Aberdeen Community Planning Partnership

City Voice
42nd Survey Report

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1. Introduction

1.1. Background

1.1.1. Aberdeen City Voice, Aberdeen's citizens' panel, is run by Community Planning Aberdeen. Members of the panel are contacted on a regular basis, either via postal or email questionnaire survey, to ask for their views on a range of issues that affect the community. Community Planning Aberdeen have produced a Local Outcome Improvement Plan (LOIP) 2016-26 which sets out how public services in Aberdeen are working together to improve our City. The City Voice surveys focus on the four themes which run through the LOIP: Prosperous People, Prosperous Place, Prosperous Economy and Enabling Technology. Findings from the surveys are used by Community Planning Partners to inform and shape service provision and policy and to measure performance.

1.1.2. This report sets out the findings from the 42nd City Voice Survey. The topics included in this survey are as follows:

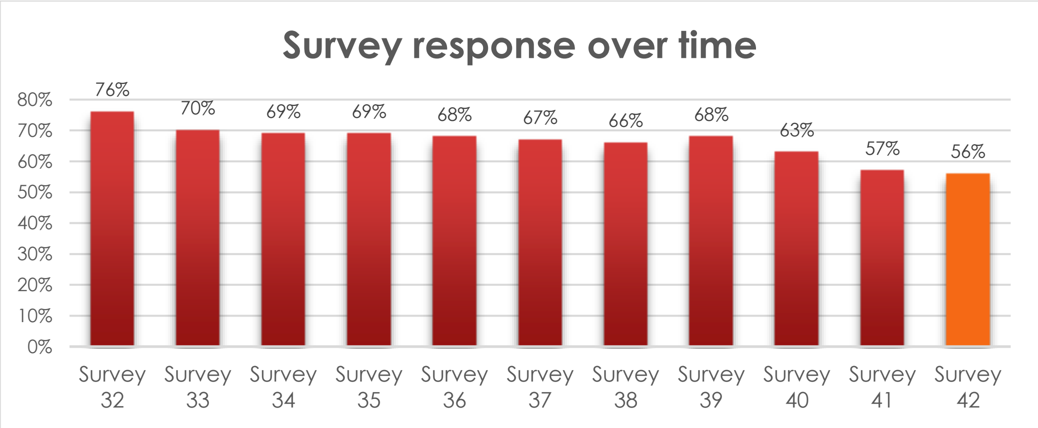
- **Prosperous people**
  - Your community
  - Health and activity
  - Alcohol purchase and promotion
- **Prosperous place**
  - Food security
  - Green space
- **Enabling technology**
  - Digital technologies
- **Prosperous Economy**
  - Travel and transport
  - Parking

1.2. Method and response

1.2.1. The survey was issued on 16th January 2019. Of the 1,408 panel members who were sent the questionnaire, a total of 795 completed questionnaires were received, giving a **response rate of 56.5%.**

This response rate is similar to the response rate achieved in the 41st City Voice questionnaire (57%), but somewhat lower than in previous surveys (see Figure 1.1). There may be several reasons for this including survey fatigue or lack of interest/perceived relevance of the topics included in this questionnaire. The fall in response rate may also relate to the panel refreshment exercise (where 415 new panellists joined the City Voice) which was conducted in Spring 2017, as the response rate for these 'new' panellists was found to be lower than the response rate for pre-existing panellists (47.7% compared to 60.0%). However, the larger panel size has resulted in a larger overall number of survey responses. Importantly, therefore, despite the relatively low response rate, the number of responses received is sufficient to provide robust overall survey results and to allow more detailed analyses for specific groups (e.g. age, gender).

Figure 1.1: Survey response rates over time



Base = multiple

1.2.2. In addition to the questionnaires received from panel members, the survey was also open to all other Aberdeen City residents (link to questionnaire on City Voice webpage and publicised in locality areas, hard copies of the questionnaire available in public libraries and community spaces). A further 42 questionnaires were received from these sources.

1.2.3. Combining the responses from panellists and those from the open questionnaires, the **total number of questionnaires received was 837.** Of these 320 were paper copies and 517 were online.

1.2.4. Table 1.1 gives a summary profile of respondents and offers comparison with the population of Aberdeen City. While most groups are represented in the panel respondents, those in the younger age groups are under-represented compared to the population of Aberdeen City as a whole, while those in the older age groups are over-represented.

Table 1.1: Profile of survey respondents and comparison with Aberdeen City

	Survey Respondents		Aberdeen City
	Number	**Percentage**	**Percentage***
Gender			
Male	359	44%	50%
Female	457	56%	50%
Age Group			
16-34 years	34	4.7%	33%
35-54 years	183	25%	26%
55-64 years	191	26%	11%
65+ years	323	44%	15%
Location			
North	226	28%	31%
Central	261	32%	36%
South	320	40%	33%

*Source: National Records of Scotland, 2016 Mid-year Population Estimates

1.3. Analysis and reporting

1.3.1. This report presents basic descriptive analyses for each of the survey questions. Not all respondents answered every question, so the base level may not be the same for each question. Therefore, for ease of comparison, all results are presented as percentages and a base level is provided. (Note: for some questions participants only had the option of ticking or not ticking the given options. In these cases, the base level is taken as 837, i.e. the full number of respondents). Full tables giving both numbers and percentages for each question are appended to the report.

1.3.2. To look at variances across different social groups, sub-group analyses by gender, age group (16-34 years, 35-54 years, 55-64 years and 65+ years) and location (North, Central and South) was also carried out for each question. The report presents data only where a statistically significant (95% confidence level) difference was found.

1.3.3. It should be noted, however, that demographic data was incomplete or not available for a small number of respondents. As a result, the numbers and percentages given for sub-group analyses do not match the figures given in the basic descriptive analyses.

1.3.4. Several questions included a 'comments box' which gave respondents the opportunity to expand on their responses. This report will give only a brief overview of these comments. However, all comments will be sent to the relevant services to allow more in-depth analyses.

2. Prosperous People

The Local Outcome Improvement Plan 2016-26 (LOIP) sets out objectives for ensuring that Aberdeen is a place where everyone feels safe and included, and that those who are vulnerable receive the support they need. The questions in this section are intended to help understand how panellists feel about their community, their health and to find out their views on aspects of alcohol consumption, purchase and promotion.

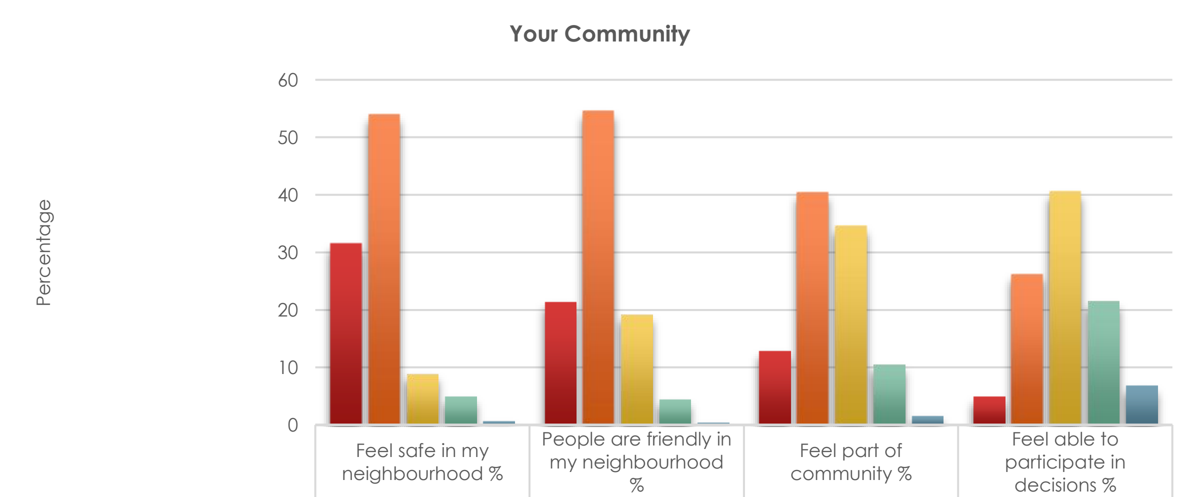
2.1. Your Community

2.1.1. This section of the questionnaire asked people to rate their agreement (from strongly agree to strongly disagree) with four statements relating to different aspects of their neighbourhood or community. The statements were:

- I feel safe in the neighbourhood where I live
- People are friendly in my neighbourhood
- I feel part of the community in the area where I live
- I feel able to participate in decisions and help change things for the better

2.1.2. Agreement (either agree or strongly agree) with the statements was highest in relation to feeling **safe in the neighbourhood where I live** (85.5%) and **people are friendly in my neighbourhood** (76.0%). Levels of agreement were lower for the other two statements, with just over half of respondents (53.4%) agreeing that they **felt part of their community**, and less than a third (31.2%) agreeing that they **felt able to participate in decisions to change things for the better**. The most common response to this final question was neither agree nor disagree with 40.5% of respondents choosing this option (see Figure 2.1).

Figure 2.1: Level of agreement with statements about your local area

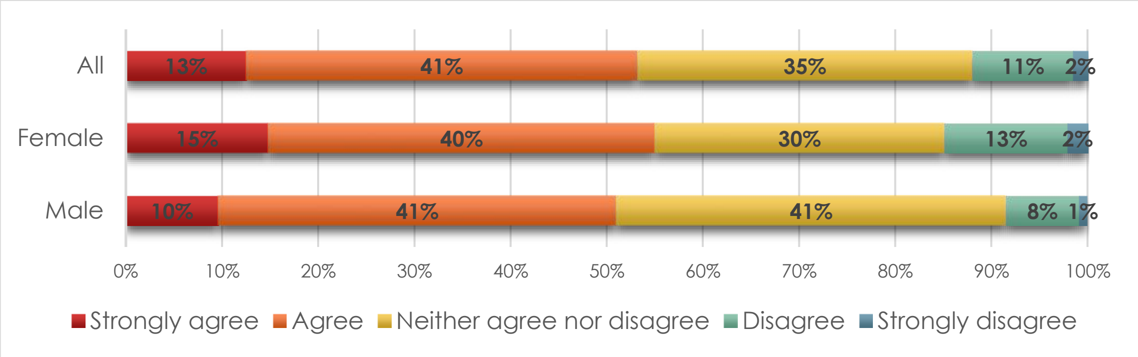


	Feel safe in my neighbourhood %	People are friendly in my neighbourhood %	Feel part of community %	Feel able to participate in decisions %
Strongly agree	31.5	21.4	12.9	4.9
Agree	54.0	54.6	40.4	26.2
Neither agree nor disagree	8.9	19.2	34.6	40.6
Disagree	4.9	4.4	10.5	21.5
Strongly disagree	0.7	0.4	1.6	6.8

Bases: Feel safe = 819, People are friendly = 812, Part of the community = 812, Participate in decisions = 810

2.1.3. **Gender:** A significant difference was found by gender in relation to **feeling part of the community**. Most notably a higher proportion of males than females reported that they neither agreed nor disagreed with the statement that they feel part of the community in the area where they live (40.5% compared to 30.1%).

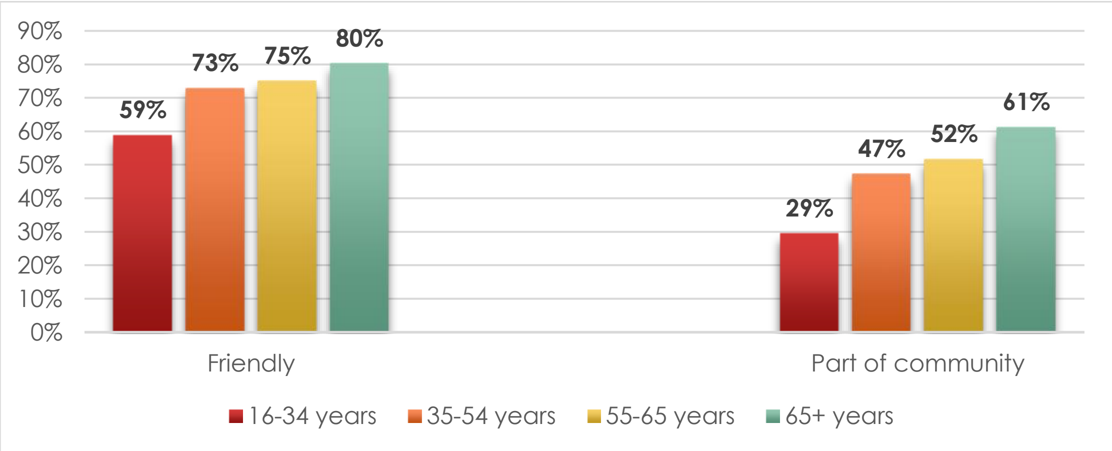
Figure 2.2: Level of agreement with 'feel part of the community' by gender



Base = 791

2.1.4. **Age group**: For both **people are friendly** and **I feel part of my community**, the proportion of respondents who agreed (strongly agreed or agreed) with the statements increased with increasing age group (see Figure 2.3).

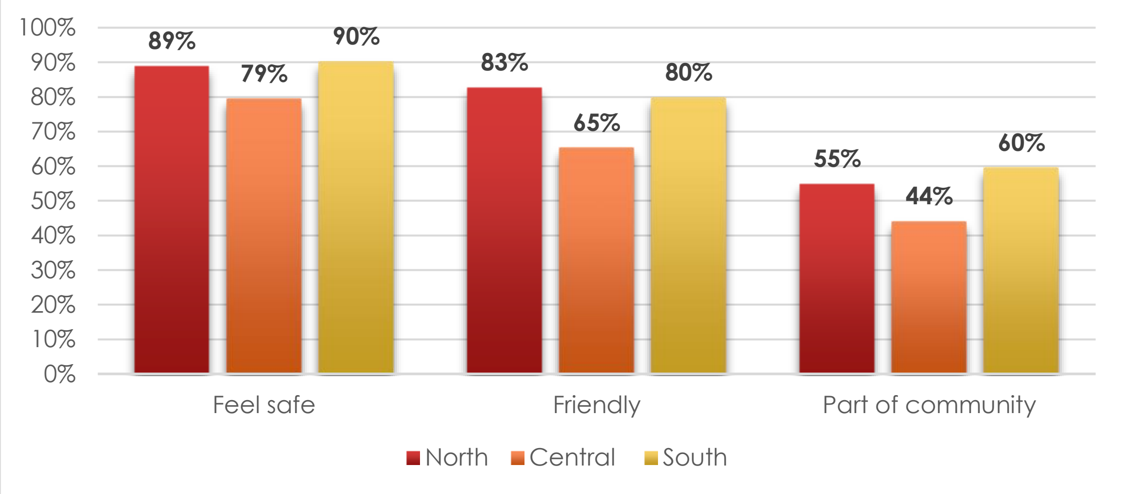
Figure 2.3: Proportion of respondents who agreed with 'people are friendly' and 'I feel part of my community' by age group



Bases: People are Friendly = 709, Part of Community = 711

2.1.5. **Location**: Responses varied significantly by location for each of the first three statements (**feel safe, people are friendly** and **feel part of the community**). In each case a smaller proportion of respondents from Central reported they agreed (either strongly agree or agree) with the statements than respondents from either North or South (see Figure 2.4). No significant difference was found by location for the final statement (feel able to participate in decisions).

Figure 2.4: Proportion of respondents who agreed with 'feeling safe', 'people are friendly' and 'feel part of the community' by location



Bases: Feeling Safe = 789, People are Friendly = 782 and Part of the Community = 782

2.1.6. Comments

Panellists were given an opportunity to comment on why they rated their answers the way they did. 166 comments were received. Key points are summarised below:

Feel safe: While some respondents said that they felt safe in the area where they live, most of the comments in this section related to issues where people felt adversely affected regarding feelings of safety:

- Many comments related to examples of anti-social behaviour (e.g. groups of youths, problem neighbours, vandalism, drinking or drug-taking)
- Issues relating to derelict/empty land nearby – gathering space for youths
- Limited/poor lighting

People are friendly/feel part of the community: These two are taken together as some of the issues seem to cross-over. While some respondents made positive comments about their neighbourhoods, a number of issues were raised. These included:

- Transient population – difficult to get to know neighbours
- Working population – little socialisation with neighbours – lack of opportunity to meet other people in the community/participate
- New residents not integrating into the community
- People more self-sufficient – no interest in neighbours/community
- No sense of community

Feel able to participate in decisions: Some of the issues identified included:

- Lack of opportunity to participate
- Concern that consultation is often a 'tick box' exercise

- Feel that when views expressed they are ignored/not taken on board
- Poor communication from Council about what's happening
- Feel that decisions are made before consultation is done

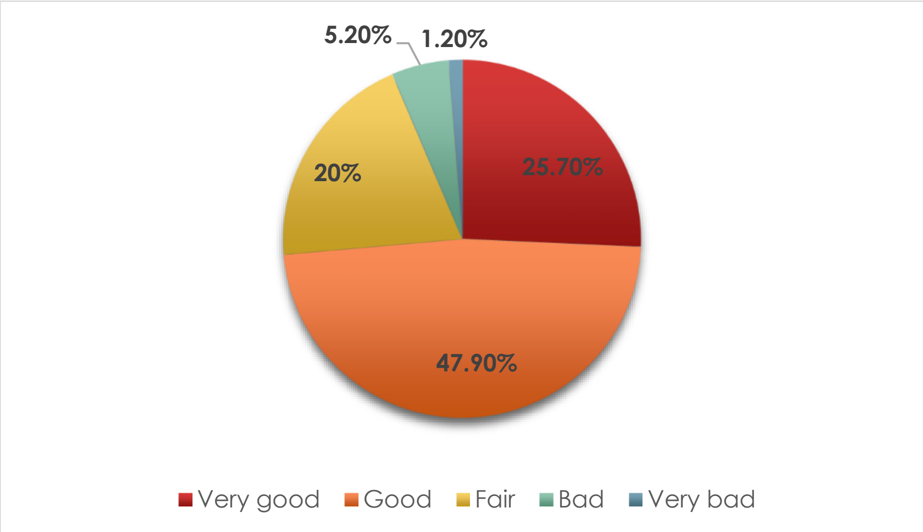
2.2. Health and activity

In this section of the questionnaire, panellists were asked about their general health and about what activities they had participated in recently.

2.2.1. In general, would you say your health is?

When asked to rate their health, almost three quarters (73.6%) of respondents to this question rated their health as **very good** (25.7%) or **good** (47.9%). Only 6.4% rated their general health as **bad** (5.2%) or **very bad** (1.2%). Figure 2.5 shows the distribution of responses to this question.

Figure 2.5: In general, would you say your health is?



Base = 822

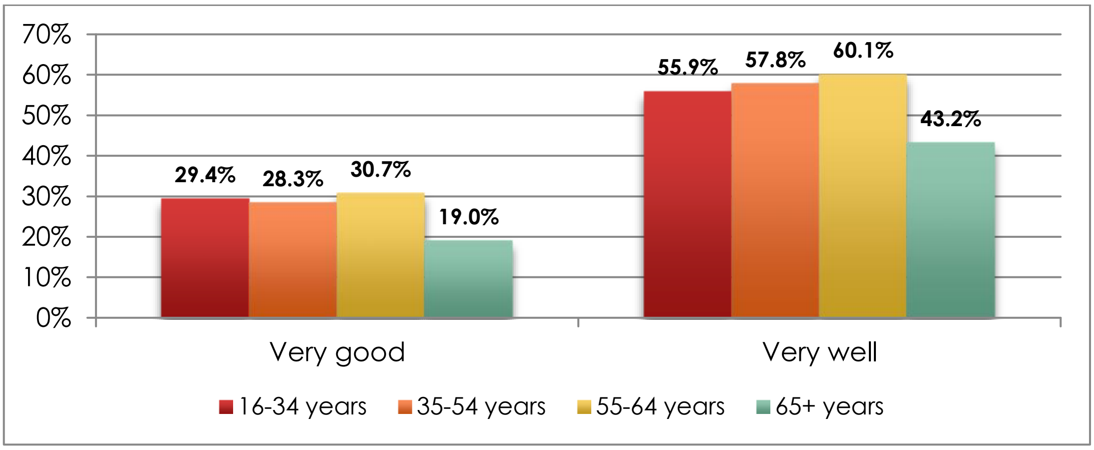
2.2.2. In general, how well do you feel that you are able to look after your own health?

Of the 822 respondents who answered this question, almost all (94.9%) reported that they felt they could look after their health **very well** (52.6%) or **quite well** (42.3%). A small proportion of respondents reported they felt they we able to look after their health **not very well** (4.9%) or **not at all** well (0.2%).

2.2.3. **Gender:** A higher proportion of females than males rated their health as **very good** (30.5% compared to 19.2%) and a correspondingly higher proportion of males than females reported their health as good (51.8% compared to 45.3%). Proportions in the other categories were more closely matched. A similar pattern was found in relation to how well people felt able to look after their own health with a higher proportion of women than men reporting that they felt able to look after their health **very well** (60.8% compared to 41.1%).

2.2.4. **Age group**: Those in the oldest age group were less likely than those in the other age groups to report their health as **very good** and they were also less likely to say they could look after their health **very well**.

