

Moray Citizens' Panel
Survey 3: Community Safety

Report

by

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EXECUTIVE SUMMARY

The survey was issued to all members of the Moray Citizens Panel in June 2006. By late July the survey attracted 895 responses, representing an overall response rate of 71%.

Community Safety and Crime

Overall, more people thought crime and safety were never a problem or occurred less often than a month from the list of options given (see table ?? below).

The exceptions to this were, rubbish, litter and dog fouling, which were perceived as the most common problems facing people on a daily (46%) or weekly (18%) basis followed by rowdy behaviour amongst children and young people (11% noted this as a daily problem and 17% as a weekly problem) and under-aged drinking (11% daily and 25% weekly problem). Racial harassment and intimidation were perceived as never being a problem by a high number of respondents (70%).

The results for actual experiences of crime and safety issues are very similar to perceptions, although they perceived crime and safety to be more of a problem than their actual experiences of it.

Impact of Crime and Safety

From the options given (see table ?? below) the majority of respondents stated that these types of crimes and anti-social behaviour had never had an impact on their lives

Where crime and anti-social behaviour were noted as having had an impact on their lives in the past year, this tended to be minor rather than a major impact

Victims of Crime

Where respondents have been victims of crime, 35% stated this was graffiti/vandalism and 32% noted threatening behaviour and car crime was cited by 27% of respondents.

Those aged between under 30 to 39 were also more likely to report being victims of threatening behaviour and car crime compared with other age groups. This age group was also more likely to be victims of house breaking and drug related crimes.

By area, variations in findings included; respondents in Lossiemouth were more likely to be victims of graffiti/vandalism; those living in Buckie were more likely to be victims of threatening behaviour; respondents from Eglin reported higher instances of physical abuse/violence.

Sale of Under Aged Products

When asked if they thought whether or not the sale of certain products to under aged buyers was a problem in the area; more Panel members thought that the sale of alcohol to under 18s was a major problem in the area at 64%; the sale of cigarettes to under aged buyers was also thought to be a problem. Overall, however, most respondents thought that the sale of products to under aged buyers was a minor problem in the area.

Reporting Crime

Where respondents did report crime or being the victims of crime, over 1 in 5 stated they had contacted the Police followed by just under 10 reporting problems to the Council.

Views on Community Safety

When asked if they thought that crime levels had increased or decreased over the past 2 years, generally most thought that crime levels had remained about the same (42%) with 1 in 10 feeling they had increased greatly and 1 in 4 thinking they had increased slightly.

In relation to crime levels in Moray, more respondents tended to indicate that crime levels have increased more than in their local area. This was a similar pattern when considering crime levels in the country as a whole with respondents tending to indicate that crime had increased more across the country than in Moray.

Concerns About Crime and Safety

When asked if they were concerned about safety and crime, more respondents noted being concerned about family or friends becoming victims of crime rather than themselves, although a significant proportion were not really worried at all.

Community Wardens

A third of respondents are unaware/never heard of community wardens with a similar proportion having heard of them but never seen them. A quarter were fully aware and see them regularly with 1 in 10 being aware and seeing community wardens frequently.

Safety Measures

Almost half of Panel members (48%) have improved or increased home security and around 40% avoid going out alone at night. Just over a quarter have improved car security and 1 in 10 have joined a neighbourhood watch scheme.

Community Safety Initiatives

In relation to priorities for community safety initiatives they would like to see introduced into the area, more police on foot at night and more facilities for young people were clear priorities. This was followed by more police in patrolling in cars at night. The use of CCTV and more police patrolling on

foot during the day were also ranked highly in terms of community safety initiatives.

Police Performance

The majority of Panel members thought that it was important for Police performance information to be made available to the public. In terms of priority, most noted percentage of crimes solved and information on overall crime levels to be important priorities, followed by Police response to 999 calls.

More than half of all respondents would also like information available on local police initiatives; drug crimes; crimes of violence and road safety, domestic housebreaking and crimes of vandalism.

Accessing Police Information

In relation to how they would like to access Police performance information just under half would like this to be available in local newspapers and just over a fifth stated on the internet. The least popular medium for Police performance information was by email.

A general trend was that older respondents tended to favour local newspapers (those aged 49 and over) while younger respondents appeared to prefer the internet.

Fire Safety

Awareness of fire safety messages recently published in the local and national press amongst Panel members shows that most were aware of the fireworks safety messages and least were aware of the safe cooking message. Television, radio and local and national newspapers were the most common medium by which respondents had heard fire safety messages

In terms of fire safety precautions and changes respondents have made to their homes, the installation of smoke alarms and turning off electrical appliances at night were the most commonly cited.

Safety at Work

Respondents were mostly aware of employers having public liability insurance and health and safety policies and males appear to be more aware of safety at work policies compared with females.

Consumer Safety

The majority of respondents have never been injured whilst using a consumer product at 85%. Where Panel members had incurred an injury, this is more likely to be minor and most thought it not to be the product that was at fault.

Almost three quarters of respondents had experience of doorstep sales and the majority of these reported that it had not been a bad experience.

Equalities in Moray

The survey sought to establish if Panel members – or a member of their household – had personal experiences of discrimination and the majority (86%) reported they had not, although almost 1 in 10 had.

Verbal abuse, work related discrimination and graffiti and vandalism were the most commonly cited for those who experienced discrimination.

Very few thought that ethnic minorities or people moving into Moray would face a great deal of discrimination, although almost half thought that groups moving into the area may face a little prejudice.

Just under half of respondents thought that the use of derogatory language in relation to food and shops or speaking about people from different ethnic backgrounds to family or friends in private to be only slightly racist. The majority, however thought that being impolite or verbally abusive or physically assaulting/using violence towards people from another ethnic background to be strongly racist.

1. INTRODUCTION

Background and Study Objectives

1.1. The Moray Citizens' Panel was established by the Moray Community Planning Partnership (MCP) in April and May 2005, and the MCP are also responsible for the ongoing management of the Panel. Current MCP members are:

- The Moray Council;
- Communities Scotland;
- Grampian Fire and Rescue;
- Grampian Police;
- NHS Grampian;
- Highlands and Islands Moray (formerly 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; and
- The Volunteer Centre Moray.

1.2. A total of 1329 Moray residents joined the Panel as a result of the recruitment process. There have been a small number of further additions and deletions since the initial recruitment; at the time of the survey the total Panel membership stood at 1269, spread across each of the seven main administrative areas:

- Buckie;
- Elgin;
- Fochabers;
- Forres;
- Keith;
- Lossiemouth; and
- Speyside.

1.3. As a result of responses to this survey, current Panel membership has reduced slightly to 1237 (32 deletions).

Methodology and Response

1.4. Craigforth Consultancy and Research undertook this survey on behalf of Moray Community Planning Partnership during June and July 2006. The survey was issued to the full sample of Panel members; postal self-completion questionnaires were issued to all 1269 members in early June 2006. Reminder letters were sent to all non-respondents in late June 2006.

- 1.5. The aim of the survey was to gauge Panel members' experiences and views on community safety and crime issues in Moray, including the following specific topic areas:
 - Community Safety and Crime levels in Moray;
 - The distribution of Police performance information;
 - Fire safety;
 - Safety at work;
 - Consumer safety; and
 - Equalities in Moray.
- 1.6. A copy of the questionnaire used in the survey is provided at Appendix 1.
- 1.7. A total of 895 returns were received by cut off in late June 2006, representing an overall survey response rate of 71%. This is a very good level of response, and is similar to that achieved in previous Panel surveys. In addition, the response rate compares extremely favourably with other postal survey exercises.
- 1.8. The profile of survey respondents in terms of gender, age, housing tenure and administrative area is provided in Table 1 below.
- 1.9. The achieved sample was broadly representative of the Panel as a whole in terms of the five main indicators presented. Any under or over representation of specific sectors of the wider Moray population were due to differences in the profile of the wider population and that of the current Panel. The most notable differences were:
 - There was a small over-representation of females in the achieved sample, and corresponding under-representation of males;
 - Those in the middle to older age groups are over-represented, particularly those aged 45-59. In contrast, there was a significant under-representation of those aged under 30;
 - Owners are significantly over-represented, and households in social rented and private rented/other accommodation correspondingly under-represented; and
 - The Panel was constructed to maintain a relatively even number of members across the seven geographic areas in order to produce robust survey findings at a sub local authority level. This results in an over-representation of Speyside area residents and under-representation of Elgin residents in relation to their share of Moray's population.

Table 1: Profile of Survey Respondents, Panel Members and Moray overall

	Survey Respondents (Total 895)		Panel Members (Total 1269)		Moray ¹
	Num	%	Num	%	%
GENDER					
Male	411	46%	577	45%	50%
Female	484	54%	692	55%	50%
BASE	895		1269		-
AGE					
18-30	49	5%	101	8%	16%
30-44	242	27%	375	30%	29%
45-59	326	37%	446	35%	26%
60+	275	31%	341	27%	29%
BASE	892		1263		-
HOUSING TENURE					
Owner occupied	736	83%	995	86%	65%
Social rented	94	11%	157	14%	21%
Private rented/ Other	60	7%	111	10%	14%
BASE	890		1263		-
GEOGRAPHIC AREA					
Buckie	105	12%	149	12%	16%
Elgin	107	12%	146	12%	24%
Fochaberss	136	15%	184	14%	11%
Forres	142	16%	208	16%	18%
Keith	125	14%	176	14%	8%
Lossiemouth	118	13%	170	13%	14%
Speyside	162	18%	236	19%	9%
BASE	895		1269		-

Reporting Conventions

- 1.10. In the analysis we have focused on the questions asked in the survey form. Overall frequency counts and percentages are presented for each question, with the exception of open-ended questions where the main issues and suggestions are highlighted in the text of the report. Additional tables with data on questions not presented in tabulated form within the main report are included at Appendix 2.
- 1.11. We also conducted crosstabulations of some questions by key demographic indicators, including gender, age and the residential location of respondents (based on the seven community planning areas in Moray). These variables offer helpful ways of understanding the survey data in greater detail and where significant differences between these groups were evident, these are highlighted in the report text.

¹ Gender and age based on GRO(S) population estimates as at 30 June 2004; housing tenure based on the 2001 Census; geographic area based on the 2004 Moray Community Health Index (therefore not directly comparable to 2001 Census or GRO(S) population estimates).

- 1.12. However, because of the relatively low sample numbers in some of the categories being used we must be cautious about generalising from some of the crosstabulated data. Overall numbers of respondents are sufficiently high to provide reliable analysis, and crosstabulations are only presented and reported on where numbers are high enough to ensure that results are reasonably robust.
- 1.13. Similarly, where the base number of responses is less than 30, percentage values are not provided. Where appropriate, the missing value is replaced by “*” throughout the report. Where presented, percentage values are rounded up or down to the nearest whole number. Consequently, for some questions this means that percentages may not sum to 100%.

