

Moray Citizens Panel

Report of Recruitment of Panel Spring 2005

Craigforth

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1. INTRODUCTION

Background

- 1.1. Craigforth was commissioned by the Moray Community Planning Partnership in late 2004 to recruit members for a newly established Moray Citizens Panel. The Panel is intended to assist the Partnership in conducting both quantitative and qualitative research associated with Community Planning. It is also intended to help develop co-ordination, avoid duplication of effort and ensure consistency of information among Community Planning partners as well as assisting with Community Planning and reducing costs.
- 1.2. The Moray Community Planning Partnership came together to plan and deliver co-ordinated, responsive services to the people of Moray and is committed to consulting and engaging local people in this process. The Partnership is made up of the following member organisations:
 - The Moray Council
 - Communities Scotland
 - Grampian Fire and Rescue
 - Grampian Police
 - NHS Grampian
 - Moray Badenoch and Strathspey Enterprise
 - Joint Community Councils
 - Moray Citizens Advice Bureau
 - Moray Chamber of Commerce
 - Moray College
 - Moray Volunteer Service Organisation
 - Royal Air Force
 - The Volunteer Centre Moray.
- 1.3. The objectives of the new Citizens Panel are as follows:
 - To create a sounding board to test policies and practice with a robust and representative sample of local people
 - To access those whose opinions are often under-represented
 - To establish baseline information against which to track changes in views, needs and priorities over time
 - To access public opinion in a cost effective manner
 - To enable the recruitment of focus groups for research purposes
 - To enhance accountability by giving citizens the potential to influence decision making and improve service delivery
 - To access hard to reach groups.

- 1.4. Following the initial recruitment survey for the Panel, it is intended to conduct a future programme of research along the key Community Planning themes.

Approach to Panel Recruitment

Panel Size, Sampling and Representativeness

- 1.5. The original brief from the Partnership suggested a Panel of around 850 members be established. Craigforth recommended that no upper limit be placed on the recruitment exercise and that the approach should be to recruit as many people as possible within the budget available.
- 1.6. This was on the basis that there is no absolutely 'right' figure for Citizens Panels and that the bigger the sample of the Moray population achieved the more research findings are likely to be reliable. Craigforth also suggested that if it was intended to analyse responses by geographical sub areas or say electoral wards, then again there was a case for recruiting as many members as possible to ensure reliable analysis at these levels.
- 1.7. A minimum response rate of 5-6% was anticipated and in order to achieve a minimum Panel size of 850 members this required a sample of around 15,300 to be drawn. A total sample of 15,304 was drawn using the following 2 approaches:
 - A stratified random selection of the population drawn from the edited (published) version of the electoral roll, the sample being stratified by postcode area (e.g. AB38, IV30 etc) – a sample of 14,471 was drawn from this source;
 - A 100% sample drawn from those Council tenants who previously responded to the 2004 Craigforth survey of Council tenants in Moray – a sample of 833 was drawn from this source.
- 1.8. The first approach seeks to ensure in so far as this is possible a wholly representative cross section of the Moray population (electorate) for example in terms of age, gender and ethnicity. As the sample is geographically structured it seeks to ensure an appropriate degree of geographical spread and representativeness. All these factors were a requirement of the Partnership in defining the sample to be invited to take part.
- 1.9. In trying to achieve geographical spread by sub area there is a tension however between having a distribution that is representative (i.e. in proportion to the total population) and having sufficient numbers in each sub area so as the findings can be considered reasonably robust. For survey purposes (the main intended use of the Panel) it is recommended that each sub area should aim to have a potential response nearing 100 members. More sparsely populated rural areas such as the Speyside and Keith areas were over sampled in order to try and achieve the desired minimum quota for reporting purposes.

- 1.10. The Partnership was also keen, in so far as could be achieved, to ensure an appropriate housing tenure balance to its Panel. The reasons for the second approach was to address the specific issue of under-representation of social rented sector tenants - a consistent feature of Citizens Panels. This requires special measures to boost recruitment in this tenure and the opportunity to address this was readily available due to Craigforth's recent research involvement with the Council's Housing Service. The tenants were matched with the electoral roll to ensure that they had not already been selected by the first approach. (Private rented tenants also tend to be under represented although these are more difficult to identify and access, given their small number.)
- 1.11. However despite such efforts to ensure representativeness Citizen Panel membership is to some degree self selecting. This means for example that older age groups, those with an active volunteering interest and car owners are more rather than less likely to get involved. The Partnership is keen to ensure that 'hard to reach' groups are able to get involved in its future research and Craigforth recommends that special approaches are taken to target such groups depending on the topics being researched.
- 1.12. This can involve for example accessing such groups through other existing services such as homeless services, unemployment services, disabled services etc for focus group or interview based research to complement the research undertaken through Citizen Panel membership. Such approaches are also appropriate to address the under representation of younger adult age groups or for example consulting the youth of Moray.

Recruitment Questionnaire

- 1.13. The Panel recruitment questionnaire was issued on a phased basis during the 5 days following the 21st March 2005. The enclosures included a covering letter of invitation to join the Panel along with a leaflet explaining the background to the Partnership and Community Planning. A copy of the invitation letter and recruitment questionnaire can be found in Annex 1 of this report.
- 1.14. The postal self-completion questionnaire started by asking people to confirm whether they wanted to join the Moray Citizens Panel and to confirm their contact details. If the named person did not want to join, people were encouraged to pass their invitation to another member of their household who might be interested.
- 1.15. The main body of the questionnaire had two parts:
 - Questions about the new Panel member and their household - including specific questions on gender, age, car access, household size, housing tenure, employment status and occupation, ethnicity, birthplace, disability, recent services used and volunteering.
 - Questions about the new Panel member's satisfaction and perceptions of where they live at a range of scales – this ranged from their immediate neighbourhood to town/village and to Moray as a whole.

