

Aberdeen Community Planning Partnership

City Voice 38th Survey Report

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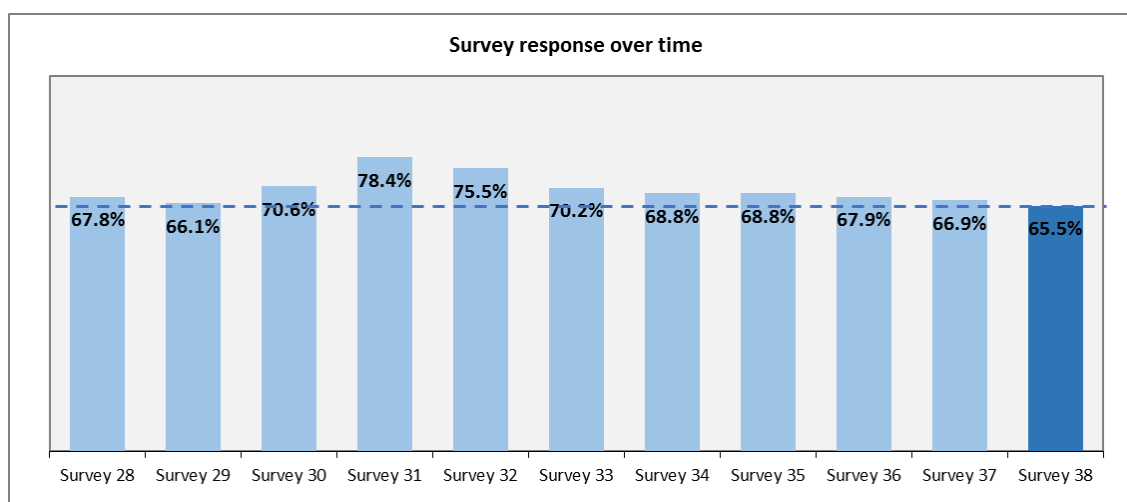
1. INTRODUCTION

- 1.1. Aberdeen City Voice – the Citizens’ Panel for Aberdeen – has been operating as a mechanism for residents to give their views since 2004. A substantial number of postal and online surveys have been conducted with City Voice members over this period, considering a broad range of topics across Community Planning Themes. Feedback has been used by Community Planning Partners to shape service provision and policy, and to measure performance.
- 1.2. This report sets out findings from the 38th City Voice survey. The survey sought panellists’ views on a range of issues affecting people and services in Aberdeen. The specific topics covered by the survey were:
- Active Aberdeen Partnership;
 - Roads Winter Maintenance Policy;
 - Economic Development;
 - City Warden Service;
 - Adult Learning; and
 - Transforming Online Council Services.

Survey fieldwork and response

- 1.3. The survey was issued to all 902 current City Voice members in June 2016. By survey close at the end of July, a total of 591 responses had been received, representing an overall response rate of 66%. This is a strong response to any survey and indicates continuing strong engagement amongst City Voice members (see Figure 1). Survey response was also strong across all parts of Aberdeen, although the North and South areas showed a somewhat higher response rate (both a 67% response) and the Central area a somewhat lower response (62%).

Figure 1: Survey response rates over time



- 1.4. Most importantly, the level of survey response achieved is sufficient to produce robust overall survey results and to permit more detailed analysis of results for specific respondent groups. This has allowed our analysis to consider potential variation in results across a range of socio-demographic groups.
- 1.5. A detailed profile of survey respondents is provided at Figure 2 below. This indicates that although there was a relatively strong response across most socio-demographic groups, the profile of survey respondents indicates that some parts of the wider Aberdeen City population are better represented than others. In particular panellists aged under 35, those of working age who are not in employment, and those who rent their home account for a smaller proportion of survey respondents than the wider population.

Figure 2: Profile of survey respondents

	Survey 38 Respondents		Aberdeen City population
Gender			
Female	314	53%	50%
Male	276	47%	50%
Age			
16-34	37	6%	39%
35-54	208	35%	30%
55-64	138	23%	13%
65+	207	35%	18%
Ethnicity			
European, including British	566	97%	92%
African or Caribbean, Asian and other ethnicities	19	3%	8%
Household Type			
Household with children	135	23%	20%
Household without children	453	77%	80%
Employment Status			
Employed	327	56%	63%
Retired	223	38%	11%
Other	33	6%	26%
Housing Tenure			
Owner occupied	497	86%	57%
Social rented	52	9%	24%
Private rented/ other	31	5%	18%
Location			
North	178	30%	-
Central	196	33%	-
South	216	37%	-

Sources: GRO(S) Mid-Year population estimates, 2011 Census

Note that some socio-demographic information was not available for a small number of respondents.

Analysis and reporting

- 1.6. This report presents frequency results for each of the survey questions. In some cases, the analysis has excluded “don’t know” responses from the percentage base to give a more accurate indication of views amongst residents with experience of services and this is made clear in the report text. Full tabular results are appended to the report, including base numbers for all figures presented in the main body of the report.
- 1.7. All survey questions have been cross-tabulated with a range of socio-demographic indicators to assess the extent of any variation in views across key respondent groups. This has included area, gender, age, household type, disability, employment status and housing tenure. We highlight any significant variation in the report text, and detailed results by respondent sub-group are appended to this report.
- 1.8. We round percentages up or down to the nearest whole number; for some questions this means that percentages may not sum to 100%. Similarly, aggregate figures presented in the text (e.g. percentage of respondents answering “very satisfied” or “satisfied”) may not sum to results presented in figures and tables.

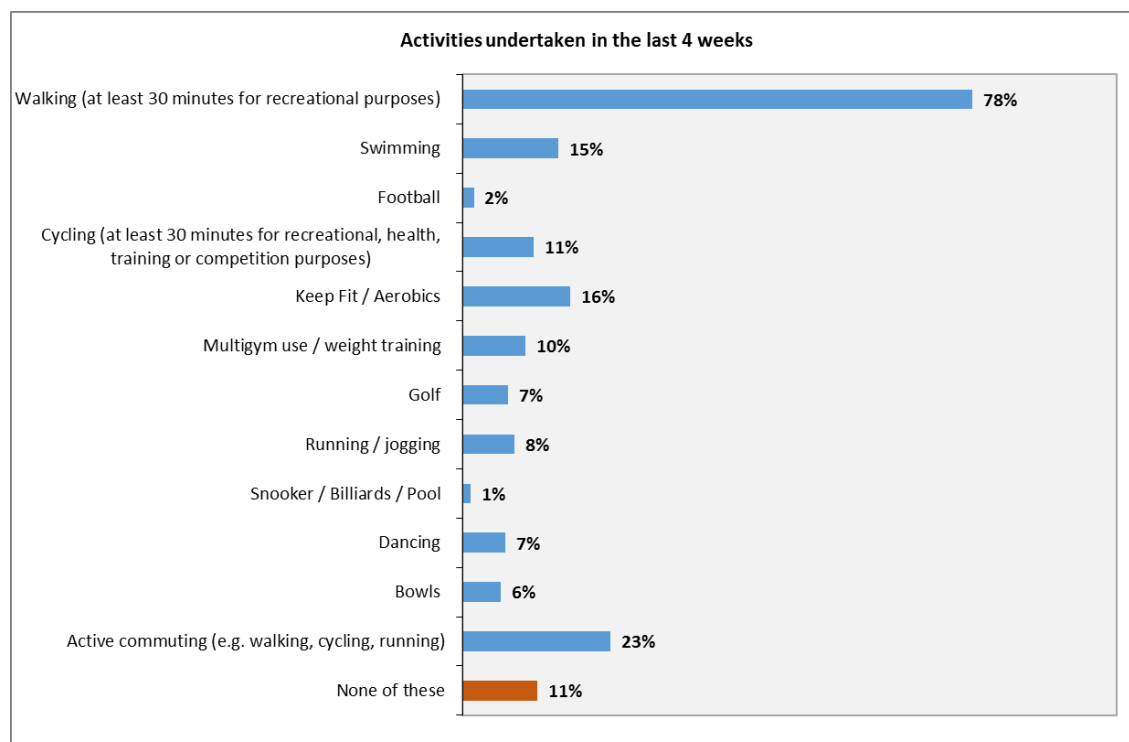
2. ACTIVE ABERDEEN PARTNERSHIP

- 2.1. This first section considers respondents' engagement in sport and physical activity. Findings here will inform development of the Active Aberdeen Partnership's strategy to make Aberdeen the most active city in Scotland by 2020.

Undertaking physical activity

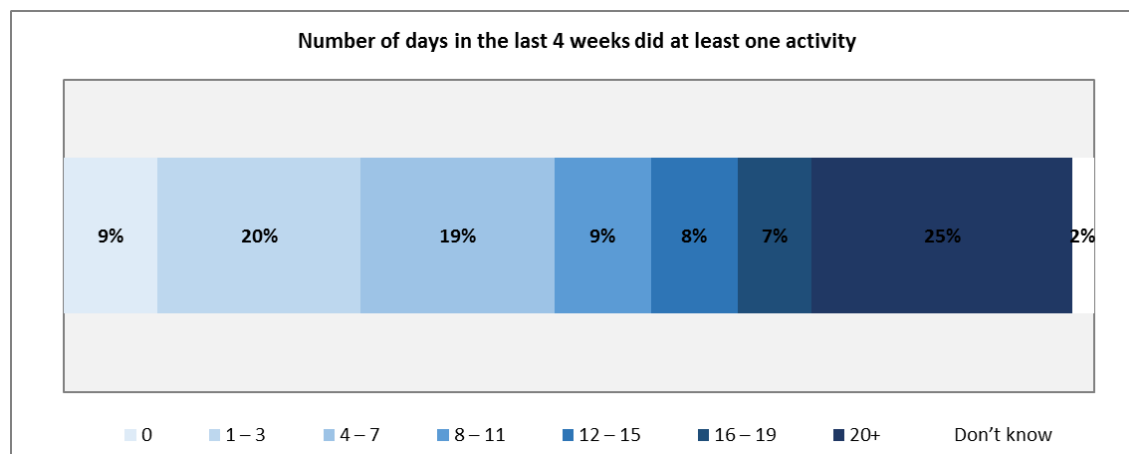
- 2.2. **Survey findings show relatively widespread physical activity;** around 9 in 10 indicated that they had undertaken one or more of the activities listed at Figure 3 in the last four weeks (89%). Walking was by far the most common physical activity, undertaken by more than three quarters of all respondents (78%). It is also notable that nearly a quarter of respondents had undertaken active commuting such as walking or cycling in the last four weeks (23%). These findings were broadly consistent across local areas and key demographic groups.
- 2.3. In addition to the options listed at Figure 3, around 1 in 7 respondents mentioned having undertaken a number of other physical activities in the last 4 weeks. These activities ranged from more "leisure" activities such as gardening and dog walking, to organised classes such as Pilates and yoga.

Figure 3: Physical activity undertaken in the last 4 weeks



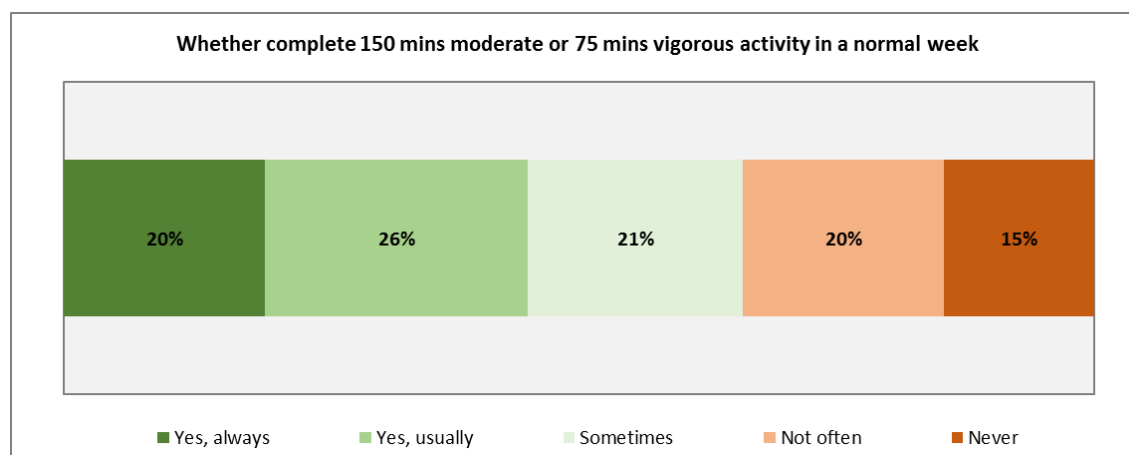
- 2.4. As Figure 4 indicates, **survey findings show that most respondents had been active on less than half of days in the last 4 weeks**; 57% of respondents had been physically active on fewer than 12 days in the last 28 days. However, there remained a quarter of respondents who had been physically active on at least 20 of the last 28 days (25%).

Figure 4: How often in the last 4 weeks have been physically active



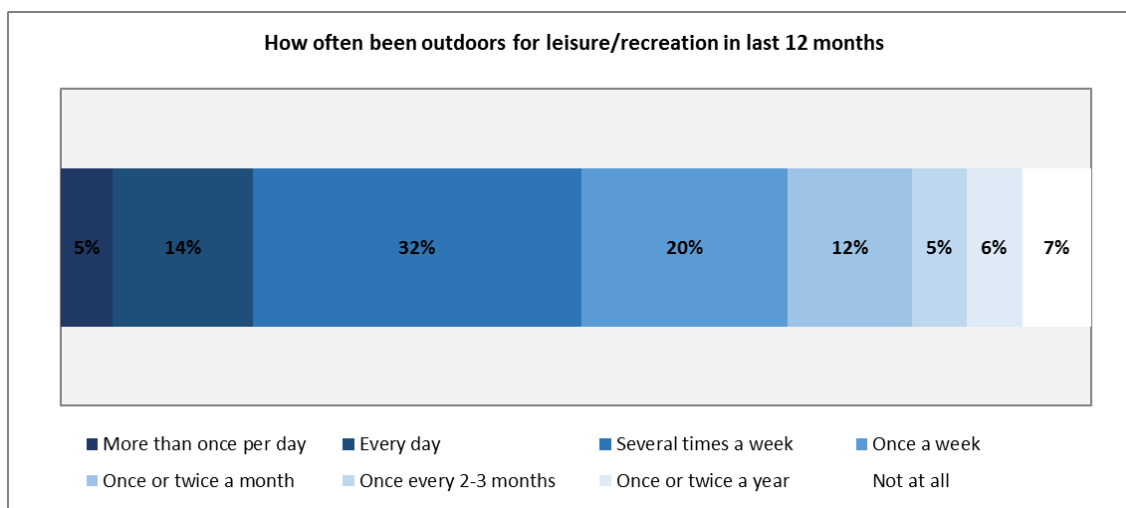
- 2.5. **A little less than half of respondents meet weekly targets for physical activity**; 46% of respondents indicated that they usually complete 150 minutes of 'moderate' or 75 minutes of 'vigorous' physical activity in a normal week (Figure 5). A further third of respondents indicated that they rarely or never meet weekly targets for physical activity (35%). There was some variation across age groups in these findings, with under 35s most likely to have met targets for physical activity, and those aged 65+ least likely to have met targets.

