

Online services survey

1). Aim

A survey about online services was undertaken in July 2017 to explore our customer's appetite for digital services. The results of the survey will be used to inform our Customer Strategy and the work of the Digital Transformation programme.

The survey was aimed at both those that do and that don't use the internet in order to better understand how people that are online use the internet, and the reasons why some people don't use the internet at all.

2). Methodology

In order to capture information from as wide a group of people as possible the survey was made available on SBC's website and in hard copy format.

The survey was advertised through:

- Local media
- SBC's social media platforms
- SBC staff intranet
- NHS staff intranet
- SBC's Youth Voice social media platforms
- Live Borders' social media platforms
- Volunteer Centre Borders' social media platforms
- Eildon Housing Association's social media platforms
- Youth Borders' bulletin

Hard copies were distributed to:

- SBC Contact Centres
- Libraries and Community centres via Live Borders
- Waverley Housing
- Borders Voluntary Care Voice
- Citizens' Panels (easy read)
- Sensory Services Network (large print)
- Eildon Housing Association's Customer Opinion Group

Information about the survey was circulated to:

- SBC Elected Members
- Eildon Housing Association's Customer Opinion Group (online version)
- Third Sector Forum
- Borders Carers' Centre
- Borders Equality Forum
- Borders Older People's Services Provider Forum
- Citizens' Advice Bureau (Roxburgh & Berwickshire)
- Borders Talking Newspaper
- NHS Borders Public Partnership Forum

Face to face surveys were carried out at a number of locations across the Borders. A mix of people was engaged with in this way including those who commented that they "don't normally take part in things like this."

The incentive of a prize draw to win one of 5 £10 M&S gift cards was offered to encourage people to take part.

3). Accuracy of results

The number of responses Borders-wide means that the data can be analysed with a high level of statistical confidence. At the Scottish Borders Council level the data is accurate to +/-4% at the 95% level of confidence. This means that we can be 95% sure that the true percentage, if every single resident of the Scottish Borders had been asked, would be within a range of + or – 4 of our result, e.g. if 60% of respondents said they use the internet we can be sure 19 times out of 20 that the result, if the whole Borders’ population was asked, would be between 56% (-4) and 64% (+4) of what we have stated.

We are unable to use the results by locality or age with such a high level of confidence, the results at this level should be used as an indication only.

4). Response profile

A total of 650 responses were received. Face to face surveys were undertaken by staff at locations across the Borders and generated 68% (439) of the total number of responses received. This highlights the benefit of actively engaging the community in places where they will be and making it as easy as possible for them to become engaged in the Council’s work.

The sources of responses can be broken down as follows:

Source/Location	Number of completed surveys
Burnfoot Community Hub (face to face)	35
Borders General Hospital – foyer (face to face)	40
Selkirk (face to face)	38
Eyemouth (face to face)	19
Jedburgh (face to face)	31
Peebles (face to face)	37
Galashiels (face to face)	42
Duns (face to face)	31
Hawick (face to face)	51
Kelso (face to face)	33
Melrose (face to face)	28
Coldstream (face to face)	36
SBC HQ – foyer (face to face)	18
Post	14
Online	197
TOTAL	650

4.1 Response rate per locality

The profile of respondents by locality is line with that of the Borders as a whole. However, due to lower numbers, the results by locality are an indicator only.

Locality	% 2015 population	% of respondents (rounded)	Difference of respondents vs population
Berwickshire	18%	17%	-1%
Cheviot	17%	16%	-1%
Eildon	31%	34%	3%
Outwith Borders	0%	1%	1%
Teviot and Liddesdale	16%	18%	2%
Tweeddale	18%	13%	-5%
TOTAL	100%	100%	

4.2 Response rate by age

Age group	% of 2015 population	% of respondents	Difference of respondents vs population (rounded)
18-24	8%	6%	-2%
25-34	11%	9%	-2%
35-44	14%	12%	-2%
45-54	20%	18%	-2%
55-64	18%	21%	2%
65-74	16%	20%	3%
75+	13%	9%	-3%

We are able to say the age profile of respondents is in line with the age profile of the Borders. Due to the lower number of responses, information broken down by age is an indication only.

5). Topline results

5.1 Use of the internet by locality

Locality / Use internet	Yes	No
Berwickshire	87%	13%
Cheviot	81%	19%
Eildon	91%	9%
Outwith Borders	100%	0%
Teviot and Liddesdale	84%	16%
Tweeddale	86%	14%
Total	87%	13%

87% of people that responded to the survey said that they do use the internet, 13% said that they don't. We can use these figures with confidence.

The largest percentage of internet users living in the Borders, that responded to the survey, live in Eildon with the lowest number of users living in the Cheviot area.

5.2 Use of the internet by age and gender

Age / Use internet	Yes	No
Under 18	100%	0%
18-24	100%	0%
25-34	100%	0%
35-44	100%	0%
45-54	97%	3%
55-64	92%	8%
65-74	73%	27%
75+	46%	54%
Prefer not to say	67%	33%
Total	87%	13%

When looking at the responses by age results indicate that use of the internet reduces with age with the most significant drop being the age groups of 65-74 and 75+. 100% of those under the age of 45, that responded, said that they use the internet. These trends are reflected when the ages are split by gender

More females (91%) said that they use the internet when compared to the number of male respondents (82%).

