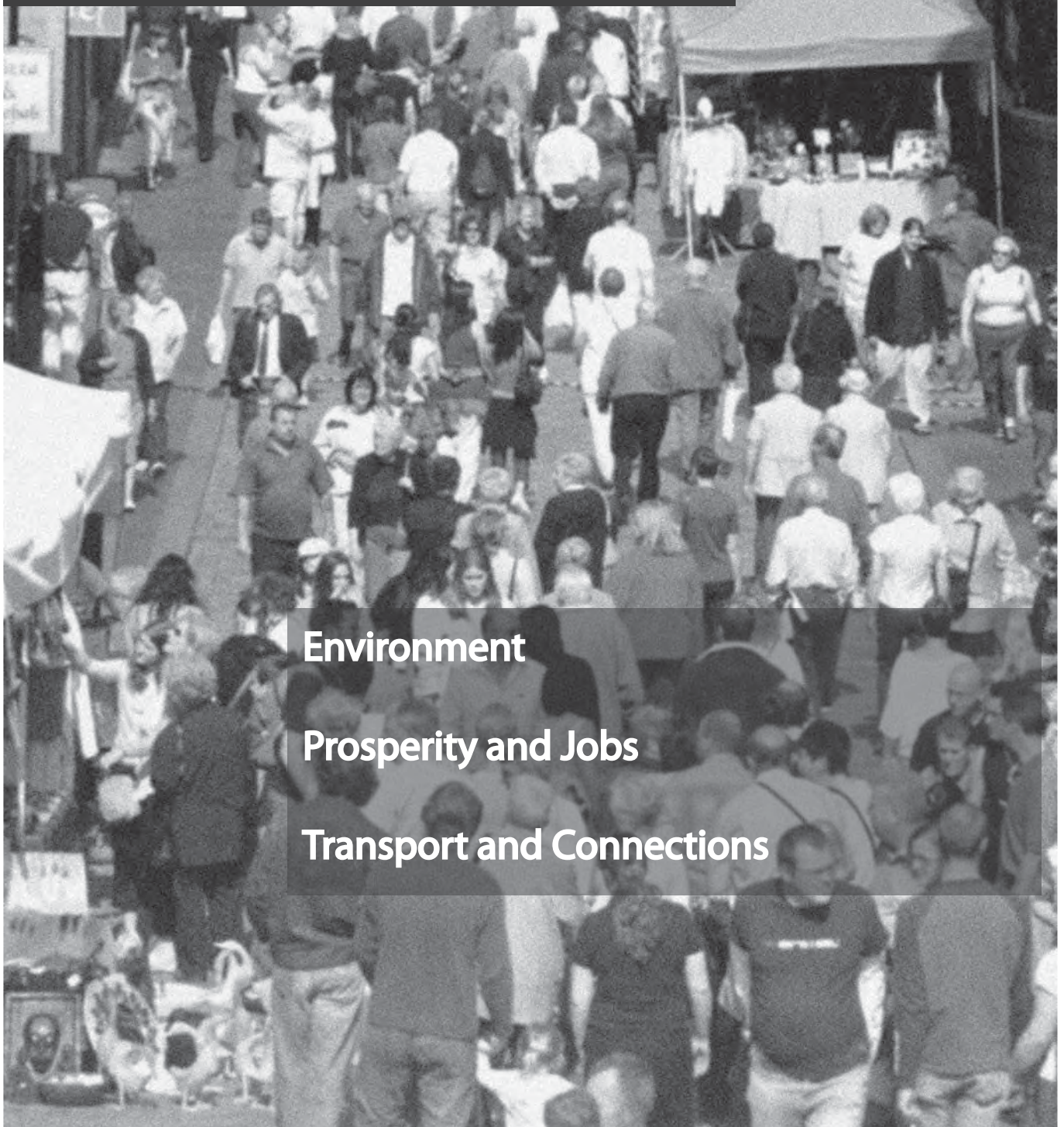




# Aberdeen City **voice**

[www.aberdeencityvoice.org.uk](http://www.aberdeencityvoice.org.uk)

## Aberdeen's Citizens' Panel Report on the 21st Questionnaire



**Environment**

**Prosperity and Jobs**

**Transport and Connections**

# Report for Aberdeen City Council Citizens' Panel 21<sup>st</sup> Questionnaire

## December 2010

Report produced by  
The Centre for International Labour Market Studies  
The Robert Gordon University

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## INTRODUCTION

The final survey sample consisted of 701 responses from members of the Citizens' Panel. The total panel currently comprises 928 citizens of Aberdeen and so the response rate amounts to 75.5%. The 701 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. 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 whatsoever for 20 of the respondents, and no gender data for one additional respondent. 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, age or neighbourhood (which excludes these panellists for reasons of accuracy). In addition, a number of coding inconsistencies in the dataset for this City Voice mean that some disaggregated results do not tally to 100.0% (e.g. consideration of the neighbourhood results provided in Figure 2). Despite the occasional minor inconsistency between total results and disaggregated/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 100.0%.

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

- The Environment
- Transport and Connections
- Prosperity and Jobs
- Additional Questions



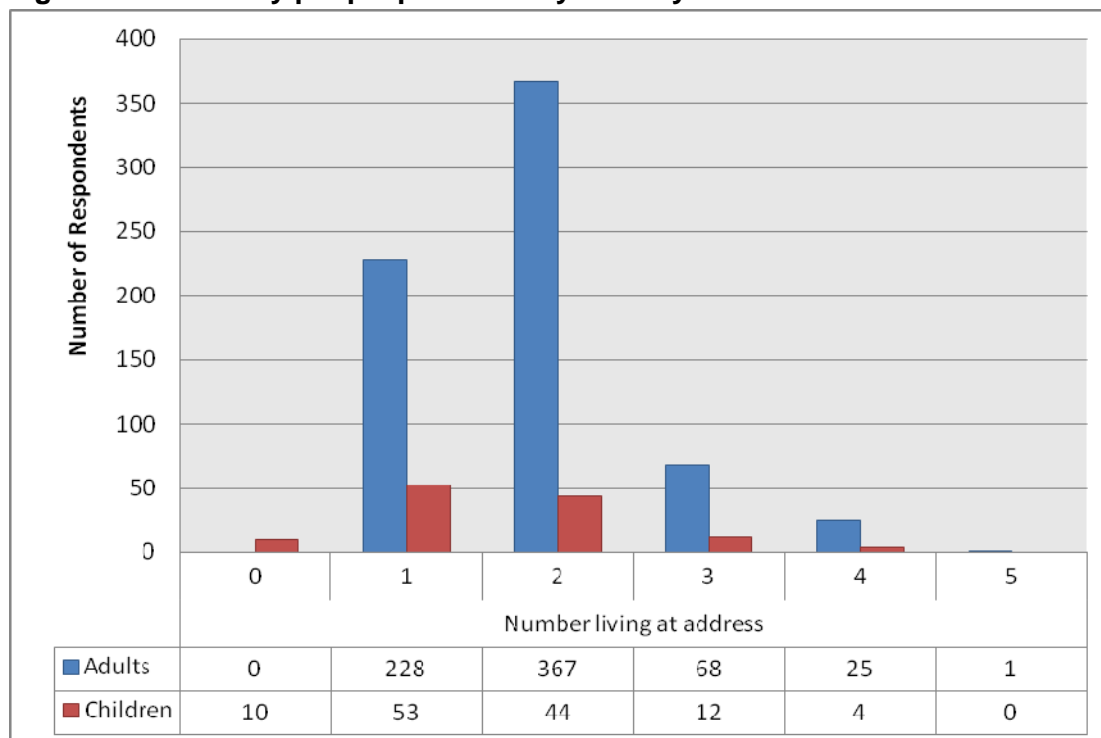
## THE ENVIRONMENT

### Household Waste

Over the last 3 years, we have asked the City Voice panel questions about the waste and recycling collection services in Aberdeen City. The Council wants to find out if panellists think these services have improved, and to seek their views on new services that are due to be introduced over the next few years.

Firstly, respondents were asked to identify the number of people living at their address. The results of this question are provided in Figure 1, which displays separately the number of respondents who reported a given number of adults and children living at their address. The most commonly reported number of adults at an address is two, reported by 367 respondents (53.3% of respondents to this question). However, a sizeable number of respondents reported that only one adult lives at their address (228; 33.1% of respondents). It was relatively uncommon for respondents to have children living at their address, with only 113 respondents (16.4%) reporting that any children lived with them. The most commonly reported number of children at an address was one, reported by 53 respondents (7.7%), although a similar number (44; 6.4%) reported that two children lived at their address.

**Figure 1: How many people permanently live at your address?**



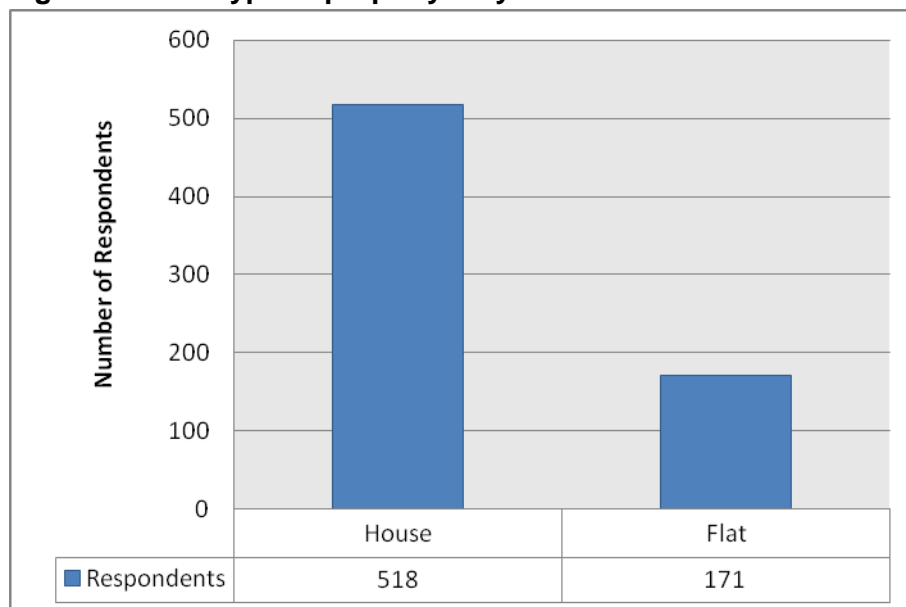
**Base = 689 respondents**

Respondents were subsequently asked to identify the type of property in which they live. The options provided were houses (including detached and semi-detached properties) and flats (including tenement properties, high-rise flats and courtyard developments). The results of responses to this question are provided below in Figure 2. The results show that over three quarters (518 respondents; 75.2%) of those who responded to this question live in a house, compared to just under a quarter who live in a flat (171 respondents; 24.8%).

These results can also be broken down by age-group and neighbourhood. In terms of age, around three quarters of respondents in each of the three oldest age-groups (35-54, 55-64 and 65+) lived in houses, with around a quarter of each of these groups living in flats. The youngest age-group (16-34), on the other hand, was considerably more likely to live in a flat: 40.7% of respondents in this age-group do so, compared with just 21.6% of respondents aged 65+, for example. Conversely, a smaller proportion of the youngest age-group (59.3%) lives in houses than is the case for the three older age-groups.

In terms of neighbourhoods (North, Central and South), the disaggregated results show that the proportion of respondents living in houses rather than flats is much higher in North (86.3%) and South (80.2%) than in Central (54.1%). Conversely, the proportion of respondents in Central who live in flats (43.5%) is far higher than in North (13.2%) or South (17.9%).

**Figure 2: What type of property do you live in?**



**Base = 689 respondents**

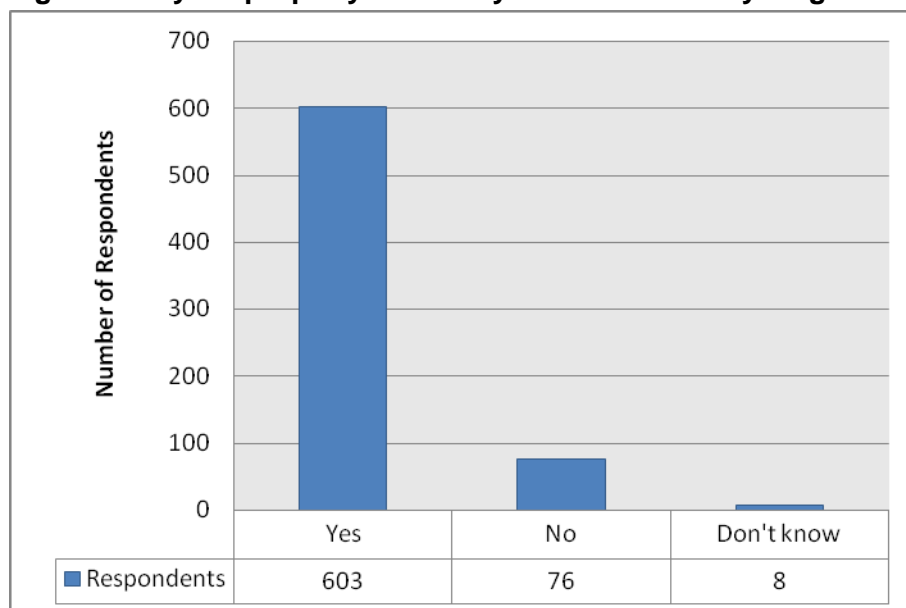
### Garden Waste Recycling

Panellists were then asked if their property (whether a house or flat) was served by Aberdeen City Council's kerbside recycling collection (the collection of materials for recycling in a black box and white sack). A breakdown of the responses provided is given in Figure 3 (see below), which shows that the vast majority of respondents (603; 87.8%) are served by the kerbside recycling collection. Only 76 respondents stated that their household is not provided (11.1%) with this service, with 8 respondents (1.2%) stating that they did not know.

Again, these results were broken down by neighbourhood. In addition, we used the results provided in Figure 1 (see above) to break down these results according to type of residence. In relation to neighbourhoods, the results show that the proportion of respondents whose property is served by the kerbside recycling collection is highest in North (96.1% of respondents), compared to 90.5% of respondents in South and just 71.0% of respondents in Central. In terms of property type, a considerably higher proportion of respondents living in

houses (96.7%) is served by the kerbside recycling collection than is the case for those living in flats (57.9%).

**Figure 3: Is your property served by the kerbside recycling collection?**



**Base = 687 respondents**

The survey then went on to ask respondents whose property is served by the kerbside recycling collection whether they actually use the service. The responses to this question are provided below in Figure 4. Of the 603 respondents whose property is served by the kerbside collection, a clear majority uses the black box collection (533 respondents; 88.4%). A slightly smaller proportion uses the white bag (499 respondents; 82.8%).

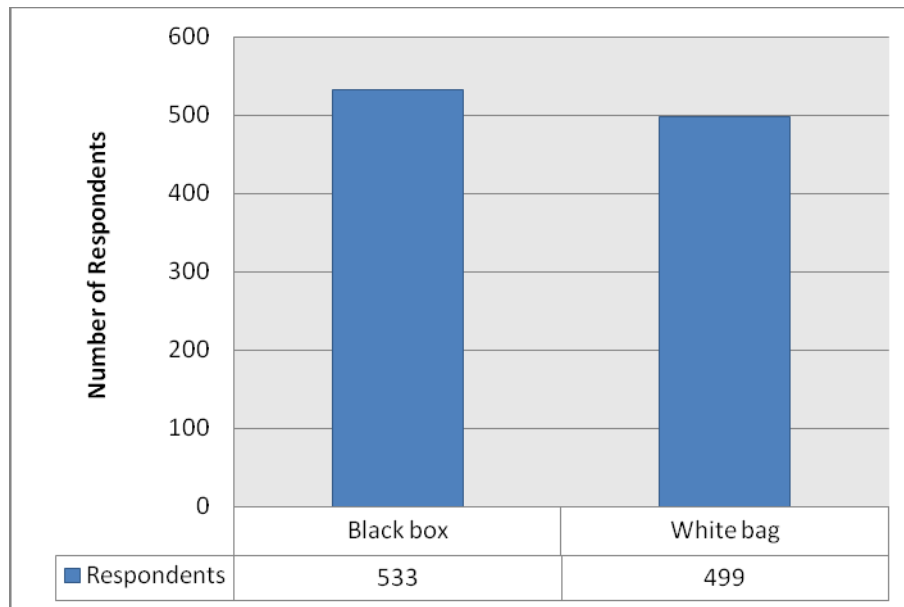
These responses were also broken down according to a number of respondent attributes. In addition to considering neighbourhood and property type, these results were also considered in terms of panellists' age and gender.

With regard to neighbourhood, usage of the black box collection was highest in South (90.8%), followed by North (88.8%) and Central (83.7%). However, respondents in North were most likely to use the white bag collection (85.3%), compared with 84.0% in South and 76.9% in Central. For property types, the results show that the proportion of panellists who live in houses, are offered the black box service and actually use it was noticeably higher (91.2%) than the proportion of those who live in flats, receive the service and actually use it (73.7%). The same trend was apparent in relation to the white bag service, with an 85.4% rate of service usage among those living in houses compared to just 69.7% of those living in flats.

In terms of gender, there were no significant differences between male and female panellists, although a slightly higher proportion of female respondents reported using the services (89.4% using the black box service and 83.8% using the white bag service) than was the case for male respondents (87.2% and 81.2%, respectively). There were also minor variations in terms of different age-groups' usage of these services. The age-group containing the highest proportion of respondents who use the black box service was the 16-

34 age-group (91.3%), compared to 88.4% of those aged 35-54, 85.4% of those aged 55-64 and 90.3% of those aged 65+. For the white bag, the highest rate of usage was found among the 35-54 age-group (85.3%), followed by the 16-34 age-group (84.8%), the 55-64 age-group (80.4%) and the 65+ age-group (80.0%).

**Figure 4: If your property is served by the kerbside recycling collection, do you use the service?**

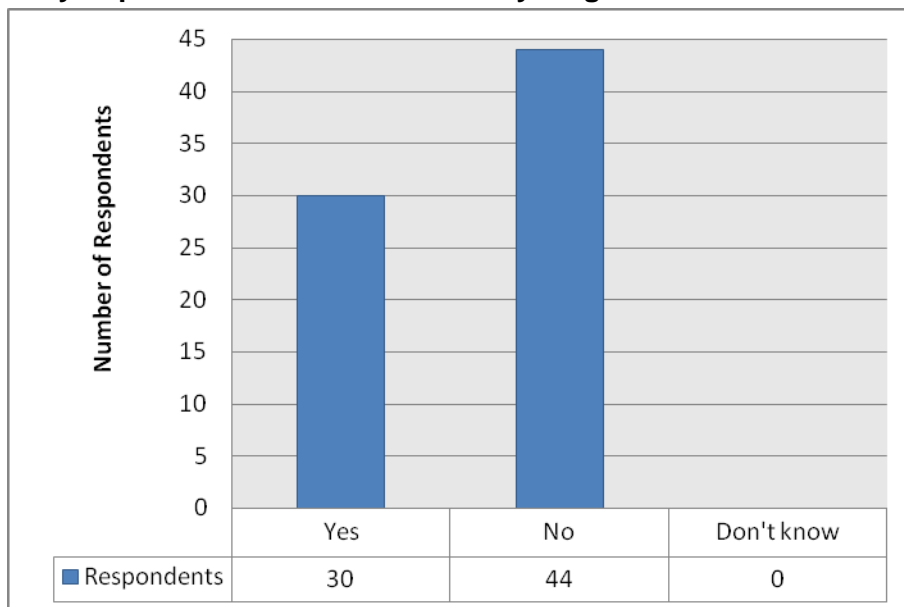


**Base = 603 respondents**

Respondents who earlier claimed that their property was not served by the kerbside recycling collection service were then asked whether they instead had access to communal recycling facilities (i.e. shared with neighbours), including on-street paper recycling bins or recycling bins in communal area. The results are provided below in Figure 5, and show that of the 74 respondents who actually answered the question, around two fifths (30 respondents; 40.5%) are provided with some form of communal recycling collection facility, whilst the remainder (44 respondents; 59.5%) are not.

Again, it is possible to further explore any patterns relating to respondents' neighbourhood or property type. Consideration of the first of these factors shows that the proportion of respondents who are provided with communal recycling collection facilities is higher in North (50.0%) and South (55.0%) than in Central (32.6%). In terms of property types, a greater proportion of respondents who live in flats are provided with some form of communal recycling collection facility (41.3%) than of those living in houses (33.3%).

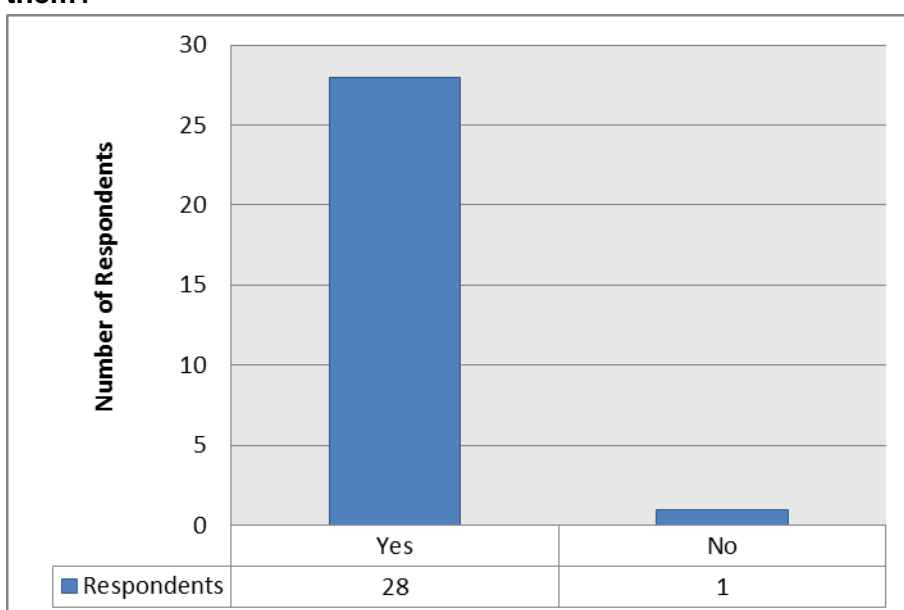
**Figure 5: If your property is not served by the kerbside recycling collection service, are you provided with communal recycling collection facilities?**



**Base = 74 respondents**

The small number of respondents who are not served by the kerbside recycling service but who are provided with communal recycling collection facilities were then asked if they used these communal facilities. 29 panellists replied, and their responses are provided below in Figure 6. The chart shows that the vast majority of panellists (28 respondents; 96.6%) who fit this description do use these facilities, with only one such panellist (3.4%) claiming that they do not. Due to the extremely high level of consistency across answers to this question, no further disaggregation of responses by property type, age, gender or neighbourhood was felt to be useful.

**Figure 6: If you are provided with communal recycling collection facilities, do you use them?**

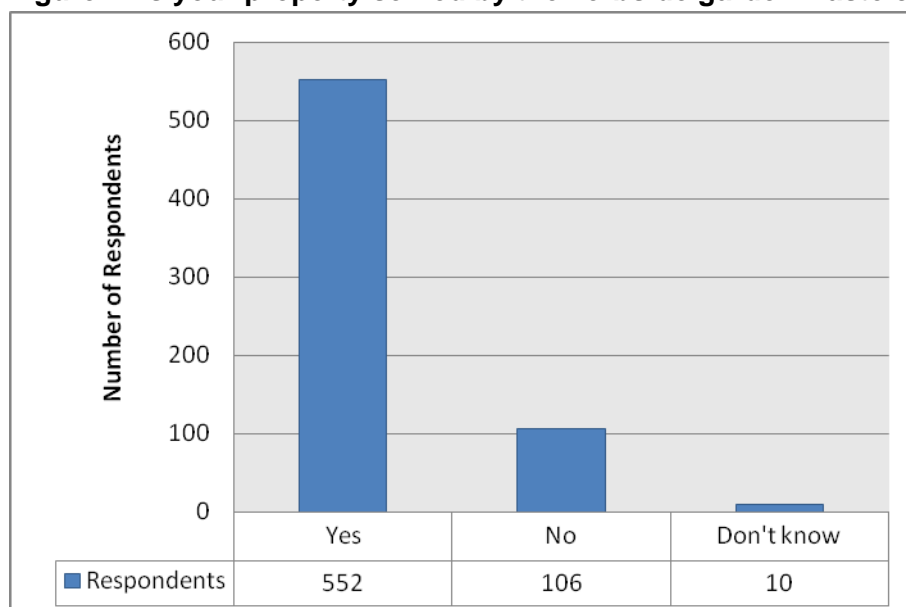


**Base = 29 respondents**

All respondents were then asked whether their property is served by the kerbside garden waste collection service (the fortnightly collection of garden waste in a brown wheeled bin). The responses are provided below in Figure 7, and show that a clear majority of respondents live in properties which are served by the kerbside garden waste collection service (552 respondents; 82.6%). Only 15.9% of residents live in properties which are not provided with this service, whilst 10 respondents (1.5%) do not know.

Again, looking at these results when broken down by neighbourhood reveals a familiar pattern. The proportion of respondents whose property is provided with this service is higher in North (86.3%) and South (87.5%) than Central (60.9%). In relation to property type, breaking down these results shows that a significantly higher proportion of respondents who live in a house (93.6%) is provided with this service than is the case for those who live in a flat (37.4%).

**Figure 7: Is your property served by the kerbside garden waste collection service?**



**Base = 668 respondents**

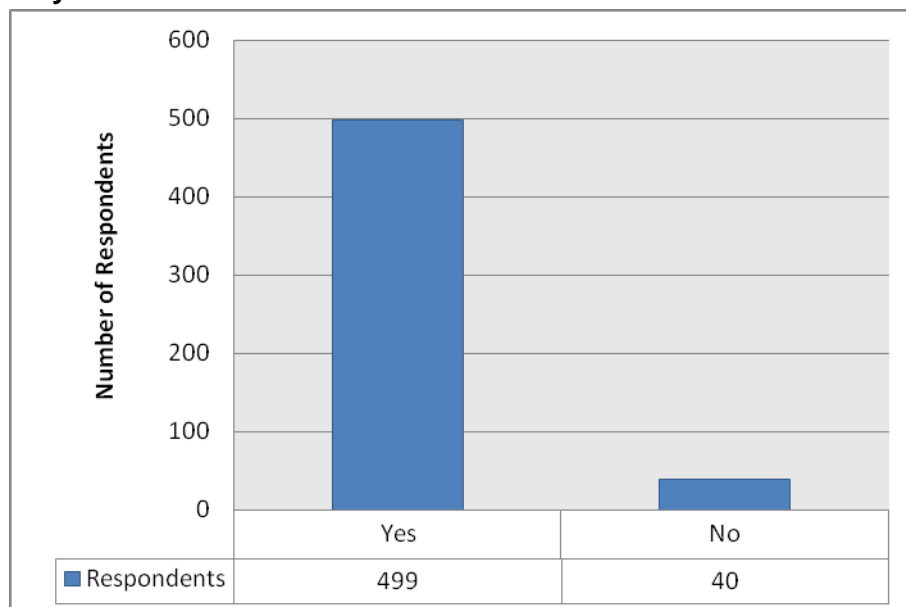
The 552 respondents who stated that their property is provided with this service were then asked whether they use it. 539 respondents replied to this question, and an overview of the responses is provided below in Figure 8. The chart shows that 499 respondents (92.6%) who are offered this service choose to use it, whilst 40 (7.4%) do not.

These results can be further broken down by gender, age-group, neighbourhood and property type. In relation to gender, the results show that female respondents reported only a very slightly higher level of usage (90.6%, compared to 89.9% of male respondents). With regard to age-groups, the group containing the highest proportion of respondents who use the kerbside garden waste collection service was the 55-64 group (93.1% of respondents in this group use the service), followed by the 16-34 group (92.5%), the 65+ group (90.1%) and the 35-54 group (88.0%).

In terms of neighbourhood differences, the area containing the highest proportion of respondents who use the service was South (93.9%), followed by North (89.3%) and Central

(84.9%). Respondents living in a house reported a higher level of usage of this service than their counterparts who live in a flat: 92.0% and 78.1% of respondents, respectively.

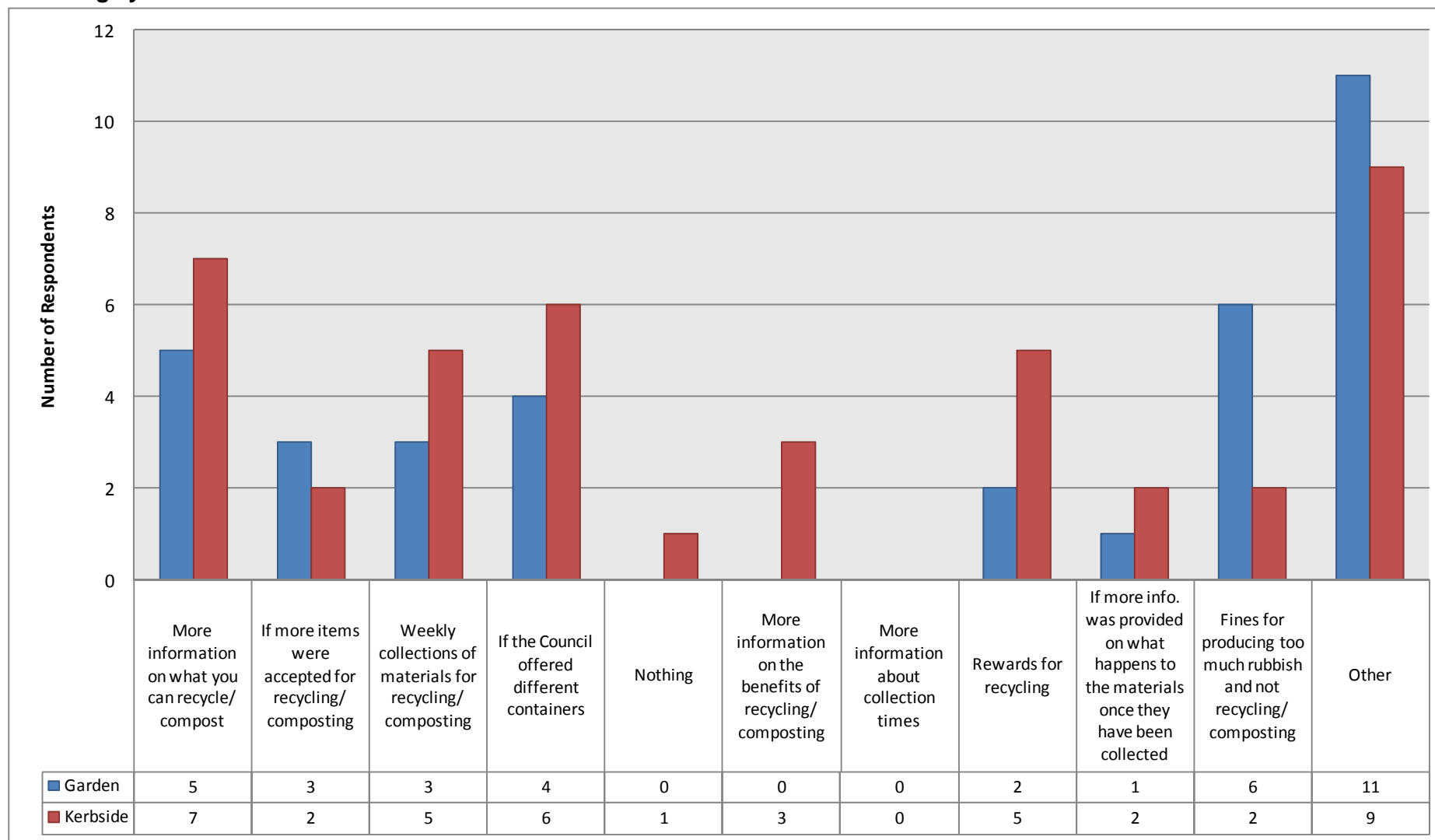
**Figure 8: If your property is served by the kerbside garden waste collection service, do you use the service?**



**Base = 539 respondents**

The respondents who are offered either the kerbside recycling and/or garden waste collection service but do not use one or both of them were then asked about factors which might encourage them to use these services. Their results are aggregated below in Figure 9. The chart shows that in relation to the garden waste collection service, the factors which the greatest share of respondents identified were fines for producing too much rubbish and not recycling/composting (6 respondents; 13.3%), more information on what you can recycle/compost (5 respondents; 11.1%), and the provision of different containers (4 respondents; 8.9%). For the kerbside service, the most popular factors were more information on what you can recycle/compost (7 respondents; 8.8%), if the Council provided different containers (6 respondents; 7.5%), rewards for recycling (5 respondents; 6.3%), and weekly collections of materials for recycling/composting (5 respondents; 6.3%). However, in each case, the most popular option was for respondents to select 'other'. However, many of these 'other' suggestions corresponded broadly to options already offered to panellists: thus, the most popular 'other' suggestions across all respondents were nothing (13 respondents; 11.6%), if the Council provided different containers (4 respondents; 3.6%) and more information on what you can recycle/compost (2 respondents; 1.8%). Panellists who mentioned that they would like to see the Council provide different containers were asked to provide details on what type of container they would like to see. The most popular options were bigger boxes or wheelie bins (10 respondents; 8.9%), bags which were less likely to blow away in the wind (6 respondents; 5.4%) and more sanitary containers (e.g. a black box with a lid) (4 respondents; 3.6%). Due to the difficulty inherent in obtaining meaningful results from such a small sample size (40 respondents in this case), further stratified analysis was not conducted on these results.

