

TrueNorth – Aberdeen Survey Topline Results

March 2026

This survey explores your views on development, events and issues going on in your local area.

Question 1

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)	Aberdeen City (Base: 506)	Aberdeen-shire (Base: 797)
	%	%	%
Strongly support	30	31	29
Somewhat support	31	29	33
NET: Support	61	60	61
Neither support nor oppose	17	14	19
Somewhat oppose	9	11	8
Strongly oppose	10	13	9
NET: Oppose	20	24	17
Don't know	2	2	3

Question 2

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)	Aberdeen City (Base: 506)	Aberdeen-shire (Base: 797)
	%	%	%
Leisure pool or aqua park	73	77	71
An ice rink for competitions, including professional ice hockey	40	37	42
A social well-being and community space	37	41	34
A sports-themed hotel and restaurant	10	7	12
An e-sports complex offering gaming competitions and tournaments	8	8	7
A golf entertainment complex	7	6	7

Question 3

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	Strongly agree	Somewhat agree	NET: Agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	NET: Disagree	Don't know
		%	%	%	%	%	%	%	%
Scottish Government	All (Base: 1,289)	41	38	80	8	4	6	11	2
	Aberdeen City (Base: 500)	46	36	82	8	4	6	10	1
	Aberdeenshire (Base: 789)	38	40	78	8	5	7	12	2
Aberdeen City Council	All (Base: 1,272)	31	35	66	9	10	12	23	2
	Aberdeen City (Base: 494)	31	35	66	6	10	16	26	2
	Aberdeenshire (Base: 778)	31	35	66	12	10	10	20	2
UK Government	All (Base: 1,274)	34	28	63	15	8	11	20	3
	Aberdeen City (Base: 491)	37	28	65	13	9	12	20	3
	Aberdeenshire (Base: 783)	33	29	62	16	8	11	19	3

Question 4

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?

Area	Negative (0-3)	Neutral (4-6)	Positive (7-10)	Don't know	AVG
	%	%	%	%	
All (Base: 1,296)	7	27	57	9	7.1
Aberdeen City (Base: 501)	10	28	55	7	6.8
Aberdeenshire (Base: 795)	5	26	59	10	7.2

Question 5

Moving on, Aberdeen City Council led the organisation and delivery of the Tall Ships Races in July 2024. To what extent do you support or oppose efforts to host the Tall Ships Races in Aberdeen again as early as 2030?

	All (Base: 1,303)	Aberdeen City (Base: 506)	Aberdeen-shire (Base: 797)
	%	%	%
Strongly support	65	66	64
Somewhat support	21	21	21
NET: Support	86	87	85
Neither support nor oppose	10	8	11
Somewhat oppose	2	2	1
Strongly oppose	2	2	1
NET: Oppose	3	5	2
Don't know	1	0	2

Question 6

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?

	All (Base: 1,302)	Aberdeen City (Base: 506)	Aberdeen-shire (Base: 796)
	%	%	%
Eased	73	80	68
Maintained	17	14	19
Don't know	10	6	13

Question 7

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?

	All (Base: 1,301)	Aberdeen City (Base: 505)	Aberdeen-shire (Base: 796)
	%	%	%
Much more often	11	17	8
Somewhat more often	24	28	22
NET: More often	36	45	29
About the same	54	50	57
Somewhat less often	1	0	1
Much less often	2	1	2
NET: Less often	2	1	3
Don't know	8	5	11

