City Voice
55th Survey Report

Economy Edition

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1. Introduction

1.1. Background

1.1.1. Aberdeen City Voice, Aberdeen's citizens' panel, is run by Community Planning Aberdeen. Community Planning Aberdeen is a partnership of public, private and third sector organisations working together to improve outcomes for people and communities across the City.

1.1.2. Members of the panel are contacted on a regular basis, either via postal or email questionnaire survey, to ask for their views on a range of issues that affect the community. Community Planning Aberdeen have produced a Local Outcome Improvement Plan (LOIP) 2016-26 (refreshed April 2024) which sets out how public services in Aberdeen are working together to improve our City. The City Voice surveys focus on the three themes which run through the LOIP: Prosperous People, Prosperous Place, and Prosperous Economy. Findings from the surveys are used by Community Planning Partners to inform and shape service provision and policy and to measure performance.

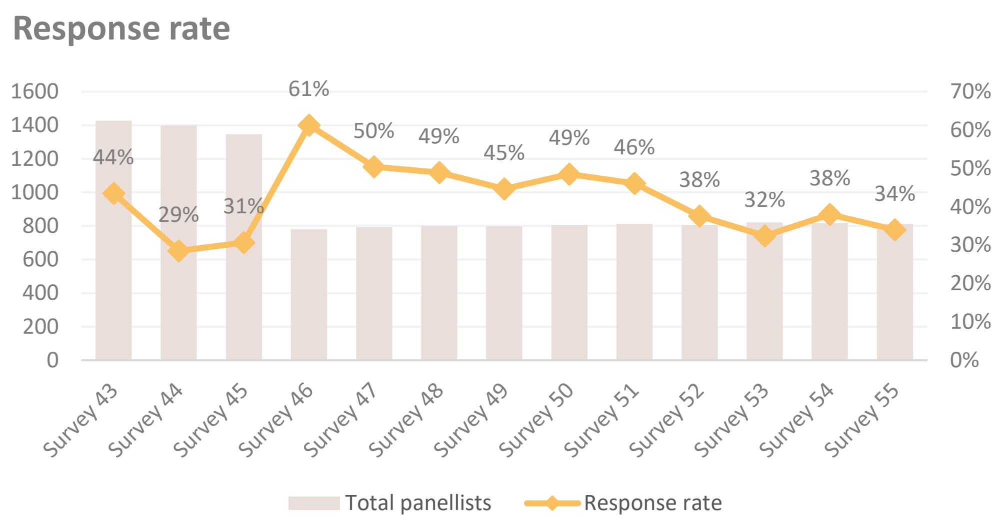
1.1.3. The theme of this questionnaire was **Economy.** The topics included in this survey were:

- **Cost of living**
- **Access to support**
- **Real Living Wage**
- **Security and Work**
- **Homelessness**

1.1.1. The survey opened on 16th January 2026 and closed on the 13th February 2026, although responses were still accepted till midnight of the 15th February 2026. Of the 814 panel members who received the questionnaire (i.e. excluding those which were undelivered), a total of **278** completed questionnaires were returned. This gives a **response rate of 34.2%.**

At 34.2%, the response rate for City Voice 55 is lower than the response rate for City Voice 54 (38%) (see Figure 1.1). The reason for the low response rate is difficult to determine. As a 'themed' questionnaire it may be that panellists who were not interested in the topic, decided not to take part. Also, the move to sending more regular surveys could potentially increase the risk of survey fatigue.

Figure 1.1



1.1.2. Of the 278 completed questionnaires received, 56 were paper questionnaires and 222 were online. The response rate for those receiving paper surveys was higher than the response to the online survey (38.9% compared to 33.1%).

1.1.3. A detailed profile of survey respondents is provided in Table 1.1 below, along with a profile of current panellists and the Aberdeen City population. This shows that while there was a relatively strong response across all areas of the city, the profile of survey respondents indicates that some groups of the wider Aberdeen City population are better represented than others. In particular, younger panellists are under-represented compared to the wider population and those in older age groups and SIMD Quintile 5 (least deprived) are over-represented.

Table 1.1: Profile of survey respondents and comparison with panel and Aberdeen City

	CV55 Survey respondents (n=278)	**City Voice Panel (n=825)**	**Aberdeen City Population**
	Number (Percentage)	**Number (Percentage)**	**Percentage**
Gender			
Male	123 (44.2%)	365 (44.2%)	49%
Female	146 (52.5%)	458 (55.5%)	51%
Missing	9 (3.2%)	1 (0.1%)	
Prefer not to say		1 (0.1%)	
Age Group			
16-34 years	2 (0.7%)	41 (5%)	27.8%
35-54 years	29 (10.4%)	180 (21.8%)	27%
55-64 years	56 (20.1%)	165 (20%)	11.7%
65-74 years	78 (28.1%)	191 (23.2%)	9.2%
75+ years	84 (30.2%)	177 (21.5%)	8%
Missing	29 (10.4%)	71 (8.6%)	
Median age (of those who provided Date of Birth)	69 years	64 years	38.8 years

Location			
North	80 (28.8%)	251 (30.4%)	32%
South	101 (36.3%)	284 (34.4%)	33.3%
Central	89 (32.0%)	287 (34.8%)	34.7%
Missing	8 (2.9%)	3 (0.4%)	
SIMD Quintile			
1 (most deprived)	18 (6.5%)	64 (7.8%)	10.1%
2	38 (13.7%)	151 (18.3%)	22.4%
3	34 (12.2%)	107 (13%)	16.0%
4	42 (15.1%)	124 (15%)	14.4%
5 (least deprived)	138 (49.6%)	376 (45.6%)	37.1%
Missing	8 (2.9%)	3 (0.4%)	
Ethnicity			
Scottish	207 (74.5%)	602 (73%)	67.8%
Other British	36 (12.9%)	91 (11%)	7.4%
Other White	12 (4.3%)	54 (6.5%)	11.4%
African or Caribbean	3 (1.1%)	26 (3.2%)	4.2%
Arab	2 (0.7%)	2 (0.2%)	0.8%
Asian	3 (1.1%)	16 (1.9%)	5.8%
Other & mixed or multiple	5 (1.8%)	24 (2.9%)	2.6%
Missing	10 (3.6%)	10 (1.2%)	
Survey type			
Online	222 (79.9%)	679 (82.3%)	-
Paper	56 (20.1%)	146 (17.7%)	-

Source: Data for Aberdeen City population estimates for gender and age group are based on National Records of Scotland, mid-2024 population estimates. Data for population by locality area are based on National Records of Scotland, Small Area Population Estimates 2022. Percentages for Ethnic groups for Aberdeen City are from 2022 Census. SIMD comparison is based on population at SIMD20 (V2).

1.2. Analysis and reporting

1.2.1. This report presents basic descriptive analyses for each of the survey questions. Not all respondents answered every question, so the base level may not be the same for each question. Therefore, for ease of comparison, the results are generally presented as percentages of those who responded, and a base level is provided. (Note: for some questions, participants only had the option of ticking or not ticking the given options. In these cases, the base level is taken as 278, i.e. the full number of respondents).

1.2.2. Several questions included a ‘comments box’ which gave respondents the opportunity to expand on their responses. This report will give only a brief sample of these comments. **However, all comments will be sent to the relevant services to allow more in-depth analyses**.

1.2.3. The level of responses received is sufficient to provide robust overall survey results and to permit more detailed analyses for specific groups – allowing us to look at potential variation in results across a range of socio-demographic groups. Additional analyses were conducted for five groups (age group, gender, SIMD quintile, locality and ethnicity). While the results of these analyses are not presented in the body of this report, an Appendix is attached which provides a breakdown of the results by each sub-group. Where there is a statistically significant difference between groups (95% confidence level) the figures have been highlighted in red. Caution is advised in interpreting these results as the numbers in some sub-groups may be very small.

2. Cost of living

2.1. Heating, food and housing costs

2.1.1. Some individuals and households are unable to access basic necessities such as heating or food for a number of different reasons. These questions were included to find out about heating and the choices people make.

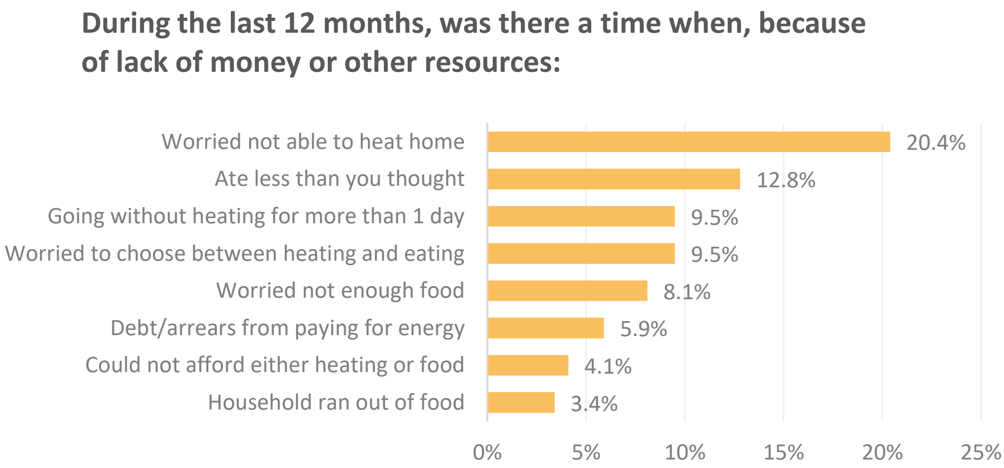
2.1.2. Firstly, participants were asked if, **during the last 12 months, there was a time when, because of lack of money or other resources:**

- You were worried you would not have enough food to eat?
- You ate less than you thought you should?
- Your household ran out of food?
- You were worried you would not be able to heat your home?
- You had to go without heating for more than one day?
- You were worried about having to choose between heating your home or eating?
- You could not afford either heating or food?
- Paying for energy has meant that you have gone into debt or arrears (e.g. Council Tax or rent)

The answer options were **yes**, **no** and **don't know**.

2.1.3. Figure 2.1 shows the proportion of respondents who answered **yes** to each of these questions. The highest proportion of '**yes**' responses was for **worried that you would not be able to heat your home** at 20.4%. The next highest was for **ate less than you thought you should** at 12.8%. **Yes** responses for **having to go without heating for more than one day** and **worried about choosing between heating and eating** were both at 9.5% each. **Household ran out of food** had the least concern among respondents with 96.6% answering **no**.

Figure 2.1

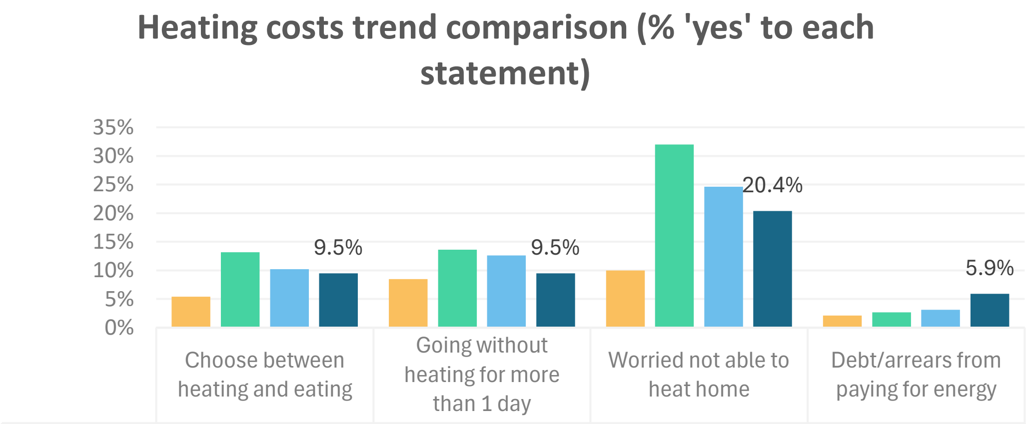


Bases: Worried not able to heat home = 274, ate less than you thought = 273, going without heating for more than 1 day = 273, worried to choose between heating and eating = 273, worried not enough food = 272, debt/arrears from paying for energy = 271, could not afford either heating or food = 271, , household ran out of food = 266

2.1.4. Some of these questions have been asked in previous City Voice questionnaires. Questions around heating were asked in City Voice 50, 46 and 45 and questions around food were asked in these surveys and also in City Voice 43 and 44. The charts below show the proportion of respondents who answered ‘yes’ to each question, with figure 2.2 focussing on heating costs and figure 2.3 on food security.

2.1.5. Heating: Comparison with when these questions were first asked in 2021 (City Voice 45) shows that the percentage of respondents who answered ‘**yes’** to each of the questions has gone up. However, for most questions, there has been a slight decrease since the questions were last asked in 2024. The exception to this is **paying for energy has mean that you have gone into debt or** arrears which has gone up from 3.1% in 2024 to 5.9% in 2026. (see Figure 2.2).

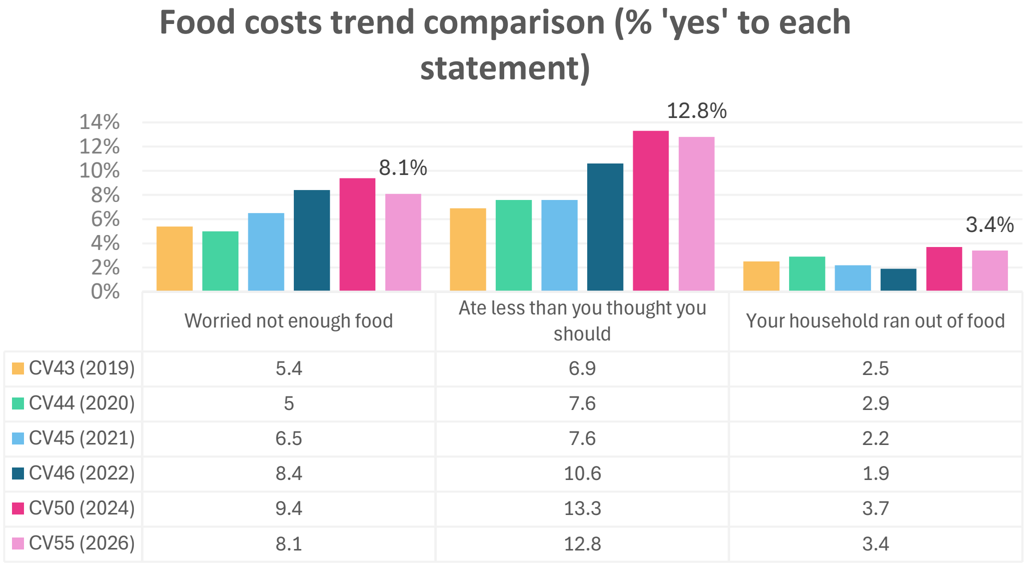
Figure 2.2



	Choose between heating and eating	Going without heating for more than 1 day	Worried not able to heat home	Debt/arrears from paying for energy
CV45 (2021)	5.4	8.5	10	2.1
CV46 (2022)	13.2	13.6	32	2.7
CV50 (2024)	10.2	12.6	24.6	3.1
CV55 (2026)	9.5	9.5	20.4	5.9

2.1.6. Food: the pattern here is very similar to that seen for the heating questions with all showing an increase from when the questions were first asked in 2019 (City Voice 43). Similarly, all have decreased slightly since they were last asked in 2024 (Figure 2.3).

Figure 2.3



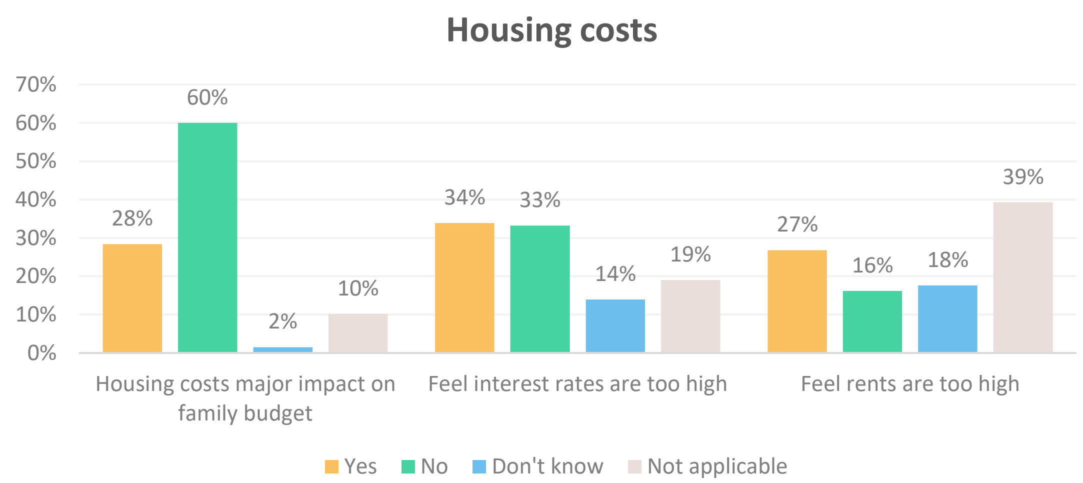
	Worried not enough food	Ate less than you thought you should	Your household ran out of food
CV43 (2019)	5.4	6.9	2.5
CV44 (2020)	5	7.6	2.9
CV45 (2021)	6.5	7.6	2.2
CV46 (2022)	8.4	10.6	1.9
CV50 (2024)	9.4	13.3	3.7
CV55 (2026)	8.1	12.8	3.4

2.1.7. The next question related to **housing costs** and asked participants to answer **yes**, **no**, **don't know** or **not applicable** to a number of statements: The statements were:

- My housing costs are having a major impact on our family budget
- I feel that interest rates are too high
- I feel that rents are too high

The statement with the highest percentage of **yes** responses was **feeling that interest rates are too high** at 33.9% (although a similar proportion of respondents (33.2%) answered no for this statement). While most respondents (60%) said they did not think **housing costs are having a major impact on their family budget**, over a quarter (28.4%) said that they **did have a major impact**. The most common response for **I feel rents are too high** was **not applicable** (39.3% of respondents). However, again over a quarter (26.8%) said they felt that **rents were too high** (see Figure 2.4).

