

Report for Aberdeen City Council Citizens' Panel 20th Questionnaire

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INTRODUCTION

The final survey sample consisted of 668 responses from members of the Citizens' Panel. The total panel comprises 919 citizens of Aberdeen and so the response rate amounts to 72.7%. The 668 responses are, in the first instance, considered as a whole. Further analysis can be conducted on those results which provoke further investigation and where the various project partners direct further investigation. The further analysis will take the form of targeted analysis on the basis of the personal information of the respondents. This information allows breakdown on the basis of the following variables:

- Gender
- Area
- Age
- Employment
- Home Ownership
- Health Issues
- Ethnicity

The report as it stands attempts to provide a breakdown of many of the results by age and gender. However, where age-group analysis is included, the two youngest age groups (16-24 and 25-34) are considered in aggregate as one group (i.e. age 16-34) due to the under-representation of the very youngest age group (16-24).

It should be noted that there is no demographic data on age and/or gender for 16 of the respondents and as such, they are excluded from any stratified analysis of results by age or gender. For this reason, there may appear to be a slight mismatch between the percentage results quoted in relation to the overall population for each question (which includes those panellists for whom demographic data is absent) and any subsequent analysis on the basis of gender or age (which excludes these panellists for reasons of accuracy). Despite the occasional minor inconsistency between total results and aggregated stratified analysis, the approach adopted is intended to provide the greatest possible degree of analytical accuracy in each case.

Please also note that due to a) multiple responses to a question from one or more respondents, and b) the process of rounding percentage figures to one decimal place, total percentage figures given for some questions may not tally to 100%.

The analysis presented here is split into the following main topics:

- Neighbourhood Planning
- Business Improvement Districts
- Eye Health and Children
- Diversity and Equality

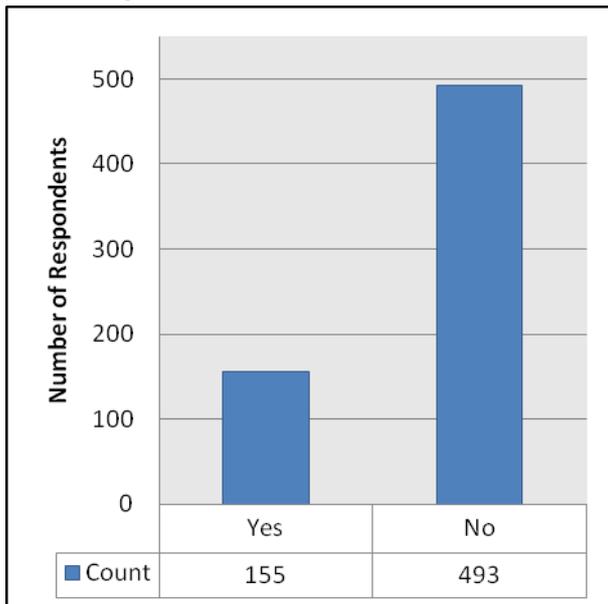
NEIGHBOURHOOD PLANNING

Every Neighbourhood in Aberdeen City has a Community Action Plan. The first Neighbourhood Community Action Plans were published in 2005 and since then, Aberdeen City Council has been using a consistent approach across the city to build Neighbourhood Planning into the plans of all the public services (i.e. City Council, Grampian Police, National Health Service, Grampian Fire & Rescue and the other community planning partners).

Over the next few years the Council wants to increase residents' level of involvement in plans to improve the quality of life in their neighbourhood. This means finding out what a community wants and building this into the way the Council provides local services. To do this, the Council already holds consultation events and meetings with community groups, but the aim is to have more of an ongoing engagement between local people and the managers of local services (i.e. housing, education, police, health, social work, waste disposal, fire prevention, libraries, roads, sports facilities, etc). This is even more important given the financial challenges now facing public services. The following questions were therefore intended to help Aberdeen City Council to understand how involved panellists currently feel in the neighbourhood planning process, and how the Council might improve this in the future.

The first question asked respondents if they were aware of a Neighbourhood Community Action Plan for their neighbourhood. The results are shown below in Figure 1.

Figure 1: Do you know if there is a Neighbourhood Community Action Plan for your neighbourhood?



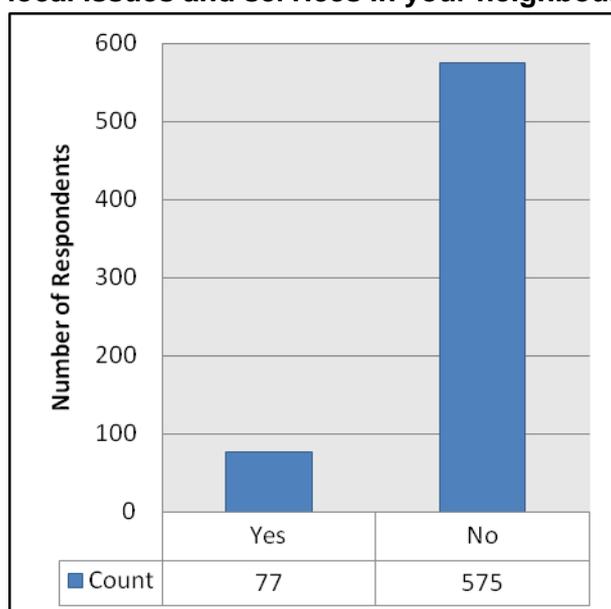
Base = 648 respondents

The chart shows that of the 648 respondents who answered this question, 155 (23.9%) were aware that their neighbourhood had a Neighbourhood Community

Action Plan. Conversely, 493 respondents (76.1%) did not know this. A slightly higher proportion of male panellists (25.6%) was aware of a Neighbourhood Action Plan than female panellists (22.2%). There was little variation across age-groups, although the 55-64 age-group contained the largest proportion of respondents (29.5%) who were aware of a Neighbourhood Community Action Plan for their neighbourhood, whilst the 16-34 group contained the highest proportion of respondents who were not aware of one (78.5%).

Respondents were then asked if they had been asked (other than in the City Voice) for their views on local issues and services in their neighbourhood in the last year. Figure 2 shows that only 77 respondents (11.8%) had been asked for their views on local issues and services in their neighbourhood over the past year (other than in the City Voice). 575 respondents (88.2%) had not been asked for their views during this period. Female panellists were more likely to have been asked for their views (14.0%) than their male counterparts (9.0%). Once again, the 55-64 age-group contained the highest proportion of respondents who had been asked for their views (13.7%) and the 16-34 group the highest proportion of respondents who had not been asked (90.8%).

Figure 2: Apart from the City Voice, have you been asked for your views on local issues and services in your neighbourhood in the last year?

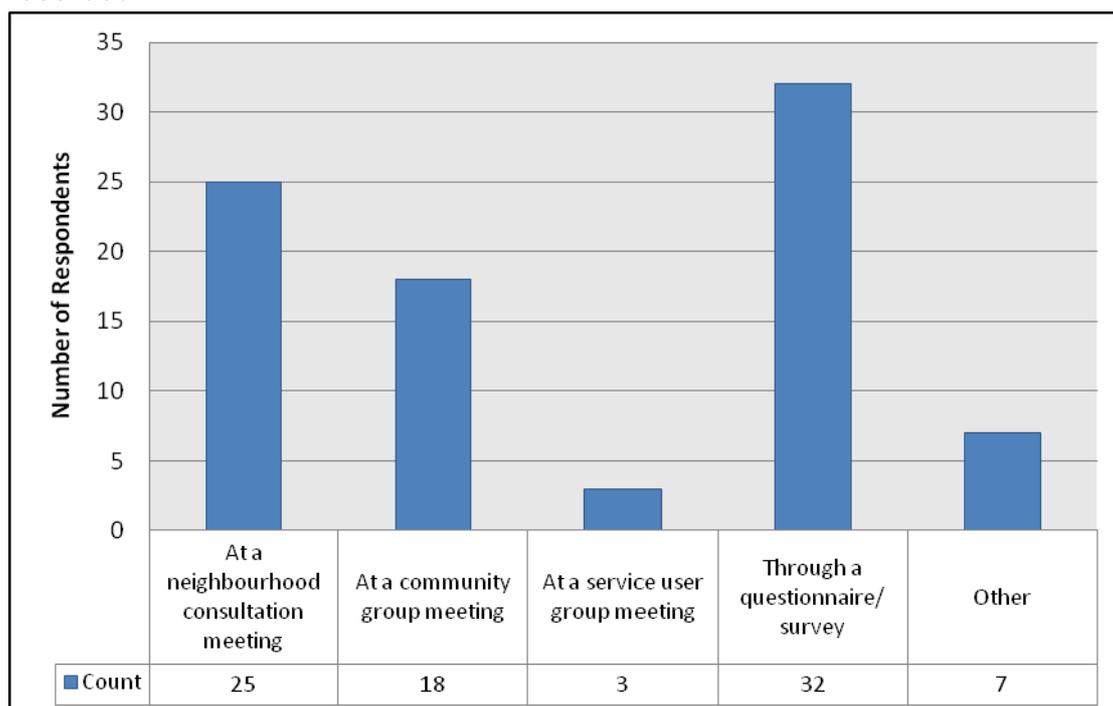


Base = 652 respondents

Figure 3 provides an overview of the formats used to obtain the views of the 77 respondents whose views had been sought. The most frequent methods used were questionnaires/surveys (32 respondents; 41.6%), neighbourhood consultation meetings (25 respondents; 32.5%) and community group meetings (18 respondents; 23.4%). Service user group meetings (3 respondents; 3.9%) were less frequently used. 7 respondents (9.1%) reported “other” methods, although these responses typically related to the agencies responsible for recording their views than the methods used.

There were some minor differences between the ways in which male and female respondents had been asked for their views. In proportionate terms, female panellists were more likely than male panellists to have been asked for their opinions at a neighbourhood consultation meeting, and marginally more likely to have been asked in community group or service user group meetings. Male panellists, on the other hand, were proportionately more likely than their female counterparts to have been asked for their views through a questionnaire survey.

Figure 3: If you were asked for your views, can you remember how they were recorded?



Base = 77 respondents

Some age-related patterns also emerged. The format through which the views of the largest shares of the two youngest age-groups and the oldest age-group were obtained was a questionnaire or survey (50.0% of those aged 16-34, 33.3% of those aged 35-54 and 52.9% of those aged 65+). This format was also used to record the views of 37.5% of the respondents from the 35-54 age-group. However, the method used to record the views of the largest share of those aged 55-64 was a neighbourhood consultation meeting (45.8%), whilst this method was also used to record the views of a number of respondents in the 35-54 age-group (25.9%) and the 65+ age-group (17.6%). Community group meetings were also popular among the older age-groups, with 29.4% of those aged 65+ and 29.2% of those aged 55-64 involved in this way. 18.5% of those aged 35-54 also had their views recorded using this format, although no 16-34 year olds were involved. Service user group meetings were used by only a tiny number of respondents overall.

Turning to consider the agencies responsible for recording these views, Table 1 provides an overview of the different agencies responsible for recording respondents' views in each of the formats described above. By combining the figures mentioned

for the different agencies reported under each of the above methods, a composite figure is obtained, which shows the most active agencies across all of these methods.¹

The Table shows that the agency which was involved most often in recording respondents' views was Aberdeen City Council, which recorded the views of 29 (37.7%) of those panellists whose views had been sought across different methods. The next most active group of agencies was composed of community councils, which had recorded the views of 8 panellists (10.4% of those whose views had been sought). After this, the most active agencies were residents' associations (5 respondents; 6.5%), the Police (4 respondents; 5.2%) and different protest groups (4 respondents; 5.2%).

Table 1: If you were asked for your views, can you remember by whom they were recorded?

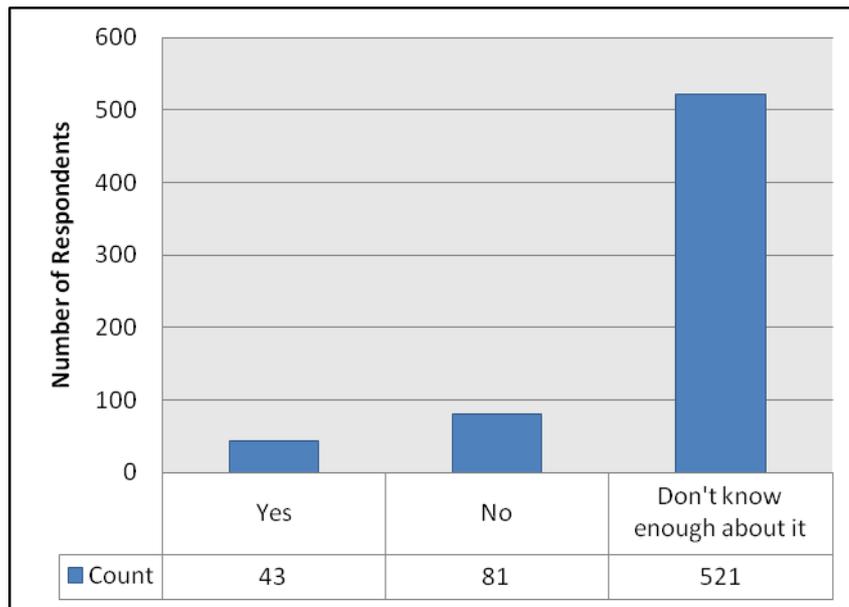
Recording Agency	Respondents	
	Count	%
Aberdeen City Council	29	37.7
Community Council	8	10.4
Residents' Association (or similar)	5	6.5
Police	4	5.2
Protest Group	4	5.2
First Bus	2	2.6
Newspaper(s)	2	2.6
Political candidate(s)	2	2.6
Other	1	1.3
Don't know / don't remember	3	3.9
N/a	4	5.2

Base = 77 respondents

¹ Data can be provided to show the most active agencies for each individual method.

All panellists were subsequently asked whether they were satisfied with the Neighbourhood Planning process. The results are provided below in Figure 4. 645 panellists replied, of whom 43 (6.7%) replied that they were satisfied with the process. Just under double this number (81 respondents; 12.6%) stated that they were not satisfied. However, the overwhelming majority of respondents (521; 80.1%) claimed that they knew too little about the process to make an informed judgement.

Figure 4: Are you satisfied with the Neighbourhood Planning process?



Base = 645 respondents

Again, some very minor gender differences were evident in the responses to this question. Although similar proportions of male and female panellists stated that they were happy with the process (6.1% and 6.8%, respectively), a higher proportion of male than female panellists expressed dissatisfaction with the Neighbourhood Planning Process (14.2% of males, compared with 10.7% of females). Conversely, a larger proportion of female panellists (82.4%, compared with 79.7% of males) selected that they did not know enough about the process. There was some variation in levels of satisfaction between age-groups, with the 55-64 group the most likely to indicate satisfaction (9.4% of respondents in this age-group), but also the most likely to indicate dissatisfaction (15.8%). The 35-54 group was least likely to indicate satisfaction with the process (3.2%). Perhaps surprisingly given their low levels of consultation (see above), the 16-34 age-group was the least likely to indicate dissatisfaction (just 9.2%).

The 81 panellists who stated that they were not satisfied with the process were subsequently asked why this was the case. A wide range of responses was provided by respondents. These were categorised according to theme, and the results are provided below in Table 2.

The results show that two reasons for dissatisfaction were particularly prevalent among respondents. Firstly, 56 respondents (69.1%) cited a lack of information provided by the Council on the process, whilst 43 (53.1%) stated that the Council simply ignored the views of residents anyway. The other reasons cited were far less prevalent than these two, with reasons such as previous negative first-hand experience of dealing with the Council (4 respondents; 5.1%), a lack of interest among other public bodies such as the Police (3 respondents; 3.7%) and too many competing voices at neighbourhood level (3 respondents; 3.7%) the next most popular categories of cause for dissatisfaction.

Table 2: Why are you not satisfied with the Neighbourhood Planning process?

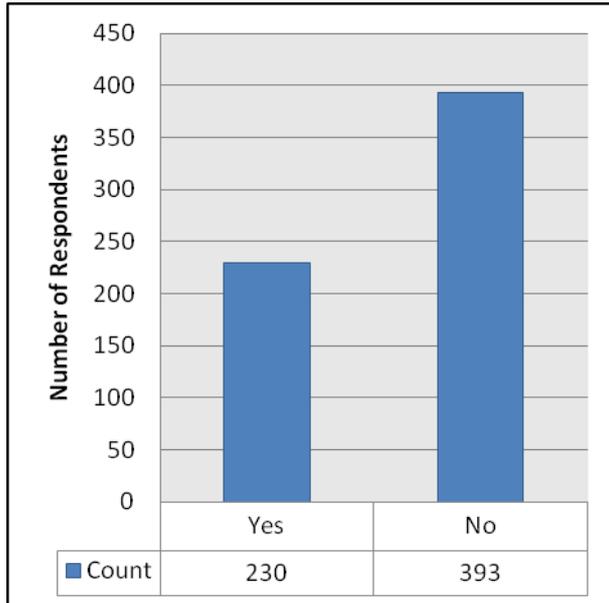
Reason Cited	Respondents	
	Count	%
Lack of information provided on process	56	69.1
The Council ignores people	43	53.1
Previous negative experience	4	5.1
Lack of interest among other public bodies	3	3.7
Too many competing voices	3	3.7
Dealing with the Council is unpleasant	2	2.5
Lack of strategic direction/joined-up thinking	2	2.5
Confusing process	2	2.5
Process doesn't make enough use of ICTs ²	1	1.2
Lack of feedback provided by the Council	1	1.2
N/a	14	17.3

Base = 81 respondents

Panellists were then asked whether they felt they could influence what happens in their neighbourhood. 623 panellists responded, with Figure 5 showing that almost two thirds of respondents (393; 63.1%) feel that they cannot influence what happens in their neighbourhood. Conversely, just over a third (230; 36.9%) believe that they can influence what happens in their neighbourhood. A greater proportion of male panellists (41.9%) believed that they can influence the process than was the case for female respondents (33.3%).

² Information Communication Technology (e.g. e-mail, online forums, petitions etc).

Figure 5: Do you feel you can influence what happens in your neighbourhood?



Base = 623 respondents

There was a high level of consistency across age-groups in answers to this question. The 55-64 age-group was most likely to believe that they can influence what happens in their neighbourhood (39.5% of this age-group), whilst the 16-34 age-group was most likely to believe that they cannot influence what happens (67.2%).

The subsequent question again asked panellists to explain why they felt they could not influence what happens in their neighbourhood. Compared to other open response questions, this question evoked a very large response with over half of all respondents providing further detail. Again, responses were categorised according to theme and an overview of the strength of the different themes is provided below in Table 3.

Table 3 shows that the most frequently recurring justification for feeling no sense of influence over what happens in respondents' neighbourhoods is a perception that the Council either does not listen to their concerns or – where it does listen to them – that it does not act upon their concerns. Answers corresponding to this broad theme were highlighted by just under half of all respondents to this question (170 respondents; 48.6%). These responses were often accompanied by examples of a previous experience with the Council which had left respondents feeling that the process failed to take their views into account (cited by 54 respondents; 15.4%). A similar number also mentioned that too little information was made available by the Council on the processes involved in Neighbourhood Planning or on opportunities to have a say in what happens in their neighbourhood (53 respondents; 15.1%). Perhaps as a result of too little information, 30 respondents (8.6%) stated that they would not know who to contact if they did want to have a say. A similar number (29 respondents; 8.3%) stated that they had never been asked for their opinion, whilst 20 respondents (5.7%) believed that the mechanisms at grassroots level (such as Community Councils) for bringing together neighbourhood voices did not work well. 12 respondents (3.4%) cited personal reasons (e.g. disability) for not being able to have a say, 7

respondents (2.0%) had too little spare time, and 5 (1.4%) cited a lack of interest from other important bodies in the process (e.g. the Police, Fire Brigade etc).

Table 3: Why do you not feel that you can influence what happens in your neighbourhood?

Reason Cited	Respondents	
	Count	%
Council doesn't listen to (or act on) people's concerns re. planning matters	170	48.6
Previous negative experience	54	15.4
Too little information on process/opportunities	53	15.1
Don't know who to contact	30	8.6
Haven't been asked	29	8.3
Grassroots democracy (e.g. Community Councils) does not work well	20	5.7
Personal reasons	12	3.4
Too little spare time	7	2.0
Lack of interest among other public bodies	5	1.4
Never really wanted to	2	0.6
Don't know	4	1.1
N/a	39	11.1

Base = 350 respondents

Due to the strength of feeling evident when analysing the responses, one particularly strong and recurrent theme should be highlighted. This appears to have strongly affected people's trust in local democracy, and whilst this report in no way aims to provide any value judgement on the issue, it would be remiss of the analysis if the strength of panellists' feelings on the issue were not articulated. The issue of Union Terrace Gardens arose repeatedly in the categories of "The Council doesn't listen to or act on people's concerns" and "Previous negative experience". People felt that the consultation conducted on behalf of the Council had effectively been ignored, leaving many people with a sense of absolute futility and impotence. Comments reflecting this included the following strongly worded contributions:

Recent events with Union Terrace Gardens and the proposed Trump Estate demonstrate [that] public opinion is not valued over commercial interest.

If the Council rejects the views of the majority re. Union Terrace Gardens, what hope is there for neighbourhood issues?

We feel that city planners are just going through the motions with regards to planning future building etc, and that large housing providers/buildings get their own way for the most part.

Considering the views of the Aberdeen people on the "public consultation" regarding Union Terrace Gardens were completely ignored, it's up to you to

convince me that consultation [responses] given in good faith are not a complete waste of time and money.

[The] Council has a habit of inclusion at talk stage and exclusion when it comes to moving things on.

Whilst the Union Terrace Gardens issue is not strictly a Neighbourhood Planning matter, numerous other responses indicated that this issue has led to an erosion of confidence in the wider planning process, as well as in the democratic process more generally.

BUSINESS IMPROVEMENT DISTRICTS (BIDs)

Aberdeen City Council is working in partnership with the Aberdeen Business Improvement District Co. Ltd to write a proposal for the creation of a Business Improvement District in Aberdeen City Centre. This proposal will go out to local businesses in early 2011 and will be followed by a ballot to see if they support the proposals.