Question 8

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	Strongly support	Somewhat support	NET: Support	Neither support nor oppose	Somewhat oppose	Strongly oppose	NET: Oppose	Don't know
		%	%	%	%	%	%	%	%
Ellon	All (Base: 1,293)	55	23	78	14	2	1	3	5
	Aberdeen City (Base: 504)	52	25	77	14	2	1	3	6
	Aberdeenshire (Base: 789)	56	22	79	14	2	1	3	4
Peterhead	All (Base: 1,291)	56	22	78	14	2	1	3	4
	Aberdeen City (Base: 504)	54	25	79	13	2	1	3	5
	Aberdeenshire (Base: 787)	57	20	77	15	2	1	3	4
Fraserburgh	All (Base: 1,299)	54	22	76	15	2	2	4	5
	Aberdeen City (Base: 504)	51	25	77	14	3	1	4	5
	Aberdeenshire (Base: 795)	56	20	76	16	2	2	4	4

Question 9

It is currently the case that funding allocations per capita for North-east Scotland's local authorities and NHS Grampian are below the Scottish average.

Thinking about the North East's local authorities and NHS Grampian, to what extent do you support or oppose a review of the funding formula that decides how much money is given to these public services?

	Area	Strongly support	Somewhat support	NET: Support	Neither support nor oppose	Somewhat oppose	Strongly oppose	NET: Oppose	Don't know
		%	%	%	%	%	%	%	%
NHS Grampian	All (Base: 1,303)	72	15	87	4	1	1	3	6
	Aberdeen City (Base: 506)	75	14	89	4	1	1	2	5
	Aberdeenshire (Base: 797)	71	16	86	4	2	1	3	6
Local Authorities	All (Base: 1,298)	61	21	83	7	3	2	4	6
	Aberdeen City (Base: 505)	62	23	85	6	2	2	4	5
	Aberdeenshire (Base: 793)	61	20	81	8	3	1	4	7

Question 10

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.

	All (Base: 1,303)	Aberdeen City (Base: 506)	Aberdeen-shire (Base: 797)
	%	%	%
Energy	73	72	74
Tourism & hospitality	38	37	39
Food & drink	30	32	29
Don't know	7	7	7
Life sciences	6	7	6
Other (please specify)	5	5	6
Digital technology	2	1	2

Question 11

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

	Area	Very confident	Somewhat confident	NET: Confident	Not very confident	Not at all confident	NET: Not confident	Don't know
		%	%	%	%	%	%	%
Energy	All (Base: 1,296)	17	34	51	26	17	44	6
	Aberdeen City (Base: 506)	11	34	45	30	19	49	5
	Aberdeenshire (Base: 790)	21	34	55	24	16	40	6
Tourism & hospitality	All (Base: 1,295)	13	39	52	31	13	44	4
	Aberdeen City (Base: 505)	11	37	48	34	14	49	3
	Aberdeenshire (Base: 790)	14	41	55	29	12	41	5
Food & drink	All (Base: 1,292)	12	38	50	33	11	44	5
	Aberdeen City (Base: 504)	12	39	51	34	11	44	5
	Aberdeenshire (Base: 788)	12	37	50	33	12	45	6
Digital technology	All (Base: 1,290)	10	34	44	28	9	37	19
	Aberdeen City (Base: 505)	7	35	43	28	9	37	20
	Aberdeenshire (Base: 785)	12	33	46	28	8	36	18
Life sciences	All (Base: 1,281)	7	34	40	27	9	36	23
	Aberdeen City (Base: 504)	6	34	40	28	9	37	23
	Aberdeenshire (Base: 777)	7	33	41	26	9	35	24

Question 12

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
	Aberdeen City (Base: 506)	29	71
	Aberdeenshire (Base: 796)	36	64
The north east of Scotland has the fastest growing digital tech sectors in the UK	All (Base: 1,301)	10	90
	Aberdeen City (Base: 506)	10	90
	Aberdeenshire (Base: 795)	10	90

Question 13

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?

