Voice

Aberdeen's Citizens' Panel

Issue 42 / July 2018

Voice

Welcome to the 42nd citizens' panel newsletter. This newsletter gives you a summary of the results of the 42nd questionnaire. The questionnaire was based around the four themes which run through the Local Outcome Improvement Plan 2016-26: Prosperous Economy, Prosperous People, Prosperous Place and Enabling Technology. Question topics included: Your Community, Health and Activity, Alcohol Purchase and Promotion, Food Security, Green Space, Digital Skills, Travel and Transport and Parking.

Your involvement in the City Voice is important as it helps to inform and contribute to future plans by all partners of the City Voice. As always, all information you give us is kept strictly confidential.

In line with changes made to the timetable for the City Voice, the next city-wide questionnaire is expected to be in early 2019. However, it is planned to issue a locality-based questionnaire in the coming months so, depending on where you live, you may receive one of our first Local Voice questionnaires. As always, your participation will be completely voluntary.

Thank you for supporting the City Voice and please feel free to get in touch if you have any comments about the citizens' panel.

Shirley Findlay
Acting City Voice Co-ordinator

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- **PROSPEROUS PEOPLE** - Your Community
- **PROSPEROUS PEOPLE** - Health and Activity
- **PROSPEROUS PEOPLE** - Alcohol Purchase and Promotion
- **PROSPEROUS PEOPLE** - Food Security
- **PROSPEROUS PLACE** - Green Space
- **ENABLING TECHNOLOGY** - Digital skills
- **PROSPEROUS ECONOMY** - Travel and Transport

Aberdeen City Voice is an initiative by Aberdeen's Community Planning Partnership, including Aberdeen City Council, Police Scotland, Scottish Fire & Rescue Service, NHS Grampian and Aberdeen Council of Voluntary Organisations.

NEWS

We currently have more than 1,400 people on our panel. Most (67%) receive an online version of the questionnaire with the remaining panellists receiving a paper copy. If you are currently receiving a paper copy and would like to switch to the online version, please email or call using the details below.

We are still, of course, interested in increasing and broadening our panel (particularly in the younger age groups), so if you know of anyone (family, friends, work colleagues) who lives within the boundaries of Aberdeen City and is over 16 years of age, and who would like to join us, they can do so by either signing up online at www.aberdeencityvoice.org.uk or by emailing us at cityvoice@aberdeencity.gov.uk. Alternatively, they can call us on: 01224 522421.

42nd Questionnaire - Panel Response

A total of 1,408 questionnaires were sent out and we received 795 completed questionnaires – equivalent to a response rate of 56%. This is similar to the response received for the 41st questionnaire (57%), but slightly lower than previous City Voice Surveys. In addition to questionnaires received from panellists, the survey was also open to other Aberdeen City residents. An additional 42 questionnaires were received, giving a total of 837 completed questionnaires.

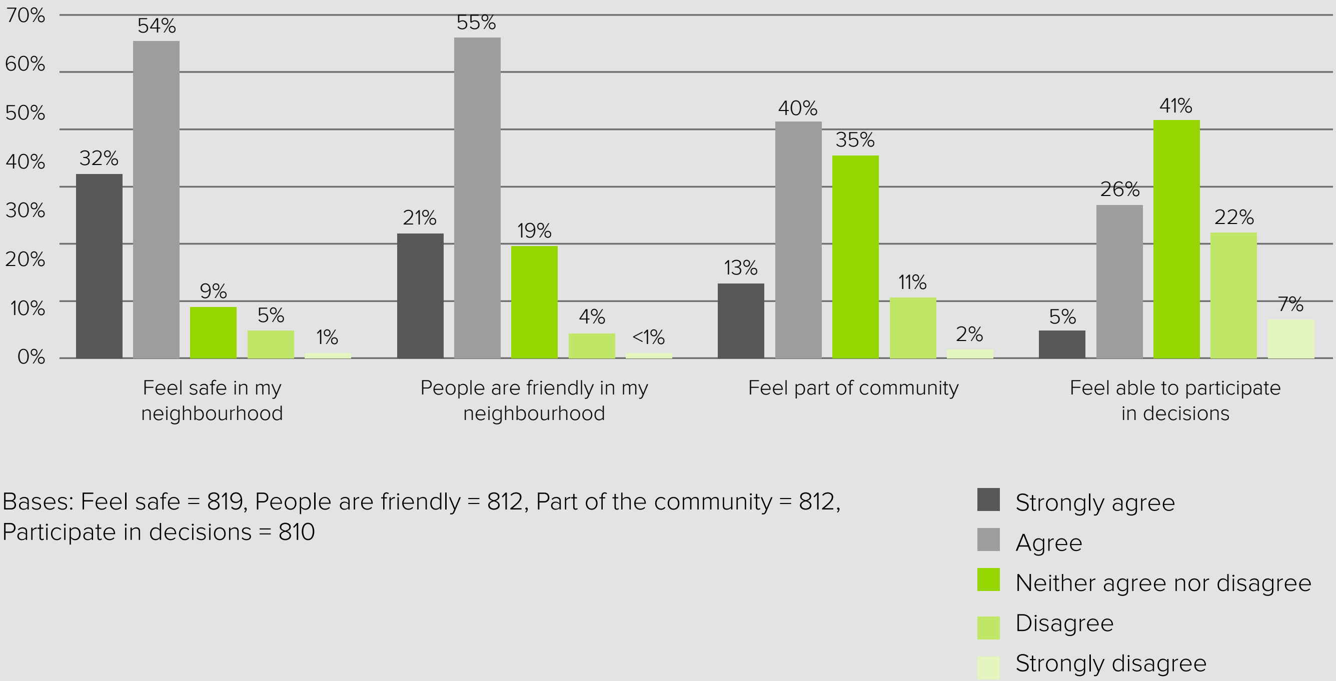
The information below gives a summary of the main findings from the survey. Please note: due to the nature of the survey (e.g. some questions may be more, or less, relevant to you), not all respondents answer every question. The percentages given in the text are therefore a percentage of the respondents who answered those questions and not necessarily a percentage of the total number of respondents.

