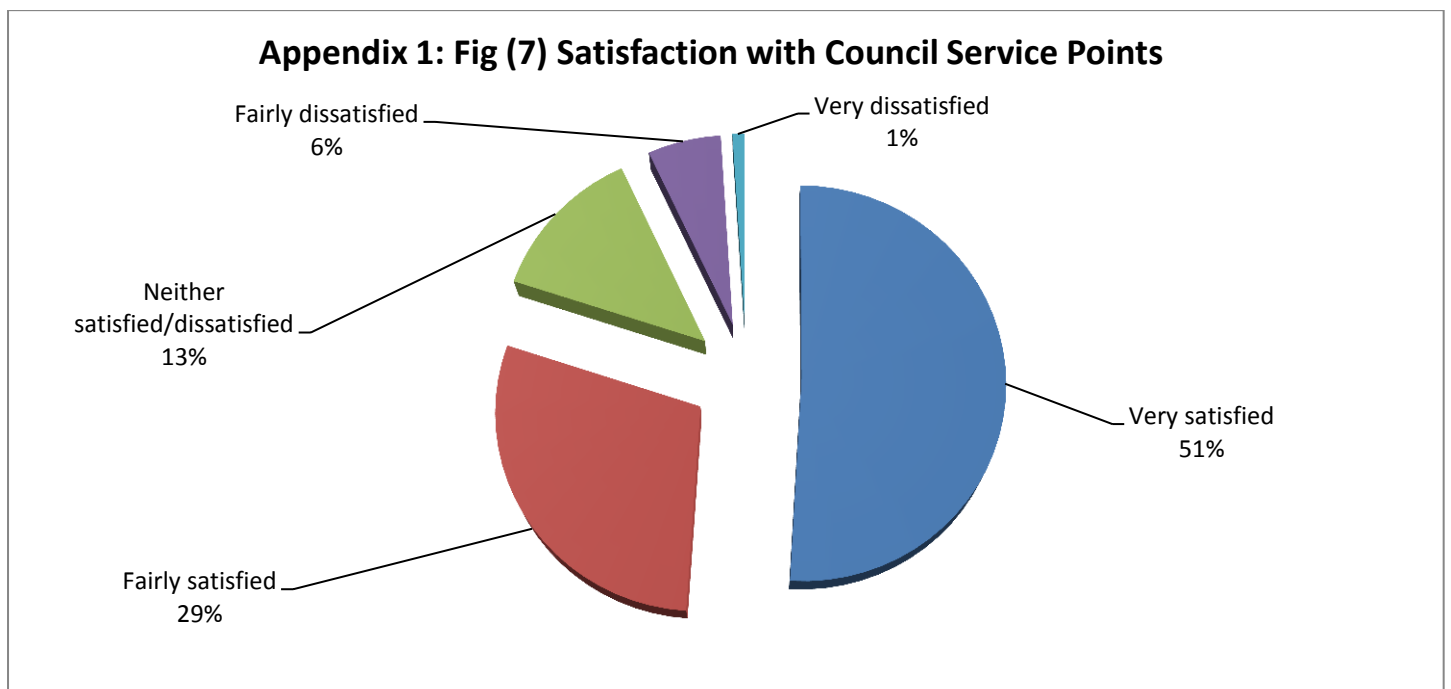
These figures result in a net satisfaction rate of 75% (78% in 2013; 72% in 2012; 73% in 2011; 74% in 2010).

The highest ratings are found in those aged 65+ (88%) and those resident in the Highlands between 5 and 10 years (85%).

Appendix 1: (7) Council Service Points

Some 41% of the total sample (467 people) answered this part of the question and of them:

- 51% are “very satisfied”
- 29% are “fairly satisfied”
- 13% are “neither satisfied/ dissatisfied”
- 6% are “fairly dissatisfied”
- 1% are “very dissatisfied”



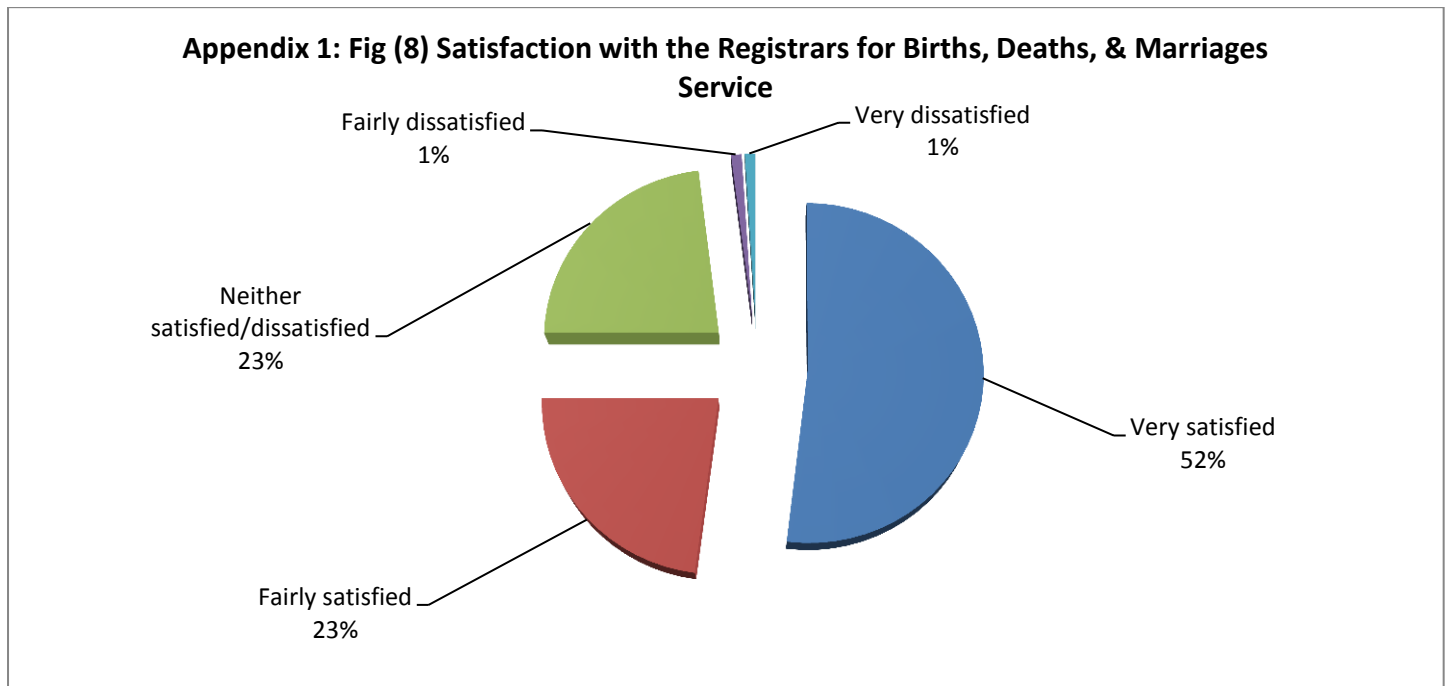
These figures give a net satisfaction rate of 73% (79% in 2013; 74% in 2012; 83% in 2011; 74% in 2010).

Two categories of respondents supply net satisfaction ratings of 89% (the highest level) namely: council tenants and people aged 65+.

Appendix 1: (8) Registrars for Births, Deaths and Marriages

Of the entire sample 25% (288 people) answered this part of the question and gave their views on this service as follows:

- 52% are “very satisfied”
- 23% are “fairly satisfied”
- 23% are “neither satisfied/dissatisfied”
- 1% are “fairly dissatisfied”
- 1% are “very dissatisfied”

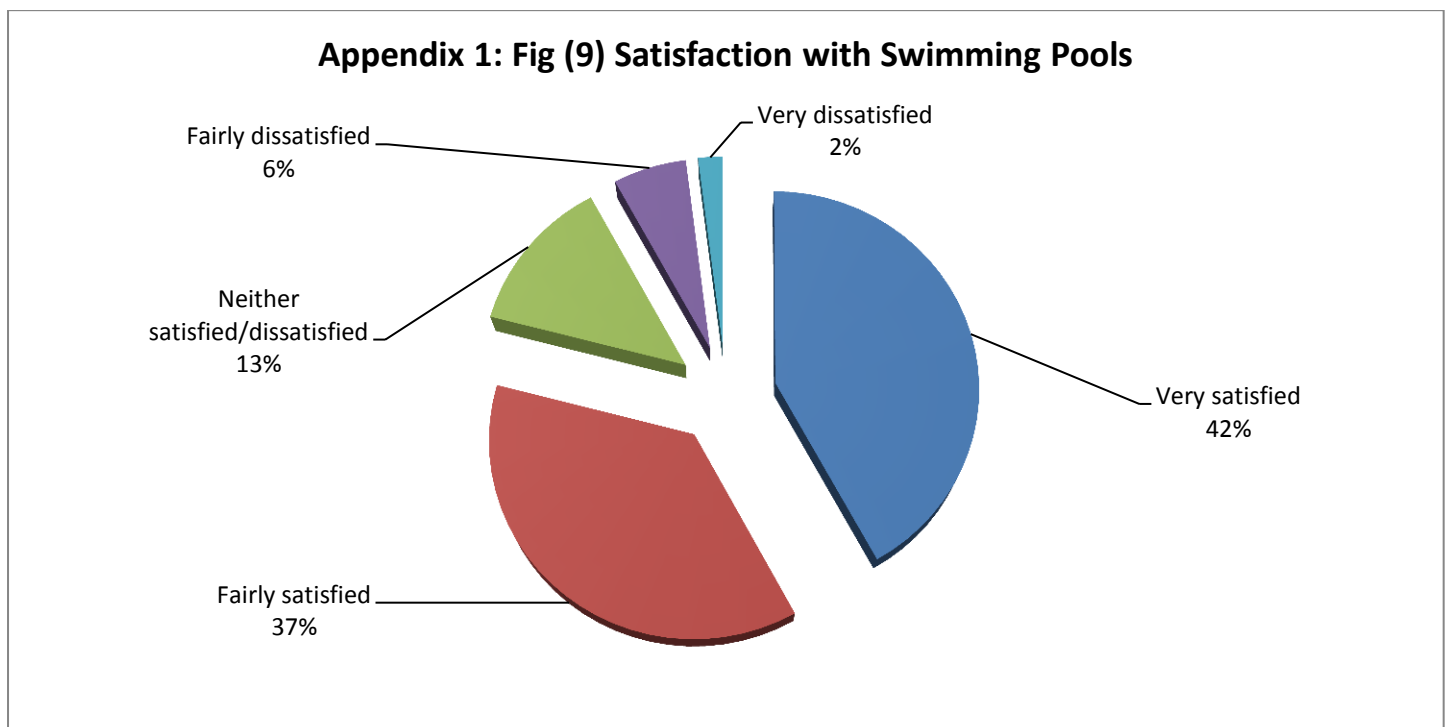


These figures result in a net satisfaction rate of 73% (67% in 2013; 73% in 2012; 80% in 2011; 74% in 2010).

Appendix 1: (9) Swimming Pools

Of the entire sample 39% (457 people) answered this part of the question and gave their views on this service as follows:

- 42% are “very satisfied”
- 37% are “fairly satisfied”
- 13% are “neither satisfied/dissatisfied”
- 6% are “fairly dissatisfied”
- 2% are “very dissatisfied”



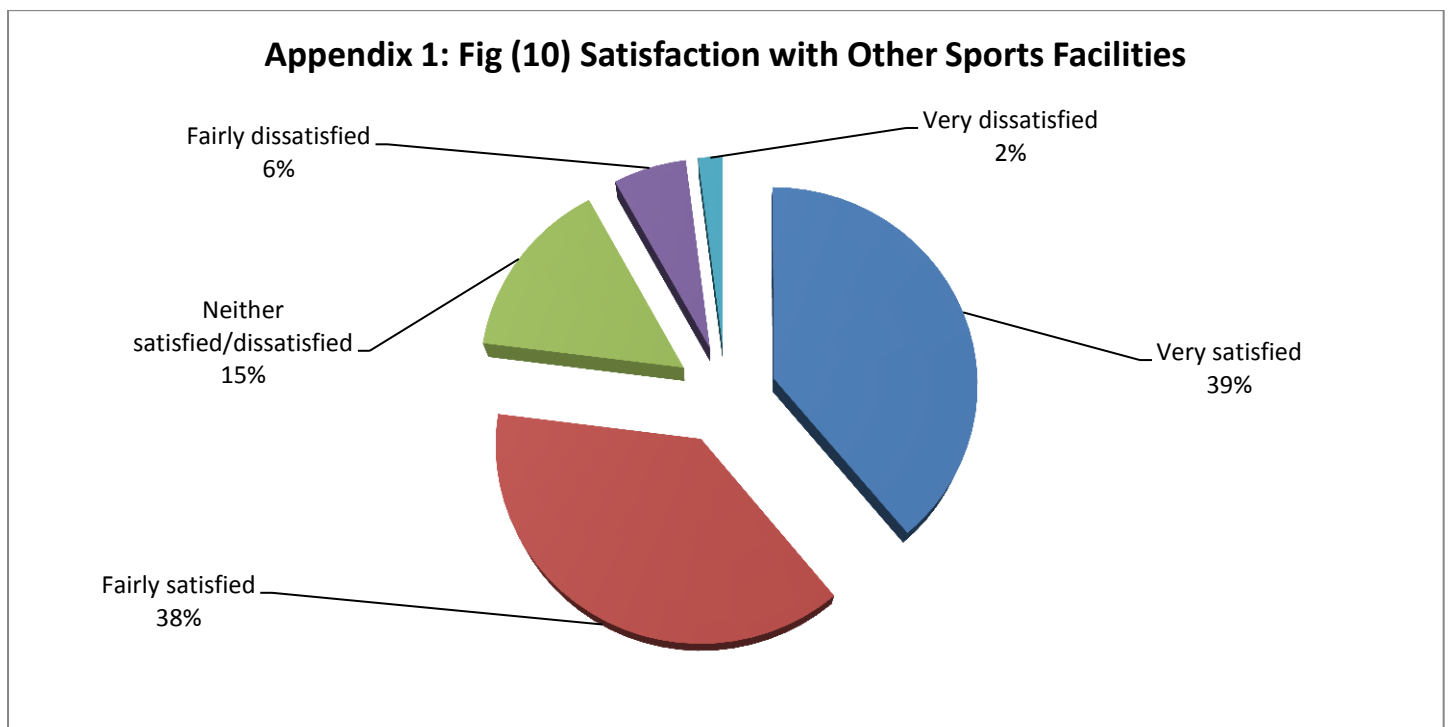
These figures result in the highest net satisfaction rate yet recorded for this service of 71% (65% in 2013; 64% in 2012; 62% in 2011; 53% in 2010).

The highest net satisfaction rate per category of respondents comes from people resident in the Highlands less than 5 years (83%).

Appendix 1: (10) Other Sports Facilities

Of the entire sample 30% (347 people) answered this part of the question and gave their views on this service as follows:

- 39% are “very satisfied”
- 38% are “fairly satisfied”
- 15% are “neither satisfied/dissatisfied”
- 6% are “fairly dissatisfied”
- 2% are “very dissatisfied”



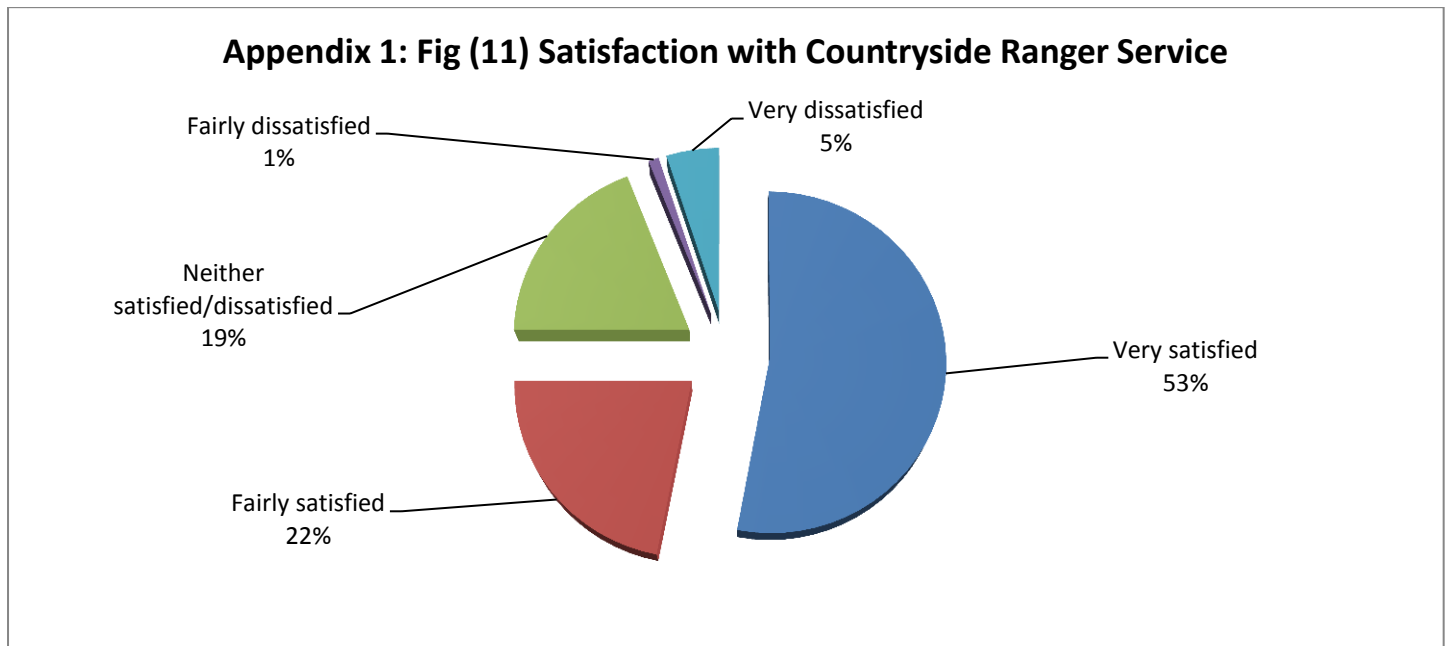
These figures supply a net satisfaction rate of 70% (62% in 2013; 69% in 2012; 72% in 2011; 52% in 2010).