6). Responses from internet uses

The information in section 6 shows the responses that were received from respondents that said they use the internet.

6.1 Type of internet access

Locality/type of access	Home wi-fi	Free wi-fi	3G/4G	Don't know
Berwickshire	98%	43%	51%	1%
Cheviot	97%	24%	42%	2%
Eildon	94%	37%	58%	4%
Outwith Borders	100%	50%	33%	0%
Teviot and Liddesdale	99%	47%	58%	1%
Tweeddale	96%	56%	62%	1%
Total	96%	40%	54%	2%

We can see the most common way of connecting to the internet is via a home wi-fi connection (96%). It should be stressed that these results do not capture information about the strength/reliability of a wi-fi connection and that the level of use of home wi-fi is not an indication of satisfaction with the connection received. A number of respondents commented that the connection speed in their area is very slow making using the internet problematic at times

The use of free wi-fi and mobile (3G/4G signals) drops to below 50% for those aged 55 and over suggesting that those most likely to use their own devices to access the internet outwith the home are aged 54 and under. It should be borne in mind that mobile data may be used in the home by those without a broadband connection.

6.2 Location of where internet connections made

Locality/where used	Home	Work	Library	Community Ctr	Local café	Other
Berwickshire	98%	43%	14%	3%	19%	10%
Cheviot	98%	50%	9%	2%	9%	10%
Eildon	98%	57%	6%	1%	7%	12%
Outwith Borders	100%	33%	33%	0%	33%	17%
Teviot and Liddesdale	97%	52%	9%	7%	12%	8%
Tweeddale	100%	47%	8%	4%	14%	10%
Total	98%	51%	9%	3%	11%	10%

The use of internet in the home is the most popular location with consistently high results across the localities. Half of all respondents said they used the internet at work although there was no distinction made between work related and personal use of an internet connection. The results show that use of wi-fi in local cafés is slightly more popular than in libraries and significantly so when compared to community centres.

The use of the internet at home is consistently high among all age groups. Although use of the internet in a library is low it falls below 10% for age groups between 25-64.

Of those that said there are other locations where they access the internet the majority said that this was when they are 'out and about'.

6.3 Subject of internet access

Respondents were asked to indicate, from a list of options, what they use the internet for. The most popular use is for shopping followed by browsing. Booking facilities and social media are also popular with 76% of internet users, who responded, saying that they use it in this way.

Age / subject of access	Social media	Games	Online banking	Shopping	TV	News	Browsing	Booking facilities e.g. flights, accommodation etc	Other
Under 18	100%	75%	31%	63%	81%	63%	88%	38%	6%
18-24	92%	46%	87%	90%	82%	72%	82%	72%	21%
25-34	92%	51%	92%	97%	80%	73%	88%	86%	3%
35-44	90%	35%	91%	96%	75%	82%	91%	85%	9%
45-54	77%	25%	70%	93%	66%	76%	86%	83%	6%
55-64	68%	25%	72%	86%	59%	73%	85%	80%	7%
65-74	61%	23%	52%	81%	48%	58%	85%	65%	11%
75 and over	54%	14%	32%	68%	29%	43%	82%	61%	18%
Prefer not to say	67%	25%	50%	83%	42%	67%	75%	58%	17%
Total	76%	31%	71%	88%	63%	71%	86%	76%	9%

Although, when analysed by age, the results are indicative only, it is interesting to note that the different reasons for using the internet generally reduce significantly with age for everything except browsing. The use of social media by those aged over 75 is perhaps higher than may be expected at 54% while a 100% response for those under 18 may not be a surprise.

There is no pattern to use of the internet by locality.

The most common response to 'other' uses of the internet was email.

6.3 Awareness and use of SBC online services

Age / Awareness of SBC online services	Yes	No
Under 18	56%	44%
18-24	72%	28%
25-34	76%	24%
35-44	87%	13%
45-54	88%	12%
55-64	81%	19%
65-74	72%	28%
75+	64%	36%
Prefer not to say	58%	42%
Total	79%	21%

79% of respondents, who use the internet, said that they are aware of SBC online services. This high level of awareness is not reflected in actual use of SBC online services with only 54% of people, who use the internet, using SBC online services.

Age / Use of SBC online services	Yes	No
Under 18	31%	69%
18-24	41%	59%
25-34	53%	47%
35-44	76%	24%
45-54	59%	41%
55-64	58%	42%
65-74	48%	52%
75+	21%	79%
Prefer not to say	25%	75%
Total	54%	46%

Results indicate that awareness and use of SBC online services would appear to be highest among those aged 35 – 64.

6.4 Suggestions for future SBC online services

25% of those that use the internet suggested Council services that they would like to be able to access online. The most common was for information about Council Tax, including billing and payment, this was followed by information about roads/local traffic.