**Figure 9: If you are offered the kerbside recycling and/or garden waste collection service but you do not use them, what would encourage you to use the service?**



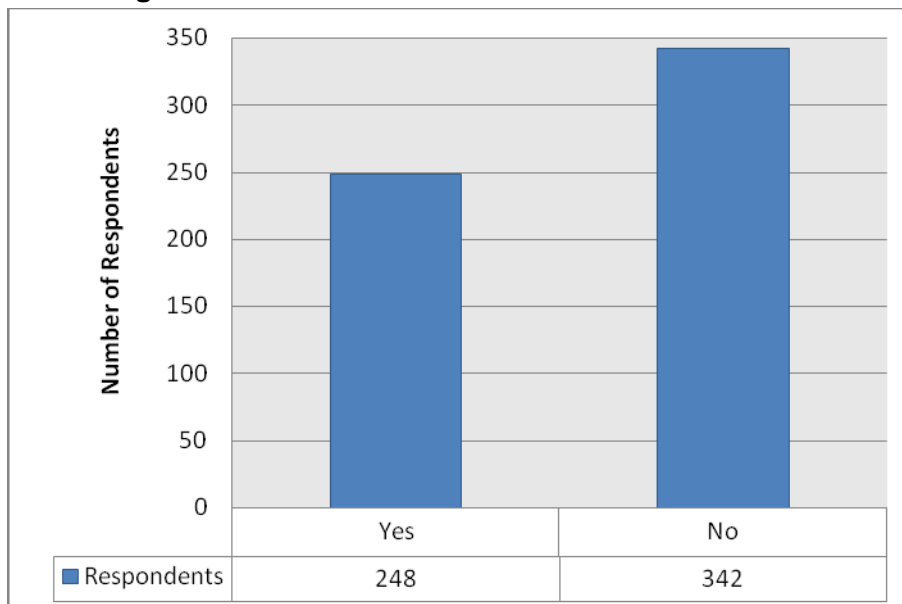
**Base = multiple (Garden: 45 respondents; Kerbside: 80 respondents; Overall: 112 respondents)**



### Recent Service Changes

On 17th May 2010, Aberdeen City Council introduced alternate weekly collections for those properties with an individual wheeled bin which are also offered the kerbside recycling service. The Council was keen to find out whether there were any concerns about this change to the service among panellists who have alternate weekly collections. The responses to this question are provided below in Figure 10. As can be seen, a large minority of those who responded (248 respondents; 42.0%) do have concerns about this change. Concerns were most prevalent in the North of the city (47.0% of panellists from this neighbourhood, compared to 40.4% of those in the South and 38.2% in Central). Male panellists were also more likely to be concerned about this (45.0%) than female panellists (39.3%). In terms of age-groups, no clear trends emerged, with concern highest among those aged 35-54 (51.3%). The other age-groups shared fairly similar levels of concern, ranging from 39.3% of those aged 55-64 to 33.6 of those aged 65+ and 33.3% of those aged 16-34.

**Figure 10: If you have alternate weekly collections, do you have any concerns about this change to the service?**



**Base = 590 respondents**

Those respondents who do have concerns about this change to the service were asked to identify their one main concern in relation to this change in service. Their responses were tallied and have been tabulated below in Table 1. The most prevalent concerns were that if panellists go on holiday, their waste may not be collected for a month (80 respondents; 32.2%), that waste will smell if not collected each week (78 respondents; 31.5%), that a large family means they wouldn't have enough space for non-recyclable waste (38 respondents; 15.3%) and an increase in fly-tipping (35 respondents; 14.1%). 25 panellists gave an 'other' response. Of these, 15 were not relevant to the question and the remaining 10 (4.0%) related to concerns over it being too easy to forget when the different collections are due (and to not have waste collected for a month as a result of forgetting).

Breaking these results down according to panellist characteristics also reveals further patterns. There were few notable differences between genders, although male panellists

exhibited greater levels of concern about not enough information being provided (7.2%), having a large family but not having enough space to store non-recyclable waste (8.8%) and increased fly-tipping (16.0%) that was the case for female panellists (4.3%, 4.3% and 12.1%, respectively). Conversely, female panellists exhibited a greater level of concern about waste smelling if not collected each week (31.0%) and waste not being collected for a month if on holiday (34.5%) than their male counterparts (25.6% and 30.4%, respectively).

Across different neighbourhoods, there were different levels of concern in relation to different factors. Among panellists living in the North of the city, the most prevalent concern was that their waste would smell if not collected each week (41.2% of respondents in this area, compared to 19.0% of respondents in Central and 22.1% in South). In comparison, the most frequently cited concern in Central and South was that their waste would not be collected for a month if they go on holiday (34.5% and 38.9% of respondents, respectively). By contrast, only 24.5% of panellists in the North identified this as their main concern. In terms of property types, the most frequently identified factors by respondents living in flats were that their waste would smell if not collected each week and that their neighbours use their bin for excess waste (each identified by 20.5% of respondents living in flats). For those living in houses, the most prominent factor was that their waste would not be collected for a month if they go on holiday (35.9%). There were also notable differences of opinion in relation to some factors. Whilst 10.3% of those living in flats said that their main concern was a lack of information, this fell to 5.8% of those living in houses. Having a large family and insufficient space to store non-recyclable waste was highlighted as a concern by 7.3% of those living in houses but by only 2.6% of those living in flats. Whilst neighbours using their bin(s) was the joint highest factor identified by those living in flats (20.5%), this was seen as a problem by only 6.8% of those living in houses.

There were also some differences among age-groups. Concern about a lack of information being provided was by far the most prevalent concern among respondents in the oldest age-group (38.0% of those aged 65+), compared to just 18.8% of those aged 16-34. For the two middle age-groups, the most frequently identified concern was that their waste would not be collected for a month if they go on holiday (32.8% of respondents aged 35-54 and 39.0% of those aged 55-64). For the youngest age-group, there was much less consensus on the single greatest concern, with 18.8% of those aged 16-34 identifying each of the two factors already mentioned and a further 18.8% mentioning that their neighbours use their bin(s) for excess waste.

**Table 1: If you do have any concerns about this change to the service, what is your one main concern about the change to this service?**

Concern	No. of Respondents
If I go on holiday my waste may not be collected for a month	80
My waste will smell if not collected each week	78
I have a large family and I don't have enough space to store non-recyclable waste	38
There is an increase in fly tipping	35
My neighbours use my bin for excess waste	25
My waste attracts flies and vermin	22
Not enough information has been provided	16
I have children in disposable nappies	8
I have a medical condition that creates extra waste	2
Other	25

**Base = 248 respondents**

In December 2009, the Council expanded the food waste collections. These collections are now available to all householders with a brown bin. The Council wanted to know whether panellists with a brown bin actually use this service. Responses to this question are provided below in Figure 11. The results show that of the 679 panellists who responded, 368 (54.2%) have a brown bin and do use the food waste service, 158 (23.3%) have a brown bin but do not use the service, and 153 (22.5%) do not have a brown bin and are therefore unable to use the service. Discounting the people who do not have a brown bin and re-running the calculations including only those panellists who do own a brown bin shows that 70.0% of panellists with a brown bin do use the service, whilst 30.0% of brown bin owners do not.

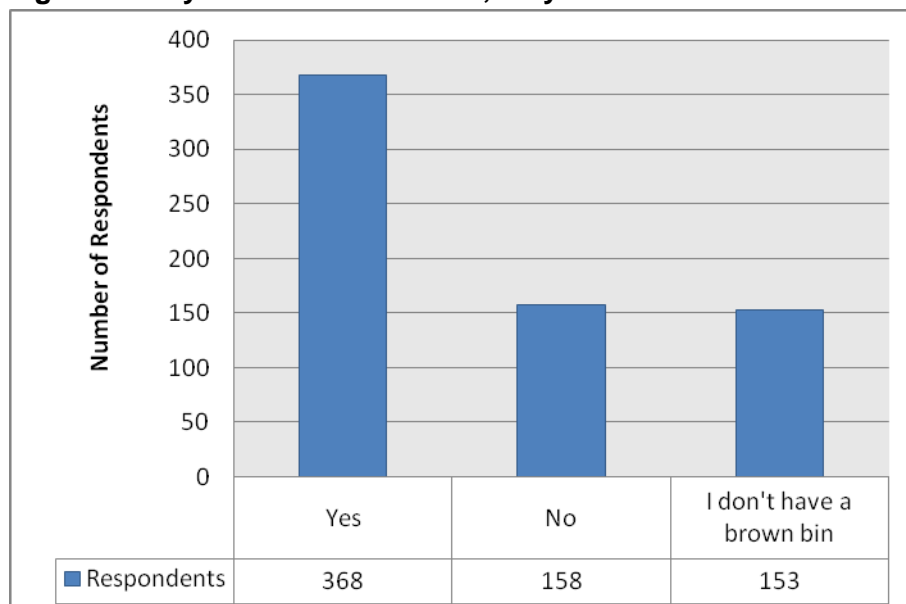
Deeper consideration of these results reveals some interesting findings. Considering only those households which do have a brown bin, it can be seen that whilst 76.0% of female panellists do use the food waste service, this drops to just 64.7% of male panellists. Again considering only those households which do have a brown bin, the 16-34 age-group is least likely to use the food waste service (66.7%), followed closely by the 65+ age-group (68.1%). Very similar proportions of the middle age-groups do use the food waste service: 71.5% of those aged 35-54 and 72.4% of those aged 55-64.

The results also show that use of the food waste service is lower in the Central areas of Aberdeen (64.5%) than in the North (71.6%) and South (73.1%). Although a far smaller proportion of households in Central (61.8%) have brown bins than in North (84.5%) and South (83.9%), these results control for this discrepancy by only considering responses from panellists who already do have a brown bin.

In terms of property type, it is clear even before conducting further investigation that there is an imbalance in terms of the respective proportion of each type of property which has a brown bin. Whilst 91.4% of respondents who live in a house already have a brown bin, this drops to just 34.0% of those living in flats. However, controlling for this imbalance

nevertheless shows that whilst 71.2% of panellists living in houses with access to a brown bin do use the food waste service, only 59.3% of panellists who live in a flat and have a brown bin actually use the service.

**Figure 11: If you have a brown bin, do you use the food waste service?**



**Base = 679 respondents**

The 158 respondents who claimed to have a brown bin but not use the food waste collection service were subsequently asked why they choose not to use the food waste service. A number of options were provided for respondents to choose from, with their responses tabulated below in Table 2. The table shows that the most frequently offered reason was that respondents compost their food waste in their garden (47 respondents; 31.3%). 37 respondents (24.7%) claimed not to produce any food waste, 18 respondents (12.0%) stated that they do not have space for the green kitchen caddy, whilst 11 panellists (7.3%) did not know it was available and 9 respondents (6.0%) don't know how to use the service. 28 respondents (18.7%) submitted a response which did not conform to the choices offered in the survey: of these, the most frequent were the smell or hygiene issues associated with keeping food waste in the caddy (18 respondents; 12.0%), the fact that the service is difficult to use (5 respondents; 3.3%), using other methods to dispose of food waste (also 5 respondents; 3.3%), or that they have not received a green caddy (3 respondents; 2.0%).

Within these responses, there were some slight variations. For both male and female panellists, the most frequently cited reason for not using the service was composting their own food (29.6% of male respondents; 32.3% of female respondents). However, male panellists were equally likely to cite not having any food waste as a reason for not using the service (29.6%). There were also some variations by age-group. The most popular response among the three youngest age-groups was that they compost their own food, rising from 18.2% of those aged 16-34 (although the same proportion within this age-group also stated that they did not know it was available and that they don't have space for the kitchen caddy) to 26.8% of those aged 35-54 and 34.3% of those aged 55-64. The most popular response among those aged 65+ (39.0%) was that they do not produce any food waste (the frequency with which this option was selected rose steadily in line with the age profile of each group,

from 9.1% of those aged 16-34 to 16.1% of those aged 35-54 and 28.6% of those aged 55-64).

A comparison of responses by property type shows that respondents living in houses cited composting their own food as the principal reason for not using the service (34.9%, compared to just 10.5% of respondents living in flats). For those living in flats, the most frequently offered reason was not having any food waste (52.6%, compared to just 20.9% of those living in houses). Perhaps surprisingly, the proportion of respondents living in houses who cited not having enough space as a reason (11.6%) was more than double the equivalent proportion of those living in flats (5.3%).

There were also some notable differences between areas of the city. Whilst respondents in the North and Central areas of the city identified not having any food waste as the most common reason for not using the food waste service (31.9% and 33.3% respectively, compared to just 14.3% of respondents in the South), respondents in the South cited the fact that they compost their own waste (44.6%) much more frequently than their counterparts in North and Central did (just 20.5% and 23.4%, respectively). Again, it is perhaps surprising – particularly given the prevalence of flatted accommodation in Central – that the proportion of respondents who cited not having enough space for the kitchen caddy was higher in North (12.8%) and South (16.1%) than in Central (7.7%).

**Table 2: If you have a brown bin but do not use the food waste service, why do you not use this service to compost your food waste?**

Reason	No. of Respondents
I compost my food waste in my garden	47
I do not have any food waste	37
Other	28
I don't have space for the kitchen caddy	18
I didn't know it was available	11
I didn't know how to use this service	9

**Base = 150 respondents**

### **Waste Management Initiatives**

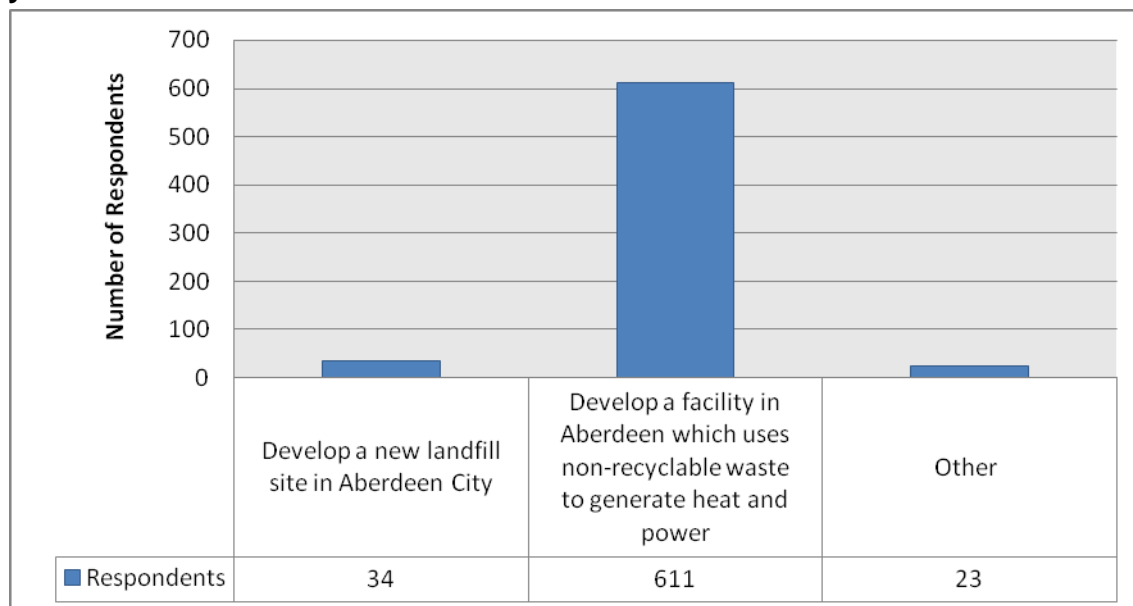
Even after waste minimisation and recycling activities, there is still waste that needs to be disposed of. Currently, all general waste collected from refuse bins in Aberdeen is sent to a landfill site just outside the Bridge of Don. This landfill is expected to be full by December 2010 and decisions will have to be taken on how waste will be disposed of in the future. The Council has to meet tough targets to reduce the amount of waste for both environmental and financial reasons. The alternative option to landfill is to use waste treatment options that use the waste to generate heat and electricity.

Panellists were asked what steps they would like to see Aberdeen City Council taking to handle household waste in future. They were invited to choose between two options or to provide their own 'other' suggestion. The responses received are provided below in Figure 12. The chart shows that out of 668 respondents, 611 (91.5%) wished to see the City

Council develop a facility in Aberdeen which uses non-recyclable waste to generate heat and power. 34 respondents (5.1%) wanted to see a new landfill site developed in Aberdeen, whilst 23 respondents (3.4%) offered an 'other' suggestion. Of these 'other' responses, the most frequently offered was that the Council should push for better recycling (including accepting a wider range of materials for recycling) (11 respondents; 1.6%) or address the issue of excess packaging with supermarkets or food producers (7 respondents; 1.0%). 6 respondents (0.9%) voiced concerns either that the question was loaded or worded in such a way as to obtain a specific response, or that it was misleading to claim that these were the only two possibilities.

There was virtually no difference between male and female panellists' responses to this question. There was also a high degree of consistency across neighbourhoods, although respondents in Central expressed a marginally higher degree of support for the idea of a new landfill site (5.3%, compared to in 4.4% North and 3.8% in South). In terms of age-groups, support for a facility which uses non-recyclable waste to generate heat and power was lowest among those aged 16-34 (83.1%), although support for the landfill option was highest among those aged 65+ (5.7%).

**Figure 12: What steps would you like to see Aberdeen City Council take to handle your household waste in the future?**



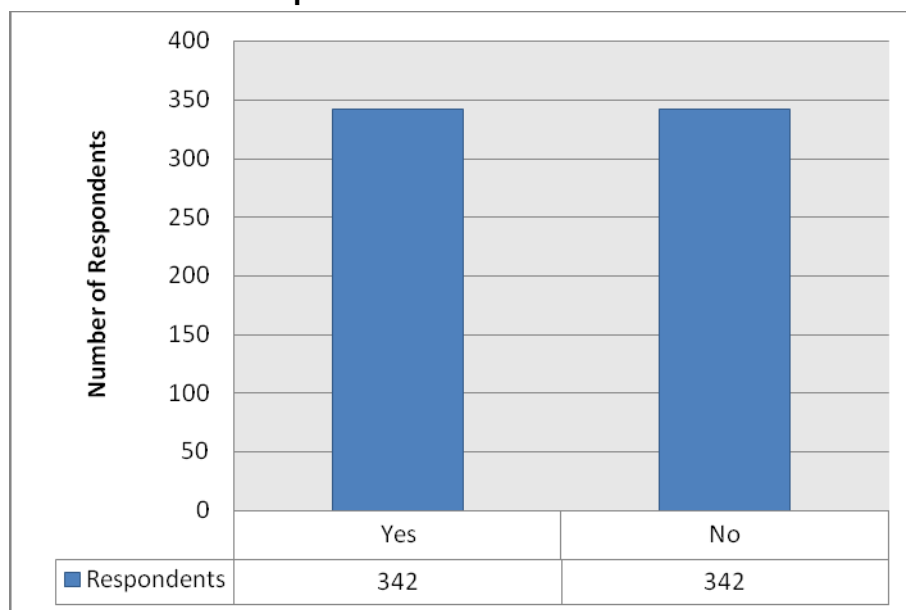
**Base = 668 respondents**

The costs of refuse collection and disposal are publicly funded. Aberdeen City Council provides a wheeled bin with a capacity of 240 litres for the collection of general waste to all households with the space to store such a bin. Households meeting set criteria can pay a one-off charge for the delivery/provision of an additional refuse bin. This means that the collection and disposal of their additional waste is paid for by all other households in the City.

Panellists were asked if they thought households who create more waste should pay for the collection and/or disposal of their additional waste. Their responses are provided below in Figure 13, and show a completely even split of 342 respondents (50.0%) in favour of the proposals and the exact same number opposing them. There was virtually no difference

between male and female panellists' responses, although it is worth noting that support for the proposals fell as the age of respondents increased: whilst 67.8% of respondents aged 16-34 support the proposals, this falls to 56.7% of those aged 35-54, 45.2% of those aged 55-64 and just 34.1% of those aged 65+. The proportion of respondents who agreed that these households should pay for the collection and/or disposal of their additional waste was highest in South (52.9%), dropping to 49.3% in Central and 43.9% in North.

**Figure 13: Do you think households who create more waste should pay for the collection and/or disposal of their additional waste?**



**Base = 684 respondents**

Those respondents who believed that households creating more waste should pay for the collection and/or disposal of their additional waste were then asked exactly how much they believed these households should pay. They were offered two options (the cost of collecting the waste or the cost of collecting AND disposing of the waste), plus the option of providing an 'other' suggestion. 340 panellists responded, with the majority (207 respondents; 60.9%) suggesting that these households should pay a charge equal to the cost of collecting AND disposing of the waste (typically £2.50 - £3). 120 respondents (35.3%) suggested that the charge should be equal to the cost of collecting the waste (typically £1 - £1.50), whilst 13 respondents (3.8%) provided an 'other' suggestion. The most popular other suggestions were that the cost should vary according to the amount of waste (5 respondents; 1.5%), that they did not know (3 respondents; 0.9%) or that the payment should fall between the two options provided (i.e. in the range £1.50 - £2.50) (2 respondents; 0.6%).

There was little difference between male and female respondents' answers, although male respondents were slightly more likely to favour paying the waste collection costs only (35.8%) than their female counterparts (33.1%), with female respondents more likely to favour a levy equal to the collection AND disposal costs (62.2%, compared to 58.5% of male respondents). With regard to age differences, there seemed to be a clear link between the age-group of respondents and their support for a charge equal to the cost of collection only. Support for this option increased from 27.5% of those aged 16-34, to 28.9% of those aged 35-54, 33.8% of those aged 55-64 and 53.3% of those aged 65+. Support for a charge equal

to the costs of collecting and disposing of the waste were lowest among those aged 65+ (35.0%) and highest among those aged 35-54 (67.1%).

In terms of neighbourhood differences, there were differences between responses from the North of Aberdeen and those from the Central and South areas of the city. Whilst a very clear majority of respondents from both Central (62.7%) and South (64.7%) support a charge which is equal to the cost of waste collection AND disposal, the majority is considerably smaller among respondents from the North of the city (51.1%). Conversely, there is much higher support among respondents from the North of the city (47.8%) for a charge equal to the cost of collection only than is the case among respondents from neighbourhoods in Central (30.4%) or South (28.8%).

**Figure 14: If you do think households who create more waste should pay for the collection and/or disposal of their additional waste, how much more should they pay per week?**



**Base = 340 respondents**

Aberdeen City Council is currently developing initiatives to expand recycling and composting facilities in the city, and was keen to establish which of these initiatives City Voice panellists believed would be most effective. The different initiatives were listed, and panellists were asked to identify the three initiatives they believed would be most effective. Their results were aggregated and are provided below in Table 3. The results show that the initiative which by far the largest number of panellists believed would be effective was the provision of more recycling centres (larger facilities where you can recycle many other items such as batteries, electrical equipment, garden waste, wood and scrap metal, and safely dispose of household chemicals, paint etc) (selected by 431 respondents; 61.5%). The next most popular options were the provision of more local recycling points (for paper, cardboard, cans, plastic bottles and glass bottles) (274 respondents; 39.1%), reverse vending machines (where empty containers can be returned to a machine and a discount voucher is given out in return) (267 respondents; 38.1%) and the provision of more on-street/communal recycling facilities for flatted areas of the city without kerbside recycling (256 respondents; 36.5%). 47 respondents (6.7%) provided an 'other' suggestion, among which the most common suggestions were for the kerbside recycling service to collect a wider range of materials (11



respondents; 1.6%), to have weekly kerbside collections (5 respondents; 0.7%), to penalise supermarkets or food producers for excess packaging (also 5 respondents; 0.7%), or for existing recycling facilities to be better maintained or more regularly emptied (4 respondents; 0.6%). 16 respondents (2.3%) provided suggestions which were not relevant to the question.

These results may also be broken down by panellist characteristics with a view to identifying underlying trends. In terms of gender, there were few differences between male and female panellists, with the one notable exception being a higher tendency among female panellists to support the introduction of food waste collections for areas of the city without brown bins (31.1%, compared to 22.5% of male panellists). There were also few major differences between panellists from different areas of the city, with the most notable divergences emerging in relation to the provision of more on-street/communal recycling facilities, which was a more popular option among panellists in Central areas (48.3%) than in North (33.7%) and South (35.4%).

In terms of age-related differences, different options received varying levels of support from panellists of different ages. Whilst the most popular option for those aged 16-34 was the provision of more on-street/communal recycling facilities (54.2%), the introduction of more recycling centres was the most popular option for those aged 35-54 (58.2%), 55-64 (62.1%) and 65+ (68.2%). Having more local recycling points also increased in popularity among older age-groups, being cited by 28.8% of those aged 16-34, 35.4% of those aged 35-54, 36.7% of those aged 55-64 and 41.5% of those aged 65+. Conversely, the popularity of reverse vending machines was highest among the youngest age-groups, with popularity at its highest among those aged 16-34 (selected by 49.2% of respondents in this age-group), decreasing to 45.9% among those aged 35-54, 35.6% of those aged 55-64 and just 24.4% of those aged 65+.

**Table 3: Aberdeen City Council is developing initiatives to expand recycling and composting facilities in the city. Which of the following initiatives do you think would be most effective?**

<b>Initiative</b>	<b>No. of Respondents</b>
More recycling centres	431
More on street/ communal recycling facilities	274
Reverse vending machines	267
More local recycling	256
Litter recycling facilities in the city centre	225
Food waste collections for areas of the city without brown bins	190
Other	47

**Base = 701 respondents**

# THE ENVIRONMENT - WASTE AND RECYCLING

## TRANSPORT AND CONNECTIONS

### Local Transport Strategy

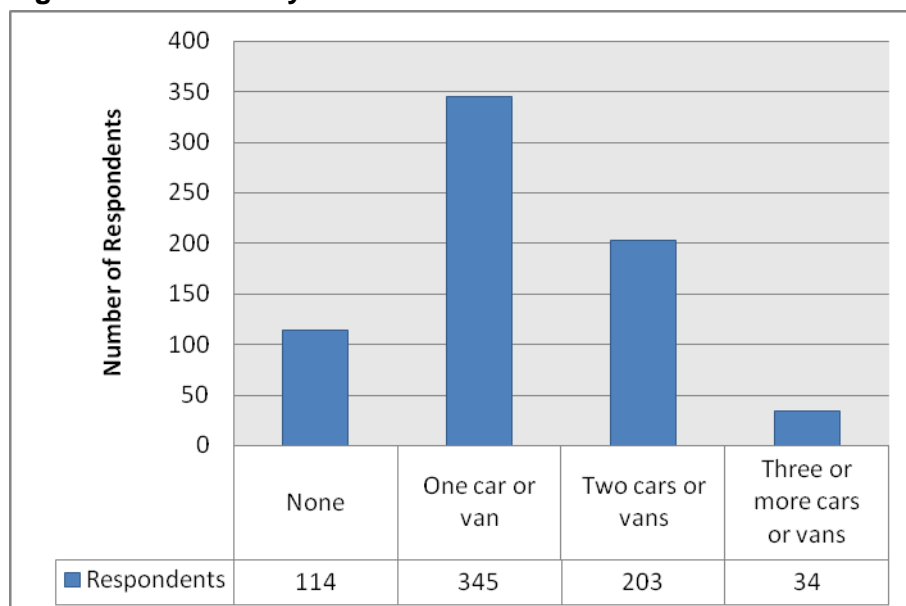
Aberdeen City has a Local Transport Strategy (LTS) which sets out the Council's transport policies and actions until 2012. One of the main objectives of the Local Transport Strategy is to encourage more walking, cycling and use of public transport. To find out what impact the strategy is having, the Council is asking panellists to tell them about their current travel patterns. The results will provide vital information that will tell the Council how well the policy is working.

Firstly, panellists were asked how many cars or vans are owned or available for use by their household. Their responses are aggregated and provided below in Figure 15. The results show that just under half of respondents (345; 49.6%) have one car or van. 203 respondents have two cars or vans (29.2%), whilst only 34 respondents have three or more cars or vans (4.9%). 114 respondents (16.4%) do not own or have the use of any cars or vans.

These results can be further explored according to respondents' neighbourhood and age-group. In relation to the former, the greatest share of respondents in each area had access to one car or van, although this was lowest in Central (46.6%, compared to 50.7% in North and 50.4% in South). The proportion of panellists with access to no cars or vans was more than twice as large in Central (24.8%) as it was in South (12.2%), and almost twice as large as in North (12.8%). The proportion of respondents with access to two cars or vans was largest in North (33.5%, compared with 26.2% in Central and 29.0% in South). Conversely, the proportion of respondents with access to three or more cars or vans was highest in South (8.4%, compared with 3.0% in North and 2.4% in Central).

In relation to age-groups, the greatest proportion of respondents in the youngest age-group had access to two cars or vans (45.8%, compared with 35.8% of those aged 35-54, 29.9% of those aged 55-64 and just 13.1% of those aged 65+). The largest share of respondents in each of the remaining age-groups had access to one car or van: 41.8% of those aged 35-54, 51.1% of those aged 55-64 and 61.1% of those aged 65+ (compared with 40.7% of those aged 16-34). The only other notable age-related finding was that a far greater share of respondents in the oldest age-group had access to no cars or vans (25.7%) than was the case for the other age-groups (11.9% of those aged 16-34 and those aged 35-54, and 16.1% of those aged 55-64).

**Figure 15: How many cars or vans are owned or available for use by your household?**



**Base: 696 respondents**

Panellists were then asked to identify the main reasons why they travel to work in a car (either as a driver or passenger), if indeed they do so. Their responses are tabulated below in Table 4. The results show that the most frequently cited reason for doing so was that their car was essential to performing their job (117 respondents; 16.7%), that public transport was not quick enough (106 respondents; 15.1%), that public transport is not reliable (95 respondents; 13.6%), that public transport is not frequent enough (94 respondents; 13.4%) or that public transport is simply not available to them (88 respondents; 12.6%). 102 respondents (14.6%) gave an 'other' answer. However, the majority of such answers were not relevant to the question. Of those which were relevant, the most frequently mentioned were general convenience (22 respondents; 3.1%), that public transport was too expensive (12 respondents; 1.7%), or that they quite simply prefer using the car (6 respondents; 0.9%).

Once again, these results can be explored further by breaking them down according to panellists' gender, age and neighbourhood. In terms of gender, there were few notable differences, although it can be seen that a greater proportion of female panellists (12.6%) identified safety as a reason than did their male counterparts (8.2%). In addition, a greater proportion of female respondents (9.1%) mentioned that dropping off or collecting children was a reason than was the case for male panellists (4.0%). Male panellists, however, were more likely to cite health reasons (8.2%) as a factor than were female panellists (4.3%).

**Table 4: If you normally travel to work by car as a driver or a passenger, what are your main reasons for doing so?**

<b>Reason</b>	<b>No. of Respondents</b>
Car essential to perform job	117
Public transport not quick enough	106
Other	102
Public transport not reliable	95
Public transport not frequent enough	94
Public transport not available	88
Safe	72
Cheap	55
Dropping off/ collecting children	47
Health reasons	43
Give others a lift	30
Allowance/ Company car	20

**Base: 701 respondents**

For a number of the reasons provided, there was a clear age-related trend. Thus, for each of the following reasons, the proportion of respondents selecting it was highest in the youngest age-group, decreasing steadily through each of the successive age-groups:

- Car essential to perform job
- Dropping off/collecting children
- Public transport not available
- Public transport not reliable
- Public transport not quick enough
- It's cheap to use a car
- It's safe to use a car
- Having an allowance/company car

The only reason which bucked this age-related trend was that of health reasons, which was cited by only 1.7% of those aged 16-34, 4.1% of those aged 35-54, 5.6% of those aged 55-64 and 11.4% of those aged 65+.

There were fewer trends which emerged in relation to panellists' neighbourhoods. The largest variations were seen in relation to public transport, plus the safety and comparatively cheap cost of travelling by car. The availability of public transport was cited as a reason by only 7.2% of respondents in Central, compared to 10.2% in North and 14.1% in South. Similarly, respondents in Central were least likely to cite public transport not being quick enough as a reason (6.3%, compared with 14.8% in South and 20.5% in North). Respondents in the South of Aberdeen were least likely to cite public transport being unreliable as a reason (9.1%), whilst those in North were most likely to do so (22.0%, compared to 10.6 in Central). Panellists in the South were also least likely to mention the cheap cost of car travel as a reason (6.1%), with those in North most likely to do so (11.2%, compared to 6.3% of those in Central). Respondents in the North of the city were most likely

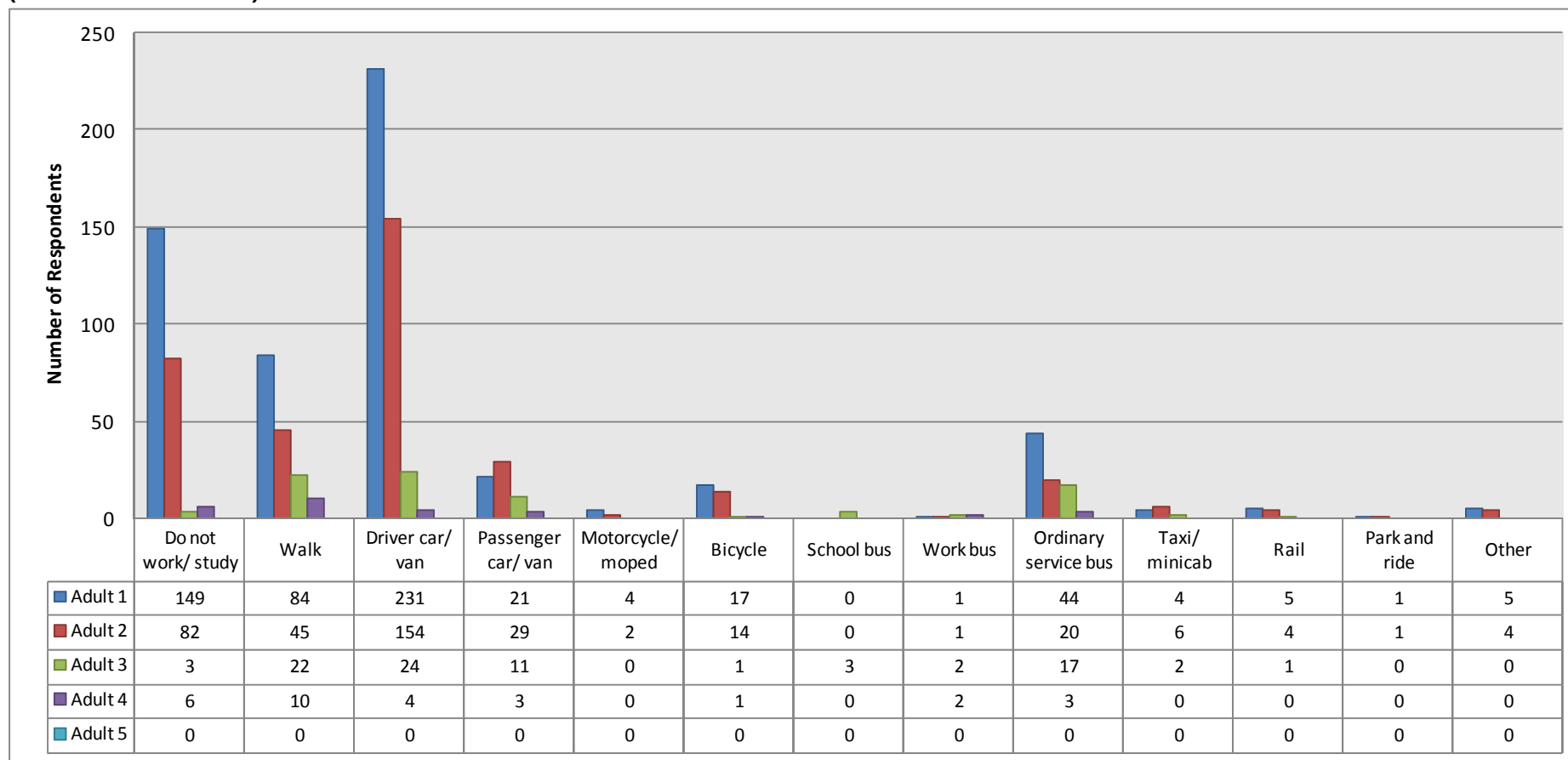
to cite safety as a reason for travelling by car (14.1%), whilst those in Central Aberdeen were least likely to do so (6.8%, compared to 10.3% in South).

