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INTRODUCTION

The final survey sample consisted of 708 responses from members of the citizens' panel. The total panel comprises 895 citizens of Aberdeen and so the response rate amounts to 79.1%. The 708 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 by gender. However, where analysis by age group 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). Similarly, due to insufficient coverage of certain neighbourhoods, unweighted analysis of results by neighbourhood is discouraged.

It should also be noted that there is no demographic data on age and gender for 27 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). For example, Figure 41 shows that 7.3% of all respondents have sought assistance from city wardens, even though the subsequent analysis shows that only 7.1% of male and 7.2% female panellists have sought assistance. Despite the occasional 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.

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

- Homes – Fuel Poverty
- Health and Social Care – Community Pharmacy Service
- Safety – Wilful Fires and Home Fire Safety
- Safety – Safer Aberdeen

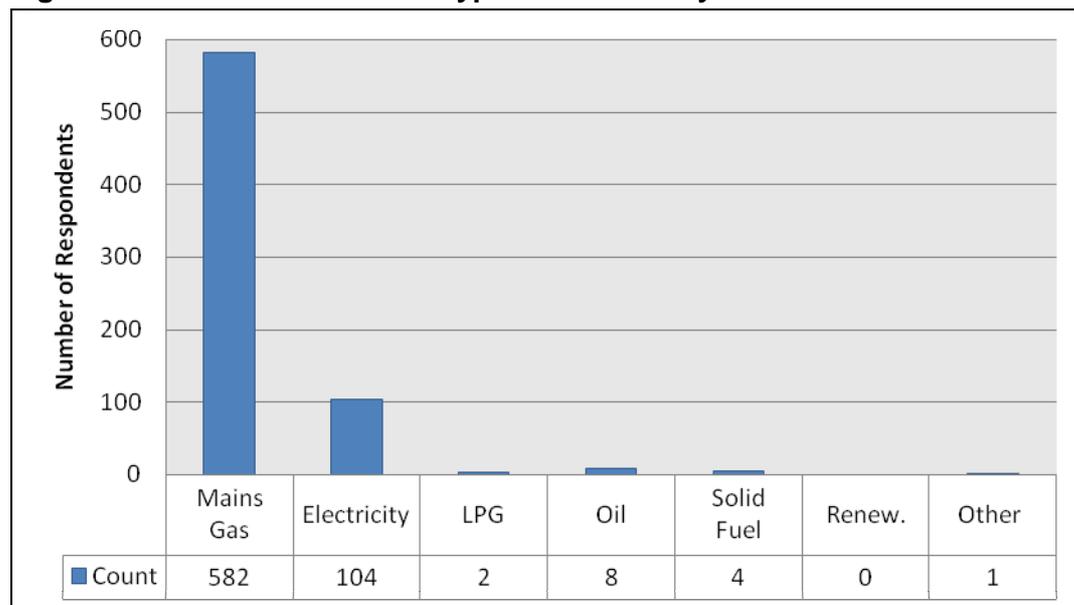
HOMES – FUEL POVERTY

One of the challenges outlined in Aberdeen’s Community Plan is to ‘eradicate as far as possible, fuel poverty in Aberdeen’. The term ‘fuel poverty’ is defined as ‘paying more than 10% of your disposable income on heating one’s home to a comfortable standard’. The Council is already working to reduce fuel poverty but is calling on the City Voice panel to provide further information that will enable them to target their work more effectively.

Panellists’ responses to the following questions will help the Council to measure the extent of fuel poverty in the City and identify the number and type of households that are more likely to be affected. This information will be used to focus resources on households that are most at risk of fuel poverty.

The first two questions asked respondents to indicate what their main source of fuel is to heat their homes and whether they heat their whole house during the winter months. The results are shown as Figures 1 and 2.

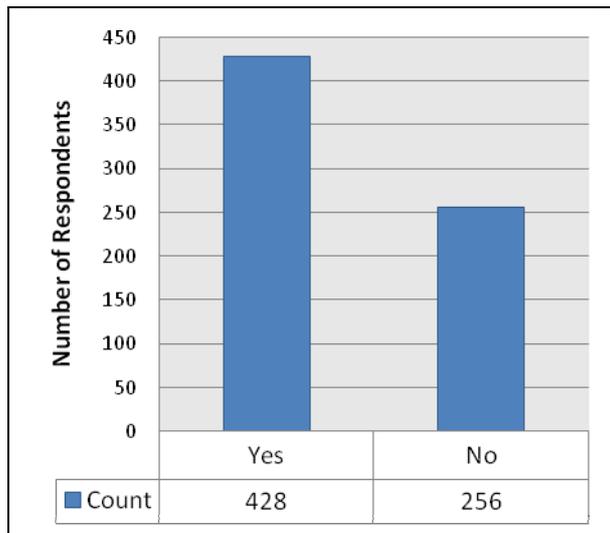
Figure 1: What is the main fuel type used to heat your home?



Base = 690 respondents

Figure 1 reveals that of the 690 respondents who answered this question, 582 (84.5%) heat their homes using mains gas. 104 respondents (15.1%) indicated they use electricity, 8 (1.2%) indicated they use oil, while only 4 (0.6%) and 2 (0.3%) indicated they use Solid Fuel and LPG respectively. No respondents indicated they use renewable sources. There were few differences by age group, with the only notable divergences being that relative to other groups, a greater proportion of those aged 65+ heat their house using oil (1.8%), and a lower proportion of the same group use mains gas (78.6%).

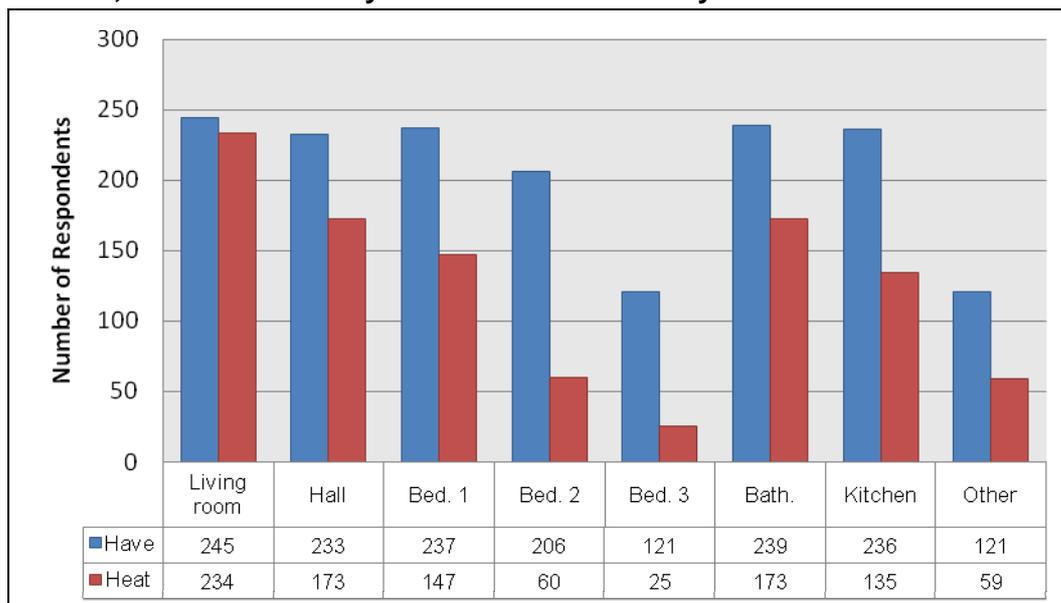
Figure 2: Do you usually heat your whole house (all rooms) during the winter months?



Base = 684 respondents

Figure 2 shows that 428 respondents (62.0%) heat their whole house during winter while 256 (38.0%) do not. There was a notable age-related trend to responses, with the proportion of panellists heating all of their rooms decreasing as the age of the group increased: thus, the youngest age group (i.e. those aged 16-34) contained the largest proportion of panellists who do heat all of their rooms (75.4% of those aged 16-34) whilst the 65+ group contained the lowest proportion of panellists who heat their entire house (55.2% of those aged 65+). Those who did not heat their entire house were asked two further questions about which rooms they have in their house, and which of these they choose to heat. The results are provided in Figure 3.

Figure 3: If you do not usually heat your whole house during the winter months, which rooms do you have and which do you heat?

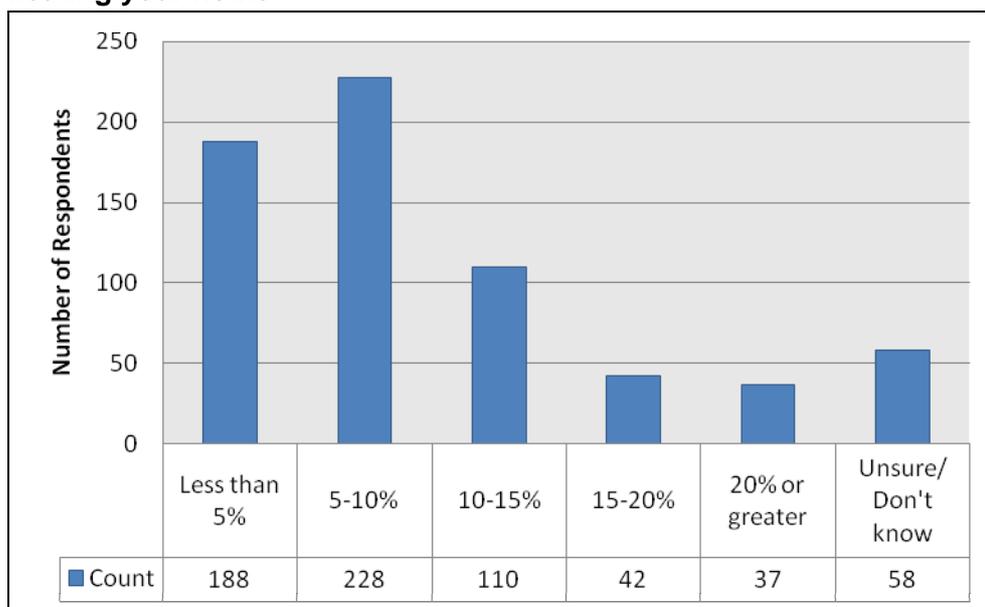


Base = 256 respondents

Figure 3 shows that a majority of respondents who do not heat their entire house have a house with at least two bedrooms (206 respondents: 80.5%). Those with a third bedroom were less likely to heat this room than any other (only 12.3%). Each type of room is heated by a majority of the respondents who claim to have such a room, with the exception of second and third bedrooms, heated by 60 and 25 respondents respectively. Of those people with second and third bedrooms, these figures represent only 29.1% and 20.1% respectively, compared to 62.0% of people who heat their first bedroom (147 of 237 respondents). The living room was the room most likely to be heated, with 95.5% of respondents with living rooms heating them. The next most likely to be heated were the bathroom (72.4%) and the hall (68.4%), followed by the first bedroom (62.0%) and the kitchen (57.2%). There were no discernible age-related trends to the responses given.

Panellists were subsequently asked how much of their disposable income is spent on heating their home. The results (shown below) are intended to help the council to identify the extent of fuel poverty in the city.

Figure 4: Approximately, how much of your disposable income is spent on heating your home?



Base = 663 respondents

Figure 4 shows that 228 respondents (34.4%) spend 5-10% of their disposable income (i.e. income after mortgage/rent has been deducted) on heating their home. 188 respondents (28.4%) indicated they spend less than 5%, whilst 110 (16.6%) spend 10-15%. 42 respondents (6.3%) spend 15-20% and 37 (5.6%) spend 20% or greater on heating their home. 58 respondents (8.7%) were unsure how much they spend and provided insufficient information to allow us to calculate the percentage for them.

Breaking this down further by age group, it can be seen that older panellists were much more sparsely represented in the “less than 5%” category than younger panellists (just 11.9% of over-65s, for example, compared to 45.9% of those aged

16-34). They were, however, found in much greater concentration in the “15-20%” and “20% or greater” brackets relative to younger age groups. In each of these categories, the proportion of panellists in each group correlated strongly with the age of that group: as the average age of the group increased, so its share of panellists increased. For example, only 3.3% of 16-34 year olds were found in the “15-20%” category, compared with 4.9% of 34-54 year olds, 5.9% of 55-64 year olds and 10.1% of those aged 65+. The same pattern exists within the “20% or greater” category: 1.6% of 16-34 year olds, 4.5% of 34-54 year olds, 6.5% of 55-64 year olds and 6.9% of those aged 65+. For the “5-10%” and “10-15%” brackets, there were no consistent age-related trends.

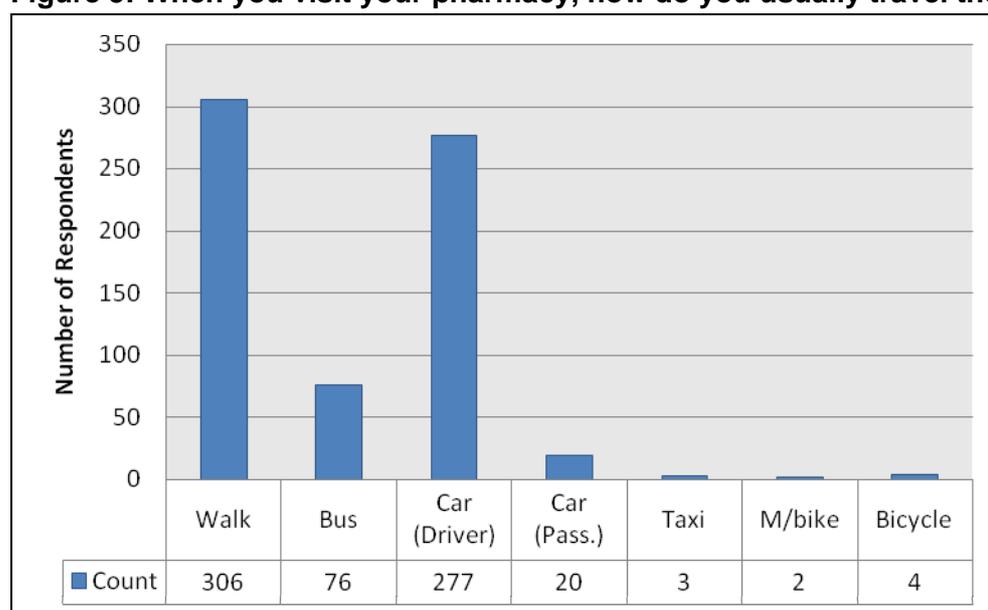
HEALTH AND SOCIAL CARE – COMMUNITY PHARMACY SERVICE

Community pharmacies, or chemist shops, are a key part of the NHS and are often the first point of contact if residents feel unwell and want a remedy to make them feel better. It is important that everyone can easily access a pharmacy so that medicines required for long term disease and conditions can be easily obtained.

Appointments are not necessary in order to speak to a pharmacist and in addition to dispensing prescriptions, pharmacists can give advice about medicines. Pharmacies sell over the counter medicines but if residents do not pay for their prescriptions they can also provide free treatment for a minor ailment, such as a cold or indigestion. Pharmacists can provide advice on all aspects of improving health and are currently supporting people to stop smoking.

To help NHS Grampian improve the way these services are provided in Aberdeen, panellists were asked about how they access and use community pharmacies. The results are highlighted in the Figures below.

Figure 5: When you visit your pharmacy, how do you usually travel there?

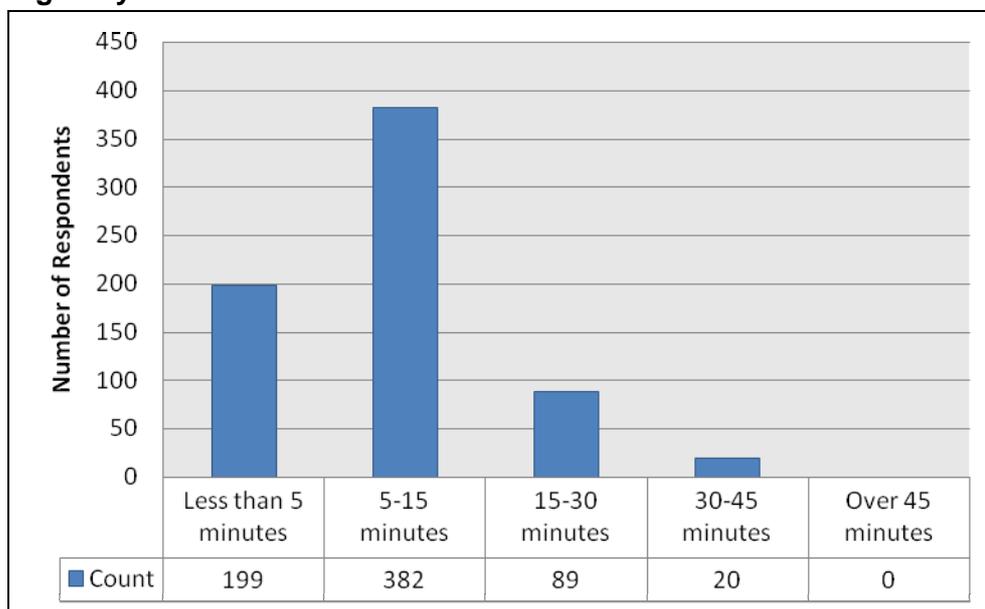


Base = 691 respondents

Figure 5 shows that 306 respondents (44.3%) walk to their pharmacy, while 277 (40.1%) drive by car. 76 respondents (11.0%) answered that they travel by bus, and 20 (2.9%) typically travel as a passenger in a car. Only 4 respondents (0.6%) would normally travel by bicycle, with similar numbers travelling by taxi (3 respondents: 0.4%) and motorbike (2 respondents: 0.3%). 3 respondents cited 'other' as their answer, although in each case their response actually conveyed the message that they do not usually (or indeed ever) visit a pharmacy. Breaking these responses down by gender, there were no notable differences between men and women in their chosen modes of transport.