PROSPEROUS PEOPLE – Your Community

The first set of questions were intended to help understand how panellists feel about their community. Panellists were asked to rate their agreement with four statements relating to different aspects of the neighbourhood or community.

Most respondents agreed with the statements I feel safe in the neighbourhood where I live (86%) and people are friendly in my neighbourhood (76%). Levels of agreement were lower for the two remaining statements, with just over half of respondents (53%) agreeing that they feel part of their community, and less than a third (31%) agreeing that they feel able to participate in decisions to change things for the better (see Figure 1).

Figure 1 **Agreement with statements about your local area**



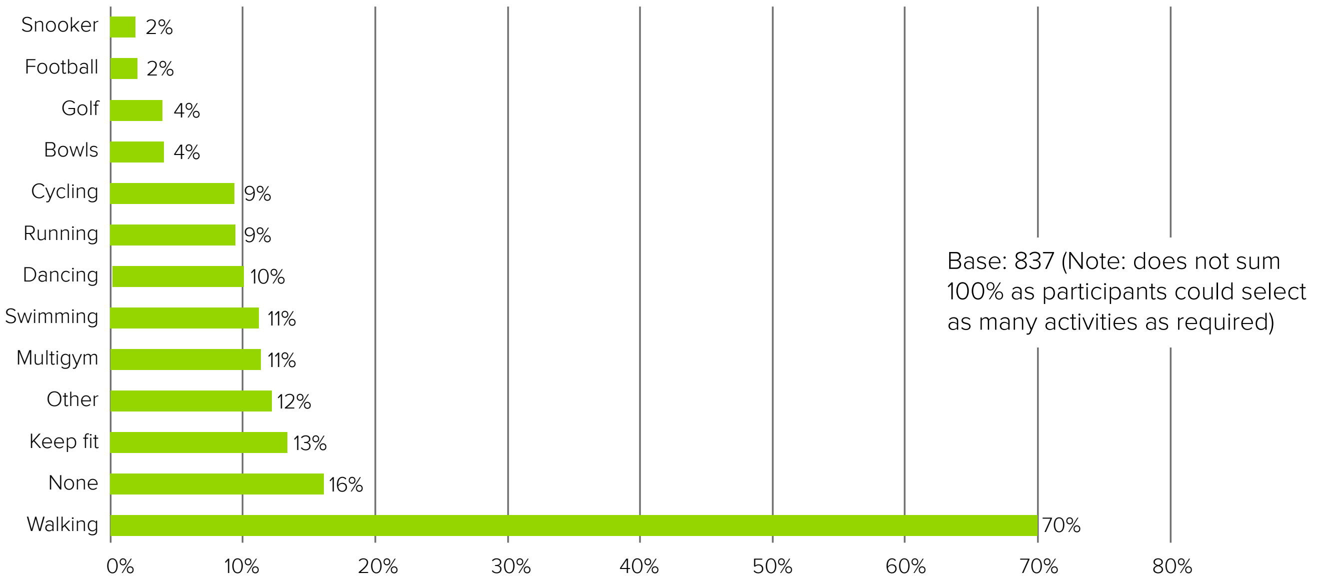
Bases: Feel safe = 819, People are friendly = 812, Part of the community = 812, Participate in decisions = 810

PROSPEROUS PEOPLE – Health and Activity

Health: In this section, panellists were asked about their general health and how well they felt they were able to look after their own health. Almost three quarters (74%) of respondents rated their health as very good (26%) or good (48%). Only 6% rated their general health as bad (5%) or very bad (1%). Consistent with this, most panellists (95%) reported that they felt they could look after their health very well (53%) or quite well (42%). 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%).

Activities: Panellists were then asked about what activities they had undertaken in the last 4 weeks. By far the most common activity was walking (70% of respondents). Keep fit (13%), multigym (11%) and swimming (11%) were the next most common activities on the list. 16% of respondents said they had not done any activities in the past 4 weeks and 12% of respondents reported doing an activity not on the list (see Figure 2). '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.

Figure 2 **In the last 4 weeks have you done any of the activities listed below?**



Activities limited: 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 (67%) answered no, their activities were not limited. However, a third of respondents reported that their activities were limited either a little (24%) or a lot (9%).

This is what we are doing

Our Resilient, Included and Supported Group (https://communityplanningaberdeen.org.uk/resilient-supported-and-included/) 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 a role to play in improving the health and wellbeing of the citizens of Aberdeen and this group is key to making this happen.

PROSPEROUS PEOPLE –
Alcohol Purchase and Promotion

This section of the questionnaire contained questions submitted by the Aberdeen City Alcohol and Drugs Partnership (ADP).

