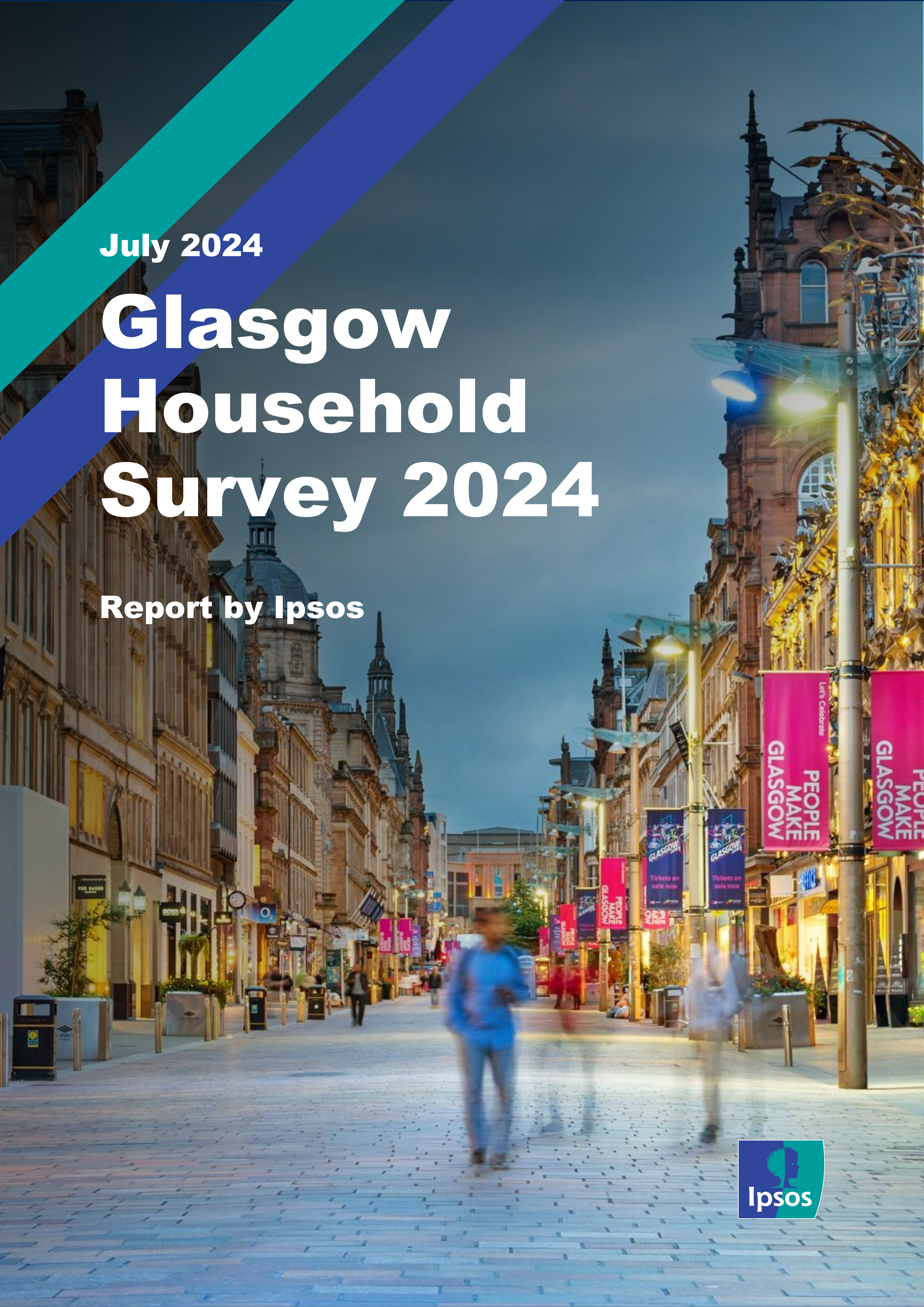
July 2024

# Glasgow Household Survey 2024

Report by Ipsos



# Contents

# Executive summary

This report contains the findings from the 2024 wave of the Glasgow Household Survey, conducted by Ipsos on behalf of Glasgow City Council.

The topics covered in the survey were: Glasgow 850 (the 850th anniversary of the city of Glasgow); tourism and visitors; usage and satisfaction with council services; council reputation and communication; digital inclusion; physical activity; Glasgow's hosting of the UCI Cycling World Championships; heritage designation and conservation areas; Glasgow's housing emergency; homelessness; and poverty and financial wellbeing.

Ipsos interviewed a representative quota sample of 1,029 Glasgow residents (aged 16 and over) between 15th April and 30th June 2024. The vast majority of interviews were carried out face-to-face (either in respondents' homes or on their doorsteps) using Computer Assisted Personal Interviewing (CAPI), with a small number carried out using telephone interviewing.

## Glasgow 850

One in ten (9%) respondents were aware that Glasgow was planning to celebrate its 850th anniversary in 2025 with a year-long programme of events called "Glasgow 850".

Almost two thirds (63%) thought Glasgow 850 would have a positive effect on Glasgow generally. Respondents were less certain about the impacts on their local area and on themselves and their families: 45% expected a positive effect on their local area and 40% expected a positive effect on themselves and their families.

With regards to potential themes for the programme, respondents said that they would be most interested in Food and Drink (47%) and Architecture, Heritage and Culture (45%), followed by Sport (34%), Young People (32%) and Science and Innovation (29%). Almost two thirds (61%) of respondents said that the Glasgow 850 celebration was important to them, while a third (32%) did not consider it to be important.

## Tourism and visitors

Overall, respondents were generally positive about tourism and visitors coming to the city. A majority agreed that Glasgow was a welcoming place for visitors (90% strongly/tend to agree) and a great place to visit (83%). Most also agreed that tourism improved the local economy (92%), that they liked to see visitors in Glasgow (90%) and that they would like to see more visitors coming to the city (86%).

Respondents felt that the most important aspect of Glasgow to promote to visitors was its museums and art galleries (71%), followed by its parks and open spaces (56%) and history and heritage (56%).

## Council services

Four in ten (40%) were satisfied with the services provided by the council and its arms' length organisations, while 37% were dissatisfied.

Levels of satisfaction with individual services varied. A majority were satisfied with the quality of: museums and galleries (93%), libraries (89%), parks (83%), sports and leisure centres (78%), recycling centres (77%), street lighting (74%) and nursery, primary and secondary schools (81%, 83% and 71% respectively). Seven in ten (70%) said they were satisfied with community centres and home care services, while around six in ten were satisfied with social work services (61%) children's play parks (58%) and refuse collection (56%). Lower proportions were satisfied with recycling collection (53%), street cleaning (40%), pavement maintenance (36%) and road maintenance (12%).

## Council reputation and communication

Three quarters (75%) of respondents agreed that the council had an important impact on the quality of local life in Glasgow. However, they were more likely to disagree than agree that the council was addressing the key issues affecting the quality of life in their local area – 42% disagreed while 28% agreed.

In terms of local service standards, 34% agreed that the council designed services around the needs of people who used them, that it did the best it could with the money available (32%), that it provided high quality services (31%) and that it gave residents good value for money (29%).

Just over a third (35%) said they trusted the council and a similar proportion (34%) said the council was good at letting residents know about its services. A quarter (24%) felt the council was good at letting people know how well it performed. More than half (56%) of respondents said the council was too remote and impersonal and 46% said it rarely considered residents' views when making decisions that affected them. Almost half (48%) said they would like to get more involved in decisions affecting their own area.

The most important factor influencing perceptions of the council was personal experiences of using services (for 79% of respondents).

## Digital inclusion

The majority of respondents (91%) had access to the internet, while 9% did not. Respondents were confident with most uses of the internet, particularly finding information on websites or apps (86%), purchasing good and services on websites or apps (82%), managing their money and using online banking securely (77%), communicating using social media (76%) or video (74%) and using government or public services (72%). Most (83%) were confident they could tell whether the information they found on the internet was accurate and reliable, while 14% were not.

A quarter of respondents (25%) thought that they would benefit from digital skills training, particularly in online security and safety (17%), basic web skills (10%), completing applications and processes online (9%), online banking (9%), and digital communication (8%). Around four in ten (37%) respondents were aware that digital skills training courses were available in libraries across Glasgow, while 61% were not.

## Physical activity

Almost three quarters (72%) of respondents said they were either fairly or very physically active, and three quarters (75%) said they had been physically active for at least two and a half hours over the course of the past week. The main reasons respondents were physically active were to keep fit (55%), for enjoyment (42%), for health reasons (31%), as a part of everyday tasks (30%) and to relax and unwind (29%).

Among those who had been physically active for less than two and a half hours in the past week, the reasons for this included: poor health (56%), a lack of time (15%), a lack of interest (12%) and family commitments (8%).

## UCI Cycling World Championships

Eighty four percent (84%) of respondents were aware that Glasgow hosted the UCI Cycling World Championships in 2023 and around a quarter (26%) had attended one of the championship events.

Respondents were generally positive about the impact of the championships on the city; 71% thought that the event had a positive effect on Glasgow. Fewer (44%) thought it had a positive effect on their local area and 38% felt it had a positive effect on themselves and their families.

Among those that were aware that Glasgow had hosted the championships, 21% thought that this had encouraged them to change an aspect of their lifestyle, including participating in more sport or physical activity (8%), walking more often (8%), cycling more often (7%), and taking more of an interest in local cultural events (5%).

## Heritage designation and conservation areas

Six per cent (6%) of respondents said they lived in a listed building and the same proportion (6%) said they lived in a conservation area.

Those respondents were asked whether their property's status as a listed building, or location in a conservation area, affected how likely they would be to make a range of building changes. The potential changes that were most impacted were installing heat pumps or other low/zero carbon heating systems and installing solar panels – over a quarter (29% and 26% respectively) said they were less likely to make each of these changes because of living in a listed building, while one in five were less likely to because of living in a conservation area (20% and 21% respectively).

## Housing emergency

Two thirds of respondents (66%) said they could afford to pay for simple repairs and maintenance in their home over the new few weeks, while 35% could afford to pay for major repairs. A further 40% said they could carry out simple repairs and maintenance themselves, compared with 8% for major repairs. Among renters, 78% would be able to have simple repairs arranged and paid for by their landlord or Housing Association, rising to 89% for major repairs.

Respondents' top priorities for housing in their local area were similar to their priorities for housing in Glasgow as a whole: increasing the number of affordable homes (59% for local area, 62% for Glasgow), prevention of homelessness (39% and 50%) and improving the condition and maintenance of existing homes (43% and 40%).

Fewer than half (46%) of residents were aware that Glasgow City Council had declared a housing emergency. To deal with the housing shortage in Glasgow, 69% believed that empty houses should be brought back into use, while 61% supported turning empty commercial buildings into homes and 59% supported building new homes on vacant sites within communities.

## Homelessness

Eleven percent (11%) of respondents had been homeless at some point and a further 3% had been seriously worried they might become homeless. One quarter (26%) said they knew someone who was, or who had been, homeless. Respondents were asked to select two or three factors which they believed were the main reasons why people are homeless. The most cited reason was alcohol or drug problems (58%), followed by poverty (47%) and mental or physical health problems (43%).

Most respondents agreed that “homeless people have a right to a house” (87% strongly/tended to agree) and that “lots of people become homeless through no fault of their own” (78%). Two thirds (64%) of respondents disagreed that “most homeless people could find somewhere to live if they really tried”, while around half disagreed that “homeless people often bother passers-by on the street”, and “people say they are homeless just to try and get a house from the council or Housing Association” (49% each).

## Poverty and financial wellbeing

A majority of respondents (92%) felt there was quite a lot (53%) or a fair amount (39%) of poverty in Glasgow.

Just over half (52%) of respondents said their household was living comfortably on its present income, while 35% said they were coping. One in ten (11%) were finding it difficult. Among those that were finding it difficult, most (79%) said they were struggling to pay their bills, while 43% were in arrears with creditors and 32% were missing out on meals.

The most common financial concerns among those struggling financially were the costs of gas and electricity (60%), food (59%) and rent (25%). One in five were concerned with the threat of homelessness (21%) and a perceived lack of employment opportunities (20%).

Most respondents said they had enough money to keep their home warm in winter (79%) and in a decent state of decoration (73%), and that they had some money to spend on themselves each week (70%). A quarter (25%) said they did not have and could not afford a holiday away from home at least once a year, while 19% did not have enough money to save at least £20 on a regular basis or to repair or replace worn out furniture.

Almost one in five (19%) respondents had at least one child under 16 in the household. Among this group a majority said their child(ren) had their own winter coat (97%), access to fruit and vegetables every day (93%) and access to outdoor spaces or facilities for play (84%). Seventeen percent (17%) did not have and could not afford to provide their child with their own bedroom and 15% could not afford for their child to attend an organised activity outside of school each week.

# 1 Introduction and methodology

Since 1999, Glasgow City Council has measured residents' views of local services and other aspects of life in the city via the Glasgow Household Survey (GHS). This report contains the findings from the 2024 wave of the survey, conducted by Ipsos.

The specific topics covered in the 2024 wave of the survey were:

- Glasgow 850, the 850th anniversary of the city of Glasgow
- Tourism and visitors
- Usage and satisfaction with council services
- Council reputation and communications
- Digital inclusion
- Physical activity
- Glasgow's hosting of the UCI Cycling World Championships
- Heritage designation and conservation areas
- Glasgow's housing emergency
- Homelessness
- Poverty and financial wellbeing.

## Methodology

Ipsos interviewed a representative quota sample of 1,029 Glasgow residents (aged 16 and over). The sample was proportionately stratified by the three Sector Community Partnership Areas in the city – North West, North East and South.

Fieldwork for the survey was carried out between 15th April and 30th June 2024.

The survey was largely carried out using face-to-face interviewing, as in previous years prior to the pandemic. However, since COVID-19, respondents have been given the opportunity to choose the method of interview that suited them best (either face-to-face in their home, face-to-face on their doorstep, or using a video or telephone interview). In total, 907 interviews were carried out face-to-face in respondents' homes, 110 were carried out face-to-face on respondents' doorsteps and 3 via telephone interview.

The data have been weighted by age, sex and Sector Community Partnership Area using recent Office National Statistics estimates.

**All aspects of the study were carried out to the international quality standard for market research, ISO 20252.**

## Presentation and interpretation of the data

The survey findings represent the views of a sample of residents, and not the entire population of Glasgow, so they are subject to sampling tolerances, meaning that not all differences will be statistically significant. Throughout the report, differences between sub-groups are commented upon only where these are statistically significant i.e. where we can be 95% certain that they have not occurred by chance.

Where percentages do not sum to 100%, this may be due to computer rounding, the exclusion of 'don't know' categories or questions where participants are able to provide multiple answers. Throughout the report, an asterisk (*) denotes any value of less than half a percent and a dash (-) denotes zero. Aggregate percentages (e.g. "very satisfied/fairly satisfied") are calculated from the absolute values. Therefore, aggregate percentages may differ from the sum of the individual scores due to rounding of percentage totals. For questions where the number of residents is less than 30, the number of times a response has been selected (N) rather than the percentage is given.

# 2 Glasgow 850

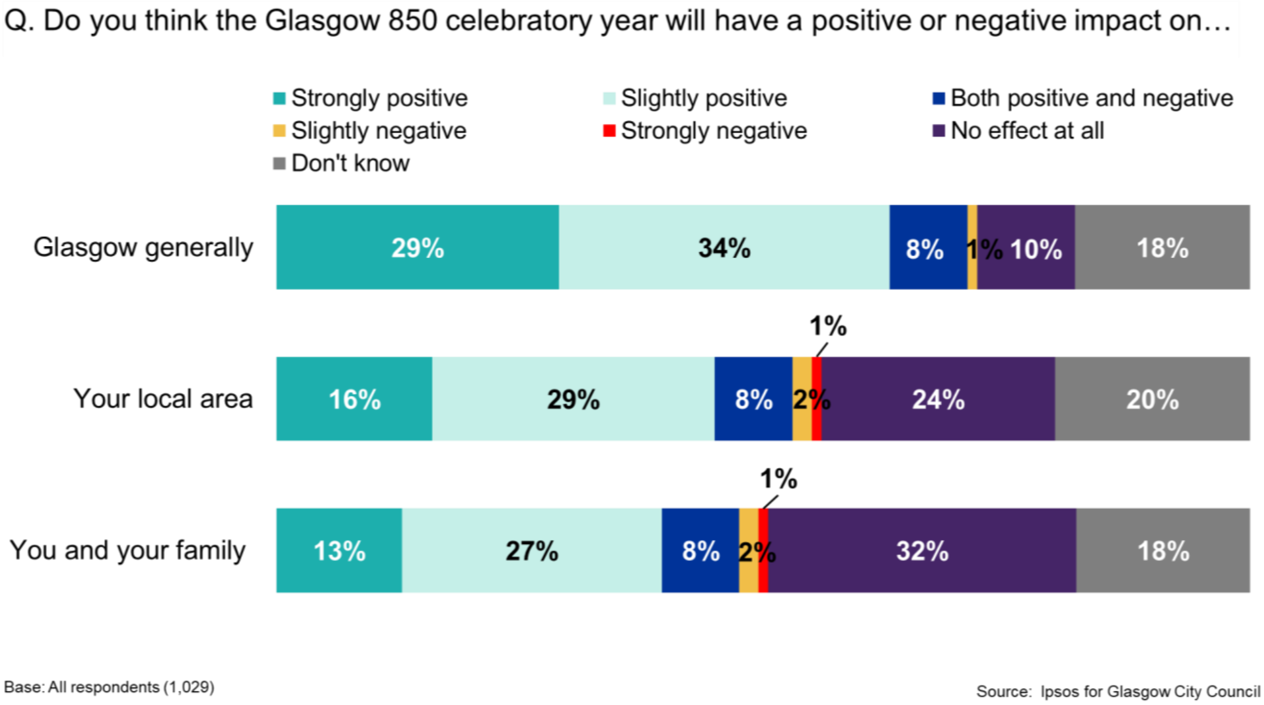
## Awareness and effects of the Glasgow 850 celebration

One in ten (9%) respondents were aware that Glasgow was planning to celebrate its 850th anniversary in 2025 with a year-long programme of events called "Glasgow 850". However, most respondents (90%) were unaware of this.

Nonetheless, respondents were generally positive about the anticipated impact of the Glasgow 850 celebratory year on the city. Almost two thirds (63%) thought that there would be a positive effect on Glasgow generally, while 2% expected a negative effect, and 10% felt it would have no effect at all.

Respondents were less certain about the impacts on their local area and on themselves and their families: 45% expected a positive effect on their local area (while 24% anticipated no effect at all) and 40% expected a positive effect on themselves and their families (32% said no effect at all) (Figure 2.1).

**Figure 2.1: Anticipated impacts of Glasgow 850**




Respondents in the least deprived areas[1] were more likely than average to think that Glasgow 850 would be positive for the city (80% vs 63%). Residents in the North East (49%) and North West (47%) were more likely to anticipate a positive impact on their local area, compared with those in the South (38%).

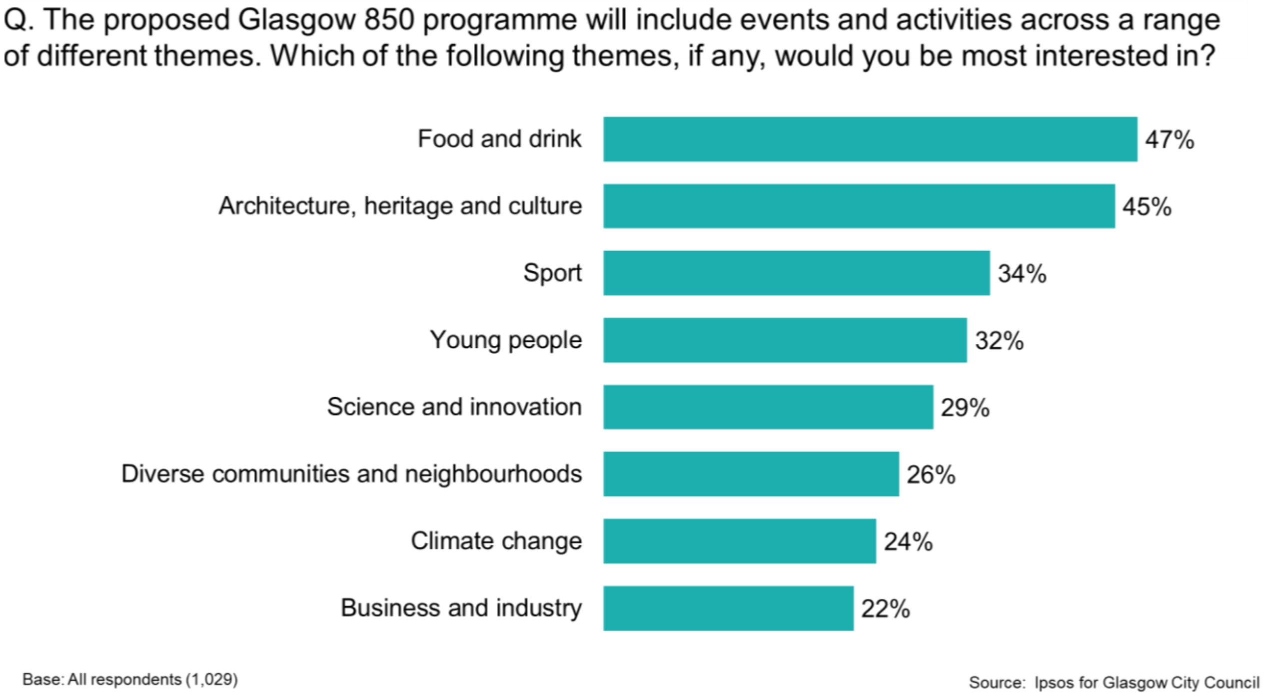
[1] References to most and least deprived are based on the Scottish Government's Scottish Index of Multiple Deprivation (SIMD). SIMD looks at the extent to which an area is deprived across measures including income, employment, education, health, access to services, crime and housing.

Younger respondents (aged 16-24 and 25-34) were more likely than older respondents (aged 60+) to anticipate positive impacts on their local area (51% and 49% vs 38%) and on themselves and their families (47% and 42% vs 33%).

### Interest in suggested Glasgow 850 themes

The proposed Glasgow 850 programme will include events and activities across a range of different themes. When presented with a list of eight potential themes for the programme (Figure 2.2) respondents said that they would be most interested in Food and Drink (47%) and Architecture, Heritage and Culture (45%), followed by Sport (34%), Young People (32%) and Science and Innovation (29%). About one in ten (9%) thought that none of the suggested themes were of interest.

**Figure 2.2: Interest in Glasgow 850 themes**




Respondents aged 16-24 were more interested than average in the themes of Food and Drink (57%) and Young People (51%). Those aged 60+ were more likely than average to say they were not interested in any of the suggested themes (19%).

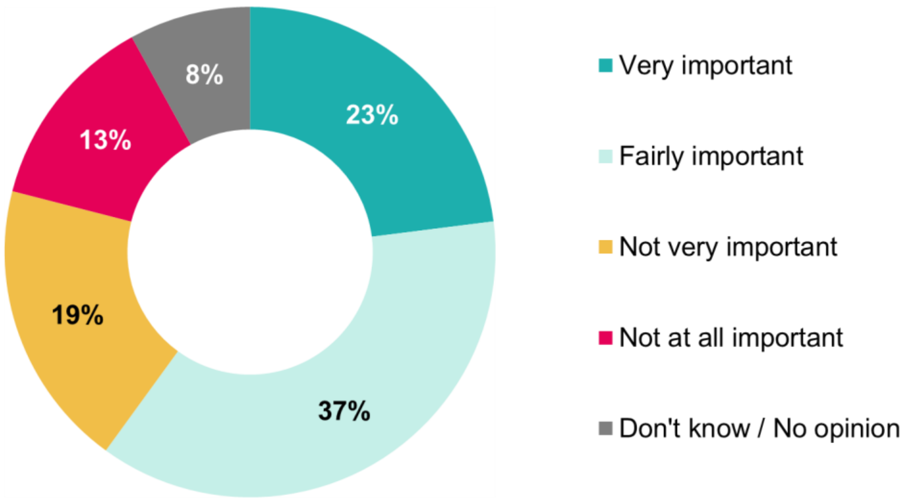
Males were more likely than females to be interested in Sport (41% vs 26%) and Science and Innovation (32% vs 27%), while females were more interested in the theme of Young People (38% vs 25% of males).

## Importance of the Glasgow 850 celebration

Almost two thirds (61%[2]) of respondents said that the Glasgow 850 celebration was important to them (23% very important, 37% fairly important) while a third (32%) did not consider it to be important (Figure 2.3). There were no significant differences by location, age, or other characteristics.

### Figure 2.3: Importance of Glasgow 850

Q. And overall, how important is it to you personally that Glasgow celebrates its 850th anniversary with a programme of events and activities?




Base: All respondents (1,029)

Source: Ipsos for Glasgow City Council

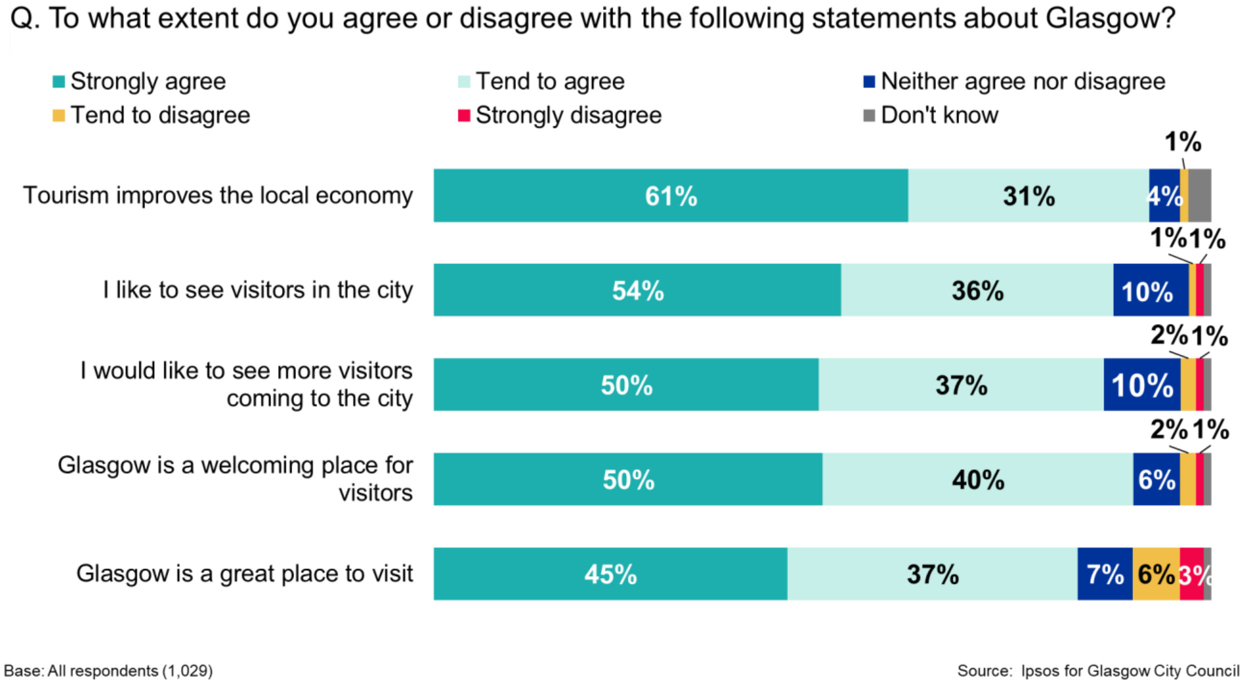
[2] Please note that, throughout this report, aggregate percentages mentioned in the main body of the report may differ from the sum of the individual scores shown in the figures and tables due to the rounding of percentage totals.

# 3 Tourism and visitors

## Attitudes towards tourism

Respondents were asked the extent to which they agreed or disagreed with a selection of statements about tourism in Glasgow. Overall, respondents were generally positive about tourism and visitors coming to the city. A majority agreed that Glasgow was a welcoming place for visitors (90% strongly/tend to agree) and a great place to visit (83%). Most also agreed that tourism improved the local economy (92%), that they liked to see visitors in Glasgow (90%) and that they would like to see more visitors coming to the city (86%) (Figure 3.1).