Figure 2.6: Proportion of respondents who rated their health as 'very good' and who felt they could look after their health 'very well' by age group

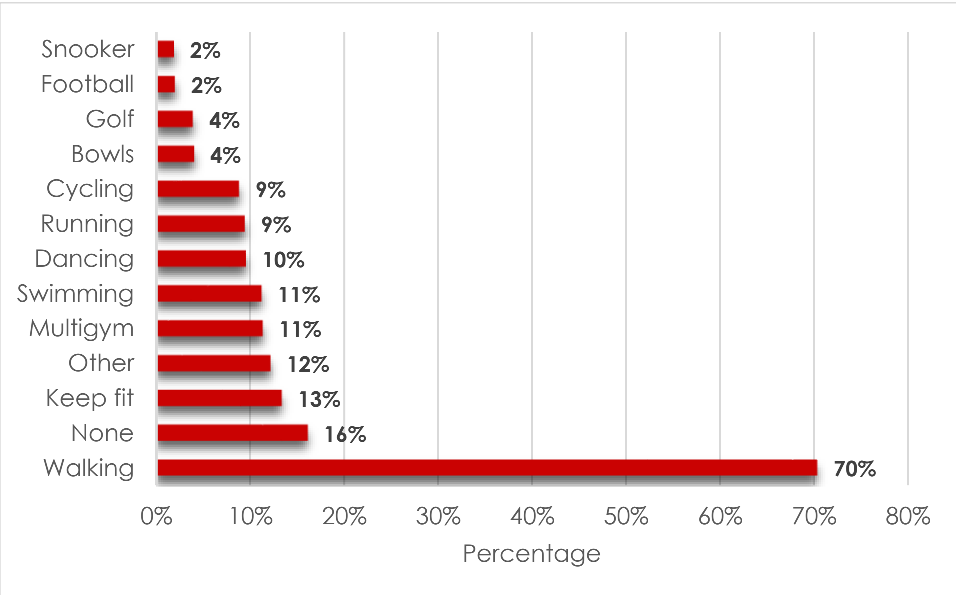


Bases: General health = 719, Look after health = 719

2.2.5. **In the last 4 weeks have you done any of the activities listed?**

Panellists were given a list of activities and asked if they had done any of these in the previous 4 weeks. They could choose as many as they wanted. The most common response was **walking (at least 30 minutes for recreational purposes)** with 70% of respondents saying they had done this. **Keep fit** (13%), **multigym** (11%) and **swimming** (11%) were the next most common activities on the list. 12% of respondents reported doing an activity not on the list and 16% of respondents said they had not done any activities in the past 4 weeks. Figure 2.7 shows all responses.

Figure 2.7: In the last 4 weeks have you done any of the activities listed below?

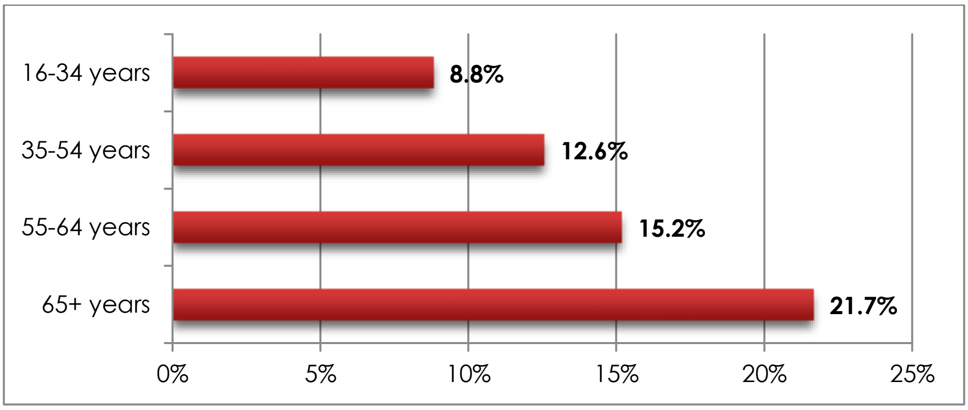


Base: 837 (Note: does not sum 100% as participants could select as many activities as required)

Other activities included: gardening, housework, walking the dog, yoga, pilates, zumba, aqua aerobics, curling, martial arts, rock-climbing, squash, table tennis, snowboarding/skiing, bell-ringing, ice skating, line dancing, netball, golf, DIY, reading, knitting, rowing and singing.

2.2.6. **Age Group**: Due to the small numbers in most of the activities, sub-group analyses were only conducted on those who reported not taking part in any activity in the last 4 weeks. While no significant differences were found by gender or location, it was found that those in the older age groups were more likely than those in the younger age groups to have reported doing **no activity** in the previous 4 weeks (see Figure 2.8).

Figure 2.8: Proportion of respondents who reported doing no activities, by age group

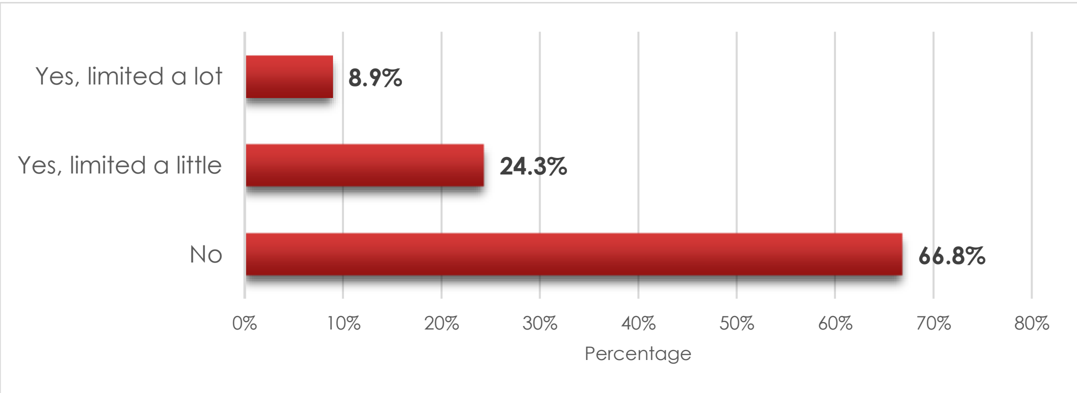


Base = 731

2.2.7. Are your day-to-day activities limited because of health problem?

When asked if their day-to-day activities were limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months, most respondents (66.8%) answered **no,** their activities were not limited. However, a third of respondents reported that their activities were limited either **a little** (24.3%) or **a lot** (8.9%).

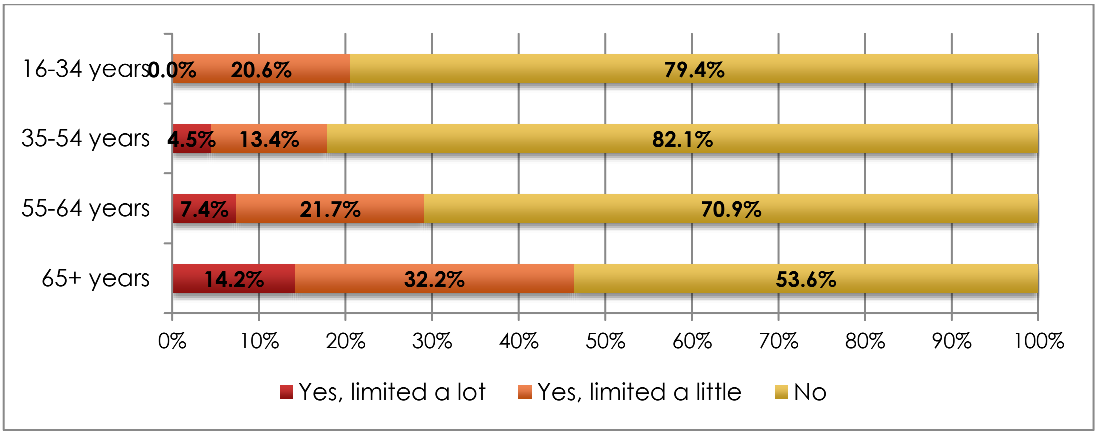
Figure 2.9: Are your day-to-day activities limited because of a health problem?



Base = 822

2.2.8. **Age Group**: As could be expected, the proportion of respondents who reported that their activities were **limited a lot** increased with increasing age, while the proportion of those who reported that their activities were **not limited** decreased with increasing age (see Figure 2.10).

Figure 2.10: Activities limited due to health or disability by age group



Base = 719

Service Response: this is what we are doing:

Our [Resilient, Included and Supported Group]() is a Partnership of public agencies in Aberdeen which is charged with ensuring that Aberdeen is a place where everyone feels safe, supported and included. This includes supporting people to live as independently as possible and take responsibility for their own health and wellbeing.

These results provide a useful insight into the general health of people in Aberdeen and the activities they are involved in. The group is particularly interested to explore further the proportion of respondents who rated their health as ‘very good’ and who felt they could look after their health ‘very well’. This will help focus the group on those age groups which need more support from pubic services and to test change ideas which could improve these results for future years. All community planning partners have role to play in improving the health and wellbeing of the citizens of Aberdeen and this group is key to making this happen.

2.3. Alcohol purchase and promotion

These questions, submitted by the Aberdeen City Alcohol and Drugs Partnership (ADP), asked about alcohol consumption, availability, purchasing behaviour and associated attitudes.

2.3.1. Buy alcohol as part of grocery shopping

Panellists were asked if, during the last 3 months, they had bought alcohol as part of their grocery shopping. Of the 814 respondents who answered this question, 68.8% reported that they had done so.

2.3.2. Usual buying habits

Of those who reported buying alcohol as part of their grocery shopping, and who answered this question, 37.4% reported that they usually buy the **same items on a regular basis** while 62.6% reported they usually **decide what to buy on a given day**.

2.3.3. Bought alcohol on impulse

Panellists were then asked if, in the last 3 months, they had bought alcohol from a supermarket or corner shop on impulse, without planning to do so in advance. Of the 808 respondents who answered this question, most (77.8%) reported that they had **not** bought alcohol on impulse while 22.2% said that they had.

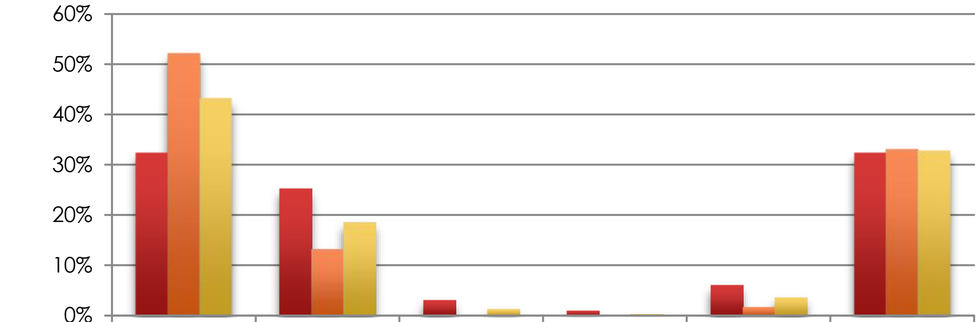
2.3.4. What contributed to your decision to impulse buy?

These respondents were then asked what contributed most to their decision to impulse buy. Five possible choices were given, as well as an 'other' option. The most common response was that there was a **price promotion or special offer** (43.6%) followed by it **seemed particularly good value** (19.1%). Almost a third (32.0%) of respondents to this question ticked 'other' (see Figure 2.11).

Other reasons given for impulse buy included those who: just decided they wanted to have a drink that evening, hadn't tried it before and wanted to sample it, were stocking up or just felt like having a drink. A number of comments also drew attention to the fact that the time period covered in the question included the Christmas period and so extra purchases were made during that period – e.g. for the festivities, guests or as gifts.

2.3.5. Gender: Responses varied by gender. While **price promotion** was still the most common response for both males and females, a higher proportion of women than men reported that this contributed to their decision (52.1% compared to 32.3%), while more men than women reported that **good value** was important (25.3% compared to 13.2%). Figure 2.11 shows responses to this question.

2.3.6. Figure 2.11: What contributed to your decision to impulse buy?



	Price promotion	Good value	Beside tills	Staff drew attention	At end of aisle	other
Male	32.3%	25.3%	3.0%	1.0%	6.1%	32.3%
Female	52.1%	13.2%	0.0%	0.0%	1.7%	33.1%
All	43.2%	18.6%	1.4%	0.5%	3.6%	32.7%

Base = Gender = 220, All = 225

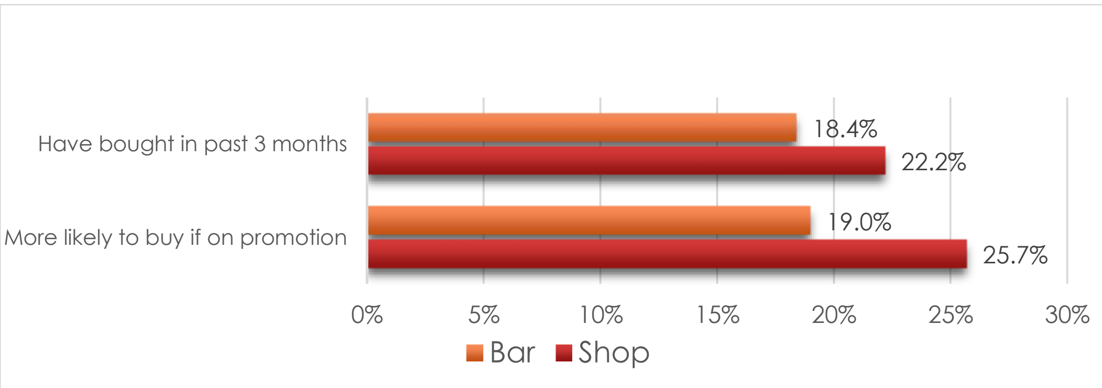
2.3.7. Which statement best applies to your purchasing habits in relation to alcohol?

When asked about purchasing habits in relation to alcohol, of the 803 respondents who answered this question, only 6.2% reported **often** buying more alcohol if it is on promotion or offer, 30.1% reported that they **sometimes** buy more alcohol it is on promotion, while almost two thirds (63.6%) reported that they were **not influenced** by promotions or offers.

2.3.8. 'Low' or 'no' alcohol drinks

This section concentrated on the use and purchase of 'low' or 'no' alcohol drinks (beers, wines and ciders). Firstly, panellists were asked if, in the last 3 months, they had bought any 'low' or 'no' alcohol drinks instead of a standard alcoholic drink either in a bar, pub or restaurant ('**bar'**) or in a supermarket, convenience store, licensed grocer or specialist alcohol outlet ('**shop'**). Of those who answered these questions, 18.4% reported they had purchased low or no alcohol drinks in a **bar** and 22.2% had purchased these products in a **shop**. When asked if they would be more likely to purchase 'low' or 'no' alcohol products if they were on promotion or special offer, 19.0% responded positively for **bar** and 25.7% for **shop**. Figure 2.12 summarises the results for both these questions.

Figure 2.12: Purchase of 'low' or 'no' alcohol drinks instead of a standard alcoholic drink

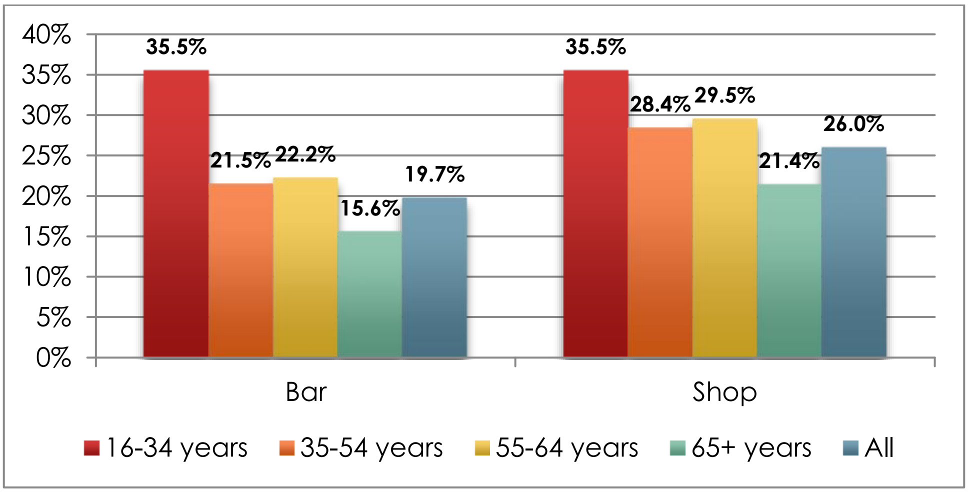


Bases: Purchase in bar = 801, Purchase in shop = 793, Promotion in bar = 786, Promotion in shop = 785

2.3.9. Gender: While there were no significant differences between males and females in relation to purchasing 'low' or 'no' alcohol products in a bar, women were more likely than men to purchase these products in a **shop** (25.5% compared to 18.2%). Women were also more likely than men to purchase these products if they were on promotion or special offer in a shop (29.8% compared to 20.5%).

2.3.10. Age Group: Although there was no significant different by age group regarding having purchased a 'low' or 'no' alcohol drink in the last 3 months, there was a difference in relation to potential purchases if these products were promoted. A higher proportion of those in the youngest age group compared to older age groups reported that they were more likely to purchase a 'low' or 'no' alcohol product if it was on promotion or on special offer in both a **bar** and a **shop** (see Figure 2.13).

Figure 2.13: Proportion of respondents who reported they would be more likely to purchase a 'low' or 'no' alcohol product if it was on promotion/special offer, by age group



Bases: Bar = 690, Shop = 689

2.3.11. Location: A higher proportion of respondents from Central (26.5%) than from either North (14.6%) or South (15.3%) reported that they would be more likely to purchase 'low' or 'no' alcohol drinks if they were on promotion or special offer in a **bar** (but not a shop).

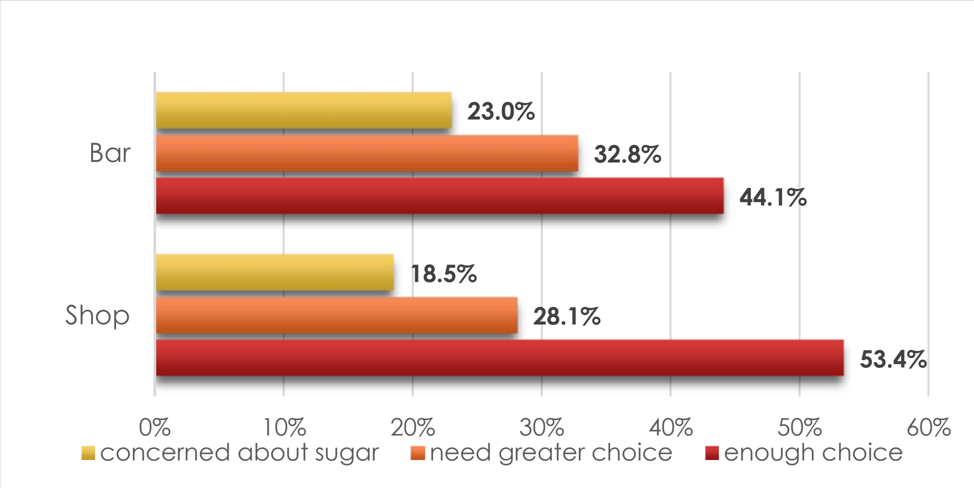
2.3.12. What do you think about the range of 'low' and 'no' alcohol products?

Panellists were also asked what they thought about the range of 'low' and 'no' alcohol products available in **bars** and **shops**. They were given 3 options:

- I think there is enough choice
- I would like to see a greater choice specifically marketed at adults
- I am concerned about the sugar content and would like to see low sugar options

The most common response was '**enough choice'** for both bar (44.1%) and shop (53.4%). However, 32.8% and 28.1% thought there should 'more choice' for bar and shop respectively, while 23.0% (bar) and 18.5% (shop) reported being concerned about the sugar content of ‘low’ and ‘no’ alcohol products (see Figure 2.14). No significant differences were found by gender, age group or location.

Figure 2.14: What do you think about the range of ‘low’ and ‘no’ alcohol products available?

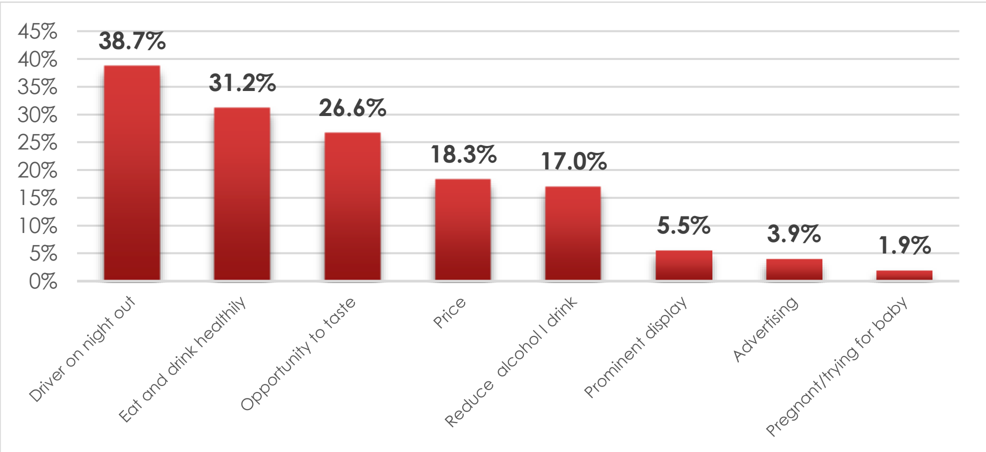


Bases: Bar = 673, Shop = 680

2.3.13. What factors would persuade you to purchase ‘low’ or ‘no’ alcohol products?

Participants were then asked what factors would persuade them to purchase ‘low’ or ‘no’ alcohol products. They were given a list of 8 options and asked to tick all factors they thought would be important to them. They were also given an ‘other’ option. The most common factors were **driver on a night out** (38.7%) and **trying to eat and drink more healthily** (31.2%). Over a quarter (26.6%) of respondents reported that having an **opportunity to taste before buying** may persuade them to buy ‘low’ or ‘no’ alcohol products. Both **prominent display** (5.5%) and **advertising** (3.9%) were identified as potentially important factors by a relatively small proportion of respondents, as was **pregnant or trying for a baby** (1.9%) - although this is likely to be reflective of the age distribution of respondents. Figure 2.15 summarises responses.

Figure 2.15: What factors would persuade you to purchase ‘low’ or ‘no’ alcohol products?



