

TRUENORTH

ADVISORS

BUSINESS BREAKFAST

WHAT THE NORTH EAST THINKS

In partnership with:



Survey conducted by:



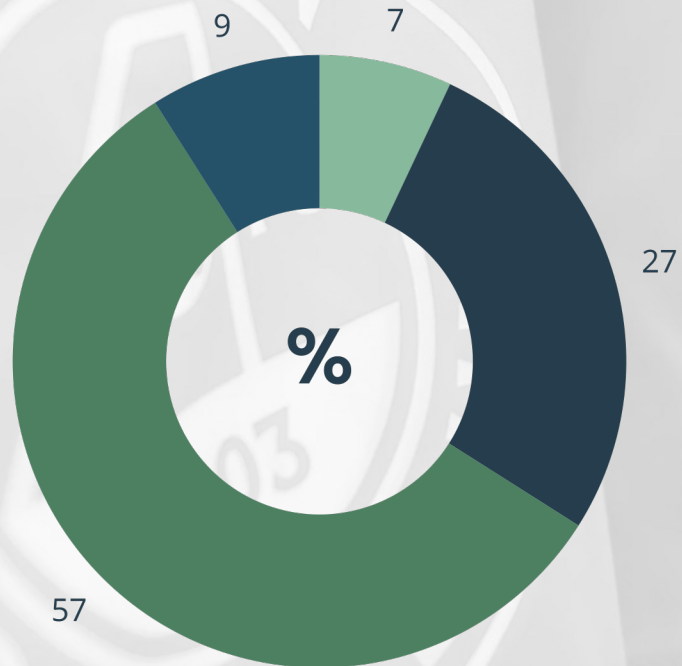
Media partner:



QUESTION 1

On a scale of 0 to 10, with 0 being “Extremely negative” and 10 being “Extremely positive” to what extent do you think Aberdeen Football Club has a positive or negative impact on the North East of Scotland?

All (Base: 1,296)



■ Negative (0-3) ■ Neutral (4-6) ■ Positive (7-10) ■ Don't know

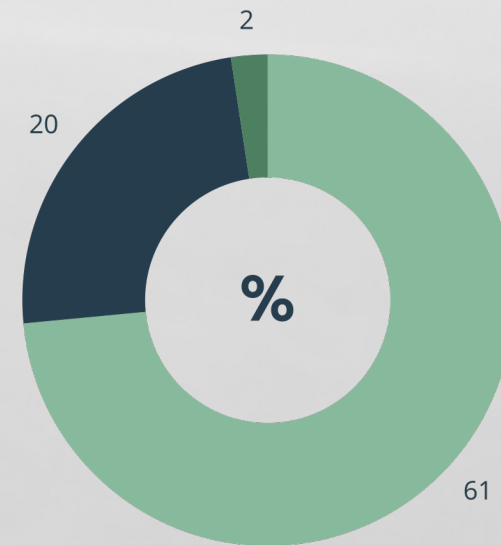
QUESTION 2

Aberdeen City Council is considering a proposal to fund a multi-sport Community Stadium and Leisure Complex, at a cost of approximately £80 million of public funding, as part of the ongoing regeneration of the beachfront.

Under the proposal, Aberdeen Football Club would become an anchor tenant of the Community Stadium and contribute £1 million per year in rent, adding new revenues to the Council over a guaranteed period of no less than 99 years.

To what extent do you support or oppose the development of a multi-sport Community Stadium at Aberdeen’s beachfront?

All (Base: 1,303)



■ NET: Support ■ NET: Oppose ■ Don't know

QUESTION 3

Should the proposal to deliver a multi-sport Community Stadium and Leisure Complex at Aberdeen beachfront be approved, what amenities would you most like to see delivered as part of the project? Please choose up to two of the following.