### Figure 3.1: Attitudes towards tourism in Glasgow



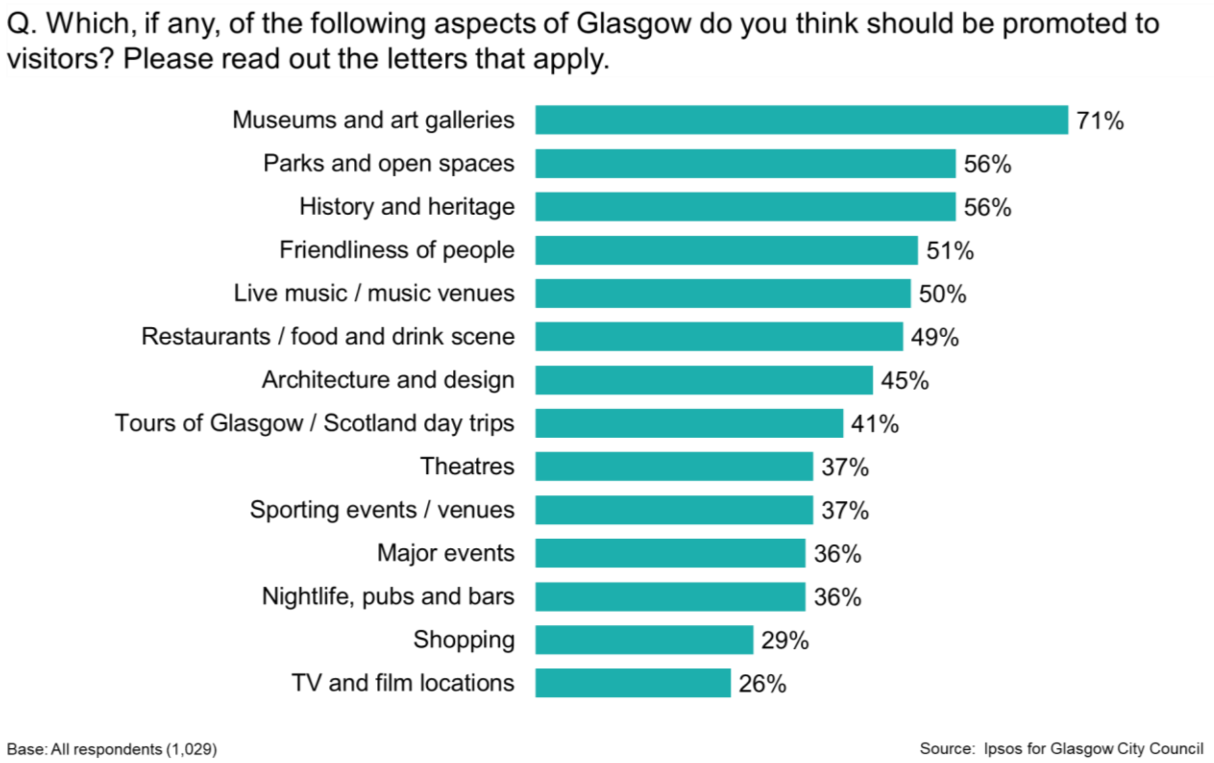

Minority ethnic respondents[3] and those aged between 16-34 were more likely than average to agree that Glasgow was a great place to visit (92% and 90% respectively). People living in the South were less likely to think that the city was a welcoming place for visitors (87% compared with 92% in the North East and 91% in the North West).

[3] Minority ethnic includes those in the ethnicity categories: Asian, Asian Scottish or Asian British; Black, Black Scottish or Black British; Chinese; Mixed; and any other ethnic background.

## Promoting Glasgow to visitors

Respondents felt that the most important aspects of Glasgow to promote to visitors were its museums and art galleries (71%), followed by its parks and open spaces (56%) and history and heritage (56%). Around half said the friendliness of the people (51%), live music and music venues (50%), and restaurants or food and drink scene (49%) should be promoted. The aspects least like to be chosen were Glasgow's shopping (29%) and its TV and film locations (25%) (Figure 3.2).

### Figure 3.2: Aspects of Glasgow to promote to visitors




People aged 60-74 were more likely than average to say Glasgow's museums and art galleries (83%), architecture and design (59%), tours and day trips (49%) and theatres (47%) should be promoted. Younger respondents aged 16-24 were more likely to say that Glasgow's live music (60%) and its nightlife, bars and pubs (48%) should be promoted.

# 4 Council services

## Use of services provided by the council and its arm's length organisations

The most used non-universal[4] services in the last 12 months were parks (used by 75% of residents), museums and galleries (53%), libraries (40%), sports and leisure centres (40%), recycling centres (38%), children's play parks (21%) and community centres (17%). Smaller proportions had used education services, social work services and home care services (Table 4.1).

In comparison to the previous wave, there was an increase in the use of parks (by 6 percentage points), museums and galleries (6 percentage points), community centres (5 percentage points) and libraries (4 percentage points). Use of other services was broadly in line with previous years.

**Table 4.1: Use of services provided by the council and its arm's length organisations**

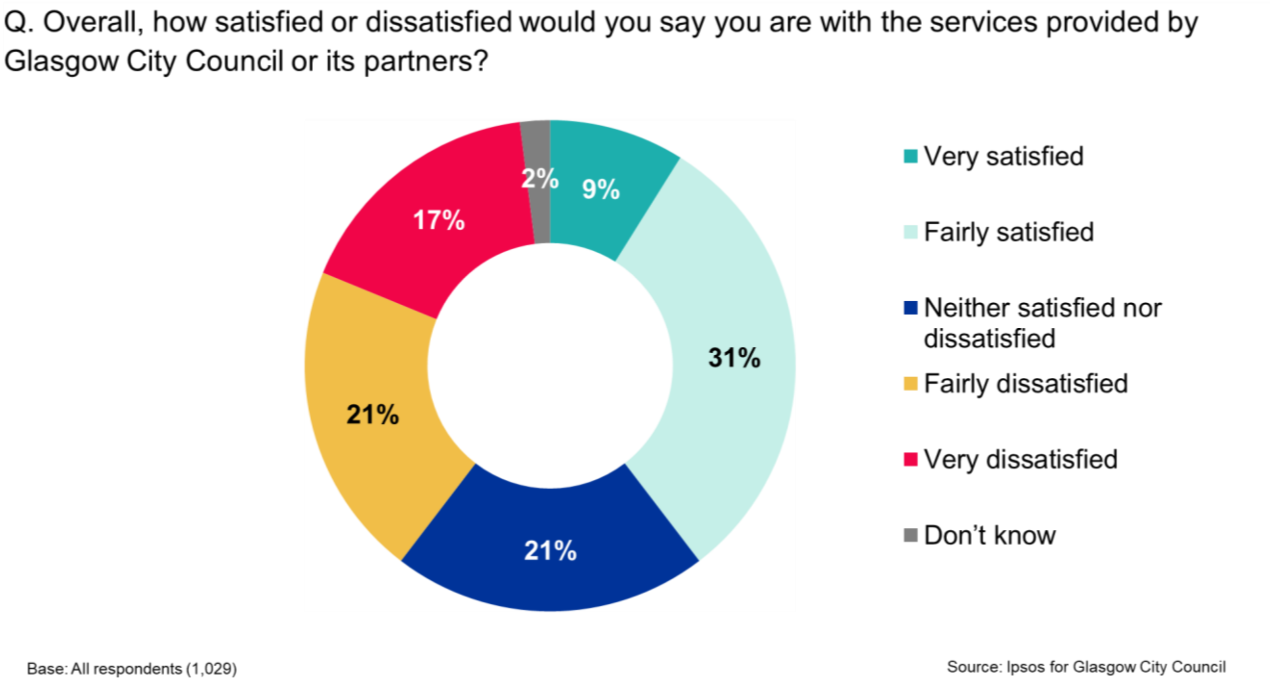
| | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2021 | 2022 | 2023 | 2024 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Parks | 59 | 68 | 64 | 65 | 66 | 72 | 71 | 84 | 64 | 69 | 75 |
| Museums & Galleries | 44 | 51 | 50 | 50 | 53 | 59 | 59 | 28 | 43 | 47 | 53 |
| Sports & leisure centres | 40 | 45 | 43 | 43 | 43 | 47 | 48 | 32 | 33 | 40 | 40 |
| Libraries | 46 | 49 | 44 | 45 | 46 | 52 | 52 | 25 | 33 | 36 | 40 |
| Recycling centres | 35 | 37 | 34 | 36 | 38 | 36 | 41 | 61 | 39 | 37 | 38 |
| Children's play parks | 24 | 25 | 25 | 23 | 27 | 25 | 29 | 35 | 22 | 22 | 21 |
| Community centres | 11 | 14 | 12 | 13 | 12 | 15 | 15 | 13 | 11 | 12 | 17 |
| Primary schools | 17 | 19 | 18 | 16 | 20 | 17 | 18 | 18 | 15 | 15 | 15 |
| Secondary schools | 13 | 14 | 14 | 14 | 13 | 16 | 12 | 22 | 15 | 13 | 12 |
| Nursery schools | 10 | 13 | 10 | 9 | 11 | 13 | 12 | 9 | 10 | 9 | 11 |
| Social work services | 7 | 9 | 9 | 7 | 7 | 8 | 8 | 9 | 6 | 7 | 8 |
| Home care service | 4 | 3 | 4 | 5 | 5 | 6 | 4 | 6 | 4 | 4 | 6 |
| *Base* | *1,024* | *1,027* | *1,021* | *1,023* | *1,045* | *1,019* | *1,065* | *1,004* | *1,032* | *1,023* | *1,029* |

[4] This term refers to services that are accessed by only some residents, such as parks and schools. In contrast, universal services are those that almost all residents will use or benefit from, such as refuse collection and street lighting.

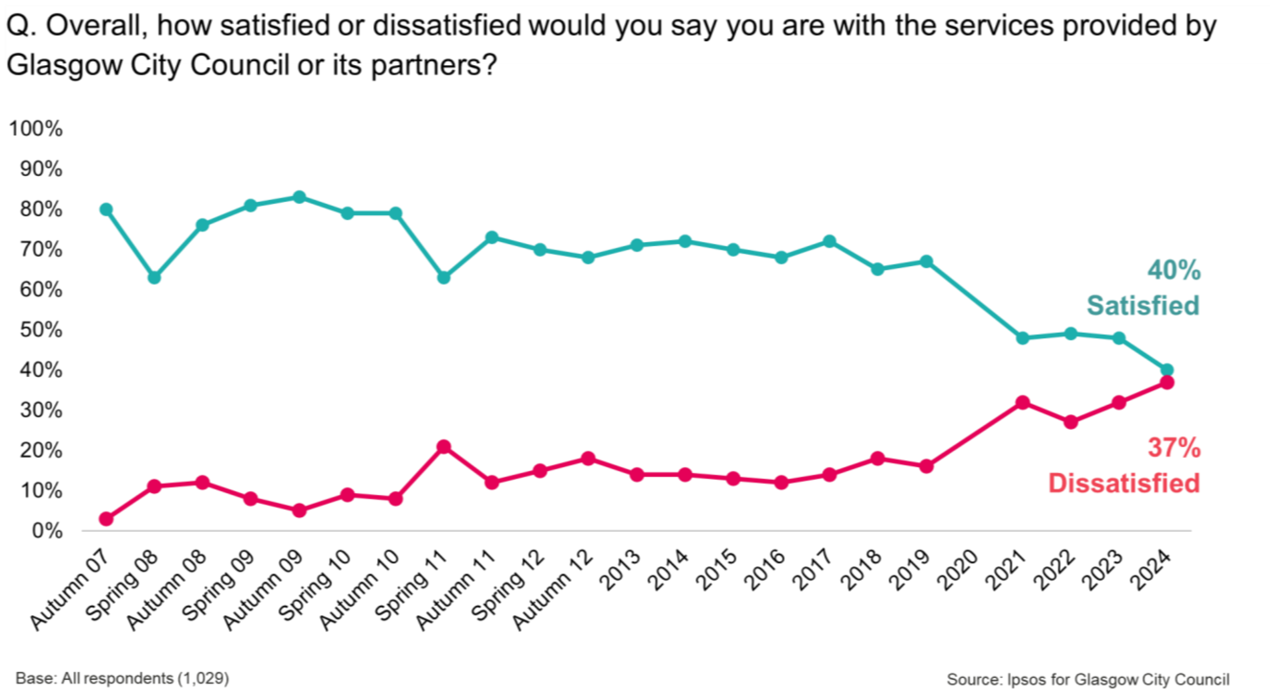
## Overall satisfaction with services

Satisfaction with the services provided by the council and its arms' length organisations decreased since 2023: 40% were satisfied (compared with 48% in 2023), while 37% were dissatisfied (vs 32%), and 21% were neutral in their opinion (vs 17%) (Figure 4.1). Overall satisfaction with the council is now at its lowest level since 2007 (Figure 4.2).

### Figure 4.1: Overall satisfaction with services




### Figure 4.2: Trend in overall satisfaction with services



In line with findings from the last two years, satisfaction was highest amongst respondents in the North West (44%, compared to 40% overall) and lowest amongst those in the South (35%). Satisfactions levels in the North East were in line with the average (41% satisfied).

Those most likely to be satisfied with council services included:

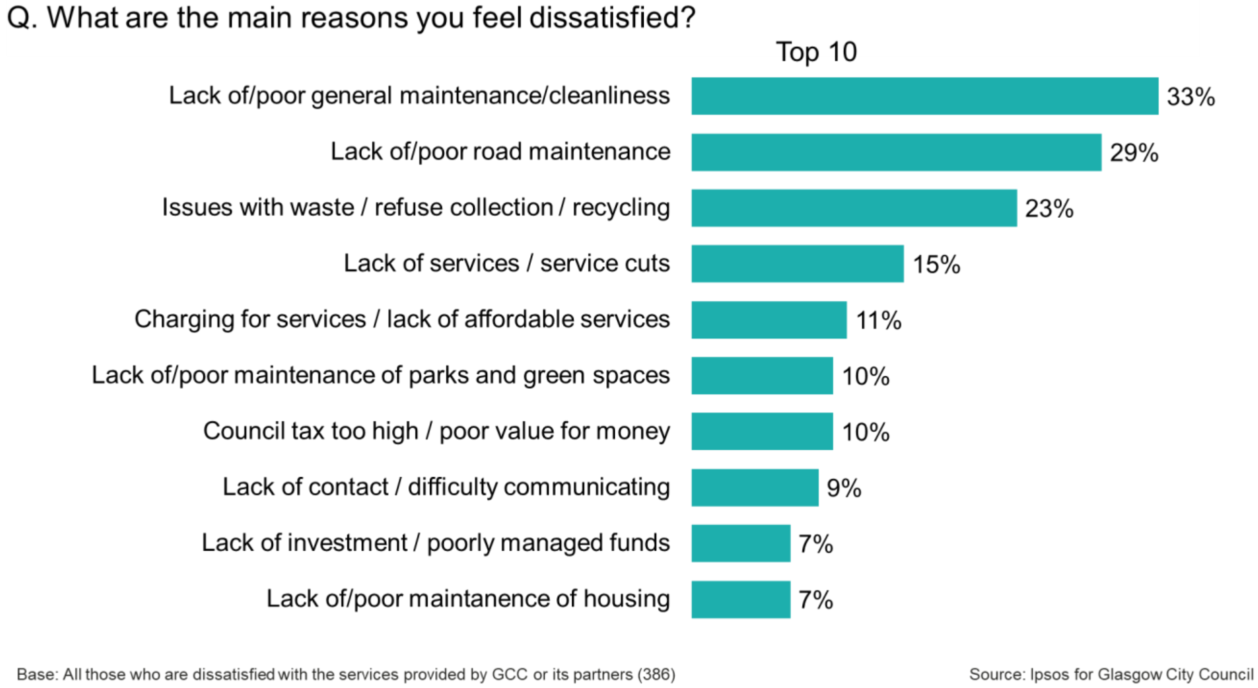
- minority ethnic respondents (57%, compared with 37% of white[5] respondents)
- younger respondents, aged 16 - 24 (50%, compared with 37% of those aged 60 and over)
- those in social grade C2DE[6] (45%, compared with 33% of those in social grade ABC1).

## Reasons for overall dissatisfaction with services

Respondents dissatisfied with the services provided by the council and its arm's length organisations were asked, unprompted, why they felt this way.

The most common answers related to perceived issues with general maintenance and cleanliness (33%), road maintenance (29%), waste, refuse collection and recycling (23%), and a perceived lack of or reduction in council services (15%). Other reasons included criticism of services being charged for or being unaffordable (11%), issues with maintenance of parks and green spaces (10%) and criticism of the cost of council tax (10%) (Figure 4.3).

### Figure 4.3: Reasons for feeling dissatisfied with services




[5] White includes those in the ethnicity categories: White Scottish, White British, White Irish and any other white background
[6] This is a social grade classification that is commonly used in social research. Broadly speaking, the groups ABC1 correspond to professional, managerial and clerical occupations and groups C2DE refer to skilled-manual occupations, unskilled manual occupations and the economically inactive. In parts of this report they are referred to as "ABC1s" and "C2DEs".

Examples of some specific reasons for being dissatisfied with services are shown below (using respondents’ verbatim comments).

- ***“I don't think they're taking care of the basics properly: potholes, keeping the place clean and basic services. And I'm not a fan of their intention to raise parking charges in the city centre.”***
- ***“We've got to go out and sweep the street ourselves because it’s not been cleaned for ages. There are potholes everywhere. And the bins are not emptied enough, they're all overflowing.”***
- ***“The cut-backs since Covid have been very apparent. The council doesn’t maintain the area as well as before. The town centre is an absolute midden and its really dirty – there are drug users and homeless all over place arguing and fighting. It’s embarrassing and frightening to be in the city centre now.”***
- ***“I’m not happy at all with the council – the lack of investment in parks, roads, drains, common areas, community facilities. There’s no investment in any of the public services.”***
- ***“From experience, I have found Glasgow City Council to be extremely unhelpful in dealing with complaints around refuse collection, rat problems, fly tipping and the likes. I have also been waiting for a streetlight bulb to be replaced since before Covid.”***
- ***“The cost of council tax is ridiculous, they don’t upkeep the area I live in. And having to put stickers on bins is making things more difficult.”***
- ***“I feel they have forgotten about local communities, which are being run down. They favour tourist spots and make it unaffordable for locals.”***

## Satisfaction with individual services

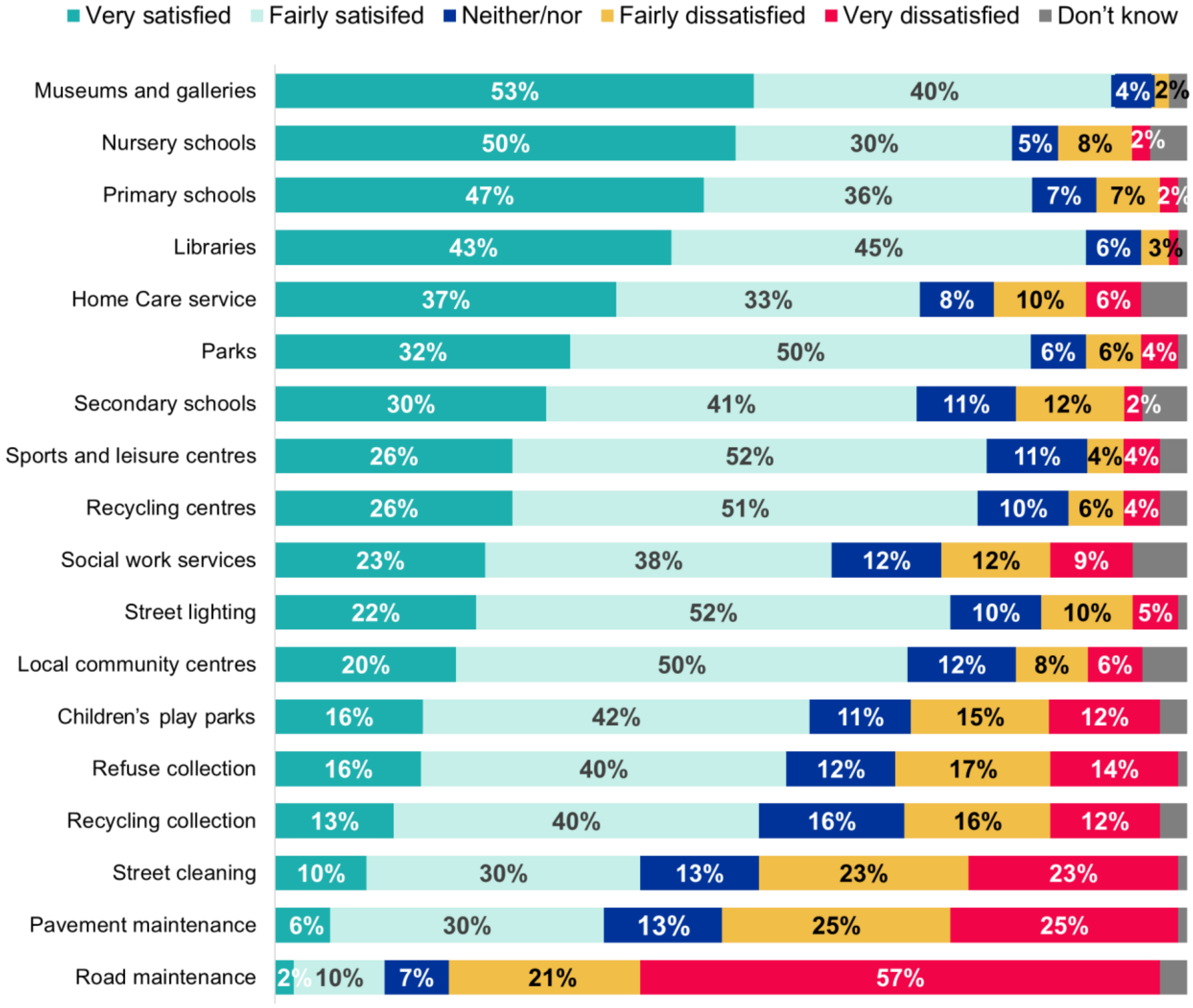
Similar to previous waves of the survey, levels of satisfaction with individual services provided by the council and its arm's length organisations varied.

As shown in Figure 4.4, a majority were once again satisfied with the quality of: museums and galleries (93%), libraries (89%), parks (83%), sports and leisure centres (78%), recycling centres (77%), street lighting (74%) and nursery, primary and secondary schools (81%, 83% and 71% respectively).

Seven in ten (70%) said they were satisfied with community centres and home care services, while around six in ten were satisfied with social work services (61%) children's play parks (58%) and refuse collection (56%). Lower proportions were satisfied with recycling collection (53%), street cleaning (40%), pavement maintenance (36%) and road maintenance (12%).

### Figure 4.4: Satisfaction with individual services – overview [7]

Q. How satisfied or dissatisfied are you with the quality of… in your local area?




Base: All who have used each service

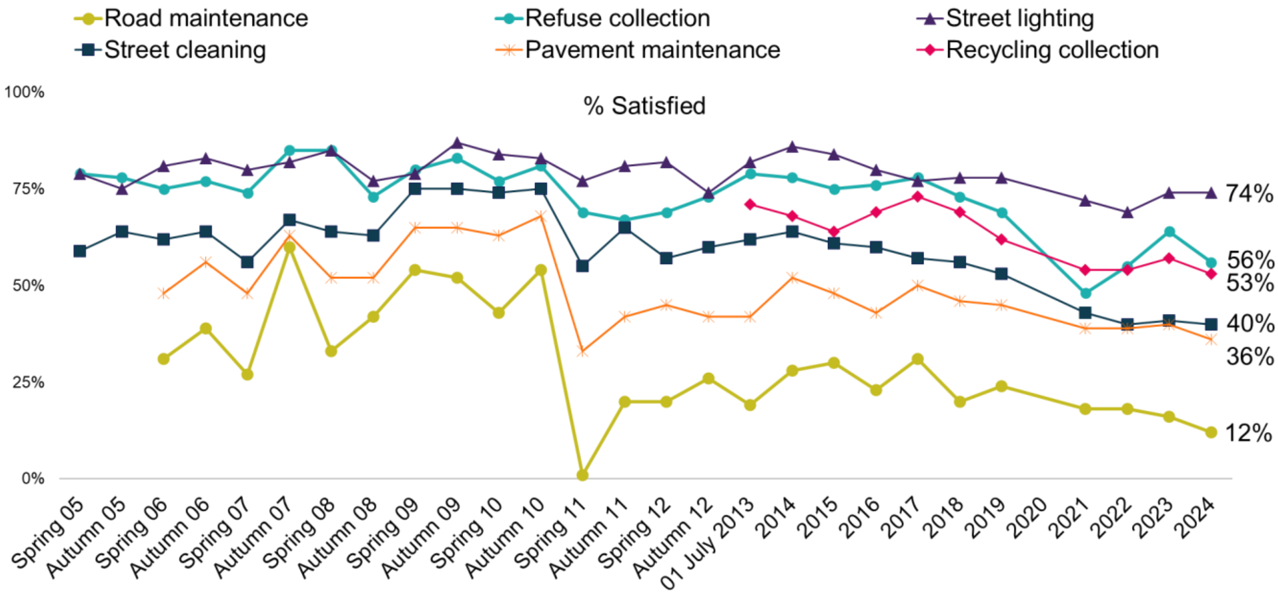
Source: Ipsos for Glasgow City Council

[7] Figures for "don't know" are not labelled on the chart, to allow for clearer presentation of the other findings.

## Satisfaction with universal services

Satisfaction with street lighting (74%), recycling collection (53%), street cleaning (40%) and pavement maintenance (36%) were broadly in line with the previous wave. However, satisfaction with refuse collection (56%) and road maintenance (12%) had decreased (by eight and four percentage points respectively) (Figure 4.5).

**Figure 4.5: Trends in satisfaction with universal services**




Base: All who have used each service (1,029)

Source: Ipsos for Glasgow City Council

Residents in the South were more dissatisfied than average with road maintenance (87%, compared with 78% overall), and those in the North West were more dissatisfied with refuse collection (36% vs 31%).

Older residents (60+ years old) were more likely than younger residents (16-24 years old) to be dissatisfied with road maintenance (87% dissatisfied vs 63%) and pavement maintenance (64% vs 37%), but more likely to be satisfied with refuse collection (64% vs 57%).

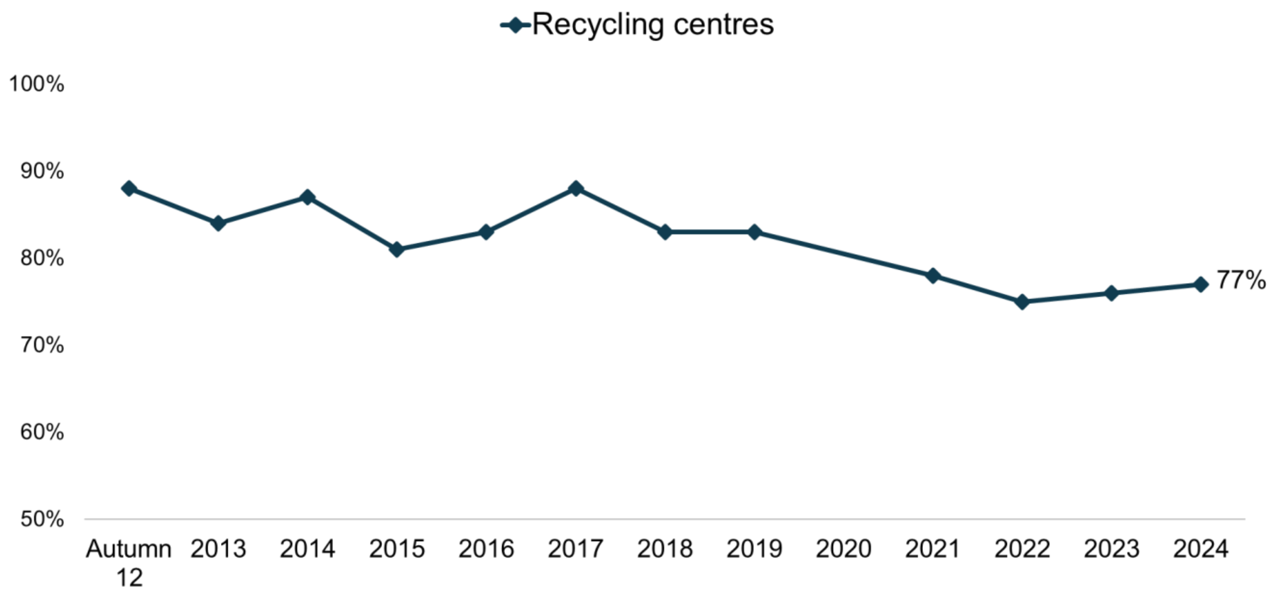
Minority ethnic respondents were more satisfied than white respondents with: street cleaning (55% vs 37%), pavement maintenance (53% vs 32%) and road maintenance (29% vs 9%).

## Satisfaction with non-universal services

### Recycling centres

Three quarters (77%) of respondents were satisfied with recycling centres, similar to the levels seen over the last two years (76% in 2023 and 75% in 2022) (Figure 4.6).