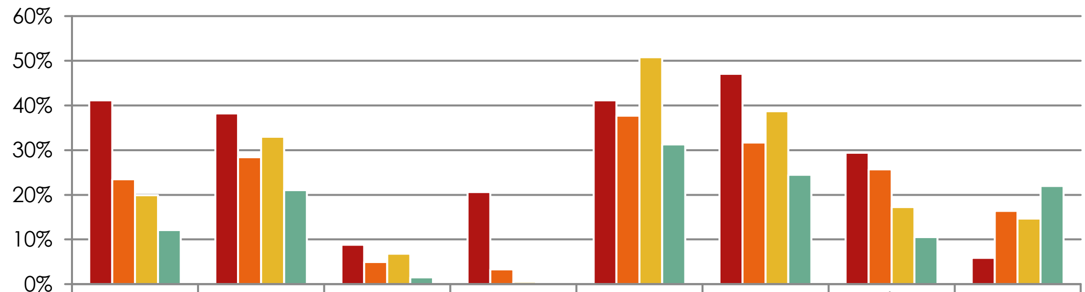
Base = 837

Other: In addition to the choices above, 17.6% of respondents reported that 'other' factors could persuade them to purchase 'low' or 'no' alcohol products. Many of those who completed this section said that they either didn't or only rarely drank alcohol, so they didn't feel this question was relevant. Some respondents reported that they might buy low alcohol products if they tasted better or tasted more like the 'real thing' while others said they were not interested in low alcohol products – if choosing not to drink alcohol (for whatever reason) would have a soft drink/water. A few respondents said that they may buy this type of product to cater for guests/visitors or because they are on medication/have health issues.

2.3.14. Gender: Gender was found to be associated with several factors. Women were more likely than men to report that **opportunity to taste** (30.0% of female respondents compared to 22.8% of male respondents) **prominent display** (6.8% compared to 3.6%), and **pregnant or trying for a baby** (2.8% compared to 0.6%) could persuade them to try 'low' or 'no' alcohol products.

2.3.15. Age Group: With the exception of prominent display, age group was found to be associated with all other factors. In almost all cases, a higher proportion of the respondents in the youngest age group (16-34 years) compared to older age groups reported that these factors could persuade them to purchase 'low' or 'no' alcohol products. The exception to this was **driver on a night out** where those in the 55-64 years age group were more likely than those in the other age groups to say that this could persuade them to purchase these products (see Figure 2.16).

Figure 2.16: What factors could persuade you to purchase 'low' and 'no' alcohol drinks by age group?



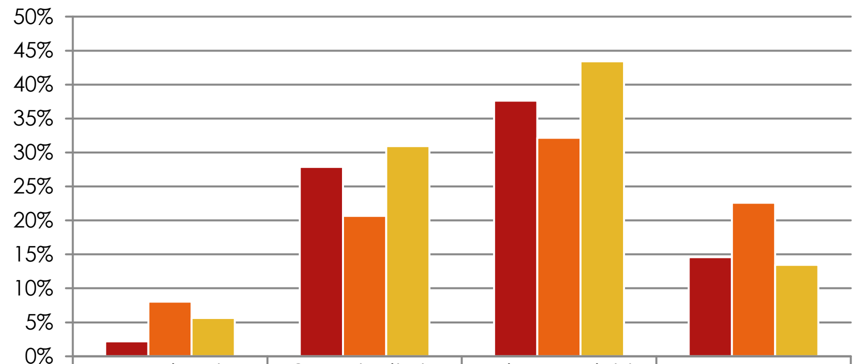
	Price	Taste	Advertising	Pregnant	Driver	Healthy	Reduce alcohol	Other
16-34 years	41.2%	38.2%	8.8%	20.6%	41.2%	47.1%	29.4%	5.9%
35-54 years	23.5%	28.4%	4.9%	3.3%	37.7%	31.7%	25.7%	16.4%
55-64 years	19.9%	33.0%	6.8%	0.5%	50.8%	38.7%	17.3%	14.7%
65+ years	12.1%	21.1%	1.5%	0.0%	31.3%	24.5%	10.5%	22.0%

Base = 731

2.3.16. Location: Differences in responses to this question were also found by location. Respondents who live in Central were more likely than respondents from North and South, to report that **prominent display** and **trying to reduce alcohol** could persuade them to purchase 'low' or 'no' alcohol products, while those in South were more likely than those in

North or Central to say that **opportunity to taste** and being the **driver on a night out** could persuade them to purchase these products (see Figure 2.17).

Figure 2.17: What factors could persuade you to purchase 'low' or 'no' alcohol products, by location?



	Prominent display	Opportunity to taste	Driver on night out	Reduce alcohol
North	2.2%	27.9%	37.6%	14.6%
Central	8.0%	20.7%	32.2%	22.6%
South	5.6%	30.9%	43.4%	13.4%

Base = 807

2.3.17. All alcohol products

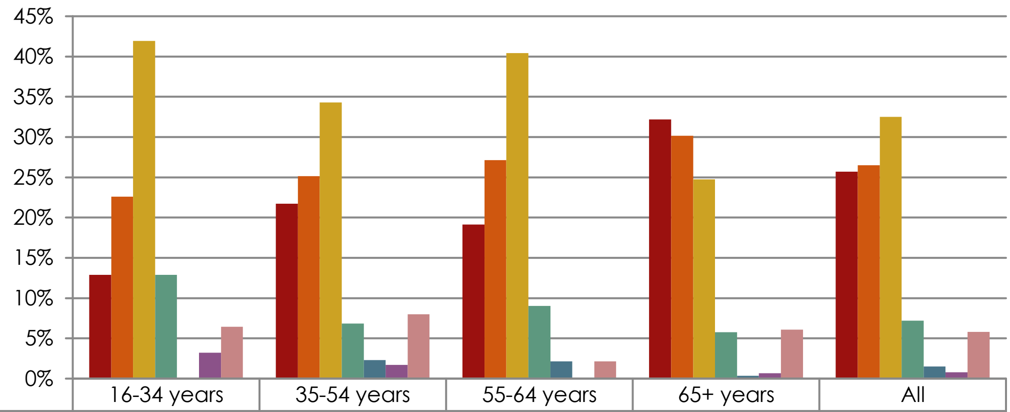
This set of questions related to all alcohol products.

2.3.18. How many places could you purchase alcohol off-sales within a 5-minute walk of your home?

The next question asked participants how many places they could purchase alcohol off-sales (i.e. not including pubs, bars, restaurants or clubs) from within a 5-minute walk of their home. Of the 791 respondents who answered this question, over two-thirds (68.5%) reported having at least one place they could buy alcohol off-sales within a 5-minute walk of their home. The most common response (32.5%) was that there were **2 to 3 off-sales** nearby, while 26.5% reported that they had **one** place where they could buy alcohol off-sales within a 5-minute walk and 7.2% reported having 4-5 places within a 5-minute walk (see final column of Figure 2.18).

2.3.19. Age Group – in contrast with those in other age groups, the most common response (32.2%) for those in the oldest age group (65+ years) was that there were **no** places to buy alcohol off-sales within a 5-minute walk of their home. Respondents aged 16-34 years were least likely to report **no** off-sales within a 5-minute walk and most likely to report **2 to 3** or **4 to 5** places to buy off-sales locally. Figure 2.18 gives the breakdown of number of places to buy alcohol off-sales by age-group.

Figure 2.18: How many places could you buy alcohol off-sales within a five-minute walk of home, by age group?

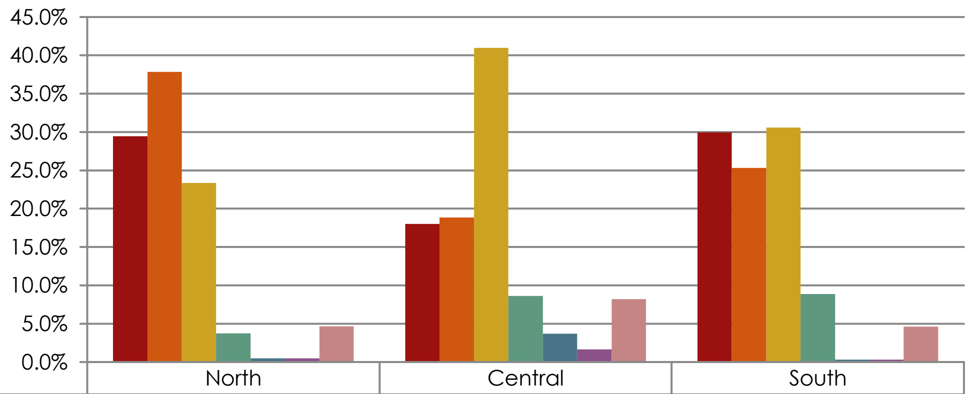


	16-34 years	35-54 years	55-64 years	65+ years	All
None	12.9%	21.7%	19.1%	32.2%	25.7%
One	22.6%	25.1%	27.1%	30.2%	26.5%
2-3	41.9%	34.3%	40.4%	24.7%	32.5%
4-5	12.9%	6.9%	9.0%	5.8%	7.2%
6-10	0.0%	2.3%	2.1%	0.3%	1.5%
Over 10	3.2%	1.7%	0.0%	0.7%	0.8%
Don't know	6.5%	8.0%	2.1%	6.1%	5.8%

Bases: Age group = 689, All = 791

2.3.20. **Location**: Differences in the number of off-sales within a 5-minute walk of home were also found by location with a lower proportion of respondents in Central than either North or South reporting either **none** or **one** off-sales within a 5-minute walk of home, and a higher proportion reporting **2 to 3** off-sales (see Figure 2.19).

Figure 2.19: How many places could you buy alcohol off-sales within a five-minute walk of home, by location



	North	Central	South
None	29.4%	18.0%	29.9%
One	37.9%	18.9%	25.3%
2-3	23.4%	41.0%	30.6%
4-5	3.7%	8.6%	8.9%
6-10	0.5%	3.7%	0.3%
Over 10	0.5%	1.6%	0.3%
Don't know	4.7%	8.2%	4.6%

Base = 762

2.3.21. Do you feel the number of places to buy alcohol in your local area is…?

When asked how they felt about the number of off-sales in their local area, of the 794 respondents who answered this question, almost three quarters (73.3%) felt that it was **just right**, 9.6% felt that it was **too many** and 15.1% **didn't know**. Only 2.0% felt there were **too few** off-sales in their area.

2.3.22. Location: Responses to this question differed by location, with approximately twice as many respondents in Central (13.8%) compared to either North (7.0%) or South (6.9%) saying that they felt there were **too many** off-sales in their local area.

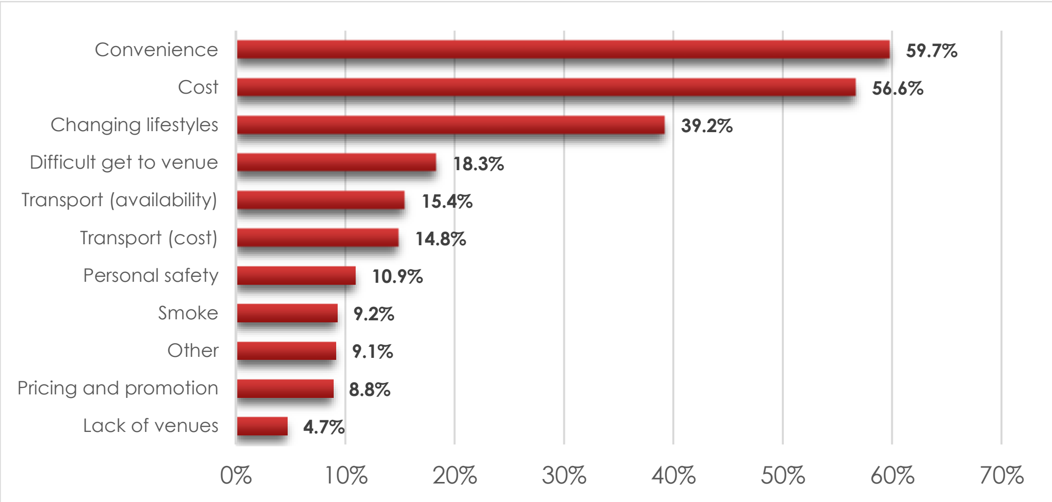
2.3.23. Drinking at home

This set of questions related to drinking at home.

2.3.24. What are the main factors that influence people to drink at home?

Panellists were firstly asked what they thought were the main factors that influenced people to drink alcohol at home rather than at a licensed premise. They were asked to choose 3 options from a list and were also given an 'other' option. **Convenience** (59.7%) and **cost** (56.6%) were the two most popular reasons given by respondents. **Changing lifestyles** was also a common response with 39.2% of respondents choosing this option. **Lack of suitable venues** (4.7%) was the option chosen least often. 9.1% of respondents identified an 'other' option as an important factor. Figure 2.20 gives a summary of responses.

Figure 2.20: What do you think are the main factors for drinking at home rather than a licensed premise?



Base = 837

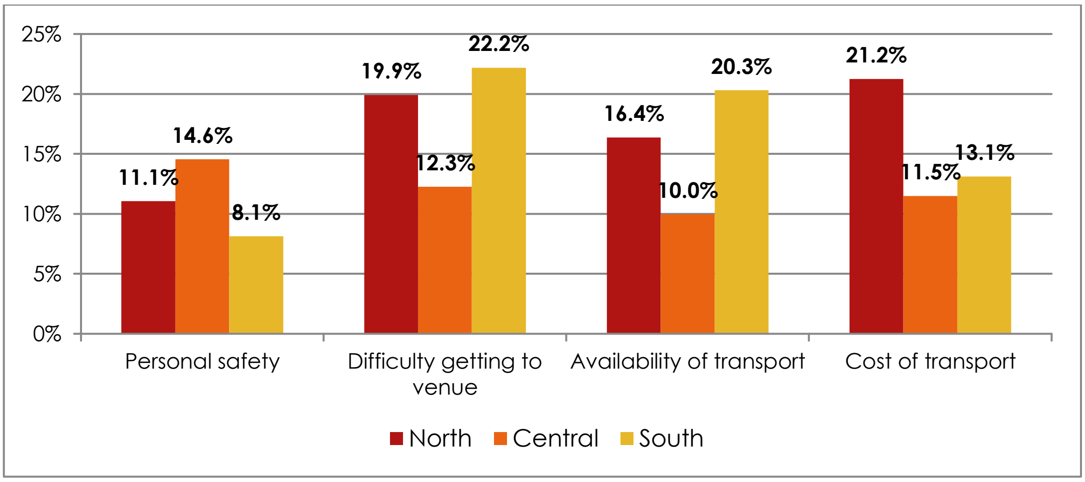
Other reasons for drinking at home included: having a drink with a meal or when entertaining, more comfortable/relaxing at home, not having to worry about drink/driving or getting to/from a venue, having family/children at home and not interested in going out. Some respondents also took this opportunity to note that they never drink or rarely drink.

2.3.25. Gender: Three of these factors were found to be associated with gender. Males were more likely than females to identify **convenience** as a factor (63.8% of males compared to 57.5% of females), while females were more likely than males to report **cost of transport** (18.2% compared to 10.6%) and **changing lifestyles** (43.1% compared to 34.0%) as factors.

2.3.26. Age group: Age group was also associated with several factors. Those in the youngest age group were more likely than those in the older age groups to identify **cost** as a factor (73.5% of 16-34-year-olds compared to 47.7% of those aged 65+ years). A similar pattern was found for **cost of transport** and **because you can smoke. Changing lifestyles** was less likely to be identified as a factor by those in the oldest age group (65+ years) than those in the three other age groups.

2.3.27. Location: **Cost of transport** was more likely to be identified as a factor by those in North than those in either Central or South, while **availability of transport** and **difficulty getting out to venue** were less likely to be identified by those in Central than those in either North or South. **Personal safety** was less likely to be identified as a factor for drinking at home by those in South than those in either North or Central.

Figure 2.21: Factors that influence to drink at home rather than a license premise, by location



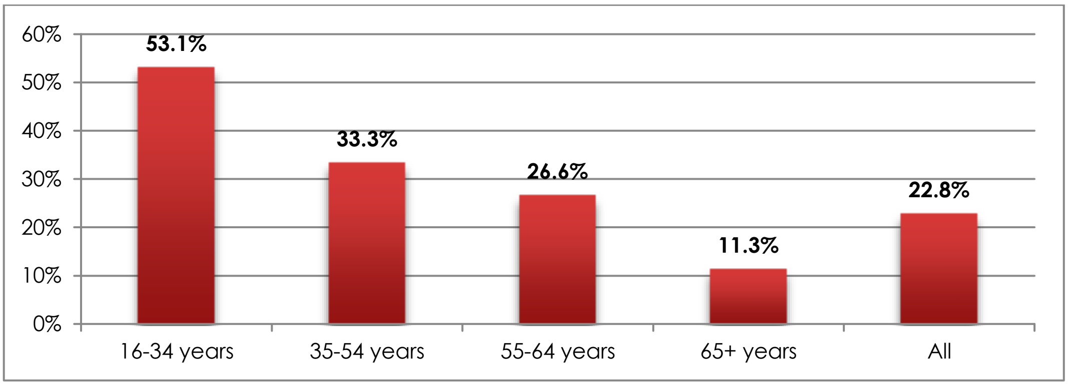
Base = 807

2.3.28. Have you had drinks at home before going out?

Participants were asked if, over the last 12 months, they had had a few drinks at home or at a friend's house before going out to a pub, bar, restaurant or club. Of the 809 people who answered this question, 176 (21.8%) reported that 'yes' they had had drinks at home before going out.

2.3.29. Age group: Drinking at home before going out was found to be associated with age. The proportion of respondents who reported drinking at home before going out decreased with increasing age group, with 53.1% of those in the youngest age group saying that they had had drinks at home before going out compared to only 11.3% of those aged 65+ years (see Figure 2.22).

Figure 2.22: Proportion of respondents who had drinks at home before going out, by age group



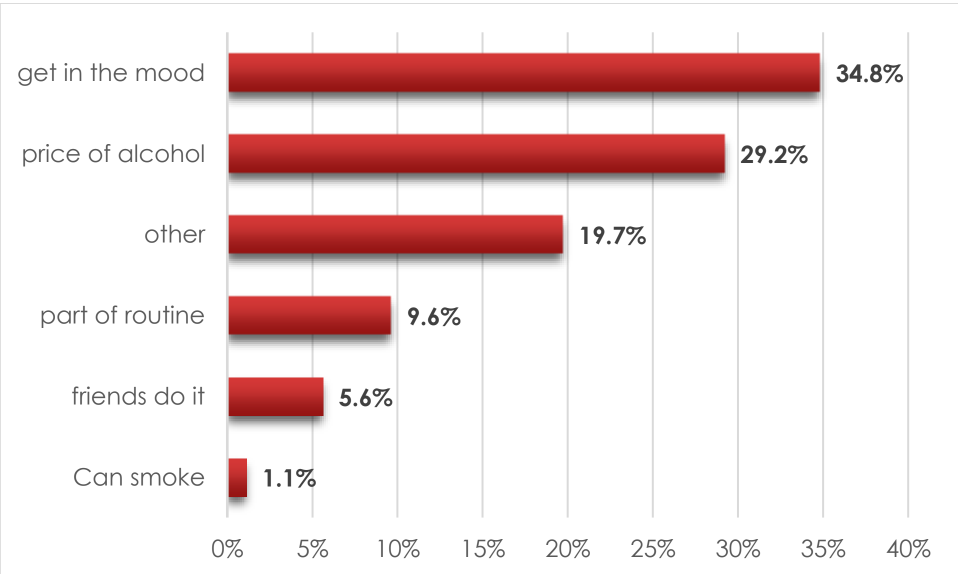
Base = 706

2.3.30. Of those who said they drink at home, most (77.0%) said they only do this **occasionally** when they are going out with 16.8% saying they do it **most times** they go out and only 6.3% saying they do this **every time** they go out.

Age group: Those in the youngest age group were more likely than those in the older age groups to say that they do this **every time** (15.0% of 16-34 years olds compared to 2.4% of 65+ year olds) or **most times** (25.0% compared to 4.9%) when they go out.

2.3.31. When asked the major reason for drinking at home or at a friend's home before going out, over a third (34.8%) of those who reported they had a drink at home before going out said it was to get **into the mood** and 29.2% reported that the **price of alcohol in licensed premises** was the main reason. Almost a fifth (19.7%) gave an '**other'** reason. Figure 2.23 shows the proportion of responses for all options. No significant differences were found by gender, age or location.

Figure 2.23: What is the main reason you drink at home before going out?



Base = 178

Other: The most common 'other' reason was to meet/catch-up up with friends before going out. Other reasons included having a drink with a meal before going out or while getting ready/waiting for others. Some respondents also noted that they do not drink at all.

2.3.32. Over-consumption of alcohol

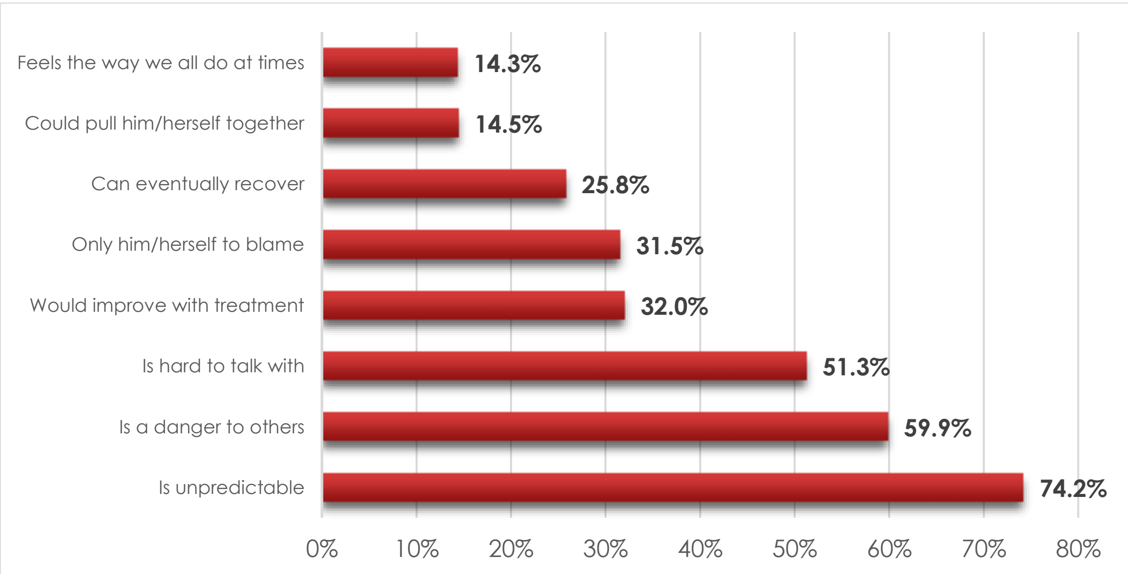
This set of questions focused on issues and views relating to over-consumption of alcohol. Firstly, participants were asked if, during the past year, they had had a negative experience due to someone's over-consumption of alcohol. Of the 806 people who responded to this question, almost a quarter (24.1%) reported having had a negative experience.