The highest net satisfaction rate is supplied by those who are aged 16-24 (92%).

Appendix 1: (11) Countryside Ranger Service

Of the entire sample 21% (241 people) answered this part of the question and gave their views on this service as follows:

- 53% are “very satisfied”
- 22% are “fairly satisfied”
- 19% are “neither satisfied/dissatisfied”
- 1% are “fairly dissatisfied”
- 5% are “very dissatisfied”



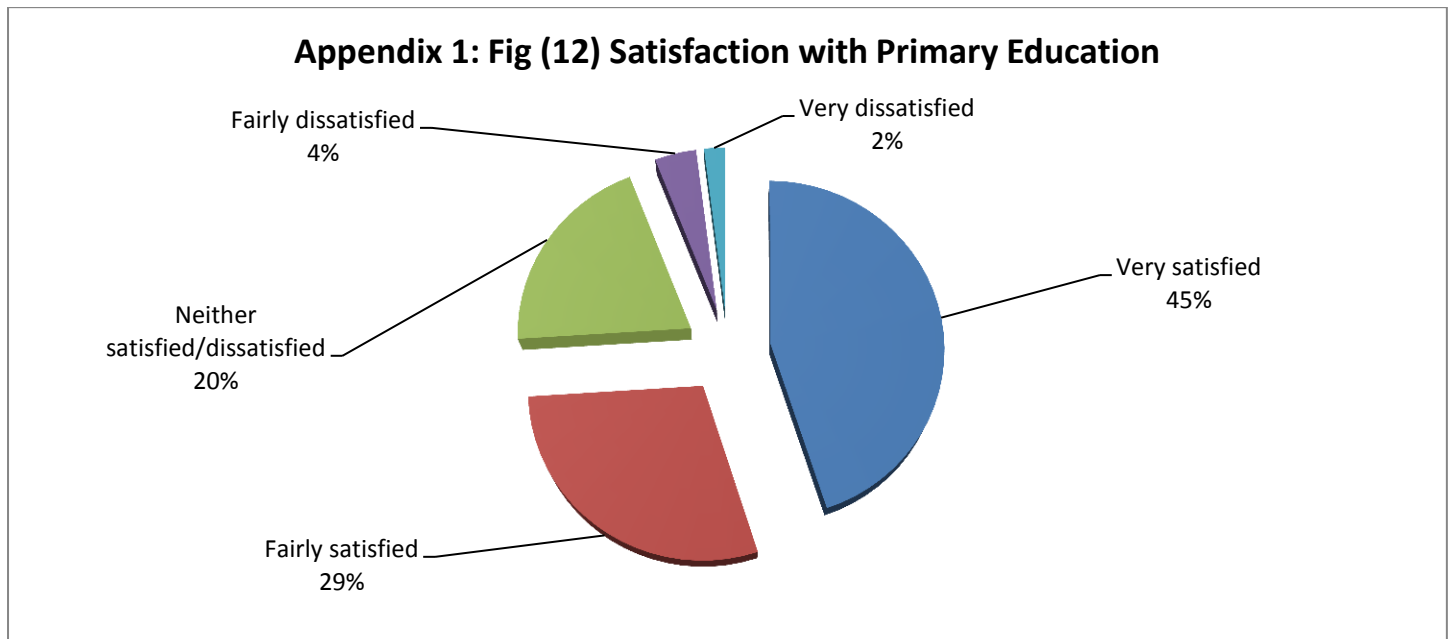
These figures give a net satisfaction rate of 69% (also 69% in 2013; 67% in 2012; 71% in 2011; and 61% in 2010).

The highest net satisfaction ratings are supplied by people resident in the Highlands less than 10 years (93%) and those with school aged children (82%).

Appendix 1: (12) Primary Education

Of the entire sample 20% (231 people) answered this part of the question and gave their views on this service as follows:

- 45% are “very satisfied”
- 29% are “fairly satisfied”
- 20% are “neither satisfied/dissatisfied”
- 4% are “fairly dissatisfied”
- 2% are “very dissatisfied”



These figures result in a net satisfaction rate of 68% (59% in 2013; 65% in 2012; 64% in 2011; 74% in 2010).

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

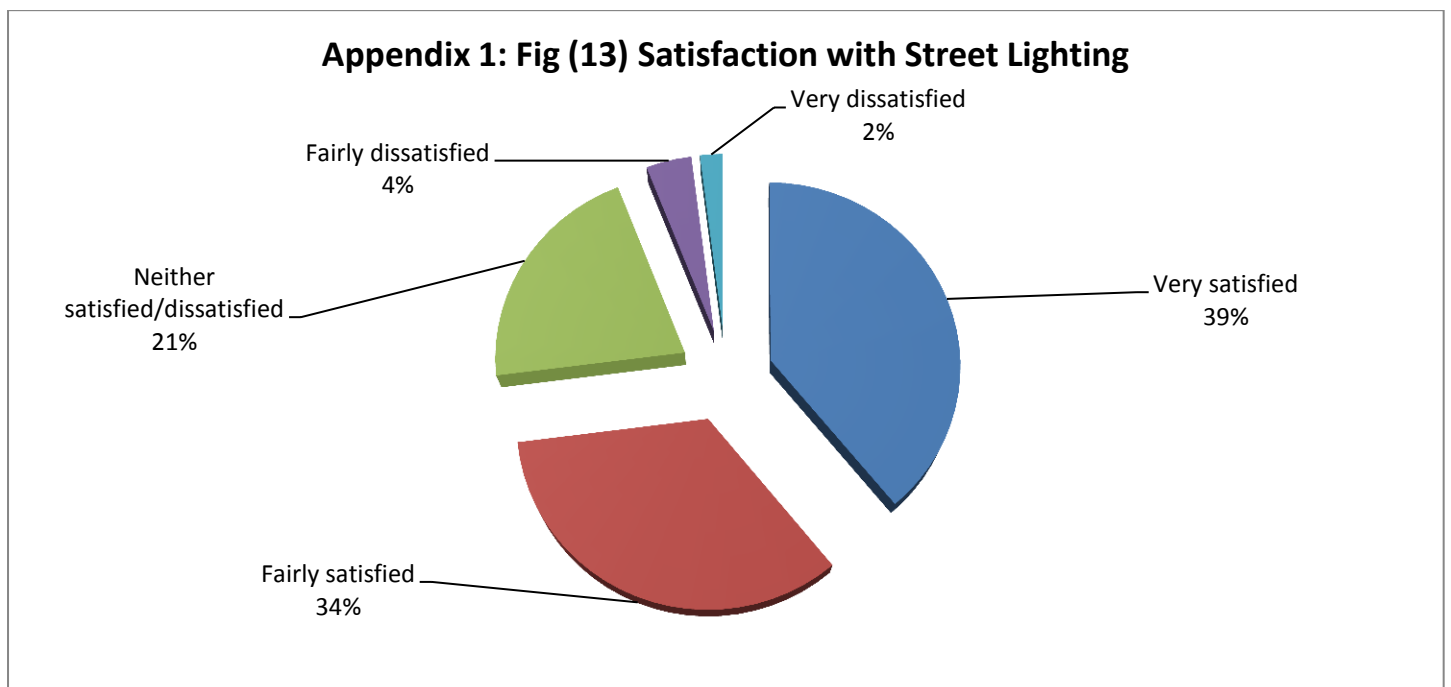
- 49% are “very satisfied”
- 32% are “fairly satisfied”
- 11% are “neither satisfied/dissatisfied”
- 5% are “fairly dissatisfied”
- 3% are “very dissatisfied”

The figures above produce a net satisfaction rate of 73%.

Appendix 1: (13) Street Lighting

Of the entire sample 77% (883 people) answered this part of the question and gave their verdicts on street lighting as follows:

- 39% are “very satisfied”
- 34% are “fairly satisfied”
- 21% are “neither satisfied/dissatisfied”
- 4% are “fairly dissatisfied”
- 2% are “very dissatisfied”



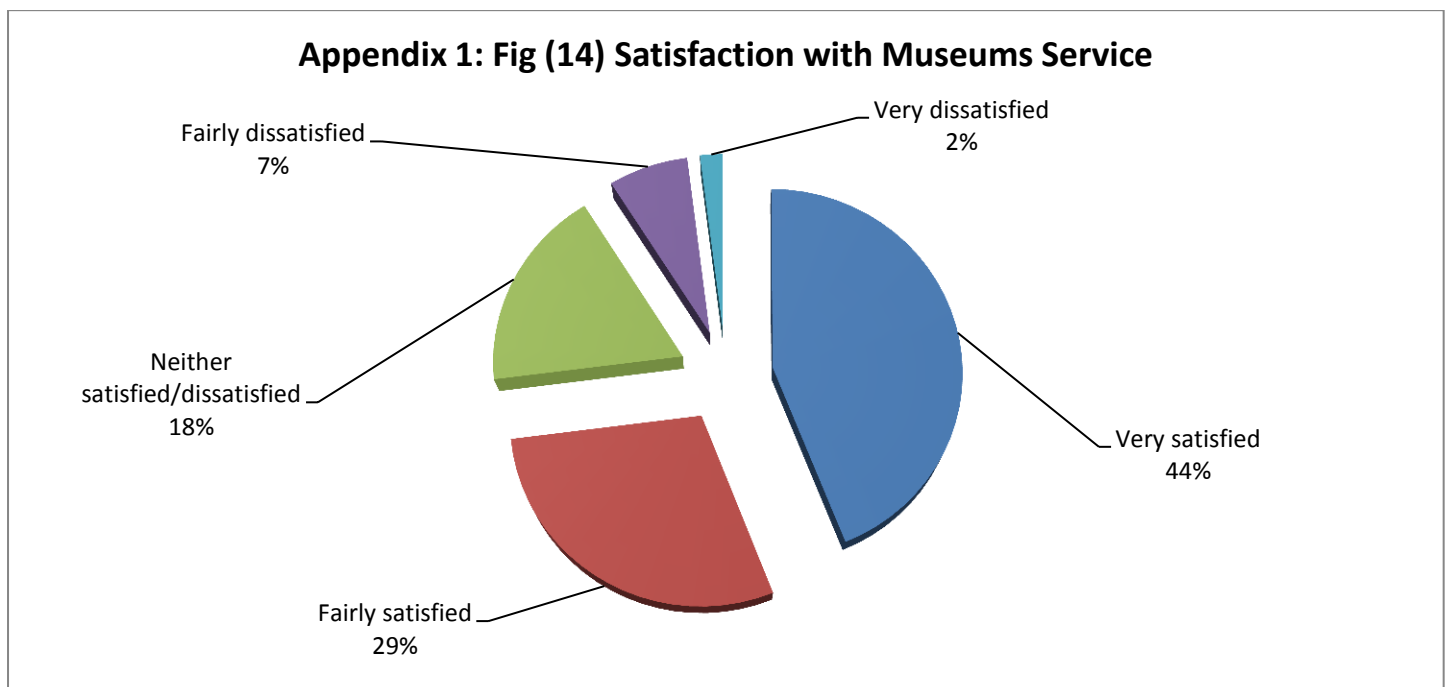
These figures give a net satisfaction rate of 67% (also 67% in 2013; 64% in 2012; 69% in 2011; 63% in 2010).

The highest net ratings are found in those respondents who are aged 65+ (82%).

Appendix 1: (14) Museums

Of the entire sample 35% (405 people) answered this part of the question and gave their views on this service as follows:

- 44% are “very satisfied”
- 29% are “fairly satisfied”
- 18% are “neither satisfied/dissatisfied”
- 7% are “fairly dissatisfied”
- 2% are “very dissatisfied”



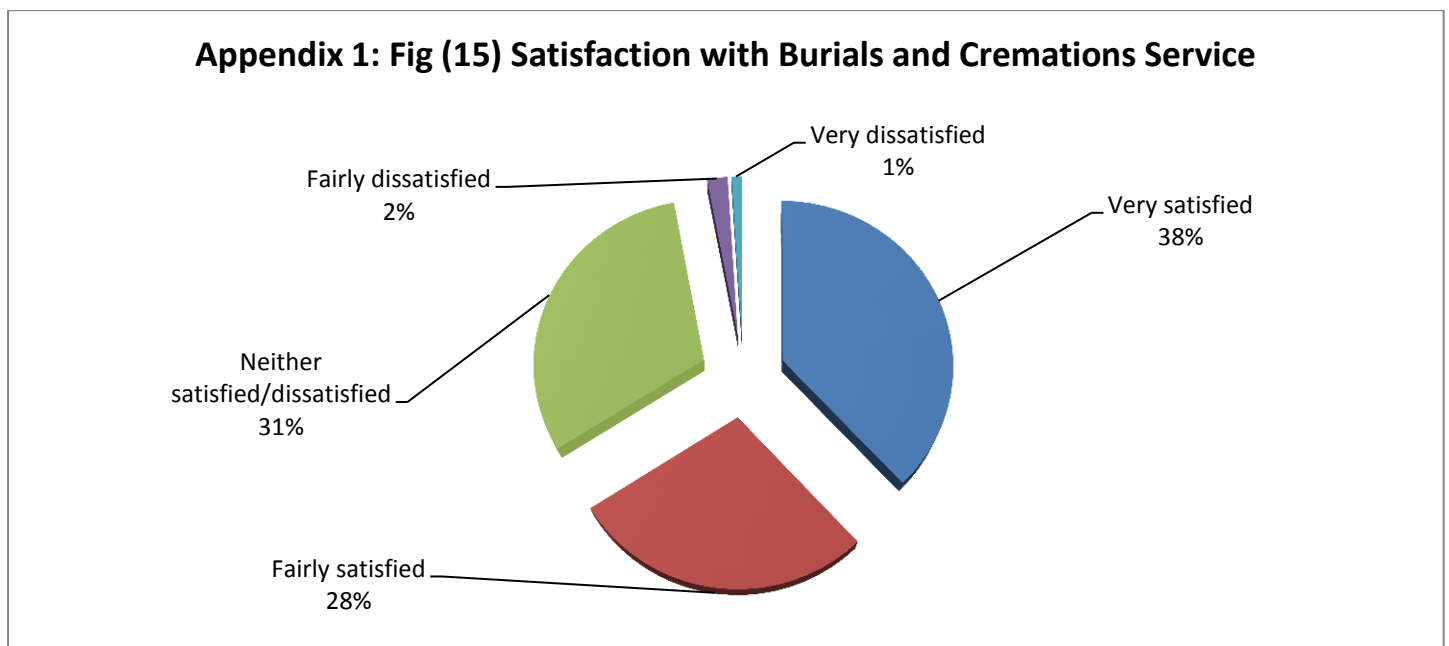
These figures supply a net satisfaction rate of 64% (74% in 2013; 64% in 2012; 79% in 2011; 59% in 2010).

The highest net satisfaction rate is found amongst people aged 65+ (82%).

Appendix 1: (15) Burials and Cremations

Of the entire sample 21% (241 people) answered this part of the question and gave their views on this service as follows:

- 38% are “very satisfied”
- 28% are “fairly satisfied”
- 31% are “neither satisfied/dissatisfied”
- 2% are “fairly dissatisfied”
- 1% are “very dissatisfied”



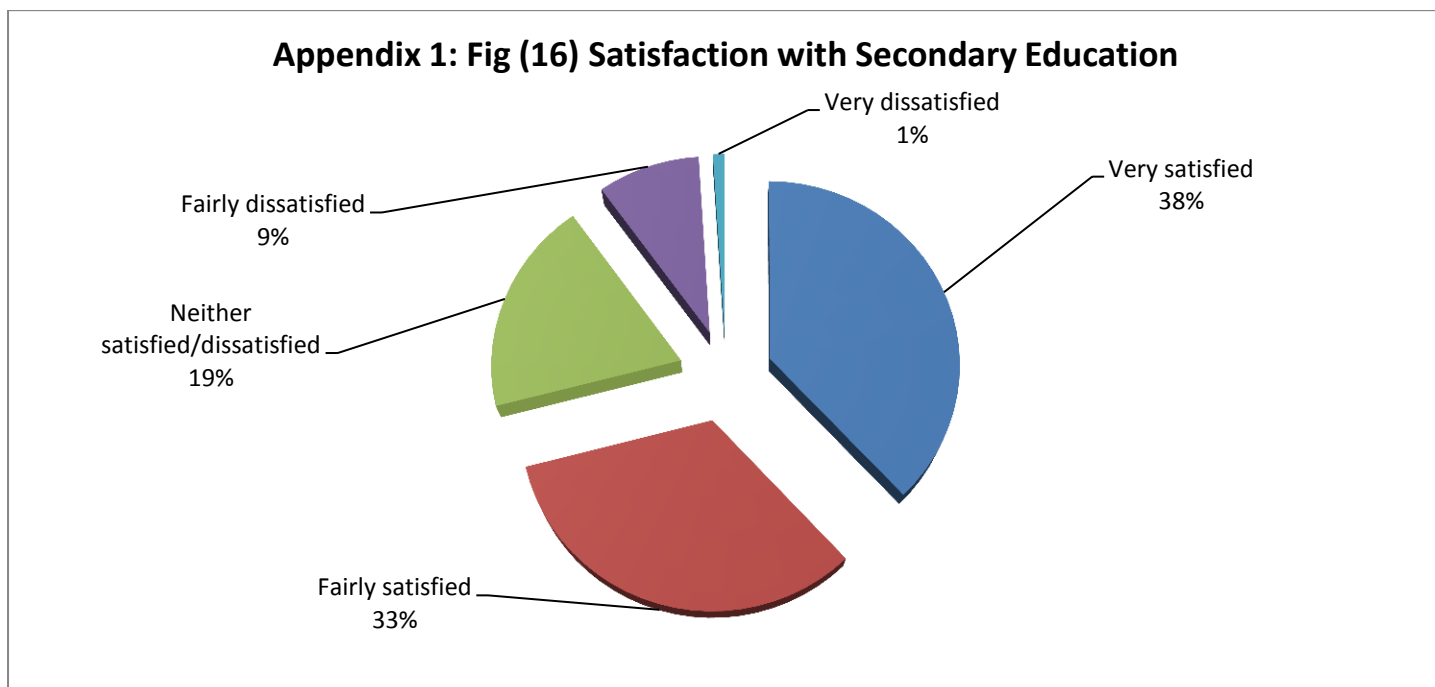
These figures result in a net satisfaction rate of 63% (61% in 2013; 68% in 2012 and 2011; 63% in 2010).