All (Base: 1,303)

	%
Leisure pool or aqua park	73
An ice rink for competitions, including professional ice hockey	40
A social well-being and community space	37
A sports-themed hotel and restaurant	10
An e-sports complex offering gaming competitions and tournaments	8
A golf entertainment complex	7

QUESTION 4

Should the proposal to deliver a multi-sport Community Stadium and Leisure Complex at Aberdeen beachfront be approved, to what extent do you agree or disagree that funding for the development should come from Aberdeen City Council, the Scottish Government and the UK Government?

	Area	NET: Agree	NET: Disagree	Don't know
Scottish Government	All (Base: 1,289)	80%	11%	2%
Aberdeen City Council	All (Base: 1,272)	66%	23%	2%
UK Government	All (Base: 1,274)	63%	20%	3%

QUESTION 1

Thinking about government policies on supporting the energy industry...

For each government listed below, which of the following statements comes closest to your view?

	Area	Has the right policies in place when it comes to supporting the energy industry	Does not have the right policies in place when it comes to supporting the energy industry	Don't know
The Scottish Government...	All (Base: 1,276)	15%	65%	20%
The UK Government....	All (Base: 1,274)	5%	79%	16%

QUESTION 2

Thinking specifically about Aberdeen and the wider region, which of the following statements comes closest to your view:

	Area	%
Aberdeen has lost its status as one of the energy capitals of Europe	All (Base: 1,302)	47
Aberdeen is at risk of losing its status as one of the energy capitals of Europe	All (Base: 1,302)	44
Aberdeen continues to be one of the energy capitals of Europe	All (Base: 1,302)	5
Don't know	All (Base: 1,302)	4

QUESTION 3

And still thinking about the role of Aberdeen and the wider region in terms of the energy industry, which of the following statements comes closest to your view?

	Area	%
Aberdeen and the region should concentrate on being an industry leader for the oil and gas sectors alone	All (Base: 1,301)	10
Aberdeen and the region should concentrate on being an industry leader for the oil and gas and renewables sectors equally	All (Base: 1,301)	77
Aberdeen and the region should concentrate on being an industry leader for the renewables sector alone	All (Base: 1,301)	9
Don't know	All (Base: 1,301)	4

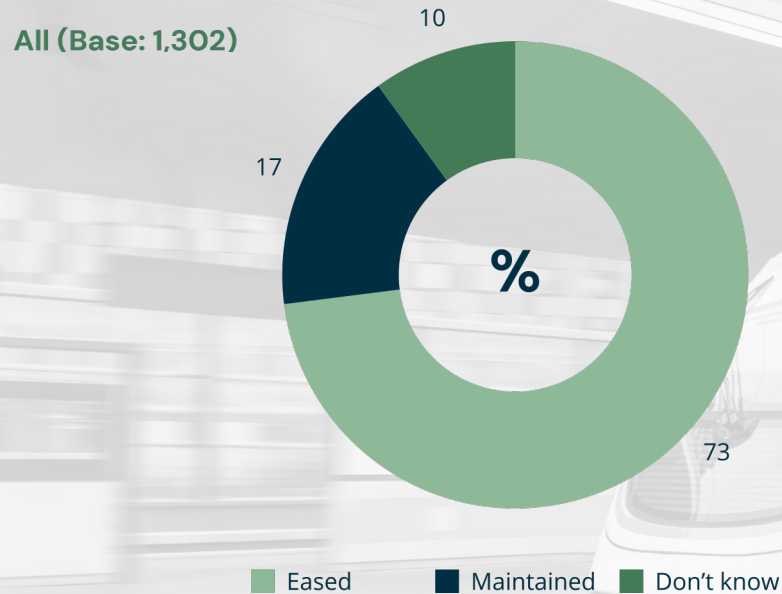
QUESTION 4

Have you, or someone close to you, been impacted by recent redundancies in the North Sea oil and gas sector since 2022?