Figure 5: Whether meet targets for physical activity in a 'normal' week



- 2.6. ***The majority of respondents go outdoors for leisure or recreation at least once a week; 71% of respondents indicated this (Figure 6).*** This includes around 1 in 5 respondents who go outdoors for leisure or recreation at least once a day (19%). Nevertheless, there remained around 1 in 6 respondents who go outdoors for leisure or recreation no more than every 2-3 months (17%). These findings were consistent across local areas and key demographic groups.

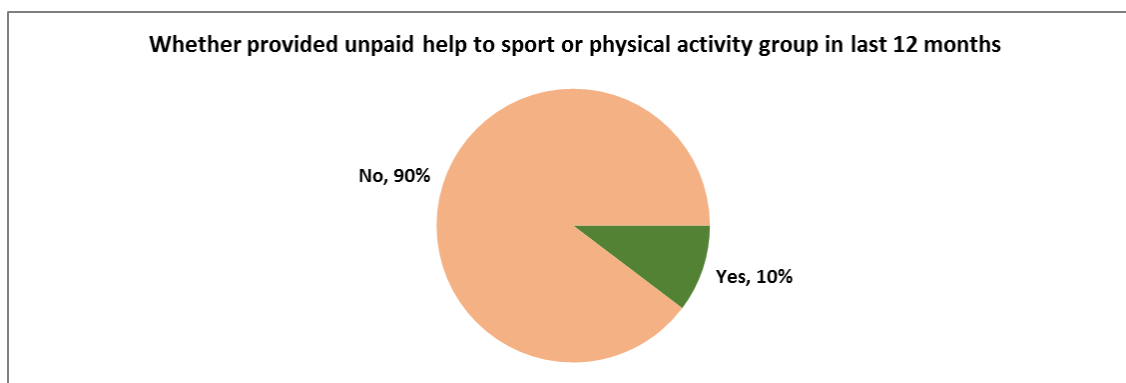
Figure 6: How often go outdoors for leisure and recreation in Scotland



Providing unpaid work to sports or physical activity groups

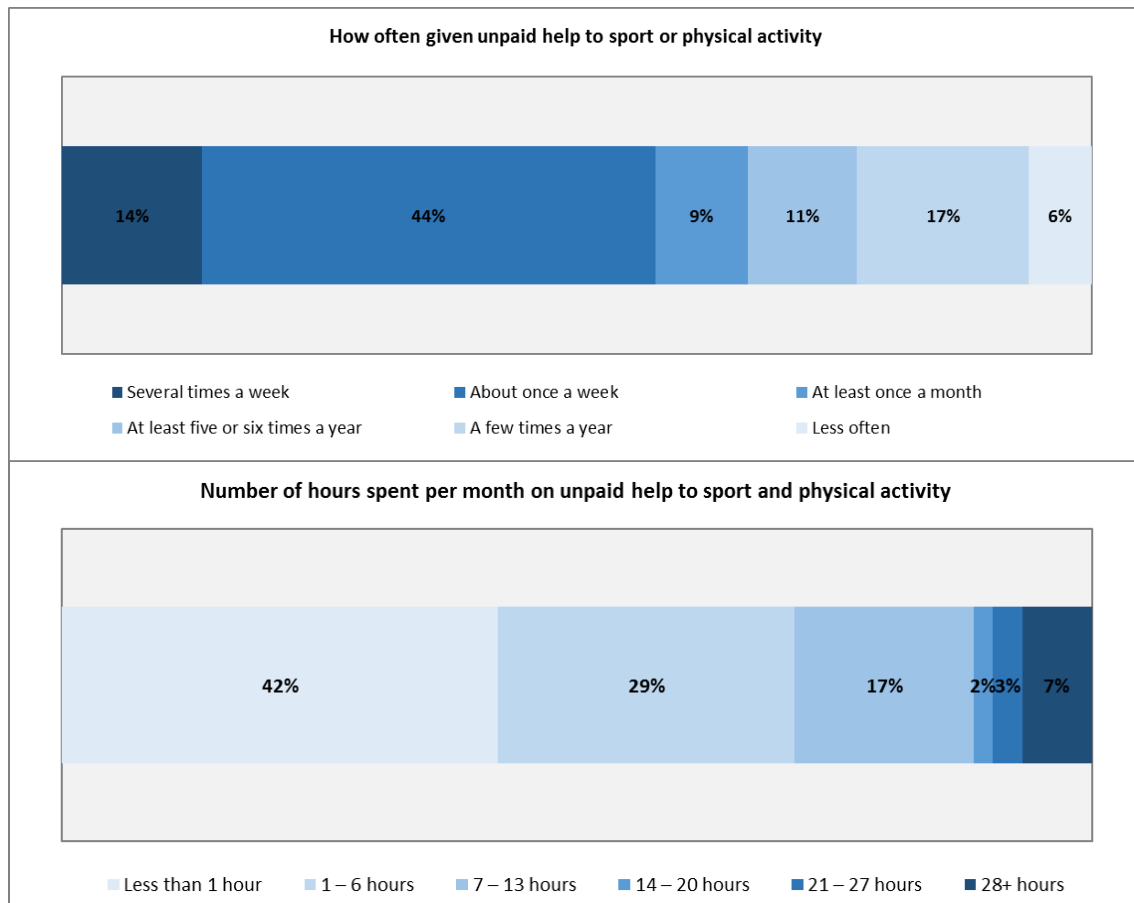
- 2.7. In addition to engagement in physical activity, the survey also asked panellists about any unpaid work that they give to sports or physical activity groups.
- 2.8. As Figure 7 shows, ***1 in 10 respondents have provided unpaid work to sports or physical activity groups in the last year*** (10%). This finding was consistent across local areas and key demographic groups.

Figure 7: Whether provided unpaid help to a sport or physical activity group



- 2.9. In terms of how respondents provide this unpaid help, the majority give unpaid help at least once a week (67%), and most provide up to 7 hours per month (71%). Perhaps unsurprisingly, those who give unpaid help more frequently typically provide more hours of unpaid help. For example, most of those who provide help at least once a week provide 20 hours or more of unpaid help per month.

Figure 8: Those providing unpaid help to sports/physical activity groups: details



Service Response: this is what we are doing

We are currently out to consultation on the Strategy for an Active Aberdeen and the information provided by the City Voice has been very useful.

The strategy, which is a strategy owned by all partners in the City through the Active Aberdeen Partnership, has 3 key aims:

- 1) Increase the number of people who participate in sport and physical activity
- 2) Invest in our infrastructure of people and places
- 3) Be Inclusive, delivering programmes that meet the needs of the entire community

The information received on how many people are active is promising and we, as the Active Aberdeen Partnership, will endeavour to keep those people active on a regular basis as well as helping the inactive to become active. This will include looking at active commuting and how we can develop this further to increase the number of people actively commuting to and from work/education.

Volunteering is an important area of work where all partners in the City are keen to develop. It is great to see 10% of the respondents already volunteer in sport & physical activity and we will work with the community and key agencies to increase the number of volunteering opportunities, as well as supporting volunteers in the appropriate way.

There will be focus groups in October where we will look in more detail as to how we will make the strategy come to life and have a positive impact on the City. If you are interested in attending a focus group, please email me at jobell1@sportaberdeen.co.uk.

Jo Bell

Director of Sport & Active Lifestyles

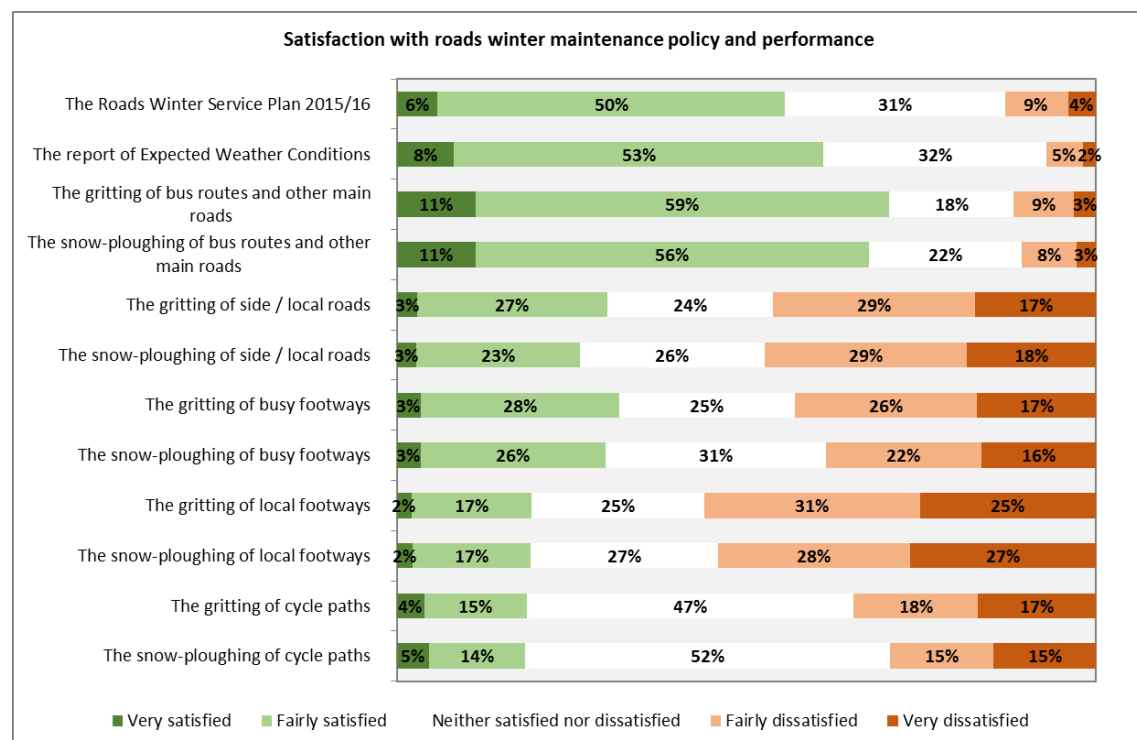
Sport Aberdeen

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3. ROADS WINTER MAINTENANCE POLICY

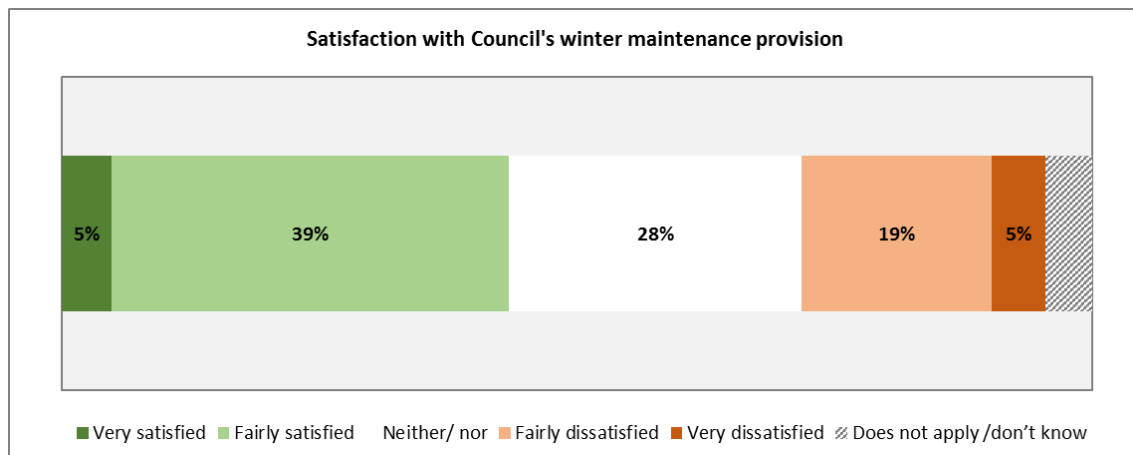
- 3.1. This section considers respondents' views on Aberdeen City Council's Winter Maintenance Policy for its road network. This includes satisfaction with specific aspects of winter maintenance performance.
- 3.2. **Survey findings show somewhat mixed views on the Council's roads winter maintenance.** As Figure 9 shows, views were generally positive on the Roads Winter Maintenance Plan (55% satisfied) and report of Expected Weather Conditions (61% satisfied). Views were also generally positive in relation to the gritting and snow ploughing of bus routes and main roads; more than two thirds of respondents were satisfied with these (70% and 68% respectively).
- 3.3. Respondents were less positive on the gritting and snow ploughing of other roads, footways and cycle paths – dissatisfied respondents outnumbered satisfied across all aspects of winter maintenance for these routes. Views were most negative on gritting and snow-ploughing of local footways, with more than half of those giving a view dissatisfied with the Council's performance here (56% dissatisfied with gritting, and 54% with snow-ploughing). Views were also generally negative in relation to gritting and snow-ploughing of side/local roads, busy footways, and cycle paths.
- 3.4. Respondent satisfaction with roads winter maintenance policy and performance was consistent across local areas and key demographic groups.

Figure 9: Views on Aberdeen City Council roads winter policy and performance



- 3.5. Consistent with the mixed profile of views evident at Figure 9 above, **respondents' were somewhat divided in terms of their overall satisfaction with the Council's winter maintenance provision.** As Figure 10 below shows, 44% of respondents indicated that they are satisfied with the Council's winter maintenance provision, while 24% expressed dissatisfaction. This finding was consistent across local areas and key demographic groups.

