Ipsos MORI
Scotland

Glasgow Household Survey

Autumn 2012

December 2012

Contents

Executive summary

This report contains the findings of the autumn 2012 wave of the Glasgow Household Survey, conducted by Ipsos MORI on behalf of Glasgow City Council.

Ipsos MORI interviewed a representative quota sample of 1,015 Glasgow residents (aged 16 and over) between 15 September and 4 December 2012. All interviews were conducted face-to-face in residents' homes using Computer Assisted Personal Interviewing (CAPI).

Key findings

Glasgow 2014

Attitudes towards Glasgow 2014 remain more positive than negative, with around half of respondents anticipating that the event will have a strongly or slightly positive impact on them, their families and their local areas, and around nine in ten anticipating a positive impact on Glasgow generally. The proportion anticipating a *strongly* positive impact for the city generally is ten percentage points higher than in spring 2011, which may reflect an 'Olympic effect'.

Unprompted awareness of *any* improvements underway or planned across Glasgow in preparation for the Games is stable on spring 2011, at 60%. While awareness of *specific* improvements is also generally stable, spontaneous mention of the Emirates Arena has increased by 14 percentage points, from 27% to 41%.

Over the same period, there has been a notable decrease in the proportion of respondents saying they have concerns about Glasgow hosting the Commonwealth Games (from 24% to 14%). Again, this may reflect an 'Olympic effect' on the perceived likely impact of Glasgow 2014.

Remaining concerns continue to centre for the most part around the cost of the Games (mentioned by 41% of those who had concerns) and the specific question of whether the money should be channelled elsewhere (19%).

Community cohesion and civic pride

The survey suggests that both community cohesion and civic pride are strong in Glasgow: Around two-thirds (65%) of respondents said they felt part of the community in which they lived and an equal proportion said they felt proud of their local area. Almost nine in ten (85%) said they felt proud of Glasgow as a whole.

Around three quarters (73%) of respondents said they would rate Glasgow as *'one of the best'* Scottish cities or *'above average'*, while around a quarter (24%) said they would rate it as 'about average' and just 6% as 'below average' or 'one of the worst'.

Asked which specific words or phrases they would use to describe Glasgow to people from outside the city, around three in five (56%) respondents said friendly, while roughly half as many said welcoming (24%). Half as many again said they would refer to the city's vibrancy or liveliness (15%).

Influencing local decisions

While a majority (58%) of respondents felt that decisions affecting their neighbourhood should *not* be left to professionals, almost as many (49%) felt unable to exert any influence over those decisions and a similar proportion (47%) felt their comments would not be listened to.

Four in five (79%) respondents wanted to have more influence over at least one local service. The highest ranking services in this regard were environmental services (27%), road maintenance (27%), bus services (16%) and the police (15%).

Asked to select from a list, measures that would make it easier for them to influence decisions in their local area, around two in five (37%) respondents selected: '*If the Council got in touch with me to ask'* and a similar proportion (35%) selected '*If I knew what issues were being considered'.* The next highest ranking measures, selected by 21% in each case, were: '*If I had more time'* and *'If I could give my opinion online/by email'*.

Satisfaction with local services

As in previous waves of the survey, museums and galleries, and libraries emerged as the most highly regarded local services, with 95% and 90% of users respectively expressing satisfaction with these areas of provision. Over four in five users also expressed satisfaction with primary schools (89%), recycling centres (88%), nursery schools (83%), sports and leisure centres (83%), secondary schools (81%) and recycling collection (79%). Once again, lower levels of satisfaction were recorded for street cleaning (60%), pavement maintenance (42%) and road maintenance (26%).

Still, as in the previous wave of the survey, seven in ten (68%) respondents expressed overall satisfaction with the services provided by the Council, while fewer than one in five (18%) expressed any dissatisfaction.

The *Clean Glasgow* campaign

Consistent with findings from previous waves of the survey, just over a third (35%) of respondents were aware of the *Clean Glasgow* campaign.

Chewing gum and litter once again emerged as the top two environmental issues in the city centre, with 54% and 49% of respondents respectively identifying these as ‘significant’ or ‘moderate’ problems. The next biggest issues were flyposting and vandalism (mentioned by 42% and 38% respectively), followed by graffiti (33%), dog fouling (29%) and flytipping (27%). While the figures for litter and flyposting are unchanged on the same period last year, the proportions identifying the other issues as problems have continued to increase.

Dog fouling was the biggest perceived issue in local areas (60% said it was a significant or moderate problem), followed by litter (44%), flytipping (30%), vandalism (30%) and chewing gum (27%) respectively. These results are largely in line with those recorded in autumn 2011, despite significant increases over the previous year in the proportions identifying each of the issues as problems.

Just 21% of respondents said they had reported an environmental problem in their local area. All those who had *not* reported a problem were asked what, if anything, would encourage them to do so in the future. Information on how to report an incident emerged as the most common response (mentioned by 27%), followed by an option to report issues anonymously (11%) and the provision of a free telephone advice line (10%).

Digital access and information

Around seven in ten (73%) respondents had access to the internet at home. Uptake of newer technologies for accessing the internet was lower: 41% had a smartphone and 10% had a tablet computer.

The majority (62%) of internet users were not aware that the Council provided information for residents via social media websites. While two in five (42%) of them said they would be very or fairly likely to access council information on Facebook, a higher proportion (56%) said that they would be *un*likely to do so. A majority similarly said that they would be unlikely to access council information on Flickr (85%), Twitter (75%) and YouTube (74%).

1 Introduction

This report contains the findings from the autumn 2012 wave of the Glasgow Household Survey, conducted by Ipsos MORI on behalf of Glasgow City Council. The survey has run biannually since 1999 and measures city residents' use and perceptions of services provided by the Council and its partners, as well as attitudes towards aspects of life in the city.

The specific topics covered in the autumn 2012 wave of the survey were:

- Glasgow 2014
- community cohesion and civic pride
- community engagement
- use of, and satisfaction with, local services
- the Clean Glasgow campaign
- digital access and information

1.1 Methodology

Ipsos MORI interviewed a representative quota sample of 1,015 Glasgow residents (aged 16 and over). The sample was stratified by Community Planning Area (CPA) – with CPAs defined by postcode – to allow for a more robust analysis at the area level. Ten sampling points were selected within each of the ten CPAs[1].

Fieldwork for the survey was carried out between 15 September and 4 December 2012. All interviews were conducted face-to-face in residents' homes using Computer Assisted Personal Interviewing (CAPI).

The data have been weighted by age and gender, using 2011 ONS mid year estimates, and by Community Planning Area.

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

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[1] On 11th December 2012, the Glasgow Community Planning Partnership Strategic Board approved a new structure for community planning in the city. As fieldwork for the survey was conducted prior to this point, the area-based analyses presented throughout the report reflect the old community planning structure.

1.2 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 multiple answers. Throughout the report, an asterisk (*) denotes any value of less than half a percent and a dash (-) denotes zero. For questions where the number of respondents is less than 30, the number of times a response has been selected (N) rather than the percentage is given.

2 Glasgow 2014

2.1 Anticipated impact of Glasgow 2014

Attitudes towards Glasgow 2014 remain more positive than negative: As table 2.1 shows, around half of respondents anticipated that the event will have a strongly or slightly positive impact on them, their families and their local areas, while around nine in ten anticipated that it will have a positive impact on Glasgow generally.

Although the proportions anticipating a positive impact for their families and their local areas are stable on spring 2011 (when the questions were last asked), the proportion anticipating a *strongly* positive impact for the city as a whole is ten percentage points higher. This may reflect an 'Olympic effect' and specifically the perceived success of the 2012 Games in raising London's profile and reputation. It may also reflect media coverage of the opening of the Sir Chris Hoy Veldrome and of the UCI Track Cycling World Cup, held in the Velodrome during the first half of November last year.