The next question sought to identify the main mode of transport used by panellists and members of their families to travel to work or school/college/university. The results for adult panellists are provided below in Figure 16, whilst the results for child members of panellists' families are provided in Figure 17.

The results show that in relation to panellists themselves (i.e. Adult 1), the most frequently cited mode of transport to work is as a driver of a car or van (231 respondents; 40.8%). For the second adult in the household, travelling to work as driver of a car or van was again the most popular option (154 respondents; 42.5%). This was also true for the third adult in panellists' households (27.9%). Very few households contained a fourth adult, but of those that did, the most frequently cited mode of transport was walking (10 respondents; 34.5%). No households contained a fifth adult.

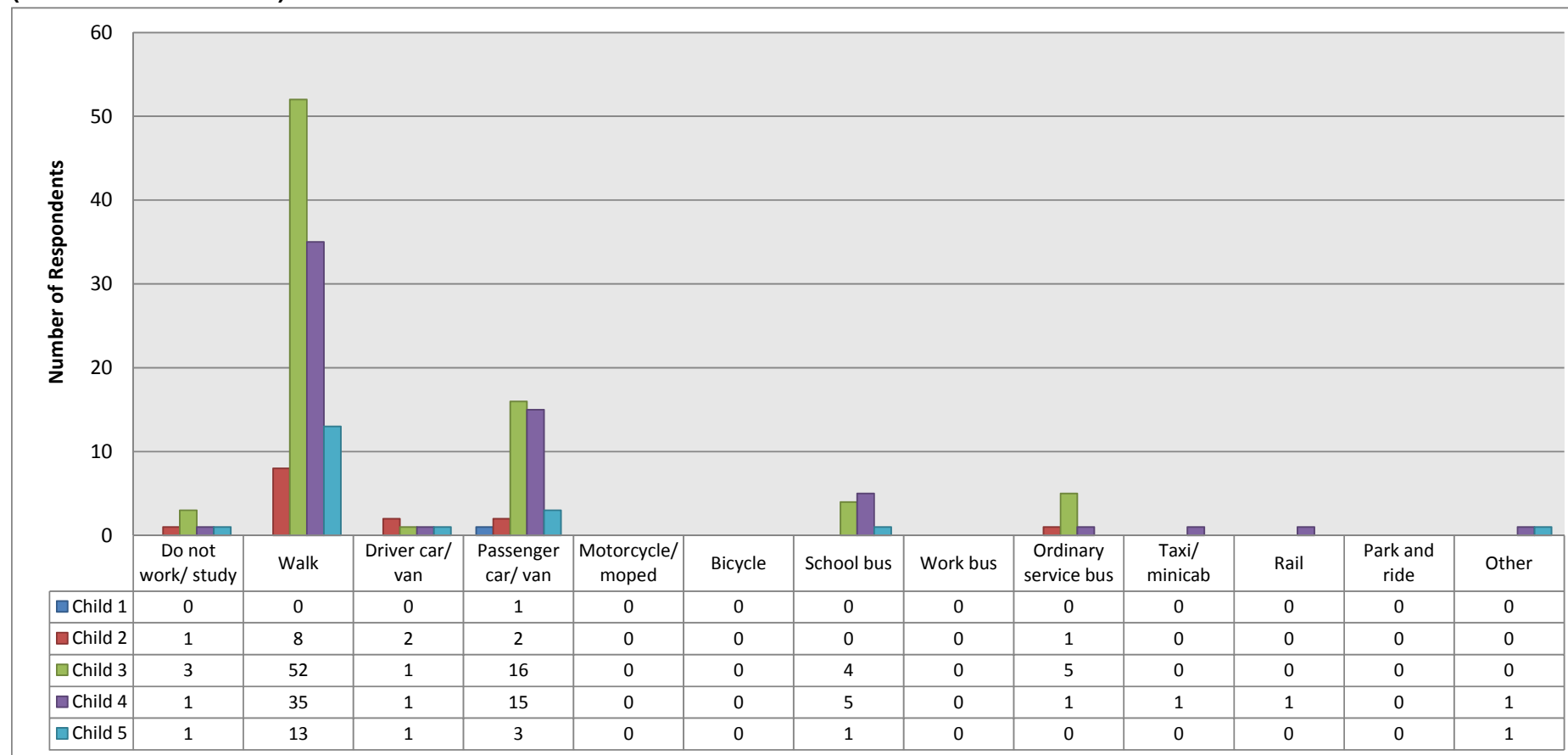
In terms of children, only one panellist responded in the capacity of a child (presumably one of the 16 or 17 year-olds who are members of the Panel). This panellist (Child 1) travels to his/her place of work/study as a passenger in a car or van. For the second child in panellists' households, the most popular mode of transport was walking (8 respondents; 57.1%). This was also true for the third (52 respondents; 64.2%), fourth (35 respondents; 57.4%) and fifth children (13 respondents; 65.0%) in panellists' households.

**Figure 16: Please tell us how you and your family usually travel to your work (or school/college/university if in full-time education) (adults in household).**



**Base: multiple (Adult 1: 566; Adult 2: 362; Adult 3: 86; Adult 4: 29; Adult 5: 0)**

**Figure 17: Please tell us how you and your family usually travel to your work (or school/college/university if in full-time education) (children in household).**



**Base: multiple (Child 1: 1; Child 2: 14; Child 3: 81; Child 4: 61; Child 5: 20)**



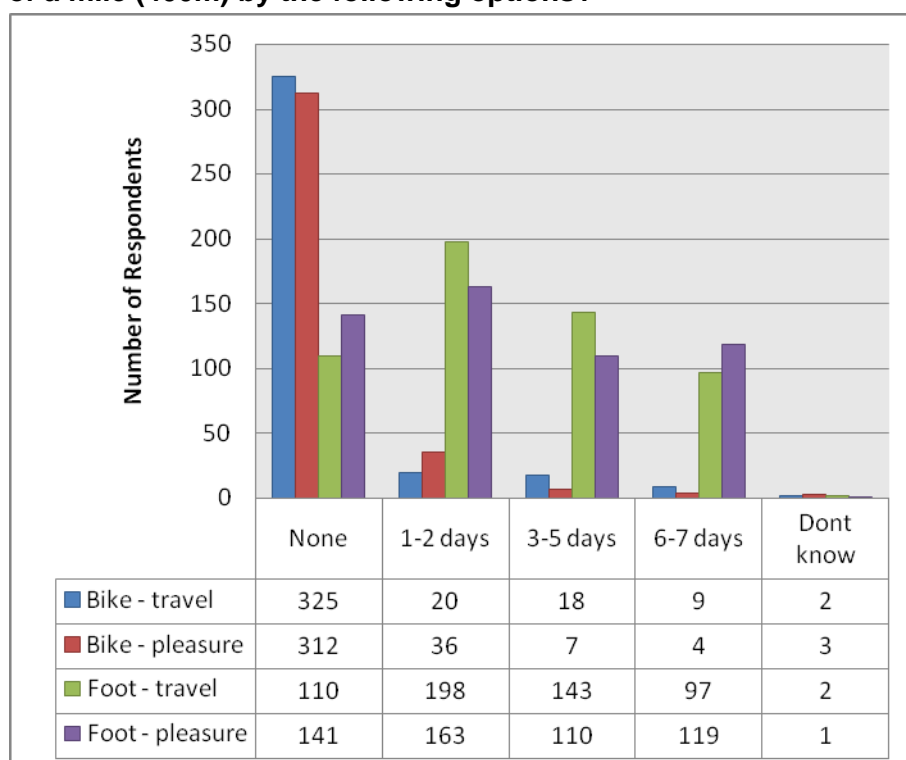
The next question sought to determine how often (i.e. on how many days) in the last week panellists had travelled more than a quarter of a mile (400m) by bicycle or foot, either a) to travel to work, go shopping or visit friends; or b) for the pleasure of walking/cycling or keeping fit. Respondents' answers are provided below in Figure 18. The chart shows that a clear majority of respondents had not used a bike to travel more than a quarter of a mile either for travel (325 respondents; 86.9%) or pleasure (312 respondents; 86.2%) on any day during the last seven. A very small number had used a bike on either one or two days (20 respondents – 5.3% – for travel purposes; 36 respondents – 9.9% – for pleasure), an even smaller number on three, four or five days (18 respondents – 4.8% – for travel purposes; 7 respondents – 1.9% – for pleasure) and even fewer on six or seven days during the last week (9 respondents – 2.4% – for travel purposes; 4 respondents – 1.1% – for pleasure).

In comparison with cycling, a greater proportion of respondents had walked for more than a quarter of a mile in each of the categories. 198 respondents (36.0%) had done so for travel purposes and 163 (30.5%) for pleasure on one or two days. 143 (26.0%) had done so for travel purposes and 110 (20.6%) for pleasure on three, four or five days, whilst 97 had done so for travel purposes (17.6%) and 119 (22.3%) for pleasure on six or seven days during the last week. In terms of respondents who had not travelled more than a quarter of a mile for travel or pleasure on any day during the last week, 110 (20.0%) had not done so for travel purposes, whilst 141 (26.4%) had not done so for pleasure.

Breaking these results down further shows that female panellists were more likely than males to state that they had not been involved in any of these activities on any day during the previous week, with the exception of travelling more than a quarter of a mile for pleasure or keep-fit: in this instance, males were more likely than females to report not having done so at all on any day during the past week (27.2% of males, compared to 25.5% of females). Beyond this, there were no notable differences between male and female panellists. Perhaps surprisingly, there was also very little variation among age-groups in relation to their patterns of walking/cycling for travel/pleasure, and no evidence of clear age-related trends.

Similarly, there were no real neighbourhood trends relating to usage of bikes, although panellists in South reported marginally higher levels of having used a bicycle at least once during the previous week than did their counterparts in North and Central. The same trend was true for panellists in Central in relation to travelling by foot, with marginally lower proportions of respondents in this area reporting that they had not travelled more than a quarter of a mile on any day than was true of their counterparts in North and South. This was particularly true in relation to travel rather than pleasure: whilst only 11.5% of respondents in Central had not walked more than a quarter of a mile to go to work, shops or to see friends on any day during the previous week, this rose to 21.0% of those in South and 29.1% of those in North. They were also more likely (25.9%) to have done so on six or seven days of the week than were their counterparts in North (12.6%) and South (14.6%). There were no similarly notable findings in relation to walking for pleasure rather than travel.

**Figure 18: On how many days in the last seven have you travelled more than a quarter of a mile (400m) by the following options?**



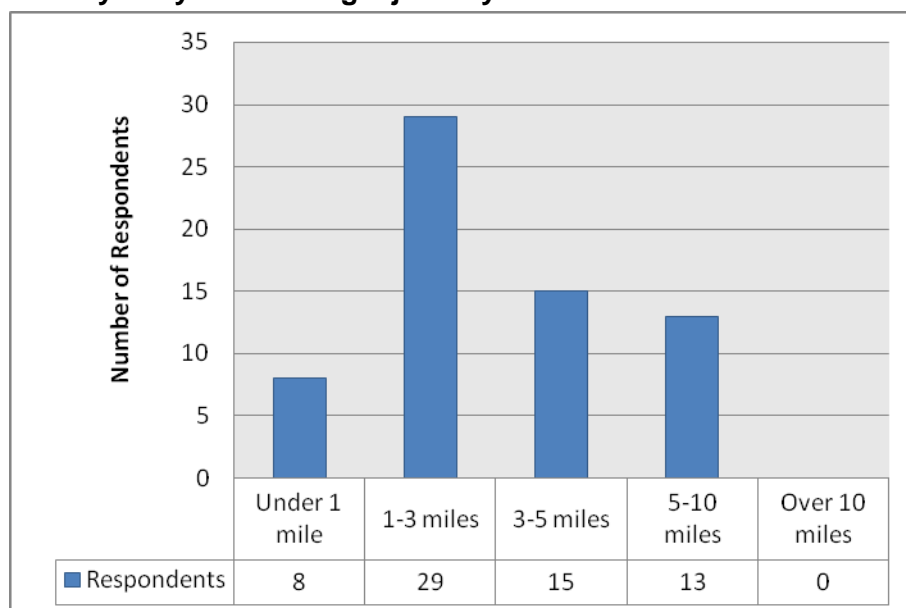
**Base: multiple (Bike – travel: 374; Bike – pleasure: 362; Foot – travel: 550; Foot – pleasure: 534)**

Panellists were then asked to state how far (on average) they would cycle if travelling by bike to work, to go shopping or to meet friends. Their responses are provided below in Figure 19, and show that the most common distance to cycle is 1-3 miles (29 respondents; 44.6%), followed by 3-5 miles (15 respondents; 23.1%), 5-10 miles (13 respondents; 20.0%) and less than a mile (8 respondents; 12.3%). No panellist would usually cycle over 10 miles for these purposes.

A greater proportion of females than males stated that they would usually cycle less than a mile (15.4% compared to 10.3%), 3-5 miles (26.9% compared to 20.5%) or 5-10 miles (23.1% compared to 17.9%). However, this trend was reversed in relation to journeys of 1-3 miles (51.3% of males compared to 34.6% of females). In terms of neighbourhoods, the greatest proportion of respondents in each neighbourhood would usually cycle 1-3 miles (41.7% in North; 42.9% in Central; 45.2% in South). However, whilst 19.0% of respondents in Central and 16.7% in North would usually cycle less than a mile, this dropped to just 6.5% of those in South. Conversely, respondents in South were most likely to cycle 5-10 miles (29.0%, compared to 25.0% in North and just 4.8% in Central).

The greatest proportion of respondents in the three oldest age-groups stated that they would usually travel 1-3 miles (42.1 of those aged 35-54, 40.0% of those aged 55-64 and 70.0% of those aged 65+, compared to just 28.6% of those aged 16-34). The greatest proportion of respondents in the youngest age-group, however, stated that they would usually travel 5-10 miles (42.9%, compared to 21.1% of those aged 35-54, 20.0% of those aged 55-64 and 0.0% of those aged 65+).

**Figure 19: If you travel by bike to work, go shopping or visit friends, on average how far do you cycle in a single journey?**



**Base: 65 respondents**

Panellists who do not travel by bike to go to work, go shopping or visit friends were subsequently asked to explain why they chose not to travel by bike. They were provided with a list of possible reasons, but were also invited to make 'other' suggestions where appropriate. Their responses were ranked and are tabulated below in Table 5. The most frequently offered reasons were that respondents do not own a bike (268 respondents; 38.2%), that the weather puts them off the idea (162 respondents; 23.1%), that there is no safe route (155 respondents; 22.1%), that there are too many cars (136 respondents; 19.4%), that cycle lanes are not continuous (123 respondents; 17.5%) and that health reasons prevent them from doing so (105 respondents; 15.0%). 52 respondents (7.4%) provided an 'other' response: of these, the most popular were that they were too old to do so (19 respondents; 2.7%), that they simply don't want to do so or don't enjoy cycling (14 respondents; 2.0%), convenience (8 respondents; 1.1%), working close to home or needing a car for work (6 respondents each; 0.9%), and laziness, needing to drop off or collect children and simply preferring other options (5 respondents each; 0.7%).

There were few notable gender-related differences in responses to this question. The most prominent divergence came in relation to a lack of showers in the workplace, cited by twice as large a proportion of female panellists (8.0%) as male panellists (4.0%). There were, however, a few more differences between neighbourhoods. The most notable differences emerged in relation to distance (identified as a reason by 19.5% of those in North and 12.9% of those in South, but only 7.7% in Central), too many cars (cited as a reason by 23.2% of those in Central but only 17.6% in North and 17.5% in South), too many parked cars obstructing the route (seen as a problem by 12.6% of those in Central but only 4.9% in North and 4.6% in South) and a lack of continuous cycle lanes (highlighted by 25.1% of respondents in Central but only 17.6% in North and 10.6% in South). However, in each area, the most frequently offered response was not owning a bike (34.6% in North, 39.6% in Central and 38.4% in South).

There was once again clear evidence of age-related trends when breaking down these results by age-group. In each group, the largest share of respondents identified not owning a bike as the most prominent reason (32.2% of 16-34; 33.6% of 35-54; 41.2% of 55-64; 41.5% of 65+). However, for each of the following reasons, the proportion of respondents citing it was highest among the youngest age-group, declining steadily to the oldest age-group:

- Not enough time
- Distance too far
- No shower facilities at workplace
- No secure storage
- Routes not direct enough
- Too many parked cars obstructing route
- Cycle lanes not continuous

In contrast, health reasons were selected by a growing proportion of respondents in each successive age-group, from a low of 6.8% among those aged 16-34 to 8.6% of those aged 35-54, 16.4% of those aged 55-64 and 21.0% of those aged 65+. There were also some additional individual results which were not indicative of wider trends, but are nonetheless noteworthy. The lack of a safe route was identified by a far smaller proportion of those aged 65+ (8.0%) than by younger age-groups (18.6% of 16-34, 26.9% of 35-54 and 18.6% of 55-64). In a similar vein, too many cars was identified by only 7.4% of those aged 65+ compared with 32.1% of those aged 35-54, 28.8% of those aged 16-34 and 18.6% of those aged 55-64.

**Table 5: If you don't travel by bike to work, go shopping or visit friends, why not?**

<b>Reason</b>	<b>No. of Respondents</b>
I don't own a bike	268
The weather	162
No safe route	155
Too many cars	136
Cycle lanes not continuous	123
My health	105
Distance too far	97
Not enough time	57
No secure storage	58
Other	52
Too many parked cars obstructing route	51
No shower facilities at workplace	45
Routes not direct enough	29

**Base: 701 respondents**

All panellists were then asked to identify how often (i.e. number of days) they would use the bus service during a typical month. Their responses are provided below in Figure 20. The most frequently offered response was 2-6 days per week (161 respondents; 23.6%). However, only a slightly smaller proportion (144 respondents; 21.1%) stated that they never

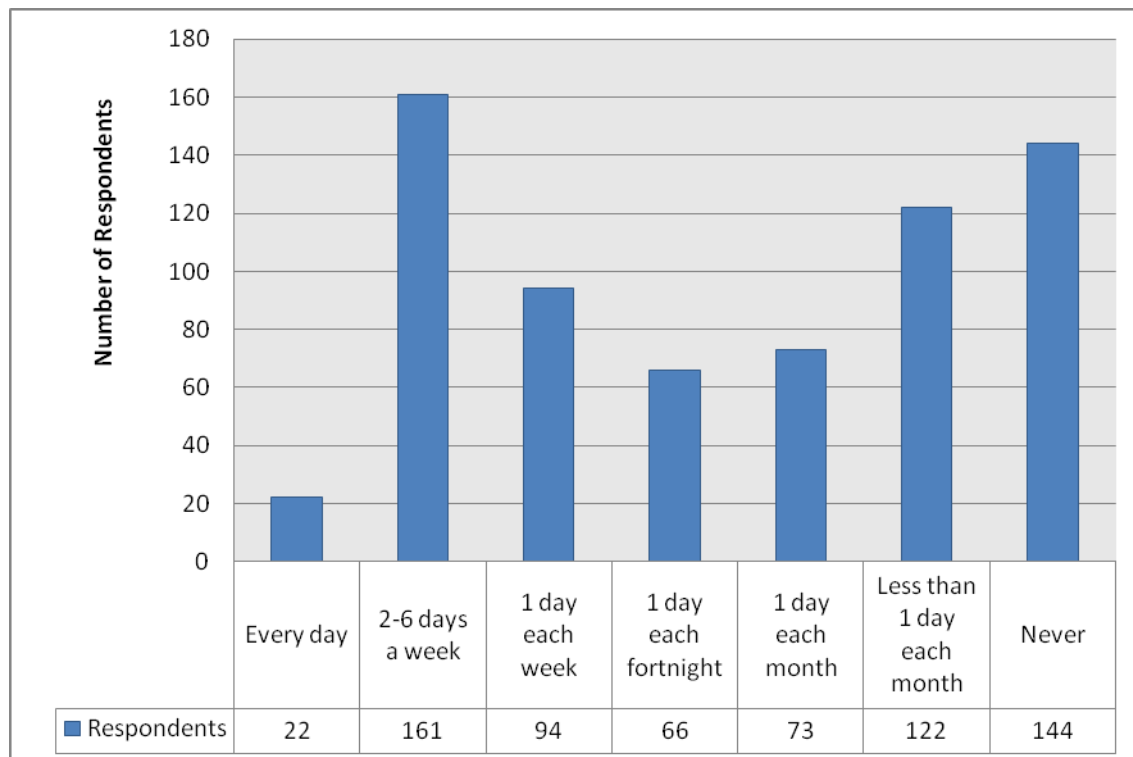
use the bus service in Aberdeen. 122 respondents (17.9%) use it less than one day in a typical month, 94 respondents (13.8%) do so on one day per week, 73 (10.7%) do so on one day per month, 66 (9.7%) do so on one day each fortnight, whilst only 22 respondents (3.2%) do so every day.

There were few differences between male and female panellists' respective responses. The only exceptions to this were that around twice as high a proportion of female panellists (13.1%) as male panellists (6.9%) would use the service on one day per month, and that a slightly higher proportion of male panellists (20.8%) than female panellists (15.7%) use the service less than one day per month.

There were no discernible trends in relation to responses from the North, Central and South areas of the city. However, those in Central were slightly more likely to use the service every day (5.0%) than those in North (3.1%) and South (1.9%). Respondents living in North were the most likely to state that they never use the service (24.0%, compared to 20.3% in Central and 19.7% in South). Indeed, this was the most popular response among respondents in the North of the city. In Central and South, however, the most frequently offered response was 2-6 days per week (22.8% in Central and 25.5% in South).

There were also some interesting age-related differences. For the two youngest age-groups, the most popular response was that they never use the service: 32.8% of those aged 16-34 and 31.1% of those aged 35-54. In contrast, this option was selected by just 12.1% of those aged 55-64 and only 10.8% of those aged 65+. For the two oldest age-groups, the most popular response was that they use the service on 2-6 days per week (29.5% of those aged 55-64 and 43.7% of those aged 65+). Indeed, the likelihood of using the bus on 2-6 days per week rose steadily in line with respondents' age-groups, with just 3.4% of those aged 16-34 and 11.4% of those aged 35-54 selecting this option. The same trend was true in relation to use of the bus service every day, rising from 1.7% of those aged 16-34 to 2.7% of those aged 35-54, 3.5% of those aged 55-64 and 4.8% of those aged 65+. The two oldest age-groups were also notably less likely to use the bus service on just one day a month (8.1% of those aged 55-64 and 6.0% of those aged 65+) or less than one day per month (14.5% of those aged 55-64 and 9.0% of those aged 65+) than their younger counterparts (15.5% of those aged 16-34 and 13.3% of those aged 35-54 would use the bus service on one day a month, whilst 24.1% of those aged 16-34 and 25.0% of those aged 35-54 would use the service less than one day per month).

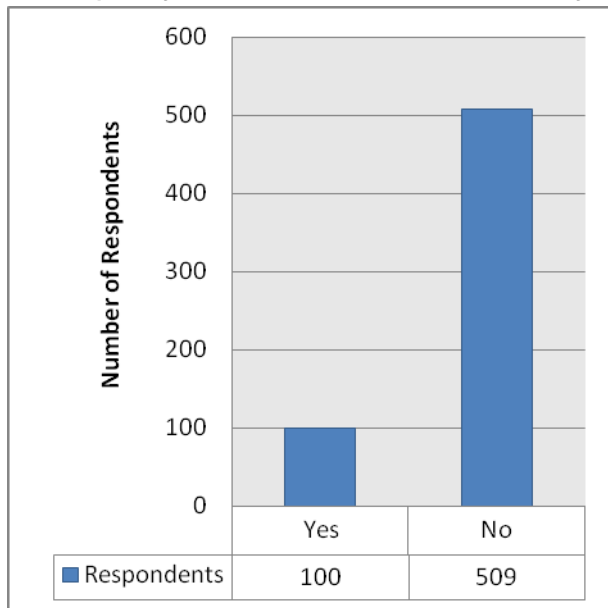
**Figure 20: During a typical month, on how many days do you use the bus service in Aberdeen?**



**Base: 682 respondents**

'Park and Ride' services allow people to park in car parks at Bridge of Don and Kingswells and get on a bus that takes them into the City Centre. All panellists were asked whether there is a Park and Ride service which they pass (or could use, with a short detour) on their usual route to work/study/daily journey. Their responses are provided below in Figure 21. The chart shows that only 100 respondents (16.4%) pass a Park and Ride service (or could use one with a short detour). Conversely, 599 respondents (83.6%) do not do so. Looking at neighbourhood trends for this question, the results show that the proportion of respondents who do pass a Park and Ride service (or, with a short detour, could use one) is highest by far in North: 41.4% of respondents from this area pass or could use a Park and Ride service, compared to just 6.9% of those in Central and 4.6% of those in South.

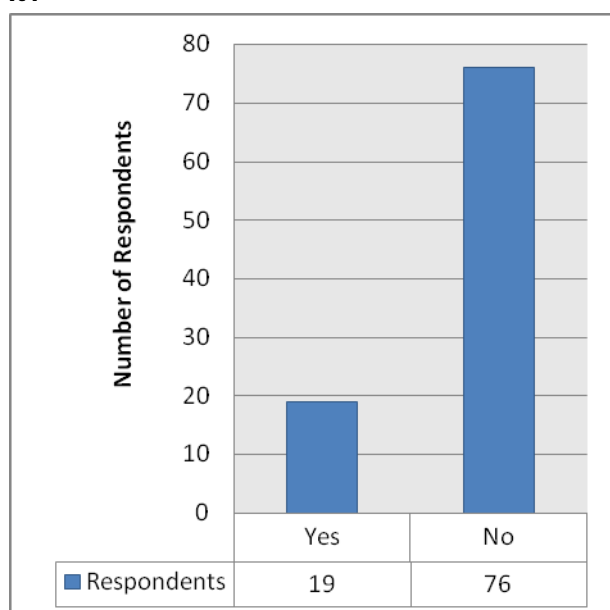
**Figure 21: Is there a Park and Ride service that you pass or could use (with a short detour) for your usual route to work/study/daily journey?**



**Base: 609 respondents**

Those 100 panellists who do pass (or could use) a Park and Ride service were subsequently asked if they actually use this service. Figure 22 below shows that of the 95 panellists who responded, only 19 (20.0%) actually do use a Park and Ride service, with 76 respondents (80.0%) choosing not to do so. The proportion of respondents who could use the service and do so was highest among panellists in Central (30.0%) and lowest in North and South (20.0% in each). A greater proportion of male panellists who could use the service actually do so (26.2%) than was the case for their female counterparts (16.7%). The proportion of respondents who could use the service and actually do so also rose in each successive age-group, rising from 14.3% of eligible respondents in the 16-34 age-group to 15.4% of those aged 35-54, 19.0% of those aged 55-64 and 34.8% of those aged 65+.

**Figure 22: If there is a Park and Ride service that you pass or could use, do you use it?**



**Base: 95 respondents**

The 76 respondents who could use a Park and Ride service but do not do so were then asked why they choose not to do so. Their responses were sorted thematically and are displayed below in Table 6. The most frequently suggested options were that the location of the Park and Ride stop is inconveniently located for panellists (20 respondents; 28.6%), that another bus is available (15 respondents; 21.4%), that the route is inappropriate (i.e. doesn't take panellists where they need to go) or is too indirect (8 respondents; 11.4%), that the service either costs too much or is not good enough (7 respondents each; 10.0%), that respondents need their car for work (5 respondents; 7.1%) and that they would simply prefer to cycle (2 respondents; 2.9%). 12 respondents provided answers which were not relevant to the question.

**Table 6: If you pass or could use a Park and Ride service but choose not to, why is this the case?**

Reason	No. of Respondents
Convenience	20
Other bus available	15
Inappropriate route	8
Cost	7
Poor service	7
Need car for work	5
Cycle	2

**Base: 70 respondents**

The next question sought to determine the extent to which respondents believe they are (or would be) safe from crime when travelling by bus and train in the evenings. Their responses are provided below in Figure 23. It can be seen that in relation to bus travel, a clear majority



of respondents (511; 76.7%) believed that they would be either very safe or fairly safe: 83 respondents (12.5%) opted for the former and 428 respondents (64.3%) for the latter. In contrast, 104 respondents (15.6%) believed that they would be not particularly safe and 27 (4.1%) believed they would be not at all safe. 24 respondents (3.6%) did not know. In comparison with bus travel, a marginally smaller proportion of respondents (76.2%) believed that they would be very safe or fairly safe when travelling by train in the evening. Of this number, 382 (62.2%) believed that they would be fairly safe and 86 (14.0%) believed that they would be very safe. Conversely, 76 (12.4%) stated that they would not be particularly safe and 17 (2.8%) stated that they would not be safe at all when travelling by train in the evening.

Whether looking at bus or train travel, male panellists were more likely to report that they feel safe (or would do) when travelling in the evening. For bus travel, 14.4% of male respondents would feel very safe, compared to 10.8% of female panellists. 66.1% of male respondents would feel fairly safe, compared to 61.9% of female respondents. For train travel, 16.6% of male respondents feel very safe, compared to 11.4% of females. 62.4% of male respondents would feel fairly safe, compared with 62.1% of females.

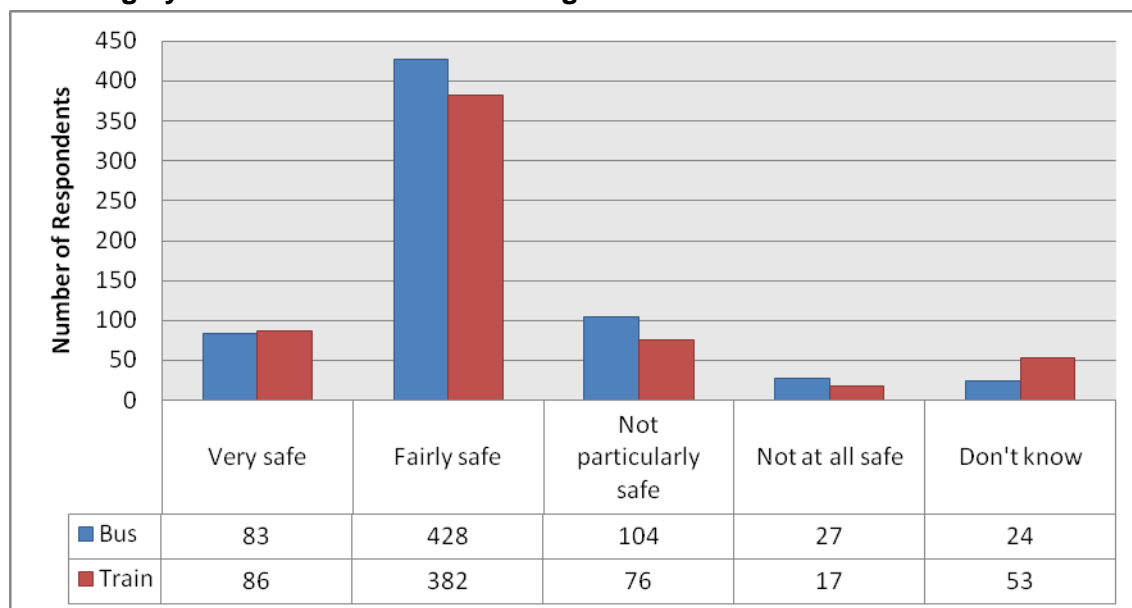
Male respondents were correspondingly less likely to report feeling unsafe than their female counterparts in relation to both bus travel and train travel. For bus travel, 12.5% of male respondents reported feeling not particularly safe, compared with 19.2% of females. 3.5% of males reported feeling not at all safe, compared with 4.2% of female respondents. For train travel, 8.6% of male respondents reported feeling not particularly safe, compared with 15.7% of females. 2.8% of male respondents reported feeling not at all safe, compared with 2.9% of female respondents.

In terms of area, respondents from North reported higher overall levels of feeling unsafe and lower overall levels of feeling safe than their counterparts in Central and South for both bus and train travel. For bus travel, 70.5% of those in North felt very safe or fairly safe compared to 81.0% of those in Central and 78.0% of those in South. For train travel, 71.3% of those in North reported feeling very safe or fairly safe, compared to 79.1% in Central and 78.1% in South. In terms of feeling unsafe, overall levels were notably higher among respondents in North (18.5%) than among respondents in Central (12.6%) or even South (14.6%). However, it is worth noting that in the case of Central, there was considerably greater polarisation of opinions than in North and South. Thus, whilst respondents in Central reported feeling very safe on buses (16.9%) in greater proportion than respondents from North (10.9%) and South (10.2%) and on trains (18.1%, compared to 12.9% in North and 12.0% in South), they also reported higher levels of feeling not at all safe on buses (5.1%) and trains (4.9%) than those in North (3.6% for buses; 1.1% for trains) and South (3.1% for buses; 2.6% for trains), with a far lower proportion of respondents in Central opting for the 'fairly safe' and 'not particularly safe' options than in North and South.

In relation to age-groups, there were no clear trends as such. There were, however, some interesting individual results. Within each age-group, the most popular response for both bus and train travel was that respondents felt fairly safe. In terms of overall perceptions of feeling safe or unsafe, the age-group which felt safest overall (i.e. compounding the 'very safe' and 'fairly safe' responses) in relation to bus travel was the 35-54 age-group (82.3%, compared to 76.8% of those aged 16-34, 71.1% of those aged 55-64 and 72.7% of those aged 65+)

and in relation to train travel, the 16-34 age-group (86.0%, compared to 82.8% of those aged 35-54, 69.9% of those aged 55-64 and 66.4% of those aged 65+). In terms of overall feelings of being unsafe (i.e. compounding the 'not particularly safe' and 'not at all safe' responses), the age-group most likely to feel unsafe on buses and trains was the 55-64 age-group. In terms of bus travel, 24.1% of respondents in this age-group felt not particularly safe or not at all safe, compared with 21.4% of those aged 16-34, 15.4% of those aged 35-54 and 21.8% of those aged 65+. For trains, 20.9% of those aged 55-64 felt either not particularly safe or not at all safe, compared with 5.3% of those aged 16-34, 11.7% of those aged 35-54 and 19.1% of those aged 65+.

**Figure 23: To what extent do you think you are, or would be, safe from crime when travelling by bus and train in the evenings?**



**Base: multiple (Bus: 666; Train: 614)**

The next question invited all respondents to indicate the extent to which they agreed or disagreed with a number of statements about travelling by bus and train. The results of respondents' answers are provided below in Figures 23 and 24. Figure 23 deals with the questions asked about travelling by bus, whilst Figure 24 deals with the questions asked in relation to train travel.