The highest net satisfaction rating is supplied by people aged 65+ (84%).

Appendix 1: (16) Secondary Education

Of the entire sample 21% (238 people) answered this part of the question and gave their views on this service as follows:

- 38% are “very satisfied”
- 33% are “fairly satisfied”
- 19% are “neither satisfied/dissatisfied”
- 9% are “fairly dissatisfied”
- 1% are “very dissatisfied”



These figures result in a net satisfaction rate of 61% (60% in 2013; 57% in 2012; 63% in 2011; 60% in 2010).

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

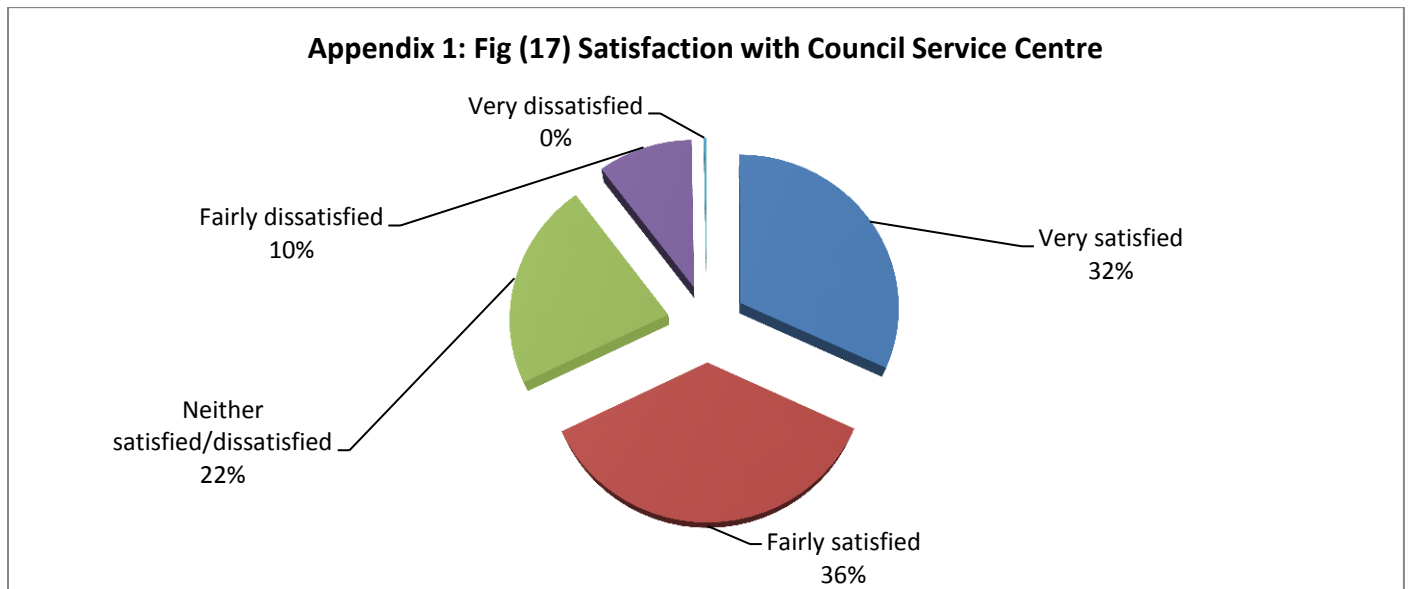
- 39% are “very satisfied”
- 41% are “fairly satisfied”
- 5% are “neither satisfied/ dissatisfied”
- 11% are “fairly dissatisfied”
- 4% are “very dissatisfied”

These figures mean that for those with school aged children the net satisfaction rating is 65%.

Appendix 1: (17) Council Service Centre

Of the entire sample 26% (300 people) responded to this part of the question and gave the following opinions on the service:

- 32% are “very satisfied”
- 36% are “fairly satisfied”
- 22% are “neither satisfied/dissatisfied”
- 10% are “fairly dissatisfied”
- 0.3% are “very dissatisfied”



These figures result in a net satisfaction rate of 58%. This is the first year this question has been asked.

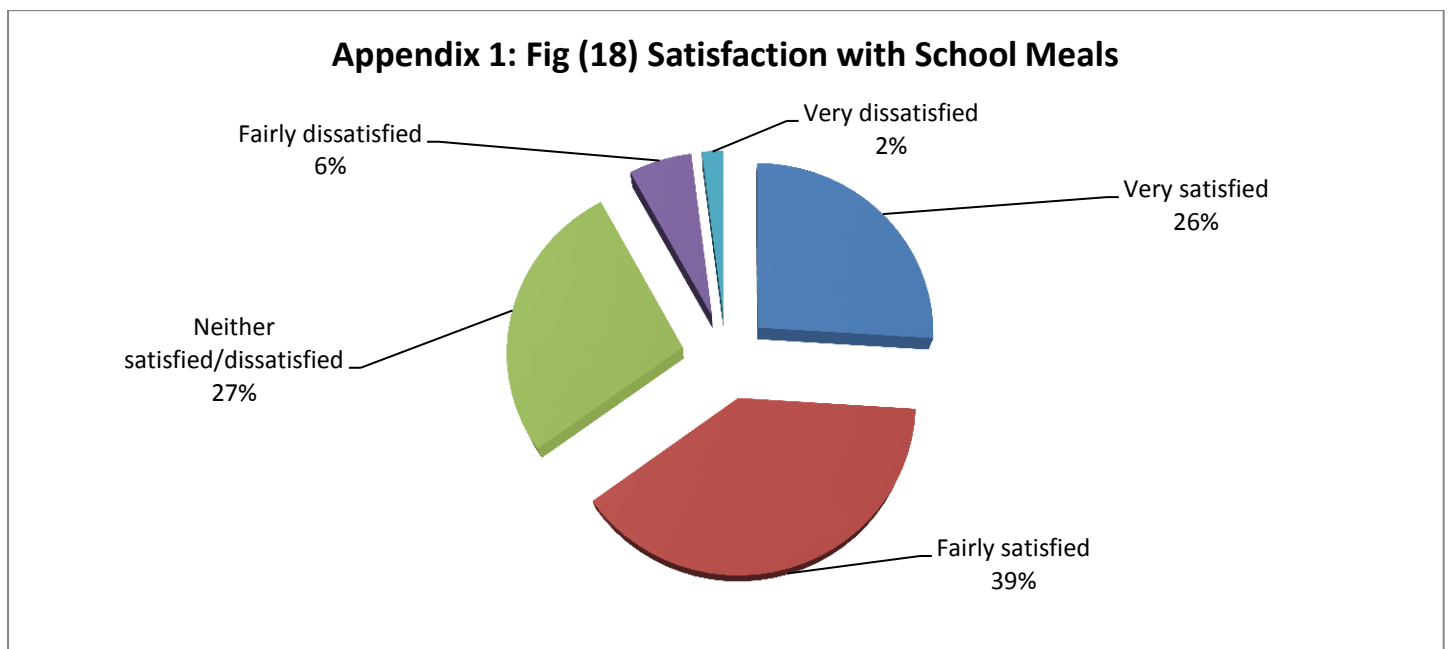
Note only 1 person chose the option “very dissatisfied”.

By age group net satisfaction rates are at their highest amongst people aged 65+ (82%) followed by those aged 45-64 (68%) and those aged 25-44 (39%).

Appendix 1: (18) School Meals

Of the entire sample 19% (222 people) answered this part of the question and gave their views on school meals as follows:

- 26% are “very satisfied”
- 39% are “fairly satisfied”
- 27% are “neither satisfied/dissatisfied”
- 6% are “fairly dissatisfied”
- 2% are “very dissatisfied”



These figures result in a net satisfaction rate of 57% (54% in 2013; 45% in 2012; 60% in 2011; 45% in 2010).

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

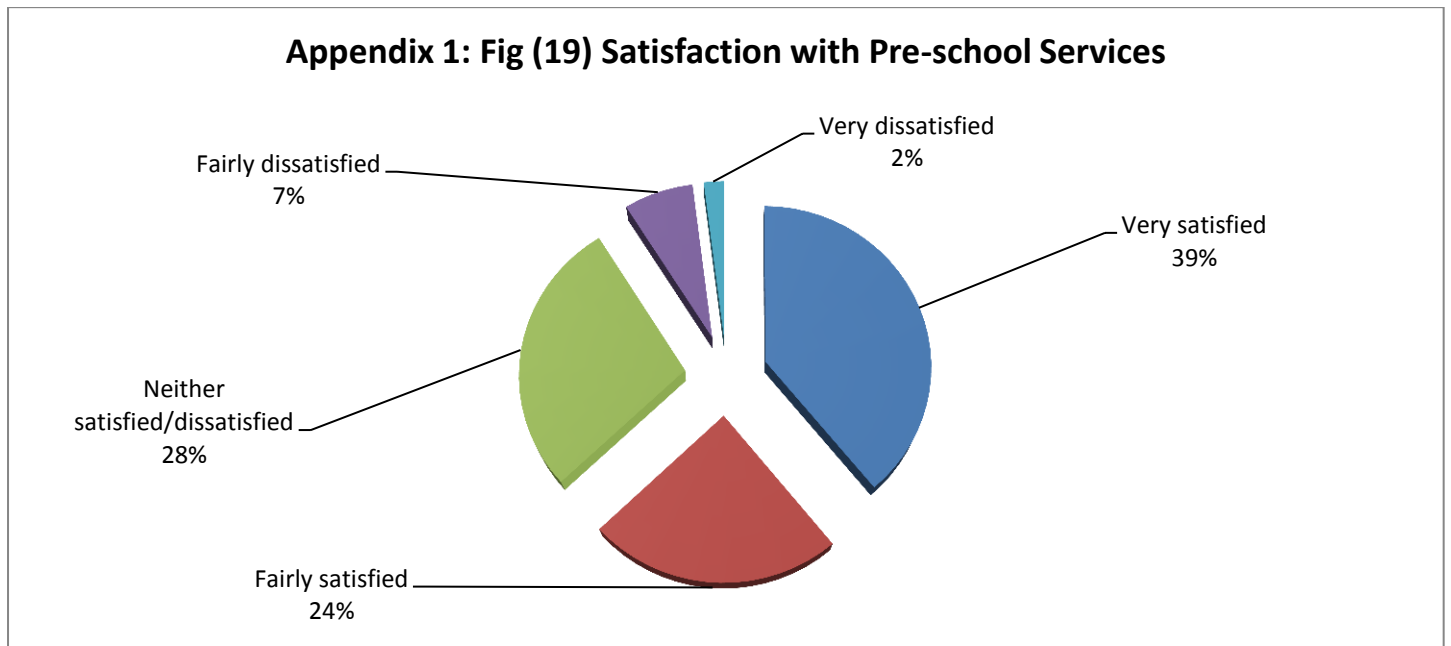
- 32% are “very satisfied”
- 43% are “fairly satisfied”
- 11% are “neither satisfied/dissatisfied”
- 10% are “fairly dissatisfied”
- 4% are “very dissatisfied”

This gives a net satisfaction rating of 61%.

Appendix 1: (19) Pre-school Services

Of the entire sample 15% (169 people) answered this part of the question and gave their views on this service as follows:

- 39% are “very satisfied”
- 24% are “fairly satisfied”
- 28% are “neither satisfied/dissatisfied”
- 7% are “fairly dissatisfied”
- 2% are “very dissatisfied”



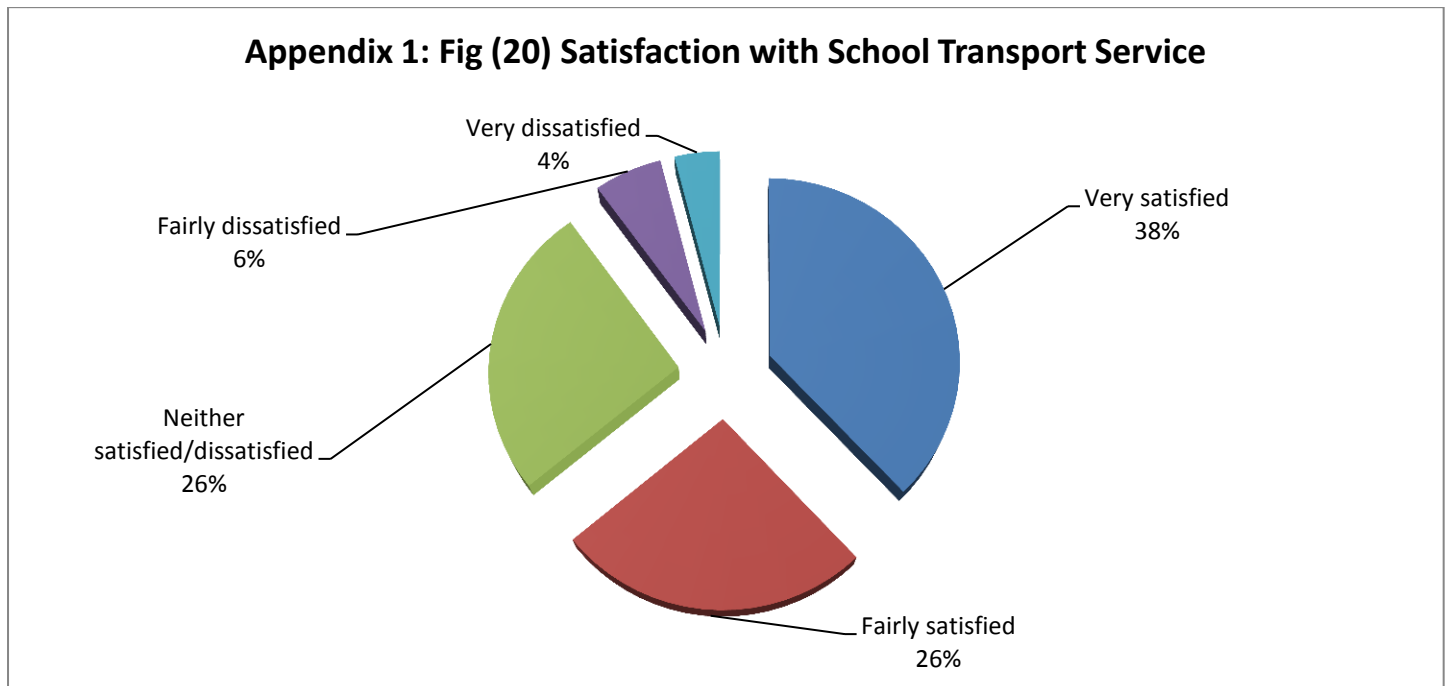
These figures result in a net satisfaction rate of 54% (58% in 2013; 62% in 2012; 65% in 2011; 63% in 2010).

Those who have school aged children give a net satisfaction rating of 62% - as compared to the 44% net satisfaction rating given by those who do not have school aged children.

Appendix 1: (20) School Transport

Of the entire sample 15% (176 people) answered this part of the question and gave their views on this service as follows:

- 38% are “very satisfied”
- 26% are “fairly satisfied”
- 26% are “neither satisfied/dissatisfied”
- 6% are “fairly dissatisfied”
- 4% are “very dissatisfied”



These figures result in the highest net satisfaction rate yet recorded of 54% (41% in 2013; 33% in 2012; 45% in 2011; 51% in 2010).

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

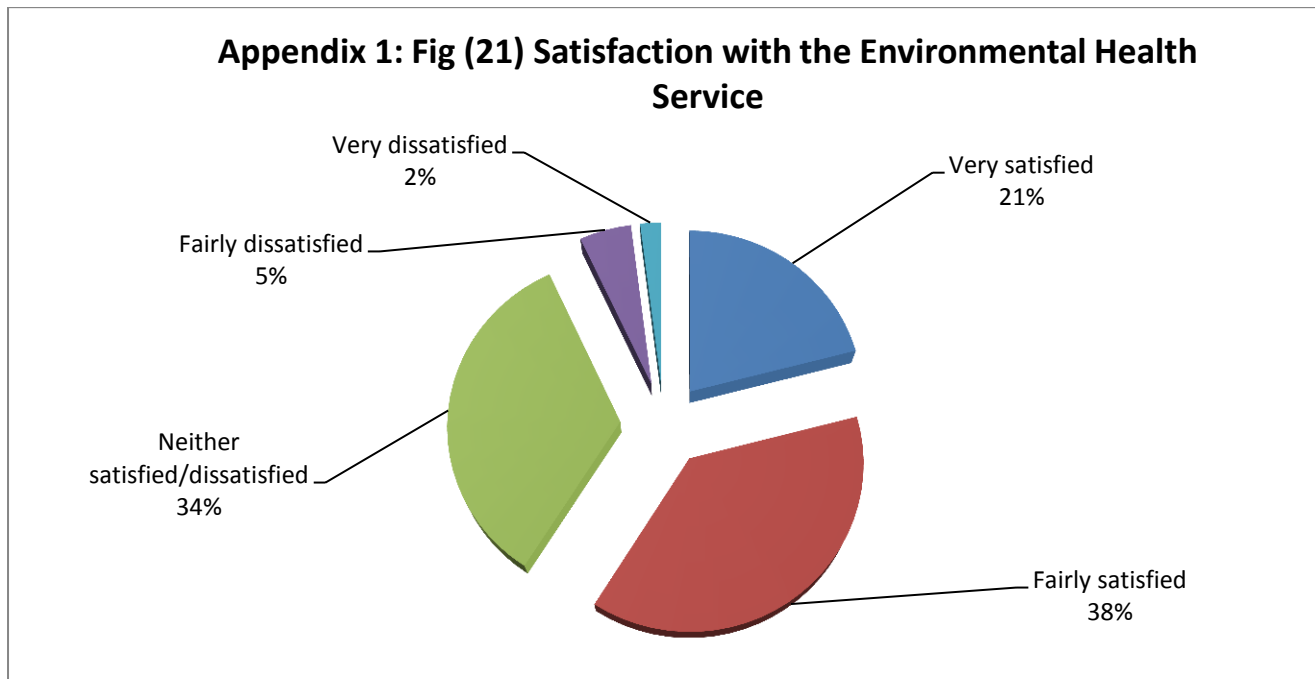
- 47% are “very satisfied”
- 26% are “fairly satisfied”
- 14% are “neither satisfied/dissatisfied”
- 9% are “fairly dissatisfied”
- 4% are “very dissatisfied”

The figures above produce a net satisfaction rating of 60%.