- 1.16. Finally new Panel members were specifically asked what methods of research they would be willing to take part in – for example discussion groups, telephone interviews, internet /on line surveys etc.
- 1.17. To make questionnaire completion relatively easy and not too time consuming and to maximise response rates, the questionnaire had the following features:
 - Attractively presented using colour on the front page (featuring the Partnership's jigsaw logo);
 - Large type (Arial 12) and lots of white space between questions to make it easy to read;
 - Mostly 'closed' questions whereby respondents selected their response from pre-defined categories by circling a number (having to write in answers significantly lowers response rates).
- 1.18. The questionnaire was 8 pages long (4 double sided) and included 20 questions – 17 'closed' and 3 'open'. The open questions were used for identifying people's current or previous occupation (to identify socio-economic group (SEG)) and to identify reasons why people were dissatisfied regarding their immediate neighbourhoods or their town/village. These responses were then coded by Craigforth based on the literal (written in) responses.

Response Rate

- 1.19. Around one month after issue (by the 25th April 2005) a total of 1243 responses had been received from people wanting to become members of the Panel. This represents a response rate of 8.1% which far exceeded expectations indicating that there is a very lively interest among residents in having a say on the future of Moray. To put this in context this is the highest response achieved in recent Craigforth Panel recruitment exercises – for example above those achieved in neighbouring Aberdeenshire, South Lanarkshire and West Lothian.
- 1.20. For the purposes of compiling this report the response was closed on the 25th April but requests to join the Panel continue to trickle in. The following analysis is based on the 1243 responses received by that date. The numerical base for the reporting of each question will vary (usually only slightly) depending on the number of respondents who have specifically answered that question. The numerical base for each question is noted in the tables that form the basis of the next section which focuses on the overall profile of the new Panel members.

Rounding

- 1.21. Percentages have been rounded up or down to the nearest whole number. This means that for some questions percentages may not sum to 100%.

2. AREA RESPONSE RATES AND AREAS USED FOR REPORTING PURPOSES

- 2.1. For the purposes of analysis and reporting Moray has been split into 7 areas used for Community Planning purposes and based on Local Neighbourhood Forums. These areas are: Elgin, Buckie, Keith, Fochabers, Forres, Lossiemouth and Speyside. As the original sample did not distinguish between Elgin North and South it is only possible to report findings for the whole of Elgin.
- 2.2. Tables 1 and 2 below show the number sampled, the responses received and the resultant sub area profile of the Panel and how that compares with the distribution of the Moray population.

Table 1: Area Response Rate and New Panel Composition

Area	Number Sampled*	Number of Responses	Response Rate
Speyside	2,822	235	8.3%
Keith	2,471	167	6.8%
Buckie	2,020	143	7.1%
Fochabers	1,935	178	9.2%
Elgin	2,050	148	7.2%
Lossiemouth	1,963	160	8.2%
Forres	2,043	212	10.4%
TOTAL	15,304	1,243	8.1%

* Combined Random and Council Tenant Sample

Table 2: Area Population and New Panel Profile

Area	% of Moray's Population Distribution*	% of Panel Membership
Speyside	9%	19%
Keith	8%	13%
Buckie	16%	12%
Fochabers	11%	14%
Elgin	24%	12%
Lossiemouth	14%	13%
Forres	18%	17%
TOTAL	100%	100%

* Estimated from the 2004 Moray Community Health Index (therefore not directly comparable to the 2001 Census or GRO mid Year Estimates)

- 2.3. The target sample of 100+ responses was achieved in every sub area (although it must be remembered that the sample was structured by postcode area rather than the Local Neighbourhood Forum areas). Other points to note are:
- The overall response rate at 8.1% was high
 - People in the Forres and Fochabers Areas were more likely to respond than in other areas; response rates were lower in the Keith, Buckie and Elgin areas and average in the Lossiemouth and Speyside areas

- As a result of the recruitment exercise there is a significant over representation of people from the Speyside and Keith areas, and to a lesser extent, the Fochabers area, on the Panel; however in the case of Keith and Fochbaers the sample size is appropriate;
- There is an under representation from the Elgin and Buckie areas;
- The proportion of Panel members from the Lossiemouth and Forres areas is in proportion to the resident population.

2.4. A number of issues arise from these findings:

- There may be a case for not accepting all potential members from the Speyside area and creating a 'reserve list' or reporting any survey findings based on a random selection of respondents from this area;
- Notwithstanding the target sample being achieved, there may be a case for trying to boost membership in the Elgin and Buckie areas;
- The Partnership may wish to significantly boost Elgin membership so that a sample of around 150 is achieved in both Elgin North and South to allow for robust reporting at this level.

2.5. However any further expenditure on recruitment must be considered in the context of the overall very high response level and the Partnership needs to consider if this is worthwhile. It may also be better to wait until the first survey is complete as some members are likely to fall out at this stage and then to review the need for any area boost in recruitment.

3. PROFILE OF THE PANEL

Gender

- 3.1. Of the 1243 new Panel members, just under half (46%) are male and just over half (54%) are female as shown in Table 3 below. This represents a slight bias in favour of female membership as the sexes are equally split in the adult population of Moray, although this slight bias is quite typical of Citizens Panels in Scotland based on Craigforth experience.

Table 3: Panel Membership by Gender

Gender	Panel	2004 MYE*
Male	46%	50%
Female	54%	50%
BASE	1,243	69,628

* Based on GRO estimated population over 17 years

- 3.2. The gender profile of the Panel varies slightly by area with an even split realised in the Buckie, Keith and Elgin North areas. The proportion of females is highest in the Speyside, Fochabers and Forres areas where they reach 56-57% of the total.