6.5 Support for a secure online account

Respondents were asked if they would use a secure online account that would include information about the Council services they access e.g. Council Tax; this would be similar to accounts used for online banking and shopping.

70% of those that currently use the internet said that they would use a secure online account for their SBC services. Positive responses were highest among those aged 18-64. This is in line with the age groups that said they use online banking and shopping facilities, although we must be careful when using the information broken down by age as the numbers are an indication only.

Age / Use secure online account	Yes	No
Under 18	63%	37%
18-24	82%	18%
25-34	92%	92%
35-44	87%	87%
45-54	75%	75%
55-64	66%	66%
65-74	48%	48%
75+	39%	39%
Prefer not to say	50%	50%
Total	70%	30%

Of those that gave a reason for not wanting to use an online account the majority cited concerns regarding information security.

6.6 Willingness to receive information electronically

Respondents that said they use the internet were asked if they would be happy to receive information electronically, rather than in hard copy format. 72% were positive about receiving information in this way. Results indicate that support for this type of communication only drops below 50% for those aged over 75+.

Age / Receive information electronically	Yes	No
Under 18	81%	19%
18-24	82%	18%
25-34	93%	7%
35-44	76%	24%
45-54	79%	21%
55-64	65%	35%
65-74	62%	38%
75+	39%	61%
Prefer not to say	58%	42%
Total	72%	28%

Of those that stated a reason for not wanting to receive information electronically most said that they prefer to receive important information in hard copy format.

7). Responses from non-internet users

The results shown in section 7 are for those that do not use the internet.

As shown in section 5, 13% of respondents said that they do not use the internet. Use of the internet appears to reduce with age after 44 years of age although not significantly until after the age of 64.

7.1 Reason for not using the internet

The most common reason that people gave for not using the internet was that they have no motivation; this was followed by a lack of skills and/or confidence. Nobody, that responded, said that they don't use the internet because there is no broadband or mobile signal in their area; 1% reported that poor broadband speed is a barrier to using the internet.

Reason for not using internet	%
No broadband in area	0%
Poor broadband speed	1%
Cost	3%
Other access problems	5%
No mobile signal	0%
Lack of skills/confidence	30%
Lack of motivation	51%
Don't trust the internet	11%
Other	18%

7.2 Desire to use the internet

When non-users were asked if they would like to be able to use the internet 22% said that they would.

Area / desire to use the internet	Yes	No
Berwickshire	7%	93%
Cheviot	43%	57%
Eildon	11%	89%
Teviot and Liddesdale	25%	75%
Tweeddale	17%	83%
Total	22%	78%

8). Easy Read Survey

In order to get responses from as many people as possible an easy read version of the survey was developed for people with a learning disability. In the 2011 census 612 people, in the Scottish Borders, identified as have a learning disability

The survey didn't go into as much detail as the standard version but captured information about what people use the internet for, whether they use the Council's website and, if they do, if they can find what they are looking for.

62 surveys were distributed to members of the Citizens' Panels. There are five Citizens' Panels in the Borders that meet five times a year, members either have a learning disability or care for someone that has a learning disability.

41 responses were received resulting in a response rate of 66%. However, the number of people is quite low so the information should be used as an indicator only.

Totals do not always total 100% as not all respondents answered all questions.

8.1 Use of the internet

Of those that gave an answer, 73% of members of the Citizens' Panels said that they use the internet. As with the standard survey, females were more likely than males to use the internet (82% and 61% respectively). Residents in Eildon were most likely to use the internet and residents in Berwickshire least likely.

Age / Use internet	Yes	No
18-34	100%	0%
35-54	58%	42%
55-64	75%	25%
65+	60%	30%
Prefer not to say	100%	100%
Total	73%	24%

8.2 Location of where internet connections made

As with the standard survey the majority of those that use the internet do so at home.

Location	Yes	No
Do you use the internet at home	93%	3%
Do you use the internet at work	10%	87%
Do you use the internet in a library	33%	63%
Do you use the internet in a community centre	10%	87%
Do you use the internet in a café	13%	83%

8.3 Subject of internet access

Internet browsing is the most popular use of the internet with 93% of the Citizens' Panel members, who use the internet, saying that they use the internet in this way. Reading magazines on the internet was the least popular use of the internet.

Subject of access	Yes	No
Do you use Facebook or twitter?	77%	23%
Do you buy things on the internet?	60%	40%
Do you use the internet to watch TV?	50%	50%
Do you read magazines on the internet?	23%	77%
Do you look for things on the internet?	93%	7%

8.4 Use of the Council website

40% of the Citizens' Panel members, who use the internet, said that they use Scottish Borders Council's website. Of these 23% are able to find what they were looking for.

Seven respondents made comments about the Council's website including what they thought was missing. Responses are as follows::

1. Clear instructions on where to find council jobs – previous system easier to use
2. Find it quite hard to find the right department
3. Hard to find what I am looking for
4. I find the Council website easy to use and have no difficulty finding what I am looking for

5. More information on the environment, positive info and concerns of wildlife crime
6. Not very informative and I use it on my subjects
7. Pages not regularly updated – some information can be several months out of date