In relation to bus travel, the greatest share of respondents to each statement stated that they tend to agree with the premise of the statement, with three exceptions:

- It's easy changing from buses to other forms of transport
- The fares are good value for money
- Real-time information boards in the bus shelter are available and correct

For the first of these exceptions, the greatest share of respondents offered a 'don't know' response. However, in relation to value for money and the availability and accuracy of real-time information boards, the greatest share of respondents strongly disagreed with the statements. This was particularly true in relation to value for money, in which over a third of respondents (38.2%) strongly disagreed.

Looking at overall patterns of agreement (i.e. compounding 'strongly agree' and 'tend to agree' responses) and disagreement (i.e. compounding 'tend to disagree' responses and 'strongly disagree'), it can be seen that the highest levels of overall agreement emerged in relation to a bus stop being close to respondents' homes (429 respondents; 80.2%), feeling personally safe and secure on the buses (364 respondents; 68.0%), the simplicity of deciding the type of ticket needed (299 respondents; 58.2%), buses being clean (277 respondents; 51.2%) and buses being comfortable (274 respondents; 51.1%). The highest levels of overall disagreement emerged in relation to tickets being good value for money (226 respondents; 43.6%), the buses being on time (233 respondents disagreeing; 43.0%), the service being reliable (201 respondents; 38.6%), the buses being frequent (203 respondents; 38.1%) and that real-time information boards in bus shelters are available and correct (201 respondents; 37.7%). The only notable gender differences in relation to levels of strong agreement or strong disagreement with any of these statements could be seen in relation to the claims that it's easy changing from buses to other forms of transport (15.0% of males strongly disagreed, compared to just 6.7% of female respondents) and that the service runs when panellists need it (15.2% of males strongly disagreed, compared to just 8.7% of females).

Ten of these statements showed some degree of correlation between age-group and levels of strong agreement or strong disagreement, although in some cases, the correlation is far more pronounced than in others. Firstly, in relation to the statement that the buses are frequent, the proportion of respondents who strongly agreed was smallest in the youngest age-group (2.2%), rising steadily to a peak of 4.5% of respondents aged 65+. In terms of the claim that the service runs when panellists need it, the proportion of respondents who strongly disagreed was largest in the youngest age-group (19.6%), falling steadily to a low of 9.9% of respondents aged 65+. The same trend was evident in relation to the claims that the service is stable and isn't regularly changing (dropping steadily across age-groups, from a peak of 13.0% among those aged 16-34 to a low of 9.0% of those aged 65+) and that panellists feel personally safe and secure on the bus (dropping steadily from 8.7% of those aged 16-34 to a low of 2.1% of those aged 65+). A number of statements saw this trend reversed, with levels of strong agreement highest among the oldest age-groups and dropping in each successively younger age-group: this trend applied to the statements that it is simple deciding the type of ticket which is needed (from a low of 4.4% among those aged 16-34 to a high of 38.3% among those aged 65+), it's easy changing from buses to other forms of transport (from a low of 0.0% among those aged 16-34 to a high of 3.8% among those aged 65+), the fares are good value (from a low of 0.0% among those aged 16-34 to a high of 13.9% among those aged 65+), the journey is made in good time (from a low of 0.0% among those aged 16-34 to a high of 8.4% among those aged 65+), the service is reliable (from a low of 0.0% among those aged 16-34 to a high of 8.7% among those aged 65+), and that real-time information boards in the bus shelter are available and correct (from a low of 0.0% among those aged 16-34 to a high of 2.9% among those aged 65+).

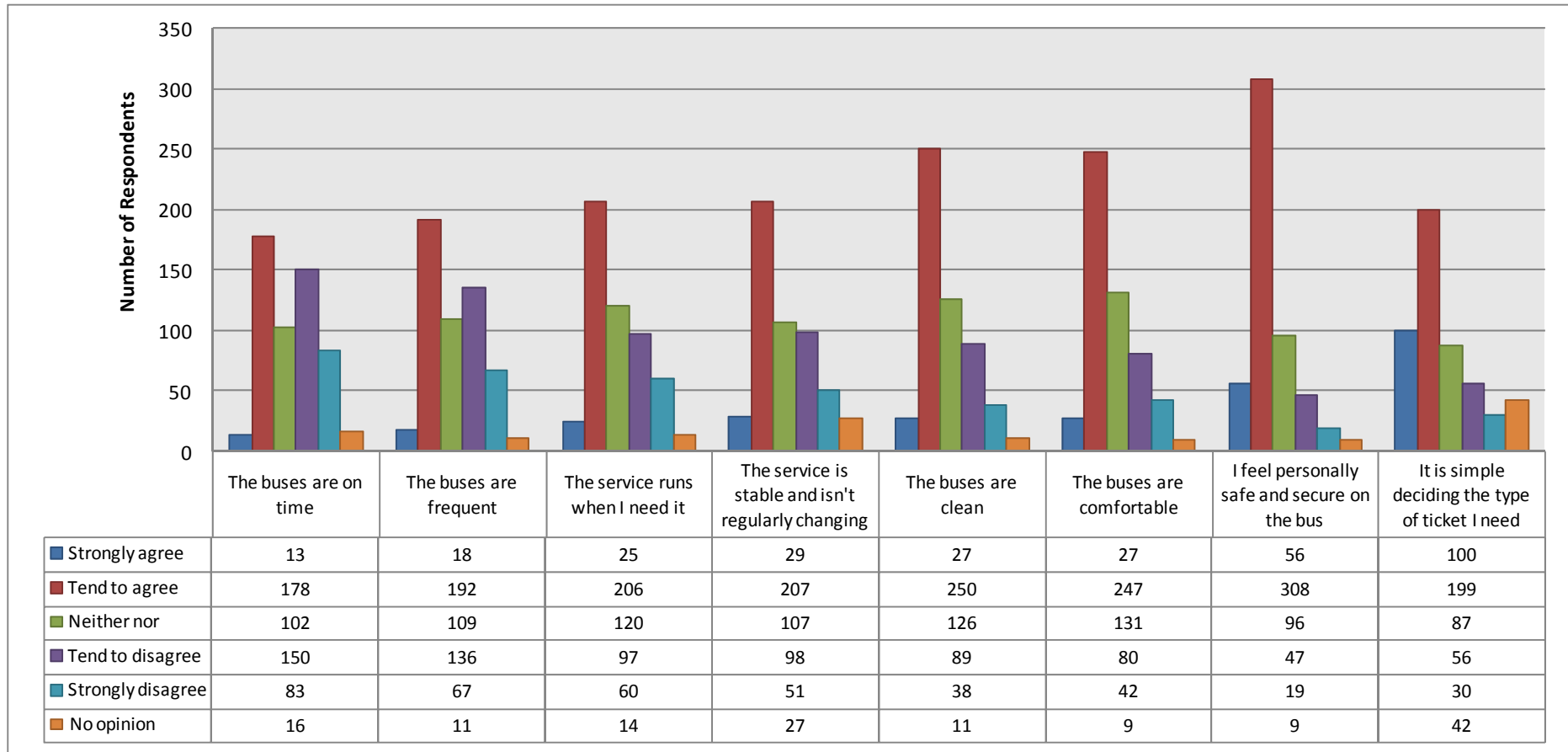
Turning to consider panellists' responses to the statements on rail travel, it can be seen from Figure 25 that the greatest share of respondents tend to agree with each statement, with the one exception being the claim that fares are good value for money, with which the largest share of respondents either tend to disagree (92 respondents; 21.8%) or don't know (110 respondents; 26.1%).

Considering overall levels of agreement and disagreement, it can be seen that levels of overall agreement are highest in relation to statements that the trains are on time (321 respondents; 76.2%), that respondents feel personally safe and secure on the train (297 respondents; 70.7%), that the trains are comfortable (280 respondents; 67.5%) and that the trains are clean (239 respondents; 57.0%). Levels of overall disagreement were highest in relation to statements that it's simple deciding what type of ticket is needed (172 respondents; 41.2%), the fares are good value for money (170 respondents; 40.3%), finding out about routes and times is easy (105 respondents; 25.1%) and that it's easy changing from trains to other forms of transport (94 respondents; 22.7%).

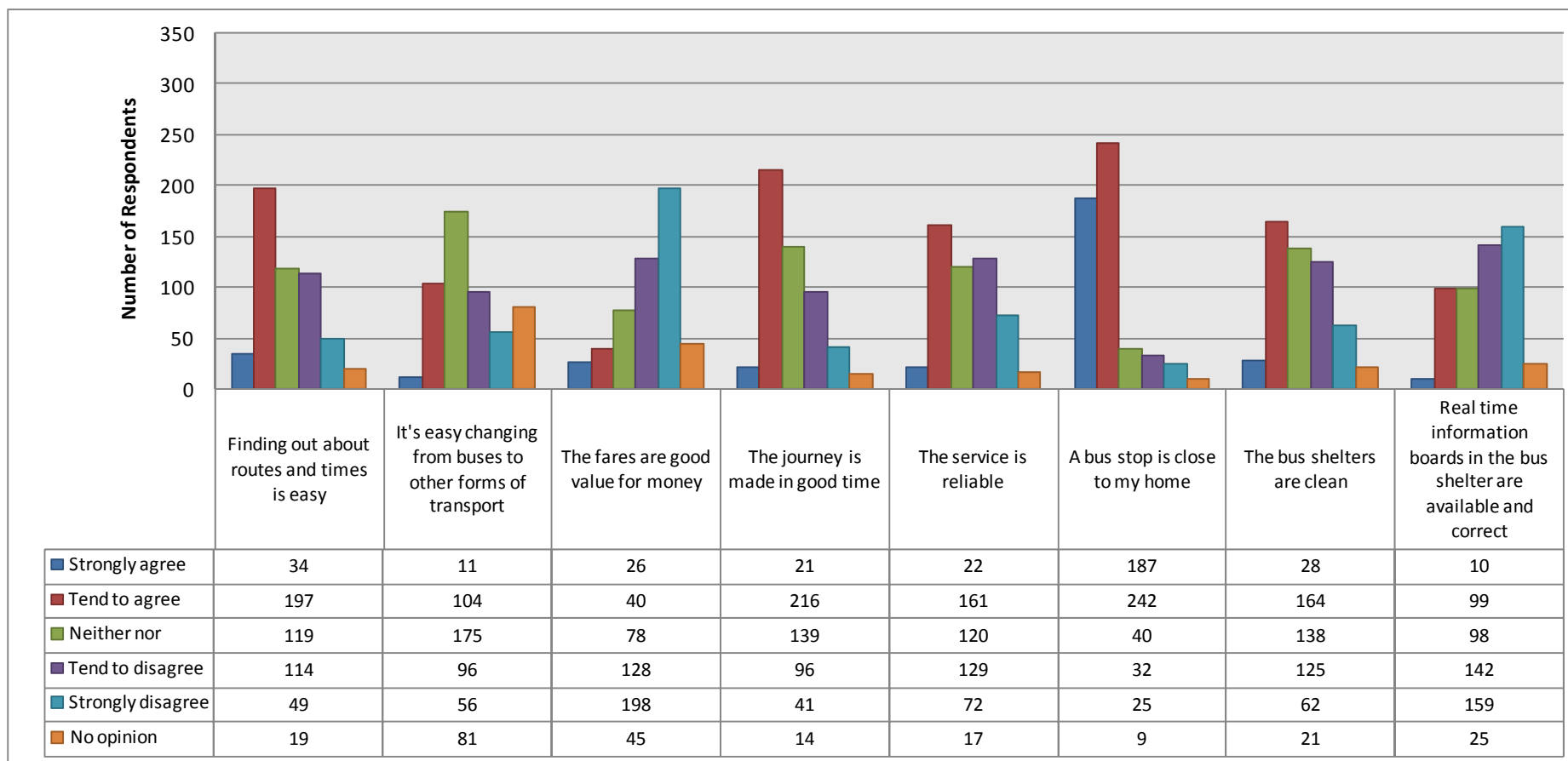
There were few notable differences between male and female panellists' responses, with the exceptions being in relation to the claims that the trains run on time (21.1% of female respondents strongly agreed, compared to just 14.8% of male respondents), the service is stable and isn't regularly changing (12.4% of female respondents strongly agreed, compared to just 6.6% of male respondents), the trains are comfortable (13.0% of female respondents strongly agreed, compared to just 7.0% of male respondents), it's simple deciding what type of ticket I need (23.1% of male respondents strongly disagreed, compared to just 15.2% of female respondents), and that it's easy changing from trains to other forms of transport (12.4% of male respondents strongly disagreed, compared to just 5.6% of female respondents).

An age correlation could be seen in the responses to only three of the statements under consideration. Firstly, in relation to the claim that the service runs when panellists need it, the proportion of respondents who strongly agreed was smallest in the youngest age-group (2.3%), rising steadily through each successive age-group to a peak in the 65+ age-group (11.4%). Conversely, in relation to the same claim, the proportion of respondents who strongly disagreed was lowest in the oldest age-group (2.5%), rising steadily through each successively younger age-group, to an overall low of 4.7% in the 16-34 age-group. The next correlation could be seen in responses to the claim that finding out about routes and times is easy: levels of strong agreement were highest in the youngest age-group (9.5% of those aged 16-34), falling steadily across each successively older age-group to a low of 3.7% in the 65+ age-group. Finally, a correlation could also be seen in relation to levels of strong disagreement with the statement that it's easy changing from trains to other forms of transport: the proportion of respondents who strongly disagreed with this claim was lowest in the youngest age-group (2.4%), rising steadily through each successively older age-group to a peak of 16.5% of those aged 65+.

**Figure 24: To what extent do you agree or disagree with the following statements? “Generally, when I use the bus...”**

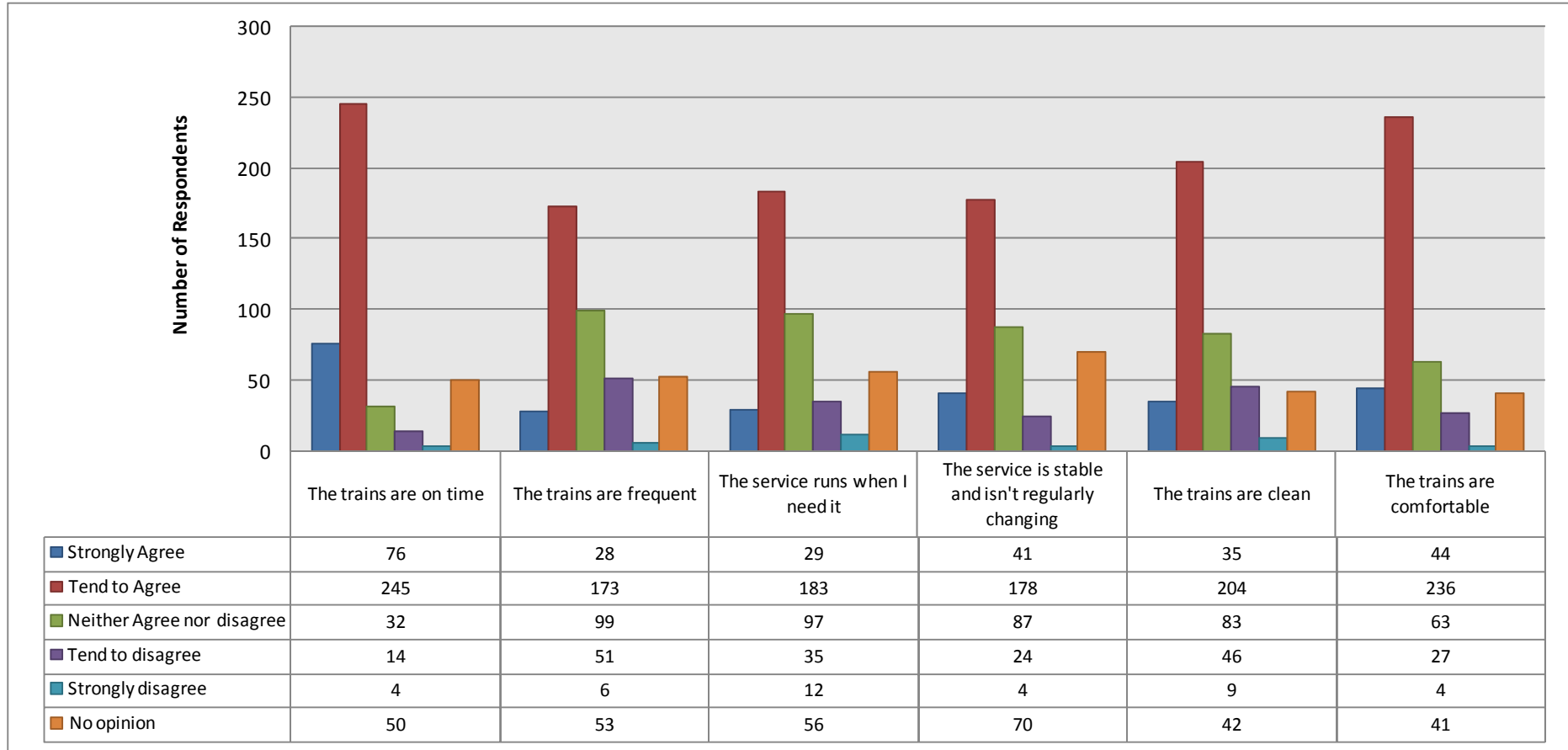


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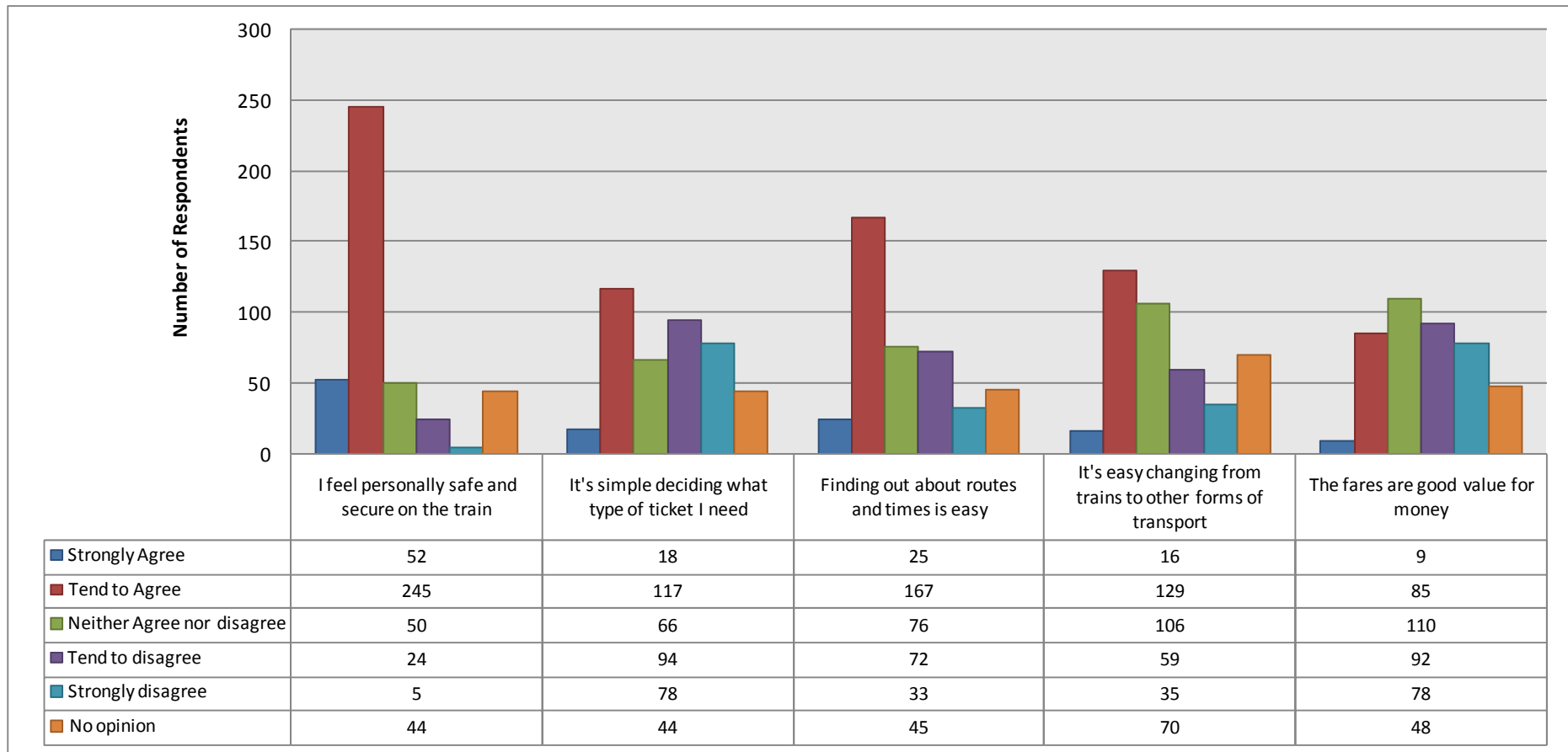


**Base: multiple (The buses are on time: 542; The buses are frequent: 533; The service runs when I need it: 522; The service is stable and isn't regularly changing: 519; The buses are clean: 541; The buses are comfortable: 536; I feel personally safe and secure on the bus: 535; It is simple deciding the type of ticket I need: 514; Finding out about routes and times is easy: 532; It's easy changing from buses to other forms of transport: 523; The fares are good value: 518; The journey is made in good time: 527; The service is reliable: 521; A bus stop is close to my home: 535; The bus shelters are clean: 538; Real time information boards in the bus shelter are available and correct: 533)**

**Figure 25: To what extent do you agree or disagree with the following statements? “Generally, when I use the train...”**



(continues overleaf)



**Base: multiple (The trains are on time: 421; The trains are frequent: 410; The service runs when I need it: 412; The service is stable and isn't regularly changing: 404; The trains are clean: 419; The trains are comfortable: 415; I feel personally safe and secure on the train: 420; It's simple deciding what type of ticket I need: 417; Finding out about routes and times is easy: 418; It's easy changing from trains to other forms of transport: 415; The fares are good value for money: 422)**



Panellists were then asked to identify which improvements or initiatives would encourage them to use a bike, walk, take public transport or car-share. They were offered a list of initiatives and improvements and asked to identify all those which would encourage them. Respondents were also offered the opportunity to make their own 'other' suggestions. Their responses were aggregated and are provided below in Table 7. The most popular options were cheaper public transport (337 respondents; 48.1%), more reliable public transport (294 respondents; 41.9%), more frequent public transport (264 respondents; 37.7%), vehicle exclusion zones to encourage safer walking and cycling (203 respondents; 29.0%), quicker public transport (202 respondents; 28.8%), promotion of routes for walking and cycling (184 respondents; 26.2%), dedicated off-road cycle paths (162 respondents; 23.1%), extra bus routes (155 respondents; 22.1%), better pedestrian facilities (115 respondents; 16.4%) and safer public transport (101 respondents; 14.4%). Each of the remaining suggestions was endorsed by fewer than 100 respondents. It is also worth noting that 61 respondents (8.7%) stated nothing would encourage them to use a bike, walk, use public transport or car-share.

These results can again be usefully broken down according to gender, age-group and neighbourhood. Considering gender firstly, this breakdown reveals few notable differences between male and female panellists. The most prominent differences are that a greater proportion of female than male panellists stated that nothing would encourage them (10.3% of female respondents, compared to 6.4% of male respondents) and that cycle training would encourage them (7.1% compared to 2.7% of male respondents), whilst a greater proportion of male than female panellists stated that they would be encouraged by more cycle parking at their destination (15.8%, compared to 10.9% of female respondents) and quicker public transport (31.9% of male respondents and 25.7% of female respondents).

Although there were variations among age-groups in relation to these factors, there were few clearly discernible trends whereby age appeared to play a role in influencing respondents' likelihood of selecting a particular option. The clearest evidence of age-related trends came in relation to the factors associated with bicycle use. In each case, these initiatives/improvements proved most popular with the youngest age-group and their popularity declined as the age of each group increased. This was particularly notable in relation to vehicle exclusion zones, cycle parking at destination, cycle parking at origin, dedicated off-road cycle paths, dedicated on-road cycle paths, a cycle loan scheme and showers/changing facilities at work. Although not related to bicycles, this trend was also evident in relation to a guaranteed lift home scheme and the opportunity to work remotely, but the opposite trend could be seen in relation to better pedestrian facilities, which was most popular among the oldest age-group and decreasingly popular with younger panellists.

A number of noteworthy individual neighbourhood results emerge. In most cases, these related to an increased level of enthusiasm for the following initiatives in Central relative to their counterparts in North and South:

- Cheaper public transport
- Better pedestrian facilities
- Vehicle exclusion zones
- More cycle parking at destination
- More dedicated off-road cycle paths
- More dedicated on-road cycle paths

- A cycle loan scheme
- Showers/changing facilities

Whilst response rates among respondents in North and South in relation to these factors were broadly comparable, a larger proportion of respondents in Central identified these factors than did respondents in North or South. The difference was most pronounced in relation to better pedestrian facilities (24.2% of those in Central, 11.7% in North and 14.1% in South), cheaper public transport (57.5% of those in Central, 45.4% in North and 43.0% in South) and more frequent public transport (44.0% of those in Central, 34.6% in North and 35.7% in South).

Some other minor variations also emerged. A greater proportion of respondents in South highlighted cycle training (7.2%) than was the case among residents in Central (4.8%) or North (2.0%). Similarly, cycle parking at origin proved less popular among residents of North (0.5%) than in Central (6.3%) or South (3.0%).

**Table 7: Which of the following improvements and initiatives would encourage you to use a bike, public transport, walk or car share?**

<b>Improvement / Initiative</b>	<b>No. of Respondents</b>
Cheaper public transport	337
More reliable public transport	294
More frequent public transport	264
Vehicle exclusion zones for safer walking and cycling	203
Quicker public transport	202
Promotion of routes for walking and cycling	184
Dedicated off-road cycle paths	162
Extra bus routes	155
Better pedestrian facilities	115
Safer public transport	101
Dedicated on-road cycle paths	93
More cycle parking at destination	92
Opportunity to work remotely	90
Showers/ changing facilities at work	73
Incentives for car sharers	68
Nothing	61
Expanded Park and Ride service	56
Guaranteed lift home scheme for car sharers	44
Cycle loan scheme	41
Cycle training	35
Availability of car pool/ car club at work	34
Cycle parking at origin	23
Other	20

**Base: 701 respondents**

Respondents were then asked to nominate one particular improvement or initiative which would encourage them to use a bike, walk, use public transport or car-share. Their preferences are aggregated and tabulated below in Table 8. The table shows that the single most popular option was cheaper public transport, selected by 121 respondents (28.7%). This was followed by more reliable public transport (79 respondents; 18.7%), more frequent public transport (55 respondents; 13.0%), dedicated off-road cycle paths (25 respondents; 5.9%), quicker public transport (20 respondents; 4.7%) and vehicle exclusion zones to allow for safer walking and cycling (20 respondents; 4.7%). Each of the remaining options was selected by fewer than 20 respondents.

**Table 8: Of the improvements/initiatives described above, which ONE is the most important?**

<b>Improvement / Initiative</b>	<b>No. of Respondents</b>
Cheaper public transport	121
More reliable public transport	79
More frequent public transport	55
Dedicated off-road cycle paths	25
Quicker public transport	20
Vehicle exclusion zones for safer walking and cycling	20
Extra bus routes	19
Better pedestrian facilities	14
Safer public transport	11
Dedicated on-road cycle paths	11
Promotion of routes for walking and cycling	10
Incentives for car sharers	8
Opportunity to work remotely	7
Other	6
More cycle parking at destination	5
Availability of car pool/ car club at work	3
Expanded Park and Ride service	3
Nothing	2
Cycle parking at origin	1
Guaranteed lift home scheme for car sharers	1
Showers/ changing facilities at work	1

**Base: 422 respondents**

### **Road Safety**

Aberdeen City Council is responsible for managing and maintaining 880km of roads, 1200km of footways and over 30,000 street lights. Roads are also locations for many other services we use, such as telephone lines, electricity, gas, water and sewers. The following questions sought to gather panellists' views on the wide range of ways in which Aberdeen's roads are managed and maintained.

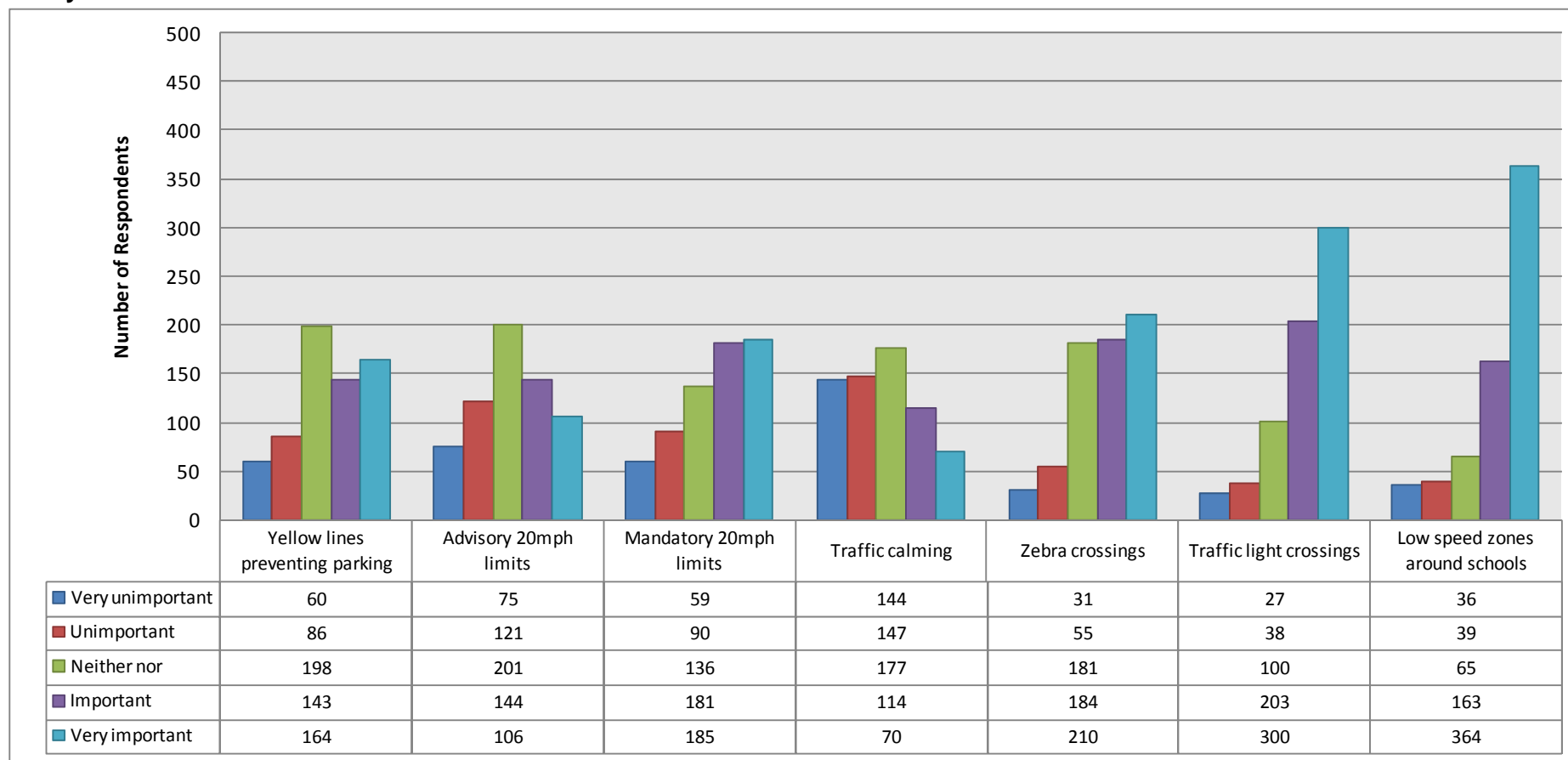
Aberdeen City still has one of the lowest rates of road accidents in the UK. This has been achieved through a mixture of increased road awareness and various safety initiatives. The Council was keen to find out how panellists felt about a number of these different initiatives. Panellists were therefore asked to rate the level of importance they attached to 13 different road safety initiatives. A 5-point Likert scale was used, running from very unimportant to very important. Panellists' responses are provided below in Figure 26.

The results show that the schemes which the greatest proportion of panellists attached great importance to were road safety education for children (469 respondents; 69.7%), school crossing patrols (369 respondents; 55.8%), low speed zones around schools (364 respondents; 54.6%), traffic light crossings (300 respondents; 44.9%) and road signs and lines (e.g. 'Give Way' and 'Stop' signs) (283 respondents; 43.6%). Those which were considered very unimportant by the greatest number of respondents were traffic calming measures (144 respondents; 22.1%), enforcement cameras (105 respondents; 16.5%), advisory 20mph limits (75 respondents; 11.6%), yellow lines preventing parking (60 respondents; 9.2%), and mandatory 20mph limits (59 respondents; 9.1%).