Last year, Aberdeen City Council consulted with the City Centre business community about possible improvement proposals designed to make the City Centre more attractive for visitors and shoppers. The Council now wants to hear the views and experiences of City Voice panellists. The information provided will give the Council a better understanding of visit needs and frequencies, and will ultimately assist in enabling the partnership to decide on which improvements will be of greatest benefit to the city centre and its users.

In relation to BIDs, panellists were first asked to provide further information upon the reasons they had for visiting the City Centre (not including work) and how often they did so. Their results are provided below in Figure 6.

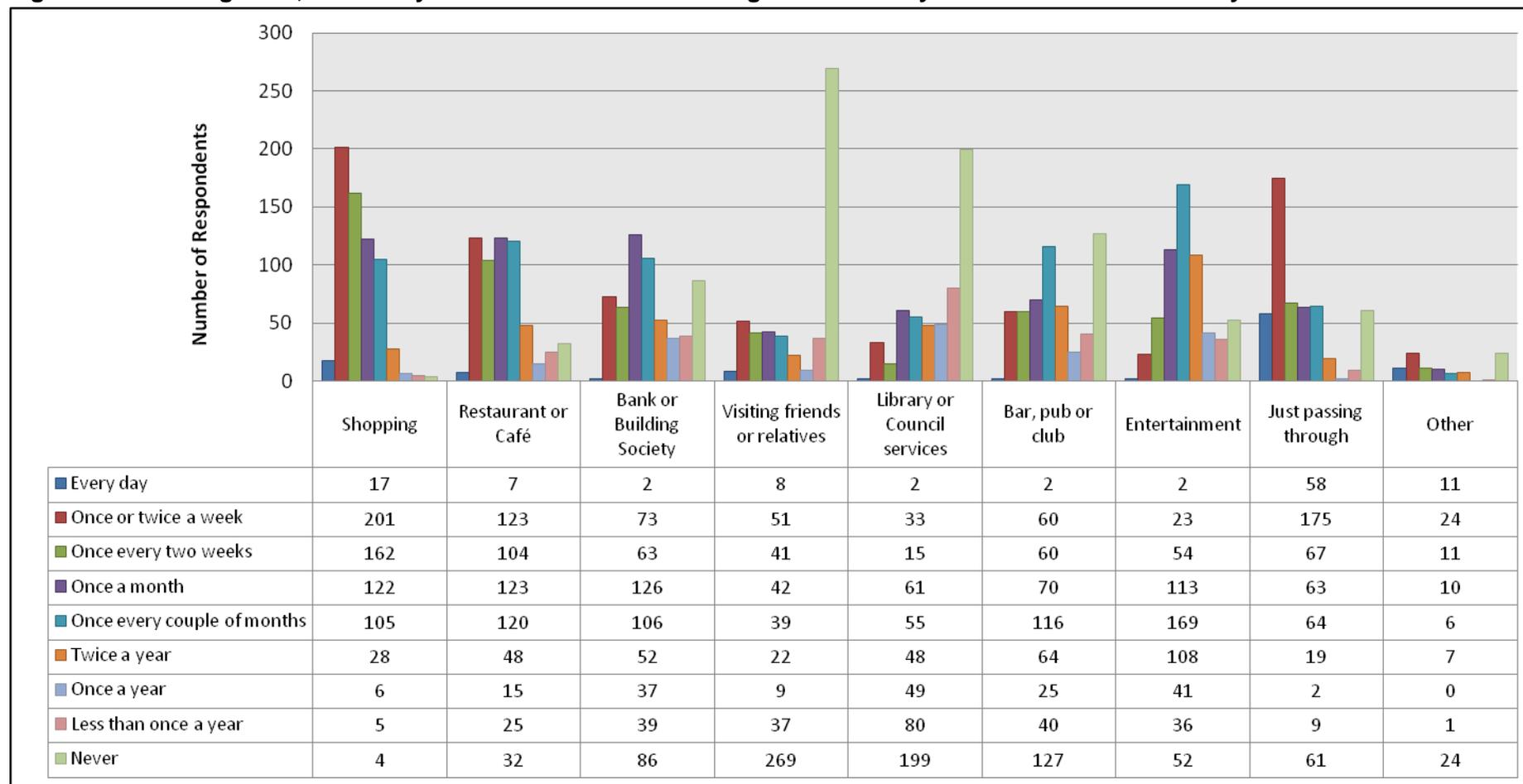
Shopping

Very few respondents (17; 2.6%) visit the City Centre every day in order to go shopping. The largest proportion of people who visit the City Centre to go shopping do so once or twice a week (201 respondents; 30.9%). 162 respondents (24.9%) visit the City Centre to go shopping once a fortnight, whilst 122 (18.8%) do so once a month. 105 respondents (16.2%) go shopping in the City Centre once every couple of months, and 28 (4.3%) do so around twice a year. Only 6 respondents (0.9%) visit the City Centre to go shopping once a year, whilst 5 (0.8%) do so less than once every year, and 4 respondents (0.6%) never visit the City Centre to go shopping.

In terms of gender differences, there were no clear patterns which differed from the aggregate pattern described above. The minor differences which do exist between the genders are that female respondents are marginally more likely than men to visit the City Centre to go shopping every day, once every two weeks, or once a month. Male respondents, on the other hand, were more likely to do so once or twice a week, once every couple of months, twice a year, once a year and less than once a year. A very similar proportion of male (0.7%) and female (0.6%) respondents never visit the City Centre to go shopping.

In the two oldest age-groups, the greatest proportion of respondents would visit the City Centre to go shopping once or twice a week (36.4% of 55-64; 40.6% of 65+). Within the two younger age-groups, the greatest proportion of respondents would do so once every two weeks (31.3% of 16-34; 26.4% of 35-54).

Figure 6: Excluding work, what are your main reasons for visiting Aberdeen City Centre and how often do you visit?



Base = 650 respondents (shopping), 597 respondents (restaurant or café), 584 respondents (bank or building society), 518 respondents (visiting friends or relatives), 542 respondents (library or Council services), 564 respondents (bar, pub or club), 598 respondents (entertainment), 518 respondents (just passing through), 94 respondents (other).

Restaurant or Café

Again, only a very small number of respondents (7; 1.2%) would visit the City Centre every day to use a restaurant or café. 123 respondents (20.6%) do so once or twice a week, and an identical number does so once a month. A slightly smaller proportion (104; 17.4%) does so once every fortnight. 120 respondents (20.1%) would do so only once every couple of months, whilst 48 respondents (8.0%) claim to visit the City Centre in order to go to a restaurant or café around twice a year. 15 respondents (2.5%) do so only once a year, with 25 (4.2%) doing so less frequently than once a year, and 32 respondents (5.4%) claiming never to visit the City Centre in order to go to a restaurant or café.

There were few notable differences between male and female respondents when answering this question. Similar proportions visit the City Centre for this purpose every day or once or twice a week, but female respondents are slightly more likely than male respondents to do so once every two weeks (18.9% vs. 15.6%) or once a month (24.2% vs. 16.0%). However, this trend was reversed in relation to less frequent visits to the City Centre, with male respondents more likely than female respondents to do so twice a year (9.5% vs. 6.5%), once a year (3.8% vs. 1.6%), less than once a year (4.6% vs. 3.4%) and never (7.3% vs. 3.7%).

Again, the greatest share of the two oldest age-groups would visit the City Centre to go to a restaurant or cafe once or twice a week (23.4% of 55-64; 26.3% of 65+). The biggest share of 16-34 year olds would typically do so once every two weeks (32.8%), whereas the most frequent response among 35-54 year olds was that they would do so once a month (26.5%), although almost as large a proportion of this group would do so once every couple of months (24.8%).

Bank or Building Society

Only 2 panellists (0.3%) claimed that they visit the City Centre every day in order to go to a bank or building society. Slightly larger proportions would do so once or twice a week (73 respondents; 12.5%) or once every two weeks (63 respondents; 10.8%). The largest proportion would do so once a month (126 respondents; 21.6%), with a similar proportion (106 respondents; 18.2%) doing so once every couple of months. 52 (8.9%) would do so twice a year, 37 (6.3%) once a year, 39 (6.7%) less than once a year and 86 respondents (14.7%) would never visit the City Centre in order to go to a bank or building society.

Once again, there were few notable differences when responses were disaggregated by gender, although male respondents appeared to visit the City Centre in order to go to a bank or building society more frequently than female respondents. Thus, a slightly larger proportion of male than female panellists visit the City Centre to go to a bank or building society every day, once or twice a week and once every two weeks. However, they were also more likely never to do so. Conversely, female respondents were more likely to do so once a month, once every couple of months, twice a year, once a year and less than once a year.

Among the youngest age-group (16-34), the greatest share of respondents would visit the City Centre to go to a bank or building society once every couple of months

(25.8%). This contrasts with the oldest age-group (65+), the largest share of whom would do so once or twice a week (21.2%). For the two other age groups (35-54 and 55-64), the greatest share of respondents would do so once a month (26.1% and 20.5%, respectively). The youngest age-group was also the most likely never to do so (17.7%).

Visiting Friends or Relatives

Once again, only a very small minority of respondents (8 panellists; 1.5%) would visit the City Centre every day in order to visit friends or relatives. Indeed, a majority of respondents to this question claimed that they never visit the City Centre for this reason (269 respondents; 51.9%), possibly reflecting the fact that the City Centre is – by its very nature – a less residential area. After this, however, the largest proportion of respondents stated that they would do so once or twice a week (51; 9.8%), whilst 41 (7.9%) would do so once every fortnight and 42 (8.1%) would do so once a month. 39 respondents (7.5%) visit the City Centre once every couple of months in order to visit friends or relatives, 22 (4.2%) do so twice a year, 9 do so around once a year and 37 respondents (7.1%) would do so less than once a year.

There were very few differences between responses from male and female panellists. Responses were very similar across the gender divide, although men were slightly more likely never to visit the City Centre in order to see friends or relatives (53.5%) than female respondents (49.5%).

In terms of age-related trends, the share of respondents per age-group who would never go to the City Centre to see friends/relatives increased in line with the age of the respondents. As such, whilst 59.7% of those aged 65+ would never do so, the equivalent figure for those aged 55-64 was 54.5%, 48.5% for those aged 35-54 and 37.7% for those aged 16-34. In terms of those who would do so, broadly similar proportions of each age-group would do so every day, once or twice a week, or once every couple of months. However, a greater share of those aged 16-34 would do so once every two weeks (14.8%) or once a month (13.1%) than was the case for other groups, who were slightly more likely to do so twice a year.

Library or Council Services

Similar to friends or relatives, a large proportion of respondents indicated that they would never visit the City Centre in order to make use of library or Council services (199 respondents; 36.7%). Only 2 panellists said that they do so every day (0.4%), with 33 (6.1%) indicating that they do so once or twice a week and just 15 (2.8%) stating that they do so once every fortnight. Much larger proportions do so once a month (61 respondents; 11.3%) or once every couple of months (55 respondents; 10.1%). 48 respondents (8.9%) do so twice a year, 49 (9.0%) do so once a year and 80 respondents (14.8%) do so less than once a year.

Once again, few sizeable divergences were apparent between male and female respondents, although female respondents (42.5%) were more likely never to visit the City Centre in order to use library or Council services than were male panellists (31.6%).

The greatest share of every age-group never visits the City Centre with a view to using library or Council services. However, the 55-64 age-group was the group which had the smallest proportion of respondents who never do so (28.6%), whilst the 35-54 age-group was the group which contained the largest share of respondents who never do so (43.6%). Very few respondents within each age-group do so frequently, although there was one notable exception to this, with 11.4% of the 55-64 age-group visiting once or twice a week. By contrast, only 1.6% of the 16-34 age-group does likewise.

Bar, Pub or Club

Again, only 2 respondents to this question (0.4%) stated that they would visit the City Centre every day in order to go to a bar, pub or club. A sizeable minority of respondents again stated that they never visit the City Centre to go to a bar, pub or club (127 respondents; 22.5%). 60 respondents (10.6%) answered that they do so once or twice a week, with an identical number stating that they do so once every two weeks. 70 respondents (12.4%) said that they do so once a month, with a larger proportion (116 respondents; 20.6%) stating that they do so only once every couple of months. 64 panellists (11.3%) visit the City Centre in order to go to a bar, pub or club only twice a year, 25 (4.4%) do so around once a year and 40 (7.1%) do so less than once a year.

Only one notable difference emerged when considering a breakdown of responses to this question by gender. Whilst male and female panellists provided broadly similar answers, male panellists (16.6%) were notably more likely to have visited the City Centre once or twice a week to go to a bar, pub or club than were female panellists (5.1%).

Perhaps unsurprisingly, the tendency of respondents to say that they never visit the City Centre to go to a bar, pub or club increased in line with their age-group. Whilst only 1.6% of those aged 16-34 would never do so, the equivalent figure for those aged 35-54 was 11.0%, 22.8% for those aged 55-64, and 53.2% of those aged 65+. Where members of the older age-groups do visit bars, pubs and clubs in the City Centre, the largest share of those aged 35-54 and 55-64 do so once every couple of months (30.1% and 16.6% respectively), whilst the largest share of those aged 65+ who do visit bars, pubs and clubs do so once or twice a week (11.1%). Among those aged 16-34, the greatest share of respondents typically do so once every two weeks (27.0%) or once every couple of months (19.0%).

Entertainment

Very few panellists stated that they visit the City Centre every day for entertainment (2 respondents; 0.3%). Larger proportions stated that they do so once or twice a week (23; 3.8%) or once every two weeks (54; 9.0%), while even larger proportions said they do so once a month (113 respondents; 18.9%) or once every couple of months (169 panellists; 28.3%). 108 panellists (18.1%) do so twice a year, with 41 (6.9%) doing so once a year, 36 (6.0%) doing so less than once a year and 52 respondents (8.7%) never visiting the City Centre for entertainment purposes.

Male and female panellists exhibited few notable differences in their responses to this question, although the proportion of male panellists (11.7%) who never visit the City Centre for entertainment purposes is almost double the proportion of women who never do so (6.3%).

Again, the likelihood of never going to the City Centre for entertainment purposes appeared to increase with age, with 4.7% of those aged 16-34, 7.6% of those aged 35-54, 8.4% of those aged 55-64 and 12.5% of those aged 65+ never doing so. When they did so, the largest share of the three oldest age-groups went once every couple of months (33.5% of 35-54, 30.3% of 55-64 and 22.2% of 65+). The greatest share of the youngest age-group did so once every two weeks (23.4%), with a similar proportion doing so once a month (21.0%).

Just Passing Through

Relative to other possible motivations for visiting the City Centre, a higher proportion visit the City Centre every day in order to simply pass through. Indeed, this was the most frequent reason for panellists visiting the City Centre every day, with 58 (11.2%) stating that they do so. Just over one third of respondents stated that they do so once or twice a week (175 respondents; 33.8%), with 67 (12.9%) stating that they do so once every couple of weeks. 63 (12.2%) do so once a month, 64 (12.4%) do so once every couple of months, while 19 (3.7%) do so about twice a year. 2 panellists (0.4%) visit the City Centre simply because they are passing through once a year, while 9 (1.7%) do so less than once a year. Finally, 61 respondents (11.8%) claim that they never pass through the City Centre.

Male panellists were proportionately more likely to pass through the City Centre every day (14.0%) or once or twice a week (36.4%) than were female respondents (8.7% and 31.3%). A greater proportion of female panellists (14.3%) than male panellists (9.1%) never visit the City Centre simply because they are passing through.

For all of the age-groups, the largest share of respondents pass through the City Centre once or twice a week. This was particularly true of the 55-64 age-group, of whom 41.7% did so. A disproportionately large share of respondents in the 16-34 age-group do so every day (18.3%), whilst the same is also true of the proportion of respondents in the 65+ age-group who never do so (17.2%).

Other

70 respondents stated that they pass through the City Centre for “other” reasons. 11 respondents to this question (11.7%) stated that they visit the City Centre for “other” reasons every day, with 24 (25.5%) doing so once or twice a week. Again, 11 (11.7%) do so about once every two weeks, whilst a similar number (10; 10.6%) does so once a month. 6 respondents (6.4%) visit the City Centre for “other” reasons once every couple of months, 7 panellists (7.4%) do so about twice a year and 1 panellist (1.1%) does so less than once a year. 24 respondents stated that they never visit the City Centre for “other” reasons. However, given that many people will simply have skipped this option rather than selecting “never”, it is not unreasonable to imply that the total number of panellists who never visit the City Centre for “other” reasons is

likely to be closer to 600. Given that this lack of response from most panellists skews the results considerably, it should be borne in mind that the percentage figures quoted above in relation to “other” motivations for visiting the City Centre will considerably over-state the true percentage of respondents who are likely to visit the City Centre for other reasons. In other words, although 11.7% of respondents to this question (i.e. 11 respondents out of 90) claim to visit the City Centre every day for other reasons, the true percentage of the overall panellist base visiting the City Centre each day for “other” reasons would only be 1.6% (11 respondents out of 668), assuming a full response rate to this question.

As with earlier open response questions, the answers to this question were sorted thematically. An overview of the types of “other” reasons which lead people to visit the City Centre is provided below in Table 4. For the reason outlined above (i.e. respondents simply not answering the question if they never visit the City Centre for “other” reasons), the percentages in Table 4 should be treated with caution as they represent a percentage of the total “other” reasons provided, and not of the total panel. A further complication arises in that many panellists answering this section of the question provided answers which correspond to some of the reasons already discussed (e.g. entertainment, just passing through, shopping etc). Due to the time demands required to track back through each of these answers and redistribute them into the visit frequency results in Figure 6 (see above), they have simply been reported ‘as is’ in Table 4.

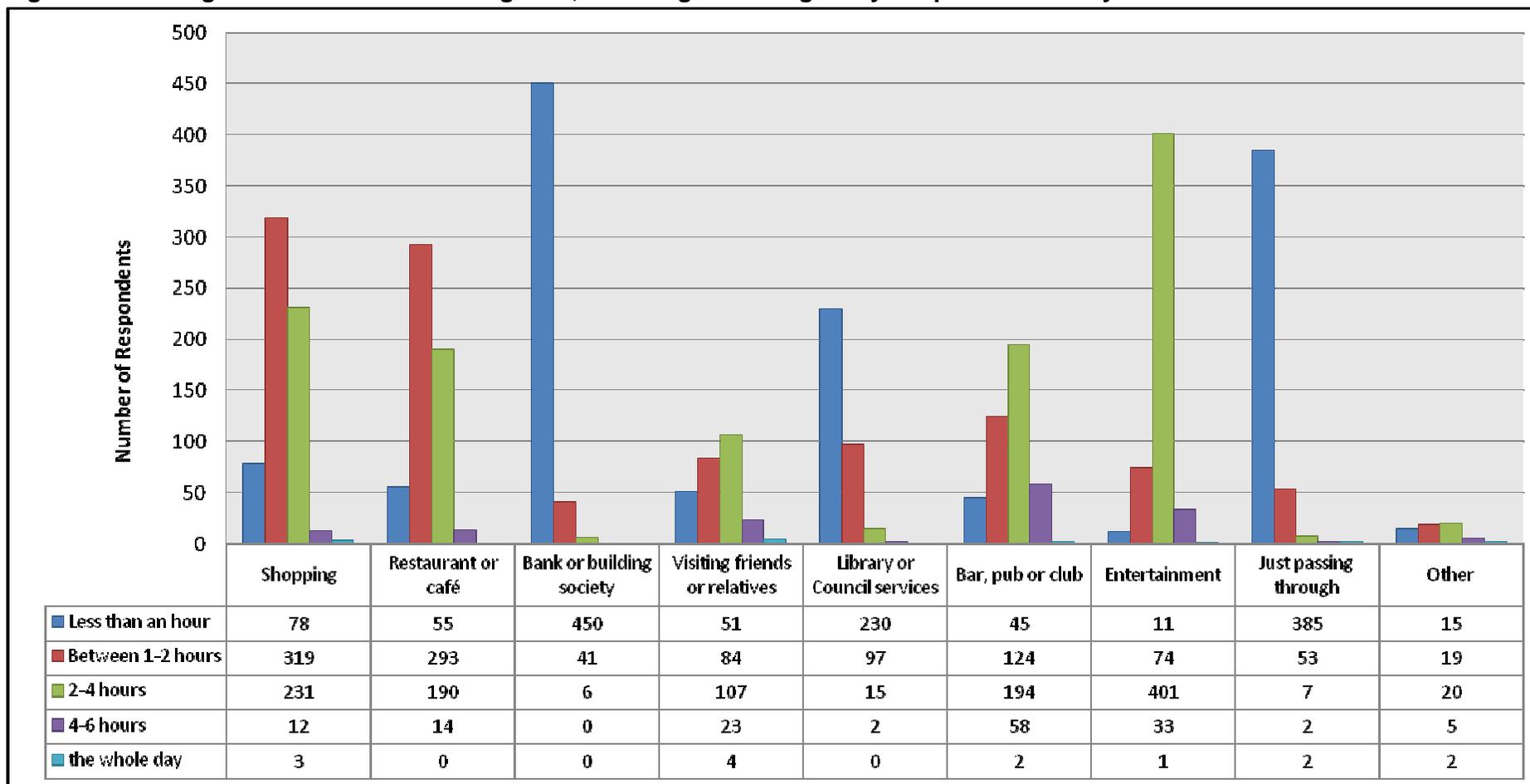
Table 4: What are your “other” reasons for visiting Aberdeen City Centre?

Reason Cited	Respondents	
	Count	%
Attending a group/association	18	25.7
Entertainment	18	25.7
Personal care (e.g. dentist, hairdresser)	13	18.6
Just passing through	6	8.6
Education	5	7.1
Shopping	5	7.1
Transport	4	5.7
Bank or building society	1	1.4
N/a	15	21.4

Base = 70 respondents

Respondents were then asked to elaborate on how much time they spent on each of these activities in the City Centre. Their responses are provided below in Figure 7.

Figure 7: Thinking about the activities in Figure 6, how long on average do you spend in the City Centre?