Again, a number of age-related trends were apparent, particularly in relation to walking, bus use and – to a much less pronounced extent – driving. The younger the age group in which panellists were found, the greater the proportion of them indicated that they would usually walk (54.0% of 16-34 year olds, 48.4% of 35-54 year olds, 39.7% of 55-64 year olds and 36.5% of those aged 65+) and the lower the proportion of them indicated they would use the bus (3.2% of 16-34 year olds, 5.1% of 35-54 year olds, 14.0% of 55-64 year olds and 21.0% of those aged 65+). The first of these trends also emerged for the use of a car as a driver, although the differences between age groups were less reliable and less pronounced (42.9% of 16-34 year olds, 43.4% of 35-54 year olds, 41.3% of 55-64 year olds and 34.1% of those aged 65+).

Figure 6: How long does it take to travel to the pharmacy you use most regularly?



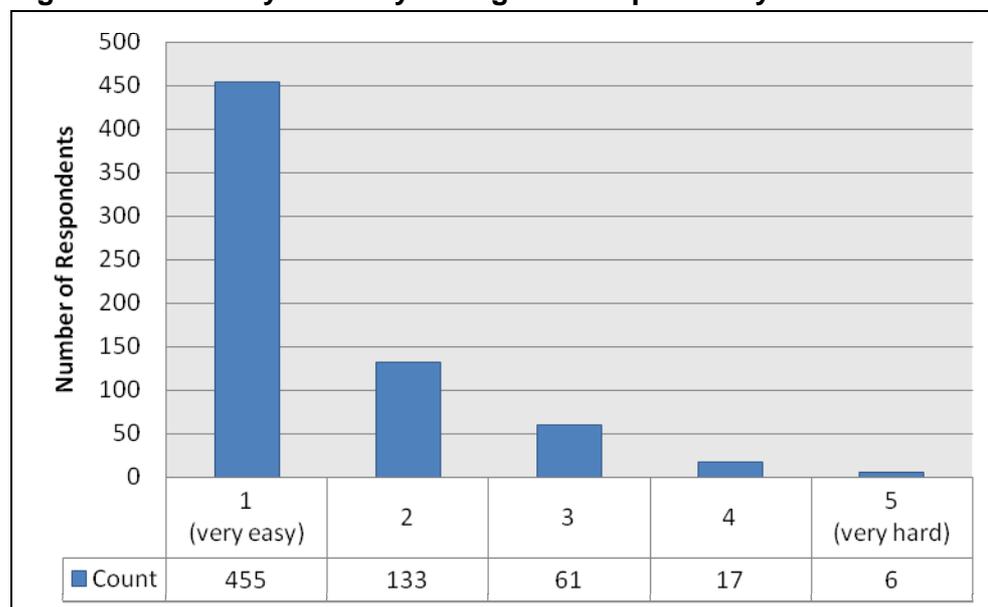
Base = 690 respondents

Figure 6 reveals that of the 690 respondents who answered this question, 382 (55.4%) indicated that it typically takes 5-15 minutes to travel to their regular pharmacy. 199 respondents (28.8%) indicated that it takes less than 5 minutes, while 89 (12.9%) responded that it takes 15-30 minutes. Only 20 respondents (2.9%) indicated that it takes 30-45 minutes, and no respondents answered that it takes them over 45 minutes. Again reflecting the similarity in levels of preference for modes of transport, there were no notable differences between the length of time taken by men and women to travel to their regular pharmacy.

Analysis of these results by age group are somewhat unsurprising. For each age group, the largest proportion of respondents took 5-15 minutes. However, the “less than 5 minutes” and “15-30 minutes” brackets show clear age-related trends. The group most likely to take less than 5 minutes was the 16-34 group (40.6%), followed 35-54 (34.8%), 55-64 (24.9%) and 65+ (18.0%). The opposite was true for the group most likely to select 15-30 minutes: 65+ had the greatest share of its panellists (18.6%) in this category, followed by 55-64 (13.0%), 35-54 (10.5%) and 16-34

(7.8%). The low number of respondents selecting 30-45 minutes and over 45 minutes do not allow for meaningful analysis.

Figure 7: How easy is it for you to get to the pharmacy on a scale of 1 to 5?

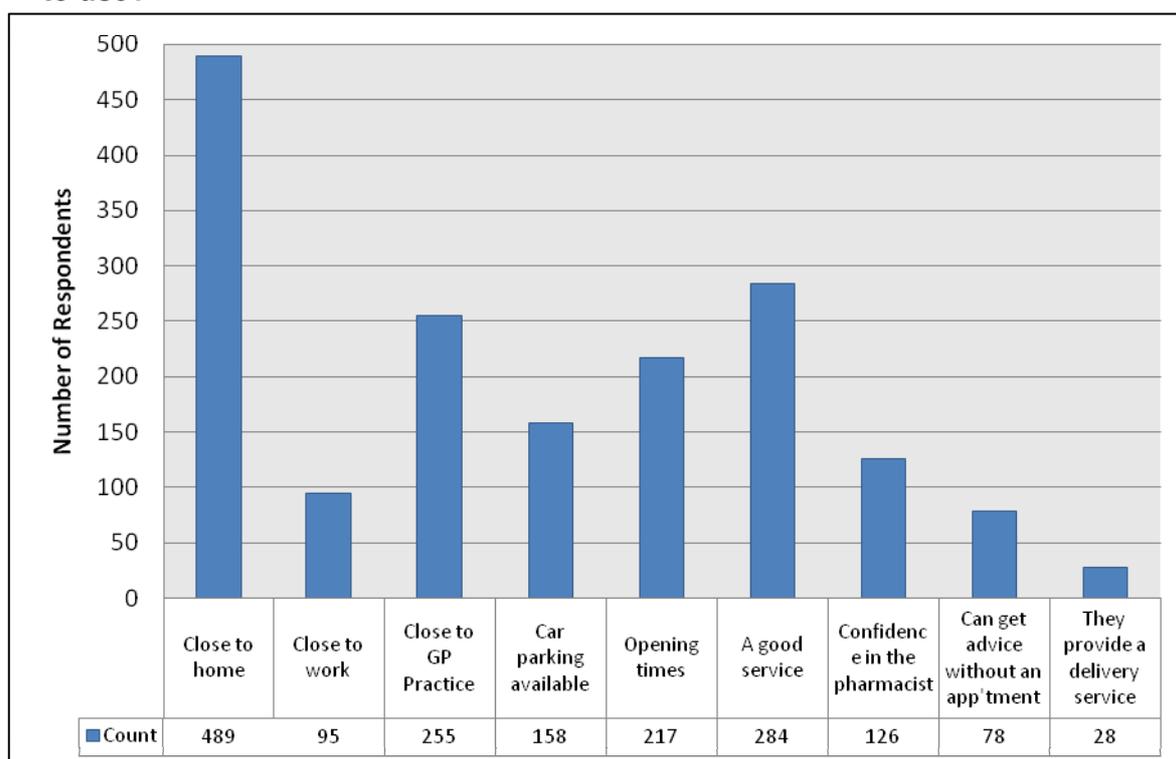


Base = 672 respondents

If we assume that 3 represents a 'neither easy nor hard' mid-point, we see that a very clear majority of respondents (588: 87.5%) find it either very easy or easy to get to their regular pharmacy. 61 respondents (9.1%) suggested that it is neither easy nor hard, whilst 23 respondents (3.4%) suggested that it is either hard or very hard, with only 6 respondents (0.9%) selecting the 'very hard' option. There were no notable gender differences in the responses to this question.

Each age group had its greatest share of panellists in the "1 (very easy)" category, although the younger the group, the greater its share of panellists selecting this option (e.g. 75.0% of 16-34 year olds, 72.5% of 35-54 year olds, 62.5% of 55-64 year olds and 62.3% of 65+). Differences between the age groups and age-related patterns were less evident for brackets 2, 3 and 4. Although a similar pattern appeared to re-emerge for "5 (very hard)", the low number of respondents selecting this option would make it misleading to draw firm conclusions.

Figure 8: Which 3 factors are most important when deciding which pharmacy to use?



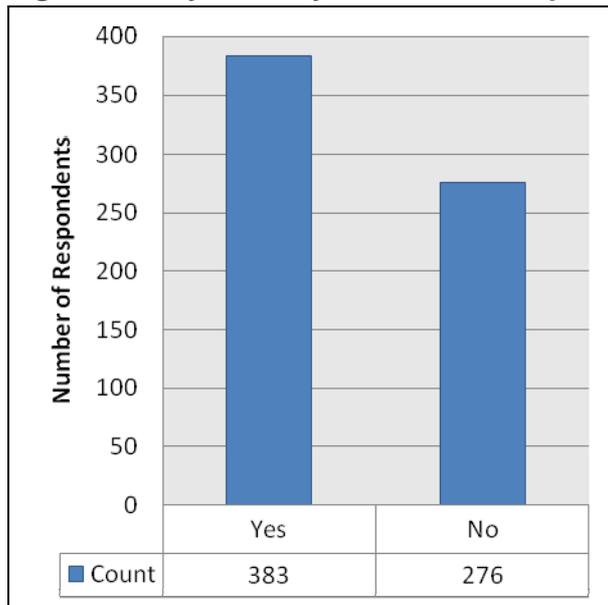
Base = 708 respondents

Figure 8 shows the factors that panellists feel are most important when deciding which pharmacy to use (panellists were asked to select up to 3 options). The chart shows that by far the most frequently mentioned factor was proximity to one's home, mentioned by 489 respondents (69.1%). The next most frequently selected factors were that the pharmacy provides a good service (284 respondents: 40.1%), proximity to one's GP practice (255 respondents: 36.0%), convenient opening times (217 respondents: 30.6%), convenient car parking (158 respondents: 22.3%) and confidence in a particular pharmacist's ability (126 respondents: 17.8%). Proximity to work (95 responses: 13.4%), the ability to get advice without an appointment (78 responses: 11.0%) and a delivery service (28 responses: 4.0%) were each selected by a far lower number of respondents. The only notable gender difference emerging from closer analysis of these results is that there was slightly more emphasis placed by women upon the opening times of a pharmacy and its proximity to their home as determinants of whether they choose to use it.

For a number of the options, there were no clear age-related trends. However, proximity to work, proximity to home, opening hours and the standard of service all yielded evidence of patterned distribution by age group. Proximity to home, proximity to work and convenient opening hours were selected by far higher proportions of younger panellists than by older ones, with a decrease in emphasis on these factors as age increased. Proximity to home was selected as a key factor by 78.8% of 16-34 year olds, by 73.5% of 35-54 year olds, by 66.5% of 55-64 year olds and by 62.4% of 65+ year olds, whilst proximity to work saw an even greater gap in relevance between oldest and youngest age groups: 25.8% of 16-34 year olds selected this as

an important factor, compared to 20.0% of 35-54 year olds, 9.7% of 55-64 year olds and just 1.8% of 65+ year olds. Opening hours saw the same trend, with 45.5% of 16-34 year olds selecting this as a factor, compared with 36.9% of 35-54 year olds, 26.6% of 55-64 year olds and 18.8% of 65+ year olds. Standard of service, on the other hand, saw a reversal of this trend, providing the biggest divergence between younger and older opinions: whilst the standard of service was only selected as a factor by 18.2% of 16-34 year olds, this figure rose to 29.6% for 35-54 year olds, to 46.5% for 55-64 year olds and then to 60.6% for 65+ year olds.

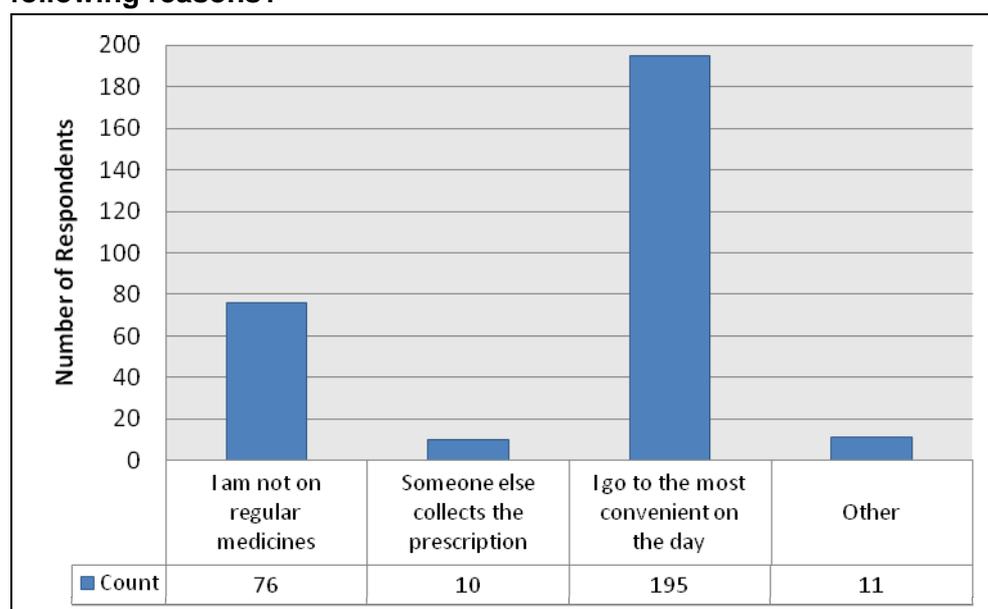
Figure 9: Do you always use the same pharmacy?



Base = 659 respondents

Figure 9 shows that of the 659 who answered the question, 383 respondents (58.1%) do always use the same pharmacy, while 276 respondents (41.9%) do not. Men showed more of a tendency to always use the same pharmacy: 63.1% of male respondents always use the same pharmacy, compared to 53.1% of female respondents. Analysis of the data on the basis of age indicates that as age group increased, so the share of panellists who always use the same pharmacy increased. Thus, whilst 34.4% of 16-34 year olds always use the same pharmacy, the corresponding figure for 35-54 year olds was 48.5%, rising to 64.5% of 55-64 year olds and to 74.8% of those aged 65+.

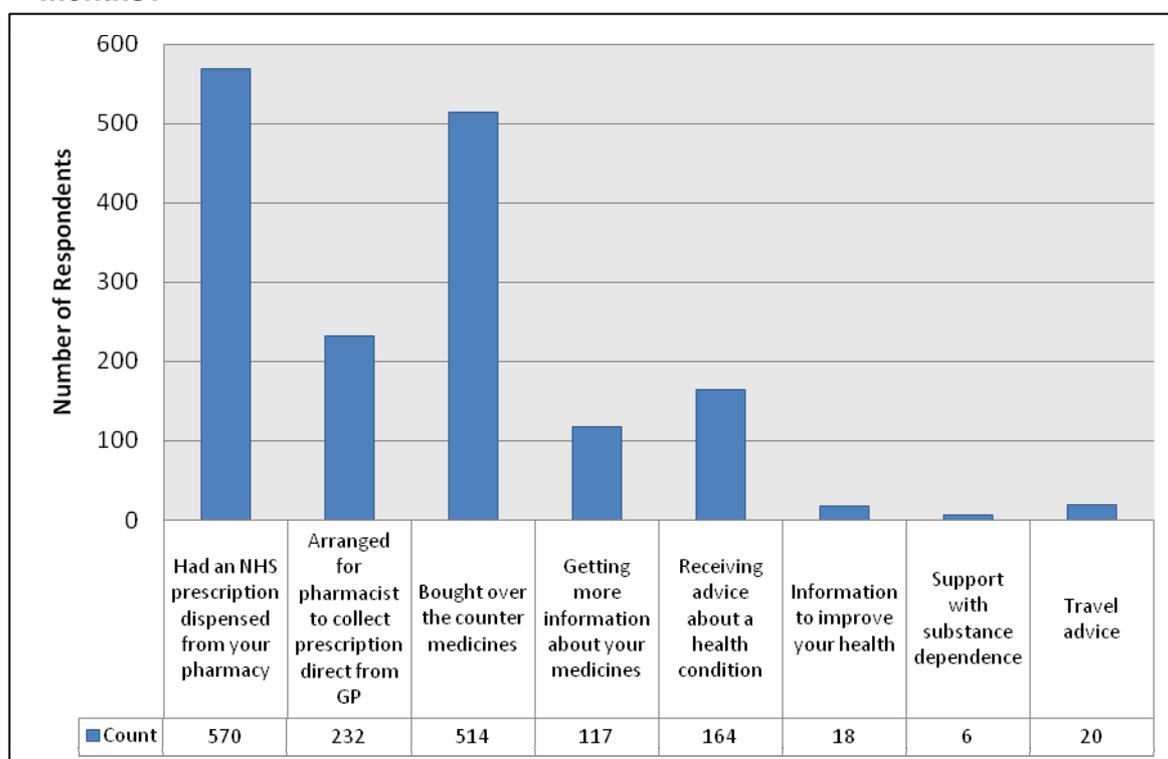
Figure 10: If you do not always use the same pharmacy, is it for one of the following reasons?



Base = 261 respondents

The 276 respondents who answered ‘no’ to the previous question were asked if any of the reasons shown in Figure 10 were behind their decision not to always use the same pharmacy. 261 of these respondents provided a response. Of this number, the greatest proportion used different pharmacies for reasons of convenience (195: 74.7%). 76 respondents (29.1%) did not use the same pharmacy because they are not on regular medicines. For 10 respondents (3.8%), other people collected their prescription. A further 11 (4.2%) cited ‘other’ reasons, with the most common response in this category being that the type of medicine required by respondents determined the pharmacy they visit (8 respondents: 3.1%). Two notable gender trends emerge when analysing this further: a greater proportion of men than women choose their pharmacy on the basis of whichever is more convenient on the day (71.6% compared to 62.7% of women), whilst women were more likely to indicate that they do not use the same pharmacy because they are not on regular medicines (27.5% compared to 19.3% of men).