Age

- 3.3. The age profile of the Panel is set out below in Table 4 where it is compared with the latest Mid Year Estimate of the Moray population (June 2004). This shows that for most age bandings the Panel profile is not too dissimilar from the overall population, with some exceptions.
- 3.4. The most significant is the under estimation of those in the 17-29 age group and this needs to be considered in the context of the sample base used which was the edited version of the 2004 electoral roll. Firstly this did not include all residents and secondly electoral rolls are not good at keeping track of young highly mobile people, some of which will have never registered to vote. Furthermore the under representation of this age group is a consistent feature of Citizens Panels with those in the under 25 category by far the least likely to join and remain members.

Table 4: Panel Membership by Age

Age Group	Panel	2004 MYE*
17-29	8%	17%
30-39	17%	19%
40-49	22%	19%
50-59	25%	16%
60-69	17%	13%
70 and over	11%	15%
BASE	1,238	69,628

* Based on GRO estimated population over 17 years

- 3.5. The table below shows that the Panel is broadly representative of the 30-39 and 40-49 age groups (2-3% variation) while there is some more significant over and underestimation in other age groups. 50-59s and 60-64s are overrepresented (+9% and +4% variation respectively) while over 70s are underrepresented (-4%variation).
- 3.6. There are some age profile variations by area but none of these are particularly significant.

Drivers and Access to a Car

- 3.7. The vast majority of Panel members – around 9 in every 10 - have both a driving licence (87%) and regular access to a car (90%) as shown in Table 5 below.
- 3.8. These figures are much higher than the national average of 64% recorded by the 2001/02 Scottish Household Survey (+5% with a provisional licence) as well as higher than those recorded for regular access to a car (67%). In the case of Moray the same survey recorded household car ownership at 85%. Although this is not a directly comparable figure it would suggest that the proportion of Panel members with a driving licence and regular access to a car is likely to be quite representative of the wider population.

Table 5: Driving Licence and Access to a Car

Driving Licence	Panel
Yes	87%
No	13%
BASE	1,233
Regular Access to a Car	Panel
Yes	90%
No	10%
BASE	1,219

Household Type

- 3.9. The recruitment questionnaire asked respondents to identify the number of adults and school age children living in their household. Table 6 below summarises the profile of household types that make up the new Panel.

Table 6: Household Type

Household Type	Panel
One Adult	
Single	16%
With children of school age	3%
Two Adult	
Couple	42%
With children of school age	23%
Three or More Adults	
Adults only	11%
With children of school age	4%
BASE	1,223

- 3.10. The majority profile can be summarised as follows:
- Almost 7 in 10 Panel members live in households without school age children; 3 in 10 live in those households that do;
 - Just over 2 in 5 members live in (childless) couple households;
 - Around 1 in 6 members are (childless) single person households;
 - Almost 1 in 4 members live in 2 parent with dependent children households;
 - Around 1 in 10 live in households with 3 or more adults without dependent children (although these will include some with grown up children);
 - Small numbers live in single parent family households.
- 3.11. Although directly comparable data is not available from national data sets (these measure 'households' rather than 'population living in households' when it comes to household type) it should be noted that the small proportion of single parents at 3% of Panel members is largely consistent with the results of the 2001 Census (3.5% of all Moray households).
- 3.12. The questionnaire also asked Panel members to distinguish between whether they had children of primary and secondary school age and this will be potentially useful for the future targeting of research.

Housing Tenure

- 3.13. Respondents were asked to identify the housing tenure of the household they lived in and the tenure profile of the Panel is set out in Table 7 below.

Table 7: Housing Tenure

Tenure	Panel	Census 2001*
Owned outright	36%	24%
Owned with mortgage/loan	42%	41%
Shared ownership	(0.1%)	(0.3%)
Total Owner Occupied	78%	65%
Rented from Council	11%	18%
Rented from HA/Co-op	2%	3%
Total Social Rented	13%	21%
Rented privately	5%	7%
Rented from employer	2%	4%
Rented from family/friend/rent free	3%	3%
Total Private Rented	10%	13%
BASE	1,238	84,871

* Based on population (not households)

- 3.14. Despite best efforts to specifically target the social rented sector, those renting their property from the Council, housing associations or co-ops (at 13% of the total membership) remain underrepresented (-8%) As noted earlier this is very common in Citizens Panels in Scotland. This degree of under representation is similar to that experienced in Aberdeenshire where 2 rounds of recruitment were required to achieve this level of representation. In the Forres and Lossiemouth areas the proportion of social rented joiners was much higher at 15-16% of the total.
- 3.15. Social rented sector tenants do not respond well to being asked to join a Panel although they do respond well to matters that interest them. Craigforth has much experience of surveying social rented sector tenants on specific themes/issues and recently achieved a 52% response rate in its survey of Moray tenants in relation to the Council's Housing Service (involving a total of over 470 respondents). If the Partnership need to capture the views/ experiences of social rented sector tenants in particular pieces of research it is likely to be more fruitful to survey them directly without trying to persuade them firstly to join a Panel.
- 3.16. The corollary is that owner occupiers are over represented (+13%) but a comparison with the 2001 Census results suggests that this over representation is restricted to those that own their properties outright. Those who own their own home with the assistance of a mortgage or other loan are in almost exact proportion to those in the wider population.
- 3.17. As noted in Table 8, among those Panel members who own their home, the vast majority (4 in every 5) bought it on the open market. A further 1 in 10 bought it under the Right to Buy while almost as many built their own home – a more common feature of rural than urban areas.

Table 8: How Own Home Was Purchased

How Purchased	Panel
Bought on open market	81%
Bought from Council/HA	10%
Built own home	9%
BASE	935

- 3.18. Those living in the private rented sector are slightly under represented (-3%) but this is a good response for what can be at time a difficult group to access.