Appendix 1: (21) Environmental Health Service

Of the entire sample 24% (274 people) answered this part of the question and gave their views on this service as follows:

- 21% are “very satisfied”
- 38% are “fairly satisfied”
- 34% are “neither satisfied/dissatisfied”
- 5% are “fairly dissatisfied”
- 2% are “very dissatisfied”



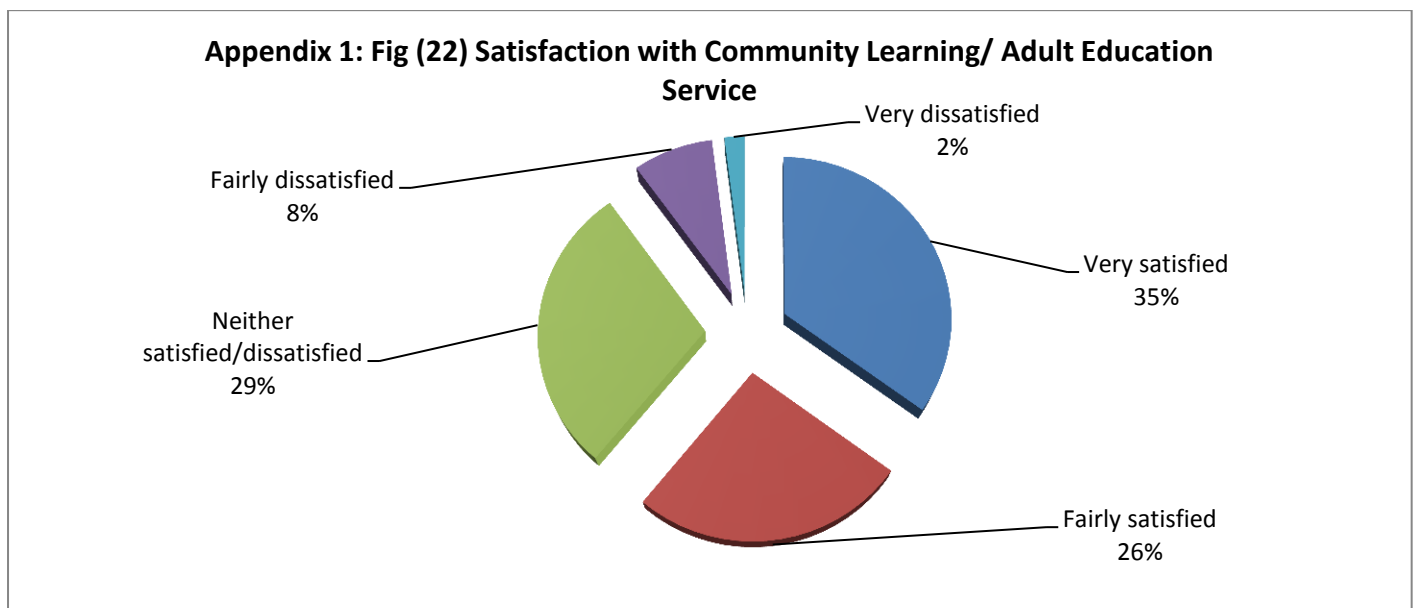
These figures give a net satisfaction rate of 52% (54% in 2013; 55% in 2012; 53% in 2011; 33% in 2010).

Net satisfaction rates amongst those who are retired (62%) are notably higher than those for people who are employed (41%).

Appendix 1: (22) Community Learning / Adult Education

Of the entire sample 20% (224 people) answered this part of the question and gave their views on this service as follows:

- 35% are “very satisfied”
- 26% are “fairly satisfied”
- 29% are “neither satisfied/dissatisfied”
- 8% are “fairly dissatisfied”
- 2% are “very dissatisfied”

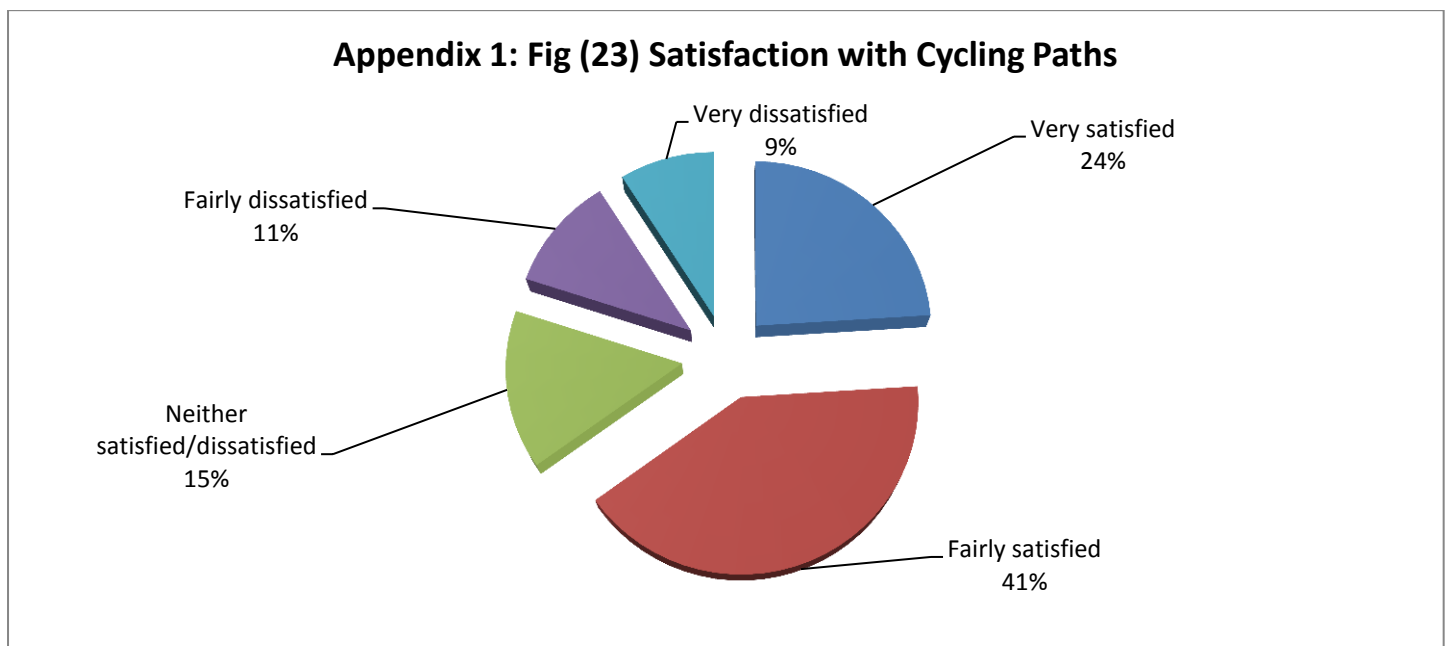


These figures result in the highest net satisfaction rate yet recorded of 51% (39% in 2013; 47% in 2012; 41% in 2011; 32% in 2010).

Appendix 1: (23) Cycling Paths

Of the entire sample 27% (306 people) answered this part of the question and gave their views on this service as follows:

- 24% are “very satisfied”
- 41% are “fairly satisfied”
- 15% are “neither satisfied/dissatisfied”
- 11% are “fairly dissatisfied”
- 9% are “very dissatisfied”



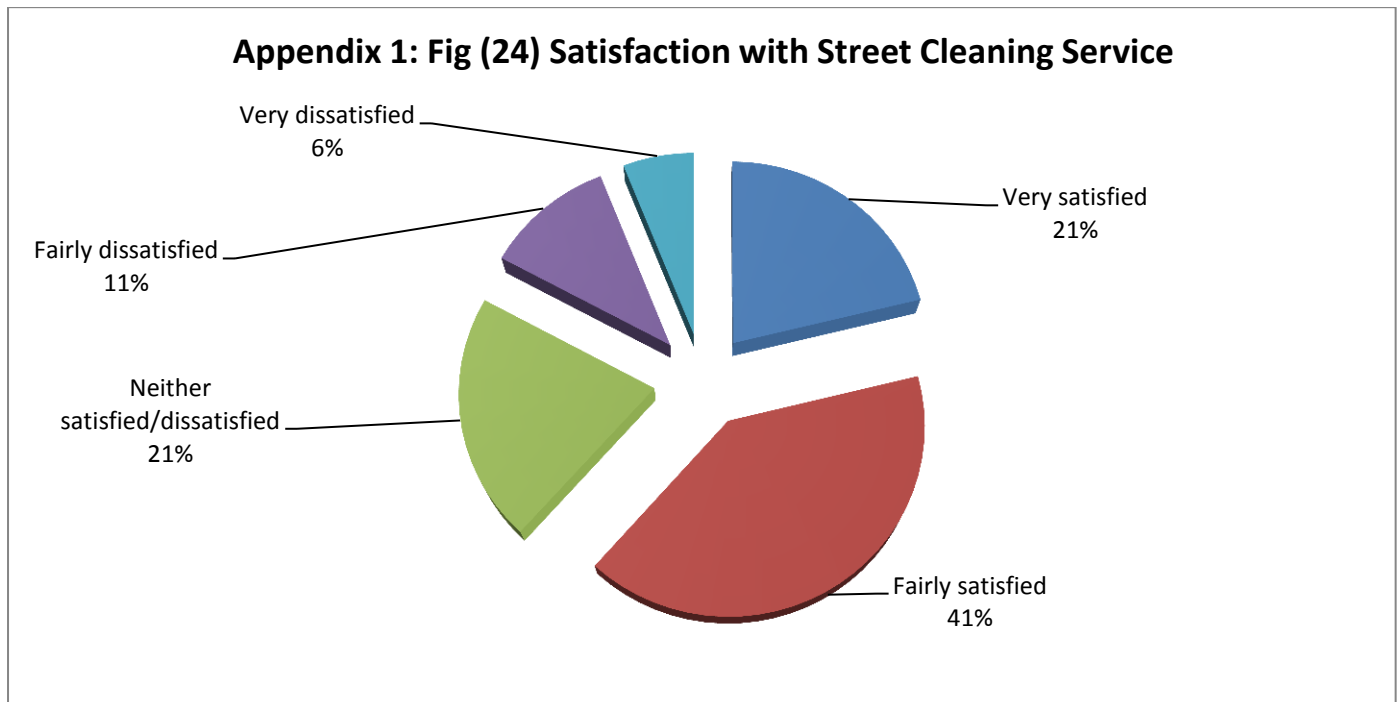
These figures results in a net satisfaction rate of 45% (44% in 2013; 50% in 2012; 62% in 2011; 36% in 2010).

Net satisfaction rates are notably different according to gender with males returning a rate of 50% compared with 38% for females. The rate for people resident in the Highlands for more than 10 years is 45% but for people resident between 5 and 10 years it is 31%.

Appendix 1: (24) Street Cleaning

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

- 21% are “very satisfied”
- 40% are “fairly satisfied”
- 21% are “neither satisfied/dissatisfied”
- 11% are “fairly dissatisfied”
- 6% are “very dissatisfied”



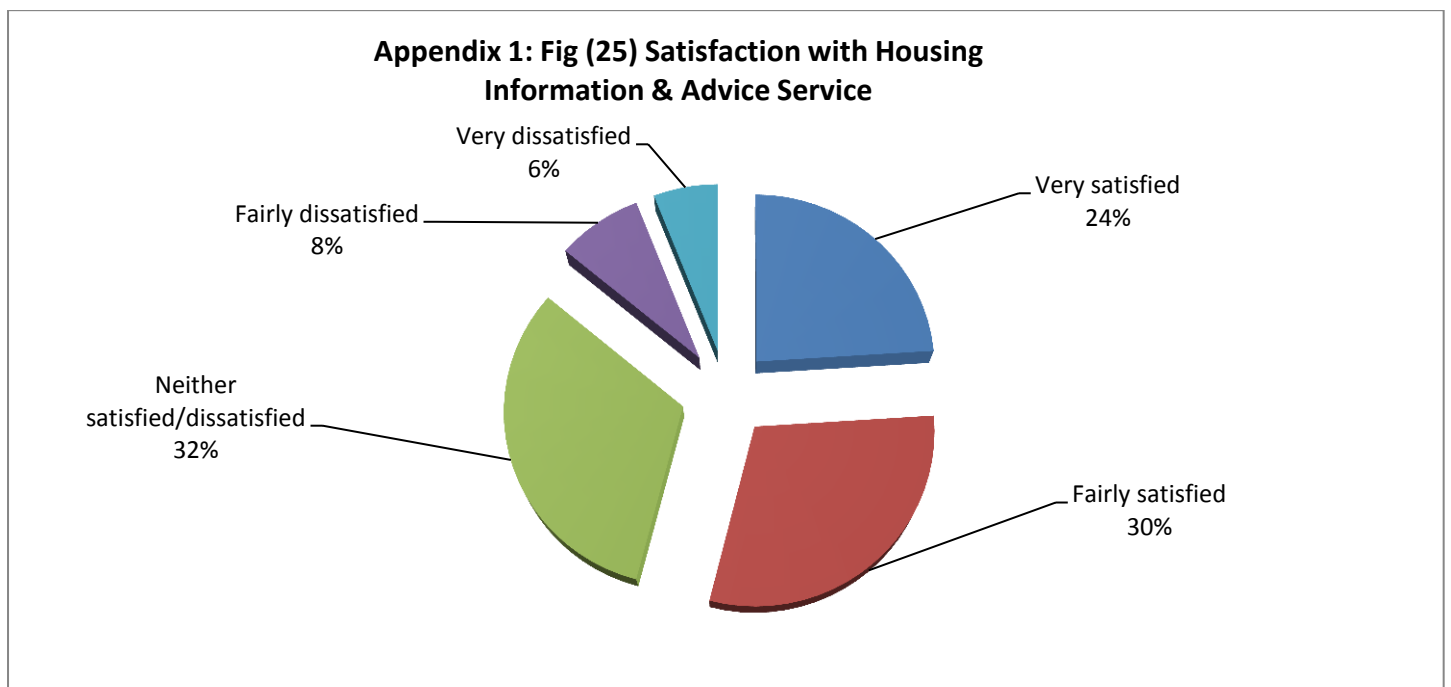
These figures give a net satisfaction rate of 44% (47% in 2013; 43% in 2012; 37% in 2011; 30% in 2010).

The highest net satisfaction rate is found amongst people who have lived in the Highlands for less than 5 years (62%).

Appendix 1: (25) Housing Information and Advice

Of the entire sample 17% (196 people) answered this part of the question and gave their views on this service as follows:

- 24% are “very satisfied”
- 30% are “fairly satisfied”
- 32% are “neither satisfied/dissatisfied”
- 8% are “fairly dissatisfied”
- 6% are “very dissatisfied”



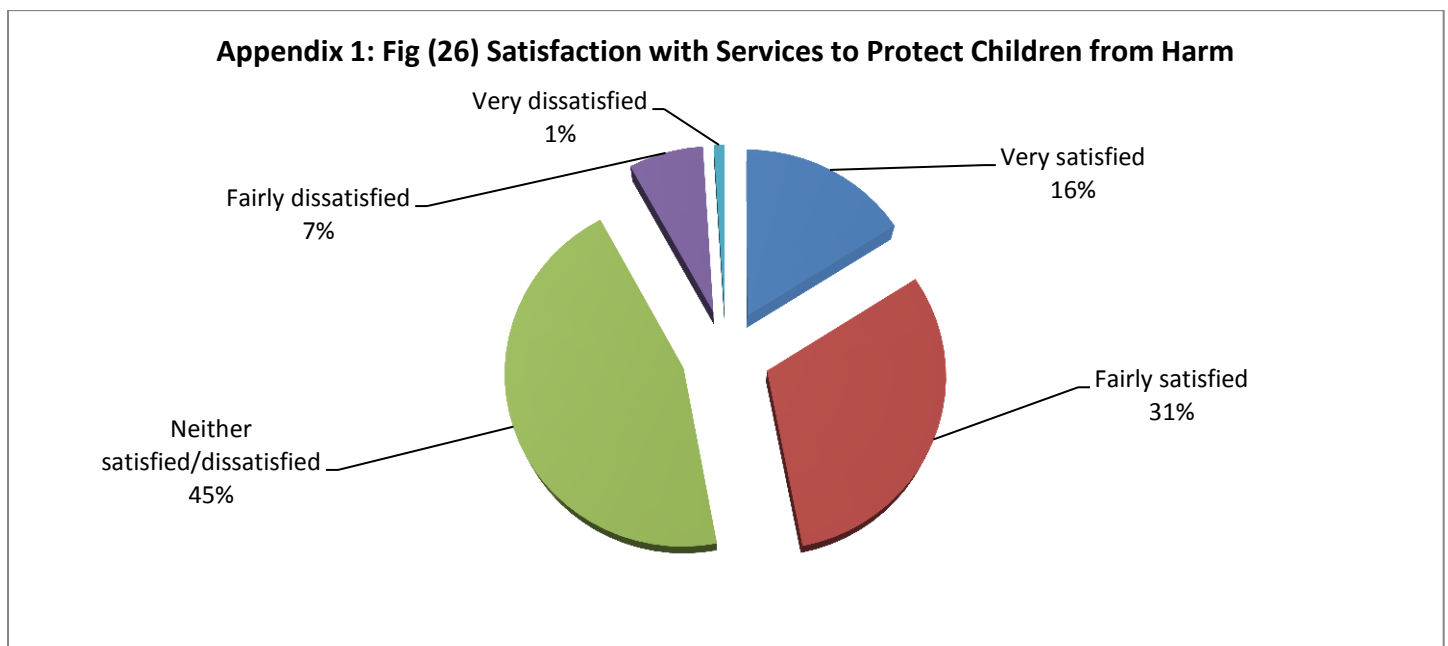
These figures result in a net satisfaction rate of 40% (43% in 2013; 30% in 2012 and 2011; 18% in 2010).