Table 2.1: Anticipated impact of Glasgow 2014

	Impact on you/your family			Impact on your local area			Impact on Glasgow		
	Autumn 2008	**Spring 2011**	**Autumn 2012**	**Autumn 2008**	**Spring 2011**	**Autumn 2012**	**Autumn 2008**	**Spring 2011**	**Autumn 2012**
	%	%	%	%	%	%	%	%	%
Strongly positive	22	15	19	30	18	19	61	48	58
Slightly positive[2]	28	35	33	36	38	33	27	37	31
Both positive and negative	26	12	14	14	10	13	5	7	6
Slightly negative	3	7	3	2	9	6	1	3	2
Strongly negative	2	3	3	1	3	3	1	2	2
No effect	13	26	26	8	19	23	1	2	2
Don't know	6	2	2	8	3	3	4	1	1
Positive	***50***	***50***	***52***	***66***	***56***	***52***	***88***	***85***	***89***
Negative	***5***	***10***	***6***	***3***	***12***	***9***	***2***	***5***	***4***
Bases: autumn 2008 = 1,002; spring 2011= 1,009; autumn 2012 = 1,015									

[2] In the autumn 2008 survey, the wording was '*reasonably* positive' (and 'reasonably negative'), as opposed to '*slightly* positive' (and 'slightly negative')

Once again, attitudes to Glasgow 2014 varied by area, social class and age. In particular:

- respondents in Baillieston, Shettleston & Greater Easterhouse; Central & West; and East Centre & Calton were more likely than average to anticipate benefits for their families (57%, 67% and 65% respectively), while those in Langside & Linn; Maryhill, Kelvin & Canal; and West were less likely than average to do so (42%, 39% and 42%)
- respondents in Baillieston, Shettleston & Greater Easterhouse; Central & West; and East Centre & Calton were also more likely to anticipate benefits for their local area (64%, 68% and 71% respectively), particularly compared with respondents in Govan & Craigton (40%); Greater Pollok, Newlands & Auldburn; (42%), Maryhill, Kelvin & Canal (32%); and North East (34%)
- ABC1 respondents were more likely than C2DEs to feel that the Games will impact positively on themselves and their families (63% versus 45%), their local areas (61% versus 52%) and the city as a whole (93% versus 86% respectively)
- respondents aged 16 to 24 years were more likely than average to anticipate benefits for themselves and their families (60% versus 52% overall) and their local area (64% versus 52% overall).

2.2 Priorities for getting maximum benefit from Glasgow 2014

Respondents' priorities for ensuring Glasgow gets as much benefit as possible from the Games are largely unchanged on spring 2011: improving the image of Glasgow, providing access to employment opportunities and improving housing and regeneration remain top of the list, whereas staging more cultural and sporting events, and providing volunteering opportunities come lower down (table 2.2).

Table 2.2: Priorities (prompted) for getting maximum benefit from the Games

	1st priority	2nd priority	3rd priority
	%	%	%
Improving the image of Glasgow	24	12	8
Providing access to employment opportunities associated with the Games	17	10	8
Better housing and regeneration	10	9	9
Reducing crime levels	6	5	6
Bringing in as much money as possible to the city	8	9	12
Improving sports facilities	6	11	12
Improving public transport	5	4	5
Improving the overall health of Glasgow residents	6	8	9
Increasing pride/feel good factor amongst Glaswegians	5	9	7
Improve the activity levels of Glasgow residents	3	6	6
Investing in Scottish athletes	2	2	3
Improving community safety	3	5	6
Staging more cultural and sporting events	2	2	3
Providing access to volunteering opportunities associated with the Games	1	3	3

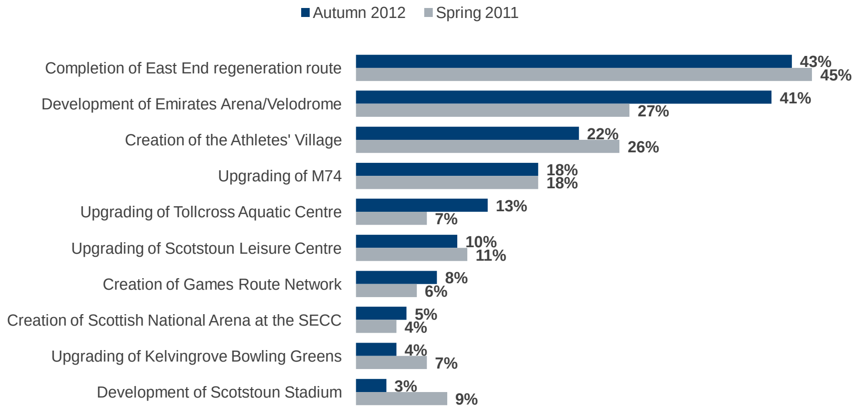
Respondents in Baillieston, Shettleston & Greater Easterhouse; and Central & West were more likely than average to prioritise improving the image of Glasgow (35% and 34% respectively selected this as their first priority, compared with 24% overall), while those in North East and Pollok & Southside Central were more likely than average to prioritise reducing crime (12% and 11% versus 6% overall).

2.3 Awareness of improvements being made for Glasgow 2014

Unprompted awareness of *any* improvements underway or planned across Glasgow in preparation for the Games is stable on spring 2011, at 60%. While awareness of most specific improvements is also stable, spontaneous mention of the Emirates Arena has increased by 14 percentage points, from 27% to 41% (figure 2.1). This is perhaps unsurprising given the significant media coverage the Arena has received since its opening in October; particularly during the first half of November when it played host to the UCI Track Cycling World Cup.

Figure 2.1: Awareness of improvements being made for Glasgow 2014 – top 10 (unprompted) responses

Q. Can you tell me what these improvements are?



Base: All who were aware of improvements undertaken in preparation for the Commonwealth Games (Autumn 2012: 614; Spring 2011: 584)

Source: Ipsos MORI

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As might be expected, respondents living in closest proximity to particular improvements tended to display higher than average awareness of those improvements. Specifically:

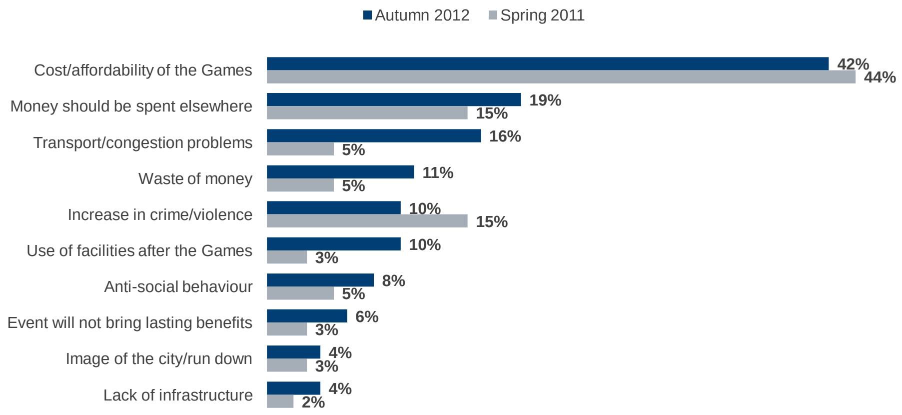
- respondents in East Centre & Calton displayed higher than average awareness of the Emirates Arena (52% versus 41% overall) and the Athletes' Village (46% versus 22% overall)
- those in West displayed higher than average awareness of the upgrading of Scotstoun Leisure Centre (47% versus 10% overall)
- those in Baillieston, Shettleston & Greater Easterhouse displayed higher than average awareness of the upgrading of Tollcross Aquatic Centre (29% versus 13% overall).

There has been a notable decrease since spring 2011 in the proportion of respondents saying they have concerns about Glasgow hosting the Commonwealth Games (from 24% to 14%). Again, this may reflect an 'Olympic effect' on the perceived likely impact of Glasgow 2014.

As can be seen in figure 2.2, remaining concerns continue to centre for the most part around the cost of the Games (41% mentioned this spontaneously) and the specific question of whether the money should be channelled elsewhere (19%).