2. COMMUNITY SAFETY AND CRIME

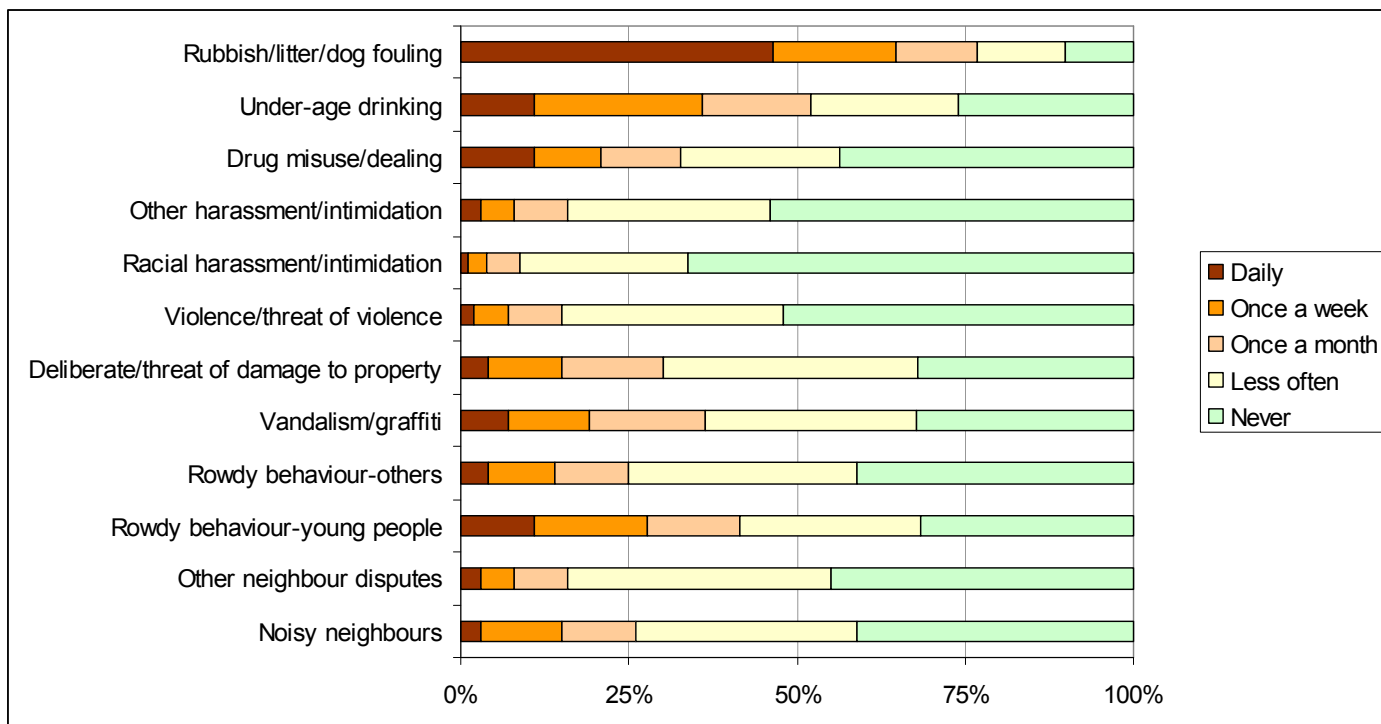
- 2.1. Panel members were first asked a series of questions about their perceptions and experiences of community safety and crime-related issues in Moray. They were also asked about their awareness of crime prevention and what the priorities should be in terms of community safety initiatives.

Perceived Prevalence of Community Safety Problems

- 2.2. First respondents were asked a series of questions relating to the prevalence of a range of community safety issues in their local area; how often these were problems for local people (Table 2), how often respondents had personally experienced these problems (Table 3) and the extent to which these problems had an impact on respondents' own lives (Table 4).

Problems for People in Local Area

- 2.3. There was significant variation in the extent to which respondents felt that the range of community safety issues presented were a problem for local people.
- 2.4. The least prevalent problems were racial harassment, other forms of harassment and the use of/ threat of violence; indeed these were the only issues which the majority of respondents felt were "never" a problem; 67%, 54% and 52% indicating this respectively.
- 2.5. However, it should be noted that for most other listed problems, the majority of respondents felt that they were never or rarely a problem for local people (ie less often than once a month). For example, at least 3 in 4 respondents felt that noisy neighbours (74%), other neighbour disputes (84%) and rowdy amongst adults (74%) were rarely a problem for local people.
- 2.6. Deliberate damage or threat of damage to property, drug misuse/ drug dealing and vandalism/ graffiti were seen as somewhat more common, although again most indicated that these were rarely problems for local people (70%, 68% and 63% respectively). However, it should be noted that as many as 1 in 10 respondents felt that drug misuse or drug dealing was a "daily" problem for people in their local area (11%).
- 2.7. Respondents indicated that the most common community safety problem for local people is rubbish, dog litter or dog fouling; indeed nearly of respondents felt that this was a daily problem for people in their local area (46%). Also, a substantial minority of respondents felt that under-age drinking is a regular problem for local people; more than 1 in 3 felt that this was a daily or weekly problem (36%). In addition to rubbish/litter/dog fouling, this was the only issue which the majority of respondents felt was a problem for local people at least once a month (52% indicating this).
- 2.8. It should also be noted that a substantial minority of respondents felt that rowdy behaviour amongst children and young people is a regular problem for local people. Nearly 3 in 10 felt that this is a problem at least once a week for local people (28%) and more than 4 in 10 felt that this was a problem at least once a month. Nevertheless, around 1 in 3 respondents felt that this was never a problem for people in their local area (32%).

Figure 1: Community Safety Issues: Problem for Local People in Last Year

2.9. There were a number of variations in perceptions of community safety problems by area:

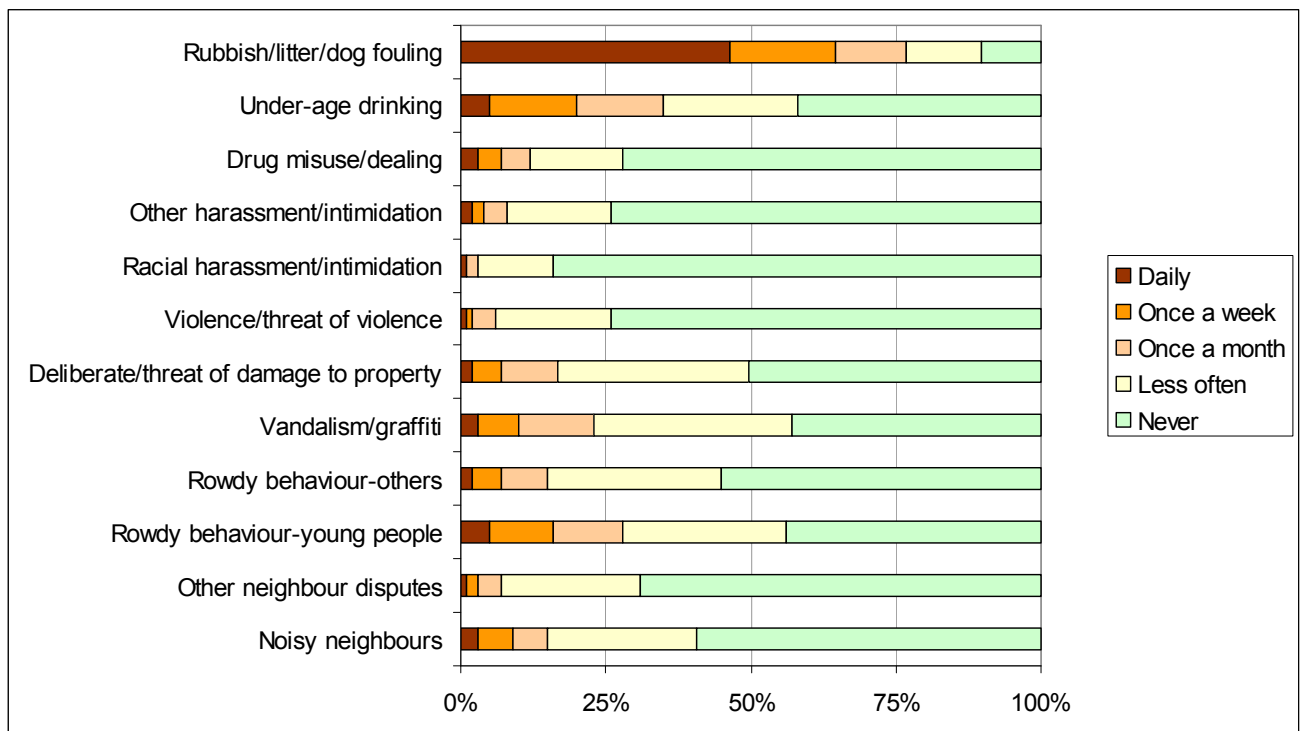
- Noisy neighbours and other neighbour disputes were most common in the Buckie area; respondents in this area were more than twice as likely to see this as a weekly problem than those in the Keith area for example.
- Rowdy behaviour amongst children and young people was seen as a more common problem in the more urban Elgin, Lossiemouth and Forres areas, each with around 1 in 3 respondents indicating that this is a weekly problem. Speyside area respondents were least likely to see this as a regular problem.
- While the majority of respondents across saw drug misuse or drug dealing as a problem for local people to some degree, it was seen as more common in the Forres, Buckie and Keith area; around 1 in 4 respondents in each area saw this as a weekly problem.
- Respondents in the Lossiemouth area were most likely to see under-age drinking as a common problem for local people; nearly half of respondents saw this as a weekly problem.

Personally Experienced

2.10. Respondents were next asked about how often they had ***personally experienced*** the range of community safety problems.

- 2.11. Respondents were generally less likely to have personally experienced community safety problems than see them as problems for local people. For example, more than half of respondents felt that drug misuse or drug dealing was a problem for local people, but fewer than 3 in 10 had personally experienced this as a problem.
- 2.12. Again racial harassment, other forms of harassment and the use of/ threat of violence were the least commonly experienced community safety problems, each with at least 3 in 4 respondents having never experienced this in the past year (84%, 74% and 74% respectively).
- 2.13. However, there remained a number of problems which the majority of respondents had experienced in the past year:
- As with the perceived prevalence of safety issues in respondents' local area, rubbish/litter/dog fouling was by far the most commonly experienced problem; 9 in 10 had experienced this to some extent in the past year, and nearly half had experienced this daily (46%).
 - Under-age drinking (42%), vandalism/ graffiti (43%) and rowdy behaviour amongst young people (44%) were the other problems experienced by more than half of respondents. It is interesting to note that respondents tended to have experienced under-age drinking and rowdy behaviour more often than vandalism and graffiti; for example, 1 in 5 respondents had experienced under-age drinking at least once a week (20%), while 1 in 10 had experienced vandalism/ graffiti weekly (10%).