Location: A higher proportion of those in Central (29.5%) compared to South (21.8%) or North (20.7%) reported having had a negative experience due to someone's over-consumption of alcohol.

2.3.33. Panellists were then given a list of statements and asked to tick those they agreed with. All the statements were prefaced with "**I believe someone drinking too much ….**". Participants could tick as many statements as they wanted.

The most common response was, "I believe someone drinking too much **is unpredictable"** with almost three-quarters (74.2%) of respondents agreeing with this statement. Almost 60% agreed that someone drinking too much is **a danger to others** and over half (51.3%) agreed that they were **hard to talk with**. The statements with the lowest levels of agreement were that someone drinking too much **feels that way we all do at times** (14.3%) and **could pull himself or herself together if he or she wanted** (14.5%). Figure 2.24 shows responses to all statements.

Figure 2.24: I believe someone drinking too much ……



Base = 837

2.3.34. Gender: Women were more likely than men to agree with the statements that someone drinking too much is **unpredictable** (76.6% compared to 71.0%), **would improve with treatment** (34.4% compared to 28.7%) and **feels the way we all do at times** (16.2% compared to 11.7%). Men were more likely than women to agree that someone drinking too much **could pull himself/herself together if he or she wanted** (17.8% compared to 12.0%) and **only has himself/herself to blame** (37.6% compared to 26.9%).

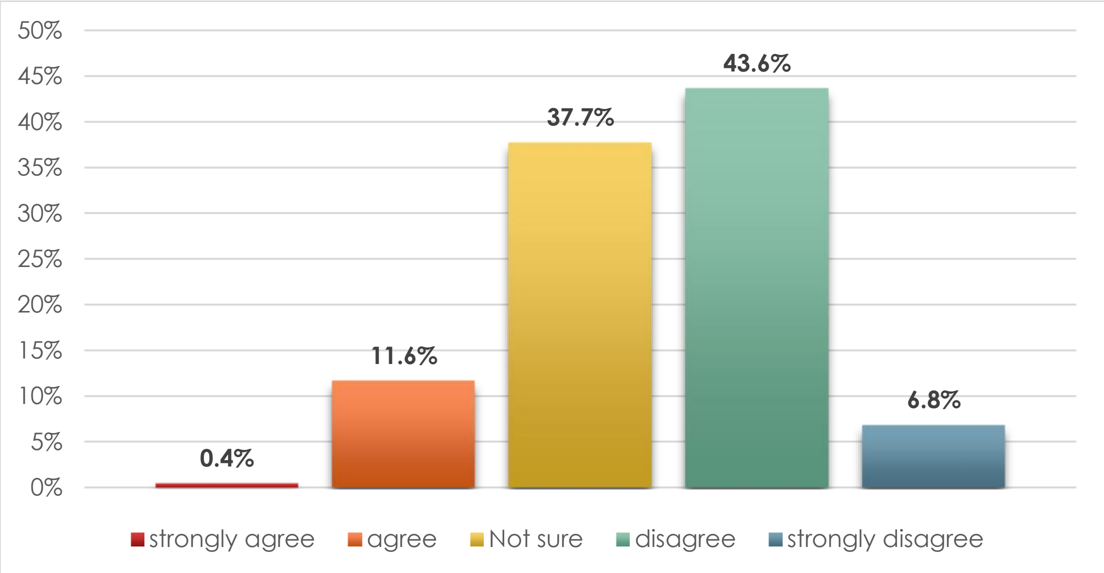
Age group: Respondents in the oldest age group (65+ years) were more likely than those in the younger age groups to agree that someone drinking too much **only has himself/herself to blame** (41.8% of those aged 65+ years compared to 23.5% of those aged 16-34 years).

Location: Respondents in North (20.4%) were less likely than those in either Central (25.7%) or South (30.3%) to agree with the statement that someone drinking too much **can eventually recover.**

2.3.35. People are generally caring and sympathetic to others drinking too much

In the final question in this section, panellists were asked to rate their level of agreement (strongly agree, agree, not sure, disagree and strongly disagree) with the statement "**people are generally caring and sympathetic to others who are drinking too much**". Only 12% of respondents agreed (11.6%) or strongly agreed (0.4%) with this statement, while over half of respondents either disagreed (43.6%) or strongly disagreed (6.8%). Over a third (37.7%) of respondents weren't sure. Figure 2.25 illustrates responses. No significant differences in responses to this question were found by gender, age group or location.

Figure 2.25: People are generally caring and sympathetic to others who drink too much



Base = 810

Service Response: this is what we are doing:

Our Alcohol and Drugs Partnership is a multi-agency partnership which ensures that all bodies involved tackling alcohol and drugs problems work together to deliver measurable improvements in the quality of life for the people of Aberdeen, particularly their health and well-being in relation to alcohol and drugs.

In this survey the group was particularly interested in finding out more about impulse purchasing of alcohol and what influenced that purchase. From the survey it is clear that 22% of respondents were likely to purchase on impulse and the factors that influenced that purchase were predominantly *price promotion or special offer*. The answers to these questions could have been skewed due to the proximity of Christmas/New Year which is traditionally a time for purchasing and gifting of alcohol but we do feel that it has provided good evidence on drivers for promotion of alcohol.

Increased awareness and purchasing of “low” and “no” alcohol products was evident when comparison was made with the 2015 City Voice survey. Figures reported in this survey identify an increase of approximately 20% for shop-based purchases and 40% for bar purchases. As in the 2015 survey women are more influenced by price and promotion. Overall the 16–34 year age group is more likely to purchase these products. We will continue to promote the “low” and “no” alcohol agenda with appropriate partners and share these responses with the licensed trade.

Generally the opportunity to taste products is no longer the main driver for purchasing low or no alcohol drinks. *Being a driver* was identified as the main factor followed closely by the wish to *eat and drink healthily*. Women were more likely to report that opportunity to taste could persuade them to try the products. When many women have assumed the role of “shopper” for the family it would be prudent for outlets to bear this in mind and plan tasters as part of promotional work to take advantage of this.

When asked about the number of places to buy alcohol off-sales within a five-minute walk of home over two-thirds of respondents could identify one or more places. This is unchanged since the 2015 survey. Almost three quarters of respondents felt they had sufficient outlets to purchase alcohol in their area. Figures for surveys in 2012 and 2015 identified similar rates. This information will be reported to Aberdeen City Licensing Board as part of the review of the Statement of Licensing Policy.

Questions relating to home drinking identified the main factors that influenced people as being convenience and cost. These were also identified as top factors in the 2008 survey.

The results of this survey will be shared with members of the following groups:
Aberdeen City Licensing Board
Aberdeen City Licensing Forum
Aberdeen City Alcohol & Drug Partnership
NHS Grampian Alcohol Licensing Action Group
Aberdeen City Centre Partnership

3. Prosperous Place

The Local Outcome Improvement Plan 2016-26 includes a commitment to ensuring that our communities are empowered, resilient and sustainable – a place where people are safe from harm. Part of this is a commitment to tackling food poverty and delivering sustainable food provision.

3.1. Food security

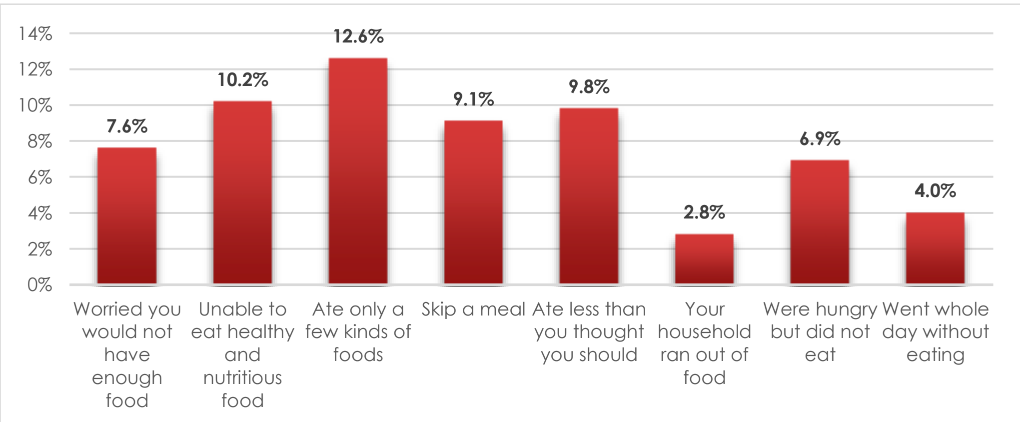
3.1.1. It is known that some individuals and households are unable to obtain healthy or nutritious food for many different reasons. In this section, participants were asked a series of questions relating to food and the choices people make. The questions were all prefaced with: "**During the last 12 months, was there a time when, because of lack of money or other resources, you …**". Participants were given the option of answering 'yes', 'no' or 'don't know'. The questions and responses are given in Table 3.1.

Table 3.1: During the last 12 months, was there a time when you ….

	Yes	No	Don't know	Base
Were worried you would not have enough food to eat?	7.6%	91.9%	0.5%	793
Were unable to eat healthy and nutritious food?	10.2%	88.5%	1.4%	788
Ate only a few kinds of foods?	12.6%	85.4%	2.0%	787
Had to skip a meal?	9.1%	90.3%	0.6%	781
Ate less than you thought you should?	9.8%	88.7%	1.5%	786
Your household ran out of food?	2.8%	96.5%	0.6%	780
Were hungry but did not eat?	6.9%	92.8%	0.3%	783
Went a whole day without eating?	4.0%	95.7%	0.4%	782

3.1.2. While most respondents answered 'no' to each question, an important minority reported that they had had issues around food during the past 12 months. For example, 12.6% reported that they **ate only a few kinds of foods** and 10.2% reported that, they felt they were **unable to eat healthy and nutritious food** (see Figure 3.1).

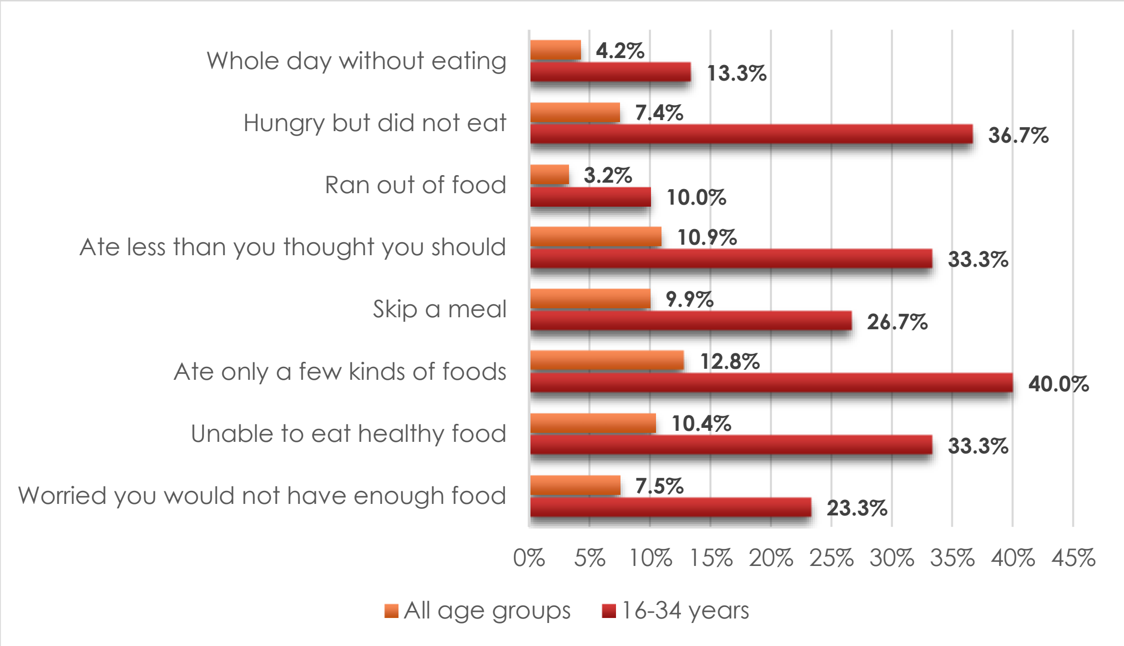
Figure 3.1: During the last 12 months, was there a time when you were …



Base = multiple (see final column of Table 3.1)

3.1.3. **Age group**: Age group was found to be associated with all questions. In each case, those in the youngest age group (16-34 years) were more likely than those in the older age groups, to give a positive response to the questions. Most notably, over a third of respondents aged 16-34 years reported that during the last 12 months there was a time when, because of lack of money or other resources, they **ate only a few kinds of foods** (40.0%), were **hungry but did not eat** (36.7%), **ate less than they thought they should** (33.3%) and were **unable to eat healthy and nutritious food** (33.3%). Figure 3.2 shows the proportion of respondents aged 16-34 years who answered 'yes' compared with 'yes' responses for all ages combined.

Figure 3.2: Food security, 16-34 years compared to all ages combined



Base = multiple

Location: Location was also found to be associated with some of the questions in this section. A higher proportion of respondents in Central compared to North and South reported that in the previous 12 months there was a time when they were **worried they would not have enough food to eat** (11.8% compared to 4.1% and 6.6%)**, ate only a few kinds of food** (15.5% compared to 7.5% and 13.2%) and **had to skip a meal** (13.2% compared to 6.1% and 8.0%).

Service Response: this is what we are doing:

Our Sustainable City Group is a Partnership of public agencies in Aberdeen which is responsible for helping to ensure Aberdeen is a welcoming and attractive place to live, work and visit. A priority for the group is tackling food poverty, with a specific aim to reduce the number of people affected by Household Food Insecurity and develop community food skills and knowledge about sustainable food provision. These survey results are an important source of information for the group in taking this forward.

The survey results show an important minority of respondents had issues around food in the last 12 months. A range of work is being undertaken in Aberdeen in relation to sustainable, healthy and accessible food for everyone, all along the food journey from growing/sourcing, skills/cooking, eating and ultimately disposing of the waste.

Aberdeen City Council is leading 'Granite City Good Food' (aka Sustainable Food City Partnership Aberdeen) which is a cross-sector partnership of public agencies which focus on food across six key themes, three of which are particularly relevant to these results:

1. Promoting healthy and sustainable food to the public
2. Tackling food poverty, diet-related ill health and access to healthy food
3. Building community food knowledge, skills, resources and projects

The report highlights the need to address young people in particular, so specific actions on this will be incorporated into the Food Poverty Action Aberdeen's strategy. The report also identifies localities (primarily regeneration areas) where there is increased need.

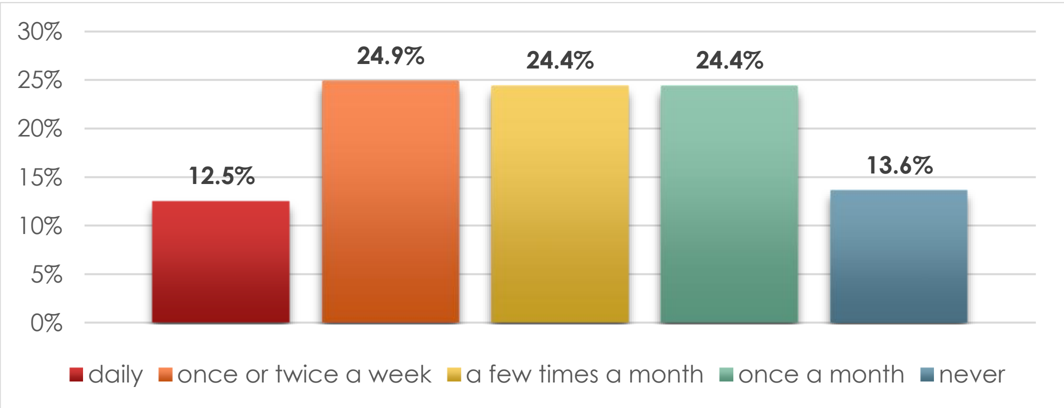
3.2. Green space

3.2.1. These questions asked about use of and satisfaction with 'green spaces' in the City. Green space includes a wide variety of different environments from parks, playing fields, play areas, allotments and community gardens, woodland and more natural areas, canal paths and riversides.

3.2.2. On average, how frequently do you visit the city's green spaces?

The first question in this section asked participants how often, on average, they visited the city's green spaces. Most (86.2%) of the 806 respondents who answered this question reported visiting green spaces in the city at least once a month, with almost 25% visiting **once or twice a week** and 12.5% visiting a green space in the city on a **daily basis** (see Figure 3.3). No significant differences were found by gender, age group or location.

Figure 3.3: On average, how frequently do you visit the city's green space



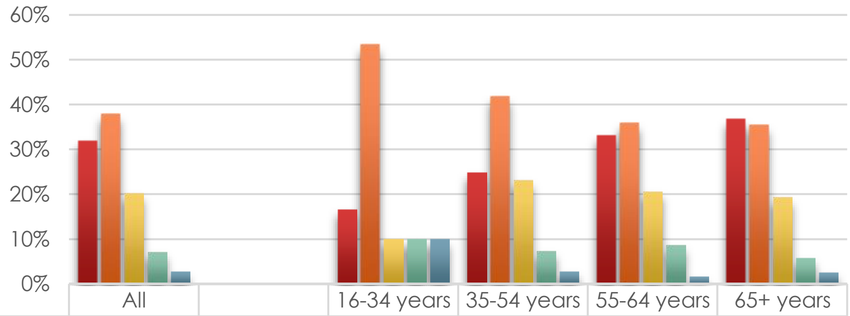
Base = 806

3.2.3. How satisfied are you with your local green space?

When asked about level of satisfaction with your local green space, almost 70% of respondents reported being **satisfied** (31.3%) or **fairly satisfied** (38.6%) with their local green space. Approximately 10% reported being **fairly dissatisfied** (7.3%) or **dissatisfied** (2.9%). See Figure 3.4.

3.2.4. Age group: Reported levels of satisfaction varied by age group. While most respondents (70.0%) in the 16-34 years age group reported being satisfied or fairly satisfied with their local green space, respondents in this age group were less likely to report being **neither satisfied nor dissatisfied** and more likely to report being **fairly dissatisfied** (10.0**%)** or **dissatisfied** (10.0%) with their local green space than those in all other age groups.

Figure 3.4: Satisfaction with your local green space, by age group



	All		16-34 years	35-54 years	55-64 years	65+ years
satisfied	32.0%		16.7%	24.9%	33.2%	36.8%
fairly satisfied	37.9%		53.3%	41.8%	35.9%	35.5%
Neither satisfied nor dissatisfied	20.3%		10.0%	23.2%	20.7%	19.4%
fairly dissatisfied	7.1%		10.0%	7.3%	8.7%	5.8%
dissatisfied	2.7%		10.0%	2.8%	1.6%	2.6%

Bases: All = 803, Age group = 701

Service Response: this is what we are doing:

Our Sustainable City Group is a Partnership of public agencies in Aberdeen which is responsible for helping to ensure Aberdeen is a welcoming and attractive place to live, work and visit. A priority for the group is working together to create an attractive, welcoming environment in partnership with our communities.

These results provide an indication on the use and perceived quality of open/green spaces across the city – which is a useful sense check for decision and policy makers.

An Open Space Audit review is currently in advanced development to help inform a revised Open Space Strategy, associated policies and plans across Aberdeen. These will focus in more detail on the key objectives, issues by area and actions flowing from those. After which annual surveys will take place as part of monitoring outcomes against those. The results of this survey could be compared with the findings of the evolving audit.

Further information about Aberdeen City Council's Open Space Audit and Strategy can be found here: https://www.aberdeencity.gov.uk/services/environment/open-space-audit

4. Enabling Technology

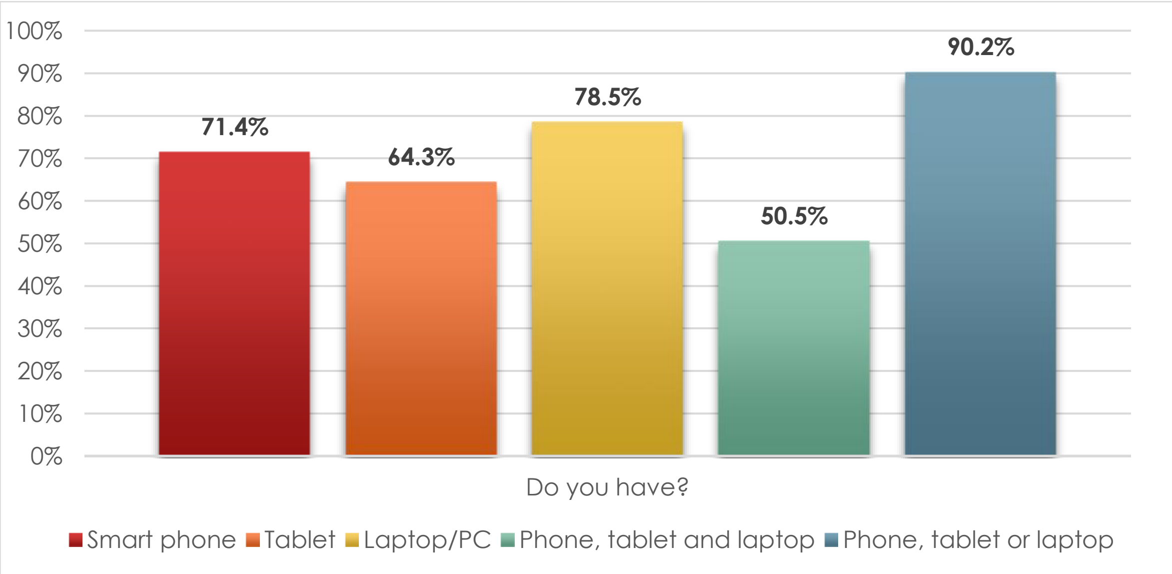
Digital technologies are part of daily life for most people. They are also transforming how we deliver services, allowing communities to engage in different ways. [The Local Outcome Improvement Plan 2016-2026]() set out a commitment to improving our use of digital technology. Part of this includes a commitment to ensuring that our communities have the skills and confidence to make use of digital tools and platforms. This section of the questionnaire asks about access to and use of digital technologies.