Figure 10: Views on Aberdeen City Council winter maintenance provision



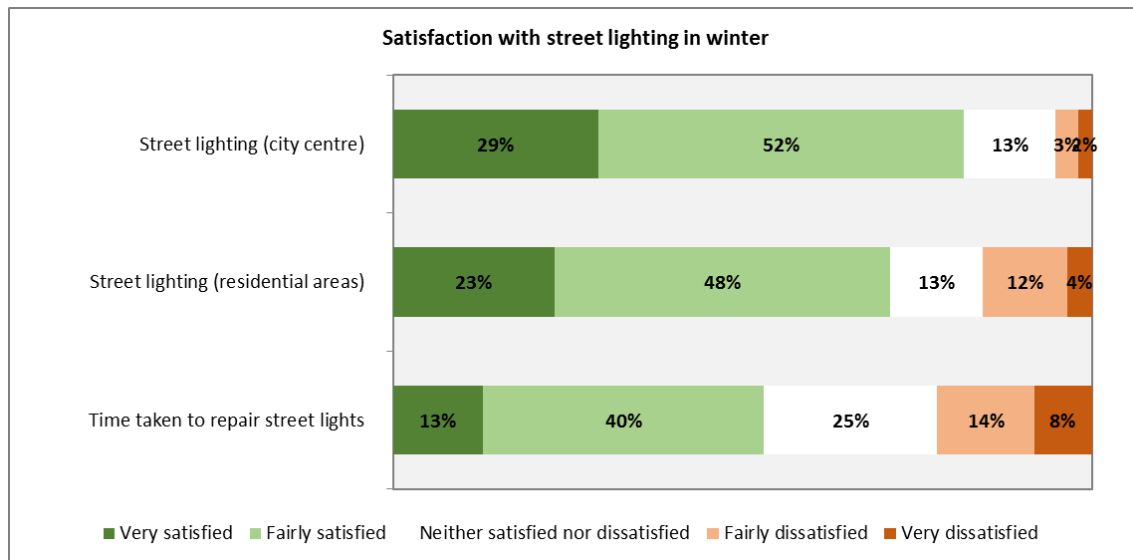
- 3.6. The survey also asked those who have used grit bins and/or community salt bags to rate this service. As Figure 11 shows, **a large majority of respondents were satisfied with their experience of using grit bins** (74%). Views were somewhat less positive in relation to experience of using community salt bags; 43% were satisfied with their experience, but there remained more than a quarter who were dissatisfied (26%). This finding was consistent across local areas and key demographic groups.

Figure 11: Views on grit bins and salt bags



- 3.7. **Survey findings show generally positive views on street lighting in winter conditions.** Views were particularly positive in relation to street lighting of city centres (82% satisfied) and residential areas (71% satisfied). Views were somewhat less positive on the time taken to repair street lights, with a little over half satisfied (53%) and more than 1 in 5 dissatisfied (22%). These findings were consistent across local areas and key demographic groups.

Figure 12: Views on street lighting in winter



Service Response: this is what we are doing

The public's generally positive response to the Council's Winter Maintenance operations is pleasing.

There is a high degree of satisfaction regarding the treatment of the main roads and bus routes. The lower satisfaction regarding the side road treatment is reflective of the priority that the operational plan places on various sections of the network.

The Council has placed a large number of grit bins at strategic locations throughout the road network to allow residents to undertake treatment if necessary. These are particularly useful where the Council cannot quickly treat a particular area. This approach does seem to be popular with residents and road users with only 5% of 547 respondents having some degree of dissatisfaction with this approach. The grit bins however do have a limited capacity, and while the bins are filled in advance of winter or any forecast snow event, the salt in them is used after a couple of days. The subsequent draw on labour and plant to replenish the grit bins is not always available during a prolonged period of bad weather. To overcome this problem the Council has been deploying larger bags of salt, these require less resources to deploy. Again the public seem to have a low degree of dissatisfaction with this approach (4% of 511 respondents).

It is pleasing to note that respondents are generally satisfied with our performance on providing street lighting at the most sensitive time of the year, when residents are out during the hours of darkness.

There are a number of issues that we will need to address namely the time taken to repair the street lighting when a fault does develop. The high level of 'don't know' answers regarding knowledge of policies and operational issues also does indicate that we may need to undertake more work to communicate with the public.

Sharon Toseland

Technician

Aberdeen City Council

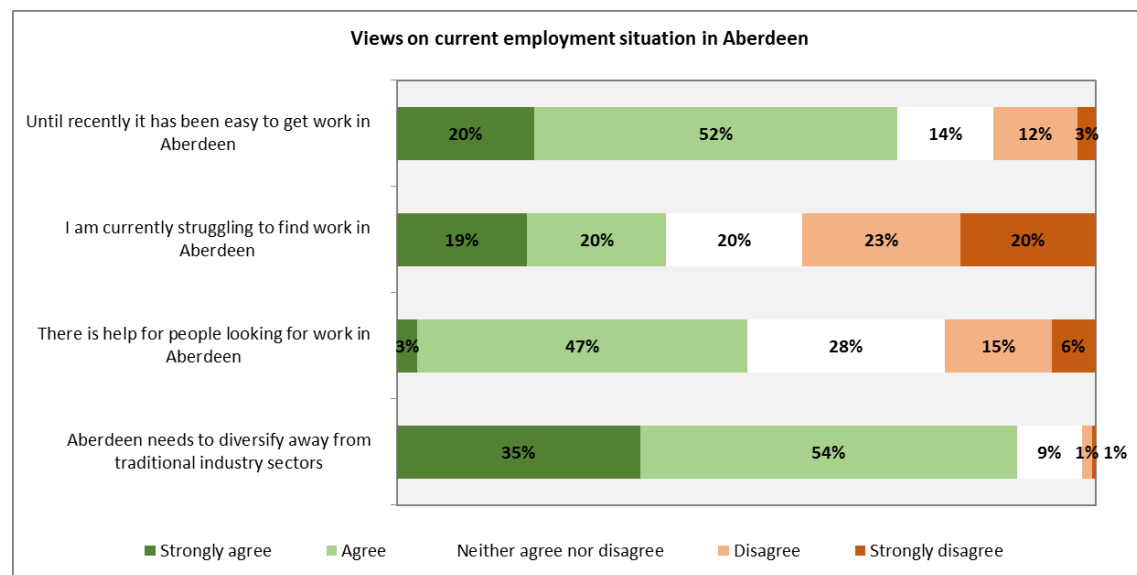
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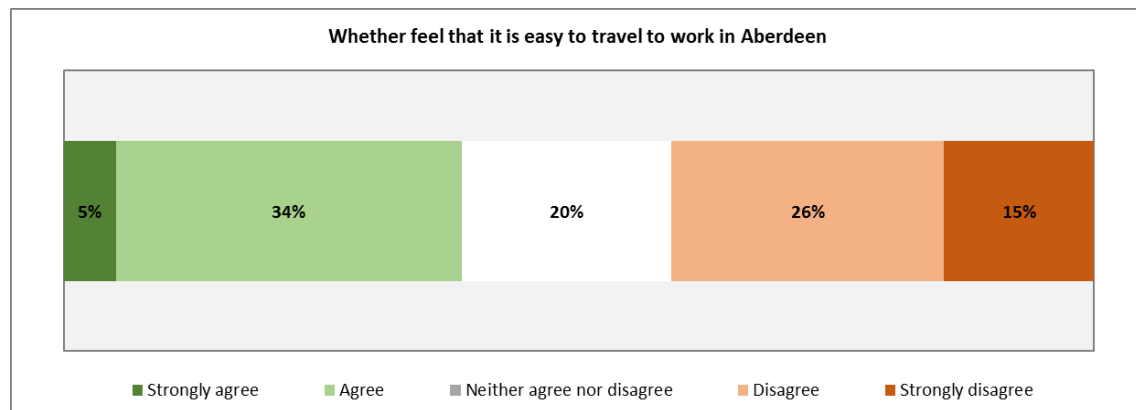
4. ECONOMIC DEVELOPMENT

- 4.1. This section considers respondents' views on employment and business in Aberdeen. This includes views on the current employment situation in the City, on travel to work in Aberdeen, and on Aberdeen as a good business location.
- 4.2. The survey asked for views on a range of statements relating to the current employment situation in Aberdeen (Figure 13). Survey results show somewhat mixed views on employment in the City, with the main points of note being:
- Most agree that it has been easy to get work in Aberdeen until recently (72%);
 - Around 2 in 5 of those currently looking for work indicated that they are struggling to find work in Aberdeen (39%);
 - Half of respondents feel that there is help for people looking for work in Aberdeen (50%); and
 - The great majority of respondents feel that Aberdeen needs to diversify away from traditional industry sectors (89%).
- 4.3. Views on the employment situation in Aberdeen were consistent across local areas and key demographic groups.

Figure 13: Views on current employment situation in Aberdeen



- 4.4. The majority of survey respondents provided written comment in support of their response at Figure 13 above. A substantial number of these respondents pointed out that specific statements were less relevant to their situation, for example those who are retired or who do not have recent experience of looking for work. However, respondents also raised a range of issues and concerns relating to employment in the City. These focused primarily on the issues of employment opportunities, and diversifying Aberdeen's economy:
- **Employment opportunities:** Respondents expressed a common view that the downturn in the oil market has had a major impact on employment in the city. This included a substantial number with personal experience, and others who referred to friends and family having left the City due to a lack of suitable employment. Alongside these experiences, many respondents expressed an interest in a broader range of employment opportunities in the City. Some suggested that there are job opportunities across the City, including some who had experience of difficulties filling posts. However, others expressed concerns that available opportunities are often lower paid jobs. The high cost of living in the City was highlighted as an issue for those seeking employment.
 - **Diversifying Aberdeen's economy:** A large number of respondents were concerned that Aberdeen's economy is too reliant on the oil and gas industry (a "one sector economy"), and suggested that this is a significant a risk for employment opportunities. These respondents pointed to the downturn in the oil and gas industry having had a significant impact on the City – in terms of job opportunities, and more broadly on aspects such as the appearance of the high street (e.g. shops closing). Many respondents felt that there is a need to diversify the City's economy, and some suggested that the broad set of skills in Aberdeen could be transferred to other industries. In terms of specific industries, respondents referred to renewable energies, fishing, ship/boat building, printing, financial services, and education.
- 4.5. **Views are divided on ease of travelling to work in Aberdeen;** around 2 in 5 feel that travel to work in Aberdeen is easy (39%) while a similar proportion disagree (41%) – see Figure 14 over the page. This finding was consistent across local areas and key demographic groups.

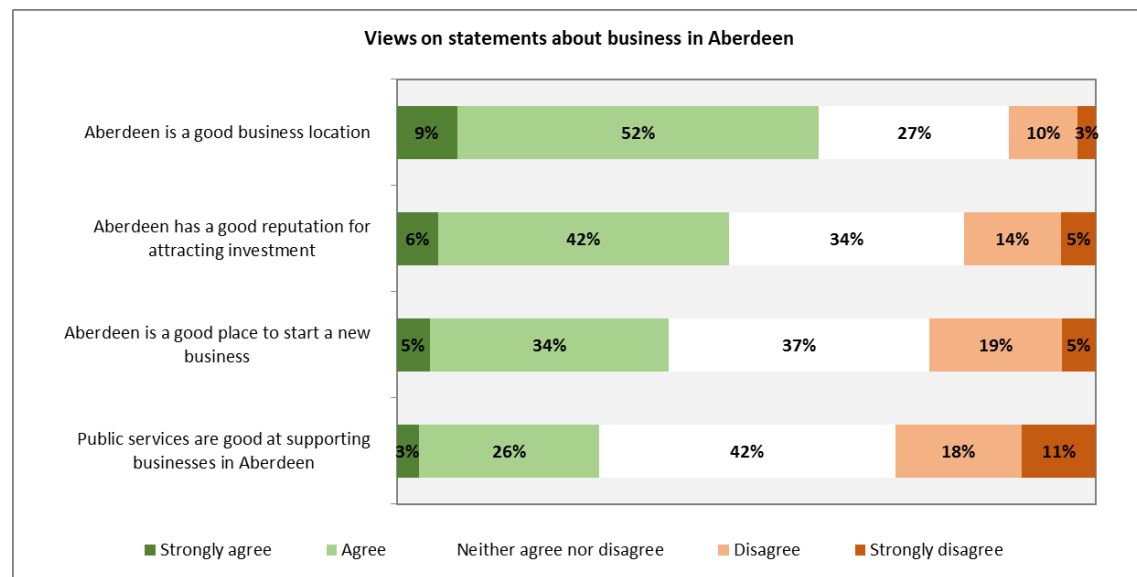
Figure 14: Views on ease of travel to work in Aberdeen

4.6. A number of respondents provided further comment on the ease of travel to work in Aberdeen. A substantial number of these respondents indicated that they found travel to work in the City relatively easy, including a mix of public transport and car users. However, most of those providing comment expressed concerns around the ease of travel to work in Aberdeen. These concerns focused primarily on two main issues:

- **Road congestion during peak travel times** was the most commonly mentioned issue. Some were concerned that the roads infrastructure is not suitable for the volume of traffic, or “for a city of this size”. Respondents referred to issues such as road surface condition and specific events such as roads closures as having exacerbated road congestion (although some felt that the third Don crossing has helped to ease congestion). A substantial number of those raising concerns regarding road congestion referred to the length of their journey to work.
- **The quality and cost of public transport** was also a common concern. This was primarily concerns around the reliability of bus services, and what was seen as the excessive cost of bus services in the City (some suggested that a lack of competition was contributing to the high cost of services). Respondents also referred to limitations on bus routes requiring many workers to undertake multiple leg journeys to work – increasing travel time and cost.
- A small number of respondents wished to see a greater focus on non-car travel in the city. In addition to better bus services, this included better provision for bike travel across the City.

- 4.7. **Survey findings show somewhat mixed views on Aberdeen as a business location.** As Figure 15 shows, most respondents agree that Aberdeen is a good business location (61%), and nearly half agree that Aberdeen has a good reputation for attracting investment (48%). However, views are less positive on Aberdeen as a good place to start a new business (39% agree, 24% disagree) and on whether public services are good at supporting businesses in Aberdeen (29% agree, 29% disagree).
- 4.8. Views on Aberdeen as a business location were consistent across local areas and key demographic groups.

Figure 15: Views on business in Aberdeen



- 4.9. Respondents also provided further comment in relation to their views on business in Aberdeen. This included a number of respondents of the view that Aberdeen is good base for business, with particular reference to investment linked to the oil and gas industry having improved employment opportunities, and infrastructure such as transport and other services.
- 4.10. However, a substantial number of respondent also raised concerns around the extent to which Aberdeen is, or will continue to be, a good business location. This was most commonly with reference to a perceived **reliance on the oil and gas industry**, and the impact of the recent industry downturn having had a negative impact on the City (“gives the impression of a city in depression”).