Figure 2: Community Safety Issues: Personally Experienced in Last Year



- 2.14. Again there were some significant variations in experience of community safety problems across demographic groups, particularly by geographical area:
- Lossiemouth area respondents were most likely to have experienced under-age drinking and rowdy behaviour. It was also notable that those in the Forres respondents were particularly likely to have experienced under-age drinking.
 - More serious crimes such as the use/ threat of violence and deliberate damage/ threat of damage to property were more commonly, and more frequently experienced by Elgin and Lossiemouth area respondents.
 - Elgin area respondents were also most likely to have experienced noisy neighbours; this was the only area where more than half of respondents reported having experienced this in the past year.

Impact on Lives

- 2.15. Panel members next asked to what extent any of the community safety problems listed had a negative impact on their lives in the past year.
- 2.16. In terms of both the extent and level of impact, respondents were far more likely to identify rubbish/litter/dog fouling than other problems; around 4 in 5 identified this as having some negative impact on their lives (79%), including nearly 3 in 10 who felt that this had a major negative impact (29%).
- 2.17. In contrast, for each of the other problems the majority of respondents felt that they had negative impact on their lives in the past year. Moreover, where problems were identified as having a negative impact this was most commonly a minor impact:
- While around 2 in 5 respondents felt that vandalism/ graffiti, rowdy behaviour amongst young people and under-age drinking had a negative impact on their lives (44%, 41% and 40% respectively), only around 1 in 20 felt that these problems had a major negative impact (6%, 6% and 4% respectively).
 - Respondents were less likely to feel that deliberate damage/ threat of damage to property had an impact on their lives than vandalism/ graffiti. However, where damage to property did have a negative impact it was somewhat more likely to have a major impact; nearly 1 in 10 respondents felt that deliberate damage/ threat of damage to property had a major negative impact on their lives.
- 2.18. In terms of area variation, it was notable that respondents living in the Elgin and Lossiemouth area were more likely to feel that noisy neighbours and rowdy behaviour amongst children/young people had a negative impact on their lives; 43% and 42% respectively, compared to 25% in the Keith area.

Table 2: Negative Impact of Community Safety Problems in Past Year

	Major impact	Minor impact	No impact	Don't know/ Can't say
Noisy neighbours/ loud parties	6%	16%	70%	8%
Other neighbour disputes	3%	11%	77%	9%
Rowdy behaviour amongst children/ young people	6%	28%	59%	8%
Rowdy behaviour amongst others	3%	15%	73%	10%
Vandalism/ graffiti	6%	30%	56%	8%
Deliberate damage or threat of damage to property	8%	19%	65%	8%
Use of violence or force/ threat of violence or force	3%	6%	81%	11%
Racial harassment or intimidation	2%	4%	80%	13%
Other harassment or intimidation	4%	7%	79%	11%
Drug misuse or drug dealing	4%	10%	75%	11%
Under-age drinking	5%	28%	60%	6%
Rubbish, litter or dog fouling	29%	47%	21%	2%

Sale of underage products

- 2.19. Panel members were also asked whether or not they thought the sale of certain products to under-aged buyers is a problem in Moray (Table 6).
- 2.20. Across all products listed, sale to under-age buyers was seen as a problem by most respondents. However, the sale of alcohol to under-age buyers was clearly identified as the main area of concern for respondents; nearly 2 in 3 respondents felt that this was a major problem in Moray (64%). In addition, a substantial minority felt that the sale of cigarettes to under aged buyers was a major problem (46%).
- 2.21. The sale of fireworks to under-age buyers was also seen as a major problem by a substantial proportion of respondents; nearly 3 in 10 (29%). Respondents were less likely to see the sale of other products listed to under-age buyers as a major problem. However, as noted above most respondents felt that the sale of solvents, weapons, spray paint and petrol to under-age buyers was a problem to some degree.
- 2.22. It is interesting to note that those aged under 30 were most likely to regard the sale of weapons to under-age buyers as a major problem; 29% indicated this compared to just 16% of those aged 60+.

Table 3: Sale of underage products as a problem locally

	Major problem	Minor problem	No problem	Don't know/ Can't say
Alcohol	64%	22%	2%	12%
Cigarettes	46%	35%	4%	15%
Fireworks	29%	42%	7%	22%
Solvents (eg glue, butane)	18%	30%	8%	43%
Spray paint	15%	31%	10%	44%
Petrol	9%	23%	18%	51%
Weapons (eg guns, knives)	18%	22%	12%	49%

Experience of Crime

- 2.23. Next respondents were asked more specifically about their experience of crime, including whether anyone in their household had been a victim of crime (Table 4).
- 2.24. In total, a little over 1 in 3 survey respondents indicated that they had been a victim of one or more crimes (37%). Respondents were most likely to have been a victim of graffiti/ vandalism and threatening behaviour, each accounting for around 1 in 3 of those reporting having been a victim of crime (35% and 32%).
- 2.25. In addition, just over 1 in 4 reported having been a victim of car crime (27%) and nearly 1 in 5 had been the victim of misuse of fireworks (19%). Around 1 in 6 had been victims of alcohol misuse (16%), more than twice as many as had been victims of drug misuse (7%).

Table 4: Victim of Crimes

	Num	%
Graffiti/ vandalism	118	35%
Threatening behaviour	106	32%
Car crime	89	27%
Misuse of fireworks	64	19%
Alcohol misuse	52	16%
Physical assault/ violence	33	10%
Drug misuse	25	7%
Housebreaking	13	4%
Domestic abuse/ violence	13	4%
Other	52	16%
Base	334	

- 2.26. Although the small number of respondents restricted the analysis of responses by area, there were some significant variations in the extent to which respondents had been victims of crime by age. In particular, under 40s were most likely to have been victims of threatening behaviour; nearly half compared to fewer than 1 in 4 over 50s. Under 30s were also more likely than others to have been victims of car crime and housebreaking.

Reporting Crime and Community Safety Problems

- 2.27. Next respondents were asked whether they had contacted anyone about crime or community safety problems, and if so who they had contacted (Table 5).
- 2.28. Nearly 3 in 4 respondents indicated that they *not* contacted anyone about any of the crimes or community safety problems discussed above (73%). This may reflect in part the relatively small proportion of respondents who had been a victim of crime (see above).

Table 5: Agencies Contacted about Crime

	Num	%
No, I have not contacted anyone	599	73%
Yes - the Police	187	23%
Yes - The Moray Council	71	9%
Yes - a private landlord	10	1%
Yes - a housing association	4	0%
Yes - other	30	4%
BASE	820	

- 2.29. Where respondents had reported a crime or community safety problem, this was most likely to be to the police; nearly 1 in 4 of all respondents (23%) and more than 4 in 5 of those who had reported a crime (86%). In addition, nearly 1 in 10 of all respondents (9%) and nearly 1 in 3 of those reporting a crime (32%) had contacted The Moray Council.
- 2.30. Those respondents who had reported a crime/ community safety problem were also asked the extent to which they were satisfied with the response received. The number of respondents contacting a housing association or private landlord were insufficient to permit meaningful analysis of satisfaction levels.
- 2.31. In relation to reporting crimes or community safety problems to the Police, respondents were somewhat divided in their satisfaction with the response. Although the majority of those who had contacted the Police indicated that they were satisfied with the response (55%), nearly 1 in 3 respondents were dissatisfied with the response (32%). Previous Panel surveys suggest that satisfaction with the Police service, and in this case with the Police response, can depend in large part on the extent to which the Police have been able to resolve the problem being reported.
- 2.32. Satisfaction with the Council response to reported problems was somewhat lower, with a little under half indicating that they were satisfied with the response (45%). A little more than 1 in 3 respondents were dissatisfied with the Council response (37%), including more than 1 in 5 who were very dissatisfied (22%).

Table 6: Satisfaction with agency response

	Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	BASE
The Police	27%	28%	13%	15%	17%	197
The Moray Council	17%	28%	18%	15%	22%	89
A housing association	-	-	-	-	-	14
A private landlord	-	-	-	-	-	11

2.33. Those reporting dissatisfaction with the agency response were asked to give reasons for this. It should be noted that due to the relatively small number of respondents who had contacted an agency, and the relatively small proportion of these who reported dissatisfaction, comments below are based on a small number of responses.

2.34. In relation to the response from the police, the most common reasons for dissatisfaction were 'no response' or 'delayed response'. The closing of local police stations, difficulties getting through to the police on the telephone, perceived lack of interest from the police and a lack of power to act against criminals were also noted.

2.35. The main themes emerging from those reporting dissatisfaction with the Council's response were a lack of or slow response to the problem or incident reported and lack of interest from the Council in terms of actively addressing the problem. Others felt that the Council did not enforce its own rules (in relation to its tenants).

Community Wardens

2.36. Respondents were next asked about their awareness of Community Wardens (Table 7) and whether the introduction of wardens had made respondents feel safer (Table 8).

2.37. While most respondents had heard of community wardens (64%), only around 1 in 3 respondents had seen the wardens (33%). Moreover, fewer than 1 in 10 respondents had seen community wardens regularly (8%). More than 1 in 3 respondents had never heard of community wardens (36%).

2.38. Awareness varied somewhat by area. Respondents in the Fochabers and Forres areas were most more likely to have heard of community wardens, each with around 4 in 5 respondents indicating this (80% and 82% respectively). Moreover, these respondents were most likely to see wardens regularly; nearly 1 in 5 respondents (19% and 22%). It should also be noted that those in the Lossiemouth area were particularly likely to be aware of (70%) and to have regularly seen community wardens (10%).

Table 7: Awareness of Community Wardens

	Num	%
Unaware/ never heard of	322	36%
Aware/ heard of, but not seen	271	31%
Fully aware, see them occasionally	219	25%
Fully aware, see them regularly	75	8%
Base	887	

- 2.39. Most respondents felt unable to say whether the introduction of Community Wardens has made them feel safer in their area (55%), unsurprising given the relatively low awareness of wardens. Indeed, most of those giving a clear view indicated that they do not feel any safer at all since the introduction of Community Wardens; nearly 1 in 3 of all respondents (31%). Only around 1 in 7 indicated that the introduction of wardens had made them feel safer (14%).
- 2.40. However, again there was significant variation by area. Most respondents in the Fochabers, Forres and Lossiemouth areas – the areas with the highest awareness of wardens - felt able to offer a view on the impact of community wardens.
- 2.41. Nevertheless, even in these areas most of those offering a clear view felt that the introduction of wardens had not made them feel any safer at all; more than 2 in 5 of all Forres area respondents indicated this. Only between 1 in 5 and 1 in 4 respondents in the three areas felt that the introduction of community wardens had made them feel safer.