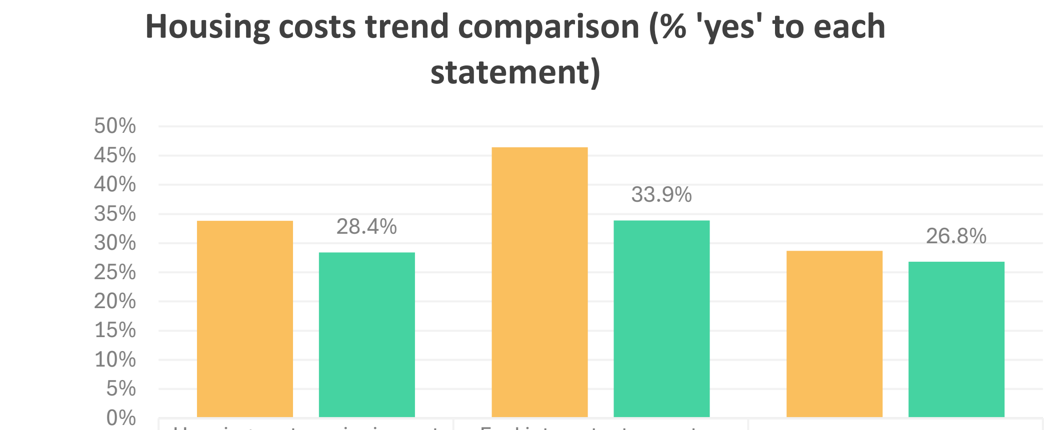
Figure 2.4



Bases: Housing costs major impact on family budget = 275, feel interest rates are too high = 274, feel rents are too high = 272

2.1.8. Comparison with when these questions were asked previously (City Voice 50, 2024) shows a slight decrease in the proportion of respondents who answered yes to each of the statements. This was most noticeable for **feel interest rates are too high** which has fallen from 46.4% in 2024 to 33.9% in 2026 (Figure 2.5).

Figure 2.5



	Housing costs major impact on family budget	Feel interest rates are too high	Feel rents are too high
CV50 (2024)	33.8	46.4	28.7
CV55 (2026)	28.4	33.9	26.8

3. Access to support

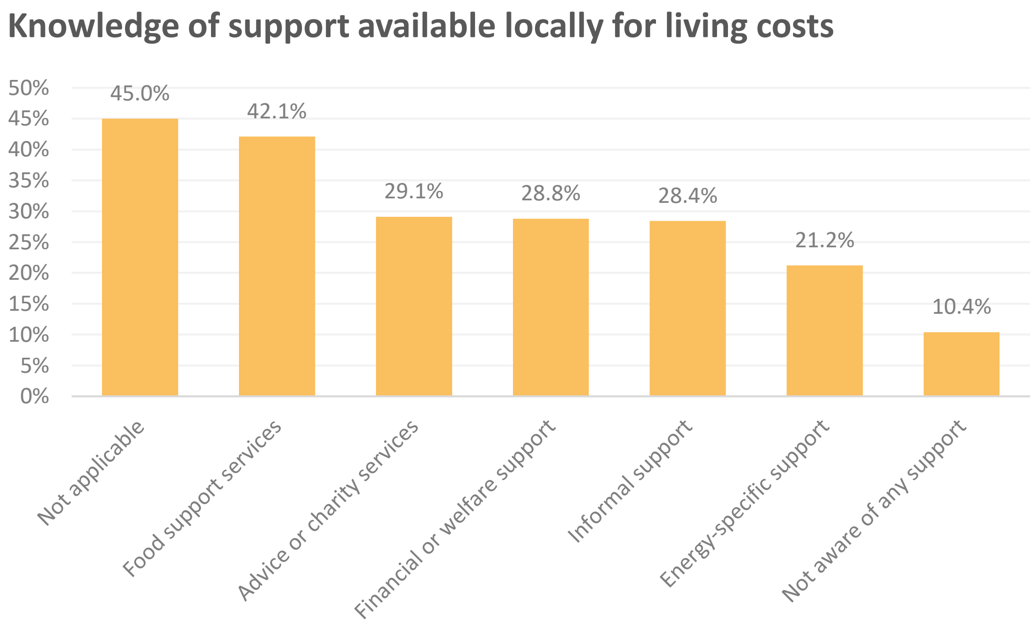
3.1.1. In this section of the questionnaire, panellists were asked about their use or knowledge of support services in Aberdeen for living costs and income concerns.

3.1.2. The first question allowed participants to select more than one option from a list. It asked **do you know of support available locally to help you with your living costs?** The options were:

- Food support services (e.g. food banks, free meals)
- Financial or welfare support (e.g. benefits, council help)
- Energy-specific support (e.g. bill grants, payment plans)
- Advice or charity services (e.g. advice centres, charities)
- Informal support (e.g. family, friends, community groups)
- Not aware of any support
- Not applicable

The most common selection amongst panellists was **not applicable** at 45%. Apart from this, the type of support most commonly chosen was **food support services** at 42.1%. **Awareness of Charities**, (29.1%), **financial or welfare support** (28.8%) and **informal support** (28.4%) was broadly similar with a smaller proportion (21.3%) being aware of energy-specific support. Just over 10% of respondents said they were not aware of any support (Figure 3.1).

Figure 3.1



Base = 278

There was also a text box to allow participants to comment their answer. Below is a small selection of comments to demonstrate the overall responses, but full responses have been forwarded to the relevant services providers. We received 38 comments.

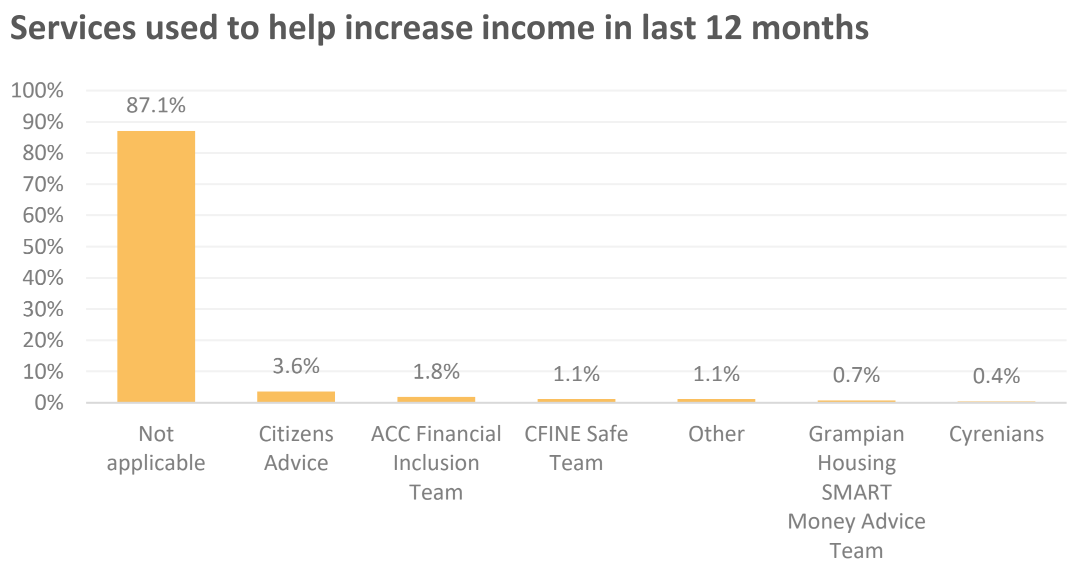
- Council tax needs reform / National Governments increase tax too much
- I am fortunate enough not to need these support services right now but I can understand how I, or others, may need so in the near future
- I do not need support services but am aware of them
- I do not need support services and am not aware of them

3.1.3. The second question in this section asked **in the last 12 months, have you used any of the following services to help you increase your income?** There were a number of options which participants could choose from, they were:

- Aberdeen City Council Financial Inclusion Team
- Citizens Advice Bureau
- CFINE SAFE Team
- Cyrenians
- Grampian Housing SMART Money Advice Team
- Not applicable
- Other (please specify)

While most respondents (87.1%) chose **not applicable** for this question, 3.6% of respondents reported they had used **Citizens Advice Bureau** and 1.8% had used **Aberdeen City Council Financial Inclusion Team** to help them increase their income. (Figure 3.2).

Figure 3.2



Base = 278

Respondents could comment other services they may have used to help increase their income. Below gives a sample of these replies. The full list of responses has been forwarded to relevant service providers. A total of 17 comments in total were received for this section.

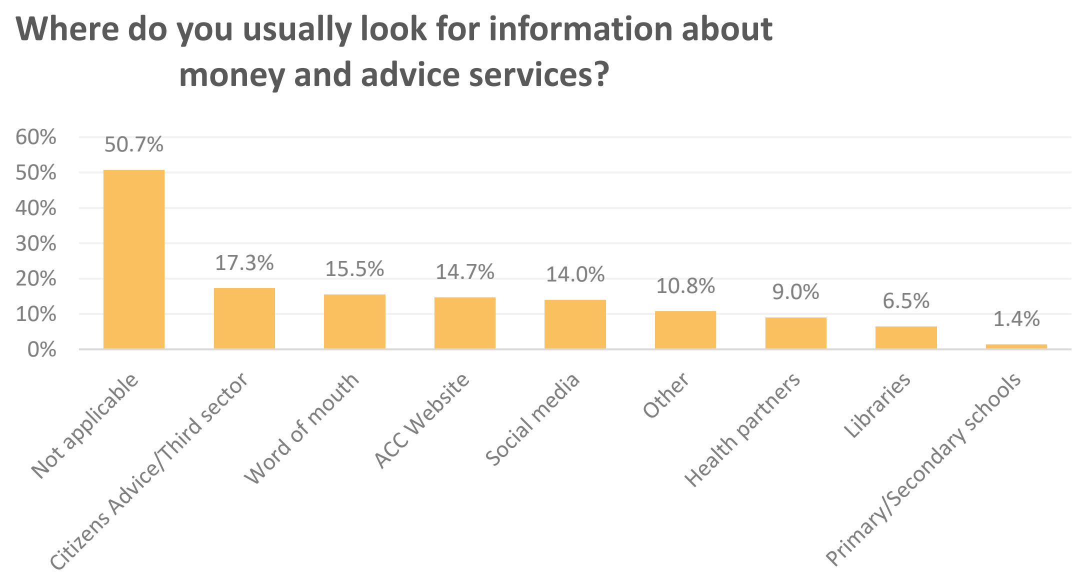
- These have long waiting lists
- No, but I effectively have a second job
- I do not qualify

3.1.4. Next, we asked City Voice panellists to select services **where they usually look for information about money and advice services**. Users could select multiple options from the list below:

- Aberdeen City Council Website/service pages
- Libraries
- Health partners (e.g. GP, NHS Teams)
- Citizens Advice/Third Sector Organisations
- Social Media (e.g. Facebook/X/Instagram)
- Word of mouth/community groups
- Primary/Secondary Schools
- Not applicable
- Other (please specify)

Again, the answer with the highest percentage of selections was **not applicable** at 50.7%. Beyond this, the most common answer was **Citizens Advice/third sector organisations** at 17.3%, followed closely by **word of mouth** at 15.5%, **Aberdeen City Council website/service pages** at 14.7% and **social media** at 14%. **Schools** had the fewest selections at 1.4% (see Figure 3.3).

Figure 3.3



Base = 278

Panellists could also provide 'other' options of where they look for information about money and advice services. Below is a sample of the comments given. A full list of responses has been forward to relevant service providers. We received 42 comments total.

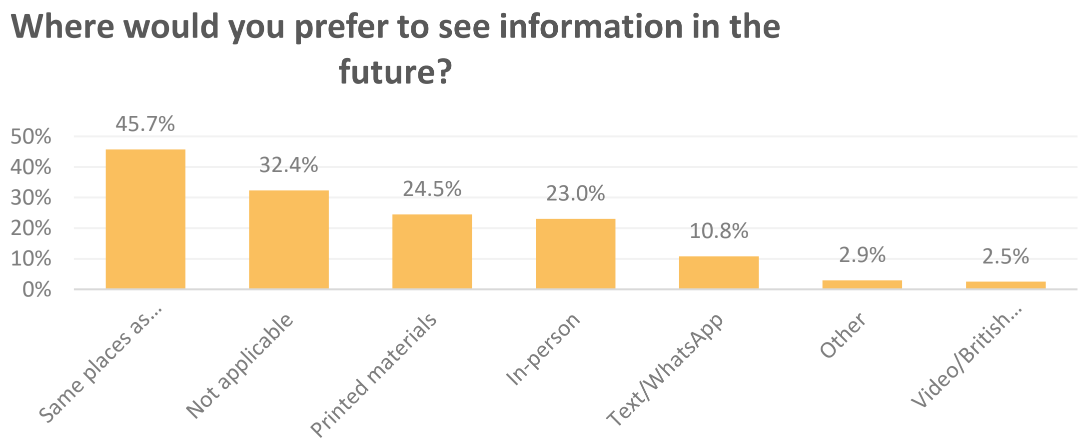
- MoneySuperMarket
- MoneySavingExpert / Martin Lewis
- Newspaper / media
- Google / Online / Internet
- BBC Radio 4
- Banks / Building Societies
- Scottish Government website
- Financial advisor

3.1.5. The final question in this section asked about survey respondents' **preferences for where to find support information in the future**. There was a list of options they could choose from, and participants could select one or more answers.

- Same places as now (e.g., current websites or services)
- In-person (e.g. community hubs or advice centres)
- By text message or WhatsApp
- Video/British Sign Language (BSL), or audio formats
- Printed materials at libraries, schools, or GP surgeries
- Not applicable
- Other (please specify)

Just under half (45.7%) of panellists answered that they would prefer to find support information in the future from the **same place as now**. The next most common response was **not applicable** at 32.4% of respondents, followed by **printed materials at libraries, schools or GP surgeries** at 24.5%, **in-person** at 23% and **text/WhatsApp** at 10.8% (see Figure 3.4).

Figure 3.4



Base = 278

Panellists could also specify where they would like to see information in the future if different from the list above. A sample is given below, but the full list of responses has been forwarded to the relevant service providers. We received a total of 14 **other** comments to this question.

- Letters
- Union services
- Pharmacies

3.2. Service response

Thank you to the panellists who took the time to respond to this survey. The responses help Community Planning Aberdeen get a more accurate picture of how the cost of living is impacting people in Aberdeen. It also gives us insights into the most effective ways of helping people cope with the pressures that the cost of living exerts on people’s lives.

The cost of paying for a home, heating it and eating properly continues to place significant strain on people across Aberdeen. Although the survey results suggest that these pressures have eased slightly, it is clear that people are still having to make difficult compromises about how to prioritise their income. Having to choose between keeping homes warm, cutting back on meals or choosing cheaper or less nutritious food remains a challenge for a significant proportion of the people who responded to these questions. Cost of living pressures have moved from a short-term crisis to an enduring part of daily life. The ongoing impact of the increased cost of living is reflected in an increased number of people reporting that they have built up debt to pay for energy. We recognise that being forced into those choices has a serious impact on people’s physical, mental and emotional wellbeing.

Aberdeen City Council is working to prioritise supporting people who are struggling with the cost of living. Our online benefits calculator and money advice from our Financial Inclusion Team help people to maximise their incomes. We provide crisis support through the Scottish Welfare Fund. We also offer employability and training support through ABZ Works, helping people to improve their financial situations by securing new employment.

Aberdeen City Council works closely with partners in the public sector and third sector. In 2024-25, the Fairer Aberdeen Fund allocated £1.5 million to support schemes delivered by local partners to tackle poverty and inequality in Aberdeen. The Council has decided to invest the same amount in the coming year, which will fund further action to tackle poverty and inequality in Aberdeen.

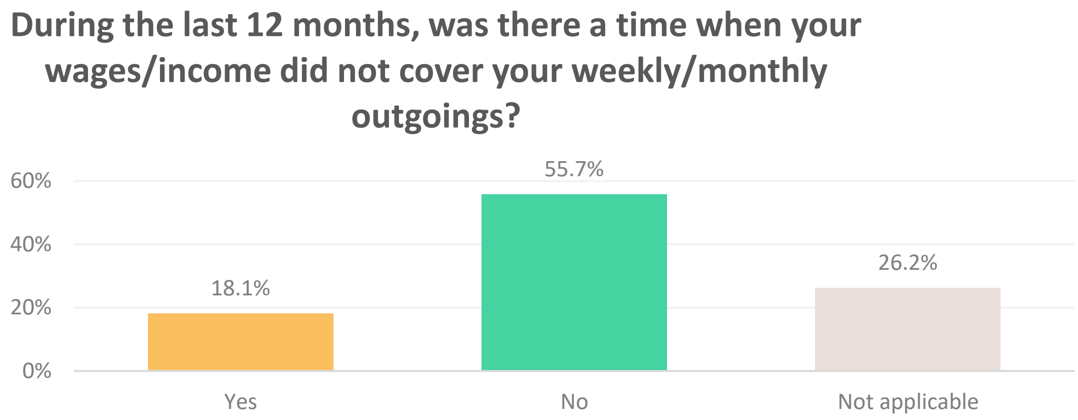
We recognise that we have more to do to improve knowledge and access to services that can help people navigate cost of living issues. While some respondents were aware of support around food, advice, income and energy, and knew how to find information about them, many others did not feel these services were relevant to them. A lack of awareness or confidence in accessing support can leave people feeling that they have to cope alone, which is something we are committed to addressing.

Looking ahead, these findings will shape our work over the coming years. Community Planning Aberdeen is consulting Aberdeen residents on its refreshed Local Outcome Improvement Plan (LOIP) for 2026 to 2036. The LOIP is Aberdeen's city wide plan setting out how we will work with local people and partners to improve outcomes and ensure that Aberdeen becomes a place where everyone can prosper. Our proposals include a community support and hub network that will offer community meals, income maximisation and employability support. Separately, we are proposing people panels and community collaboratives to ensure that people with lived experience can influence how services are designed and delivered in their communities.

4. Real Living Wage

4.1.1. The next set of questions were about the Real Living Wage (RLW). The first question asked participants if **during the last 12 months, there was a time when their wages/income did not cover their weekly/monthly outgoings.** Almost a fifth (18.1%) of respondents reported that **yes** there had been a time when their income did not cover their outgoings (see Figure 4.1).

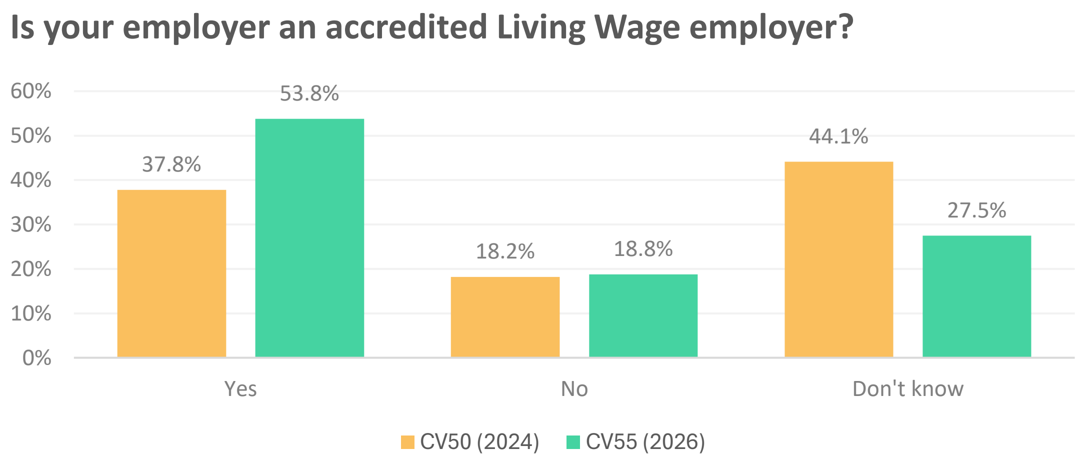
Figure 4.1



Base = 271

4.1.2. Next, when asked if their **employer was an accredited Living Wage employer**, the most common response was **not applicable** (70.6%). When those who answered 'not applicable' were excluded, **yes** was the majority answer at 53.8%. Comparison with when these questions were asked previously (City Voice 50, 2024) shows a sizeable increase in the percentage who report that their employer was an accredited Living Wage employer and a corresponding decrease in the percentage who answered 'don't know'. The proportion saying their employer is not an accredited Living Wage employer has remain the same at around 18%. (see Figure 4.2).