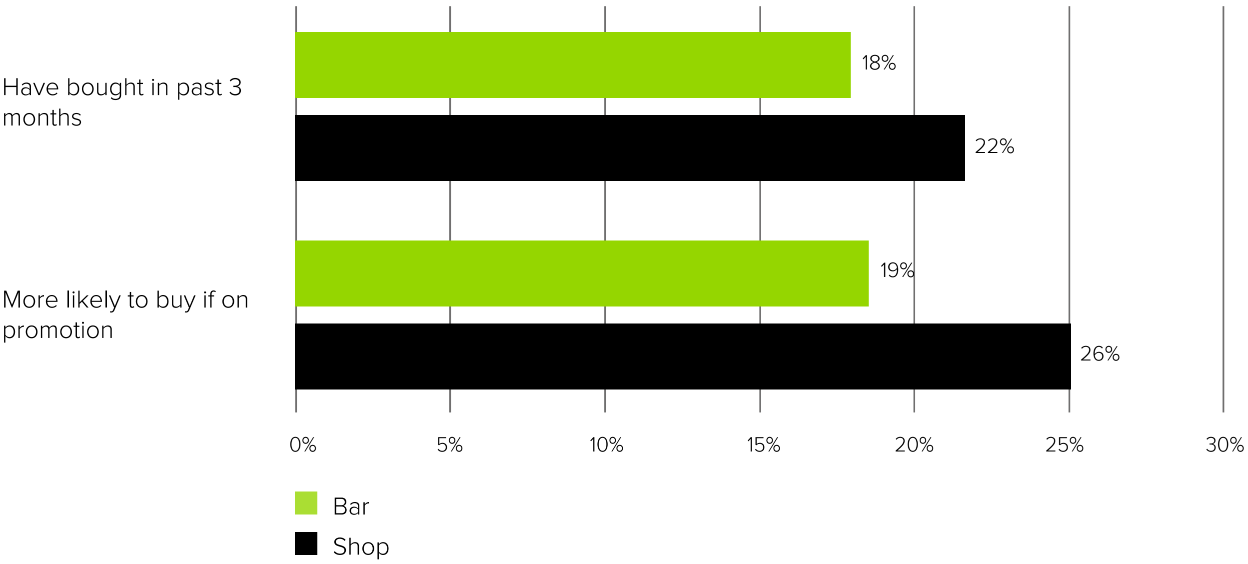
Alcohol Purchasing: Almost 70% of respondents said that they had bought alcohol as part of their grocery shopping during the last 3 months. Of these, 37% said that they usually buy the same items on a regular basis while 63% said they usually decide what to buy on a given day.

Impulse buying: Only 22% of respondents said they had bought alcohol on impulse during the last 3 months. The main contributors to impulse purchases were price promotion or special offer (44% of those who bought on impulse), followed by it seemed particularly good value (19%). Almost a third (32%) of respondents to this question ticked 'other'. Other reasons given for impulse buying included those who: hadn't tried it before and wanted to sample it, were stocking up or just felt like it. A number of comments also drew attention to the fact that the time period covered in the question included the Christmas period when extra purchases were made.

Special promotions: Most respondents (64%) reported that they were not influenced by promotions or offers. Only 6% reported often buying more alcohol if it is on promotion or offer and 30% reported that they sometimes buy more alcohol if it is on promotion.

'Low' and 'no' alcohol products: Approximately a fifth of respondents said they had bought low or no alcohol products in either a 'bar' (bar, pub or restaurant) or 'shop' (supermarket, convenience store, licenses grocer or specialist alcohol outlet) in the past 3 months. When asked if they would be more likely to purchase these products if they were on promotion or special offer, 19% responded positively for bar and 26% for shop. Figure 3 summarises the results for both these questions.

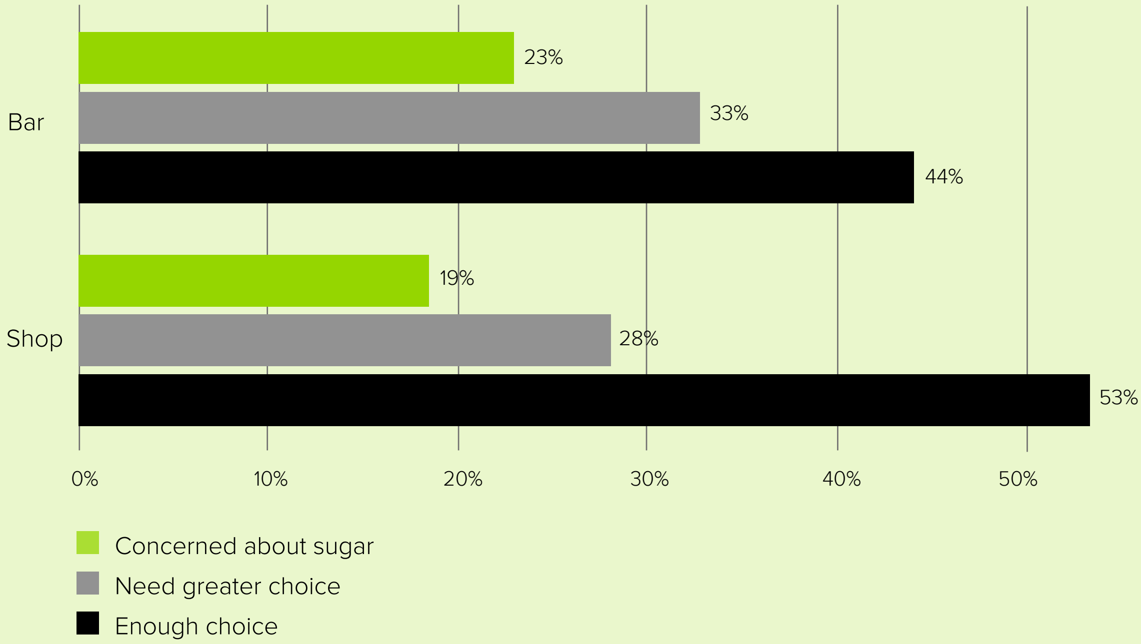
Figure 3 **Purchase of 'low' or 'no' alcohol drinks instead of a standard alcoholic drink**