Figure 2.2: Concerns about Glasgow hosing the Games – top 10 (unprompted) responses

Q. What concerns do you have about Glasgow hosting the Commonwealth Games?



Base: All who had concerns about Glasgow hosting the Commonwealth Games (Autumn 2012: 140; Spring 2011: 246)

Source: Ipsos MORI

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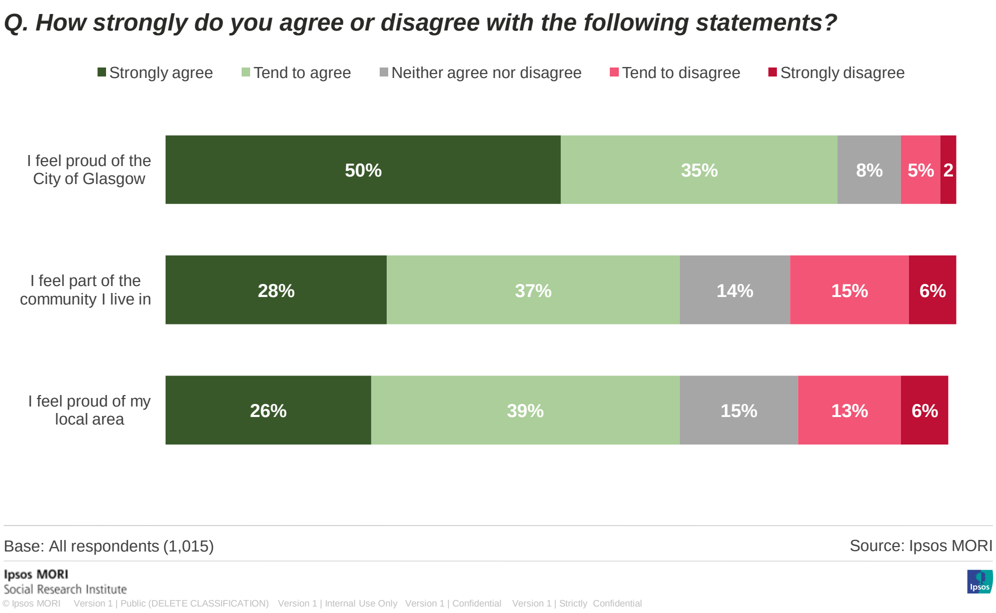
3 Community cohesion & civic pride

The survey suggests that both community cohesion and civic pride are strong in Glasgow: As figure 3.1 shows, around two-thirds (65%) of respondents said they felt part of the community in which they lived and an equal proportion said they felt proud of their local area. Almost nine in ten (85%) said they felt proud of Glasgow as a whole.

Figure 3.1: community cohesion & civic pride



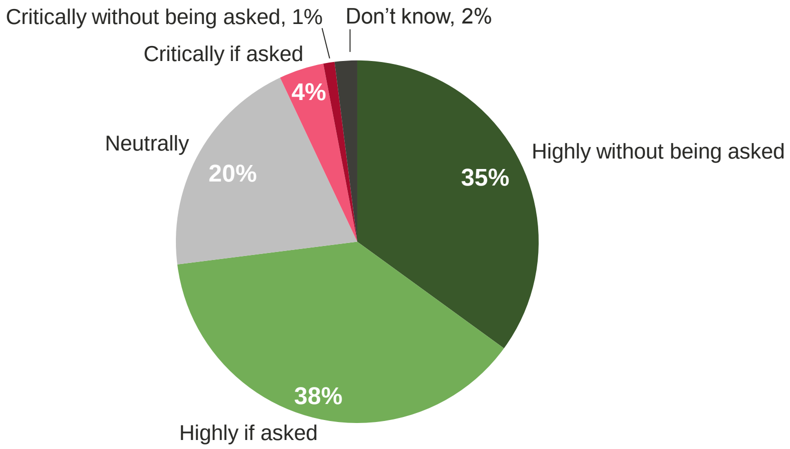
A higher than average proportion of respondents in Central & West said they felt proud of their local area (76% versus 65% overall), compared with a lower than average proportion in Greater Pollok, Newlands & Auldburn (47% versus 65% overall).

There were further differences by age, with respondents aged 65 and over more likely than average to feel part of their community (74% versus 65% overall), proud of their local area (77% versus 65% overall) and proud of Glasgow as a whole (93% versus 85% overall).

Reflecting the pride most respondents felt for Glasgow, a majority (73%) said that they would speak highly of the city to people from elsewhere, with around a third saying they would do so *without being asked* their opinion. Meanwhile, 20% said they would be neutral about the city and just 5% in total said they would be critical of it (figure 3.2).

Figure 3.2: Advocacy of Glasgow

Q. Which of these phrases best describes the way you would talk about Glasgow to people from outside the city (e.g. people you meet on holiday)?

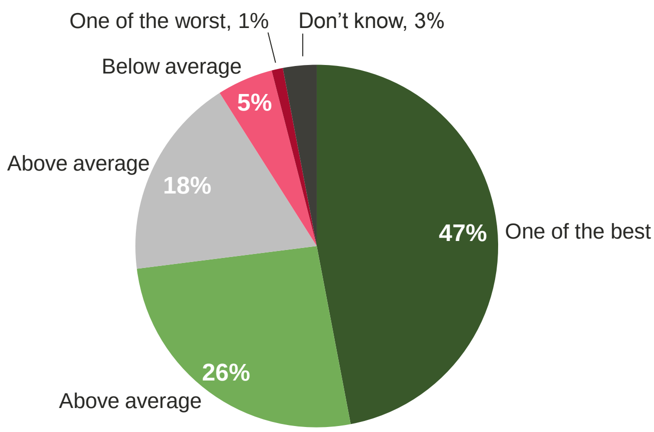


Base: All respondents (1,015) Source: Ipsos MORI

Asked how they would rate Glasgow compared to other Scottish cities, around three-quarters (73%) of respondents said they would rate it as *'one of the best'* or *'above average'*, while 18% said they would rate it as 'about average' and just 6% as 'below average' or 'one of the worst' (figure 3.3).

Figure 3.3: Ratings of Glasgow compared with other Scottish cities

Q. Generally, how would you rate Glasgow compared to other Scottish cities?



Base: All respondents (1,015) Source: Ipsos MORI

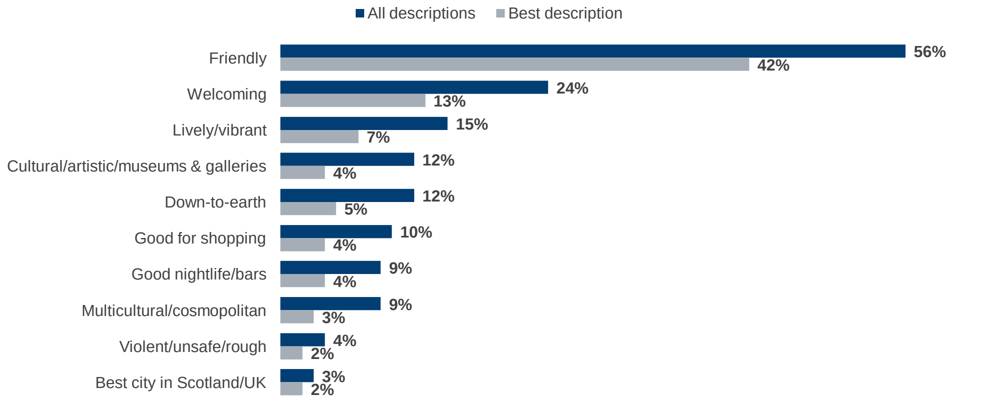
Respondents in Central & West were more likely than average to say they would speak highly of Glasgow (86%, compared with 73% overall) and to rate the City as at least above average compared with other Scottish cities (83% compared with 73% overall).

Those in East Centre were similarly more likely than average to rate Glasgow positively compared with other cities in Scotland (82%), while those in Greater Pollok, Newlands & Auldburn (56%), and Pollokshields & Southside Central (64%) were *less* likely than average to do so.

Asked which specific words or phrases they would use to describe Glasgow to people from outside the city, around three in five (56%) respondents said friendly, while roughly half as many said welcoming (24%) and half as many again said they would refer to the city's vibrancy or liveliness (15%). Most other words and phrases mentioned related to Glasgow's leisure and cultural credentials – there was a specific focus on the quality of its retail offering, nightlife and museums and galleries (figure 3.4).

Figure 3.4: Perceived characteristics of Glasgow – top 10 (unprompted) responses

Q. Which two or three words or phrases would you use to describe Glasgow to people from outside the city?
Q. Of these, which sums up Glasgow best?