Table 8: Changes in Safety Since Community Wardens

	Num	%
Don't know/ Can't say	465	55%
No safer at all	256	31%
Yes, slightly safer	92	11%
Yes, much safer	25	3%
Base	838	

Views on Changes in Crime Levels

- 2.42. Respondents were next asked the extent to which they felt crime levels had increased or decreased in their local area, the Moray area and Scotland as a whole in the past two years (Table 9).
- 2.43. There was a clear trend in responses, with views on changes in crime levels more negative at the broader Moray, and particularly national level.
- 2.44. Very few respondents felt that crime had decreased in their local area in the past 2 years (just 7%). The largest proportion of respondents felt that crime levels in their local areas had remained unchanged (42%). Just over 1 in 3 felt that crime levels had increased in their local area (25%), including 1 in 10 who felt that local crime levels had increased “greatly”.

- 2.45. Respondents were more pessimistic at the Moray level, with fewer than 1 in 20 indicating that crime levels had decreased (3%). Indeed, most respondents felt that crime levels at the Moray level had increased in the past two years (56%) and nearly 1 in 5 felt that levels had increased “greatly” (18%).
- 2.46. Views were most negative in relation crime levels across the country as a whole; only 1 in 50 respondents felt that crime levels had decreased nationally (2%). In contrast nearly 3 in 4 respondents felt that crime levels had increased nationally (72%), including more than 2 in 5 who felt that levels had increased “greatly” (44%).

Table 9: Perceived changes in crime levels

	Increased greatly	Increased slightly	Stayed about the same	Decreased slightly	Decreased greatly	Don't know/ Can't say
In your local area	10%	25%	42%	5%	2%	16%
In Moray	18%	39%	21%	2%	1%	20%
In the country as a whole	44%	28%	12%	2%	0%	13%

Levels of Concern About Crime

- 2.47. The survey sought Panel members views on the extent to which they were worried about themselves or family/ friends becoming victims of crime (Table 10) and whether a fear of crime had an impact on their lives (Table 11).
- 2.48. Most respondents were worried to some degree about becoming victims of crime, and it was notable that respondents were generally more worried about family or friends becoming victims of crime than themselves. Nearly 2 in 5 were worried about becoming a victim of crime themselves (38%), including around 1 in 10 who were “very” worried (9%). However, more than half were worried about family or friends becoming victims of crime (52%), around 1 in 7 of these “very” worried (15%).

Table 10: Concern About Becoming Victim of Crime

	Very worried	Fairly worried	Not really worried	Not at all worried	Don't know/ Can't say
Becoming a victim of crime yourself	9%	29%	43%	17%	2%
Your family/ friends becoming victims of crime	15%	37%	36%	10%	2%

- 2.49. In line with levels of concern about crime, most respondents indicated that a fear of crime had some impact on their lives; nearly 2 in 3 felt that it had some level of impact (63%) and just over 1 in 3 that it had no impact at all (37%).
- 2.50. However, it should be noted that a minority of respondents indicated that a fear of crime had a significant impact on their lives. Around 1 in 3 indicated that fear of crime had a moderate or major impact on their lives (33%), with 1 in 10 reporting that it had a major impact (10%).

- 2.51. It is interesting to note that females were likely to be affected by a fear of crime; nearly 7 in 10 females felt that it had an impact on their lives (68%) compared to fewer than 6 in 10 males (56%). In addition, Speyside area respondents were least likely to be affected by a fear of crime (around half affected) while those in the Elgin area were most likely (7 in 10 affected).

Table 11: Impact of Fear of Crime

	Num	%
No impact at all	324	37%
Minor impact	266	30%
Moderate impact	214	24%
Major impact	77	9%
Base	881	

- 2.52. The survey also looked at how safe Panel members felt in a range of situations (Table 12), in particular walking alone in their local area and using public transport, both at night and during the day.
- 2.53. The main factor in how safe respondents feel in these settings appears to be the time of day; very few respondents indicated that they would feel unsafe walking alone in their local area or using public transport during the day (just 3% for each). However, a substantial minority felt that they would feel in these settings during the evening or night; around 1 in 5 felt that they would feel unsafe (18% walking alone in local area and 22% using public transport).
- 2.54. The main variation in how safe respondents feel in these circumstances was by geographical area. Elgin area respondents were most likely to feel unsafe walking alone in their local area at night (more than 1 in 4 feeling unsafe) while those in the Speyside area were least likely to feel unsafe doing this. However, it is interesting to note that there were no significant variations in how safe respondents feel using public transport at night, with between 1 in 5 and 1 in 4 respondents indicating that they would feel unsafe doing this.
- 2.55. Females were more likely to feel unsafe at night than males. More than 1 in 5 females feel unsafe walking alone in their local area at night (22%) compared to around 1 in 8 males (13%). Similarly, more than 1 in 4 females feel unsafe using public transport at night (27%) compared to around 1 in 7 males (15%).

Table 12: Perceptions of Safety

	Very safe	Fairly safe	Not safe	Very unsafe	Don't know/ can't say
Walking alone in local area during the day	73%	24%	2%	1%	0%
Walking alone in local area at night	31%	48%	13%	5%	3%
Travelling on buses/ trains during the day	49%	32%	2%	1%	15%
Travelling on buses/ trains at night	15%	39%	17%	5%	25%

Safety Measures and Initiatives

- 2.56. The survey also looked at the extent to which Panel members have undertaken any safety measures in the past 2 years (Table 13) and asked for views on a range of potential community safety initiatives (Table 14).
- 2.57. Nearly 2 in 3 respondents had undertaken one or more safety measures (62%) with improving home security and avoiding certain places the most common; nearly half of respondents had done each of these (48%). In addition, 2 in 5 respondents had avoided going out alone at night (40%).
- 2.58. Just over 1 in 4 (27%) stated had improved or increased vehicle security and around 1 in 10 had joined a neighbourhood watch scheme (11%).
- 2.59. While the uptake of safety measures overall was similar across age groups, under 30s were less likely than others to have improved home security, likely to be linked to lower levels of home ownership amongst this age group. In addition, respondents in this age groups were most likely have avoided going out alone at night.

Table 13: Safety Measures Taken

	Num	%
Improved/ increased home security	268	48%
Avoided certain places	268	48%
Avoided going out alone at night	224	40%
Improved/ increased vehicle security	150	27%
Joined a neighbourhood watch scheme	63	11%
Sought crime prevention advice	23	4%
Installed CCTV in home	17	3%
Carried a personal alarm	18	3%
Other	30	5%
Base	558	

- 2.60. Next respondents were asked to select their top three priorities from a list of potential community safety initiatives (Table 14).
- 2.61. More facilities for teenagers and older children, and more Police foot patrols at night were clearly identified as the main priorities for respondents. More than half of all respondents selected these initiatives as one of their top three priorities for Moray (53% and 51% respectively, including more than 1 in 5 who selected these as their top priority (22% for each)).
- 2.62. More Police car patrols at night was the third ranked community safety initiative, mentioned by more than 1 in 3 respondents (37%). However, it is interesting to note that substantially fewer respondents identified this as a priority than more **foot** patrols at night (51%).
- 2.63. More Police foot patrols during the day were the fourth ranked initiative (mentioned by 30%), and again it should be noted that substantially fewer saw this as a priority than foot patrols at night.

- 2.64. It is also interesting to note that although respondents were less likely to mention use of CCTV as a priority than more foot patrols during the day (24% and 30% respectively), CCTV was more likely to be identified as a top priority (11% compared to 8% for foot patrols during the day).
- 2.65. The least commonly mentioned initiatives were generally in relation to community safety information (anti-drugs and alcohol campaigns ranked 6th and crime prevention information ranked 10th) and physical elements of local streets (street lighting ranked 8th and street layout 11th).
- 2.66. It is also interesting to note that relatively few respondents mentioned more community wardens as a priority; around 1 in 5 mentioning, ranked 7th. This may reflect in part the relatively low level of awareness of community wardens reported above (see Tables 7 and 8).

Table 14: Community Safety Initiatives

	First priority	Second priority	Third priority	TOTAL		Rank
More facilities for teenagers/ older children	22%	15%	18%	449	53%	1
More police patrolling on foot - at night	22%	19%	12%	425	51%	2
More police patrolling in cars - at night	12%	16%	11%	310	37%	3
More police patrolling on foot - during the day	8%	14%	10%	255	30%	4
Use of CCTV	11%	5%	10%	204	24%	5
Anti-drugs and alcohol campaigns	7%	10%	9%	201	24%	6
More community wardens	6%	7%	9%	176	21%	7
Improved street lighting	5%	3%	7%	125	15%	8
More police patrolling in cars - during the day	4%	5%	3%	96	11%	9
More crime prevention information	0%	2%	7%	70	8%	10
Improved street layout	1%	2%	3%	43	5%	11
Other	2%	1%	2%	38	5%	12
Base	836	795	761	841		

3. POLICE PERFORMANCE

- 3.1. The Local Government in Scotland Act 2003 requires the Police to make performance information available to the public.
- 3.2. The survey asked a series of questions about the provision of information on Grampian Police performance, including the importance of this information (Table 15), the kinds of information respondents would like to see made available (Table 16) and preferences for accessing this information (Table 17).
- 3.3. The great majority of respondents felt that it is important that Grampian Police provides information on its performance. More than 4 in 5 felt that this was important (86%), including nearly half who felt that it was very important (49%). Only around 1 in 10 felt that the provision of performance information was not very or not at all important (11%).

Table 15: Importance of Police Performance Information

	Num	%
Very important	425	49%
Important	324	37%
Not very important	88	10%
Not at all important	13	1%
No opinion	21	2%
Base	871	

Police Information Priorities

- 3.4. Information on the percentage of crimes solved and on overall crime levels were identified by respondents as the most important pieces of information to be made available; each mentioned by more than 7 in 10 respondents (73% and 71% respectively). Response to 999 calls was also identified as a priority; this was ranked 3rd with more than 2 in 3 mentioning (67%).
- 3.5. While the types of information given the highest priority by respondents did not relate to specific types of crimes, information on police initiatives and certain types of crime were identified by more than half of respondents as a priority:
- local police initiatives (58%);
 - drug crimes (56%);
 - crimes of violence and road safety (54%);
 - domestic housebreaking (53%); and
 - crimes of vandalism (52%)
- 3.6. The least commonly mentioned forms of information related to finance and sickness/ absence, although there remained around 1 in 4 respondents who would welcome information on this area of Grampian Police's performance (25% and 24% respectively).