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

Panellists were also asked what they thought about the range of 'low' and 'no' alcohol products available in bars and shops. The most common response was that there was 'enough choice' for both bar (44%) and shop (53%). However, 33% and 28% thought there should be 'more choice' for bar and shop respectively, while 23% (bar) and 19% (shop) reported being concerned about the sugar content of 'low' and 'no' alcohol products (see Figure 4).

Figure 4 **What do you think about the range of 'low' and 'no' alcohol products available?**



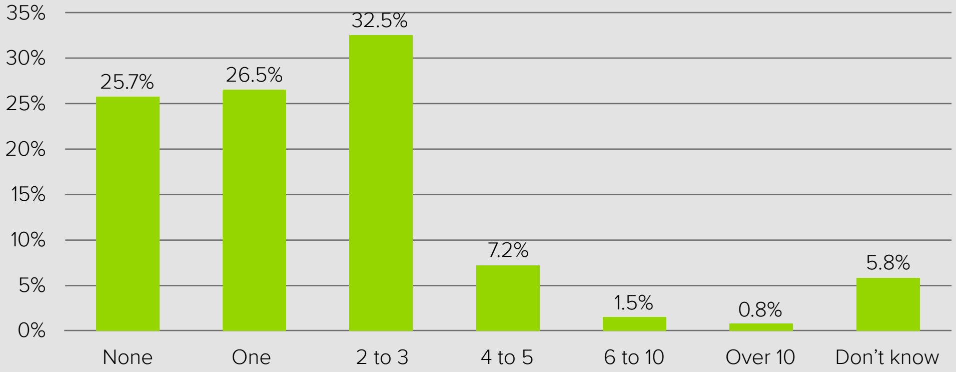
Bases: Bar = 673, Shop = 680

Panellists were then asked what factors would persuade them to purchase 'low' or 'no' alcohol products. From the list of options given, the most common factors were being the driver on a night out (39%) and trying to eat and drink more healthily (31%). Figure 5 summarises responses.

Figure 5 **What factors would persuade you to purchase 'low' or 'no' alcohol products?**

Off-sales: 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. 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 (see Figure 6). When asked how they felt about the number of off-sales in their local area, almost three quarters (73.3%) of respondents 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.

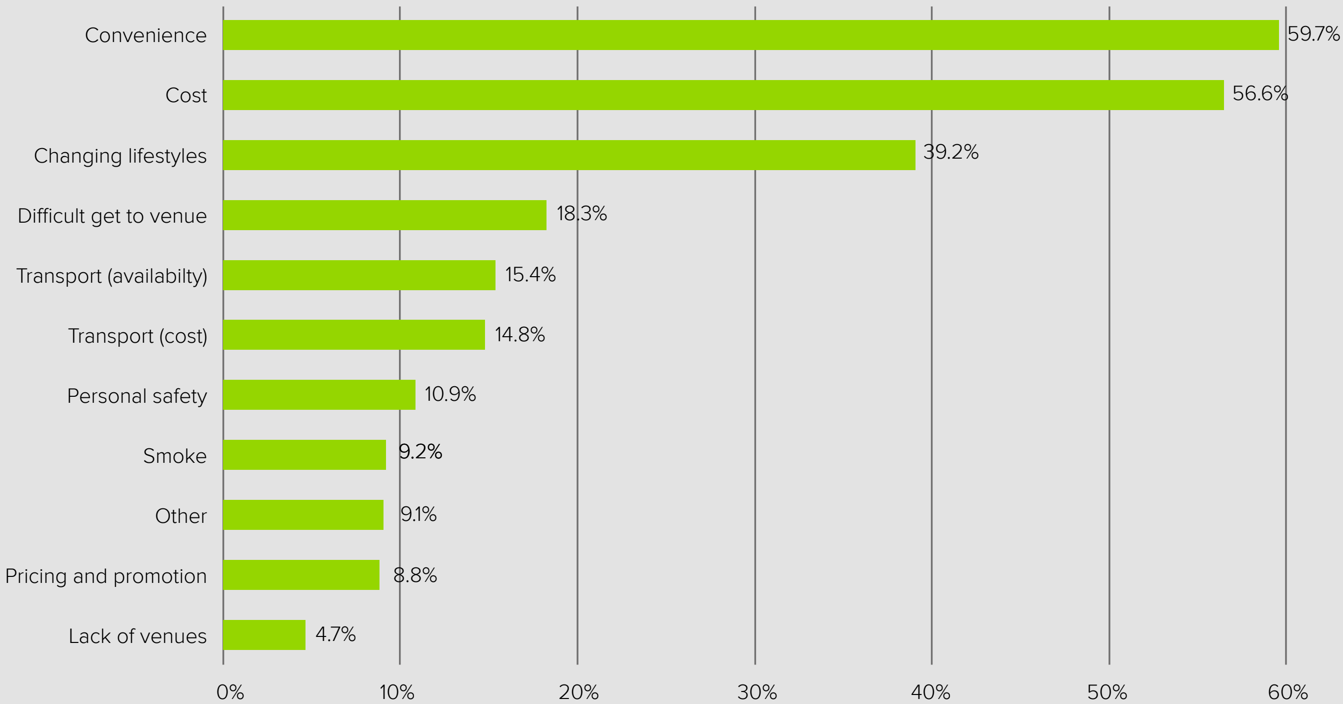
Figure 6 Number of places you could buy alcohol off-sales within a 5-minute walk of home