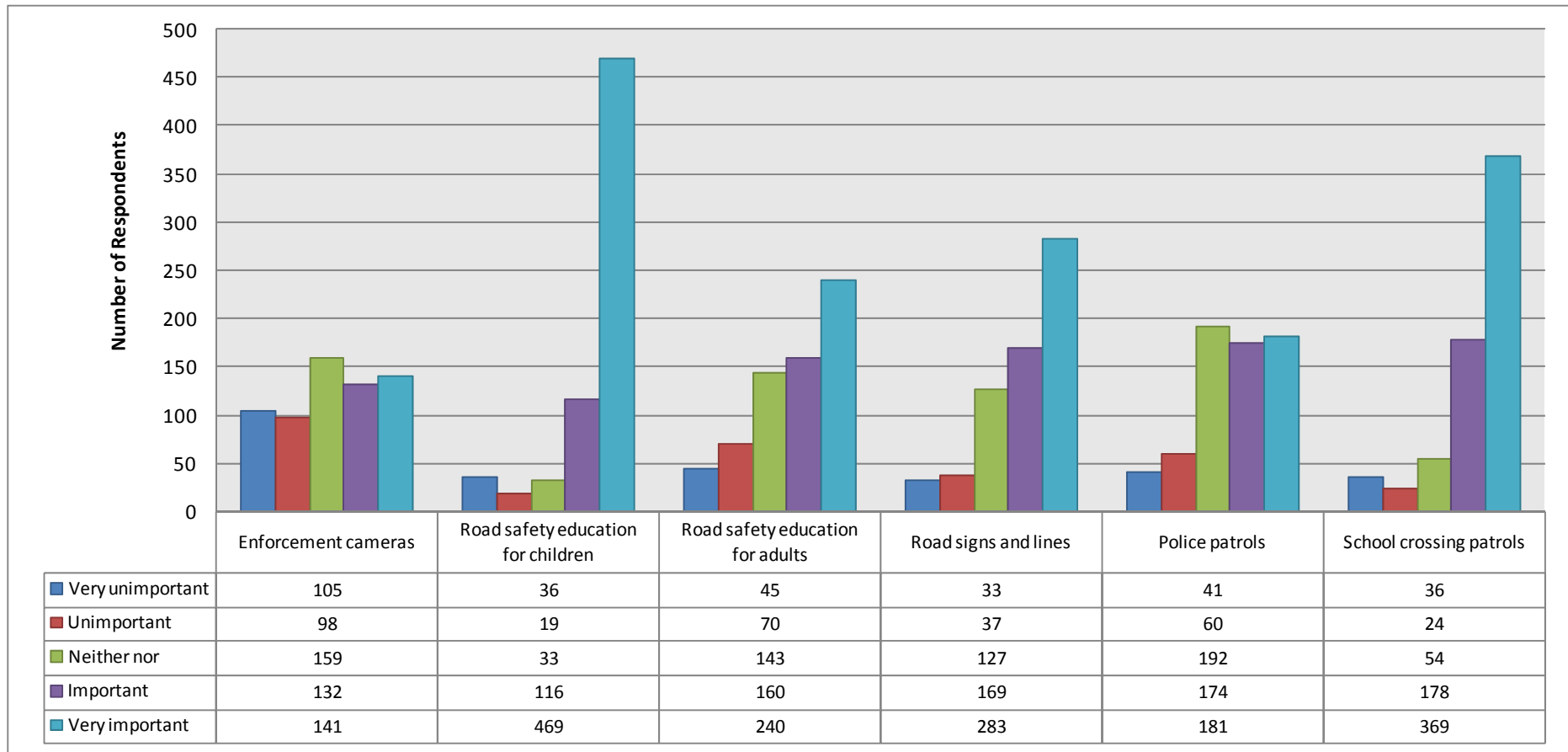
There were no notable differences in responses between male and female panellists. The initiative which the greatest proportion of both male (68.6%) and female panellists (70.4%) identified as very important was road safety for children, whilst the initiative which received the greatest proportion of respondents labelling it very unimportant was traffic calming (24.0% of males and 19.7% of females). Similar findings emerged in relation to neighbourhoods: once again, the road safety initiative which attracted the greatest share of 'very important' ratings in each neighbourhood was road safety education for children (66.0% of respondents in North, 69.7% in Central and 71.8% in South). However, there was a slight divergence in relation to the initiative which received the greatest share of 'very unimportant' ratings: in both North and South, traffic calming was the initiative which attracted the highest proportion of 'very unimportant' ratings. However, the initiative with the greatest share in Central was enforcement cameras (18.5%).

With regard to age-groups, road safety education for children was the initiative which attracted the highest proportion of 'very important' ratings across all age-groups (64.9% of those aged 16-34, 67.8 of those aged 35-54, 69.5% of those aged 55-64, and 73.9% of those aged 65+). Again, a slight difference was notable in relation to the initiative which attracted the greatest proportion of 'very unimportant' ratings in each age-group: for those aged 16-34, enforcement cameras received the greatest proportion of 'very unimportant' votes. For all other age-groups, the equivalent initiative was traffic calming (14.6% of those aged 35-54, 28.4% of those aged 55-64 and 30.1% of those aged 65+). Although other minor divergences also existed between age-groups, they were not indicative of wider trends and were minor enough to warrant no further investigation.

**Figure 26: On a scale of very unimportant to very important, what level of importance would you give to each of the following road safety initiatives?**



(continues overleaf)

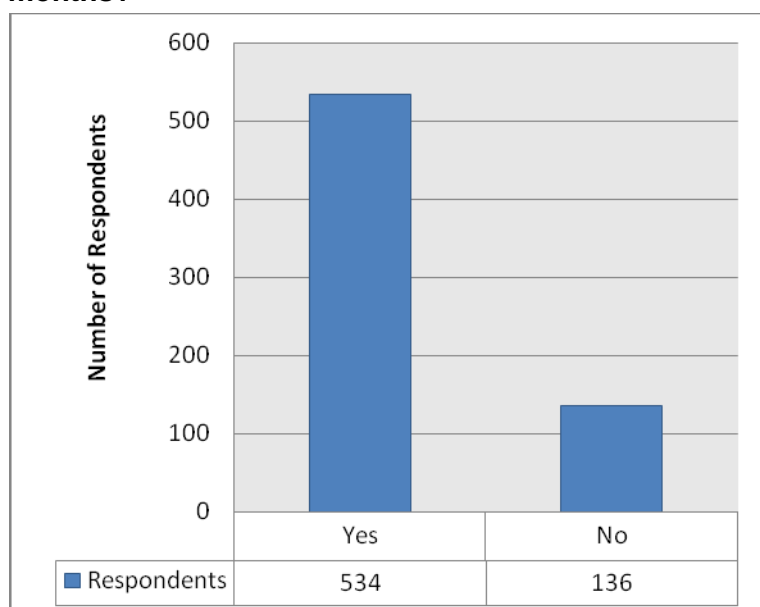


**Base: multiple (Yellow lines preventing parking: 651; Advisory 20mph limits: 647; Mandatory 20mph limits: 651; Traffic calming: 652; Zebra crossings: 661; Traffic light crossings: 668; Low speed zones around schools: 667; Enforcement cameras: 635; Road safety education for children: 673; Road safety education for adults: 658; Road signs and lines: 649; Police patrols: 648; School crossing patrols: 661)**

## Parking

All respondents were then asked whether they had parked (either as a driver or passenger) in the City Centre in the last 12 months. Their responses are provided below in Figure 27, which shows that a clear majority (534 respondents; 79.7%) of those who responded have parked in the City Centre at least once in the last 12 months. Just over one fifth of respondents had not done so (136; 20.3%). There was virtually no difference between male and female panellists' responses, with only a very slightly larger proportion of male panellists (80.0%) than female panellists (79.0%) having parked in the City Centre in the past 12 months. Respondents in North (80.2%) and South (82.5%) were slightly more likely to have done so (80.2%) than their counterparts in Central (75.0%). There was a clear age-related trend to answers to this question, though: the age-group most likely to have done so was the 16-34 group (91.1%). This then declined steadily as the age profile of each group rose: to 85.5% of those aged 35-54, 80.8% of those aged 55-64 and 64.4% of those aged 65+.

**Figure 27: Have you parked (as a driver or passenger) in the City Centre in the last 12 months?**



**Base: 670 respondents**

Respondents who have parked in the City Centre over the last 12 months were subsequently asked where they would normally park. They were provided with a list of central car parks to choose from and asked to choose up to 3 options (respondents were also able to make their own suggestions). Their responses are tabulated below in Table 9. The results show that the most popular car park is Union Square (157 respondents; 29.4%), closely followed by the Bon Accord Centre (Loch Street) (155 respondents; 29.0%), on-street parking (149 respondents; 27.9%), Denburn (138 respondents; 25.8%), the Trinity Centre (115 respondents; 21.5%), Chapel Street (94 respondents; 17.6%) and the Bon Accord Centre (Berry Street) (75 respondents; 14.0%). There were also 61 'other' suggestions provided: of these, 21 were not relevant to the question. Of the remaining suggestions, the most popular were an allocated/work space (22 respondents; 4.1%), Golden Square (10 respondents; 1.9%) and Schoolhill (4 respondents; 0.7%).

As with previous questions, these results can be broken down by gender, neighbourhood and age-group. With regard to gender, the most notable differences emerged in terms of female panellists' increased preference for certain car parks: this was most pronounced in relation to the Trinity Centre (used by 26.1% of female respondents and 17.5% of males), the Bon Accord Centre (Loch Street) (used by 31.4% of female respondents and 26.6% of males) and Union Square (used by 31.1% of female respondents and 27.0% of males).

There were also some clear age-related trends which emerged. A number of the car parks were most popular among the youngest age-group, with their popularity declining with each increment in age. These car parks were the Trinity Centre, Bon Accord Centre (Berry Street) and Union Square. The opposite trend was evident in relation to Chapel Street and Denburn, both of which were steadily more popular as the age of respondents increased. For each of the other car parks, there were minor variations between age-groups, none of which indicated deeper age-based trends.

The only notable difference between panellists from different areas was that a much smaller proportion of respondents from Central had used College Street (7.5%) than those in South (18.3%) and – to a lesser extent – North (11.4%). However, a greater proportion of respondents from Central had used East North Street (6.1%) than those from North (2.5%) and South (1.4%). Finally, a smaller proportion of respondents from North had used Union Square (22.2%) than was the case for respondents in South (34.6%) and – again, to a lesser extent – Central (27.9%).

**Table 9: If you have parked (as a driver or passenger) in the City Centre in the last 12 months, where do you normally park?**

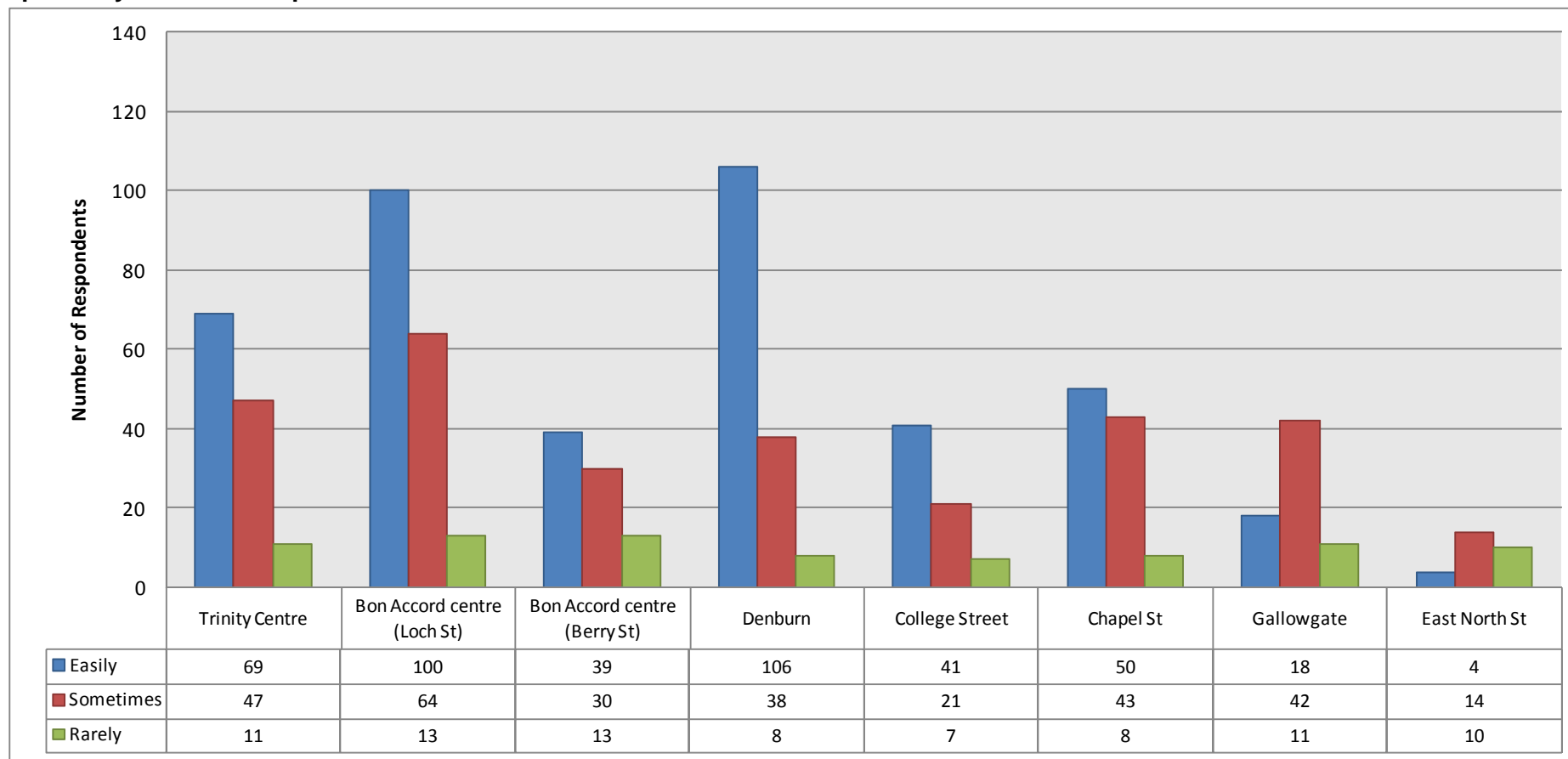
<b>Car Park</b>	<b>No. of Respondents</b>
Union Square	157
Bon Accord Centre (Loch St)	155
On-street	149
Denburn	138
Trinity Centre	115
Chapel St	94
Bon Accord Centre (Berry St)	75
College Street	69
Gallowgate	63
East North St	16
Summer St	11
West North Street	11
Shiprow	10
Justice Mill Lane	6
Other	61

**Base: 534 respondents**

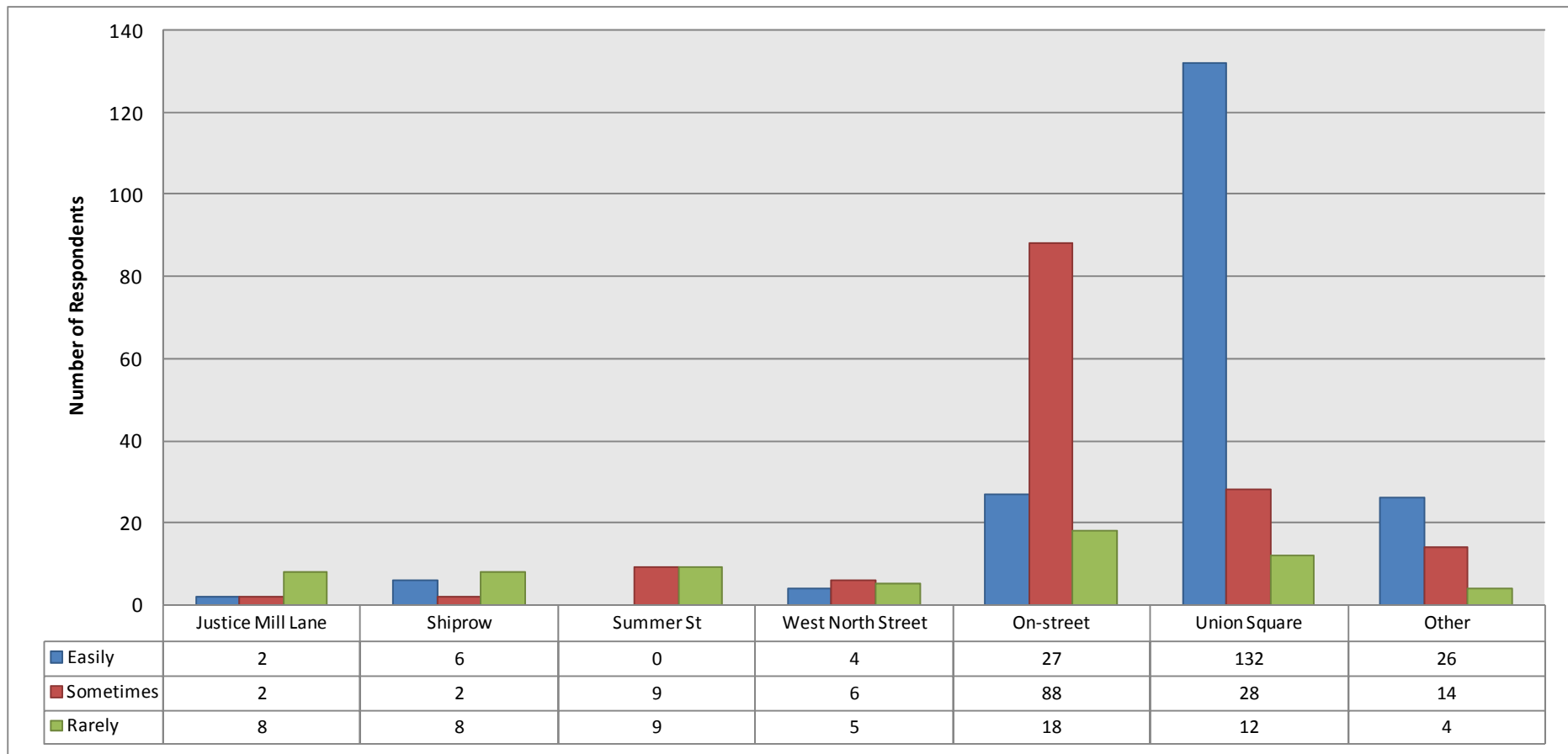


Respondents were then asked to identify how easily they usually find a parking space at their preferred parking locations. Their results are provided below in Figure 28. The car parks at which the largest number and proportion of respondents can easily find a space are Union Square (139 respondents; 76.7%), Denburn (106 respondents; 69.7%) and the Bon Accord Centre (Loch Street) (100 respondents; 56.4%). Conversely, the car parks at which the greatest number of respondents rarely find a space are on-street (18 respondents; 13.5%), the Bon Accord Centre (Berry Street) (13 respondents; 15.9%) and the Bon Accord Centre (Loch Street) (13 respondents; 7.3%). However, in proportionate terms, the car parks at Justice Mill Lane (8 respondents; 67.7%), Summer Street (8 respondents; 50.0%) and Shiprow (8 respondents; 50.0%) are the ones with the highest proportion of respondents who rarely find a space. It is worth noting, however, that the results for these particular car parks are based upon a very small number of respondents and should therefore be treated with a degree of caution.

**Figure 28: If you have parked (as a driver or passenger) in the City Centre in the last 12 months, how easily do you find a parking space at your usual car park?**



(continues overleaf)



**Base: multiple (Trinity Centre: 127; Bon Accord centre (Loch St): 177; Bon Accord centre (Berry St): 82; Denburn: 152; College Street: 69; Chapel St: 101; Gallowgate: 71; East North St: 28; Justice Mill Lane: 12; Shiprow: 16; Summer St: 18; West North Street: 15; On street: 133; Union Square: 172; Other: 44)**

The next question sought to identify how important a number of different factors were to respondents when deciding where to park in the city centre. Respondents were asked to rate each factor using a 5-point Likert scale running from 'very unimportant' to 'very important'. The various different factors and the degree of importance which respondents attach to them are laid out in Figure 29 below.

The results show that the factors to which the greatest share of respondents attach a great deal of importance (i.e. rated as 'very important') are convenience of location (306 respondents; 59.8%), availability of spaces (286 respondents; 57.1%), cost (217 respondents; 43.8%), lighting (216 respondents; 43.4%) and security (214 respondents; 42.5%). The factors which the greatest share of respondents rated as very unimportant were shopmobility facilities (164 respondents; 36.9%), the number of disabled parking spaces (147 respondents; 31.8%), the presence of parking wardens (95 respondents; 19.5%), external appearance (88 respondents; 18.6%) and toilets (86 respondents; 17.7%). There were 27 'other' suggestions made: 10 of these were not relevant to the question. Of the remaining valid suggestions, the most frequently offered were parent/child facilities (10 respondents) and the size of spaces (3 respondents).

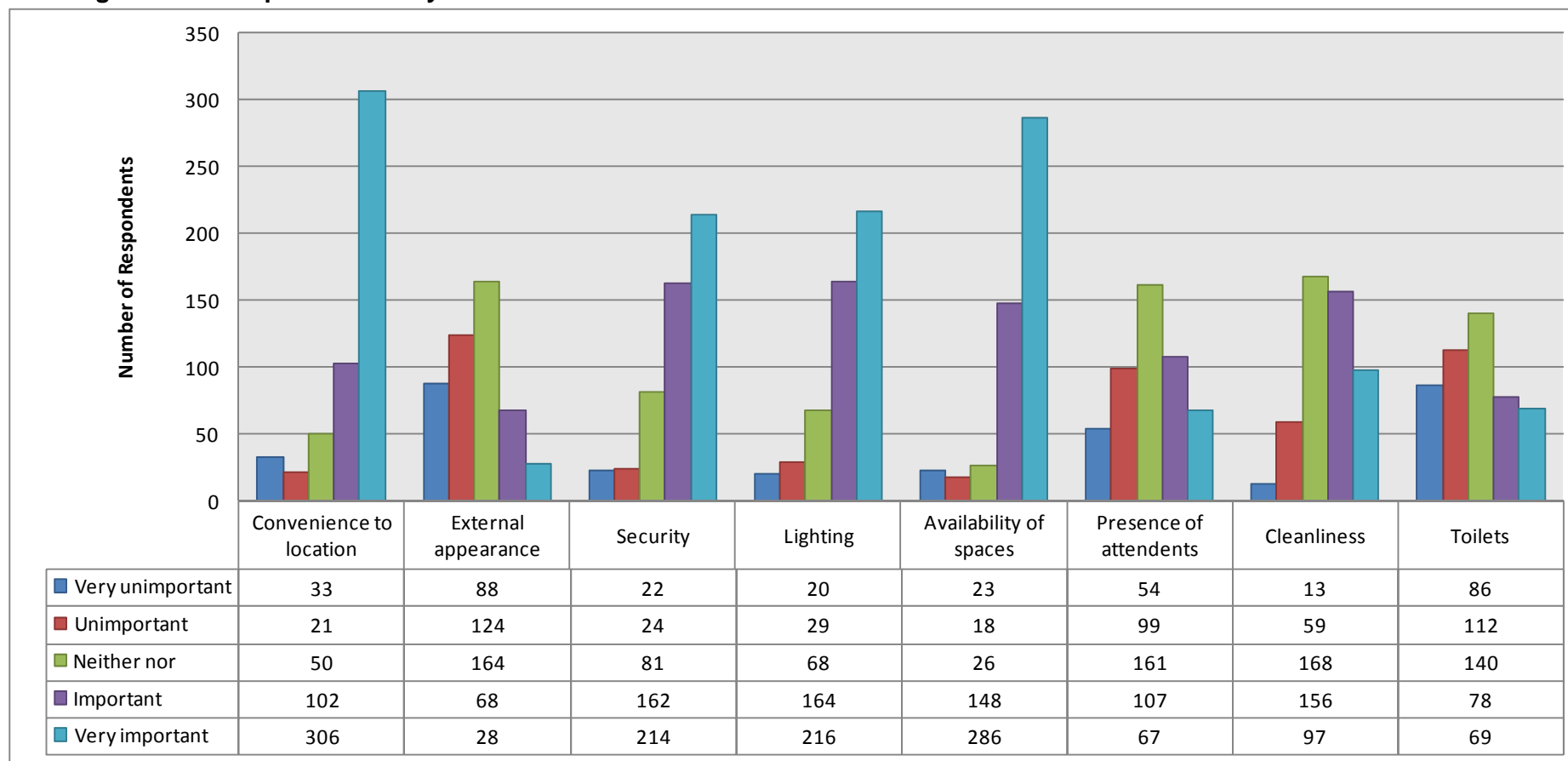
There were some notable differences between male and female panellists. In general, the most notable differences related to factors which a greater share of female panellists than males rated as being 'very important'. The factors in which this was most noticeable were lighting (47.2% of females compared to 39.0% of males), convenience of location (63.5% compared to 54.6% of males), access (44.7% compared to 29.7% of males), cost (47.4% compared to 38.2% of males), payment method (25.6% compared to 16.7% of males) and availability of spaces (59.3% of females compared to 53.6% of males). The only factors which a noticeably greater share of males than females rated as very important were cleanliness (22.4% compared to 17.6% of females) and the presence of toilet facilities (16.4% compared to 12.2% of females).

In terms of gender differences in relation to 'very unimportant' ratings, only three results were noteworthy: the presence of attendants was identified as very unimportant by a greater proportion of males (13.3%) than females (8.4%). The same was true for cost: this was seen as very unimportant by 6.4% of males but only by 2.4% of females. Finally, whilst only 13.3% of male respondents rated the presence of toilets as very unimportant, this rose to 22.0% among females.

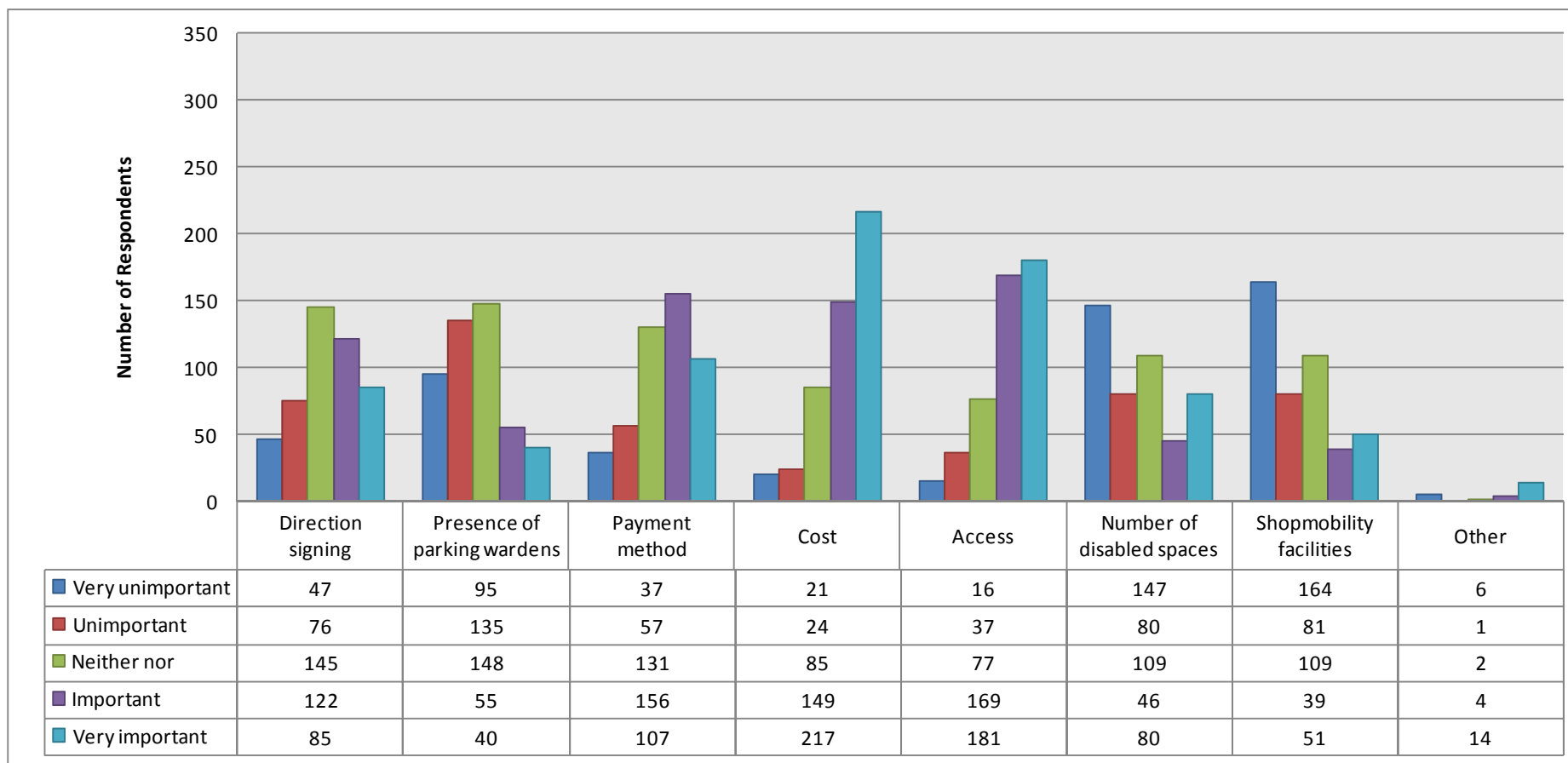
Looking at the responses given by different age-groups, there were a number of factors which were selected as 'very important' by a greater proportion of respondents in each successively older age-group. The factors which conformed to this pattern were the external appearance of car parks, lighting in car parks, the presence of parking attendants, cleanliness, the availability of toilet facilities, direction signing, the presence of parking wardens, the number of disabled spaces, access and the availability of shopmobility facilities. For each of these factors, the proportion of respondents selecting them as 'very important' was highest in the oldest age-group, falling steadily to reach its lowest level in the youngest age-group. Beyond this, there were individual variations, but no clear evidence of age-related trends. In relation to 'very unimportant' factors, there were only two factors which showed any evidence of age playing a strong correlational role. In relation to the number of disabled spaces and the availability of shopmobility facilities, the proportion of respondents

selecting these factors as 'very unimportant' was highest among the youngest age-group, falling steadily among each successively older age-group. Again, there were additional individual variations, but no clear evidence of other age-related trends.

**Figure 29: On a scale from very unimportant to very important, how do you rate the importance of the following factors when deciding on where to park in the city centre?**



**(continues overleaf)**

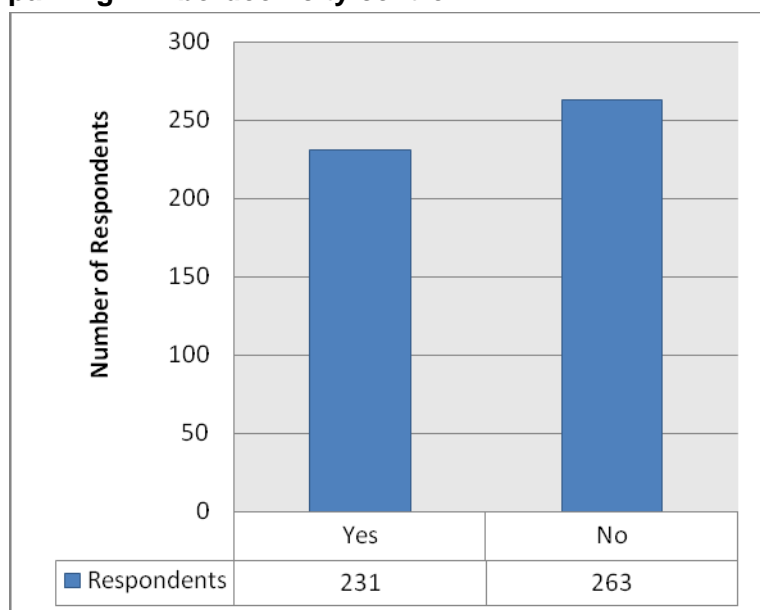


**Base: multiple (Convenience to location: 512; External appearance: 472; Security: 503; Lighting: 497; Availability of spaces: 501; Presence of attendants: 488; Cleanliness: 493; Toilets: 485; Direction signing: 475; Presence of parking wardens: 473; Payment method: 488; Cost: 496; Access: 480; Number of disabled spaces: 462; Shopmobility facilities: 444; Other: 27)**

In 2008, Aberdeen City Council introduced electronic car park information boards around the city. These boards tell drivers if spaces are available in particular car parks. The Council wanted to know whether drivers who have parked in the City Centre (as a driver or passenger) in the last 12 months have found these signs useful when parking in Aberdeen City Centre. Their responses are provided below in Figure 30, which shows that of the panellists who answered, a small majority claimed that they had not found them useful (263 respondents; 53.2%). Conversely, a large minority had found them useful (231 respondents; 46.8%).

A smaller proportion of male respondents (44.4%) had found the boards useful than female respondents (50.2%). In terms of age, the oldest group of respondents contained the smallest share of respondents who had found the boards useful (39.6%, compared to 47.9% of those aged 16-34, 50.7% of those aged 35-54 and 47.2% of those aged 55-64). The neighbourhood area which contained the greatest proportion of respondents who have found the boards useful was Central, in which 52.2% of respondents stated that they had found the boards useful, compared to 45.3% of respondents in North and 45.0% in South.

**Figure 30: Have you found electronic car park information boards useful when parking in Aberdeen city centre?**



**Base: 494 respondents**

### Roadworks

Roadworks are becoming a more common occurrence as repairs are required not only to the road, but also to electricity cables, gas mains, water mains and sewers. Sometimes, the Council has to close the road, causing inconvenience to road users. Prior notification and signage are important aspects of the public being aware of what is going on and why. The Council wanted to find out from City Voice panellists how they rated the Council's performance in a number of respects when carrying out roadworks. The various different aspects of this work and the overall respondent ratings associated with them are laid out below in Figure 31.



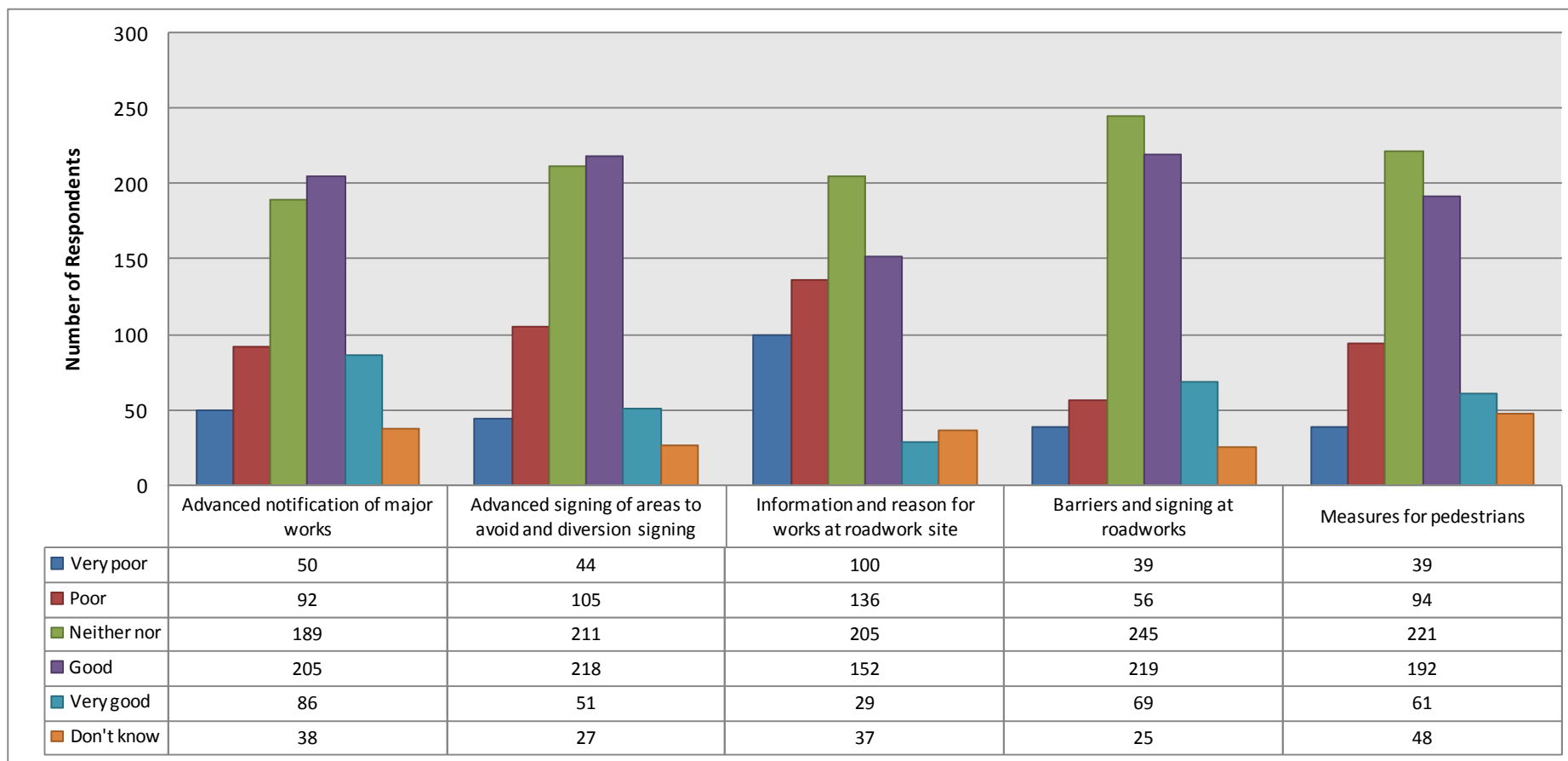
The aspects of roadworks in which the greatest proportion of respondents believe that the Council does a very good job were advanced notification of major works (86 respondents; 13.1%), barriers and signing at roadworks (69 respondents; 10.6%), measures for pedestrians (61 respondents; 9.3%), advanced signing of areas to avoid and diversion signing (51 respondents; 7.8%). The aspects of roadworks in which the greatest proportion of respondents believe that the Council does a very poor job were the verbal information given by workmen to the public (117 respondents; 18.9%), working hours on site (103 respondents; 15.9%), information and reason for works at roadwork site (100 respondents; 15.2%) and the standard of completed works (62 respondents; 9.5%).