Figure 11: Which of these pharmacy services have you used in the last 12 months?



Base = 708 respondents

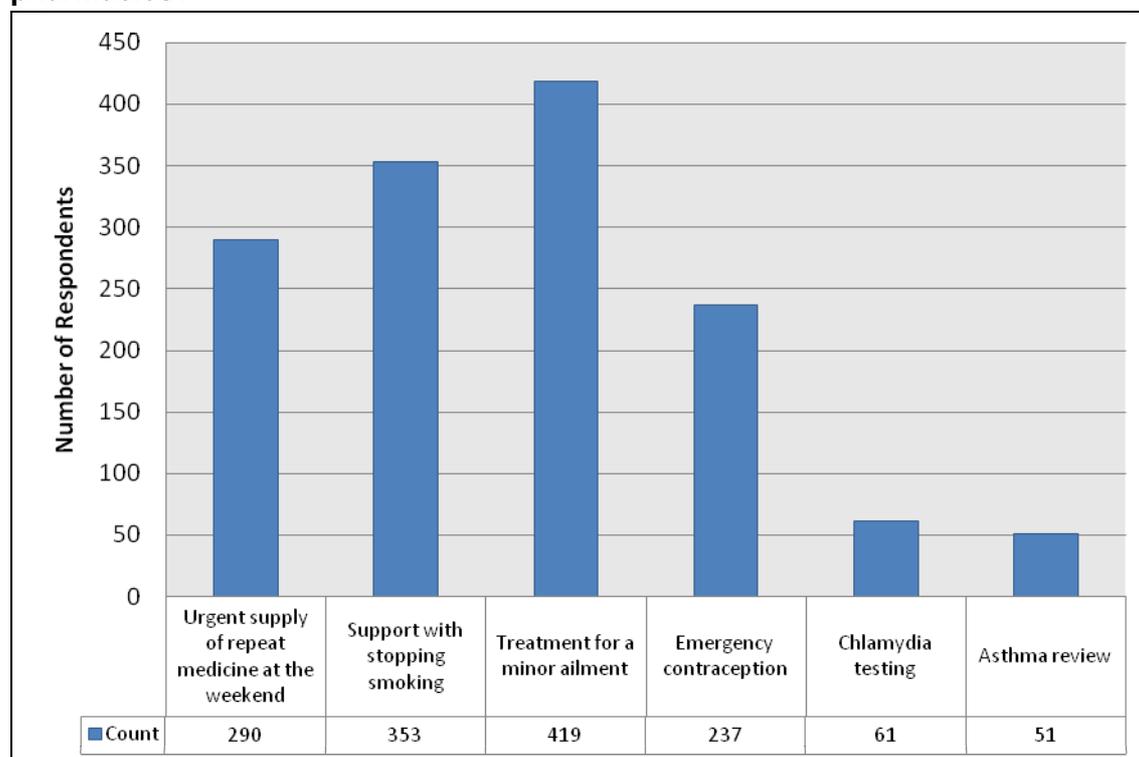
Figure 11 shows that the most frequently used pharmacy service was having an NHS prescription dispensed (570 respondents: 80.5%). 514 respondents (72.6%) indicated that they have bought over the counter medicine, and 232 (32.8%) have arranged for their pharmacist to collect their NHS prescription from their GP practice. 164 respondents (23.2%) indicated that they have received advice about a health condition, and 117 respondents (16.5%) have got more information about their medicines. Far fewer respondents have obtained travel advice (20 respondents: 2.8%), information about improving their health (18 respondents: 2.5%) and support with substance dependence (6 respondents: 0.8%).

With the exception of support for substance dependence (used by 1.5% of men and by no women), each service was used by a larger proportion of women than men. This was particularly pronounced in the case of arranging for a pharmacist to collect their prescription from their GP (36.1% of women compared to 29.2% of men), buying over the counter medicines (75.4% of women compared to 69.3% of men), getting more information about medicines (18.5% of women compared to 14.2% of men) and receiving advice about a health condition (26.7% of women compared to 19.2% of men).

Although there was once again considerable variation in the proportions within each group who selected a particular option, these tended to conform to the overall trends displayed in Figure 11. There are two slight exceptions to this: as age group increased, so the proportion of people who had bought over the counter medicines decreased (81.8% of 16-34 year olds, 80.4% of 35-54 year olds, 67.6% of 55-64 year

olds and 61.2% of 65+). Conversely, the proportion within each age group who had arranged for their pharmacist to collect their prescription increased in line with the age of the group. Thus, whilst this option was selected by 21.2% of 16-34 year olds, 25.8% of 35-54 year olds did likewise, as did 38.4% of 55-64 year olds and 41.2% of those aged 65+.

Figure 12: Did you know that the following services are available at community pharmacies?



Base = 708 respondents

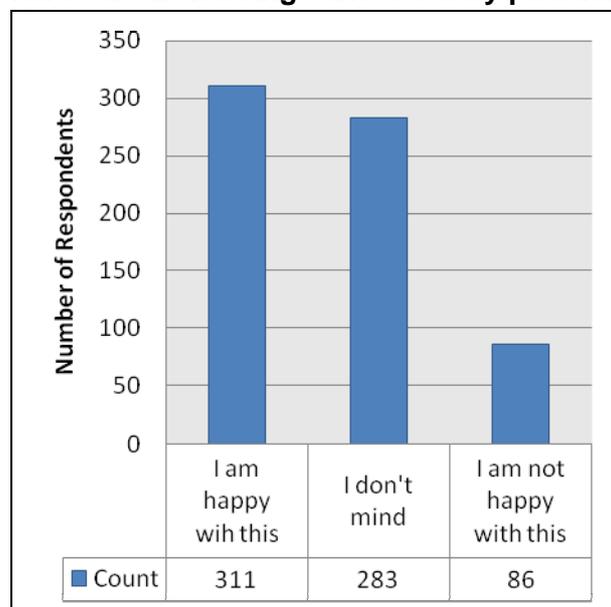
Figure 12 shows that 419 respondents (59.2%) indicated that they are aware that treatment for a minor ailment is available at community pharmacies. 353 (49.9%) indicated that they are aware that support for stopping smoking is available and 290 (41.0%) were aware that urgent supplies of repeat medicines were available at the weekend. 237 (33.5%) indicated they are aware emergency contraception is available. In comparison, only 61 (8.6%) are aware of Chlamydia testing, whilst an even smaller number (51 respondents: 7.2%) knew about the availability of asthma reviews at community pharmacies.

Further analysis of these results by gender shows that awareness of certain products was slightly higher among men than women for some services, and markedly higher among women than men for the remaining services. Men showed marginally higher levels of awareness of the availability of repeat medicine at the weekend and asthma reviews than women. However, the greater awareness among women of other services was more pronounced. Thus, they were notably more aware than men of support with stopping smoking (54.0% compared to 44.8% of men), treatment for a minor ailment (66.6% compared to 51.6% of men), emergency contraception (41.3%

compared to 23.9% of men) and – albeit to a lesser extent – Chlamydia testing (10.9% compared to 5.9% of men).

Analysis by age group only reveals only two clear trends: namely, that the proportion of people within each age group who are aware of emergency contraception and Chlamydia testing seems to correlate strongly with their age. As age group increased, so the proportion who were aware of these services seemed to decrease. For contraception, awareness was highest among 16-34 year olds (19.7% of whom were aware of this service), falling to 11.5% of 35-54 year olds, 5.9% of 55-64 year olds and 1.8% of those aged 65+. The difference was even more pronounced in relation to emergency contraception, of which 59.1% of 16-34 year olds were aware, compared with 41.5% of 35-54 year olds, 29.2% of 55-64 year olds and 12.9% of 65+ year olds.

Figure 13: More activities which used to only be done by your GP or practice nurse are now being carried out by pharmacists. How do you feel about this?



Base = 680 respondents

Respondents were subsequently asked how they felt about the availability at community pharmacies of a greater range of services traditionally only carried out by a GP or nurse (these include treatments such as asthma reviews, weight management and flu vaccinations). Figure 13 shows that of the 680 who answered the question, a small minority (86 respondents: 12.6%) were unhappy with this. Conversely, 311 respondents (45.7%) indicated that they were happy about this range of services being offered by pharmacists, whilst a similar proportion (283 respondents: 41.6%) indicated that they do not mind. Women were marginally more happy with the availability of such services at community pharmacies than men (47.3% compared to 44.4% of men), with a slightly larger proportion of men than women indicating ambivalence to or unhappiness with these changes.

The only notable age-related trend apparent in the further analysis conducted on this question related to the proportion of each age group selecting the “I am happy with

this”. Although there was variation in the proportion of each group selecting each of the other options, there were no distinct trends per se. However, as age group increased, so the proportion within each group expressing happiness decreased, from 51.6% of 16-34 year olds to 50.0% of 35-54 year olds, 45.2% of 55-64 year olds and 38.1% of 65+ year olds.

Finally in this section, respondents were asked to provide any other comments they may have on community pharmacies in Aberdeen. 103 respondents (14.5%) provided a relevant comment. These comments were grouped into thematic categories for analysis, the results of which are shown in Table 1.

Table 1: Do you have any other comments on community pharmacies in Aberdeen City?

Thematic Category	Respondents	
	Count	%
General approval	33	32.0
Concerns re. staff qualification/familiarity	16	15.5
Concerns re. illegal drugs/users	14	13.6
Concerns - practical/competency	13	12.6
Unsure what a community pharmacy is	9	8.7
Concerns re. customer privacy	7	6.8
Need better publicity	6	5.8
Preference for local/independent pharmacies	5	4.9
Opening hours	5	4.9
Other	5	4.9

Base = 103 respondents

Of the 103 people who made a relevant comment (some respondents provided more than one comment), the most frequent category of comments (33 respondents: 32.0%) was one of general approval or appreciation of the services provided by community pharmacies. Following this, the categories of response most frequently offered related to concerns over the level of qualifications of pharmacy staff or the lack of relationship between pharmacist and customer (compared to the relationship between a GP and a patient) (mentioned by 16 respondents: 15.5%), and concerns about the presence of illegal drug users in community pharmacies (mentioned by 14 respondents: 13.6%). 13 respondents (12.6%) expressed practical concerns over community pharmacies, particularly the inconvenience of getting to one or the fact that they occasionally have items out of stock. 9 respondents (8.7%) were unsure what a ‘community pharmacy’ was and how it differed from a ‘regular pharmacy’, whilst 7 respondents (6.8%) expressed concern over the lack of privacy when speaking to a pharmacist and 6 respondents (5.8%) stated that community pharmacies needed better publicity. The remaining categories each contained comments from just 5 respondents (4.9% each), and incorporated such opinions as a preference for ‘local’ pharmacies and concerns over community pharmacy opening hours.

SAFETY – WILFUL FIRES AND HOME FIRE SAFETY

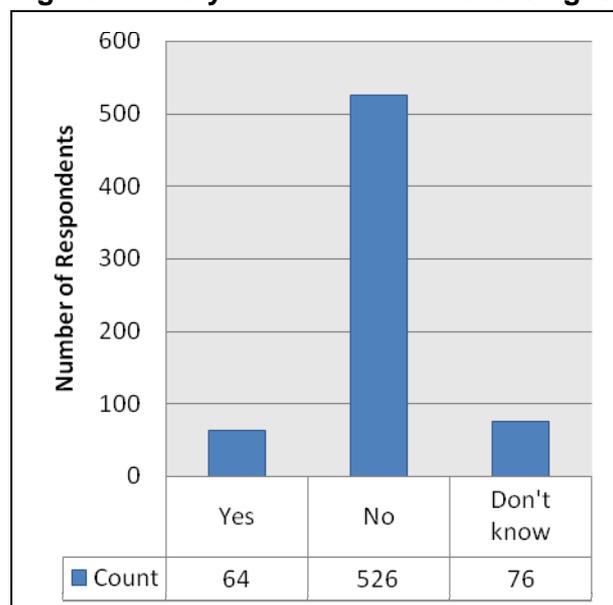
Last year, Grampian Fire and Rescue Service (GFRS) called upon the City Voice to talk about their experience of free home fire safety visits and wilful fire raising. Since this time, the fire service has been working to increase awareness in these areas and now wants to measure the impact of these changes. The information given by panellists will help the fire service to target advertising of the free fire safety visits and contribute to the design of future fire safety campaigns.

Wilful Fires

Wilful fire raising is the deliberate or malicious starting of fires to cause damage and destruction or endanger life. These fires put lives at risk, destroy property and wildlife, damage our environment and have a large financial impact on our resources. Most wilful fires are started in piles of rubbish or wheelie bins, on open grassland or in unsecured areas of property (shared storage rooms or communal hallways).

Panellists were asked whether they believe wilful fire raising to be a problem in their area. Their responses are shown in the Figures below.

Figure 14: Do you think wilful fire raising is a problem in your local area?

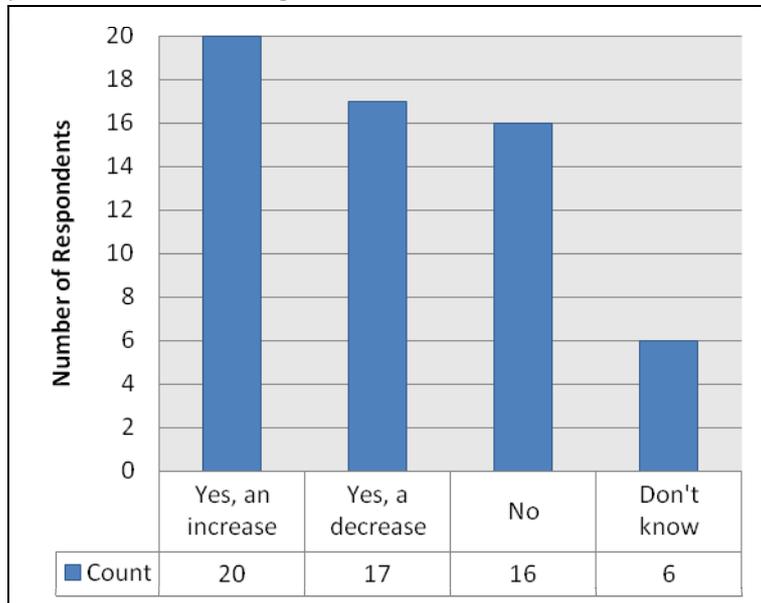


Base = 666 respondents

Figure 14 shows that only 64 respondents (9.6%) indicated that they believe wilful fire raising to be a problem in their local area. Whilst 76 respondents (11.4%) did not know if there was a problem, a much larger proportion (526 respondents: 79.0%) did not believe that there was a problem in their local area. A greater proportion of women (13.8%) than men (9.1%) stated that they did not know, with a greater percentage of men offering a firm opinion one way or another. Thus, 11.3% stated that they thought wilful fire raising was a problem (compared to 7.9% of women) and

79.7% stated that they did not think there was a problem (compared to 78.3% of women). There were no age-related trends in the responses given to this question.

Figure 15: If you think wilful fire raising is a problem in your local area, have you noticed a change in the number of wilful fires over the last year?

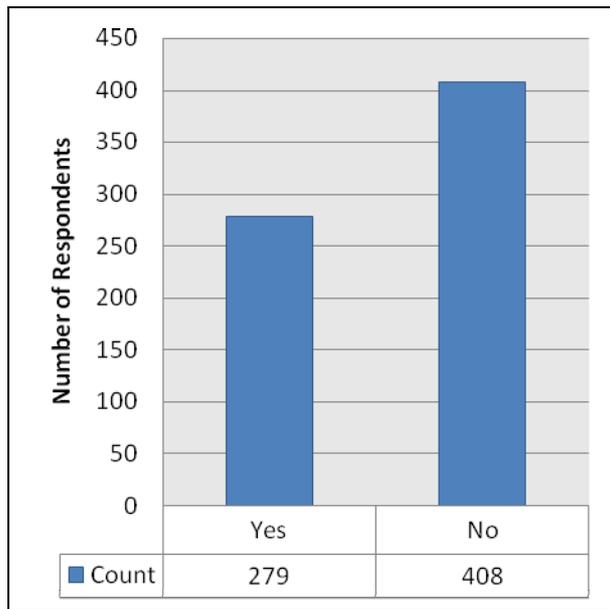


Base = 64 respondents

Figure 15 shows that of the 64 respondents that did believe wilful fire raising was a problem, 20 (31.3%) also believed that there had been an increase in the past year. 17 respondents believed that there had been a decrease (26.6%), while 16 (25.0%) had seen no change. 6 respondents (9.4%) indicated that they did not know if there had been an increase or decrease. A greater proportion of men (12.5%) than women (8.3%) indicated that they did not know, that there had been an increase (37.5% compared to 33.3% of women) or that there had been a decrease (31.3% compared to 25.0% of women). Conversely, a greater proportion of women believed that there had been no change (33.3% compared to 18.8% of men). Again, no age-related trends were evident, although the low number of respondents to this question would have made meaningful analysis difficult anyway.

Following suggestions made by City Voice panellists last year, Grampian Fire and Rescue Service have widely advertised the problems associated with wilful fire raising. Panellists were asked whether they had seen or heard any advertising. Their responses are provided below.