**Figure 4.6: Trends in satisfaction with recycling centres**



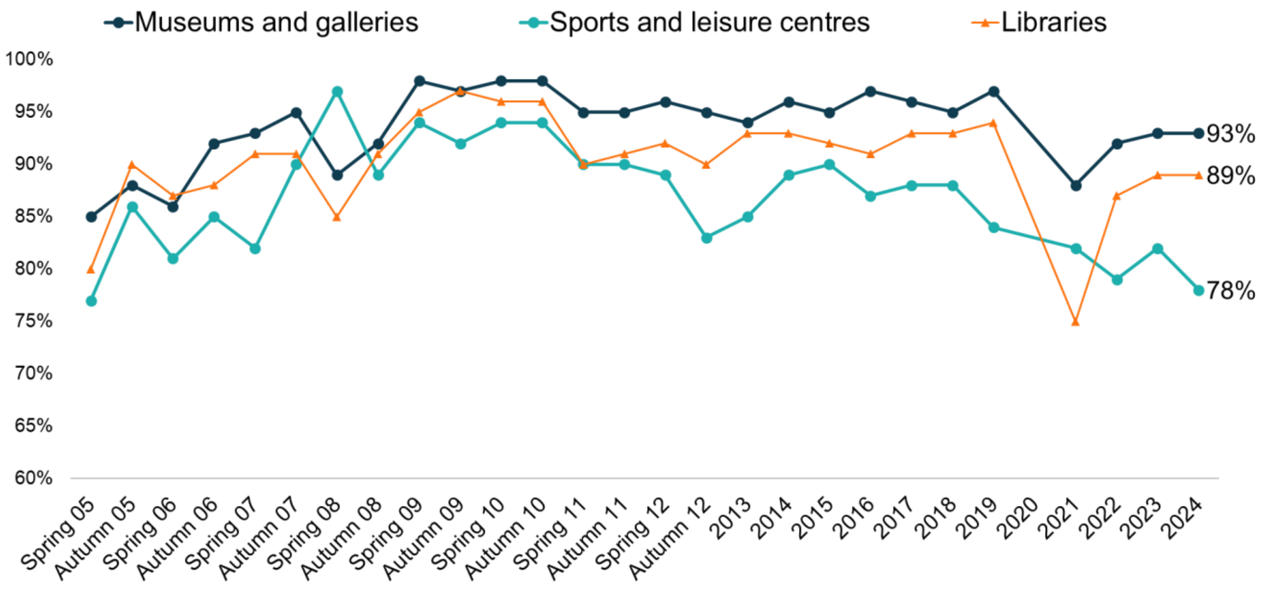

Base: Those using recycling centres (393)

Source: Ipsos for Glasgow City Council

## Culture and leisure services

The majority of users were satisfied with culture and leisure services: 93% with museums and galleries, 89% with libraries and 78% with sports and leisure centres. While satisfaction with museums and galleries and libraries had not changed since the previous wave, satisfaction with sports and leisure centres had dropped slightly (by four percentage points) (Figure 4.7).

**Figure 4.7: Trends in satisfaction with culture and leisure services**




Base: Those using museum and galleries (543), sports and leisure centres (397), libraries (406).

Source: Ipsos for Glasgow City Council

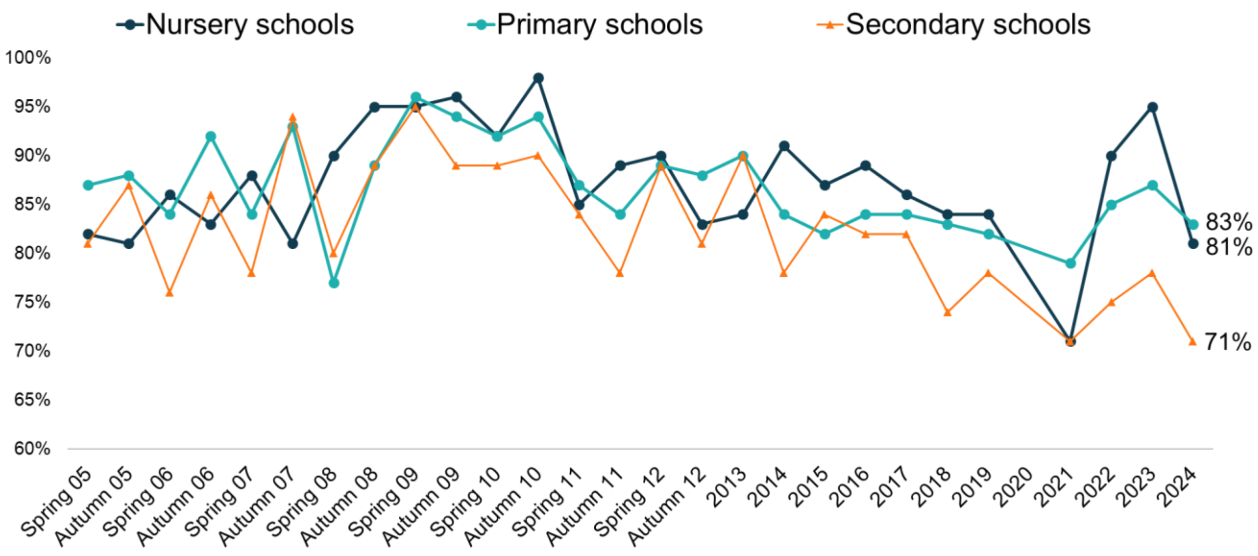
Satisfaction with libraries was higher than average among those in the North West (93%, compared with 89% overall) and lower among those in the South (84%).

Satisfaction with libraries was also higher among: retired residents (95%, compared with 87% of non-retired residents), women (92% vs 85% of men) and those in social grade C2DE (93% vs 83% of ABC1).

### Education services

A majority of users were satisfied with nursery (81%), primary (83%) and secondary (71%) schools. Satisfaction with nurseries and secondary schools had decreased since the previous wave (by 14 and 7 percentage points respectively) (Figure 4.8).

### Figure 4.8: Trends in satisfaction with education services



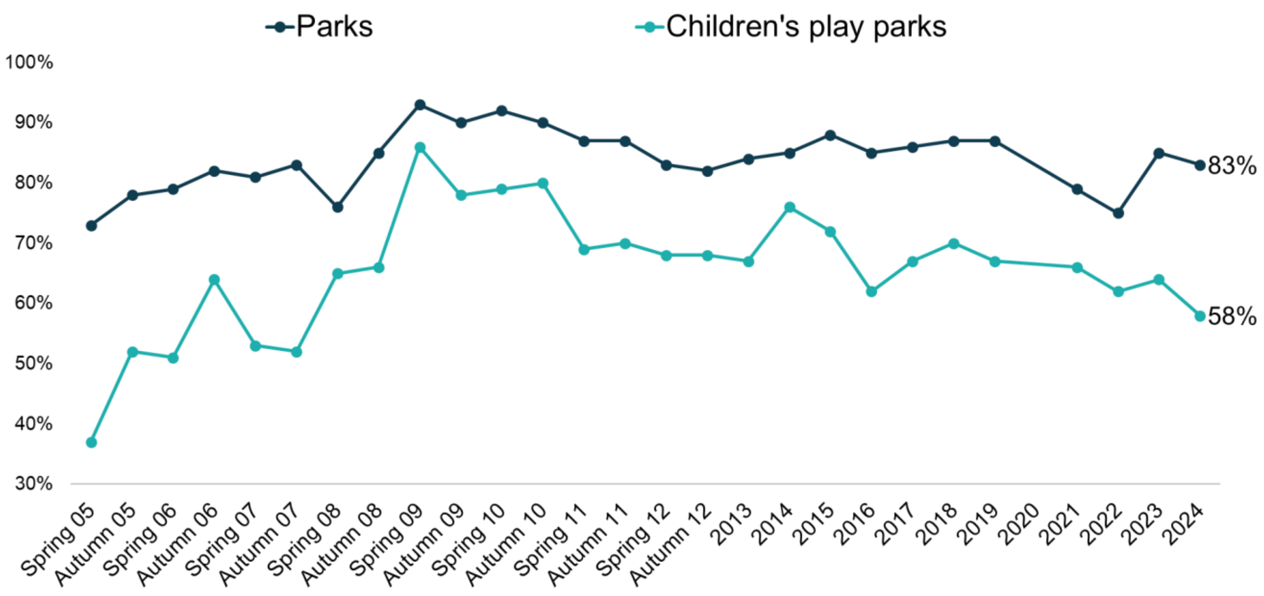

Base: Those using nursery schools (95), primary schools (148), secondary schools (118).

Source: Ipsos for Glasgow City Council

### Parks and children's play parks

Satisfaction with parks remained high (at 83%, compared with 85% in 2023). Around six in ten (58%) were satisfied with children's play parks, compared to 64% in 2023 (Figure 4.9).

**Figure 4.9: Trends in satisfaction with parks and playparks**




Base: Those using parks (762), children's play parks (207).

Source: Ipsos for Glasgow City Council

Residents in the North West were more likely than average to be satisfied with parks (86% vs 83% overall) and children's play parks (70% vs 58%).

Satisfaction with parks was also higher than average among those in the less deprived parts of the city (94%, compared with 81% in the most deprived) and without a child in the household (85%, compared with 72% of households with children).

### Social care services

Most (70%) users of home care services were satisfied and two thirds (65%) of users of social work services were satisfied. As in previous waves, small base sizes prevent robust analysis of trends in satisfaction with social work and home care services.

### Local community centres

Seven in ten (70%) users were satisfied with local community centres, down from 81% in 2023.

# 5 Council reputation and communication

### The council's impact on quality of life

Three quarters (75%) of respondents agreed that the council had an important impact on the quality of local life in Glasgow, while 9% disagreed. The proportion agreeing was higher than in 2023 (by five percentage points). However, respondents were more likely to disagree than agree that the council was addressing the key issues affecting the quality of life in their local area – 42% disagreed while 28% agreed, similar to the findings in 2023 (Table 5.1).

**Table 5.1: Perceptions of the council's impact on quality of life**

| | The council has an important impact on the quality of local life in Glasgow | | The council is addressing the key issues affecting the quality of life in my local area | | |
|---|---|---|---|---|---|
| | Agree (%) | Disagree (%) | Agree (%) | Disagree (%) | *Base: All* |
| **2019** | 74 | 10 | 33 | 32 | *1,065* |
| **2021** | 80 | 11 | 34 | 44 | *1,004* |
| **2022** | 61 | 15 | 28 | 40 | *1,032* |
| **2023** | 70 | 12 | 30 | 39 | *1,023* |
| **2024** | 75 | 9 | 28 | 42 | *1,029* |

Respondents in the North West were more likely than those living in the other areas to agree that the council was addressing the key issues affecting quality of life in their area (34%, compared with 24% in the North East and 22% in the South).

Minority ethnic respondents were more likely than white respondents to say the council was addressing the issues affecting the quality of life in their local area (54% vs 28%).

## Local service standards

In terms of local service standards, 34% agreed that the council designed services around the needs of people who used them, that it did the best it could with the money available (32%), that it provided high quality services (31%) and that it gave residents good value for money (29%). The proportion agreeing with each of these statements was broadly in line with those in 2023 (Table 5.2).

**Table 5.2: Perceptions of the council's service standards**

| | The council provides high quality services | | Glasgow City Council gives residents good value for money | | The council designs its services around the needs of the people who use them | | The council does the best that it can with the money available | | |
|---|---|---|---|---|---|---|---|---|---|
| | Agree (%) | Disagree (%) | Agree (%) | Disagree (%) | Agree (%) | Disagree (%) | Agree (%) | Disagree (%) | *Base: All* |
| **2019** | 47 | 24 | 40 | 29 | 43 | 27 | 42 | 27 | *1,065* |
| **2021** | 38 | 40 | 33 | 44 | 41 | 37 | 42 | 37 | *1,004* |
| **2022** | 30 | 39 | 27 | 42 | 32 | 33 | 31 | 39 | *1,032* |
| **2023** | 34 | 36 | 28 | 42 | 38 | 30 | 36 | 33 | *1,023* |
| **2024** | 31 | 40 | 29 | 43 | 34 | 34 | 32 | 41 | *1,029* |

Those in the North West were more likely than average to agree that the council designed services around the needs of people (40% vs 34%), provided high quality services (36% vs 31%) and gave good value for money (36% vs 29%).

Minority ethnic respondents were more positive about each aspect of the council's role: at providing high quality services (47% compared to 31% of white respondents), giving good value for money (49% vs 24%), designing services around the needs of people (48% vs 36%) and doing its best with the money available (45% vs 34%).

Younger respondents (16-24 years old) were more likely than those aged over 60 to agree that the council designed services around people's needs (43% vs 29%) and provided high quality services (42% vs 24%).

## Information provision and citizen engagement

Views about the council's information provision and engagement with citizens remained mix. Just over a third (35%) said they trusted the council and a similar proportion (34%) said the council was good at letting residents know about its services. A quarter (24%) felt the council was good at letting people know how well it performed. This was similar to the findings in 2023 (Table 5.3).

**Table 5.3: Perception of council information provision and citizen engagement**

| | I trust Glasgow City Council | | The council is good at letting residents know about the services it provides | | The council is good at letting people know how well it is performing | | |
|---|---|---|---|---|---|---|---|
| | Agree (%) | Disagree (%) | Agree (%) | Disagree (%) | Agree (%) | Disagree (%) | *Base: All* |
| **2019** | 47 | 39 | 39 | 40 | 29 | 41 | *1,065* |
| **2021** | 42 | 39 | 39 | 44 | 21 | 56 | *1,004* |
| **2022** | 36 | 33 | 31 | 40 | 23 | 40 | *1,032* |
| **2023** | 34 | 30 | 35 | 40 | 25 | 41 | *1,023* |
| **2024** | 35 | 33 | 34 | 42 | 24 | 45 | *1,029* |

More than half (56%) of respondents said the council was too remote and impersonal (up from 51% in 2023) and 46% said it rarely considered residents' views when making decisions that affected them (up from 41%). Almost half (48%) said they would like to get more involved in decisions affecting their own area (Table 5.4).

**Table 5.4: Perception of council information provision and citizen engagement**

| | The council is too remote and impersonal | | The council rarely takes residents' views into account when making decisions that affect them | | I would like to be more involved in decisions the Council makes that affect my area | | |
|---|---|---|---|---|---|---|---|
| | Agree (%) | Disagree (%) | Agree (%) | Disagree (%) | Agree (%) | Disagree (%) | *Base: All* |
| **2019** | 43 | 43 | 41 | 25 | 52 | 28 | *1,065* |
| **2021** | 52 | 52 | 43 | 33 | 68 | 15 | *1,004* |
| **2022** | 47 | 18 | 39 | 25 | 50 | 24 | *1,032* |
| **2023** | 51 | 18 | 41 | 26 | 45 | 30 | *1,023* |
| **2024** | 56 | 16 | 46 | 20 | 48 | 33 | *1,029* |

Residents in the North West were more likely than average to say they trusted the council (43%, compared with 35% overall).

Minority ethnic respondents were more likely to trust the council (60% compared with 31% of white respondents) and to say the council was good at letting residents know about its services (55% vs 31%) and about how well it was performing (39% vs 21%).

Younger respondents (16-24) were more likely than those aged 60+ to say that they trusted the council (50% vs 32%), while older respondents (60+) were more likely to say the council was too remote and impersonal (65% vs 46% of 16-24 year olds).

Those in social grade ABC1 were more likely than those in grade C2DE to express interest in being more involved in council decisions affecting their area (59% vs 40%).

## Perceptions of the council by overall satisfaction with services

Consistent with previous waves, attitudes towards the council were linked to satisfaction with services: those who were satisfied overall tended to view the council more favourably across most of these statements (Table 5.5).

### Table 5.5: Perceptions of the council by overall satisfaction with services

| | All (% agree) | Satisfied with services (% agree) | Dissatisfied with services (% agree) |
|---|---|---|---|
| The council has an important impact on the quality of life in Glasgow | 75 | 86 | 67 |
| The council is too remote and impersonal | 56 | 39 | 75 |
| I would like to be more involved in decisions the council makes that affect my area | 48 | 42 | 56 |
| The council rarely takes residents' views into account when making decisions that affect them | 46 | 37 | 58 |
| I trust Glasgow City Council | 35 | 65 | 10 |
| The council designs its services around the needs of people who use them | 34 | 58 | 14 |
| The council is good at letting residents know about the services it provides | 34 | 50 | 16 |
| The council does the best it can with the money available | 32 | 54 | 12 |
| | | | |
| The council provides high quality services | 31 | 61 | 7 |
| Glasgow City Council gives residents good value for money | 29 | 57 | 8 |
| The council is addressing the key issues affecting quality of life in my local area | 28 | 47 | 11 |
| The council is good at letting people know how well it is performing | 24 | 37 | 17 |
| *Base* | *1,029* | *411* | *393* |

## Reasons for level of trust in Glasgow City Council

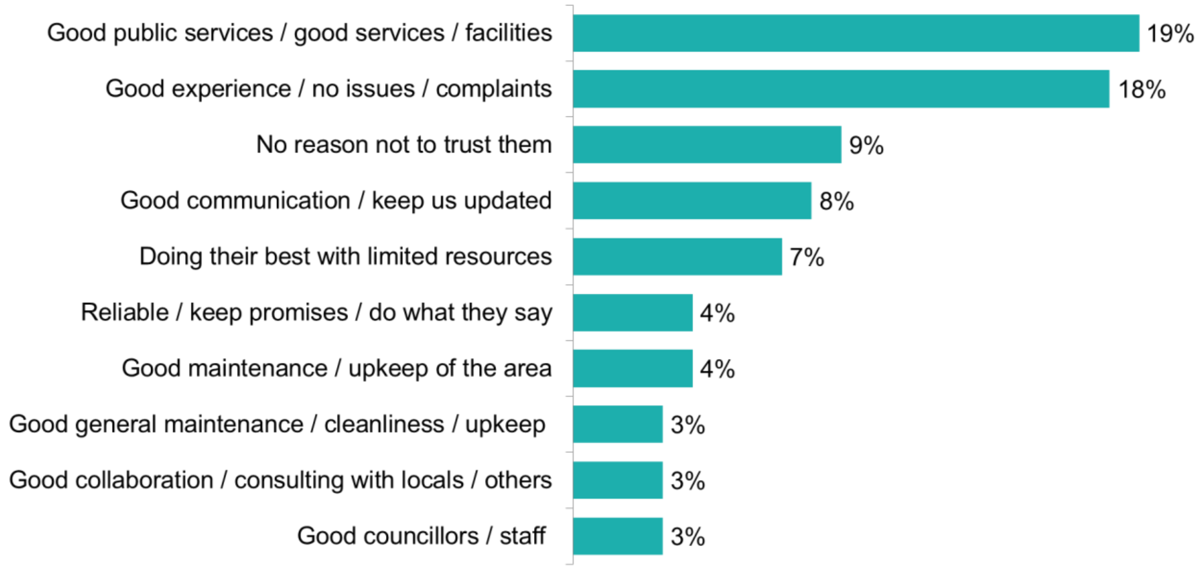
Those that either agreed or disagreed with the statement "I trust Glasgow City Council" were asked, unprompted, their main reasons for feeling this way.

### Reasons for trusting the council

The main reasons for trusting the council were based on having a perception that the council provided good services and facilities (19%), general positive experiences (18%), having no reason not to trust the council (9%), good communication (8%) and feeling that the council did its best with limited resources (7%). Other reasons included that the council was reliable (4%) and that it provided good maintenance and upkeep of the area (4%) (Figure 5.1).

### Figure 5.1: Reasons for trusting the council

Q. What are the main reasons why you trust the Glasgow City Council?




Base: All those who said they trust the council (272)

Source: Ipsos for Glasgow City Council

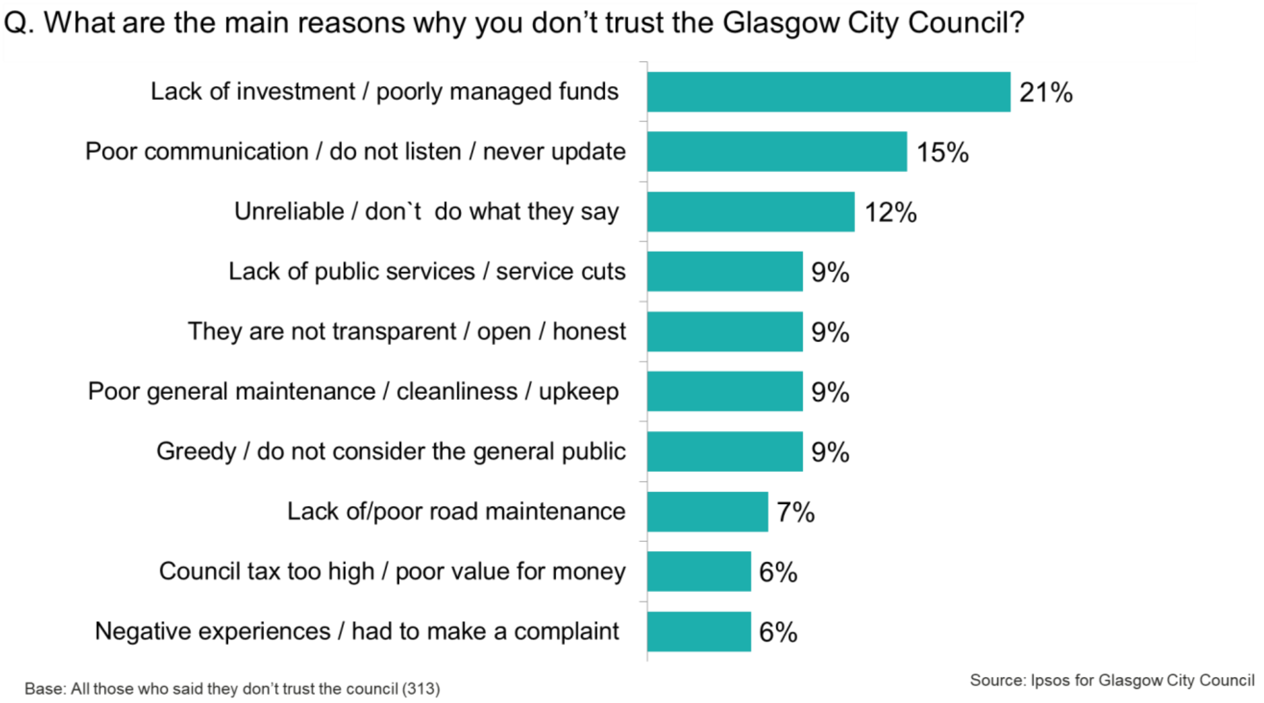
Examples of some of the reasons respondents gave for trusting the council are shown below (using respondents' verbatim comments).

- ***"The public services and amenities are pretty good. And the council attracts visitors to the city."***
- ***"The parks nearby are well maintained and the rubbish collection is swift and they don't leave any rubbish piling on the local streets."***
- ***"There are good facilities like art galleries. And they have apprenticeships for young people and initiatives for helping young people with drug problems."***
- ***"The bins are being emptied and grass cut on time. And the council arranges breakfast clubs in the local primary school."***
- ***"I feel like if anything bad was to happen they would get people out pretty quickly to sort the situation and they would do a good job of trying to fix it."***

### Reasons for not trusting the council

The main reasons given for not trusting the council were due to a perceived lack of investment or poorly managed funds (21%), poor communication (15%), a sense that the council was unreliable (12%), lack of services or cuts to services (9%), lack of transparency (9%), poor general maintenance and upkeep (9%) and that they do not consider the general public (9%). The top ten answers given are shown in Figure 5.2.

**Figure 5.2: Reasons for not trusting the council**




Examples of some specific reasons for not trusting the council are shown below (using respondents' verbatim comments).

- ***"They are not sufficiently transparent on their decision making and spending. I see too much public money spent on private commercial projects. I don't see a common aim to improve the services that really matter and to help areas to realise their potential."***

- ***"There is no transparency around how budgets are spent. The public doesn't get a say in where the budget goes. There is rising homelessness along with increasing rent, council tax, electricity et cetera, but this seems to go unnoticed."***

- ***"We don't get any advance notice about anything happening, like the cycling championships. Whenever there are roadworks, they go on for an unspecified but very lengthy amount of time. I just don't trust that the council are working as efficiently as possible with the money available."***

- ***"They are very difficult to get hold of. I have phoned them and struggle to get hold of anyone. And when I do they do not have answers and pass me to someone else who does not have the answers."***

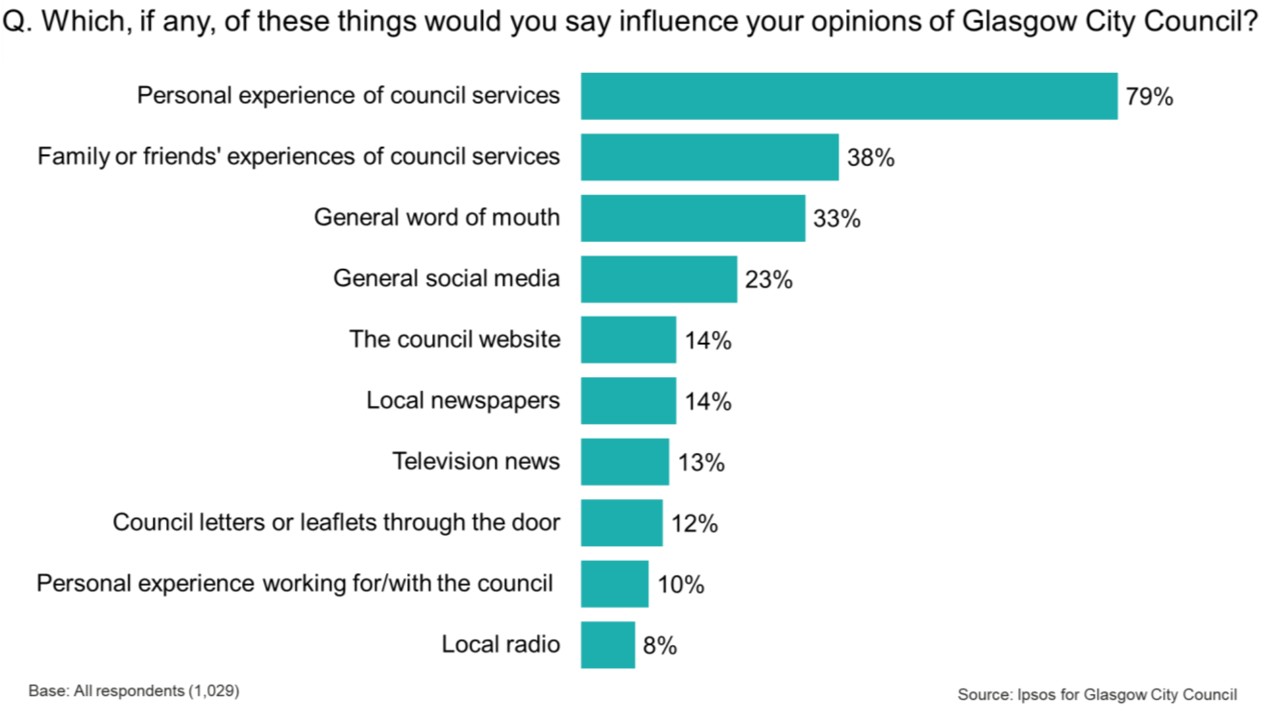
- ***"They are politically motivated and seem to have a lack of common sense."***

- ***"They don't follow up with complaints regarding the streets, or housing. They say, "Someone will turn up", but then nobody appears. Raising an issue with the council is a paper pushing exercise."***

## Factors influencing opinion of Glasgow City Council

The most important factor influencing perceptions of the council was personal experiences of using services (79%), followed by: family or friends' experiences (38%), general word of mouth (33%), social media (23%), the council's website (14%) and local newspapers (14%) (Figure 5.3). These findings are broadly in line with those from 2023, although there was a five percentage point increase in those mentioning word of mouth (28% in 2023).

### Figure 5.3: Main factors influencing opinion of the council




Respondents living in the North West and the South were more likely to be influenced by personal experiences (both 82% vs 72% in the North East).

Younger respondents (aged 16-24) were more likely than average to be influenced by general social media (35% vs 23%) while older respondents (aged 60+) were more likely to say television news (16% vs 13%).

# 6 Digital inclusion

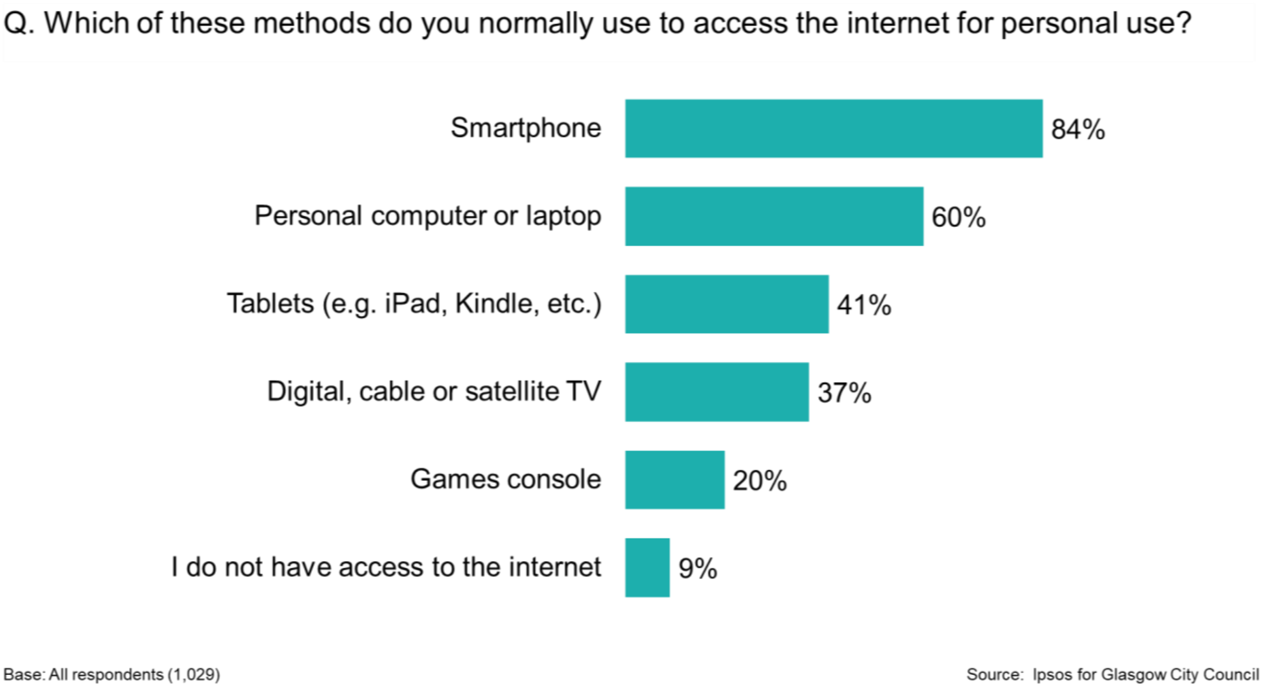
## Access to the internet

The majority of respondents (91%) had access to the internet, while 9% did not. Access to the internet varied by age group; 28% of those aged 60+ said they did not have access to the internet, compared with none of those aged 16-24 and 3% of those aged 25-59.