Table 16: Priority of Police Information

Type of Information	1 st Priority	2 nd Priority	3 rd Priority	ALL		RANK
				Num	%	
Percentage of crimes solved	114	172	90	630	73%	1
Overall crime levels	190	99	80	616	71%	2
Police response to 999 calls	121	87	91	576	67%	3
Information on local police initiatives	82	68	55	502	58%	4
Drug crimes	27	59	34	487	56%	5
Crimes of violence	41	39	49	467	54%	=6
Road safety	52	40	65	466	54%	=6
Domestic housebreaking	23	45	55	457	53%	8
Crimes of vandalism	15	28	41	447	52%	9
Length of time required to report crimes to Procurator Fiscal	19	32	55	403	47%	10
Hate crimes (eg racist crimes)	12	19	15	354	41%	11
Police force policies	46	39	38	340	39%	12
Ongoing police force projects/ reviews	33	27	44	331	38%	13
Quality of service information	38	20	33	299	35%	14
Crimes of dishonesty (eg shop lifting)	-	12	10	294	34%	15
Police finance	10	16	23	217	25%	16
Police staff sickness and absence	4	13	24	208	24%	17
BASE	827	815	802	862		

- 3.7. There were no substantial variations in priority given to specific types of performance information across various age cohorts. However, it was notable that those aged between 50 and 59 were most likely to request information on crimes of violence and drug crimes. This group were also most likely to mention information on police finance.
- 3.8. Perhaps surprisingly, there were no variations in priority attached to specific forms of performance information by area.

Accessing Police Information

- 3.9. Information published in local newspapers was by far the most popular method of accessing Police performance information, with around half of respondents preferring this (49%). By contrast, information over the internet was the next most popular method of access and was preferred by just over 1 in 5 respondents (22%).
- 3.10. Around 1 in 8 respondents (15%) would prefer a leaflet delivered to their door while 1 in 10 would prefer to access performance information through local television or radio.
- 3.11. There were clear variations in preferences for accessing information by age. Over 60s were most likely to prefer accessing information through local newspapers; around 2 in 3 compared to just 1 in 3 of those aged under 40. In contrast, under 40s were most likely to prefer to access information through the internet with around 1 in 3 preferring this compared to a little more than 1 in 10 of those aged over 50.

Table 17: Accessing Police Performance Information

	Num	%
Local newspaper	370	49%
On the internet	163	22%
A leaflet delivered to you door	116	15%
Local television/ radio	76	10%
Via email	11	1%
Other	21	3%
Base	757	

- 3.12. In terms of the frequency with which Police performance information should be made available, views were split. The most common suggestion was quarterly information, mentioned by around 2 in 5 respondents (39%). However, it should be noted that most respondents would prefer performance information to be provided biannually or annually (58%).

Table 18: Frequency of Police Performance Information

	N	%
Quarterly	337	39%
6 monthly	246	28%
Yearly	264	30%
Other	19	2%
	866	

4. FIRE SAFETY

4.1. The survey also sought views on fire safety, and more specifically on fire safety awareness. Respondents were asked the extent to which they were aware of a range of specific fire safety messages and how they had seen or heard the messages (Tables 19 and 20), any lifestyle changes they had made as a result of those messages (Table 21), how important and effective fire safety messages are (Figure 3) and how messages might be improved (Table 22).

Awareness of Fire Safety Messages

- 4.2. Respondent awareness was far higher for safety messages related to fireworks than for all other safety messages; more than 4 in 5 respondents thought that they had heard of firework safety messages (84%), including more than 3 in 5 who had definitely seen or heard those messages (61%).
- 4.3. Respondents were somewhat less likely to have seen or heard of “no smoke without fire” (50% aware), “fire setting – it’s a crime” (42%) and “alcohol – fuel for fire” (41%). However, awareness was lowest for “Recipe for safe cooking” with fewer than 3 in 10 aware of this message (29%). Indeed this was the only fire safety message which most respondents had definitely not seen or heard (53%).

Table 19: Awareness of Fire Safety Messages

	Definitely seen/heard	Possibly seen/heard	Definitely not seen/heard	Don't know/can't say
Fire setting - it's a crime	17%	25%	43%	15%
No smoke without fire	20%	30%	35%	15%
Fireworks - be safe, not sorry (Always follow the code)	61%	23%	11%	6%
Recipe for safe cooking	9%	20%	53%	17%
Alcohol - fuel for fire	19%	22%	44%	15%

- 4.4. There were few significant differences in levels of awareness by age, gender and area:
- Respondents living in the Lossiemouth area were least likely to have heard of “Fire setting – it’s a crime”. Those living in the Buckie, Fochabers and Lossiemouth areas were most likely to have heard of “Alcohol – fuel for fire”.
 - Awareness of fire safety messages was generally highest amongst younger respondents, and particularly those aged under 30. In particular, this age group were most likely to have heard of “No smoke without fire” and “Alcohol – fuel for fire”.
- 4.5. Television was by far the most common source of awareness of fire safety messages; more than 3 in 4 respondents had had seen/ heard fire safety messages through this medium (76%).

- 4.6. Newspapers were also a relatively common source of awareness, with nearly half having seen/ heard fire safety messages through local newspapers (47%) and nearly 1 in 3 through national newspapers (31%).
- 4.7. Nearly 1 in 5 had heard fire safety messages on local radio (18%); three times as many as had done so on national radio (6%). Very few respondents had encountered fire safety messages via direct mailings or through the internet.

Table 20: Source of Awareness of Fire Safety Messages

	N	%
Television	595	76%
Newspaper - local	370	47%
Newspaper - national	242	31%
Radio - local	141	18%
A direct mailing to your home	67	9%
Radio - national	49	6%
A website specific to the Moray area	9	1%
Other website(s)	8	1%
Email	1	0%
Other	75	10%
Base	779	

Impact of Fire Safety Messages

- 4.8. More than 7 in 10 respondents mentioned having made a change to their home or lifestyle as a result of fire safety concerns (71%). Amongst these respondents the most common change was to have installed a smoke alarm, mentioned by nearly 3 in 5 respondents (59%).
- 4.9. In addition, nearly half had started to turn off electrical appliances at night (49%) and now check smoke alarms more frequently (46%). More than 1 in 4 respondents have installed a carbon monoxide detector in the past year as a result of fire safety concerns (28%).
- 4.10. These were by some way the most common changes which respondents had made as a result of fire safety concerns. Other, less frequent changes included:
- Around 1 in 6 have replaced a chip pan with a thermostatically controlled deep fat fryer (14%);
 - Fewer than 1 in 10 have stopped smoking (8%) or installed a fire guard (7%);
 - Fewer than 1 in 20 have reduced alcohol intake (4%) or smoking (3%).
- 4.11. Other key points to note, in relation to gender, area and age were
- Those living in the Elgin area were far more likely to have installed a carbon monoxide detector than those in other areas. Buckie area respondents were least likely to have checked smoke alarms more regularly;

- Over 50s were most likely to have installed smoke alarms and to have replaced their chip pan. Under 30s were most likely to have turned off electrical appliances at night.

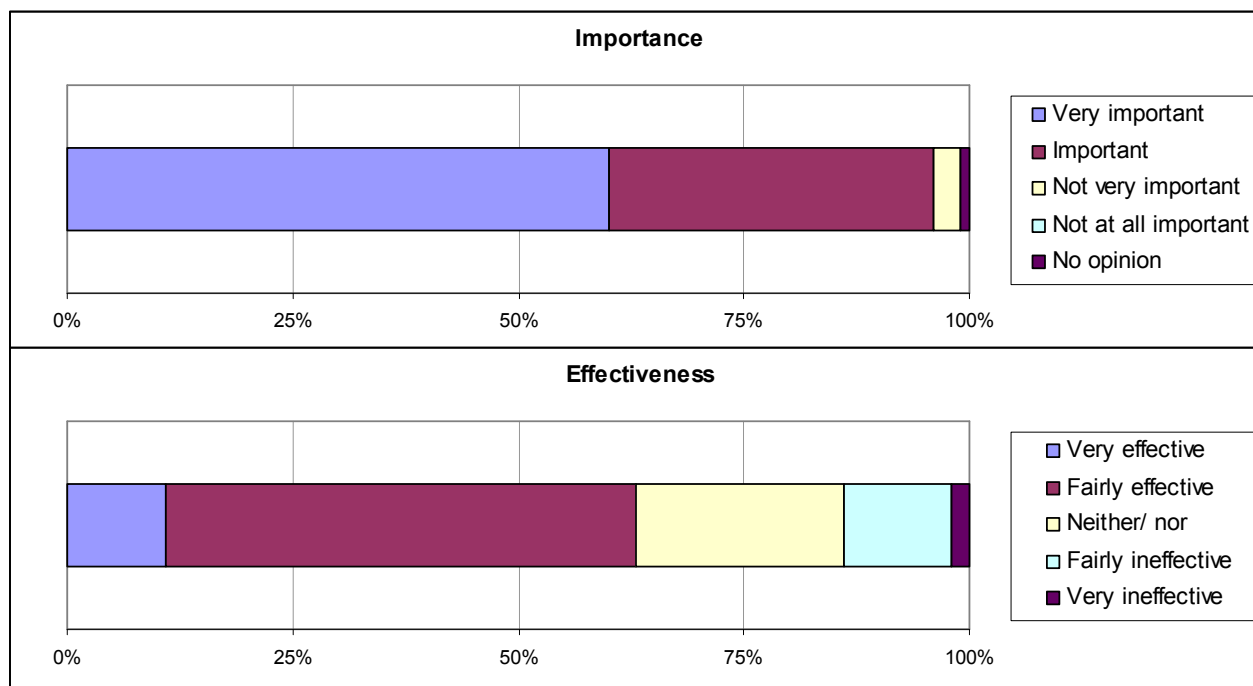
Table 21: Changes made due to fire safety messages

	N	%
Installed a smoke alarm	376	59%
Started to turn off electrical appliances at night	315	49%
Started checking your smoke alarm more frequently	296	46%
Installed a carbon monoxide detector	179	28%
Replaced your chip pan with a thermostat controlled deep fat fryer	88	14%
Stopped smoking	50	8%
Installed a fire guard	47	7%
Reduced your alcohol intake	24	4%
Reduced your smoking	21	3%
Sought fire prevention advice	9	1%
Other	18	3%
Base	639	

Importance of Fire Safety Messages

- 4.12. Fire safety messages were clearly seen as important; more than 9 in 10 indicated this (96%) including 3 in 5 (60%) indicating that messages are “very” important. Fewer than 1 in 20 felt that fire safety messages are “not very important” (3%). Interestingly, females were more likely to see fire safety messages as important than males.
- 4.13. Respondents were less positive about the effectiveness of fire safety messages. While the majority of respondents felt that messages were effective to some extent (63%), only around 1 in 10 felt that they are “very” effective (11%). Around 1 in 7 felt that fire safety messages are ineffective. Again, females were more positive than males about the effectiveness of fire safety messages.