High net satisfaction rates are found amongst people who are: council tenants (68%); aged 65+ (63%); retired (51%); disabled (49%).

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

Of the entire sample 13% (154 people) responded to this part of the question and gave their opinions on services to protect children from harm as follows:

- 16% are “very satisfied”
- 31% are “fairly satisfied”
- 45% are “neither satisfied/dissatisfied”
- 7% are “fairly dissatisfied”
- 1% are “very dissatisfied”



These figures result in a net satisfaction rate of 39% (42% in 2013; 28% in 2012; 37% in 2011; 24% in 2010).

Those with school aged children give the following results:

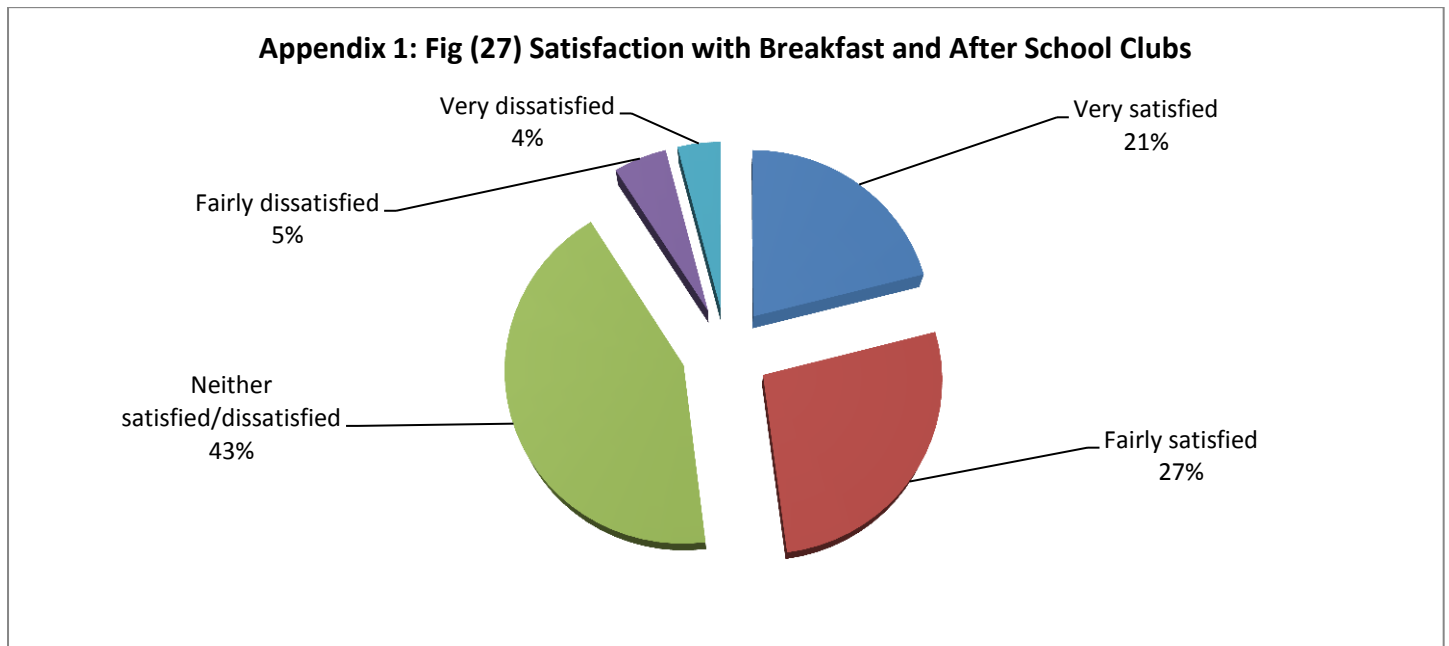
- 26% are “very satisfied”
- 26% are “fairly satisfied”
- 33% are “neither satisfied/dissatisfied”
- 11% are “fairly dissatisfied”
- 4% are “very dissatisfied”

This produces a net satisfaction rating of 37%.

Appendix 1: (27) Breakfast and After School Clubs

Of the entire sample 11% (125 people) answered this part of the question and gave their views on this service as follows:

- 21% are “very satisfied”
- 27% are “fairly satisfied”
- 43% are “neither satisfied/dissatisfied”
- 5% are “fairly dissatisfied”
- 4% are “very dissatisfied”



These figures result in a net satisfaction rate of 39% (40% in 2013; 24% in 2012; 46% in 2011; 28% in 2010).

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

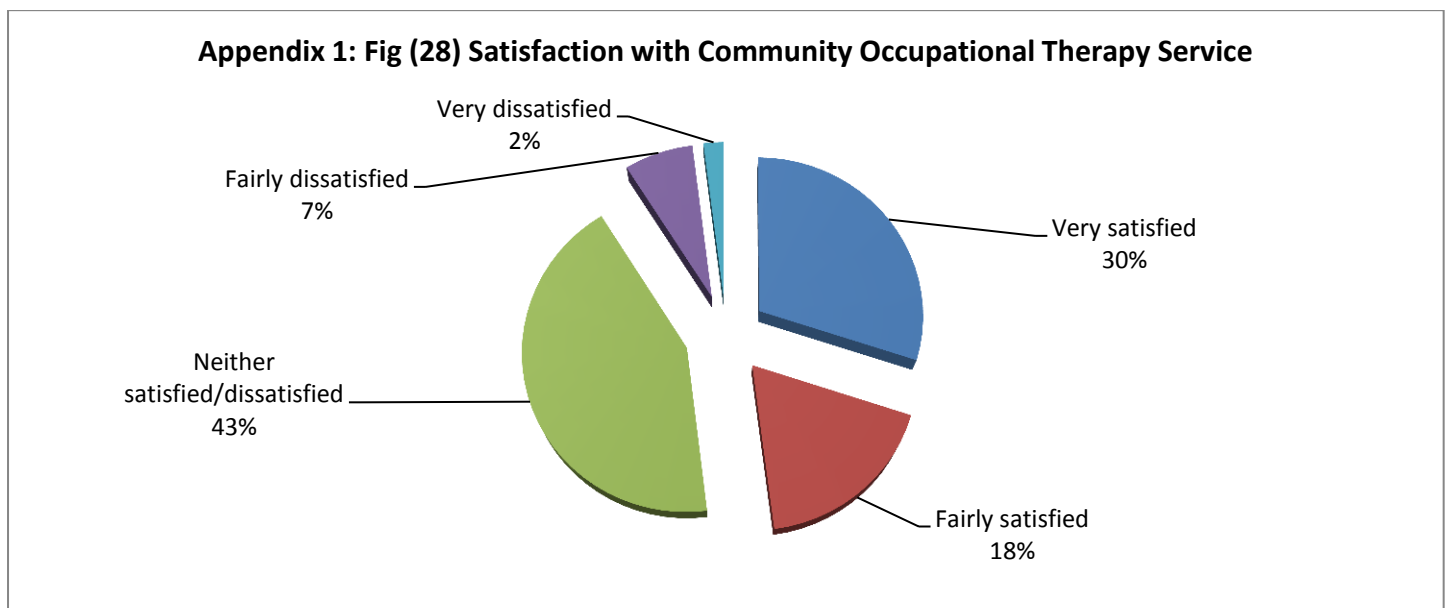
- 33% are “very satisfied”
- 31% are “fairly satisfied”
- 20% are “neither satisfied/dissatisfied”
- 10% are “fairly dissatisfied”
- 6% are “very dissatisfied”

This gives a net satisfaction rating of 48%.

Appendix 1: (28) Community Occupational Therapy

Of the entire sample 15% (172 people) answered this part of the question and gave their views on this service as follows:

- 30% are “very satisfied”
- 18% are “fairly satisfied”
- 43% are “neither satisfied/dissatisfied”
- 7% are “fairly dissatisfied”
- 2% are “very dissatisfied”



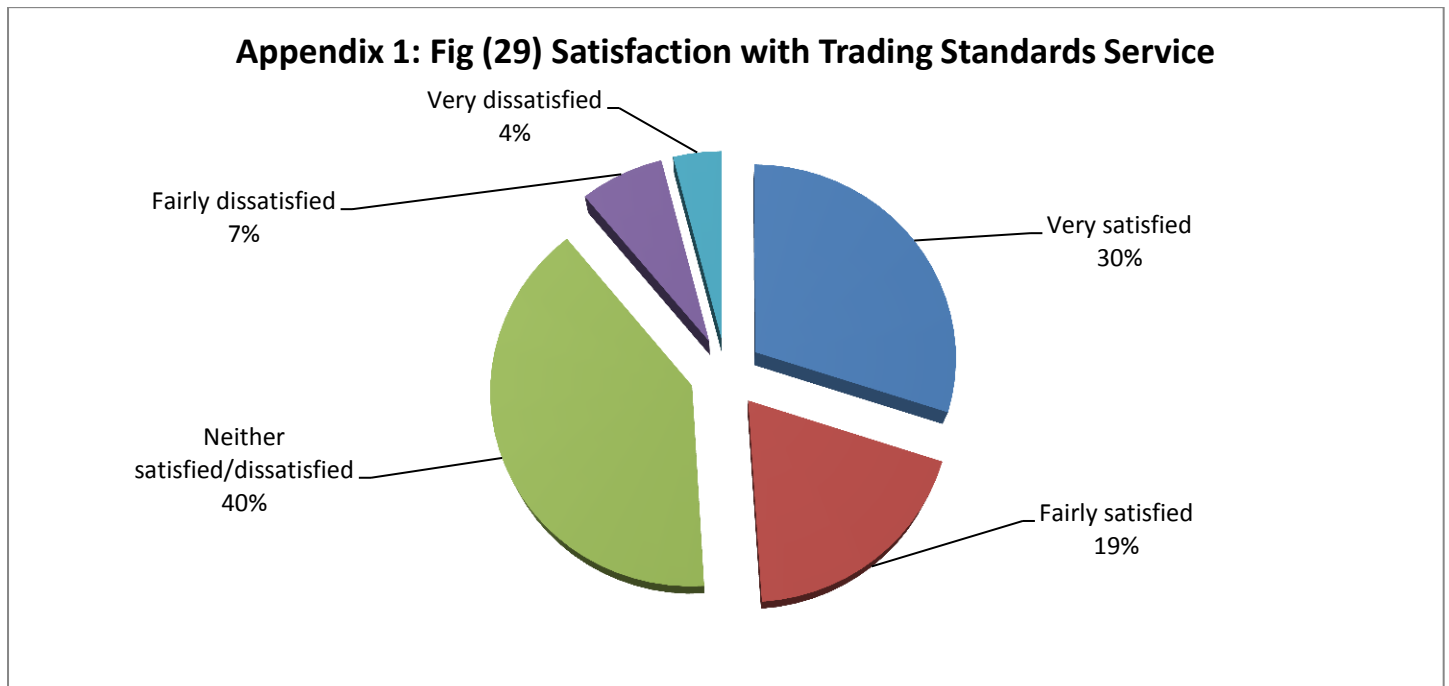
These figures result in the highest net satisfaction rate yet recorded for this service of 39% (32% in 2013; 30% in 2012; 28% in 2011; 17% in 2010).

The highest net satisfaction rating is supplied by people aged 65+ (67%).

Appendix 1: (29) Trading Standards

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

- 30% are “very satisfied”
- 19% are “fairly satisfied”
- 40% are “neither satisfied/dissatisfied”
- 7% are “fairly dissatisfied”
- 4% are “very dissatisfied”

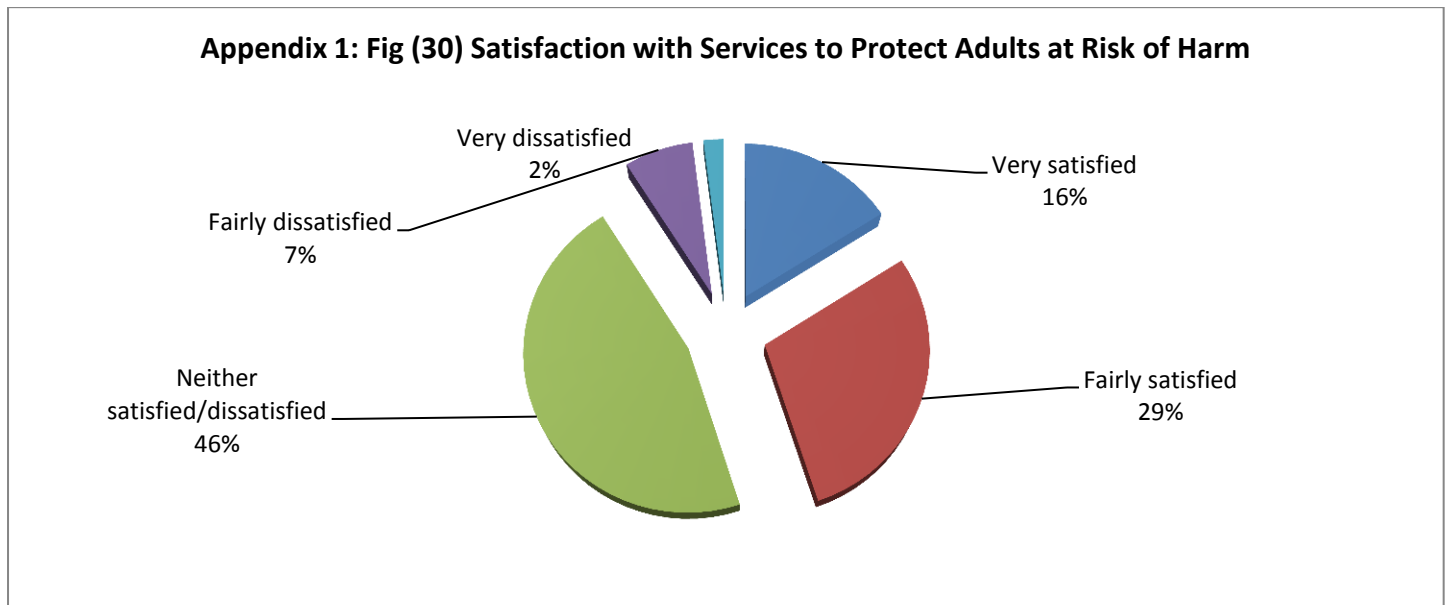


These figures give a net satisfaction rate of 38% (46% in 2013; 41% in 2012; 42% in 2011; 38% in 2010).

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

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

- 16% are “very satisfied”
- 29% are “fairly satisfied”
- 46% are “neither satisfied/dissatisfied”
- 7% are “fairly dissatisfied”
- 2% are “very dissatisfied”



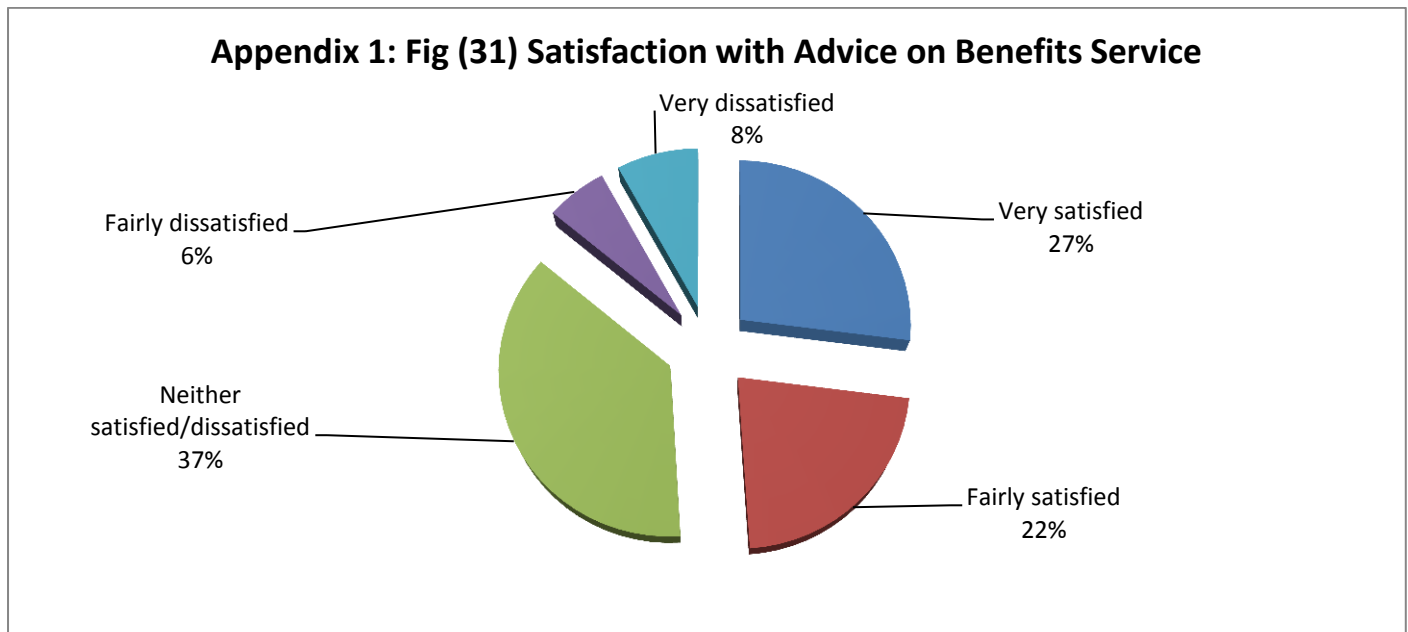
These figures result in the highest net satisfaction rate yet recorded for this service of 36% (30% in 2013; 28% in 2012; 25% in 2011; 18% in 2010).