- 4.11. Most of those raising concerns for Aberdeen as a business location saw a need for **more investment to attract businesses**. This included a particular focus on attracting a more diverse set of businesses to the City. In terms of specific forms of investment, the most common suggestions were transport links – the range and cost of services from Aberdeen Airport, insufficient transport links from the City Centre to the airport, and a need for better transport links to Central Scotland. Respondents also suggested a need for investment to upgrade retail opportunities in the City, including improvement to the high street.
- 4.12. Some of those who wished to see more investment to attract a more diverse set of businesses to the City, made specific reference to a need for **greater support for smaller businesses**. These respondents suggested that high business rates and rents acted as a deterrent to smaller businesses moving to the City, and suggested that the Council and others could do more to address this.

Service Response: this is what we are doing

The results suggest that there are mixed views on the support that the public sector provides for employment opportunities. Only 29% of respondents reported that public services are good at supporting businesses in Aberdeen compared with the same percentage who didn't. Similarly only 50% of people felt that there is help for people in Aberdeen looking for work. Respondents also provided further comment in relation to their views on business in Aberdeen. A substantial number of respondents also raised concerns around the extent to which Aberdeen is, or will continue to be, a good business location. This was most commonly with reference to a perceived reliance on the oil and gas industry, and the impact of the recent industry downturn having had a negative impact on the City.

Most of those raising concerns for Aberdeen as a business location saw a need for more investment to attract businesses. This included a particular focus on attracting a more diverse set of businesses to the City. In terms of specific forms of investment, the most common suggestions were transport links – the range and cost of services from Aberdeen Airport, insufficient transport links from the City Centre to the airport, and a need for better transport links to Central Scotland. Respondents also suggested a need for investment to upgrade retail opportunities in the City, including improvement to the high street. Some of those who wished to see more investment to attract a more diverse set of businesses to the City, made specific reference to a need for greater support for smaller businesses. These respondents suggested that high business rates and rents acted as a deterrent to smaller businesses moving to the City, and suggested that the Council and others could do more to address this.

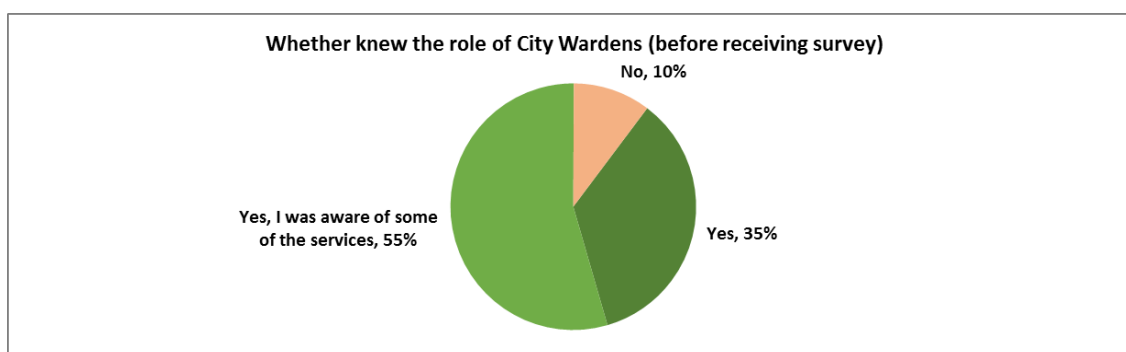
The message suggests the Council and others could do more to promote their activities around employment assistance and supporting and encouraging new business. The results will be passed to the relevant policy and service people to digest and consider in terms of how they communicate their work.

Jamie Coventry
Economic Adviser
Aberdeen City Council
Email: jocoventry@aberdeencity.gov.uk
Phone: 01224 522491

5. CITY WARDEN SERVICE

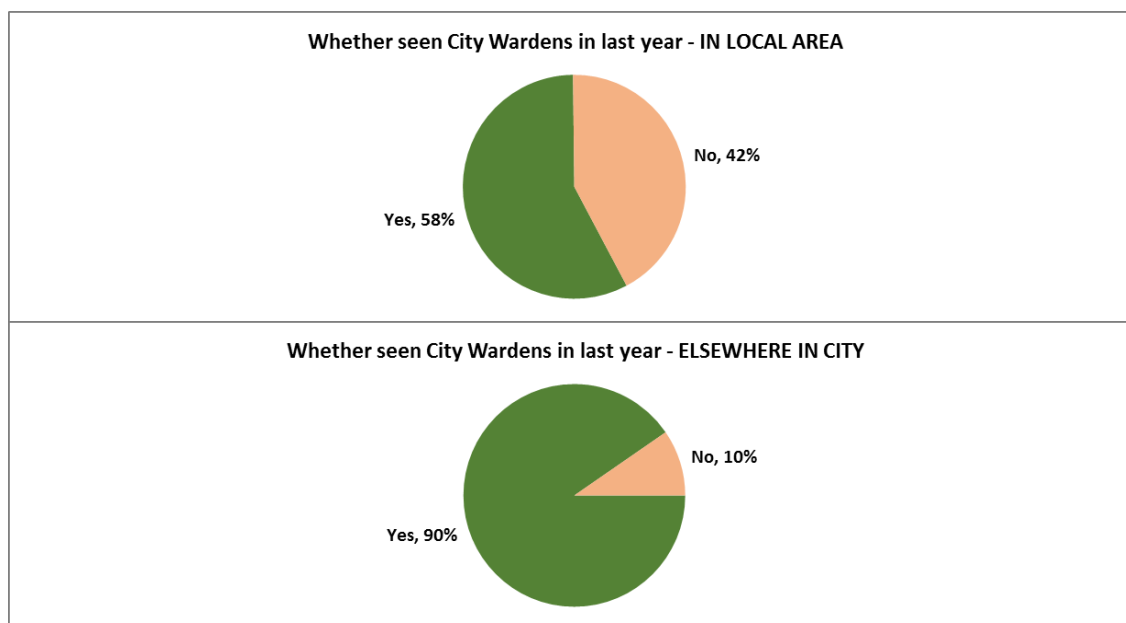
- 5.1. This section considers respondents' views on Aberdeen City Council's City Warden Service. The service has been operating in Aberdeen since 2009, with City Wardens undertaking high visibility patrols across the City to help maintain safety, cleanliness and the free flow of traffic.
- 5.2. ***A large majority of respondents had heard of the City Warden service;*** 9 in 10 indicated this (90%) although most of these respondents were aware of only some of the City Wardens' activities. This finding was consistent across local areas and key demographic groups.

Figure 16: Awareness of City Warden Service



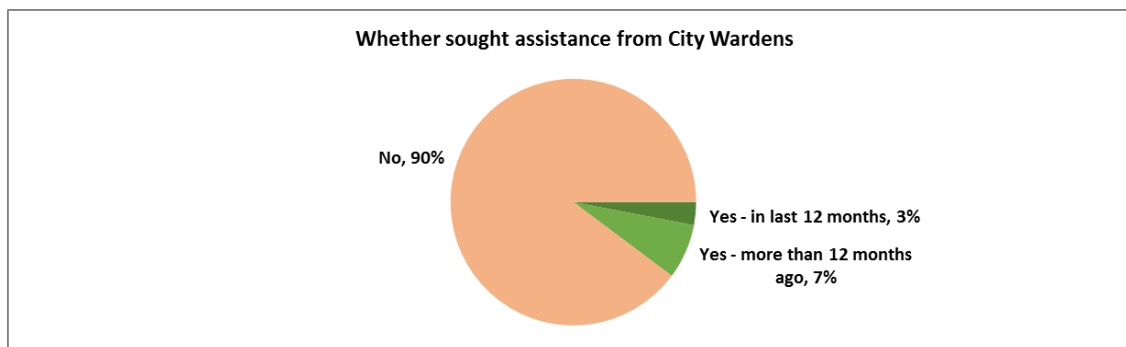
- 5.3. ***Survey findings show relatively widespread visibility for City Wardens.*** As Figure 17 shows, more than half of respondents had seen City Wardens in their local area (58%), and as many as 9 in 10 had seen City Wardens elsewhere in the City (90%). It is notable that those in the Central area were significantly more likely than others to have seen City Wardens in their local area; more than three quarters had done so, compared to less than half of those in the North area.

Figure 17: Whether seen City Wardens

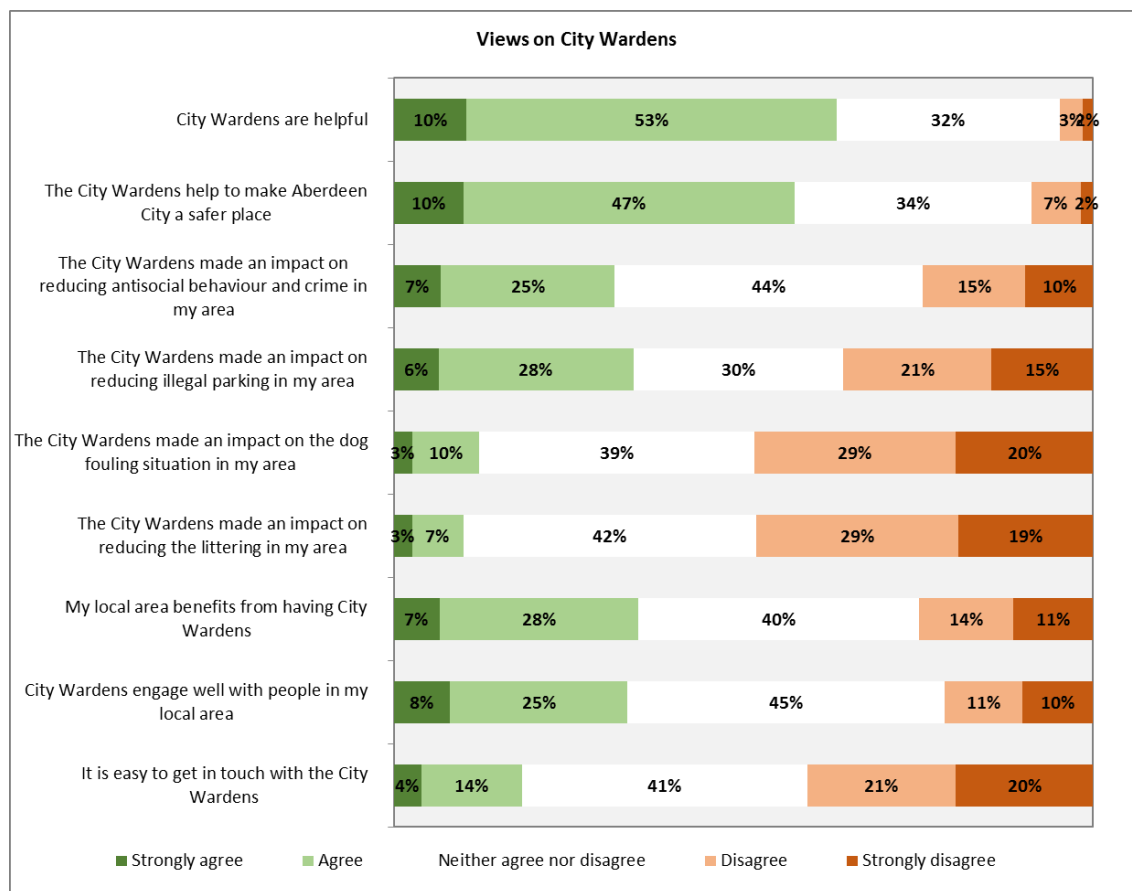


- 5.4. **Survey respondents indicate relatively limited contact with City Wardens;** 1 in 10 respondents had sought assistance from City Wardens (10%) with most of these having done so more than a year ago. This finding was consistent across local areas and key demographic groups.

Figure 18: Contact with City Wardens



- 5.5. The survey asked for views on a various aspects of the City Warden service (Figure 19 over the page). Survey results show somewhat mixed views:
- The majority of respondents feel that the City Wardens are helpful (63%), and most feel that the Wardens help to make Aberdeen a safer place (57%);
 - Respondents are less positive on the impact of City Wardens on the incidence of specific issues – particularly dog fouling and littering with nearly half of respondents of the view that City Wardens have not had an impact on these issues in their area (48%);
 - On balance, respondents feel that City Wardens benefit their local area and engage well with people in the area (around a third agree, and up to around a quarter disagree); and
 - Relatively few feel that it is easy to get in touch with City Wardens – fewer than 1 in 5 feel that it is easy to do this (18%), and around 2 in 5 feel that it is difficult (41%).
- 5.6. Views on the City Warden service were consistent across local areas.

Figure 19: Views on City Wardens

Service Response: this is what we are doing

As part of an ongoing service review the City Warden Service will use the information provided by the panel to ensure our Service meets the needs of our customers. There will be specific discussions on the areas highlighted in the report such as dealing with dog fouling and litter matters, as well as looking into how we can make the City Warden Service more accessible for our customers.

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6. ADULT LEARNING

- 6.1. This section considers respondents' views on community-based Adult Learning in Aberdeen. This includes awareness of Adult Learning opportunities, and involvement and interest in those opportunities.
- 6.2. **Survey findings show that a substantial proportion of respondents have seen information on Adult Learning in their area;** 2 in 5 indicated this (40%). Feedback from these respondents indicates that they are **most likely to see information on Adult Learning in a leaflet/publication or on a notice board**, although newspaper articles were also mentioned by some. In terms of venue, most of those who had seen information indicated that this was for Adult Learning in a community centre. There was some variation across respondent age groups, with those aged 55+ more likely than others to have seen information on Adult Learning in their area. This age group, and particularly those aged 65+, typically saw this information via leaflets, newspapers and notice boards.