Base = 643 respondents (shopping), 552 respondents (restaurant or café), 497 respondents (bank or building society), 269 respondents (visiting friends or relatives), 344 respondents (library or Council services), 423 respondents (bar, pub or club), 520 respondents (entertainment), 429 respondents (just passing through), 61 respondents (other).

Shopping

When shopping in the City Centre, just under half of respondents spend between one and two hours in the City Centre (319 respondents; 49.6%). 78 panellists (12.1%) typically spend less than one hour in the City Centre, whilst 231 (35.9%) spend between two and four hours, and 12 (1.9%) spend between four and six hours there. A very small number of respondents (3; 0.5%) stated that they typically spend the whole day in the City Centre.

Male respondents were generally more likely to spend less than two hours shopping in the City Centre than female panellists. Whilst 17.0% of male respondents spend less than an hour and 53.4% spend between 1-2 hours, the equivalent figures for female respondents were 6.9% and 46.9% respectively. However, whereas 43.3% of female respondents spend 2-4 hours in the City Centre and 2.1% spend 4-6 hours shopping, the equivalent figures for male panellists are 28.2% and 1.4% respectively.

A very clear majority of both the 55-64 and 65+ age-groups would usually spend two hours or less in the City Centre for shopping (68.8% and 68.1% respectively). A smaller majority of respondents in the two younger age-groups would also typically spend under two hours in the City Centre for shopping (53.2% of 16-34; 54.1% of 35-54), but a larger percentage of respondents in these age-groups (43.8% of 16-34; 45.9% of 35-54) would spend 2-6 hours in the City Centre than is the case for the two older age-groups (30.7% of 55-64; 31.9% of 65+).

Restaurant or Café

When visiting the City Centre to go to a restaurant or café, over half of panellists (53.1%) responding to this question spend between one and two hours there. 55 (10.0%) stated that they typically spend less than an hour in the City Centre, whilst 190 (34.4%) usually spend between two and four hours there. 14 (2.5%) stated that on average, they spend between four and six hours in the City Centre. None stated that they would spend the whole day there.

There were no prominent gender differences in the results to this question. However, looking at the different age-groups again reveals different habits between the two youngest age-groups and the two oldest ones. Whilst a very clear majority of the 55-64 (73.4%) and the 65+ age-groups (71.2%) would usually spend less than an hour or 1-2 hours in the City Centre, the equivalent proportions were slightly smaller for the 16-34 (57.2%) and 35-54 age-groups (53.5%). Conversely, the two younger age-groups were more likely to spend either 2-4 hours or 4-6 hours in the City Centre (42.9% of 16-34; 46.6% of 34-55) than was the case for older respondents (26.6% of 54-65; 28.8% of 65+).

Bank or Building Society

The vast majority of respondents (450; 90.5%) who visit the City Centre in order to go to a bank or building society spend less than an hour in the City Centre when doing so. 41 (8.2%) spend between one and two hours in the City Centre on average, with 6 (1.2%) spending between two and four hours there. No respondents stated that they spend any more than four hours in the City Centre.

There were no prominent gender- or age-related differences in the results to this question.

Visiting Friends or Relatives

Of the 269 panellists who provided information on the amount of time they spend in the City Centre when visiting relatives, over one third (107; 39.8%) spend between two and four hours there, with just under a third (84; 31.2%) spending between one and two hours, and 51 (19.0%) spending less than an hour in the City Centre. 23 respondents (8.6%) would spend between four and six hours on average in the City Centre when visiting relatives, whilst 4 panellists (1.5%) would typically spend the whole day there.

There were no particularly notable gender differences in responses to this question. The largest divergences were that a greater proportion of male panellists (13.8%) than female panellists (4.6%) would spend 4-6 hours in the City Centre whilst visiting friends or relatives, whilst a greater proportion of female panellists (35.8%) than male panellists (25.9%) would spend 1-2 hours doing so.

Although the largest share of respondents in each age-group would usually spend 2-4 hours in the City Centre, a majority of respondents in the oldest and youngest age-groups would typically spend either 2-4 hours or 4-6 hours in the City Centre for this purpose (64.3% of 16-34; 53.2% of 65+). However, a majority of respondents in the two middle age-groups would usually spend either less than an hour or 1-2 hours doing so (54.4% of 35-54; 57.6% of 55-64).

Library or Council Services

Of the panellists who visit the City Centre in order to access library or Council services, a clear majority (230; 66.9%) spends less than an hour in the City Centre when doing so. 97 respondents (28.2%) spend between one and two hours, with 15 (43.6%) spending between two and four hours and only 2 (0.6%) spending between four and six hours in the City Centre on average.

There was a high degree of consistency between male and female panellists' responses to this question, and there was little variation among age-groups.

Bar, Pub or Club

423 respondents provided information on the average amount of time they spend in the City Centre when going to a bar, pub or club. Only 45 (10.6%) spend less than one hour, with 124 (29.3%) typically spending between one and two hours, and 194 (45.9%) spending between two and four hours. 58 panellists (13.7%) spend between four and six hours, with 2 (0.5%) typically spending all day there.

There were some interesting differences between male and female panellists' responses to this question. Perhaps surprisingly, male respondents were more likely to spend less time in the City Centre when going to bars, pubs and/or clubs than would their female counterparts. Thus, whilst 14.1% of male respondents typically spend less than an hour doing so, the equivalent figure for female respondents was 7.0%. Similarly, 32.3% of male respondents usually spend 1-2 hours in the City

Centre when visiting for this purpose, compared to 27.0% of female respondents. Although the largest share of both genders would typically spend 2-4 hours in the City Centre, the figure was slightly higher for female respondents (47.9%) than for male respondents (42.9%). Also, where 17.2% of female respondents would spend 4-6 hours in the City Centre when going to bars, pubs and/or clubs, the equivalent figure for male panellists was 10.6%. Finally, the only respondents who said that they would spend the whole day in the City Centre for this purpose were female (albeit only 0.9% of all female panellists).

As with previous questions, it was possible to distinguish between age-groups on the basis of their responses. An outright majority of respondents in the 16-34 (54.1%) and 35-54 (53.9%) age-groups would usually spend 2-4 hours in the City Centre. A larger proportion of these age-groups would also stay for 4-6 hours (31.1% of 16-34; 15.0% of 35-54). The responses of older respondents were more evenly distributed, although they were skewed in favour of a short stay in the City Centre. Thus, 14.0% of those aged 55-64 and 30.2% of those aged 65+ would usually spend less than an hour in the City Centre. Similarly, 47.7% of those aged 55-64 and 28.3% of those aged 65+ would only spend 1-2 hours. Compositing these various figures shows that a very clear majority of those aged 16-34 (85.2%) spend 2-6 hours in the City Centre, whilst slightly smaller majorities of those aged 35-54 (78.8%), 55-64 (79.5%) and 65+ (62.3%) spend 1-4 hours in the City Centre.

Entertainment

When visiting the City Centre for entertainment purposes, over three quarters (77.1%) who do so spend between two and four hours there. 74 (14.2%) spend between one and two hours, 33 (6.3%) spend between four and six hours and just 11 (2.1%) spend less than an hour there. Only 1 panellist (0.2%) would, on average, spend the whole day in the City Centre for entertainment purposes.

There were no noteworthy gender-related trends to responses to this question, although as with bars, pubs and/or clubs, it appeared to be the case that a slightly greater proportion of male panellists than female panellists spends less than an hour or 1-2 hours in the City Centre for entertainment purposes, whilst this pattern is reversed when considering the proportions who spend 2-4 hours and 4-6 hours doing so.

In terms of age, older age-groups reported a greater likelihood of spending 4-6 hours in the City Centre for entertainment purposes (10.5% of 65+ compared to 8.0% of 55-64, 4.5% of 35-54 and just 1.7% of 16-34). However, in each group a clear majority of respondents would typically spend 2-4 hours, ranging from 71.0% of those aged 55-64 to 83.3% of those aged 16-34.

Just Passing Through

Unsurprisingly, the vast majority of those who visit the City Centre to pass through on their way somewhere else spend less than an hour there (385; 89.7%). The next largest proportion spends between one and two hours in the City Centre (53 respondents; 12.4%). 7 respondents (1.6%) spend between two and four hours, 2

(0.5%) spend between four and six hours and 2 (0.5%) spend the whole day in the City Centre.

There were no prominent gender differences in the results to this question. Nor were there any notable age-related trends, with the overwhelming majority of each age-group spending less than an hour in the City Centre when passing through it.

Other

61 respondents elaborated on the amount of time they spend in the City Centre for “other” reasons. Of those who do visit the City Centre, around a quarter spend less than an hour there (15 respondents; 24.6%), around a third spend between one and two hours (19 panellists; 31.1%) or between two and four hours (20; 32.8%). On average, 5 panellists (8.2%) spend between four and six hours there and 2 (3.3%) spend the whole day in the City Centre.

Respondents were subsequently asked to indicate whether they usually engage in these City Centre activities on weekdays or at weekends. The results are provided below in Figure 8.

Shopping

Figure 8 shows that of those respondents who visit the City Centre to go shopping, a clear majority (367 respondents; 57.5%) usually do so on weekdays only. Around a third (218 panellists; 34.2%) usually go on weekends only, whilst 53 (8.3%) typically go on both weekdays and weekends.

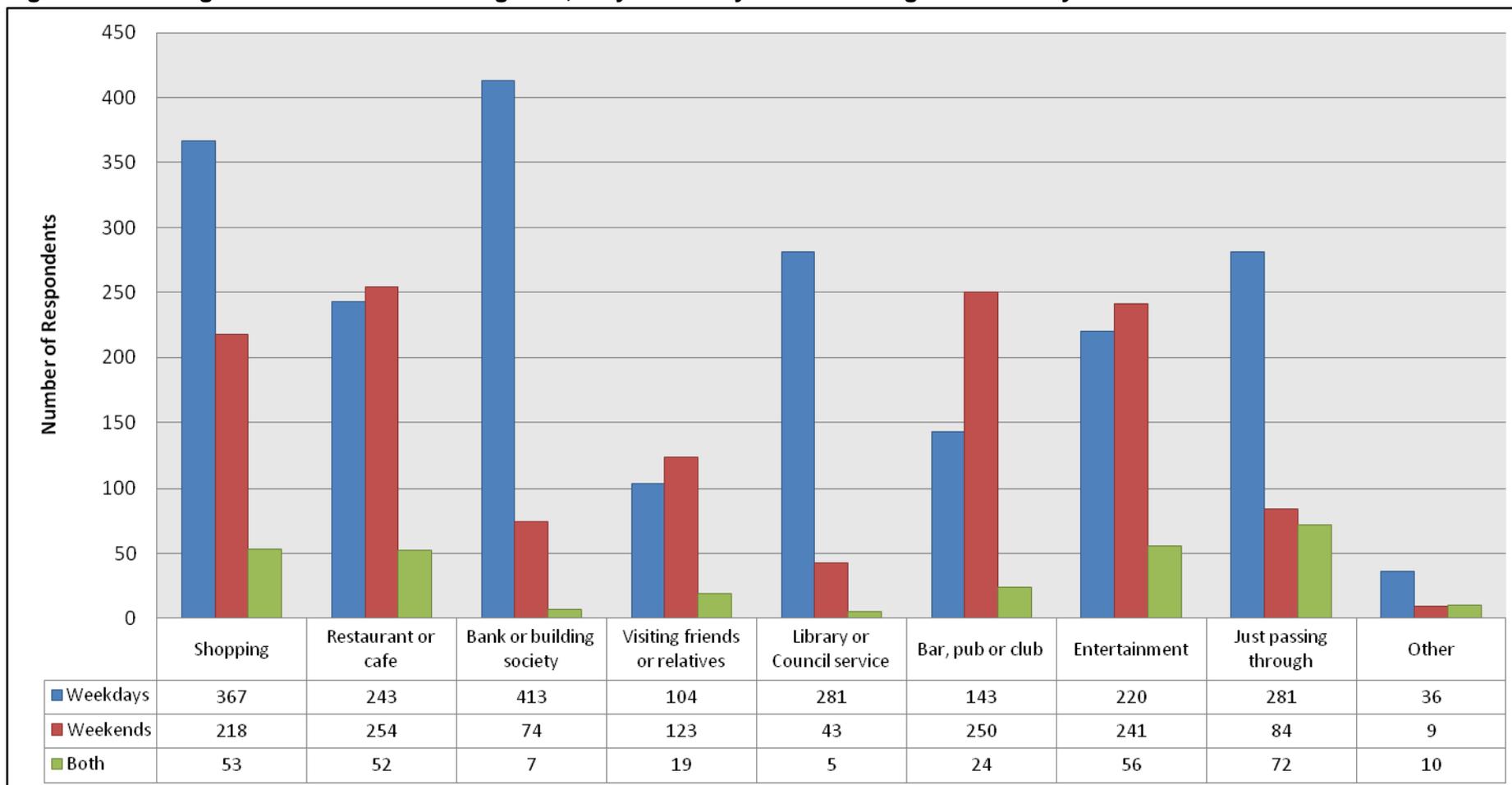
There were no prominent gender differences in the results to this question. However, there appeared to be a strong link between respondents’ age-group and their likelihood of visiting on weekdays or weekends. Thus, whilst only 34.9% of 16-34 respondents and 39.5% of 35-54 respondents would usually go on weekdays only, the proportions jumped to 65.9% in the 55-64 age-group and 83.0% in the 65+ group. Similarly, whilst only 55.6% of respondents in the 16-34 age-group and 55.8% of those aged 35-54 would go at weekends only, this dropped to just 22.9% of respondents in the 55-64 age-group and only 7.5% of those aged 65+. A small number of respondents in each age-group visit both on weekends and weekdays, although the 35-54 age-group appeared marginally less likely than others to do so.

Restaurant or Café

A much more even split between weekdays and weekends was evident in relation to visiting restaurants or cafés. Thus, 243 respondents (44.3%) usually go on weekends only, 254 (46.3%) go at the weekend only and 52 (9.5%) typically go both on weekdays and weekends.

A slightly larger proportion of male respondents (46.1%) would usually go to restaurants or cafés in the City Centre on weekdays only than female respondents (42.3%). This trend was reversed in relation to weekends, with 49.8% of female respondents typically using the City Centre for this purpose on weekends only, compared with 42.2% of male respondents.

Figure 8: Thinking about the activities in Figure 6, do you usually do these things on weekdays or weekends?



Base = 638 respondents (shopping), 549 respondents (restaurant or café), 494 respondents (bank or building society), 246 respondents (visiting friends or relatives), 329 respondents (library or Council services), 417 respondents (bar, pub or club), 517 respondents (entertainment), 437 respondents (just passing through), 55 respondents (other).

Again, there was strong evidence of age-related trends in relation to this question. A similar proportion of the two youngest age-groups appear likely to visit on weekdays only (26.7% of 16-34; 27.6% of 35-54), but this rises to 54.9% of the 55-64 age-group and to 68.9% of the 65+ age-group. Conversely, whilst only 21.0% of those aged 65+ would visit the City Centre to go to a restaurant or cafe at the weekend only, this rises to 31.9% among those aged 55-64, and to 66.4% of those aged 35-54. The proportion drops slightly in the 16-34 age-group (61.7%), but it remains noticeably higher than in the two oldest age-groups. Broadly similar proportions of the four age-groups would do so both at weekends and on weekdays, but the 35-54 age-group again emerges as the group least likely to do so (4.7%, compared to 11.2% of those aged 55-64, for example).

Bank or Building Society

In what is probably a reflection of more limited opening hours, a very clear majority of respondents who visit the City Centre to go to banks or building societies do so on weekdays only (413 panellists; 83.6%). 74 (15.0%) usually go at the weekend, with 7 (1.4%) stating that they tend to do both.

The trend seen above in relation to restaurants and cafés was replicated in responses to this question. Whilst 86.5% of male respondents would usually do this on weekdays only and 11.7% on weekends only, the equivalent figures for female respondents were 81.2% and 17.7% respectively.

The age-related trend of the two previous activities again emerges in relation to this question. Whereas almost every respondent in the 65+ age-group (95.9%) would visit the City Centre to go to a bank or building society on a weekday only, this drops to 87.7% of those aged 55-64, to 76.8% of those aged 35-54 and to 66.0% of those aged 16-34. Conversely, whilst 30.2% of 16-34 year olds would do so at the weekend only, this drops to 22.6% of those aged 35-54, 10.8% of 55-64 year olds and just 2.4% of those aged 65+. Again, broadly similar proportions of each age-group would do so both on weekdays and weekends.

Visiting Friends or Relatives

Of those respondents who visit the City Centre in order to see friends or relatives, there was a fairly even divide between those who do so on weekdays and those who do so at weekends. 104 (42.3%) usually do so on weekdays only, with 123 (50.0%) doing so at weekends only and 19 (7.7%) doing both.

Although the largest share of both genders would usually visit the City Centre to see friends and/or relatives at weekends only, the figure was higher for male respondents (52.9%) than for female respondents (48.2%). Female respondents were more likely to do so on weekdays only (44.7% vs. 39.2% of male respondents), with a similar proportion of male and female respondents doing so both at the weekend and on weekdays.

As with previous activities discussed, the same age-related trend emerged, whereby with each successive increase in age-group, a greater share of respondents appears to carry out activities on weekdays only. Thus, whilst 17.9% of 16-34 year olds would

go to the City Centre to visit friends or relatives on a weekday, the proportion is 37.0% for those aged 35-54, 56.1% for those aged 55-64 and 57.4% for those aged 65+. Similarly, whilst only 31.9% of those aged 65+ would do so at the weekend only, this rises to 38.6% of those aged 55-64, 56.0% of those aged 35-54 and 74.4% of those aged 16-34. Again, similarly small proportions of each age-group's members would do so both at weekends and on weekdays.

Library or Council Services

In what is perhaps another reflection of more limited opening hours, a clear majority of panellists (281; 85.4%) who visit the City Centre in order to access library or Council services do so on weekdays only. Just 43 (13.1%) typically do so only at weekends, whilst only 5 (1.5%) do both.

Notable differences emerged when looking at a gender breakdown of responses to this question. Whereas 91.2% of male respondents would visit the City Centre to use library or Council services on a weekday only and 7.5% at the weekend only, the equivalent figures for female respondents were 80.1% on weekdays and 18.0% on weekends.

Once again, a strong correlative pattern between age and likelihood of carrying out activities on weekdays only was apparent. Although a majority of all age-groups would typically do this only on weekdays, the size of the majority increased in line with respondents' age-group. Whilst 98.6% of those aged 65+ would visit the City Centre to use library or Council services on weekdays only, this fell to 87.4% of those aged 55-64, 81.9% of those aged 35-54 and 66.7% of those aged 16-34. Once again, only a very small minority of respondents within age-group (typically around 2%) would do so both at weekends and on weekdays.

Bar, Pub or Club

In contrast with banks, building societies, libraries and Council services, a majority of panellists who visit the City Centre in order to go to a bar, pub or club do so at the weekend only (250 panellists; 60.0%). A smaller proportion (143 respondents; 34.3%) does so on weekdays only, with 24 (5.8%) typically going at both weekends and on weekdays.

The clearest gender differences so far emerged in relation to this question. Thus, the proportion of male respondents who visit the City Centre to go to a pub, club or bar on weekdays only (43.8%) is almost double the proportion of female respondents who would do so (24.8%). Conversely, a clear majority of female respondents would usually do so at weekends only (71.5%), compared with just 48.4% of male respondents. However, the proportion of male respondents who do so on weekdays and at weekends (7.8%) is more than double the proportion of females who do so (3.7%).

The age trend explored in relation to previous activities is particularly evident here, with the proportion of the 65+ age-group visiting the City Centre to go to a bar, pub or club on weekdays only (61.1%) almost ten times as large as the proportion of the 16-34 age-group which does so (6.7%). For those aged 35-54, 23.4% would do so on

weekdays only, as would 53.3% of those aged 55-64. In terms of going to bars, pubs or clubs in the City Centre only at weekends, 90.0% of those aged 16-34 would do so, compared to 71.3% of those aged 35-54, 39.0% of those aged 55-64 and just 33.3% of those aged 65+. Perhaps surprisingly, the 16-34 age-group was the one least likely to go out both on weekends and weekdays (3.3%), with over double the proportion of respondents in the 55-64 age-group doing so (7.6%).

Entertainment

A more even split was again evident in relation to visits to the City Centre for entertainment purposes. 220 (42.6%) typically visit the City Centre for this reason on weekdays only, whilst a slightly larger proportion (241; 46.6%) does so only at weekends. 56 (10.8%) respondents typically do both.

Once again, male respondents were notably more likely to visit the City Centre for entertainment purposes on weekdays only (49.1%) than their female counterparts (37.0%). Females were more likely to do so at weekends only (49.6% vs. 42.8% of males) or to do both (13.4% vs. 8.1% of male respondents).

The age-related trend which is now well-established was once again in evidence in the responses to this question, although it was slightly less pronounced, with less difference between age-groups. Indeed, the 35-54 age-group even bucks the trend slightly, as a larger share of respondents in this group (65.2%) would visit the City Centre for entertainment purposes only at the weekend than was the case for those aged 16-34 (64.9%). Thus, only 26.3% of those aged 16-34 would do so on weekdays only, compared with 26.8% of those aged 35-54, 55.6% of those aged 55-64 and 61.5% of those aged 65+. As mentioned above, 64.9% of those aged 16-34 would do so at weekends only, as would 65.2% of those aged 35-54, 30.4% of those aged 55-64 and just 24.8% of those aged 65+. However, a larger share of respondents in the 55-64 and 65+ age-groups would also go out both on weekends and weekdays (14.1% and 13.7%, compared to 8.8% of those aged 16-34 and 8.1% of those aged 35-54).

Just Passing Through

Perhaps as a reflection of commuting habits, there is again a greater proportion of panellists visiting the City Centre only on weekdays in order to pass through than is the case at weekends only. Whereas only 84 panellists (19.2%) pass through the City Centre at weekends only, 281 (64.3%) do so on weekdays only and 72 (16.5%) do both.

Similar proportions of male and female respondents passed through the City Centre on weekdays only, although a larger proportion of females passed through the City Centre at weekends only (25.0% vs. 11.5% of males). However, a higher proportion of males did so both on weekdays and at weekends (23.5% vs. 10.5% of females).