Figure 3: Importance and Effectiveness of Fire Safety Messages



- 4.14. In terms of how fire safety messages could be improved by far the most common suggestion was more hard hitting campaigns, mentioned by more than half of respondents (51%). It is interesting to note that under 30s were most likely to suggest this as an improvement.
- 4.15. In addition, around 1 in 3 (36%) felt that more press/media coverage was required and around 1 in 4 (24%) thought that more leaflets delivered to people’s homes would be effective.
- 4.16. Fewer than 1 in 10 respondents felt that better campaign slogans were required (8%) and only 1 in 20 felt that greater use of IT to deliver messages would be effective (5%).

Table 22: Improvements to Fire Safety Messages

	Num	%
More 'hard-hitting' campaigns	433	51%
More press/ media coverage	305	36%
More leaflets, etc delivered to people's homes	202	24%
Better campaign slogans	69	8%
Greater use of IT to deliver messages (eg email, websites, mobile phones)	39	5%
Less 'hard-hitting' campaigns	9	1%
Other	34	4%
Base	850	

5. SAFETY AT WORK

- 5.1. In relation to safety at work, respondents were first asked about their awareness of their main employer's health and safety policies.
- 5.2. Most respondents indicated that their employer had public liability insurance (62%) and a health and safety policy (66%). In addition, most of these respondents had seen a copy of the health and safety policy (58% of all respondents).
- 5.3. Respondents were less aware of other safety at work policies, with just over 2 in 5 indicating that their employer had such policies (43%).

Table 23: Health and Safety at Main Employer

	Yes	No	Don't Know	Not applicable
Does your employer have public liability insurance to cover the work you (and other employees) do?	62%	1%	9%	28%
Does your employer have a health and safety policy?	66%	2%	4%	28%
Have you seen a copy of the health and safety policy?	58%	13%	2%	28%
Does your employer have any other policies relating to your safety at work (eg child protection policy, lone worker policy)?	43%	8%	19%	30%

- 5.4. There were a number of significant variations by age, gender and area:
- Males were more likely than females to be aware of their employer's public liability insurance, and were also somewhat more likely to have seen copies of their employer's health and safety policy. This may reflect differences in the employment sector of male and female respondents.
 - Respondents in the Elgin, Fochabers, Keith and Lossiemouth areas were more likely to be aware of their employer's public liability insurance.
- 5.5. The survey then looked at respondents' awareness of health and safety policies held by any organisation they volunteer for.
- 5.6. Around 3 in 10 respondents had worked as a volunteer in Moray in the past year (30%), including around 1 in 5 who had done so regularly (21%). Nearly 3 in 5 (57%) had never worked as a volunteer. The likelihood of Panel members working as volunteers rises significantly with age, from around 1 in 20 of those aged under 30 to more than 1 in 3 of those aged 60 and over.

Table 24: Working as a Volunteer

	Num	%
Yes, regularly	169	21%
Yes, occasionally	75	9%
Not in past year, but previously	112	14%
Never	463	57%
Base	819	

- 5.7. Table 25 indicates that awareness of public liability insurance and health and safety policies held by volunteer organisations is similar to, if slightly lower than that for main employers. Around 3 in 5 respondents indicated that the organisation they volunteer for had public liability insurance and a health and safety policy (61% for each).
- 5.8. However, only a little over 1 in 3 respondents had seen copies of the health and safety policy (37%); this compares with around 3 in 5 respondents in relation to their main job. More than 2 in 5 noted that their voluntary employer has other safety at work policies (45%), similar to the main employer findings (43%).

Table 25: Health and Safety at Volunteer Organisation

	Yes	No	Don't Know	Not applicable
Does the organisation you volunteer for have public liability insurance to cover the work you (and others) do?	61%	4%	23%	11%
Does the organisation have a health and safety policy?	61%	6%	20%	13%
Have you seen a copy of the health and safety policy?	37%	39%	10%	15%
Does the organisation have any other policies relating to your safety at work (eg child protection policy, lone worker policy)?	45%	7%	33%	16%

6. CONSUMER SAFETY

- 6.1. The survey looked at various aspects of consumer safety, including experience of injury whilst using consumer products (Tables 26 and 27) and experience of doorstep salespersons (Tables 28 to 30).

Consumer product injuries

- 6.2. The great majority of respondents had never been injured whilst using a consumer product (85%). Around 1 in 7 had been so injured (15%), almost all of these indicating that the injury had been minor (14%).
- 6.3. Only a little more than 1 in 10 respondents felt that the injury was due to a fault or problem with the product (12%), although it should be noted that this represents more than 1 in 4 of those who had experienced an injury (28%).

Table 26: Injuries Using Consumer Products

	Num	%
Injured when using a consumer product		
No, never	741	85%
Yes, minor injury	122	14%
Yes, serious injury	5	1%
Base	868	
Due to fault with product		
Yes	35	12%
No	142	49%
Don't know/ can't say	113	39%
Base	288	

- 6.4. The majority of those experiencing an injury whilst using a consumer product did not take any action as a result (80%). Only 28 respondents had taken any action due to a consumer injury, with most of these having made contact with the retailer or manufacturer:
- Half of those having taken action had approached the retailer to ask for a refund or replacement (14 respondents);
 - 9 had made an official complaint to the manufacturer;
 - 6 had asked the manufacturer for a refund or replacement;
 - Only 3 respondents had contacted Trading Standards.

Table 27: Action Taken due to Consumer Injury

	Num	%
Approach the retailer to ask for a refund or replacement	14	10%
Make an official complaint direct to the manufacturer	9	7%
Approach the manufacturer to ask for a refund or replacement	6	4%
Contact the manufacturer's customer services department	6	4%
Make an official complaint to Trading Standards	3	2%
Seek advice from Citizens' Advice	2	1%
Seek legal advice from solicitor	2	1%
Undertaken legal proceedings against the manufacturer	1	1%
I did nothing as a result of my injury	110	80%
Base	138	

Doorstep sales

- 6.5. The majority of respondents had been approached by a doorstep salesperson in the past 2 years (73%), with a little under 1 in 4 having not been approached (23%). Respondents in the Fochabers and Forres areas were most likely to have been approached by a doorstep salesperson, while those in the Speyside area were least likely to have been approached.

Table 28: Experience of Doorstep Sales

	Num	%
Approached in past 2 years?		
Yes	646	73%
No	202	23%
Don't know/ can't remember	37	4%
Base	885	

- 6.6. Around 1 in 6 respondents reported having a bad experience with a doorstep salesperson (16%), with those aged 30-39 somewhat more likely to have had a bad experience.
- 6.7. Most respondents indicated that the experience was "not very" or "not at all" serious (58%). Nevertheless, there remained more than 1 in 4 respondents who felt that their bad experience had been serious (26%), including nearly 1 in 20 who felt the experience was "very serious" (4%).

Table 29: Bad Experience of Doorstep Sales

	Num	%
Bad experience		
Yes	120	16%
No	597	79%
Don't know/ can't remember	34	5%
Base	751	
Seriousness of bad experience		
Very serious	8	4%
Fairly serious	43	22%
Not very serious	65	34%
Not at all serious	47	24%
Don't know/ can't say	31	16%
Base	194	

- 6.8. Although relatively few respondents indicated they had a bad experience with a doorstep salesperson, the great majority would be in favour of action to discourage doorstep sales. More than 4 in 5 would be in favour (81%), including more than half who would be strongly in favour (52%). Only around 1 in 20 respondents would be opposed to such action (6%). There were no significant variations in support by age, gender and area.

Table 30: Action to Discourage Doorstep Sales

	Num	%
Strongly in favour	457	52%
In favour	259	29%
No opinion	117	13%
Opposed	33	4%
Strongly opposed	17	2%
Base	883	

7. EQUALITY IN MORAY

7.1. Finally, we look at respondents' views on equality in Moray. The survey asked a series of questions in relation to equality, including respondents' experience of discrimination or harassment related to a person's nationality/ background (Tables 31 and 32), views on prejudice in Moray (Tables 33 and 34), views on a range of potentially "racist" actions (Table 35), contact with people from outwith Moray (Table 36) and overall views on the role of those from outwith Moray in the local area (Table 37).

7.2. A number of these questions were adapted from established national surveys. Where relevant, comparisons are drawn with wider results.

Personal Experience of Discrimination

7.3. First the survey looked at the extent to which respondents had personally, or a member of their household had been victims of discrimination because of their nationality or background.

7.4. The great majority of respondents (nearly 9 in 10, 89%) indicated that neither they nor members of their household had been victims of discrimination. Nevertheless, there remained 1 in 10 (10%) who had personally or whose household members had been victims of such discrimination or harassment; 7% had experienced this personally and 3% indicated that household members had experienced this.

7.5. Those who indicated that they, or a member of their household, had been victims of discrimination or harassment because of their nationality or background were also asked to indicate the form that this took. It should be noted here that findings are based on a relatively small number of responses; 87 of the total 89 respondents who reported having experienced discrimination/ harassment gave detail on the form of discrimination.

7.6. By far the most common form of discrimination was verbal abuse or harassment; nearly 7 in 10 of those having experienced discrimination reported verbal abuse (60 respondents).

7.7. In addition, around 1 in 4 respondents indicated that it had been work-related discrimination (20 respondents), while the same proportion indicated that discrimination took the form of graffiti, vandalism or damage to property (20 respondents). 1 in 10 of those who had suffered some form of discrimination indicated that they, or a member of their household, had suffered physical abuse or violence as a result of their nationality or background (9 respondents).