Figure 4.2



Bases: CV55 = 80 and CV50 = 159 (Excludes 'Not Applicable')

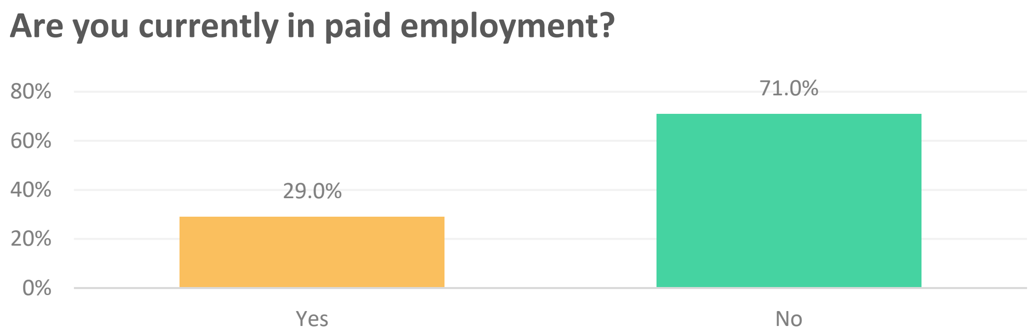
4.2. Service response

With almost a fifth of respondents reporting that there had been a time when their income did not cover their outgoings, this highlights the ongoing need to support uptake of the REAL Living Wage, the only wage that keeps pace with the cost of living and is reviewed on an annual basis. It is positive to see awareness of employer accreditation increasing, and the Aberdeen & Aberdeenshire real living wage action group will continue to engage with employers to promote the benefits to their organisation and employees, alongside delivery of the wider action plan.

5. Security and Work

5.1.1. The questions in this section related to job security. The first asked participants if they were **currently in paid employment**. 29% of respondents said that **yes** they were currently in paid employment and 71% that they **were not**. Those who were not in paid employment were asked to go directly to the next section of the questionnaire, while those who were in paid employment (number = 79) were asked to complete the remaining questions (see Figure 5.1).

Figure 5.1



Base = 272

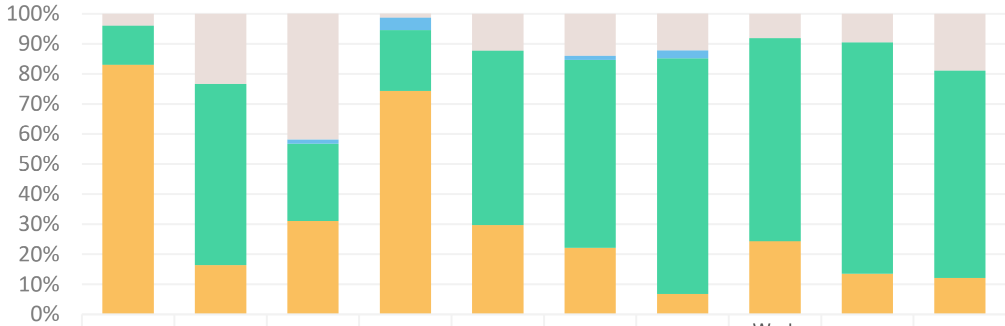
5.1.2. These respondents were then given a series of statements relating to their employment, with answer options of **yes**, **no**, **don't know** and **not applicable**:

- I have a regular work contract with mainly set hours and pay
- I have a flexible work contract with variable hours and pay
- My flexible work pattern is at my request to fit with my commitments
- I feel that I have a good work/life balance
- My work hours are dependent on my employer's needs
- I often have changes to my work pattern at short notice
- I have to be available for work at times when I may not be needed
- My work pattern regularly affects my social and family commitments
- I have difficulty predicting how much I will earn each month
- Unpaid caring or other household responsibilities have limited my ability to increase my income

Of the 79 respondents who completed this section, most (83.1%) reported they had a **regular work contract with mainly set hours**, whereas 16.4% said that they had a **flexible work contract.** Nearly three quarters (74.3%) indicated that they felt they had a **good work/life balance.** 31.1% reported that their **flexible work pattern is at their own request to fit with their commitments** and 29.7% said that their **work hours are dependent on their employer's needs** (see Figure 5.2)**.** Full results for each question are given in the chart below.

Figure 5.2

Security and work statements



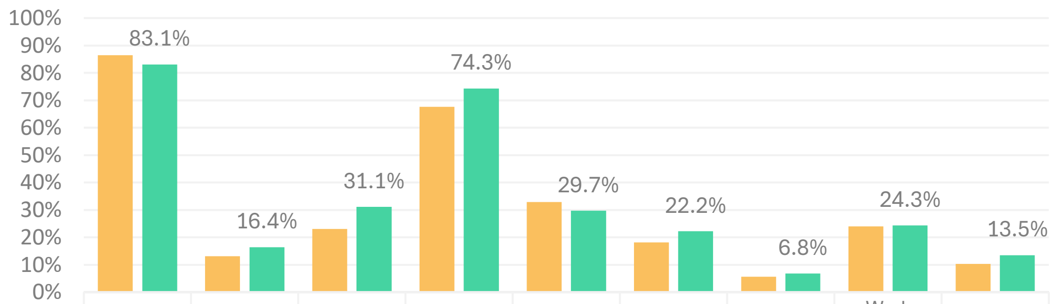
	Regular work contract	Flexible work contract	Flexible at my request	Good work/life balance	Hours depend on employer	Changes at short notice	Available when not needed	Work pattern affects social/family	Difficult predicting earnings	Unpaid caring limits income
Not applicable	3.9	23.3	41.9	1.4	12.2	13.9	12.2	8.1	9.5	18.9
Don't know	0	0	1.4	4.1	0	1.4	2.7	0	0	0
No	13	60.3	25.7	20.3	58.1	62.5	78.4	67.6	77	68.9
Yes	83.1	16.4	31.1	74.3	29.7	22.2	6.8	24.3	13.5	12.2

Bases: Regular work contract = 77, flexible work contract = 73, flexible at my request = 74, good work/life balance = 74, hours depend on employer = 74, changes at short notice = 72, available when not needed = 74, work patterns affect social/family = 74, difficult predicting earnings = 74, unpaid caring limits income = 74

Comparison with when these questions were asked in City Voice 50 (2024) shows a broadly similar pattern of responses, although there have been some notable changes. For example, the proportion of respondents who reported that they have a good work/life balance has increased (from 67.6% to 74.3%) as has the proportion who say that their flexible work pattern is at their own request (from 23% to 31.1%). There has also been an increase in the percentage who report having changes to their work pattern at short notice (from 18.2% to 22.2%).

Figure 5.3

Security and work statements trend comparison



	Regular work contract	Flexible work contract	Flexible at my request	Good work/life balance	Hours depend on employer	Changes at short notice	Available when not needed	Work pattern affects social/family	Difficult predicting earnings
CV50 (2024)	86.4	13.1	23	67.6	32.9	18.2	5.6	24	10.3
CV55 (2026)	83.1	16.4	31.1	74.3	29.7	22.2	6.8	24.3	13.5

5.1.3. Next, we asked City Voice panellists **if you or a family member needed to access employability support, would you know where to go?** The answer options were **yes**, **no**, **don't know** and **not applicable**.

Almost half of respondents said that this question was **not applicable** (49.3%) to them. The next most common answer was **no** at 20.1% followed by **yes** at 17.9% (base = 274).

Participants could expand on their answer if they chose **yes** above by letting us know where they would go. We received 38 comments. A sample of responses is given below but the full list of responses has been forwarded to the relevant service providers.

- Trade union
- Job Centre
- Council
- Citizens Advice
- Online
- ABZ Works
- Pathways

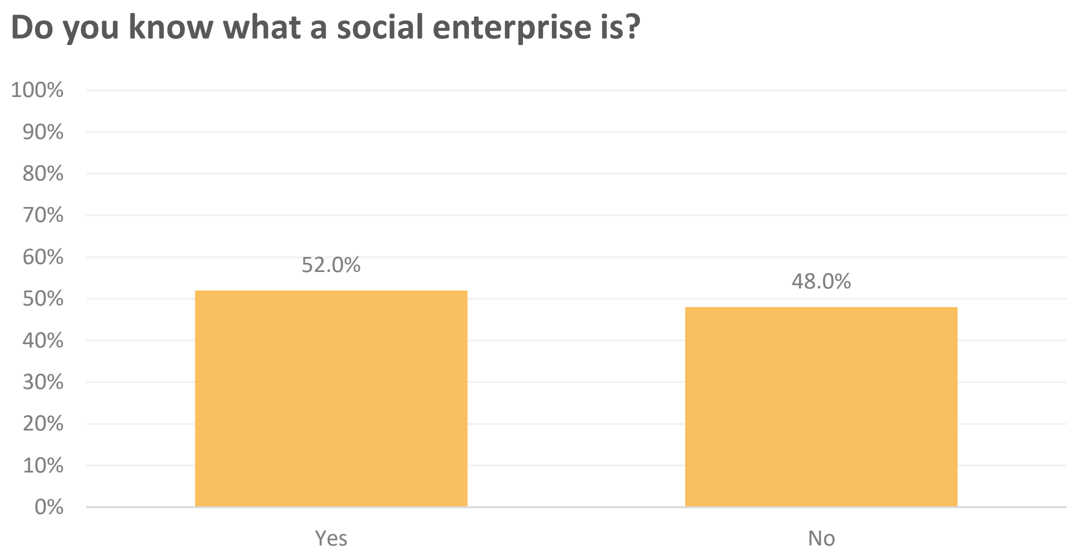
5.2. Service Response

We note the information provided by the panel members and will bear it in mind in future design and promotion of activities.

6. Social enterprises

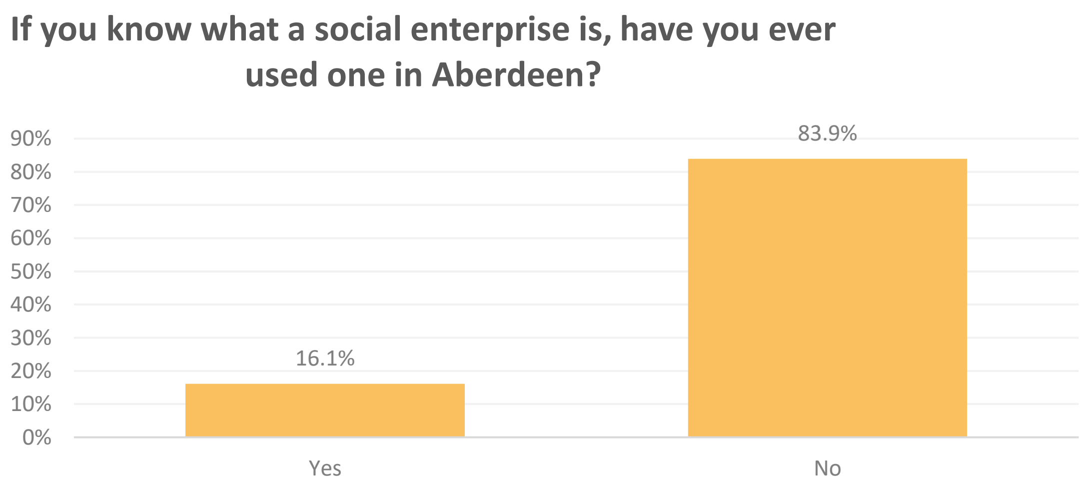
6.1.1. Then, respondents were asked if they **knew what a social enterprise was.** The answer options were **yes** and **no**. Over half (52%) of panellists said they **knew what a social enterprise was** and 48% **did not.**

Figure 5.4



Base: 275

6.1.2. In a follow-up question, participants who had answered 'yes' to the question above were asked if they **have ever used a social enterprise in Aberdeen**. The options were **yes** and **no**. Most (83.9%) said that **no, they had never used a social enterprise in Aberdeen**, with the remaining 16.1% saying that **yes, they had used one**. **Figure 5.5**



Base: 143

6.2. Service Response

The data shows that while just over half of respondents (52%) say they know what a social enterprise is, very few (16.1%) have ever used one, highlighting low awareness and visibility across the city. We are proposing to respond to this through our draft Local Outcome Improvement Plan 2026–36 where we have a system change, “Clear Routes Into Growth and In-Demand Sectors and Network for Social Enterprises,” which aims to strengthen and promote social enterprises by establishing a citywide Aberdeen Social Enterprise Network. This will make social enterprises more visible, better connected and more accessible, helping residents understand what they offer while expanding local opportunities for work, skills development and community-based support.

7. Homelessness

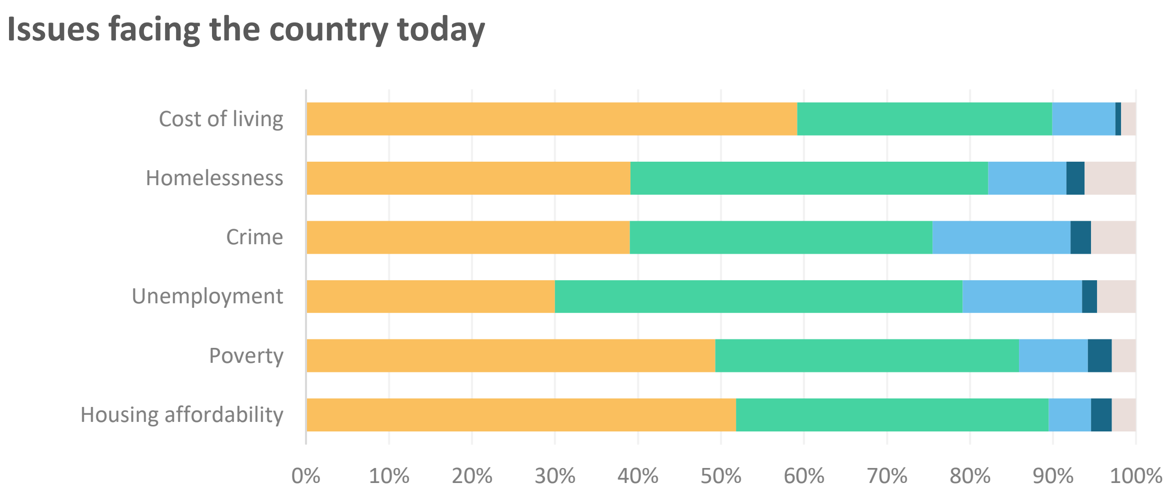
The final set of questions were about housing and homelessness. These questions were asked to provide more information on levels of awareness and understanding of homelessness, its causes and potential solutions.

7.1.1. The first question in this section gave participants a list of **issues facing the country these days and asked them to indicate how serious a problem, if at all, they thought each one was**. Response options were **very serious problem**, **fairly serious problem**, **not a very serious problem**, **not a problem at all** and **don't know**. The issues were:

- The affordability of housing to buy or rent
- Poverty
- Unemployment
- Levels of crime
- Levels of homelessness
- Cost of living

The majority of respondents identified all the issues as serious problems (either very serious or fairly serious) – over 75% for all issues. The issues most commonly identified as 'very serious problems' were **cost of living** (59.2% of respondents), **housing affordability** (51.8%) and **poverty** (49.3%). Figure 6.1 gives the breakdown of responses.

Figure 6.1



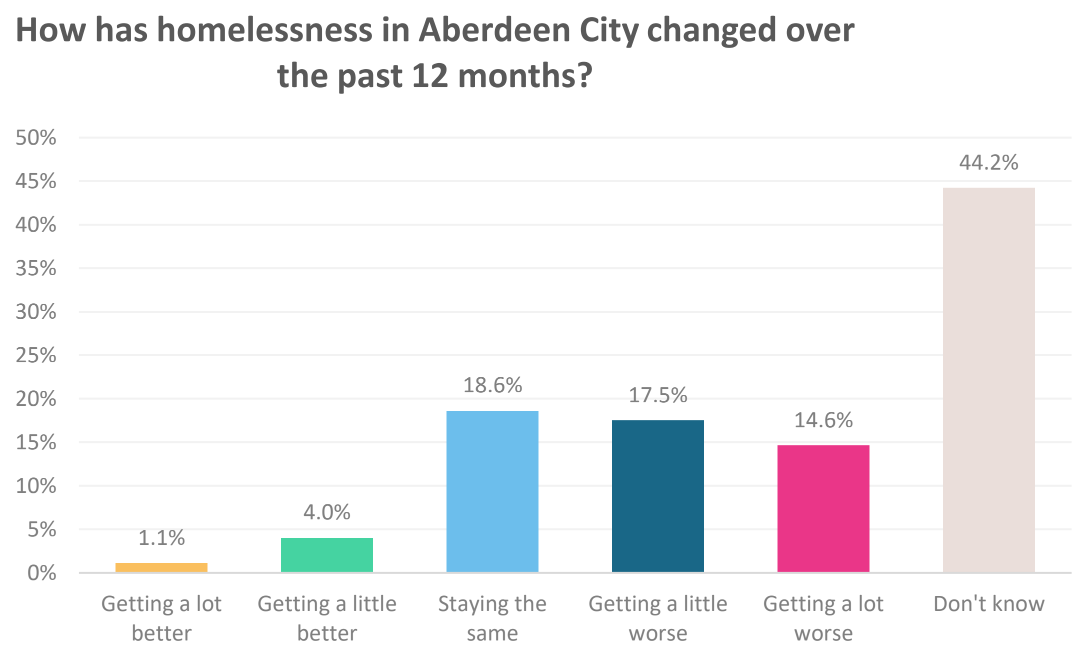
	Housing affordability	Poverty	Unemployment	Crime	Homelessness	Cost of living
Very serious problem	51.8	49.3	30	39	39.1	59.2
Fairly serious problem	37.7	36.6	49.1	36.5	43.1	30.7
Not a very serious problem	5.1	8.3	14.4	16.6	9.4	7.6
Not a problem at all	2.5	2.9	1.8	2.5	2.2	0.7
Don't know	2.9	2.9	4.7	5.4	6.2	1.8

Bases: Housing affordability = 276, poverty = 276, unemployment = 277, crime = 277, homelessness = 276, cost of living = 277

7.1 Views about homelessness

7.1.2. The next question as particpants if they thought that **homelessness in Aberdeen City has gotten better, gotten worse or stayed the same over the past 12 months**. The most common response here was **don't know** (44.2%). Nearly one third of respondents (32.1%) said homelessness in Aberdeen City was **getting either a little or a lot worse**. For getting better, 1.1% said **a lot better** and 4% said **a little better.** Figure 6.2 gives the breakdown of responses for this question.