Employment and Socio Economic Grouping (SEG)

Employment Status

3.19. The employment status profile of the new Panel is set out below in Table 9.

Table 9: Employment Status (% describing themselves as.....)

Status	Panel	Census 2001*
Full Time Employment	39%	42%
Part Time Employment	16%	13%
Self Employed	9%	8%
On Government Training Scheme	0%	n.a.
Unemployed	3%	4%
Retired	26%	15%
Student	3%	3%
Not working due to ill health/disability	5%	5%
Looking after home/family	7%	6%
Doing voluntary unpaid work	4%	n.a.
Other	1%	3%
	1,233	63,191

* n.a. - not available; No that 2001 Census and Panel data not directly comparable

3.20. Key points to note are:

- 2 in 5 Panel members are in full time employment
- Around 1 in 8 are in part time employment
- Around 1 in 12 are self employed
- Almost 1 in 6 are retired.

3.21. The 2001 Census employment status profile is not directly comparable for a number of reasons, the most important of which being that the Census results only present this data for those in the 16-74 year age group. This means for example that the proportion of retired in the overall population is underestimated and the proportion employed over estimated. However taking these factors into account the above profile of Panel members appears quite representative of the overall profile of Moray. For example the proportion of students, permanently sick/disabled and looking after home/family are very similar as well as those in employment. The proportion of pensioner households recorded for Moray at the time of the Census was 25% again almost identical to the proportion on the Panel.

3.22. Among those who are employed, respondents were asked to identify whether they worked for any of the Partnership agencies. Overall 1 in 5 in employment did work for these agencies. Of those who did, The Moray Council was by far the most significant (1 in 10 Panel members) followed by the Royal Air Force (1 in 16) and NHS Grampian (1 in 20). There were also small numbers employed by Grampian Police and Grampian Fire and Rescue although numbers are small.

Socio-economic Grouping (SEG)

- 3.23. Respondents were asked an open ended question regarding their main job/occupation of the main earner in their household; if they were retired they were asked to identify their previous type of employment.
- 3.24. Around 94% of Panel members completed this question. Responses were coded in accordance with the UK Standard Occupational Classification. The SEG profile is summarised below.

Table 10: Panel Membership by Gender

SEG	Panel
As, Bs and C1s	61%
C2s, Es and Fs	39%
BASE	1,161

- 3.25. 3 in 5 members fall into the A/B/C1 category and the remaining 2 in 5 into the C2/D/E category. Directly comparable data is not available from the 2001 Census. It is commonplace for Citizens Panel membership to be dominated by the former SEG grouping.

Ethnicity

- 3.26. 99% of the Panel members are white but only 71% describe themselves as 'White Scottish'. As many as 24% of Panel members (1 in 4) are 'White English'. When compared to the 2001 Census, these results suggest that in relative terms, White English are more likely to join than White Scottish. The Panel therefore has an over representation of the former and an under representation of the latter.
- 3.27. While only 1% of the Panel is non white this is not too dissimilar to the 2001 Census profile as shown below.

Table 11: Ethnicity

Ethnicity	Panel	Census 2001*
Scottish	71%	80%
English	24%	17%
Welsh	1%	
Northern Irish/Irish	(0.4%)	
British	1%	
Gypsy/Traveller	(0.1%)	
Other White	1%	
ALL WHITE	99%	98%
Asian	(0.2%)	(0.4%)
African	(0.2%)	(0.0%)
Caribbean/South American	(0.1%)	(0.1%)
Multiple/Other Ethnic	(0.4%)	(0.3%)
ALL NON WHITE	1%	2%
BASE	1,238	86,940

Place of Birth

3.28. Interestingly only just over 1 in 4 Panel members were actually born in Moray itself. Around 1 in 6 were born in the rest of the North East, around 1 in 5 in other parts of Scotland and well over 1 in 4 in other part of the UK. On the basis the vast majority of these will have been born in England. 3% of Panel members were born outside the UK. The overall profile is shown below.

Table 12: Place of Birth

Place of Birth	Panel
Moray	27%
Other North East Scotland	17%
Other Scotland	22%
Other UK	29%
Other Europe	2%
Outside Europe	1%
BASE	1,240

Disability

3.29. Fewer than 1 in 5 Panel members (18%) reported having a disability that restricted their daily activities. Table 14 below shows that over half of these over half reported problems with 'physical mobility'; 1 in 5 reported impaired hearing and 1 in 10 poor sight/blindness. 1 in 3 reported other forms of disability.

Table 13: Type of Disability

Disability	Panel (members with disability)
Impaired hearing	81%
Poor sight/blindness	10%
Problems with physical mobility	59%
Other disability	34%
BASE	217

3.30. Of those reporting a disability, almost 1 in 4 reported more than one type. Furthermore 1 in 2 were over 60 years of age, over 1 in 4 were in their 50s and 1 in 4 were under 50.

Contact with Health and Benefit Services

- 3.31. Respondents were asked if they or anyone in their household had had contact with a range of health and benefit services over the last year. The responses are shown in Table 15 below.

Table 14: Contact with Services (% reporting contact)

Service	Panel Members	Other Members of Household
Consulted a GP	76%	62%
Had a day hospital appointment	17%	15%
Had a stay in hospital	10%	10%
Used patient transport	2%	1%
Received care at home	3%	2%
Received day care	1%	1%
Had adaptation to home	2%	2%
Claimed housing benefit	6%	1%
Claimed Council Tax benefit	10%	3%
BASE	1,240	1,240

- 3.32. Not surprisingly the most common service contact identified was with GPs with 3 in 4 Panel members having consulted a GP within the last year. Around 1 in 6 had had a day appointment for hospital while 1 in 10 had actually been in hospital during that same period. Around 30 Panel members (2-3%) had used each of the following services: patient transport, care at home or adaptations to their home for medical/mobility reasons.
- 3.33. Around 1 in 10 Panel members had claimed Council Tax benefit although less than two thirds of these also claimed Housing Benefit. The difference in contact levels by Panel members compared to other members of their household (much lower levels of contact) reflects that one claim per household is the norm but also suggest that the head of household is likely to have completed the recruitment survey.