The most notable gender-based trend was that a larger proportion of male respondents than females believed that the Council's performance was very poor in every aspect considered. Conversely, for every aspect considered, a greater proportion of female panellists than males believed that the Council's performance had been very good. For most aspects, there was typically a difference of 4% - 5% between the genders when it came to these assessments.

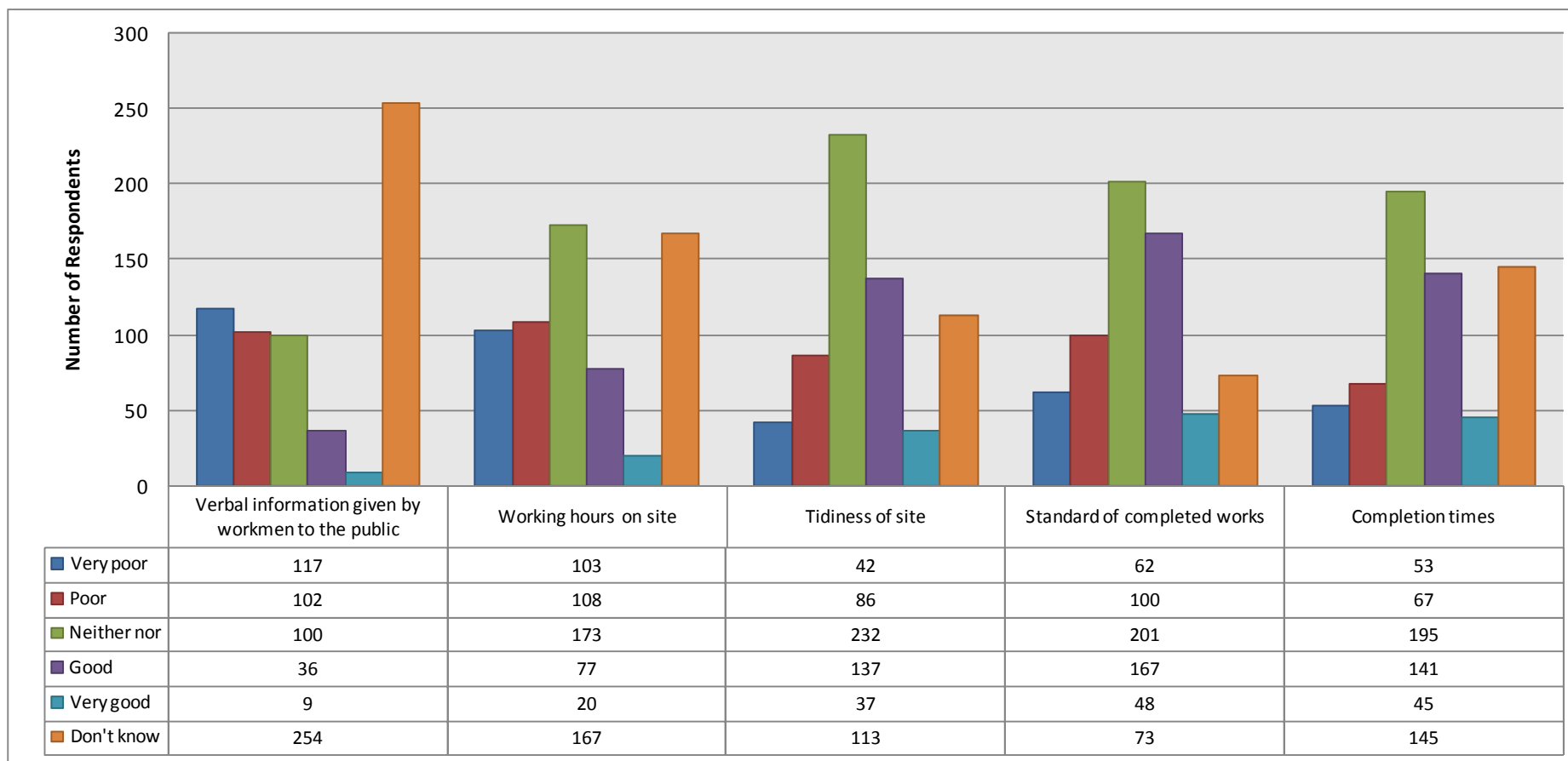
Despite there being variation between the different age-groups' responses to this question, there were few results in which age played a strong correlational role. There were only two aspects of roadworks in which age correlated with a higher proportion of respondents believing that the Council's performance had been very good: these were information and reason for works (rising from 0.0% of those aged 16-34 to 4.7% of those aged 35-54, 4.8% of those aged 55-64 and 5.7% of those aged 65+) and the standard of completed works (rising from 3.5% of those aged 16-34 to 7.0% of those aged 35-54, 7.9% of those aged 55-64 and 8.4% of those aged 65+). In relation to those aspects in which respondents believed the Council's performance had been very poor, there was only evidence of one age correlation: the proportion of those aged 16-34 who believed their performance in terms of completion times had been very poor was 5.4%, rising to 7.1% of those aged 35-54, 7.3% of those aged 55-64 and 11.0% of those aged 65+.

There were few neighbourhood-related trends in evidence when breaking down the results further. There was, of course, individual variation between respondents in different areas, but the only really sizeable divergences when considering the proportion of respondents who believed that the Council's performance was very good emerged in relation to barriers and signing and the standard of completed works. In each of these aspects, the proportion of respondents selecting 'very good' was lowest in North (7.4% and 4.7%, respectively), higher in Central (10.7% and 7.0%, respectively) and highest in South (13.4% and 9.6%, respectively). There was far less evidence of difference in opinion between different areas when considering the aspects of roadworks in which the Council's performance was judged to have been very poor.

**Figure 31: On a scale from very poor to very good, how would you rate Aberdeen City Council's performance when undertaking roadworks?**



(continues overleaf)



**Base: multiple (Advanced notification of major works: 660; Advanced signing of areas to avoid and diversion signing: 656; Information and reason for works at roadwork site: 659; Barriers and signing at roadworks: 653; Measures for pedestrians: 654; Verbal information given by workmen to the public: 618; Working hours on site: 648; Tidiness of site: 647; Standard of completed works: 651; Completion times: 646)**

The next question sought to determine how panellists believe Aberdeen City Council has performed in terms of the speed it takes to address a number of roadwork issues and transport faults. Respondents were asked to rate the Council's speed at addressing these issues using a 5-point Likert scale, running from 'very slow' to 'very fast'. The different aspects under consideration and the extent to which panellists believed the Council dealt with them timeously are laid out below in Figure 32.

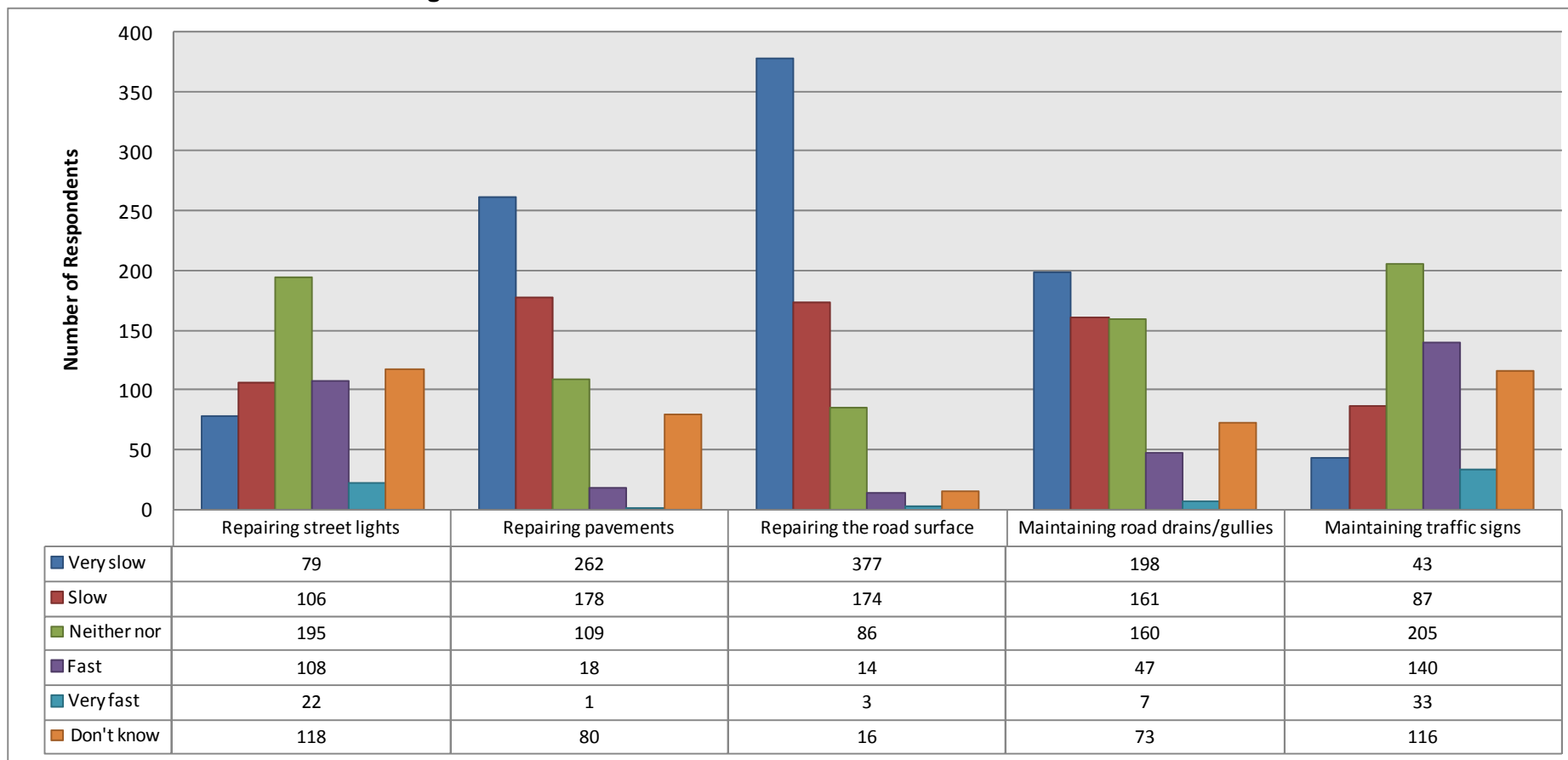
The chart shows that the activities in which the largest proportion of respondents believes the Council acts very fast are repairing traffic lights (99 respondents; 15.7%), maintaining traffic signs (33 respondents; 5.3%) and treating roads during ice/snow (28 respondents; 4.1%). The activities in which the largest proportion of respondents believes the Council acts very slowly are treating pavements during ice/snow (396 respondents; 58.4%), repairing the road surface (377 respondents; 56.3%), repairing pavements (262 respondents; 40.4%) and treating roads during ice and snow (239 respondents; 35.3%).

In relation to 'very fast' responses, there were no considerable divergences between male and female panellists' responses. There were some differences in relation to 'very slow' responses, though: a noticeably greater proportion of males than females rated the Council's performance as very slow in relation to maintaining road drains/gullies (33.4% vs. 28.0% respectively), maintaining traffic signs (8.3% vs. 5.6%), maintaining road markings (15.7% vs. 11.4%) and dealing with overgrown vegetation (37.2% vs. 32.7%). Conversely, a noticeably greater proportion of females than males rated the Council's performance as very slow in relation to the treatment of pavements during ice/snow (60.7% vs. 56.1% respectively), treatment of roads during ice/snow (38.4% vs. 32.4%) and repairing pavements (43.3% vs. 37.7%).

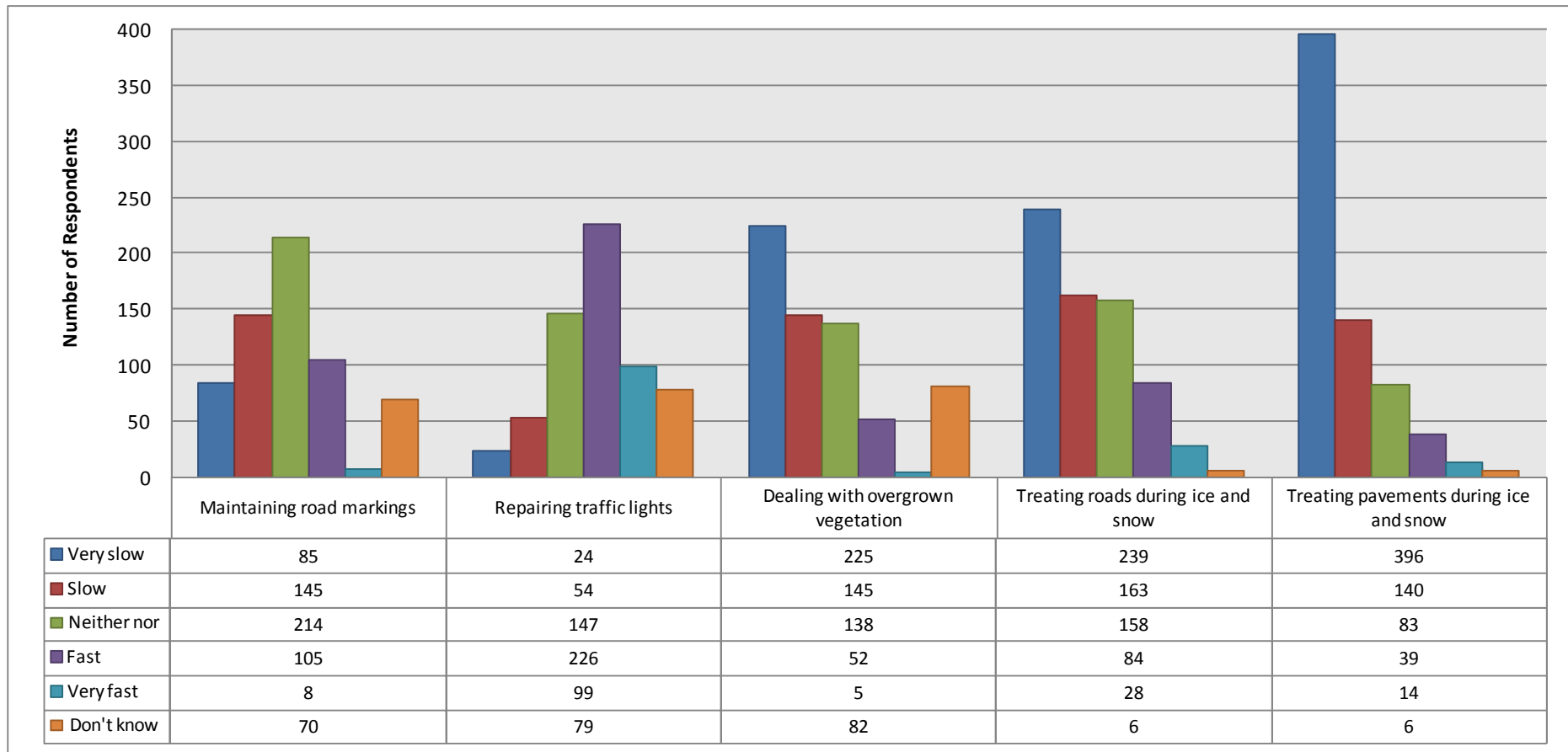
For most of the types of work under consideration, the proportion of respondents rating the Council's performance as very slow increased in each successively older age-group. This was particularly notable in relation to dealing with overgrown vegetation (from 24.5% of those aged 16-34 to 27.6% of those aged 35-54, 37.7% of those aged 55-64 and 47.2% of those aged 65+), repairing the road surface (from 50.9% of 16-34 to 52.7% of 35-54, 58.2% of 55-64 and 60.5% of 65+), repairing pavements (23.1% of 16-34, 31.1% of 35-54, 46.0% of 55-64 and 54.8% of 65+) and repairing street lights (4.1% of those aged 16-34, 9.6% of those aged 35-54, 15.1% of those aged 55-64 and 18.3% of those aged 65+). However, the same general upward trend could also be seen in relation to maintaining road drains/gullies and the treatment of roads during ice/snow.

In terms of neighbourhoods, there was very little variation in relation to the proportion of respondents for the 'very fast' responses. However, a number of divergent results emerged when considering the 'very slow' responses. This was most notable when considering the treatment of pavements during ice/snow (53.2% of those in North and 56.1% of those in South, but 65.5% of those in Central), the treatment of roads during ice/snow (31.0% in North and 35.0% in South, but 39.5% in Central), dealing with overgrown vegetation (30.6% in Central and 32.7% in South, but 40.8% in North) and maintaining traffic signs (3.3% in North, 5.4% in Central, but 10.5% in South).

**Figure 32: On a scale from very slow to very fast, how would you would rate Aberdeen City Council’s performance on the time taken to address the faults to the following?**



**(continues overleaf)**



**Base: multiple (Repairing street lights: 628; Repairing pavements: 648; Repairing the road surface: 670; Maintaining road drains/gullies: 646; Maintaining traffic signs: 624; Maintaining road markings: 627; Repairing traffic lights: 629; Dealing with overgrown vegetation: 647; Treating roads during ice and snow: 678; Treating pavements during ice and snow: 678)**

**TRANSPORT AND CONNECTIONS  
LOCAL TRANSPORT STRATEGY**

**TRANSPORT AND CONNECTIONS  
ROADS**

## PROSPERITY AND JOBS

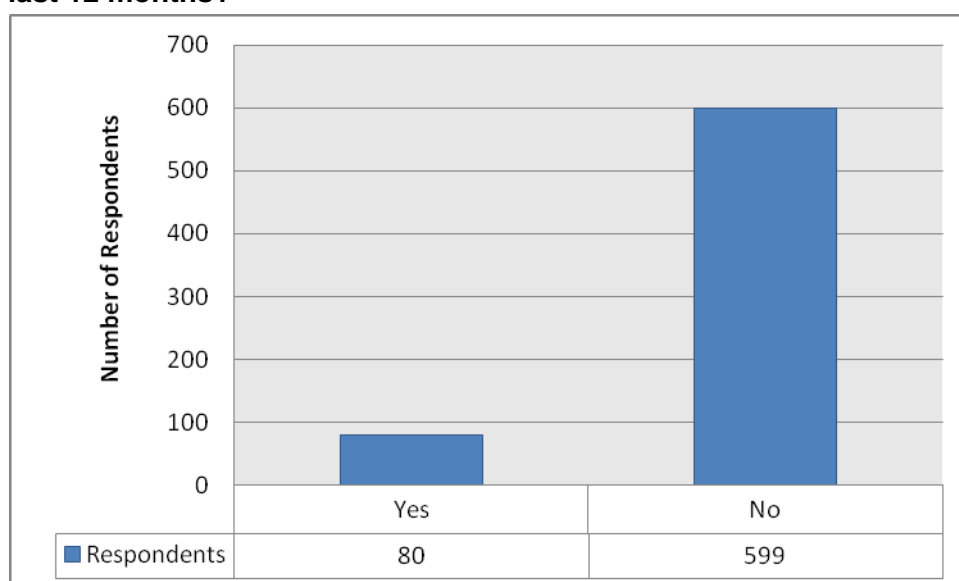
### Information Services

Aberdeen City Libraries provide a range of information services and resources relating to employment and careers. These include access to databases and online services to locate job vacancies, finding out about companies and providing information on starting your own business. Public access computers are available free of charge to compile CVs and prepare job applications. The Council also operates Career Information Points from the Central Library and a number of community libraries across the city, providing careers support to residents of all ages. As the Council is constantly reviewing the range of information services delivered to match changing demands, it was keen to find out the level of awareness and need in the community for services relating to finding employment and providing careers information.

In this respect, the Council firstly asked whether or not panellists had looked for careers or employment information or advice in the last 12 months. 679 panellists responded, and their answers are provided below in Figure 33. The chart shows that only 80 respondents (11.8%) have looked for careers or employment information or advice in the past year. Conversely, 599 had not (88.2%).

A greater proportion of female respondents than male respondents had sought information or advice on careers or employment (13.4% compared to 10.3% of male respondents). Across different age-groups, the proportion of respondents who had sought this type of information or advice was highest among youngest respondents (20.3% of those aged 16-34) and fell in each successively older age-group (17.2% of those aged 35-54, 10.1% of those aged 55-64 and just 1.8% of those aged 65+). In terms of neighbourhoods, the area in which the greatest proportion of respondents had looked for information or advice on careers or employment was Central (13.9%), followed by North (11.5%) and South (10.2%).

**Figure 33: Have you looked for careers or employment information or advice in the last 12 months?**



**Base = 679 respondents**



The respondents who had sought information or advice of this nature were then asked exactly where they had looked for it. Their responses are provided below in Table 10. The results show that the most popular source of information or advice was the internet, which was consulted by 67 of the 80 respondents (83.8%). Newspaper/magazines were the next most popular option (59 respondents; 73.8%), followed by the Jobcentre (20 respondents; 25.0%), a school/college/university careers advisor (8 respondents; 10.0%). Only 4 respondents (5.0%) had sought information or advice from a library careers information service. 12 respondents provided an 'other' suggestion: of these, 6 were not relevant to the question. Of the remainder, the most popular were a careers agency (3 respondents; 3.8%) and Careers Scotland or personal contacts (2 respondents each; 2.5%).

Looking more closely at these responses, some interesting results emerge. The Jobcentre was more popular among male respondents (33.3%) than females (20.0%), as was a school/college/university careers advisor (12.1% of males vs. 6.7% of females). However, the internet was markedly more popular among females (91.1%) than males (69.7%).

In terms of age, the oldest age-group was excluded from deeper analysis of the responses to this question due to the extremely low number of respondents in this category (3), which would have an adverse affect in terms of providing meaningful proportionate figures. For two sources, there was clear evidence of an age correlation: firstly, the Jobcentre was used by an increasing proportion of respondents in each successively older age-group (8.3% of those aged 16-34, 28.3% of those aged 35-54 and 35.3% of those aged 55-64); and secondly, the opposite was true in relation to the internet: 91.1% of respondents in the 16-34 age-group had used this, compared to 89.1% of those aged 35-54 and 70.6% of those aged 55-64. There were also two noteworthy age-group variations: a smaller proportion of those in the 35-54 age-group had used a school/college/university careers advisor (6.5%) than was the case in the 16-34 (16.7%) and 55-64 (11.8%) age-groups, whilst newspapers/magazines proved particularly popular with respondents in the 16-34 age-group (91.7%, compared with 73.9% of those in the 35-54 age-group and 76.5% of those in the 55-64 age-group).

The Jobcentre was consulted by a lower proportion of respondents in South Aberdeen (19.2%) than in North (26.1%) or Central (28.6%). However, a considerably larger proportion of those in Aberdeen South had used the internet (92.3%) than was the case in North (73.9%) or Central (78.6%). Respondents in Central sought such information or advice from newspapers/magazines (82.1%) or a school/college/university careers advisor (17.9%) than was the case in North (69.6% and 8.7%, respectively) and South (69.2% and 0.0%, respectively). A library careers information service had been consulted by similar proportions of respondents in North (8.7%) and Central (7.1%), but by none (0.0%) in South.

**Table 10: If you have looked for careers or employment information or advice in the last 12 months, where did you look for this advice?**

Source of Advice	No. of Respondents
Internet	67
Newspaper/ magazines	59
Jobcentre	20
Other	12
School/ college/ university careers advisor	8
Library careers information service	4

**Base = 80 respondents**

All panellists were then asked whether they were aware of a range of services offered by public libraries in Aberdeen and, if so, whether they had used them in the last 12 months. The various different services and the number of respondents who a) were aware of them, and b) had used them in the last 12 months are provided below in Figure 34.

In relation to awareness, the service about which most respondents were aware was the Business Information service at the Central Library (262 respondents; 37.4%), followed by the Careers Information Point at Airyhall Library (176 respondents; 25.1%) and the Patent Information service (PATLIB) at the Central Library (135 respondents; 19.3%). Each of the remaining services was recognised by fewer than 100 respondents.

There was only one notable difference between male and female panellists' responses to this question: a greater proportion of male respondents (41.0%) than females (33.7%) was aware of the Business Information service at the Central Library. Other than this exception, there was a high degree of consistency between male and female panellists' responses.

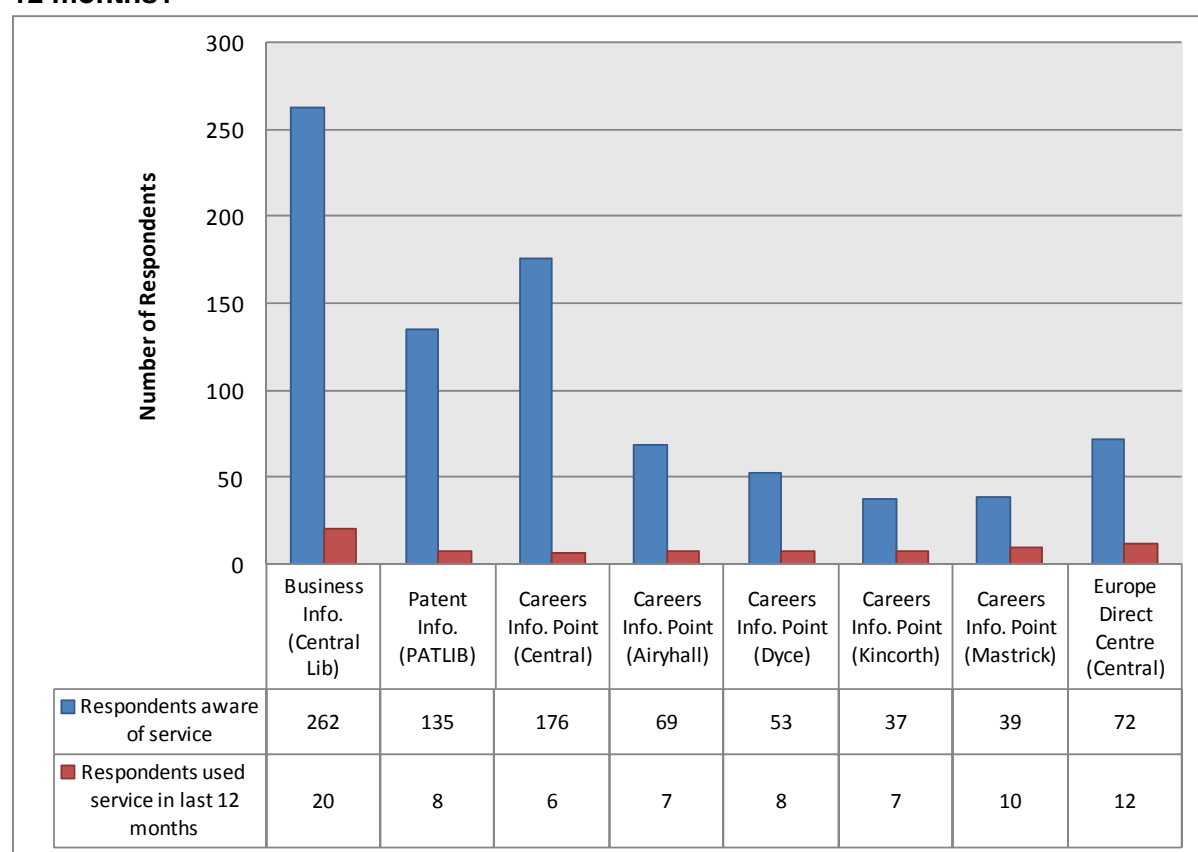
There were no clear correlations between age-group and panellists' responses. There were, however, some interesting individual results. Most notably, awareness of the Business Information service and the Careers Information Point at the Central Library was highest in the 55-64 age-group (45.8% and 32.2%, respectively), whilst awareness of the Patent Information service (PATLIB) at the Central Library and the Careers Information Point at Airyhall Library was markedly lower in the 16-34 age-group (8.5% and 5.1%, respectively) than others.

Some interesting variations emerged when looking at different neighbourhoods' responses. Awareness of the Business Information service at the Central Library was noticeably lower in North (31.2%) than in Central (38.6%) or South (41.1%). The same was true in relation to the Patent Information service (PATLIB) at the Central Library: only 12.2% of respondents in North were aware of this service, compared to 20.5% of those in South and 23.7% of those in Central. Awareness of the Careers Information Point at the Central Library was also lower among respondents in North (21.0%) than in Central (28.5%) or South (25.9%). Awareness of the Careers Information Point at Airyhall Library was particularly high among respondents in South (16.0%) compared to those in North (4.4%) or Central (7.2%), whilst awareness of the Careers Information Point in Dyce Library was higher in North (11.7%) than in Central (6.3%) or South (6.1%). Conversely, awareness of the Careers Information Point in Kincorth

Customer Access Point was particularly low among respondents in North (2.4%) relative to those in Central (5.3%) or South (8.0%). Finally, awareness of the Europe Direct Centre at the Central Library was higher among respondents in Central (13.5%) than those in North (7.8%) and South (9.5%).

Turning to consider usage of these services, it can be seen that only a tiny minority of respondents have used any of these services. The service which had been used by the greatest proportion of all respondents was the Business Information service at the Central Library (20 respondents; 2.9%), followed by the Europe Direct Centre at the Central Library (12 respondents; 1.7%) and the Careers Information Point at Mastrick Library (10 respondents; 1.4%). Each of the remaining services had been used by fewer than 10 respondents. Although further stratified analysis was conducted, the very small numbers involved mean that detailed do not provide meaningful results, with one exception: it is worth noting that none of these services had been used by any respondent from the 16-34 age-group whatsoever.

**Figure 34: Are you aware of any of the following services offered by the Library service? If you are aware of these services, which of them have you used in the last 12 months?**



**Base = 701 respondents**

The Libraries' Information Service offers a variety of assistance to Aberdeen City residents, free of charge, relating to employment and careers. The Council was keen to find out which of these services panellists would find useful. The services in question and the number of panellists who would find them useful are provided below in Table 11. The services which were identified as useful by the greatest number of respondents were help with looking for

grants or funding (186 respondents; 26.5%), help with looking for a job (159 respondents; 22.7%), help with writing a CV or completing an application form (148 respondents; 21.1%), advice on changing careers (144 respondents; 20.5%), advice on how to get more qualifications (127 respondents; 18.1%), help with setting up your own business (126 respondents; 18.0%) and help with finding out about companies (124 respondents; 17.7%). Each of the remaining services was rated as useful by fewer than 100 respondents. 34 respondents provided 'other' suggestions. Of these, the vast majority were irrelevant to the question, often relating more to general library services (e.g. lending). However, 3 respondents (0.4%) mentioned IT access, 2 (0.3%) mentioned advice on voluntary/charity work and 1 (0.1%) mentioned advice on specific qualifications.

**Table 11: If you needed to use the Libraries' Information Service, which of the following would you find useful?**

<b>Form of Assistance</b>	<b>No. of Respondents</b>
Help with looking for grants and funding	186
Help with looking for a job	159
Help with writing a CV or completing an application form	148
Advice on changing careers	144
Advice on how you could get more qualifications	127
Help with setting up own business	126
Help with finding out about companies	124
Help with preparing for an interview	97
Help with returning back to employment after a break	92
Help with finding out about patents, trademarks etc.	83
Help with looking for work in other European countries	49
Other	34

**Base = 701 respondents**

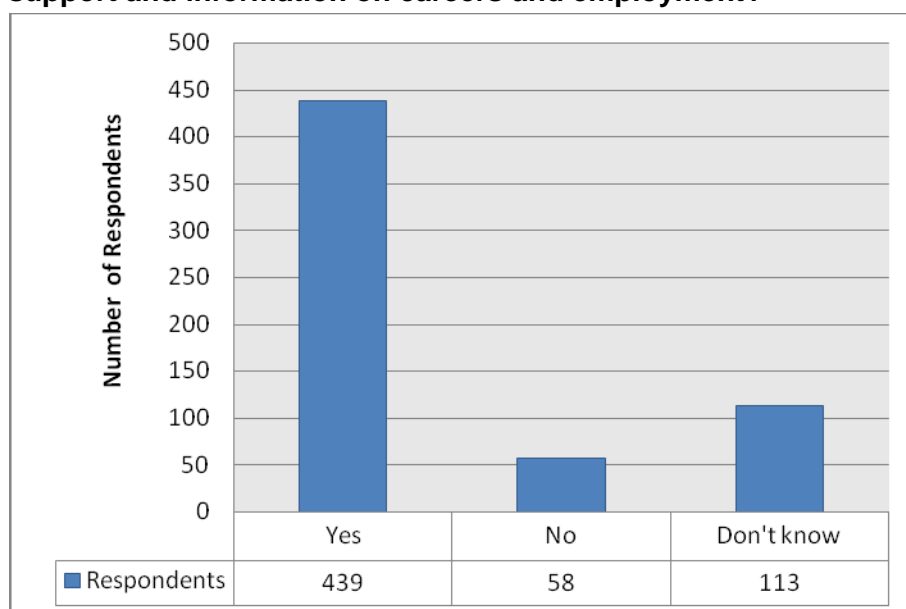
The only notable difference between male and female panellists was that a greater proportion of the latter stated that they would find help with preparing for an interview useful (17.7%, compared to 10.0% of male respondents). Despite minor variations, there were no dramatic differences between panellists' responses from different neighbourhoods.