Base = 791

Drinking at home: When asked about what factors could influence people to drink at home, convenience (60%) and cost (57%) were the two most popular reasons given by respondents. Changing lifestyles was also a common response with 39% of respondents choosing this option. 9% of respondents identified an 'other' option as an important factor. Other potential factors 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 or rarely drink alcohol.

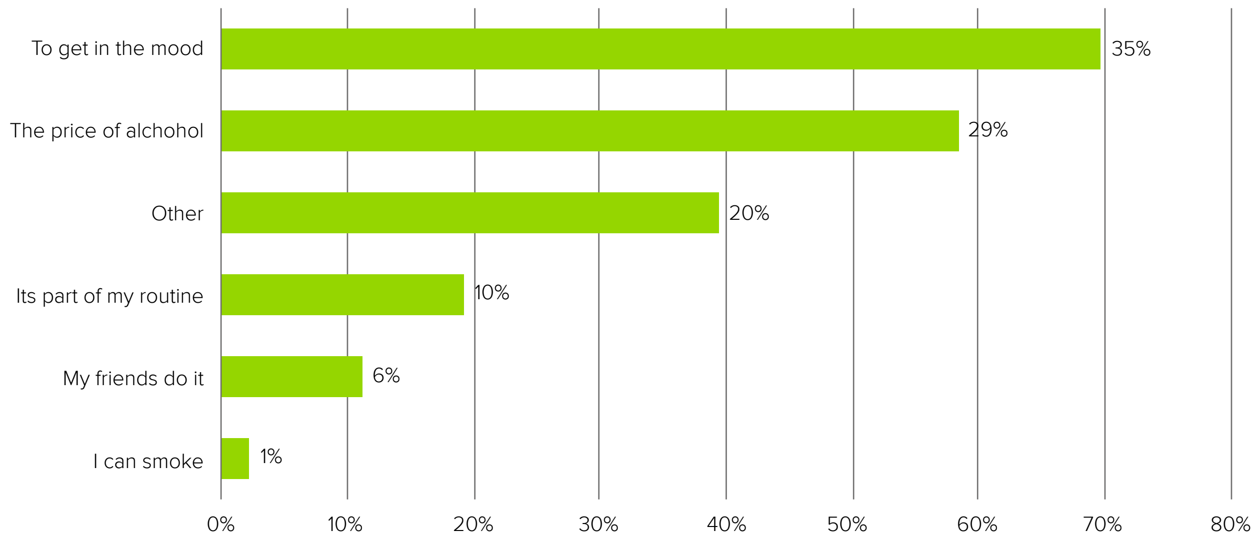
Figure 7 What do you think are the main factors people drink alcohol at home rather than a licensed premise?



Base = 837

Panellists were then 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, 22% reported that 'yes' they had. The reasons most commonly given for this were to get 'into the mood' (35%) and the price of alcohol in licensed premises (29%). 'Other' reasons for drinking at home before going out included being able to meet/catch-up with friends before going out or 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.

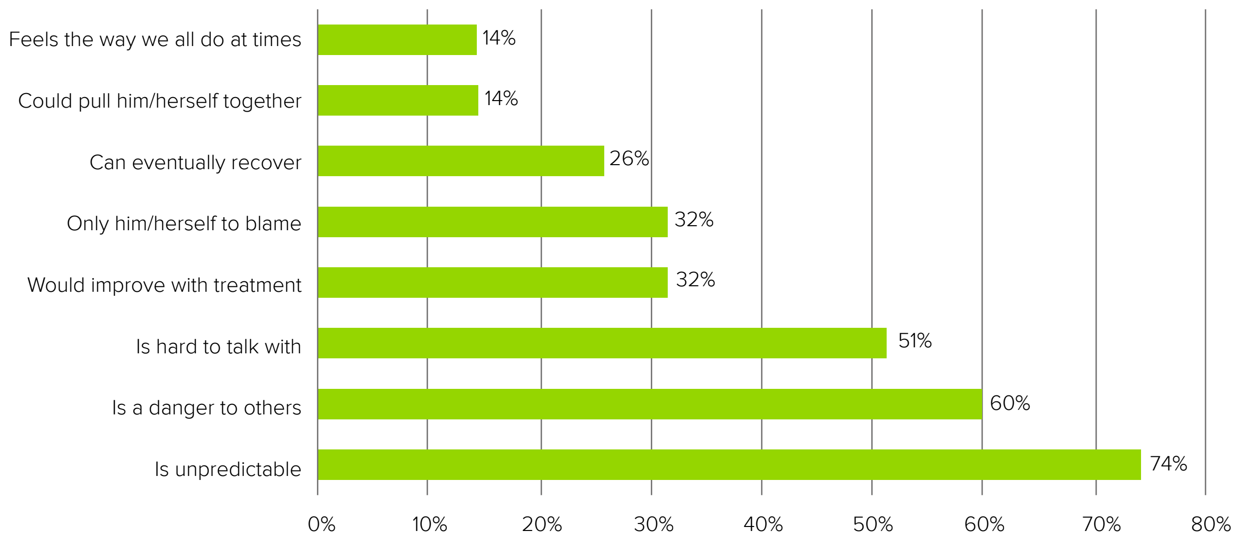
Figure 8 **Main reasons for drinking at home or friend's house before going out**