Volunteering Activity

- 3.34. Members of Citizens Panels tend to be more likely to be involved in voluntary or community activities than the general public as a whole. In the case of the new Moray Panel almost 3 in 5 members (58%) reported that they carried out some kind of 'unpaid help to groups, clubs or organisations' within the last 12 months. Table 16 shows the types of activity they were involved in.

Table 15: Type of Unpaid Help Provided (% of those reporting)

Type of Help	Panel
Raising or handling money/ taking part in sponsored events	39%
Leading a group/member of a committee	34%
Organising/helping to run an activity or event	35%
Visiting people	16%
Befriending or mentoring people	7%
Giving advice/information/ counselling	13%
Secretarial/admin work	15%
Providing transport/driving	13%
Representing	10%
Campaigning	5%
Other practical help	18%
Any other help	23%
BASE	724

- 3.35. The most common forms of help, with over 1 in 3 volunteers involved, include the following:
- Fundraising/handling money
 - Involvement in a committee
 - Organising/helping to run an event/activity.
- 3.36. 30% of volunteers reported being involved in providing one form of help, 24% two forms, 17% 3 forms and as many as 29% 4 or more forms.

4. PANEL MEMBER SATISFACTION WITH WHERE THEY LIVE

- 4.1. Respondents were then asked a series of introductory research questions exploring their levels of satisfaction with where they live. These questions were asked at the following 3 spatial scales:
- Local neighbourhood – street, estate, part of village etc
 - Village, area or town
 - Moray as a whole.
- 4.2. It is common to find that levels of satisfaction, in particular ‘very satisfied’ are highest at neighbourhood level and then decline to some extent when moving up in scale to village/town and local authority area.

Local Neighbourhood

- 4.3. Over 4 in 5 Panel members (84%) indicated that they are satisfied with their local neighbourhood with 2 in 5 being ‘very satisfied’. Only 1 in 10 were dissatisfied in some way or other. The overall profile of responses is shown below.

Table 16: Local Neighbourhood as A Place to Live

Satisfaction level	Panel
Very satisfied	41%
Fairly satisfied	43%
Neither satisfied or dissatisfied	6%
Fairly dissatisfied	7%
Very dissatisfied	3%
BASE	1,237

- 4.4. While the proportion of those who are satisfied (‘very’ and ‘fairly’ combined) does not vary to any great degree across sub areas, the following variations are evident:
- Those living in Forres and Speyside areas are more likely to be ‘very satisfied’ than elsewhere;
 - Those living in Keith and Lossiemouth area are less likely to be ‘very satisfied’; in Lossiemouth they are also more likely to be dissatisfied (‘fairly’ and ‘very’ combined).
- 4.5. Those over 50 years of age are more likely to be ‘very satisfied’ with their local neighbourhood than those in younger age groups.

Reasons for Dissatisfaction

- 4.6. Respondents were asked an open ended question to identify what factors prevented them from being completely satisfied with their local neighbourhood. These responses were then analysed and coded into defined categories where possible. 2 in every 5 respondents cited one or more reasons for their dissatisfaction.
- 4.7. A summary of the wide range of responses given is set out in the table below.

Table 17: Reasons for Dissatisfaction with Local Neighbourhood (% of those not fully dissatisfied mentioning)

Reason	Panel Members (not fully satisfied only)
Anti social behaviour – young people/neighbours/new people moving in	26%
Road/maintenance quality/ signage	20%
Litter/tipping/ dog fouling	16%
Road safety/speeding	13%
Lack of facilities/amenities including for young people	11%
Vandalism	7%
Noise (including aircraft)	6%
Too many new houses being built/poor quality developments	5%
Lack of /poor public transport	5%
Lack of car parking	4%
Crime/fear of crime/unsafe	4%
Lack of/poor Council services	3%
Environmental issues	3%
Poor appearance/run down	3%
Recycling facilities/ refuse collection	2%
Poor street lighting	2%
Drugs and alcohol related problems	2%
Lack of affordable housing	2%
Isolation	2%
Other	11%
BASE	492

- 4.8. At this scale the most common reasons for dissatisfaction were as follows:
- Anti social behaviour of young people, neighbours or the behaviour of 'new people moving in' (to the neighbourhood) - mentioned by 1 in 4 of those reporting a particular source of dissatisfaction;
 - Quality of roads, road maintenance including gritting/snow clearance – mentioned by 1 in 5;

- Litter/tipping and dog fouling – mentioned by around 1 in 6;
 - Road safety/speeding drivers – mentioned by around 1 in 8;
 - Lack of facilities/amenities – mentioned by around 1 in 10.
- 4.9. The relatively low rating of drug and alcohol related problems is quite unusual compared to some other local authority areas.

Village, Area or Town

- 4.10. Over 4 in 5 Panel members (86%) also indicated that they are satisfied with their village, area or town. The proportion who are ‘very satisfied’ falls to only 1 in 3 at this scale but the overall level of satisfaction (‘very’ and ‘fairly’ combined) is actually slightly higher. People were also slightly less likely to be dissatisfied at this scale (less than 1 in 10). The overall profile of responses is shown below.