	All (Base: 1,303)	Aberdeen City (Base: 506)	Aberdeen-shire (Base: 797)
	%	%	%
Strongly support	29	29	29
Somewhat support	33	32	34
NET: Support	62	61	62
Neither support nor oppose	19	18	19
Somewhat oppose	4	4	3
Strongly oppose	3	4	3
NET: Oppose	7	8	6
Don't know	12	13	12

And moving on to our final issue

Question 14

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

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

		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
	Aberdeen City (Base: 496)	16	63	21
	Aberdeenshire (Base: 780)	14	67	19
The UK Government....	All (Base: 1,274)	5	79	16
	Aberdeen City (Base: 497)	5	78	17
	Aberdeenshire (Base: 777)	6	80	15

Question 15

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

	All (Base: 1,302)	Aberdeen City (Base: 505)	Aberdeen-shire (Base: 797)
	%	%	%
Aberdeen has lost its status as one of the energy capitals of Europe	47	50	45
Aberdeen is at risk of losing its status as one of the energy capitals of Europe	44	42	46
Aberdeen continues to be one of the energy capitals of Europe	5	5	5
Don't know	4	3	5

Question 16

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?

	All (Base: 1,301)	Aberdeen City (Base: 504)	Aberdeen-shire (Base: 797)
	%	%	%
Aberdeen and the region should concentrate on being an industry leader for the <u>oil and gas</u> sectors <u>alone</u>	10	10	10
Aberdeen and the region should concentrate on being an industry leader for the <u>oil and gas and renewables</u> sectors <u>equally</u>	77	76	78
Aberdeen and the region should concentrate on being an industry leader for the <u>renewables</u> sector <u>alone</u>	9	10	9
Don't know	4	5	3

Question 17

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

	All (Base: 1,302)	Aberdeen City (Base: 506)	Aberdeen-shire (Base: 796)
	%	%	%
Yes – I personally have been impacted	5	5	6
Yes – Someone close to me has been impacted	33	37	30
Yes – Both myself and someone close to me have been impacted	3	3	3
NET: Any impacted	41	45	38
No – Neither myself nor someone close to me have been impacted	57	52	60
Don't know	2	3	2

Question 18

On a scale of 0 to 10, with 0 being “Extremely negative” and 10 being “Extremely positive” to what extent do you think the following companies in Scotland have a positive or negative impact on the economy?

	Area	Negative (0-3)	Neutral (4-6)	Positive (7-10)	Don't know	AVG
		%	%	%	%	
Oil and gas companies	All (Base: 1,292)	5	17	70	8	7.7
	Aberdeen City (Base: 499)	5	16	69	10	7.6
	Aberdeenshire (Base: 793)	5	18	72	6	7.7
Renewable energy companies	All (Base: 1,295)	9	28	51	12	6.6
	Aberdeen City (Base: 502)	8	29	46	17	6.6
	Aberdeenshire (Base: 793)	10	27	54	9	6.7

Question 19

Which of the following statements is closest to your view:

	All (Base: 1,300)	Aberdeen City (Base: 505)	Aberdeen-shire (Base: 795)
	%	%	%
The UK should aim to meet as much as possible of its demand for oil and gas by using supplies from the North Sea	92	90	94
The UK should aim to meet as much as possible of its demand for oil and gas by importing from overseas	2	2	3
Don't know	5	8	4

Question 20

To what extent do you support or oppose the development and extraction of the UK's remaining potential oil and gas reserves?

	All (Base: 1,302)	Aberdeen City (Base: 505)	Aberdeen-shire (Base: 797)
	%	%	%
Strongly support	57	56	58
Somewhat support	22	20	24
NET: Support	79	75	82
Neither support nor oppose	8	8	8
Somewhat oppose	5	6	5
Strongly oppose	3	3	3
NET: Oppose	8	9	8
Don't know	4	8	2

Technical details:

- The survey was designed by Diffley Partnership. and invitations were issued online using the ScotPulse panel,
- Results are based on a survey of 1,303 adults (16+) from Aberdeen City (506) and Aberdeenshire (797) local authority areas,
- Fieldwork was conducted between 23rd – 26th March 2026,
- All base sizes presented are unweighted figures,
- Results are weighted to Scottish mid-year adult population estimates 2024 for relevant areas.