Base = 178

Over-consumption of alcohol: Almost a quarter (24%) of respondents reported having had a negative experience due to someone's over-consumption of alcohol during the past year. When asked to indicate agreement with a series of statements about people who drink too much, the most common response was, 'I believe someone drinking too much is **unpredictable**' with almost three-quarters (74%) of respondents agreeing with this statement. Almost 60% agreed that someone drinking too much is a **danger to others** and over half (51%) 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%) and could pull himself or herself together if he or she wanted (14%). Figure 9 shows responses to all statements.

Figure 9 **I believe someone is drinking too much...**



Base = 837

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 with this statement, while 50% disagreed and 38% said they weren't sure.

This is what we are doing:

Our Alcohol and Drugs Partnership (http://aberdeencityadp.org.uk/) 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.

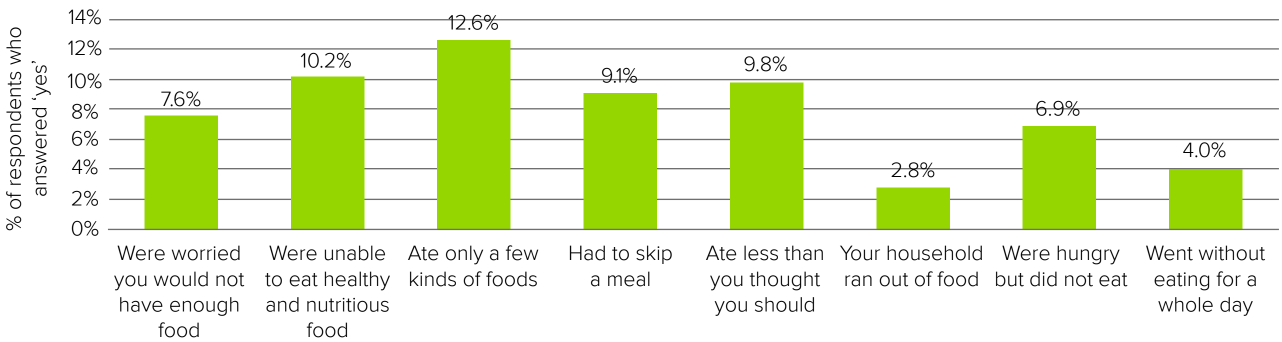
The results of this survey will be shared with members of the following groups:
Aberdeen City Licensing Board
Aberdeen City Licensing Forum
Aberdeen City Alcohol & Drug Partnership
NHS Grampian Alcohol Licensing Action Group
Aberdeen City Centre Partnership

PROSPEROUS PEOPLE – Food Security

In this section, panellists were asked a series of questions relating to food. 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 ...". and panellists were given the option of answering 'yes', 'no' or 'don't know'. 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. Figure 10 shows the proportion of respondents who answered 'yes' to each statement.

Figure 10 **During the last 12 months, was there a time when, because of lack of money or other resources, you .....?**



Base = multiple (range between 781 to 793)

This is what we are doing:

Our Sustainable City Group (https://communityplanningaberdeen.org.uk/sustainable-city/) 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: https://www.cfine.org/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:

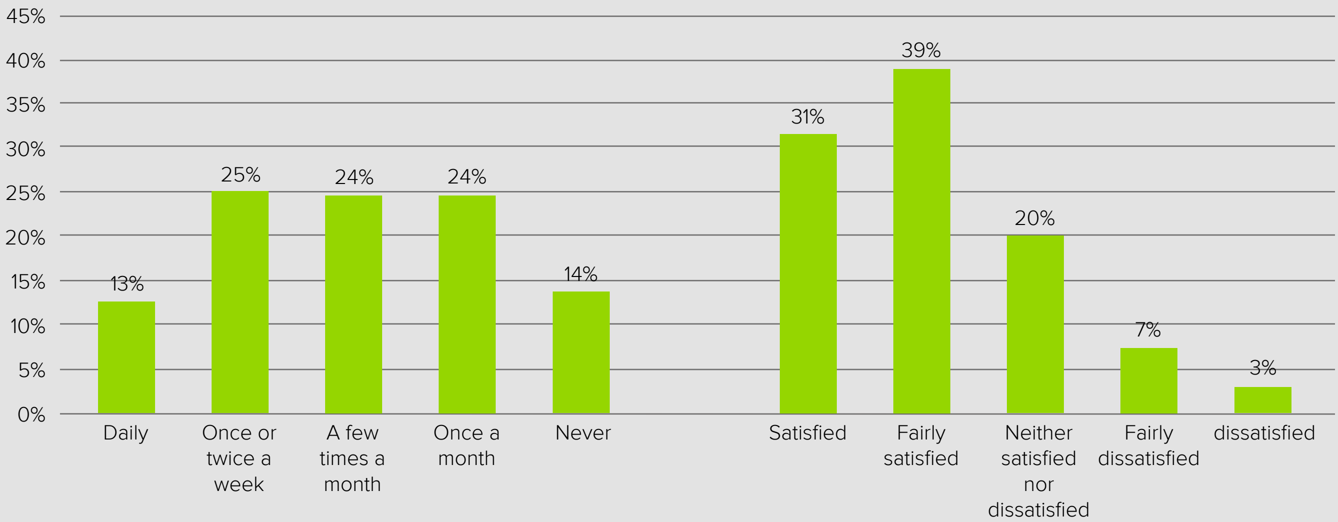
1.Promoting healthy and sustainable food to the public
2.Tackling food poverty, diet-related ill health and access to healthy food
3.Building community food knowledge, skills, resources and projects