Table 18: Village/Area Town as A Place to Live

Satisfaction level	Panel
Very satisfied	34%
Fairly satisfied	52%
Neither satisfied or dissatisfied	6%
Fairly dissatisfied	7%
Very dissatisfied	1%
BASE	1,230

- 4.11. At this scale there is some more variation in the proportion of those who are satisfied (‘very’ and ‘fairly’ combined). Again it is the Keith area where there are lower levels of satisfaction (only 7 in 10 are satisfied) compared to Elgin (8 in 10) and in all other areas (9 in 10). Other variations include:
- Those living in the Speyside area are considerably more likely to be ‘very satisfied’ than in other areas; higher levels of ‘very satisfied’ are also evident in the Fochabers and Buckie areas to a lesser degree;
 - Those living in the Keith area are much less likely to be ‘very satisfied’ and more likely to be dissatisfied.
- 4.12. At this scale respondents were also asked to say whether their village/area/ town had changed for the worse or better in recent years. The overall profile of response is shown in Table 20 below.

Table 19: Change in Village/Area /Town

Change	Panel
Has improved	21%
Got worse	15%
Some things got better, others got worse	51%
No change	13%
BASE	1,195

- 4.13. Key points to note are:
- 1 in 5 respondents feel that at the scale of their village/area/town that things have improved in recent years;
 - As many as 1 in 2 feel that some things got better but other have worse;
 - Around 1 in 7 feel things have got worse;
 - 1 in 8 feel that there has been no notable change.
- 4.14. Considering variations by sub area the following variations are evident:
- Those in the Keith area are again less content - they are far less likely to say that things have improved (less than 1 in 10 living there) compared to those living in other areas;
 - Those living in the Keith area, as well as in the Forres and Lossiemouth areas are more likely to say things have got worse (around 1 in 5 living in these areas).
- 4.15. Again those over 50 years of age are more likely to be 'very satisfied'.

Reasons for Dissatisfaction

- 4.16. Respondents were again asked an open ended question to identify what factors prevented them from being completely satisfied at the level of their village/area/town. These responses were then analysed and coded into defined categories where possible. Just over 2 in every 5 respondents cited one or more reasons for their dissatisfaction at this scale.
- 4.17. A summary of the (again) wide range of responses given is set out in the table overleaf. Key points to note are:
- The lack of facilities, amenities and events (including for young people) was the most commonly mentioned issue at this larger scale - mentioned by almost 1 in 4 of those who reported a particular source of dissatisfaction
 - Anti-social behaviour was the next most common (1 in 7 mentioning) but was significantly less important than at neighbourhood level;
 - Road/driving conditions, litter/tipping/dog fouling and poor/expensive public transport were all mentioned by between 1 in 8 and 1 in 10;
 - Services generally as well as a range of specific services also came in for criticism including Council services, medical/dental services and police services; when these categories are combined it means that over 1 in 5 mentioned such issues;
 - The lack of employment opportunities also featured as an issue at this scale.

Table 20: Reasons for Dissatisfaction with Village/Area/Town (% of those not fully dissatisfied mentioning)

Reason	Panel Members (not fully satisfied only)
Lack of facilities/amenities/ events including for young people	23%
Anti social behaviour/vandalism including young people/ neighbours	15%
Road conditions including too much traffic, speeding	13%
Litter/tipping/dog fouling	12%
Lack of /poor/expensive public transport	10%
Poor appearance/run down/ poor area maintenance	7%
Lack of/poor quality services	6%
Lack of employment opportunities	6%
Poor Council spending/poor Council services	6%
Lack of investment including in tourism	5%
Poor policing/police services	5%
Poor dental and medical services	5%
Crime/fear of crime/unsafe	4%
Environmental issues	3%
Noise (including aircraft)	3%
Council Tax too high	2%
Lack of affordable housing	2%
Cost of living too high	2%
Other	7%
BASE	508

Moray

- 4.18. Bucking the usual trend, levels of satisfaction are highest at the Moray level with almost 9 in 10 respondents (89%) indicating that they are satisfied with Moray as a place to live. The level of 'very satisfied' is higher than at the scale of village/area/town but not quite as high as was found at the local neighbourhood level. The overall profile of responses is shown below.

Table 21: Moray as A Place to Live

Satisfaction level	Panel
Very satisfied	38%
Fairly satisfied	51%
Neither satisfied or dissatisfied	7%
Fairly dissatisfied	3%
Very dissatisfied	1%
BASE	1,234

- 4.19. The proportion of those who are satisfied ('very' and 'fairly' combined) does not vary to any great degree across sub areas, although yet again those living in the Keith area are considerably less likely to be satisfied than those living in other areas (under 80% compared to around 90% in all other areas).
- 4.20. The proportion of those who are dissatisfied at this scale is even lower than at the more local level. Only 7 of the 1,234 Panel members (less than 1%) are dissatisfied living in Moray.
- 4.21. Once again those over 50 years of age are more likely to be 'very satisfied'.

5. PREFERRED WAYS OF TAKING PART IN THE PANEL

Types of Consultation

- 5.1. Finally respondents were asked what types of consultation they would be willing to take part in as Panel members, in addition to postal surveys like the recruitment survey. A summary of responses is provided in the table below.

Table 22: Methods of Consultation Willing to Take Part In

Method	Panel
Face to face interview at pre-arranged time	51%
Telephone interview at pre-arranged time	52%
Group discussion – day time	34%
Group discussion – evenings	48%
On line/internet self completion survey	49%
BASE	1,140

- 5.2. The key findings are:
- 1 in 2 Panel members are willing to take part in face to face interviews, telephone interviews, group discussions held in the evening and on line/internet based surveys;
 - 1 in 3 are willing to take part in group discussions during the day.
- 5.3. Of those willing to take part in electronic based surveys, just under 1 in 3 have a preference to receive regular Panel surveys by this method rather than by post.