Among those with internet access, most (90%) used it several times a day, while 6% used it around once a day and 2% at least once a week.

The most common way of accessing the internet was through a smartphone (84%), followed by a personal computer or laptop (60%), tablet (41%), digital, cable or satellite TV (37%), and games console (20%) (Figure 6.1).

**Figure 6.1: Methods of internet access**

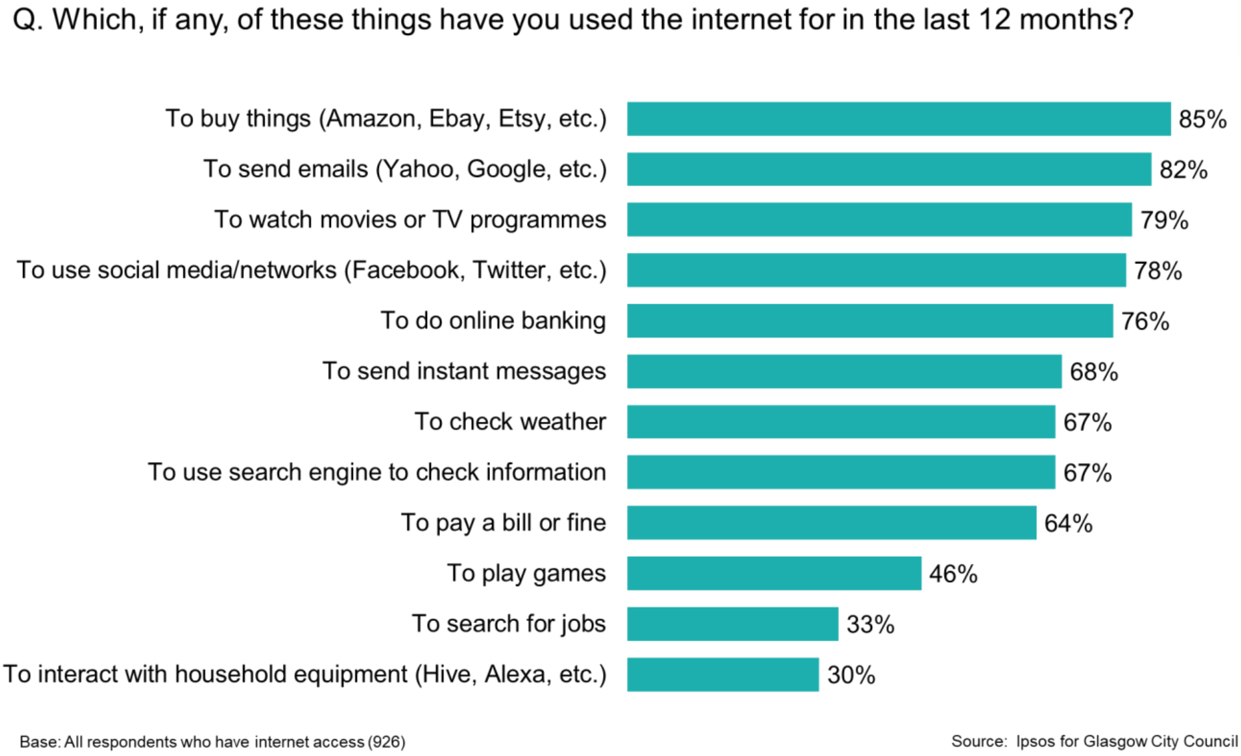



Most internet users connected to the internet using home broadband (94%) or mobile data via a mobile phone network (72%). Around one in five respondents (18%) said that they used public access wi-fi (e.g. in libraries, cafes, housing associations).

## Use of the internet

Respondents' main uses of the internet over the last 12 months were to buy things (85%), send emails (82%), watch movies or TV programmes (79%), use social media (78%) and do online banking (76%) (Figure 6.2).

### Figure 6.2: Internet use



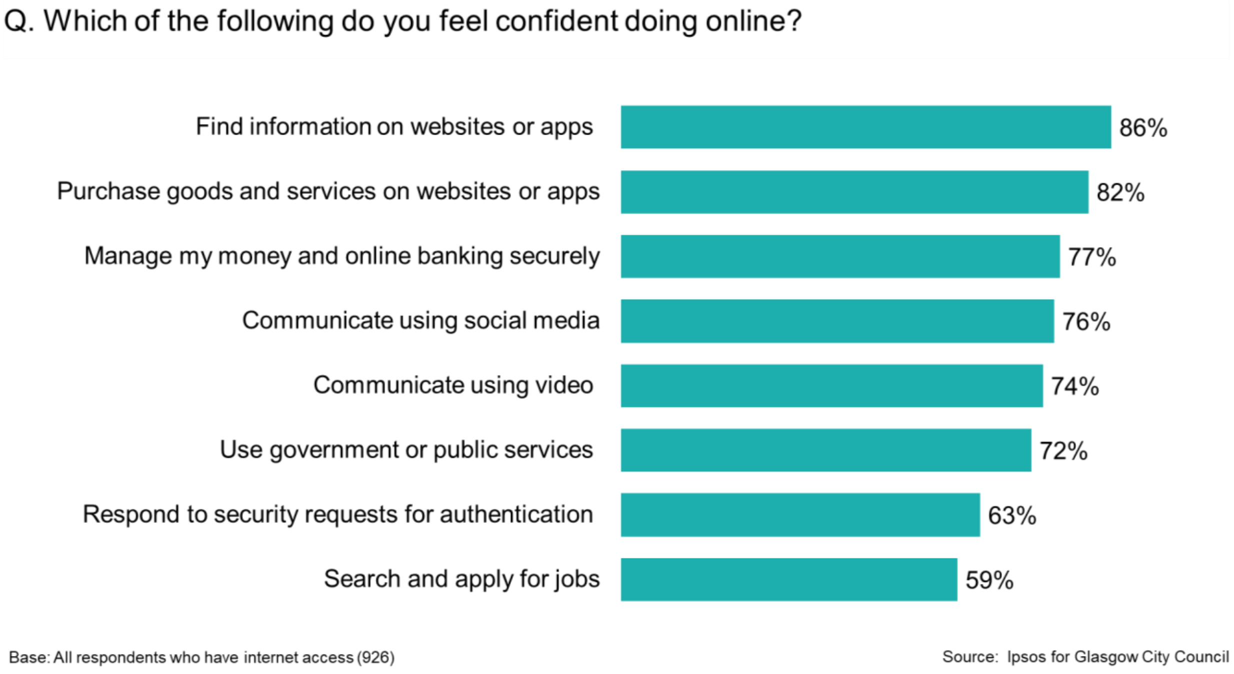

Females were more likely than males to use the internet to buy things (88% vs 83%), use social media (82% vs 75%), do online banking (80% vs 73%), send instant messages (72% vs 65%), and check the weather (71% vs 63%). Males were more likely to use the internet to play games (51% vs 42% of females).

Those aged 16-35 were more likely to report having used the internet for every option listed, compared with those aged 60+.

## Confidence using the internet

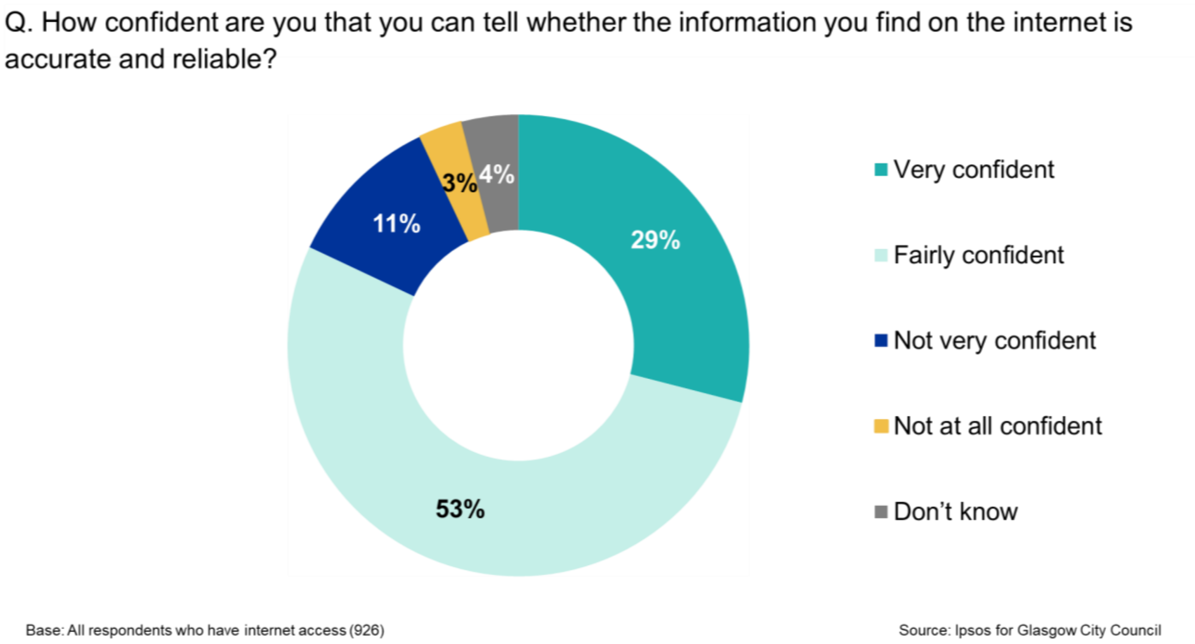
Respondents were confident with most uses of the internet, particularly finding information on websites or apps (86%), purchasing good and services on websites or apps (82%), managing their money and using online banking securely (77%), communicating using social media (76%) or video (74%) and using government or public services (72%) (Figure 6.3).

### Figure 6.3: Confidence using the internet




Most respondents (83%) with internet access said that they were confident they could tell whether the information they found on the internet was accurate and reliable, while 14% were not confident (Figure 6.4). Younger respondents were more confident than older respondents (89% of 16-24 year olds were confident compared with 70% of those aged 60+).

### Figure 6.4: Confidence identifying accurate and reliable information online



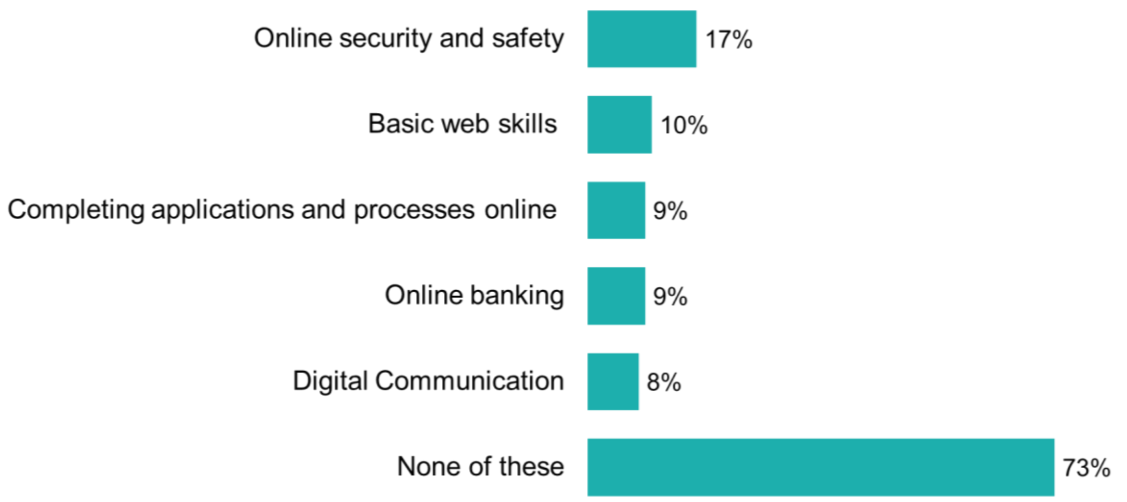
## Digital skills training

A quarter of respondents (25%) thought that they would benefit from digital skills training, whilst 73% did not.

The area of digital skills training that respondents most thought they would benefit from was online security and safety (17%), followed by basic web skills (10%), completing applications and processes online (9%), online banking (9%), and digital communication (8%) (Figure 6.5).

### Figure 6.5: Digital skills training needed

Q. In which of these areas, if any, do you think you would benefit from digital skills training?




Base: All respondents (1,029)

Source: Ipsos for Glasgow City Council

Minority ethnic respondents were more likely than white respondents to think that they would benefit from training in basic web skills (18% vs 9%) and completing applications and processes online (19% vs 8%). Those aged 16-24 were more likely than average to say that they would benefit from training in completing applications and processes online (16% vs 9%), and online banking (17% vs 9%).

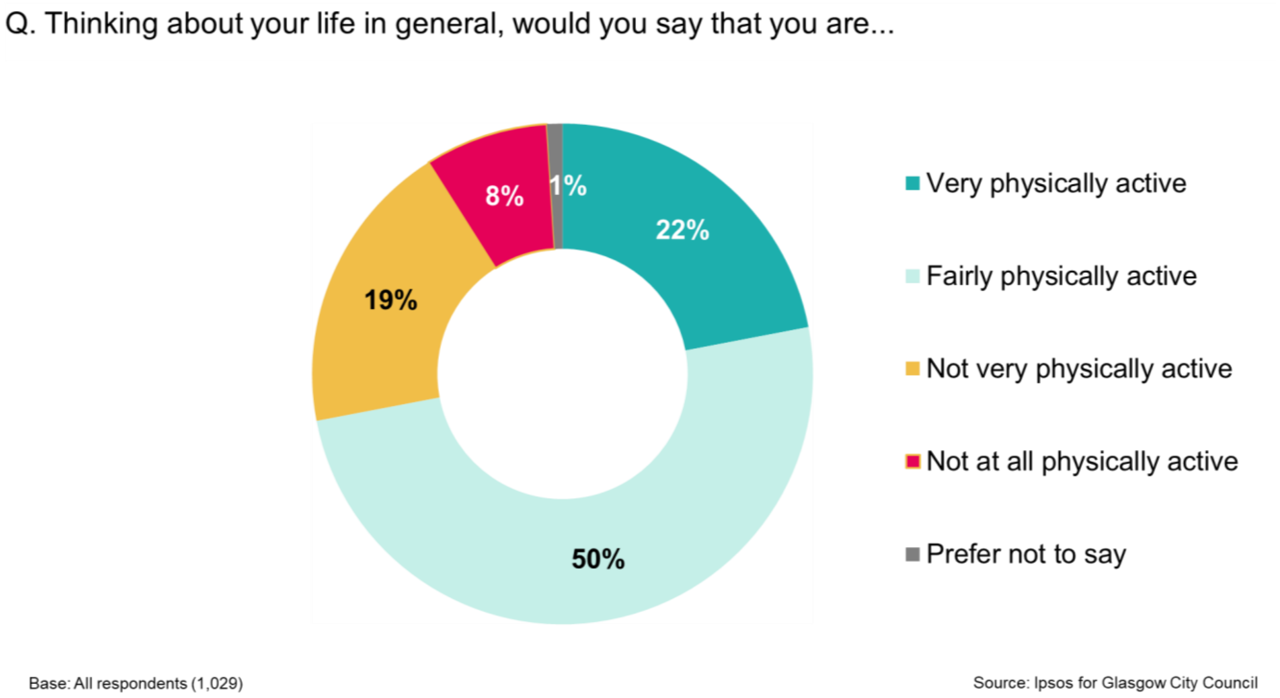
Around four out of ten (37%) respondents were aware that digital skills training courses were available in libraries across Glasgow, while 61% were unaware. Awareness of these training courses was lower than average among those aged 16-24 (26%) and minority ethnic respondents (21%).

# 7 Physical activity

## Levels of physical activity

Almost three quarters (72%) of respondents said they were either fairly or very physically active[8], with 22% saying they were very physically active (Figure 7.1).

### Figure 7.1: Self-reported levels of physical activity




Those most likely to say they were fairly / very physically active were:

- younger respondents (aged 16-24) – 88%, compared with 53% of those over 60;
- those with a child in the household – 83%, compared with 70% of those without;
- residents in social grade ABC1 – 81%, compared with 66% of those in social grade C2DE.

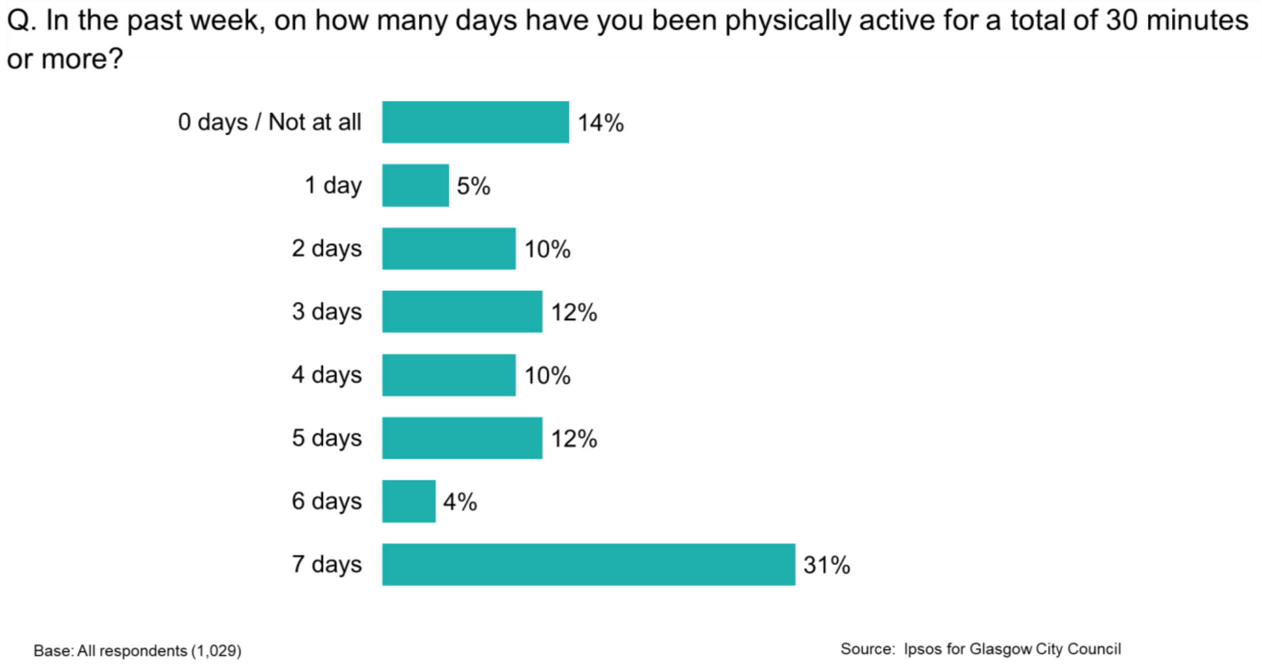
Overall, three quarters (75%) of respondents said they had been physically active for at least two and a half hours over the course of the past week.

[8] Physical activity was defined as walking, cycling, or other exercise; and any gardening, DIY or housework which was enough to raise the breathing rate. Respondents could also include physical activity that was part of their job.

## Frequency of physical activity

Almost half (46%) of respondents said they had been physically active for a total of 30 minutes or more on at least five days over the course of the past week – with one in three (31%) saying they had been this active every day of the week. Meanwhile, 14% had not been physically active for 30 minutes or more at all in the past week (Figure 7.2).

### Figure 7.2: Physical activity in the past week



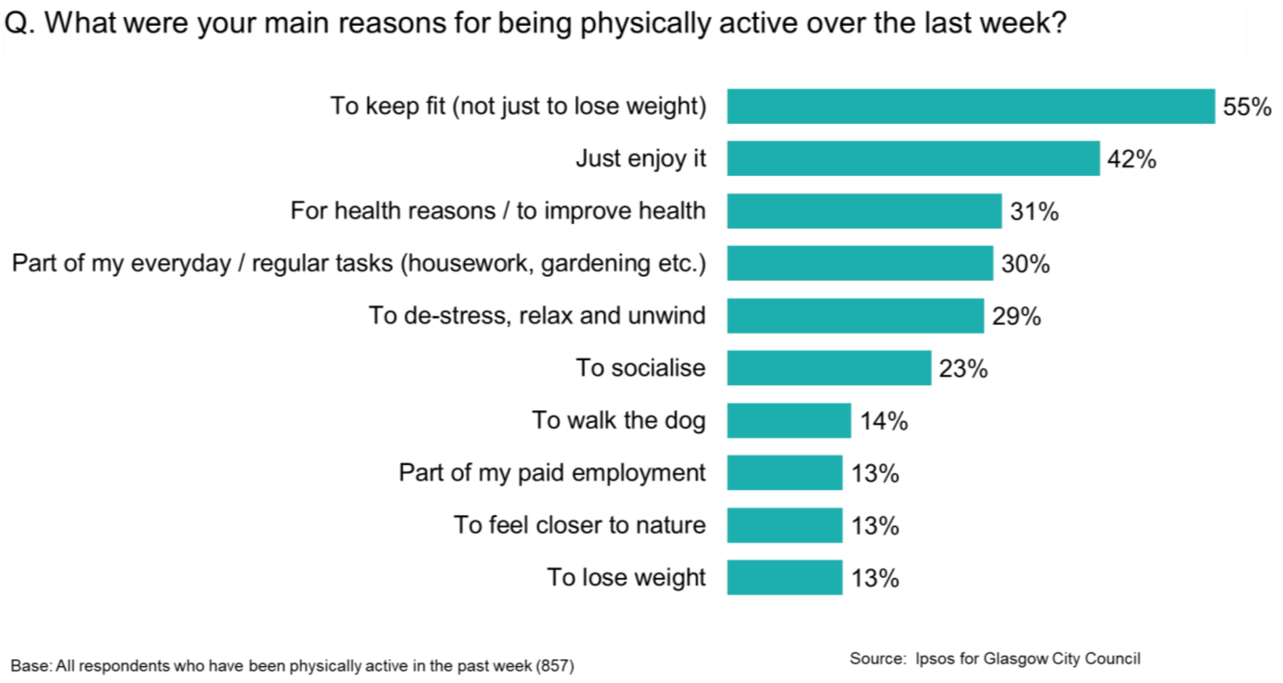

Those less likely to have been physically active (i.e. saying they had not been active at all) in the past week included:

- those in a household with a disability or health condition (35% vs 5% of those without).
- those aged over 60 (26% vs 5% aged 16-24)
- women (17% vs 12% of men)
- white respondents (16% vs 10% minority ethnic)
- those without a child in the household (16% vs 10% of those with a child).
- those in the 20% most deprived areas of the city (16% vs 5% in the least deprived).

## Reasons for being physically active

The main reasons respondents were physically active were to keep fit (55%), for enjoyment (42%), for health reasons (31%), as a part of everyday tasks (30%) and to relax and unwind (29%) (Figure 7.3).

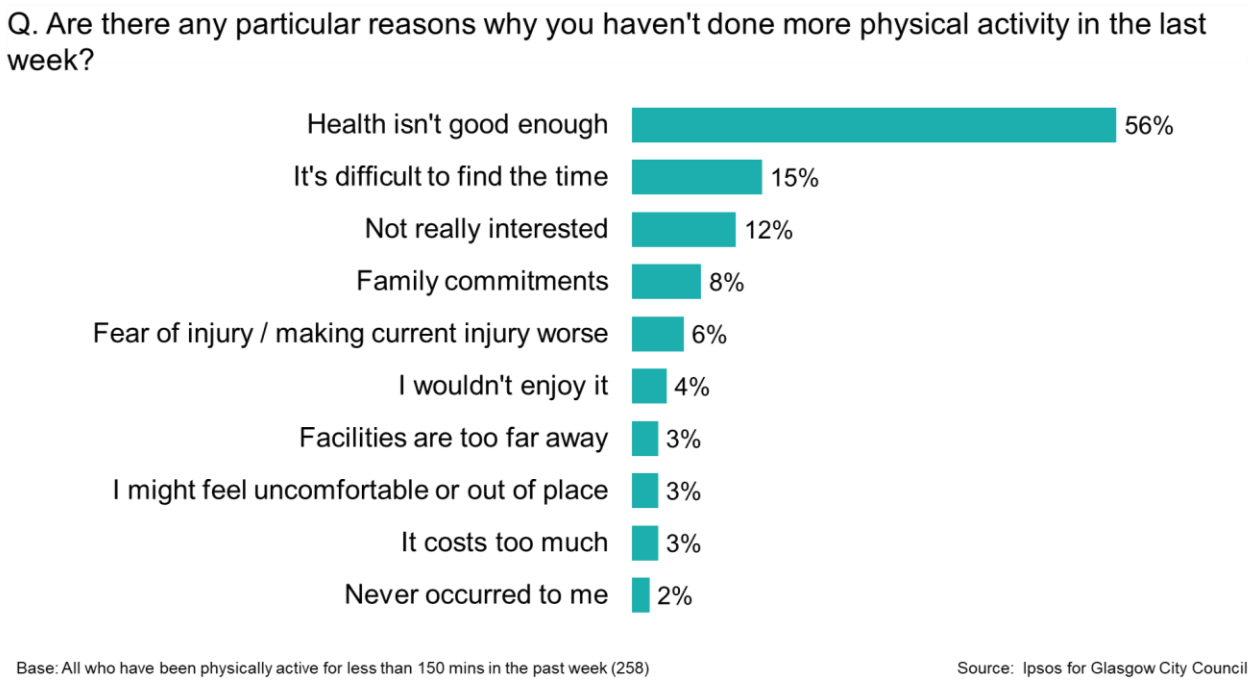
### Figure 7.3: Reasons for being physically active



## Reasons for not doing more physical activity

Among those who had been physically active for *less* than two and a half hours in the past week, the reasons for this included: poor health (56%), a lack of time (15%), a lack of interest (12%) and family commitments (8%) (Figure 7.4).

### Figure 7.4: Reasons for not doing more physical activity

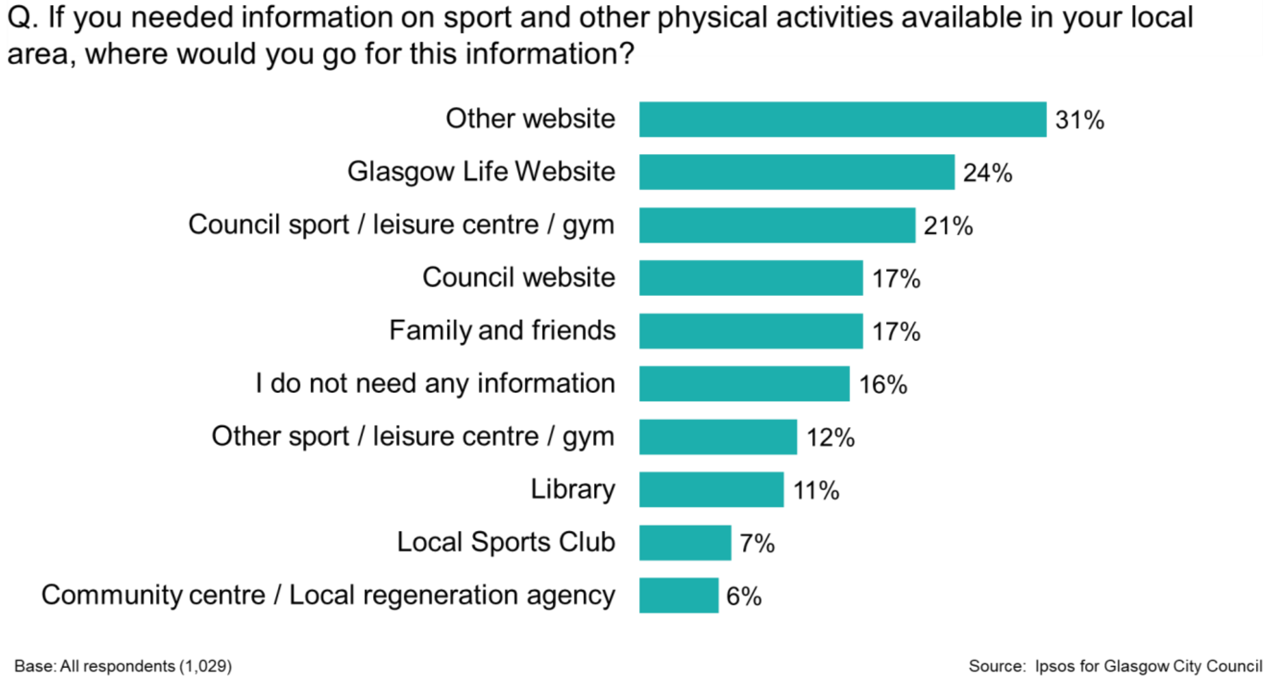



Four in ten (39%) of those who had been physically active for less than two and a half hours said they were interested in being more physically active. Those in social grade ABC1 were more likely to say this than those in social grade C2DE (50% vs 35%).