There was one notable trend in the responses when stratified by age-group. For each service, a considerably smaller proportion of the oldest age-group would find the service useful than would other age-groups, presumably reflecting the fact those aged 65+ would have less need for careers information or advice than would their younger counterparts. Removing this oldest age-group from consideration, a number of trends emerged. Help with looking for grants and funding, help with looking for work in other European countries and help with setting up their own business were all most popular among the youngest age-group and decreasingly popular in each successively older age-group. Help with preparing for an interview, help with writing a CV or completing an application form and help with

looking for a CV were all more popular with respondents in the 35-54 age-group than they were in their younger and older counterparts. In particular, help with writing a CV or completing an application form was seen as useful by a far smaller proportion of those aged 55-64 than with their younger counterparts. The same was true in relation to advice on how to get more qualifications.

Finally in this section, panellists were asked whether they believed that Aberdeen City Libraries should continue to provide support and information on careers and employment. Their responses are provided below in Table 35, which shows that a clear majority of respondents (439 respondents; 72.0%) believe that they should continue to provide support and information on careers and employment. Whilst 113 respondents (18.5%) do not know whether this should be done, only 58 respondents (9.5%) argued that they should not continue to offer such support and information.

**Figure 35: Do you think that Aberdeen City Libraries should continue to provide support and information on careers and employment?**



**Base = 610 respondents**

A slightly greater proportion of male than female respondents believed that Aberdeen City Libraries should continue to provide this support and information (73.0%, compared to 71.9% of females). However, the same was also true of those who argued that they should not continue to do so (11.4% of males, compared to 6.6% of females), with a greater proportion of females than males opting for the 'don't know' option (21.5%, compared to 15.6% of males). Support for the continued provision of support and information was highest in North (73.7%, compared to 72.9% of those in Central and 70.6% of those in South). However, the proportion of respondents arguing that the service should be discontinued was also highest in North (9.5%, compared to 9.2% in South and 8.3% in North). Uncertainty was highest in South (20.2%) and lowest in North (16.8%, compared to 18.8% in Central).

The age-group containing the greatest proportion of respondents supporting the maintenance of this service was the 55-64 age-group (76.4%), followed by those aged 65+ (76.0%) and those aged 55-64 (76.4%). Support was lowest among those aged 16-34

(66.7%). Support for discontinuing the service was highest among those aged 16-34 (13.7%), falling steadily through each successively older age cohort: 11.3% of those aged 35-54, 9.5% of those aged 55-64 and 3.2% of those aged 65+. 'Don't know' responses were most prevalent in the 65+ age-group (20.8%), followed by the 35-54 age-group (19.7%), the 16-34 age-group (19.6%) and the 55-64 age-group (14.2%).

# **PROSPERITY AND JOBS**

## **Information Services**

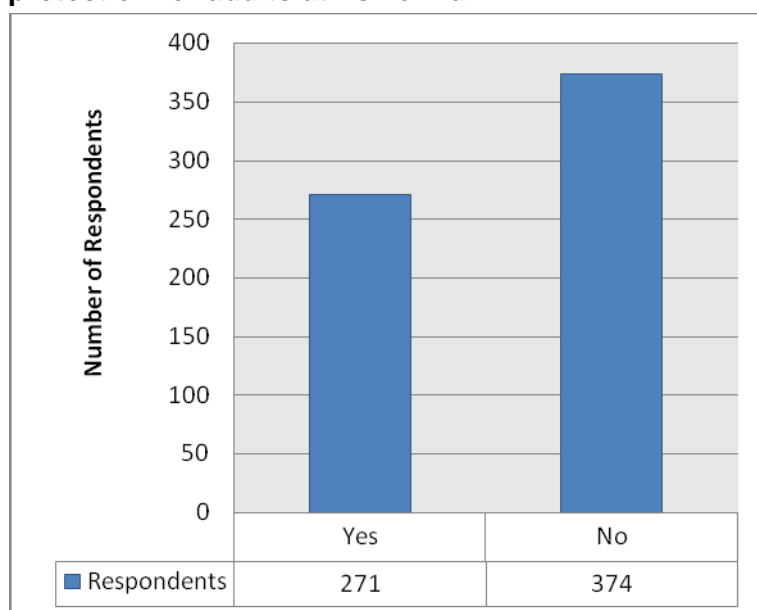
## ADDITIONAL QUESTIONS

### Adult Protection

Aberdeen City Council has a duty to protect people at risk in the community. These people may include children or adults who are unable to protect themselves from someone harming them, because of a disability, mental disorder, illness, physical or mental infirmity. The Council also has a duty to raise public awareness of this issue and to ensure that residents know what to do if they suspect an adult is at risk from harm. The Council wants to find out how aware panellists are of these issues, in particular adult protection issues, and whether they know what they should do if they suspect an adult is at risk of harm. The information provided by panellists will help the Council to understand residents' current knowledge, raise awareness and help to improve the way the Council communicates this information in the future.

Firstly in this section, the Council wished to find out about panellists' awareness of the Adult Support and Protection (Scotland) Act 2007, which protects adults at risk from harm. It includes physical, neglect, financial, sexual or psychological harm. The Act came into force in October 2008. Panellists were asked whether they were aware of this Act and the protection it offered prior to reading about it in the City Voice. The results of their responses to this question are provided below in Figure 36. As can be seen, a small majority of respondents were not aware of this (374 respondents; 58.0%). Awareness was considerably higher among female panellists (48.4% of female respondents were aware of this, compared to 35.5% of male respondents). Awareness was also higher among respondents in the Central area of the city (47.1% of respondents) than in North (40.2%) or South (39.5%). There was also a correlation between age and awareness, with younger respondents reporting greater levels of awareness than older respondents (48.3% of those aged 16-34, 44.0% of those aged 35-54, 39.9% of those aged 55-64 and 39.5% of those aged 65+).

**Figure 36: The Adult Support and Protection (Scotland) Act 2007 protects adults at risk from harm. Before reading about it in the City Voice, were you aware of this protection for adults at risk of harm?**



**Base = 645 respondents**



All panellists were then asked what they would do if they suspected an adult was at risk from harm. They were offered 10 options, but were also able to make their own suggestions. An overview of their results is provided below in Table 12. The table shows that the most frequently offered responses were that panellists would tell the police (527 respondents; 75.2%), tell the Social Work Duty Team (289 respondents; 41.2%), tell a family member or friend (226 respondents; 32.2%), tell the Adult Protection Unit (154 respondents; 22.0%), report it to the NHS (91 respondents; 13.0%), report it to the Care Commission (73 respondents; 10.4%) or tell their Councillor (52 respondents; 7.4%). Each of the other available responses was selected by fewer than 50 respondents. 42 respondents (6.0%) did not know what they would do. 15 respondents provided an 'other' suggestion: the most popular of these were that it would depend on the situation (6 respondents; 0.9%) and that respondents would intervene directly (5 respondents; 0.7%).

With regard to some of these approaches, there were some gender differences. A greater proportion of female panellists than males would tell a family member or friend (37.4% vs. 27.4%), report it to the Care Commission (12.3% vs. 8.2%), tell the Adult Protection Unit (24.6% vs. 18.2%), or report it to the NHS (15.4% vs. 9.7%); whilst a greater proportion of male panellists than females would tell the Police (79.3% vs. 71.4%) or tell their Councillor (9.7% vs. 4.9%). There were no dramatic differences between neighbourhoods, and there was only one clear age correlation which stretched across all age-groups: the proportion of respondents who would tell their Councillor was lowest among those aged 16-34 (3.4%), rising to 3.7% of those aged 35-54, 7.9% of those aged 55-64 and 13.6% of those aged 65+. Beyond this, there were small variations between age-groups, with only two noteworthy divergences: whilst 40.9% of those aged 65+ would tell a family member or friend, only 25.4% of those aged 16-34 would do likewise. Conversely, whilst 20.3% of those aged 16-34 would report it to the NHS, only 11.4% of those aged 65+ would do so.

**Table 12: If you suspected an adult was at risk from harm, what would you do?**

Action	No. of Respondents
Tell the Police	527
Tell the Social Work Duty Team	289
Tell a family member/ friend	226
Tell the Adult Protection Unit	154
Report it to the NHS	91
Report it to the Care Commission	73
Tell your Councillor	52
Don't know	42
Other	15
Tell your MP/ MSP	20
Tell no one	2

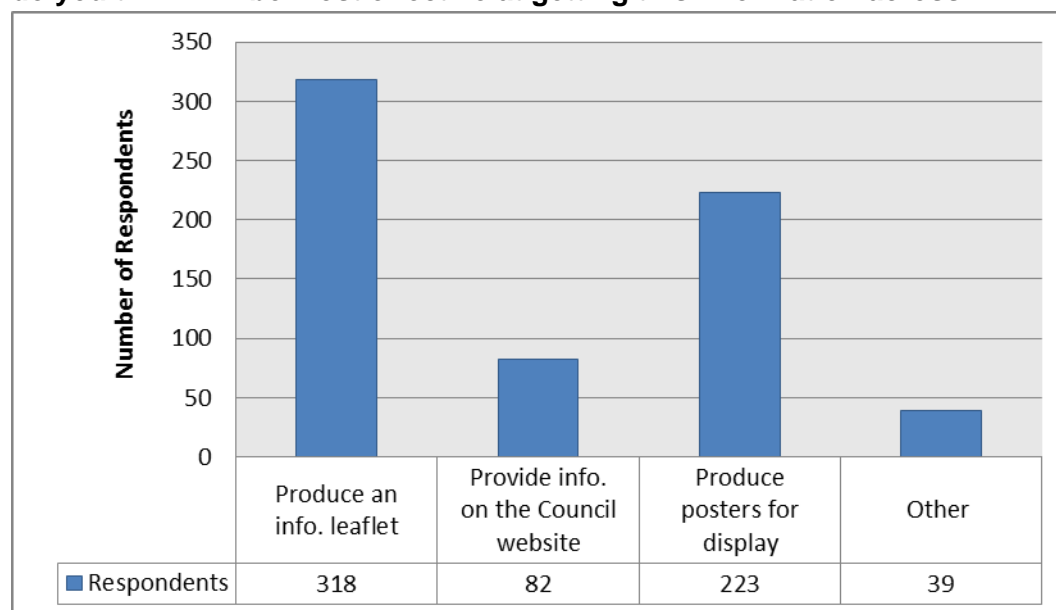
**Base = 701 respondents**

Aberdeen City Council has a duty to inform residents about what they should do if they suspect an adult is at risk from harm. In support of this, the Council was keen to know which method panellists believed would be most effective at getting this information across.

Panellists were therefore asked to select one of three methods as the most effective, or to suggest an alternative effective method. The results of their responses are provided below in Figure 37. The chart shows that the option which attracted the greatest level of support was to produce an information leaflet which would be made available in Council buildings, libraries, hospitals, care homes and other community buildings (318 respondents; 48.0%). This was followed by posters which could be displayed in community facilities (223 respondents; 33.7%) and providing information on the Council and Community Planning Partner websites (82 respondents; 12.4%). 39 respondents (5.6%) provided 'other' suggestions, which were categorised thematically. Of these, the most common themes were to use the media more generally or to develop an information pack which could be sent out to all residents.

There were only minor differences between male and female panellists' responses. Most prominent among these were that a greater proportion of male panellists than females selected providing information on the Council and Community Planning Partner websites (11.9% vs. 6.9%), and that a greater proportion of female panellists than males selected producing posters for display in community facilities (33.4% vs. 29.0%). There were no notable differences between the responses from different neighbourhoods. The only correlation which emerged between age and responses was in relation to providing information on the Council or Community Planning Partner websites, which was most popular among the youngest age-group (13.8% of those aged 16-34) and decreasingly popular in each incrementally older age-group: 11.8% of those aged 35-54, 8.8% of those aged 55-64 and 4.3% of those aged 65+. The other options did not follow any particular age-based trend, although it is worth pointing out that producing an information leaflet was particularly popular with those aged 65+ (60.1%).

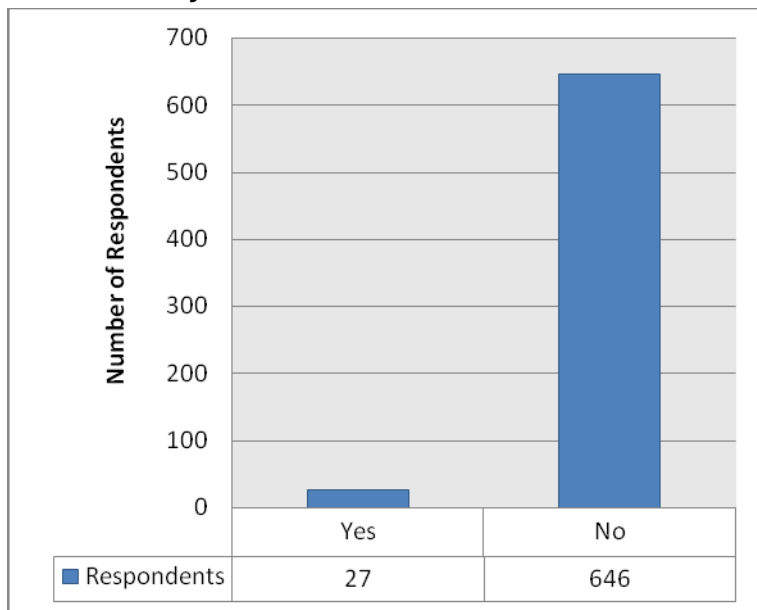
**Figure 37: Aberdeen City Council now has a duty to inform our residents about what they should do if they suspect an adult is at risk from harm. Which of these methods do you think will be most effective at getting this information across?**



**Base = 662 respondents**

As well as raising awareness of adult protection issues, Aberdeen City Council wants to improve the way they deliver this service. As such, all panellists were asked whether they were aware of an adult at risk of harm who has been reported to the Council. Their responses are laid out below in Figure 38. The chart shows that of those who answered the question, only 27 respondents (4.2%) were aware of an at-risk adult who had been reported to Aberdeen City Council.

**Figure 38: Are you aware of an adult at risk of harm who has been reported to Aberdeen City Council?**

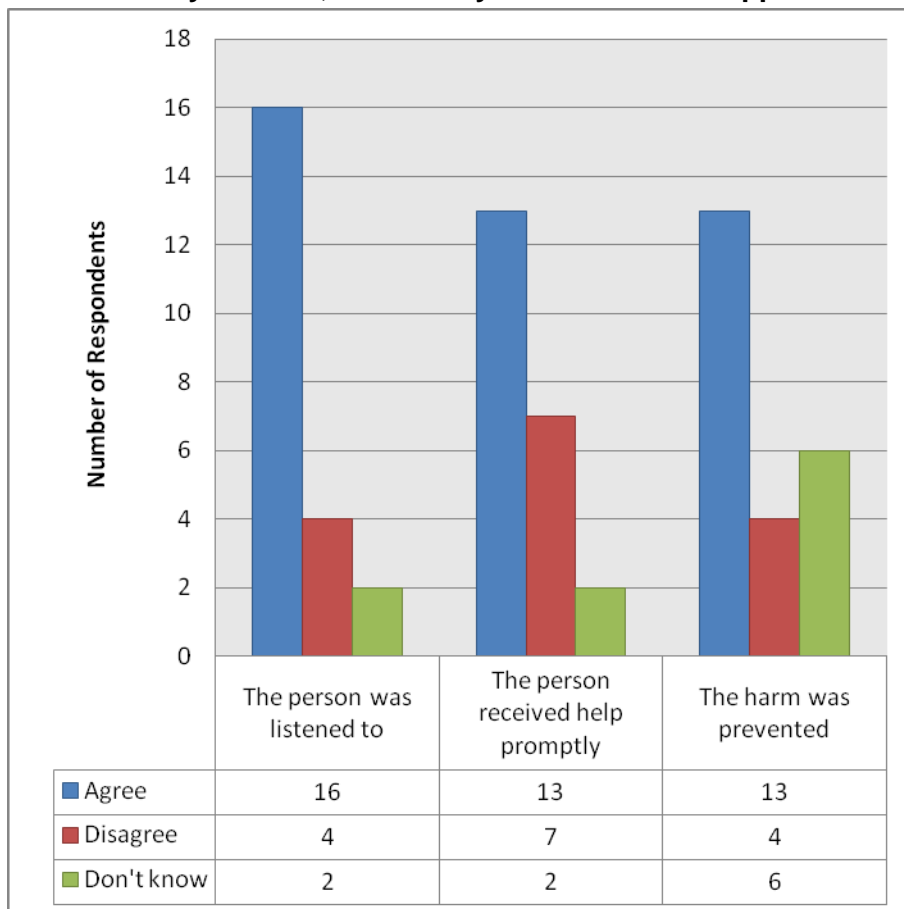


**Base = 673 respondents**

The 27 respondents who were aware of an at-risk adult who had been reported to the Council were then asked for their views on the support the at-risk adult received. This was done by asking panellists to state the extent whether they agreed or disagreed with a number of statements relating to the support received. The statements in question and the extent to which panellists agreed is laid out below in Figure 39. For each statement, a majority of respondents agreed: 16 respondents (72.7%) agreed that the person was listened to, 13 respondents (59.1%) agreed that the at-risk person had received help promptly and 13 respondents (56.5%) agreed that the harm was prevented.

Due to the small number of respondents to whom this question applied, no stratified analysis was conducted on these results.

**Figure 39: If you are aware of an adult at risk of harm who has been reported to Aberdeen City Council, what was your view of the support received?**



**Base = multiple (The person was listened to: 22; The person received help promptly: 22; The harm was prevented: 23)**

## **ADDITIONAL QUESTIONS**

### **Adult Protection**

## **The Council Budget**

Aberdeen City Council is planning for the serious economic challenges faced by the public sector across the UK over the next few years. The Council is currently preparing a five year business plan 2011-16 which will identify its priorities and ensure that it continues to deliver the essential services which the people and businesses of Aberdeen need. Scottish Government figures, however, show that the Council will have to achieve this with significantly less money over the coming years. Projections indicate that it can expect a sizable reduction over the next four years. The Council has made it clear that some of the services which it has delivered in the past may not be possible in the future. The following questions are the start of the Council's engagement with the community on making these tough decisions. Over the coming months, the Council will be talking to residents, businesses and its Community Planning Partners about how it can achieve these savings. The results from the City Voice consultations, as well as the results for the wider community consultation, will be used to inform the Council's work as it sets its priorities for the next five years.

The first question in this section asked respondents to identify the Council services which are most important to them. Respondents were provided with a list of 22 different services and were asked to select the 5 most important to them. Respondents were also able to suggest any services which were not covered in the list of options. The various different options and the number of respondents who endorsed them as one of the services they perceive to be the most important are laid out below in Table 13.

The table shows that the services identified by the greatest number of respondents as being most important were rubbish collection, recycling and street cleaning (459 respondents; 65.5%), care for older people (411 respondents; 58.6%), road and pavement maintenance (401 respondents; 57.2%), schools (338 respondents; 48.2%), tackling anti-social behaviour (290 respondents; 41.4%), care for children and young people (217 respondents; 31.0%), parks and open spaces (180 respondents; 25.7%), libraries (178 respondents; 25.4%) and street lighting (174 respondents; 24.8%). Each of the remaining services was identified by fewer than 150 respondents. 12 respondents provided 'other' suggestions: half of these were not relevant to the question. Of the remaining valid responses, the most popular options were that all services were equally important (6 respondents: 0.9%) or that respondents could not limit their selection to 5 services (5 respondents: 0.7%).

The most notable divergences between male and female panellists' responses were that a markedly greater proportion of women than men selected care for older people (60.9% vs. 56.8%), care for children and young people (36.9% vs. 24.6%), activities for young people (17.7% vs. 11.9%), community centres (13.7% vs. 9.7%), environmental health (10.6% vs. 7.6%) and libraries (27.4% vs. 23.1%). Conversely, a markedly greater proportion of male panellists than females selected tackling anti-social behaviour (44.1% vs. 39.7%), planning and development of land and buildings (9.7% vs. 6.3%) and road and pavement maintenance (59.9% vs. 54.6%). There were few divergences between the different areas of the city, although a small number of anomalous results stood out. Care for older people was less popular in Central (50.7%) than in North (63.4%) or South (62.4%). Care for children and young people was more popular in North (37.1%, compared to 27.5% of respondents in

Central and 29.3% of those in South), whilst museums/galleries/theatres were more unpopular in North (only 12.7% of respondents in this area selected this as one of their most important services) than in Central (22.2% of respondents in this area) and South (21.7%).

In terms of age correlations, adult learning activities rose steadily in popularity from 1.7% of those aged 16-34 to 5.2% of those aged 35-54, 5.6% of those aged 55-64 and 11.4% of those aged 65+. The opposite correlation was evident in relation to schools, which were selected as one of the most important services by 61.0% of those aged 16-34, 55.2% of those aged 35-54, 42.4% of those aged 55-64 and 38.6% of those aged 65+. A number of individual anomalous results also stood out: street lighting was selected by a very small proportion of 16-34 year olds (15.3%) compared to other age-groups, libraries were selected by a particularly large proportion of those aged 65+ (33.5%) compared to other age-groups, and anti-social behaviour was selected by a smaller proportion of those aged 16-34 (33.9%) and 35-54 (33.6%) than was the case for the two older age-groups.

**Table 13: Below is a list of services provided by Aberdeen City Council. Which services are most important to you?**

<b>Service(s)</b>	<b>No. of Respondents</b>
Rubbish collection, recycling and street cleaning	459
Care for older people	411
Road and pavement maintenance	401
Schools	338
Tackling anti-social behaviour	290
Care for children and young people	217
Parks and open spaces	180
Libraries	178
Street lighting	174
Sports facilities and services	146
Museums/ galleries/ theatres	133
Activities for young people	102
Community centres	82
Care for adults	75
Environmental Health	64
Planning and development of land and buildings	57
Economic Development	56
Council houses	51
Adult Learning activities	47
Allocation of benefits	37

Social Work for Criminal Justice	29
Consumer advice	18
Other	12

**Base = 701 respondents**

Panellists were then asked which of these services (if any) they would like to see the Council spend more money on, even if it means spending less on another. Again, panellists were asked to select up to 5 options. Their selections are provided below in Table 14.

The services on which the greatest proportion of respondents wished to see more being spent were road and pavement maintenance (388 respondents; 55.3%), care for older people (326 respondents; 46.5%), tackling anti-social behaviour (268 respondents; 38.2%), schools (257 respondents; 36.7%), rubbish collection, recycling and street cleaning (234 respondents; 33.3%), care for children and young people (183 respondents; 26.1%), parks and open spaces (118 respondents; 16.8%), sports facilities and services (116 respondents; 16.5%) and activities for young people (107 respondents; 15.3%). Each of the remaining services was selected by fewer than 100 respondents. 21 respondents (3.0%) provided an 'other' suggestion: of these, 9 were not relevant to the question. Of the remaining responses, the most popular were none (7 respondents; 1.0%), homelessness (3 respondents; 0.4%) or that all services were equally important (3 respondents; 0.4%).

**Table 14: Which of the services listed below (if any) would you like to see Aberdeen City Council spend more on, even if it means spending less on another?**

Service(s)	No. of Respondents
Road and pavement maintenance	388
Care for older people	326
Tackling anti-social behaviour	268
Schools	257
Rubbish collection, recycling and street cleaning	234
Care for children and young people	183
Parks and open spaces	118
Sports facilities and services	116
Activities for young people	107
Street lighting	82
Community centres	80
Libraries	70
Museums/ galleries/ theatres	61
Care for adults	64
Economic Development	46
Council housing	46
Environmental Health	43
Adult Learning activities	41
Planning and development of land and buildings	38
Other	21



Allocation of benefits	31
Social Work for Criminal Justice	27
Consumer advice	10

**Base = 701 respondents**

There were very few differences between male and female panellists' responses to this question. The most notable differences were in relation to schools and care for children: in relation to the former, 40.0% of female respondents selected this as a service on which they wanted to see the Council spend more money, compared to 33.1% of males. In relation to the latter, 30.3% of female panellists selected this as a service on which they wanted to see the Council spend more, compared to 21.3% of males.

In terms of neighbourhoods, there were very few marked differences to be found. The most notable anomalous results came in relation to museums, galleries and theatres (selected by only 3.9% of those in North, compared to 9.9% of those in South and 12.6% of those in Central) and tackling anti-social behaviour (selected by only 33.8% of those in Central and 36.9% in South, but by 44.9% of respondents in North).

There was an apparent correlation between preference and age-group in relation to 6 of the services on offer. In each case, the proportion of people who would like to see the Council spend more on the service in question was lowest in the 16-34 age-group, rising steadily to a peak in the 65+ age-group. The services in question were:

- Care for older people
- Community centres
- Libraries
- Street lighting
- Allocation of benefits
- Tackling anti-social behaviour

Finally in this section, panellists were asked which of these services they would be prepared to see the Council spend less money on. Again, panellists were asked to select up to 5 options: their responses are provided below in Table 15.

As the table shows, the services on which the greatest share of respondents would be happy to see the Council spend less were planning and development of land and buildings (280 respondents; 40.0%), Social Work for Criminal Justice (188 respondents; 26.8%), museums, galleries and theatres (187 respondents; 26.7%), Adult Learning activities (167 respondents; 23.8%), Council houses (157 respondents; 22.4%), allocation of benefits (152 respondents; 21.7%) consumer advice (149 respondents; 21.3%), sports facilities and services (130 respondents; 18.5%), economic development (112 respondents; 16.0%) and parks and open spaces (102 respondents; 14.6%). Each of the remaining services was selected by fewer than 100 respondents. 28 respondents provided 'other' suggestions: of these, 4 were not relevant to the question and of the remaining valid suggestions, the most popular were none (9 respondents; 1.3%), Council wages/productivity (9 respondents; 1.3%) and consultants or consultations (4 respondents; 0.6%).

Looking more closely at the differences between male and female panellists' responses, some clear divergences emerge, although there is a high degree of consistency between genders in most cases. However, differences could be seen in relation to support for spending less on Social Work for Criminal Justice (selected by 35.0% of male panellists but only 19.4% of females), activities for young people (selected by 13.4% of male panellists but only 6.9% of females) and planning and development of land and buildings (selected by 43.7% of female panellists but only 36.5% of males). Some slight variation aside, there were no marked differences in the responses given by panellists from different neighbourhoods.

For a number of services, there was a correlation between age-group and support for spending cuts. The proportion of respondents who selected consumer advice and economic development as areas in which they would be prepared to see less spending was greatest in the youngest age-group, declining steadily to its lowest in the oldest age-group. The opposite trend, however, was in greater evidence. For planning and development of land and buildings, parks and open spaces, museums galleries and theatres, sports facilities and services, activities for young people and Social Work for Criminal Justice, support for reduced spending was lowest among the youngest age-group, but rose steadily in each successively older age-group, reaching a peak in the 65+ age-group.

**Table 15: Which services (if any) would you be prepared for Aberdeen City Council to spend less on?**

<b>Service(s)</b>	<b>No. of Respondents</b>
Planning and development of land and buildings	280
Social Work for Criminal Justice	188
Museums/ galleries/ theatres	187
Adult Learning activities	167
Council houses	157
Allocation of benefits	152
Consumer advice	149
Sports facilities and services	130
Economic Development	112
Parks and open spaces	102
Community centres	90
Environmental Health	85
Libraries	75
Care for adults	73
Activities for young people	71
Street lighting	58
Other	28
Schools	34
Tackling anti-social behaviour	17
Care for children and young people	17

Rubbish collection, recycling and street cleaning	12
Care for older people	8
Road and pavement maintenance	6

**Base = 701 respondents**

# The Council Budget

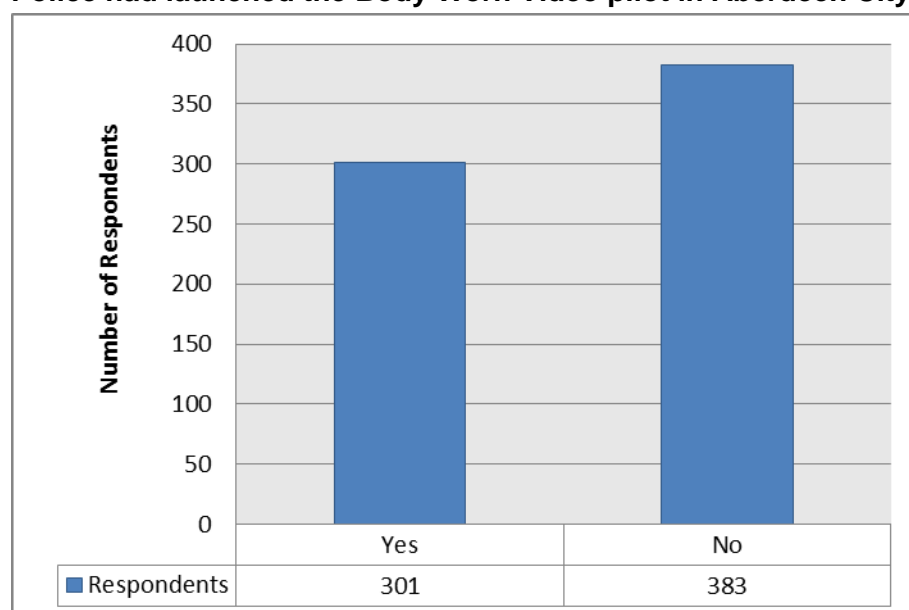
### Body Worn Video (BWV)

In June 2010, having successfully applied for funding from the Fairer Scotland Fund, Grampian Police launched the Body Worn Video (BWV) pilot in some areas of the City. This pilot involved some police officers wearing cameras on their uniforms and body armour, similar to the size of a mobile phone. These cameras have been designed specially for law enforcement, are clearly marked with the label 'CCTV' and have been used by other police forces across the UK.

The pilot was introduced in the Grampian area to help increase crime detection rates and reduce the time spent investigating complaints against the police. This in turn helps to reduce the time officers spend on paperwork and can enable them to spend more time patrolling our communities. Grampian Police are now keen to evaluate this pilot to see whether this project has the public support to be rolled out on a wider basis. Panellists' views and opinions will be fed back to the Scottish Government evaluation project and the Fairer Scotland Fund Board.

The first question in this section sought to determine whether panellists knew that Grampian Police had launched the Body Worn Video pilot (prior to reading about it in the City Voice). Their responses are provided below in Figure 40. The chart shows that a slight majority of respondents (383 respondents; 56.0%) had not heard about the pilot prior to reading about it in the City Voice. Awareness was markedly higher among male panellists than females: 50.3% of males had heard of the pilot, whilst only 38.5% of female respondents had done so. Awareness was also marginally higher in the North of Aberdeen (47.0% of panellists in this area) than in Central (43.0%) and South (43.0%). Awareness was lowest among the youngest age-group: only 30.4% of those aged 16-34 were aware of the pilot, compared to 34.0% of those aged 35-54, 54.6% of those aged 55-64 and 54.4% of those aged 65+.

**Figure 40: Before reading about it in the City Voice, did you know that Grampian Police had launched the Body Worn Video pilot in Aberdeen City?**



**Base = 684 respondents**

The 301 respondents who had heard of the Body Worn Video pilot prior to reading about it in the City Voice were then asked where they had heard about it. Their responses are provided below in Table 16. The results show that the greatest share of respondents had heard of the pilot via a newspaper or magazine (199 respondents; 66.1%), followed by a television news programme (167 respondents; 55.5%), radio (24 respondents; 3.4%), family friends or relatives (23 respondents; 3.3%), speaking to a police officer (22 respondents; 3.1%) and a website (9 respondents; 3.0%). 9 respondents provided an 'other' source: of these, the most popular were through work (4 respondents; 1.3%) and through a community or voluntary group (3 respondents; 1.3%).

There were few gender-related divergences. The most notable differences were evident in relation to newspapers and magazines (which were identified by 72.7% of male respondents and only 59.1% of females) and speaking to a police officer (selected by 9.9% of male respondents and 4.5% of female respondents). The same two sources of information were also the only sources of information in which divergences between neighbourhoods could be seen: newspapers and magazines were selected as a source of information by only 57.4% of respondents in Central but by 64.2% of those in North and 74.8% of those in South, and speaking to a police officer was selected by only 3.2% in North but by 8.1% in Central and 10.8% in South.

There were similarly few marked differences between age-groups. The most prominent differences could be seen in relation to television news programmes as a source of awareness of the Body Worn Video pilot: although this was selected as a source of information by 62.2% of those aged 35-54, 53.7% of those aged 55-64 and 58.7% of those aged 65+, it was only identified by 17.6% of those aged 16-34. The proportion of respondents who obtained awareness of the pilot from a newspaper or magazine was highest (78.3%) in the 65+ age-group, but was markedly lower (52.2%) in the 35-54 age-group. The only remaining result which is noteworthy is that no respondents aged 16-34 identified radio as a source of information on the pilot, compared to a high of 11.6% in the 55-64 age-group.

**Table 16: If you did know that Grampian Police had launched the Body Worn Video pilot in Aberdeen City, where did you hear about the pilot?**

Source of Information	No. of Respondents
Newspaper/ magazine	199
Television news programme	167
Radio	24
From speaking to family, friends or relatives	23
From speaking to a police officer	22
Online/ website	9
Other	9

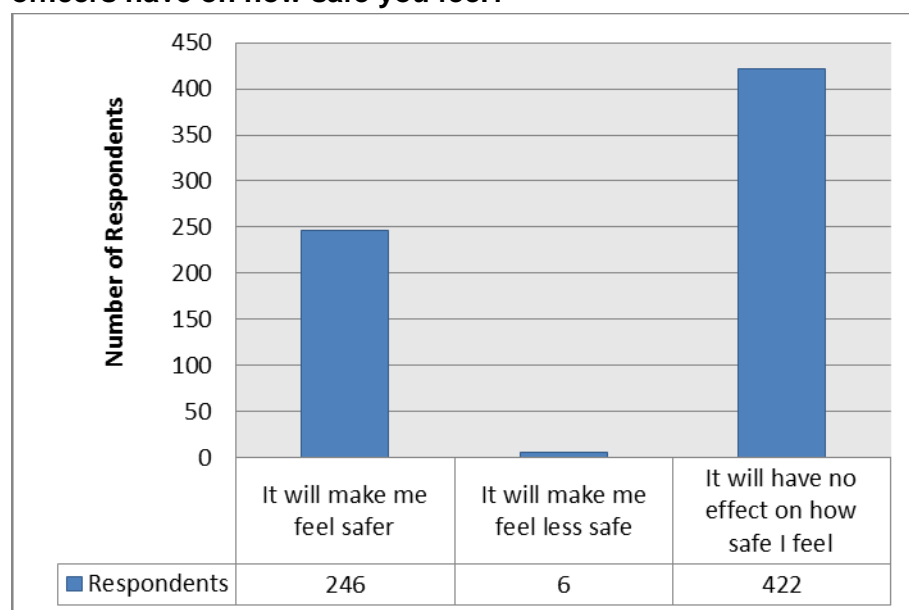
**Base = 301 respondents**

The next question asked all respondents about the impact (if any) that the use of Body Worn Video cameras on police officers would have on how safe they feel. The responses provided

by panellists are shown below, in Figure 41. The chart shows that for almost two thirds of respondents (422 respondents; 62.6%), the use of these cameras will have no effect on how safe they feel. Just over a third (246 respondents; 36.5%) stated that these cameras would make them feel safer, whilst only 6 respondents (0.9%) stated that these cameras would make them feel less safe.