The net satisfaction rate amongst people who are aged 65 and over is 57% while for people who are disabled it is 42%.

Appendix 1: (31) Advice on Benefits

Of the entire sample 12% (141 people) answered this part of the question and of them:

- 27% are “very satisfied”
- 22% are “fairly satisfied”
- 37% are “neither satisfied/dissatisfied”
- 6% are “fairly dissatisfied”
- 8% are “very dissatisfied”



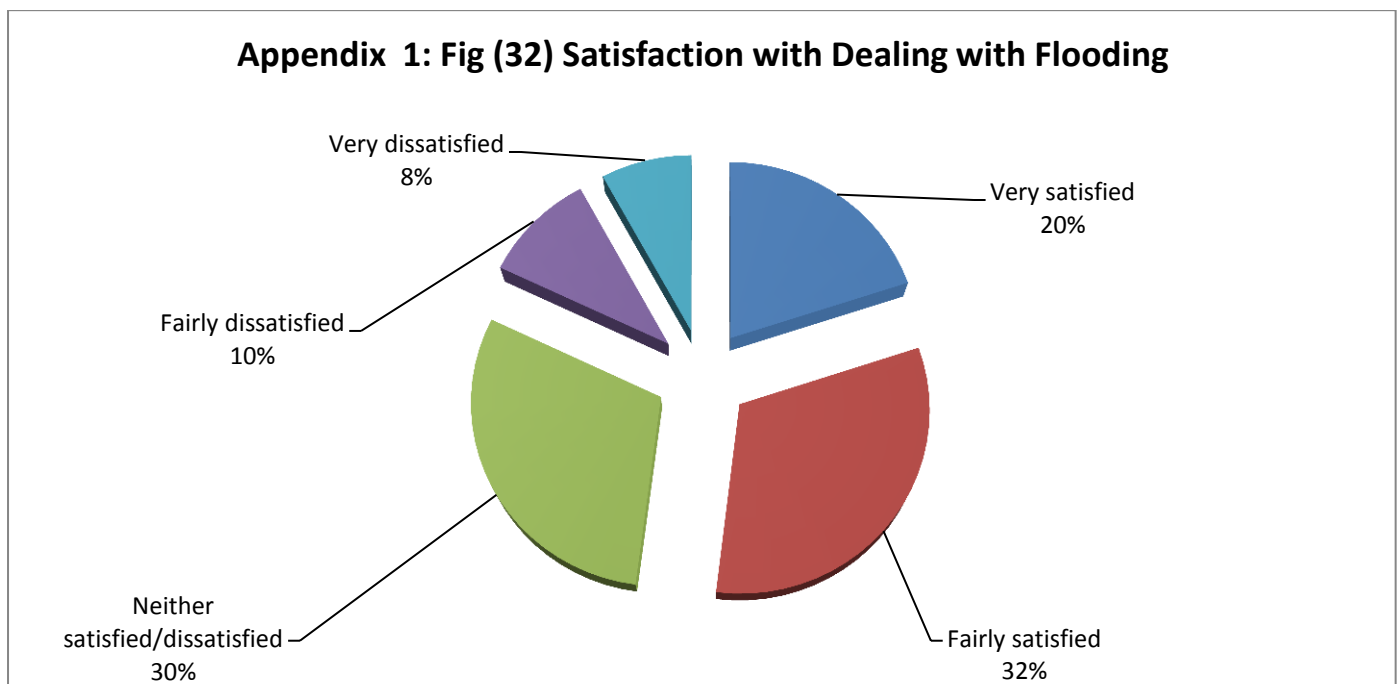
These figures give a highest net satisfaction rate of 35% which equals this service’s record high rate of 2013 (30% in 2012; 34% in 2011; 20% in 2010).

The highest net satisfaction ratings per category of respondents come from people who are: unemployed (81%); aged 65+ (71%); retired (64%); and living in council accommodation (60%).

Appendix 1: (32) Dealing with Flooding

Of the entire sample 45% (573 people) answered this part of the question and expressed their opinions on 'dealing with flooding' as follows:

- 20% are "very satisfied"
- 32% are "fairly satisfied"
- 30% are "neither satisfied/dissatisfied"
- 10% are "fairly dissatisfied"
- 8% are "very dissatisfied"



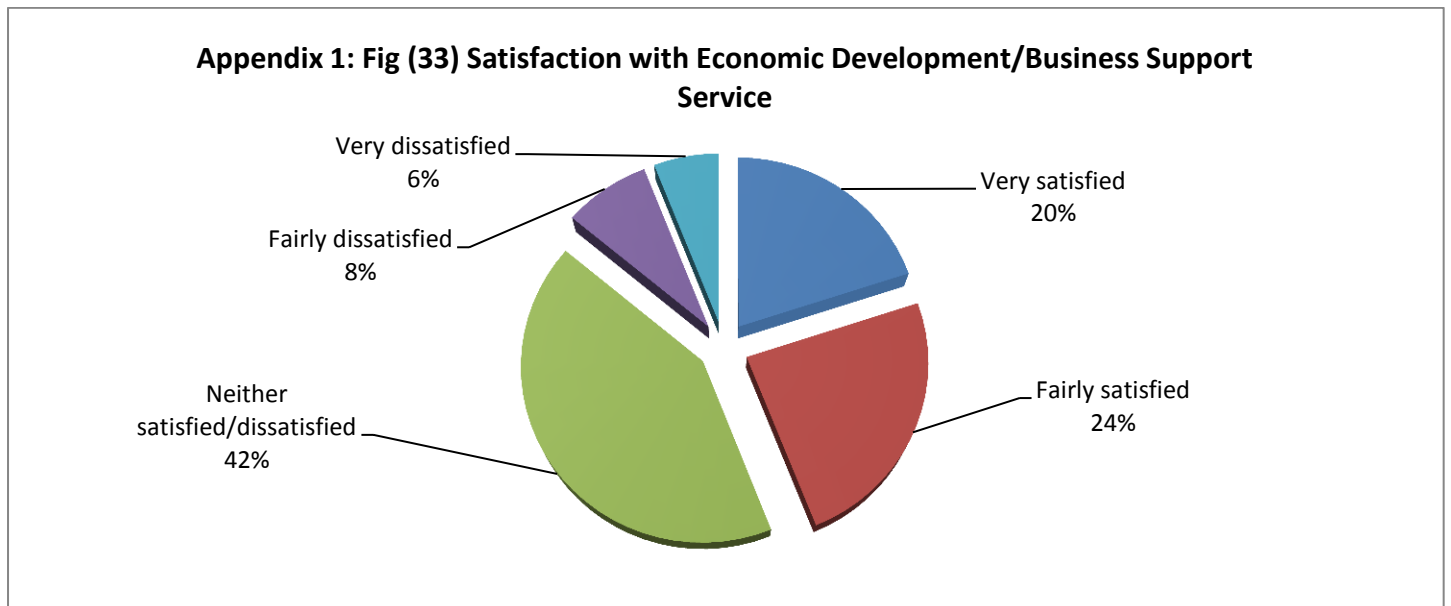
These figures result in the highest net satisfaction rate yet recorded of 34% (27% in 2013; 18% in 2012; 28% in 2011; 21% in 2010).

Highest net satisfaction ratings are given by people who are: aged 16-24 (55%); and council tenants (44%).

Appendix 1: (33) Economic Development/ Business Support

Of the entire sample 17% (196 people) answered this part of the question and gave their views on this service as follows:

- 20% are “very satisfied”
- 24% are “fairly satisfied”
- 42% are “neither satisfied/dissatisfied”
- 8% are “fairly dissatisfied”
- 6% are “very dissatisfied”

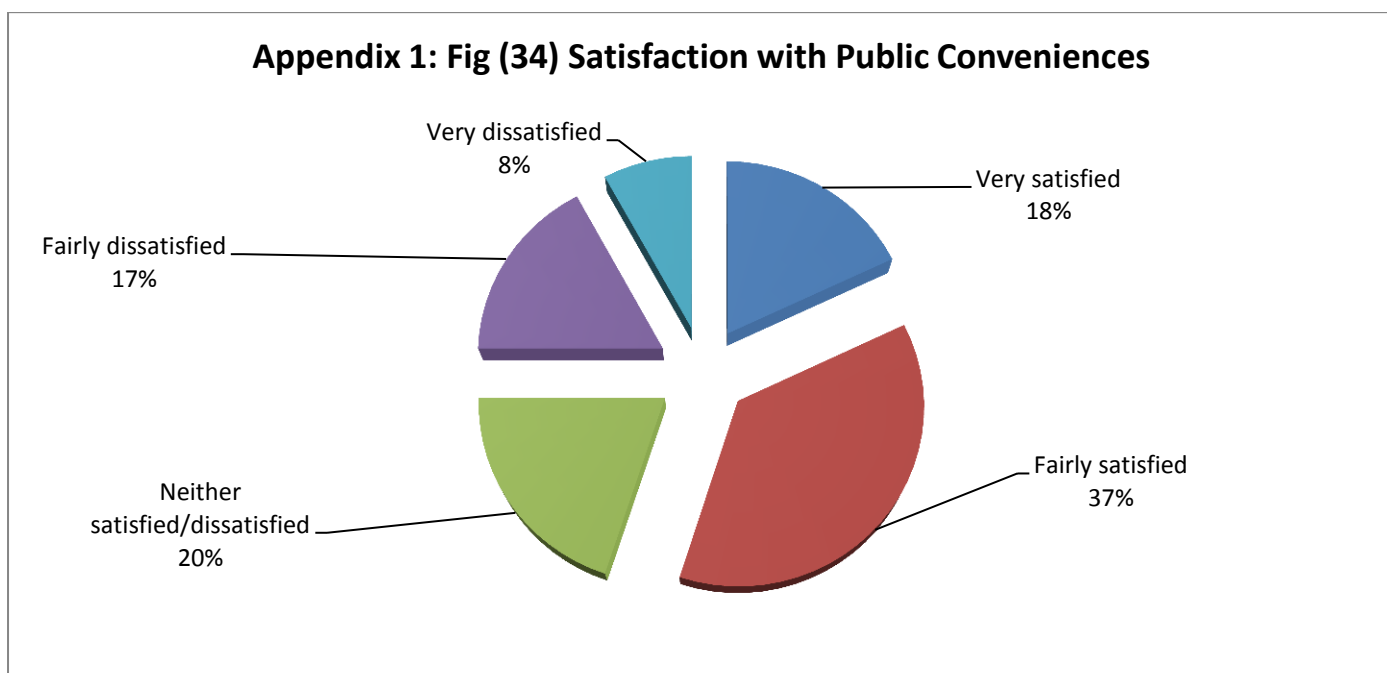


These figures leave a net satisfaction rate of 30% (31% in 2013; 35% in 2012; 27% in 2011; 10% in 2010).

Appendix 1: (34) Public Conveniences

Of the entire sample 62% (713 people) answered this part of the question and gave their views on this service as follows:

- 18% are “very satisfied”
- 37% are “fairly satisfied”
- 20% are “neither satisfied/dissatisfied”
- 17% are “fairly dissatisfied”
- 8% are “very dissatisfied”



These figures give a net satisfaction rate of 30% (28% in 2013; 19% in 2012; 38% in 2011; 18% in 2010).

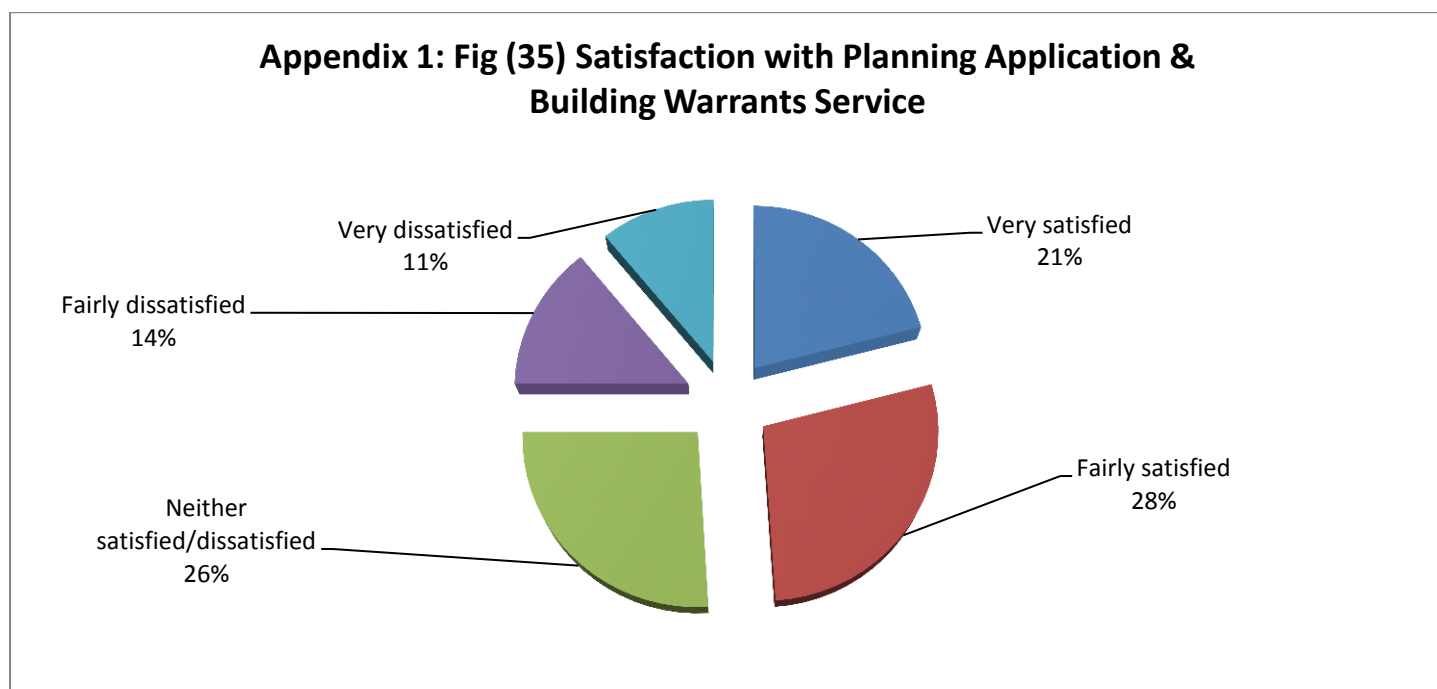
The highest net satisfaction rate comes from people resident in the Highlands less than 5 years (42%).

The lowest ratings are supplied by people who are: unable to work (5%); unemployed (6%); disabled (17%).

Appendix 1: (35) 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:

- 21% are “very satisfied”
- 28% are “fairly satisfied”
- 26% are “neither satisfied/dissatisfied”
- 14% are “fairly dissatisfied”
- 11% are “very dissatisfied”



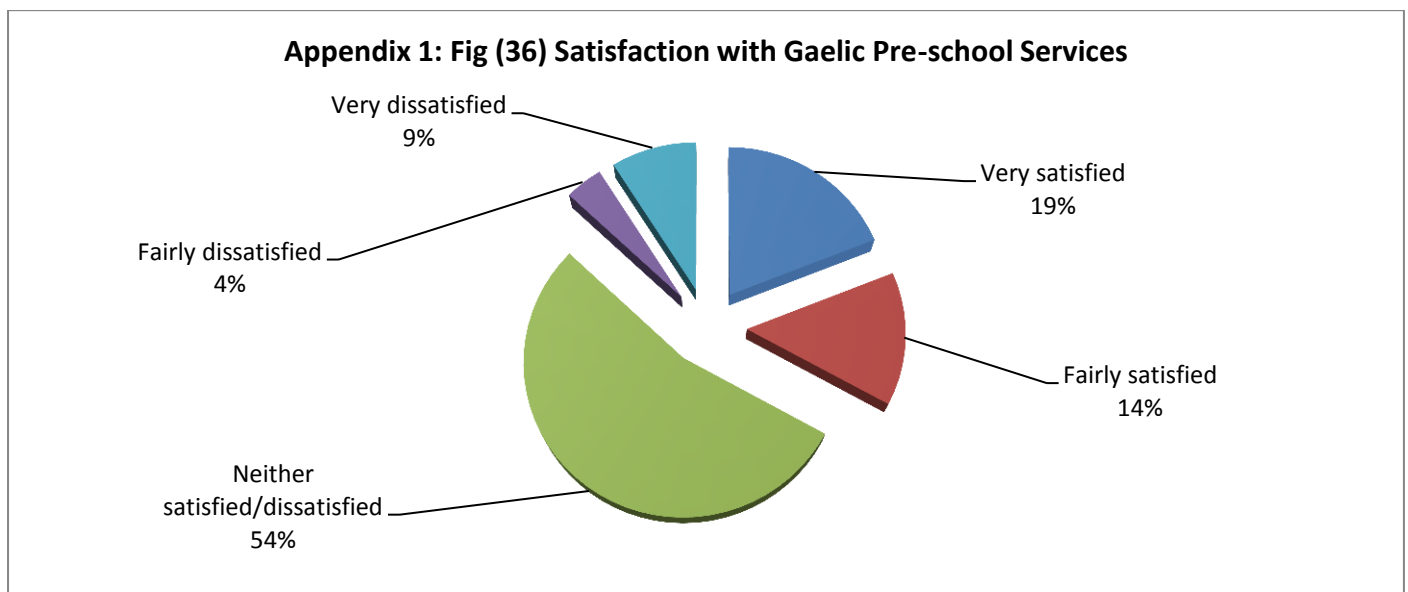
These figures supply the highest net satisfaction rate yet recorded for this service of 23% (19% in 2013; -2% in 2012; 2% in 2011; -4% in 2010).