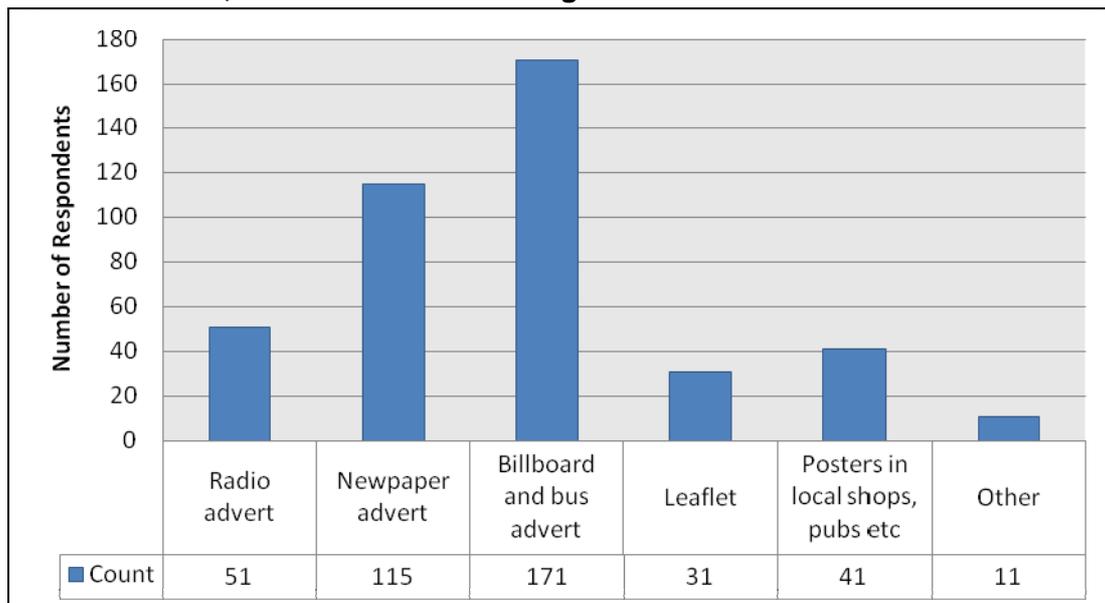
Figure 16: Have you seen or heard any advertising about deliberate fires/wilful fires?



Base = 687 respondents

Figure 16 shows that of the 708 respondents asked whether they had seen or heard any advertising, 687 responded with 408 of them (59.4%) saying that they had neither seen nor heard any advertising about deliberate/wilful fires. Conversely, 279 respondents (40.6%) indicated that they had either seen or heard some form of advertising. A greater proportion of men (41.8%) than women (39.3%) had seen some form of advertising. Despite further examination of the data, there were no discernible age-related patterns which differed from Figure 16's aggregated results.

Figure 17: If you have seen or heard any advertising about deliberate fires/wilful fires, what kind of advertising was it?



Base = 279 respondents

Figure 17 shows that of those that had seen or heard any advertising about deliberate fires/wilful fires, a majority had seen billboard and bus adverts (171 respondents: 61.3%). 115 respondents (41.2%) indicated that they had seen newspaper adverts and 51 (18.3%) had heard radio adverts. 41 respondents (14.7%) stated that they had seen posters, whilst 31 (11.1%) had seen leaflets. 11 respondents (3.9%) indicated they had seen advertising via other media. Within this group, the most prevalent response was a television advert (6 respondents: 2.2%), followed by a public meeting (2 respondents: 0.7%).

Most forms of advertising had been seen by very similar proportions of men and women, with two exceptions. Firstly, newspaper adverts were seen by a much higher percentage of male panellists (48.2%) than female panellists (33.8%), whilst a larger proportion of female panellists (63.8%) had seen billboard and bus adverts than their male counterparts (59.1%).

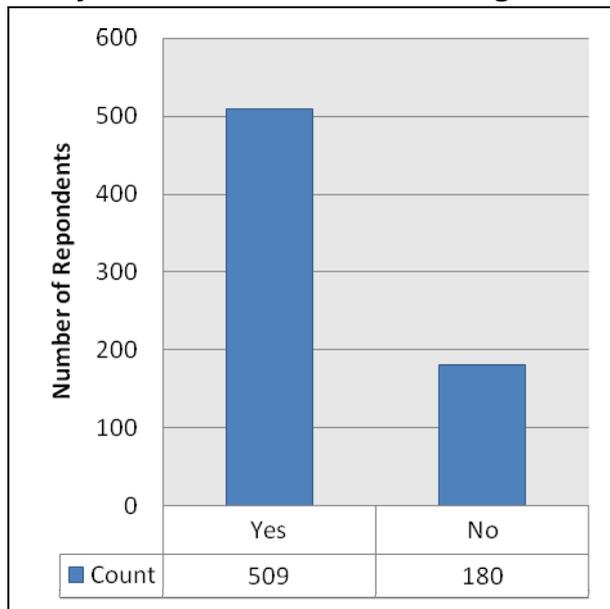
Two fairly clear age patterns emerged from the responses here. Firstly, a far higher proportion of older age groups had also seen newspaper advertising, with the proportion decreasing as the age of each group decreased: from 62.7% of 65+ year olds to 44.2% of 55-64 year olds, 34.8% of 35-54 year olds and 17.9% of 16-34 year olds. Secondly (although less reliably), as age increased, so the proportion of panellists who had seen billboard and bus adverts appeared to decrease (although the trend appears to 'level out' somewhat at the upper end of the age spectrum). Thus, the figure was highest among 16-34 year olds (75.0%), falling to 64.3% of 35-54 year olds, 55.8% of 55-64 year olds and 56.9% of 65+ year olds.

Home Fire Safety

Smoke alarms are the first line of defence against fire. They are designed to detect fire in its early stages and can give residents those precious few moments to get out safely. Grampian Fire and Rescue Service can provide a FREE home fire safety visit and if required, can provide and fit a free smoke alarm, including smoke alarms designed for the deaf or hard of hearing. This safety check is carried out by firefighters from residents' local fire station and takes approximately 20 minutes. It can be conducted at a time convenient to residents and is free to all residents of the City of Aberdeen.

Panellists were asked whether they were aware that these visits were offered and to whether or not they had arranged one. The results are shown in the Figures below.

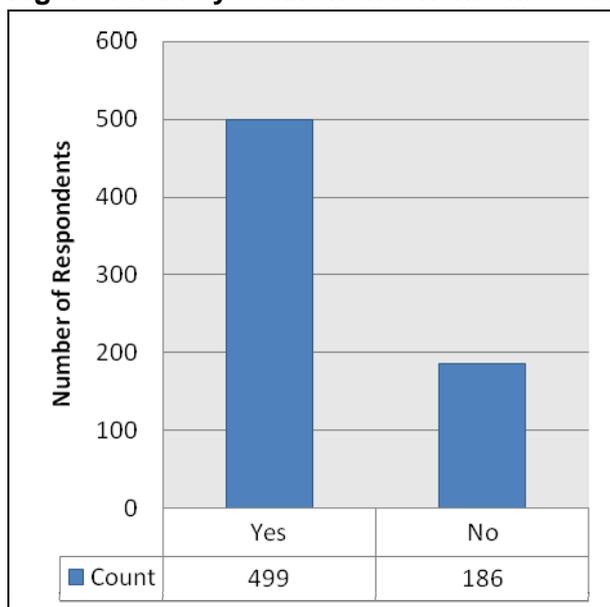
Figure 18: Were you aware that Grampian Fire and Rescue Service offered fire safety visits at home before reading about it in the City Voice?



Base = 689 respondents

Figure 18 shows that of 689 respondents, a substantial majority (509: 73.9%) was aware that Grampian Fire and Rescue Service offered fire safety visits at home before reading about it in the City Voice. 180 respondents (26.1%) indicated that they were not aware of this prior to reading about it in the City Voice. A slightly higher proportion of women (75.6%) were aware of this than men (72.1%). There was no clear correlation between age and awareness of free fire safety visits, with all age ranges exhibiting good general awareness.

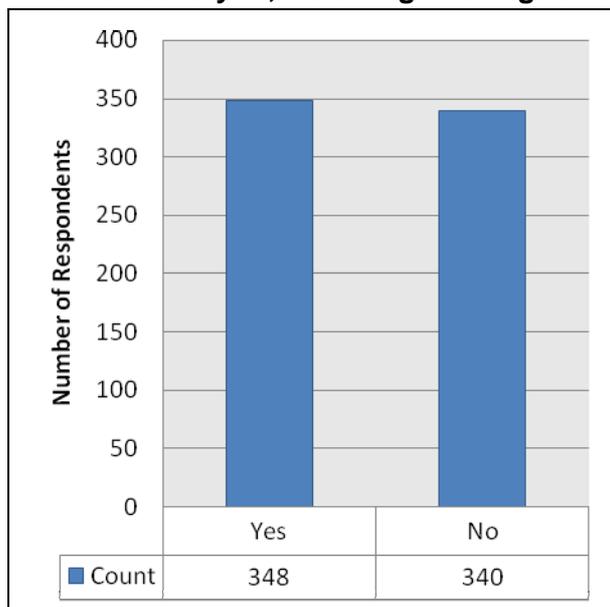
Figure 19: Did you know that home fire safety visits are free?



Base = 685 respondents

Panellists were subsequently asked if they were aware that this service was free. Again, a very clear majority of respondents was aware of this. Where Figure 18 showed that 509 respondents (73.9%) were aware of the service, Figure 19 shows that a similar number (499 respondents) and proportion (72.8%) were also aware that the service was provided free of charge. Only 186 respondents (27.2%) indicated they were not aware that the service was free. Again, a slightly higher proportion of female panellists (74.4%) knew about this than did male panellists (71.8%). Once more, there was no clear correlation between the age of respondents and the answers provided.

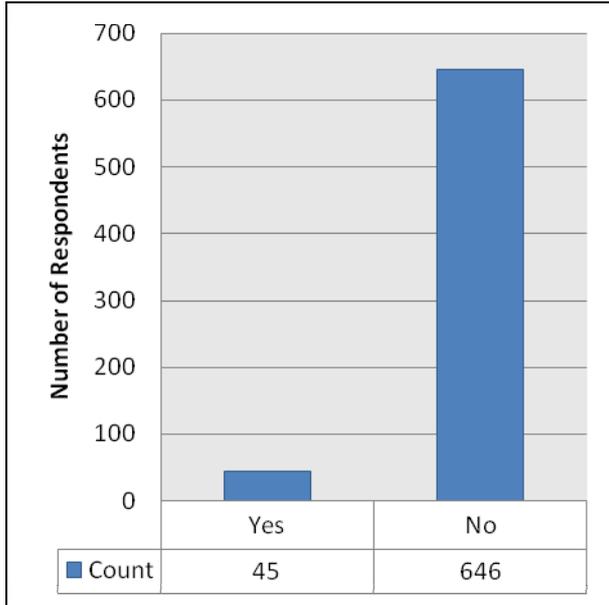
Figure 20: Did you know that a free home fire safety visit can be carried out at a time that suits you, including evenings and weekends?



Base = 688 respondents

The next question aimed to establish whether respondents were aware that these home fire safety visits could be carried out at a time suitable to them, including at weekends or in the evening. Figure 20 shows that awareness of this aspect of home fire safety visits was far more limited, with very similar proportions stating that they were aware of this (348 respondents: 50.6%) and that they were not aware of this (340 respondents: 49.4%). Continuing the gender theme of the previous two questions, a larger proportion of female respondents (51.7%) again was aware of this than were their male counterparts (50.9%), although the small difference between the two in the foregoing questions was even smaller in relation to this question. Again, responses to this question showed little variation between age groups.

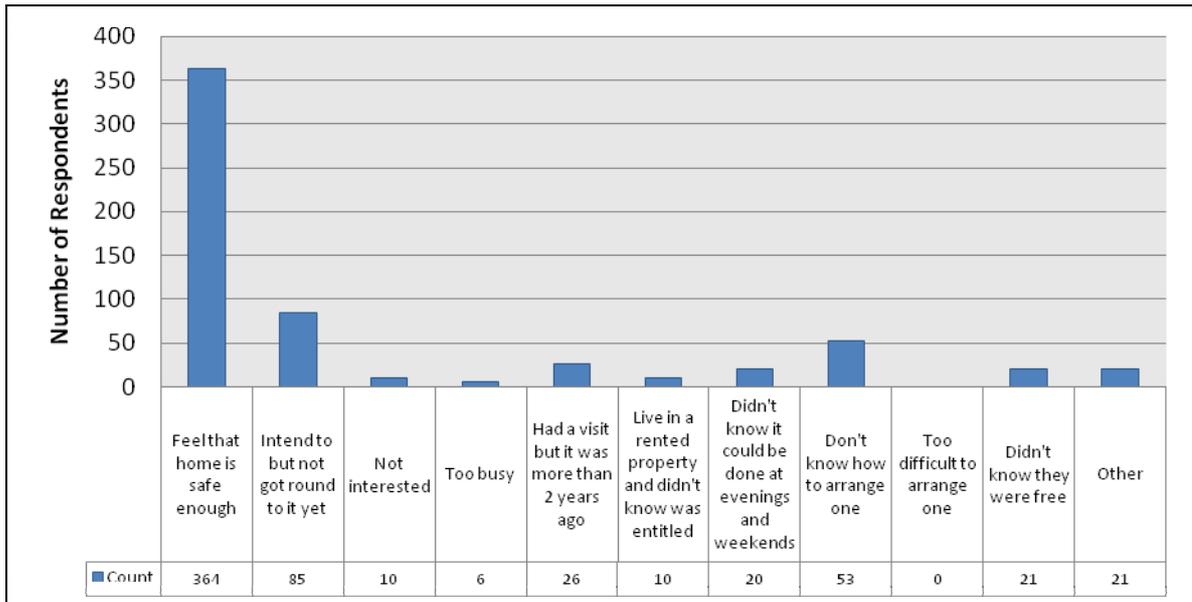
Figure 21: Have you had a home fire safety visit in the last two years?



Base = 691 respondents

Continuing this theme, panellists were asked if they had had a home fire safety visit in the previous two years. Figure 21 shows that of the 691 panellists who responded to the question, only 45 (6.5%) had done so. Conversely, 646 respondents (93.5%) stated that they had not. The 65+ age group contained the highest proportion of panellists (10.4%) who had had a home fire safety visit. This fell to 7.7% of 55-64 year olds, 3.1% of 35-54 year olds and 3.2% of 16-34 year olds. A slightly larger proportion of women (7.6%) than men (4.8%) had had a home fire safety visit in the previous two years.

Figure 22: If you have not arranged a home fire safety visit in the last two years, is there a reason?



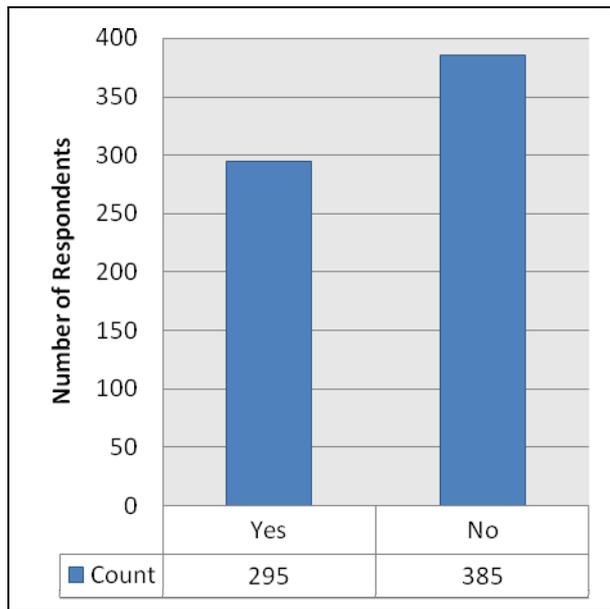
Base = 646 respondents

Figure 22 highlights that of the respondents who have not arranged a home safety visit, the vast majority have not done so as they feel that their home is safe enough (364 respondents: 56.3%). 85 respondents (13.2%) indicated that they intend to arrange one but had not yet got round to doing so, and 53 respondents indicated that they didn't know how to arrange one (8.2%). Other reasons include that they had a visit, but it was more than two years ago (26 respondents: 4.0%), that they didn't know they were free (21 respondents: 3.3%), that they didn't know it could be done at evening and weekends (20 respondents: 3.1%), that they are not interested (10 respondents: 1.5%), that they live in a rented property and didn't know if they were entitled to one (10 respondents: 1.5%) and that they are too busy (6 respondents: 0.9%). No respondents indicated that they felt it is too difficult to arrange one. 21 respondents (3.3%) selected 'other' reasons. The most popular reasons given here were that respondents were simply not aware of them (10 respondents: 1.5%), followed by those who had a friend or family member who would do this kind of check for them (7 respondents: 1.1%). 3 respondents (0.4%) claimed that they had requested a visit but had received no reply.

There were few clear differences between the reasons offered by male and female respondents. The two reasons on which the greatest difference between the two was apparent were in relation to feeling that one's home is safe enough (cited by 62.8% of men compared to 55.4% of women) and intending to arrange a visit but not having got round to it yet (selected by 16.3% of female respondents compared to 10.7% of male respondents).

Two correlations emerged when examining the age breakdown of responses. Firstly, the older the age group, the greater the proportion of panellists citing that their home was safe enough: from 66.2% of 65+ year olds to 59.8% of 55-64 year olds, 55.6% of 35-54 year olds and 49.2% of 16-34 year olds. Secondly, the younger the age group, the greater the proportion of panellists who stated that they didn't know this could be done at weekends and evenings: from 5.1% of 16-34 year olds to 4.7% of 35-54 year olds, 1.9% of 55-64 year olds and 0.8% of 65+ year olds.