Base: All respondents (1,015)

Source: Ipsos MORI

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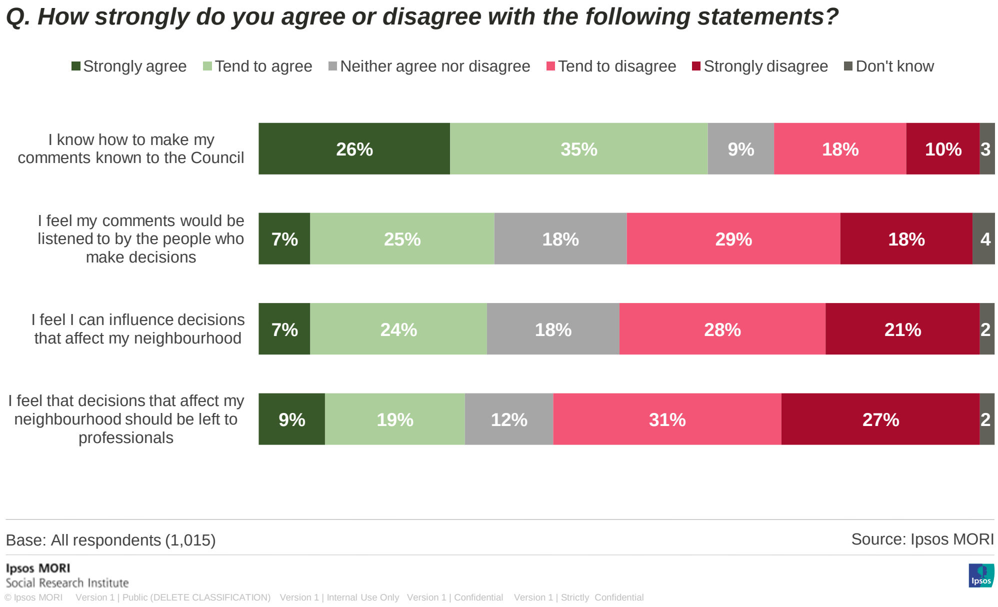
4 Influencing local decision making

4.1 Attitudes towards local decision making

A majority (58%) of respondents felt that decisions affecting their neighbourhood should *not* be left to professionals. A similar proportion (61%) knew how they would make their comments known to the Council if they wanted to try to influence a decision. At the same time, however, almost half (49%) felt unable to exert any influence and a similar proportion felt their comments would not be listened to by decision makers (47%) (figure 4.1). These results are in line with comparable findings from spring 2006; the last occasion on which the questions were included in the survey.

Figure 4.1: Attitudes towards influencing local decision making



A higher than average proportion of respondents in Baillieston, Shettleston & Greater Easterhouse disagreed with the statements: 'I feel I can influence decisions that affect my neighbourhood' (61% versus 49% overall) and 'I feel my comments would be listed to by the people who make decisions' (63% versus 47%). While there were few other sub-group differences in the results, it was notable that a lower than average proportion of the youngest (16 to 24 years) age group agreed with the statement: 'I know how to make my views known to the Council' (42% compared with 61% overall).

4.2 Attitudes towards influencing local services

Respondents were presented with a list of local services, shown in table 4.1, and asked which of these they felt able to influence; and which they would like to have more influence over.

Reinforcing the findings presented in figure 4.1, almost half (48%) of respondents did not feel able to influence *any* of the services. Of those remaining, 20% felt able to influence street cleaning and refuse collection, while half as many felt able to influence schools/pre-school education services (10%) and road maintenance (10%). For all of the other services, the results were in single figures.

Four in five (79%) respondents wanted to have more influence over at least one of the services listed. The highest ranking services in this regard were environmental services (27%), road maintenance (27%), bus services (16%) and the police (15%).

Again the latest results are generally in line with those from the spring 2006 wave of the survey, notwithstanding small increases in the proportions saying they would like more influence over environmental services and road maintenance (table 4.1).

Table 4.1: Current and desired influence over local services

	Currently able to influence		Would like more influence	
	Spring 2006	Autumn 2012	Spring 2006	Autumn 2012
	%	%	%	%
Street cleaning/refuse collection	15	20	22	27
Road maintenance	8	10	19	27
Schools/ pre-school education services	13	10	15	11
Police	11	7	20	15
Bus services	10	7	23	16
Community centres/halls	n/a	7	n/a	8
Community and safety services	n/a	7	n/a	13
GHA local housing association	8	7	14	12
Culture, leisure and sporting facilities	12	6	17	12
NHS hospital services	7	6	19	11
Social care services	6	5	10	11
GP or other community health services	8	5	14	8
Community-based learning services	6	4	7	7
Further education colleges	6	4	8	7
Planning services	n/a	4	n/a	7
None of these	53	48	22	18
Base: spring 2006= 1,011; autumn 2012= 1,015				

Respondents were also presented with a list of methods for influencing the way services are delivered locally, and asked how effective they regarded each. As table 4.2 shows, none of the methods were seen as 'always' or 'usually' effective by more than three in 10 respondents – but this partly reflects the fact that the level of 'don't know' response was high across the piece, ranging from 20% to 49%.

In relative terms, the methods most commonly seen as effective were contacting a local councillor (28% thought this was always or usually effective), and participating in a tenants or residents group (26%), while those least commonly seen as effective were local political party activity (11%) and participating in a Local Community Planning Partnership (15%).

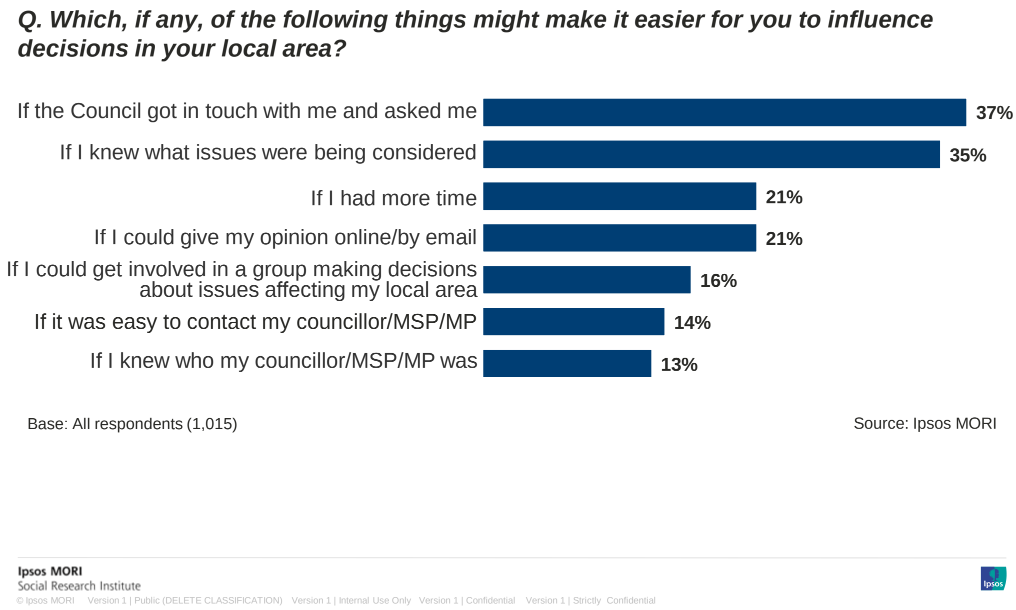
Table 4.2: Perceived effectiveness of methods for influencing service delivery

	Always/usually effective	Usually not/ never effective	Don't know
	%	%	%
Contacting your local councillor	28	22	23
Participating in a tenants/residents group	26	19	27
Taking part in a public consultation exercise	21	23	27
Participating in a school board	22	16	44
Contacting your local MSP	22	21	33
Participating in a local community council	20	18	36
Contacting your local MP	22	22	30
Campaigning/petitioning	19	28	20
Participating in your LCPP	15	19	49
Local political part activity	11	27	39
Base: 1,015			

4.3 Capacity building

Asked to select from a list, measures that would make it easier for them to influence decisions in their local area, around two in five (37%) respondents selected: '*If the Council got in touch with me to ask'* and a similar proportion (35%) selected '*If I knew what issues were being considered'.* The next highest ranking measures, selected by 21% in each case were: '*If I had more time'* and *'If I could give my opinion online/by email'* (figure 4.2).

Figure 4.2: Measures that would make it easier to influence decisions



ABC1 respondents were more likely than C2DEs to select *'If I knew what issues were being considered'* (43% versus 30%), *'If I had more time'* (29% versus 17%) and '*If I could give my opinions online'* (29% versus 16%), whereas C2DEs were more likely to say that *nothing* could be done to make it easier for them to influence decisions (14% versus 8%).

5 Local Services

5.1 Use of services provided by the Council and its partners

As table 5.1 shows, self-reported usage of non-universal services was largely unchanged on the previous (spring 2012) wave of the survey, with parks and culture and leisure services again emerging as the most widely used areas of provision, and social care services the least so.