## Sources of information on sport and other physical activities

The most common sources of information respondents used to find out about sport and other physical activities in their local area were: websites / online (31%), the Glasgow Life website (24%), Council sports / leisure centres and gyms (21%), family and friends (17%) and the Council's website (17%) (Figure 7.5).

**Figure 7.5: Sources of information on sport and other physical activities**




Younger people (aged 16-24) were more likely than average to seek information on sport and physical activities using websites (47%), council sports / leisure centres and gyms (30%), family and friends (23%), schools, colleges or universities (21%), and other sports and leisure centres (19%).

# 8 UCI Cycling World Championships

## Awareness and engagement with the UCI Cycling World Championships

Eighty four percent (84%) of respondents were aware that Glasgow hosted the UCI Cycling World Championships in 2023, while 15% were unaware.

Around a quarter of respondents (26%) said that they attended an event that took place as part of the championships, whereas 74% did not. The reported level of attendance was higher than the 18% who had said, in the 2023 Glasgow Household Survey, that they planned to visit championship events.

Attendance at events was higher among males (32% vs 20% of females), those aged 35-44 (34% vs 26% average), and those in social grade ABC1 (34% vs 20% of those in social grade C2DE). Respondents living in the North West were also more likely to have attended an event (35% compared with 24% in the North East and 18% in the South).

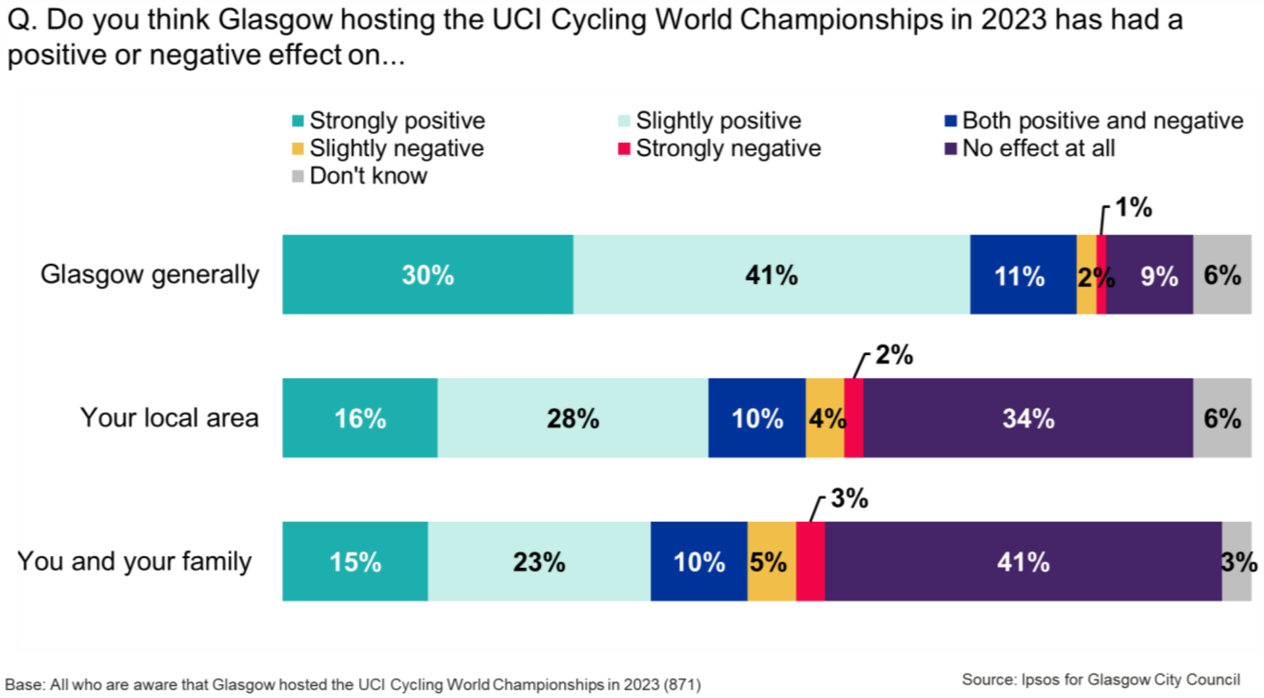
## Impact of the championships on Glasgow

When asked about the likely impacts of the championships in the 2023 Glasgow Household Survey, almost three quarters (74%) had anticipated a positive effect on Glasgow generally, while 5% expected a negative effect and 6% felt it would have no effect at all.

This year respondents were similarly positive about the impact of the championships on the city; 71% thought that the event had a positive effect on the city, while 3% thought that it had a negative effect, and 9% thought it had no effect on Glasgow (Figure 8.1).

Respondents were less certain about the impact the event had on their local area and on themselves and their families: 44% thought it had a positive effect on their local area (while 34% said it had no effect at all) and 38% felt it had a positive effect on themselves and their families (41% said no effect at all).

### Figure 8.1: Impact of the UCI Cycling World Championships



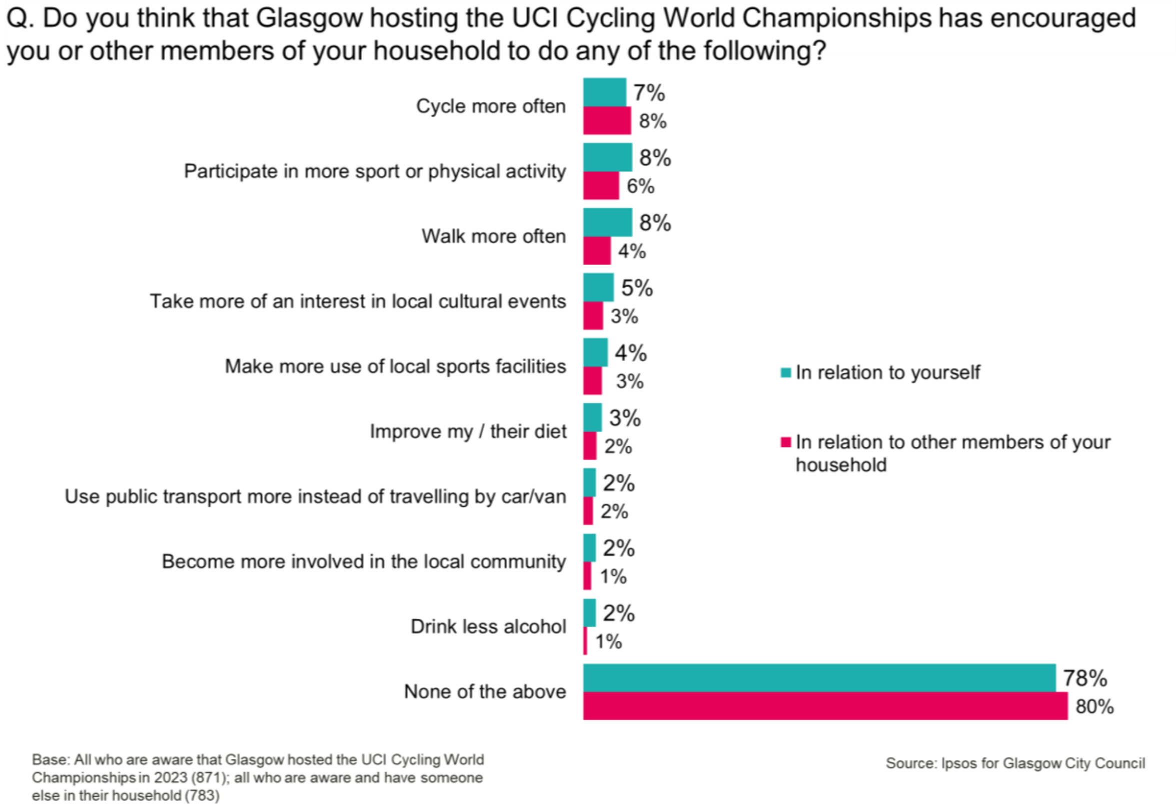
Residents in the North West of the city were more likely to say the championships had a positive impact on their local area (53% compared with 42% in the North East and 36% in the South).

## Impact of the championships on respondents' behaviours

Among those that were aware that Glasgow had hosted the championships, 21% thought that this encouraged them to change an aspect of their lifestyle, while 78% did not. A minority thought that the event had encouraged them to participate in more sport or physical activity (8%), walk more often (8%), cycle more often (7%), and take more of an interest in local cultural events (5%) (Figure 8.2).

Eighteen percent of respondents (18%) thought that the championships had encouraged other members of their household to take up new activities or change their behaviour, while 80% did not. A small proportion thought that it had encouraged other members of their household to cycle more often (8%), or to participate in more sport or physical activity (6%).

### Figure 8.2: Impact of the UCI Cycling World Championships on behaviour




Those aged 16-24 were more likely than average to say that the championships has encouraged them to personally participate in more sport or physical activity (21% vs 8%) and cycle more often (13% vs 7%), while those aged 60+ were more likely to say none of the listed activities (88% vs 78%).

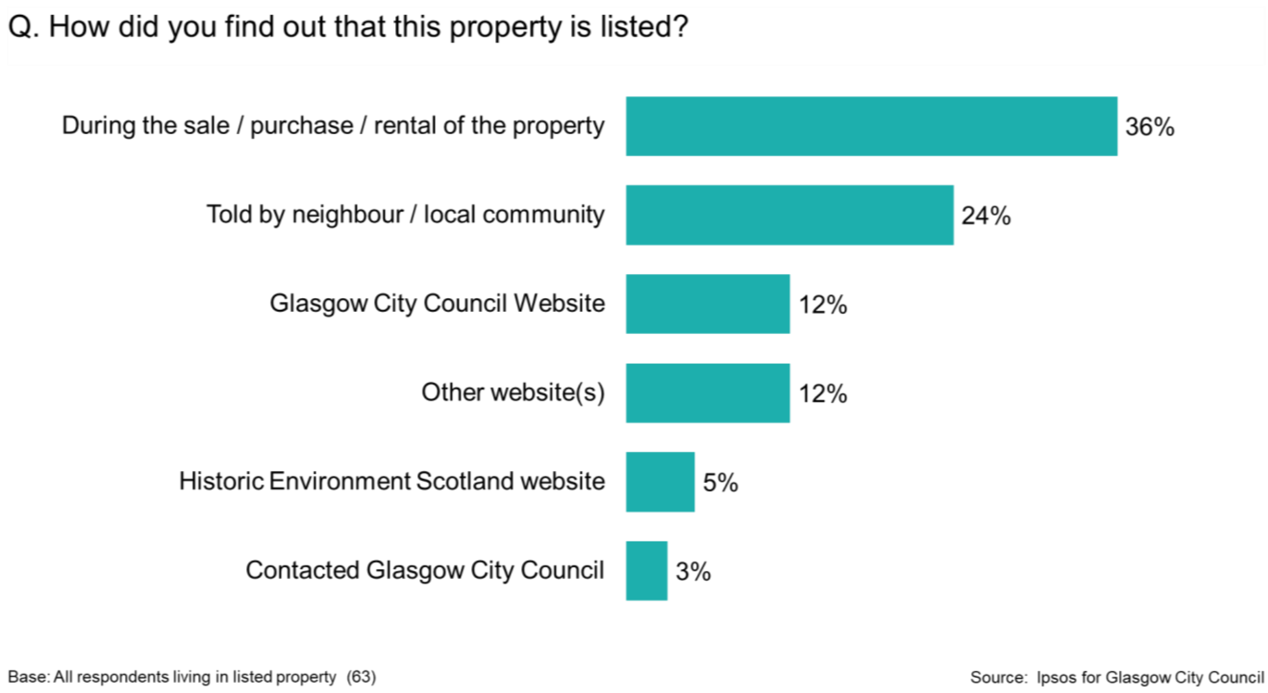
# 9 Heritage Designation and Conservation Areas

## Buildings of Special Architectural or Historic Interest

Six per cent (6%) of respondents lived in a property listed as a Building of Special Architectural of Historic Interest (a 'listed building'), while 77% did not. The remaining 16% did not know if the property was listed.

Of those who lived in a listed building, 40% knew which category it was listed as: 14% said it was Category A, 24% Category B and 2% Category C. The most common way respondents had found out that their property was listed was during the sale, purchase or rental of the property (36%) (Figure 9.1).

**Figure 9.1: Source of information about building's listed status**




Of those who said they did not live in a listed building, or did not know if they did, 2% had tried to find out if their property was listed. Six respondents (out of 19[9]) had contacted their estate or letting agent to find out, four had looked on the Historical Environment Scotland website and a further four had looked on another website.

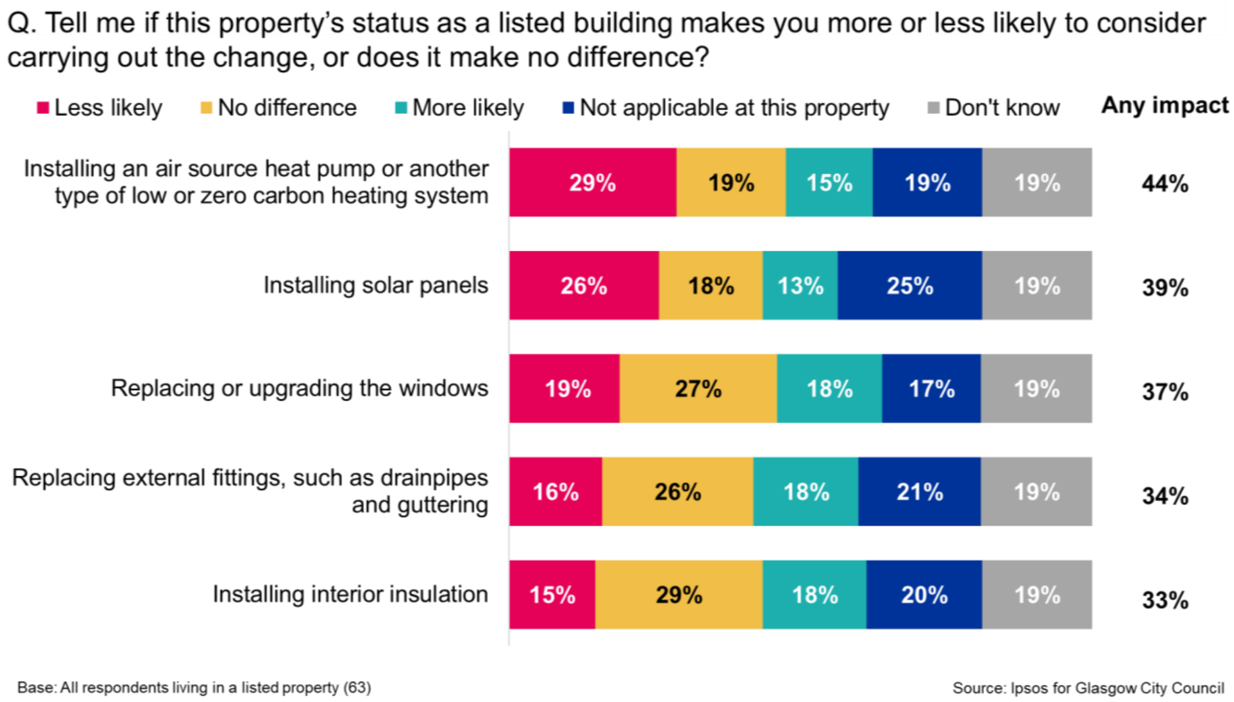
[9] As this group represents fewer than 30 respondents, the number of times a response has been selected (N) is given rather than the percentage

Respondents were asked whether their property's status as a listed building affected how likely they would be to make a range of building changes. The potential changes that were most impacted by the property's listed building status were installing heat pumps or other low/zero carbon heating systems (29% said they would be less likely to do this, 15% more likely) and installing solar panels (26% less likely, 13% more likely) (Figure 9.2).

Views were more mixed in relation to the other potential changes. Around one in five (19%) said they would be less likely to replace or upgrade windows, while a similar proportion (18%) said they would be more likely to do so. Similarly, 16% would be less likely to replace external fittings while 18% would be more likely to; and 15% would be less likely to install interior insulation, while 18% would be more likely to. In each of these examples, over a quarter said the building's listed status would make no difference.

Relatively high proportions also said that these changes were not applicable to their property or that they did not know.

**Figure 9.2: Effect of building's listed status on likelihood to make changes**



## Glasgow conservation areas

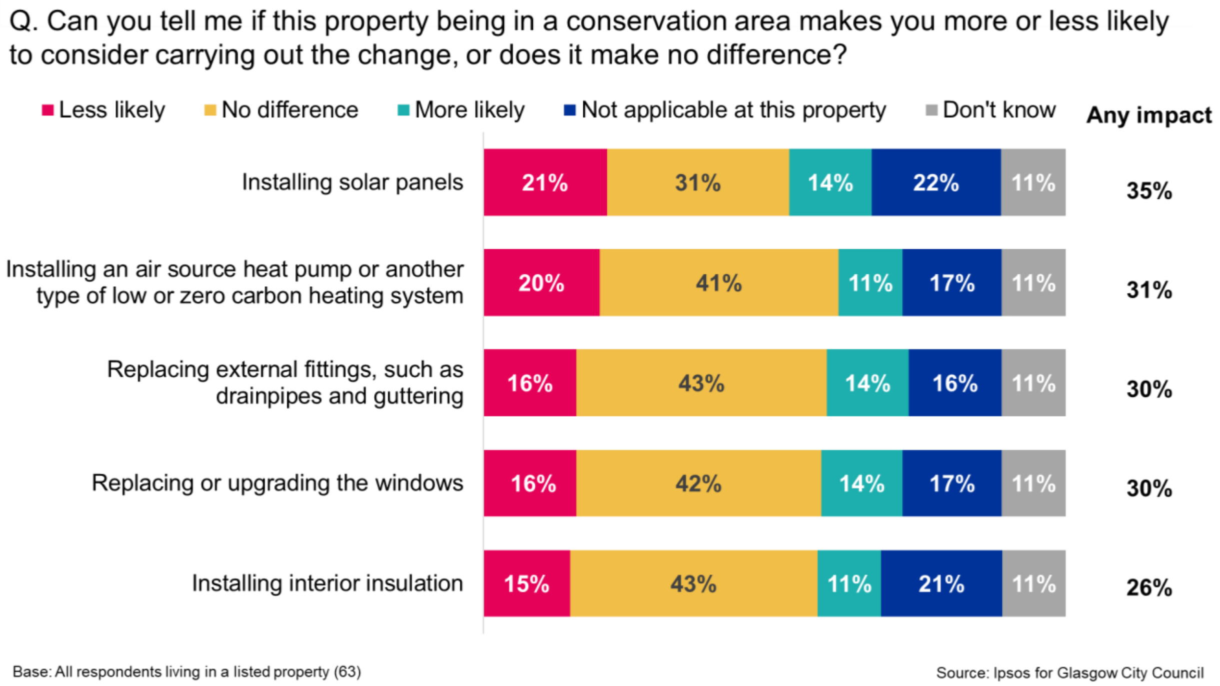
More than half (59%) of respondents were aware that there were conservation areas throughout the city, while 36% were not.

Six percent (6%) said that the property they lived in was in a conservation area, while 72% said it was not and 23% did not know. The ways in which respondents had found out that their property was in a conservation area were during its sale, purchase or rental (39%), via a neighbour or the local community (30%), the Glasgow City Council website (9%) and the Historic Environment Scotland website (7%).

Of those who said they did not live in a conservation area, or did not know if they did, just 2% had checked if this was the case.

As they were in relation to listed buildings, respondents were asked whether their property's location in a conservation area affected how likely they would be to make a range of building changes. One in five said that they were less likely to install solar panels (21%) and heat pumps or other low/zero carbon heating systems (20%). For the remaining examples, opinion was fairly split between those saying they were more likely to make the change and those saying they were less likely to (Figure 9.3).

### Figure 9.3: Effect of building's conservation area status on likelihood to make changes

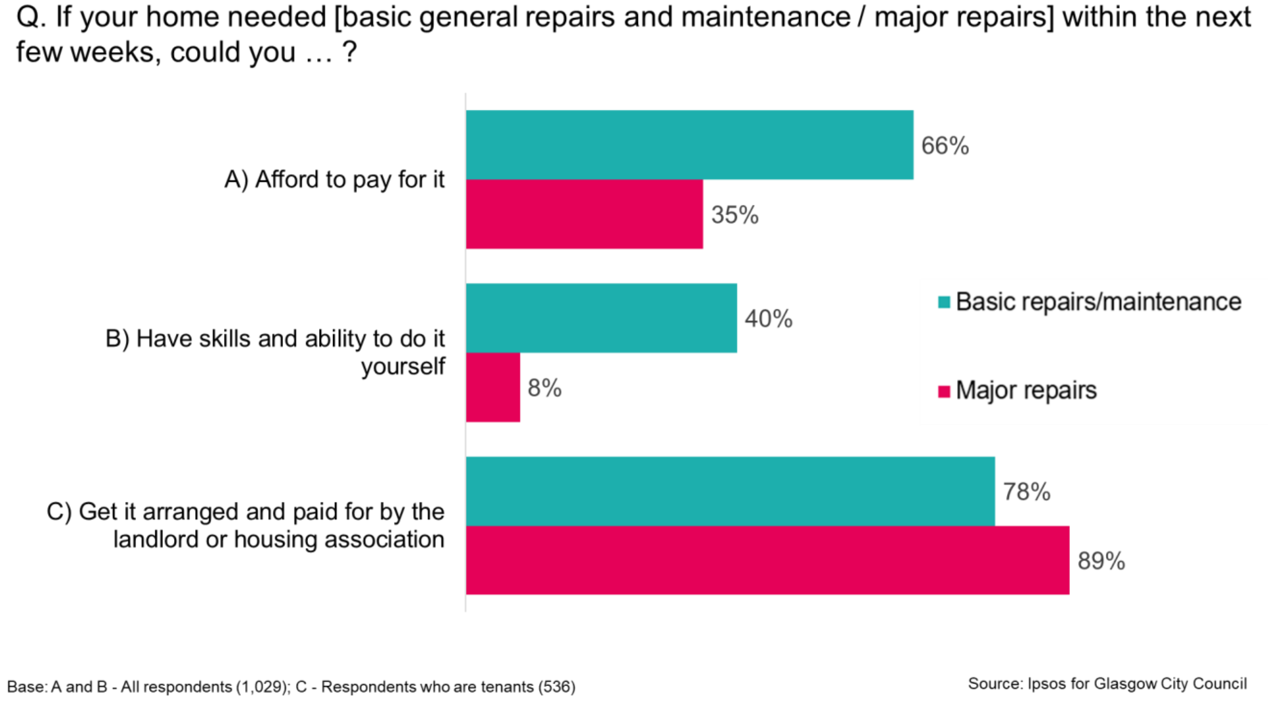


# 10 Housing Emergency

## Ability to afford repairs and maintenance

Two thirds of respondents (66%) said they could afford to pay for simple repairs and maintenance[10] in their home over the next few weeks, while 35% could afford to pay for major repairs. In terms of their own skills and ability, 40% said they could carry out simple repairs and maintenance themselves, compared with 8% for major repairs. Among renters, 78% would be able to have simple repairs arranged and paid for by their landlord or housing association, rising to 89% for major repairs. (Figure 10.1).

### Figure 10.1: Ability to get repairs or maintenance completed



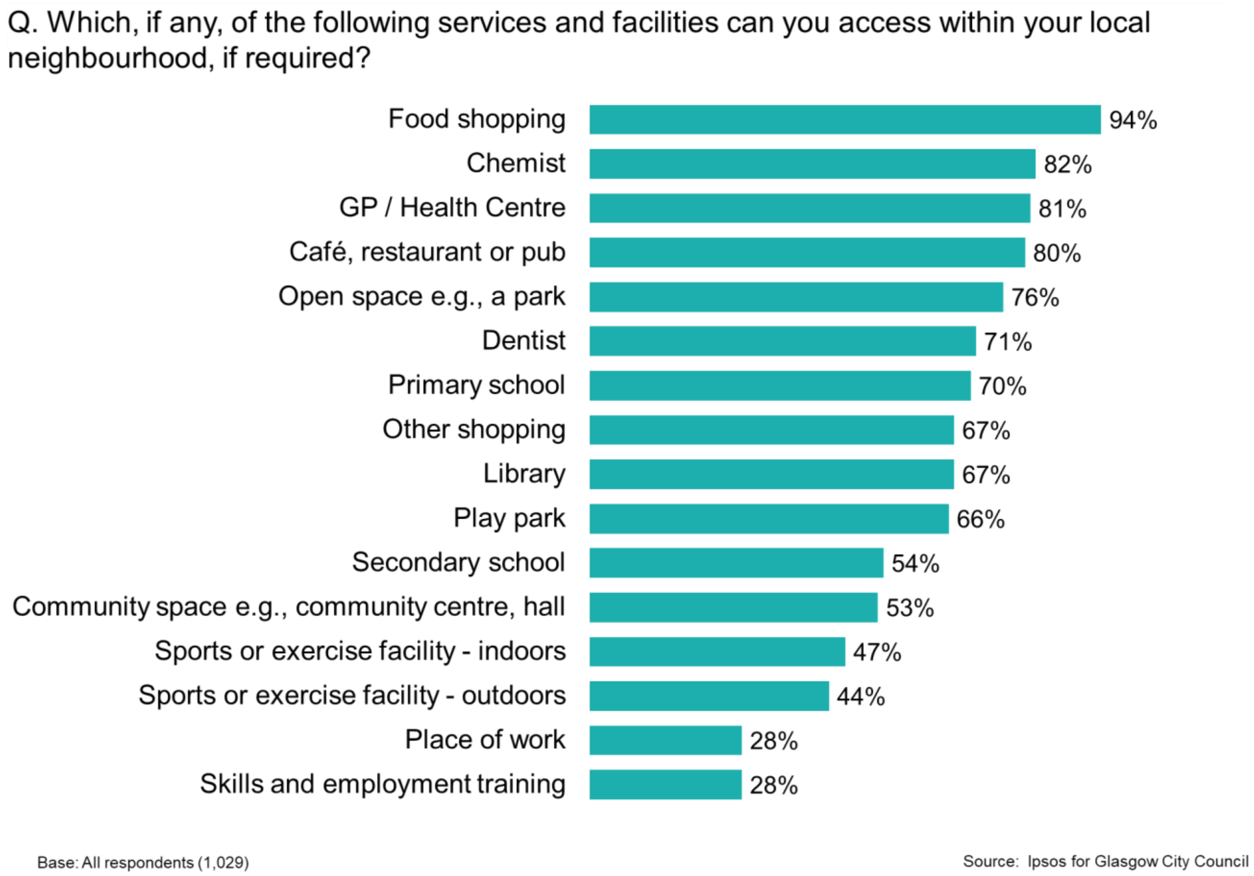

The ability to afford repairs was lowest among 16-24s (54% for minor, 15% for major) and highest among 60-74s (79% for minor, 53% for major).

## Access to local amenities

The majority of respondents had access to a number of amenities and services in their local neighbourhoods, namely: food shopping (94%), a chemist (82%), GP/health centre (81%), café/restaurant/pub (80%), open space (76%), dentist (71%), primary school (70%), other (non-food) shopping (67%), library (67%) and play park (66%). Amenities that were least accessible in the local neighbourhood were the respondents' place of work (28%), skills and employment training (28%) and sports/exercise facilities (44% for outdoor, 47% for indoor) (Figure 10.2).

[10] Examples of simple repairs and maintenance give to respondents were "such as having rooms painted or fixing a leaking tap"; examples of major repairs were "such as repairing the roof or the heating system,"

**Figure 10.2: Amenities in local area**




Each of the listed amenities were less likely to be available for respondents in the North East – on average they could access eight of the 16 amenities mentioned, compared to between ten and eleven amenities for those living in the North West or the South.