Figure 20: Awareness of Adult Learning in local area

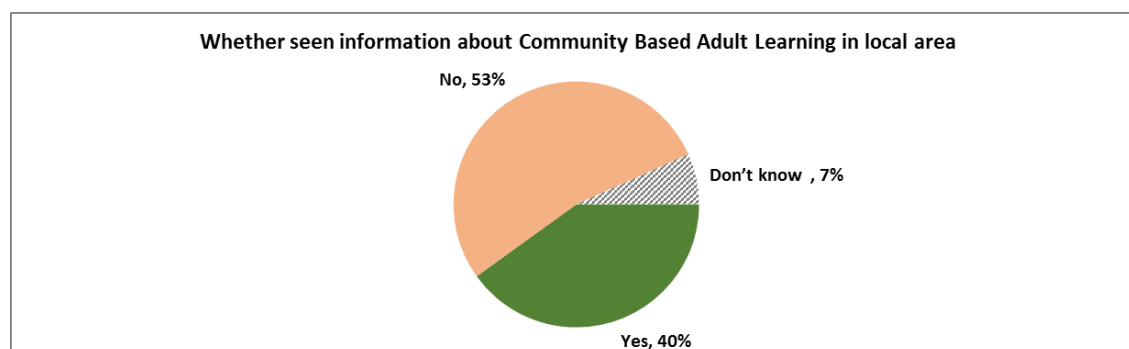
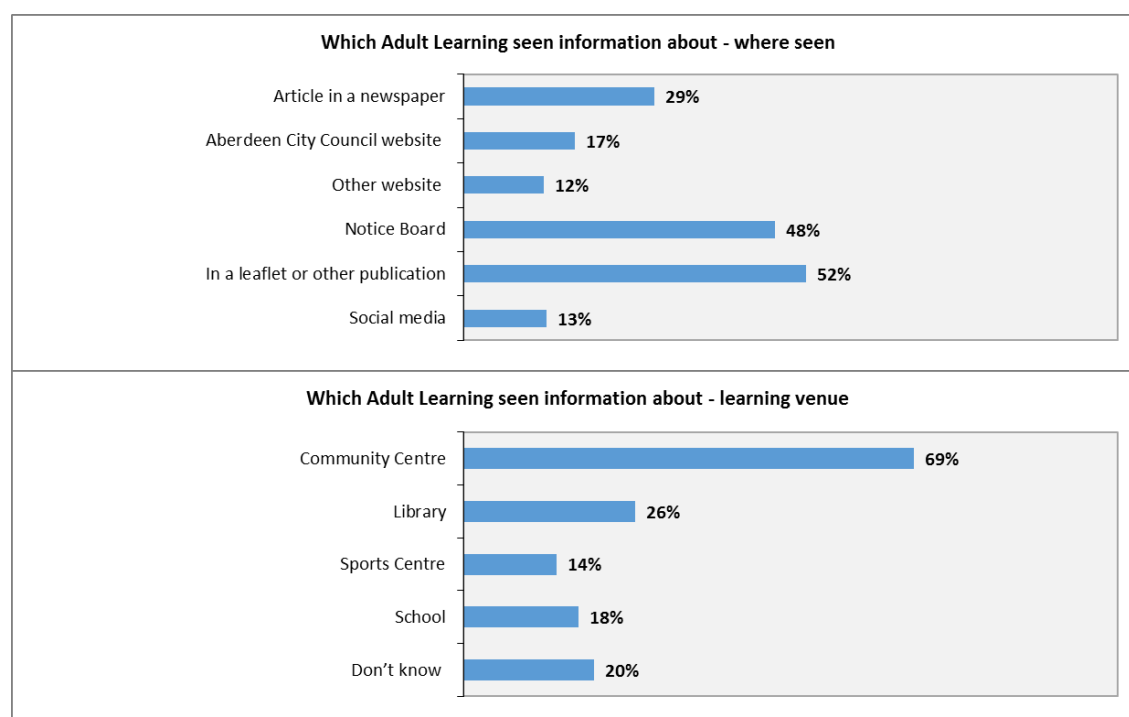
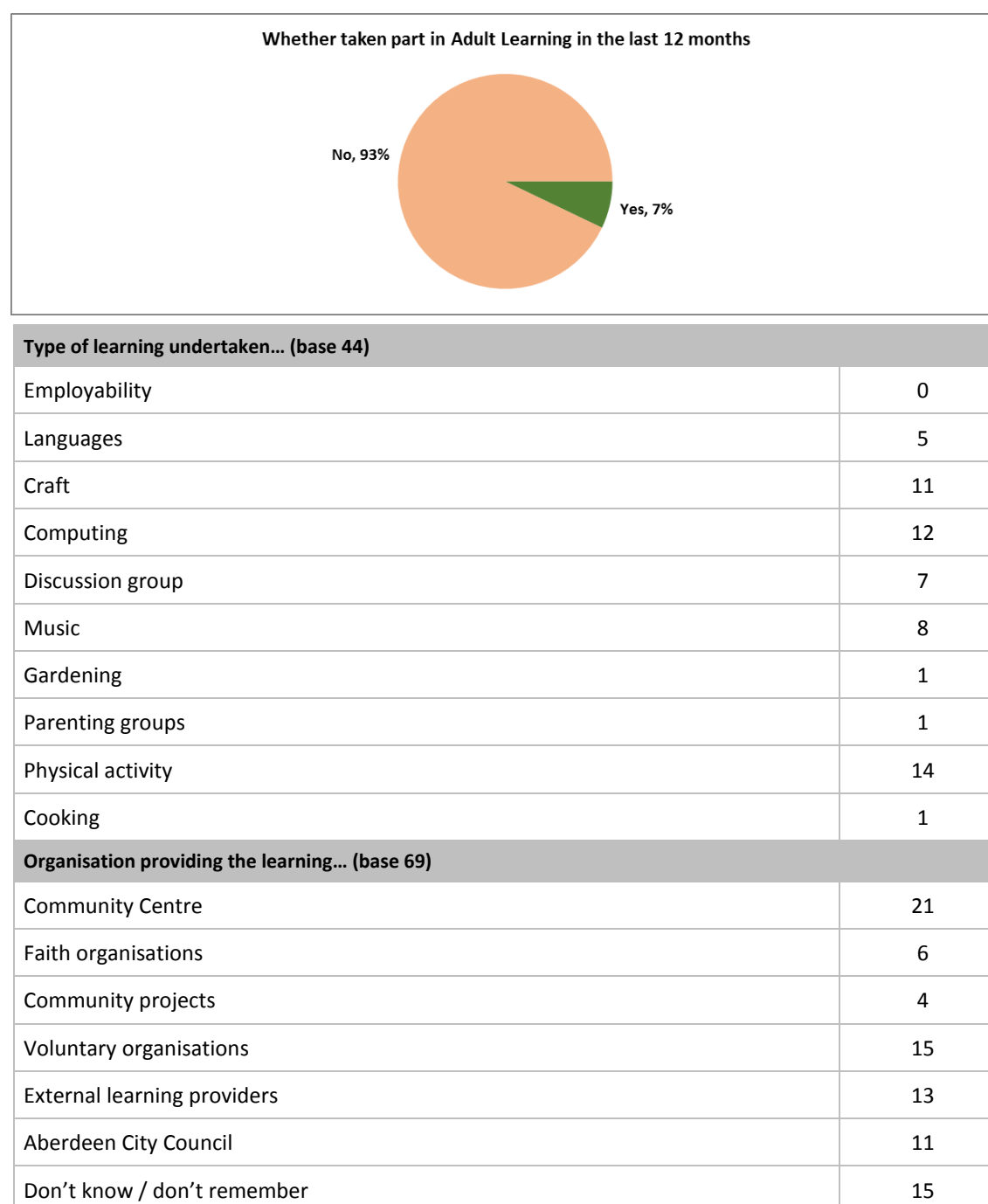


Figure 21: Information on Adult Learning



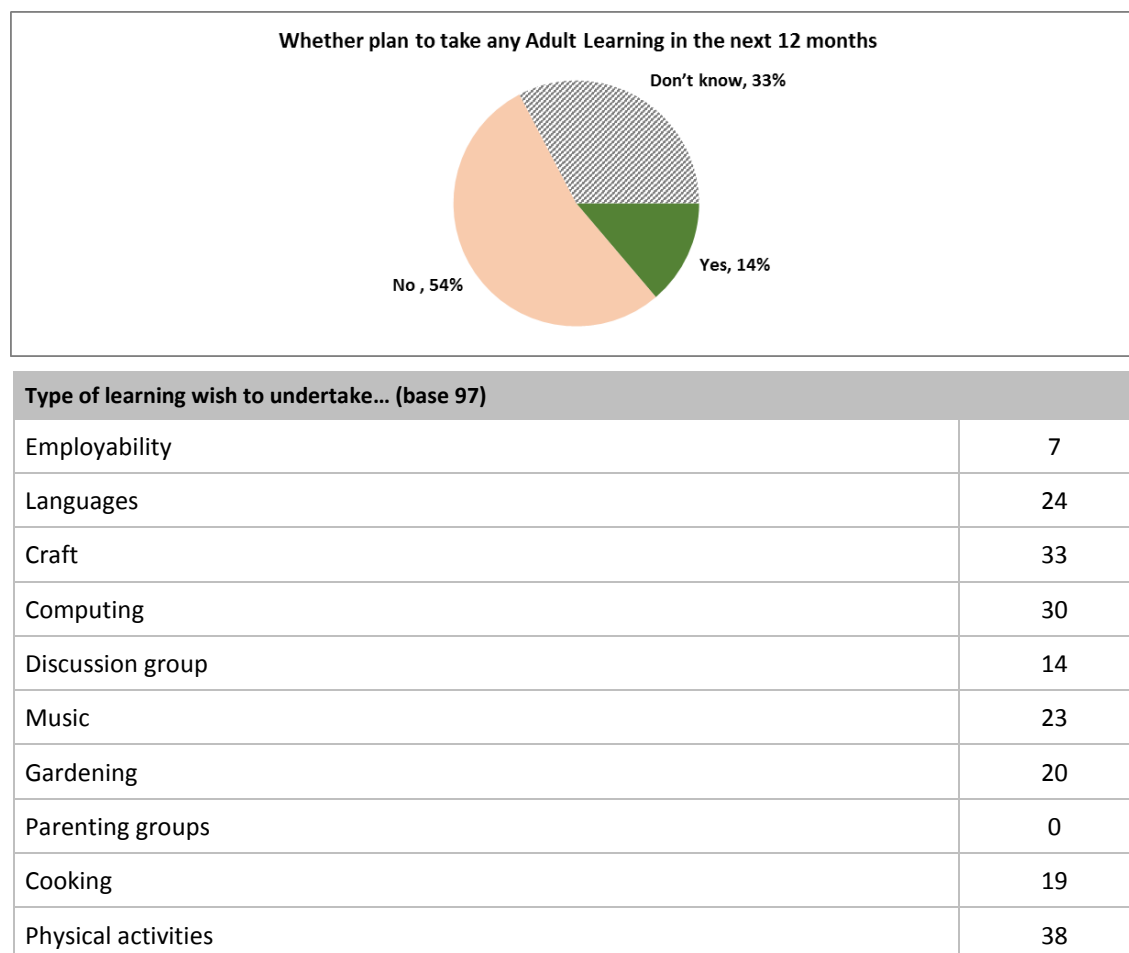
- 6.3. **Relatively few respondents had taken part in Adult Learning in the last 12 months;** around 1 in 14 indicated this (7%). This finding was consistent across local areas and key demographic groups.
- 6.4. As Figure 22 shows, the Adult Learning undertaken most commonly involved physical activity, computing or craft classes. A small number of respondents also mentioned 'other' types of adult learning including art and local history/ancestry classes. In terms of the organisation providing the learning, this was most commonly a community centre, voluntary organisation or external learning provider.

Figure 22: Involvement in Adult Learning

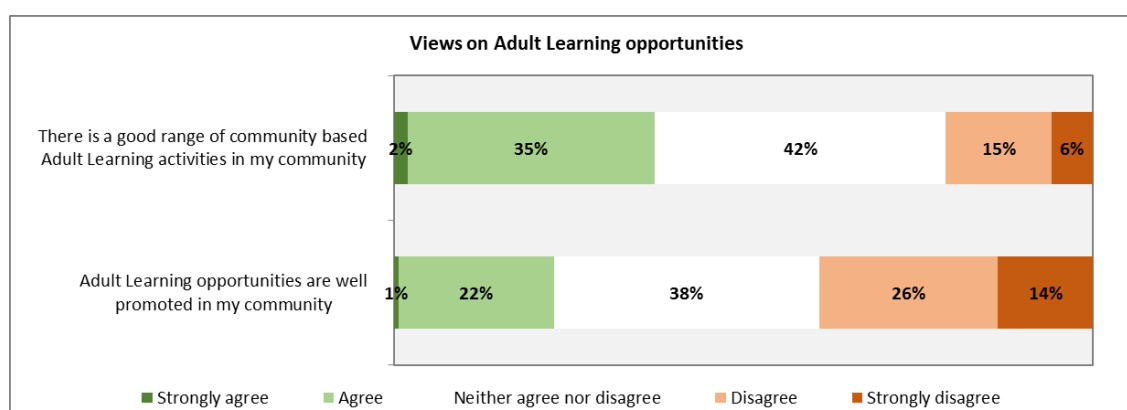


- 6.5. **Survey findings suggest that around 1 in 7 respondents plan to take Adult Learning in the next 12 months (14%);** most of these respondents indicated that they had not taken any Adult Learning in the last year. As Figure 23 shows, interest is most commonly related to physical activities, craft and computing courses.

Figure 23: Plans for future Adult Learning



- 6.6. **Survey findings show somewhat mixed views on Adult Learning opportunities in Aberdeen** (Figure 24 over the page). Respondents generally agreed that there is a good range of Adult Learning activities in their area (37% agree, 21% disagree), but were less positive on how well these opportunities are promoted; only 23% feel that Adult Learning opportunities are well promoted, and 40% feel that they are not well promoted.

Figure 24: Views on Adult Learning opportunities

- 6.7. Around 2 in 5 respondents felt that there are gaps in the provision of Adult Learning (39%). A little less than half of these respondents provided written comment on specific gaps in Adult Learning, and/or ways in which available Adult Learning opportunities could be better used.
- 6.8. In terms of gaps in current Adult Learning provision, comments from respondents focused on the following areas:
- Language classes;
 - IT skills classes, at a range of levels;
 - Arts and craft related classes including literature, art, music and craft-related activities (such as sewing and upholstery);
 - Literacy classes;
 - Other areas including vehicle maintenance, DIY skills, local history, health and wellbeing, and politics.
- 6.9. In addition to specific subject areas, respondents also referred to a range of other changes that they felt would help residents to make the most of available Adult Learning opportunities:
- ***Better and more widespread promotion*** of available opportunities was the most common suggestion, including from some who indicated that they were not aware of any Adult Learning opportunities locally, and who were unsure where to find this information. Several respondents specifically suggested a need for a central 'hub' of information on the range of Adult Learning available across the City. In terms of specific means of advertising available opportunities, respondents referred to leaflets, Council and education websites, and social media.