A clear majority of respondents in each age-group would usually visit the City Centre whilst passing through on weekdays only, with no clear age-related trend to the responses. Those aged 65+ were most likely to do so on weekdays (73.0% of respondents in this age-group), whilst those aged 35-54 were least likely to do so

(59.3%). Conversely, this group was most likely to do so at weekends only (26.2%), with the 55-64 age-group least likely to do so (10.5%). However, the 55-64 age-group was most likely to do so both on weekends and weekdays (23.7%).

Other

Of the 55 respondents who provided information on “other” reasons for visiting the City Centre, 36 (65.5%) stated that they visit the City Centre for “other” reasons on weekdays only. 9 (16.4%) said that they do so on weekends only, whilst 10 (18.2%) do so both on weekdays and at weekends.

The following question aimed to find out a bit more about the specific time of day at which respondents would visit the City Centre to carry out the activities discussed above. The results of this question are provided below in Figure 9.

Shopping

In relation to shopping, the overwhelming majority of respondents who visit the City Centre for this purpose do so during the day (617 respondents; 97.6%). This is unsurprising, given the typical opening hours of City Centre shops. However, later opening hours in some shopping centres and on some weeknights mean that 15 respondents would usually go during the evening (15 respondents; 2.4%). None of the panellists would go to the City Centre at night in order to shop.

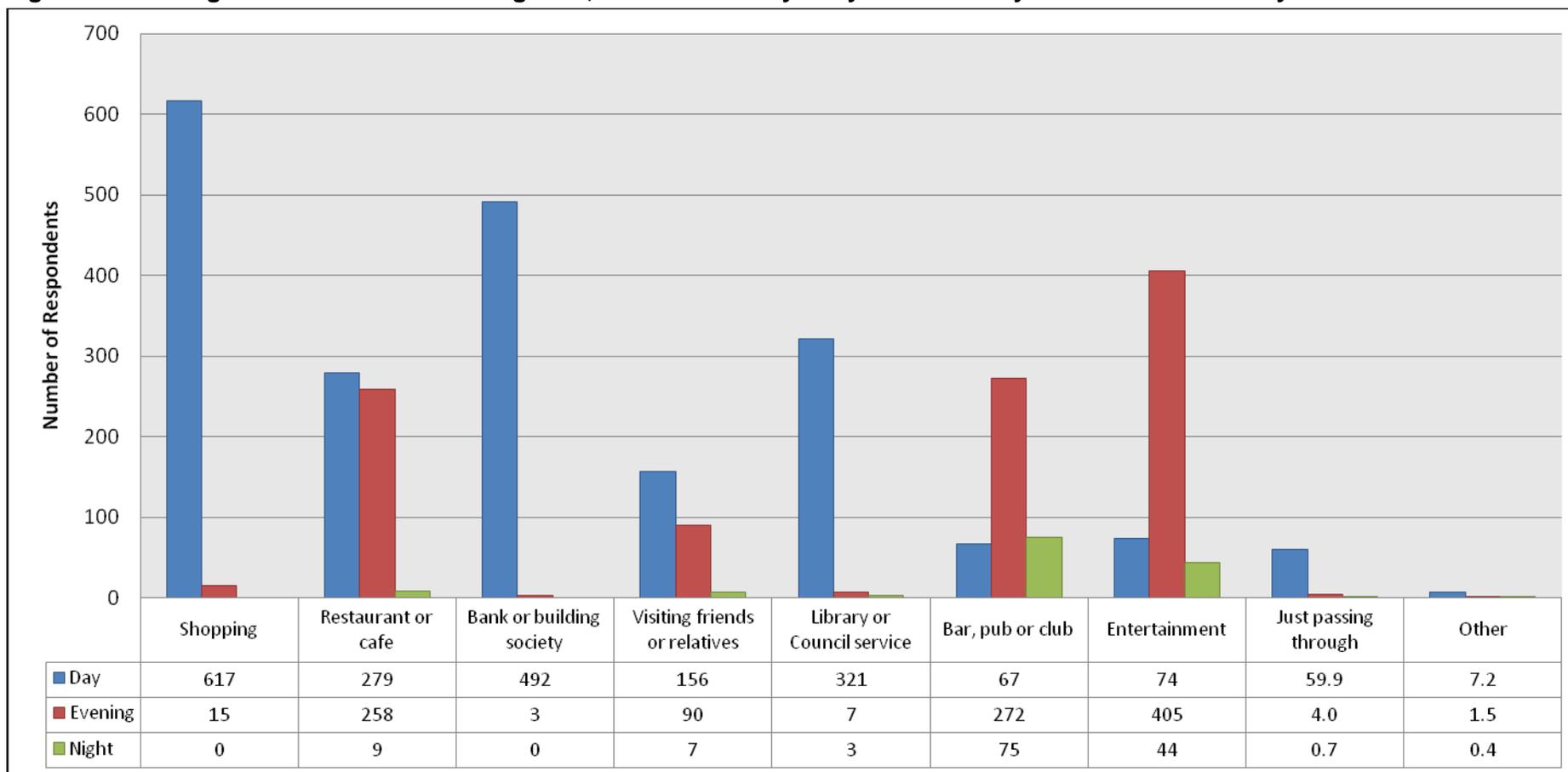
There were no noteworthy differences between male and female respondents’ answers to this question. Similarly, there were no notable differences in the responses provided by the different age-groups within the sample.

Restaurant or Café

Of the 546 respondents who provided information on when they would visit the City Centre to go to a café or restaurant, fairly similar proportions responded that they would typically go during the day (279 respondents; 51.1%) and during the evening (258 respondents; 47.3%). 9 people (1.6%) stated that they would typically go at night-time. There were slight variations in response from male and female respondents to this question. Where a slight majority (53.6%) of female panellists would usually go during the day, only 47.9% of males would do so. Rather, 50.0% of male respondents would usually go in the evening, compared to 45.0% of female respondents.

There was a clear trend in terms of day/evening preferences among the different age-groups. Whilst only 27.4% of those aged 16-34 would go during the day, this increased to 37.0% of those aged 35-54, 60.8% of those aged 55-64 and 77.6% of those aged 65+. Conversely, whilst 71.0% of those aged 16-34 would do so in the evening, this falls to 59.7% of the 35-54 age-group, 38.5% of the 55-64 age-group and 22.4% of the 65+ age-group.

Figure 9: Thinking about the activities in Figure 6, what time of day are you most likely to visit Aberdeen City Centre?



Base = 632 respondents (shopping), 546 respondents (restaurant or café), 495 respondents (bank or building society), 253 respondents (visiting friends or relatives), 331 respondents (library or Council services), 414 respondents (bar, pub or club), 523 respondents (entertainment), 432 respondents (just passing through), 61 respondents (other).

Bank or Building Society

As was the case with shops, the overwhelming majority of panellists who would visit the City Centre in order to go to a bank or building society would do so during the day (492 respondents; 99.3%). However, 3 panellists (0.7%) suggested that they would go in the evening. None would go at night-time.

There were no notable differences between male and female panellists' responses to this question. There were also no notable age-related differences.

Visiting Friends or Relatives

Most of the panellists who would go to the City Centre in order to visit friends or relatives would do so during the day (156 respondents; 61.7%). A smaller proportion indicated that they would go during the evening (90 respondents; 35.6%) or at night-time (7 respondents; 2.8%).

Male and female panellists were similarly unlikely to visit friends/relatives at night. However, female respondents were noticeably more likely to do so during the day (68.7%) than their male counterparts (51.9%). Conversely, male respondents were more likely to do so during the evening (44.2%) than their female counterparts (29.3%).

Once again, the likelihood of visiting the City Centre during the daytime to carry out this activity appeared to rise in accordance with respondents' age-group. Whilst 50.0% of 16-34 respondents would do so during the day, this rises to 54.5% of those aged 35-54, 66.2% of 55-64 year olds and 82.2% of those aged 65+.

Library or Council Services

The most popular time of day to use library or Council services in the City Centre is day-time, selected by 97.0% of the respondents to this question (321 panellists). Conversely, only 7 (2.1%) would do so during the evening and only 3 (0.9%) would do so at night.

There were no notable differences between male and female panellists' responses to this question. There were also no notable age-related differences.

Bar, Pub or Club

Most respondents who visit bars, pubs or clubs in the City Centre do so during the evening (272 respondents; 65.7%) or at night (75 respondents; 18.1%). However, a sizeable minority are most likely to do so during the day (67 respondents; 16.2%).

There were no major differences between male and female panellists' responses to this question, although males did seem to be proportionately more likely to go to a bar, pub or club in the City Centre during the day (18.7%) than females (12.9%). Conversely, female panellists were slightly more likely to go during the evening (67.6%) or at night (19.5%) than males (64.8% and 13.6% respectively).

A clear age-related trend was evident in relation to visits to the City Centre in order to go to bars, pubs or clubs. A majority of respondents in each age-group stated that

evening was the time at which they would typically visit the City Centre. The age-groups least likely to report this as their answer were the 65+ (53.8%) and the 16-34 age-group (58.6%). In the case of the former, most of the remaining members of the age-group (38.5%) would go during the day, whilst most of the remaining respondents aged 16-34 would do so at night (37.9%). The 35-54 and 55-64 age-groups also exhibited this pattern, with very similar proportions of the two groups stating that they would go during the evening (70.6% and 69.2%, respectively). Most of the remaining respondents in the 35-54 group (23.0%) would go at night, whilst most of the remaining respondents aged 55-64 would go during the day (27.1%).

Entertainment

Similarly, over three quarters of respondents (405 panellists; 77.4%) who go to the City Centre for entertainment are most likely to do so during the evening. 74 (14.1%) are most likely to do so during the day, with 44 (8.4%) most likely to do so at night.

There were no notable differences between male and female panellists' responses to this question. In terms of age, a majority of respondents within each age-group responded that they were most likely to go during the evening. There was little variance between age-groups in this respect. Where differences did emerge was in relation to day-time and night-time visits. As with previous questions, the incidence of visiting the City Centre during the day rose with age, from 8.6% of those aged 16-34 to 11.8% of those aged 35-54, 15.6% of those aged 55-64 and 19.7% of those aged 65+. In terms of night-time visits, the proportion of respondents selecting this option falls from a high of 13.8% of those aged 16-34 to 10.8% of those aged 35-54 and 4.4% of those aged 55-64, before recovering slightly to 5.1% of those aged 65+.

Just Passing Through

This trend is reversed for those who pass through the City Centre. In this respect, those who visit the City Centre are most likely to do so during the day (400 respondents; 92.6%), with only a small number doing so during the evening (27 respondents; 5.2%) or at night (5 respondents; 1.2%).

There were no notable differences between male and female panellists' responses to this question, and there were also no notable age-related trends.

Other

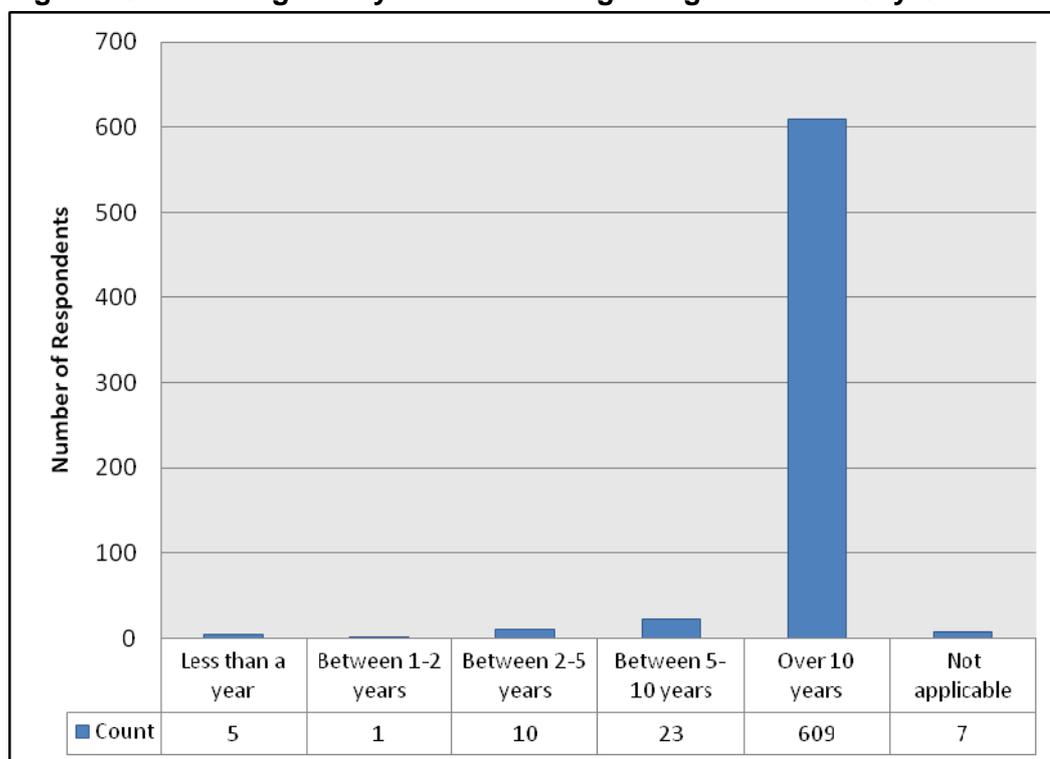
In relation to visits to the City Centre for "other" reasons, most such visitors are likely to do so during the day (48 respondents; 78.7%), with smaller proportions typically doing so during the evening (10 respondents; 16.4%) and at night (3 respondents; 4.9%).

The next question aimed to establish how long panellists had been using/visiting Aberdeen City Centre. The results are provided below in Figure 10.

The results show that the vast majority of respondents have been using/visiting Aberdeen City Centre for over 10 years (609 respondents; 93.0%). Most of the remainder of the panellists have been visiting/using the City Centre for 5-10 years (23 respondents; 3.5%) or 2-5 years (10 respondents; 1.5%). A very small number

have been using the City Centre for less than a year (5 respondents; 0.8%), with an even smaller number using it for 1-2 years (1 respondent; 0.2%).

Figure 10: How long have you been visiting/using Aberdeen City Centre?



Base = 655 respondents

There were no major differences between male and female panellists' responses to this question. When breaking down results by age, though, some small differences emerged. There was considerable consistency in responses among the three oldest age-groups, but the youngest age-group was less likely to have been using the City Centre for more than 10 years, and noticeably more likely to have been using the City Centre for 2-5 years or 5-10 years. Thus, whilst over 93% of respondents in each of the other age-groups have been using the City Centre for more than 10 years, the equivalent proportion for those aged 16-34 was only 75.4%. Of course, this trend is likely to reflect the fact that many of the respondents in the 16-34 age-group are too young to have been actively using the City Centre for over 10 years. It may also reflect the fact that this age-group is likely to contain a greater proportion of university students originally from outside Aberdeen than the other age-groups.

The next question aimed to establish how people visiting the City Centre at different times of day typically travel there. Respondents were asked to select their main mode of transport for visits during the day and evening and at night. Their responses are shown below in Figure 11.

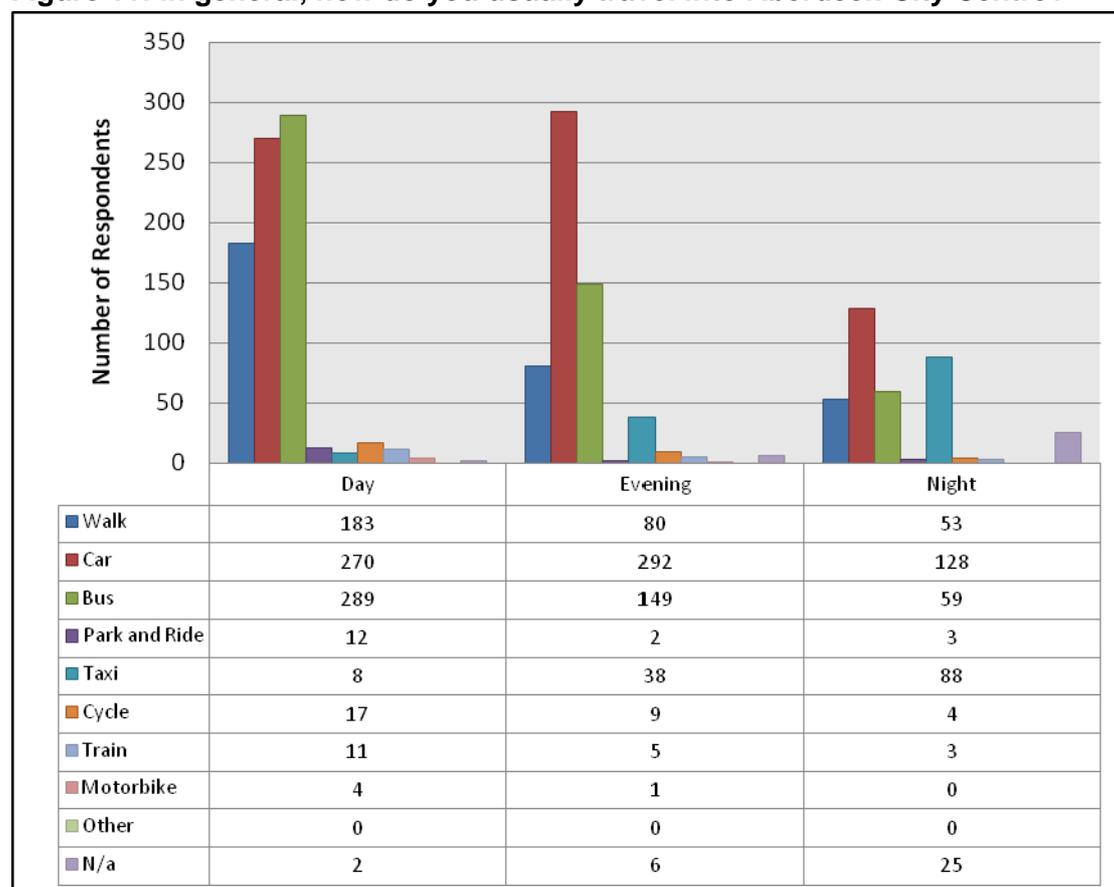
Day

Figure 11 shows that during the day, the bus is the most popular mode of transport for visiting the City Centre, with 289 respondents (43.3%) usually using this option. However, only a slightly smaller proportion uses a car, either as driver or passenger

(270 respondents; 40.4%). After this, the next most popular option is to walk (183 respondents; 27.4%). The other options are selected as the usual mode of transport by a very small number of respondents. Thus, 17 people (2.5%) would usually cycle, 12 (1.8%) would use a Park and Ride scheme, 11 (1.6%) would use the train, 8 (1.2%) would use a taxi, and 4 (0.6%) would use a motorbike.

There was very little difference between male and female panellists' responses to this question, with the only noteworthy idiosyncrasies being that male panellists were slightly more likely to have used the car (45.3% vs. 37.2% of female respondents), whilst female panellists were slightly more likely to have used the bus (45.3% vs. 40.9% of male respondents).

Figure 11: In general, how do you usually travel into Aberdeen City Centre?



Base = 668 respondents (day; please note that this column tallies more than 668 as some respondents selected more than one transport option); 582 respondents (evening); 363 respondents (night)

In terms of age, some notable results emerged. Respondents aged 16-34 were disproportionately likely to choose to walk (46.2%), whilst those aged 65+ were least likely to do so (20.9% of respondents in this age-group). This group was also the least likely to use a car (28.5%), whilst respondents aged 34-55 were most likely to do so (52.7%). Respondents aged 65+ were the group which relied most heavily upon the bus (68.6%), whilst those aged 16-34 were least likely to use this mode of transport (16.9%). Similarly low proportions of all age-groups would use a Park and Ride scheme, although there was an increasing reliance on taxis among older age-

groups, from no respondents in the 16-34 age-group to 0.8% among those aged 35-54, 1.1% of those aged 55-64 and 2.3% of those aged 65+. The opposite was true for cycling, with those aged 16-34 most likely to do so (4.6%) and those aged 65+ least likely (0.6%). Similarly low proportions of all age-groups would use a motorbike.

Evening

The most notable differences when looking at evening trips to the City Centre is the drop in the number of people visiting the City Centre in absolute terms, a resultant proportionate increase in use of the car as the preferred mode of transport, and a proportionate decrease in the use of buses. Thus, for visits to the City Centre in the evening, the most frequently used form of transport is the car (292 respondents; 50.2%), followed by the bus (149 respondents; 25.6%). A smaller proportion also chooses to walk during the evening (80 respondents; 13.7%), whilst there is a proportionate increase in the use of taxis (38 respondents; 6.5%). 9 panellists (1.5%) would usually cycle, 5 (0.9%) would take the train, 2 (0.3%) would use a Park and Ride scheme and only 1 respondent (1.7%) would usually use a motorbike.

Again, there were few notable differences between male and female respondents. The largest differences between the two related to walking and using a car. Whilst 14.3% of male respondents usually walk during the evening, only 9.3% of female respondents usually do so. Rather, 47.7% of female respondents would usually travel by car, compared with 40.3% of male respondents. Slightly higher proportions of women than men would also travel by bus or taxi in the evening.

As was the case during the day, younger age-groups contained a higher percentage of respondents who would walk than older ones, with 18.5% of those aged 16-34 and 16.3% of those aged 35-54 usually walking, compared with 11.9% of those aged 55-64 and 2.9% of those aged 65+. Similar proportions of the three youngest age-groups would use the car, with a disproportionately low share of those aged 65+ (36.0%) choosing to do so. A consistent spread across all age-groups would use the bus in the evening, whilst a consistently low spread would use a Park and Ride scheme. Similar proportions of those aged 16-34 and 35-54 would use a taxi (7.7% and 7.9% respectively), compared to 4.5% of those aged 55-64 and 3.5% of those aged 65+. A low proportion of all age-groups would cycle, although the 16-34 age-group was most likely to do so (4.6%). Virtually no respondents in any of the age-groups would use a motorcycle or train in the evening.