In the latest wave of the survey, usage of both recycling collection services and recycling centres was measured for the first time. Thirty-eight percent of respondents said they had used recycling collection services, while half as many (20%) said they had used recycling centres. Usage of collection services was higher than average in Greater Pollok, Newlands & Auldburn (62%); and West (48%), but lower than average in Baillieston, Shettleston & Greater Easterhouse (28%); and Maryhill, Kelvin & Canal (26%). Usage of recycling centres, meanwhile, was higher than average in Pollokshields & Southside Central (34%).

Table 5.1: Use of services provided by the Council/ its partners

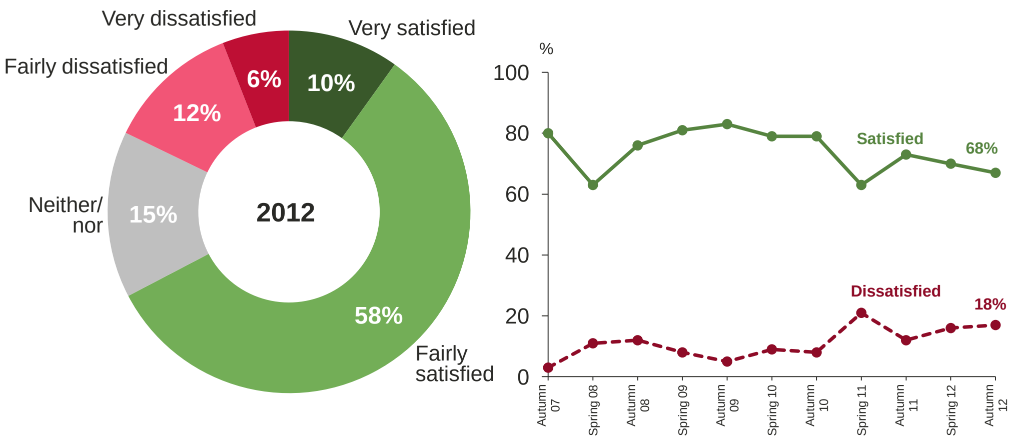
	Spring 2009	Autumn 2009	Spring 2010	Autumn 2010	Spring 2011	Autumn 2011	Spring 2012	Autumn 2012
	%	%	%	%	%	%	%	%
Parks	46	39	39	28	58	58	60	**56**
Museums & Galleries	20	33	24	25	44	45	47	**45**
Libraries	37	39	37	36	43	47	45	**45**
Sports & leisure centres	26	29	26	35	46	43	44	**43**
Children's play parks	10	10	11	11	21	24	22	**23**
Primary schools	11	12	10	13	17	20	17	**15**
Secondary schools	6	6	6	7	13	15	14	**14**
Nursery schools	5	6	7	9	9	9	11	**10**
Community centres	3	6	3	4	10	9	10	**13**
Social work services	3	4	3	3	8	10	8	**10**
Home help services	2	2	2	1	4	4	3	**5**
Recycling collection	n/a	n/a	n/a	n/a	n/a	n/a	n/a	**38**
Recycling centres	n/a	n/a	n/a	n/a	n/a	n/a	n/a	**20**
Base:	*1,010*	*1,010*	*1,000*	*1,002*	*1,009*	*1,013*	*1,018*	***1,015***

5.2 Overall satisfaction with local services

Around seven in ten (68%) respondents were satisfied overall with services provided by Glasgow City Council and its partners while 18% were dissatisfied. These findings are consistent with those recorded in previous waves of the survey (figure 5.1).

Figure 5.1: Overall satisfaction with local services

Q. Overall, how satisfied or dissatisfied would you say you are with the services provided by Glasgow City Council?



Base: All respondents (1,015)

Source: Ipsos MORI

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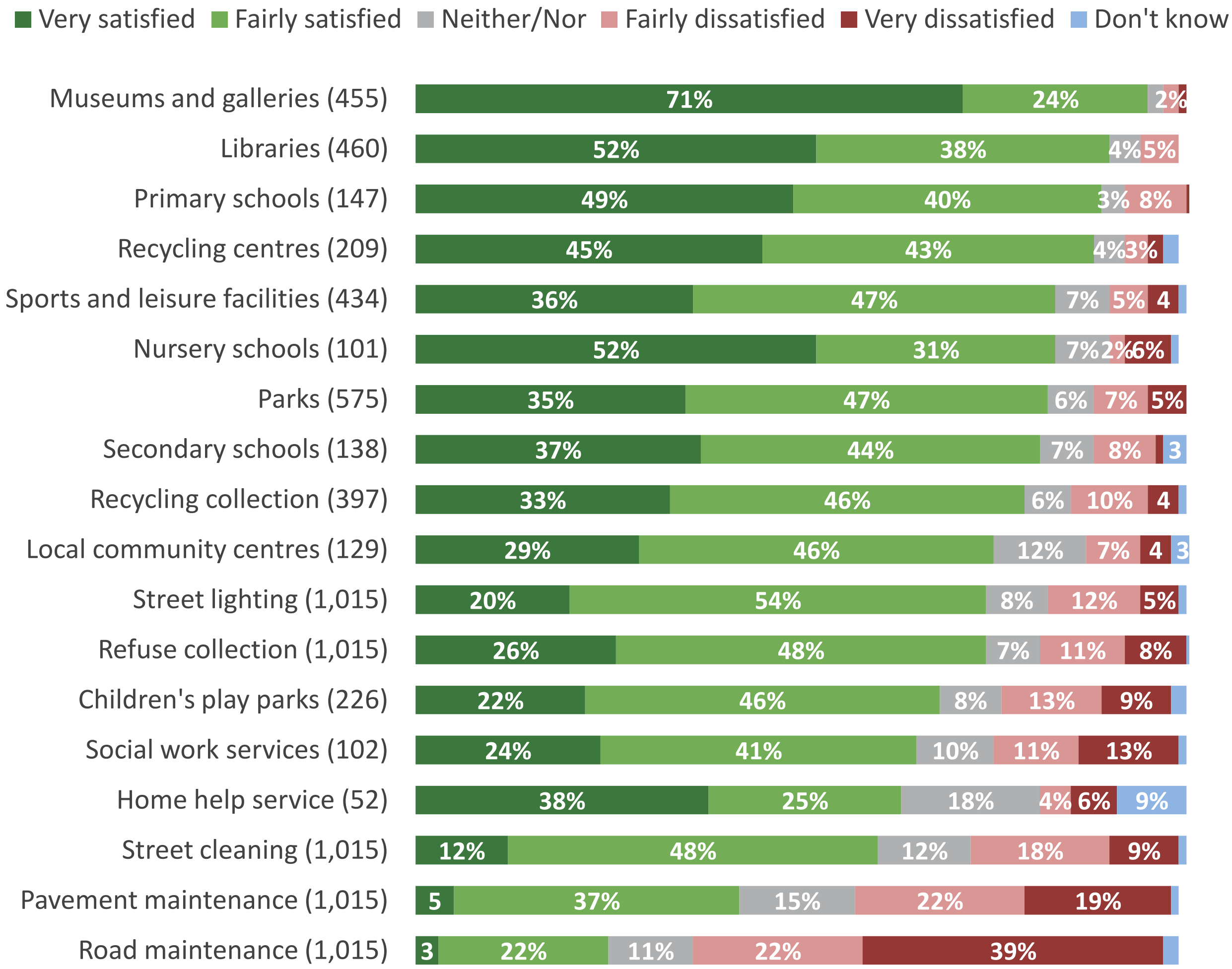
Satisfaction was higher than average among respondents in Central & West (76% versus 68% overall), those aged between 16 and 24 years and those aged 65 years or older (76% and 74% respectively versus 68% overall).

Views of *individual* services provided by the Council and Arms Length Organisations (ALEOs) were somewhat more mixed. As in previous waves of the survey, museums, galleries and libraries emerged as the most highly regarded services with around nine in ten users expressing satisfaction with these (95% in the case of museums and galleries and 90% in the case of libraries). Views were also largely positive in respect of education, recycling and leisure services. As shown in figure 5.2, over four in five users expressed satisfaction with: nursery schools (83%), primary schools (88%), secondary schools (81%), recycling centres (88%), recycling collection (79%) and sports and leisure centres (83%).