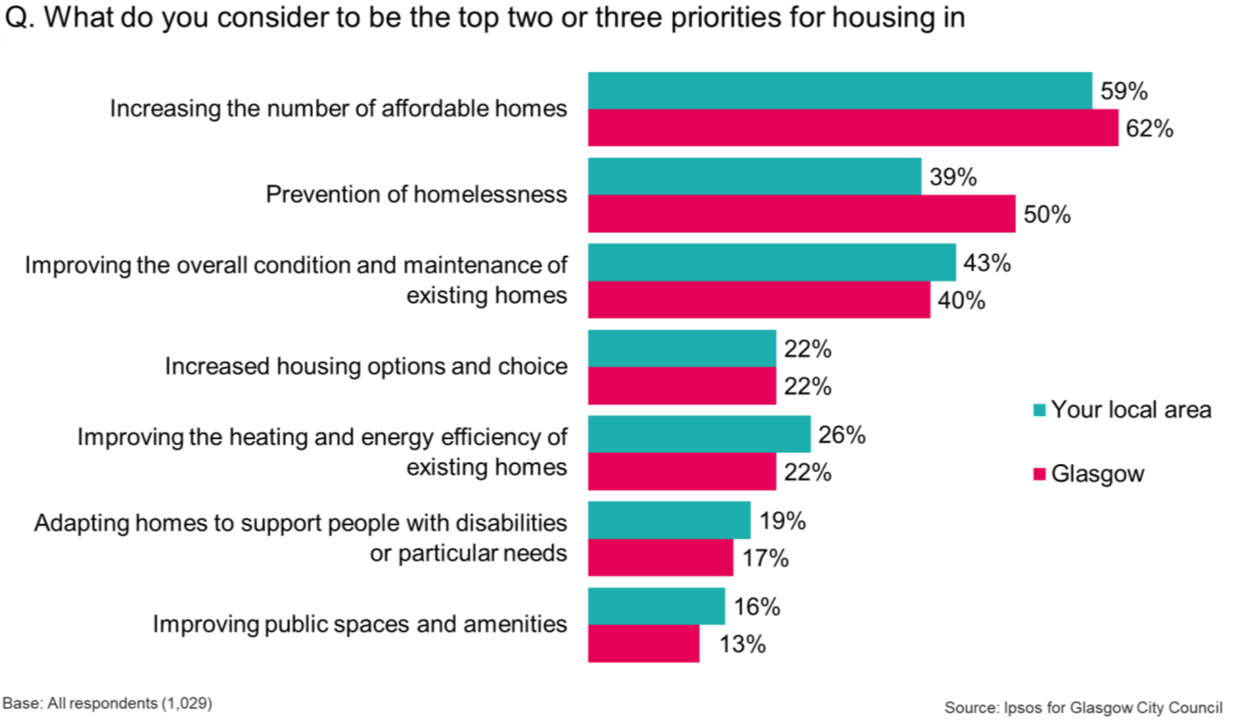
## Moving home

Around a quarter of respondents intended to move home in the next five years (27%). Among those who intend to move, the most common reason was to move to different sized home (27%), followed by to move out of Glasgow (20%), or to move to a different area within Glasgow (19%). While 8% of people cited affordability as their reason for intending to move, this was a more common reason among minority ethnic respondents (19%).

## Local priorities

Respondents' top priorities for housing in their local area were similar to their priorities for housing in Glasgow as a whole: increasing the number of affordable homes (59% for local area, 62% for Glasgow), prevention of homelessness (39% and 50%) and improving the condition and maintenance of existing homes (43% and 40%) (Figure 10.3).

### Figure 10.3: Priorities for housing in Glasgow and local area

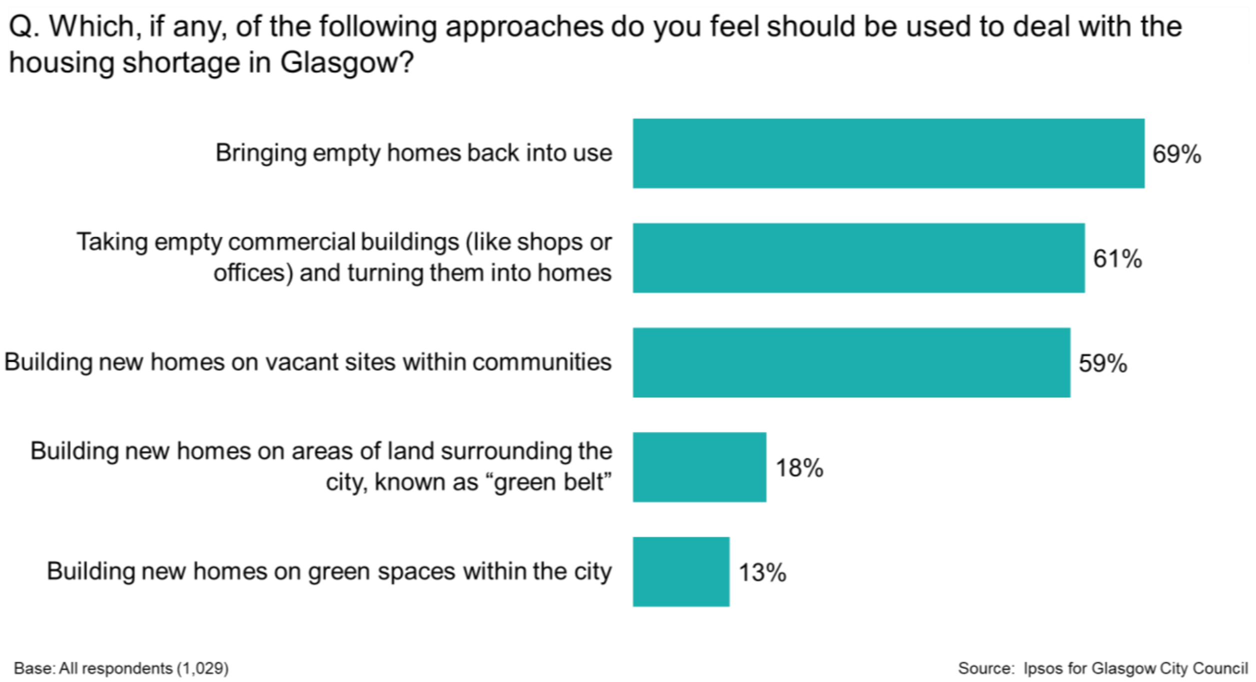



## Glasgow's housing emergency

Fewer than half (46%) of residents were aware that Glasgow City Council had declared a housing emergency.

To deal with the housing shortage in Glasgow, 69% believed that empty houses should be brought back into use, while 61% supported turning empty commercial buildings into homes and 59% supported building new homes on vacant sites within communities. Support was markedly lower for building new homes on the city's green belt (18%) or on green spaces within the city (13%) (Figure 10.4).

### Figure 10.4: Preferred approaches for dealing with Glasgow's housing shortage



# 11 Homelessness

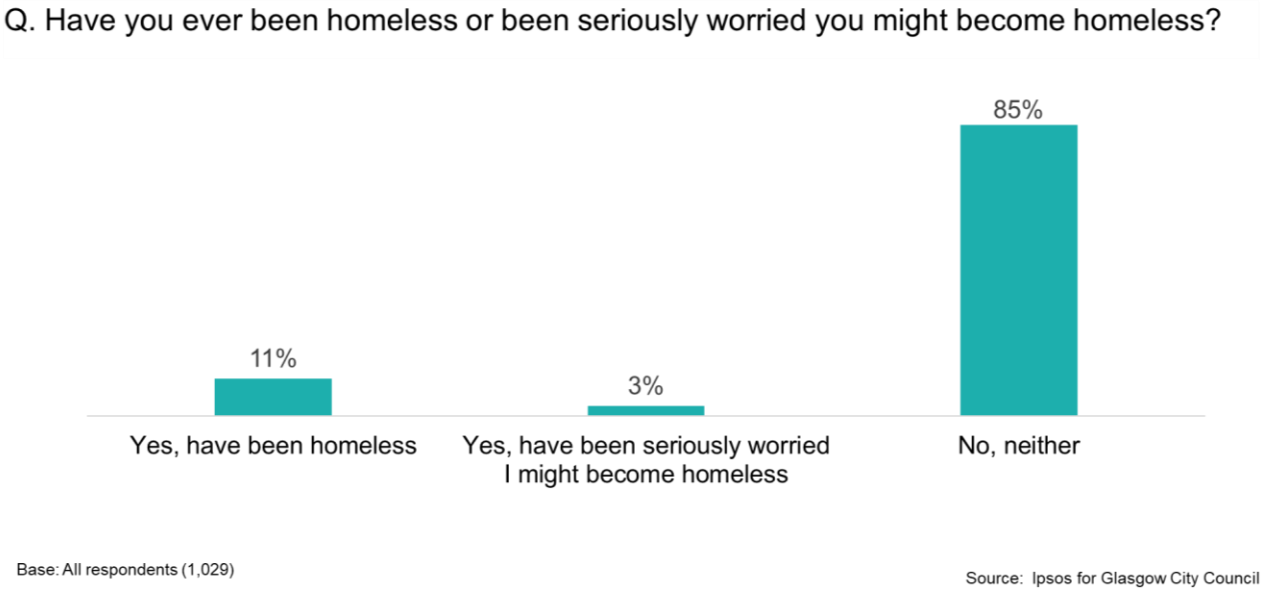
Some of the questions asked in this year's survey about homelessness were similar to those asked in Ipsos' 2023 research for the Royal Foundation, *Understanding Public Perceptions of Homelessness in the UK*[11]. This allows some comparisons to be made, although it should be noted that response differences could be due to differences in geography or other methodological differences.

## Experience of homelessness

Eleven percent (11%) of respondents said they had been homeless at some point and a further 3% had been seriously worried that they might become homeless (Figure 11.1). This was similar to findings from the Royal Foundation UK-wide study, which found that 9% of respondents had personally experienced homelessness.

Experience of homelessness was higher than average among respondents in single parent households (26%), those not in work (22%), and those with a disability or health condition in the household (19%). It was also higher among those in social grade C2DE (14%) compared with those in grade ABC1 (7%).

**Figure 11.1: Experience of homelessness**




One quarter (26%) of respondents said they knew someone who was, or who had at some point been, homeless. This was higher than average among those with a disability or health condition in the household (36%) and those not in work (32%).

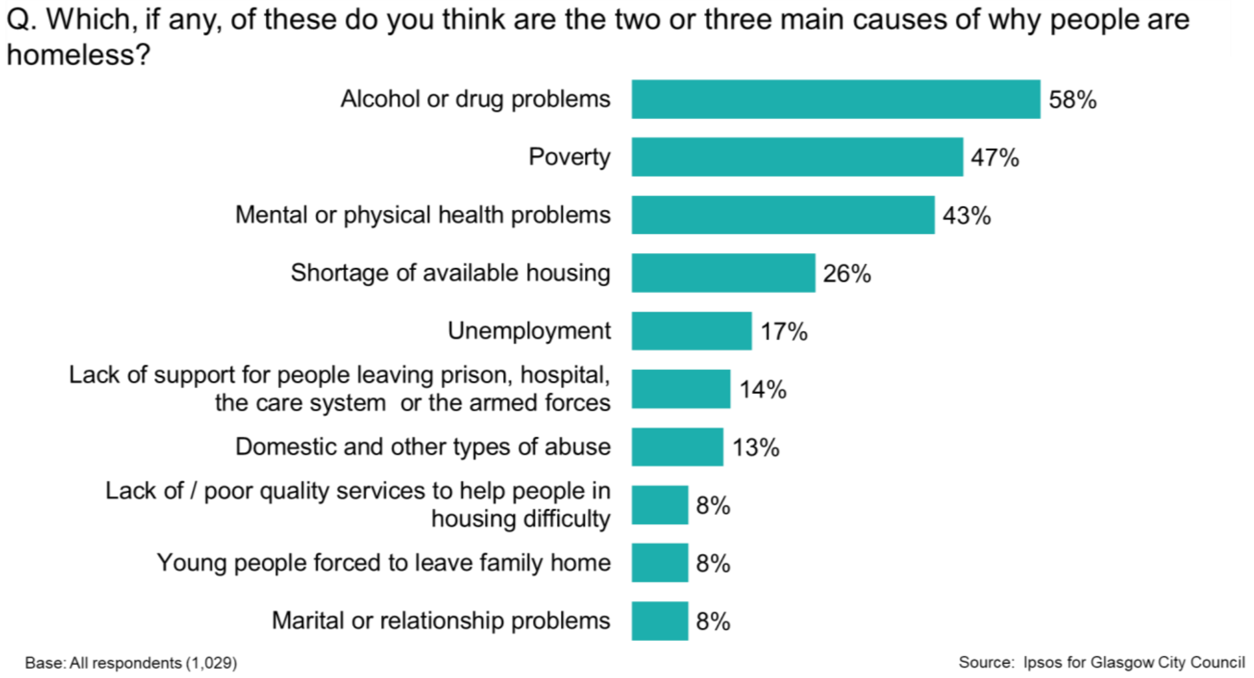
[11] Ipsos (2023) for the Royal Foundation of the Prince and Princess of Wales – Understanding public perceptions of homelessness in the UK

## Causes of homelessness

Respondents were asked to select two or three factors which they believed were the main reasons why people are homeless. The most cited reason for homelessness was alcohol or drug problems (58%), followed by poverty (47%) and mental or physical health problems (43%) (Figure 11.2). These were also the top three reasons given in Ipsos' 2023 UK-wide research[1] (with poverty at 49%, alcohol or drug problems at 48% and mental or physical health problems at 31%).

Other perceived reasons for homelessness in Glasgow were the shortage of available housing (26%), unemployment (17%), lack of support for people leaving prison, hospital, care or armed forces (14%), and domestic or other types of abuse (13%).

### Figure 11.2: Perceived causes of homelessness




Compared with the average, people aged 16-24 were more likely to cite poverty (55%) and unemployment (30%) as causes of homelessness, whereas those aged 35-44 were more likely to cite a lack of support for people leaving prison, hospital, care or armed forces (20%).

## Attitudes towards homeless people

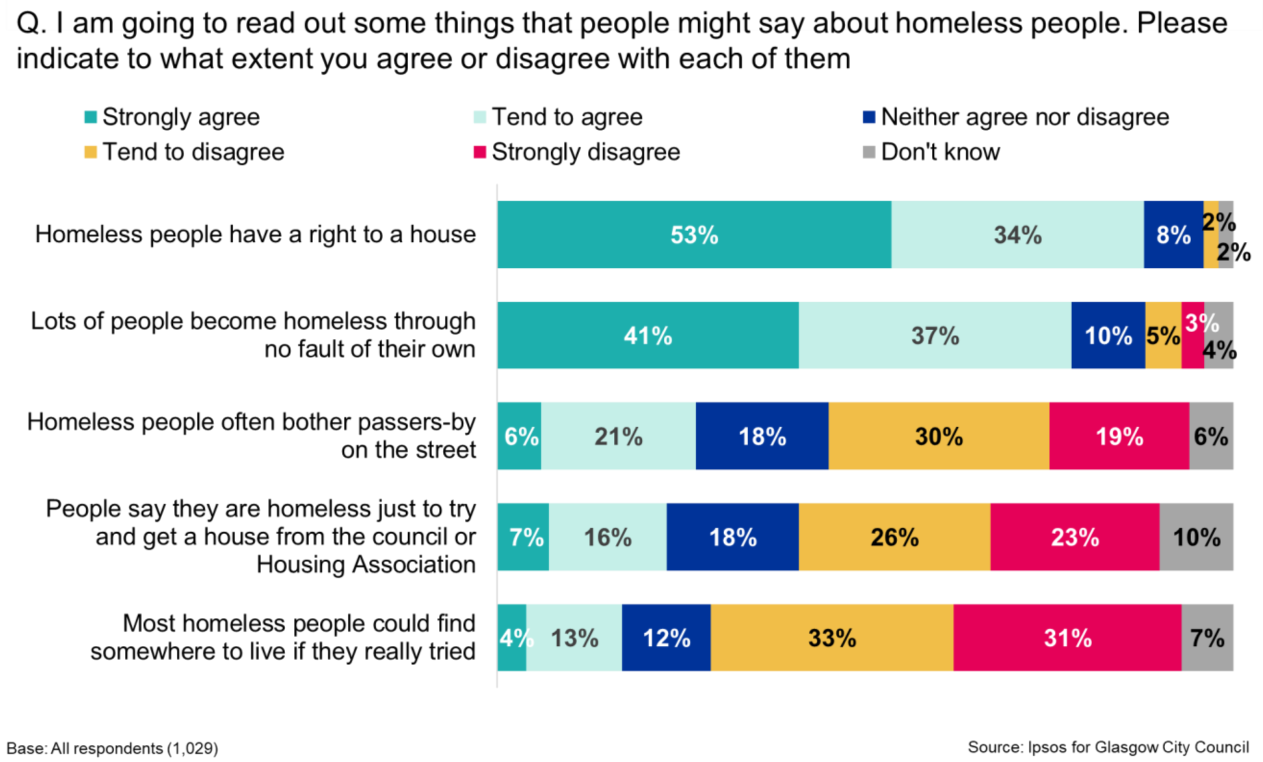
Respondents were asked to what extent they agreed or disagreed with a list of statements related to homelessness. Most respondents agreed that "homeless people have a right to a house" (87% strongly/tended to agree) and that "lots of people become homeless through no fault of their own" (78%) (Figure 11.3).

For the remaining statements, respondents were more likely to disagree than agree. Two thirds (64%) disagreed with the statement "most homeless people could find somewhere to live if they really tried". However, 17% agreed with this statement, rising to 26% among people aged 75+ and 35% among minority ethnic respondents.

Around half of respondents disagreed with the statements that "homeless people often bother passers-by on the street", and "people say they are homeless just to try and get a house from the council or Housing Association" (49% each). However, a quarter of people agreed with each statement (27% and

23%, respectively). Agreement with each of these statements was highest among people aged 75+ (38% and 37%, respectively).

## Figure 11.3: Attitudes towards homeless people



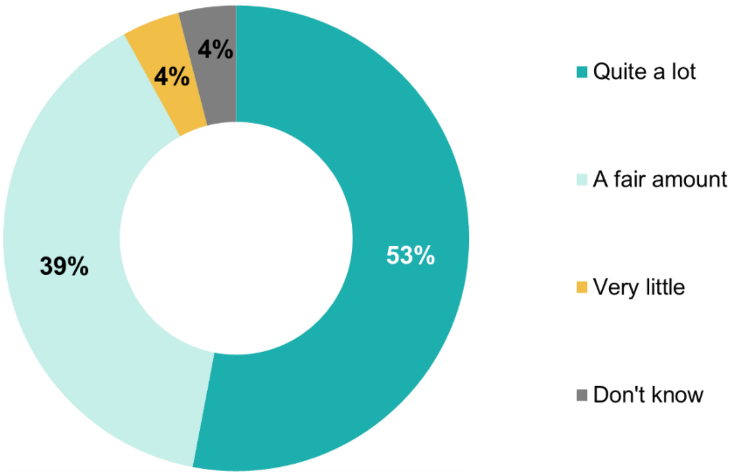
# 12 Poverty and financial wellbeing

## Perceptions of poverty in Glasgow

A majority of respondents (92%) felt there was quite a lot (53%) or a fair amount (39%) of poverty in Glasgow (Figure 12.1). A similar proportion (90%) said there was quite a lot or a fair amount of poverty when the question was last asked in 2022.

### Figure 12.1: Perceptions of poverty in Glasgow

Q. Thinking about the city as a whole, how much poverty do you think there is in Glasgow?




Base: All respondents (1,029)

Source: Ipsos for Glasgow City Council

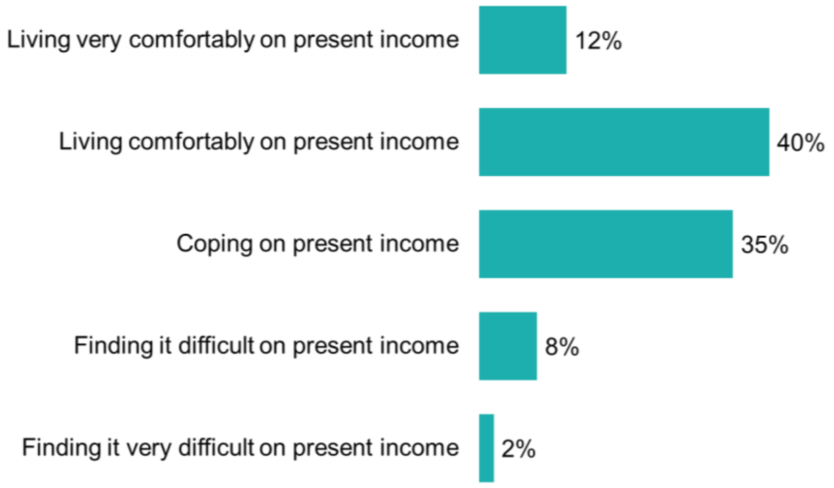
Groups that were more likely to say that there was quite a lot/a fair amount of poverty in Glasgow were: white respondents (96%, compared with 70% of minority ethnic respondents); older respondents (95% of those over 60, vs 90% aged 16-24) and those in social grade ABC1 (94%, vs 90% of C2DE).

## Personal finances

Just over half (52%) of respondents said their household was living comfortably on its present income, while 35% said they were coping. One in ten (11%) were finding it difficult (Figure 12.2).

### Figure 12.2: Personal finances

Q. Which of the phrases on this card would you say comes closest to your feelings about your household's income these days?




Base: All respondents (1,029) Source: Ipsos for Glasgow City Council

Since 2022, there has been an increase in those who said they were coping (from 40% to 52%) and a corresponding decrease in those who said they were finding it difficult (from 19% to 11%) (Table 12.1).

### Table 12.1: Personal finances – 2014-2024

| | 2014 % | 2016 % | 2022 % | 2024 % |
|---|---|---|---|---|
| Living very comfortably on present income | 8 | 11 | 7 | 12 |
| Living comfortably on present income | 31 | 31 | 33 | 40 |
| Coping on present income | 41 | 43 | 40 | 35 |
| Finding it difficult on present income | 13 | 11 | 14 | 8 |
| Finding it very difficult on present income | 5 | 2 | 5 | 2 |
| **Living comfortably** | **39** | **42** | **40** | **52** |
| **Finding it difficult** | **18** | **13** | **19** | **11** |
| *Base* | *1,027* | *1,023* | *1,032* | *1,029* |

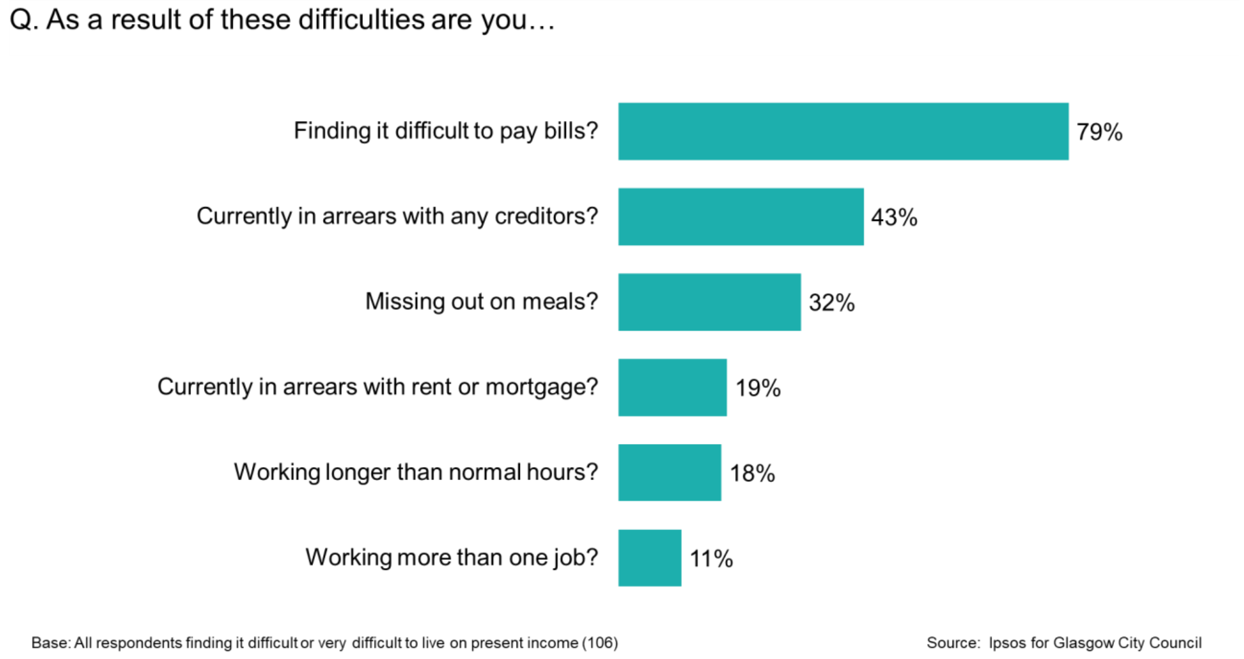
Respondents most likely to say they were finding it difficult to cope on their present income were:

- those not working (23%, compared with 2% of those in employment)
- single parents (22% vs 12% of two parent households)
- with a child in the household (15% vs 17% of those without)
- in a household with a disability or health condition (18% vs 7% of those without).

## Impact of financial difficulties

Among those that were finding it difficult to cope on their present income, most (79%) said they were struggling to pay their bills, while 43% were in arrears with creditors. A third (32%) said they were missing out on meals. Smaller proportions still said they were in arrears with rent or mortgage (19%), working longer than normal hours (18%) or working more than one job (11%) (Figure 12.3).

### Figure 12.3: Impact of financial difficulties




The proportions who were finding it difficult to pay bills, in arrears with creditors and missing out on meals had increased since 2016 (Table 12.2).

### Table 12.2: Impact of financial difficulties 2014-2024

| | 2014 (%) | 2016 (%) | 2022 (%) | 2024 (%) |
|---|---|---|---|---|
| Finding it difficult to pay bills | 69 | 63 | 74 | 79 |
| Currently in arrears with any creditors | 36 | 22 | 32 | 43 |
| Missing out on meals | n/a | 17 | 27 | 32 |
| Currently in arrears with rent or mortgage | n/a | n/a | n/a | 19 |
| Working longer than normal hours | n/a | 17 | 21 | 18 |
| Working more than one job | n/a | 6 | 11 | 11 |
| *Base* | *191* | *134* | *198* | *106* |

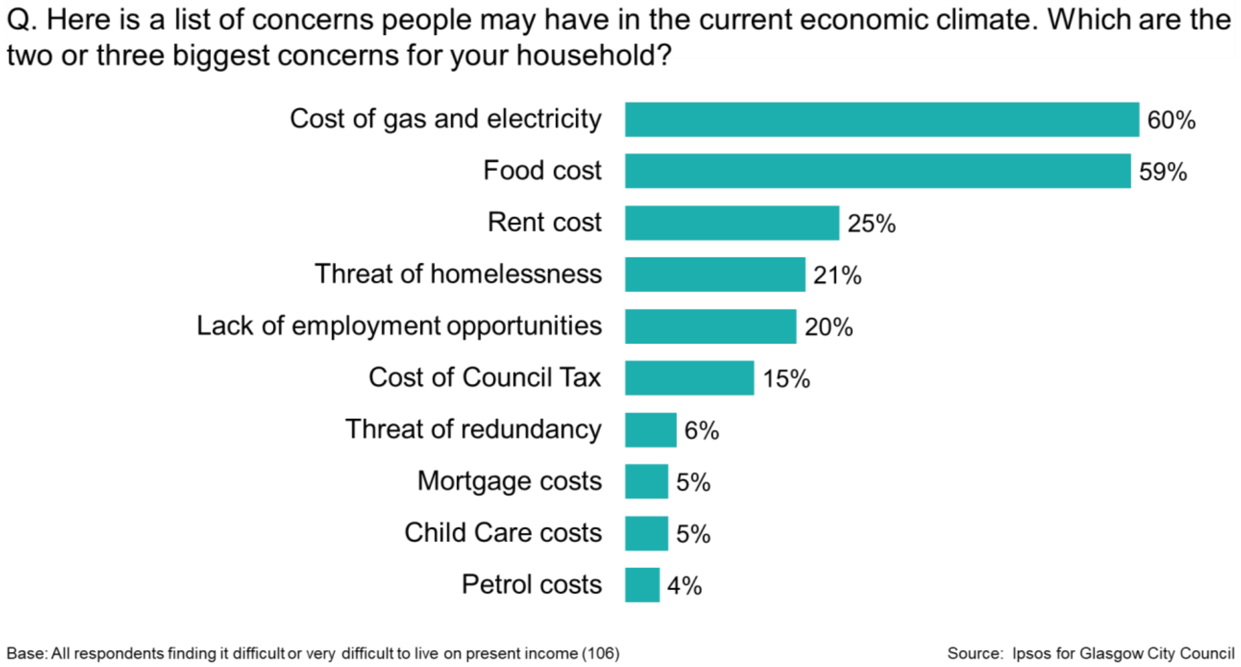
## Rent and mortgage payments

Half (50%) of respondents who were making mortgage or rent payments (and who were willing to give an answer) said they were paying up to a quarter of their household income on these payments. A further 31% were paying up to a third of their household income,14% were paying up to half, and 6% were paying more than a half.

## Household financial concerns

Among those struggling to cope on their present income, the most common financial concerns were the costs of gas and electricity (60%), food (59%) and rent (25%). One in five were concerned with the threat of homelessness (21%) and a perceived lack of employment opportunities (20%) (Figure 12.4).

### Figure 12.4: Household financial concerns




Since the previous wave, there was a decrease in those saying they were concerned about the costs of gas and electricity and council tax, while there was an increase in those concerned about the threat of homelessness and a lack of employment opportunities (Table 12.3).

### Table 12.3: Most common household financial concerns 2014-2024

| | 2014 (%) | 2016 (%) | 2022 (%) | 2024 (%) |
|---|---|---|---|---|
| Cost of gas and electricity | 64 | 46 | 84 | 60 |
| Food cost | 48 | 32 | 57 | 59 |
| Rent cost | 27 | 37 | 26 | 25 |
| Threat of homelessness | 10 | 10 | 7 | 21 |
| Lack of employment opportunities | n/a | 26 | 10 | 20 |
| Cost of council tax | 34 | 20 | 25 | 15 |
| Threat of redundancy | 5 | 5 | 4 | 6 |
| Mortgage costs | 8 | 3 | 3 | 5 |
| Childcare costs | 6 | 5 | 3 | 5 |
| *Base* | *191* | *134* | *198* | *110* |

Women were more likely than men to be concerned about the cost of gas and electricity (81% vs 38%) and the cost of food (70% vs 48%).

