

Black Isle

Care Home Poll

01/03/2016

Prepared on behalf of Parklands Developments



Methodology

Fieldwork Dates

25th February 2016

Data Collection Method

The survey was conducted via telephone. A combination of both landline and mobile data were called.

Population Sampled

All residents aged 18+ in Black Isle, Cromarty Firth & Dingwall and Seaforth. Sampling priority was afforded to those in the IV10 postcode, followed by those in Black Isle ward, due to their propensity to the site in question.

Sample Size

543

Data Weighting

Data were weighted to the profile of all adults aged 18+ in Black Isle, Cromarty Firth & Dingwall and Seaforth. Data were weighted by age, sex, postcode and ward. Targets for the weighted data were derived from Office of National Statistics Census data.

Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 543 it is 95% certain that the 'true' value will fall within the range of 4.2% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

Question Presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not prompted.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Suration.

For further information please contact:

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Table 1

Q1. Normal weightings

Q1. In August 2015, Parklands Group submitted a planning application to the Highland Council to build a new 40 bed care home facility for the elderly in Fortrose. Have you seen or heard anything about this matter?

Base: All Respondents

	Total	Gender		Age			Postcode					Ward			
		Male	Female	18-34	35-54	55+	IV15	IV7	IV4, IV6	IV1, IV8, IV9, IV11	IV10	IV16, IV17, IV18	Dingwall & Seaforth	Black Isle	Cromarty Firth
Unweighted Total	543	258	285	133	197	213	43	98	39	178	105	80	88	375	80
Weighted Total	543	252	291	131	200	212	86	92	63	77	42	184	200	159	184
Yes, a lot	56	30	26	*	13	43	8	14	1	9	18	6	19	31	6
	10.4%	12.1%	8.9%	*	6.4%	20.4%	9.6%	15.1%	2.2%	11.4%	43.0%	3.4%	9.7%	19.3%	3.4%
Yes, a little	100	30	69	9	40	51	8	20	21	27	16	9	36	55	9
	18.4%	12.1%	23.9%	6.7%	19.9%	24.2%	8.9%	21.4%	33.6%	34.7%	38.4%	4.8%	18.2%	34.3%	4.8%
Maybe	9	3	6	2	3	3	2	-	2	2	*	3	2	4	3
	1.6%	1.2%	1.9%	1.7%	1.6%	1.5%	2.3%	-	2.6%	2.7%	*	1.4%	1.0%	2.4%	1.4%
No	375	184	190	116	144	114	68	58	39	39	8	162	142	70	162
	69.0%	73.2%	65.3%	88.7%	72.0%	53.9%	79.2%	63.5%	61.6%	51.2%	18.2%	88.3%	71.1%	43.9%	88.3%
Don't know	4	4	-	4	-	-	-	-	-	-	-	4	-	-	4
	0.7%	1.4%	-	2.8%	-	-	-	-	-	-	-	2.0%	-	-	2.0%
SIGMA	543	252	291	131	200	212	86	92	63	77	42	184	200	159	184
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 2

Q2. Normal weightings

Q2. From what you have seen or heard, do you think this planning application should be accepted, meaning that the development can go ahead, or rejected, meaning that the development cannot go ahead?

Base: All Respondents

	Total	Gender		Age			Postcode					Ward			
		Male	Female	18-34	35-54	55+	IV15	IV7	IV4, IV6	IV1, IV8, IV9, IV11	IV10	IV16, IV17, IV18	Dingwall & Seaforth	Black Isle	Cromarty Firth
Unweighted Total	543	258	285	133	197	213	43	98	39	178	105	80	88	375	80
Weighted Total	543	252	291	131	200	212	86	92	63	77	42	184	200	159	184
This planning application should be accepted	275	123	152	60	81	134	40	46	46	42	24	76	109	89	76
	50.6%	48.7%	52.2%	46.1%	40.3%	63.0%	45.9%	50.7%	73.8%	55.0%	57.3%	41.4%	54.6%	56.1%	41.4%
This planning application should be rejected	35	13	22	4	9	22	4	11	-	4	9	6	15	14	6
	6.5%	5.3%	7.6%	3.3%	4.6%	10.3%	5.0%	12.3%	-	5.3%	22.3%	3.5%	7.3%	9.0%	3.5%
Don't know	233	116	117	66	110	57	42	34	16	31	8	101	76	55	101
	42.9%	46.0%	40.3%	50.6%	55.1%	26.7%	49.1%	37.0%	26.2%	39.7%	20.4%	55.2%	38.1%	34.9%	55.2%
SIGMA	543	252	291	131	200	212	86	92	63	77	42	184	200	159	184
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