Figure 23: Were you aware that Grampian Fire and Rescue Service can fit free smoke detectors where needed before reading about it in the City Voice?

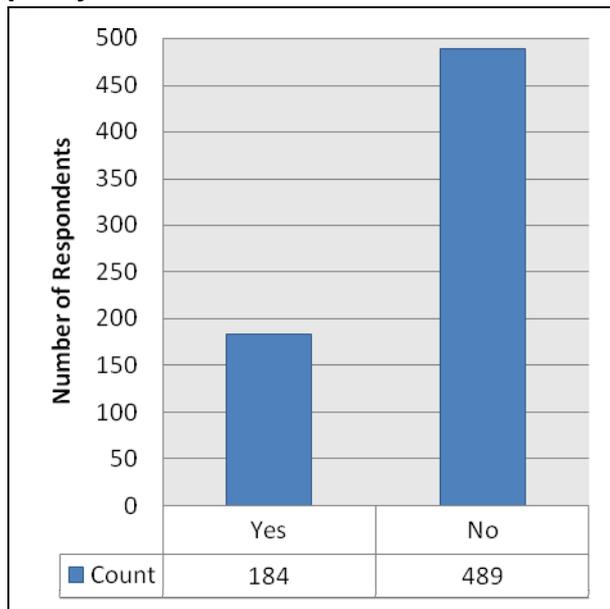


Base = 680 respondents

Figure 23 shows that 385 of 680 respondents (56.6%) were aware that free smoke detectors can be fitted prior to reading about it in the City Voice, with 295 (43.4%) indicating that they were not aware of this. Again, a slightly larger proportion of female panellists (45.7%) than male panellists (42.2%) stated that they were aware of this service prior to reading about it in the City Voice. The proportion of panellists aware of this within each group appeared to rise in accordance with the age of the group. Those aged 65+ were most likely to be aware detectors could be fitted (51.2% of respondents in this age range), compared to 46.3% of 55-64 year olds, 39.8% of 35-54 year olds and 34.4% of those in the 16-34 range.

Following suggestions made by City Voice panellists last year, Grampian Fire and Rescue Service has increased its advertising to make people aware that free home fire safety visits are available. Panellists were asked whether they were aware of any such adverts. The results are shown in the Figures below.

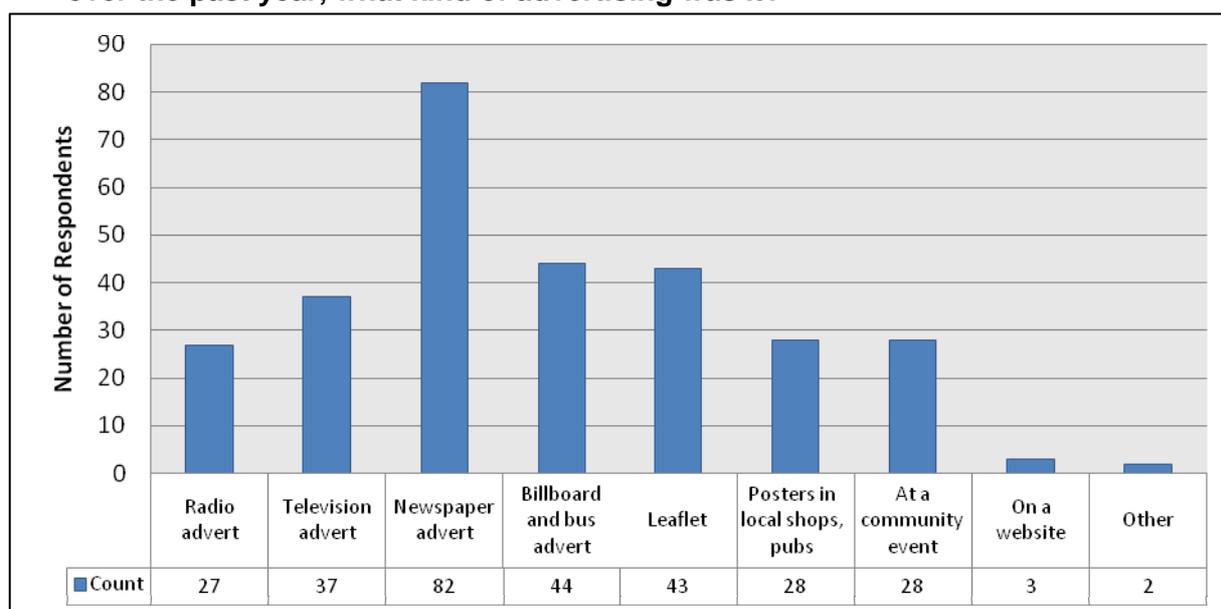
Figure 24: Have you seen any advertising about home fire safety visits over the past year?



Base = 673 respondents

Figure 24 shows that of 673 respondents, only 184 (27.3% of respondents) had seen any advertising about home fire safety visits in the past year, while 489 respondents (72.7%) indicated that they had not. Again, a marginally greater percentage of women (29.0%) than men (27.7%) claimed to have seen some form of advertising. Beyond the general trend provided above, there were no clear age-related patterns in the responses given to this question, although it is worth noting that those in the youngest age group (16-34) had a markedly lower proportion of panellists recalling having seen any advertising: only 18.3% within this group compared to 27.3% across the entire population.

Figure 25: If you have you seen any advertising about home fire safety visits over the past year, what kind of advertising was it?



Base = 184 respondents

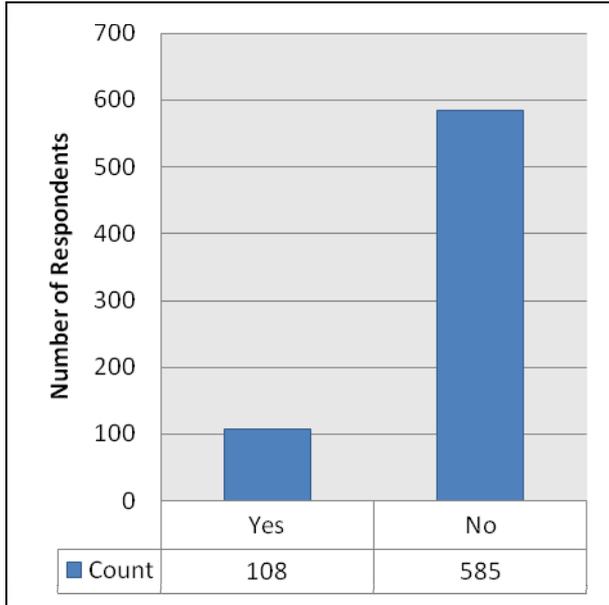
Figure 25 shows that of those 184 respondents who had seen some form of advertising, 82 (44.6%) indicated they had seen the newspaper adverts. 44 respondents (23.9%) had seen billboard and bus adverts, 43 (23.4%) had seen leaflets and 37 (20.1%) had seen television adverts. 28 respondents (15.2%) had observed posters and an identical number had seen advertising at community events. 27 respondents (14.7%) had heard the radio adverts. Perhaps surprisingly, only 3 respondents (1.6%) of respondents indicated that they had seen the advertisements on a website.

Few notable gender differences emerged when these data were subjected to closer analysis. However, the most pronounced differences were seen in relation to newspaper adverts, which were seen by 57.3% of male panellists and 33.0% of female panellists, and billboard and bus adverts, which were seen by 29.2% of male respondents and 19.1% of female respondents. A greater proportion of men than women (22.5% compared to 17.0%) also claimed to have seen a television advert.

This trend was reversed for leaflets, which were seen by 25.5% of women compared to 16.9% of men, and for advertising at a community event, seen by 19.1% of female respondents and 11.2% of male respondents. The only age-related trend emerging from further analysis is that the older the age group, the greater the proportion of panellists who have seen a newspaper advert, ranging from 27.3% of those aged 16-34 to 33.8% of those aged 35-54, 47.2% of those aged 55-64 and 62.5% of those aged 65+.

National statistics tell us that most fires in the home occur because of smoking materials or unattended cooking. The following question asked panellists whether they smoke, or live with someone who smokes.

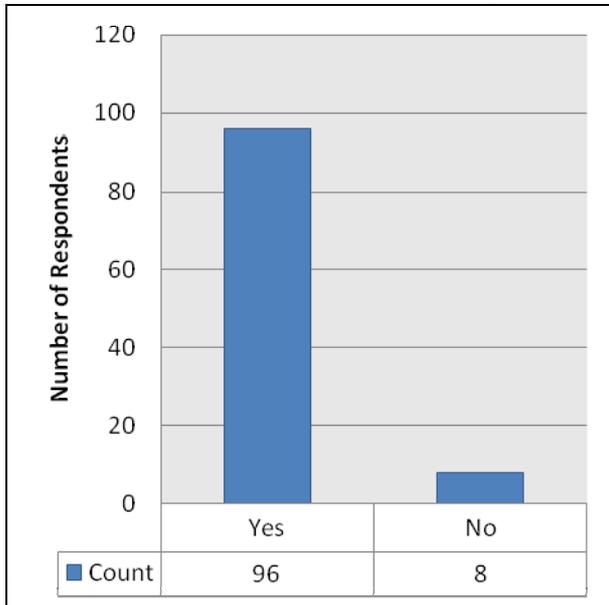
Figure 26: Do you or the people you live with smoke in your home?



Base = 693 respondents

When asked if they or the people they lived with smoked in the home, only 108 of the 693 respondents (15.6%) indicated that they did, with 585 respondents (84.4%) stating that neither they nor the people they live with smoke in their home.

Figure 27: If you or the people you live with do smoke in your home, do you have a working smoke detector in your home?



Base = 104 respondents

The 108 respondents who answered 'yes' to the previous question were then asked whether they had a working smoke detector in their home. 104 of these panellists responded, with Figure 27 showing that 96 (92.3%) of them do have a working smoke detector. Only 8 (7.7%) do not have a working smoke detector in the home. Consideration of the age breakdown of responses suggests that a lower proportion of

younger panellists answering this question have a smoke detector in their house: only 75.0% of the panellists in the youngest age group (16-34) indicate that they do, compared to 92.3% across the wider sub-population answering this question.

SAFETY – SAFER ABERDEEN

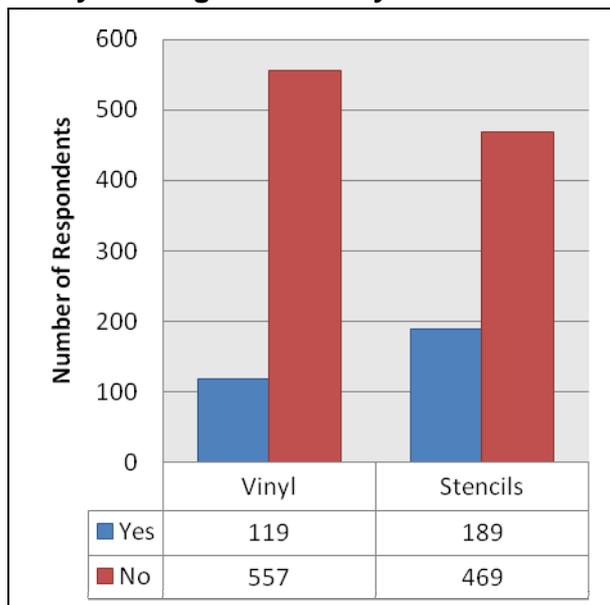
'Safer Aberdeen' is a council led project that develops and implements crime reduction initiatives. Safer Aberdeen works with the Council, Grampian Police, Grampian Fire and Rescue Service, Crimestoppers and the Aberdeen City Alcohol and Drugs partnership to help make Aberdeen a safe and secure place where people can live, work and socialise day and night without the fear of becoming a victim of crime.

Safer Aberdeen have been involved in a number of projects over the last year including city wardens, Best Bar None, Unight Aberdeen, night time taxi ranks, the promotion of safety messages in the city centre and night time street urinals. The partnership was keen to find out panellists' thoughts and views on these projects.

Over the festive period, Safer Aberdeen ran a safety campaign within the city centre focusing on promoting key safety messages. A window vinyl was displayed on Union Street using an empty shop front and pavement stencils displaying safety messages appeared on main pavements. The aim of the campaign was to raise awareness of the Safer Aberdeen scheme, increase community safety and reduce people's fear of crime.

Panellists were shown two images on the questionnaire of separate safety messages that have been displayed in the city centre; one which has appeared as a window vinyl and the other as a pavement stencil. They were then asked which of these they had seen. The results are shown below.

Figure 28: Have you seen the window and/or pavement stencils displaying safety messages in the city centre?



Base = 676 respondents (vinyl); 658 respondents (stencils)

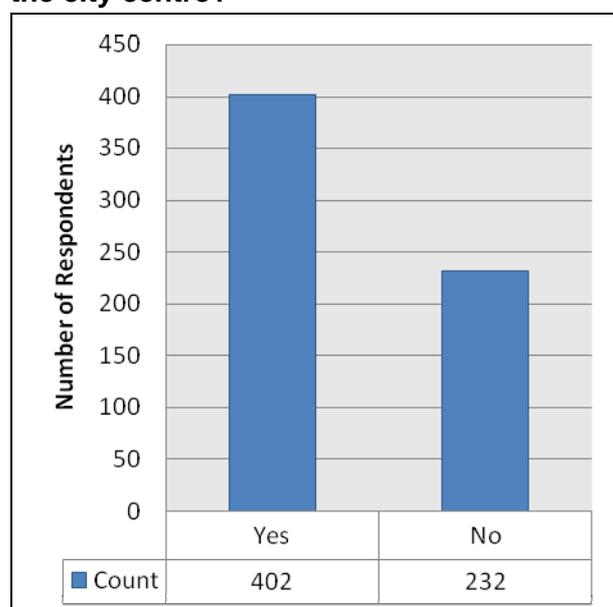
Figure 28 shows that neither display was viewed by a majority of respondents. Of 676 respondents, 557 (82.4%) had not seen the window vinyl whilst 119 respondents

(17.6%) had. A larger proportion of respondents had seen the pavement stencils: 189 of 658 respondents (28.7%) had seen them, whilst 469 (71.3%) had not.

The window vinyls appeared to be slightly more effective among women than men, seen by 17.4% of the former compared to 16.8% of the latter. The opposite was true for the pavement stencils, seen by 29.0% of male panellists compared to 27.5% of female panellists. However, for each initiative, the overall proportion of each gender who had seen window vinyls or pavement stencils was low, and the actual gender difference was marginal.

There were no clear age-related trends to the responses given in relation to the window vinyls, but there does appear to be something of a correlation between age and the proportion of panellists who recall seeing the pavement stencils (although the trend dips slightly in the oldest age group): from 19.4% of 16-34 year olds to 25.3% of 35-54 year olds, 32.9% of 55-64 year olds and 31.8% of those aged 65+.

Figure 29: Do you think this is an effective way to promote safety messages in the city centre?

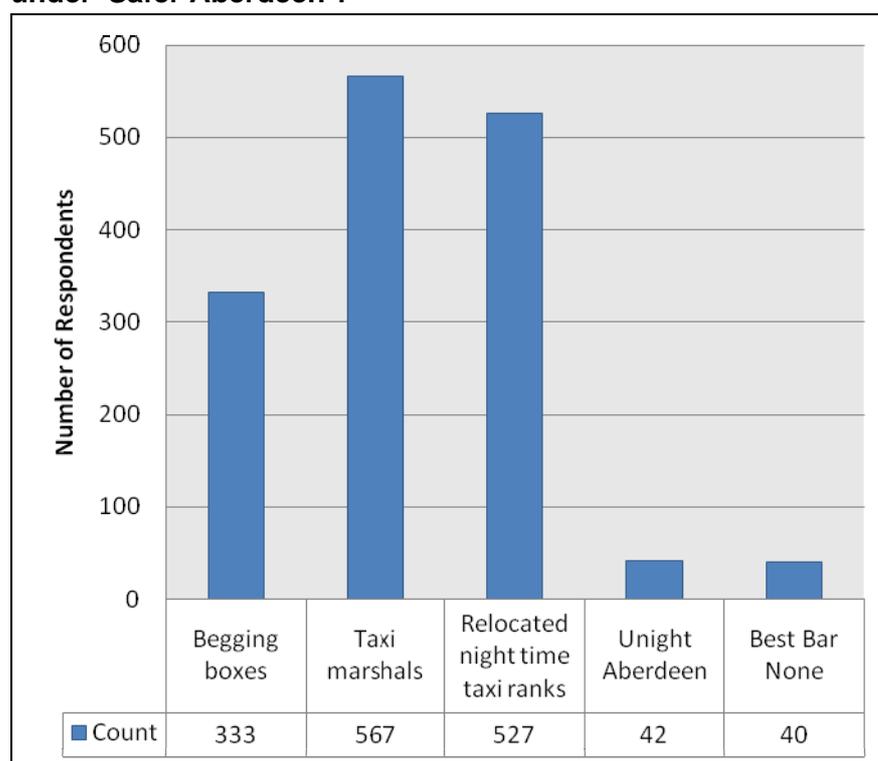


Base = 634 respondents

Respondents were asked if they thought this was an effective way of promoting safety messages in the city centre. Despite a minority of respondents having seen them (see Figure 28), Figure 29 shows that out of 634 respondents, 402 (63.4%) agreed that they were effective, compared to 232 (36.6%) who did not. A slightly larger majority of women (65.1%) endorsed this as an effective method than did men (62.2%). The proportion of panellists endorsing this as an effective way to promote safety messages appeared to fall slightly as the age of the respondent rose: whilst 66.1% of 16-34 year olds approved this and 65.7% of 35-54 year olds did likewise, this fell to 64.5% of 55-64 year olds and 58.9% of 65+ year olds.