Once again, lower levels of satisfaction were recorded for street cleaning (60%), pavement maintenance (42%) and road maintenance (26%) – although the figure for the latter service was six percentage points higher than in the last wave of the survey.

Figure 5.2: Satisfaction with individual local services (base sizes in parentheses)



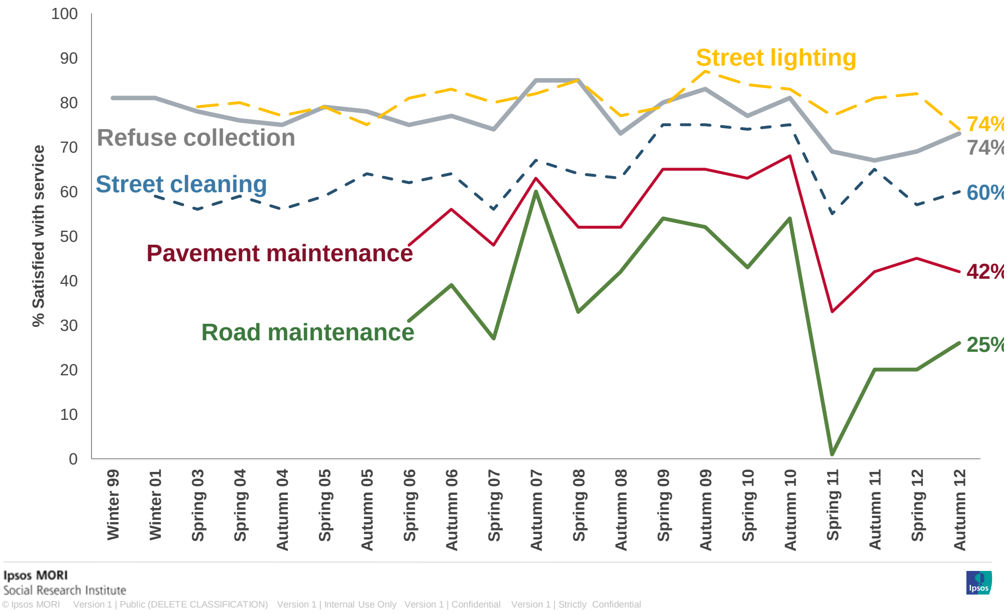
The remainder of this chapter examines views of individual services in more detail.

5.2.1 Universal services

As in previous waves of the survey, street lighting and refuse collection emerged as the best performing universal services (around three-quarters of respondents expressed satisfaction with each), followed by street cleaning (60%). Views on pavement maintenance were evenly split - 42% were satisfied with this service and 41% dissatisfied - while considerably more respondents were *dissatisfied* than satisfied with road maintenance (61% versus 26% respectively).

Since the last wave of the survey (spring 2012), satisfaction with road maintenance has increased by six percentage points, while satisfaction with street lighting has *decreased* by eight percentage points. The results for the other universal services are stable.

Figure 5.3: Trends in satisfaction with universal services



There were some differences in the results by CPA area:

- satisfaction with refuse collection was higher than average in Maryhill, Kelvin & Canal (82% versus 74% overall), but lower than average in Pollokshields & Southside Central (62% versus 74% overall).

- satisfaction with street cleaning was higher than average in West and Maryhill, Kelvin & Canal (72% and 70% respectively versus 60% overall), but lower than average in Pollokshields & Southside Central and East Centre & Calton (51% and 49% respectively versus 60% overall)

- satisfaction with pavement maintenance was higher than average in Central & West (53% versus 42% overall), but lower than average in East Centre & Calton; Pollokshields & Southside Central and West (33%, 32% and 32% respectively versus 42% overall)

- satisfaction with road maintenance was lower than average in Langside & Linn and Pollokshields & Southside Central (15% and 14% respectively versus 25%).

5.2.2 Non-universal services

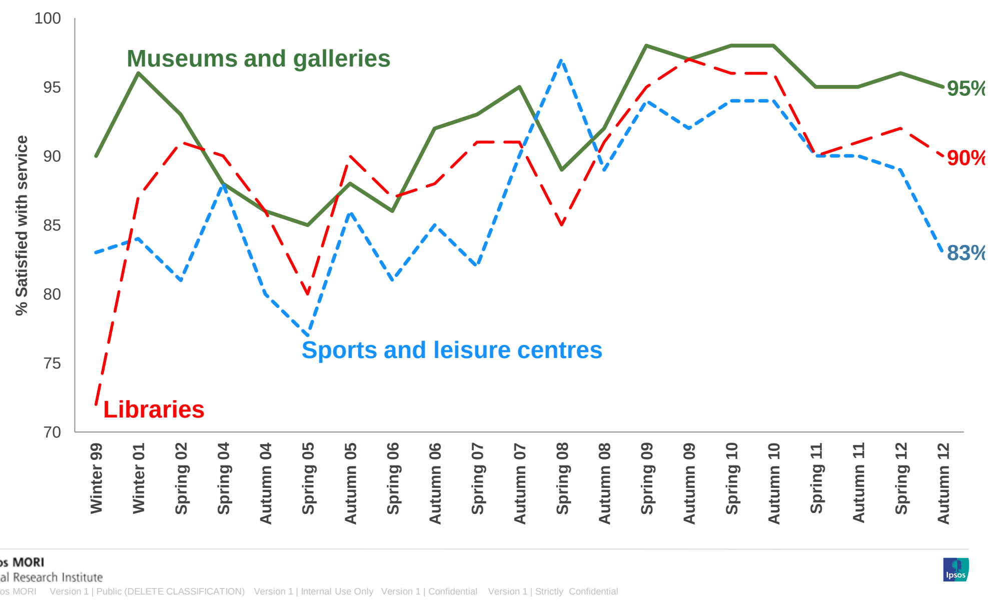
Recycling services

Satisfaction with recycling services provided by the Council was measured for the first time this wave and, as shown in figure 5.2 (above), the results were largely positive. Almost nine in ten (88%) users were satisfied with recycling centres and 79% with their kerbside recycling collection service.

Culture and leisure services

As noted above, culture services and leisure services remain the most highly regarded areas of provision: nearly all (95%) of those who had used museums and galleries were satisfied with them, while nine in ten were satisfied with libraries and 83%, with sports and leisure centres (figure 5.4). Whilst the results for museums and galleries and libraries are in line with those recorded in the previous wave of the survey, there has been a slight decrease in satisfaction with sports and leisure centres (six percentage points).

Figure 5.4: Trends in satisfaction with culture and leisure services

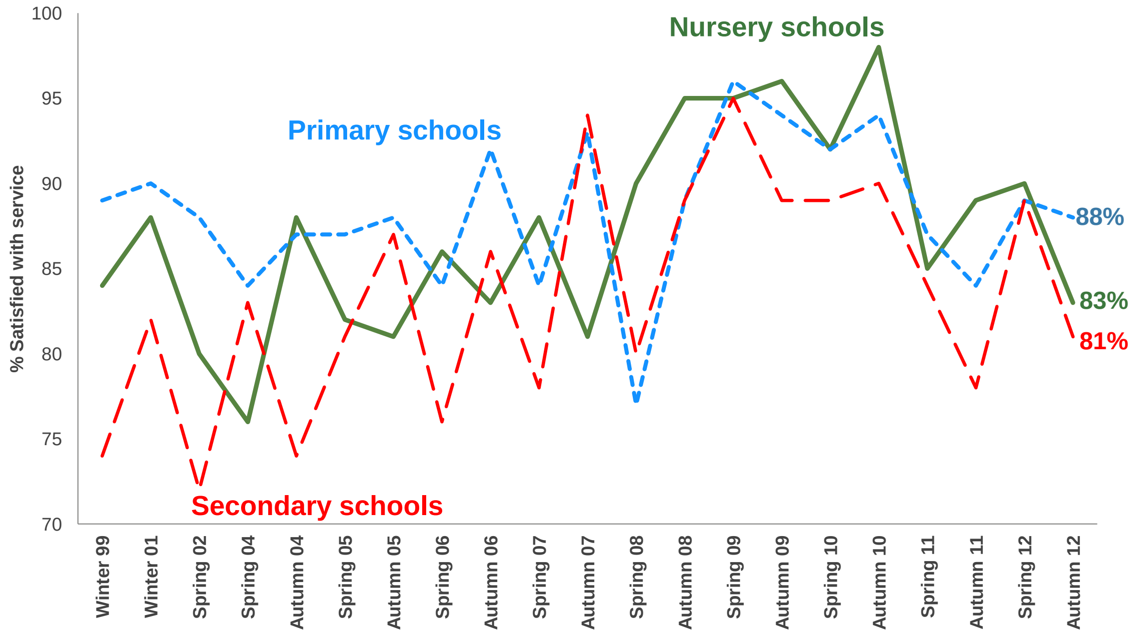


Education services

High levels of satisfaction were once again recorded for Glasgow's schools. Almost nine in ten (89%) users were satisfied with primary schools, 83% were satisfied with nursery schools and a similar proportion (81%) with secondary schools (figure 5.5).