The highest rate comes from people resident in the Highlands less than 5 years (43%).

Appendix 1: (36) Gaelic Pre-school services

Of the entire sample 7% (82 people) responded to this part of the question and gave the following opinions on the service:

- 19% are “very satisfied”
- 14% are “fairly satisfied”
- 54% are “neither satisfied/dissatisfied”
- 4% are “fairly dissatisfied”
- 9% are “very dissatisfied”



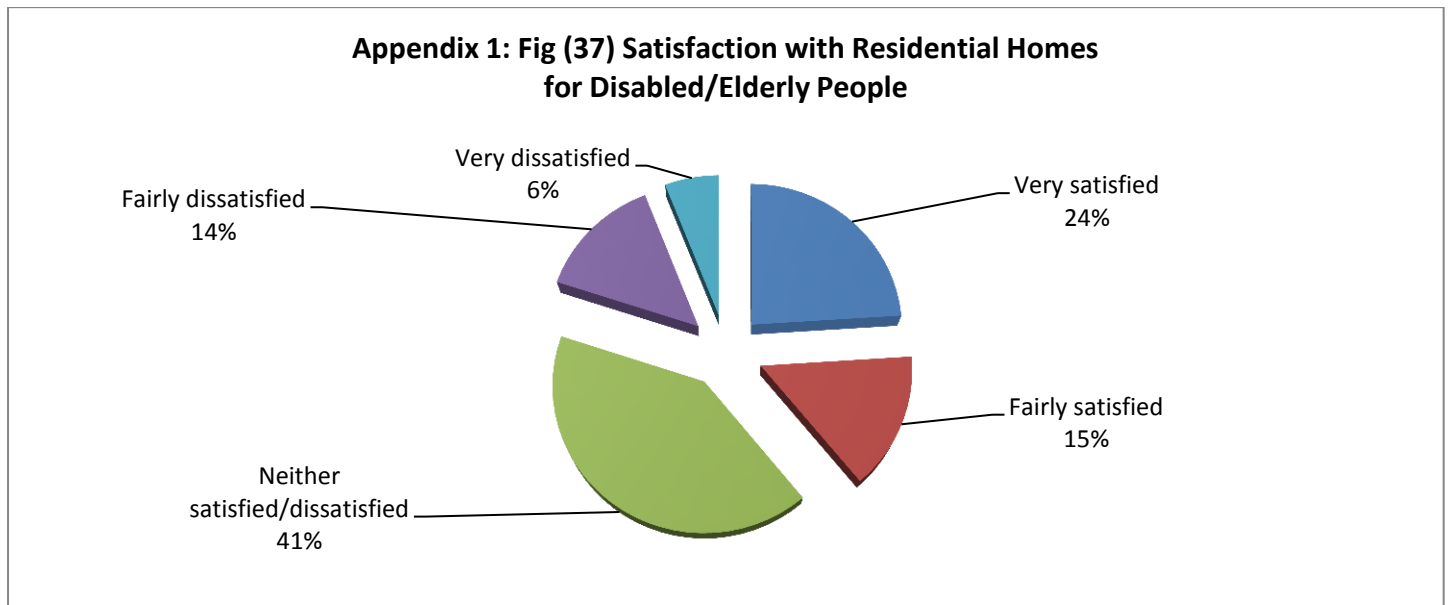
These figures result in a net satisfaction rating of 20% (27% in 2013 and 21% in 2012 - the first year that this question was asked).

There is a notable difference in responses according to gender - the net satisfaction rate from females is 35% while from males it is notably lower at 17%.

Appendix 1: (37) Residential Homes for Disabled/Elderly People

Of the entire sample 17% (197 people) answered this part of the question and gave their views on this service as follows:

- 24% are “very satisfied”
- 15% are “fairly satisfied”
- 41% are “neither satisfied/dissatisfied”
- 14% are “fairly dissatisfied”
- 6% are “very dissatisfied”

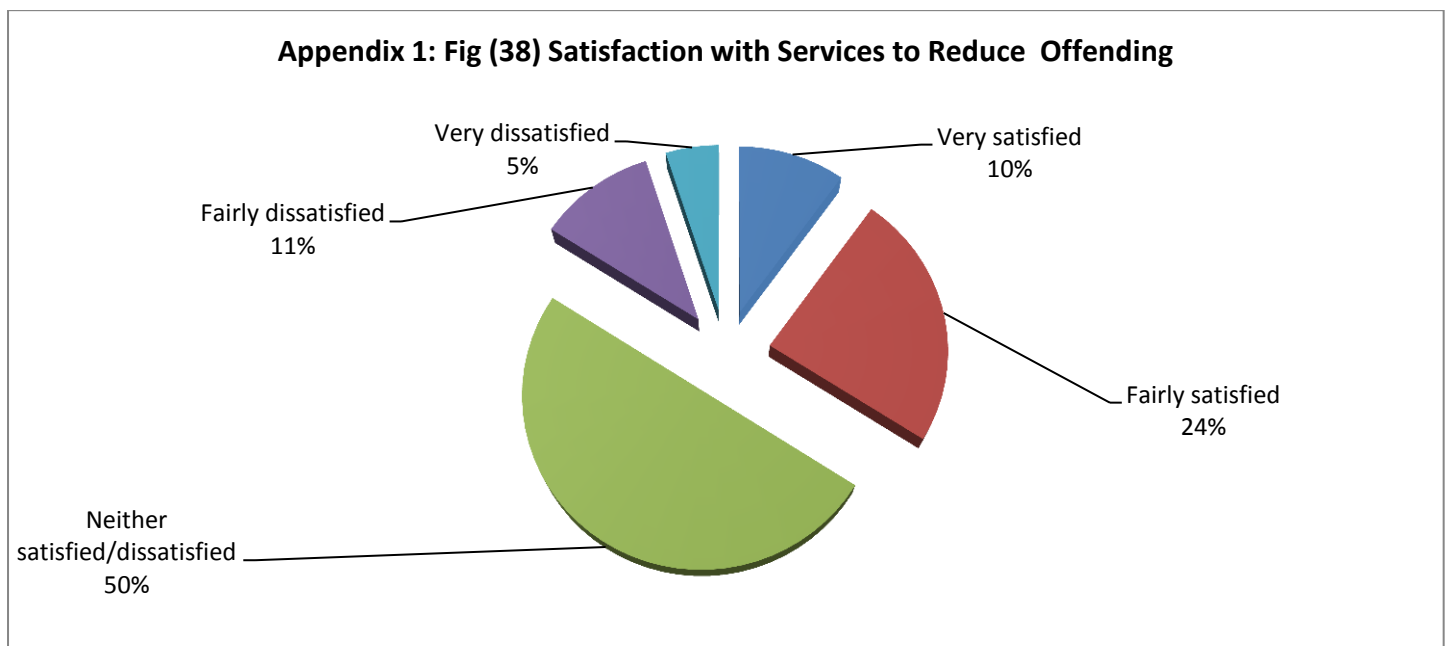


These figures result in a net satisfaction rate of 19% (24% in 2013; 21% in 2012; 32% in 2011; 11% in 2010).

Appendix 1: (38) Services to Reduce Offending

Of the entire sample 11% (132 people) answered this part of the question and gave their views on this service as follows:

- 10% are “very satisfied”
- 24% are “fairly satisfied”
- 50% are “neither satisfied/dissatisfied”
- 11% are “fairly dissatisfied”
- 5% are “very dissatisfied”

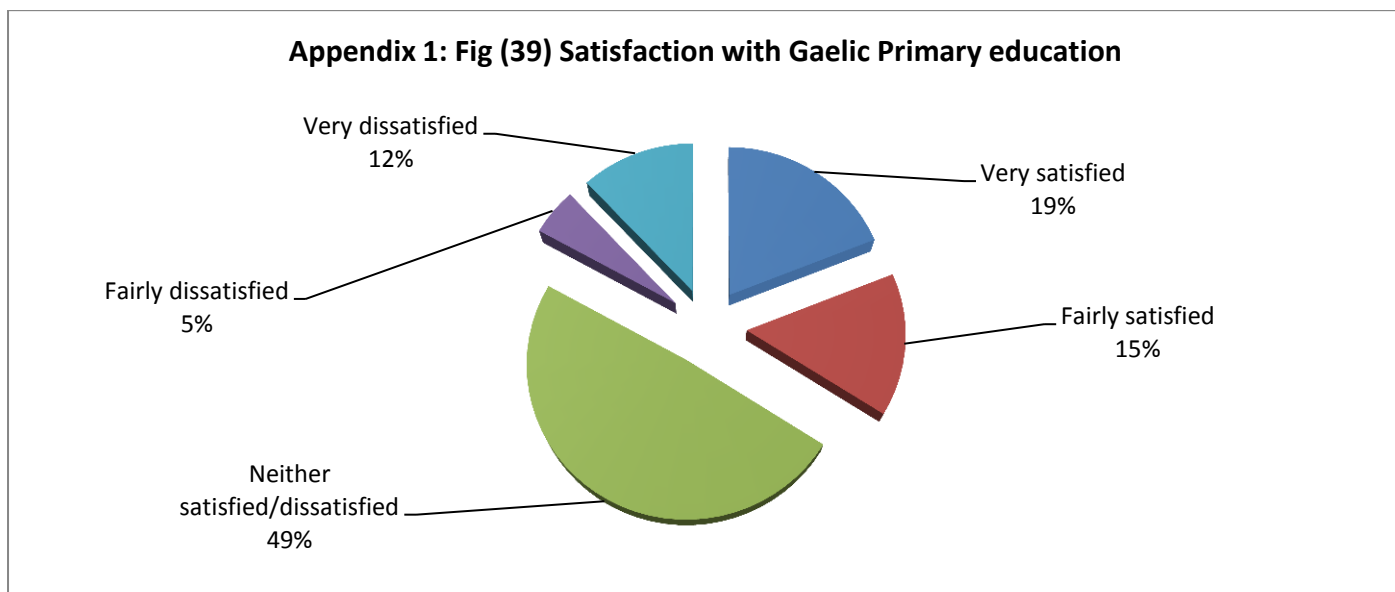


These figures result in the highest net satisfaction rate yet recorded for this category of 18% (7% in 2013; -13% of 2012; -9% in 2011; -27% in 2010).

Appendix 1: (39) Gaelic Primary education

Of the entire sample 8% (88 people) responded to this part of the question and gave the following opinions on the service:

- 19% are “very satisfied”
- 15% are “fairly satisfied”
- 49% are “neither satisfied/dissatisfied”
- 5% are “fairly dissatisfied”
- 12% are “very dissatisfied”



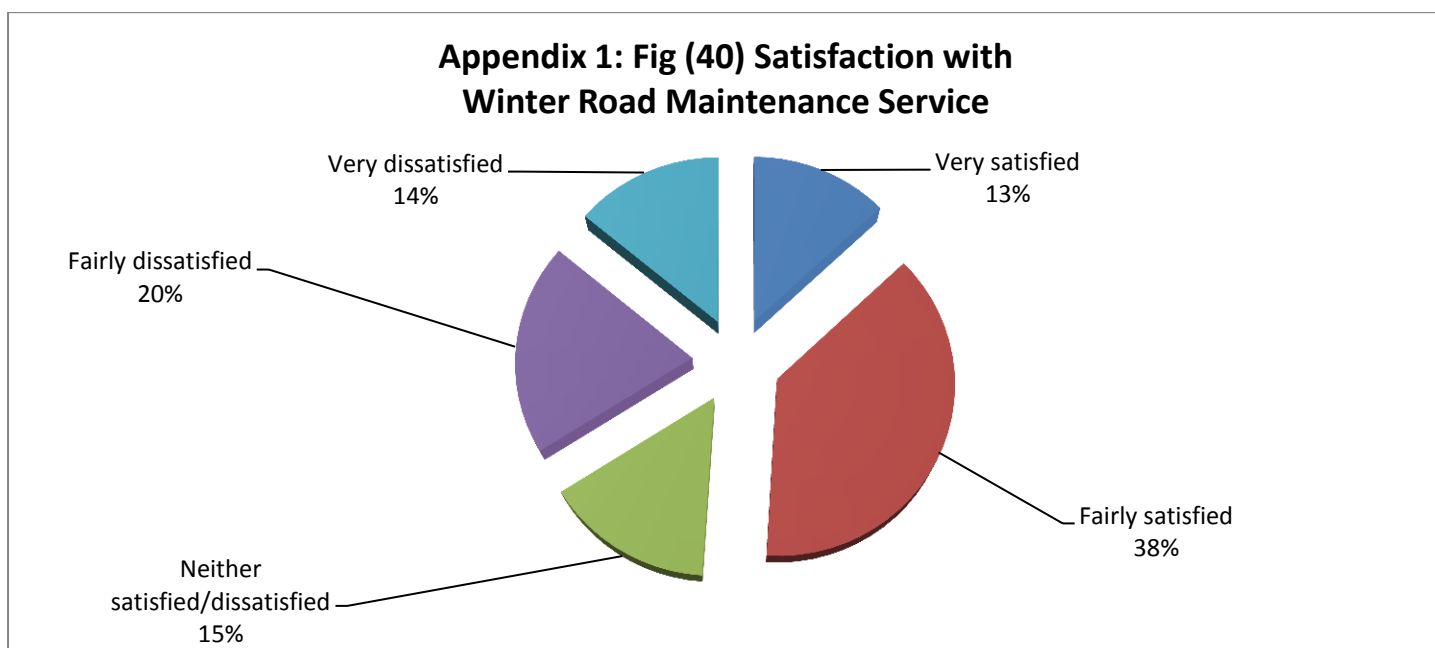
These figures result in a net satisfaction rate of 17% (14% in 2013 and 24% in 2012 when this question was asked for the first time).

A higher net satisfaction rate is found amongst: females (30%) than males (16%). And the net satisfaction rate amongst people with school aged children (43%) is notably higher than the rate for those who do not have school aged children (19%).

Appendix 1: (40) Winter Road Maintenance

Of the entire sample 81% (925 people) answered this part of the question. They expressed their opinions on winter road maintenance as follows:

- 13% are “very satisfied”
- 38% are “fairly satisfied”
- 15% are “neither satisfied/dissatisfied”
- 20% are “fairly dissatisfied”
- 14% are “very dissatisfied”



These figures mean that the net satisfaction rate is the highest yet recorded for this service at 17% (14% in 2013; 0% in 2012; -9% in 2011; -23% in 2010).

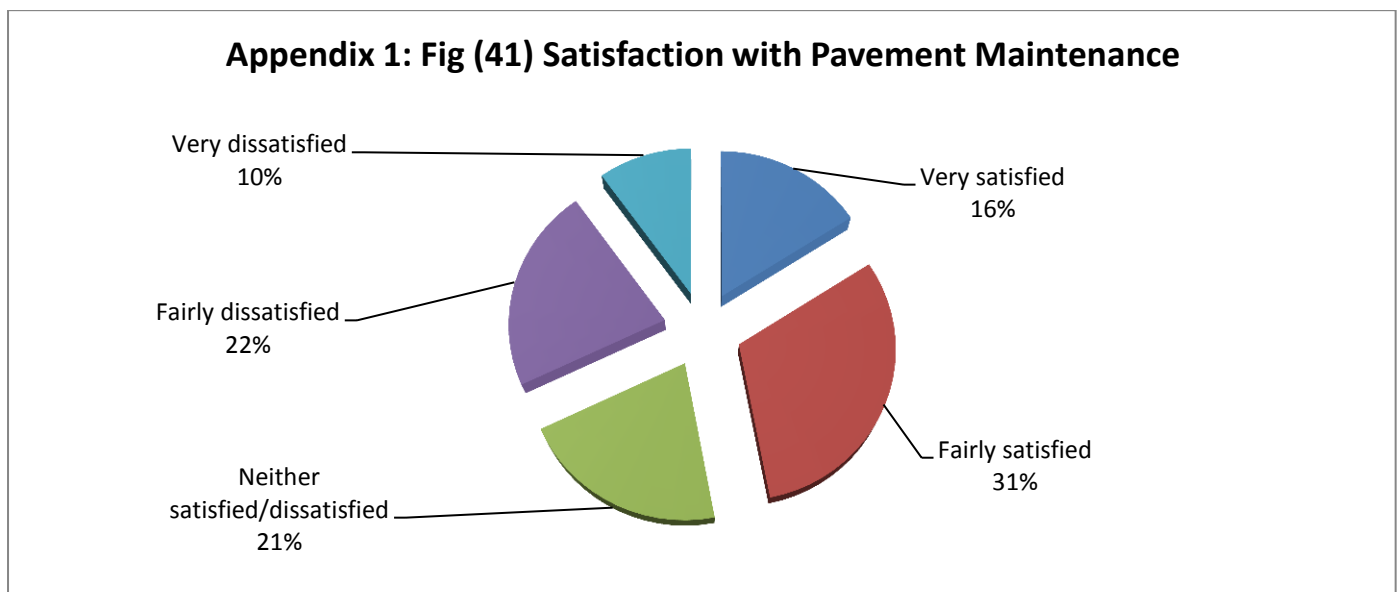
The highest net satisfaction rate is found amongst people resident in the Highlands less than 5 years (31%). The lowest net satisfaction rates are found amongst people who are unable to work (-31%) and those living in council accommodation (-9%).

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

Appendix 1: (41) Pavement Maintenance

Of the entire sample 77% (917 people) answered this part of the question and they gave the following opinions on pavement maintenance:

- 16% are “very satisfied”
- 31% are “fairly satisfied”
- 21% are “neither satisfied/dissatisfied”
- 22% are “fairly dissatisfied”
- 10% are “very dissatisfied”



These figures give a net satisfaction rate of 15% (21% in 2013; 16% in 2012; 8% in 2011; 6% in 2010).