Figure 6.2



Bases: 274

Next, our survey asked whether or not panellists thought the following **statements about homeless in the UK** were **true** or **false**. They could also answer that they **didn't know**. The statements were:

- The UK has one of the highest rates of homelessness among richer countries
- In the UK, there are more people experiencing street homelessness than other groups e.g. people who are sleeping temporarily in friends' houses, squatting, staying at hostels, etc.
- Most homeless people living on the streets have been doing that for less than 6 months
- Most people who are experiencing homelessness have been homeless before

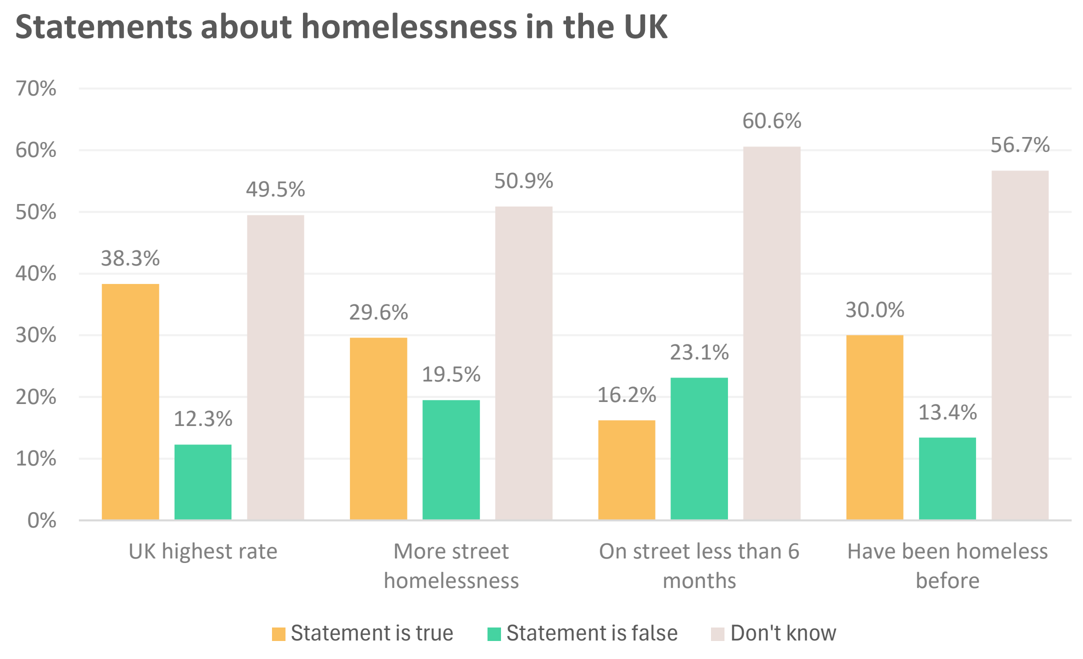
For most statements a higher proportions of respondents thought the statement was true rather than false.

The statement with the highest proportion of **true** responses was **the UK has one of the highest rates of homelessness among richer countries** at 38.3%, with only 12.3% of respondents saying they thought this statement was **false**.

The statement **most homeless people living on the streets have been doing that for less than 6 months** had the highest percentage of people attributing the statement to being **false** with 23.1%.

However, all the statements had a majority or near-majority of answers as **don't know**. For **most homeless people living on the streets have been doing that for less than 6 months**, 60.6% said **don't know**, 56.7% for **most people who are experiencing homelessness have been homeless before**, 50.9% for **more street homelessness than other groups** and 49.5% for **UK has highest rates of homelessness among richer countries**. Percentages for each statement are given in Figure 6.3.

Figure 6.3



Bases: UK highest rate = 277, more street homelessness = 277, on street less than 6 months = 277, have been homeless before = 277

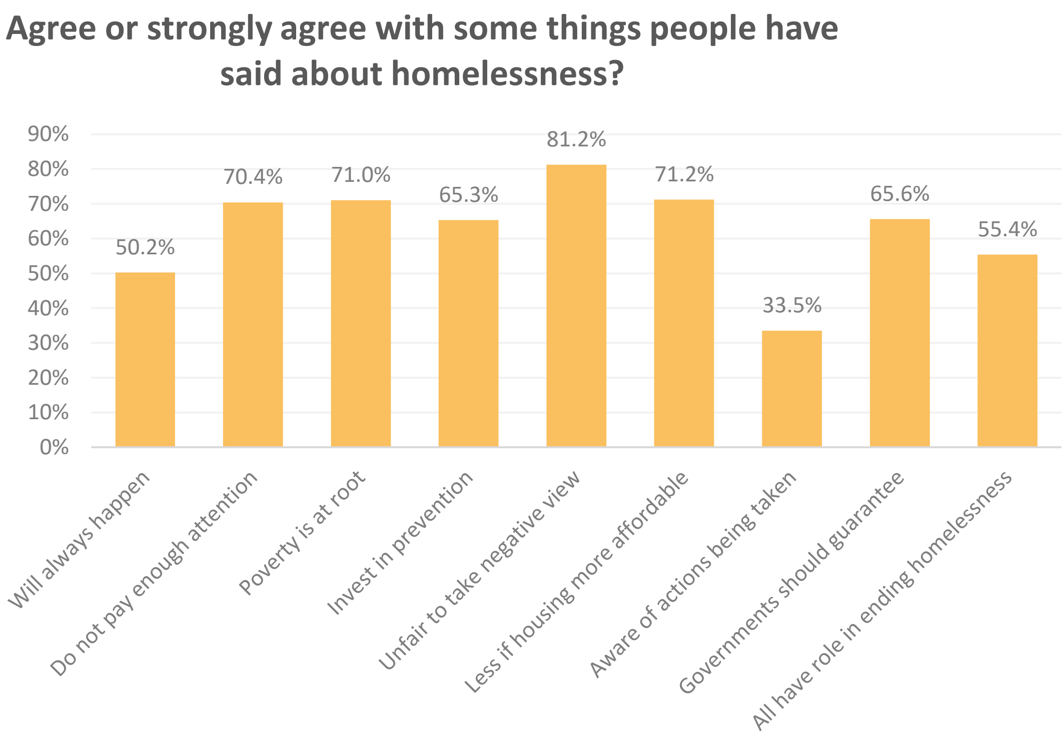
7.1.3. Participants were then given a list of **some things that people have said about homelessness**. They were asked to what extent they **agreed** or **disagreed** with each (strongly agree, tend to agree, neither agree nor disagree, tend to disagree, strongly disagree or don't know). The statements were:

- Homelessness will always happen – we cannot end it
- As a society, we do not pay enough attention to homelessness
- Poverty is at the root of many of the problems that can lead to homelessness
- We should invest more money in preventing people becoming homeless rather than in services to help those who are already homeless
- It is unfair to take a negative view of people who are homeless
- Homelessness would be less of an issue if housing was more affordable
- I am aware of actions that are being taken to tackle homelessness

- Governments should guarantee that everyone has the right to access decent and affordable housing
- All of us have a role to play in ending homelessness

On the whole, most respondents agreed (strongly agree or tend to agree) with all of the statements. The exception to this was **aware of actions being taken to tackle homelessness** where only 33.5% agreed with the statement. Levels of agreement were highest for **unfair to take a negative view of people who are homeless** at 81.2% followed by **homelessness would be less of an issue if housing was more affordable** at 71.2%, **poverty is a root cause of many problems that lead to homelessness** at 71% and **society does not pay enough attention towards homelessness** at 70.4%. The statements with the highest levels of disagreement (strongly disagree or tend to disagree) were **homelessness will always happen** at 33% followed by **awareness of actions being taken to tackle homelessness** at 17.1%. The latter also had the highest share of **don't know** responses at 22.5% of panellists (see Figure 6.4 and Table 5.1).

Figure 6.4



Bases: Will always happen = 273, do not pay enough attention = 274, poverty is at root = 276, invest in prevention = 274, unfair to take negative view = 277, less if housing more affordable = 274, aware of actions being taken = 275, governments should guarantee = 276, all have role in ending homelessness = 276

Table 5.1

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Base
Homelessness will always happen – we cannot end it	5.9	44.3	14.7	20.1	12.8	2.2	273
As a society, we do not pay enough attention to homelessness	26.6	43.8	14.2	11.3	2.2	1.8	274
Poverty is at the root of many of the problems that can lead to homelessness	26.1	44.9	15.2	9.8	2.2	1.8	276
We should invest more money in preventing people becoming homeless rather than in services to help those who are already homeless	24.1	41.2	21.5	5.1	2.2	5.8	274
It is unfair to take a negative view of people who are homeless	44.8	36.5	11.2	4	1.4	2.2	277
Homelessness would be less of an issue if housing was more affordable	27.7	43.4	15.7	8	3.3	1.8	274
I am aware of actions that are being taken to tackle homelessness	7.6	25.8	26.9	12.7	4.4	22.5	275
Governments should guarantee that everyone has the right to access decent and affordable housing	30.1	35.5	18.8	6.9	5.4	3.3	276
All of us have a role to play in ending homelessness	21	34.4	27.9	8	4.3	4.3	276

7.2. Experience of homelessness

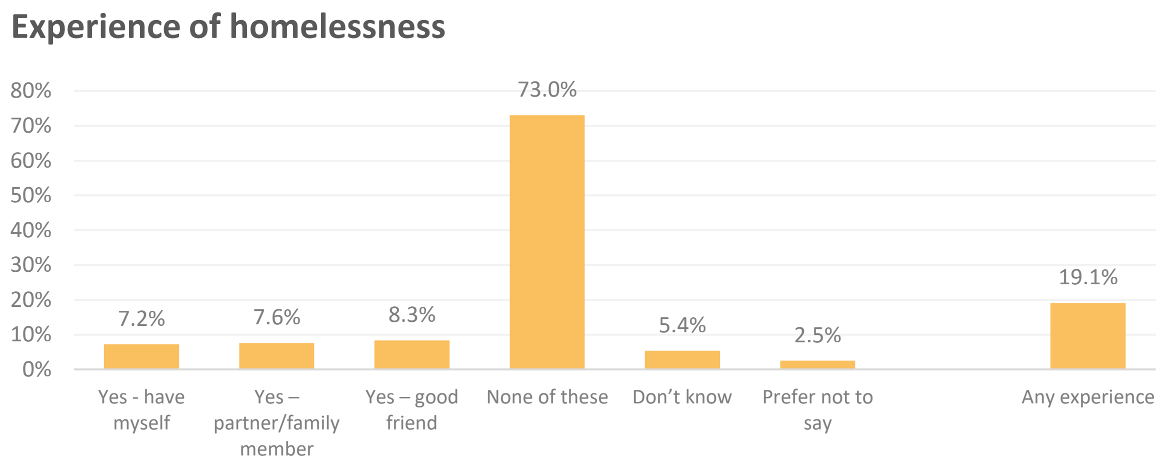
7.2.1. The next question asked participants whether **they, or someone close to them such as a partner, family member or a good friend had ever experienced homelessness**. Response options were:

- Yes – have myself
- Yes – partner/family member
- Yes – good friend
- None of these
- Don't know
- Prefer not to say

Participants could tick all that applied (and so may have ticked more than one box).

While most respondents (73%) **did not** report having experienced homelessness (either themselves or someone close to them), 8.3% reported that a **good friend** had experienced homelessness, 7.6% reported that a **partner/family member** had experienced homelessness, 7.2% that **they themselves** had experienced homelessness. Overall, 19.1% of respondents said that either they themselves, a partner/family member or a good friend had experienced homelessness. Another 5.4% **didn't know** and 2.5% **preferred not to say**.

Figure 6.5



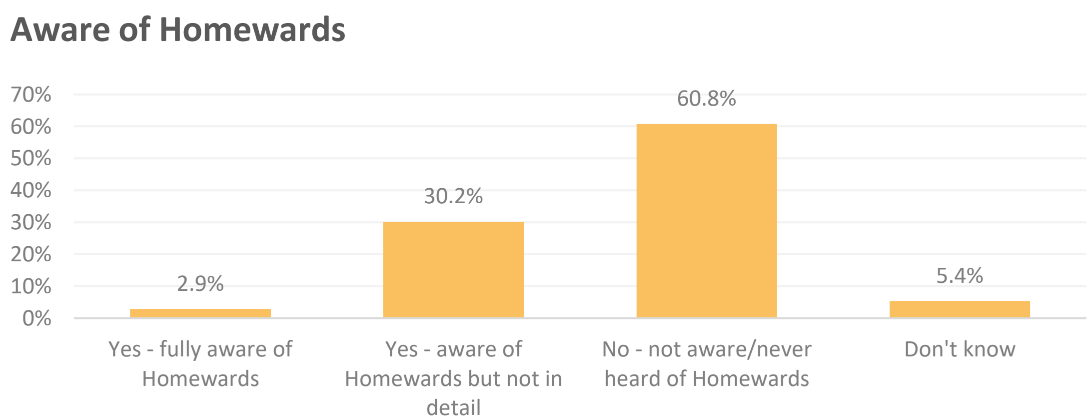
Base = 278.

7.3. Homewards

7.3.1. The final question asked participants **to what extend were they familiar with Homewards – a five-year programme founded by Prince William, the Prince of Wales and The Royal Foundation which aims to demonstrate that together it's possible to end homelessness – making it rare, brief and unrepeated**. Respondents could select that they were either **yes – fully aware**, **yes – aware but not in detail**, **no – not aware** or **don't know**.

The highest response rate was for **no – not aware/never heard of Homewards** at 60.8% followed by **yes – aware but not in detail** at 30.2%. Only 2.9% of City Voice panellists were **fully aware of Homewards**.

Figure 6.6



Base = 278

7.4. Service response

Latest homelessness data shows that the number of households experiencing homelessness in Aberdeen continues to rise, even as figures across Scotland have begun to stabilise. Between April and September 2025, households assessed as homeless nationally fell by two per cent compared with the same period the previous year. In contrast, Aberdeen saw a 10% increase - the third-highest rise among Scottish local authorities.

Although concerning, these figures underline the importance of the work underway through Homewards Aberdeen. Halfway through the programme, Aberdeen has made significant progress in testing and developing solutions to prevent homelessness. This includes launching new initiatives to deliver homes, creating employment pathways for people at risk of or experiencing homelessness, and improving how services work together to prevent people from losing their homes.

Encouragingly, public awareness of this work is growing. A third of people in Aberdeen (33%) are now aware of Homewards, demonstrating increasing local recognition of the programme. While there is more to do to build our profile, the foundations laid through Homewards Aberdeen will help to deliver more effective, preventative responses to homelessness in the months and years ahead.

Building awareness of homelessness and inspiring people to act together for change is a key priority of Homewards. In 2023, The Royal Foundation of The Prince and Princess of Wales published a UK-wide survey to capture public perceptions about homelessness and shape work to improve public awareness. Understanding how perceptions differ within Homewards locations helps to develop more targeted activity. Homewards therefore extends its sincere thanks to Aberdeen City Council for leading this research, and to everyone who contributed to it.

The report shows that public perceptions of homelessness in Aberdeen have remained broadly stable since Homewards launched. A large majority (81%) continue to think that it is unfair to take a negative view of people experiencing homelessness (compared to 80% of respondents to the UK-wide survey) and recognise key structural causes such as poverty (71% in 2026 and 68% in 2024) and the affordability of housing (71% in 2026 and 78% in 2024).

However, pessimism about the issue remains. Most (82%) continue to view homelessness as a serious issue (compared to 82% in 2024 and 88% of respondents to the UK-wide survey), and half of respondents (50%) still believe that homelessness will always happen (compared to 47% in 2024 and 45% of respondents to Homewards UK-wide survey).

This consistency is not unexpected, given recent data indicating that economic optimism in the UK is at an all-time low.

Consistent with UK-wide data, there are still gaps in people's understanding of homelessness. Across a range of true or false statements about homelessness (e.g. whether most people experiencing homelessness have been homeless before), the most common answer was ‘don’t know’ (between 49%-61%, across the four statements). In addition, 44% answered ‘don’t know’ when asked if homelessness in Aberdeen is getting better or worse. This supports the need for ongoing work to raise awareness and build peoples understanding of the issue.

Encouragingly though, there are some promising signs that awareness of homelessness in Aberdeen is beginning to improve. The proportion of people who believe that street homelessness is more common than other forms has fallen by 10 percentage points (from 40% in 2024 to 30% in 2026) and one third (33%) now report knowing what steps are being taken - an increase of 10 percentage points from 23% in 2024.

There is also support for collective action to end homelessness and investment in prevention – both key features of Homewards. Most (65%) support investment in prevention and just over half (55%) believe that ending homelessness is a shared responsibility.

While challenges remain, the findings also highlight clear opportunities to build on the progress already made. Homewards Aberdeen will continue working with partners and the community to turn this momentum into lasting change and move closer to a future where homelessness in the city is rare, brief and unrepeated

8. Finally

This report has provided an overview of the results from the 55th City Voice survey, the Citizens' Panel for Aberdeen. If you have any comments or queries about this report, please contact: cityvoice@aberdeencity.gov.uk

Opportunities for communities to get involved in our work

Join the Community Empowerment Network

Sign up for receiving more information through community update emails

Find out more about Community Planning Aberdeen

9. Appendix 1 – Sub-group analyses

The tables below provide a breakdown of responses by sub-groups. Where there is a statistically significant difference in responses by sub-group, the figures have been highlighted in red. For ease of presentation, the tables do not give the full results. Rather, for many questions, the percentage of responses for one answer 'option' has been provided (e.g. the percentage who said 'yes' or who 'agree' with the statement).