Moray Community Planning Partnership

Name
Address

Ref:

Dear Resident

Moray Citizens' Panel

You are invited to have your say on the future of Moray by becoming a founder member of the Moray Citizens' Panel.

I write on behalf of the Moray Community Planning Partnership to invite you to join the Moray Citizens' Panel that the Partnership is establishing. The Partnership's member organisations are listed on the front page of the enclosed questionnaire.

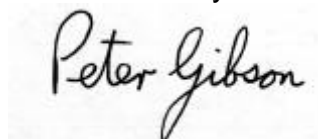
Citizens' panels are a way for local people to give their opinion on services in their local area and influence decision makers on a regular basis. If you join the Panel, you will be sent a questionnaire every few months to ask for your views.

I enclose a questionnaire that invites you to join the new panel. It also asks for your views on where you live. I hope you will agree to take part.

All information you send to us is strictly confidential and will only be used for statistical and research purposes by the Partnership or by researchers working on their behalf. It will be processed and held in accordance with the principles of the Data Protection Act (1998). When we report, no individuals will be able to be identified. We will not pass any information about you as an individual to any other organisation, without your express permission.

When answering most questions, simply circle the number beside your answer. If you have any queries, please ring Craigforth Consultancy and Research **free** on **0800 027 2245**.

Yours sincerely



Peter Gibson
Craigforth Consultancy and Research
On behalf of Moray Community Planning Partnership



Interested in Having *Your Say* on the Future of MORAY?

You are invited to join the new Moray Citizens' Panel.

So what are citizens' panels? Citizens' panels are a way for local people to give their opinion on services in their local area and influence decision makers. The Moray Citizens' Panel is being established by the Moray Community Planning Partnership. The Partnership's members are: - *The Moray Council, Communities Scotland, Grampian Fire and Rescue Service, Grampian Police, NHS Grampian, Moray Badenoch and Strathspey Enterprise, Joint Community Councils, Moray Citizens Advice Bureau, Moray Chamber of Commerce, Moray College, Moray Voluntary Service Organisation, Royal Air Force, The Volunteer Centre Moray.*

We hope you will give your time to take part in influencing the future of Moray. We plan to conduct 3 surveys each year and there may also be opportunities to express your views in local discussion groups. Participation is entirely voluntary – and your views will be confidential.

Why was I sent an invitation? Your name was drawn at random from the electoral register for Moray. It is important that every type of person in every part of Moray is represented on the panel of nearly 1,000 members.

OK – I am interested. What happens next? First, we ask below if you would like to join the Panel. If you answer "Yes", we then ask you to confirm your contact details. (If you do **not** wish to join, please feel free to pass your invitation to another member of your household.)

Next, we ask for some details about you and your household. This is to help analyse your responses to future surveys – if we already have this information then we do not need to ask for these details every time we send you a questionnaire. We also ask your views on where you live.

Finally, at the end we give you a chance to say how you would like to take part in the Panel – for example by attending discussion groups as well as taking part in surveys.

If you have any queries about joining the Panel, please ring us **free** on **0800 027 2245**, and ask for Peter Gibson of Craigforth Consultancy and Research who are helping to set up the panel.

Step 1

To confirm that you wish to join the Moray Citizens' Panel, please **tick** the **YES** box.

YES! I wish to join the Citizens' Panel to have my say

YES

(If you do **not** wish to join the panel, then thank you for reading this far.)

Step 2

Please check your name and address printed below. If they are not correct, please make any changes in the space provided. Please also add your telephone number and e-mail details, if any. Thank you.

Name
Street No.
Street
Town
Postcode
Tel
Home E-mail
Other E-mail (If you can use work or college email for personal use)

Step 3

Now please complete the questionnaire, and send it back in the prepaid envelope provided - no stamp is needed. Most questions can be answered by circling the relevant number. Please ring us free on **0800 027 2245** with any queries.

Information About You and Your Household

We ask a number of questions here about you and your household. This is to help analyse your answers to the questions in future surveys. We will continue to hold this information about you on your file.

All information you send to us is strictly confidential. It will be processed and held in accordance with the principles of the Data Protection Act (1998). This information will be used only for statistical and research purposes. When we report, no individuals will be able to be identified. We will not pass any information about you as an individual to any other organisation, without your express permission.

Q1 Are you: Male 1 Female 2

Q2 Your age group: **Circle one**

29 and under	1
30 - 34	2
35 - 39	3
40 - 44	4
45 - 49	5

50 - 54	6
55 - 59	7
60 - 64	8
65 - 69	9
70 and over	10

Q3 Do you have a current driving license? Yes 1 No 2

Q4 Do you have regular access to a car? Yes 1 No 2

Q5 How many people are in your household?

	Write in How Many
Pre-school age children (usually under 5 years old)	
Primary school age children (usually 5-12 years old)	
Secondary school age children	
Adults (including you)	

Q6 Does your household own or rent the accommodation that you live in? Please select one option from the list below.

	Circle one	
Own outright	1	Go to Q7
Own with a mortgage or loan	2	
Pay part rent and part mortgage (shared ownership)	3	Go to Q8
Rent from Council	4	
Rent from housing association, housing co-operative or non-profit landlord	5	
Rent from private landlord or letting agency	6	
Rent from employer of household member	7	
Rent from relative or friend of a household member	8	
Rent from other/someone else	9	
Live rent free	10	

Q7 If you own your house, did you:

	Circle one
Buy it on the open market	1
Buy it from the Council/ housing association	2
Build it yourself (e.g. on family owned land)	3

Q8 Your employment status:

	Circle all that apply	
Full-time employment	1	Go to Q9
Part-time employment	2	
Self employed	3	Go to Q10
Government sponsored training scheme	4	
Unemployed	5	
Retired	6	
Student	7	
Not working due to ill health or disability	8	
Looking after home and family	9	
Voluntary unpaid work	10	
Other: please specify	11	

Q9 If you said that you are employed, are you an employee of any of the following organisations? Circle all that apply.

