

Survey 30 - Keeping in Touch in Fife 2018

1337 respondents

Do you read newspapers (including those available online) regularly?	Yes 66.9%	No 31.4%	No answer 1.7%
---	--------------	-------------	-------------------

Daily newspapers	Paper	Online	Not specified	Weekly newspapers	Paper	Online	Not specified
Daily Express	7.0%	2.0%		Central Fife Times	4.0%	3.0%	
Daily Mail	12.5%	11.0%		Dunfermline Press	17.1%	7.6%	
Daily Record	12.5%	4.1%		East Fife Mail	8.4%	2.7%	
Daily Telegraph	4.1%	3.6%		Fife Free Press	16.3%	9.3%	
The Courier	27.7%	15.7%		Fife Herald	6.4%	1.2%	
The Scotsman	7.3%	7.6%		Fife & Kinross Extra	1.6%	0.3%	
The Sun	11.3%	2.7%		Glenrothes Gazette	4.1%	3.4%	
The Times	6.9%	2.6%		St Andrews Citizen	6.7%	0.4%	
Other	8.9%	12.3%	6.9%	Other	4.0%	0.6%	
				Not specified			0.3%

Do you listen to the radio regularly?	Yes 79.4%	No 20.3%	No answer 0.2%
--	--------------	-------------	-------------------

Do you listen online?	Always 4.0%	Sometimes 40.5%	Never 51.5%	No answer 4.0%
------------------------------	----------------	--------------------	----------------	-------------------

Which radio stations do you listen to?

Absolute	3.3%	Capital Radio	2.7%	Radio Tay	7.1%
Absolute 80's	0.9%	Classic FM	16.3%	Radio X	0.9%
Absolute Classic Rock	0.7%	Forth 2	0.9%	Real Radio	5.3%
BBC Radio 1	2.3%	Forth FM	35.0%	Smooth Radio	11.6%
BBC Radio 2	37.8%	Heart	3.5%	Talk Sport	1.4%
BBC Radio 3	4.7%	Kingdom FM	29.8%		
BBC Radio 4	24.9%	Kirkcaldy Radio 107	0.8%		
BBC Radio 4 Extra	1.6%	LBC Radio	0.9%	38 "other" stations	3.3%
BBC Radio 5 Live	7.9%	Magic	1.7%		
BBC Radio 6	1.9%	Mellow Magic	0.5%		
BBC Radio Scotland	26.8%	Planet Rock	1.8%	Station(s) not specified	3.3%
BBC World Service	0.5%	Premier FM	0.3%		

How do you find out what's happening in Fife?

Fifelife newspaper	9.6%	Word of mouth at work	35.2%
Local press paper	38.1%	Word of mouth friends/family	53.7%
Local press online	18.8%	Facebook	42.0%
Local radio	22.8%	Twitter	11.1%
Leaflets or information by post	23.9%	Other social media	4.1%
Poster/notices in public buildings	32.8%	Local Council office	3.8%
Information in languages other than English	0.7%	Local Councillor	5.5%
Information in Braille	0.8%	Fife Council meetings	3.4%
Email alerts	12.4%	Community Council	7.9%
Text alerts	4.6%	Voluntary/community groups	10.2%
Fifedirect website	24.6%		
Google search	20.4%	Other	4.8%
Local digital TV via Sky or Virgin Media	5.9%		
Online news channels BBC, ITV, SKY etc	22.1%	Not answered	1.5%

What method would you like Fife Council to use to provide information to you? (1066 respondents)

Fifelife newspaper	3.8%	Word of mouth at work	0.8%
Local press paper	11.3%	Word of mouth friends/family	0.9%
Local press online	2.6%	Facebook	15.6%
Local radio	4.3%	Twitter	2.4%
Leaflets or information by post	9.6%	Other social media	0.1%
Poster/notices in public buildings	3.0%	Local Council office	0.5%
Information in languages other than English	0.0%	Local Councillor	0.6%
Information in Braille	0.1%	Fife Council meetings	0.4%
Email alerts	21.9%	Community Council	1.4%
Text alerts	3.2%	Voluntary/community groups	0.4%
Fifedirect website	11.4%		
Google search	0.2%	Other	2.2%
Local digital TV via Sky or Virgin Media	0.6%		
Online news channels BBC, ITV, SKY etc	2.3%		

If you needed to contact Fife Council about a fairly straightforward issue - for example, to report a broken street light - would you consider using the following methods?

	Yes	Possibly	No	No answer
Contacting a local councillor	8.9%	13.8%	44.4%	32.8%
Council app downloaded to your phone	15.1%	12.3%	35.8%	36.8%
Email	44.0%	18.7%	9.9%	27.4%
Facebook	11.3%	10.6%	37.3%	40.8%
FifeDirect website	55.0%	13.1%	9.3%	22.6%
Letter	7.3%	17.4%	34.3%	41.1%
Personal visit to a council building	15.3%	20.4%	28.6%	35.6%
Telephone call	55.6%	22.0%	8.2%	14.1%
Twitter	5.0%	4.7%	47.1%	43.2%
Other	1.3%	0.3%		

Do you connect to the internet for personal use?