	Area	%
NET: Any impacted	All (Base: 1,302)	41
No – Neither myself nor someone close to me have been impacted	All (Base: 1,302)	57
Don't know	All (Base: 1,302)	2

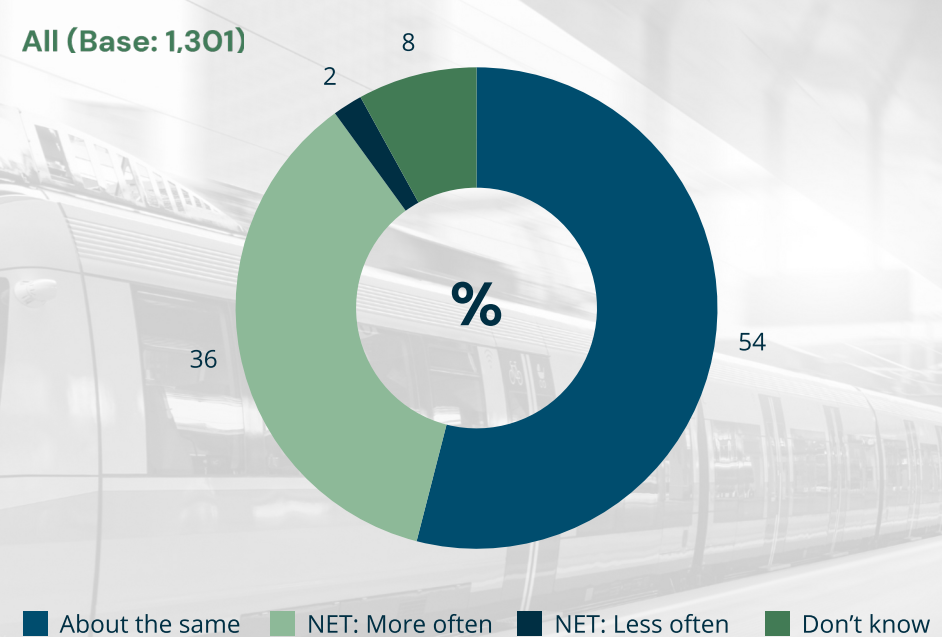
QUESTION 1

At present, only certain types of licensed taxis can collect passengers at key transport hubs such as Aberdeen Airport and Aberdeen Railway Station. Do you think these restrictions should be eased or maintained?



QUESTION 2

If there were more taxis or private hire cars available at key transport hubs, would you go out to Aberdeen City Centre more often than you do now, about the same as now, or less often than you do now?