Panellists were then asked whether they were aware of the 'Safer Aberdeen' initiatives mentioned in the introduction to this section. The results are laid out below.

Figure 30: Are you aware of the following safety initiatives currently running under 'Safer Aberdeen'?



Base = 708 respondents

Figure 30 reveals that the safety initiative that respondents were most aware of is the use of taxi marshals, recognised by 567 of the 708 respondents (80.1%). 527 respondents (74.4%) were aware of the relocation of night time taxi ranks and 333 (47.0%) indicated they were aware of the begging boxes. However, awareness of the Unight Aberdeen and Best Bar None initiatives was much lower: these were recognised by just 42 (5.9%) and 40 (5.6%) respondents respectively.

Awareness of begging boxes and taxi marshals was relatively consistent across genders. However, a slightly higher proportion of women (76.0%) than men (72.3%) were aware of the relocated night time taxi ranks. Although in each case a very small minority of both genders were aware of either, this trend was reversed for the Unight Aberdeen and Best Bar None initiatives. Thus, 7.1% of male respondents were aware of the Unight Aberdeen initiative compared to 4.4% of female respondents, whilst 6.2% of male panellists were aware of Best Bar None, compared to 4.4% of female panellists.

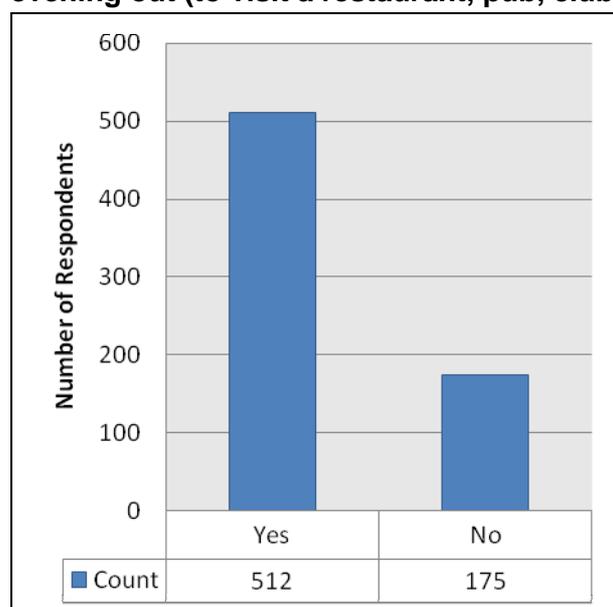
Age-based analysis of these results reveals three trends, relating to the relocation of night time taxi ranks, Unight Aberdeen and Best Bar None. In each case, a smaller proportion of panellists was aware of the initiative as age increased. For Unight Aberdeen, this only meant a fall from 9.1% of panellists in the 16-34 age group to 4.1% of panellists in the 65+ age group, but the trend was more pronounced for the taxi ranks and Best Bar None. For the former, awareness dropped from 86.4% of the youngest age group (16-34) to 66.5% of the oldest (65+), whilst awareness of Best

Bar None dropped from 13.6% of the youngest age group (16-34) to 1.8% of the oldest group (65+).

Night Time Economy

The following sub section focused on the night time economy and aimed to gather panellists' thoughts on the availability of night time transport and the introduction of mobile street urinals.

Figure 31: In the last 12 months, have you visited Aberdeen City centre for an evening out (to visit a restaurant, pub, club, theatre, cinema etc)?

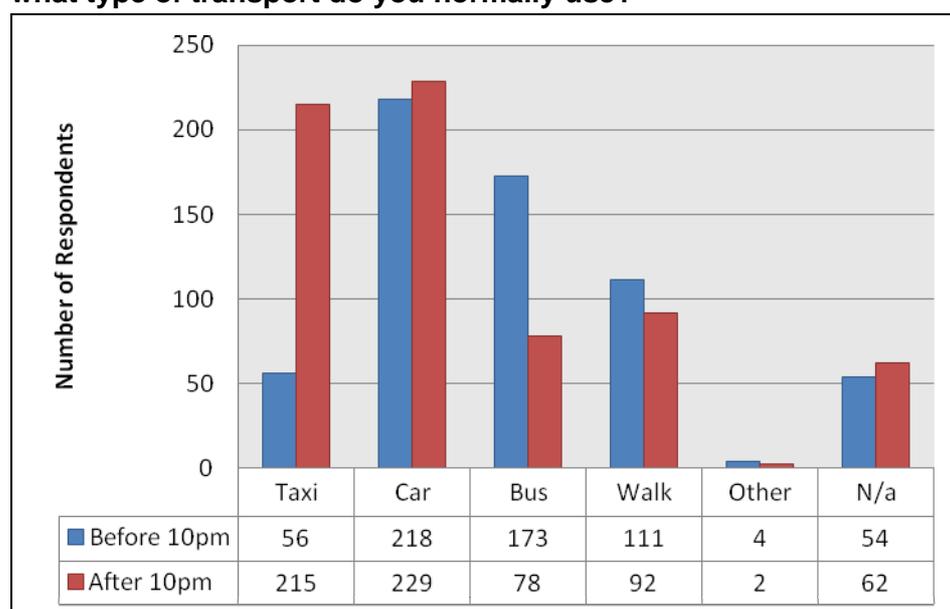


Base = 687 respondents

Figure 31 shows that of 687 respondents to a question on whether they had visited Aberdeen city centre for an evening out during the previous year, 512 (74.5%) affirmed that they had done so, whilst 175 (25.6%) stated that they had not. Breaking this down by gender, it can be seen that a slightly higher percentage of women (78.7%) had visited the City Centre for a night out in the previous year than was the case for men (71.0%).

A greater proportion of those in the younger age groups have visited the city centre in the last 12 months for an evening out. Indeed, the proportion falls each time an age increment passes: from 88.9% of 16-34 year olds to 87.5% of 35-54 year olds, 72.2% of 55-64 year olds and 53.3% 65+ year olds.

Figure 32: When you travel home from the city centre after an evening out, what type of transport do you normally use?



Base = 708 respondents

Figure 32 provides further details upon the responses provided by panellists on their usual mode of transport back home from the city centre both before and after 10pm.

Before 10pm

Figure 32 shows that the car is the most common form of transport when travelling home from town before 10pm (218 respondents: 30.8%). This is followed by the bus (173 respondents: 24.3%), walking (111 respondents: 15.7%) and taxis (56 respondents: 7.9%). This question was not seen as applicable to 54 respondents (7.6%). 4 respondents (0.6%) chose 'other'.

The gender differences which emerge when subjecting these figures to closer scrutiny are perhaps unsurprising. Before 10pm, very similar proportions of male and female panellists use taxis or buses to return home. Whilst a higher percentage of male respondents (18.3%) walk home than is the case for their female counterparts (13.2%), the trend is reversed when looking at the use of cars before 10pm: this option was selected by 34.3% of female respondents compared to 27.4% of male respondents.

The results also show one clear trend in relation to panellists' preference for walking home before 10pm. Simply put, as the age of panellists increases, so the proportion of them who walk home decreases. Whilst 34.8% of the youngest cohorts (16-34) walk home, this drops to 20.4% of those aged 35-54, 13.5% of those aged 55-64 and just 4.1% of those aged 65+.

After 10pm

Similar to before 10pm, the car remains the most popular method of transport when travelling home from town (229 respondents: 32.3%). Taxis were much more frequently used after 10pm than they were prior to 10pm, with 215 respondents

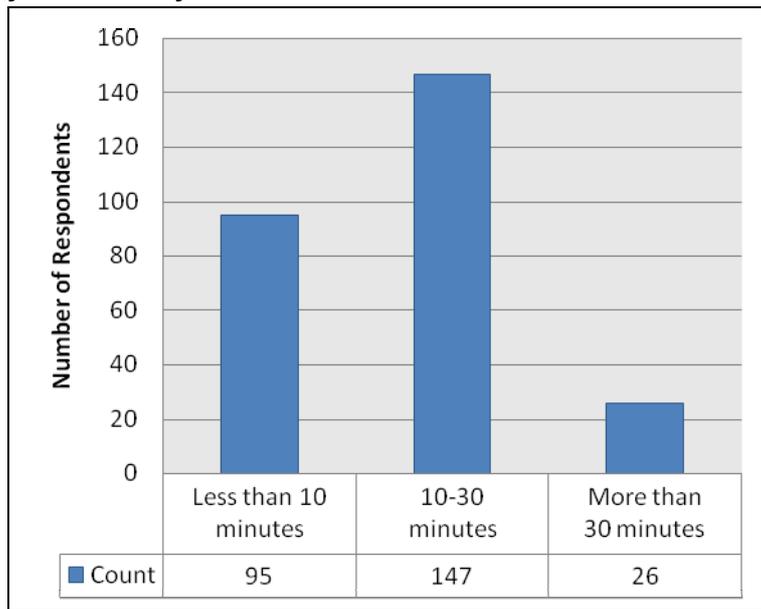
(30.2%) indicating that they normally travel by taxi after 10pm (compared to just 7.9% pre-10pm). A lower proportion of respondents would walk home after 10pm (92 respondents: 13.0%) than would do prior to 10pm (111 respondents: 15.7%). Although the second most popular form of transport before 10pm, only 78 respondents (10.9%) indicated that they travel by bus after 10pm (although this will be at least in part due to the reduced service). 62 respondents (8.8%) stated that this question was not applicable to them. 2 respondents (0.3%) selected 'other' options.

Again, some gender differences emerged when considering transport options after 10pm. Although the proportions of male and female panellists using the bus were very similar, walking was a more popular option among male panellists (15.0%) than female panellists (10.6%). Conversely, a greater proportion of women choose to use their own cars (35.8%) or taxis (34.3%) than do men (28.9% and 26.0% for cars and taxis respectively).

As was the case before 10pm, age appears to correlate with the proportion of panellists who walk home. Indeed, the trend is even more pronounced after 10pm. Whilst the proportion of the youngest age groups (16-34) that walks home remains unchanged at 34.8%, this drops sharply to 17.3% of those aged 35-54, 9.2% of those aged 55-64 and just 1.8% of those aged 65+. A similar pattern emerges when considering the use of taxis after 10pm: whereas 43.9% of the 16-34 age group use taxis, this drops to 42.3% in the 35-54 age group, 23.8% in the 55-64 group and just 12.9% in the 65+ group.

A reverse trend is also evident in relation to the use of buses after 10pm. Here, the propensity of panellists to use the bus appears to increase as age increases. Thus, whilst just 4.5% of those aged 16-34 use the bus after 10pm, the proportion increases steadily across both the 35-54 and 55-64 groups, to reach 14.7% of those aged 65+.

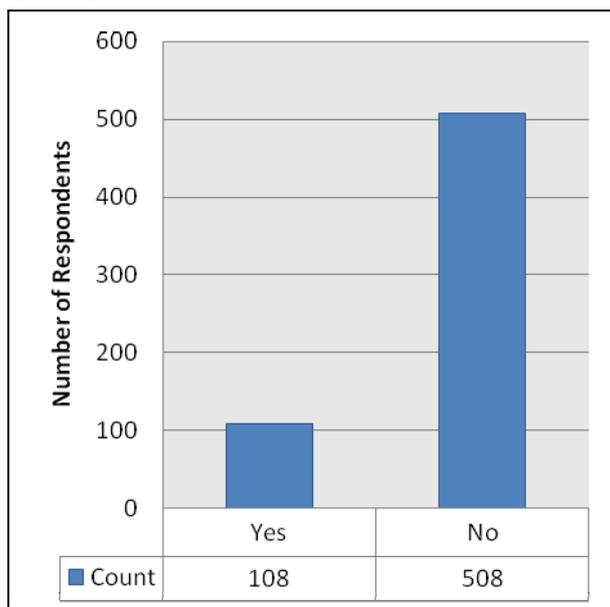
Figure 33: If you travel home by taxi after an evening out, roughly how long do you normally have to wait?



Base = 268 respondents

Panellists who travel home by taxi were invited to provide information on how long they would usually have to wait for a taxi. Figure 33 shows that the most common waiting time is 10-30 minutes (147 respondents: 54.9%). 95 respondents (35.4%) indicated that it typically takes less than 10 minutes and 26 respondents (9.7%) answered that it normally takes more than 30 minutes.

Figure 34: In August 2009, new taxi ranks were introduced on Union Street between midnight and 5am on Saturday and Sunday mornings. Have you used these?



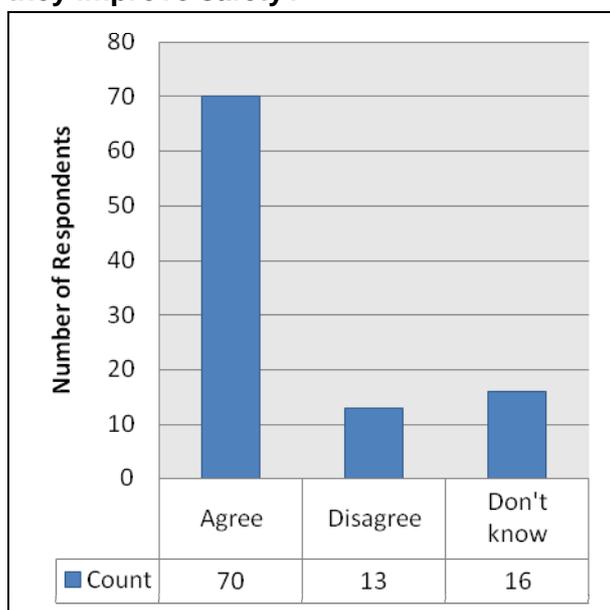
Base = 618 respondents

Figure 34 shows that only 108 respondents (17.5%) have used the new taxi ranks, with 508 stating that they have not (82.5%). However, it should be borne in mind that only 268 respondents answered the preceding question, which was directed towards those who would use a taxi to travel home after an evening out. Taking this to mean that only 268 respondents would ever consider using a taxi anyway, the result as displayed above is somewhat misleading. If this question had employed a wording to make it relevant only to those people who would usually consider using a taxi (as the previous question did), the results would presumably appear considerably less skewed.

When considering the gender balance of responses, it can be seen that the results tend to reflect the findings in Figure 32, which showed that a greater proportion of women choose to use taxis to return from the City Centre both before and after 10pm than is the case for men. Similarly, the results of this question show that 21.2% of female respondents had used the new taxi ranks, compared to 13.1% of men.

A greater proportion of younger panellists had used these taxi ranks than their older counterparts. Indeed, the proportion fell across each age group increase, from 50.0% of the 16-34 group to 23.7% of the 35-54 group, 8.7% of the 55-64 group and just 2.1% of the 65+ group.

Figure 35: If you have used the new taxi ranks, do you agree or disagree that they improve safety?



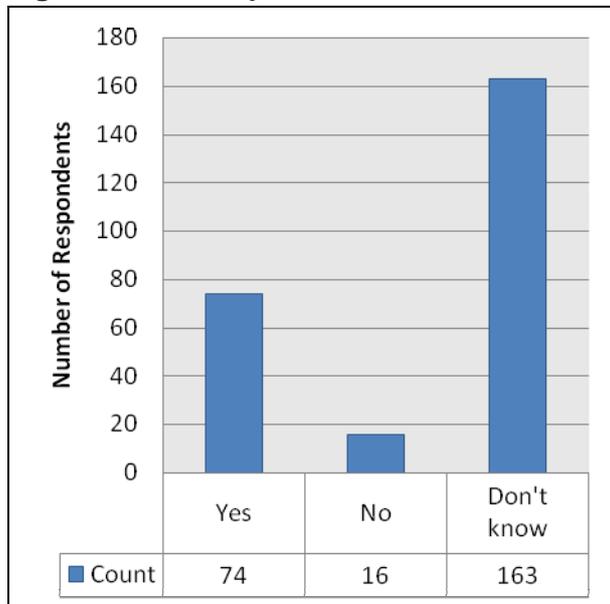
Base = 99 respondents

The 108 respondents who have used the new taxi ranks were asked if they believed they had increased safety. 99 of the 108 respondents answered. Of this number, Figure 35 shows 70 respondents (70.1%) agree that the new taxi ranks do improve safety. 13 respondents (13.1%) disagree, whilst 16 respondents (16.2%) don't know.

Given that a greater proportion of women than men have chosen to use these taxi ranks, it is interesting to note that a higher proportion of men than women believed

that they had contributed to improved safety: 76.5% of male respondents who had used the ranks believed this, compared to 71.2% of female respondents who had done so. Again, no clear age-related patterns emerged. Due to the low numbers involved, and such patterns would, in any case, be indicative at best.

Figure 36: Aberdeen City Council has employed more taxi marshals and extended their hours of operation. Have you found that this has improved the night time taxi experience?