Communities Scotland	1	Moray College	8
Grampian Fire and Rescue Service	2	Moray Voluntary Service Organisation	9
Grampian Police	3	NHS Grampian	10
Joint Community Councils	4	Royal Air Force	11
Moray Badenoch and Strathspey Enterprise	5	The Moray Council	12
Moray Chamber of Commerce	6	The Volunteer Centre Moray	13
Moray Citizens Advice Bureau	7		

Q10 What is the main job or occupation of the main earner in the household? (For example, write in along the lines of driver, doctor or data analyst.) **If retired, please say what you or your spouse's previous occupation was.**

--

Q11 What is your ethnic group? Please choose one section from A to F, and then tick the appropriate box to give your ethnic background.

A European	
Scottish	1
English	2
Welsh	3
Northern Irish	4
Irish	5
Gypsy/Traveller	6
Any other European, Australasian or American background, please specify	7

B Multiple Ethnic Background	
If you have more than one ethnic background, please specify	8

C Asian, Asian Scottish, Asian English, Asian Welsh or other Asian British	
Indian	9
Pakistani	10
Bangladeshi	11
Chinese	12
Any other Asian background, please specify	13

D African, African Scottish, African English, African Welsh or other African British	
Please specify	14
Any other African Background, please specify	15

E Caribbean, Caribbean Scottish, Caribbean English, Caribbean Welsh or other Caribbean British	
Please specify	16
Any other Caribbean background, please specify	17

F Other Ethnic background	
Any other background please specify	18

Q12 Please tell us where you were born.

	Circle one
Moray	1
Elsewhere in North East Scotland	2
Elsewhere in Scotland	3
Elsewhere in United Kingdom	4
Elsewhere in Europe	5
Outside Europe	6

- Q13 Do any of the following disabilities restrict your daily activities? Please include any relevant problem that you have acquired through ageing.**

	Circle all that apply
Impaired hearing	1
Poor sight/blindness	2
Problems with physical mobility	3
Other disability	4

- Q14 During the past year, have you or any member of your household done any of the following. Please circle all that apply.**

	You	Another person in household
Consulted a GP	1	1
Had day hospital treatment	2	2
Had a stay in hospital	3	3
Used patient transport	4	4
Received care at home	5	5
Received day care	6	6
Had adaptation to your home because of disability	7	7
Claimed housing benefit	8	8
Claimed council tax benefit	9	9

- Q15 During the last 12 months, have you given any *unpaid* help to any groups, clubs or organisations in any of the ways shown below?**

Circle all that apply		Circle all that apply	
Raising or handling money/ taking part in sponsored events	1	Providing transport/ driving	8
Leading the group/ member of a committee	2	Representing	9
Organising or helping to run an activity or event	3	Campaigning	10
Visiting people	4	Other practical help	11
Befriending or mentoring people	5	Any other help	12
Giving advice/information/ counselling	6	None of the above	13
Secretarial, admin or clerical work	7	Don't know	14

Your Views on Where You Live – Neighbourhood, Town or Area and Moray

- Q16 How satisfied or dissatisfied are you with your *local neighbourhood* (street, estate, part of village) as a place to live?**

	Circle one answer only
Very satisfied	1
Fairly satisfied	2
Neither satisfied or dissatisfied	3
Slightly dissatisfied	4
Very dissatisfied	5

Q16b If you are not entirely satisfied with your local neighbourhood, please say why.

--

Q17 Next, how satisfied or dissatisfied are you with your *town or area* as a place to live?

	Circle one answer only
Very satisfied	1
Fairly satisfied	2
Neither satisfied or dissatisfied	3
Slightly dissatisfied	4
Very dissatisfied	5

Q17b If you are not entirely satisfied with your town or area, please say why.

--

Q18 Thinking about how the town or area where you live has changed over recent years, with which do you most agree?

	Circle one answer only
It has improved in recent years	1
It has got worse in recent years	2
Some things have got better and some have got worse in recent years	3
There has been no change	4

Q19 Turning to Moray as a whole, how satisfied or dissatisfied are you with Moray as a place to live?

	Circle one answer only
Very satisfied	1
Fairly satisfied	2
Neither satisfied or dissatisfied	3
Slightly dissatisfied	4
Very dissatisfied	5

Finally, How Do You Wish To Take Part In The Panel?

Q20 Which of the following types of consultation would you be willing to take part in, as a panel member, in addition to completing surveys like this one?

Please tick YES or NO
for each method

	YES	NO
Personal, face-to-face interview, at a pre-arranged time. (Usually this would be held in your own home.)		
Telephone interview, at a pre-arranged time		
*A group discussion with other panel members – day time		
*A group discussion with other panel members – evenings		
On-line/ internet self-completion survey		
If you said yes above to completing surveys on-line via the internet, would you prefer to complete regular panel surveys electronically rather than by post?		

* Group discussions would be held in a local hotel or community centre, and help with travel and childcare would be provided, if necessary.

We greatly value your decision to become a member of the Citizens' Panel. We hope you will enjoy having your say on things that affect your life in Moray. Ring us free on 0800 027 2245 with any queries.

Thank you for taking the time to complete this questionnaire. Please send it back in the prepaid envelope provided – no stamp is needed. Or send it to:

Moray Citizens' Panel
c/o Craigforth Consultancy and Research
19 Scion House
Stirling University Innovation Park
Stirling FK9 4NF

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