4.1. Access to digital devices

4.1.1. Do you own or have easy access to?

The first question asked panellists whether they owned or had easy access to (1) a **smart phone**, (2) a **tablet** or (3) a **laptop or PC**. Over three-quarters (78.5%) of respondents reported that the owned or had easy access to a **laptop or PC**, and 71.4% said they owned or had easy access to a **smart phone**. A smaller proportion (64.3%) reported owning or having easy access to a tablet. Further examination of the data showed that just over half (50.5%) of respondents reported owning or having easy access to all three devices, while **90.2%** of respondents reported owning or having easy access to at least one of the three types of devices (see Figure 4.1).

Figure 4.1: Proportion of respondents who own a smartphone, tablet or laptop/PC

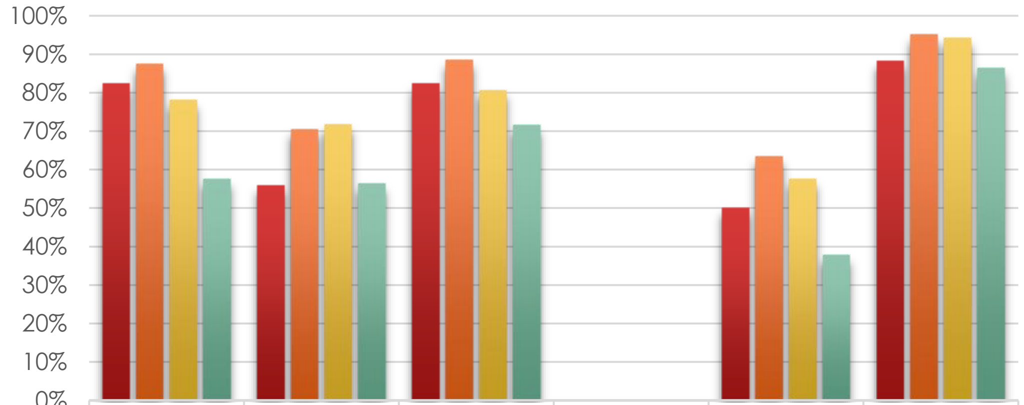


Base = 837

4.1.2. Gender: Males were significantly more likely than females to report owning or having easy access to a **laptop or PC** (82.2% compared to 75.7%).

Age group: Slightly different patterns of ownership/access to the devices was found across age groups. Those in the oldest age group (65+ years) were less likely than those in all younger age groups to own or have easy access to a **smart phone**. Respondents aged 55-64 years and 35-54 years were more likely than those in the youngest or oldest age groups to report owning or having easy access to a **tablet**. Access to a **laptop/PC** was relatively high in all age groups, although again a lower proportion of respondents in the oldest age group reported having access to one of these. Respondents in the oldest age group were also significantly less like to own or have easy access to all three types of device and less likely to own or have access to any device. Access to digital devices by age group is presented in Figure 4.2.

Figure 4.2: Do you own or have easy access to smartphone, tablet or laptop/PC, by age group



	Smart phone	Tablet	Laptop/PC		Phone, tablet and laptop/PC	Phone, tablet or laptop/PC
16-34 years	82.4%	55.90%	82.4%		50.0%	88.2%
35-54 years	87.4%	70.50%	88.5%		63.4%	95.1%
55-64 years	78.0%	71.70%	80.6%		57.6%	94.2%
65+ years	57.6%	56.30%	71.5%		37.8%	86.4%

Base = 731

4.2. Digital skills

4.2.1. Use of digital technology

This set of questions asked about use of digital technology for a number of different tasks relating to: managing information; communicating; transacting; problem solving; creating; security and advanced. In each case panellists were asked ‘could you do this?’ Response options were; ‘I could do this if I was asked’, ‘I couldn’t do this if I was asked’ or ‘I have no idea what you’re talking about’.

4.2.2. Table 4.1 gives a summary of individual tasks and responses. For most tasks (9 out of 14), over 80% of respondents reported that they could do the task if asked. The highest positive responses were for **send a message via email or online messaging** (94.5%) and **find a website you have visited before** (92.7%). In contrast, only a quarter (24.5%) reported being able to **use advanced digital functions** such as programming, and just over a half (51.9%) said they would be able to **create something new from existing online images, music or video**.

Table 4.1: Use of digital technology

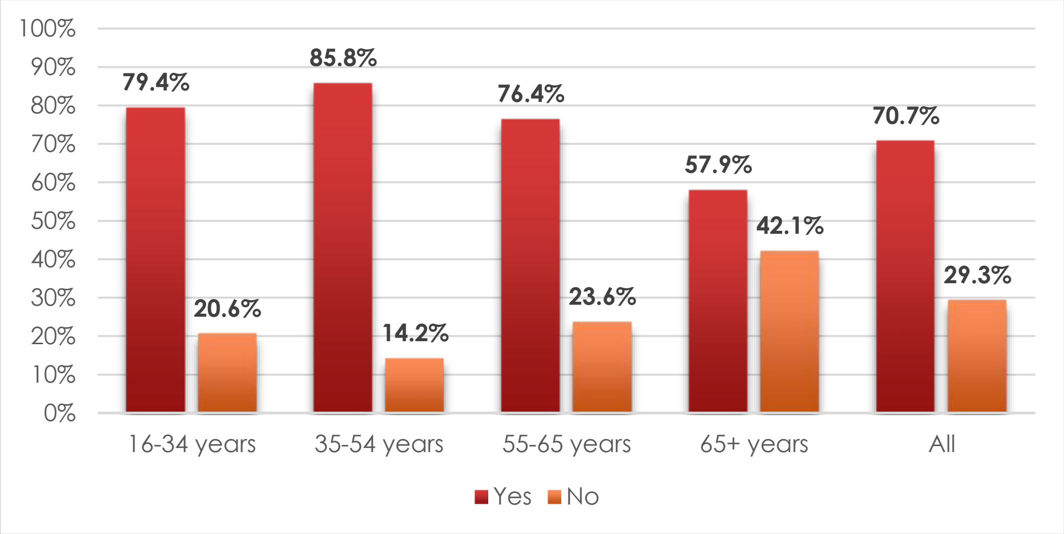
Digital skills category		I could do this if I was asked to	I couldn't do this if I was asked to	I have no idea what you are talking about
Managing information	Use a search engine to look for information	91.1%	5.2%	3.7%
	Download/save a photo	82.1%	16.0%	1.9%
	Find a website you have visited before	92.7%	5.6%	1.7%
Communicating	Send a message via email on online messaging	94.5%	4.1%	1.4%
	Make comments/share information online	85.4%	12.0%	2.6%
Transacting	Buy items or services from a website	89.6%	8.8%	1.7%
	Buy and install apps on a device	77.6%	19.2%	3.2%
Problem solving	Solve a problem you have with a device using online help	74.6%	22.7%	2.7%
	Verify sources of information you found online	72.7%	23.6%	3.6%
Creating	Complete online application forms which include personal details	86.6%	11.4%	2.0%
	Create something new from existing online images, music or video	51.9%	44.1%	4.0%
Security	Protect yourself from fraud by recognising a secure website	81.4%	15.4%	3.2%
	Recognise a suspect email so not open to online fraud or viruses	83.2%	14.0%	2.7%
Advanced	Use any advance digital function (e.g. programming)	24.5%	70.8%	4.8%

Base = multiple

4.2.3. **Basic Digital Skills**: The tasks specified in the first five categories (managing information, communicating, transacting, problem solving and creating) are taken from the Basic Digital Skills measure. This is a tool developed specifically to measure the level of digital skills of adults across the UK. Based on this tool, those who could do one task in each of the five skills categories are classified as having "Basic Digital Skills". On this basis, 70.6% of respondents were identified as having Basic Digital Skills.

Age group: While no significant difference in the proportion of those with Basic Digital Skills was found between males and females, there was a significant difference by age group. The proportion of those with Basic Digital Skills was highest in those aged 35-54 years (85.8%) and lowest in those aged 65+ years (57.9%). Figure 4.3 shows the proportion of those with and without Basic Digital Skills by age group.

Figure 4.3: Proportion of respondents classified as having Basic Digital Skills by age group



Base = 731

Service Response: This is what we are doing:
Our [Digital City Group]() is a Partnership of public agencies in Aberdeen which is focussed on transforming how we deliver public services using digital technology. Technology can enable communities to engage in different ways and provide more opportunities for businesses. The group will use the information gathered by this survey to inform how it can better support communities to access technology and upskill in digital technology.

5. Prosperous Economy

The Local Outcome Improvement Plan 2016-26 sets out how public services in Aberdeen are working together to ensure a prosperous economy, now and in the future. The plan includes a commitment to investing in infrastructure to ensure our roads have capacity to cope with demand and meet the needs of residents, students, business and tourists. In this section of the questionnaire, panellists were asked questions relating to travel patterns and how they move around the city. There were also questions relating to parking.

5.1. Travel and transport

5.1.1. When you travel into the city, how often do you travel using the following modes?

The first question in this section asked participants how often they travel into the city using various modes of transport (walk, cycle, motorbike, car, bus and 'other').

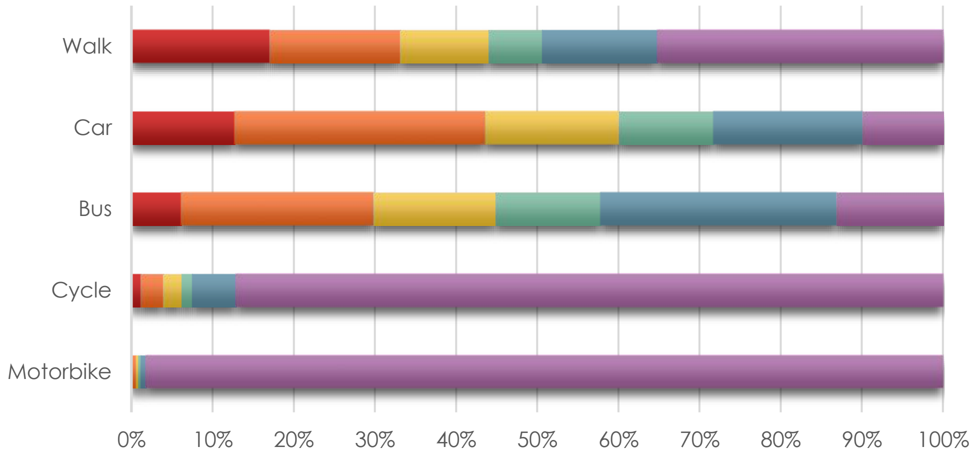
5.1.2. Overall, **car** was the most commonly used mode of travel with 60.0% of respondents who answered this question reporting that they travelled into the city by car at least once a week. Less than 10.0% of respondents reported that they *never* used the car to travel into the city. The next most common modes of transport into the city were **bus** and **walking** with 44.8% and 44.0% respectively reporting that they travelled into the city using these modes at least once a week.

Walking was the most commonly reported **daily** mode of transport into the city with 17.0% of respondents who answered this question saying that they walked into the city every day. 12.7% of respondents reported using the **car** every day and 6.1% reported using the **bus** every day. Just over 1% of respondents reported cycling into the city on a daily basis.

Motorbike and **cycling** were the least commonly reported modes of transport used for travelling into the city. Only 1.9% of respondents reported **ever** using a motorbike for this purpose. Using a bicycle to travel into the city was more popular than the motorbike with 7.6% of respondents using this form of transport at least once or twice a month and a further 5.4% cycling into the city on an occasional basis.

Full responses to this question are presented in Figure 5.1.

Figure 5.1: When you travel into the city, how often do you travel using the following modes?



	Motorbike	Cycle	Bus	Car	Walk
every day	0.0%	1.1%	6.1%	12.7%	17.0%
several times a week	0.5%	2.8%	23.8%	30.9%	16.1%
once a week	0.3%	2.3%	15.0%	16.4%	10.9%
once or twice a month	0.3%	1.3%	13.0%	11.7%	6.6%
less than 1 or 2 times a month	0.7%	5.4%	29.1%	18.3%	14.2%
never	98.1%	87.0%	13.1%	9.9%	35.2%

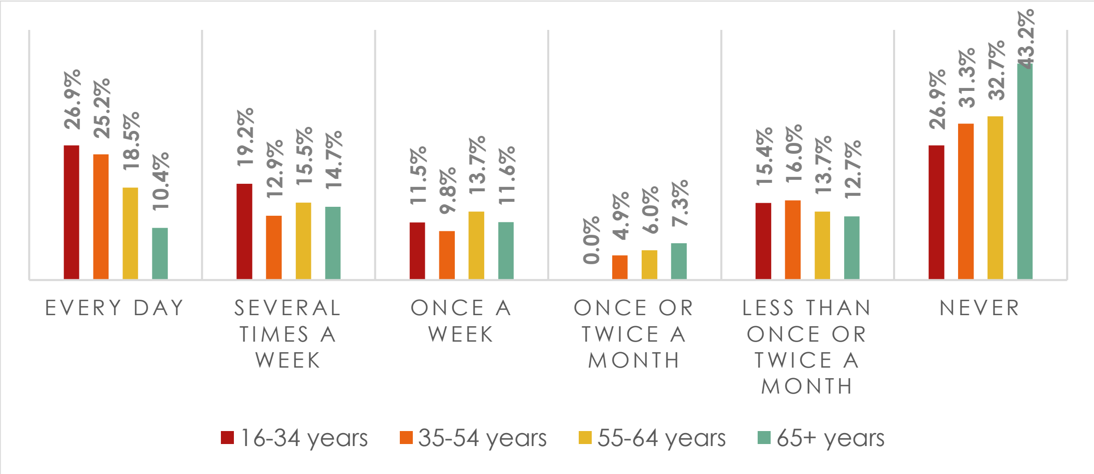
Bases: Walk = 696, Car = 715, Bus = 741, Cycle = 609, Motorbike = 591

Other: In addition to the travel methods described above, a small proportion of respondents (5.7%) reported using other modes of travel into the city at least a few times a year. These included taxi, train, ambulance, company van and mobility scooter.

5.1.3. **Gender:** Few differences in responses to these questions were found by gender. Females were more likely than males to have **never** travelled into the city using either a motorbike (99.7% compared to 96.1%) or a bicycle (91.7% compared to 81.9%). Males were more likely than females to use the car **several times a week** for travel into the city (40.1% compared to 23.7%).

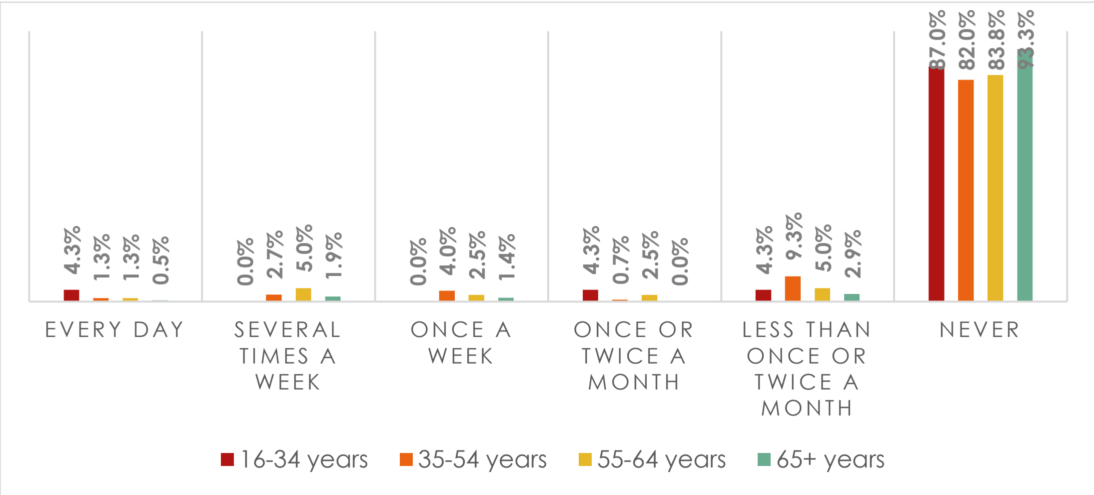
Age group: Differences in use of modes of transport into the city were found by age group for **walking, cycling, car** and **bus.** While the overall patterns were broadly in line with those found for all respondents, there were some differences within categories by age group. For example, those in the younger age groups were more likely to walk into the city those in the oldest age group, and those in the oldest age group were more likely than those in the younger age groups to use the bus for trips into the city. Similarly, while regular (several times a week) use of the car was relatively high among all age groups, those in the older age groups were less likely than those in the younger age groups to use the car on a daily basis but more likely to use the car only on an occasional basis (less than once or twice a month). While cycling into the city on even an occasional trip was relatively low among all age groups, it was least common in the oldest age group. Figures 5.2 to 5.5 give an overview of travel modes into the city by age group.

Figure 5.2: How often do you walk into the city by age group?



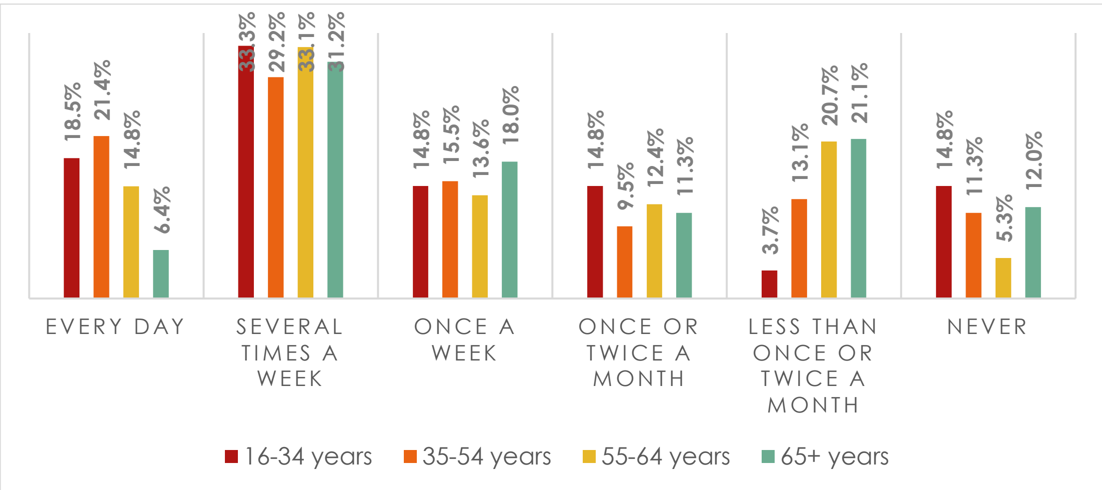
Base = 616

Figure 5.3: How often do you cycle into the city by age group?



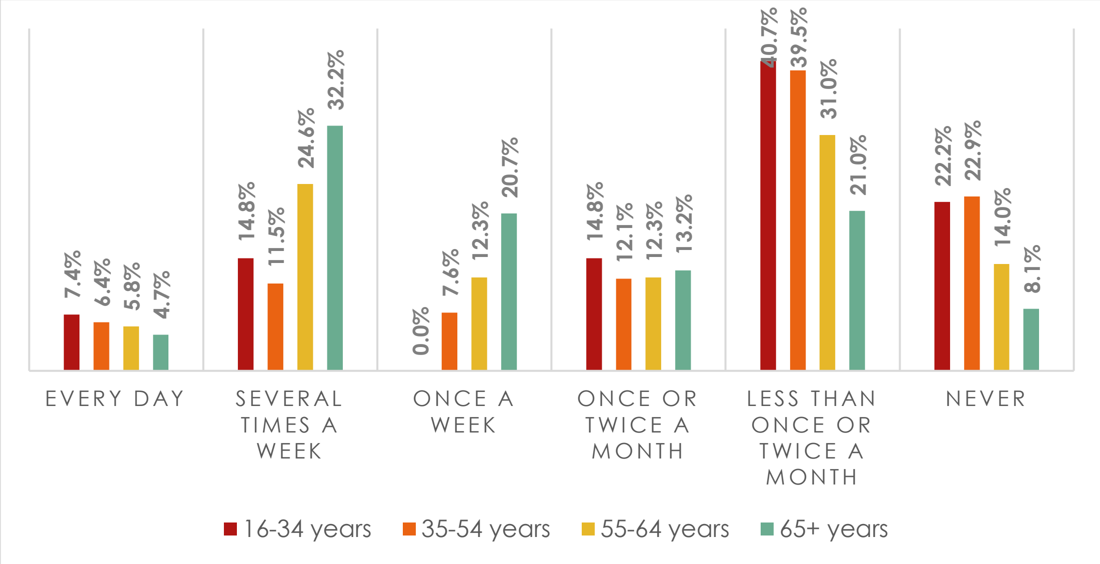
Base = 543

Figure 5.4: How often do you use the car to travel into the city by age group?



Base = 630

Figure 5.5: How often do you use the bus to travel into the city, by age group



Bases = 650

Service Response: this is what we are doing:

Aberdeen Prospers is a Partnership of public agencies in Aberdeen which oversees a number of outcome indicators relating to public transport, the use of low carbon vehicles and the increase in the number of people cycling into the city as their main mode of transport. Aberdeen Prospers' discussions with Nestrans have focussed on cycling initiatives, in particular linking Bridge of Don communities into the city more effectively and working on the missing link between RGU's Garthdee campus and Riverside Drive.

Improvements to traffic and transport access routes into and around the city are part of a much larger piece of work related to the roads hierarchy that will be a longer-term investment in support of the City Centre Masterplan. Aberdeen Prospers partners will have a key role to play in activity around cultural and behavioural change to make the most of the opportunities provided by major route changes.