- ***Classes at times and in locations that suit a wider range of residents*** was also a common suggestion. This included reference to a lack of opportunities for those in employment, a need for more evening and weekend classes, more local classes (i.e. beyond the City Centre), and ensuring availability of public transport wherever possible (particularly for evening classes).
- ***Classes that will appeal to a broader range of residents*** was also seen as a gap for some. This was most commonly with reference to younger people and those of working age, but there was a broader view that available Adult Learning opportunities could be broader in terms of the demographic groups that they serve.
- ***Classes that will lead to a qualification*** was also a suggestion from some. This included vocational qualifications, and also school qualifications.

Service Response: this is what we are doing

The response provided useful information in relation to the current range and availability of adult learning opportunities in Aberdeen.

It was good to note that information regarding adult learning was seen in local areas, particularly that which involved Community Centre provision. The number of those engaging with learning opportunities was however very small at only 39 of 560 respondents. This was quite surprising. Some indication of why uptake is so low might be that 147 of 367 respondents said that adult learning opportunities were not well promoted. There were also a number of perceived gaps in provision, including language classes, IT (at a range of levels), arts and crafts, literacy and classes which lead to qualifications. This will require further investigation to determine whether this is the case or whether this is the result of insufficient promotion.

The results of the survey will be taken to the Community Learning and Development (CLD) Board on the 20th of September. This Board oversees the implementation of the 3 year CLD strategic Plan for Aberdeen. Key providers of Adult Learning for example, NESCOL (North East Scotland College), Workers Educational Association, Community Associations, Sport Aberdeen, sit on this Board. There will be discussion related to the results and how they can be used to inform future learning provision and its promotion. The results will also be shared with the city- wide adult learning groups which are related to IT, English for Speakers of Other Languages (ESOL) and Literacy. Again this will allow discussion with partners in terms of future adult learning provision.

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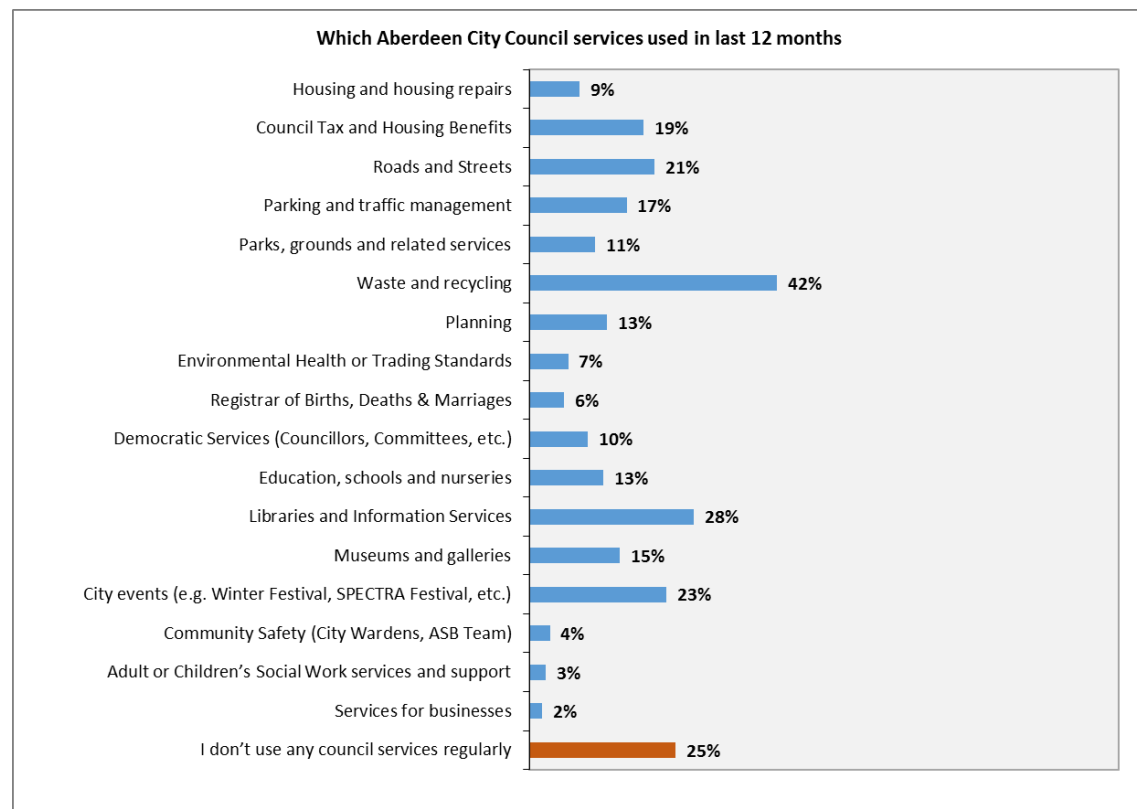
7. TRANSFORMING ONLINE COUNCIL SERVICES

- 7.1. The final section of the 38th survey asked for views on the theme of ‘transforming online Council services’, to inform Aberdeen City Council’s ongoing work to change its website and digital services. This included the range of Council services used by panellists, panellists’ use of the internet, and views on the Council’s current website.

Use of Aberdeen City Council services

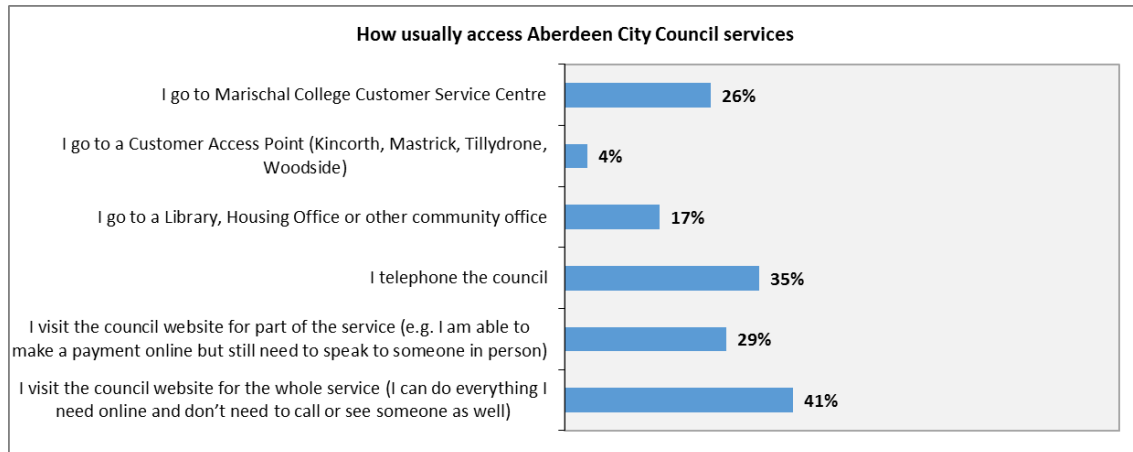
- 7.2. ***A large majority of respondents had used at least one Aberdeen City Council service in the last year (75%).*** Those in the Central area and those aged under 55 were more likely than others to have used Council services in the last year (more than 80% of these respondents had done so).
- 7.3. As Figure 25 shows, respondents were most likely to have used waste and recycling services (42% had used in the last year). In addition, a substantial proportion of respondents had used libraries and information services, City events, roads and streets services, and Council Tax/Housing Benefits.

Figure 25: Use of Aberdeen City Council services in the last 12 months



- 7.4. ***In terms of how respondents usually access Council services, this is divided between those who access services through the website, and those who usually telephone the council or visit an office in person.*** It is also notable that around 40% of respondents selected more than one option for how they usually access Council services.
- 7.5. In terms of specific means of accessing services, a little less than two thirds of respondents indicated that they usually use the Council's website for at least part of their use of services (63%). Moreover, most of these respondents indicated that they use the Council website for all of their service use (41%). However, a similar proportion of respondents indicated that they usually access Council services by telephone and/or in person (61%).
- 7.6. There was considerable overlap between use of web-based access and telephone or in-person access. Around 2 in 5 of those who usually use the Council website also mentioned accessing services in person or by phone, and similarly around 2 in 5 of those who usually access services in person or by phone also mentioned using the Council website. Survey results also show some variation across socio-demographic groups; the Council website is most commonly used by those aged under 65 and those with children, while telephone and in-person options are most commonly used by those aged 65+ and those in the Central area.

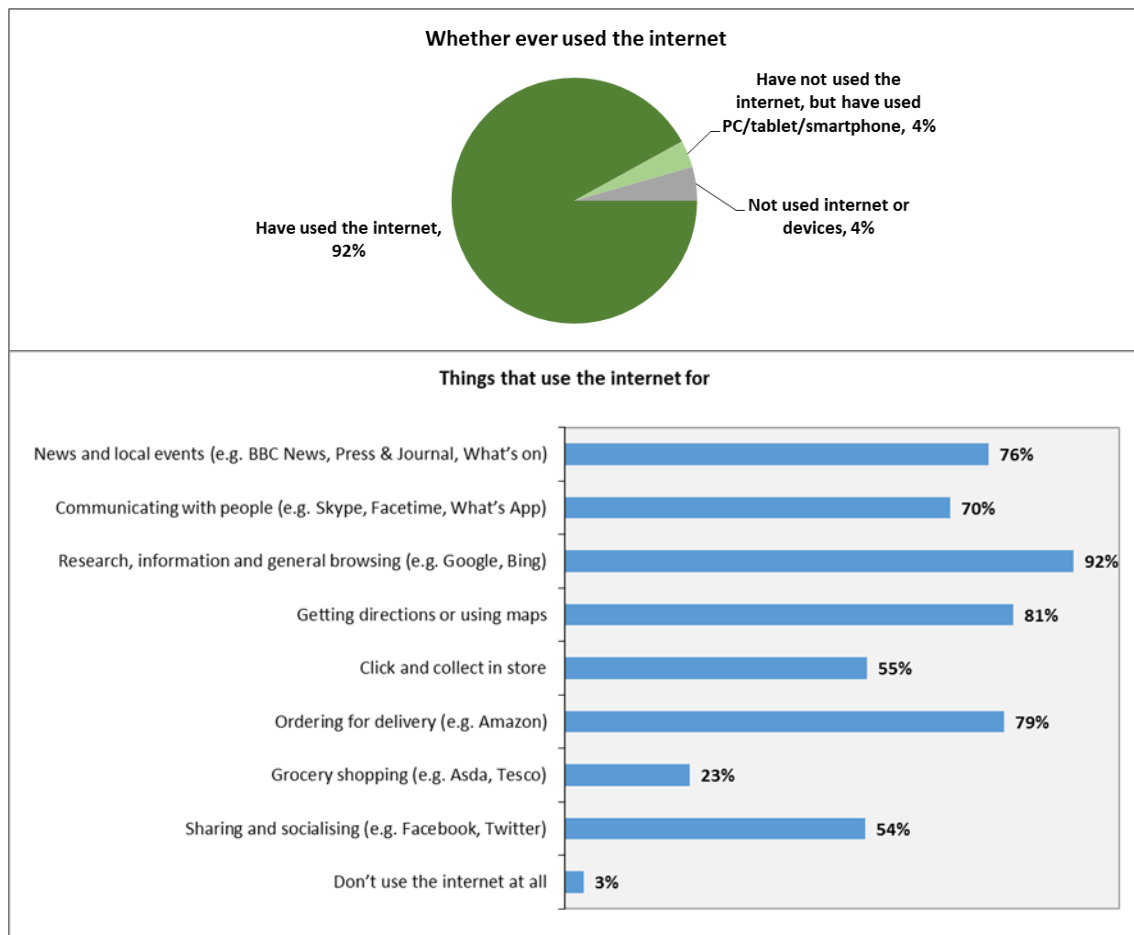
Figure 26: How usually access Aberdeen City Council services



Use of the internet

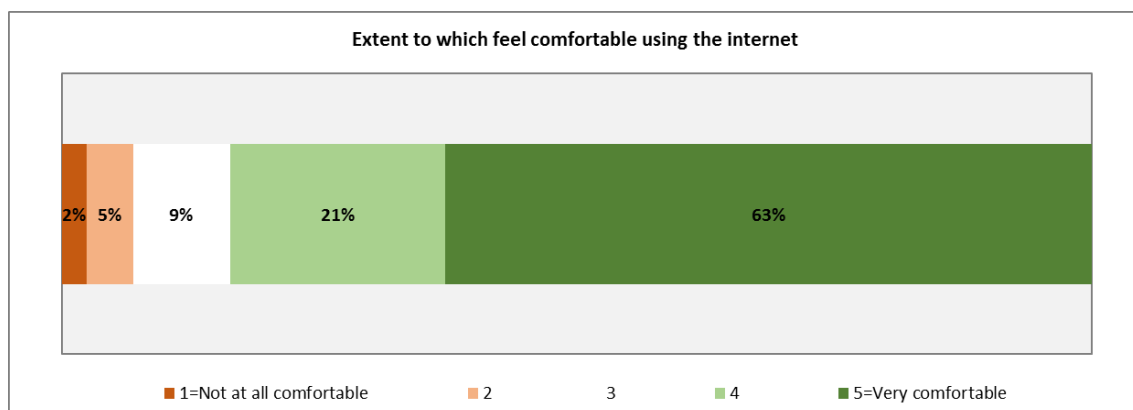
- 7.7. **Survey findings show that the great majority of respondents have used the internet;** more than 9 in 10 indicated this (92%), and a further 4% had not used the internet but have used internet-capable devices. Fewer than 1 in 20 respondents had not used the internet or internet-capable devices (4%). There is significant variation in use of the internet across age groups, with those aged under 65 significantly more likely to have used the internet than older respondents. However, it should be noted that a large majority of respondents across all age groups had used the internet (80% of those aged 65+, and 98% of those of working age).
- 7.8. As Figure 28 shows, general browsing, getting directions and online shopping are the most common reasons for using the internet. A substantial majority of respondents also use the internet for news and local events, and to communicate with people.