These findings are in line with those recorded previous waves, meaning that the notable increase in satisfaction with secondary schools between autumn 2011 and spring 2012 has been maintained.

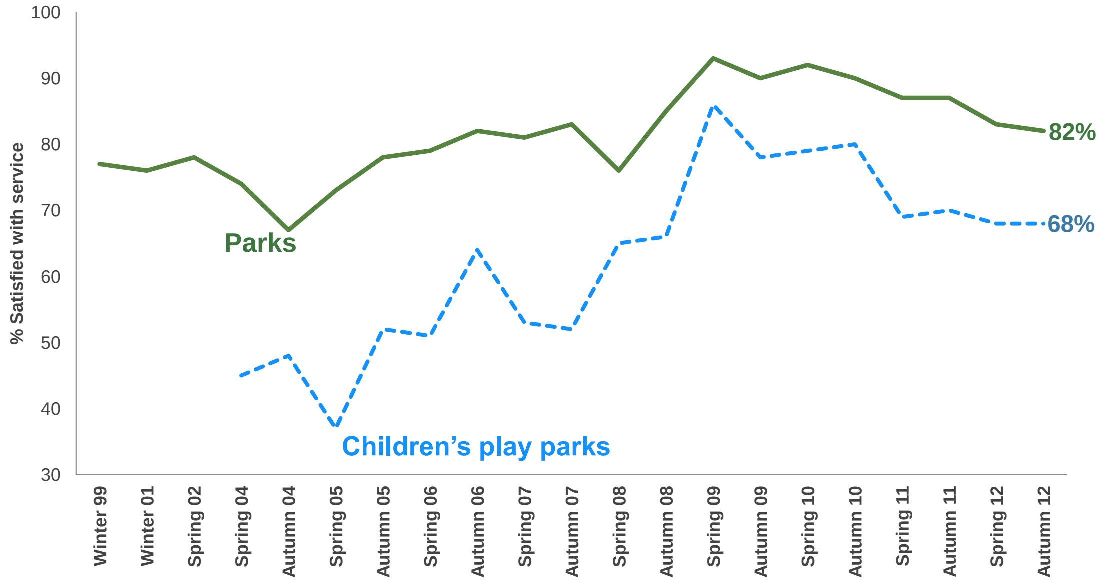
Figure 5.5: Trends in satisfaction with education services



Parks and children's playparks

As shown in figure 5.6, levels of satisfaction with parks and children's play parks have remained unchanged, with 82% of users saying that they were satisfied with the former area of provision and 68% saying the same in respect of the latter.

Figure 5.6: Trends in satisfaction with parks and children's playparks



Social care services

Around two in three users (65%) were satisfied with social work services and a similar proportion (63%) with home help services. These results should be treated as indicative rather than representative, however, as the base size is very small.

Local community centres

Around three in four (75%) users expressing satisfaction with local community centres but these results too should be treated as indicative.

6 The Clean Glasgow campaign

The *Clean Glasgow* campaign was launched in February 2007 with the aim of making the city and every neighbourhood within it cleaner and safer.

6.1 Awareness of the *Clean Glasgow* campaign

As in previous waves of the survey, just over a third (35%) of respondents said they were aware of the *Clean Glasgow* campaign (table 6.1). While the figure rose to 46% among respondents in Langside & Linn, it was otherwise consistent across different subgroups of respondents.

Table 6.1: Awareness of the *Clean Glasgow* campaign, 2010, 2011 & 2012

	Autumn 2010	Autumn 2011	Autumn 2012
% Aware of the campaign	36	38	35
Base:	*1,002*	*1,013*	*1,015*

6.2 Impact of the *Clean Glasgow* campaign

As in previous waves of the survey, respondents were asked a set of questions designed to help the Council monitor the impact of the *Clean Glasgow* campaign. They were shown a list of environmental issues and asked to rate how much of a problem each was in the city centre and whether each had improved or deteriorated over the last year. They were then asked the same questions in relation to their local areas.

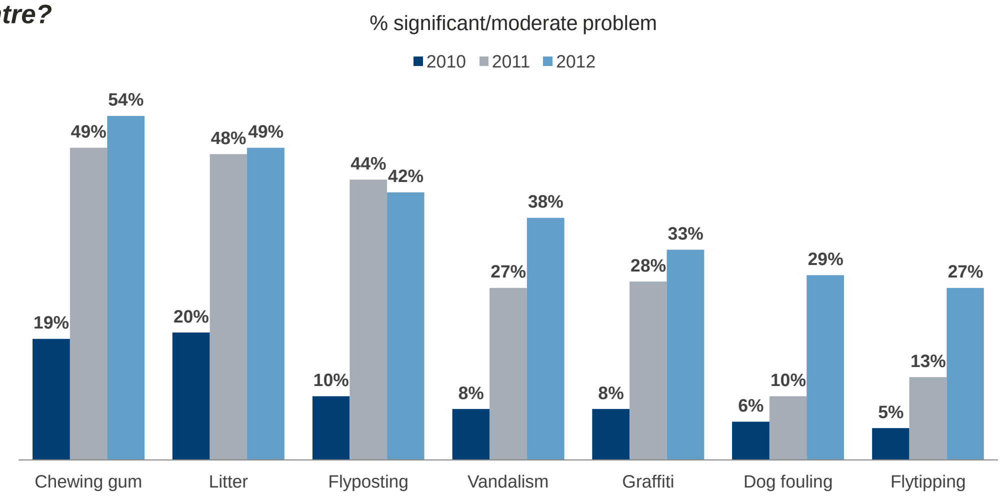
6.2.1 Environmental issues in the city centre

Chewing gum and litter once again emerged as the top two environmental issues **in the city centre**, with 54% and 49% of respondents respectively identifying these as ‘significant’ or ‘moderate’ problems. The next biggest issues were flyposting and vandalism (mentioned by 42% and 38% respectively), followed by graffiti (33%), dog fouling (29%) and flytipping (27%).

While the figures for litter and flyposting are unchanged on the same period last year, the proportions identifying the other issues as problems have continued to increase, as figure 6.1 illustrates.

Figure 6.1: Environmental problems in the city centre, 2010, 2011 & 2012

Q. In your opinion how much of an issue, or otherwise, are the following in the city centre?



Base: All respondents (2012: 1,015; 2011: 1,013; 2010: 1,002) Source: Ipsos MORI

Asked to consider whether there has been any change in each of the environmental problems **in the city centre** over the last year or so, between 46% and 54% of respondents said there had not been. Still, around one in four said that litter (28%), graffiti (25%) and vandalism (23%) had improved, and around one in five said the same in respect of chewing gum (19%), flytipping (19%), flyposting (17%) and dog fouling (18%). As table 6.1 shows, these figures are a general improvement on those recorded last year.