## Indicators of standard of living

Respondents were shown a number of items in relation to their standard of living, and asked if these were something they currently had or could afford. As shown in Table 12.4, most respondents (at least seven in ten) said they had enough money to keep their home warm in winter (79%) and in a decent state of decoration (73%), and that they had some money to spend on themselves each week (70%). Just over two thirds had enough money to save at least £20 on a regular basis (67%) and to repair or replace broken electrical goods (67%).

The items residents were most likely to say they did not have and could not afford were a holiday away from home at least once a year (25%), and enough money to save at least £20 on a regular basis (19%) or to repair or replace worn out furniture (19%).

### Table 12.4: Indicators of standard of living

| | Yes, have it (%) | Don't have and don't want or need it right now (%) | Don't have and can't afford it (%) |
|---|---|---|---|
| Enough money to keep your home warm in winter | 79 | 4 | 11 |
| Enough money to keep your home in a decent state of decoration | 73 | 10 | 11 |
| Some money to spend each week on yourself (not on your family) | 70 | 7 | 16 |
| Enough money to save regularly (of at least £20) for rainy days or retirement | 67 | 7 | 19 |
| Enough money to repair or replace broken electrical goods | 67 | 10 | 16 |
| Home contents insurance | 58 | 14 | 15 |
| Enough money to repair or replace worn out furniture | 58 | 15 | 19 |
| A holiday away from home for at least 1 week a year (not staying with relatives in their home) | 56 | 13 | 25 |

*Base: All respondents who completed self-completion section (925)*

For almost all of the items, older residents (aged 60+), white residents and those in social grade ABC1 were more likely than those in their comparator group to say that they had and could afford these things.

Some of the indicators of standard of living were also asked in the Scottish Household Survey (SHS) 2022. Respondents in the SHS 2022 were more likely to say they had or could afford home insurance (78%, compared with 58% in the GHS 2024), replace or repair broken electrical goods (77% vs 67%), keep their home in a decent state of decoration (77% vs 73%) and regularly save at least £20 for rainy days (75 % vs 67%)[12].

[12] Response differences could be due to differences in geography or other methodological differences.

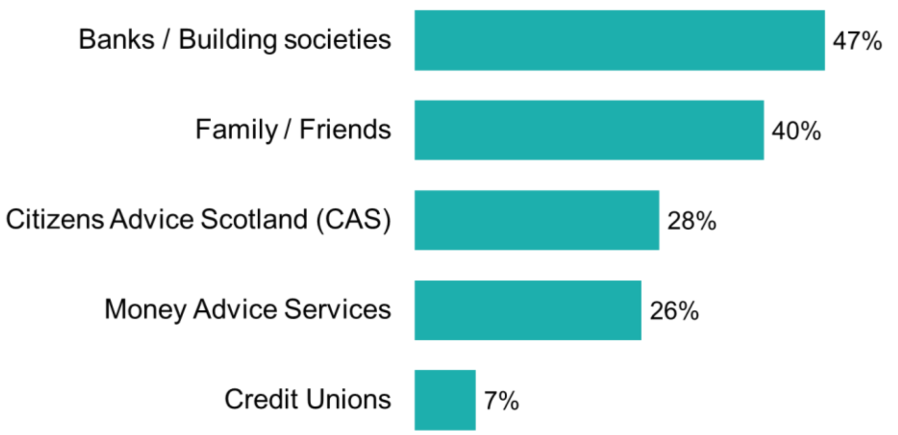
## Use of financial advice services

Around one in ten (13%) residents had used financial advice services in the past 12 to 18 months. Residents who were not working (21%) and those who had a child in the household (20%) were more likely than average to have used these services.

The most commonly used sources of financial advice were those provided by banks and building societies (47%) and family and friends (40%). Just over a quarter had used Citizens Advice Scotland (28%) and Money Advice Services (26%) (Figure 12.5).

### Figure 12.5: Sources of financial advice

Q. Which of the following have you used?




Base: All who have used services for help or advice with money over the last 12 to 18 months (121) Source: Ipsos for Glasgow City Council

## Households with children

Almost one in five (19%) respondents had at least one child under 16 in the household. Of these, 40% had a child/children aged under 5, 60% aged between 5 and 12, and 34% aged 13 to 15. Eight percent (8%) said that they, or someone else in the household, had caring responsibilities for a child aside from their own.

A third (33%) of those with children said their household was a single parent household[13]. Respondents most likely to say this were:

- those in the North West and North East (43% and 33% respectively, compared with 19% in the South),
- women (47% vs 12% men),
- those in social group C2DE (41% vs 24% ABC1),
- white residents (38% vs 4% minority ethnic).

[13] A single parent household was defined as one in which there is one parent with at least one dependent child, without a spouse or partner also living with them.

## Indicators of standard of living for children

Respondents with children in the household were asked if they had or could afford a number of items or activities in relation to their child(ren)'s standard of living (Figure 12.6).

A majority said their child(ren) had their own winter coat (97%), access to fruit and vegetables every day (93%) and access to outdoor spaces or facilities for play (84%). Around seven in ten had access to leisure equipment (71%), attended school trips (69%) and, if the child was aged over ten or of a different gender to their siblings, had their own bedroom (68%).

Respondents were most likely to say they did not have and could not afford to provide their child with their own bedroom (17%) or to attend an organised activity outside of school each week (15%). One in ten did not have access to leisure equipment (12%) or outdoor spaces or facilities for play (10%).

### Figure 12.6: Indicators of standard of living for children

| | Yes, have it (%) | Don't have and don't want or need it right now (%) | Don't have and can't afford it (%) |
|---|---|---|---|
| Their own warm winter coat | 97 | 1 | 2 |
| Access to fruit and vegetables every day | 93 | 2 | 5 |
| Access to outdoor space or facilities nearby to play safely | 84 | 3 | 10 |
| Access to a leisure equipment | 71 | 9 | 12 |
| School trips that they attend | 69 | 5 | 7 |
| Their own bedroom if they are over 10 or of a different gender to siblings | 68 | 6 | 17 |
| Organised activity outside school each week | 61 | 12 | 15 |
| Toddler, nursery, or playgroup each week | 39 | 10 | 5 |

*Base: All with more than one child in household (166)*

White respondents were more likely than minority ethnic respondents to have access to leisure equipment for their child (76% vs 52%) and to say their child attended an organised activity outside of school each week (66% vs 32%).

# Appendix A 2024 Glasgow Household Survey Topline

- This appendix comprises topline results from the 2024 Glasgow Household Survey
- Results are based on a survey of 1,029 respondents (adults aged 16+) conducted in-home, face-to-face
- Fieldwork dates: 15 April – 30 June 2024
- Data are weighted by: age, sex and Sector Community Partnership Area
- A dash (-) denotes zero and an asterisk (*) denotes <0.5%
- Where results do not sum to 100%, this may be due to computer rounding, multiple responses, or the exclusion of "don't know" categories
- Results are based on all respondents (1,029) unless otherwise stated.

| GLASGOW 850 |
|---|

**Q1 In 2025, Glasgow will celebrate its 850th anniversary with a year-long programme of events and activities called Glasgow 850.**

**Before now, did you know that the Glasgow 850 celebration will be taking place in 2025?**

| | % |
|---|---|
| Yes | 9 |
| No | 90 |
| Don't know | 1 |

**Q2 Do you think the Glasgow 850 celebratory year will have a positive or negative impact on…**

| | | Strongly positive | Slightly positive | Both positive and negative | Slightly negative | Strongly negative | No effect at all | Don' t know |
|---|---|---|---|---|---|---|---|---|
| | | % | % | % | % | % | % | % |
| A) | **You and your family** | 13 | 27 | 8 | 2 | 1 | 32 | 18 |
| B) | **Your local area** | 16 | 29 | 8 | 2 | 1 | 24 | 20 |
| C) | **Glasgow generally** | 29 | 34 | 8 | 1 | 0 | 10 | 18 |

**Q3 The proposed Glasgow 850 programme will includes events and activities across a range of different themes. Which of the following themes, if any, would you be most interested in? Just read out the letters that apply.**

| | | % |
|---|---|---|
| A | Architecture, heritage and culture | 45 |
| B | Diverse communities and neighbourhoods | 26 |
| C | Climate change | 24 |
| D | Young people | 32 |
| E | Science and innovation | 29 |
| F | Business and industry | 22 |
| G | Food and drink | 47 |
| H | Sport | 34 |
| | None of these | 9 |
| | Don’t know | 7 |

**Q4 And overall, how important is it to you personally that Glasgow celebrates its 850th anniversary with a programme of events and activities?**

| | % |
|---|---|
| Very important | 23 |
| Fairly important | 37 |
| Not very important | 19 |
| Not at all important | 13 |
| Don’t know / No opinion | 8 |

## TOURISM AND VISITORS

**Q5 To what extent do you agree or disagree with the following statements about Glasgow?**

| | | Strongly agree | Tend to agree | Neither agree nor disagree | Tend to disagree | Strongly disagree | Don't know |
|---|---|---|---|---|---|---|---|
| | | % | % | % | % | % | % |
| A) | **Glasgow is a great place to visit** | 45 | 37 | 7 | 6 | 3 | 1 |
| B) | **I like to see visitors in the city** | 54 | 36 | 7 | 1 | 1 | 1 |
| C) | **Glasgow is a welcoming place for visitors** | 50 | 40 | 6 | 2 | 1 | 1 |
| D) | **I would like to see more visitors coming to the city** | 50 | 37 | 10 | 2 | 1 | 1 |
| E) | **Tourism improves the local economy** | 61 | 31 | 4 | 1 | 0 | 3 |

**Q6 Which, if any, of the following aspects of Glasgow do you think should be promoted to visitors? Please read out the letters that apply.**

| | | % |
|---|---|---|
| A | Nightlife, pubs and bars | 36 |
| B | Restaurants / food and drink scene | 49 |
| C | Museums and art galleries | 71 |
| D | Parks and open spaces | 56 |
| E | Live music / music venues | 50 |
| F | Shopping | 29 |
| G | Major events | 36 |
| H | Theatres | 37 |
| I | Sporting events / venues | 37 |
| J | History and heritage | 56 |
| K | Architecture and design | 45 |
| L | Friendliness of people | 51 |
| M | Tours of Glasgow / Scotland day trips | 41 |
| N | TV and film locations e.g. Outlander, Indiana Jones | 26 |
| | Other (please specify) | 0 |
| | None / nothing | 1 |
| | Don't know | 2 |

## USAGE AND SATISFACTION WITH COUNCIL SERVICES

**I'd now like to ask some questions about the council and its services.**

**Q7 Overall, how satisfied or dissatisfied would you say you are with the services provided by Glasgow City Council or its partners?**

| | % |
|---|---|
| Very satisfied | 9 |
| Fairly satisfied | 31 |
| Neither satisfied nor dissatisfied | 21 |
| Fairly dissatisfied | 21 |
| Very dissatisfied | 17 |
| Don't know | 2 |

**Q8. What are the main reasons why you feel dissatisfied?**

| | % |
|---|---|
| Poor maintenance / cleanliness / upkeep - general | 33 |
| Poor maintenance / cleanliness / upkeep - road maintenance | 29 |
| Poor maintenance / cleanliness / upkeep - waste / bin collection / recycling | 23 |
| Lack of public services / poor services / services being cut | 15 |
| Charging for services / lack of free / affordable services | 11 |
| Poor maintenance / cleanliness / upkeep - green / grassy areas / parks | 10 |
| Tax is too high / increase in council taxes / poor value for money | 10 |
| Lack of contact / difficulty communicating / slow response | 9 |
| Lack of investment / poorly managed funds | 7 |
| Poor maintenance / cleanliness / upkeep - housing repairs | 7 |
| Poor public services - public transport | 6 |
| Other | 6 |
| General criticism of council / government | 5 |
| Lack of responsibility / don`t get things done / untrustworthy | 4 |
| Poor maintenance / cleanliness / upkeep - vermin / pests | 4 |
| Safety issues / do not feel safe / crime | 4 |

Base: All those saying they were dissatisfied (386)

**Q9 Which of these services provided by Glasgow City Council or its partners, if any, have you or any other household members used in the last year or so? Just read out the letters that apply.**

| | | % |
|---|---|---|
| A | Nursery schools | 10 |
| B | Primary schools | 15 |
| C | Secondary schools | 12 |
| D | Parks | 75 |
| E | Children’s play parks | 21 |
| F | Museums and galleries | 53 |
| G | Sports and leisure centres | 40 |
| H | Libraries | 40 |
| I | Social work services | 8 |
| J | Local community centres | 17 |
| K | Home Care service | 6 |
| L | Recycling centres | 38 |
| | None of these | 7 |
| | Don’t know | 0 |

**Q10 I am going to read out a number of different services that are provided in this area by the Council, or its partners. For each one, I'd like you to tell me how satisfied or dissatisfied you are with the quality of each in your local area.**

| | | Very Satisfied | Fairly Satisfied | Neither satisfied nor dissatisfied | Fairly dissatisfied | Very dissatisfied | Don' t know/ Not applicable |
|---|---|---|---|---|---|---|---|
| | | % | % | % | % | % | % |
| A | **Nursery schools** | 50 | 30 | 5 | 8 | 2 | 4 |
| B | **Primary schools** | 47 | 36 | 7 | 7 | 2 | 1 |
| C | **Secondary schools** | 30 | 41 | 11 | 12 | 2 | 5 |
| D | **Parks** | 32 | 50 | 6 | 6 | 4 | 1 |
| E | **Children's play parks** | 16 | 42 | 11 | 15 | 12 | 3 |
| F | **Museums and galleries** | 53 | 40 | 4 | 2 | 0 | 2 |
| G | **Sports and leisure centres** | 26 | 52 | 11 | 4 | 4 | 3 |
| H | **Libraries** | 43 | 45 | 6 | 3 | 1 | 1 |
| I | **Social work services** | 23 | 38 | 12 | 12 | 9 | 6 |
| J | **Local community centres** | 20 | 50 | 12 | 8 | 6 | 5 |
| K | **Home Care service** | 37 | 33 | 8 | 10 | 6 | 5 |
| L | **Recycling centres** | 26 | 51 | 10 | 6 | 4 | 3 |
| M | **Recycling collection** | 13 | 40 | 16 | 16 | 12 | 3 |
| N | **Road maintenance** | 2 | 10 | 7 | 21 | 57 | 3 |
| O | **Refuse collection** | 16 | 40 | 12 | 17 | 14 | 1 |
| P | **Street lighting** | 22 | 52 | 10 | 10 | 5 | 1 |
| Q | **Street cleaning** | 10 | 30 | 13 | 23 | 23 | 1 |
| R | **Pavement maintenance** | 6 | 30 | 13 | 25 | 25 | 1 |

Base: All those that had used each service

## COUNCIL REPUTATION AND COMMUNICATIONS

**Q11 I'm going to read out some statements that people have made about Glasgow City Council. I would like you to tell me from this card how strongly you agree or disagree with each.**

| | | Strongly agree | Tend to agree | Neither agree nor disagree | Tend to disagree | Strongly disagree | Don't know |
|---|---|---|---|---|---|---|---|
| | | % | % | % | % | % | % |
| a) | **Glasgow City Council gives residents good value for money** | 4 | 25 | 22 | 23 | 20 | 6 |
| b) | **The Council rarely takes local residents' views into account when making decisions that affect them** | 20 | 26 | 23 | 16 | 5 | 11 |
| c) | **The Council is too remote and impersonal** | 23 | 33 | 19 | 13 | 3 | 8 |
| d) | **The Council has an important impact on the quality of local life in Glasgow** | 38 | 38 | 12 | 6 | 3 | 4 |
| e) | **I trust Glasgow City Council** | 7 | 28 | 26 | 15 | 17 | 6 |
| f) | **The Council is good at letting residents know about the services it provides** | 4 | 30 | 19 | 24 | 18 | 5 |
| g) | **The Council provides high quality services** | 5 | 26 | 25 | 23 | 18 | 3 |
| h) | **The Council does the best it can with the money available** | 6 | 26 | 19 | 24 | 17 | 8 |
| i) | **The Council designs its services around the needs of the people who use them** | 5 | 29 | 24 | 21 | 14 | 8 |
| j) | **The Council is addressing the key issues affecting the quality of life in my local area** | 4 | 24 | 23 | 25 | 17 | 7 |
| k) | **I would like to be more involved in the decisions the Council makes that affect my area** | 17 | 31 | 17 | 21 | 12 | 2 |
| l) | **The Council is good at letting people know how well it is performing** | 4 | 20 | 21 | 26 | 19 | 10 |

**Q12a You said that you trust Glasgow City Council. What are the main reasons why you trust them?**

| | % |
|---|---|
| Good public services / good services / facilities | 19 |
| Good experiences / no issues / complaints | 18 |
| No reason not to trust | 9 |
| Good communication / they listen / keep us updated | 8 |
| Doing their best with limited resources | 7 |
| Reliable / keep promises / do what they say | 4 |
| Good maintenance / upkeep of the area | 4 |
| Other | 4 |
| Good with waste / bin collection / recycling | 3 |
| Good collaboration / consulting with locals | 3 |
| Good maintenance / cleanliness / upkeep – green spaces / parks | 3 |
| They are helpful | 3 |
| They are transparent / open / are honest | 3 |
| Good schools / education services | 3 |
| They have the public`s best interest at heart | 3 |
| Good councillors / staff / are professional | 3 |

Base: All those that trust the council (272)

**Q12b You said that you don't trust Glasgow City Council. What are the main reasons why you don't trust them?**

| | % |
|---|---|
| Lack of investment / poorly managed funds / wasting money | 21 |
| Poor communication / do not listen / never update | 15 |
| Unreliable / don`t keep promises / don't do what they say | 12 |
| Lack of public services / poor services / services being cut | 9 |
| They are not transparent / open / honest | 9 |
| Poor general maintenance / cleanliness / upkeep | 9 |
| Greedy / out for themselves / do not consider the general public | 9 |
| Lack of/poor road maintenance | 7 |
| Other | 7 |
| Tax is too high / increase in council taxes / poor value for money | 6 |
| Negative issues / had to make a complaint / poor experience | 6 |
| Difficult to contact / get in touch with | 5 |
| Poor collaboration / consulting with locals | 5 |
| Poor decision making / leadership | 5 |
| Poor maintenance / cleanliness | 4 |
| Corruption / abuse of power | 4 |
| Poor maintenance / cleanliness / upkeep - housing repairs | 4 |
| Favouritism / unfair allocation of spending | 4 |

Base: All those that don't trust the council (313)

**Q13a Which, if any, of these things would you say influence your opinions of Glasgow City Council? Just read out the letters that apply**

| | % |
|---|---|
| **Personal/proxy experience/word of mouth** | |
| Personal experience of council services (e.g. schools, social work, local roads refuse collection, recycling etc.) | 79 |
| Family or friends' experiences of council services (e.g. schools, social work, local roads refuse collection, recycling etc.) | 38 |
| General word of mouth (e.g. from friends, family or colleagues) | 33 |
| Personal experience of working for/with the Council | 10 |
| **Media** | |
| Social Media (e.g. Facebook, Twitter, Instagram, etc) | 23 |
| Local newspapers | 14 |
| National newspapers | 6 |
| Television news | 13 |
| Other television programmes | 2 |
| Local radio | 8 |
| National radio | 2 |
| **Council provided information** | |
| The Council's website | 14 |
| Council social media feeds (e.g. its Facebook or Twitter page) | 7 |
| Council letters or leaflets through the door | 12 |
| Council posters in public places (e.g. bus stops, subway stations etc.) | 7 |
| Other | 1 |

## DIGITAL INCLUSION

**I'd now like to ask some questions about your use of the internet.**

**Q14 Which of these methods do you normally use to access the internet for personal use?**

| | | % |
|---|---|---|
| A | Personal computer or laptop | 60 |
| B | Smartphone | 84 |
| C | Tablets (e.g. iPad, Kindle, etc) | 41 |
| D | Games console | 20 |
| E | Digital, cable or satellite TV | 37 |
| F | I do not have access to the internet | 9 |
| | Other PLEASE WRITE IN | 1 |
| | Don't know | 0 |

**Q15 And which of the following do you normally use to connect to the internet?**

| | | % |
|---|---|---|
| A | Home broadband (home wi-fi) | 94 |
| B | Mobile data via mobile phone network (4G/5G) | 72 |
| C | Public access wi-fi (e.g. in libraries, cafés, housing associations) | 18 |
| | Other PLEASE WRITE IN | 0 |
| | Don't know | 0 |

Base: All who have internet access (926)

**Q16 Which of these best describes how often you use the internet? Please include your use of social media, apps and email.**

| | | % |
|---|---|---|
| A | Several times a day | 91 |
| B | Around once a day | 6 |
| C | 4 or 5 times a week | 1 |
| D | 2 or 3 times a week | 1 |
| E | Around once a week | 0 |
| F | 2 or 3 times a month | 0 |
| G | Around once a month | 0 |
| H | Less than around once a month | 0 |
| I | Never but I have access | 1 |
| | Don't know | 0 |

Base: All who have internet access (926)

**Q17 Which, if any, of the things on this card have you used the internet for in the last 12 months? Just read out the letters that apply.**

| | | % |
|---|---|---|
| A | To buy things (Amazon, eBay, Etsy, etc.) | 85 |
| B | To watch movies or TV programmes (Netflix, YouTube, iPlayer, etc.) | 79 |
| C | To play games | 46 |
| D | To use social media/networks (Facebook, Twitter, etc.) | 78 |
| E | To send emails (Yahoo, Google, etc.) | 82 |
| F | To send instant messages | 68 |
| G | To search for jobs | 33 |
| H | To interact with household equipment (Hive, Alexa, etc.) | 30 |
| I | To pay a bill or fine | 64 |
| J | To do online banking | 76 |
| K | To check weather | 67 |
| L | To use search engine to check information | 67 |
| | None of these | 1 |
| | Don’t know | 0 |

Base: All who have internet access (926)

Q18 Looking at this card, which of the following do you feel confident doing online? Just read out the letters that apply.

| | | % |
|---|---|---|
| A | Find information on websites or apps (e.g. news, weather, local events, etc.) | 86 |
| B | Purchase goods and services on websites or apps | 82 |
| C | Use government or public services (e.g. council tax, voting registration, book medical appointments, etc.) | 72 |
| D | Communicate using video (e.g. Zoom, WhatsApp, FaceTime, etc) | 74 |
| E | Communicate using social media (e.g. Facebook, TikTok, Instagram, etc.) | 76 |
| F | Search and apply for jobs | 59 |
| G | Manage my money and online banking securely | 77 |
| H | Respond to security requests for authentication (e.g. reactivate an account when I’ve forgotten my password) | 63 |
| | None of these | 6 |
| | Don’t know | 1 |

Base: All who have internet access (926)

**Q19 And how confident are you that you can tell whether the information you find on the internet is accurate and reliable?**

| | % |
|---|---|
| Very confident | 29 |
| Fairy confident | 53 |
| Not very confident | 11 |
| Not at all confident | 3 |
| Don’t know | 4 |

Base: All who have internet access (926)

**Q20 And now looking at this card, in which of these areas, if any, do you think you would benefit from digital skills training?**
**Just read out the letters that apply.**

| | | % |
|---|---|---|
| A | Basic web skills (looking for information, shopping, booking appointments, filling in forms, ordering repeat prescriptions etc.) | 10 |
| B | Digital Communication (e.g. sending messages using email or messenger apps, or using video chat) | 8 |
| C | Online banking (viewing accounts, paying bills, transferring money, etc.) | 9 |
| D | Online security and safety | 17 |
| E | Completing applications and processes online (e.g. job applications, renewing passports or driver’s licences, reactivating online accounts etc.) | 9 |
| | None of these | 73 |
| | Don’t know | 2 |

**Q21 Are you aware that there are a range of digital skills training courses available in libraries across Glasgow?**

| | % |
|---|---|
| Yes | 37 |
| No | 61 |
| Don’t know | 2 |

## PHSYICAL ACTIVITY

**Q22 Thinking about your life in general, would you say that you are……**

| | % |
|---|---|
| Very physically active | 22 |
| Fairly physically active | 50 |
| Not very physically active | 19 |
| Not at all physically active | 8 |
| Prefer not to say | 1 |
| Don't know | 0 |

**Q23 In the past week, on how many days have you been physically active for a total of 30 minutes or more?**

**The intensity of the activity must have been high enough to increase the heart rate, make you feel warmer and make you breathe a little faster.**

| | % |
|---|---|
| 0 days / Not at all | 15 |
| 1 day | 5 |
| 2 days | 10 |
| 3 days | 12 |
| 4 days | 10 |
| 5 days | 12 |
| 6 days | 4 |
| 7 days | 31 |
| Prefer not to say | 1 |
| Don't know / can't remember | 1 |

**Q24 And, in total, have you been physically active for at least two and a half hours over the course of the past week?**

**If you are not sure, please just give your best estimate.**

| | % |
|---|---|
| Yes | 73 |
| No | 24 |
| Prefer not to say | 0 |
| Don't know | 2 |

Base: All who have been physically active for 1-4 days in past week (383)

**Q25 What were your main reasons for being physically active over the last week? Just read out the letters that apply.**

| | | % % |
|---|---|---|
| A | To keep fit (not just to lose weight) | 55 |
| B | To lose weight | 13 |
| C | To take children to some form of exercise | 10 |
| D | To socialise | 23 |
| E | To train / take part in a competition | 6 |
| F | To improve my performance | 12 |
| G | Just enjoy it | 42 |
| H | To help with my injury or disability | 6 |
| I | Part of my voluntary work | 2 |
| J | Part of my paid employment | 13 |
| K | Part of commute or other travel | 11 |
| L | To walk the dog | 14 |
| M | For health reasons / to improve health | 31 |
| N | Part of my everyday / regular tasks (housework, gardening etc) | 30 |
| O | To de-stress, relax and unwind | 29 |
| P | To feel closer to nature | 13 |
| | Other (please specify) | 1 |
| | Prefer not to say | 0 |
| | Don't know | 0 |

Base: All who have been physically active for at least 30 mins in the past week (857)

**Q26 Are there any particular reasons why you haven't done more physical activity in the last week? Just read out the letters that apply.**

| | | % |
|---|---|---|
| A | It costs too much | 3 |
| B | No one to do it with | 2 |
| C | Never occurred to me | 2 |
| D | Not really interested | 12 |
| E | Fear of injury / making current injury worse | 6 |
| F | I wouldn't enjoy it | 4 |
| G | Health isn't good enough | 56 |
| H | I might feel uncomfortable or out of place | 3 |
| I | Facilities are too far away | 3 |
| J | Not enough information on what is available | 1 |
| K | It's difficult to find the time | 15 |
| L | Family commitments | 8 |
| M | I already do enough | 2 |
| | Other (please specify) | 0 |
| | No reason | 10 |
| | Prefer not to say | 0 |
| | Don't know | 0 |

Base: All who have been physically active for less than 150 mins in the past week (258)

**Q27 Are you interested in being more physically active?**
SINGLE CODE.

| | % |
|---|---|
| Yes | 39 |
| No | 54 |
| Prefer not to say | 3 |
| Don't know | 4 |

Base: All who have been physically active for less than 150 mins in the past week (258)

**Q28 If you needed information on sport and other physical activities available in your local area, where would you go for this information? Just read out the letters that apply.**

| | | % |
|---|---|---|
| A | Council sport / leisure centre / gym | 21 |
| B | Other sport / leisure centre / gym | 12 |
| C | Community centre / Local regeneration agency | 6 |
| D | Library | 11 |
| E | Council website | 17 |
| F | Glasgow Life Website | 24 |
| G | Other website | 31 |
| H | Local sports club | 7 |
| I | Pensioners club | 1 |
| J | Family and friends | 17 |
| K | Local newspaper | 2 |
| L | School, college or university | 5 |
| M | Glasgow Housing Association / other social landlord | 1 |
| | Other (please specify) | 1 |
| | I do not need any information | 16 |
| | Prefer not to say | 1 |
| | Don’t know | 3 |

## UCI Cycling World Championships

**Q29 Moving on…**

**Were you aware that Glasgow hosted the UCI Cycling World Championships last year?**
SINGLE CODE.

| | % |
|---|---|
| Yes | 84 |
| No | 15 |
| Don’t know/ Can’t remember | 1 |

**Q30 Do you think Glasgow hosting the UCI Cycling World Championships will have a positive or negative impact on…**
.

| | | Strongly positive | Slightly positive | Both positive and negative | Slightly negative | Strongly negative | No effect at all | Don' t know |
|---|---|---|---|---|---|---|---|---|
| | | % | % | % | % | % | % | % |
| A) | **You and your family** | 15 | 23 | 10 | 5 | 3 | 41 | 3 |
| B) | **Your local area** | 16 | 28 | 10 | 4 | 2 | 34 | 6 |
| C) | **Glasgow generally** | 30 | 41 | 11 | 2 | 1 | 9 | 6 |

Base: All who are aware that Glasgow hosted the UCI Cycling World Championships in 2023 (871)

**Q31 Did you attend any of the events that took place as part of the UCI Cycling World Championships?**

| | % |
|---|---|
| Yes | 26 |
| No | 74 |
| Don't know / Cant remember | 0 |

Base: All who are aware that Glasgow hosted the UCI Cycling World Championships in 2023 (871)