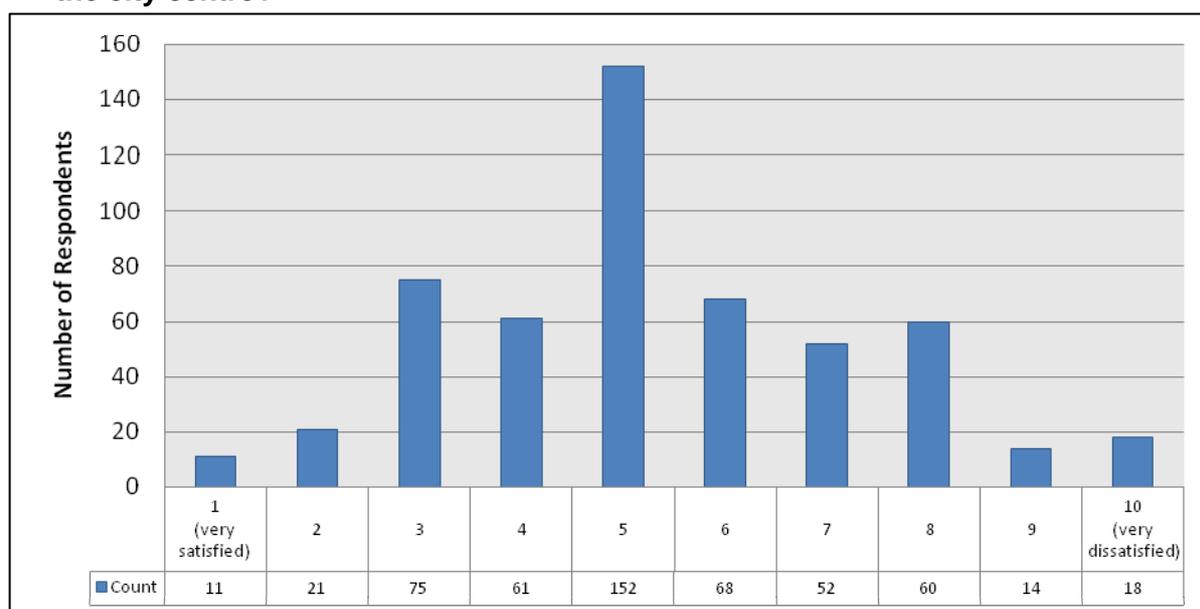
Base = 253 respondents

Turning to consider the changes to the taxi marshal system, Figure 36 shows that the majority of the 253 respondents did not know if this had improved the experience (163 respondents: 64.4%). Although 16 respondents (6.3%) did not believe that these changes had improved the night time taxi experience, 74 respondents (29.2%) did believe this to be the case. A greater proportion of women than men believed that this had improved the night time experience: 31.9% compared to 25.0%. A greater proportion of male respondents stated that this had not improved their experience (7.7% compared to 4.3% of female respondents) or that they didn't know (67.3% compared to 63.8% of women).

The relatively low numbers responding to this question again make it difficult to perform reliable and meaningful analysis. Although further examination of the responses show that younger cohorts have a far greater proportion of panellists selecting "yes" than older ones, the same is also true in relation to those selecting "no", with an overwhelming majority of older panellists (95.3%) selecting the "don't know" option.

Respondents were next asked to rate their level of satisfaction with the availability of night-time transport in the city centre, from 1 (very satisfied) to 10 (very dissatisfied). The results are shown below.

Figure 37: How satisfied are you with the availability of night time transport in the city centre?



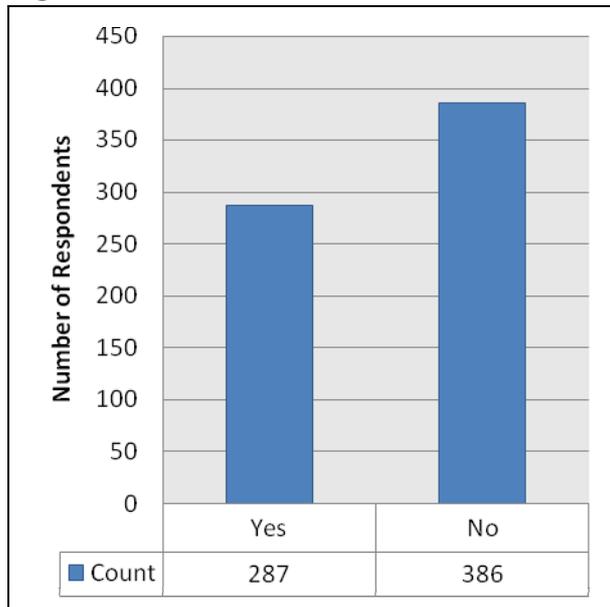
Base = 532 respondents

532 panellists responded to the question. Figure 37 shows the most frequently selected option was number 5 (152 respondents: 28.6%), showing that many panellists were neither particularly satisfied nor dissatisfied with the availability of night time transport. There were low responses to options 1 and 10 (11 respondents [2.1%] and 18 respondents [3.4%] respectively), again demonstrating that few panellists held particularly strong opinions on the issue.

Gender differences were also apparent in the responses to this question. A greater proportion of women than men indicated that they were neither satisfied nor dissatisfied (32.4% compared to 25.0%). Conversely, higher percentages of male panellists indicated both that they were generally dissatisfied than female panellists (42.9% compared to 37.3%) but also that they were generally satisfied (32.1% of men compared to 30.3% of women). The 'neither nor' mid-point option was by some distance the most popular option for both genders. At the extremes, identical percentages of women indicated that they were very satisfied and very dissatisfied (2.5% of female respondents in each case). A slightly larger proportion of men than women (4.5%) indicated that they were very dissatisfied, whilst a marginally smaller proportion of men than women indicated that they were very satisfied (1.9%).

Other than the general trend, the only notable pattern identified in relation to this question centres upon the panellists who expressed deepest dissatisfaction by selecting the "10 (very dissatisfied)" option. Further interrogation of the results shows that the proportion of panellists selecting this option tended to increase as age did likewise. Thus, whilst no panellists in the 16-34 cohorts selected this option, the figure rose to 1.3% of those aged 35-54, 6.7% of those aged 55-64 and 6.5% of those aged 65+.

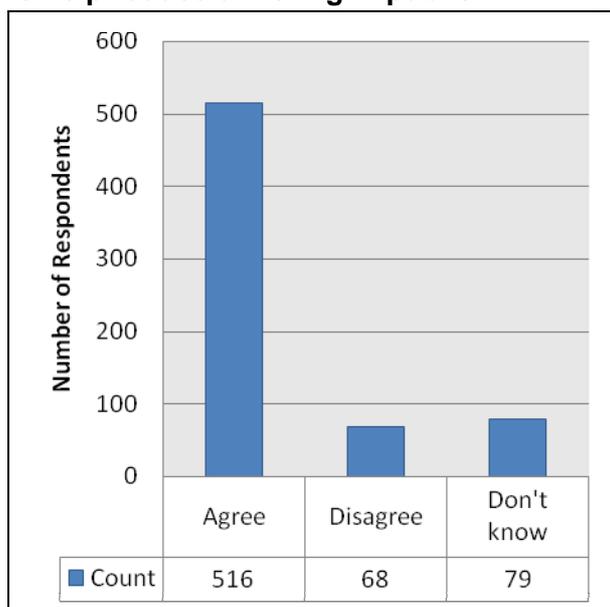
Figure 38: We have introduced mobile street urinals within the city centre on Friday and Saturday nights. Were you aware that the council installs these for night time use?



Base = 673 respondents

Figure 38 highlights that the majority of respondents were not aware of the installation of mobile street urinals (386 respondents: 57.4%). A slightly higher proportion of women (43.8%) than men (41.3%) claimed prior awareness of this. Similarly, awareness was highest among younger age groups, with awareness decreasing as age increased. Whilst 65.6% of the 16-34 group were aware of the urinals, this dropped to 48.8% for the 35-54 age group, 36.9% for the 55-64 age group and 31.1% for the 65+ age group.

Figure 39: Do you agree or disagree that mobile street urinals should be used to help reduce urinating in public?



Base = 663 respondents

Moving from awareness of the use of mobile public urinals to approval of their use, Figure 39 shows that a convincing majority of respondents (516: 77.8%) indicated that mobile street urinals should be used to help reduce urinating in public. 68 respondents (10.3%) disagreed with this, whilst a similar number did not know (79 respondents: 11.9%). A higher proportion of men than women agreed that mobile street urinals should be used (81.6% compared to 74.4%) although virtually identical proportions disagreed with their use (10.1% of women and 10.0% of men). A higher proportion of women than men provided a “don’t know” response (15.5% compared to 8.4% of men).

Overall, there was agreement by all age ranges that the mobile street urinals are a good idea. Perhaps surprisingly, those in the 55-64 age range had the highest proportion of panellists agreeing (83.7%) and those in the 16-34 group had the fewest (73.3%).

Finally in this section, respondents were asked how their enjoyment of using the city centre in the evening could be improved. For an open response question, this question prompted a very large number of responses, with 328 individuals making at least one relevant comment. As with the other open response questions, these were categorised thematically for the purposes of analysis.

Table 2: How do you feel that your enjoyment of using the city centre in the evening could be improved?

Thematic Category	Respondents	
	Count	%
Greater police presence	130	39.6
Reduce number of drunk people	55	16.8
Better transport options	46	14.0
Reduce anti-social/aggressive behaviour	45	13.7
Reduce number/concentration of pubs/clubs	37	11.3
More responsible publicans/door staff	29	8.8
Increase/restrict opening hours	28	8.5
Greater diversity of attractions in city centre	13	4.0
Remove beggars	11	3.4
Reduce number of illegal drug users	6	1.8
Safer parking	4	1.2
Traffic reduction measures	1	0.3
Other	64	19.5

Base = 328 respondents

By far the most regular suggestion was a need for a greater police presence, mentioned by 130 respondents (39.6%). The next most frequent responses were the need to reduce the number of drunk people (55 respondents: 16.8%), the need for better transport options (46 respondents: 14.0%), a need to reduce aggressive or anti-social behaviour (45 respondents: 13.7%), the need to reduce the number or

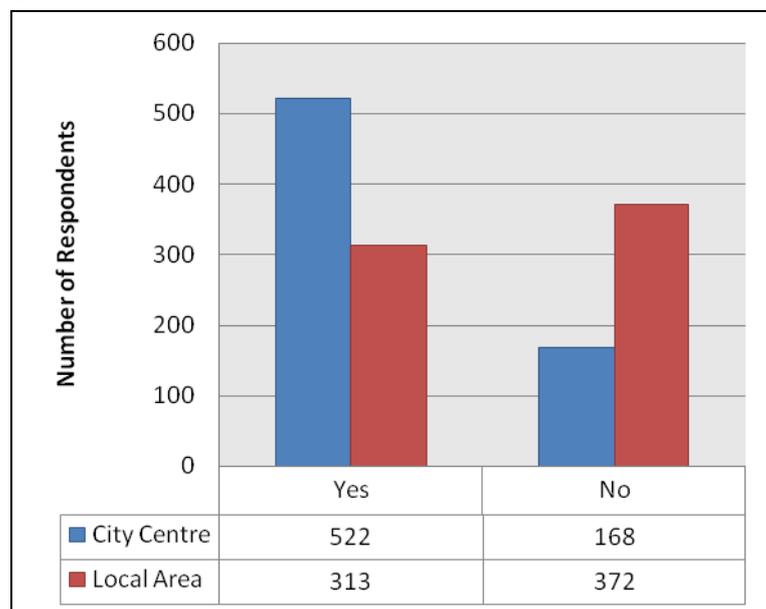
concentration of pubs and clubs (37 respondents: 11.3%), a more responsible approach to be taken by publicans and/or door staff (29 respondents: 8.8%), and an alteration in pub/club opening hours (28 respondents: 8.5%). In this respect, most respondents (26: 7.9%) favoured a reduction in opening times or licensing hours, whilst only 2 (0.6%) supported longer opening times or licensing hours. 13 respondents (4.0%) argued that there should be a greater diversity of attractions in the city centre.

City Wardens

City wardens have been operating in Aberdeen since January 2009. They undertake high visibility patrols throughout Aberdeen to help ensure safety, cleanliness and a free flow of traffic.

Panellists were asked for their thoughts on city wardens as to whether they have seen them and if they believe they are doing an effective job. The results are shown in the Figures below. This allows us to measure the impact that the new service is having so it can be developed to best meet the needs of the city.

Figure 40: Over the last 12 months, have you seen the city wardens in the city centre?

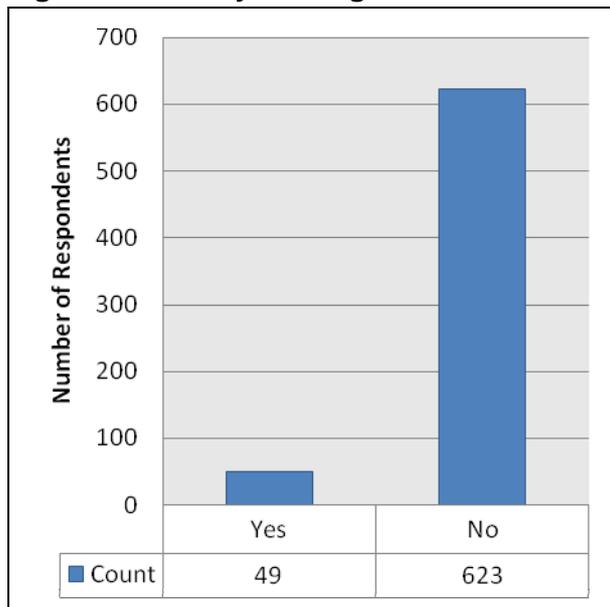


Base = 690 respondents (city centre); 685 respondents (local area)

Figure 40 shows that a clear majority of respondents (522: 75.7%) indicated that they have seen city wardens in the city centre, while only 168 (24.3% of respondents) indicated that they had not seen the wardens. In comparative terms, the results for respondents' local areas were considerably more balanced, with a small majority of the 690 respondents (372: 54.3%) stating that they had not seen any city wardens in their local area and 313 respondents (45.7%) stating that they had seen wardens in their area at some point over the previous year.

A greater percentage of male respondents than female respondents had seen wardens in the city centre (78.9% of men compared to 73.2% of women). However, very similar minorities of male and female respondents had seen wardens in their local area (45.3% compared to 45.5% of women). There were no clear age patterns, although the oldest age group (65+) had a markedly lower proportion of panellists who had seen city wardens in the city centre (68.3% compared to the overall rate of 75.7%).

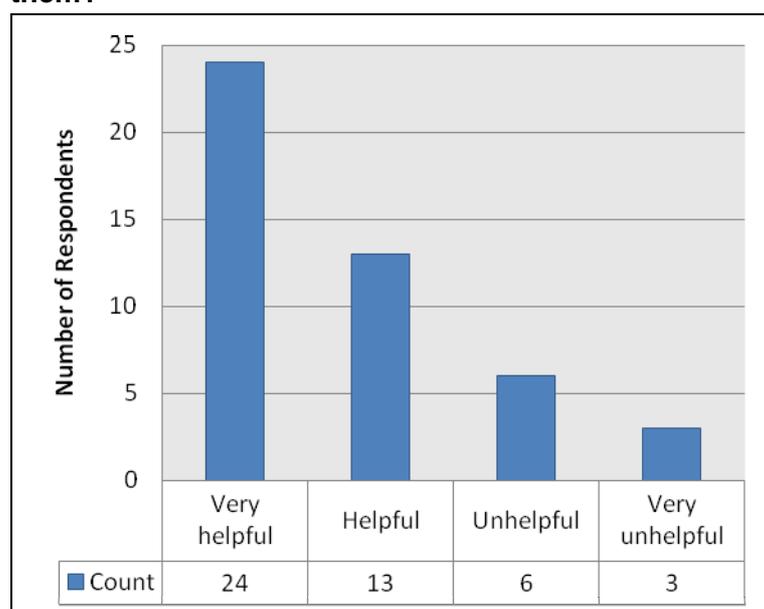
Figure 41: Have you sought assistance from city wardens?



Base = 672 respondents

When asked if they had sought assistance from city wardens, 672 panellists responded. Figure 41 shows that of this number, only 49 respondents (7.3%) had done so, with 623 (92.7%) stating that they had never sought assistance from the city wardens. Virtually identical proportions of men and women (7.2% and 7.1% respectively) had sought assistance, whilst there were also no notable age-related trends.

Figure 42: If you sought assistance from city wardens, how helpful did you find them?

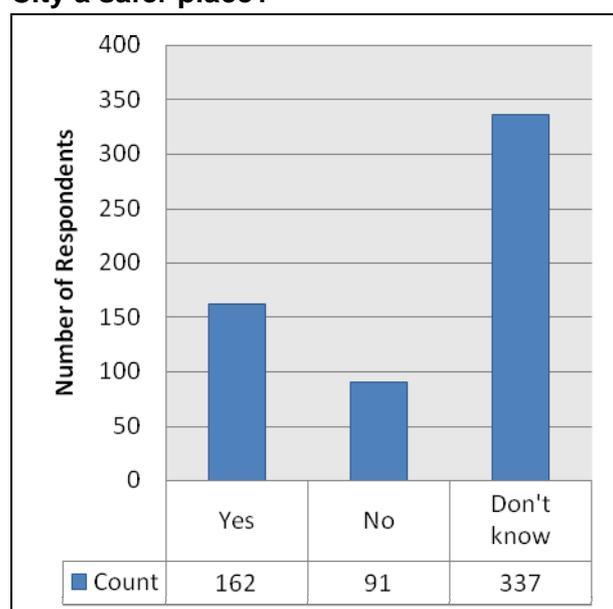


Base = 46 respondents

Panellists who had sought assistance from city wardens were asked to assess how helpful they had found them to be. Figure 42 shows that of the 46 who responded, the majority found them to be very helpful (24 respondents: 52.2%), with a further 13 stating that they had been helpful (28.3%). This shows that overall, 80.5% of respondents had found the city wardens to be helpful to at least some degree. This compares with 19.5% who found them to be unhelpful to some degree. Of this number, 6 respondents (13.0%) found them to be unhelpful and 3 respondents (6.5%) found them to be very unhelpful. Male panellists expressed a stronger sense of both satisfaction and dissatisfaction than female panellists with city wardens. Thus, 59.1% of male respondents and 50.0% of female respondents found the city wardens very helpful, whilst 9.1% of men and 4.5% of women found them to be very unhelpful. The female panellists expressed more moderate views, with 27.3% (compared to 22.7% of men) stating that they found the city wardens to be helpful when they had sought assistance, and 18.2% of women (compared to 9.1% of men) stating that they had found them to be unhelpful.