Figure 27: Use of the internet



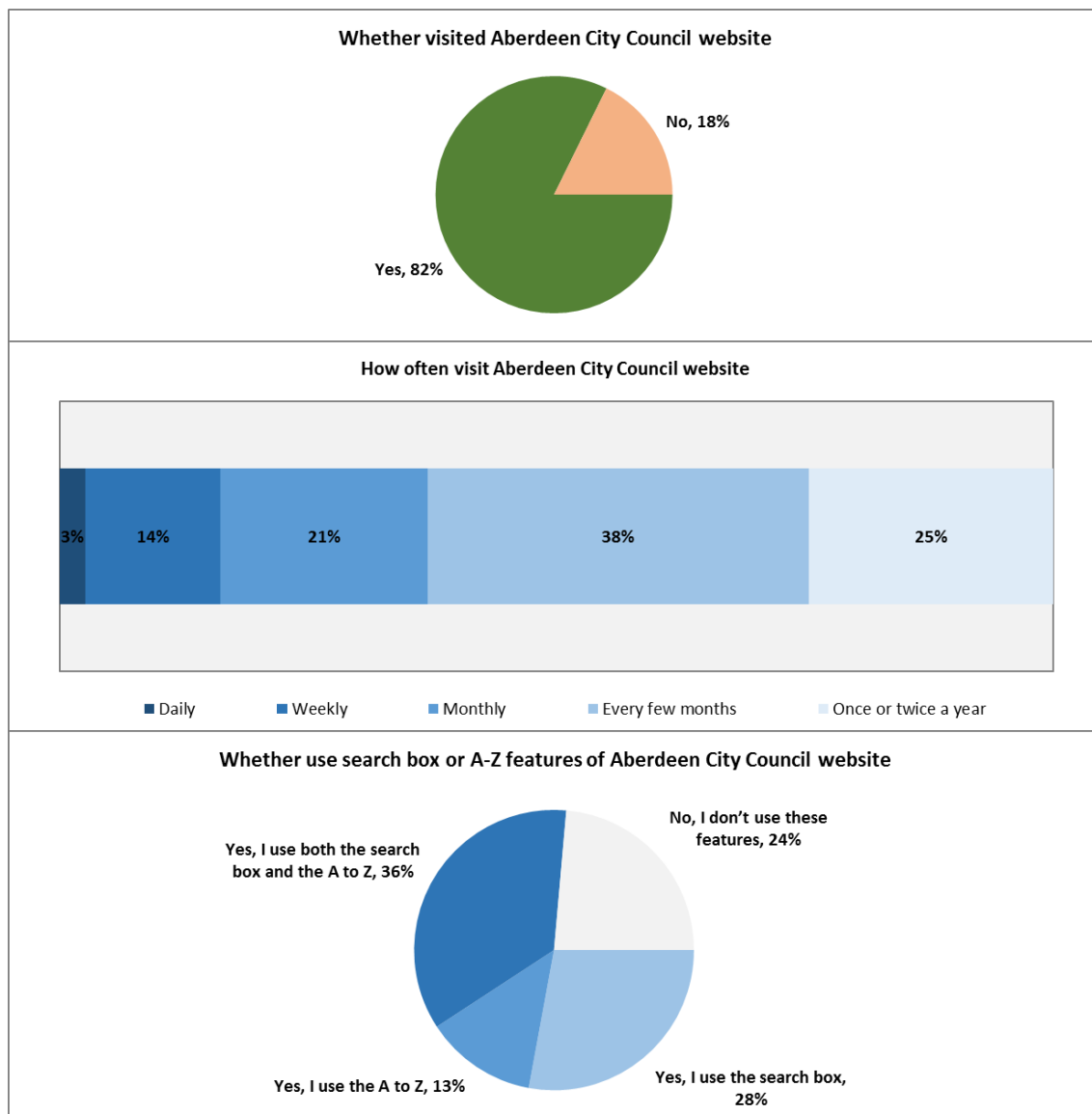
- 7.9. The minority of respondents who have not used the internet were asked if anything had prevented them from doing so. Amongst those providing written comment here, the most common reason was a lack of interest in using the internet and/or a preference for in-person or telephone contact with people and services. A number of respondents also referred to not being confident or comfortable using the internet – this included a small number referring to security concerns. Respondents also mentioned barriers associated with the infrastructure required to access the internet; this was most commonly a lack of internet access and/or computer at home, but also included reference to the cost of internet access and equipment, and slow internet connections.
- 7.10. ***A large majority of respondents indicated that they feel comfortable using the internet;*** 84% feel comfortable doing this, and only 7% indicated that they do not feel comfortable using the internet. There was some variation in findings here across respondent age groups, with those aged 65+ significantly more likely to feel uncomfortable using the internet (although only 15% of those aged 65+ indicated this).

Figure 28: Whether feel comfortable using the internet

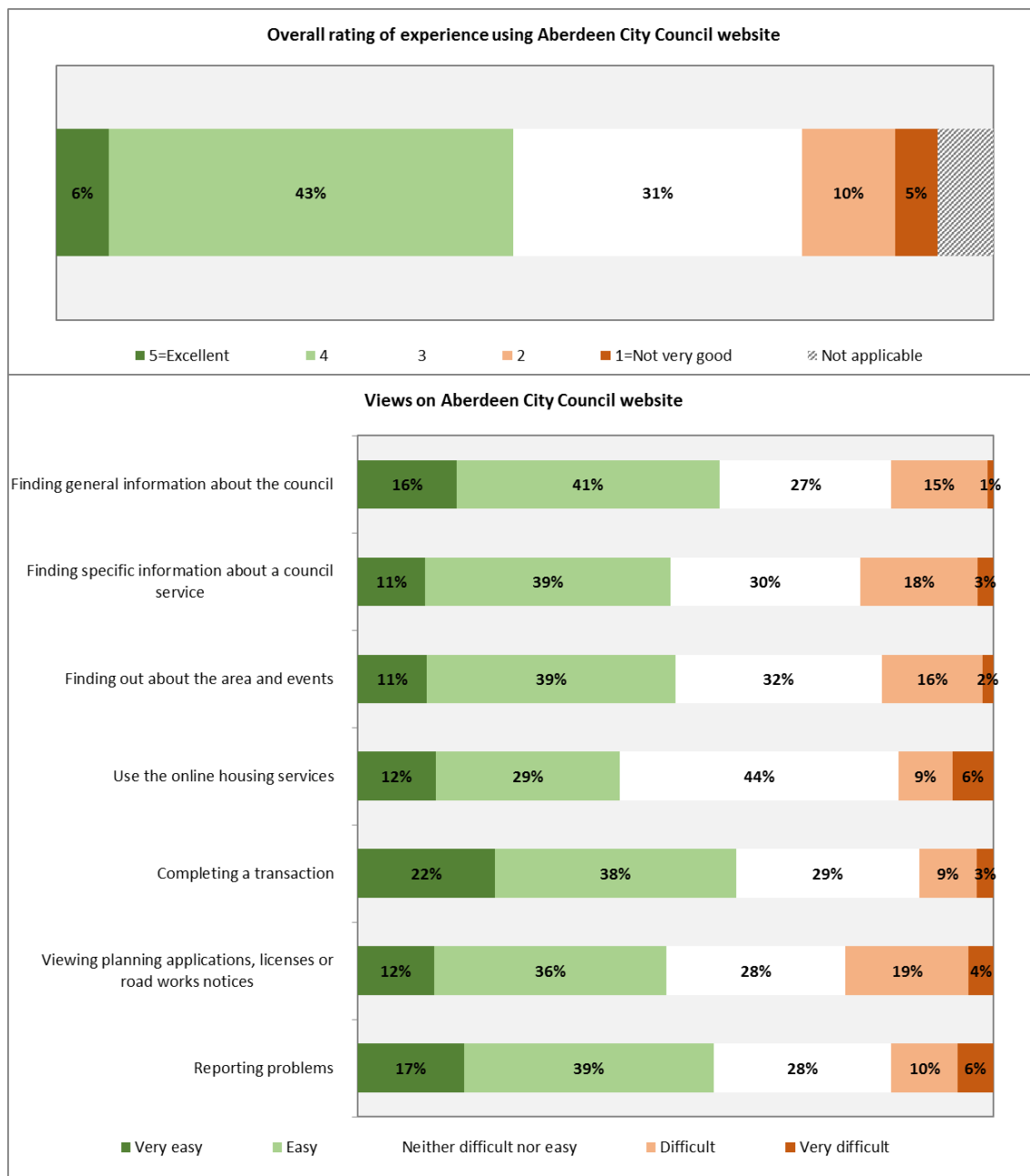


Use of Aberdeen City Council website

- 7.11. ***A large majority of respondents had used the Aberdeen City Council website;*** more than 4 in 5 indicated this (82%). This rose to more than 9 in 10 of those aged under 55.
- 7.12. As Figure 29 over the page indicates, most respondents visit the Aberdeen City Council website relatively infrequently; nearly two thirds indicated that they do not visit more than once every few months (63%). The majority of respondents also indicate that they use the search box and/or A-Z functions of the website (76%).

Figure 29: Use of Aberdeen City Council website

- 7.13. **Views on the Council's website are generally positive.** As Figure 30 over the page shows, most of those giving a clear view rated the website positively; 49% of all respondents, compared to 15% who gave a negative rating. Views are also positive in relation to most aspects of the website. This is particularly the case for finding general information on the Council (57% positive), completing a transaction (59%), and reporting problems (56%).

Figure 30: Views on Aberdeen City Council website

7.14. In addition to rating their experience of the Aberdeen City Council website, the survey also gave respondents the opportunity to highlight other websites which they feel that the Council can learn from. Respondents mentioned a broad range of specific websites as potential good practice examples, with these including a mix of other public sector and private sector examples. The most common suggestions were:

- The most commonly mentioned private sector websites were Amazon, BBC, Google, and Wikipedia. Respondents also mentioned Bank of Scotland, British Airways, BT, Ebay, Facebook, and Waze.

- Respondents mentioned a range of other public sector websites including Angus and Aberdeenshire Councils, Scotland's People, Gov.uk, HMRC, and TV Licensing.

7.15. Respondents also made reference to a range of attributes and features of the above websites which they particularly valued, and which they felt the Council website could learn from. The key themes emerging here are summarised by the comments below.

"Easy and natural to find things."

"Wide range of material fairly well structured."

"Ease of search."

"You can do everything online and there is not a need to talk to anyone as every eventuality is covered."

"I want to have one place where I can see all my transactions it's much easier."

"Links for services and products that are most used by the user is on the personalised areas of the sites."

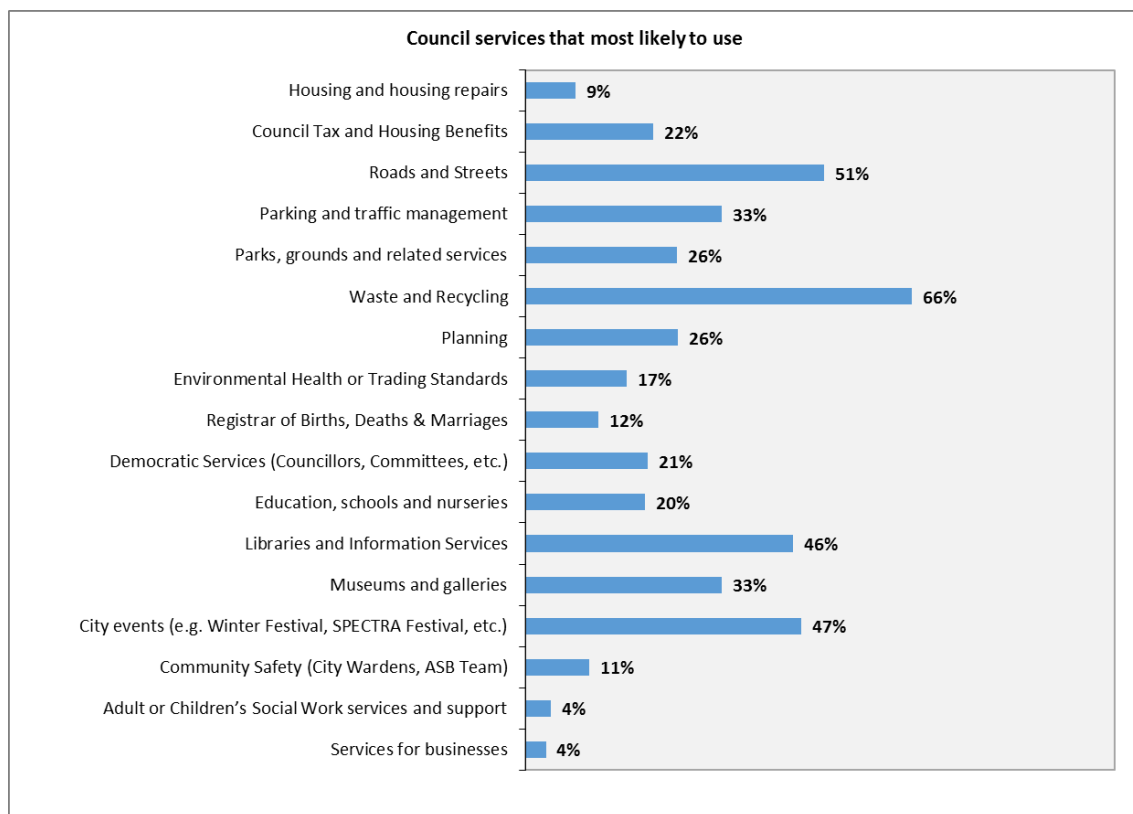
"Shows related and popular stories when you follow a link to a news item."

"Sites with a chat facility for answering queries are useful."

"Local news and events contributed by the public."

"Provide real time access to feedback and help communities raise concerns immediately."

7.16. The final question asked for views on the Council services that would be most useful through the Council's website (Figure 31 over the page). Waste and recycling, roads and streets, City events, and libraries/information services were the top priorities for respondents. It is notable that these are also the services which respondents were most likely to have used in the last year (see Figure 25).

Figure 31: Prioritising Aberdeen City Council services

Service Response: this is what we are doing

As we continue to progress our digital transformation strategy, this data is invaluable to us. Work is currently being done to evaluate which of our services should be prioritised for delivering online and how we need to support our customers to manage this. The responses here shows that our draft priorities are closely aligned with what you want to see and gives us a good footing for making a success of this change.

Much of the data will also support development of further digital initiatives, finding new ways of using technology throughout our city. Understanding how you use the internet more generally gives us a good idea of what people want to be able to do online and of the different skillsets of our customers.

In particular it is very exciting to see that nine out of ten customers would describe themselves as “digitally comfortable” across all the different age groups. While we will continue to provide services in different formats (e.g. face to face or by telephone), the more customers who can access online services, the more we can invest in delivering those services to you.

We are also undertaking an extensive refresh of our website. It is encouraging to see that nearly half of respondents rated the current website at four out of five or higher. However, we want to see this figure grow much higher! Your feedback will help us to learn from the websites you like, tailor the design to the way you use the website, and make the best use of this valuable resource.