5.1.4. How do you usually travel to work, the city centre and for other trips?

The next set of questions in this section asked participants about the different modes of travel/transport they use for different types of journey. Four types of journey were specified. These were journeys to:

- Work/Place of Education
- City Centre Day
- City Centre Night
- Main mode for all journeys not to work and not in the City Centre

Participants were given a list of nine different travel options (plus 'other' plus 'N/A') and asked to identify their **usual** mode of travel/transport for each of the four journey types. *(Note: while participants were asked to choose only one mode of travel/transport for each* *journey type, it was not possible to constrain the survey tool – as a result some participants have ticked more than one option for each journey type.)*

Work/Place of Education – the most common mode of travel for work/place of education was **driving** a car or van with a quarter (25.2%) of respondents choosing this option. **Walking** (13.7%) and **bus** (9.4%) were the next most common choices. However, 16.5% of respondents chose N/A for this journey type suggesting that they did not travel to work/education.

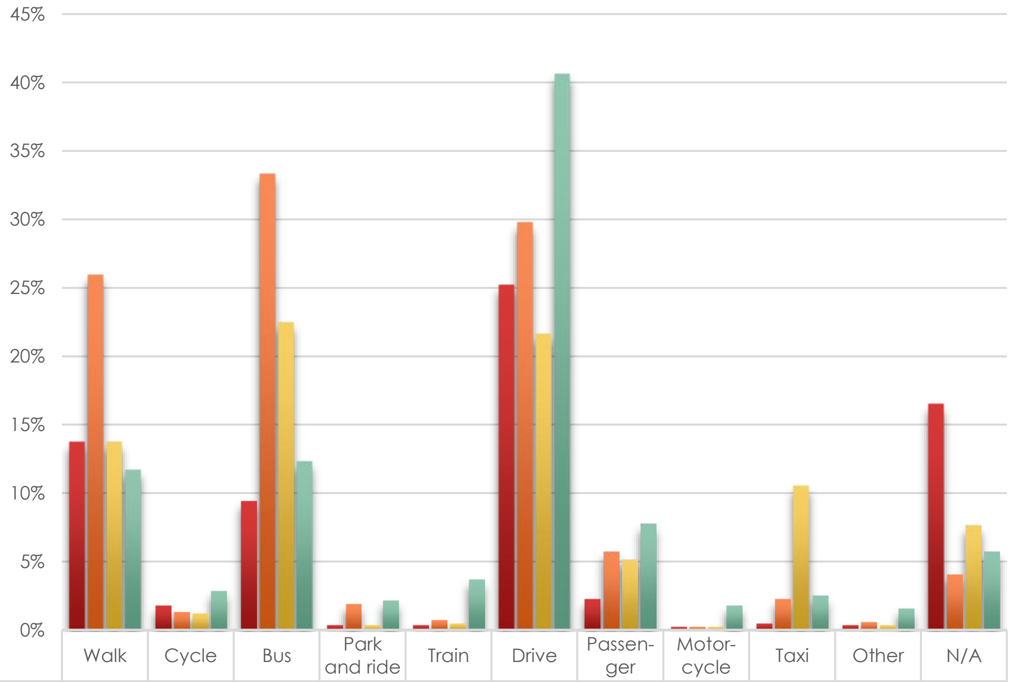
City Centre Day – **bus** was the most common mode of transport for trips to the City Centre during the day with a third (33.3%) of respondents choosing this option. **Driving** and **walking** were the next most common with 29.7% and 25.9% respectively.

City Centre Night – **bus** was also the most common mode of transport for trips to the City Centre at night (22.5%), followed closely by **driving** (21.6%). 13.7% of respondents reported that **walking** was their usual mode of travel to the City Centre at night. The use of a **taxi** for travel to the City Centre at night was relatively high (compared to its use for other journey types) with 10.5% of respondents choosing this option.

All other journeys – **driving** was, by far, the most common choice as usual mode of transport for all other journeys not to work and not in the City Centre with 40.6% of respondents choosing this option. Again **bus** (12.3%) and **walking** (11.7%) were the next most common choices. Being a passenger in a car or van was higher for this type of journey (although still relatively low at 7.8%) than for any other journey type.

Overall – **driving**, **bus** and **walking** were the most commonly chosen options for all four types of journey. Only a very small proportion of respondents chose **cycle**, **park and ride**, **train, motorcycle** or '**other'** as their usual mode of travel, with a slightly higher proportion reporting that being a passenger in a car or van was how they usually travelled. While use of the **taxi** was very low for most types of journey, it was more commonly chosen for journeys at night. Figure 5.6 provides a summary of reported usual modes of travel for each of the journey types.

Figure 5.6: Usual mode of travel by type of journey



	Walk	Cycle	Bus	Park and ride	Train	Drive	Passen-ger	Motor-cycle	Taxi	Other	N/A
Work/Education	13.7%	1.8%	9.4%	0.4%	0.4%	25.2%	2.3%	0.2%	0.5%	0.4%	16.5%
City Centre Day	25.9%	1.3%	33.3%	1.9%	0.7%	29.7%	5.7%	0.2%	2.3%	0.6%	4.1%
City Centre Night	13.7%	1.2%	22.5%	0.4%	0.5%	21.6%	5.1%	0.2%	10.5%	0.4%	7.6%
Other journeys	11.7%	2.9%	12.3%	2.2%	3.7%	40.6%	7.8%	1.8%	2.5%	1.6%	5.7%

Base = 837

Note: no sub-group analyses were done on this question due to the high combination of possible responses.

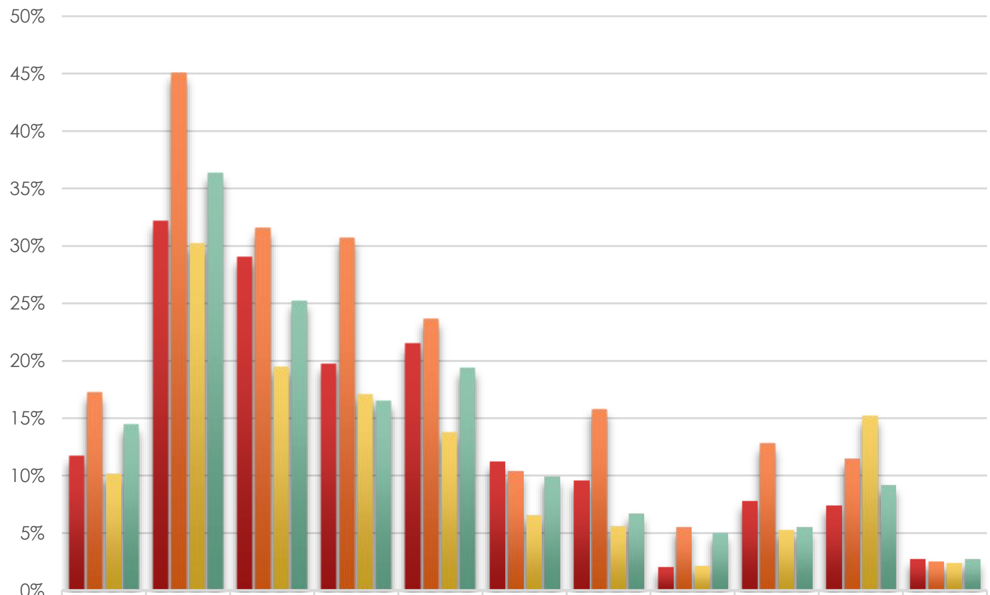
5.1.5. Thinking about the mode of transport you use most often, why do you use this mode of travel?

This question was related to the previous question. It asked participants to think about the mode of transport they used most often for each of the four journey types and why they used this mode of travel. Participants were given a list of 10 reasons plus an 'other' option and were asked to tick all that applied.

The most common reason given for using their chosen mode of travel for all journey types was **convenience.** Convenience was highest for travel to City Centre during the day (45.0%). The next most common reasons were **quickest, cheapest** and **most reliable. Enjoyment** and **improve health/get some exercise** also scored relatively highly (above 15% of respondents) for travel to the City Centre during the day, and **safety** was considered important by 15.2% of respondents for travel to the City Centre at night. Figure 5.7 gives a summary of all responses.

A relatively small proportion of respondents chose 'other' for all four types of journey.

Figure 5.7: Thinking about the mode of transport you use most often, why do you use this mode of travel?



	Enjoy-ment	Conven-ience	Quickest	Cheap-est	Reliable	Lack of options	Improve health	Health issues	Environ-ment	Safest	Other
Work/Education	11.7%	32.1%	29.0%	19.7%	21.5%	11.2%	9.6%	2.0%	7.8%	7.4%	2.7%
City Centre Day	17.2%	45.0%	31.5%	30.7%	23.7%	10.4%	15.8%	5.5%	12.8%	11.5%	2.5%
City Centre Night	10.2%	30.2%	19.5%	17.1%	13.7%	6.6%	5.6%	2.2%	5.3%	15.2%	2.4%
Other journeys	14.5%	36.3%	25.2%	16.5%	19.4%	9.9%	6.7%	5.0%	5.5%	9.2%	2.7%

Base = 837

Note: no sub-group analyses were done on this question due to the high combination of possible responses.

5.1.6. What is your perception of getting around in Aberdeen by each of the following modes?

The next question asked participants to rate (from very easy to very difficult) their perception of getting around Aberdeen by a range of different modes of transport. Participants were also given a 'don't know' option (e.g. if they had no experience of a particular mode of transport).

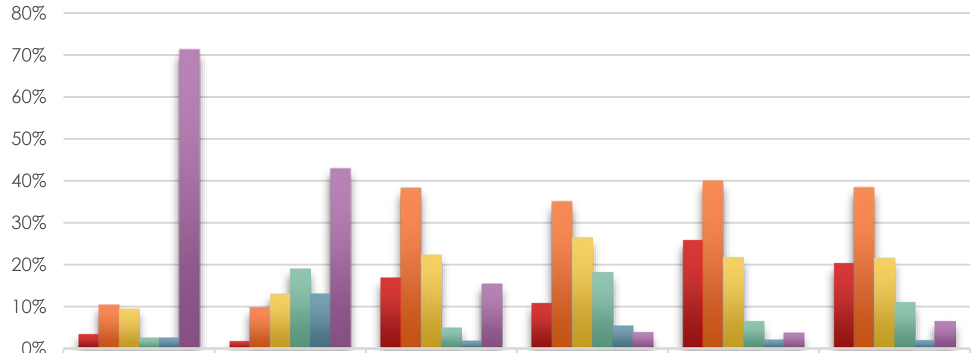
Of all the modes of transport listed, **walking** was most commonly rated as 'easy' with approximately two-thirds (65.7%) of respondents who answered this question rating walking as *easy* (39.9%) or *very easy* (25.8%). Over half (58.7%) of respondents also rated **car** travel as *easy* (38.4%) or *very easy* (20.3%). **Public transport** was rated as easy or very easy by 45.9% of respondents and 'neither easy nor difficult' by 26.6% of respondents.

The mode of transport which was most commonly rated as 'difficult' was **cycling** with almost a third (32.3%) of respondents rating cycling around Aberdeen as *difficult* (19.1%) or *very difficult* (13.2%). 42.9% of respondents answered, 'don't know' for cycling.

Motorbike/moped had the highest proportion of 'don't knows' with 71.2% of respondents giving this response.

Figure 5.8 summarises responses to this question.

Figure 5.8: What is your perception of getting around in Aberdeen by each of the following modes?

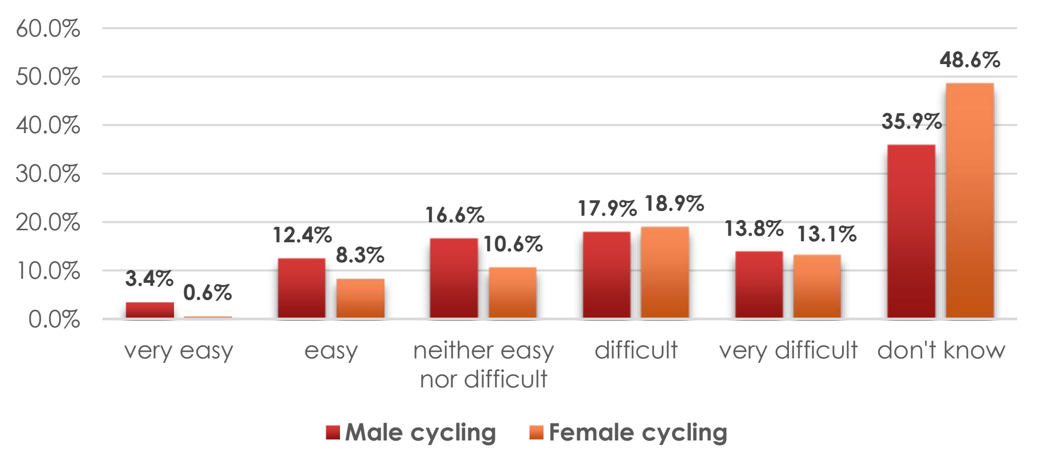


	Motorbike	Cycling	Taxi	Public Transport	Walking	Car
very easy	3.4%	1.8%	16.9%	10.9%	25.8%	20.3%
easy	10.5%	9.9%	38.3%	35.0%	39.9%	38.4%
neither easy nor difficult	9.6%	13.1%	22.4%	26.6%	21.9%	21.6%
difficult	2.6%	19.1%	5.0%	18.2%	6.5%	11.1%
very difficult	2.6%	13.2%	1.9%	5.5%	2.2%	2.0%
don't know	71.2%	42.9%	15.5%	3.9%	3.8%	6.6%

Bases: Car = 745, Walking = 740, Public Transport = 752, Taxi = 686, Cycling = 666 and Motorbike = 612

5.1.7. Gender: Differences in responses by gender were found in relation to **motorbike** and **cycling**. Males were more likely than females to rate travel by both motorbike and cycling as **very easy, easy** and **neither easy nor difficult**. Females were more likely than males to answer **don't know** for both modes of travel (Figure 5.9 shows responses for cycling by gender).

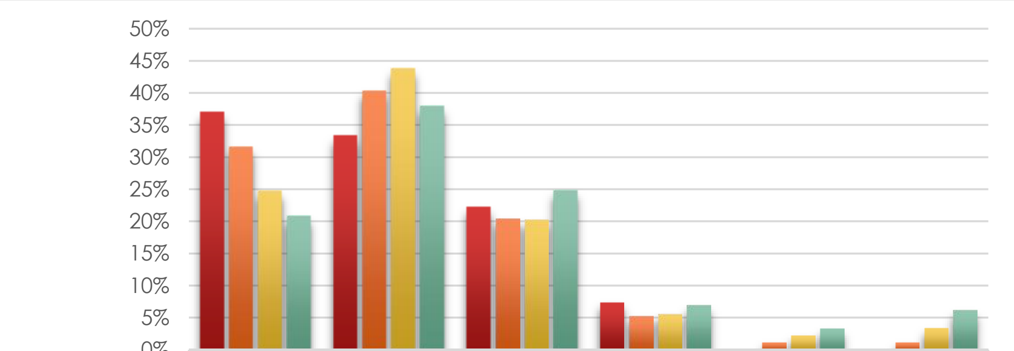
Figure 5.9: Perception of cycling around Aberdeen by gender



Base = 650

Age group: Age group was found to be associated with differences in perceptions of ease of getting around for **walking, cycling, public transport** and **taxi.** For all these modes of travel**,** the patterns found when analysed by **all** respondents were broadly consistent when analysed by age group (e.g. as for the whole sample, for public transport the most common response for every age group was ‘easy’). There were, however, differences between age groups within levels. For example, a higher proportion of those in the youngest age group (16-34 years) rated **walking** as ‘very easy’ compared to those in the older age groups. Figures 5.10 to 5.13 give an overview of responses by age group for all four modes of travel.

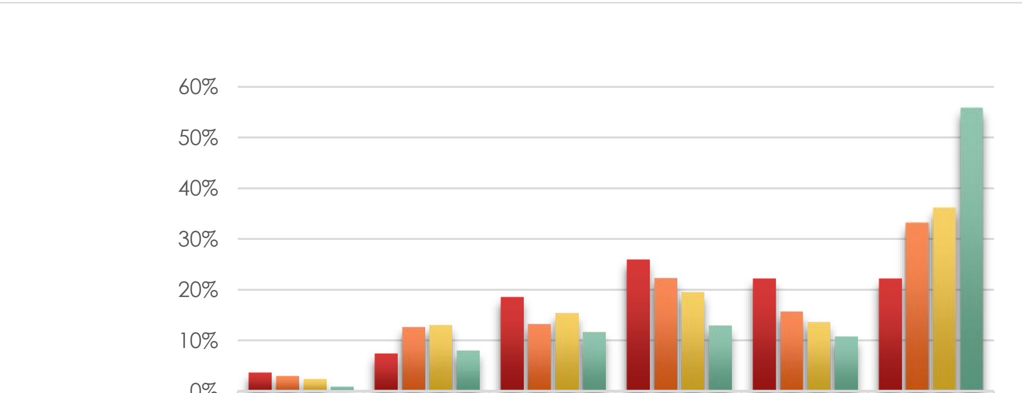
Figure 5.10: Perceptions of walking around Aberdeen by age group



	very easy	easy	neither easy nor difficult	difficult	very difficult	don't know
16-34 years	37.0%	33.3%	22.2%	7.4%	0.0%	0.0%
35-54 years	31.6%	40.4%	20.5%	5.3%	1.2%	1.2%
55-64 years	24.7%	43.8%	20.2%	5.6%	2.2%	3.4%
65+ years	20.8%	38.0%	24.8%	6.9%	3.3%	6.2%

Base = 650

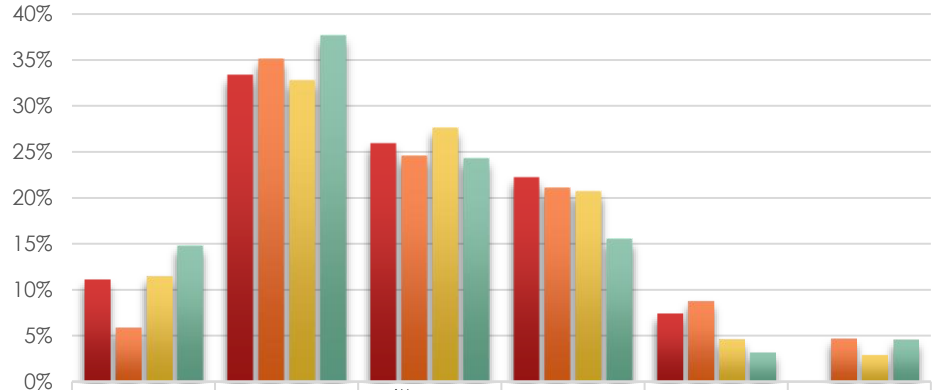
Figure 5.11: Perceptions of cycling around Aberdeen by age group



	very easy	easy	neither easy nor difficult	difficult	very difficult	don't know
16-34 years	3.7%	7.4%	18.5%	25.9%	22.2%	22.2%
35-54 years	3.0%	12.7%	13.3%	22.3%	15.7%	33.1%
55-64 years	2.4%	13.0%	15.4%	19.5%	13.6%	36.1%
65+ years	0.9%	8.0%	11.6%	12.9%	10.7%	55.8%

Base = 586

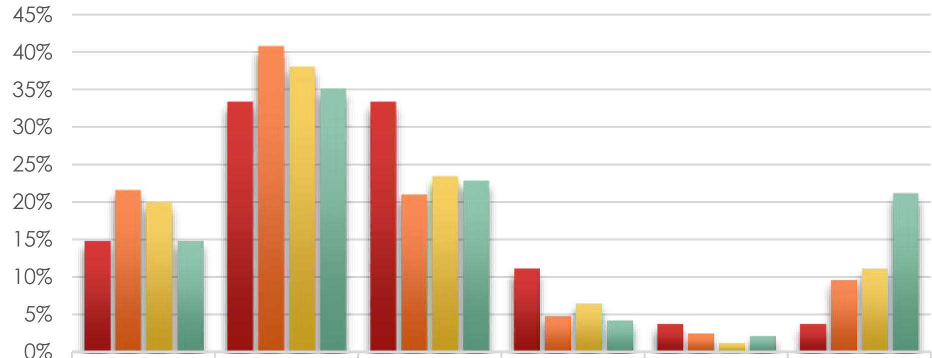
Figure 5.12: Perceptions of getting around Aberdeen using public transport by age group



	very easy	easy	neither easy nor difficult	difficult	very difficult	don't know
16-34 years	11.1%	33.3%	25.9%	22.2%	7.4%	0.0%
35-54 years	5.8%	35.1%	24.6%	21.1%	8.8%	4.7%
55-64 years	11.5%	32.8%	27.6%	20.7%	4.6%	2.9%
65+ years	14.8%	37.7%	24.3%	15.5%	3.2%	4.6%

Base = 656

Figure 5.13: Perceptions of getting around Aberdeen using a taxi by age group

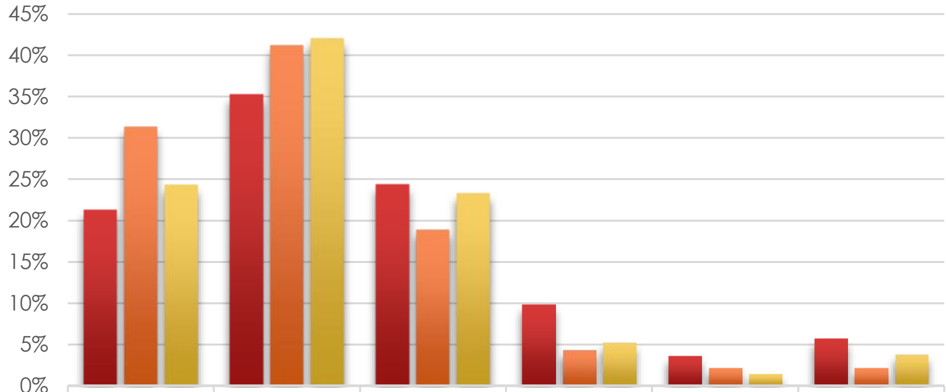


	very easy	easy	neither easy nor difficult	difficult	very difficult	don't know
16-34 years	14.8%	33.3%	33.3%	11.1%	3.7%	3.7%
35-54 years	21.6%	40.7%	21.0%	4.8%	2.4%	9.6%
55-64 years	19.9%	38.0%	23.4%	6.4%	1.2%	11.1%
65+ years	14.8%	35.0%	22.8%	4.2%	2.1%	21.1%

Base = 602

5.1.8. **Location**: Location was found to be associated with responses for **walking** and **car**. Again, the pattern of responses from those in different locations broadly followed the pattern for the **all** responses, with differences by location being within level. For example, respondents from Central were more likely than those from either North or South to report than **walking** around Aberdeen was 'very easy', while respondents from North were more likely than those from either Central or South to say that **walking** was 'difficult' (see Figure 5.14). Similarly, a higher proportion of those from North than in Central or South reported that getting around by **car** was 'very easy' (Figure 5.15).