9.1. Responses by Scottish Index of Multiple Deprivation (SIMD) Quintile

	1 (most deprived) (n=18)	2 (n=38)	3 (n=34)	4 (n=42)	5 (n=138)	Missing (n=8)	Total (n=278)
Cost of Living							
During the last 12 months, was there a time when, because of lack of money or other resources: (% Yes)							
You were worried you would not have enough food to eat? (base = 272)	22.2%	16.2%	3.1%	10.0%	4.4%	12.5%	8.1%
You ate less than you thought you should? (base = 273)	27.8%	25.0%	9.1%	14.6%	8.0%	12.5%	12.8%
Your household ran out of food? (base = 266)	11.1%	8.6%	0.0%	2.6%	1.5%	12.5%	3.4%
You were worried you would not be able to heat your home? (base = 274)	33.3%	32.4%	25.0%	34.1%	11.6%	0.0%	20.4%
You had to go without heating for more than one day? (base = 273)	16.7%	22.2%	12.1%	17.1%	2.9%	0.0%	9.5%
You were worried about having to choose between heating your home or eating? (base = 273)	22.2%	13.9%	12.1%	7.3%	6.6%	12.5%	9.5%
You could not afford either heating or food? (base = 271)	5.6%	11.1%	3.0%	4.9%	2.2%	0.0%	4.1%
Paying for energy has meant that you have gone into debt or arrears (base = 271)	16.7%	13.9%	3.1%	4.9%	3.7%	0.0%	5.9%
The following statements relate to housing costs (% 'Yes)							

My housing costs are having a major impact on our family budget (base = 275)	44.4%	28.9%	36.4%	35.7%	21.3%	37.5%	28.4%
I feel that interest rates are too high (base = 274)	44.4%	36.1%	29.4%	35.7%	33.1%	25.0%	33.9%
I feel that rents are too high (base = 272)	50.0%	47.2%	24.2%	28.6%	19.3%	12.5%	26.8%
Access to Support							
Do you know of support available locally to help you with your living costs? (base = 278)							
Food support services	55.6%	52.6%	41.2%	42.9%	37.0%	50.0%	42.1%
Financial or welfare services	38.9%	36.8%	29.4%	28.6%	25.4%	25.0%	28.8%
Energy-specific support	33.3%	23.7%	20.6%	14.3%	21.7%	12.5%	21.2%
Advice or charity services	33.3%	36.8%	20.6%	26.2%	29.7%	25.0%	29.1%
Informal support	38.9%	26.3%	29.4%	28.6%	27.5%	25.0%	28.4%
Not aware of any support	11.1%	13.2%	11.8%	7.1%	10.1%	12.5%	10.4%
Not applicable	33.3%	28.9%	47.1%	45.2%	51.4%	25.0%	45.0%
In the last 12 months, have you used any of the following services to help you increase your income? (base = 278)							
Aberdeen City Council Financial Inclusion Team	5.6%	0.0%	2.9%	2.4%	1.4%	0.0%	1.8%
Citizens Advice Bureau	11.1%	0.0%	5.9%	7.1%	2.2%	0.0%	3.6%
CFINE SAFE Team	5.6%	0.0%	0.0%	0.0%	1.4%	0.0%	1.1%
Cyrenians	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Grampian Housing SMART Money Advice Team	5.6%	0.0%	0.0%	0.0%	0.7%	0.0%	0.7%
Other	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	1.1%
Not applicable	77.8%	86.8%	91.2%	83.3%	89.1%	75.0%	87.1%
Where do you usually look for information about money and advice services? (base = 278)							
Aberdeen City Council Website/service pages	44.4%	13.2%	14.7%	9.5%	13.8%	0.0%	14.7%
Libraries	11.1%	13.2%	5.9%	4.8%	5.1%	0.0%	6.5%
Health partners	16.7%	0.0%	8.8%	7.1%	10.9%	12.5%	9.0%
Citizens Advice/Third Sector Organisations	33.3%	26.3%	26.5%	9.5%	12.3%	25.0%	17.3%
Social Media	33.3%	10.5%	17.6%	7.1%	13.8%	12.5%	14.0%
Word of mouth/community groups	27.8%	18.4%	8.8%	14.3%	15.2%	12.5%	15.5%
Primary/secondary Schools	5.6%	0.0%	5.9%	2.4%	0.0%	0.0%	1.4%
Other	5.6%	5.3%	8.8%	9.5%	14.5%	0.0%	10.8%
Not applicable	33.3%	50.0%	47.1%	54.8%	52.9%	50.0%	50.7%

Where would you prefer to access information in the future? (base = 278)							
Same places as now	66.7%	42.1%	47.1%	42.9%	44.2%	50.0%	45.7%
In-person	22.2%	36.8%	17.6%	23.8%	21.0%	12.5%	23.0%
Text/WhatsApp	27.8%	7.9%	8.8%	21.4%	7.2%	0.0%	10.8%
Video/British Sign Language (BSL), or audio formats	11.1%	0.0%	5.9%	4.8%	0.7%	0.0%	2.5%
Printed materials at libraries, schools, or GP surgeries	33.3%	26.3%	23.5%	21.4%	24.6%	12.5%	24.5%
Other	11.1%	0.0%	0.0%	2.4%	3.6%	0.0%	2.9%
Not applicable	16.7%	34.2%	32.4%	33.3%	34.1%	25.0%	32.4%
Real Living Wage							
During the last 12 months, was there a time when your wages/income did not cover your weekly/monthly outgoings? (base = 271)							
% Yes	35.3%	27.0%	18.2%	16.7%	14.8%	0.0%	18.1%
Is your employer an accredited Living Wage employer (including not applicable) (base = 272)							
% Yes	25.0%	18.4%	21.2%	9.5%	14.7%	14.3%	15.8%
Security and Work							
Are you currently in paid employment? (base = 272)							
% Yes	35.3%	24.3%	47.1%	34.1%	23.7%	25.0%	29.0%
If yes above, do the following statements relate to your employment (% Yes)							
I have a regular work contract with mainly set hours and pay (base = 77)	66.7%	100.0%	87.5%	71.4%	83.3%	100.0%	83.1%
I have a flexible work contract with variable hours and pay (base = 73)	0.0%	0.0%	14.3%	21.4%	23.3%	0.0%	16.4%
My flexible work pattern is at my request to fit with my commitments (base = 74)	20.0%	37.5%	28.6%	28.6%	32.3%	50.0%	31.1%
I feel that I have a good work/life balance (base = 74)	40.0%	87.5%	64.3%	78.6%	77.4%	100.0%	74.3%
My work hours are dependent on my employer's needs (base = 74)	20.0%	12.5%	21.4%	57.1%	29.0%	0.0%	29.7%
I often have changes to my work pattern at short notice (base = 72)	40.0%	25.0%	28.6%	8.3%	22.6%	0.0%	22.2%
I have to be available for work at times when I may not be needed (base = 74)	0.0%	0.0%	14.3%	0.0%	9.7%	0.0%	6.8%
My work pattern regularly affects my social and family commitments (base = 74)	60.0%	12.5%	35.7%	28.6%	16.1%	0.0%	24.3%

I have difficulty predicting how much I will earn each month (base = 74)	40.0%	0.0%	14.3%	14.3%	12.9%	0.0%	13.5%
Unpaid caring or other household responsibilities have limited my ability to increase my income (base = 74)	20.0%	12.5%	14.3%	7.1%	12.9%	0.0%	12.2%
If you or a family member needed to access employability support, would you know where to go? (base = 274)							
% Yes	50.0%	15.8%	18.2%	16.7%	15.2%	14.3%	17.9%
Do you know what a social enterprise is? (base = 275)							
% Yes	23.5%	45.9%	50.0%	52.4%	58.4%	37.5%	52.0%
If yes, have you ever used a social enterprise in Aberdeen? (base = 143)							
% Yes	50.0%	5.9%	11.8%	18.2%	15.0%	66.7%	16.1%
Homelessness							
Here is a list of issues facing the country these days. Please indicate how serious a problem, if at all, you think each one is (% Very serious problem or fairly serious problem)							
The affordability of housing to buy or rent (base = 276)	83.3%	94.6%	76.5%	92.7%	92.0%	75.0%	89.5%
Poverty (base = 276)	88.9%	91.9%	82.4%	83.3%	86.9%	62.5%	85.9%
Unemployment (base = 277)	83.3%	89.2%	79.4%	69.0%	79.0%	75.0%	79.1%
Levels of crime (base = 277)	88.9%	86.5%	73.5%	71.4%	73.2%	62.5%	75.5%
Levels of homelessness (base = 276)	88.2%	91.9%	76.5%	73.8%	84.1%	62.5%	82.2%
Cost of living (base = 277)	88.9%	89.5%	87.9%	92.9%	90.6%	75.0%	89.9%
Do you think that homelessness in Aberdeen City has got better, got worse or has it stayed the same over the past 12 months? (base = 274)							
% Getting a lot worse or getting a little worse	41.2%	44.7%	35.3%	29.3%	28.5%	14.3%	32.1%
Here are some statements about homelessness in the UK. For each one we would like you to tell us whether you think it is true or false or whether you don't know (% True) (base = 277)							
The UK has one of the highest rates of homelessness among richer countries	55.6%	32.4%	44.1%	45.2%	34.1%	37.5%	38.3%
In the UK, there are more people experiencing street homelessness than other groups e.g. people who are sleeping temporarily in friends' houses,	27.8%	29.7%	32.4%	31.0%	28.3%	37.5%	29.6%

squatting, staying at hostels, etc.							
Most homeless people living on the streets have been doing that for less than 6 months	11.1%	16.2%	14.7%	26.2%	14.5%	12.5%	16.2%
Most people who are experiencing homelessness have been homeless before	33.3%	27.0%	29.4%	38.1%	29.0%	12.5%	30.0%
Here are some things people have said about homelessness. To what extent do you agree or disagree with each? (% Strongly agree or tend to agree)							
Homelessness will always happen – we cannot end it (base = 273)	44.4%	52.8%	51.5%	56.1%	50.0%	14.3%	50.2%
As a society, we do not pay enough attention to homelessness (base = 274)	77.8%	73.0%	75.8%	57.1%	71.5%	71.4%	70.4%
Poverty is at the root of many of the problems that can lead to homelessness (base = 276)	83.3%	75.7%	73.5%	69.0%	68.8%	57.1%	71.0%
We should invest more money in preventing people becoming homeless rather than in services to help those who are already homeless (base = 274)	70.6%	56.8%	61.8%	73.8%	65.9%	50.0%	65.3%
It is unfair to take a negative view of people who are homeless (base = 277)	83.3%	84.2%	82.4%	76.2%	81.9%	71.4%	81.2%
Homelessness would be less of an issue if housing was more affordable (base = 274)	72.2%	77.8%	64.7%	63.4%	73.9%	57.1%	71.2%
I am aware of actions that are being taken to tackle homelessness (base = 274)	44.4%	32.4%	26.5%	26.8%	36.2%	28.6%	33.5%
Governments should guarantee that everyone has the right to access decent and affordable housing (base = 276)	72.2%	73.7%	67.6%	59.5%	64.5%	50.0%	65.6%
All of us have a role to play in ending	66.7%	52.6%	44.1%	57.1%	56.5%	66.7%	55.4%

homelessness (base = 276)							
Have you or someone close to you such as a partner, family member or a good friend ever experienced homelessness? (base = 278)							
% Yes – have myself, partner/family or good friend	22.2%	21.1%	38.2%	26.2%	12.3%	0.0%	19.1%
To what extent are you aware of or not of Homewards? Homewards is a five-year programme founded by Prince William, the Prince of Wales, and The Royal Foundation which aims to demonstrate that together it's possible to end homelessness – making it rare, brief and unrepeated. (base = 276)							
% Any aware	50.0%	47.4%	17.6%	24.4%	32.6%	57.1%	33.3%

Note: Caution is advised in interpreting the results as the numbers in some groups may be very small. The red highlight indicates a significant difference between groups, but not specifically which groups the difference is between.

9.2. Responses by Locality

	North (n=80)	South (n=101)	Central (n=89)	Missing (n=8)	Total (n=278)
Cost of Living					
During the last 12 months, was there a time when, because of lack of money or other resources: (% Yes)					
You were worried you would not have enough food to eat? (base = 272)	7.8%	7.1%	9.1%	12.5%	8.1%
You ate less than you thought you should? (base = 273)	11.7%	11.1%	15.7%	12.5%	12.8%
Your household ran out of food? (base = 266)	2.6%	3.1%	3.6%	12.5%	3.4%
You were worried you would not be able to heat your home? (base = 274)	24.4%	13.0%	27.3%	0.0%	20.4%
You had to go without heating for more than one day? (base = 273)	11.5%	5.1%	13.6%	0.0%	9.5%
You were worried about having to choose between heating your home or eating? (base = 273)	12.8%	8.1%	8.0%	12.5%	9.5%
You could not afford either heating or food? (base = 271)	6.5%	4.1%	2.3%	0.0%	4.1%
Paying for energy has meant that you have gone into debt or arrears (base = 271)	6.5%	3.1%	9.1%	0.0%	5.9%
The following statements relate to housing costs (% 'Yes)					
My housing costs are having a major impact on our family budget (base = 275)	33.8%	24.5%	27.0%	37.5%	28.4%
I feel that interest rates are too high (base = 274)	35.9%	31.3%	36.0%	25.0%	33.9%
I feel that rents are too high (base = 272)	24.1%	25.0%	32.6%	12.5%	26.8%
Access to Support					
Do you know of support available locally to help you with your living costs? (base = 278)					
Food support services	35.0%	42.6%	47.2%	50.0%	42.1%
Financial or welfare services	27.5%	26.7%	32.6%	25.0%	28.8%
Energy-specific support	22.5%	18.8%	23.6%	12.5%	21.2%
Advice or charity services	23.8%	29.7%	33.7%	25.0%	29.1%

Informal support	26.3%	26.7%	32.6%	25.0%	28.4%
Not aware of any support	12.5%	9.9%	9.0%	12.5%	10.4%
Not applicable	52.5%	42.6%	42.7%	25.0%	45.0%
In the last 12 months, have you used any of the following services to help you increase your income? (base = 278)					
Aberdeen City Council Financial Inclusion Team	1.3%	3.0%	1.1%	0.0%	1.8%
Citizens Advice Bureau	2.5%	5.9%	2.2%	0.0%	3.6%
CFINE SAFE Team	0.0%	1.0%	2.2%	0.0%	1.1%
Cyrenians	0.0%	0.0%	1.1%	0.0%	0.4%
Grampian Housing SMART Money Advice Team	0.0%	1.0%	1.1%	0.0%	0.7%
Other	1.3%	1.0%	1.1%	0.0%	1.1%
Not applicable	85.0%	86.1%	91.0%	75.0%	87.1%
Where do you usually look for information about money and advice services? (base = 278)					
Aberdeen City Council Website/service pages	10.0%	14.9%	20.2%	0.0%	14.7%
Libraries	7.5%	4.0%	9.0%	0.0%	6.5%
Health partners	7.5%	8.9%	10.1%	12.5%	9.0%
Citizens Advice/Third Sector Organisations	11.3%	15.8%	23.6%	25.0%	17.3%
Social Media	12.5%	13.9%	15.7%	12.5%	14.0%
Word of mouth/community groups	12.5%	16.8%	16.9%	12.5%	15.5%
Primary/secondary Schools	1.3%	1.0%	2.2%	0.0%	1.4%
Other	10.0%	11.9%	11.2%	0.0%	10.8%
Not applicable	58.8%	45.5%	49.4%	50.0%	50.7%
Where would you prefer to access information in the future? (base = 278)					
Same places as now	38.8%	47.5%	49.4%	50.0%	45.7%
In-person	18.8%	23.8%	27.0%	12.5%	23.0%
Text/WhatsApp	10.0%	10.9%	12.4%	0.0%	10.8%
Video/British Sign Language (BSL), or audio formats	2.5%	1.0%	4.5%	0.0%	2.5%
Printed materials at libraries, schools, or GP surgeries	21.3%	25.7%	27.0%	12.5%	24.5%
Other	1.3%	1.0%	6.7%	0.0%	2.9%
Not applicable	35.0%	28.7%	34.8%	25.0%	32.4%
Real Living Wage					
During the last 12 months, was there a time when your wages/income did not cover your weekly/monthly outgoings? (base = 271)					
% Yes	20.5%	14.1%	21.8%	0.0%	18.1%
Is your employer an accredited Living Wage employer (including not applicable) (base = 272)					
% Yes	17.7%	13.1%	17.2%	14.3%	15.8%

Security and Work					
Are you currently in paid employment? (base = 272)					
% Yes	31.6%	26.0%	30.6%	25.0%	29.0%
If yes above, do the following statements relate to your employment (% Yes)					
I have a regular work contract with mainly set hours and pay (base = 77)	79.2%	80.0%	88.5%	100.0%	83.1%
I have a flexible work contract with variable hours and pay (base = 73)	20.8%	27.3%	4.0%	0.0%	16.4%
My flexible work pattern is at my request to fit with my commitments (base = 74)	28.0%	39.1%	25.0%	50.0%	31.1%
I feel that I have a good work/life balance (base = 74)	87.5%	78.3%	56.0%	100.0%	74.3%
My work hours are dependent on my employer's needs (base = 74)	29.2%	34.8%	28.0%	0.0%	29.7%
I often have changes to my work pattern at short notice (base = 72)	22.7%	17.4%	28.0%	0.0%	22.2%
I have to be available for work at times when I may not be needed (base = 74)	12.5%	8.7%	0.0%	0.0%	6.8%
My work pattern regularly affects my social and family commitments (base = 74)	25.0%	13.0%	36.0%	0.0%	24.3%
I have difficulty predicting how much I will earn each month (base = 74)	16.7%	13.0%	12.0%	0.0%	13.5%
Unpaid caring or other household responsibilities have limited my ability to increase my income (base = 74)	4.2%	17.4%	16.0%	0.0%	12.2%
If you or a family member needed to access employability support, would you know where to go? (base = 274)					
% Yes	16.3%	17.8%	19.8%	14.3%	17.9%
Do you know what a social enterprise is? (base = 275)					
% Yes	35.0%	59.0%	60.9%	37.5%	52.0%
If yes, have you ever used a social enterprise in Aberdeen? (base = 143)					
% Yes	7.1%	15.3%	18.9%	66.7%	16.1%
Homelessness					

Here is a list of issues facing the country these days. Please indicate how serious a problem, if at all, you think each one is (% Very serious problem or fairly serious problem)					
The affordability of housing to buy or rent (base = 276)	89.7%	86.1%	94.4%	75.0%	89.5%
Poverty (base = 276)	86.1%	85.0%	88.8%	62.5%	85.9%
Unemployment (base = 277)	81.0%	74.3%	83.1%	75.0%	79.1%
Levels of crime (base = 277)	78.5%	68.3%	82.0%	62.5%	75.5%
Levels of homelessness (base = 276)	84.8%	78.0%	86.5%	62.5%	82.2%
Cost of living (base = 277)	86.3%	89.0%	95.5%	75.0%	89.9%
Do you think that homelessness in Aberdeen City has got better, got worse or has it stayed the same over the past 12 months? (base = 274)					
% Getting a lot worse or getting a little worse	33.3%	28.0%	37.1%	14.3%	32.1%
Here are some statements about homelessness in the UK. For each one we would like you to tell us whether you think it is true or false or whether you don't know (% True) (base = 277)					
The UK has one of the highest rates of homelessness among richer countries	38.8%	33.7%	43.2%	37.5%	38.3%
In the UK, there are more people experiencing street homelessness than other groups e.g. people who are sleeping temporarily in friends' houses, squatting, staying at hostels, etc.	36.7%	22.8%	30.3%	37.5%	29.6%
Most homeless people living on the streets have been doing that for less than 6 months	13.9%	17.8%	16.9%	12.5%	16.2%
Most people who are experiencing homelessness have been homeless before	30.4%	29.7%	31.5%	12.5%	30.0%
Here are some things people have said about homelessness. To what extent do you agree or disagree with each? (% Strongly agree or tend to agree)					
Homelessness will always happen – we cannot end it (base = 273)	54.4%	53.5%	45.5%	14.3%	50.2%
As a society, we do not pay enough attention to homelessness (base = 274)	73.4%	67.7%	70.8%	71.4%	70.4%
Poverty is at the root of many of the	72.2%	68.3%	74.2%	57.1%	71.0%

problems that can lead to homelessness (base = 276)					
We should invest more money in preventing people becoming homeless rather than in services to help those who are already homeless (base = 274)	68.4%	63.4%	65.9%	50.0%	65.3%
It is unfair to take a negative view of people who are homeless (base = 277)	87.5%	78.2%	79.8%	71.4%	81.2%
Homelessness would be less of an issue if housing was more affordable (base = 274)	70.5%	72.3%	71.6%	57.1%	71.2%
I am aware of actions that are being taken to tackle homelessness (base = 274)	24.4%	35.6%	39.3%	28.6%	33.5%
Governments should guarantee that everyone has the right to access decent and affordable housing (base = 276)	70.0%	61.4%	67.4%	50.0%	65.6%
All of us have a role to play in ending homelessness (base = 276)	55.0%	53.5%	57.3%	66.7%	55.4%
Have you or someone close to you such as a partner, family member or a good friend ever experienced homelessness? (base = 278)					
% Yes – have myself, partner/family or good friend	22.5%	17.8%	19.1%	0.0%	19.1%
To what extent are you aware of or not of Homewards? Homewards is a five-year programme founded by Prince William, the Prince of Wales, and The Royal Foundation which aims to demonstrate that together it's possible to end homelessness – making it rare, brief and unrepeated. (base = 276)					
% Any aware	26.6%	33.7%	37.1%	57.1%	33.3%

Note: Caution is advised in interpreting the results as the numbers in some groups may be very small. The red highlight indicates a significant difference between groups, but not specifically which groups the difference is between.