Night

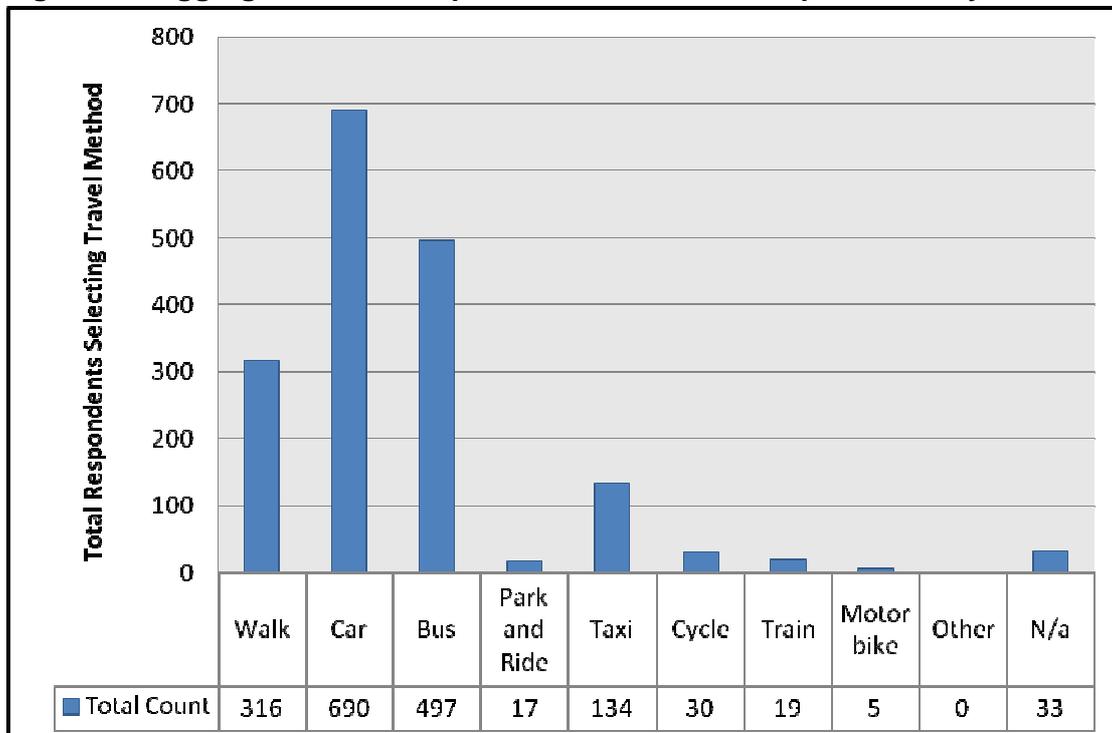
There is another steep drop in the number of people visiting the City Centre as we move to consider night-time visitors. Again, the car is the preferred mode of transport for most visitors at night-time (128 respondents; 35.3%). This proportionate drop in car usage appears to have been replaced by a surge in use of taxis, which are the usual mode of transport for 88 respondents (24.2%). A larger proportion of respondents also chooses to walk (53 respondents; 14.6%) at night-time than during the evening, although a smaller proportion uses the bus (59 respondents; 16.3%) at night than during the evening, perhaps reflecting the greatly reduced night-time bus service to and from the City Centre.

Again, a greater proportion of male respondents (10.4%) than female respondents (5.8%) would walk into Aberdeen City Centre at night, although in each case only a small minority would do so. Similar proportions of male and female respondents would use each of the other methods, with the exception of taxis, which are usually used by 17.4% of female respondents and only 8.4% of their male counterparts.

In terms of age-related trends, the night-time responses tended to replicate the patterns seen above in relation to daytime and evening transport preferences. Thus, the proportion of respondents who would usually walk into the City Centre at night was highest among the 16-34 age-group (23.1%), falling to 10.5% in the 35-54 age-group, 6.8% in the 55-64 age-group and none in the 65+ age-group. The oldest age-groups were also least likely to use a car, with 12.8% of those aged 65+ and 16.4% of those aged 55-64 doing so, compared to 23.1% of those aged 16-34 and 25.5% of those aged 35-54. The bus was used by a consistent minority of the three youngest age-groups, although the 65+ group was disproportionately unlikely to do so (5.2%). Once again, virtually no respondents in any age-group would use a Park and Ride scheme, a train or a motorcycle, and only a very small proportion of respondents (concentrated in the 16-34 age-group) would use a bicycle (4.6% of those aged 16-34). Taxis were used most frequently by those aged 16-34 (35.4%), falling to 18.4% of those aged 35-54, 6.8% of those aged 55-64 and 4.1% of those aged 65+.

Further information on the overall popularity of modes of transport across the entire day is provided in Figure 12.

Figure 12: Aggregated count of preferred modes of transport into City Centre

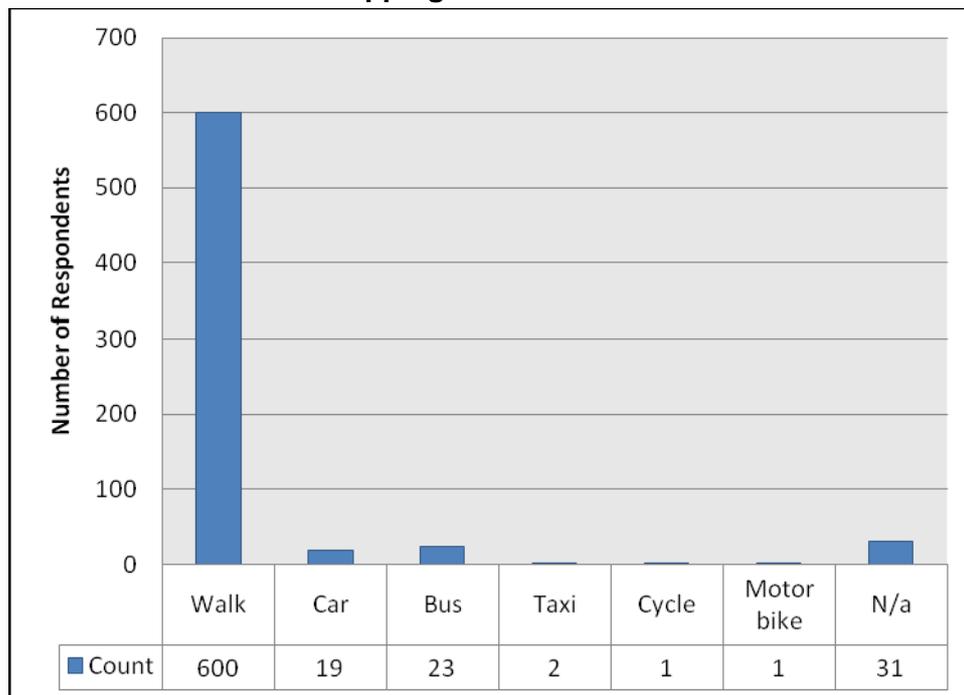


Base = all votes across day, evening and night (i.e. individual respondents counted multiple times)

The data adds the counts for each mode of transport during the day, during the evening and at night to provide a compound figure which shows the popularity of each mode of transport across the entire day. The data shows that the most popular mode of transport across the entire day is the car, followed by the bus, then walking, using a taxi, cycling, taking the train, using a Park and Ride scheme, and using a motorbike.

The next question sought to establish respondents' usual mode of travel between the different shopping malls in Aberdeen City Centre. The results are provided below in Figure 13.

Figure 13: If you shop in Aberdeen City Centre, how do you usually travel between the different shopping malls?



Base = 668 respondents

The data shows that by far the most popular means of travelling between the malls is walking, selected by 600 respondents (89.8%). After this, the next most popular mode of transport is the bus (23 respondents; 3.4%), followed by the car (19 respondents; 2.8%) and the taxi (2 respondents; 0.3%). Using a bicycle and motorbike were each selected by just 1 respondent (0.1% each). 31 respondents (4.6%) choose never to travel between the malls or visit the City Centre.

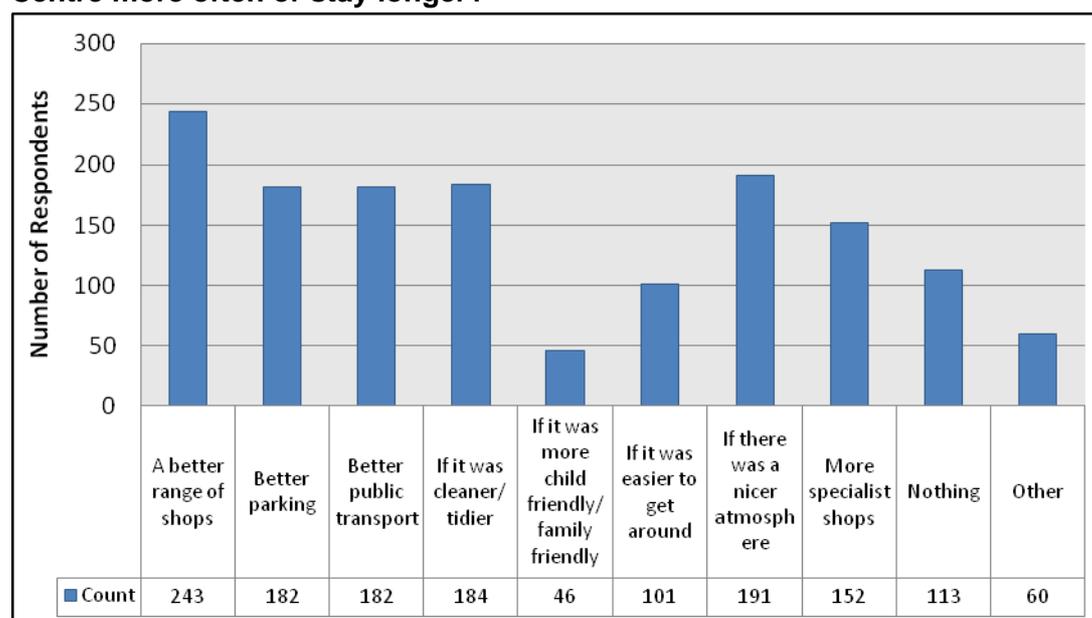
There was a high degree of consistency between male and female panellists' responses, with no notable differences to report. However, successively older age-groups were less likely to walk. This option was most popular among the 16-34 age-group (96.9%), falling to 95.8% of those aged 35-54, 87.6% of those aged 55-64 and 81.4% of those aged 65+. This trend was reversed in relation to bus use, with no respondents aged 16-34 selecting this option, rising to 0.8% of those aged 35-54, 3.4% of those aged 55-64 and 8.1% of those aged 65+. Virtually no respondents in any age-group would use a bicycle, motorbike or taxi. However, whilst no

respondents in the 16-34 age-group and only 1.3% of those aged 35-54 would use a car, this rose to 5.1% among those aged 55-64 before dropping again slightly to 4.1% of those aged 65+.

Respondents were subsequently asked what, if anything, would encourage them to shop/visit Aberdeen City Centre more often or to stay longer. Panellists were asked to choose up to three options from those shown in Figure 14, and were also able to make their own suggestions, which are discussed in greater depth below.

The data in Figure 14 shows that of the options provided to respondents, the option which was seen by the greatest share of respondents to increase the likelihood of visiting or shopping in Aberdeen City Centre was a better range of shops, selected by over a third of all respondents (243 panellists; 36.4%). After this, three other options were selected by similar numbers of respondents: a nicer atmosphere was selected by 191 panellists (28.6%); a cleaner/tidier City Centre by 184 panellists (27.5%); and better parking or better public transport by 182 panellists each (27.2%). 152 respondents (22.8%) identified more specialist shops as something which would make them more likely to visit/shop in the City Centre. Greater ease in getting around the City Centre was selected by 101 respondents (15.1%), while a more child-friendly or family-friendly City Centre was highlighted by 46 panellists (6.9%). 113 respondents (16.9%) said that there was nothing more that could be done encourage them to shop/visit Aberdeen City Centre more often or to stay longer, although it should be borne in mind that this category of response is likely to contain two camps of people: those who are already very happy with the shopping/visiting experience of Aberdeen City Centre, and those who have no intention of spending more time in the City Centre regardless of any changes made.

Figure 14: What, if anything, would encourage you to shop/visit Aberdeen City Centre more often or stay longer?



Base = 668 respondents

Breaking down these responses by gender, some minor patterns emerge. The proportion of male and female respondents selecting most options was very consistent, although some factors emerged as being slightly more popular among either males or females. Female respondents were noticeably more likely to identify a better range of shops or more specialist shops as factors which would encourage them, whilst male respondents were more likely to identify a nicer atmosphere and a cleaner/tidier City Centre.

There were few age-related differences between respondents, although better public transport proved to be more popular with older age-groups, rising from 21.5% of respondents aged 16-34 to 24.7% of those aged 35-54, 26.6% of those aged 55-64 and 30.8% of those aged 65+. A cleaner/tidier City Centre also proved slightly more popular with the oldest age-group (35.5% of those aged 65+), although it was seen as less of a priority for younger age-groups (24.6% of those aged 16-34 and 19.7% of those aged 35-54). Conversely, more child-friendly amenities were markedly more popular among the younger age-groups (18.5% of those aged 16-34, falling to 7.5% of those aged 35-54, 4.5% of those aged 55-64 and 4.1% of those aged 65+). A consistent proportion of respondents in each age-group identified ease of getting around as a factor, while a nicer atmosphere was particularly popular among the 55-64 age-group (35.0%), although only 22.1% of those aged 65+ saw this as a factor. Although more specialist shops were also identified by 26.4% of those aged 35-54, only 12.3% of those 16-34 agreed, whilst around 19% of both the 55-64 and 65+ age-groups did so. The youngest age-group was also the group with the lowest proportion of respondents (7.7%, compared to the mean figure of 16.4%) stating that nothing more could be done, although as outlined above, it is difficult to conclude whether this is a result of satisfaction or dissatisfaction.

In addition, 60 respondents made “other” suggestions in relation to factors which would encourage them to spend more time visiting or shopping in the City Centre. As with earlier open response questions, the responses to this question were redacted thematically. The resultant themes are outlined below in Table 5. As can be seen, the preservation and/or enhancement of existing green spaces was the most popular “other” suggestion (11 respondents; 1.6% of all responses to this question). Again, Union Terrace Gardens featured prominently in these particular responses. Reducing the number of beggars and drunks was the next most popular “other” suggestion (10 respondents; 1.5% of all responses to this question). This was followed by better art/cultural facilities (9 respondents; 1.3% of all responses), better security (8 respondents; 1.2% of all responses) and a more continental feel to the City Centre (7 respondents; 1.0% of all responses). The pedestrianisation of Union Street, more time and/or money, fewer shops and/or pubs in the City Centre, and more diversity in the City Centre were each selected by 6 respondents (0.9% of all responses). Less traffic in the City Centre was identified by 4 respondents (0.6% of all responses), and a number of miscellaneous concerns were identified by 1 respondent each (0.1% of all responses each).

Table 5: What “other” factors could encourage you to shop/visit Aberdeen City Centre more often or stay longer?

Reason Cited	Respondents	
	Count	%
Preserving/enhancing green spaces	11	18.3
Fewer beggars/drunks	10	16.7
Better art/cultural facilities	9	15.0
Better security	8	13.3
More continental feel (e.g. cafés outside etc)	7	11.7
Pedestrianisation of Union Street	6	10.0
More time and/or money	6	10.0
Fewer shops and/or pubs	6	10.0
More diversity (i.e. not just shops and/or pubs)	6	10.0
Less traffic	4	6.7
Better public toilet facilities	1	1.7
Cheaper food and/or drink	1	1.7
Better cycling facilities	1	1.7
Promotions	1	1.7
Filling up empty shops	1	1.7
Later opening hours	1	1.7

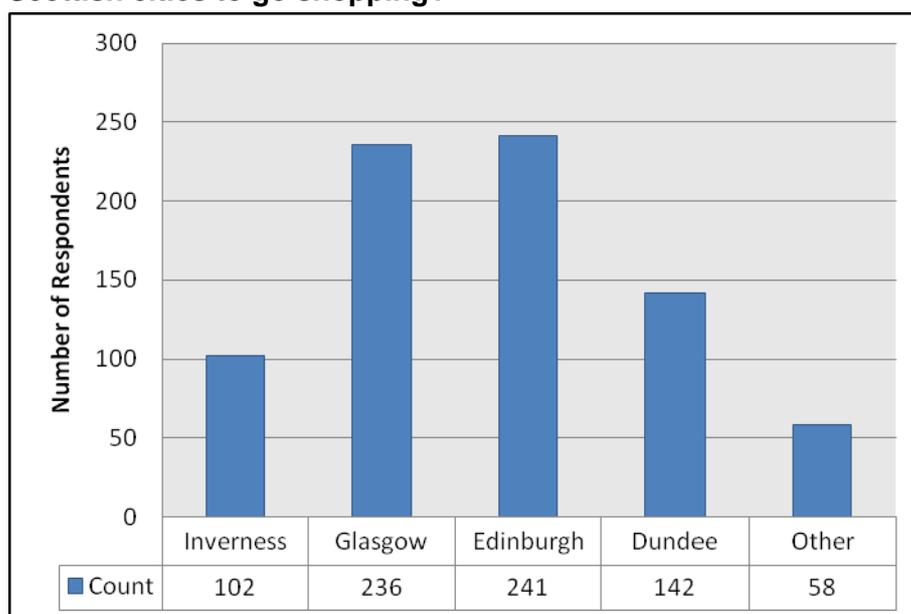
Base = 60 respondents

The final question in this section asked respondents whether they had visited any other Scottish cities for shopping purposes in the last 12 months. The results are provided below in Figure 15. As the data shows, around a third of respondents had visited Edinburgh (241 respondents; 36.1%) and/or Glasgow (236 respondents; 35.3%); more than for any other cities. 142 panellists (21.2%) had visited Dundee, whilst 102 (15.7%) had visited Inverness to go shopping.

Similar proportions of male and female respondents had visited Inverness (indeed, males were marginally more likely to have done so), but a slightly greater proportion of women had visited Glasgow (38.7%), Edinburgh (37.8%) and Dundee (23.8%) than their male counterparts (31.5%, 34.4% and 18.2% respectively).

Similar proportions of respondents across all age-groups had visited Inverness and Dundee, but with regard to Edinburgh and Glasgow, the two oldest age-groups contained proportionately fewer respondents who had been. Thus, whilst 44.6% of those aged 16-34 and 44.4% of those aged 35-54 had visited Glasgow, the figures for the 55-64 and 65+ age-groups were 31.6% and 23.3% respectively. Similarly, although 41.5% of those aged 16-34 and 43.9% of those aged 35-54 had visited Edinburgh, the equivalent figures for the 55-64 and 65+ age-groups were 36.7% and 22.7% respectively.

Figure 15: Over the last 12 months, have you visited any of the following Scottish cities to go shopping?



Base = 668 respondents

58 respondents provided “other” responses to the question. Although the question clearly asked about Scottish cities, many respondents chose to provide responses relating to small towns both in Scotland and in other countries. These responses are provided below in Table 6. 32 respondents (4.8% of all responses to this question) had visited another Scottish town or city outside Grampian (e.g. Perth), whilst 15 (2.2% of all responses) had visited another town in Grampian in order to go shopping. 8 (1.2%) had visited a town or city outside Scotland but still within the UK (e.g. Leicester). 7 respondents (1.0% of all responses) provided a response which did not answer the question.

Table 6: Over the last 12 months, have you visited any of the following Scottish cities to go shopping?

Response	Respondents	
	Count	%
Other Scottish town/city outside Grampian	32	55.2
Other town in Grampian	15	25.9
Other UK town/city outside Scotland	8	13.8
N/a	7	12.1

Base = 58 respondents (columns do not tally to 58 or 100% due to multiple responses)

EYE HEALTH AND CHILDREN

Regular eye examinations are more than just a way to find out if you need spectacles. They are also vital in helping to detect common eye conditions such as Glaucoma, Cataract and Age Related Macular Degeneration (ARMD is a degenerative disease – usually affecting people in their 70s or older – affecting the central part of the retina which causes progressive loss of sight.

It is also important for children to have eye examinations to establish that their eyes are developing normally, or to detect any problems which may require treatment. Optometrists (opticians) are qualified to check your eyesight and can refer you to the hospital eye service quickly if necessary.

Eye examinations should start at an early age to help detect any potential problems. Screening tests are straightforward to perform and involve reading letter charts or matching symbols and sometimes wearing 3D glasses.

NHS Grampian would like to know how much panellists know about eye care, and whether their children attend local community optometrist services. The information provided will help NHS Grampian to improve eye care services for children and improve awareness of the services currently available.

The first question asked of respondents was how often they believed specific groups were entitled to a free NHS eye test with their local optician. The different groups in question were:

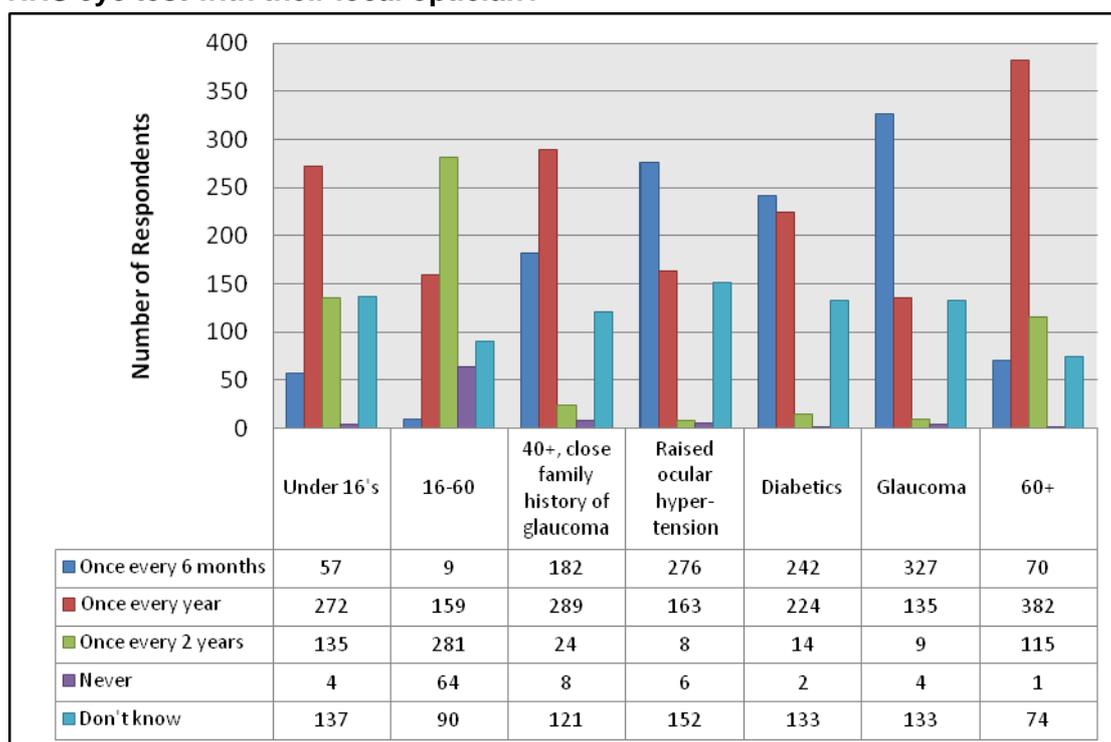
- Patients aged under 16
- Patients aged 16 and over but less than 60
- Patients aged 40+ with a close family history of Glaucoma (i.e. mother/father/son/daughter)
- Patients with raised Ocular Hypertension (eye pressure)
- Diabetic patients of any age
- Patients who have glaucoma
- Patients aged 60+

The responses to this question are provided below in Figure 16.