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Customer Experience Officer

Aberdeen City Council

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8. CONCLUDING REMARKS

- 8.1. This report has provided an overview of results from the 38th City Voice survey, the Citizens' Panel for Aberdeen. Further detail is provided in tabular results alongside this report.
- 8.2. The level of survey response achieved for the current survey suggests a **continuing high level of engagement from City Voice members**, with 66% responding. This level of engagement is also evident in the number of respondents taking the time to offer written comment throughout the survey.
- 8.3. Most importantly, the level of survey response achieved is sufficient to produce **robust overall survey results** and to permit **more detailed analysis of results for specific respondent groups**. This has allowed our analysis to consider potential variation in results across a range of socio-demographic groups.
- 8.4. A key focus for the **ongoing Panel programme** will be to maintain – and where possible improve – engagement amongst City Voice members to ensure that consultation results continue to provide a robust and reliable resource for the council and partners. Meaningful feedback of consultation findings is an important factor in maintaining Panel members' engagement, and this is provided via newsletters to Panel members, and the publication of survey outputs via the City Voice website (<http://communityplanningaberdeen.org.uk/cityvoice>).

* _ * _ *

APPENDIX: TABULAR RESULTS

Tabular results, including base numbers, are provided over the following pages for each of the Figures presented in the main body of the report.

Introduction

Figure 32: Survey response rates over time

Survey 38	65.5%
Survey 37	66.9%
Survey 36	67.9%
Survey 35	68.8%
Survey 34	68.8%
Survey 33	70.2%
Survey 32	75.5%
Survey 31	78.4%
Survey 30	70.6%
Survey 29	66.1%
Survey 28	67.8%

Active Aberdeen Partnership

Figure 33: Physical activity undertaken in the last 4 weeks

Walking (at least 30 minutes for recreational purposes)	78%
Swimming	15%
Football	2%
Cycling (at least 30 minutes for recreational, health, training or competition purposes)	11%
Keep Fit / Aerobics	16%
Multigym use / weight training	10%
Golf	7%
Running / jogging	8%
Snooker / Billiards / Pool	1%
Dancing	7%
Bowls	6%
Active commuting (e.g. walking, cycling, running)	23%
None of these	11%
<i>Base</i>	572

Figure 34: How many days in the last 4 weeks have been physically active

0	9%
1 – 3	20%
4 – 7	19%
8 – 11	9%
12 – 15	8%
16 – 19	7%
20+	25%
Don't know	2%
<i>Base</i>	573

Figure 35: Whether meet targets for physical activity in a 'normal' week

Yes, always	20%
Yes, usually	26%
Sometimes	21%
Not often	20%
Never	15%
<i>Base</i>	575

Figure 36: How often go outdoors for leisure and recreation in Scotland

More than once per day	5%
Every day	14%
Several times a week	32%
Once a week	20%
Once or twice a month	12%
Once every 2-3 months	5%
Once or twice a year	6%
Not at all	7%
<i>Base</i>	580

Figure 37: Whether provided unpaid help to a sport or physical activity group

Yes	10%
No	90%
<i>Base</i>	582

Figure 38: Those providing unpaid help to sports/physical activity groups: details

Frequency	
Several times a week	14%
About once a week	44%
Less than once a week, but at least once a month	9%
Less than once a month, but a least five or six times a year	11%
A few times a year	17%
Less often	6%
<i>Base</i>	66
Hours per month	
Less than 1 hour	42%
1 – 6 hours	29%
7 – 13 hours	17%
14 – 20 hours	2%
21 – 27 hours	3%
28+ hours	7%
<i>Base</i>	104

Roads Winter Maintenance Policy

Figure 39: Views on Aberdeen City Council roads winter policy and performance

	Very satisfied	Fairly satisfied	Neither nor	Fairly dissatisfied	Very dissatisfied	Does not apply /don't know	Base
The Roads Winter Service Plan 2015/16	4%	31%	20%	6%	3%	38%	555
The report of Expected Weather Conditions	4%	26%	16%	3%	1%	51%	544
The gritting of bus routes and other main roads	11%	56%	17%	8%	3%	5%	561
The snow-ploughing of bus routes and other main roads	10%	51%	20%	7%	3%	10%	567
The gritting of side / local roads	3%	26%	23%	28%	17%	5%	563
The snow-ploughing of side / local roads	3%	21%	24%	26%	17%	9%	560
The gritting of busy footways	3%	27%	24%	25%	16%	5%	563
The snow-ploughing of busy footways	3%	23%	28%	20%	15%	12%	566
The gritting of local footways	2%	16%	23%	29%	24%	6%	563
The snow-ploughing of local footways	2%	15%	24%	24%	23%	12%	560
The gritting of cycle paths	2%	6%	19%	7%	7%	59%	551
The snow-ploughing of cycle paths	2%	5%	21%	6%	6%	61%	553

Figure 40: Views on Aberdeen City Council winter maintenance provision

Very satisfied	5%
Fairly satisfied	39%
Neither satisfied nor dissatisfied	28%
Fairly dissatisfied	19%
Very dissatisfied	5%
Does not apply /don't know	5%
<i>Base</i>	557

Figure 41: Views on grit bins and salt bags

	Very satisfied	Fairly satisfied	Neither nor	Fairly dissatisfied	Very dissatisfied	Does not apply /don't know	Base
If you used grit bins, what was your opinion of the service provided?	12%	23%	7%	2%	3%	53%	547
If you have used the community salt bags, what is your opinion of the service provided?	3%	4%	5%	2%	2%	84%	511

Figure 42: Views on street lighting in winter

	Very satisfied	Fairly satisfied	Neither nor	Fairly dissatisfied	Very dissatisfied	Does not apply /don't know	Base
Street lighting (city centre)	28%	50%	13%	3%	2%	5%	569
Street lighting (residential areas)	23%	47%	13%	12%	4%	1%	570
Time taken to repair street lights	10%	32%	20%	11%	7%	21%	566

Economic Development

Figure 43: Views on current employment situation in Aberdeen

	Strongly agree	Agree	Neither nor	Disagree	Strongly disagree	Does not apply /don't know	Base
Until recently it has been easy to get work in Aberdeen	15%	40%	11%	9%	2%	24%	561
I am currently struggling to find work in Aberdeen	4%	5%	4%	5%	4%	78%	551
There is help for people looking for work in Aberdeen	2%	29%	17%	9%	4%	39%	561
Aberdeen needs to diversify away from traditional industry sectors	31%	48%	8%	1%	1%	11%	555

Figure 44: It is easy to travel to work in Aberdeen

Strongly agree	4%
Agree	24%
Neither agree nor disagree	14%
Disagree	19%
Strongly disagree	10%
Does not apply /don't know	29%
<i>Base</i>	562

Figure 45: Views on business in Aberdeen

	Strongly agree	Agree	Neither nor	Disagree	Strongly disagree	Does not apply /don't know	Base
Aberdeen is a good business location	7%	44%	23%	8%	2%	16%	556
Aberdeen has a good reputation for attracting investment	5%	33%	27%	11%	4%	21%	553
Aberdeen is a good place to start a new business	4%	26%	29%	15%	4%	23%	550
Public services are good at supporting businesses in Aberdeen	2%	16%	27%	11%	7%	37%	551

City Warden Service

Figure 46: Awareness of City Warden Service

Yes	35%
Yes, I was aware of some of the services	55%
No	10%
<i>Base</i>	576

Figure 47: Whether seen City Wardens

In local area	
Yes	58%
No	42%
<i>Base</i>	575
Elsewhere in City	
Yes	90%
No	10%
<i>Base</i>	574

Figure 48: Whether sought assistance from City Wardens

Sought assistance?	
Yes	10%
No	90%
<i>Base</i>	577
In last 12 months?	
Yes	29%
No	71%
<i>Base</i>	136

Figure 49: Views on City Wardens

	Strongly agree	Agree	Neither nor	Disagree	Strongly disagree	Does not apply /don't know	Base
City Wardens are helpful	8%	41%	25%	3%	1%	22%	562
The City Wardens help to make Aberdeen City a safer place	9%	42%	30%	6%	2%	12%	561
The City Wardens made an impact on reducing antisocial behaviour and crime in my area	5%	17%	30%	10%	7%	33%	557
The City Wardens made an impact on reducing illegal parking in my area	5%	20%	22%	15%	11%	28%	561
The City Wardens made an impact on the dog fouling situation in my area	2%	7%	27%	20%	14%	31%	560
The City Wardens made an impact on reducing the littering in my area	2%	5%	29%	20%	13%	32%	561
My local area benefits from having City Wardens	5%	21%	30%	10%	9%	26%	556
City Wardens engage well with people in my local area	5%	15%	27%	7%	6%	40%	558
It is easy to get in touch with the City Wardens	2%	8%	24%	12%	12%	42%	558

Adult Learning

Figure 50: Awareness of Adult Learning in local area

Yes	40%
No	53%
Don't know	7%
<i>Base</i>	569

Figure 51: Information on Adult Learning

Where seen	
Article in a newspaper	29%
Aberdeen City Council website	17%
Other website	12%
Notice Board	48%
In a leaflet or other publication	52%
Social media	13%
<i>Base</i>	212
Learning venue	
Community Centre	69%
Library	26%
Sports Centre	14%
School	18%
Don't know	20%
<i>Base</i>	267

Figure 52: Involvement in Adult Learning

Undertaken Adult Learning?	
Yes	7%
No	93%
<i>Base</i>	560
Type of learning	
Employability	0
Languages	5
Craft	11
Computing	12
Discussion group	7
Music	8
Gardening	1
Parenting groups	1
Physical activity	14
Cooking	1
<i>Base</i>	44

Learning provider	
Community Centre	21
Faith organisations	6
Community projects	4
Voluntary organisations	15
External learning providers	13
Aberdeen City Council	11
Don't know / don't remember	15
<i>Base</i>	69

Figure 53: Plans for future Adult Learning

Plan to take Adult Learning in next 12 months	
Yes	14%
No	54%
Don't know	33%
<i>Base</i>	545
Type of learning	
Employability	7
Languages	24
Craft	33
Computing	30
Discussion group	14
Music	23
Gardening	20
Parenting groups	0
Cooking	19
Physical activities	38
<i>Base</i>	97

Figure 54: Views on Adult Learning opportunities

	Strongly agree	Agree	Neither nor	Disagree	Strongly disagree	Does not apply / don't know	Base
There is a good range of community based Adult Learning activities in my community	1%	20%	23%	8%	3%	44%	545
Adult Learning opportunities are well promoted in my community	0%	15%	26%	17%	9%	32%	543
Do you feel there are gaps in the provision of Adult Learning?							
Yes							39%
No							61%
<i>Base</i>							338

Transforming Online Council Services

Figure 55: Use of Aberdeen City Council services in the last 12 months

Housing and housing repairs	9%
Council Tax and Housing Benefits	19%
Roads and Streets	21%
Parking and traffic management	17%
Parks, grounds and related services	11%
Waste and recycling	42%
Planning	13%
Environmental Health or Trading Standards	7%
Registrar of Births, Deaths & Marriages	6%
Democratic Services (Councillors, Committees, Archives, elections, etc.)	10%
Education, schools and nurseries	13%
Libraries and Information Services	28%
Museums and galleries	15%
City events (e.g. Winter Festival, SPECTRA Festival, etc.)	23%
Community Safety (City Wardens, Anti-Social Behaviour Team)	4%
Adult or Children's Social Work services and support	3%
Services for businesses	2%
I don't use any council services regularly	25%
<i>Base</i>	544

Figure 56: How usually access Aberdeen City Council services

I go to Marischal College Customer Service Centre	26%
I go to a Customer Access Point (Kincorth, Mastrick, Tillydrone, Woodside)	4%
I go to a Library, Housing Office or other community office	17%
I telephone the council	35%
I visit the council website for part of the service (e.g. I am able to make a payment online but still need to speak to someone in person)	29%
I visit the council website for the whole service (I can do everything I need online and don't need to call or see someone as well)	41%
<i>Base</i>	467

Figure 57: Use of the internet

Whether used the internet	
Have used the internet	92%
Have not used the internet, but have used PC/tablet/smartphone	4%
Not used internet or devices	4%
<i>Base</i>	563
Reasons use the internet	
News and local events (e.g. BBC News, Press & Journal, What's on)	76%
Communicating with people (e.g. Skype, Facetime, What's App)	70%
Research, information and general browsing (e.g. Google, Bing)	92%
Getting directions or using maps	81%
Click and collect in store	55%
Ordering for delivery (e.g. Amazon)	79%
Grocery shopping (e.g. Asda, Tesco)	23%
Sharing and socialising (e.g. Facebook, Twitter)	54%
Don't use the internet at all	3%
<i>Base</i>	501

Figure 58: Whether feel comfortable using the internet

1=Not at all comfortable	2%
2	5%
3	9%
4	21%
5=Very comfortable	63%
<i>Base</i>	508

Figure 59: Use of Aberdeen City Council website

Whether visited Council website	
Yes	82%
No	18%
<i>Base</i>	558
Frequency of visits to Council website	
Daily	3%
Weekly	14%
Monthly	21%
Every few months	38%
Once or twice a year	25%
<i>Base</i>	456

Figure 60: Views on Aberdeen City Council website

Overall rating of site							
5=Excellent	6%						
4	43%						
3	31%						
2	10%						
1=Not very good	5%						
Not applicable	6%						
Base							468
Rating aspects of site	Very difficult	Difficult	Neither nor	Easy	Very easy	I have not tried this	Base
Finding general information about the council	1%	13%	24%	36%	14%	12%	451
Finding specific information about a council service	2%	17%	28%	36%	10%	6%	449
Finding out about the area and events	1%	13%	26%	31%	9%	21%	441
Use the online housing services	1%	2%	8%	5%	2%	81%	428
Completing a transaction	1%	4%	12%	16%	9%	59%	436
Viewing planning applications, licenses or road works notices	2%	11%	16%	20%	7%	44%	445
Reporting problems	3%	5%	14%	20%	9%	49%	441

Figure 61: Prioritising Aberdeen City Council services

Housing and housing repairs	9%
Council Tax and Housing Benefits	22%
Roads and Streets	51%
Parking and traffic management	33%
Parks, grounds and related services	26%
Waste and Recycling	66%
Planning	26%
Environmental Health or Trading Standards	17%
Registrar of Births, Deaths & Marriages	12%
Democratic Services (Councillors, Committees, Archives, Elections, etc.)	21%
Education, schools and nurseries	20%
Libraries and Information Services	46%
Museums and galleries	33%
City events (e.g. Winter Festival, SPECTRA Festival, etc.)	47%
Community Safety (City Wardens, Anti-Social Behaviour Team)	11%
Adult or Children's Social Work services and support	4%
Services for businesses	4%
Base	517