Table 31: Victim of Discrimination

	Num	%
Victim of discrimination		
Yes, myself	60	7%
Yes, someone in my household	29	3%
No	744	89%
Base	883	
Form of discrimination		
Verbal abuse/ harassment	60	69%
Work-related discrimination	20	23%
Graffiti/ vandalism/ damage to property	20	23%
Physical abuse/ violence	9	10%
Other	6	7%
Base	87	

- 7.8. There was some variation in experience of discrimination/ harassment by area and key demographic groups, although respondent numbers were insufficient to permit detailed analysis of the form of discrimination.
- 7.9. While variation by area was not significant, it should be noted that respondents in the Forres and Speyside areas were somewhat more likely than others to have experienced discrimination related to their nationality or background.
- 7.10. Under 50s were more likely than older respondents to report discrimination/ harassment, with those aged 40-49 particularly likely to have experienced this. Males were somewhat more likely than females to have experienced discrimination/ harassment, although the difference was not substantial.
- 7.11. However, unsurprisingly, place of birth appears to be a much more significant driver of respondents' experience of nationality or background-related discrimination. In particular, respondents who were born outwith Scotland (with the majority having been born in England or Wales) were four times more likely than those born within Scotland to have experienced discrimination due to their nationality or background. More than 1 in 5 of those born outwith Scotland indicated this (21%), compared to just 1 in 20 of those born within Scotland (5%).
- 7.12. In addition to personal experience, the survey also asked whether respondents had ever witnessed someone being the victim of discrimination or harassment due to their nationality or background. While the majority of respondents had not witnessed such discrimination or harassment (69%), there remained more than 1 in 5 who had done so (21%). When combined with personal experience (Table 31 above), nearly 1 in 4 of all survey respondents had personally experienced or witnessed discrimination or harassment related to a person's nationality or background.

Table 32: Witnessing Discrimination

Yes	182	21%
No	601	69%
Don't know/can't remember	86	10%
Base	869	

Prejudice in Moray

- 7.13. Respondents were next asked the extent to which they felt that there was prejudice against people from ethnic minorities or those from outwith Moray.
- 7.14. People moving in to Moray from elsewhere on Scotland was the only group which most respondents felt would encounter no prejudice in Moray; there remained more than 1 in 3 who felt that there is some degree of prejudice against this group in Moray (35%), although only 1 in 20 felt that there is a significant amount of prejudice (5%).
- 7.15. Respondents were much more likely to report prejudice against people from ethnic minorities or those from outwith Scotland. More than 3 in 4 respondents felt that there is some degree of prejudice against people from ethnic minorities (79%) and people moving in to Moray from elsewhere in the UK (77%) while 7 in 10 felt that there is prejudice against people from outside the UK (70%).
- 7.16. However, it is notable that respondents generally felt that there is more prejudice against people from **elsewhere in the UK** than against people from ethnic minorities or outwith the UK. For example, nearly 1 in 3 respondents felt that there is “a great deal” or “quite a lot” of prejudice against people from elsewhere in the UK (31%), compared to 1 in 5 indicating this for people from ethnic minorities (20%).
- 7.17. There were some limited variations in views on prejudice by age and area:
- Under 40s, and particularly under 30s, were more likely than older respondents to feel that there is prejudice against these groups - this was particularly the case for people from ethnic minorities;
 - Buckie area respondents were most likely to feel that there was a great deal or quite a lot of prejudice against people from ethnic minorities. Together with those from the Keith area, Buckie respondents were also most likely to identify significant prejudice against people from outwith Moray.

Table 33: Prejudice in Moray

	Great deal of prejudice	Quite a lot of prejudice	A little prejudice	No prejudice	Don't know/ Can't say
People from ethnic minorities	4%	16%	49%	13%	19%
People moving in to Moray from elsewhere in Scotland	1%	4%	30%	49%	15%
People moving in to Moray from elsewhere in the UK	8%	23%	46%	13%	10%
People moving in to Moray from outwith the UK	6%	18%	46%	11%	19%

7.18. In addition to views on the level of prejudice against specific groups in Moray. The survey also asked respondents whether there is more or less prejudice against these groups in Moray compared with elsewhere in Scotland.

7.19. For all groups, most respondents felt that levels of prejudice in Moray was similar to or less than is found elsewhere in Scotland. In parallel with views on levels of prejudice in Moray, respondents were most likely to identify people from elsewhere in the UK as experiencing more prejudice in Moray than elsewhere in Scotland although only a little over 1 in 10 respondents indicated this (11%).

7.20. In contrast, fewer than 1 in 20 respondents felt that there was more prejudice in Moray against people from ethnic minorities or from outwith the UK (4% for each). Just 2% of respondents felt that there is more prejudice against people from elsewhere in Scotland in Moray than elsewhere in Scotland.

7.21. Variations in views by age and area were limited:

- Those in the Buckie in Lossiemouth areas were most likely to feel that people from elsewhere in the UK experience more prejudice in Moray than elsewhere in Scotland. Buckie area respondents were also most likely to feel that there is more prejudice against people from outwith the UK.
- Those aged under 50 were more likely than older respondents to feel that those moving from elsewhere in the UK suffered more prejudice in Moray.

Table 34: Prejudice: Moray and Elsewhere in Scotland

	More prejudice in Moray	About the same	Less prejudice in Moray	Don't know/ Can't say
People from ethnic minorities	4%	32%	38%	27%
People moving in to Moray from elsewhere in Scotland	2%	35%	34%	28%
People moving in to Moray from elsewhere in the UK	11%	39%	28%	22%
People moving in to Moray from outwith the UK	4%	38%	30%	28%

Racist Behaviour

- 7.22. Respondents were then asked the extent to which they consider a range of behaviours as racist. These questions were adapted from a 2001 survey conducted on behalf of The Scottish Executive.²
- 7.23. Across all four of the actions listed, the majority of respondents felt that the behaviour was racist to some extent. However, the degree to which behaviours were seen as racist varied significantly.
- 7.24. Use of terms such as “chinky” or “paki” in relation to food or shops was seen as racist by around 2 in 3 respondents (68%), although only around 1 in 4 felt that this is strongly racist (26%). Just under 3 in 10 respondents felt that use of such terms is not at all racist (29%).
- 7.25. Respondents were more likely to feel that speaking negatively about people from a different ethnic backgrounds to family/friends in private is racist; 7 in 10 felt that this constituted racist behaviour (70%), including more than 1 in 3 who felt that this is strongly racist (35%). Nevertheless, there remained around 1 in 7 who felt that this is not racist (15%).
- 7.26. The great majority of respondents felt that being impolite/ verbally offensive or physically assaulting/ using violence towards people from other ethnic backgrounds is racist. More than 9 in 10 felt that these actions were racist (93% and 94% respectively), including more than 8 in 10 who felt that this is strongly racist (85% and 92%).
- 7.27. Nevertheless, around 1 in 10 felt that being impolite/ verbally offensive is slightly or not at all racist (11%), and around 1 in 20 that physical assault/ use of violence was not racist (4%).
- 7.28. Survey respondents were generally less likely to identify these behaviours as racist than was found in the 2001 national study. For example, +11% more survey respondents felt that speaking negatively about people from different backgrounds in private was strongly racist, and +22% more respondents felt that being impolite or verbally offensive was strongly racist. Views were somewhat more closely aligned with those in the 2001 study in relation to use of terms such as “chinky” or “paki” in relation to food or shops and physical assault/ violence.
- 7.29. There were some significant variations in views on potentially racist behaviours across demographic groups:
- Under 40s were more likely than older respondents to see use of terms such as “chinky” or “paki” and speaking negatively in private about people from ethnic minorities as racist. In contrast, older respondents (particularly those aged 60+) were more likely to see being impolite or verbally offensive towards people from ethnic minorities as racist.
 - Perhaps surprisingly, there were no significant variations in views on these behaviours by area.

² NFO System Three (2001) *Attitudes Towards Racism in Scotland*.

- It was notable that males were more likely than females to see some behaviours as not racist. In particular, the proportion of males who felt that speaking negatively in private and being verbally offensive is **not** racist was twice that of females.

Table 35: Types of Behaviour Considered Racist

	Not racist	Slightly racist	Strongly racist	Don't Know
Using terms such as "chinky" or "paki" in relation to food, shops etc	29%	42%	26%	3%
Speaking negatively about people from different ethnic backgrounds to your family/friends in private	15%	46%	35%	4%
Being impolite or verbally offensive to people from other ethnic backgrounds in person	3%	8%	85%	4%
Physically assaulting/ using violence towards people from other ethnic backgrounds or their property	2%	2%	92%	4%

Contact With Those From Outwith Moray

- 7.30. The survey also asked respondents whether they personally know anyone from the demographic groups discussed above - from an ethnic minority, from elsewhere in Scotland, from elsewhere in the UK or from outwith the UK.
- 7.31. Across each of the four groups, the majority of respondents indicated that they knew one or more person. Respondents were most likely to know people from elsewhere in Scotland and elsewhere in the UK; more than 9 in 10 respondents knew one or more people from these groups (92% and 93% respectively). It is also notable that this was usually a family member or friend; more than 7 in 10 have family members or friends from elsewhere in Scotland (71%) and nearly 3 in 4 from elsewhere in the UK (74%).
- 7.32. Respondents were less likely to know someone from an ethnic minority or from outwith the UK, although as noted most respondents did have contact with one or more people in these groups; 3 in 4 knew people from outwith the UK (75%) and 2 in 3 knew people from ethnic minorities (67%).
- 7.33. These contacts were more likely to be work colleagues or other contacts than was the case for those from elsewhere in Scotland or the UK. Nearly half of all respondents had a family member or friend who was from outwith the UK (46%). Just under 1 in 3 respondents have family members or friends who are from an ethnic minority (31%).
- 7.34. The Scottish Social Attitudes Survey asked a similar question in a 2003 study.³ This found that around 7 in 10 respondents knew someone from a different racial or ethnic background, suggesting that levels of contact between Panel members and people from ethnic minorities is similar to that found elsewhere in Scotland.
- 7.35. The main variations in contact with people from outwith Moray by area and gender were:

³ NatCen (2003) *Attitudes to Discrimination in Scotland*.

- Males were more likely than females to know someone from an ethnic minority group, with this primarily related to a larger proportion of males having work colleagues from an ethnic minority.
- Those in the Forres area were most likely to know someone from an ethnic minority or from outwith the UK.

Table 36: Contact with People from Outwith Moray

	No	Yes...			
		Family member	A friend	Work colleague	Other
From an ethnic minority	33%	6%	25%	11%	25%
From elsewhere in Scotland	8%	26%	45%	11%	10%
From elsewhere in the UK	7%	33%	41%	11%	9%
From outwith the UK	25%	13%	33%	12%	17%

Views on People Moving in to Moray

- 7.36. Finally, the survey asked respondents the extent to which they agreed with a range of statements about people from outwith Scotland and from ethnic minority groups moving into Moray.
- 7.37. Across all statements, a substantial minority of respondents did not give a clear view, selecting the “neither/nor or don’t know” option. This is an important finding and could indicate that some respondents do not have strong view on the role of people from outwith Moray in the local area.
- 7.38. However, in order to focus on those offering a clear view, the “net” agreement figure presented in Table 37 excludes these ambiguous responses from the base. In addition, crosstabulated figures quoted below also exclude ambiguous responses from the base.
- 7.39. Findings in relation to each of the statements are presented below. Some of the statements were adapted from national research⁴, and where appropriate comparisons are drawn with national results.