Patients aged under 16

Patients in this category are entitled to a free eye examination once every year. Just under half of respondents correctly answered this question (272 respondents; 45.0%). Just over a fifth (135 respondents; 22.3%) believed that the correct frequency was once every two years, while 57 (9.4%) thought that the correct answer was once every six months. 4 panellists (0.7%) believed that under-16s were never entitled to this type of test, whilst 137 (22.6%) admitted that they did not know the answer.

Figure 16: How often do you think the following groups are entitled to a free NHS eye test with their local optician?



Base = 605 respondents (under 16s); 603 respondents (16-60); 624 respondents (40+ with family history of glaucoma); 605 respondents (raised ocular hypertension); 615 respondents (diabetics); 608 respondents (glaucoma); 642 respondents (age 60+)

Patients aged 16 and over but less than 60

Patients in this category are entitled to a free eye test every two years. The largest share of respondents correctly provided this answer (281 respondents; 46.6%). 159 respondents (26.4%) believed that the true figure was once a year, 9 (1.5%) believed that the entitlement was once every six months and 64 (10.6%) believed that patients in this category were never entitled to a test. 90 respondents (14.9%) stated that they did not know.

Patients aged 40+ with a close family history of glaucoma

Patients in this category are entitled to a free eye examination once every year. As with the under-16 category, the largest share of respondents correctly stated that patients fitting this description are entitled to a test once every year (289 respondents; 46.3%), although a sizeable minority believed that the entitlement was once every six months (182 respondents; 29.2%). 24 panellists (3.8%) believed that the figure was once every two year, and 8 respondents (1.3%) believed there was no such entitlement at all for these patients. 121 respondents (19.4%) said they did not know.

Patients with raised Ocular Hypertension

Patients in this category are entitled to a free eye examination once every year. However, the belief among the largest share of respondents was that they were entitled to a test every six months (45.6%). A sizeable minority (163 respondents; 26.9%) correctly thought that their entitlement was once a year, while much smaller

proportions believed that the answer was once every two years (8 respondents; 1.3%) and never (6 panellists; 1.0%).

Diabetic patients of any age

Patients in this category are entitled to a free eye examination once every year. However, a large minority of respondents incorrectly believed that the entitlement was one test every six months (242 respondents; 39.3%). A similar proportion (224 respondents; 36.4%) correctly stated that they thought it was once every year. Only 14 (2.3%) believed that the entitlement was once every two years, with only 2 panellists (0.3%) stating that they did not believe these patients were ever entitled to a free eye test of this nature. 133 respondents (21.6%) stated that they did not know.

Patients with glaucoma

Patients in this category are entitled to a free eye examination once every year. Patients with glaucoma were the group which was most commonly thought to be entitled to an eye test every six months, selected by 327 panellists (53.8%). Only 135 respondents (22.2%) correctly stated that they were entitled to a free NHS eye test once every year. Only 9 (1.5%) thought that the entitlement was once every two years, with 4 respondents (0.7%) stating that they thought these patients were never entitled to this type of eye test. Again, 133 (21.9%) respondents stated that they did not know.

Patients aged 60+

Patients in this category are entitled to a free eye examination once every year. Over half of respondents to this question correctly provided this answer (382 respondents; 59.5%). Only 70 (10.9%) believed that the entitlement was once every six months. 115 panellists (17.9%) stated that they believed the correct answer to be once every two years, with 1 respondent (0.2%) stating that there was no such entitlement at all. 74 respondents (11.5%) did not know.

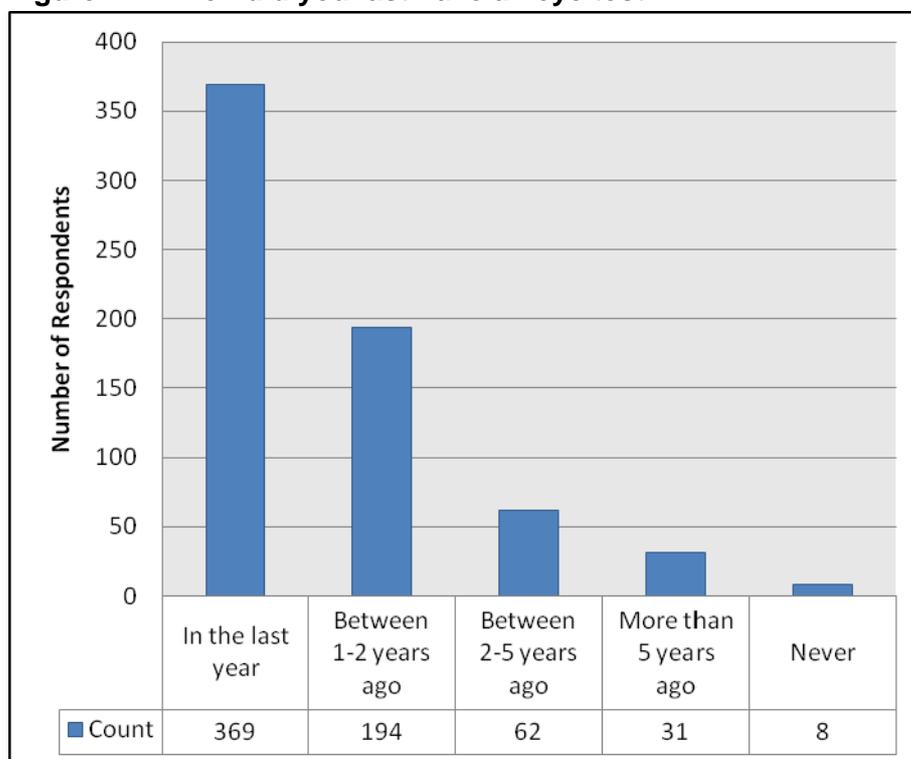
Panellists were then asked when they last had an eye test. The results are provided below in Figure 17. The data shows that over half of respondents (369; 55.6%) have had an eye test in the last year. 194 (29.3%) did so in the last 1-2 years, 62 (9.3%) did so in the last 2-5 years and 31 (4.7%) had their last eye test more than 5 years ago. 8 respondents (1.2%) claim never to have had an eye test.

Similar proportions of male and female panellists had an eye test in the last year or 1-2 years ago, but a slightly greater proportion of male respondents either had their last one more than 5 years ago (5.6% compared to 3.8% of female respondents) or have never had one at all (1.6% vs. 0.6% of female respondents).

Age-related trends also emerged, with each age-group more likely to have been tested in the last year than the group preceding it in terms of age. Thus, whilst 32.3% of those aged 16-34 have been tested in the last year, this rises to 49.8% of those aged 35-54, 58.2% of those aged 55-64 and 70.2% of those aged 65+. The trend reversed for most of the remaining options. Thus, whilst 38.5% of those aged 16-34 had been tested 1-2 years ago, the equivalent figure for those aged 65+ was 18.7%. 15.4% of those aged 16-34 had been tested 2-5 years ago, whilst the same was true

of 7.0% of those aged 65+. Of those aged 65+, only 3.5% had been tested more than 5 years ago, whilst the figure for those aged 16-34 was 12.3%. Similarly low proportions across all age-groups had never been tested.

Figure 17: When did you last have an eye test?



Base = 664 respondents

Respondents were subsequently asked whether they had a family history of a number of medical conditions. The conditions in question were diabetes, glaucoma, Age Related Macular Degeneration (ARMD), and cataracts. Respondents were also invited to suggest any other disease which is prevalent within their family. The responses to the question are provided below in Figure 18.

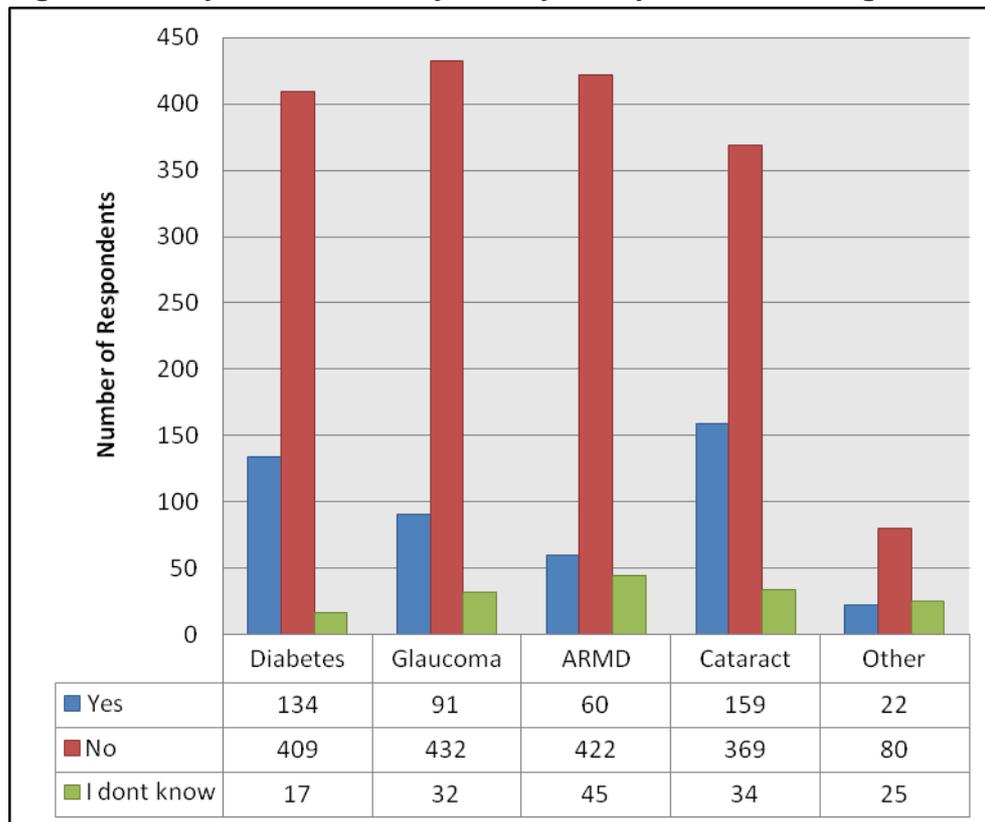
The chart shows that only a minority of respondents has any family history of the conditions in question. While 159 respondents (28.3%) have a family history of cataracts and 134 (24.0%) have a family history of diabetes, only 91 (16.4%) have a family history of glaucoma and 60 (11.4%) have a family history of ARMD. 19 respondents have a history of other conditions. Again, it may be implied indirectly that respondents who skipped the “other” question rather than ticking the “no” or “I don’t know” option did so because they have no family history of any other illness. Thus, whilst 15.0% of people who responded to the question (i.e. 127 people) stated that they have a family history of “other” conditions, a more likely figure is around 3.1% (calculated as a percentage of all respondents who answered neither “no” nor “I don’t know” to the question, regardless of whether they answered “yes” or not).³

³Although these non-responses are likely to overstate the proportion of people with a family history of each of these conditions, this is particularly true with regard to ‘other’ conditions due to the very low response rate.

Similar proportions of male and female panellists reported a family history of diabetes and glaucoma, but a higher proportion of female respondents identified a family history of ARMD (13.2% vs. 9.4% of male respondents) and cataracts (32.8% of females compared to 22.2% of males).

In terms of age, there were a few notable exceptions to the general trends reported above. In terms of diabetes, the oldest age-group contained a slightly lower proportion of respondents (17.5%) who had the condition (or a family history thereof). The same was true of the 16-34 age-group in relation to glaucoma (9.1%), although this group also reported a higher level of not knowing about the condition (also 9.1%) than other age-groups. Although this low level of awareness of personal problems or family history was true of all age-groups in relation to ARMD, the 16-34 age-group again contained a much lower proportion of respondents (1.9%) stating that there was some evidence of the condition in them or their family. The same was also true – albeit with less of a difference – in relation to cataracts, with only 20.0% of respondents aged 16-34 reporting any problems for them or their family.

Figure 18: Do you have a family history of any of the following conditions?



Base = 559 respondents (diabetes); 555 respondents (glaucoma); 526 respondents (ARMD); 561 respondents (cataracts); 127 respondents (other)

In terms of the “other” conditions to which respondents were referring, the different general types of conditions are listed below in Table 7. Given the subject nature of the question, they have been arranged according to whether they are eye-related conditions or not, and whether they are hereditary or not. The bulk of the “other” conditions reported were non-hereditary eye conditions (e.g. a squint). These made

up 47.4% of all “other” conditions reported, and would represent 1.3% of all respondents to the survey. 26.3% of the “other” conditions reported were other eye conditions which can be hereditary (e.g. Retinitis Pigmentosa). These represent about 0.8% of the entire survey respondent base. Finally, 15.8% of “other” responses related to non-eye-related conditions (e.g. osteoporosis). These constitute about 0.4% of the entire survey respondent base.

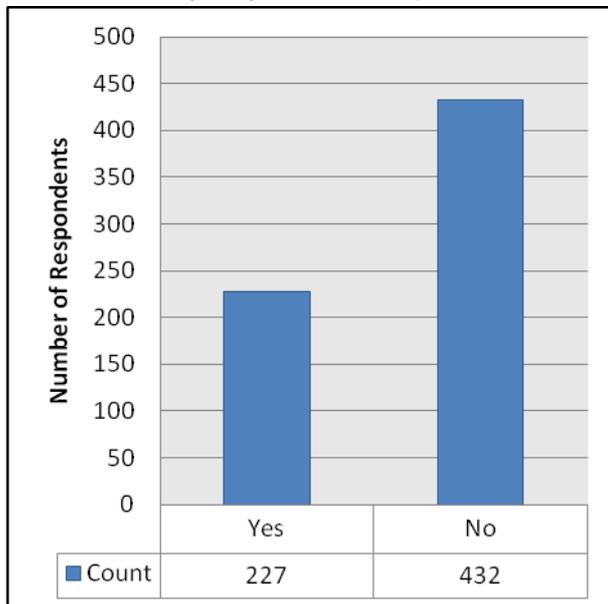
Table 7: Do you have a family history of any of the following conditions? (“Other” conditions)

Condition	Respondents	
	Count	%
Other non-hereditary eye conditions	9	47.4
Other hereditary eye conditions	5	26.3
Other non-eye-related conditions	3	15.8
N/a	4	21.1

Base = 19 respondents (columns do not tally to 19 or 100% due to multiple responses)

The next question sought to ascertain whether respondents knew that emergency eye services are available at their local optician if they have an urgent eye problem out of hours. The responses to this question are provided below in Figure 19.

Figure 19: Did you know you could access emergency eye care services in Aberdeen City at your local optician?

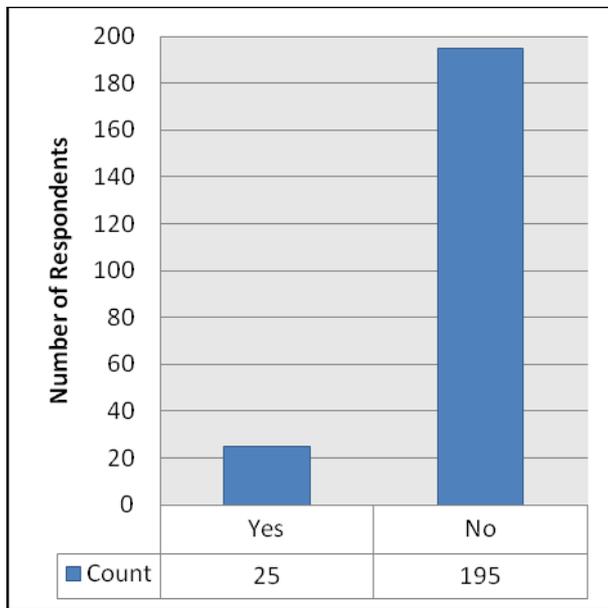


Base = 659 respondents

The data shows that around two thirds of respondents (432; 65.6%) did not know this prior to reading about it in the City Voice. Conversely, around one third (227 respondents; 34.4%) claims to have already been aware of this prior to reading it in the City Voice. Reported awareness of this fact was higher among female respondents (37.6%) than male respondents (31.1%). Awareness rose in tandem with respondents’ age-groups: awareness of this fact was lowest among those aged

16-34 (16.9%), rising to 31.6% among 35-54 year olds, 39.4% of 55-64 year olds and 40.1% of the 65+ age-group. All panellists who were previously aware of this fact were then asked if they had made use of these services in the last 12 months. Their responses are shown below in Figure 20.

Figure 20: If you were aware of this, have you used the emergency eye care services in the last 12 months?

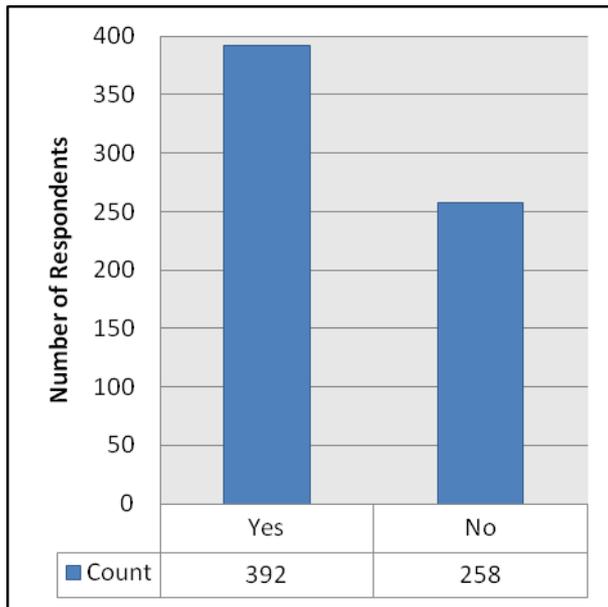


Base = 220 respondents

The results show that of the 227 panellists aware of these emergency eye care services, only 25 (11.0%) have used these services in the last 12 months. 195 (85.9%) have not, and 7 panellists (3.1%) did not answer the question. There were no notable differences between male and female panellists' responses. There were also no notable age-related trends, with each age-group having similarly low levels of usage.

The questionnaire then turned to the issue of children's eye health. Panellists were firstly asked if they knew that optometrists can assess vision in very young children, even before they are able to read. The results are provided below in Figure 21. The results show that of the 650 panellists who responded, a slight majority (392 panellists; 60.3%) was already aware of this fact. A higher proportion of female panellists (64.60%) claimed to be aware of this fact than male panellists (54.7%). There was some very minor variation among age-groups, although this did not follow any identifiable trend. For example, only 56.0% of those aged 55-64 were aware of the fact, compared to 64.4% of 35-54 year olds.

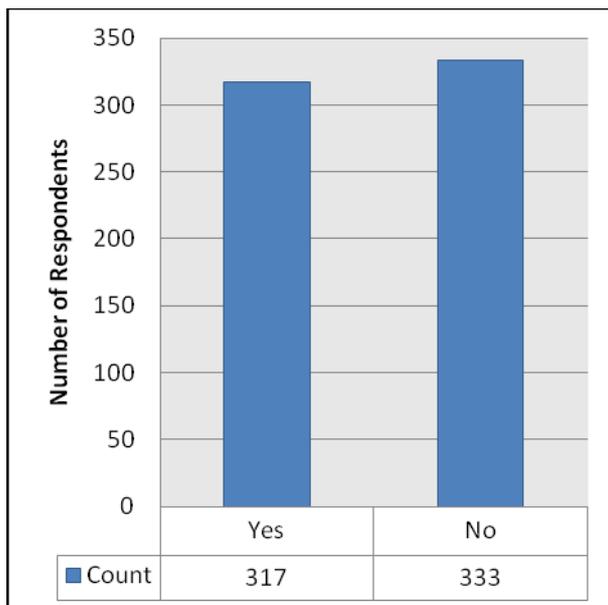
Figure 21: Did you know that optometrists can assess vision in very young children, even before they are able to read?



Base = 650 respondents

Panellists were then told that the government recommends that all children should have their eyes screened (i.e. tested) before the age of five in order to check for conditions like a lazy eye. Panellists were then asked if they had been aware of this fact prior to reading about it in the City Voice. The responses to the question are charted below in Figure 22.

Figure 22: The government recommends that all children should have their eyes screened (tested) before the age of five. This is to check for conditions like a lazy eye. Before reading about it in the City Voice, were you aware of this?