Further exploration of these results shows virtually no difference between male and female panellists' responses. The proportion of respondents who would feel safer was smallest in North (33.8%, compared to 38.1% in Central and 38.3% in South). Conversely, the proportion whose feeling of safety would not be affected was greatest in North (65.2% of respondents in North, compared to 60.4% in Central and 61.3% in South). There was a clear correlation between age and the effect these cameras would have on people's perceptions of safety: the proportion of people who would feel safer was lowest in the 16-34 age-group (23.2%), rising to 27.5% in the 35-54 age-group, 43.3% of the 55-64 age-group and 50.0% of those in the 65+ age-group. The opposite trend could be seen when considering the proportion of respondents who said that this would have no effect on their perceptions of safety: this was highest among those aged 16-34 (75.0%), dropping to 71.4% of those aged 35-54, 55.6% of those aged 55-64 and 50.0% of those aged 65+.

**Figure 41: What impact, if any, will the use of body worn video cameras on police officers have on how safe you feel?**



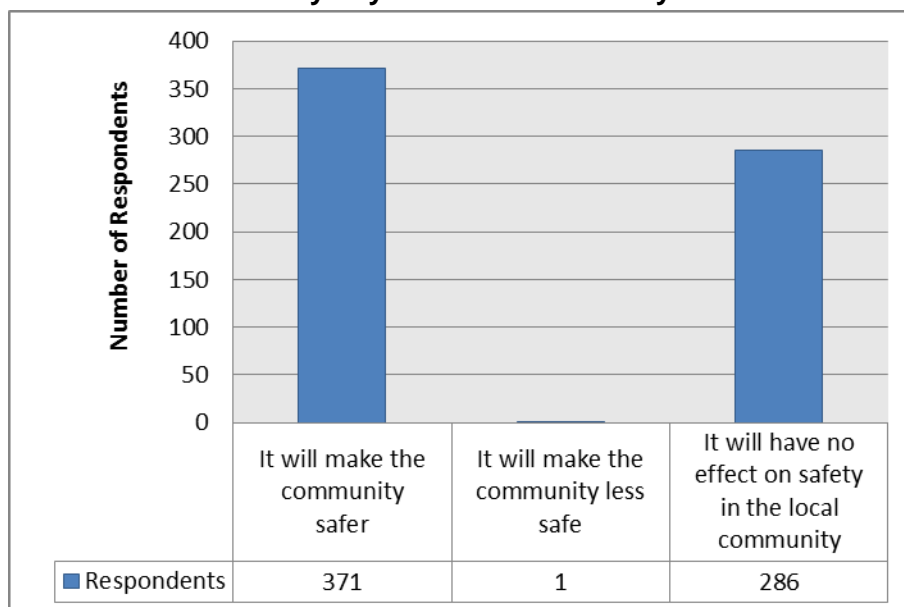
**Base = 674 respondents**

The 6 respondents who stated that they would feel less safe as a result of the use of Body Worn Video cameras were asked why this was the case. Only 4 panellists responded. Whilst 1 panellist (25.0%) dismissed the cameras as a “daft” idea which would “attract attention”, the remaining 3 panellists (75.0%) argued that there was already far too much CCTV or that the cameras were problematic in the context of human rights and privacy concerns.

The next question sought to determine what effect panellists believed these cameras would have on safety in their local community. Their responses are provided below in Figure 42, and show that whereas a majority of respondents to the previous question believed that the

cameras would have no effect on how safe they feel, in this case a majority of respondents (371; 56.4%) stated that they believed these cameras would make their community safer. Only 1 respondent (0.1%) stated that the cameras would make the community less safe, whilst the remainder (286 respondents; 43.4%) stated that the cameras will have no effect on safety in the local community. On this question, there was a divergence between male and female panellists' responses: whereas 52.4% of male panellists stated that these cameras would make the community safer, the equivalent proportion of female panellists was 60.8%. Accordingly, a greater proportion of males (47.3%) than females (39.2%) believed that they would have no effect on safety in the local community. There was very little difference in panellists' responses between neighbourhoods. There was also a degree of divergence between age-groups: belief that these cameras would make the local community safer was lowest among those aged 16-34 (44.6%) and 35-53 (48.0%), and highest in those aged 55-64 (67.7%) and 65+ (63.4%).

**Figure 42: What impact, if any, will the use of body worn video cameras on police officers have on safety in your local community?**



**Base = 658 respondents**

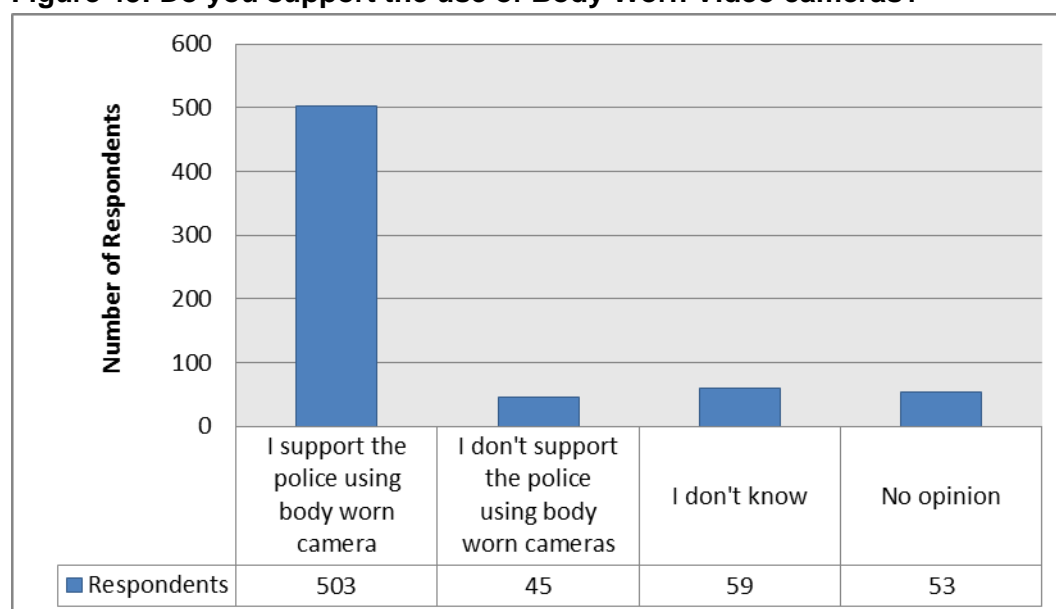
The single respondent who believed that the cameras would make their local community less safe was then asked why they felt this way. The response simply stated that although the cameras may have a positive effect in some communities, this was not the case in this panellist's local community.

Body worn video cameras are currently only being piloted by police officers in some areas of the city. Before the police make a decision about whether to introduce the cameras across the city, they want to know if panellists support their use. To this end, panellists were asked how they feel about the use of these cameras in general. Their responses are provided below in Figure 43, which shows that a majority of respondents do support the use of BWV cameras (503 respondents; 76.2%). 45 respondents (6.8%) do not support their use, 59 respondents (8.9%) have no opinion and 53 respondents (8.0%) don't know. Levels of support for the cameras were very similar between male and female panellists, but a greater share of male panellists (9.1%) than female panellists (4.2%) do not support the use of the



cameras. Accordingly, a greater share of female panellists (12.0%) than males (5.8%) don't know whether they support the cameras or not. Again, levels of support were broadly consistent across neighbourhoods, but a greater share of respondents in North (6.2%) and Central (9.8%) opposed the use of the cameras than did respondents in South (4.4%). Looking at different age-groups, support for the use of cameras was highest among those aged 55-64 (80.5%) and lowest among those aged 16-34 (71.9%). Levels of opposition appeared to correlate with age: the proportion of respondents who do not support the use of these cameras was highest among those aged 16-34 (12.3% of this age-group), dropping to 7.1% of those aged 35-54, 6.1% of those aged 55-64 and 4.2% of those aged 65+.

**Figure 43: Do you support the use of Body Worn Video cameras?**



**Base = 660 respondents**

All respondents were then asked if they had any other comments about police officers wearing Body Worn Video cameras. 18 respondents provided answers which were not relevant to the question. The remaining responses were categorised thematically, and the number of responses which touched upon each theme is laid out in Table 17 below. The greatest share of comments expressed general approval of the scheme (65 respondents; 9.3%). The next most frequently type of comment was that the scheme should help in keeping police officers safe (25 respondents; 3.6%). A similar share of comments expressed concerns over the implications of the scheme for civil liberties (21 respondents; 3.0%) and that more information should be provided to the public on whether the cameras have been shown to work elsewhere, or whether they will really work in Aberdeen (21 respondents; 3.0%). 16 respondents (2.3%) hoped that the cameras would reduce bureaucracy, allowing greater numbers of police officers to patrol the streets, whilst a similar number of comments expressed disapproval of the scheme at a general level (15 respondents; 2.1%). 12 respondents (1.7%) argued that the focus should be on getting more police officers onto the

streets rather than focussing on cameras. Each of the remaining themes attracted fewer than 10 responses.

**Table 17: Do you have any other comments about police officers wearing Body Worn Video cameras?**

Theme of Response	No. of Respondents
General approval	65
Increase safety of police officers	25
Civil liberties implications	21
Want more information on whether they really help	21
Reduce bureaucracy/ increase police on streets	16
General disapproval	15
Need more police on the beat	12
Will help to protect public (including from police aggression)	9
Only helps the police, not the public	6
Waste of resources	6
Won't/ doesn't actually prevent crime	3
Unreliable evidence	2
Cost-cutting measure	2
Will help people to better understand police work	2

**Base = 701 respondents**

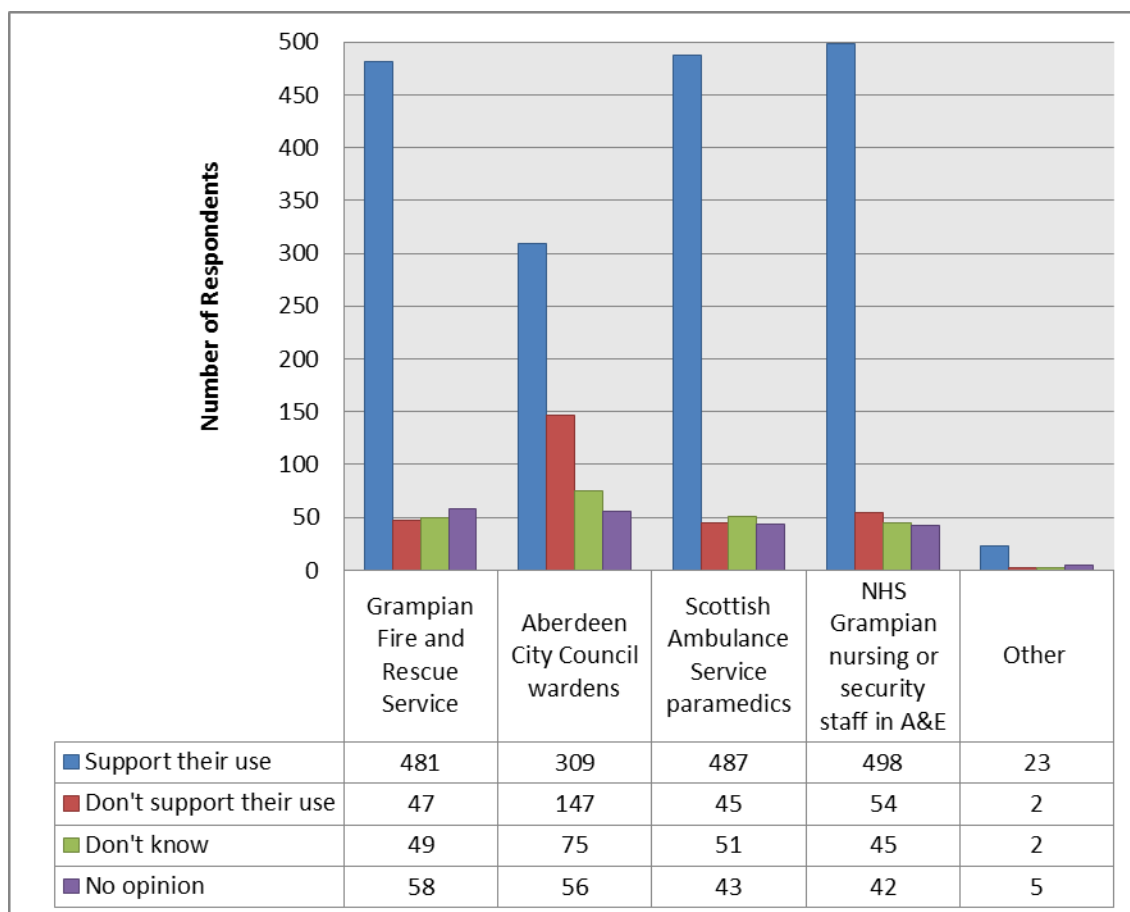
All respondents were then told that Body Worn Video cameras have been used by other public sector organisations in the UK, including the fire service and the NHS. Respondents were subsequently asked whether they supported the use of Body Worn Video in a number of these other contexts: Grampian Fire & Rescue Service, Aberdeen City Council City Wardens, Scottish Ambulance Service paramedics, and NHS Grampian nursing or security staff in Accident & Emergency. Respondents were also asked to suggest any other contexts in which they were particularly supportive of or opposed to the use of Body Worn Video cameras. The results of this question are provided below in Figure 44.

The results show that a majority of respondents support the use of BWV cameras in each of the suggested scenarios. The proportion supporting this was largest in relation to NHS Grampian nursing or security staff in Accident & Emergency (498 respondents; 77.9%),

followed by Scottish Ambulance Service paramedics (487 respondents; 77.8%) and Grampian Fire & Rescue Service (481 respondents; 75.7%). The proportion supporting the use of BWV cameras was smallest in relation to Aberdeen City Council City Wardens (309 respondents; 52.6%). The proportion of respondents who do not support the use of BWV cameras was highest in relation to Aberdeen City Council City Wardens (147 respondents; 25.0%), followed by NHS Grampian nursing or security staff in Accident & Emergency (54 respondents; 8.5%), Grampian Fire & Rescue Service (47 respondents; 7.4%) and Scottish Ambulance Service paramedics (45 respondents; 7.2%).

A clear gender pattern emerged in relation to this question. For each of the services covered, the proportion of female respondents who supported the use of BWV cameras was higher than the proportion among their male counterparts. Conversely, the proportion of respondents who opposed the use of BWV cameras was higher among male panellists than female panellists. This difference was most pronounced in relation to City Wardens, whose use of BWV cameras was supported by 57.5% of female respondents but only 48.4% of male respondents, and whilst only 21.8% of female respondents opposed the use of BWV cameras in this context, the equivalent proportion among males was 27.4%. There was also minor variation between neighbourhoods, although there were no especially anomalous individual results. The only notable age trend was found in relation to Grampian Fire & Rescue Service, whose use of BWV cameras was supported by an increasing number of respondents in each successively older age-group, from 70.4% of those aged 16-34 to 72.0% of those aged 35-54, 77.2% of those aged 55-64 and 83.9% of those aged 65+. Although there were individual variations between different age-groups, there were no other apparent correlations between age and support for BWV video.

**Figure 44: Do you support the use of body worn video in the following local organisations?**



**Base = multiple (Grampian Fire and Rescue Service: 635; Aberdeen City Council wardens: 587; Scottish Ambulance Service paramedics: 626; NHS Grampian nursing or security staff in A&E: 639; Other: 32).**

### Safety in Aberdeen City

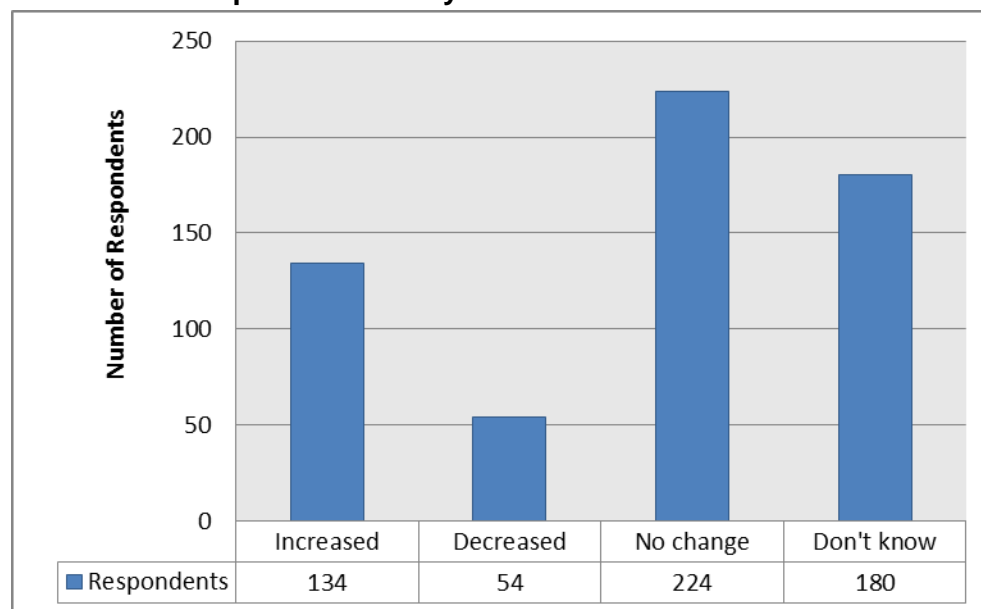
Aberdeen's shops, restaurants, pubs and clubs are busier than ever, but by-products of the increased numbers of people coming into the city centre, especially at night, include alcohol-related crime and antisocial behaviour. As a result, this behaviour may also have the effect of discouraging people from coming into the city centre.

To combat this, in 2007 Grampian Police reorganised officers on foot patrol in the City Centre area. This work was developed further in April 2010 when the Aberdeen Division was restructured into a series of Local Policing Teams. These new teams allow for better communication between police officers and communities. Grampian Police is therefore keen to find out whether panellists have noticed any change in the number of police officers on foot patrol in the City Centre over the past two years. Panellists' responses to this question are laid out in Figure 45 below.

The chart shows that the largest proportion of respondents have noticed no change (224 respondents; 37.8%). The second largest proportion did not know whether they had noticed any increase (180 respondents; 30.4%), whilst 134 respondents had noticed an increase (22.6%). 54 respondents (9.1%) stated that they had noticed a decrease in the number of police officers on foot patrol in the City Centre. There were no notable differences between

male and female panellists' responses to the question, with the one exception being that a slightly larger proportion of females (33.0%) than males (28.7%) selected the 'don't know' option. With regard to neighbourhoods and age-groups, there were once again only minor variations between panellists' responses.

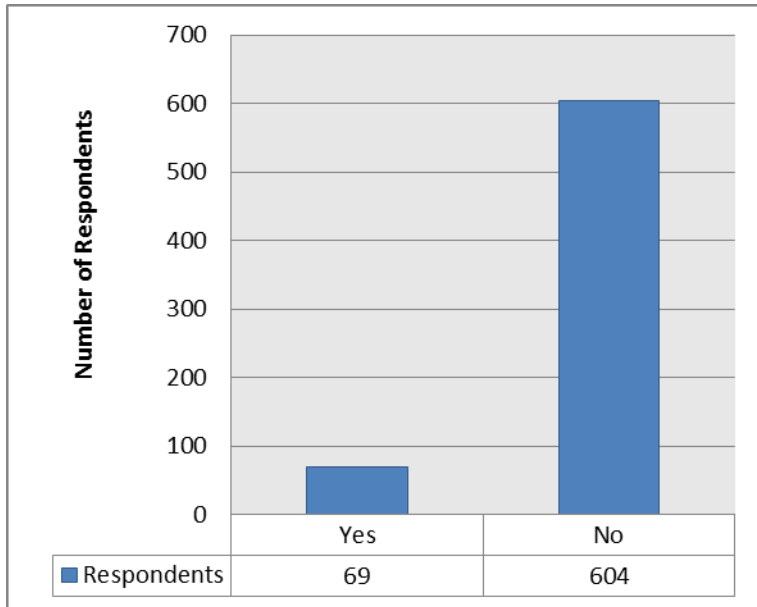
**Figure 45: Over the past two years, have you noticed a change in the number of police officers on foot patrol in the city centre?**



**Base = 592 respondents**

Respondents were then asked whether they had spoken to any uniformed police officers on foot patrol in the City Centre over the past two years. Their responses are given below in Figure 46, which shows that only 69 of 673 respondents (10.3%) had spoken to a uniformed police officer on foot patrol in the City Centre during the past two years. A greater proportion of males (12.3%) had done so than females (8.1%), whilst a larger proportion of respondents from Central had done so (13.5%) than respondents from North (8.1%) or South (8.7%). There was also an apparent correlation between age-group and likelihood of having spoken to a police officer: the proportion of respondents who had spoken to an officer was highest among those aged 16-34 (19.0%), dropping to 10.3% of those aged 35-54, 9.4% of those aged 55-64 and 7.3% of those aged 65+.

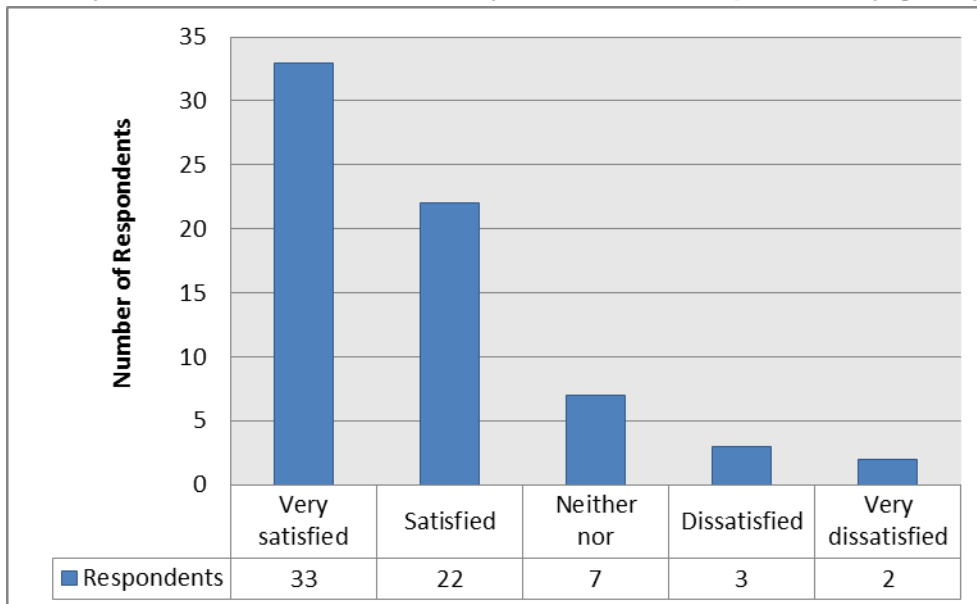
**Figure 46: Over the past two years, have you spoken to any uniformed police officers on foot patrol within the city centre?**



**Base = 673 respondents**

The 69 respondents who had spoken to a police officer were then asked how satisfied they were with the response they received. Their responses are outlined in Figure 47 below. 67 panellists replied, and of these, just under half (33 respondents; 49.3%) were very satisfied, whilst an additional third (22 respondents; 32.8%) was satisfied. Only 3 respondents (4.5%) were dissatisfied and a further 2 (2.9%) were very dissatisfied. Again, due to the small numbers involved and the consequent difficulty of reporting meaningful results, further stratified analysis has not been conducted in relation to this question.

**Figure 47: If you have spoken to any uniformed police officers on foot patrol within the city centre, how satisfied were you with their response they gave you?**



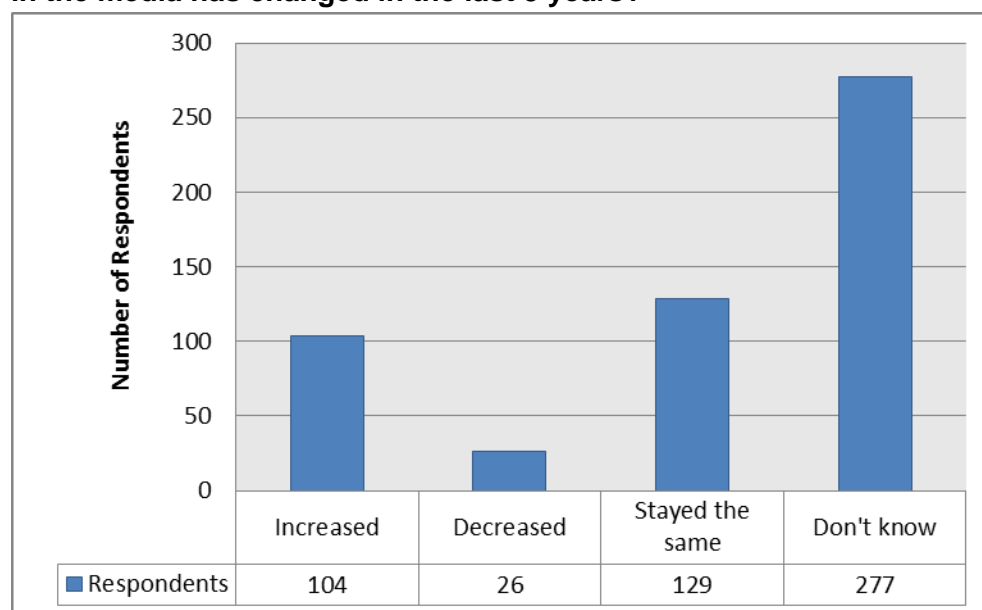
**Base = 67 respondents**

Respondents who reported that they were dissatisfied were then asked why this was the case. Of this number, there were 3 respondents (60.0%) who stated that their complaint had been ignored, 2 respondents (40.0%) who stated that the office had spoken to them

inappropriately, whilst 1 respondent (20.0%) also stated that the officer had not seemed knowledgeable enough about the law.

To keep Aberdeen City residents aware of developments, the Police regularly provide updates to the media. These updates may include progress on tackling specific problems in a particular area or street. Many of these updates are included within the daily newspapers, radio and television broadcasts. Respondents were asked whether they thought the number of published updates from Grampian Police has changed in the last 3 years. Their responses are provided below in Figure 48. A slim majority of respondents stated that they did not know (277 respondents; 51.7%). 129 respondents (24.1%) believed that the number of published updates had stayed the same, 104 respondents (19.4%) believed that they had increased, while 26 respondents (4.9%) believed they had decreased. A slightly larger proportion of female panellists (20.4%) than male panellists (18.6%) believed that the number of updates had increased, whilst the opposite was true in relation to the proportion who believed that the number had stayed the same (26.5% of males; 22.0% of females). Respondents in Central were least likely to believe that the number of updates had increased (15.4%, compared to 22.2% of those in North and 20.3% in South), whilst the 35-54 age-group also contained the smallest proportion of respondents who believed that the number had increased (16.6%, compared to 21.4% of those aged 16-34, 21.4% of those aged 55-54 and 20.7% of those aged 65+).

**Figure 48: How do you think the number of published updates from Grampian Police in the media has changed in the last 3 years?**



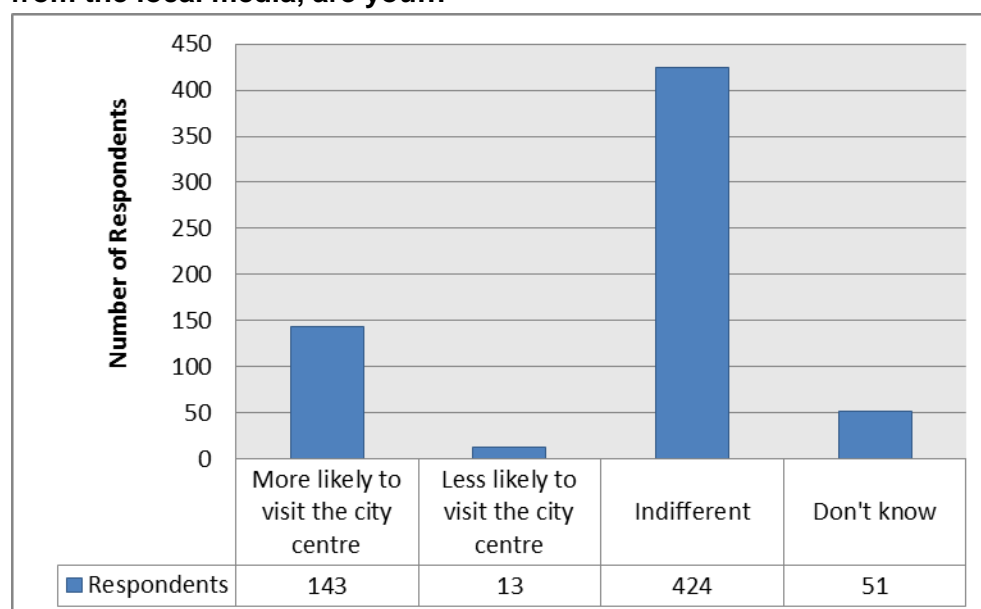
**Base = 536 respondents**

Respondents were then asked how they felt about visiting the City Centre after hearing about a successful police operation in the City Centre. Their responses are provided below in Figure 49, which shows that over two thirds of respondents (424 respondents; 67.2%) stated that they were indifferent. 143 respondents (22.7%) stated that they were more likely to visit the City Centre, 51 respondents (8.1%) did not know, and 13 respondents (2.1%) stated that they were less likely to visit the City Centre as a result. A greater share of male respondents (25.6%) than females (20.3%) stated that they would be more likely to visit the

City Centre. A slightly greater share of female panellists than males stated that they were indifferent (67.4% vs. 66.4%) or did not know (9.4% vs. 6.6%). A slightly smaller proportion of respondents in North (19.1%) than in Central (25.7%) or South (23.8%) stated that they would be more likely to visit the City Centre, whilst a greater proportion in this area would be indifferent (70.8%, compared to 63.4% of those in Central and 67.1% of those in South).

Some differences also emerged in relation to age-groups. The greatest proportion of respondents who would be indifferent was to be found in the 16-34 age-group (85.5%), followed by the 35-54 age-group (71.5%), those aged 65+ (61.1%) and those aged 55-64 (58.5%). The greatest proportion of respondents who would be more likely to visit the City Centre was found in the 55-64 age-group (30.8%), followed by the 65+ age-group (28.2%), the 35-54 age-group (17.7%) and the 16-34 age-group (10.9%).

**Figure 49: When you hear about a successful police operation in Aberdeen city centre from the local media, are you...**



**Base = 631 respondents**

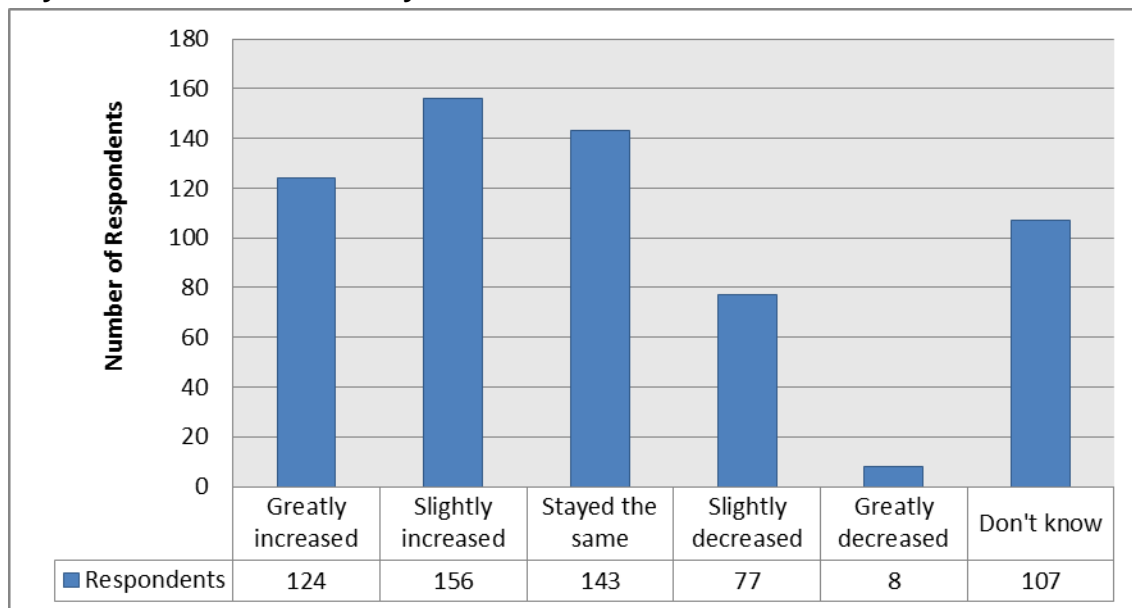
The final question of City Voice 21 sought to determine how panellists believed levels of anti-social behaviour had changed over the last two years. Their responses are provided below in Figure 50, which shows that the largest share of respondents believed that levels had slightly increased (156 respondents; 25.4%), followed by those who believed that levels had stayed the same (143 respondents; 23.3%), those who believed that it had greatly increased (124 respondents; 20.2%), those who believed it had slightly decreased (77 respondents; 12.5%) and those who believed that levels had greatly decreased (8 respondents; 1.3%). 107 respondents (17.4%) did not know.

Some gender differences emerged when these results were scrutinised more closely. A greater proportion of male respondents (30.0%) than female respondents (21.5%) believed that levels had slightly increased, although a slightly greater proportion of females (23.2%) than males (17.8%) believed that they had greatly increased. A notably larger proportion of females (19.9%) than males (13.8%) offered a 'don't know' response. The proportion of respondents who believed that levels had greatly increased was highest in North (24.0%),



followed by Central (21.5%) and South (17.4%), although the proportion of respondents who believed that levels had slightly increased was highest in North (28.0%), followed by Central and South (both 24.7%). Two age correlations also emerged: in terms of those who believed that levels had greatly increased, the largest proportion was found in the 65+ age-group, followed by the 55-64 age-group (24.1%), the 35-54 age-group (17.4%) and the 16-34 age-group (10.0%). The opposite trend was in evidence in terms of the proportion of respondents who believed that levels had slightly decreased: this peaked at 22.0% in the 16-34 age-group, dropping to 13.6% in the 35-54 age-group, 12.7% of the 55-64 age-group and 8.9% of the 65+ age-group.

**Figure 50: How do you think the levels of anti-social behaviour have changed in the city centre over the last two years?**



**Base = 615 respondents**

## **Body Worn Video (BWV)**

## **Safety in Aberdeen City**