9.3. Responses by Age Group

	16-34 years (n=2)	35-54 years (n=29)	55-64 years (n=56)	65-74 years (n=78)	75+ (n=84)	Missing (n=29)	Total (n=278)
Cost of Living							
During the last 12 months, was there a time when, because of lack of money or other resources: (% Yes)							
You were worried you would not have enough food to eat? (base = 272)	0.0%	13.8%	10.7%	5.3%	7.4%	7.1%	8.1%
You ate less than you thought you should? (base = 273)	0.0%	17.2%	19.6%	10.5%	11.0%	7.1%	12.8%
Your household ran out of food? (base = 266)	0.0%	10.3%	1.8%	2.7%	1.3%	7.1%	3.4%
You were worried you would not be able to heat your home? (base = 274)	50.0%	27.6%	32.1%	18.2%	13.6%	13.8%	20.4%
You had to go without heating for more than one day? (base = 273)	0.0%	6.9%	17.9%	6.6%	9.8%	3.6%	9.5%
You were worried about having to choose between heating your home or eating? (base = 273)	0.0%	10.3%	16.1%	6.6%	7.3%	10.7%	9.5%
You could not afford either heating or food? (base = 271)	0.0%	11.1%	1.8%	2.6%	6.1%	0.0%	4.1%
Paying for energy has meant that you have gone into debt or arrears (base = 271)	0.0%	21.4%	7.1%	6.6%	1.2%	0.0%	5.9%
The following statements relate to housing costs (% 'Yes)							
My housing costs are having a major impact on our family budget (base = 275)	50.0%	41.4%	30.4%	28.6%	21.7%	28.6%	28.4%
I feel that interest rates are too high (base = 274)	50.0%	44.8%	30.9%	36.8%	30.1%	31.0%	33.9%
I feel that rents are too high (base = 272)	0.0%	48.3%	30.9%	21.1%	20.7%	32.1%	26.8%
Access to Support							
Do you know of support available locally to help you with your living costs? (base = 278)							
Food support services	50.0%	55.2%	55.4%	39.7%	28.6%	48.3%	42.1%

Financial or welfare services	0.0%	37.9%	41.1%	29.5%	17.9%	27.6%	28.8%
Energy-specific support	0.0%	31.0%	28.6%	23.1%	13.1%	17.2%	21.2%
Advice or charity services	50.0%	34.5%	39.3%	25.6%	23.8%	27.6%	29.1%
Informal support	50.0%	37.9%	37.5%	30.8%	17.9%	24.1%	28.4%
Not aware of any support	0.0%	17.2%	8.9%	9.0%	9.5%	13.8%	10.4%
Not applicable	50.0%	27.6%	32.1%	50.0%	58.3%	34.5%	45.0%
In the last 12 months, have you used any of the following services to help you increase your income? (base = 278)							
Aberdeen City Council Financial Inclusion Team	0.0%	0.0%	0.0%	3.8%	2.4%	0.0%	1.8%
Citizens Advice Bureau	0.0%	3.4%	1.8%	2.6%	6.0%	3.4%	3.6%
CFINE SAFE Team	0.0%	0.0%	0.0%	1.3%	2.4%	0.0%	1.1%
Cyrenians	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.4%
Grampian Housing SMART Money Advice Team	0.0%	0.0%	0.0%	1.3%	1.2%	0.0%	0.7%
Other	0.0%	0.0%	1.8%	0.0%	2.4%	0.0%	1.1%
Not applicable	100.0%	86.2%	87.5%	89.7%	85.7%	82.8%	87.1%
Where do you usually look for information about money and advice services? (base = 278)							
Aberdeen City Council Website/service pages	0.0%	27.6%	17.9%	16.7%	9.5%	6.9%	14.7%
Libraries	0.0%	6.9%	1.8%	7.7%	8.3%	6.9%	6.5%
Health partners	0.0%	6.9%	3.6%	11.5%	13.1%	3.4%	9.0%
Citizens Advice/Third Sector Organisations	50.0%	24.1%	26.8%	7.7%	15.5%	20.7%	17.3%
Social Media	50.0%	27.6%	17.9%	11.5%	8.3%	13.8%	14.0%
Word of mouth/community groups	50.0%	17.2%	17.9%	10.3%	17.9%	13.8%	15.5%
Primary/secondary Schools	0.0%	6.9%	1.8%	1.3%	0.0%	0.0%	1.4%
Other	0.0%	10.3%	17.9%	9.0%	7.1%	13.8%	10.8%
Not applicable	50.0%	27.6%	41.1%	60.3%	54.8%	55.2%	50.7%
Where would you prefer to access information in the future? (base = 278)							
Same places as now	50.0%	69.0%	44.6%	48.7%	34.5%	48.3%	45.7%
In-person	50.0%	20.7%	28.6%	21.8%	22.6%	17.2%	23.0%
Text/WhatsApp	0.0%	17.2%	14.3%	9.0%	11.9%	0.0%	10.8%
Video/British Sign Language (BSL), or audio formats	50.0%	3.4%	3.6%	1.3%	2.4%	0.0%	2.5%
Printed materials at libraries, schools, or GP surgeries	50.0%	17.2%	21.4%	21.8%	31.0%	24.1%	24.5%
Other	0.0%	3.4%	1.8%	3.8%	3.6%	0.0%	2.9%
Not applicable	50.0%	13.8%	28.6%	37.2%	36.9%	31.0%	32.4%
Real Living Wage							

During the last 12 months, was there a time when your wages/income did not cover your weekly/monthly outgoings? (base = 271)							
% Yes	50.0%	44.8%	28.6%	13.2%	8.8%	7.1%	18.1%
Is your employer an accredited Living Wage employer (including not applicable) (base = 272)							
% Yes	0.0%	44.8%	30.4%	9.2%	1.2%	17.9%	15.8%
Security and Work							
Are you currently in paid employment? (base = 272)							
% Yes	100.0%	93.1%	61.8%	11.7%	1.2%	21.4%	29.0%
If yes above, do the following statements relate to your employment (% Yes)							
I have a regular work contract with mainly set hours and pay (base = 77)	100.0%	85.2%	88.2%	44.4%	100.0%	83.1%	100.0%
I have a flexible work contract with variable hours and pay (base = 73)	0.0%	7.7%	16.7%	44.4%	100.0%	0.0%	16.4%
My flexible work pattern is at my request to fit with my commitments (base = 74)	0.0%	23.1%	33.3%	33.3%	100.0%	50.0%	31.1%
I feel that I have a good work/life balance (base = 74)	50.0%	77.8%	76.7%	66.7%	0.0%	80.0%	74.3%
My work hours are dependent on my employer's needs (base = 74)	0.0%	25.9%	33.3%	44.4%	0.0%	20.0%	29.7%
I often have changes to my work pattern at short notice (base = 72)	0.0%	19.2%	20.7%	55.6%	0.0%	0.0%	22.2%
I have to be available for work at times when I may not be needed (base = 74)	0.0%	3.7%	6.7%	11.1%	100.0%	0.0%	6.8%
My work pattern regularly affects my social and family commitments (base = 74)	50.0%	25.9%	16.7%	33.3%	100.0%	20.0%	24.3%
I have difficulty predicting how much I will earn each month (base = 74)	0.0%	14.8%	10.0%	33.3%	0.0%	0.0%	13.5%
Unpaid caring or other household responsibilities have limited my ability to increase my income (base = 74)	0.0%	14.8%	10.0%	0.0%	0.0%	40.0%	12.2%
If you or a family member needed to access employability support, would you know where to go? (base = 274)							
% Yes	0.0%	28.6%	33.9%	16.7%	4.8%	17.9%	17.9%

Do you know what a social enterprise is? (base = 275)							
% Yes	50.0%	58.6%	50.9%	55.8%	44.6%	58.6%	52.0%
If yes, have you ever used a social enterprise in Aberdeen? (base = 143)							
% Yes	0.0%	17.6%	25.0%	9.3%	13.5%	23.5%	16.1%
Homelessness							
Here is a list of issues facing the country these days. Please indicate how serious a problem, if at all, you think each one is (% Very serious problem or fairly serious problem)							
The affordability of housing to buy or rent (base = 276)	100.0%	82.8%	89.3%	92.3%	91.5%	82.8%	89.5%
Poverty (base = 276)	100.0%	89.7%	91.1%	88.5%	81.7%	75.9%	85.9%
Unemployment (base = 277)	100.0%	82.8%	73.2%	85.9%	74.7%	79.3%	79.1%
Levels of crime (base = 277)	100.0%	69.0%	69.6%	84.6%	73.5%	72.4%	75.5%
Levels of homelessness (base = 276)	100.0%	62.1%	85.7%	93.5%	75.9%	82.8%	82.2%
Cost of living (base = 277)	100.0%	89.7%	92.9%	92.3%	84.3%	93.1%	89.9%
Do you think that homelessness in Aberdeen City has got better, got worse or has it stayed the same over the past 12 months? (base = 274)							
% Getting a lot worse or getting a little worse	0.0%	27.6%	40.0%	31.2%	28.9%	35.7%	32.1%
Here are some statements about homelessness in the UK. For each one we would like you to tell us whether you think it is true or false or whether you don't know (% True) (base = 277)							
The UK has one of the highest rates of homelessness among richer countries	100.0%	31.0%	42.9%	44.9%	31.3%	34.5%	38.3%
In the UK, there are more people experiencing street homelessness than other groups e.g. people who are sleeping temporarily in friends' houses, squatting, staying at hostels, etc.	50.0%	20.7%	32.1%	30.8%	30.1%	27.6%	29.6%
Most homeless people living on the streets have been doing that for less than 6 months	0.0%	17.2%	19.6%	19.2%	13.3%	10.3%	16.2%
Most people who are experiencing homelessness have been homeless before	50.0%	51.7%	30.4%	26.9%	28.9%	17.2%	30.0%
Here are some things people have said about homelessness. To what extent do you agree or disagree with each? (% Strongly agree or tend to agree)							

Homelessness will always happen – we cannot end it (base = 273)	0.0%	48.3%	43.6%	50.0%	62.7%	32.1%	50.2%
As a society, we do not pay enough attention to homelessness (base = 274)	100.0%	51.7%	80.4%	71.4%	68.3%	71.4%	70.4%
Poverty is at the root of many of the problems that can lead to homelessness (base = 276)	100.0%	72.4%	73.2%	71.8%	65.1%	78.6%	71.0%
We should invest more money in preventing people becoming homeless rather than in services to help those who are already homeless (base = 274)	50.0%	58.6%	73.2%	62.3%	63.9%	70.4%	65.3%
It is unfair to take a negative view of people who are homeless (base = 277)	100.0%	79.3%	85.7%	76.9%	79.8%	89.3%	81.2%
Homelessness would be less of an issue if housing was more affordable (base = 274)	50.0%	69.0%	67.9%	70.1%	75.6%	71.4%	71.2%
I am aware of actions that are being taken to tackle homelessness (base = 274)	0.0%	37.9%	28.6%	33.8%	36.1%	32.1%	33.5%
Governments should guarantee that everyone has the right to access decent and affordable housing (base = 276)	100.0%	58.6%	71.4%	73.1%	60.7%	51.9%	65.6%
All of us have a role to play in ending homelessness (base = 276)	100.0%	51.7%	64.3%	56.4%	52.4%	44.4%	55.4%
Have you or someone close to you such as a partner, family member or a good friend ever experienced homelessness? (base = 278)							
% Yes – have myself, partner/family or good friend	50.0%	27.6%	28.6%	21.8%	8.3%	13.8%	19.1%
To what extent are you aware of or not of Homewards? Homewards is a five-year programme founded by Prince William, the Prince of Wales, and The Royal Foundation which aims to demonstrate that together it's possible to end homelessness – making it rare, brief and unrepeated. (base = 276)							
% Any aware	50.0%	20.7%	37.5%	32.1%	39.8%	21.4%	33.3%

Note: Caution is advised in interpreting the results as the numbers in some groups may be very small. The red highlight indicates a significant difference between groups, but not specifically which groups the difference is between.

9.4. Responses by Ethnicity

	Scottish (n=207)	Other British (n=36)	Other White (n=12)	Other (n=23)	Total (n=278)
Cost of Living					
During the last 12 months, was there a time when, because of lack of money or other resources: (% Yes)					
You were worried you would not have enough food to eat? (base = 272)	7.5%	2.8%	0.0%	26.1%	8.1%
You ate less than you thought you should? (base = 273)	12.4%	8.3%	8.3%	26.1%	12.8%
Your household ran out of food? (base = 266)	3.1%	0.0%	0.0%	13.0%	3.4%
You were worried you would not be able to heat your home? (base = 274)	18.2%	22.2%	33.3%	30.4%	20.4%
You had to go without heating for more than one day? (base = 273)	10.4%	11.1%	0.0%	4.3%	9.5%
You were worried about having to choose between heating your home or eating? (base = 273)	8.9%	5.6%	8.3%	21.7%	9.5%
You could not afford either heating or food? (base = 271)	4.0%	2.8%	0.0%	8.7%	4.1%
Paying for energy has meant that you have gone into debt or arrears (base = 271)	5.0%	5.6%	0.0%	17.4%	5.9%
The following statements relate to housing costs (% 'Yes)					
My housing costs are having a major impact on our family budget (base = 275)	25.0%	33.3%	50.0%	39.1%	28.4%
I feel that interest rates are too high (base = 274)	34.0%	22.2%	33.3%	52.2%	33.9%
I feel that rents are too high (base = 272)	24.9%	22.2%	41.7%	43.5%	26.8%
Access to Support					
Do you know of support available locally to help you with your living costs? (base = 278)					
Food support services	43.5%	33.3%	33.3%	47.8%	42.1%
Financial or welfare services	29.0%	25.0%	41.7%	26.1%	28.8%
Energy-specific support	22.7%	16.7%	16.7%	17.4%	21.2%

Advice or charity services	29.5%	33.3%	16.7%	26.1%	29.1%
Informal support	29.0%	22.2%	33.3%	30.4%	28.4%
Not aware of any support	10.1%	11.1%	16.7%	8.7%	10.4%
Not applicable	45.9%	47.2%	41.7%	34.8%	45.0%
In the last 12 months, have you used any of the following services to help you increase your income? (base = 278)					
Aberdeen City Council Financial Inclusion Team	1.9%	0.0%	8.3%	0.0%	1.8%
Citizens Advice Bureau	4.3%	0.0%	0.0%	4.3%	3.6%
CFINE SAFE Team	1.4%	0.0%	0.0%	0.0%	1.1%
Cyrenians	0.5%	0.0%	0.0%	0.0%	0.4%
Grampian Housing SMART Money Advice Team	1.0%	0.0%	0.0%	0.0%	0.7%
Other	1.0%	0.0%	0.0%	4.3%	1.1%
Not applicable	87.0%	91.7%	91.7%	78.3%	87.1%
Where do you usually look for information about money and advice services? (base = 278)					
Aberdeen City Council Website/service pages	15.0%	8.3%	33.3%	13.0%	14.7%
Libraries	7.2%	2.8%	16.7%	0.0%	6.5%
Health partners	9.2%	5.6%	8.3%	13.0%	9.0%
Citizens Advice/Third Sector Organisations	16.9%	16.7%	16.7%	21.7%	17.3%
Social Media	14.0%	5.6%	25.0%	21.7%	14.0%
Word of mouth/community groups	15.0%	11.1%	16.7%	26.1%	15.5%
Primary/secondary Schools	1.0%	2.8%	0.0%	4.3%	1.4%
Other	10.6%	16.7%	8.3%	4.3%	10.8%
Not applicable	52.7%	55.6%	41.7%	30.4%	50.7%
Where would you prefer to access information in the future? (base = 278)					
Same places as now	45.4%	38.9%	58.3%	52.2%	45.7%
In-person	24.6%	11.1%	33.3%	21.7%	23.0%
Text/WhatsApp	9.7%	8.3%	16.7%	21.7%	10.8%
Video/British Sign Language (BSL), or audio formats	2.9%	0.0%	0.0%	4.3%	2.5%
Printed materials at libraries, schools, or GP surgeries	25.6%	16.7%	41.7%	17.4%	24.5%
Other	2.9%	2.8%	8.3%	0.0%	2.9%
Not applicable	34.3%	38.9%	16.7%	13.0%	32.4%
Real Living Wage					
During the last 12 months, was there a time when your wages/income did not cover your weekly/monthly outgoings? (base = 271)					
% Yes	15.3%	20.0%	16.7%	40.9%	18.1%
Is your employer an accredited Living Wage employer (including not applicable) (base = 272)					