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Table 3
Q3. Normal weightings
Q3. To what extent have you experienced difficulty trying to secure residential care for yourself or an elderly relative, or have you not experienced any difficulty at all?
Base: All Respondents

	Total	Gender		Age			Postcode					Ward			
		Male	Female	18-34	35-54	55+	IV15	IV7	IV4, IV6	IV1, IV8, IV9, IV11	IV10	IV16, IV17, IV18	Dingwall & Seaforth	Black Isle	Cromarty Firth
Unweighted Total	543	258	285	133	197	213	43	98	39	178	105	80	88	375	80
Weighted Total	543	252	291	131	200	212	86	92	63	77	42	184	200	159	184
A great deal	43	16	27	2	20	21	3	2	7	7	6	17	8	18	17
	7.8%	6.3%	9.2%	1.5%	10.0%	9.7%	3.7%	2.5%	11.1%	9.7%	14.5%	9.0%	3.8%	11.6%	9.0%
Somewhat	16	4	11	3	8	6	3	2	-	4	2	5	3	8	5
	2.9%	1.7%	3.9%	2.0%	3.8%	2.6%	3.7%	2.0%	-	4.8%	5.0%	2.7%	1.6%	4.8%	2.7%
A little	12	10	2	1	1	11	1	*	3	1	2	5	1	6	5
	2.3%	4.0%	0.8%	0.9%	*	5.0%	1.2%	0.5%	5.2%	1.1%	4.3%	2.7%	0.5%	4.0%	2.7%
I have not experienced any difficulty	448	209	239	117	165	166	75	81	48	64	29	151	175	122	151
	82.5%	83.1%	82.0%	89.7%	82.3%	78.3%	87.6%	88.0%	75.7%	83.6%	69.3%	82.3%	87.3%	76.8%	82.3%
Don't know	24	12	12	8	7	9	3	6	5	1	3	6	14	4	6
	4.5%	4.9%	4.1%	6.0%	3.7%	4.3%	3.7%	7.1%	8.0%	0.8%	6.8%	3.3%	6.8%	2.8%	3.3%
SIGMA	543	252	291	131	200	212	86	92	63	77	42	184	200	159	184
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 4

Q4. Normal weightings

Q4. The planned care home is proposed to be built on a green belt site not currently zoned for development. Critics of the proposal say that building a care home on this site will not only bridge the land between the villages of Fortrose and Rosemarkie, absolving the historic boundary between the villages, but may also open the area up for further commercial development. Proponents of the proposal argue that the desperate need for a care home in an area with an ageing population and the closure of a nearby care home last year, along with poor suitability of other nearby proposed sites, means the development needs to go ahead. Which of the following is more important to you?

Base: All Respondents

	Total	Gender		Age			Postcode					Ward			
		Male	Female	18-34	35-54	55+	IV15	IV7	IV4, IV6	IV1, IV8, IV9, IV11	IV10	IV16, IV17, IV18	Dingwall & Seaforth	Black Isle	Cromarty Firth
Unweighted Total	543	258	285	133	197	213	43	98	39	178	105	80	88	375	80
Weighted Total	543	252	291	131	200	212	86	92	63	77	42	184	200	159	184
Preservation of the green belt land and the historic border between Fortrose and	73	37	36	9	21	43	8	16	6	16	13	15	23	34	15
The building of a new care home in Fortrose	13.4%	14.5%	12.4%	7.0%	10.2%	20.3%	8.7%	17.2%	9.1%	20.3%	30.9%	8.2%	11.7%	21.4%	8.2%
Both are equally important	309	147	163	67	122	120	53	46	35	47	20	109	109	92	109
Don't know	19.1%	17.2%	20.7%	25.2%	16.3%	17.9%	15.4%	23.0%	29.9%	12.9%	18.3%	17.8%	22.7%	15.9%	17.8%
SIGMA	543	252	291	131	200	212	86	92	63	77	42	184	200	159	184
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%