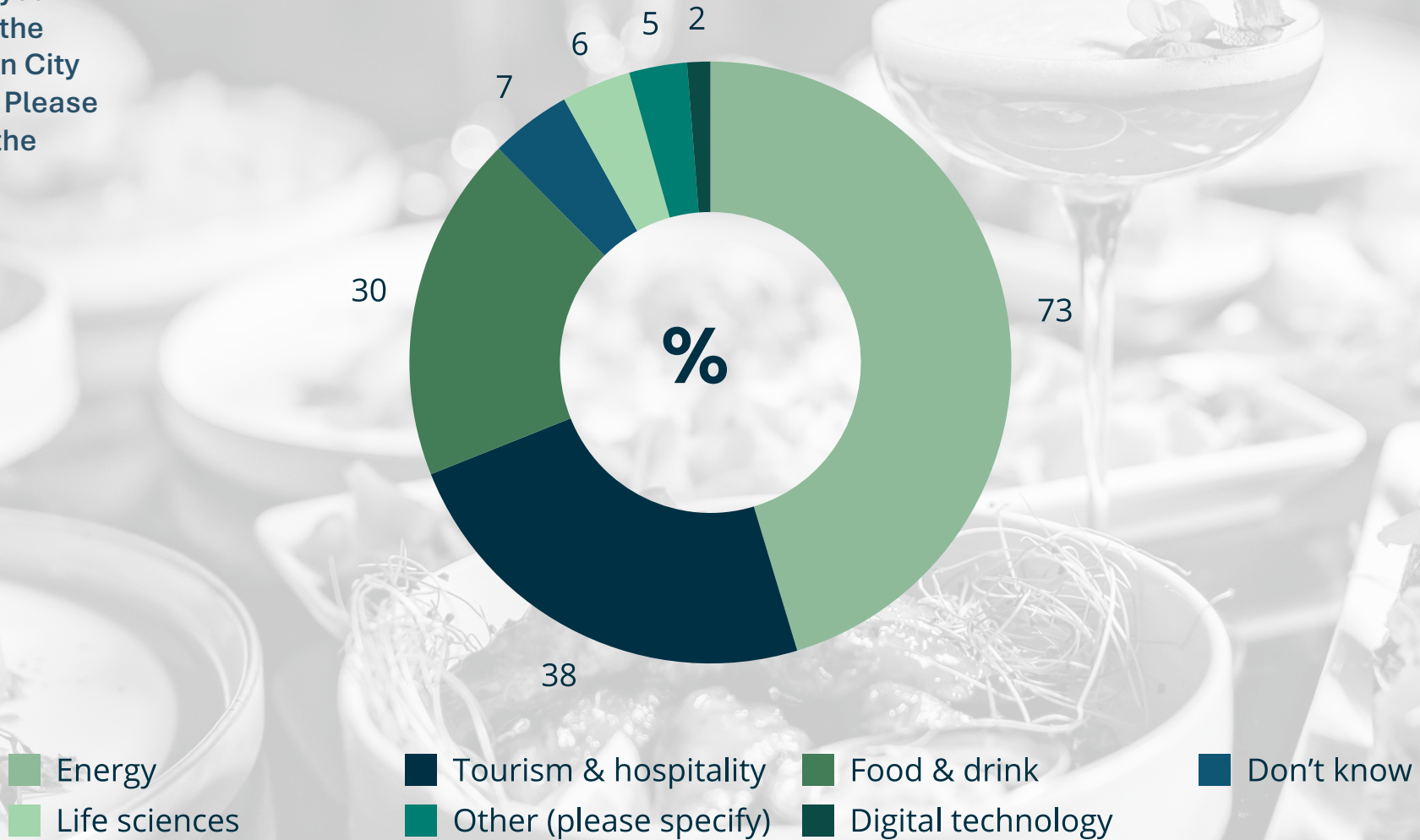
QUESTION 3

And thinking about the local rail network, to what extent do you support or oppose the opening of rail links between Aberdeen and each of the following places?

	Area	NET: Support	NET: Oppose	Don't know
Ellon	All (Base: 1,293)	78%	3%	5%
Peterhead	All (Base: 1,291)	78%	3%	4%
Fraserburgh	All (Base: 1,299)	76%	4%	5%

QUESTION 1

Moving on, which of the following sectors do you most associate with the economy of Aberdeen City and Aberdeenshire? Please choose up to two of the following.



QUESTION 2

How confident do you feel that the following sectors will provide high value jobs in the future?

	Area	NET: Confident	NET: Not confident	Don't know
Energy	All (Base: 1,296)	51	44	6
Tourism & hospitality	All (Base: 1,295)	52	44	4
Food & drink	All (Base: 1,292)	50	44	5
Digital technology	All (Base: 1,290)	44	37	19
Life sciences	All (Base: 1,281)	40	36	23

QUESTION 4

Thinking about the proposed development of Blackdog, a Green Data Centre, Industrial and Energy Park in Aberdeenshire, to what extent do you support or oppose this development?

QUESTION 3

Prior to taking this survey, were you aware or unaware of the following:

	Area	Aware	Unaware
20% of Scotland's food and drink output is produced in the north east of Scotland	All (Base: 1,302)	33	67
The north east of Scotland has the fastest growing digital tech sectors in the UK	All (Base: 1,301)	10	90

	Area	%
NET: Support	All (Base: 1,303)	62
NET: Oppose	All (Base: 1,303)	7
Don't know	All (Base: 1,303)	12



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