% Yes	13.8%	17.1%	33.3%	22.7%	15.8%
Security and Work					
Are you currently in paid employment? (base = 272)					
% Yes	25.2%	34.3%	50.0%	43.5%	29.0%
If yes above, do the following statements relate to your employment (% Yes)					
I have a regular work contract with mainly set hours and pay (base = 77)	91.8%	50.0%	50.0%	100.0%	83.1%
I have a flexible work contract with variable hours and pay (base = 73)	8.5%	50.0%	40.0%	0.0%	16.4%
My flexible work pattern is at my request to fit with my commitments (base = 74)	29.2%	36.4%	60.0%	20.0%	31.1%
I feel that I have a good work/life balance (base = 74)	74.5%	66.7%	80.0%	80.0%	74.3%
My work hours are dependent on my employer's needs (base = 74)	23.4%	58.3%	20.0%	30.0%	29.7%
I often have changes to my work pattern at short notice (base = 72)	17.0%	45.5%	40.0%	11.1%	22.2%
I have to be available for work at times when I may not be needed (base = 74)	10.6%	0.0%	0.0%	0.0%	6.8%
My work pattern regularly affects my social and family commitments (base = 74)	25.5%	25.0%	40.0%	10.0%	24.3%
I have difficulty predicting how much I will earn each month (base = 74)	4.3%	41.7%	60.0%	0.0%	13.5%
Unpaid caring or other household responsibilities have limited my ability to increase my income (base = 74)	14.9%	16.7%	0.0%	0.0%	12.2%
If you or a family member needed to access employability support, would you know where to go? (base = 274)					
% Yes	16.2%	13.9%	25.0%	36.4%	17.9%
Do you know what a social enterprise is? (base = 275)					
% Yes	53.2%	52.8%	45.5%	43.5%	52.0%
If yes, have you ever used a social enterprise in Aberdeen? (base = 143)					
% Yes	11.9%	21.1%	20.0%	50.0%	16.1%

Homelessness					
Here is a list of issues facing the country these days. Please indicate how serious a problem, if at all, you think each one is (% Very serious problem or fairly serious problem)					
The affordability of housing to buy or rent (base = 276)	90.7%	91.7%	75.0%	82.6%	89.5%
Poverty (base = 276)	86.8%	83.3%	75.0%	87.0%	85.9%
Unemployment (base = 277)	80.1%	75.0%	75.0%	78.3%	79.1%
Levels of crime (base = 277)	79.1%	63.9%	58.3%	69.6%	75.5%
Levels of homelessness (base = 276)	84.9%	83.3%	66.7%	65.2%	82.2%
Cost of living (base = 277)	89.3%	91.7%	91.7%	91.3%	89.9%
Do you think that homelessness in Aberdeen City has got better, got worse or has it stayed the same over the past 12 months? (base = 274)					
% Getting a lot worse or getting a little worse	33.7%	25.0%	36.4%	27.3%	32.1%
Here are some statements about homelessness in the UK. For each one we would like you to tell us whether you think it is true or false or whether you don't know (% True) (base = 277)					
The UK has one of the highest rates of homelessness among richer countries	38.3%	47.2%	16.7%	34.8%	38.3%
In the UK, there are more people experiencing street homelessness than other groups e.g. people who are sleeping temporarily in friends' houses, squatting, staying at hostels, etc.	30.1%	30.6%	16.7%	30.4%	29.6%
Most homeless people living on the streets have been doing that for less than 6 months	16.0%	19.4%	8.3%	17.4%	16.2%
Most people who are experiencing homelessness have been homeless before	29.6%	30.6%	33.3%	30.4%	30.0%
Here are some things people have said about homelessness. To what extent do you agree or disagree with each? (% Strongly agree or tend to agree)					
Homelessness will always happen – we cannot end it (base = 273)	48.0%	68.6%	66.7%	31.8%	50.2%
As a society, we do not pay enough attention to homelessness (base = 274)	70.6%	63.9%	66.7%	81.8%	70.4%

Poverty is at the root of many of the problems that can lead to homelessness (base = 276)	70.9%	66.7%	75.0%	77.3%	71.0%
We should invest more money in preventing people becoming homeless rather than in services to help those who are already homeless (base = 274)	65.4%	63.9%	58.3%	71.4%	65.3%
It is unfair to take a negative view of people who are homeless (base = 277)	82.6%	77.8%	91.7%	68.2%	81.2%
Homelessness would be less of an issue if housing was more affordable (base = 274)	69.8%	80.6%	66.7%	71.4%	71.2%
I am aware of actions that are being taken to tackle homelessness (base = 274)	29.3%	50.0%	50.0%	36.4%	33.5%
Governments should guarantee that everyone has the right to access decent and affordable housing (base = 276)	67.1%	58.3%	66.7%	61.9%	65.6%
All of us have a role to play in ending homelessness (base = 276)	53.6%	58.3%	41.7%	76.2%	55.4%
Have you or someone close to you such as a partner, family member or a good friend ever experienced homelessness? (base = 278)					
% Yes – have myself, partner/family or good friend	16.4%	30.6%	8.3%	30.4%	19.1%
To what extent are you aware of or not of Homewards? Homewards is a five-year programme founded by Prince William, the Prince of Wales, and The Royal Foundation which aims to demonstrate that together it's possible to end homelessness – making it rare, brief and unrepeated. (base = 276)					
% Any aware	32.5%	33.3%	41.7%	36.4%	33.3%

Note: Caution is advised in interpreting the results as the numbers in some groups may be very small. The red highlight indicates a significant difference between groups, but not specifically which groups the difference is between.

9.5. Responses by Gender

	Male (n=123)	Female (n=146)	Missing (n=9)	Total (n=278)
Cost of Living				
During the last 12 months, was there a time when, because of lack of money or other resources: (% Yes)				
You were worried you would not have enough food to eat? (base = 272)	10.8%	5.6%	11.1%	8.1%
You ate less than you thought you should? (base = 273)	14.0%	11.2%	22.2%	12.8%
Your household ran out of food? (base = 266)	5.1%	1.4%	11.1%	3.4%
You were worried you would not be able to heat your home? (base = 274)	20.7%	21.5%	0.0%	20.4%
You had to go without heating for more than one day? (base = 273)	9.9%	9.8%	0.0%	9.5%
You were worried about having to choose between heating your home or eating? (base = 273)	12.4%	7.0%	11.1%	9.5%
You could not afford either heating or food? (base = 271)	5.0%	3.5%	0.0%	4.1%
Paying for energy has meant that you have gone into debt or arrears (base = 271)	10.1%	2.8%	0.0%	5.9%
The following statements relate to housing costs (% 'Yes)				
My housing costs are having a major impact on our family budget (base = 275)	26.4%	29.7%	33.3%	28.4%
I feel that interest rates are too high (base = 274)	35.2%	32.9%	33.3%	33.9%
I feel that rents are too high (base = 272)	27.3%	27.5%	11.1%	26.8%
Access to Support				
Do you know of support available locally to help you with your living costs? (base = 278)				
Food support services	39.8%	43.2%	55.6%	42.1%
Financial or welfare services	25.2%	31.5%	33.3%	28.8%
Energy-specific support	22.8%	20.5%	11.1%	21.2%
Advice or charity services	28.5%	29.5%	33.3%	29.1%
Informal support	28.5%	28.1%	33.3%	28.4%
Not aware of any support	11.4%	9.6%	11.1%	10.4%

Not applicable	46.3%	45.2%	22.2%	45.0%
In the last 12 months, have you used any of the following services to help you increase your income? (base = 278)				
Aberdeen City Council Financial Inclusion Team	2.4%	1.4%	0.0%	1.8%
Citizens Advice Bureau	5.7%	2.1%	0.0%	3.6%
CFINE SAFE Team	2.4%	0.0%	0.0%	1.1%
Cyrenians	0.8%	0.0%	0.0%	0.4%
Grampian Housing SMART Money Advice Team	1.6%	0.0%	0.0%	0.7%
Other	1.6%	0.7%	0.0%	1.1%
Not applicable	87.8%	87.0%	77.8%	87.1%
Where do you usually look for information about money and advice services? (base = 278)				
Aberdeen City Council Website/service pages	16.3%	13.7%	11.1%	14.7%
Libraries	4.9%	8.2%	0.0%	6.5%
Health partners	10.6%	7.5%	11.1%	9.0%
Citizens Advice/Third Sector Organisations	18.7%	15.8%	22.2%	17.3%
Social Media	17.9%	11.0%	11.1%	14.0%
Word of mouth/community groups	13.8%	17.1%	11.1%	15.5%
Primary/secondary Schools	1.6%	1.4%	0.0%	1.4%
Other	13.0%	9.6%	0.0%	10.8%
Not applicable	52.0%	50.0%	44.4%	50.7%
Where would you prefer to access information in the future? (base = 278)				
Same places as now	49.6%	42.5%	44.4%	45.7%
In-person	18.7%	27.4%	11.1%	23.0%
Text/WhatsApp	10.6%	11.0%	11.1%	10.8%
Video/British Sign Language (BSL), or audio formats	3.3%	2.1%	0.0%	2.5%
Printed materials at libraries, schools, or GP surgeries	24.4%	25.3%	11.1%	24.5%
Other	4.9%	1.4%	0.0%	2.9%
Not applicable	34.1%	31.5%	22.2%	32.4%
Real Living Wage				
During the last 12 months, was there a time when your wages/income did not cover your weekly/monthly outgoings? (base = 271)				
% Yes	17.5%	18.9%	12.5%	18.1%
Is your employer an accredited Living Wage employer (including not applicable) (base = 272)				
% Yes	14.0%	17.5%	12.5%	15.8%
Security and Work				
Are you currently in paid employment? (base = 272)				
% Yes	28.7%	29.8%	22.2%	29.0%

If yes above, do the following statements relate to your employment (% Yes)				
I have a regular work contract with mainly set hours and pay (base = 77)	76.5%	87.8%	100.0%	83.1%
I have a flexible work contract with variable hours and pay (base = 73)	20.6%	13.5%	0.0%	16.4%
My flexible work pattern is at my request to fit with my commitments (base = 74)	29.4%	31.6%	50.0%	31.1%
I feel that I have a good work/life balance (base = 74)	76.5%	71.1%	100.0%	74.3%
My work hours are dependent on my employer's needs (base = 74)	38.2%	23.7%	0.0%	29.7%
I often have changes to my work pattern at short notice (base = 72)	29.4%	16.7%	0.0%	22.2%
I have to be available for work at times when I may not be needed (base = 74)	5.9%	7.9%	0.0%	6.8%
My work pattern regularly affects my social and family commitments (base = 74)	23.5%	26.3%	0.0%	24.3%
I have difficulty predicting how much I will earn each month (base = 74)	17.6%	10.5%	0.0%	13.5%
Unpaid caring or other household responsibilities have limited my ability to increase my income (base = 74)	11.8%	13.2%	0.0%	12.2%
If you or a family member needed to access employability support, would you know where to go? (base = 274)				
% Yes	17.4%	18.6%	12.5%	17.9%
Do you know what a social enterprise is? (base = 275)				
% Yes	52.1%	53.1%	33.3%	52.0%
If yes, have you ever used a social enterprise in Aberdeen? (base = 143)				
% Yes	9.5%	19.5%	66.7%	16.1%
Homelessness				
Here is a list of issues facing the country these days. Please indicate how serious a problem, if at all, you think each one is (% Very serious problem or fairly serious problem)				
The affordability of housing to buy or rent (base = 276)	84.4%	94.5%	77.8%	89.5%
Poverty (base = 276)	77.2%	94.4%	66.7%	85.9%

Unemployment (base = 277)	71.5%	85.5%	77.8%	79.1%
Levels of crime (base = 277)	70.7%	80.0%	66.7%	75.5%
Levels of homelessness (base = 276)	73.0%	91.0%	66.7%	82.2%
Cost of living (base = 277)	84.6%	95.2%	77.8%	89.9%
Do you think that homelessness in Aberdeen City has got better, got worse or has it stayed the same over the past 12 months? (base = 274)				
% Getting a lot worse or getting a little worse	23.3%	39.7%	25.0%	32.1%
Here are some statements about homelessness in the UK. For each one we would like you to tell us whether you think it is true or false or whether you don't know (% True) (base = 277)				
The UK has one of the highest rates of homelessness among richer countries	35.8%	40.0%	44.4%	38.3%
In the UK, there are more people experiencing street homelessness than other groups e.g. people who are sleeping temporarily in friends' houses, squatting, staying at hostels, etc.	27.6%	31.0%	33.3%	29.6%
Most homeless people living on the streets have been doing that for less than 6 months	16.3%	16.6%	11.1%	16.2%
Most people who are experiencing homelessness have been homeless before	32.5%	29.0%	11.1%	30.0%
Here are some things people have said about homelessness. To what extent do you agree or disagree with each? (% Strongly agree or tend to agree)				
Homelessness will always happen – we cannot end it (base = 273)	49.2%	53.1%	12.5%	50.2%
As a society, we do not pay enough attention to homelessness (base = 274)	66.4%	73.6%	75.0%	70.4%
Poverty is at the root of many of the problems that can lead to homelessness (base = 276)	63.4%	77.9%	62.5%	71.0%
We should invest more money in preventing people becoming homeless	64.8%	66.2%	57.1%	65.3%

rather than in services to help those who are already homeless (base = 274)				
It is unfair to take a negative view of people who are homeless (base = 277)	76.4%	85.6%	75.0%	81.2%
Homelessness would be less of an issue if housing was more affordable (base = 274)	69.1%	73.4%	62.5%	71.2%
I am aware of actions that are being taken to tackle homelessness (base = 274)	32.8%	34.5%	25.0%	33.5%
Governments should guarantee that everyone has the right to access decent and affordable housing (base = 276)	62.6%	68.5%	57.1%	65.6%
All of us have a role to play in ending homelessness (base = 276)	52.0%	57.5%	71.4%	55.4%
Have you or someone close to you such as a partner, family member or a good friend ever experienced homelessness? (base = 278)				
% Yes – have myself, partner/family or good friend	16.3%	22.6%	0.0%	19.1%
To what extent are you aware of or not of Homewards? Homewards is a five-year programme founded by Prince William, the Prince of Wales, and The Royal Foundation which aims to demonstrate that together it's possible to end homelessness – making it rare, brief and unrepeated. (base = 276)				
% Any aware	27.0%	37.7%	50.0%	33.3%

Note: Caution is advised in interpreting the results as the numbers in some groups may be very small. The red highlight indicates a significant difference between groups, but not specifically which groups the difference is between.

9.6. Responses by North Priority Neighbourhoods and Locality

	North Ex. PNs (n=72)	North PNs (n=8)	All North (n=80)	Base
Cost of Living				
During the last 12 months, was there a time when, because of lack of money or other resources: (% Yes)				
You were worried you would not have enough food to eat?	7.2%	12.5%	7.8%	77
You ate less than you thought you should?	11.4%	14.3%	11.7%	77
Your household ran out of food?	2.9%	0.0%	2.6%	76
You were worried you would not be able to heat your home?	22.9%	37.5%	24.4%	78
You had to go without heating for more than one day?	10.0%	25.0%	11.5%	78
You were worried about having to choose between heating your home or eating?	11.4%	25.0%	12.8%	78
You could not afford either heating or food?	5.8%	12.5%	6.5%	77
Paying for energy has meant that you have gone into debt or arrears	5.8%	12.5%	6.5%	77
The following statements relate to housing costs (% 'Yes)				
My housing costs are having a major impact on our family budget	30.6%	62.5%	33.8%	80
I feel that interest rates are too high	38.0%	14.3%	35.9%	78
I feel that rents are too high	23.6%	28.6%	24.1%	79
Access to Support				
Do you know of support available locally to help you with your living costs?				
Food support services	37.5%	12.5%	35.0%	80
Financial or welfare services	29.2%	12.5%	27.5%	80
Energy-specific support	23.6%	12.5%	22.5%	80
Advice or charity services	25.0%	12.5%	23.8%	80
Informal support	27.8%	12.5%	26.3%	80
Not aware of any support	9.7%	37.5%	12.5%	80
Not applicable	52.8%	50.0%	52.5%	80
In the last 12 months, have you used any of the following services to help you increase your income?				