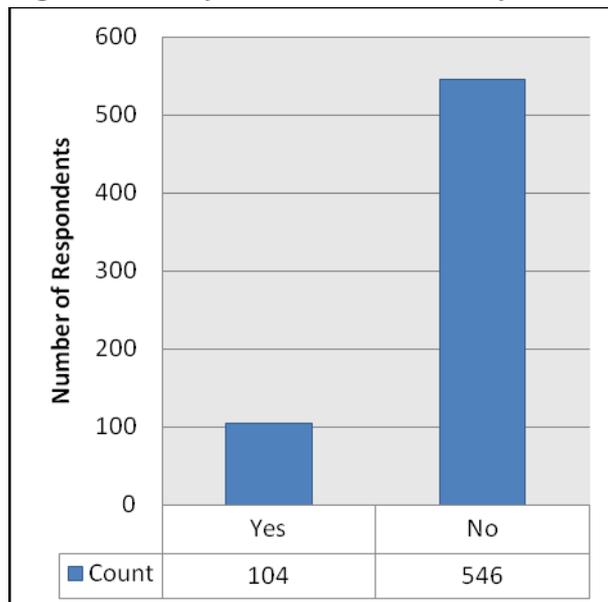


Base = 650 respondents

In relation to this question, there was less prior awareness than seen in relation to Figure 21. 317 respondents (48.8%) were previously aware of this fact, with 333 (51.2%) unaware of this previously. Again, there was greater reported awareness of this fact among female panellists (56.0%) than male panellists (40.3%). Again, there was some minor variation between the responses from different age-groups, although once again this was not linked to any identifiable trend overall. Awareness was highest in the 35-54 age-group (55.7%) and lowest in the 65+ age-group (41.4%).

The subsequent question sought to determine whether or not panellists had any children aged 16 or under in their household. The responses received are displayed in Figure 23, and show that of the 650 panellists who responded, only 104 (16.0%) do have children aged 16 or under living in their household. The remaining respondents (546; 84.0%) did not have any children of this age in their household. The proportion of female respondents with children aged 16 or under (18.6%) was slightly higher than for their male counterparts (12.8%). Unsurprisingly, the 65+ age-group contained the lowest proportion of respondents whose household included children aged 16 or under (0.6%). This rose as respondents' age-groups fell, rising to 2.9% in the 55-64 age-group, 31.1% in the 35-54 age-group and 34.4% in the 16-34 age-group.

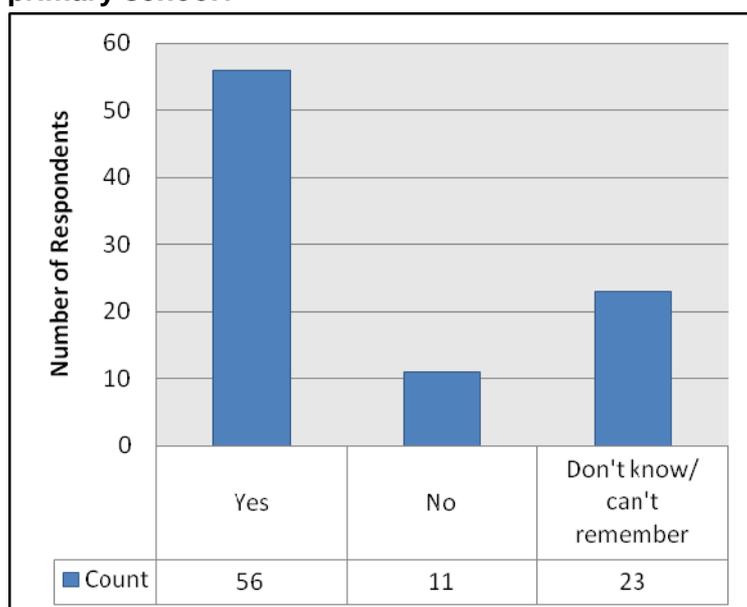
Figure 23: Do you have children in your household aged 16 or under?



Base = 650 respondents

Respondents who do have children aged 16 or under living in their household were asked a number of follow-up questions. Firstly, they were asked if their child had received an eye screening (i.e. test) before starting school. Where respondents had more than one child aged 16 or under, they were asked to provide information for the child who had most recently entered primary school. The responses to this question are provided in Figure 24.

Figure 24: Did your child receive an eye screening (test) before starting primary school?



Base = 90 respondents

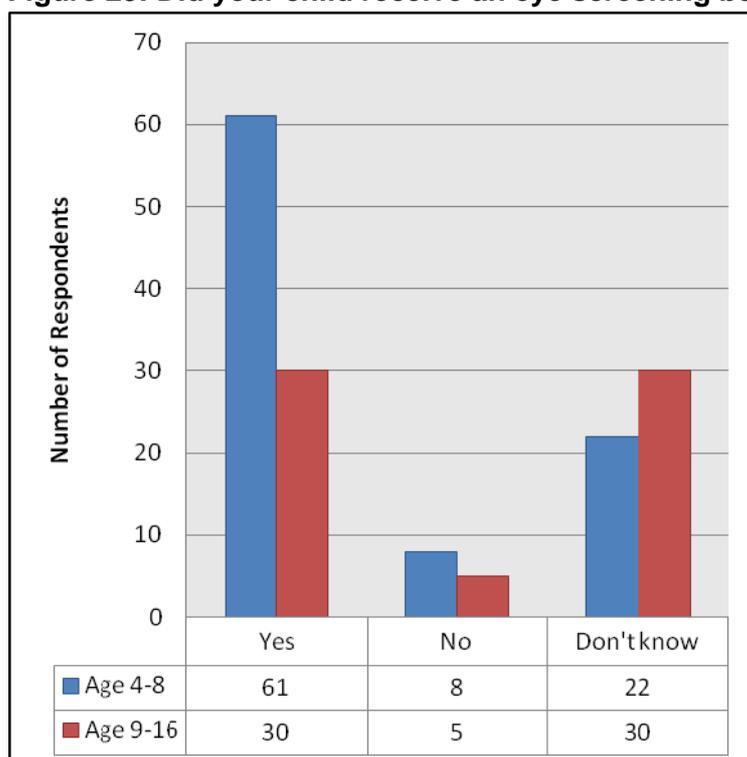
Figure 24 shows that of the 90 panellists who responded, 56 (62.2%) said that their child did have an eye screening. 11 (12.2%) said that they did not, whilst 23 (25.6%) said that they did not know or could not remember. A larger proportion of male respondents did not know or could not remember (31.4%) than was the case for their female counterparts (20.8%). A greater proportion of female panellists replied that their child did have an eye screening test (69.8%) than did male panellists (51.4%). However, proportionately more male panellists believed that their child did not have such a test before starting primary school (17.1% vs. 9.4% of female respondents). There was also some variation in the responses from different age-groups. All of the respondents in the two oldest age-groups stated that the children in question had an eye test before starting school. This dropped to 67.6% of respondents in the 35-54 age-group and 21.4% of the 16-34 age-group. Within this age-group, 35.7% of respondents stated that the child in question did not have an eye test before starting school, whilst 42.9% did not know or could not remember. Among respondents aged 35-54, 8.8% stated that the child in question had not had an eye test, whilst 23.5% did not know or could not remember.

The same group of panellists was then asked whether their child had received an eye test when they were 4-8 years old and when they were 9-16 years old. Again, where more than one child could be considered, panellists were asked to consider the child who had entered primary school most recently. The results are provided below in Figure 25.

The results show that a greater proportion of children was thought to have had an eye test when aged 4-8 than when aged 9-16. 61 panellists (64.2%) said that their child had received an eye test when aged 4-8, compared to 30 panellists (46.2%) reporting the same for their child when aged 9-16. However, a higher number of panellists (in absolute and proportionate terms) selected the “don’t know/can’t

remember/not applicable” option. 22 panellists (24.2%) selected this option for their child when aged 4-8, compared with 30 respondents (46.2%) selecting it for their child when aged 9-16. Given that the question specifically requested panellists with multiple children to consider only the child who had most recently begun primary school, it could be the case that some of these children do not yet fall into the 9-16 age bracket, thus possibly accounting for an apparent drop in eye test rates in the 9-16 age group.

Figure 25: Did your child receive an eye screening between the following ages?



Base = 91 respondents (age 4-8); 65 respondents (age 9-16)

Responses were fairly consistent across genders, although for each age bracket, a greater proportion of female respondents did not know than was the case for male respondents.

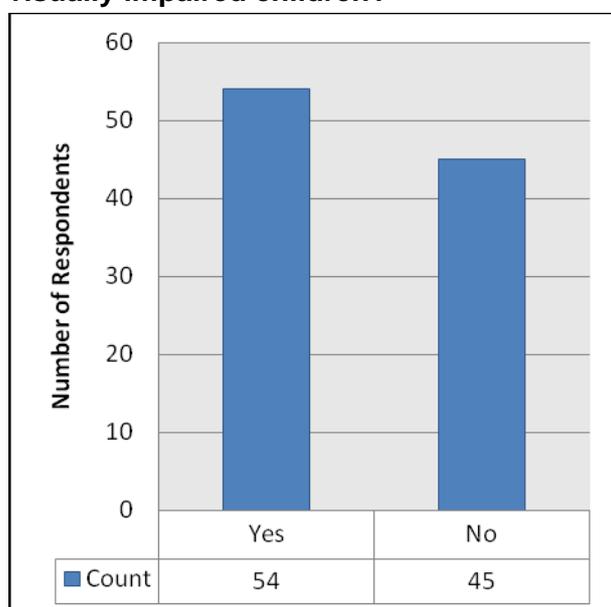
In terms of respondents' age, there were again some notable differences between age-groups. In relation to children aged 4-8, every respondent in the 55-64 and 65+ age-groups stated that the child in question had had an eye test. This fell to 71.6% of respondents aged 35-54 and 31.3% of those aged 16-34. However, a very large majority of those aged 16-34 (62.5%) did not know or could not remember, compared to just 17.9% of those aged 35-54.

In relation to children aged 9-16, all of the respondents in the 55-64 age-group stated that the child in question had had an eye test. This dropped to 47.9% among those aged 35-54 and 20.0% of those aged 16-34. However, a very large proportion of those aged 16-34 (80.0%), 35-54 (41.7%) and 65+ (100.0%) did not know. Of course, it should be borne in mind that the small base upon which these percentages are based makes it risky to generalise on the basis of these figures.

This same sub-group of panellists was then asked whether they were aware that there is additional help available in schools for visually impaired children. The responses to this question are given below in Figure 26. The results show that similar proportions of people were and were not aware of this fact. A slight majority of respondents (54; 54.5%) were aware of the fact, compared with 45 (45.5%) who were not. Awareness appeared to be higher among male respondents (64.9%) than female respondents (49.2%).

Fairly similar proportions of the 16-34 age-group (57.1%), 35-54 age-group (53.6%) and 55-64 age-group (60.0%) stated that they were aware of this. The equivalent figure for the 65+ age-group was 100.0%, but this is based upon only one respondent due to the small sub-sample of respondents asked this question.

Figure 26: Were you aware that there is additional help available in schools for visually impaired children?

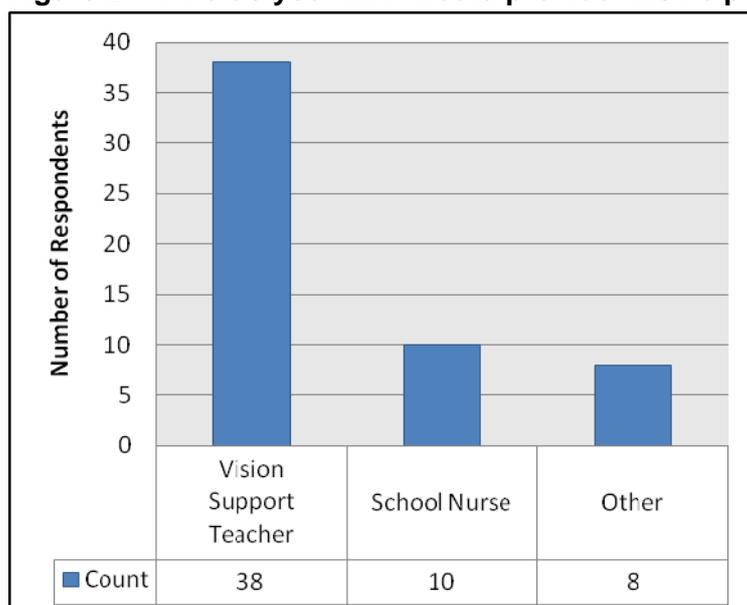


Base = 99 respondents

The 54 respondents who were previously aware of this fact were then asked a further follow-up question. They were asked whom they thought would provide this type of help in schools. Although two options were provided for respondents (“vision support teacher” and “school nurse”), they were also invited to provide their own suggestions. Responses to the question are provided below in Figure 27.

38 of the respondents to this question (70.4%) believed that this help would be provided by a vision support teacher, whilst 10 (18.5%) believed that it would be the responsibility of the school nurse. Although working with a small sub-sample, a slightly larger proportion of male respondents than female respondents believed that this help would be provided by a vision support teacher, with this trend reversed for the school nurse.

Figure 27: Who do you think would provide this help?



Base = 54 respondents

8 respondents (14.8) provided an “other” suggestion, which are categorised below in Table 8. Of these responses, the most common was “another teacher” (selected by 3 respondents; 5.5% of all respondents to this question), whilst an “eye specialist” and some “other service” (e.g. sensory support service) were each selected by 2 respondents (3.7% of all respondents to this question). The same number of respondents did not know who would provide this support.

Table 8: Who do you think would provide this help?

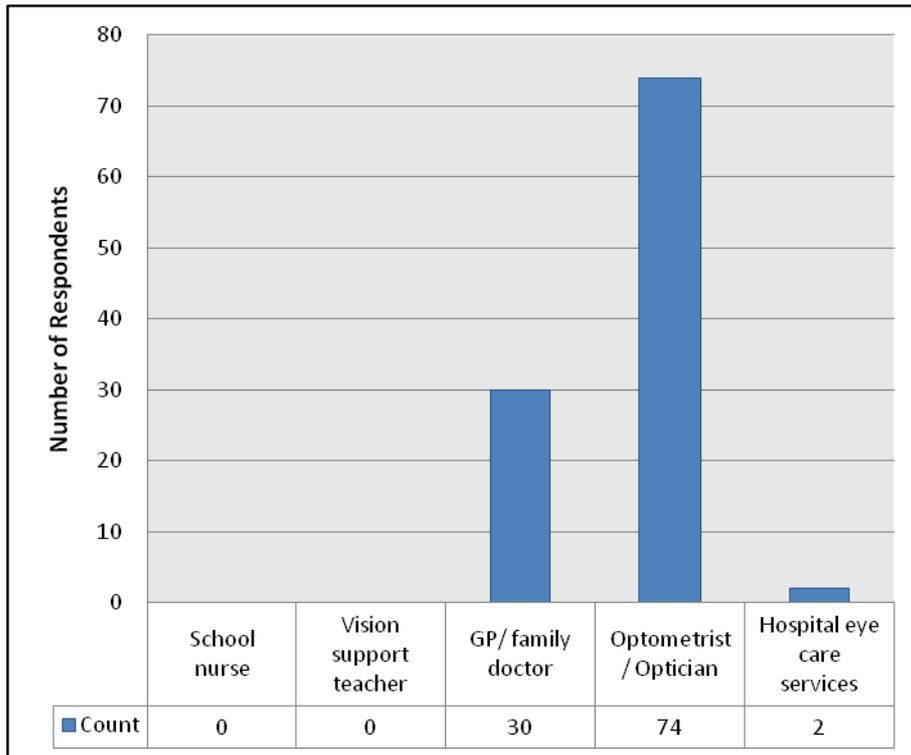
Response	Respondents	
	Count	%
Other teacher	3	37.5
Eye specialist	2	25.0
Other service	2	25.0
Don't know	2	25.0

Base = 8 respondents (columns do not tally 8 or 100% due to multiple responses)

Finally, the previous sub-group of respondents (i.e. all those who stated that they had children aged 16 or under in their household) was asked where they would take their child to be checked in the first instance, if they suspected that they had a problem with their eyesight. The results are provided below in Figure 28. The greatest proportion of respondents (74 panellists; 71.1%) would take their child to an optometrist or optician, followed by a GP or family doctor (30 respondents; 28.8%). Finally, 2 (19.2%) would take their child to a hospital's eye care services. Male respondents showed a slightly greater likelihood (36.8%) than females (25.4%) in terms of taking their child to the GP or family doctor, whilst the opposite was true in relation to taking them to an optometrist or optician (74.6% of female respondents; 63.2% of male respondents).

For the three oldest age-groups, a clear majority stated that they would go to an optometrist/optician (76.7% of those aged 35-54; 80.0% of those aged 55-64; 100.0% of those aged 65+). This option was also selected by a large minority of those aged 16-34 (45.5%). The remainder of this age-group stated that they would go to their GP or family doctor (54.5%). A minority of those aged 35-54 (23.3%) and 55-64 (20.0%) also selected this option.

Figure 28: If you suspected that your child has a problem with their eyesight, where would you take them to be checked in the first instance?



Base = 104 respondents (responses do not tally 104 due to multiple responses)

DIVERSITY AND EQUALITY

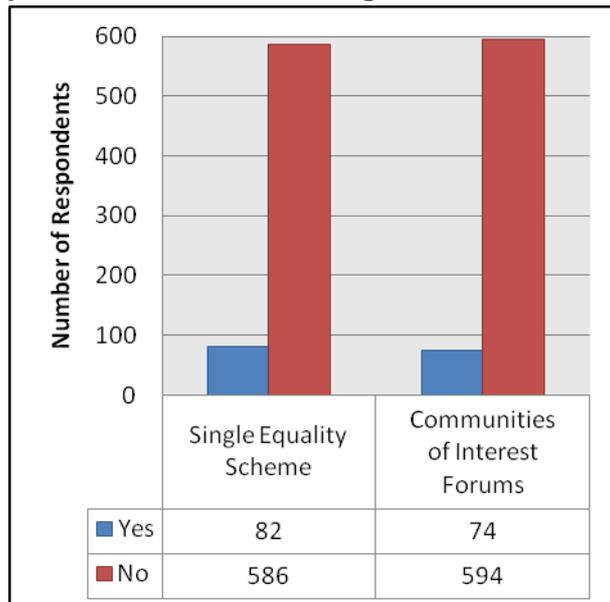
Aberdeen City Council has developed a Single Equality Scheme and Action Plan which will address better the needs of the community it serves by combining all the equality actions on age, disability, gender, race, religion/faith/belief and sexual orientation into one plan. The Single Equality Scheme is about improving services and access to services for all the equality groups. Equalities is a thread which runs through everything the Council does and is built into the way it develops policies and plans and delivers services.

Certain communities are recognised by the Council as communities of interest because research shows that individuals within them are likely to experience unfavourable prejudice, discrimination and disadvantage (e.g. older people, ethnic minorities). The Council has developed Communities of Interest forums to ensure that there is two-way communication between the Council and the various Communities of Interest. These forums include the Ethnic Minority Forum, Aberdeen Women's Alliance, the Disability Advisory group, the Older People's Working Group, and the Aberdeen City Youth Council.

The answers to the following questions will help Aberdeen City Council to monitor the progress of these initiatives, identify any barriers and obstacles, and provide baseline data that will enable it to track future progress on an annual basis.

Firstly, respondents were asked whether they had any prior awareness of the Single Equality Scheme or Communities of Interest Forums. The results are provided below in Figure 29.

Figure 29: Before reading about diversity and equality in the City Voice, were you aware of the following initiatives?



Base = 668 respondents

The results show that for both initiatives, interest is of a similarly low magnitude. Thus, only 82 respondents (12.3%) were previously aware of the Single Equality Scheme, and only 74 (11.1%) were aware of the Communities of Interest Forums. Awareness of both schemes was higher among female respondents than male respondents: whilst 14.0% of female respondents were aware of the Single Equality Scheme and 12.8% of the Communities of Interest Forums, the equivalent figures among male respondents were 9.7% and 8.8% respectively.

There were differing levels of awareness across different age-groups. Awareness of the Single Equality Scheme was lowest among those aged 16-34 (4.6%), rising to 11.7% among 35-54 year olds and 15.8% of 55-64 year olds, before falling again to 11.0% of those aged 65+. For the Communities of Interest Forums, a similar pattern emerged. Awareness was lowest among those aged 16-34 (6.2%), rising to 8.8% of those aged 35-54 year olds and 15.3% of those aged 55-64 year olds, before falling back to 11.0% in the 65+ age-group.

Respondents were then asked whether they – or a member of their household – has ever experienced discrimination on certain grounds when receiving Council services during the past two years. The different types of discrimination considered were:

- Religion/faith/belief
- Race or ethnicity
- Disability
- Age
- Sexual orientation (lesbian, gay, straight or bisexual)
- Gender (woman, man or transgender)

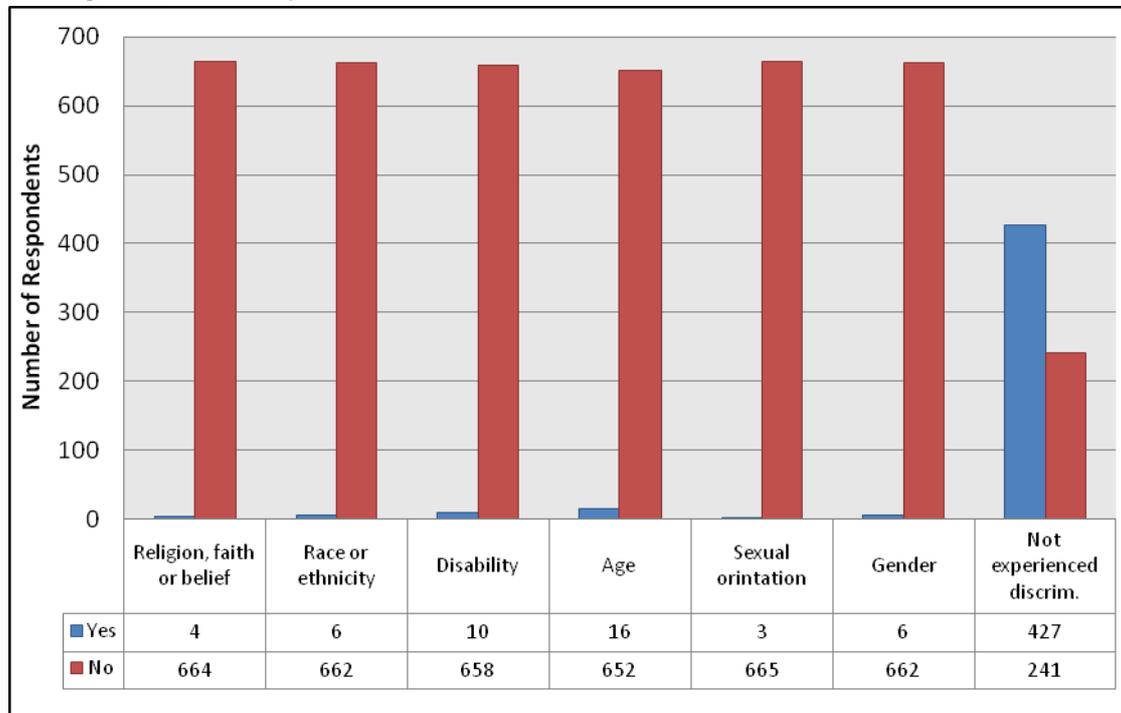
The results of the question are shown below in Figure 30. The chart shows that of 668 respondents, there were 45 incidences of discrimination reported by panellists. The most common form of discrimination experienced was on the basis of age, reported by 16 respondents (2.4%). This was followed by disability (10 respondents; 1.5%), race/ethnicity (6 respondents; 0.9%), gender (6 respondents; 0.9%), religion/faith/belief (4 respondents; 0.6%) and sexual orientation (3 respondents; 0.4%). Although only 241 respondents actually ticked the box to state that they had suffered no discrimination, the fact that the remaining panellists did not report any discrimination means that the number of panellists who had not experienced any discrimination would be approximately 620-625.