Although there were clear variations in the responses given by different age groups, the extremely small number of respondents to this question does not allow for reliable and meaningful analysis.

Figure 43: Do you think city wardens have been effective in making Aberdeen City a safer place?

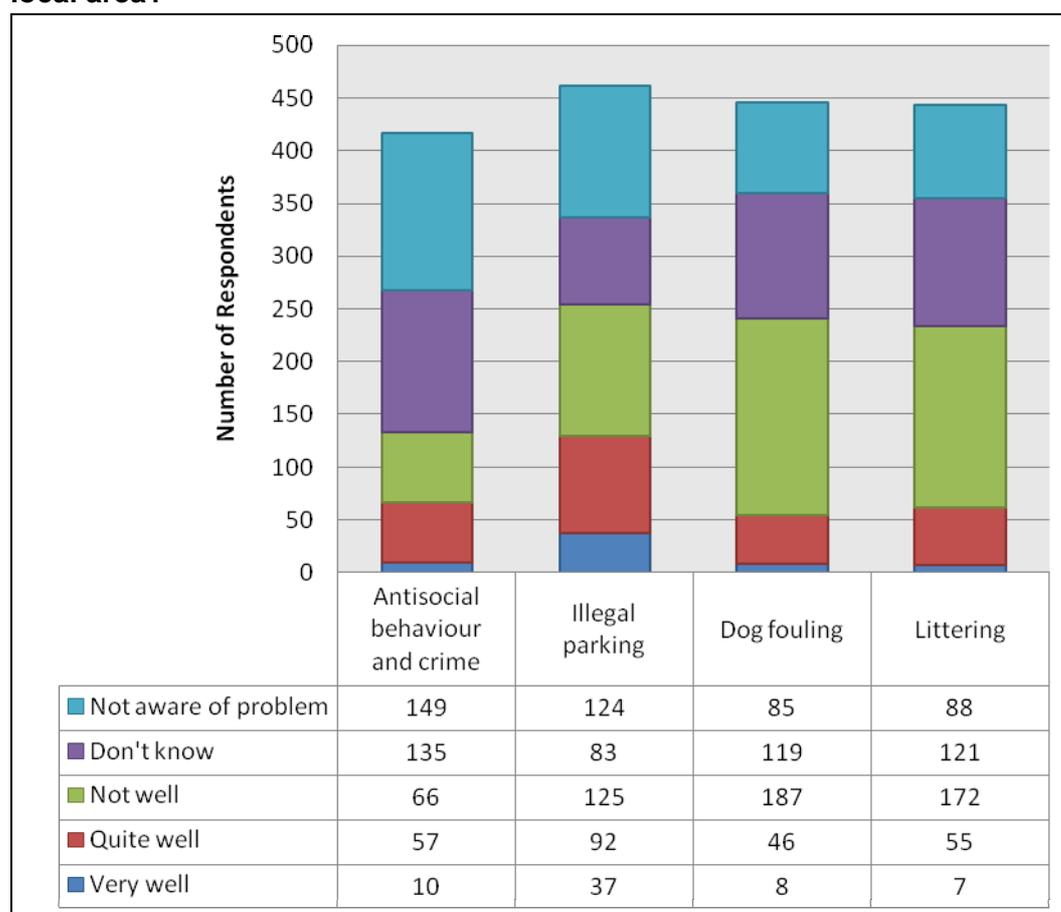


Base = 590 respondents

All respondents were subsequently asked whether they felt that the city wardens had made Aberdeen a safer place. The results are provided in Figure 43. Of the 590 responses received, the majority (337 respondents: 57.1%) felt that they did not know enough to make a judgement one way or another. This is likely to be reflective of the fact that large numbers of respondents previously indicated that they had neither seen nor used city wardens in the previous 12 months (see Figures 40-42). Of those respondents who did express a firm opinion, 162 (27.5%) stated that the wardens had made Aberdeen a safer place, whilst 91 respondents (15.4%) stated that they had not. Female respondents were generally more positive, with a greater proportion (30.5%) claiming that wardens had been effective in making Aberdeen safer (compared with 25.0% of male respondents), and a smaller proportion (9.6%) stating that they had not (compared to 21.0% of male respondents). A smaller proportion of men than women also selected the 'don't know' option (54.0% compared to 59.9%).

Younger panellists were proportionately more positive towards city wardens than older panellists. Thus, whilst 36.8% of 16-34 year olds believed that city wardens had been effective in making Aberdeen a safer place, the corresponding figure for the 35-54 age group was 31.7%, falling to 20.6% for 54-65 year olds and 25.6% of 65+ panellists. However, there was little age-related variation between the responses provided for the "no" and "don't know" options.

Figure 44: How do you think city wardens deal with various problems in your local area?



Base = 417 respondents (anti-social behaviour and crime); 461 respondents (illegal parking); 445 respondents (dog fouling); 443 respondents (littering)

Figure 44 shows panellists' perceptions of the way that city wardens deal with the following problems in their local areas. It is worth noting that each of the themes explored attracted a different number of respondents, perhaps reflecting the salience of specific issues in particular areas. These different themes are now explored in turn.

Antisocial behaviour and crime

Encouragingly, a higher proportion of respondents (149: 35.7%) indicated that anti-social behaviour and crime does not appear to be a problem in their area than for any of the other themes. Of those who did believe that there was a problem, 10 believed that city wardens deal with the problem very well (2.4%), 57 believed they did so quite well (13.7%), and 66 respondents (15.8%) believed that wardens did not deal with the problem well. However, a sizeable minority of respondents (135: 32.4%) did not know how well the wardens performed in relation to anti-social behaviour and crime in their area.

There were few notable gender differences, with the exception of a higher proportion of male respondents than female respondents who believed that city wardens did not deal well with antisocial behaviour and crime (12.1% of men compared to 5.0% of

women). Conversely, a higher percentage of women selected the 'don't know' and 'not aware of problem' options (20.8% and 26.1% respectively) than did men (17.7% and 16.8% respectively). There were no age patterns of note.

Illegal parking

124 respondents (26.9%) answered that they did not believe illegal parking to be a problem in their local area. Of those who recognised a problem, 37 (8.0%) believed that the wardens dealt with it very well, with a larger proportion believing that they did so quite well (92 respondents: 20.0%). Overall, the belief that wardens dealt with this problem well (28.0%) was higher than for any other theme. However, a similar proportion (125 respondents: 27.1%) also stated that they believed that wardens did not deal well with the problem, whilst 83 respondents (18.0%) simply did not know.

A greater proportion of men (6.5%) than women (3.8%) believed that city wardens were dealing well with illegal parking. However, the same was also true of those who believed that they were not dealing with it well (19.8% of male respondents compared with 14.7% of female respondents). A markedly higher proportion of women were unaware of a problem in their area compared to men (22.0% of women compared to 14.2% of men).

In terms of age group analysis, it can be seen that younger panellists had more favourable opinions than older ones. Whilst 6.1% and 15.2% of those aged 16-34 believed that city wardens had performed very well or quite well respectively, the corresponding figures for the 65+ group were 4.7% and 8.2% respectively. In relation to the "quite well" category, the decline in support from youngest to oldest age groups was relatively uniform, whilst there was more variation in the "very well" response category. Older age groups also contained a higher proportion of respondents who considered that city wardens had not performed well. This proportion declined as age decreased. Thus, whilst 18.2% of 65+ panellists stated that city wardens had not performed well in relation to illegal parking, this dropped to 17.8% of those aged 54-65, 17.7% of those aged 35-54 and 10.6% of those aged 16-34.

Dog fouling

85 respondents (19.1%) indicated that they are not aware of any problem in their local area in relation to dog fouling. However, among those who did perceive there to be a problem, this was the theme which attracted the highest proportion of negative feedback on city wardens' performance: a very large minority of respondents (187: 42.0%) believed that city wardens do not deal well with the problem. Only 8 respondents (1.8%) believed that city wardens were dealing with the problem very well, whilst a slightly larger number of panellists (46: 10.3%) believed that they were dealing with the problem well. 119 respondents (26.7%) stated that they do not know how well city wardens perform in this respect.

Similarly low proportions of men and women felt that city wardens were dealing well or very well with the problem of dog fouling. A greater proportion of men stated that the wardens were not dealing with it well (27.7% compared to 23.8% of women). Again, higher percentages of women selected the "don't know" and "not aware of

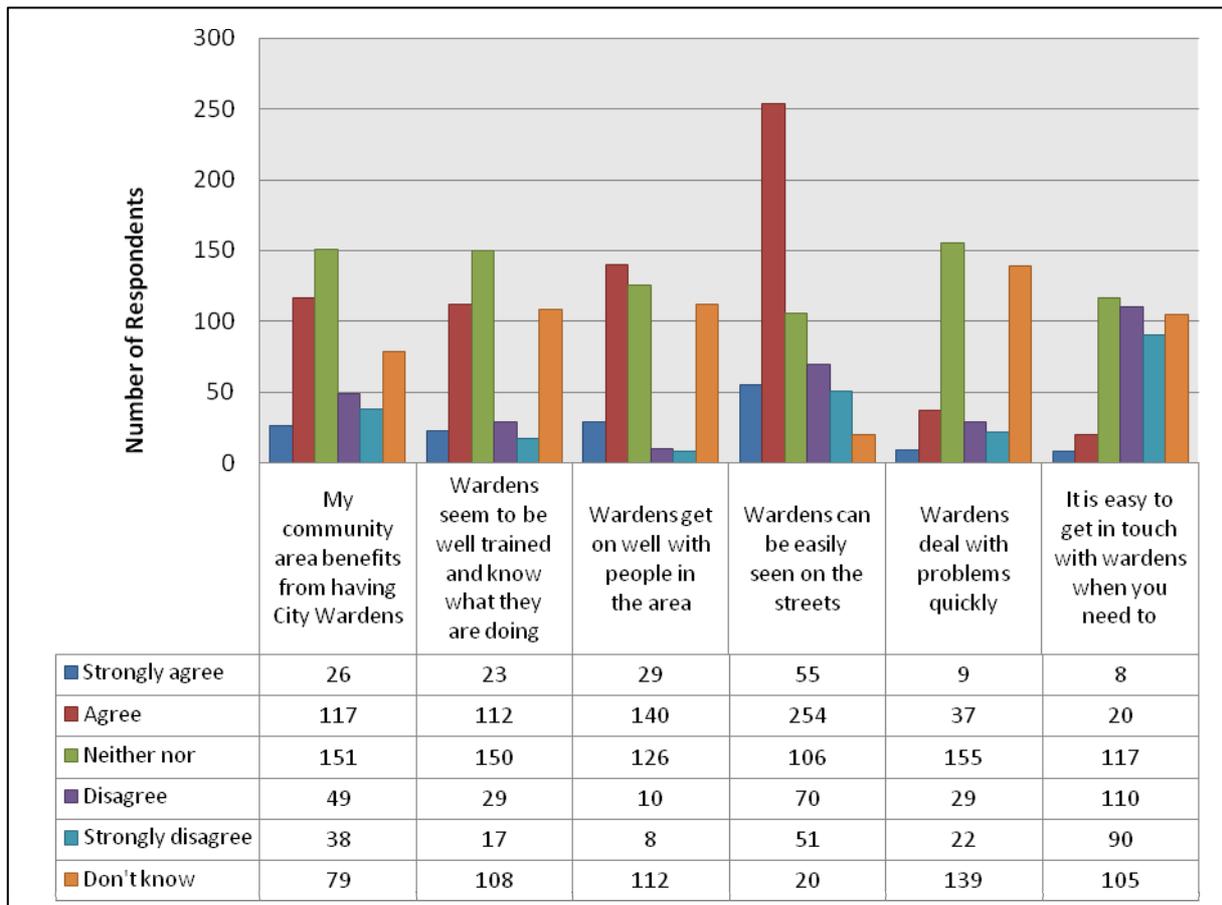
problem” options (19.4% and 15.0% respectively) than men (15.0% and 9.1% respectively). No notable age patterns emerged when subjected to further analysis.

Littering

88 respondents (19.9%) indicated that they are not aware of any littering problem in their local area. However, where this was seen as a problem, 7 respondents (1.6%) believed that city wardens dealt very well with the issue, and 55 respondents (12.4%) indicated that city wardens dealt with it well. A larger proportion (172 respondents: 38.8%) indicated that city wardens do not deal well with the local littering problem. 27.3% indicated that they do not know.

Again, a greater proportion of men than women expressed dissatisfaction with the effectiveness of city wardens in tackling littering problems. 28.3% of male respondents stated that they were not dealing well with the problem, compared to 19.6% of female respondents. Once more, higher percentages of women selected the “don’t know” and “not aware of problem” options (20.2% and 15.5% respectively) than men (14.7% and 9.4% respectively). Again, although there were considerable age-related variations in response to this question, no consistent and meaningful pattern emerged.

Figure 45: To what extent do you agree or disagree with the following statements?



Base = 460 respondents (Statement A); 439 (Statement B); 425 (Statement C); 556 (Statement D); 391 (Statement E); 450 (Statement F)

Panellists were next asked to indicate the extent to which they agreed with a series of statements about the role of city wardens. The results are provided in Figure 45 and it is again worth noting that the number of respondents replying to the different questions fluctuates considerably at times.

My community area benefits from having City Wardens

144 respondents (31.3%) either agreed or agreed strongly with this statement, while 87 panellists (18.9%) disagreed or strongly disagreed. 151 respondents (32.8%) neither agreed nor disagreed, and 79 (17.2%) did not know. Responses varied very little between genders, although a greater proportion of men strongly disagreed with the statement (7.1% compared to 3.8% of women). Conversely, a greater percentage of women stated that they did not know. Indeed, this was true of each of the statements: in each case, a greater proportion of women than men admitted that they did not know. No notable age patterns emerged when subjected to further analysis.

Wardens seem to be well trained and know what they are doing

135 respondents (30.8%) of respondents either agreed or agreed strongly with this statement, while 46 (10.5%) disagreed or strongly disagreed. 150 respondents (34.2%) neither agreed nor disagreed, and 108 (24.6%) did not know. A greater proportion of women agreed with the statement (17.6% compared to 13.9% of men) and disagreed with the statement (4.7% compared to 2.7% of men), although a slightly higher percentage of men strongly disagreed (3.2% compared to 1.8% of women). No notable age patterns emerged when subjected to further analysis.

Wardens get on well with people in the area

169 respondents (39.8%) either agreed or agreed strongly with this statement. Conversely, just 18 respondents (4.2%) disagree or strongly disagree. 126 respondents (29.6%) neither agreed nor disagreed, whilst 112 respondents (26.4%) did not know. Again, gender responses differed little, although a slightly larger share of women than men strongly agreed with the statement (5.0% of women compared to 3.2% of men) and a slightly higher percentage of men than women neither agreed nor disagreed (19.5% of men compared to 16.1% of women). No notable age patterns emerged when subjected to further analysis.

Wardens can be easily seen on the streets

309 respondents (55.6%) either agree or agreed strongly with this statement, which was the highest positive response to any of the statements (this is true both for those who selected 'agree' and 'strongly agree'). 121 respondents (21.8%) disagreed or strongly disagreed with the statement, while 106 (19.1%) neither agree nor disagree and 20 (3.6%) did not know. Again, a greater share of women (9.4%) strongly agreed than did men (5.6%), with a higher percentage of men than women neither agreeing nor disagreeing (17.7% of men compared to 12.3% of women) and disagreeing strongly (8.9% compared to 5.9% of female panellists). No notable age patterns emerged when subjected to further analysis.

Wardens deal with problems quickly

In terms of dealing with problems quickly, 46 respondents (11.8%) either agreed or agreed strongly with this statement, while 51 (13.0%) disagreed or strongly

disagreed. This theme evoked the greatest degree of ambivalence, with 155 (39.6%) respondents neither agreeing nor disagreeing, and a further 139 (35.5%) who did not know. This question also continues a trend established in the two preceding statements, with a higher percentage of men than women neither agreeing nor disagreeing (23.9% of men compared to 20.5% of women) and disagreeing strongly (4.7% compared to 1.5% of female panellists). Although both men and women strongly agreed in similar proportion, a greater percentage of women than men agreed with the statement (6.2% compared to 4.1% of men). No notable age patterns emerged when subjected to further analysis.

It is easy to get in touch with wardens when you need to

28 respondents (6.2%) either agreed or agreed strongly that it was easy to get in touch with wardens when you need to. This represented the lowest positive response to any of the themes. Conversely, a very large minority of respondents (200: 44.4%) disagreed or strongly disagreed with the statement: this was the highest negative response to any of the themes. 117 respondents (26.0%) neither agreed nor disagreed with the statement and 105 (23.3%) did not know enough to offer a firm opinion. There was little gender difference in relation to agreement on this question, but once again, a greater share of male panellists neither agreed nor disagreed (18.0% compared to 15.0% of female panellists), disagreed (16.5% compared to 14.7% of female panellists) or disagreed strongly (15.0% compared to 10.0% of female panellists). No notable age patterns emerged when subjected to further analysis.

Community Safety

Two years ago, City Voice panellists were asked some questions about community safety. Some of these questions are now to be repeated to see if panellists' views and perceptions have changed in that time.

In order to do this, panellists were asked a number of questions regarding their thoughts on safety in the city centre and in their local areas. The results are shown in the following figures.

Figure 46