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.

PROSPEROUS PEOPLE –
Green Space

These questions asked about use of and satisfaction with ‘green spaces’ in the City. The first question in this section asked participants how often, on average, they visited the city’s green spaces. Most (86%) 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. When asked about level of satisfaction with your local green space, 70% of respondents reported being satisfied with their local green space. Approximately 10% reported being dissatisfied with 20% being neither satisfied nor dissatisfied. Figure 11 shows frequency of visits to, and satisfaction with, green space.

Figure 11 **How often do you visit green spaces and how satisfied are you with your local green space?**



Base: How often = 807, How satisfied = 803

This is what we are doing:

Our Sustainable City Group (https://communityplanningaberdeen.org.uk/sustainable-city/) 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

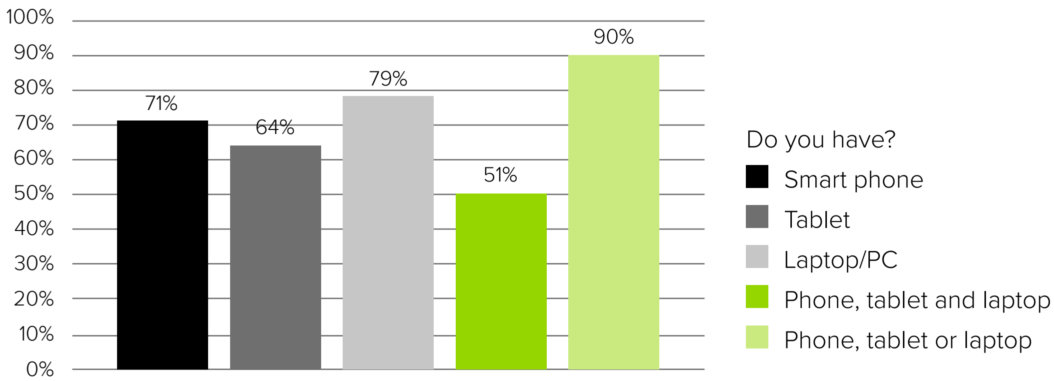
ENABLING TECHNOLOGY
Digital Skills

This section of the questionnaire asked about access to and use of digital technologies.

Access: The first question in this section asked panellists whether they owned or had easy access to a smart phone, a tablet or a laptop or PC. Over three-quarters (79%) of respondents reported that the owned or had easy access to a laptop or PC, and 71% said they owned or had easy access to a smart phone. A smaller proportion (64%) reported owning or having easy access to a tablet. Further examination of the data showed that just over half (51%) of respondents reported owning or having easy access to all three devices, while 90% of respondents reported owning or having easy access to at least one of the three types of devices (see Figure 12).

Digital skills: This set of questions asked about use of digital technology for several different tasks. 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 (95%) and find a website you have visited before (93%). In contrast, only a quarter (25%) reported being able to use advanced digital functions such as programming, and just over a half (52%) said they would be able to create something new from existing online images, music or video.

Figure 12 Proportion of respondents who own a smartphone, tablet or laptop/PC



Base = 837

This is what we are doing:

Our Digital City Group (https://communityplanningaberdeen.org.uk/digital-city-2/) 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.

PROSPEROUS ECONOMY –
Travel and Transport

This section considers panellists' experience of and views on transport in Aberdeen, including questions about use of specific modes of transport and experience of parking in the city.