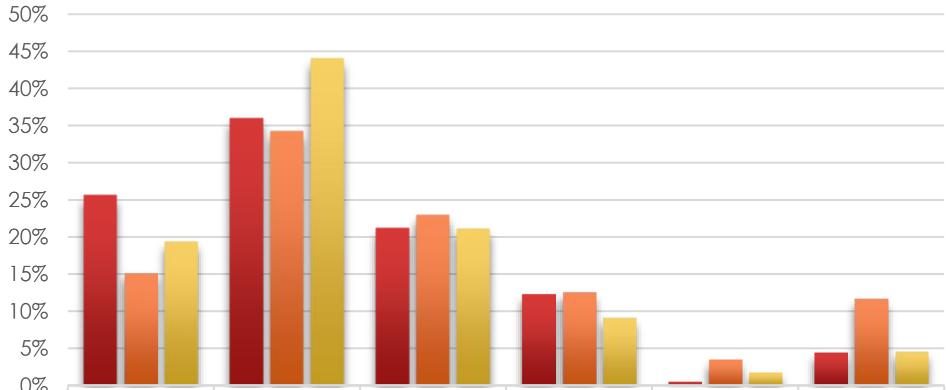
Figure 5.14: Perception of getting around Aberdeen walking by location



	very easy	easy	neither easy nor difficult	difficult	very difficult	don't know
North	21.2%	35.2%	24.4%	9.8%	3.6%	5.7%
Central	31.3%	41.2%	18.9%	4.3%	2.1%	2.1%
South	24.3%	42.0%	23.3%	5.2%	1.4%	3.8%

Base = 716

Figure 5.15: Perception of getting around Aberdeen using a car by location



	very easy	easy	neither easy nor difficult	difficult	very difficult	don't know
North	25.6%	36.0%	21.2%	12.3%	0.5%	4.4%
Central	15.2%	34.2%	22.9%	12.6%	3.5%	11.7%
South	19.4%	44.0%	21.1%	9.2%	1.8%	4.6%

Base = 749

5.1.9. Comments: Participants were also given the option to comment if they rated any of the modes of travel as difficult or very difficult. The main issues raised in relation to the different modes of transport are summarised below.

Walking:

- Some pavements/footpaths in poor condition
- Pavements not gritted in icy weather – dangerous
- Cyclists on the pavements
- Crossings not convenient – designed for drivers not pedestrians

- Layout/terrain can make it difficult to get around, especially those with health issues/difficulties walking (e.g. going between Union Square and Union Street – too many inclines/steps)
- Volume/speed of traffic – should be speed restriction/more pedestrian areas
- HGVs travelling through residential areas – make it less enjoyable to walk, increase pollution, potentially dangerous

Cycling: There were a large number of comments with regard to difficulties/dangers in cycling around Aberdeen. Main issues relate to:

- Lack of safe cycle lanes
- Cycle lanes not joined up
- Volume of traffic/congestion
- Poor road condition (e.g. potholes)
- Aggressive/inconsiderate drivers
- Lack of bike storage
- Parked cars in cycle lanes
- Would like to cycle but feel it's too frightening/dangerous

Public transport: Again, there were a large number of comments. The main issues commented on were:

- Lack of bus services (not frequent enough – particularly evenings and weekends – and don't provide good service to certain areas)
- Not convenient e.g. all buses go through city centre making it difficult to travel across the city (change bus) - long journey times compared to other modes of transport
- Very expensive compared to other cities - if more than one person travelling it can cheaper to use the car/taxi
- Can be unreliable – buses don't come when they are meant to
- Concerns about safety (e.g. drunks/drug addicts on bus)
- Multiple buses at one stop – can mean several buses arriving at the same time – Union Street particularly busy

Taxi:

- Very expensive (compared to other cities)
- Not enough taxi ranks
- Not enough taxis at peak times

Motorbike/moped: Few respondents make specific comments about motorbike/moped. The few comments that were made suggested that using a motorbike/moped would be dangerous due to the high volume of traffic and drivers showing a lack of consideration to motorcyclists.

Car:

- Congestion – high volume of traffic, especially around peak times, resulting in longer journey times
- Road layouts/road closures/bus lanes/traffic lights/one-way systems can contribute to congestion (particularly at peak times). Specific problem areas such as Bedford Road bus-gate, beach area, Market Street/Union Square entry/exit were identified.
- Poor condition of roads (e.g. potholes)
- High cost of parking/not enough parking
- Lack of consideration from other drivers (e.g. going through red lights, speeding)

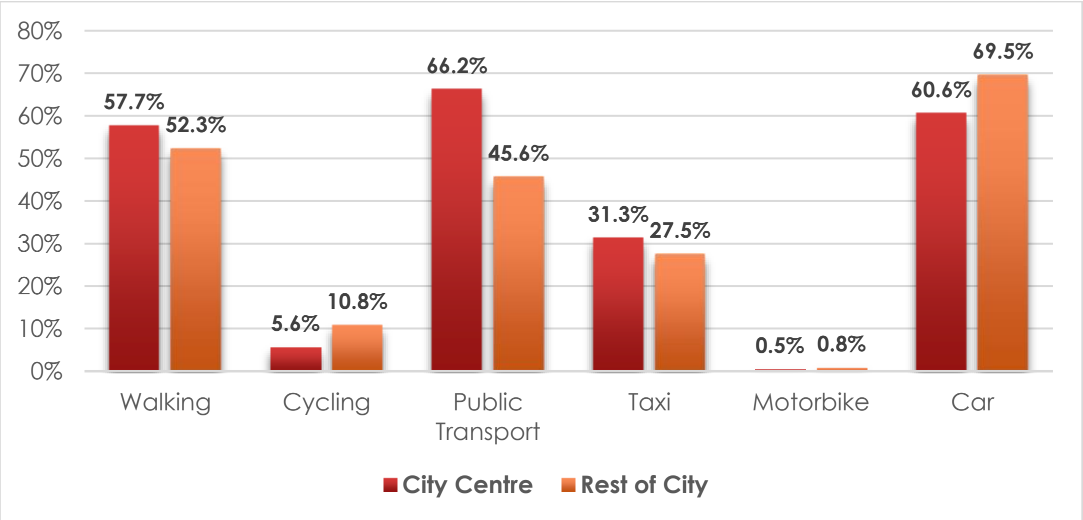
5.1.10. Which of the following modes have you tried in the last year?

The next question in this section asked panellists what modes of transport they had tried in the last year in either **City Centre** or **Rest of City**.

City Centre - Public transport was the most commonly reported mode of travel used in the City Centre with 66.2% of respondents saying they had used this mode of travel in the last year. **Car** and **walking** were the next most common modes of travel used in the City Centre at 60.6% and 57.7% respectively. Almost a third (31.3%) of respondents reported using a **taxi** in the City Centre and 5.6% reported **cycling** in the City Centre. Less than 1% of respondents reported using a **motorbike or moped**.

Rest of City – the most commonly reported mode of travel used in the Rest of the City was **car** with 69.5% of respondents reporting that they had used a car to travel in the rest of the city in the last year. More than half (52.3%) of respondents reported that they had used **walking** to travel in the rest of the city in the last year, while 45.6% said they had used **public transport.** Over a quarter (27.5%) of respondents had used a **taxi** and 10.8% had **cycled**. Again, less than 1% of respondents reported using a **motorbike or moped** (see Figure 5.16)**.**

Figure 5.16: Modes of travel used in the last year in City Centre and Rest of City



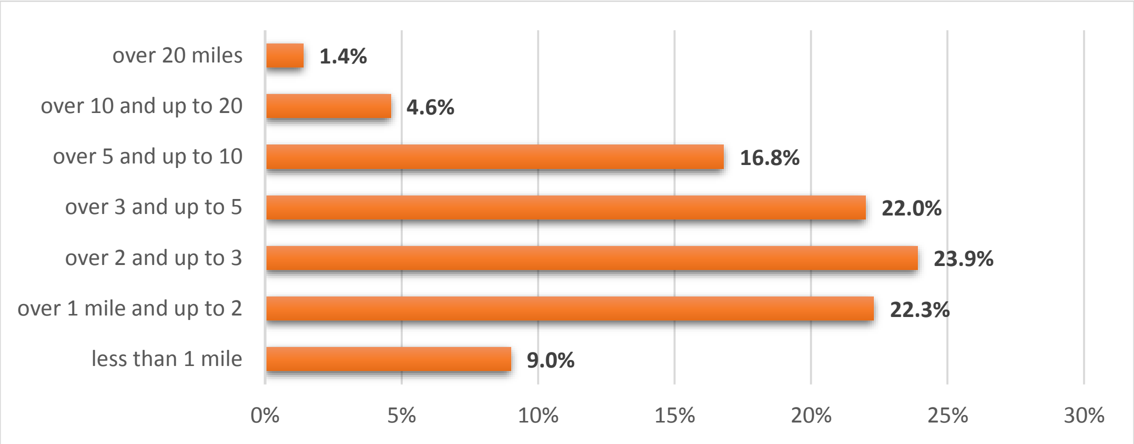
Base = 837

5.1.11. Thinking of the journey you make most regularly, approximately how far in miles do you travel?

Participants were then asked to think of the journey they make most regularly (e.g. journey to work/education or for shopping) and to indicate approximately how far in miles they travel.

Over half (55.2%) of respondents who answered this question reported that their most regular journey was **less than 3 miles** and 22.0% of respondents reported that their journey was between **3 and 5 miles**. Just over a fifth (22.8%) of respondents reported that their most regular journey was **5 miles or more** (see Figure 5.17).

Figure 5.17: Distance travelled on most regular journey

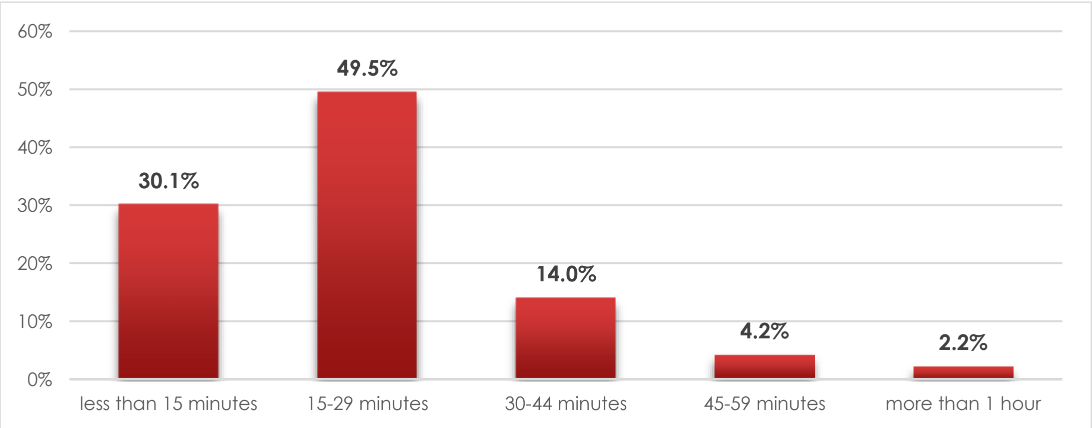


Base = 779

5.1.12. On average, how long does this journey take?

Participants were then asked how long this journey takes on average. The most common response was **15-29 minutes** with almost half (49.5%) of respondents who answered this question choosing this option. Slightly less than a third (30.1%) of respondents reported that their most regular journey takes **less than 15 minutes** (see Figure 5.18). No significant differences were found by gender, age group or location.

Figure 5.18: Average length of time taken for most regular journey



Base = 780

5.2. Parking

5.2.1. This final section of the questionnaire asked a series of questions about parking.

5.2.2. How many cars or vans are privately owned by your household?

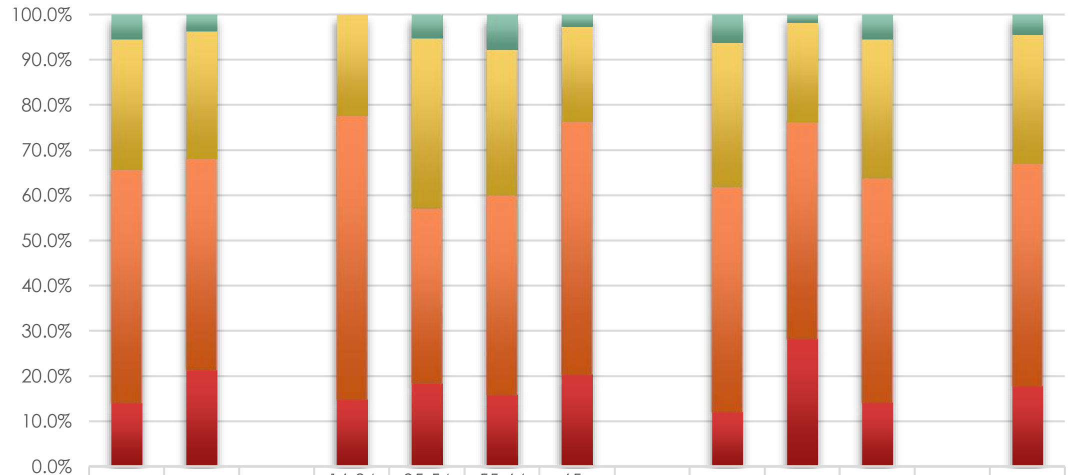
The first question asks participants how many cars or vans were privately owned by their household. Most respondents (82.2%) reported having at least one car or van in their household, with 28.5% having two cars and 4.3% having 3 or more cars (see Figure 5.19 – final column).

5.2.3. Gender: Females were more likely than males to have **no cars** in their household.

Age group: Those aged 35-54 years and 55-64 years were more likely than those aged 16-34 years or 65+ years to have two or more cars in their household.

Location: Those in North and South were more likely than those in Central to own a car and to own two or more cars.

Figure 5.19: How many cars or vans are privately owned by your household?



	Male	Female		16-34 years	35-54 years	55-64 years	65+ years		North	Central	South		All
Three or more	5.3%	3.5%		0.0%	5.1%	7.7%	2.6%		6.0%	1.6%	5.3%		4.3%
Two	28.9%	28.3%		22.2%	37.7%	32.2%	21.0%		32.1%	22.0%	30.9%		28.5%
One	51.8%	46.9%		63.0%	38.9%	44.3%	56.0%		49.8%	48.2%	49.7%		49.4%
None	14.0%	21.3%		14.8%	18.3%	15.8%	20.4%		12.1%	28.2%	14.1%		17.8%

Bases: Gender = 773, Age group = 694, Location = 764, All = 790

5.2.4. Where do you currently park when at home?

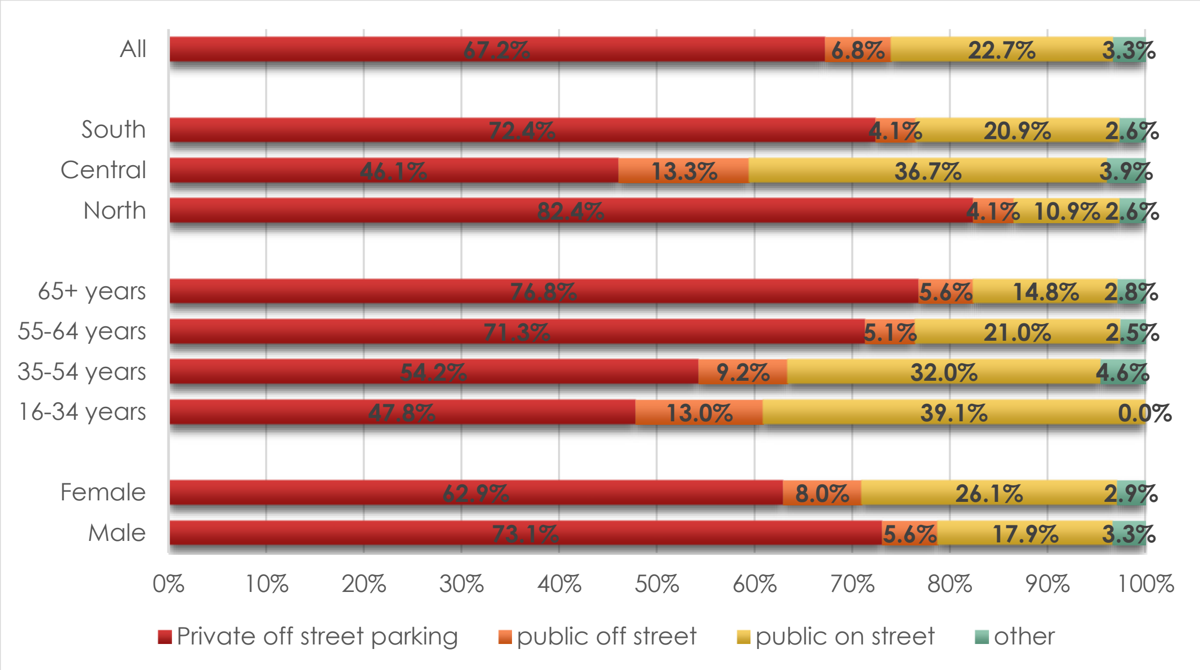
Panellists were then asked where they currently park their car when at home. Most respondents (67.2%) reported having private off-street parking (e.g. garage or hard standing), 6.8% reported having public off-street parking and 22.7% used public on-street parking (see Figure 5.20).

5.2.5. **Gender**: Males were more likely than females to report having privately owned off-street parking, while females were more likely to report using public on-street parking spaces.

Age group: The proportion of respondents who reported having privately owned off-street parking increased with increasing age. Respondents aged 16-34 years were more likely than respondents in all other age groups to report using public on-street car parking.

Location: Respondents living in Central were less likely than those in either North or South to report having privately owned off-street parking and more likely to use public on-street parking.

Figure 5.20: Where do you currently park when at home?



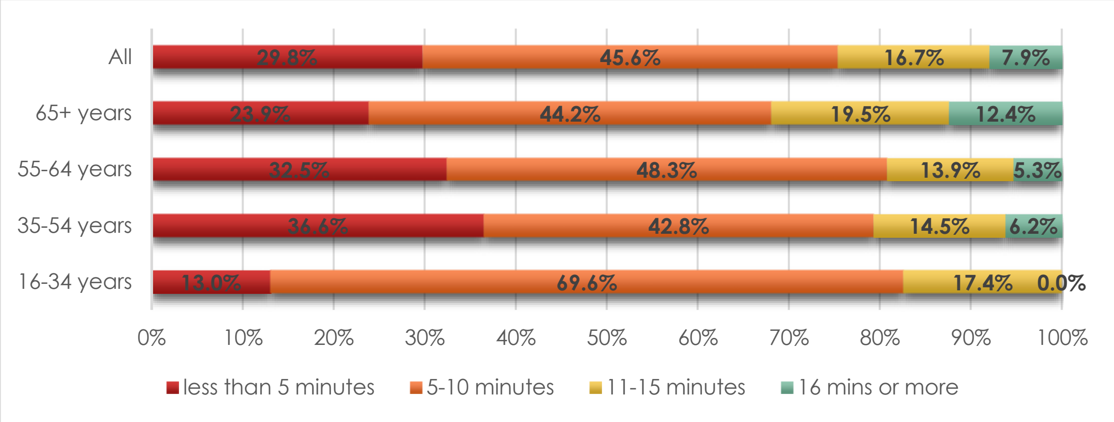
Bases: Gender = 649, Age group = 583, Location = 641, All = 665

5.2.6. **How long does it normally take you to find parking in the City Centre?**

The next question asked participants how long it normally takes them to find parking in the City Centre. The most common response (45.6% of respondents) was that it took between **5-10 minutes** to find a parking space in the City Centre with almost 30% of respondents reported that it normally takes them **less than 5 minutes** to find a parking space. 16.7% of respondents reported that it usually takes between **11 and 15 minutes**. Only 7.9% of respondents said that it normally takes **16 minutes or more** to find parking in the City Centre.

5.2.7. **Age group:** Those aged 16-34 years were less likely than those in other age groups to report finding parking in the City Centre in **less than 5 minutes** and more likely to report that finding parking took them between **5-10 minutes** (see Figure 5.21).

Figure 5.21: How long does it normally take to find parking in the City Centre?

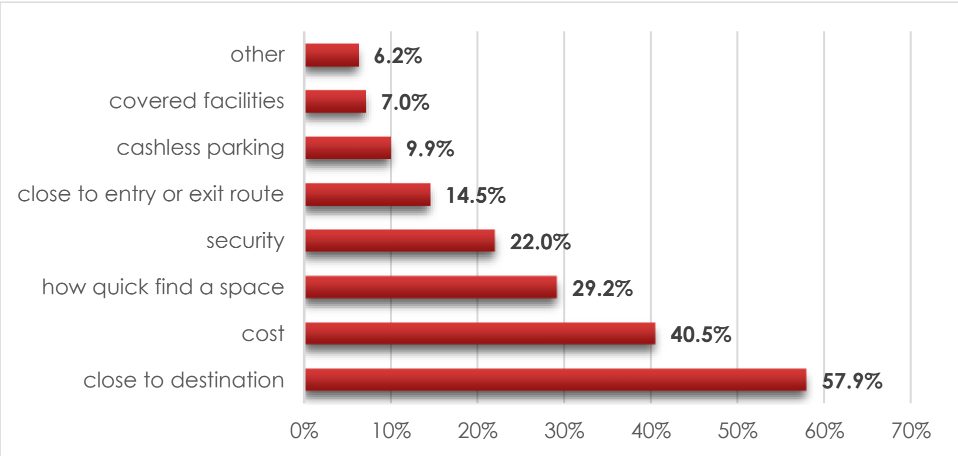


Bases: All = 618, Age group = 545

5.2.8. When you are deciding where to park in the City Centre, what is the most important factor you consider?

The final question asked panellists what they considered to be the most important factors when deciding where to park in the City Centre. Panellists were given a list of 7 choices plus an 'other' option and could tick as many as applied. The factor most commonly chosen as most important was **how close it is to my destination** with 57.9% of respondents choosing this option. **Cost** was considered important by 40.5% of respondents, while **how quickly I can access a space** was chosen by 29.2% of respondents. **Covered facilities from car park to destination** (7.0%) and **cashless parking** (9.9%) were considered important by a relatively small proportion of respondents (see Figure 5.22).