Yes	No	No answer
91.5%	7.1%	1.4%

Why do you not use the internet? (82 respondents)

Don't have a computer	63.4%	Not interested in the internet	57.3%
Don't have a Smartphone	54.9%	It's not for my age group	23.2%
Don't have a landline phone	6.1%	Don't need it	42.7%
Family/friends do what I need	39.0%	Don't have time to use it	9.8%
Broadband too slow	4.9%	Don't have broadband/WiFi	24.4%
Cost of equipment	20.7%	Limited computer skills	42.7%
Cost of internet / broadband	18.3%	Worry about security/safety	31.7%
Worry about inappropriate content	12.2%	Don't know what internet offers	11.0%
Concern about getting addicted	3.7%	Other	8.5%

In addition to your own personal use of the internet, do you go online to carry out tasks for someone else? (For example, ordering goods for a friend or relative)

Yes	No	No answer
125.5%	110.8%	3.5%

What personal use do you make of the internet?

Send and receive emails	90.2%	Look for/apply for jobs	21.9%
Buy goods or services	88.4%	Government business tax / benefits / DVLA etc	64.8%
Use social media	56.3%	Local council business council tax / housing etc	37.0%
Search for information	90.3%	Order repeat prescriptions/book medical appt.	33.4%
Play or download games, films or music	40.5%	FifeDirect	44.2%
Make telephone/video calls over the internet	32.5%	Internet banking	68.2%
Create websites or blogs	4.9%	Other	2.4%

Where do you connect to the internet for personal use?

At home	99.1%	A government/council office	4.1%
At work	25.2%	Public library	6.5%
School, college, university etc	1.0%	Community or voluntary centre / organisation	2.0%
Internet cafe or shop	5.1%	On the move via a mobile phone / tablet	50.4%
At another persons home	18.2%	Other please tell us below	1.1%

How do you access the internet for personal use?

Personal computer/laptop	83.8%	Digital/cable/satellite tv	20.9%
Mobile/ Smart phone	70.4%	Games console	7.3%
Tablet - iPad etc	61.6%		

Which social media channels do you use?

Facebook	62.8%	FaceTime	2.0%	Instagram	17.1%	Skype	20.0%
Snapchat	9.2%	Twitter	20.5%	WhatsApp	47.7%		

Please indicate which of the digital tasks listed below you are able to do if required - and which you have done in the last 3 months

	Able to do	Done in the last 3 months
Use a search engine to look for information online	89.7%	61.0%
Find a website you have visited before	87.4%	58.8%
Download / save a photo you have found online	72.0%	40.8%
Send a personal message by email / online messaging service	88.6%	59.1%
Carefully make comments and share information online	64.2%	37.6%
Buy items or services from a website	84.4%	55.9%
Buy and install apps on a device	64.1%	35.8%
Verify sources of information you have found online	60.3%	30.9%
Solve a problem with a device / digital service using online help	65.0%	33.7%
Complete online application forms which include personal details	74.3%	37.5%
Create something new from existing online images / music / video	38.2%	15.3%

How do you feel about the following statements?	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know	No answer
I feel that I am involved in my local community	9.6%	35.9%	30.8%	15.9%	4.5%	3.3%
I can influence decisions affecting my local area	3.0%	22.7%	35.0%	26.1%	8.8%	4.5%
I would like to be more involved in the decisions FC makes that affect my local area	18.6%	46.4%	15.0%	4.1%	11.1%	4.9%
To what extent do you agree or disagree with the following statements about Fife Council (FC) ?	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know	No answer
FC provides high quality services	7.6%	56.0%	22.3%	4.6%	5.8%	3.8%
FC does the best it can with the money available	12.9%	49.6%	19.4%	8.1%	7.6%	2.5%
FC is addressing the key issues affecting the quality of life in my local neighbourhood	3.6%	37.2%	27.7%	9.9%	18.5%	3.1%
FC is good at listening to local peoples views before it takes decisions	3.2%	23.2%	33.2%	15.7%	22.0%	2.7%
FC designs its services around the needs of the people who use them	3.6%	35.1%	25.7%	9.9%	22.2%	3.6%
FC is good at letting local people know how well it is performing	4.8%	31.4%	29.5%	11.7%	19.1%	3.4%
FC is good at letting people know about the kinds of services it provides	4.4%	39.0%	33.1%	9.9%	10.5%	3.1%
FC keeps me informed about what is happening in my area	2.6%	25.4%	41.5%	17.0%	10.8%	2.7%

Respondents

Which age group are you in?	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	Not stated
Female	0.4%	2.9%	7.9%	13.2%	13.2%	10.4%	6.3%	0.4%
Male	0.0%	1.4%	2.0%	7.6%	9.3%	11.4%	8.3%	0.1%
Unknown	0.1%	0.1%	0.4%	0.6%	0.7%	0.4%	0.2%	2.5%

Personal circumstances

Disabled	157	11.7%	Use a wheelchair outdoors	20	1.5%
Hearing impairment	137	10.2%	Act as a carer	142	10.6%
Sight impairment	96	7.2%	Pre-school children	51	3.8%
Mobility problems	133	9.9%	School-age children	227	17.0%

Ethnicity

White Scottish	1058	79.1%	Mixed or multiple ethnic background	4	0.3%
Other White British	164	12.3%	Other ethnic background	5	0.4%
Other White background	43	3.2%	Caribbean or Black	2	0.1%
Asian, Asian Scottish or Asian British	6	0.4%	No answer	55	4.1%

Housing

Owner-occupier	1097	82.0%	Renting from private landlord	41	3.1%
Renting from Fife Council	103	7.7%	Other	28	2.1%
Renting from housing association	23	1.7%	No answer	45	3.4%

Location	Cowdenbeath	Dunfermline	Glenrothes	Kirkcaldy	Levenmouth	NE Fife	SW Fife	No answer
	124	149	192	222	129	246	132	141
	9.3%	11.1%	14.4%	16.6%	9.6%	18.4%	9.9%	10.5%