Number of people from outwith Moray/Scotland

- 7.40. Respondents generally disagreed that there are not enough people from ethnic minorities in Moray, with a net rating of -42% and more than 7 in 10 of those offering a clear view disagreeing with this (71%). However, it is important to note that nearly half of all respondents did not give a clear view on this statement, more than for any other statement.
- 7.41. Respondents did not feel that there were too many people from outwith Scotland in Moray; net rating of -50% and 3 in 4 of those offering a view disagreeing (75%).

⁴ NFO System Three (2001) *Attitudes Towards Racism in Scotland* and NatGen (2003) *Attitudes to Discrimination in Scotland*.

- 7.42. There were very few variations in views on the number of people from outwith Moray across the main demographic groups, although it is notable that those in the Buckie area, and to a lesser extent the Keith area, were most likely to agree that there are too many people from outwith Scotland in Moray. For example, nearly half of Buckie respondents felt that this was the case compared to fewer than 1 in 5 Elgin area respondents.
- 7.43. The most significant variation in views was between those born within Moray and those born outwith Scotland. Respondents born within Moray were somewhat more likely to disagree that there are not enough people from ethnic minorities in Moray; 7 in 10 of those expressing a clear view disagreed with this compared to around half of those born outwith Scotland.
- 7.44. Differences in views were even more striking in relation to whether there are too many people from outwith Scotland in Moray. While the majority of respondents across all groups felt that this was not the case, respondents born within Moray were more than three times more likely to agree than those born outwith Scotland.

Integrating with local communities

- 7.45. Respondents clearly felt that people from ethnic minorities should do more to integrate with local communities; 4 in 5 of those offering a clear view agreed with this (80%), giving a net agreement rating of +60%. It should be noted that a particularly large minority of respondents did not give a clear view on this (around 2 in 5 selected “neither/ nor or don’t know”).
- 7.46. A similar statement was included in a 2001 survey conducted on behalf of the Scottish Executive, looking at racism in Scotland.⁵ This survey found that more than 2 in 3 respondents agreed with the statement, a somewhat larger proportion than was found in the current survey (just under half of all respondents). However, this does not translate into stronger disagreement with the statement; Panel survey respondents were more likely to select “neither/ nor” than was found in the national survey.
- 7.47. However, respondents also felt that local people should do more to respect the cultures of other ethnic groups, with nearly 4 in 5 agreeing and a net rating of +56%.
- 7.48. The 2001 survey on attitudes towards racism found somewhat stronger agreement with this statement⁶; nearly 2 in 3 agreed compared to a little over half of all Panel survey respondents. However, this was again due to a larger proportion of respondents selecting “neither/ nor” - the proportion disagreeing with the statement was similar to that found in 2001.
- 7.49. In addition, most respondents felt that local people are warm and friendly towards people from ethnic minorities or from outwith Scotland. More than 4 in 5 of those expressing a clear view agreed with this (83%), with a net rating of +66%.

⁵ NFO System Three (2001) *Attitudes Towards Racism in Scotland*.

⁶ *Ibid.*

- 7.50. Panel survey respondents were generally less positive about local people's attitude towards people from ethnic minorities or from outwith Scotland than was found in the 2001 survey on racism.⁷ Nearly 4 in 5 respondents to the 2001 survey agreed that local people are warm and friendly to people from different backgrounds, compared to just under 3 in 5 Panel survey respondents. However, it should be noted that Panel survey respondents were not more likely to actively disagree with the statement; rather, they were more likely to select "neither/ nor".
- 7.51. The majority of respondents disagreed that they would be unhappy if someone from a different ethnic background moved in next door. More than 4 in 5 of those giving a clear view disagreed with this (85%), giving a net rating of -70%.
- 7.52. A similar statement was included in the 2001 survey on racism⁸. Although this found a similar level of overall disagreement in relation to the statement, it should be noted that respondents to the 2001 survey were considerably more likely to disagree "strongly" than Panel survey respondents.
- 7.53. Differences in views between those born within Moray and those from outwith Scotland were less obvious in relation to these statements. However, it is notable that respondents from within Moray were generally more likely to agree that those from ethnic minorities should do more to integrate with local communities. This group of respondents were also more positive about the extent to which local people are warm and friendly towards people from ethnic minorities or outwith Scotland.

Impact on the local economy

- 7.54. There was general agreement amongst respondents that people from ethnic minorities/ outwith Scotland provide Moray with much needed skills. Around 7 in 10 of those giving a view agreed with the statement (72%, net rating of +44%), although there remained nearly 3 in 10 who disagreed with this (28% of those giving a clear view).
- 7.55. Respondents also generally disagreed that people from ethnic minorities/ outwith Scotland take jobs away from local people in Moray, although views were more divided on this statement than in relation to any other. Around 2 in 3 of those giving a clear view disagreed with this (66%), but there remained more than 1 in 3 of those who gave a clear view (34%), and nearly 1 in 4 of all respondents (24%), who agreed with the statement. The overall net agreement rating was -32%.
- 7.56. Similar statements were included in the 2003 Scottish Social Attitudes survey.⁹ While findings from this study suggest that Panel survey respondents are more positive about the contribution of people from ethnic minorities in terms of skills, Panel survey respondents were somewhat more likely to feel that this group take jobs away from local people.

⁷ *Ibid.*

⁸ *Ibid.*

⁹ NatGen (2003) *Attitudes to Discrimination in Scotland*.

- 7.57. Again there were some significant variations in views on these statements between those born in Moray and those from outwith Scotland. In particular, respondents from Moray were somewhat less likely to feel that people from ethnic minorities/ outwith Moray provide much needed skills. Moreover, those born in Moray were much more likely than those from outwith Scotland to agree that people from ethnic minorities/ outwith Scotland take jobs away from local people.

Representing local people

- 7.58. Survey respondents generally disagreed that people in Moray would be happy to have someone from outwith Scotland or from an ethnic minority group stand as their MP or MSP; more than 4 in 5 disagreed with this, giving net ratings of -59% and -50% respectively.
- 7.59. Interestingly, respondents were somewhat more likely to feel that local people would be happy to have someone from an ethnic minority as their MP/ MSP than someone from outwith Scotland; 1 in 4 agreed with the former (25%), compared to 1 in 5 for the latter (20%).
- 7.60. It is also interesting to note that males were somewhat more likely than females to feel that local people would be happy to be represented by someone from an ethnic minority or from outwith Scotland. In addition, respondents in the Forres area, and to a lesser extent the Elgin and Speyside areas, were least likely to agree with the statement.
- 7.61. However, again the most significant variation was in relation to place of birth. People from within Moray were much more likely than those from outwith Scotland to feel that local people would be happy to be represented by someone from an ethnic minority or from outwith Scotland.

Table 37: Views on People from Outwith Moray

	NET	Strongly agree	Agree	Neither/ Nor Don't know	Disagree	Strongly disagree
People from ethnic minorities/ outwith Scotland provide Moray with much needed skills	+44%	11%	38%	32%	16%	3%
There are not enough people from ethnic minorities in Moray	-42%	4%	11%	47%	31%	7%
I would be unhappy if someone from a different ethnic background to me moved in to live next door	-70%	3%	8%	24%	43%	22%
There are too many people from outwith Scotland in Moray	-50%	3%	14%	32%	38%	13%
People from ethnic minorities in Moray should do more to integrate with local communities	+60%	10%	37%	41%	10%	1%
Local people should do more to respect the different cultures of other ethnic groups in Moray	+56%	11%	44%	28%	14%	2%
People from ethnic minorities/ outwith Scotland take jobs away from local people in Moray	-32%	5%	19%	29%	39%	8%
Local people are generally warm and friendly to people from ethnic minorities/ outwith Scotland	+66%	5%	53%	31%	10%	1%
People in Moray would be happy to have someone from outwith Scotland as their MP or MSP	-59%	1%	12%	37%	36%	14%
People in Moray would be happy to have someone from an ethnic minority as their MP or MSP	-50%	1%	13%	42%	31%	13%

Note: NET calculation excludes "neither/ nor, don't know" from percentage base.

* * *

APPENDIX 1: SURVEY FORM

APPENDIX 2: ADDITIONAL TABLES

Community Safety Issues: Problem for Local People in Last Year

	Daily	Once a week	Once a month	Less often	Never
Noisy neighbours/ loud parties	3%	12%	11%	33%	41%
Other neighbour disputes	3%	5%	8%	39%	45%
Rowdy behaviour amongst children/ young people	11%	17%	14%	27%	32%
Rowdy behaviour amongst others	4%	10%	11%	34%	41%
Vandalism/ graffiti	7%	12%	17%	31%	32%
Deliberate damage or threat of damage to property	4%	11%	15%	38%	32%
Use of violence or force/ threat of violence or force	2%	5%	8%	33%	52%
Racial harassment or intimidation	1%	3%	5%	25%	67%
Other harassment or intimidation	3%	5%	8%	30%	54%
Drug misuse or drug dealing	11%	10%	12%	24%	44%
Under-age drinking	11%	25%	16%	22%	26%
Rubbish, litter or dog fouling	46%	18%	12%	13%	10%

Community Safety Issues: Personally Experienced in Last Year

	Daily	Once a week	Once a month	Less often	Never
Noisy neighbours/ loud parties	3%	6%	6%	26%	60%
Other neighbour disputes	1%	2%	4%	24%	69%
Rowdy behaviour amongst children/ young people	5%	11%	12%	28%	44%
Rowdy behaviour amongst others	2%	5%	8%	30%	55%
Vandalism/ graffiti	3%	7%	13%	34%	43%
Deliberate damage or threat of damage to property	2%	5%	10%	33%	51%
Use of violence or force/ threat of violence or force	1%	1%	4%	20%	74%
Racial harassment or intimidation	1%	0%	2%	13%	84%
Other harassment or intimidation	2%	2%	4%	18%	74%
Drug misuse or drug dealing	3%	4%	5%	16%	72%
Under-age drinking	5%	15%	15%	23%	42%
Rubbish, litter or dog fouling	46%	18%	12%	13%	10%

Importance and Effectiveness of Fire Safety Messages

	Num	%
Importance		
Very important	528	60%
Important	315	36%
Not very important	30	3%
No opinion	11	1%
Not at all important	1	0%
Base	884	
Effectiveness		
Very effective	99	11%
Fairly effective	461	52%
Neither/ nor	203	23%
Fairly ineffective	107	12%
Very ineffective	17	2%
Base	886	