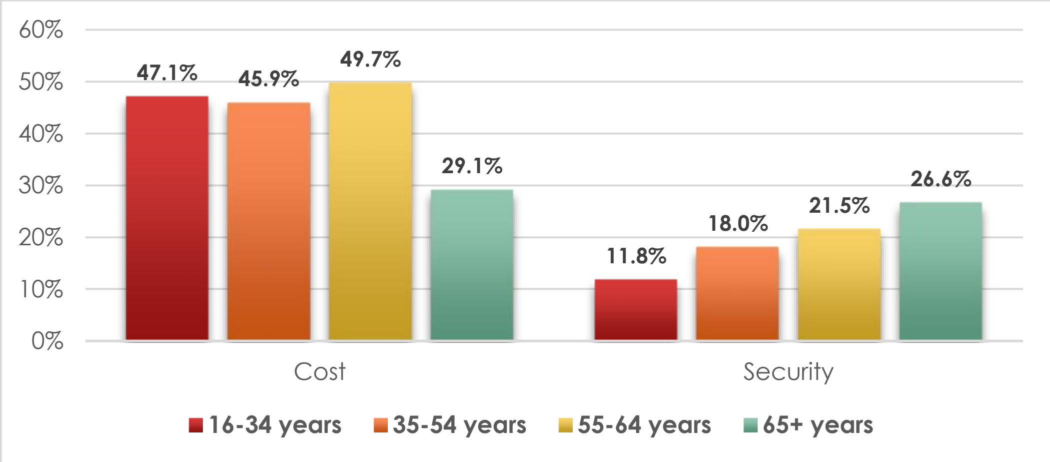
Figure 5.22: Factors considered important in deciding where to park in City Centre



Base = 837

5.2.9. **Age group**: Age group was found to be associated with two of the choices. Those in the oldest age group were less likely than those in the younger age groups to identify **cost** as an important factor and more likely to say that **security** was important in deciding where to park in the City Centre (see Figure 5.23).

Figure 5.23: What is the most important factor when deciding where to park in City Centre by age group



Base = 731

Service response: this is what we are doing:

Aberdeen Prospers is a Partnership of public agencies in Aberdeen which oversees a number of outcome indicators relating to public transport, the use of low carbon vehicles and the increase in the number of people cycling into the city as their main mode of transport. Aberdeen Prospers' discussions with Nestrans have focussed on cycling initiatives, in particular linking Bridge of Don communities into the city more effectively and working on the missing link between RGU's Garthdee campus and Riverside Drive.

These results are important to monitor on an on-going basis traffic patterns, travel behaviour and how people tend to move around in the City. Your responses also help in providing baseline data as part of an EU funded project called Civitas PORTIS which looks at sustainable transport solutions in port cities and helps us evaluate how the activities which the City is undertaking is making an impact on active and sustainable travel. The information also helps Officers in understanding any barriers and where improvements need to be made.

We hope to continue to consult City Voice panellists in 2019 as part of our continued monitoring and evaluation activities.

6. Final Comments

At the end of the questionnaire, panellists were given the opportunity to provide comments on any aspects of the questionnaire or its contents. 114 comments were received. Some of these comments related to specific sections in the questionnaire (e.g. travel and transport or alcohol purchase and promotion) and were passed directly to the relevant services. Other comments were more general or covered a range of issues. These were passed to the Community Planning team.

This report has provided an overview of results from the 42nd City Voice survey, the Citizens' Panel for Aberdeen. Further detail is provided in tabular results alongside this report.

If you have any comments or queries about this report, please contact:

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Tel: 01224 522421

Appendix 1 - Tables

Prosperous People

Your community

1.Thinking about your local area, please rate your agreement with the following statements:

Statement	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly disagree	
	No.	%	No.	%	No.	%	No.	%	No.	%
I feel safe in the neighbourhood where I live (Base 819)	258	31.5	442	54.0	73	8.9	40	4.9	6	0.7
People are friendly in my neighbourhood (Base 812)	174	21.4	443	54.6	156	19.2	36	4.4	3	0.4
I feel part of the community in the area where I live (Base 812)	105	12.9	328	40.4	281	34.6	85	10.5	13	1.6
I feel able to participate in decisions and help change things for the better (Base 810)	40	4.9	212	26.2	329	40.6	174	21.5	55	6.8

Health and activity

2. In general, would you say your health is?

Health	Number	%
Very good	211	25.7
Good	394	47.9
Fair	164	20.0
Bad	43	5.2
Very Bad	10	1.2
Base 822		

3. In general, how well do you feel that you are able to look after your own health?

How well	Number	%
Very well	432	52.6
Quite well	348	42.3
Not very well	40	4.9
Not at all well	2	0.2
Base 822		

4. In the last 4 weeks have you done any of the activities listed below?

Activity	Number	%
Bowls	34	4.1
Snooker/billiards/pool	16	1.9
Golf	33	3.9
Football	17	2.0
Dancing	80	9.6
Cycling (at least 30 minutes for recreational purposes)	74	8.8
Running/jogging	79	9.4
Multigym/weight training	95	11.4
Keep fit/aerobics	112	13.4
Swimming	94	11.2
Walking (at least 30 minutes for recreational purposes)	589	70.4
Other	102	12.2
None of these	135	16.1
Base 837		

5. Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? (Include problems related to old age.)

Day-to-day activities	Number	%
Yes, limited a lot	73	8.9
Yes, limited a little	200	24.3
No	549	66.8
Base 822		

Alcohol Purchase and Promotion

1.In the last 3 months, have you bought alcohol as part of your grocery shopping?

Bought alcohol	Number	%
Yes	560	68.8
No	254	31.2
Base 814		

2. If yes, which of the following best describes your usual buying habits?

Usual buying habits	Number	%
I usually purchase same item(s) on a regular basis	200	37.4
I usually decide what to buy when I see the selection available on a given day	335	62.6
Base 535		

3. In the last 3 months, have you bought alcohol from a supermarket or corner shop on impulse, without planning to do so in advance?

Bought alcohol	Number	%
Yes	179	22.2
No	629	77.8
Base 808		

4. What contributed most to your decision to impulse buy alcohol on this occasion?

Decision to impulse buy	Number	%
There was a price promotion or special offer	98	43.6
It seemed particularly good value (no price promotion)	43	19.1
It was beside or behind the tills or cash desk	3	1.3
Staff drew attention to or highlighted alcohol in order to make a sale	1	0.4
It was at the end of an aisle and I walked past it	8	3.6
Other	72	32.0
Base 225		

5. Which of the following statements would best apply to your purchasing habits in relation to alcohol?

Statement	Number	%
Yes, I often buy more if it's on promotion or offer	50	6.2
Yes, I sometimes buy more if it's on promotion or offer	242	30.1
No, I am not influenced by promotions or offers	511	63.6
Base 803		

6. Have you purchased any “low” or “no” alcohol drinks instead of a standard alcoholic drink in the last 3 months?
(a) In a bar, pub or restaurant

Purchase in a bar, pub or restaurant	Number	%
Yes	147	18.4
No	654	81.6
Base 801		

(b) In a supermarket, convenience store, licenced grocer or specialist alcohol outlet

Purchase in a supermarket, convenience store, licenced grocer or specialist alcohol outlet	Number	%
Yes	176	22.2
No	617	77.8
Base 793		

7. What do you think about the range of low alcohol and no alcohol products for adults available in bars, pubs and restaurants in Aberdeen?

Range of products	Number	%
I think there is enough choice	297	44.1
I would like to see a greater choice specifically marketed at adults	221	32.8
I am concerned about the sugar content and would like to see low sugar options	155	23.0
Base 673		

8. What do you think about the range of low alcohol and no alcohol products for adults available in supermarkets, convenience stores, licenced grocers in Aberdeen?

Range of products	Number	%
I think there is enough choice	363	53.4
I would like to see a greater choice specifically marketed at adults	191	28.1
I am concerned about the sugar content and would like to see low sugar options	126	18.5
Base 680		

9. Would you be more likely to purchase a low alcohol or no alcohol product if it was on promotion or on special offer?

(a) In a bar, pub or restaurant

Purchase in a bar, pub or restaurant	Number	%
Yes	149	19.0
No	637	81.0
Base 786		

(b) In a supermarket, convenience store, licensed grocer or specialist alcohol outlet

Purchase in a supermarket, convenience store, licenced grocer or specialist alcohol outlet	**Number**	**%**
Yes	202	25.7
No	583	74.3
Base 785		

10. What factors would persuade you to purchase low alcohol or no alcohol products?

Factor	**Number**	**%**
Price	153	18.3
Prominent Display	46	5.5
Opportunity to taste before buying	223	26.6
Advertising	33	3.9
I am pregnant or trying for a baby	16	1.9
I am the driver on a night out	324	38.7
I am trying to eat and drink more healthily	261	31.2
I am trying to reduce the amount of alcohol I drink	142	17.0
Other	147	17.6
Base 837		

11. If you wanted to buy alcohol off-sales (that is not from a pub, bar, restaurant, or club) roughly how many places could you potentially make a purchase from within a 5 minute walk of your home?

How many places	**Number**	**%**
None	203	25.7
1	210	26.5
2 - 3	257	32.5
4 - 5	57	7.2
6 -10	12	1.5
Over 10	6	0.8
Don't know/not sure	46	5.8
Base 791		

12. Do you feel that the number of places to buy alcohol in your local area is:

Number of places	**Number**	**%**
Too few	16	2.0
About right	582	73.3
Too many	76	9.6
Don't know	120	15.1
Base 794		

13. What do you think are the main factors that influence people to drink alcohol in the home rather than at a licensed premise?

Factor	**Number**	**%**
Convenience	500	59.7
Cost of going out for a drink	474	56.6
Pricing and promotions of off-sales alcohol	74	8.8
Transport (cost)	124	14.8
Transport (availability)	129	15.4
Changing lifestyle, e.g. home entertaining	328	39.2
Because you can smoke	77	9.2
Lack of suitable venue(s)	39	4.7
Difficulty getting out to venue/getting home from venue	153	18.3
Personal safety	91	10.9
Other	76	9.1
Base 837		

14. Over the last 12 months, have you had a few drinks at home or at a friend’s house before going out to a pub, bar, restaurant or club?

Drink before going out	**Number**	**%**
Yes	176	21.8
No	633	78.2
Base 809		

15. If yes, how often would you do this?

How often	**Number**	**%**
Every time I go out	12	6.3
Most of the times I go out	32	16.8
Occasionally when I go out	147	77.0
Base 191		

16. What is the major reason that you do this?

Reason	**Number**	**%**
To get 'into the mood'	54	34.4
The price of alcohol in licensed premises	45	28.7
Because my friends all do it	10	6.4
I like drinking and it's part of my routine	16	10.2
I can smoke in my home/friend's house	1	0.6
Other	31	19.7
Base 157		

17. During the past year, have you had a negative experience due to someone's over-consumption of alcohol?

Negative experience	**Number**	**%**
Yes	194	24.1
No	612	75.9
Base 806		

18. Please tick ALL the statements that you agree with. *I believe someone drinking too much is ….*

Factor	**Number**	**%**
A danger to others	501	59.9
Unpredictable	621	74.2
Hard to talk with	429	51.3
Would improve if given treatment and support	268	32.0
Feels the way we all do at times	120	14.3
Could pull himself or herself together if he or she wanted	121	14.5
Can eventually recover	216	25.8
Has only himself/herself to blame for his/her condition	264	31.5
Base 837		

19. People are generally caring and sympathetic to others who are drinking too much

Caring/sympathetic	**Number**	**%**
Strongly agree	3	0.4
Agree	94	11.6
Not sure	305	37.7
Disagree	353	43.6
Strongly disagree	55	6.8
Base 810		

Prosperous Place

Food security

1.During the last 12 months, was there a time when, because of lack of money or other resources:

Factor	Yes		No		Don't know	
	Number	%	Number	%	Number	%
You were worried you would not have enough food to eat? (Base 793)	60	7.6	729	91.9	4	0.5
You were unable to eat healthy and nutritious food? (Base 788)	80	10.2	697	88.5	11	1.4
You ate only a few kinds of foods? (Base 787)	99	12.6	672	85.4	16	2.0
You had to skip a meal? (Base 781)	71	9.1	705	90.3	5	0.6
You ate less than you thought you should? (Base 786)	77	9.8	697	88.7	12	1.5
Your household ran out of food? (Base 780)	22	2.8	753	96.5	5	0.6
You were hungry but did not eat? (Base 783)	54	6.9	727	92.8	2	0.3
You went without eating for a whole day? (Base 782)	31	4.0	748	95.7	3	0.4

Green space

2. On average, how frequently do you visit the city's green spaces?

Frequency	Number	%
Daily	101	12.5
Once or twice a week	201	24.9
A few times a month	197	24.4
Once a month	197	24.4
Never	110	13.6
Base 806		

3. How satisfied are you with your local green space in Aberdeen City?

Satisfaction	**Number**	**%**
Satisfied	251	31.3
Fairly satisfied	310	38.6
Neither satisfied nor dissatisfied	160	19.9
Fairly dissatisfied	59	7.3
Dissatisfied	23	2.9
Base 803		

Enabling Technology

1.Do you own or have easy access to:

Device	**Number**	**%**
A smart Phone	598	71.4
A tablet	538	64.3
A laptop or PC	657	78.5
Base 837		

2. The following questions ask about your use of digital technology (e.g. smart phones, tablets or laptops/PCs).

Digital Skills category	Action	I have no idea what you're talking about		I could do this if I was asked to		I couldn't do this if I was asked to	
		Number	%	Number	%	Number	%
Managing information	Use a search engine to look for information online (Base 786)	29	3.7	716	91.1	41	5.2
	Download/save a photo you found online (Base 780)	15	1.9	640	82.1	125	16.0
	Find a website you have visited before (Base 779)	13	1.7	722	92.7	44	5.6
Communicating	Send a personal message to another person via email or online messaging service (Base 788)	11	1.4	745	94.5	32	4.1
	Carefully make comments and share information online (Base 768)	20	2.6	656	85.4	92	12.0
Transacting	Buy items or services from a website (Base 786)	13	1.7	704	89.6	69	8.8
	Buy and install apps on a device (Base 771)	25	3.2	598	77.6	148	19.2
Problem solving	Solve a problem you have with a device or digital service using online help (Base 784)	21	2.7	585	74.6	178	22.7
	Verify sources of information you found online (Base 774)	28	3.6	563	72.7	183	23.6
Creating	Complete online application forms which include personal details (Base 783)	16	2.0	678	86.6	89	11.4
	Create something new from existing online images, music or video (Base 774)	31	4.0	402	51.9	341	44.1
Security	Protect myself from fraud by recognising a secure website (Base 781)	25	3.2	636	81.4	120	15.4
	Recognise a suspect email so that I am not open to viruses or online fraud (Base 776)	21	2.7	646	83.2	109	14.0
Advanced	Use any advanced digital functions (e.g. programming or creating a website) (Base 777)	37	4.8	190	24.5	550	70.8

Prosperous Economy

Travel and transport

1.When you travel into the city, how often do you travel using the following modes?

Mode	Every day		Several times a week		Once a week		Once or twice a month		Less than once or twice a month		Never	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Walk (Base 696)	118	17.0	112	16.1	76	10.9	46	6.6	99	14.2	245	35.2
Cycle (Base 609)	7	1.1	17	2.8	14	2.3	8	1.3	33	5.4	530	87.0
Motorbike (Base 591)	0	0.0	3	0.5	2	0.3	2	0.3	4	0.7	580	98.1
Car (Base 715)	91	12.7	221	30.9	117	16.4	84	11.7	131	18.3	71	9.9
Bus (Base 741)	45	6.1	176	23.8	111	15.0	96	13.0	216	29.1	97	13.1
Other (Base 246)	8	3.3	3	1.2	4	1.6	9	3.7	24	9.8	198	80.5

2. How do you usually travel to work, the city centre and for other trips?

Mode	Work/Place of education		City Centre Day		City Centre Night		Main mode for all journeys not to work and not in the City Centre	
	No.	%	No.	%	No.	%	No.	%
Walk	115	13.7	217	25.9	115	13.7	98	11.7
Cycle	15	1.8	11	1.3	10	1.2	24	2.9
Bus	79	9.4	279	33.3	188	22.5	103	12.3
Park and Ride	3	0.4	16	1.9	3	0.4	18	3.0
Train	3	0.4	6	0.7	4	0.5	31	3.7
Drive Car/van	211	25.2	249	29.7	181	21.6	340	40.6
Passenger in car/van	19	2.3	48	5.7	43	5.1	65	7.8
Motorcycle/ moped	2	0.2	2	0.2	2	0.2	15	1.8
Taxi/minicab	4	0.5	19	2.3	88	10.5	21	2.5
Other	3	0.4	5	0.6	3	0.4	13	1.6
N/A	138	16.5	34	4.1	64	7.6	48	5.7
Base 837								

3. Thinking about the mode of transport you use most often, why so you use this mode of travel?

Mode	**Work/Place of education**		**City Centre Day**		**City Centre Night**		**Main mode for all journeys not to work and not in the City Centre**	
	No.	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**
Enjoyment	98	11.7	144	17.2	85	10.2	121	14.5
Convenience - it is the easiest way to get around/other options are inconvenient	269	32.1	377	45.0	253	30.2	304	36.3
This is the quickest	243	29.0	264	31.5	163	19.5	211	25.2
This is the cheapest	165	19.7	257	30.7	143	17.1	138	16.5
This option offers the most reliable journey time	180	21.5	198	23.7	115	13.7	162	19.4
I have a lack of other options	94	11.2	87	10.4	55	6.6	83	9.9
To improve health/to get some exercise	80	9.6	132	15.8	47	5.6	56	6.7
Health problems prevent me using another mode	17	2.0	46	5.5	18	2.2	42	5.0
It's the most environmentally friendly	65	7.8	107	12.8	44	5.3	46	5.5
It's the safest option	62	7.4	96	11.5	126	15.1	77	9.2
Other	23	2.7	21	2.5	20	2.4	23	2.7
Base 837								

4. What is your perception of getting around in Aberdeen by each of the following modes?

Mode	Very easy		Easy		Neither easy nor difficult		Difficult		Very difficult		Don't know	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Walking (Base 740)	191	25.8	295	39.9	162	21.9	48	6.5	16	2.2	28	3.8
Cycling (Base 666)	12	1.8	66	9.9	87	13.1	127	19.1	88	13.2	286	42.9
Public Transport (Base 752)	82	10.9	263	35.0	200	26.6	137	18.2	41	5.5	29	3.9
Taxi (Base 686)	116	16.9	263	38.3	154	22.4	34	5.0	13	1.9	106	15.5
Motorbike/moped (Base 612)	21	3.4	64	10.5	59	9.6	16	2.6	16	2.6	436	71.2
Car (Base 745)	151	20.3	286	38.4	161	21.6	83	11.1	15	2.0	49	6.6

5. Which of the following modes have you tried in the last year?

Mode	Rest of City		City Centre	
	Number	%	Number	%
Walking	438	52.3	483	57.7
Cycling	90	10.8	47	5.6
Public Transport	382	45.6	554	66.2
Taxi	230	27.5	262	31.3
Motorbike/moped	7	0.8	4	0.5
Car	582	69.5	507	60.6
Base 837				

6. Thinking of the journey you make most regularly (perhaps your journey to work/education or for shopping), approximately how far in miles do you travel?

How far do you travel	Number	%
Less than 1 mile	70	9.0
Over 1 mile and up to 2 miles	174	22.3
Over 2 miles and up to 3 miles	186	23.9
Over 3 miles and up to 5 miles	171	22.0
Over 5 miles and up to 10 miles	131	16.8
Over 10 miles and up to 20 miles	36	4.6
Over 20 miles	11	1.4
Base 779		

7. On average, how long does this journey take?

How long	Number	%
Less than 15 minutes	235	30.1
15-29 minutes	386	49.5
30-44 minutes	109	14.0
45-59 minutes	33	4.2
More than an hour	17	2.2
Base 780		

Parking

1. How many cars or vans are privately owned by your household?

How many cars or vans	Number	%
None	141	17.8
One	390	49.4
Two	225	28.5
Three or more	34	4.3
Base 790		

2. Where do you currently park when at home?

Currently park	Number	%
Privately owned off-street car parking space (ie garage or hard standing)	447	67.2
Public off-street car parking space	45	6.8
Public on-street car parking space	151	22.7
Other	22	3.3
Base 665		

3. How long does it normally take you to find parking in the City Centre?

How long to find parking space	Number	%
Less than 5 minutes	184	29.8
5-10 minutes	282	45.6
11-15 minutes	103	16.7
16 minutes or more	49	7.9
Base 618		

4. When you are deciding where to park in the City Centre what is the most important factor you consider?

Factor	**Number**	**%**
How much it costs	339	40.5
How close it is to my destination	485	57.9
How close it is to the route I enter on/exit to go home	121	14.5
How quickly I can access a space	244	29.2
Covered facilities from car park to destination	59	7.0
Security at the car park	184	22.0
Cashless parking available	83	9.9
Other	52	6.2
Base 837		