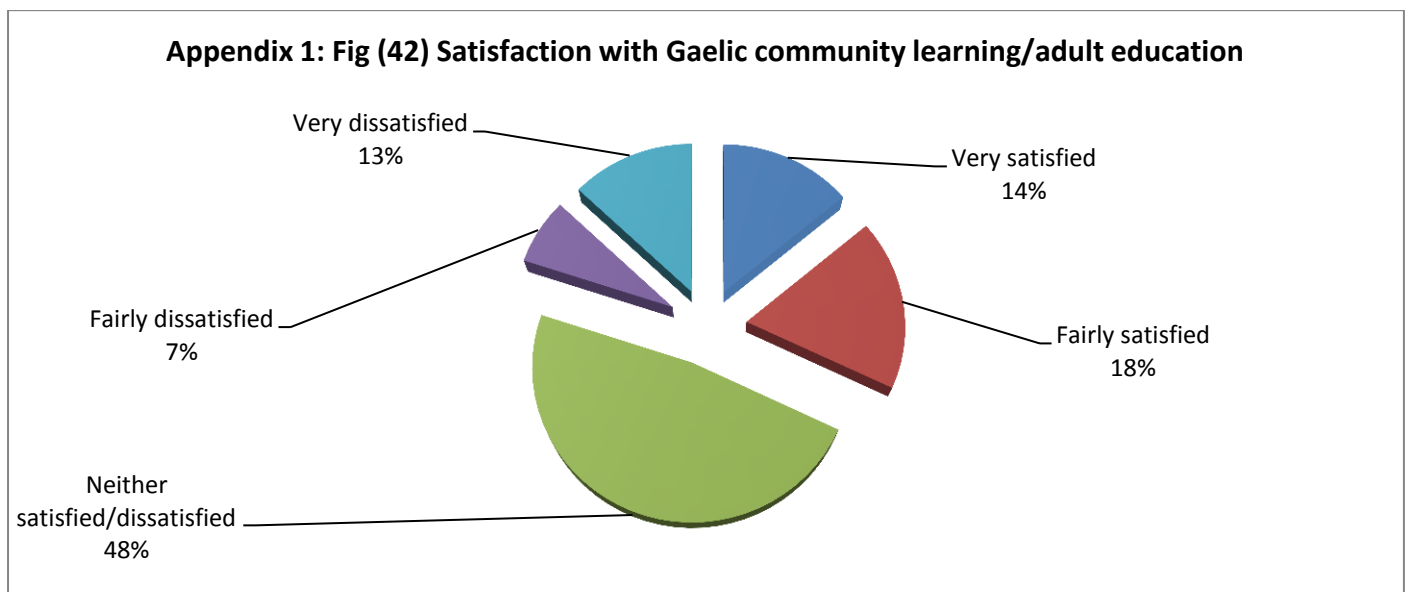
The net satisfaction ratings vary markedly according to age with the rating from those aged 16-24 (42%) being much higher than the ratings from those aged 25-44 (19%), those aged 65+ (11%) and those aged 45-64 (9%).

The lowest net satisfaction ratings are supplied by people who are council tenants (0%); and people who are disabled (1%).

Appendix 1: (42) Gaelic community learning/ adult education

Of the entire sample 9% (99 people) responded to this part of the question and gave the following opinions on the service:

- 14% are “very satisfied”
- 18% are “fairly satisfied”
- 48% are “neither satisfied/dissatisfied”
- 7% are “fairly dissatisfied”
- 13% are “very dissatisfied”



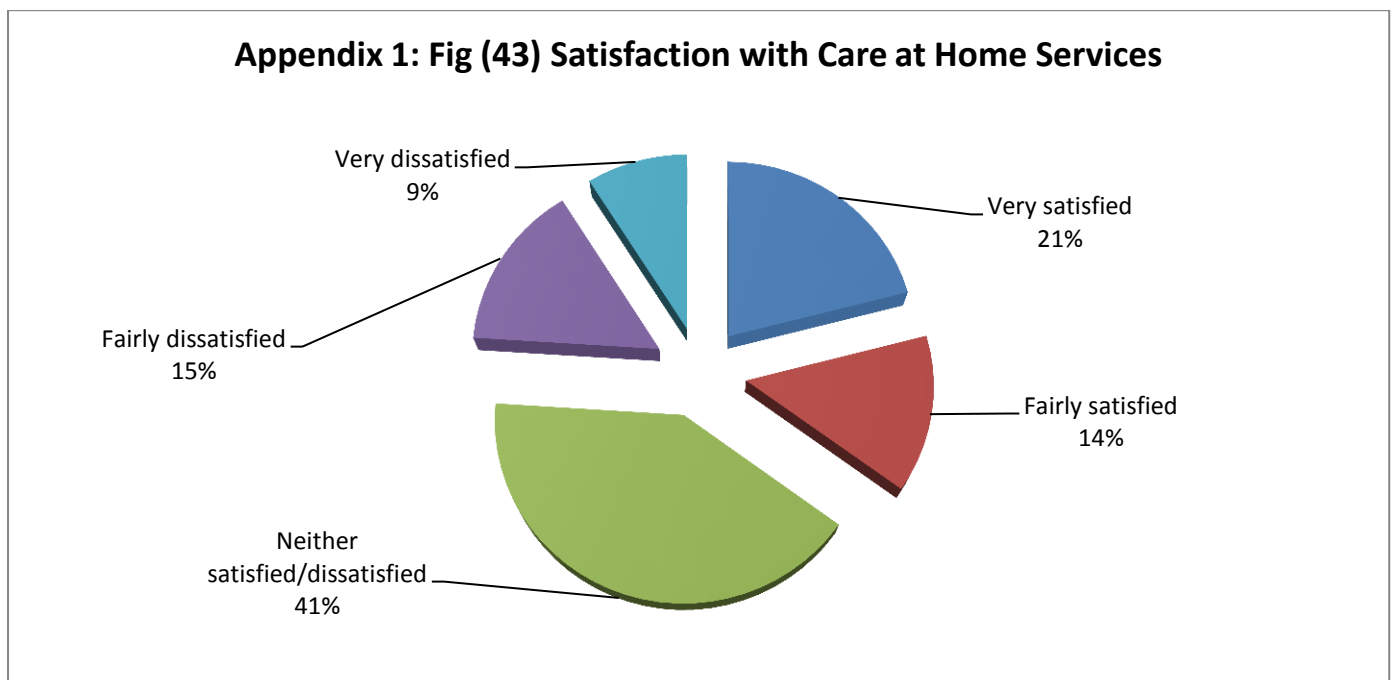
These figures result in a net satisfaction rate of 12% (1% in 2013 and 15% in 2012 – the first year that this question was asked).

The net satisfaction rate amongst females (28%) is notably higher than amongst males (5%). And the net satisfaction by age group is at its highest amongst those aged 65+ (36%).

Appendix 1: (43) Care at Home Services

Of the entire sample 16% (188 people) answered this part of the question and gave their views on this service as follows:

- 21% are “very satisfied”
- 14% are “fairly satisfied”
- 41% are “neither satisfied/dissatisfied”
- 15% are “fairly dissatisfied”
- 9% are “very dissatisfied”



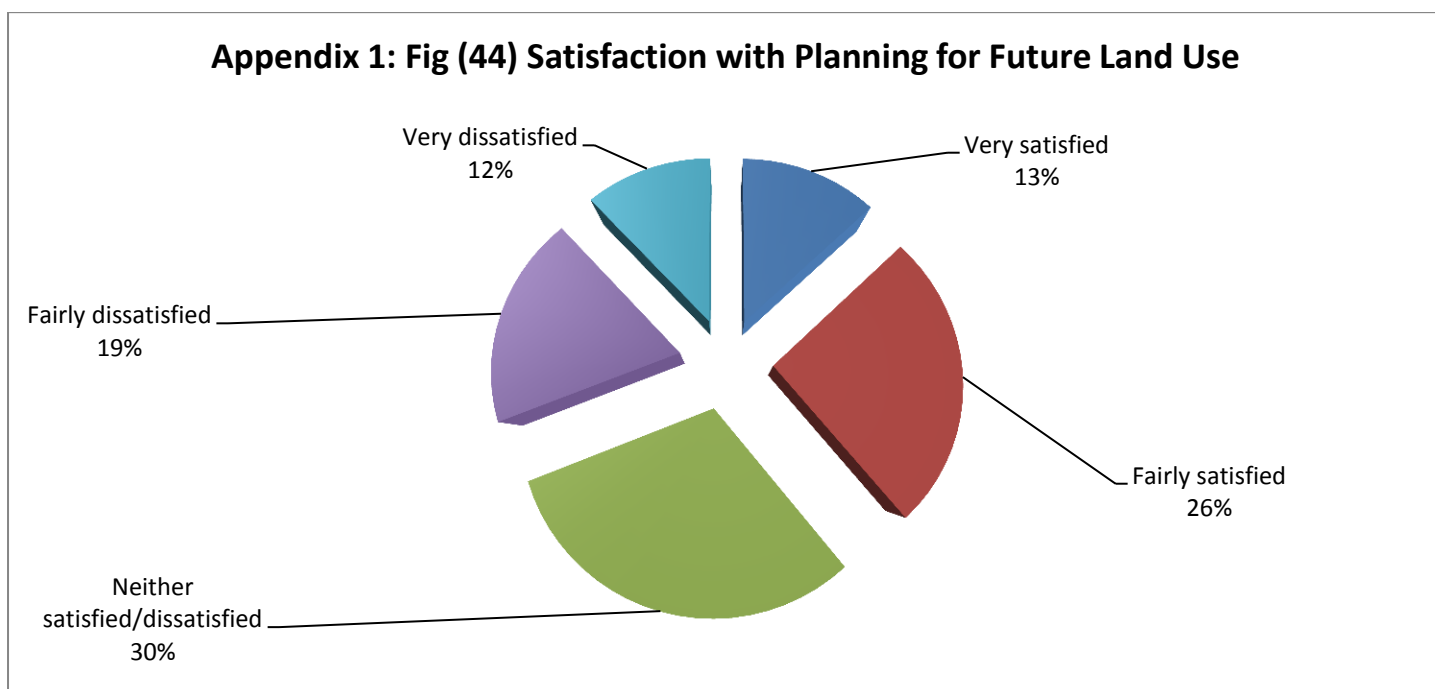
These figures result in the highest net satisfaction rate yet recorded for this service of 11% which is substantially down on the 33% recorded in 2013 (23% in 2012; 25% in 2011; 23% in 2010).

The highest net satisfaction rating is given by respondents who are aged 65+ (32%).

Appendix 1: (44) Planning for Future Land Use (Local Plan)

Of the entire sample 31% (361 people) answered this part of the question and gave their views on this service as follows:

- 13% are “very satisfied”
- 26% are “fairly satisfied”
- 30% are “neither satisfied/dissatisfied”
- 19% are “fairly dissatisfied”
- 12% are “very dissatisfied”



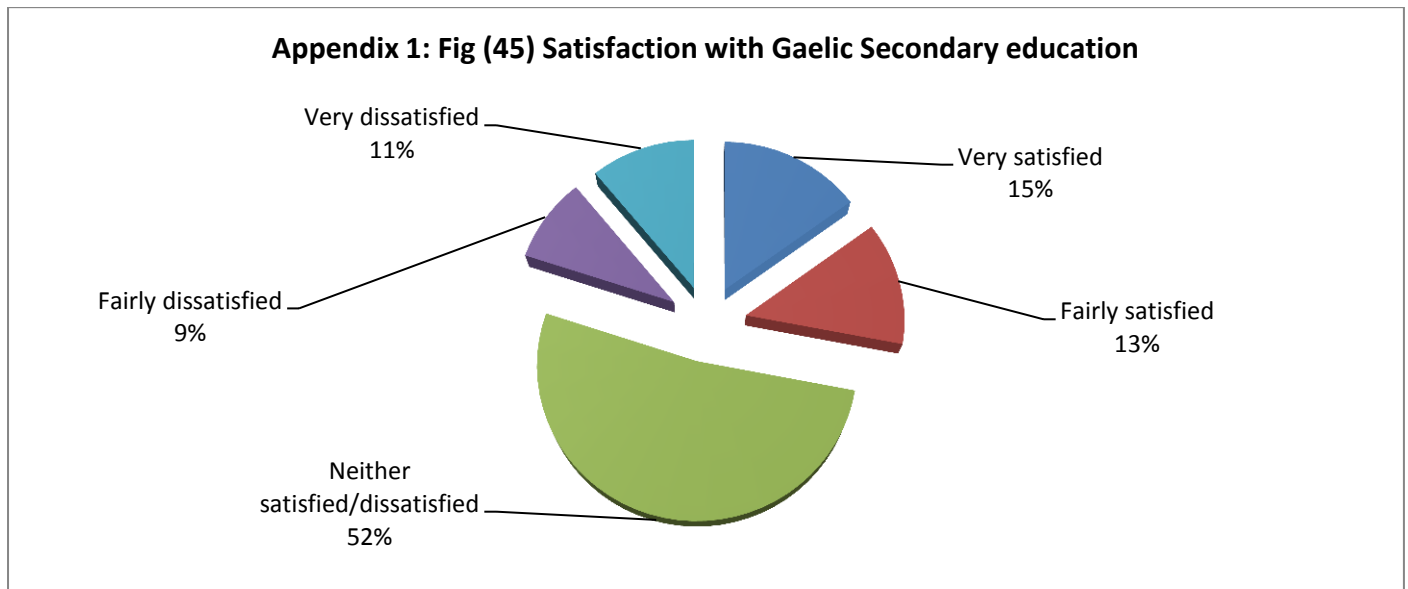
These figures give a net satisfaction rate of 8% (14% in 2013; 3% in 2012; 3% in 2011; - 9% in 2010).

Net satisfaction rates are notably higher amongst people resident in the Highlands less than 5 years (28%) and people resident between 5 and 10 years (21%) than they are amongst people resident for longer than 10 years (4%).

Appendix 1: (45) Gaelic Secondary education

Of the entire sample 7% (86 people) responded to this part of the question and gave the following opinions on the service:

- 15% are “very satisfied”
- 13% are “fairly satisfied”
- 52% are “neither satisfied/dissatisfied”
- 9% are “fairly dissatisfied”
- 11% are “very dissatisfied”



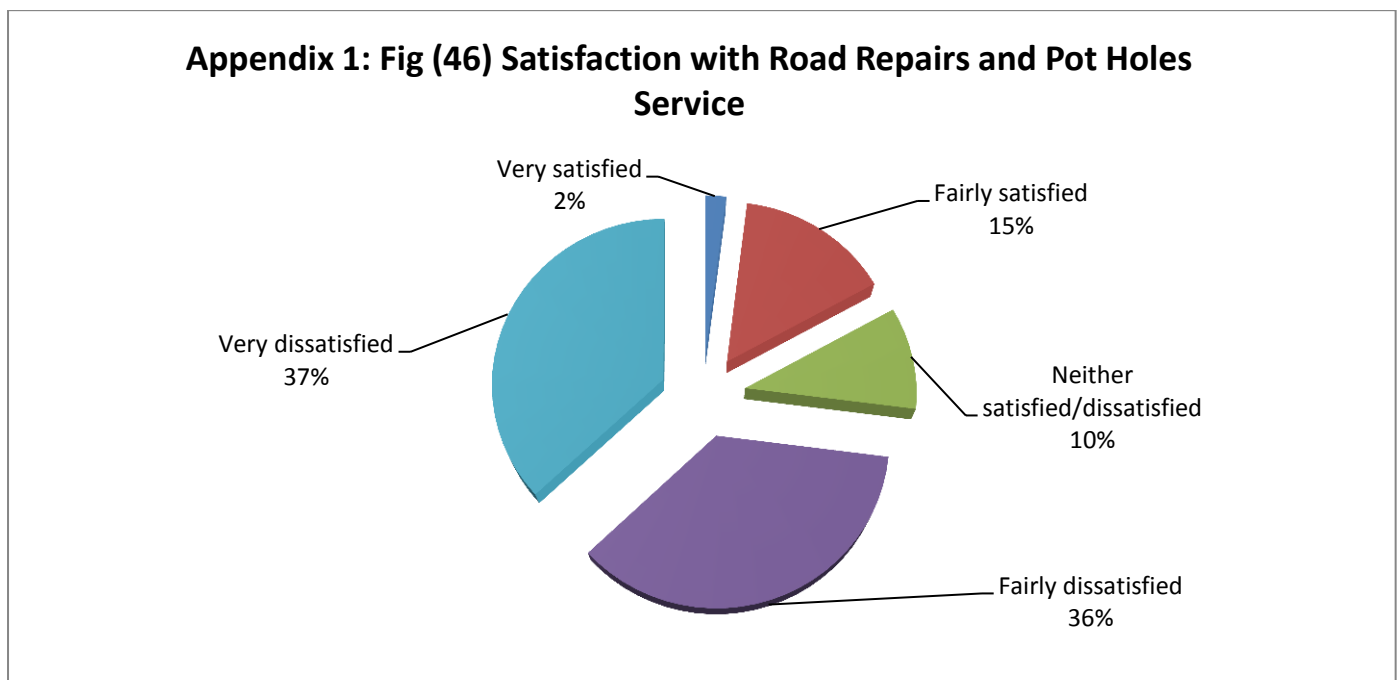
These figures result in a net satisfaction rate of 8% (7% in 2013 and 14% in 2012, the first year that this question was asked).

The net satisfaction rate amongst people with school aged children (40%) is much higher than the rate for those with no school aged children (11%).

Appendix 1: (46) Road Repairs and Pot Holes

Of the entire sample 84% (963 people) answered this part of the question, giving the following range of views on road repairs and pot holes:

- 2% are “very satisfied”
- 15% are “fairly satisfied”
- 10% are “neither satisfied/dissatisfied”
- 36% are “fairly dissatisfied”
- 37% are “very dissatisfied”



These figures result in a net satisfaction rate of -56% (-61% in 2013; -59% in 2012; -55% in 2011; -57% of 2010).