There was little difference between genders in relation to discrimination experienced, even when considering gender discrimination, in which, surprisingly, a higher proportion of men than women believed that they had been discriminated against. However, the proportion of both genders suffering any kind of discrimination was equally low.

There was little variation between age-groups, with the exception of age discrimination, which was suffered by a greater proportion of respondents in each age-group increment. Thus, whilst no respondents aged 16-34 had suffered

discrimination on the basis of age, this rose slightly to 0.4% of those aged 35-54, 3.4% of those aged 55-64 and 5.2% of those aged 65+.

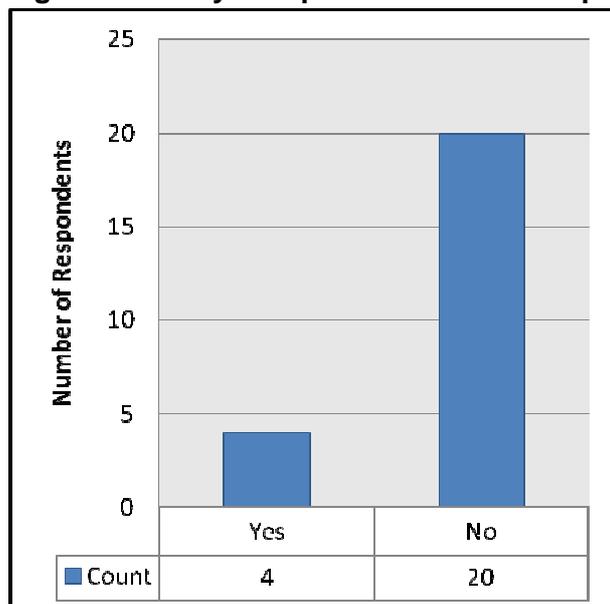
Figure 30: Have you, or a member of your household, experienced discrimination when receiving Council services because of the following during the past two years?



Base = 668 respondents

Those respondents who had experienced one of these forms of discrimination were then asked whether they had reported this incident/experience to anyone. The responses to this question are provided below in Figure 31.

Figure 31: Did you report this incident/experience to anyone?

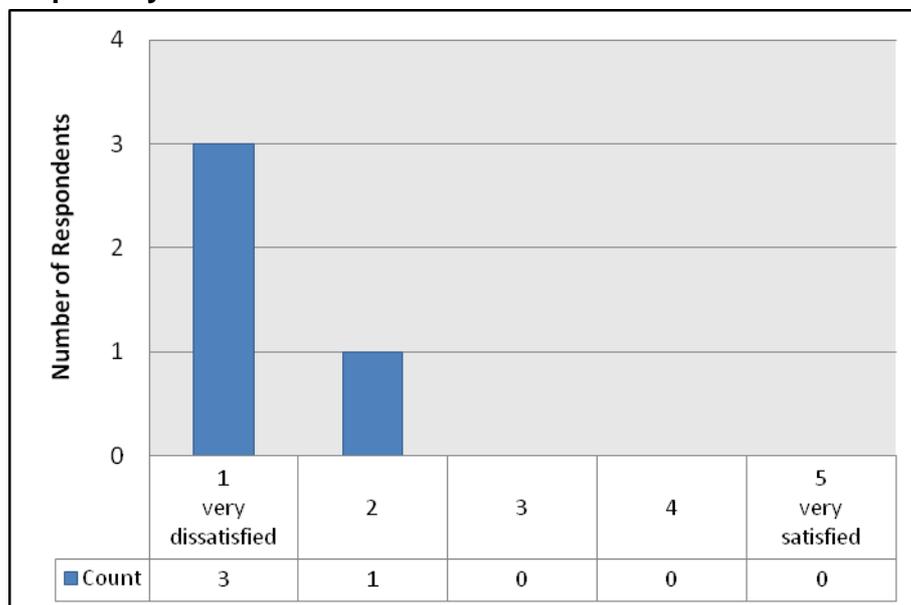


Base = 24 respondents

Figure 31 shows that of the 24 panellists who responded, only 4 (16.7%) reported their incident/experience of discrimination. The remainder (20 panellists; 83.3%) did not report the incident/experience to anyone. Of the small number of panellists involved, a greater proportion of men (25.0%) than women (9.1%) reported the incident. Across age-groups, some minor variation emerged although again, the small sample on which these results were based make it dangerous to generalise too broadly on this basis. None of the respondents aged 35-54 who had experienced discrimination reported it, compared to 22.2% of the 55-64 age-group and 22.2% of those aged 65+.

The 4 respondents who did report their experience of discrimination were subsequently asked to rate their satisfaction (on a 5-point Likert scale in which 1 = very dissatisfied and 5 = very satisfied) with the response received. Their responses are provided in Figure 32. As can be seen from the chart, three quarters of those who reported their incident were very dissatisfied (3 respondents; 75%). 1 respondent (25%) selected a value which would typically correspond to “slightly dissatisfied” as opposed to “very dissatisfied”. As with some earlier questions, it should again be borne in mind that generalising from such small numbers is unwise, and these results should be treated as indicative of the experiences of a very small number of people rather than statistically authoritative in relation to the wider population.

Figure 32: If you reported this incident, how satisfied were you with the response you received?



Base = 4 respondents

Respondents who had experienced discrimination but had not reported it were asked why this was the case. Their responses were categorised thematically, with the results provided below in Table 9.

Table 9: If you did not report the incident/experience, why not?

Response	Respondents	
	Count	%
No confidence in Council addressing the issue	8	42.1
Chose not to for personal reasons	2	10.5
Don't know how/don't have access	1	5.3
Didn't know it was possible	1	5.3
Didn't think the offence merited a complaint	1	5.3
Worried about consequences	1	5.3
Previous negative experience of complaint(s)	1	5.3
Process is still ongoing	1	5.3
N/a	3	15.8

Base = 19 respondents

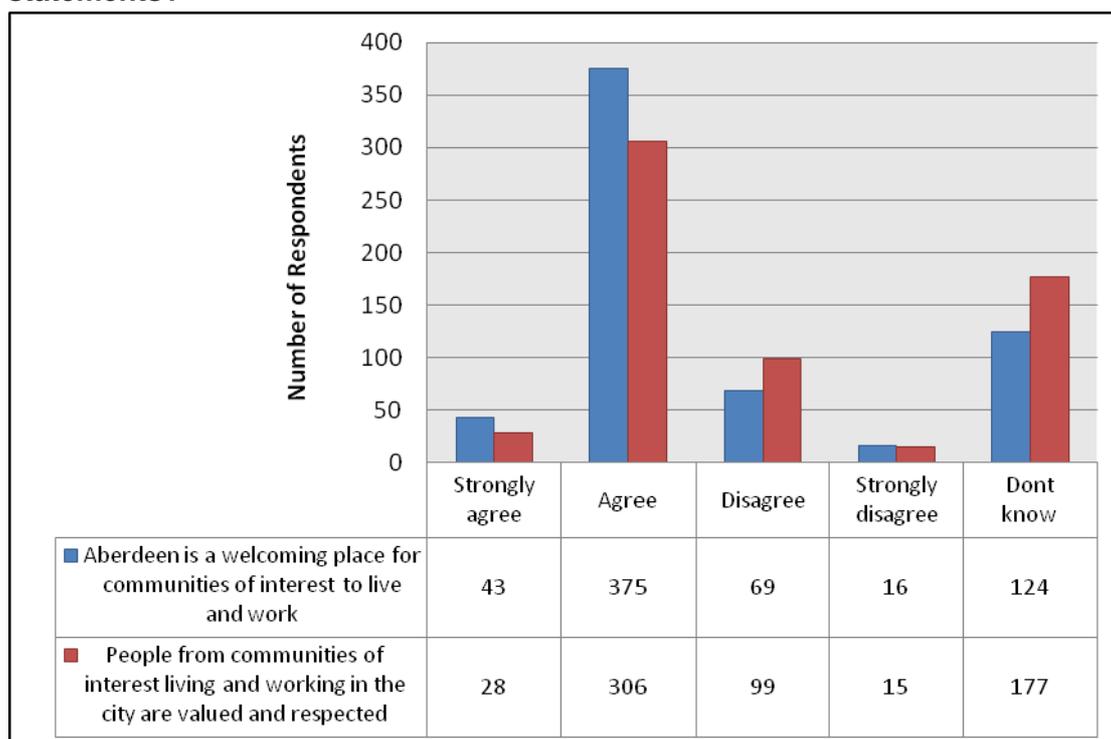
The results show that the most commonly offered reason for not reporting discrimination was a lack of confidence that the Council would actually address the issue, reported by 8 of the 19 respondents (i.e. 42.1%) to this question. Only one other reason attracted more than one response: personal reasons (e.g. being too embarrassed to file a complaint) prevented 2 respondents (10.5% of respondents to this question) from reporting their incident/experience. A number of additional reasons were selected by one respondent each (5.3% of respondents to this question), including not knowing how to make a complaint, not knowing that it was possible to do so, not believing that the incident warranted a complaint, and being worried about the consequences (i.e. reprisals) of doing so.

The questions then turned to consider respondents' views upon the way that communities of interest are treated in Aberdeen. All respondents were asked to indicate their agreement (using a 4-point Likert scale from strongly agree to strongly disagree) with two specific statements, relating to whether Aberdeen was a welcoming place for communities of interest to live and work, and whether they believed that people from communities of interest living and working in Aberdeen are valued and respected. Respondents' level of agreement with these statements is set out below in Figure 33.

A majority of respondents agreed with both statements to at least some extent. In relation to the first statement, 43 respondents (6.9%) strongly agreed that Aberdeen is a welcoming place for communities of interest to live and work, whilst a much larger proportion (375 respondents; 59.8%) simply agreed. 69 (11.0%) disagreed and only 16 (2.6%) disagreed strongly, although 123 respondents (19.6%) stated that they did not know enough about the issue to respond. There were no notable gender differences in the answers provided. A majority of all age-groups agreed with the statement. Overall levels of agreement were particularly emphatic in the 16-34 age-group, in which 14.3% of respondents strongly agreed and 63.5% agreed. In comparison, only 3.3% of the 65+ age-group strongly agreed and 57.9% simply agreed. However, overall levels of disagreement with the statement were highest

among the 16-34 age-group, with 19.0% disagreeing (none strongly disagreed). In comparison, overall disagreement was lowest in the 65+ age-group, with 7.2% disagreeing and only 3.9% strongly disagreeing. However, the proportion of “don’t know” responses increased with each age-group increment, from just 3.2% of those aged 16-34 to 15.5% of those aged 35-54, 22.8% of those aged 55-64 and 27.6% of those aged 65+.

Figure 33: To what extent do you agree or disagree with the following statements?



Base = 627 respondents (a welcoming place), 625 respondents (valued and respected)

In relation to the second statement, a smaller proportion of respondents agreed that people from communities of interest living and working in Aberdeen are valued and respected, with only 28 (4.5%) agreeing strongly and 306 (49.0%) simply agreeing. Although a greater proportion of people did not know enough about this statement to answer (177 respondents; 28.3%) than for the previous statement, a greater proportion also disagreed to at least some extent, with 99 respondents (15.8%) disagreeing with the statement and 15 respondents (2.4%) disagreeing strongly. Again, there were no notable gender differences in the answers provided.

There was a higher rate of “don’t know” responses across all age-groups in relation to this statement, ranging from 23.8% of those aged 16-34 to 33.1% of those aged 65+. Despite this, a small majority of the two youngest age-groups and the 65+ age-group agreed or strongly agreed with the statement. This was highest in the 35-54 age-group, in which 5.2% strongly agreed and 52.2% agreed. Agreement was lowest in the 55-64 age-group, in which 4.7% of respondents strongly agreed and 44.4% agreed. Disagreement to at least some extent was highest in the 55-64 age-group, in which 18.3% disagreed and 3.0% strongly disagreed. Overall disagreement with the

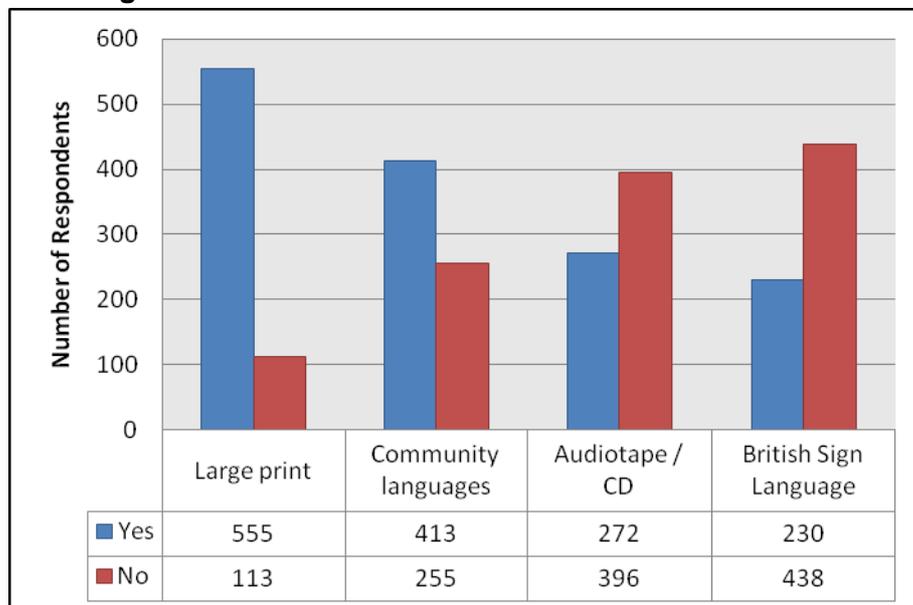
statement was lowest in the 65+ age-group, in which 10.8% disagreed and 2.7% strongly disagreed.

Respondents were then asked whether they were aware that information on Council services was available in a number of specified formats. The formats specified were:

- Large print
- Community languages
- Audiotape/CD
- British Sign Language

Respondents' levels of awareness of the availability of these formats are set out below in Figure 34. The results show that a large majority of respondents (555; 83.1%) were aware that information was available in large print. A smaller proportion (although still a majority of all respondents – 413; 61.8%) was aware that information was available in different community languages. A sizeable minority (40.7%) was aware that information was available on audiotape/CD, whilst a slightly smaller minority (230 panellists; 34.4%) was aware that information could be made available in British Sign Language. A greater proportion of women than men claimed to be aware of each of the formats described above (usually around 5-10% higher than rates among male respondents). There were minor variations across age-groups, but there were no noteworthy exceptions to the general trends.

Figure 34: Did you know that information on Council services is available in the following formats?



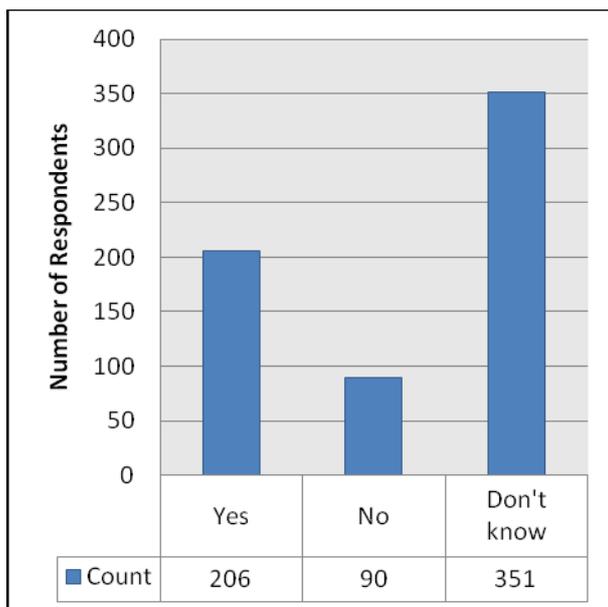
Base = 668 respondents

The penultimate question in City Voice 20 asked respondents whether they believed it has become easier for people with disabilities to access services and facilities in Aberdeen over the last year. Respondents' responses are laid out below in Figure 35. The data shows that a majority of respondents (351 panellists; 54.3%) simply do not know whether it's become easier for people with disabilities to access services

and facilities in the last year. Of those respondents who provided a firm opinion, most (206 respondents; 31.8%) believed that it has become easier, with only 90 arguing that it has not (13.9%). A greater proportion of male respondents (36.1%) agreed with the statement than did female respondents (28.7%), although similar proportions disagreed with it, and a larger proportion of female respondents did not know (57.1% compared to 50.3% of male respondents).

The proportion of “yes” responses to the question were fairly consistent across age-groups, ranging from 28.8% of those aged 35-54 to 35.4% of those aged 55-64. Older age-groups contained lower proportions of respondents selecting the “don’t know” option. Thus, the incidence of this response was 48.0% in the 55-64 age-group and 50.0% in the 65+ age-group, rising to 59.2% in the 35-54 age-group and 61.9% of those aged 16-34. Conversely, the youngest age-groups contained the highest proportion of people replying “no”, from 7.9% of 16-34 year olds, rising to 12.0% of those aged 35-54 and 16.6% of those aged 55-64 before dropping slightly to 16.0% among those aged 65+.

Figure 35: Over the last year, do you think it’s become easier for people with disabilities to access services and facilities in the City?



Base = 647 respondents

The final question asked respondents to provide suggestions for things the Council should do to improve the quality of life for equality groups in Aberdeen. This question prompted a larger response rate, with 237 responses provided by panellists. These responses were analysed and categorised thematically in order to find the strongest recurrent themes within respondents’ answers. The results of this process are provided below in Table 10, which shows the suggestions made and the strength of feeling supporting them.

Table 10: What more should the Council do to improve the quality of life for equality groups in the City?

Response	Respondents	
	Count	%
There should be more focus on all citizens, not on equality groups	39	16.5
The Council already does enough	37	15.6
More education on, or stronger policing of, the rights and entitlements of equality groups	23	9.7
More community events	23	9.7
Better disabled access throughout the City	15	6.3
Language help for incomers to the City	11	4.6
Greater involvement of equality groups in decisions that affect them	11	4.6
Encourage more integration	11	4.6
More facilities/funding to help equality groups	10	4.2
Wider provision of information on or for different groups using different media	9	3.8
Stop cutting Council services	6	2.5
Better/fairer standard of housing or housing policy for equality groups	5	2.1
Council should focus on core duties and stop being so politically correct	4	1.7
Council should do more of the same	4	1.7
Better or independent handling of complaints	2	0.8
Employ more people from equality Groups in the Council	1	0.4
N/a or irrelevant answer	65	27.4

Base = 237 respondents

The most frequently offered relevant response (39 responses; 16.5%) was that the Council should focus less on minority groups and more upon the quality of life for everybody, equality groups included. Similarly, 37 respondents (15.6%) suggested that the Council already does more than enough in terms of its efforts to improve the quality of life for equality groups. A common perception was that not enough is done to improve the quality of life for “average Aberdonians” in comparison with the efforts made for various equality groups.

23 respondents (9.7%) suggested that the Council should focus upon providing more general education on the rights and entitlements of equality groups, or that these rights should be more strongly enforced by the Council and Police. An identical number (23 panellists; 9.7%) stated that more Council-run community events could help to improve the quality of life for equality groups. Disabled residents in Aberdeen were seen as a priority for 15 respondents (6.3%), who recommended that public amenities or facilities across the City be made more accessible to disabled people. Three separate suggestions were made by 11 panellists apiece (4.6% of responses each). These were the provision of more language help for incomers to the City,

more grassroots involvement of members of such groups in decisions which affect the services they use, and more efforts to encourage integration and discourage cultural segregation. A similar number (10 panellists; 4.2% of responses) suggested that more facilities or funding should be made available to these groups in order to allow them to help themselves.

Similar to the earlier recommendation that the Council should aim to educate more people about the rights and entitlements of equality groups, 9 panellists (3.8%) believed that it was important to make available more general information about these groups or for these groups using a variety of different media. 6 panellists (2.5%) stated that making fewer cuts to Council services would greatly enhance the quality of life for some people, most notably disabled or elderly residents. Better quality housing and fairer housing policies were seen as a priority for 5 panellists (2.1%), whilst 4 (1.7%) believed that the Council's current efforts are admirable and it should simply carry on with the work it is currently doing. 2 panellists (0.8%) recommended an improved or an independent system of dealing with complaints against the Council, and 1 panellist (0.4%) believed that the Council should lead by example and employ more members of the different equality groups.

However, the largest share of respondents (65; 27.4%) provided responses which were either irrelevant to the question (e.g. expressing annoyance at the Gypsy/Traveller community for allegedly damaging property, or expressing anger at the negative way in which some equality groups are often portrayed by local newspapers) or represented a "not applicable" type response.