**Q32 Do you think that Glasgow hosting the UCI Cycling World Championships has encouraged you or other members of your household to do any of the following? Just read out the letters that apply.**

a) Firstly, in relation to yourself…
b) And now in relation to any other members of the household…

| | | 32a<br>% | 32b<br>% |
|---|---|---|---|
| A | Participate in more sport or physical activity | 8 | 5 |
| B | Make more use of local sports facilities | 4 | 3 |
| C | Improve my / their diet | 3 | 2 |
| D | Stop smoking | 1 | 1 |
| E | Drink less alcohol | 2 | 0 |
| F | Volunteer in the local community | 1 | 0 |
| G | Volunteer in a local sports club | 1 | 1 |
| H | Use public transport more instead of travelling by car/van | 2 | 1 |
| I | Walk more often | 8 | 4 |
| J | Cycle more often | 7 | 7 |
| K | Take more of an interest in local cultural events | 5 | 3 |
| L | Become more involved in the local community | 2 | 1 |
| | Something else (please specify) | 0 | 0 |
| | None of the above | 78 | 72 |
| | No one else in the household | 0 | 10 |
| | Don’t know | 1 | 1 |

Base: All who are aware that Glasgow hosted the UCI Cycling World Championships in 2023

## HERITAGE DESIGNATION

**Q33 Is this property listed as a Building of Special Architectural or Historic Interest?**

| | % |
|---|---|
| Yes | 6 |
| No | 77 |
| Don't know | 16 |
| Prefer not to say | 0 |

**Q34 How did you find out that this property is listed?**

| | | % |
|---|---|---|
| A | During the sale / purchase / rental of the property | 36 |
| B | Glasgow City Council Website | 12 |
| C | Historic Environment Scotland (HES) website | 5 |
| D | Other website(s) | 12 |
| E | Contacted Glasgow City Council (in person / by phone / email) | 3 |
| F | Told by neighbour / local community | 24 |
| | Other (please specify) | 12 |
| | Prefer not to say | 1 |
| | Don't know / can't remember | 6 |

Base: All who live in a listed property (63)

**Q35 And is it listed as a Category A, B or C building?**

| | % |
|---|---|
| Category A | 14 |
| Category B | 24 |
| Category C | 2 |
| Don’t know / can’t remember | 60 |
| Prefer not to say | 1 |

Base: All who live in a listed property (63)

**Q36 I am now going to read out a list of changes that people may make to their property. For each one, please tell me if this property’s status as a listed building makes you more or less likely to consider carrying out the change, or does it make no difference?**

| | | More likely | No difference | Less likely | Not applicable to this property | Don’ t know |
|---|---|---|---|---|---|---|
| | | % | % | % | % | % |
| A) | **Replacing or upgrading the windows** | 18 | 27 | 19 | 17 | 19 |
| B) | **Installing interior insulation** | 18 | 29 | 15 | 20 | 19 |
| C) | **Replacing external fittings, such as drainpipes and guttering** | 18 | 26 | 16 | 21 | 19 |
| D) | **Installing solar panels** | 13 | 18 | 26 | 25 | 19 |
| E) | **Installing an air source heat pump or another type of low or zero carbon heating system** | 15 | 19 | 29 | 19 | 19 |

Base: All who live in a listed property (63)

**Q37 Have you ever tried to find out if this property is listed as a Building of Special Architectural or Historic Interest?**

| | % |
|---|---|
| Yes | 2 |
| No | 96 |
| Don’t know | 2 |

Base: All who do not / do not know if they live in a listed property (966)

**Q38 How did you try to find out if this property is listed?**

| | | % |
|---|---|---|
| A | Contacted estate agent/letting agent | 31 |
| B | Glasgow City Council Website | 16 |
| C | Historic Environment Scotland (HES) website | 21 |
| D | Other website(s) | 22 |
| E | Contacted Glasgow City Council (in person / by phone / email) | 10 |
| F | Asked neighbours / local community | 10 |
| | Other (please specify) | 15 |
| | Prefer not to say | 0 |
| | Don’t know / can’t remember | 0 |

Base: All who have tried to find out if their property is listed (19)

## CONSERVATION AREAS

**Q39 Before now, were you aware that Glasgow has a number of conservation areas throughout the city?**

| | % |
|---|---|
| Yes | 59 |
| No | 36 |
| Don’t know | 5 |

**Q40 Is your property in a conservation area?**
SINGLE CODE.

| | % |
|---|---|
| Yes | 6 |
| No | 72 |
| Don’t know | 23 |

**Q41 How did you find out that this property is in a conservation area?**

| | | % |
|---|---|---|
| A | During the sale / purchase / rental of the property | 39 |
| B | Glasgow City Council Website | 9 |
| C | Historic Environment Scotland (HES) website | 7 |
| D | Other website(s) | 5 |
| E | Contacted Glasgow City Council (in person / by phone / email) | 4 |
| F | Told by neighbour / local community | 30 |
| | Other (please specify) | 7 |
| | Prefer not to say | 0 |
| | Don’t know / can’t remember | 20 |

Base: All who live in a conservation area (58)

**Q42 I am now going to read out a list of changes that people may make to their property. For each one, can you tell me if this property being in a conservation area makes you more or less likely to consider carrying out the change, or does it make no difference?**

| | | More likely | No difference | Less likely | Not applicable to this property | Don’ t know |
|---|---|---|---|---|---|---|
| | | % | % | % | % | % |
| A) | **Replacing or upgrading the windows** | 14 | 42 | 16 | 17 | 11 |
| B) | **Installing interior insulation** | 11 | 43 | 15 | 21 | 11 |
| C) | **Replacing external fittings, such as drainpipes and guttering** | 14 | 43 | 16 | 16 | 11 |
| D) | **Installing solar panels** | 14 | 31 | 21 | 22 | 11 |
| E) | **Installing an air source heat pump or another type of low or zero carbon heating system** | 11 | 41 | 20 | 17 | 11 |

Base: All who live in a conservation area (58)

**Q43 And have you ever checked if your property is in a conservation area?**

| | % |
|---|---|
| Yes | 2 |
| No | 96 |
| Don't know | 3 |

Base: All who do not / do not know if they live in a conservation area (971)

## GLASGOW'S HOUSING EMERGENCY

INTRO: **The next questions are about housing in Glasgow and they start with some questions about your home.**

**Q44 Which of these best describes the ownership of your home?**

| | | % |
|---|---|---|
| A | Owned outright (including leasehold) | 25 |
| B | Buying on mortgage | 19 |
| C | Rented from private landlord | 18 |
| D | Rented from Glasgow Housing Association (Ex-council) | 22 |
| E | Rented from other housing association | 12 |
| F | Shared ownership with housing association/housing co-operative shared ownership / Scottish Government | 0 |
| | Other | 1 |
| | Don't know | 1 |
| | Refused | 0 |

**Q45 If your home needed basic general repairs and maintenance within the next few weeks, such as having rooms painted or fixing a leaking tap…**

| | Yes | No | Not relevant | Don't know |
|---|---|---|---|---|
| | % | % | % | % |
| **a) Could you afford to pay for that?** | 66 | 14 | 19 | 1 |
| **b) And do you have the skills and ability to do these things yourself?** | 40 | 49 | 11 | 1 |
| **c)** IF A TENANT (Base: 536) **And could you have the work arranged and paid for by the landlord or housing association?** | 78 | 8 | 9 | 5 |

**Q46 And if your home needed major repairs within the next few weeks, such as repairing the roof or the heating system…**

| | Yes | No | Not relevant | Don't know |
|---|---|---|---|---|
| | % | % | % | % |
| **a) Could you afford to pay for that?** | 35 | 34 | 26 | 5 |
| **b) And do you have the skills and ability to do these things yourself?** | 8 | 75 | 16 | 2 |
| **c)** IF A TENANT (Base: 536) **And could you have the work arranged and paid for by the landlord or housing association?** | 89 | 3 | 6 | 2 |

**Q47 Which, if any, of the following services and facilities can you access within your local neighbourhood, if required? Just read out the letters that apply.**

| | | % |
|---|---|---|
| A | Food shopping | 94 |
| B | Other shopping | 67 |
| C | Café, restaurant or pub | 80 |
| D | GP / Health Centre | 81 |
| E | Dentist | 71 |
| F | Chemist | 82 |
| G | Primary school | 70 |
| H | Secondary school | 54 |
| I | Skills and employment training e.g., college, training centre | 28 |
| J | Place of work | 28 |
| K | Open space e.g., a park | 76 |
| L | Play park | 66 |
| M | Sports or exercise facility – indoors | 47 |
| N | Sports or exercise facility – outdoors | 44 |
| O | Library | 67 |
| P | Community space e.g., community centre, hall | 53 |
| | None of these | 0 |
| | Don't know | 0 |

**Q48 Do you intend to move home within the next five years?**

| | % |
|---|---|
| Yes | 27 |
| No | 60 |
| Don't know | 13 |
| Refused | 0 |

**Q49 What are your main reasons for intending to move home?**

| | | % |
|---|---|---|
| A | To move to a more affordable home | 8 |
| B | To move to a different sized home | 27 |
| C | To move to a more accessible home | 7 |
| D | To move to a different area within Glasgow | 19 |
| E | To move away from Glasgow | 20 |
| F | Because my lease is coming to an end | 4 |
| | Other (please specify) | 25 |
| | Don’t know | 2 |
| | Refused | 1 |

Base: All who intend to move home within the next five year (259)

**Q50 What do you consider to be the top two or three priorities for housing in…**

**a) Your local area?**
**b) Glasgow?**

| | | a<br>% | b<br>% |
|---|---|---|---|
| A | Prevention of homelessness | 39 | 50 |
| B | Increasing the number of affordable homes | 59 | 62 |
| C | Improving the overall condition and maintenance of existing homes | 44 | 40 |
| D | Improving the heating and energy efficiency of existing homes | 25 | 22 |
| E | Adapting homes to support people with disabilities or particular needs | 19 | 18 |
| F | Increased housing options and choice | 21 | 22 |
| G | Improving public spaces and amenities | 16 | 12 |
| | Other (please specify) | 2 | 1 |
| | Don’t know | 7 | 6 |

**Q51 In November 2023, Glasgow City Council declared a housing emergency due to a significant increase in demand for housing and increasing levels of homelessness.**

**Before speaking to me today, were you aware that Glasgow had declared a housing emergency?**

| | % |
|---|---|
| Yes | 46 |
| No | 51 |
| Don’t know | 3 |

**Q52 Which, if any, of the following approaches do you feel should be used to deal with the housing shortage in Glasgow?**

| | | % |
|---|---|---|
| A | Building new homes on vacant sites within communities | 59 |
| B | Building new homes on areas of land surrounding the city, known as “green belt” | 18 |
| C | Building new homes on green spaces within the city | 13 |
| D | Taking empty commercial buildings (like shops or offices) and turning them into homes | 61 |
| E | Bringing empty homes back into use | 69 |
| F | Other (please specify) | 1 |
| | None of these | 2 |
| | Don’t know | 5 |

## HOMELESSNESS

**Q53 The next set of questions are about homelessness in Glasgow, including any experiences you may have had.**

**Have you ever been homeless (that is, lost your home with no alternative accommodation to go to) or been seriously worried you might become homeless?**

| | % |
|---|---|
| Yes, have been homeless | 11 |
| Yes, have been seriously worried I might become homeless | 3 |
| No, neither | 85 |
| Don’t know | 0 |
| Refused | 0 |

**Q54 Do you know anyone who is or has been homeless?**

| | % |
|---|---|
| Yes | 26 |
| No | 73 |
| Don’t know | 1 |
| Refused | 1 |

**Q55 Which, if any, of these do you think are the two or three main causes of why people are homeless? Just read out the letters that apply.**

| | | % |
|---|---|---|
| A | Poverty | 47 |
| B | Alcohol or drug problems | 58 |
| C | Mental or physical health problems | 43 |
| D | Lack of support for people leaving prison, hospital, the care system or the armed forces | 14 |
| E | Shortage of available housing | 26 |
| F | Domestic and other types of abuse | 13 |
| G | Marital or relationship problems | 8 |
| H | Unemployment | 17 |
| I | Lack of / poor quality services to help people in housing difficulty | 8 |
| J | Lack of support from welfare/benefits system | 6 |
| K | Young people forced to leave family home | 8 |
| L | Eviction | 7 |
| M | Moving to Scotland from outside the UK | 7 |
| N | Bereavement | 1 |
| O | Fire, flood or similar emergencies | 1 |
| | Other (please specify) | 1 |
| | Don't know | 3 |
| | Refused | 0 |

**Q56 I am going to read out some things that people might say about homeless people. Please indicate to what extent you agree or disagree with each of them.**

| | | Strongly agree | Tend to agree | Neither agree nor disagree | Tend to disagree | Strongly disagree | Don't know | Refused |
|---|---|---|---|---|---|---|---|---|
| | | % | % | % | % | % | % | % |
| a) | **People say they are homeless just to try and get a house from the Council or Housing Association.** | 7 | 16 | 18 | 26 | 23 | 10 | 0 |
| b) | **Homeless people often bother passers-by on the street** | 6 | 21 | 18 | 30 | 19 | 6 | 0 |
| c) | **Lots of people become homeless through no fault of their own.** | 41 | 37 | 10 | 5 | 3 | 4 | 0 |
| d) | **Homeless people have a right to a house.** | 53 | 34 | 8 | 2 | 0 | 2 | 0 |
| e) | **Most homeless people could find somewhere to live if they really tried.** | 4 | 13 | 12 | 33 | 31 | 7 | 0 |

## TACKLING POVERTY

**Q57 Thinking about the city as a whole, how much poverty do you think there is in Glasgow?**

| | % |
|---|---|
| Quite a lot | 53 |
| A fair amount | 39 |
| Very little | 4 |
| None at all | 0 |
| Don't know | 4 |

**Q58 Which of the phrases on this card would you say comes closest to your feelings about your household's income these days? Please just read out the letter that applies.**

| | | % |
|---|---|---|
| A | Living very comfortably on present income | 12 |
| B | Living comfortably on present income | 40 |
| C | Coping on present income | 35 |
| D | Finding it difficult on present income | 8 |
| E | Finding it very difficult on present income | 2 |
| | Don't know | 1 |
| | Refused | 1 |

**Q59 As a result of these difficulties are you……….**

| | Yes | No | Don't know | Refused |
|---|---|---|---|---|
| | % | % | % | % |
| **Finding it difficult to pay bills?** | 79 | 17 | 1 | 3 |
| **Currently in arrears with any creditors?** | 43 | 51 | 4 | 3 |
| **Working more than one job?** | 11 | 84 | 2 | 3 |
| **Working longer than normal hours?** | 18 | 77 | 2 | 3 |
| **Missing out on meals?** | 32 | 61 | 3 | 4 |
| **Currently in arrears with rent or mortgage?** | 19 | 73 | 3 | 5 |

Base: All who are finding it difficult or very difficult to live on current income (106)

**Q60 How much of your household income, after tax and other deductions, would you estimate you spend on rent or mortgage payments?**

| | | % |
|---|---|---|
| A | Up to a quarter (25%) | 38 |
| B | Up to a third (33%) | 23 |
| C | Up to half (50%) | 11 |
| D | More than half (+50) | 4 |
| | Don’t know | 20 |
| | Refused | 3 |

Base: All with a mortgage or who rent (725)

**Q61 Here is a list of concerns people may have in the current economic climate. Which are the two or three biggest concerns for your household? Please just read out the letters that apply.**

| | | % |
|---|---|---|
| A | Threat of homelessness | 21 |
| B | Threat of redundancy | 6 |
| C | Reduction in working hours | 3 |
| D | Lack of employment opportunities | 20 |
| E | Lack of in-work progression | 3 |
| F | Cost of gas and electricity | 60 |
| G | Bereavement costs | 3 |
| H | Loss of interest in savings account(s) | 2 |
| I | Drop in share values | 0 |
| J | Food cost | 59 |
| K | Petrol costs | 4 |
| L | Mortgage costs | 5 |
| M | Value of property | 0 |
| N | Rent cost | 25 |
| O | Child Care costs | 5 |
| P | Cost of Council Tax | 15 |
| Q | Cost of holidays | 0 |
| R | Cost incurred during school holidays | 3 |
| | Don’t Know | 5 |
| | None of these | 3 |
| | Refused | 1 |

Base: All who are finding it difficult or very difficult to live on current income (106)

**Q62 Here is a list of items related to your standard of living that you may or may not have. For each one, please select the answer that applies.**

| | | Yes, have it | Don't have it and don't want or need it right now | Don't have and can't afford it | Don't know | Prefer not to say |
|---|---|---|---|---|---|---|
| | | % | % | % | % | % |
| a) | **Enough money to keep your home in a decent state of decoration** | 73 | 10 | 11 | 4 | 3 |
| b) | **A holiday away from home for at least 1 week a year (not staying with relatives in their home)** | 56 | 13 | 25 | 3 | 4 |
| c) | **Home contents insurance** | 58 | 14 | 15 | 9 | 4 |
| d) | **Enough money to save regularly (of at least £20) for rainy days or retirement** | 67 | 7 | 19 | 3 | 4 |
| e) | **Enough money to repair or replace broken electrical goods** | 67 | 10 | 16 | 3 | 3 |
| f) | **Enough money to repair or replace worn out furniture** | 58 | 15 | 19 | 5 | 3 |
| g) | **Enough money to keep your home warm in winter** | 79 | 4 | 11 | 3 | 4 |
| h) | **Some money to spend each week on yourself (not on your family)** | 70 | 7 | 16 | 2 | 4 |

Base: All who agreed to take part in the self-completion section (925)

**Q63 Have you used any services for help or advice with money over the last 12 to 18 months?**

| | % |
|---|---|
| Yes | 13 |
| No | 81 |
| Don't know / Can't Remember | 3 |
| Prefer not to say | 2 |

Base: All who agreed to take part in the self-completion section (925)

Q64 **And which of the following have you used;**

| | % |
|---|---|
| Banks / Building Societies | 47 |
| Credit Unions | 7 |
| Money Advice Services | 26 |
| Citizens Advice Scotland (CAS) | 28 |
| Family / Friends | 40 |
| Other (please specify) | 16 |
| Don’t know / can’t remember | 2 |
| Prefer not to say | 3 |

Base: All who have used services for help or advice with money over the last 12 to 18 months (12)

## CHILD POVERTY

**Q65 Firstly, can I please check how many children under 16, if any, there are in the household?**

| | % |
|---|---|
| 0 | 81 |
| 1 | 10 |
| 2 | 7 |
| 3 | 2 |
| 4 | 0 |
| 5+ | 0 |

Base: All who agreed to take part in the self-completion section (925)

**Q66 What age are they?**

| | % |
|---|---|
| At least one child under 5 (Age: 0-4) | 40 |
| At least one child aged 5-12 (Age: 5-12) | 60 |
| At least one child aged under 13 (Age: 0-12N) | 79 |
| At least one child aged 13 to 15 (Age: 13-15) | 34 |
| Prefer not to say | 0.5 |

Base: All who agreed to take part in the self-completion section with at least one child in household (166)

**Q67 Would you say this a single parent household?**

**A single parent household is one in which there is one parent with at least one dependent child, without a spouse or partner also living with them?**

| | % |
|---|---|
| Yes | 33 |
| No | 65 |
| Don't know | 1 |
| Prefer not to say | 1 |

Base: All who agreed to take part in the self-completion section with at least one child in household (166)

**Q68 And do you, or does someone else in your household, have caring responsibilities for a child, or children, aside from your own?**

| | % |
|---|---|
| Yes | 8 |
| No | 90 |
| Don’t know | 0 |
| Prefer not to say | 2 |

Base: All who agreed to take part in the self-completion section (925)

**Q69 Here is another list of items, this time about the standard of living for children in the household and things they may or may not have. For each one, please select the answer that best applies.**
ROTATE

| | | Yes, have it | Don’t have it and don’t want or need it right now | Don’t have and can’t afford it | Not relevant | Don’t know | Prefer not to say |
|---|---|---|---|---|---|---|---|
| | | % | % | % | % | % | % |
| a) | **Access to outdoor space or facilities nearby to play safely** | 84 | 3 | 10 | 2 | 1 | 0 |
| b) | **Access to ~~a~~ leisure equipment** | 71 | 9 | 12 | 3 | 4 | 1 |
| c) | **Their own warm winter coat** | 97 | 1 | 2 | 0 | 0 | 1 |
| d) | **Their own bedroom if they are over 10 or of a different gender to siblings** | 68 | 6 | 17 | 7 | 0 | 1 |
| e) | **Access to fruit and vegetables every day** | 93 | 2 | 5 | 0 | 0 | 1 |
| f) | **School trips that they attend** | 69 | 5 | 7 | 18 | 0 | 1 |
| g) | **Organised activity outside school each week** | 61 | 12 | 15 | 10 | 1 | 2 |
| h) | **Toddler, nursery, or playgroup each week** | 39 | 10 | 5 | 44 | 1 | 1 |

Base: All who agreed to take part in the self-completion section with at least one child in household (166)

## DEMOGRAPHICS – SELF COMPLETION

**Thank you for answering those questions. The next few questions are about your own circumstances.**

**Q70 Firstly which of these accounts, if any, do you have?**
***Please select all that apply***

| | % |
|---|---|
| Bank Account | 90 |
| Building Society Account | 9 |
| Credit Union Account | 6 |
| Post Office Account | 1 |
| Other, please type in | 0 |
| None of these | 1 |
| Prefer not to say | 7 |
| Don't know | 1 |

Base: All who agreed to take part in the self-completion section (925)

Q71 **What is your current religion, denomination, body or faith? *Please select one answer only***

| | % |
|---|---|
| No religion | 50 |
| Church of Scotland | 12 |
| Roman Catholic | 19 |
| Other Christian, please type in | 5 |
| Buddhist | 1 |
| Hindu | 2 |
| Jewish | 0 |
| Muslim | 6 |
| Pagan | 0 |
| Sikh | 0 |
| Another religion, please type in | 1 |
| Prefer not to say | 4 |

Base: All who agreed to take part in the self-completion section (925)

**Q72 Which of the options below best describes how you think of yourself?** ***Please select one answer only***

| | % |
|---|---|
| Heterosexual/straight | 87 |
| Gay/lesbian | 3 |
| Bisexual | 3 |
| Other | 1 |
| Prefer not to say | 6 |

Base: All who agreed to take part in the self-completion section (925)

**Q73 What is your household's total income from all sources over the last 12 months?** ***Please select one answer only***

| Per Week | Per Year | % |
|---|---|---|
| Less that £100 | Less that £5,200 | 3 |
| £100 to £199 | £5,200 to £10,399 | 7 |
| £200 to £299 | £10,400 to £15,599 | 10 |
| £300 to £499 | £15,600 to £25,999 | 13 |
| £500 to 699 | £26,000 to 36,399 | 13 |
| £700 to £949 | £36,400 to £49,399 | 8 |
| £950 to £1,199 | £49,400 to £62,399 | 6 |
| £1,200 to £1,499 | £62,400 to £77,999 | 2 |
| £1,500 or more | £78,000 or more | 4 |
| | Prefer not to say | 27 |
| | Don't know | 9 |

Base: All who agreed to take part in the self-completion section (925)

## DEMOGRAPHICS – ASKED BY INTERVIEWER

QA **How would you describe your gender identity?**

| | | % |
|---|---|---|
| A | Male | 49 |
| B | Female | 51 |
| C | In another way | 0 |

QAGE **What is your age?**

| | % |
|---|---|
| 16-24 | 14 |
| 25-34 | 25 |
| 35-44 | 14 |
| 45-59 | 17 |
| 60-74 | 16 |
| 75+ | 9 |

QWORK **Looking at this card, which option best describes your current situation? Just read out the letter that applies.**

| | **Working** | % |
|---|---|---|
| A | Full time (30+ hrs) | 40 |
| B | Part time (9-29 hrs) | 12 |
| | **Not working** | |
| C | Unemployed | 9 |
| D | Retired | 21 |
| E | Looking after house / children | 4 |
| F | Disabled | 3 |
| G | Have long term illness | 4 |
| H | Student | 7 |
| I | Other (PLEASE SPECIFY) | 1 |
| | Refused | 0 |

QD NUMBER OF ADULTS IN THE HOUSEHOLD (16 AND OVER)

| | % |
|---|---|
| 1 | 40 |
| 2 | 44 |
| 3 | 10 |
| 4 | 5 |
| 5+ | 1 |

SOCIAL CLASS (Coded based on series of questions based on occupation)

| | % |
|---|---|
| A | 2 |
| B | 17 |
| C1 | 23 |
| C2 | 19 |
| D | 18 |
| E | 20 |

QE **Do you have anyone aged between 60 and 74 years old or 75 years old and over in your household?**

| | % |
|---|---|
| None aged 60 and over | 74 |
| Aged 60-74 | 17 |
| Aged over 75 | 10 |
| Refused | 0 |

Base: More than one adult in household (621)

QF **To which of the groups on this card do you consider you belong?**

| | % |
|---|---|
| **WHITE** | |
| Scottish | 69 |
| British | 8 |
| Irish | 2 |
| Any other white background PLEASE SPECIFY | 6 |
| **MIXED** | |
| Any mixed background PLEASE SPECIFY | 1 |
| **ASIAN, ASIAN SCOTTISH, OR ASIAN BRITISH** | |
| Indian | 3 |
| Pakistani | 4 |
| Bangladeshi | 0 |
| Any other Asian background PLEASE SPECIFY | 2 |
| **BLACK, BLACK SCOTTISH OR BLACK BRITISH** | |
| Caribbean | 0 |
| African | 4 |
| Any other black background PLEASE SPECIFY | 0 |
| **CHINESE AND ANY OTHER ETHNIC BACKGROUND** | |
| Chinese | 1 |
| Any other background | 1 |

QG **For each of the languages I am going to read out, please look at this card and tell me which of these you can do.**

**a) English**
**b) Scottish Gaelic**
**c) Scots**

| | English | Scottish Gaelic | Scots |
|---|---|---|---|
| | % | % | % |
| A Understand | 9 | 2 | 13 |
| B Speak | 4 | 1 | 4 |
| C Read | 3 | 1 | 4 |
| D Write | 2 | 0 | 1 |
| All of these | 91 | 2 | 9 |
| None of these | 0 | 95 | 77 |

QH **Can I just check, does the household have any income from employment, or does it rely entirely on pensions or social security?**

| | % |
|---|---|
| Yes, does have income from employment | 62 |
| No, relies on pensions/social security | 35 |
| Don't know/refused | 3 |

QI **How many cars or light vans are there in your household?**

| | % |
|---|---|
| 1 car or light van | 42 |
| 2 cars/light vans | 10 |
| 3+ cars/light vans | 3 |
| None | 45 |
| Refused/don't know | 1 |

QJ **How long have you lived in Glasgow?**
SINGLE CODE

| | % |
|---|---|
| Up to one year | 4 |
| Over one year, up to five years | 16 |
| Over five years, up to 20 years | 21 |
| Over 20 years | 59 |
| Don't know/can't remember | 0 |
| Refused | 0 |

QL **Do you or anyone in your household have any long-term illness, health problem or disability which limits your daily activities or the work you can do?**

| | % |
|---|---|
| Yes, respondent | 26 |
| Yes, other household member | 9 |
| No | 68 |
| Refused/don't know | 1 |

QM **What type(s) of disability do you have?**

| | | % |
|---|---|---|
| A | Visual | 6 |
| B | Hearing | 5 |
| C | Learning disability | 3 |
| D | Mobility – Wheelchair user | 9 |
| E | Other mobility impairment | 39 |
| F | Other physical impairment | 25 |
| G | Mental health problem | 26 |
| H | Long term illness | 37 |
| I | Other degenerative condition | 15 |
| | Refused | 0 |

Base: All who have a disability (277)

QN **What type(s) of disability do other household members have?**

| | | % |
|---|---|---|
| A | Visual | 2 |
| B | Hearing | 7 |
| C | Learning disability | 19 |
| D | Mobility – Wheelchair user | 14 |
| E | Other mobility impairment | 31 |
| F | Other physical impairment | 25 |
| G | Mental health problem | 14 |
| H | Long term illness | 35 |
| I | Other degenerative condition | 10 |
| | Refused | 5 |

Base: All who live with household member with disability (93)

QO **Thinking about the person in this household who has the highest level of academic qualifications, please read out the letter which best matches them.**

| | | % |
|---|---|---|
| A | No formal qualifications | 25 |
| B | 'O' Grade, GCSE, Standard Grade, Intermediate 1, Intermediate 2, City and Guilds Craft, SVQ level 1 or 2, or equivalent. | 14 |
| C | Higher Grade, A Levels, CSYS, ONC, OND, City and Guilds Advanced Craft, RSA Advanced Diploma, SVQ level 3 or equivalent. | 12 |
| D | HND, HNC, RSA Higher Diploma, SVQ level 4 or 5, or equivalent. | 17 |
| E | First degree, higher degree, professional qualification. | 36 |
| | Don’t Know | 3 |
| | Refused | 1 |

# For more information

Ipsos Scotland
4 Wemyss Place
Edinburgh
EH3 6DH

0131 385 1050

www.ipsos.com/en-uk
http://twitter.com/IpsosUK

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