Aberdeen City Council Financial Inclusion Team	1.4%	0.0%	1.3%	80
Citizens Advice Bureau	2.8%	0.0%	2.5%	80
CFINE SAFE Team	0%	0%	0%	80
Cyrenians	0%	0%	0%	80
Grampian Housing SMART Money Advice Team	0%	0%	0%	80
Other	1.4%	0.0%	1.3%	80
Not applicable	84.7%	87.5%	85.0%	80
Where do you usually look for information about money and advice services?				
Aberdeen City Council Website/service pages	6.9%	37.5%	10.0%	80
Libraries	6.9%	12.5%	7.5%	80
Health partners	8.3%	0.0%	7.5%	80
Citizens Advice/Third Sector Organisations	8.3%	37.5%	11.3%	80
Social Media	12.5%	12.5%	12.5%	80
Word of mouth/community groups	13.9%	0.0%	12.5%	80
Primary/secondary Schools	1.4%	0.0%	1.3%	80
Other	11.1%	0.0%	10.0%	80
Not applicable	59.7%	50.0%	58.8%	80
Where would you prefer to access information in the future?				
Same places as now	36.1%	62.5%	38.8%	80
In-person	18.1%	25.0%	18.8%	80
Text/WhatsApp	8.3%	25.0%	10.0%	80
Video/British Sign Language (BSL), or audio formats	2.8%	0.0%	2.5%	80
Printed materials at libraries, schools, or GP surgeries	22.2%	12.5%	21.3%	80
Other	1.4%	0.0%	1.3%	80
Not applicable	36.1%	25.0%	35.0%	80
Real Living Wage				
During the last 12 months, was there a time when your wages/income did not cover your weekly/monthly outgoings?				
% Yes	19.7%	28.6%	20.5%	78
Is your employer an accredited Living Wage employer				
% Yes	16.9%	25.0%	17.7%	79
Security and Work				
Are you currently in paid employment?				
% Yes	32.4%	25.0%	31.6%	79
If yes above, do the following statements relate to your employment (% Yes)				
I have a regular work contract with mainly set hours and pay	77.3%	100.0%	79.2%	24

I have a flexible work contract with variable hours and pay	22.7%	0.0%	20.8%	24
My flexible work pattern is at my request to fit with my commitments	30.4%	0.0%	28.0%	25
I feel that I have a good work/life balance	86.4%	100.0%	87.5%	24
My work hours are dependent on my employer's needs	31.8%	0.0%	29.2%	24
I often have changes to my work pattern at short notice	25.0%	0.0%	22.7%	22
I have to be available for work at times when I may not be needed	9.1%	50.0%	12.5%	24
My work pattern regularly affects my social and family commitments	27.3%	0.0%	25.0%	24
I have difficulty predicting how much I will earn each month	18.2%	0.0%	16.7%	24
Unpaid caring or other household responsibilities have limited my ability to increase my income	4.5%	0.0%	4.2%	24
If you or a family member needed to access employability support, would you know where to go?				
% Yes	15.3%	25.0%	16.3%	80
Do you know what a social enterprise is?				
% Yes	38.9%	0.0%	35.0%	80
If yes, have you ever used a social enterprise in Aberdeen?				
% Yes	7.1%	7.1%	7.1%	28
Homelessness				
Here is a list of issues facing the country these days. Please indicate how serious a problem, if at all, you think each one is (% Very serious problem or fairly serious problem)				
The affordability of housing to buy or rent	91.5%	71.4%	89.7%	78
Poverty	86.1%	85.7%	86.1%	79
Unemployment	81.9%	71.4%	81.0%	79
Levels of crime	79.2%	71.4%	78.5%	79
Levels of homelessness	86.1%	71.4%	84.8%	79
Cost of living	86.1%	87.5%	86.3%	80
Do you think that homelessness in Aberdeen City has got better, got worse or has it stayed the same over the past 12 months?				
% Getting a lot worse or getting a little worse	32.9%	37.5%	33.3%	78

Here are some statements about homelessness in the UK. For each one we would like you to tell us whether you think it is true or false or whether you don't know (% True)				
The UK has one of the highest rates of homelessness among richer countries	37.5%	50.0%	38.8%	80
In the UK, there are more people experiencing street homelessness than other groups e.g. people who are sleeping temporarily in friends' houses, squatting, staying at hostels, etc.	34.7%	57.1%	36.7%	79
Most homeless people living on the streets have been doing that for less than 6 months	12.5%	28.6%	13.9%	79
Most people who are experiencing homelessness have been homeless before	30.6%	28.6%	30.4%	79
Here are some things people have said about homelessness. To what extent do you agree or disagree with each? (% Strongly agree or tend to agree)				
Homelessness will always happen – we cannot end it	54.9%	50.0%	54.4%	79
As a society, we do not pay enough attention to homelessness	73.2%	75.0%	73.4%	79
Poverty is at the root of many of the problems that can lead to homelessness	70.8%	85.7%	72.2%	79
We should invest more money in preventing people becoming homeless rather than in services to help those who are already homeless	68.1%	71.4%	68.4%	79
It is unfair to take a negative view of people who are homeless	87.5%	87.5%	87.5%	80
Homelessness would be less of an issue if housing was more affordable	69.0%	85.7%	70.5%	78
I am aware of actions that are being taken to tackle homelessness	24.3%	25.0%	24.4%	78
Governments should guarantee that everyone has the	69.4%	75.0%	70.0%	80

right to access decent and affordable housing				
All of us have a role to play in ending homelessness	55.6%	50.0%	55.0%	80
Have you or someone close to you such as a partner, family member or a good friend ever experienced homelessness?				
% Yes – have myself, partner/family or good friend	20.8%	37.5%	22.5%	80
To what extent are you aware of or not of Homewards? Homewards is a five-year programme founded by Prince William, the Prince of Wales, and The Royal Foundation which aims to demonstrate that together it's possible to end homelessness – making it rare, brief and unrepeated.				
% Any aware	28.2%	12.5%	26.6%	79

Note: Caution is advised in interpreting the results as the numbers in some groups may be very small. The red highlight indicates a significant difference between groups, but not specifically which groups the difference is between.

9.7. Responses by South Priority Neighbourhoods and Locality

	South Ex. PNs (n=86)	South PNs (n=15)	All South (n=101)	Base
Cost of Living				
During the last 12 months, was there a time when, because of lack of money or other resources: (% Yes)				
You were worried you would not have enough food to eat?	8.2%	0.0%	7.1%	99
You ate less than you thought you should?	12.9%	0.0%	11.1%	99
Your household ran out of food?	3.5%	0.0%	3.1%	98
You were worried you would not be able to heat your home?	14.0%	7.1%	13.0%	100
You had to go without heating for more than one day?	4.7%	7.1%	5.1%	99
You were worried about having to choose between heating your home or eating?	9.4%	0.0%	8.1%	99
You could not afford either heating or food?	4.8%	0.0%	4.1%	98
Paying for energy has meant that you have gone into debt or arrears	3.6%	0.0%	3.1%	98
The following statements relate to housing costs (% 'Yes)				
My housing costs are having a major impact on our family budget	22.6%	35.7%	24.5%	98
I feel that interest rates are too high	31.0%	33.3%	31.3%	99
I feel that rents are too high	25.3%	23.1%	25.0%	96
Access to Support				
Do you know of support available locally to help you with your living costs?				
Food support services	41.9%	46.7%	42.6%	101
Financial or welfare services	24.4%	40.0%	26.7%	101
Energy-specific support	16.3%	33.3%	18.8%	101
Advice or charity services	31.4%	20.0%	29.7%	101
Informal support	26.7%	26.7%	26.7%	101
Not aware of any support	10.5%	6.7%	9.9%	101
Not applicable	41.9%	46.7%	42.6%	101
In the last 12 months, have you used any of the following services to help you increase your income?				

Aberdeen City Council Financial Inclusion Team	2.3%	6.7%	3.0%	101
Citizens Advice Bureau	4.7%	13.3%	5.9%	101
CFINE SAFE Team	1.2%	0.0%	1.0%	101
Cyrenians	0%	0%	0%	101
Grampian Housing SMART Money Advice Team	1.2%	0.0%	1.0%	101
Other	1.2%	0.0%	1.0%	101
Not applicable	88.4%	73.3%	86.1%	101
Where do you usually look for information about money and advice services?				
Aberdeen City Council Website/service pages	16.3%	6.7%	14.9%	101
Libraries	4.7%	0.0%	4.0%	101
Health partners	7.0%	20.0%	8.9%	101
Citizens Advice/Third Sector Organisations	15.1%	20.0%	15.8%	101
Social Media	15.1%	6.7%	13.9%	101
Word of mouth/community groups	16.3%	20.0%	16.8%	101
Primary/secondary Schools	0.0%	6.7%	1.0%	101
Other	11.6%	13.3%	11.9%	101
Not applicable	46.5%	40.0%	45.5%	101
Where would you prefer to access information in the future?				
Same places as now	46.5%	53.3%	47.5%	101
In-person	23.3%	26.7%	23.8%	101
Text/WhatsApp	12.8%	0.0%	10.9%	101
Video/British Sign Language (BSL), or audio formats	0.0%	6.7%	1.0%	101
Printed materials at libraries, schools, or GP surgeries	20.9%	53.3%	25.7%	101
Other	1.2%	0.0%	1.0%	101
Not applicable	29.1%	26.7%	28.7%	101
Real Living Wage				
During the last 12 months, was there a time when your wages/income did not cover your weekly/monthly outgoings?				
% Yes	15.5%	6.7%	14.1%	99
Is your employer an accredited Living Wage employer				
% Yes	12.9%	14.3%	13.1%	99
Security and Work				
Are you currently in paid employment?				
% Yes	24.7%	33.3%	26.0%	100
If yes above, do the following statements relate to your employment (% Yes)				
I have a regular work contract with mainly set hours and pay	75.0%	100.0%	80.0%	25

I have a flexible work contract with variable hours and pay	31.6%	0.0%	27.3%	25
My flexible work pattern is at my request to fit with my commitments	40.0%	33.3%	39.1%	23
I feel that I have a good work/life balance	75.0%	100.0%	78.3%	23
My work hours are dependent on my employer's needs	40.0%	0.0%	34.8%	23
I often have changes to my work pattern at short notice	20.0%	0.0%	17.4%	23
I have to be available for work at times when I may not be needed	5.0%	33.3%	8.7%	23
My work pattern regularly affects my social and family commitments	15.0%	0.0%	13.0%	23
I have difficulty predicting how much I will earn each month	15.0%	0.0%	13.0%	23
Unpaid caring or other household responsibilities have limited my ability to increase my income	20.0%	0.0%	17.4%	23
If you or a family member needed to access employability support, would you know where to go?				
% Yes	14.0%	40.0%	17.8%	101
Do you know what a social enterprise is?				
% Yes	59.3%	57.1%	59.0%	100
If yes, have you ever used a social enterprise in Aberdeen?				
% Yes	13.7%	25.0%	15.3%	59
Homelessness				
Here is a list of issues facing the country these days. Please indicate how serious a problem, if at all, you think each one is (% Very serious problem or fairly serious problem)				
The affordability of housing to buy or rent	86.0%	86.7%	86.1%	101
Poverty	84.7%	86.7%	85.0%	100
Unemployment	76.7%	60.0%	74.3%	101
Levels of crime	68.6%	66.7%	68.3%	101
Levels of homelessness	77.9%	78.6%	78.0%	100
Cost of living	88.4%	92.9%	89.0%	100
Do you think that homelessness in Aberdeen City has got better, got worse or has it stayed the same over the past 12 months?				
% Getting a lot worse or getting a little worse	25.6%	42.9%	28.0%	100

Here are some statements about homelessness in the UK. For each one we would like you to tell us whether you think it is true or false or whether you don't know (% True)				
The UK has one of the highest rates of homelessness among richer countries	32.6%	40.0%	33.7%	101
In the UK, there are more people experiencing street homelessness than other groups e.g. people who are sleeping temporarily in friends' houses, squatting, staying at hostels, etc.	23.3%	20.0%	22.8%	101
Most homeless people living on the streets have been doing that for less than 6 months	17.4%	20.0%	17.8%	101
Most people who are experiencing homelessness have been homeless before	29.1%	33.3%	29.7%	101
Here are some things people have said about homelessness. To what extent do you agree or disagree with each? (% Strongly agree or tend to agree)				
Homelessness will always happen – we cannot end it	54.1%	50.0%	53.5%	99
As a society, we do not pay enough attention to homelessness	64.7%	85.7%	67.7%	99
Poverty is at the root of many of the problems that can lead to homelessness	65.1%	86.7%	68.3%	101
We should invest more money in preventing people becoming homeless rather than in services to help those who are already homeless	62.8%	66.7%	63.4%	101
It is unfair to take a negative view of people who are homeless	76.7%	86.7%	78.2%	101
Homelessness would be less of an issue if housing was more affordable	69.8%	86.7%	72.3%	101
I am aware of actions that are being taken to tackle homelessness	37.2%	26.7%	35.6%	101
Governments should guarantee that everyone has the	57.0%	86.7%	61.4%	101

right to access decent and affordable housing				
All of us have a role to play in ending homelessness	54.7%	46.7%	53.5%	101
Have you or someone close to you such as a partner, family member or a good friend ever experienced homelessness?				
% Yes – have myself, partner/family or good friend	14.0%	40.0%	17.8%	101
To what extent are you aware of or not of Homewards? Homewards is a five-year programme founded by Prince William, the Prince of Wales, and The Royal Foundation which aims to demonstrate that together it's possible to end homelessness – making it rare, brief and unrepeated.				
% Any aware	31.4%	46.7%	33.7%	101

Note: Caution is advised in interpreting the results as the numbers in some groups may be very small. The red highlight indicates a significant difference between groups, but not specifically which groups the difference is between.

9.8. Responses by Central Priority Neighbourhoods and Locality

	Central Ex. PNs (n=63)	Central PNs (n=26)	All Central (n=89)	Base
Cost of Living				
During the last 12 months, was there a time when, because of lack of money or other resources: (% Yes)				
You were worried you would not have enough food to eat?	8.1%	11.5%	9.1%	88
You ate less than you thought you should?	9.5%	30.8%	15.7%	89
Your household ran out of food?	1.7%	8.0%	3.6%	84
You were worried you would not be able to heat your home?	25.8%	30.8%	27.3%	88
You had to go without heating for more than one day?	12.9%	15.4%	13.6%	88
You were worried about having to choose between heating your home or eating?	4.8%	15.4%	8.0%	88
You could not afford either heating or food?	1.6%	3.8%	2.3%	88
Paying for energy has meant that you have gone into debt or arrears	6.5%	15.4%	9.1%	88
The following statements relate to housing costs (% 'Yes)				
My housing costs are having a major impact on our family budget	27.0%	26.9%	27.0%	89
I feel that interest rates are too high	30.2%	50.0%	36.0%	89
I feel that rents are too high	30.2%	38.5%	32.6%	89
Access to Support				
Do you know of support available locally to help you with your living costs?				
Food support services	44.4%	53.8%	47.2%	89
Financial or welfare services	30.2%	38.5%	32.6%	89
Energy-specific support	20.6%	30.8%	23.6%	89
Advice or charity services	33.3%	34.6%	33.7%	89
Informal support	30.2%	38.5%	32.6%	89
Not aware of any support	6.3%	15.4%	9.0%	89
Not applicable	54.0%	65.4%	57.3%	89
In the last 12 months, have you used any of the following services to help you increase your income?				

Aberdeen City Council Financial Inclusion Team	0.0%	3.8%	1.1%	89
Citizens Advice Bureau	1.6%	3.8%	2.2%	89
CFINE SAFE Team	1.6%	3.8%	2.2%	89
Cyrenians	0.0%	3.8%	1.1%	89
Grampian Housing SMART Money Advice Team	0.0%	3.8%	1.1%	89
Other	1.6%	0.0%	1.1%	89
Not applicable	90.5%	92.3%	91.0%	89
Where do you usually look for information about money and advice services?				
Aberdeen City Council Website/service pages	19.0%	23.1%	20.2%	89
Libraries	7.9%	11.5%	9.0%	89
Health partners	9.5%	11.5%	10.1%	89
Citizens Advice/Third Sector Organisations	20.6%	30.8%	23.6%	89
Social Media	15.9%	15.4%	15.7%	89
Word of mouth/community groups	15.9%	19.2%	16.9%	89
Primary/secondary Schools	1.6%	3.8%	2.2%	89
Other	12.7%	7.7%	11.2%	89
Not applicable	50.8%	46.2%	49.4%	89
Where would you prefer to access information in the future?				
Same places as now	49.2%	50.0%	49.4%	89
In-person	30.2%	19.2%	27.0%	89
Text/WhatsApp	12.7%	11.5%	12.4%	89
Video/British Sign Language (BSL), or audio formats	3.2%	7.7%	4.5%	89
Printed materials at libraries, schools, or GP surgeries	27.0%	26.9%	27.0%	89
Other	6.3%	7.7%	6.7%	89
Not applicable	34.9%	34.6%	34.8%	89
Real Living Wage				
During the last 12 months, was there a time when your wages/income did not cover your weekly/monthly outgoings?				
% Yes	14.3%	41.7%	21.8%	87
Is your employer an accredited Living Wage employer				
% Yes	14.3%	25.0%	17.2%	87
Security and Work				
Are you currently in paid employment?				
% Yes	23.3%	48.0%	30.6%	85
If yes above, do the following statements relate to your employment (% Yes)				
I have a regular work contract with mainly set hours and pay	92.9%	83.3%	88.5%	26

I have a flexible work contract with variable hours and pay	7.1%	0.0%	4.0%	25
My flexible work pattern is at my request to fit with my commitments	28.6%	20.0%	25.0%	24
I feel that I have a good work/life balance	64.3%	45.5%	56.0%	25
My work hours are dependent on my employer’s needs	28.6%	27.3%	28.0%	25
I often have changes to my work pattern at short notice	21.4%	36.4%	28.0%	25
I have to be available for work at times when I may not be needed	0%	0%	0%	25
My work pattern regularly affects my social and family commitments	28.6%	45.5%	36.0%	25
I have difficulty predicting how much I will earn each month	7.1%	18.2%	12.0%	25
Unpaid caring or other household responsibilities have limited my ability to increase my income	21.4%	9.1%	16.0%	25
If you or a family member needed to access employability support, would you know where to go?				
% Yes	17.7%	25.0%	19.8%	86
Do you know what a social enterprise is?				
% Yes	67.2%	46.2%	60.9%	87
If yes, have you ever used a social enterprise in Aberdeen?				
% Yes	19.5%	16.7%	18.9%	53
Homelessness				
Here is a list of issues facing the country these days. Please indicate how serious a problem, if at all, you think each one is (% Very serious problem or fairly serious problem)				
The affordability of housing to buy or rent	95.2%	92.3%	94.4%	89
Poverty	85.7%	96.2%	88.8%	89
Unemployment	77.8%	96.2%	83.1%	89
Levels of crime	77.8%	92.3%	82.0%	89
Levels of homelessness	84.1%	92.3%	86.5%	89
Cost of living	96.8%	92.3%	95.5%	89
Do you think that homelessness in Aberdeen City has got better, got worse or has it stayed the same over the past 12 months?				
% Getting a lot worse or getting a little worse	34.9%	42.3%	37.1%	89

Here are some statements about homelessness in the UK. For each one we would like you to tell us whether you think it is true or false or whether you don't know (% True)				
The UK has one of the highest rates of homelessness among richer countries	40.3%	50.0%	43.2%	88
In the UK, there are more people experiencing street homelessness than other groups e.g. people who are sleeping temporarily in friends' houses, squatting, staying at hostels, etc.	31.7%	26.9%	30.3%	89
Most homeless people living on the streets have been doing that for less than 6 months	15.9%	19.2%	16.9%	89
Most people who are experiencing homelessness have been homeless before	28.6%	38.5%	31.5%	89
Here are some things people have said about homelessness. To what extent do you agree or disagree with each? (% Strongly agree or tend to agree)				
Homelessness will always happen – we cannot end it	38.7%	61.5%	45.5%	88
As a society, we do not pay enough attention to homelessness	66.7%	80.8%	70.8%	89
Poverty is at the root of many of the problems that can lead to homelessness	69.8%	84.6%	74.2%	89
We should invest more money in preventing people becoming homeless rather than in services to help those who are already homeless	60.3%	80.0%	65.9%	88
It is unfair to take a negative view of people who are homeless	76.2%	88.5%	79.8%	89
Homelessness would be less of an issue if housing was more affordable	71.0%	73.1%	71.6%	88
I am aware of actions that are being taken to tackle homelessness	36.5%	46.2%	39.3%	89
Governments should guarantee that everyone has the	61.9%	80.8%	67.4%	89

right to access decent and affordable housing				
All of us have a role to play in ending homelessness	52.4%	69.2%	57.3%	89
Have you or someone close to you such as a partner, family member or a good friend ever experienced homelessness?				
% Yes – have myself, partner/family or good friend	12.7%	34.6%	19.1%	89
To what extent are you aware of or not of Homewards? Homewards is a five-year programme founded by Prince William, the Prince of Wales, and The Royal Foundation which aims to demonstrate that together it's possible to end homelessness – making it rare, brief and unrepeated.				
% Any aware	36.5%	38.5%	37.1%	89

Note: Caution is advised in interpreting the results as the numbers in some groups may be very small. The red highlight indicates a significant difference between groups, but not specifically which groups the difference is between.