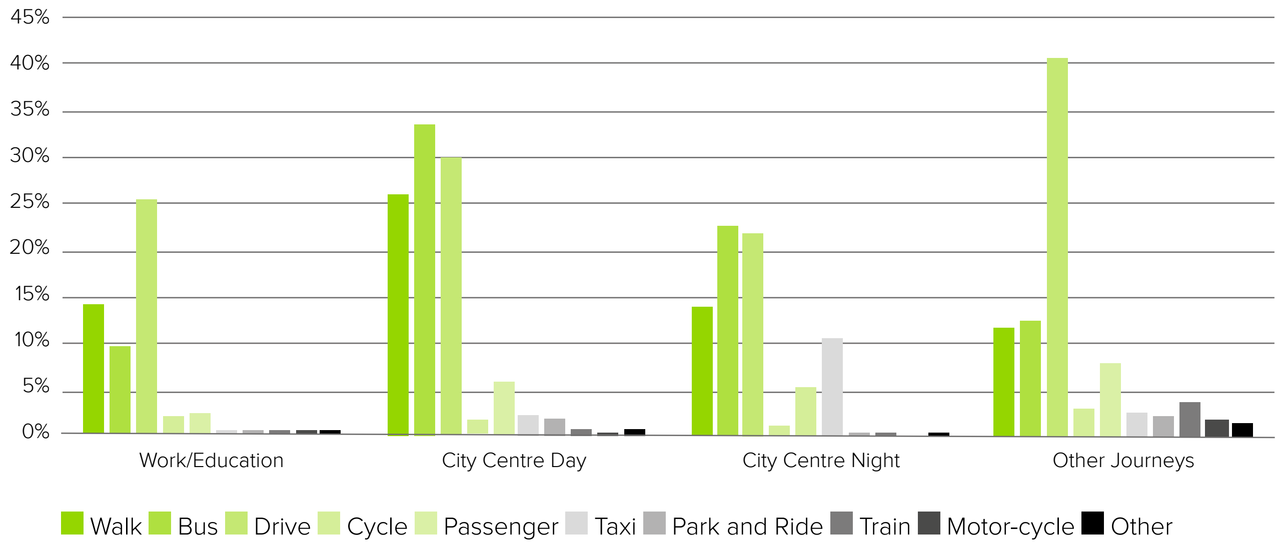
The first question in this section asked participants how often they travel into the city using various modes of transport (walk, cycle, motorbike, car, bus and 'other'). Overall, car was the most commonly used mode of travel with 60% of respondents who answered this question reporting that they travelled into the city by car at least once a week. The next most common modes of transport into the city were bus and walking with 45% and 44% respectively. Walking was the most commonly reported daily mode of transport (17%). Motorbike (1.9%) and cycling (7.6%) were the least commonly reported modes of transport used for travelling into the city.

Panellists were then asked about usual mode of transport used 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

Again, driving (car/van), bus and walking were the most commonly used modes of transport overall. There was, however, some variation depending on the type of journey. For example, while driving was the most common mode of transport for work/education, bus was the most common for travelling to the city centre (both during the day and at night). 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. Use of the taxi was relatively high for trips to the city centre at night compared to other journey types. Figure 13 shows the use of different modes of transport for different types of journey.

Figure 13 **How do you usually travel to work/education, the city centre and other trips?**



Base = 837

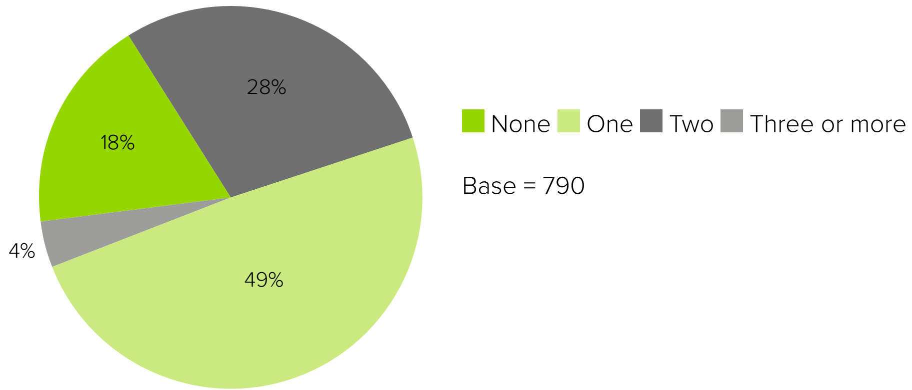
Choosing how to travel for all journey types was most commonly based on convenience. The next most common reasons were quickest, cheapest and most reliable. Enjoyment and improve health/get some exercise also scored relatively highly (above 15% of respondents) for travel to the City Centre during the day, and safety was considered important by 15% of respondents for travel to the City Centre at night.

The next question asked panellists to rate (from very easy to very difficult) their perception of getting around Aberdeen by different modes of transport. Of those listed, walking was most commonly rated as 'easy' (66% of respondents). Over half of respondents also rated travel by car (59%) and taxi (55%) as 'easy'. Public transport was rated as 'easy' by 46% of respondents. The mode of transport which was most commonly rated as 'difficult' was cycling (32% of respondents).

Panellists were then asked what modes of transport they had tried in the last year in either City Centre or Rest of City. Public transport (66%), followed by car (61%) and walking (58%) were the most common modes of travel used in the City Centre. Car (70%), walking (52%) and public transport (46%) were most commonly used in the Rest of the City.

Parking: The next set of questions related to parking. Most respondents (82%) reported having at least one car or van in their household with a third having two or more cars (see Figure 14). Over two-thirds (67%) reported having private off-street parking (e.g. garage or hard standing). Public on-street parking was used by 23% and 7% reported using public off-street parking. When asked about time taken to find a parking space within the City Centre, 86% reported that it normally took less than 10 minutes. The most important factors when choosing where to park were close to destination (58%) and cost (41%).

Figure 14 **Number of cars in household**



This is what we are doing:

Aberdeen Prospers (https://communityplanningaberdeen.org.uk/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.

Future Questionnaires

This newsletter, together with the detailed report of the 42nd questionnaire, is available to view on the Community Planning website www.aberdeencityvoice.org.uk . Internet access is provided at libraries throughout Aberdeen City and hard copies will be available at Marischal College Customer Service Centre and all city libraries. Alternatively, hard copies can be posted to you by contacting me on the details below.

If you have any further queries or would like to feedback your comments, please contact:

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Community Planning in Aberdeen

ABERDEEN CITY COUNCIL