Table 6.1: Perceived change over the last year or so in environmental problems in the city centre, 2011 & 2012

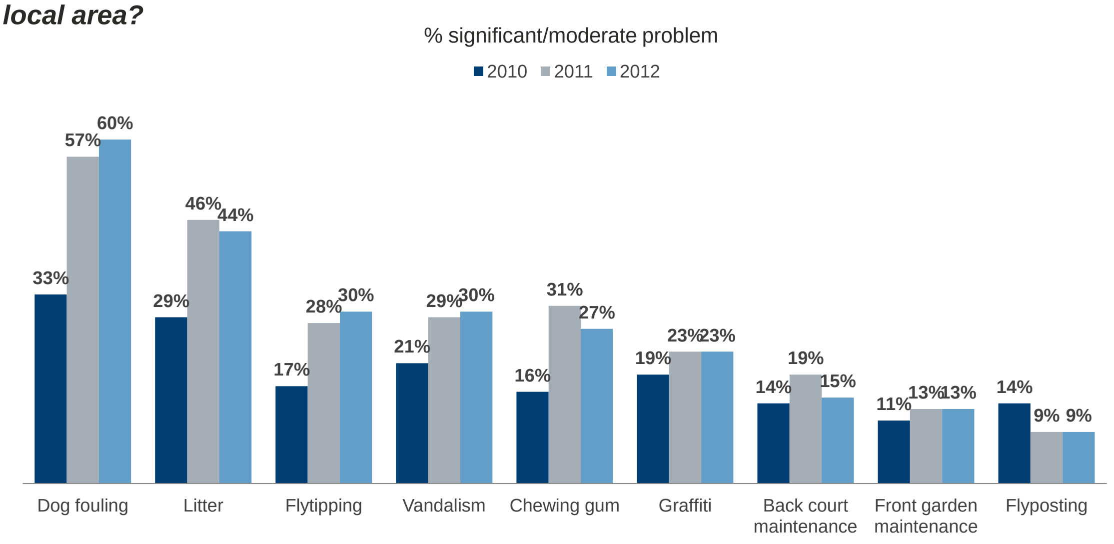
	Significant/ moderate Improvement		Neither		Significant/ minor deterioration	
	Autumn '11	Autumn '12	Autumn '11	Autumn '12	Autumn '11	Autumn '12
	%	%	%	%	%	%
Litter	22	29	47	46	26	11
Graffiti	20	25	54	50	25	8
Vandalism	16	23	58	50	24	10
Chewing gum	17	19	52	50	26	14
Flytipping	9	19	65	53	23	9
Flyposting	15	17	52	54	29	11
Dog fouling	11	18	65	53	23	11
Base: autumn 2011= 1,013; autumn 2012 = 1,015						

6.2.2 Environmental issues in the local area

Dog fouling was the biggest perceived issue **in local areas** (60% said it was a significant or moderate problem), followed by litter (44%), flytipping (30%), vandalism (30%) and chewing gum (27%) respectively. These results are largely in line with those recorded in autumn 2011, despite significant increases over the previous year in the proportions identifying each of the issues as problems (figure 6.2).

Figure 6.2: Environmental problems in local areas, 2010, 2011 & 2012

Q. In your opinion how much of an issue, or otherwise, are the following in your local area?



Base: All respondents (2012: 1,015; 2011: 1,013; 2010: 1,002) Source: Ipsos MORI

As in autumn 2011, the perceived extent of problems varied to a degree by CPA:

- **dog fouling** was seen as a problem by a higher than average proportion of respondents in East Centre & Calton and Pollokshields & Southside Central (77% and 71% respectively versus 60% overall)

- **litter** and **flyposting** were seen as problems by a higher than average proportion of respondents in East Centre & Calton and Pollokshields & Southside Central (64% and 59% respectively versus 44% overall in the case of litter and 16% and 19% respectively versus 9% overall in the case of flyposting)

- **vandalism** was seen as a problem by a higher than average proportion of respondents in Greater Pollok, Newlands & Auldburn; Pollokshields & Southside Central; Baillieston, Shettleston & Greater Easterhouse; and East Centre & Calton (47%, 42%, 39% and 39% respectively versus 30% overall)

- **flytipping** was seen as a problem by a higher than average proportion of respondents in East Centre & Calton; Pollokshields & Southside Central; Greater Pollok, Newlands & Auldburn; and North East (50%, 43%, 42%, 42% respectively versus 30% overall)

- **chewing gum** was seen as a problem by a higher than average proportion of respondents in Baillieston, Shettleston & Greater Easterhouse and Pollokshields & Southside Central (36% in each area versus 27% overall)

- **graffiti** was seen as a problem by a higher than average proportion of respondents in Pollokshields & Southside Central and Greater Pollok, Newlands & Auldburn (35% and 32% respectively versus 23% overall)

- **back court maintenance** was seen as a problem by a higher than average proportion of respondents in East Centre & Calton; Greater Pollok, Newlands & Auldburn; and Pollokshields & Southside Central (23%, 23%, 30% versus 15% overall)

- **front garden maintenance** was seen as a problem by a higher than average proportion of respondents in East Centre & Calton and Pollokshields & Southside Central (26% and 21% versus 13% overall).

In terms of perceived change in the issues **in local areas**, most respondents tended to feel that things had neither improved nor deteriorated, while the remainder were fairly evenly divided (table 6.2). In the case of dog fouling, however, just under half (46%) felt things had neither improved or deteriorated, while around a third (32%) felt the problem had deteriorated and 16% felt it had improved.

Table 6.2: Perceived change in environmental problems in local areas over the last the last year or so, 2011 & 2012

	Significant/ moderate Improvement		Neither		Significant/ minor deterioration	
	Autumn '11	Autumn '12	Autumn '11	Autumn '12	Autumn '11	Autumn '12
	%	%	%	%	%	%
Vandalism	16	20	67	60	12	13
Graffiti	17	19	68	64	10	9
Litter	18	18	60	60	17	17
Dog fouling	17	16	52	46	27	32
Flytipping	10	14	71	65	14	13
Chewing gum	9	13	75	68	11	11
Flyposting	7	13	81	70	6	6
Front garden maintenance	10	11	72	63	8	8
Back court maintenance	10	10	63	59	11	11
Base: autumn 2011 = 1,013 ; autumn 2012 = 1,015						

Once again, there were differences in the results by CPA area:

- respondents in Maryhill, Kelvin & Canal and North East were on average more likely to say that **vandalism** had improved (36% and 32% versus 21% overall), while those in Greater Pollok, Newlands & Auldburn, and Baillieston, Shettleston & Greater Easterhouse were more likely to say it had deteriorated (20% and 19% compared with 12% overall).

- a higher than average proportion of respondents in North East; Maryhill, Kelvin & Canal; and Pollokshields & Southside Central were more likely than the sample as a whole to say that **litter** had improved in their local areas (31%, 28% and 28% respectively versus 19% overall). Respondents in these areas were also more likely to say the same with regards to **graffiti** (39%, 35% and 28% respectively versus 19% overall)

- respondents in Pollokshields & Southside Central and East Centre & Calton were on average more likely to say that **flytipping** had improved (25% and 20%

versus 13% overall), while those in Central & West were more likely to say it had deteriorated (23% versus 13% overall)

- those in Pollokshields & Southside Central were on average more likely to say that **flyposting** had improved (19% versus 12% overall), while those in Central & West were more likely to say it had deteriorated (13% versus 6% overall)

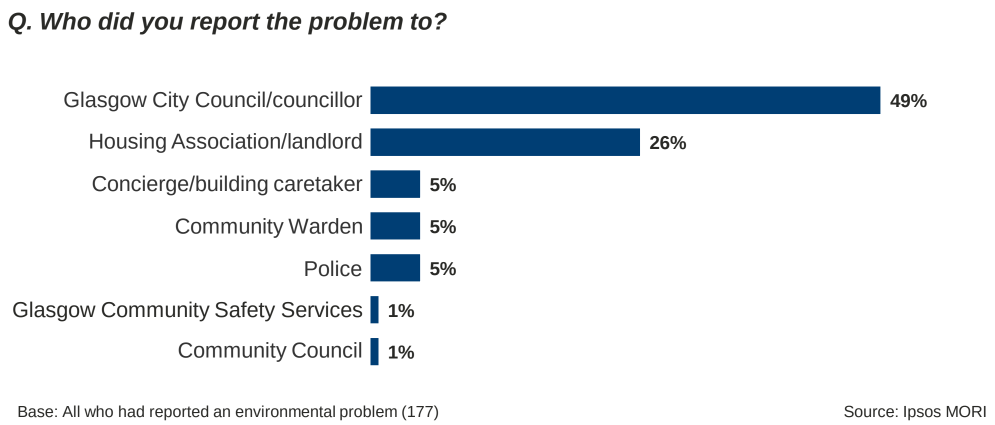
- those in Maryhill, Kelvin & Canal and Pollokshields & Southside Central were on average more likely to say that **back court maintenance** had improved (19% and 18% versus 10% overall), while those in Central & West were more likely to say it had deteriorated (23% versus 11%)

- those in Maryhill, Kelvin & Canal were more likely to say the **front garden maintenance** had improved (21% versus 11% overall), while those in Central and West were more likely to say it had deteriorated (17% versus 8%).

6.3 Tackling environmental problems in local areas

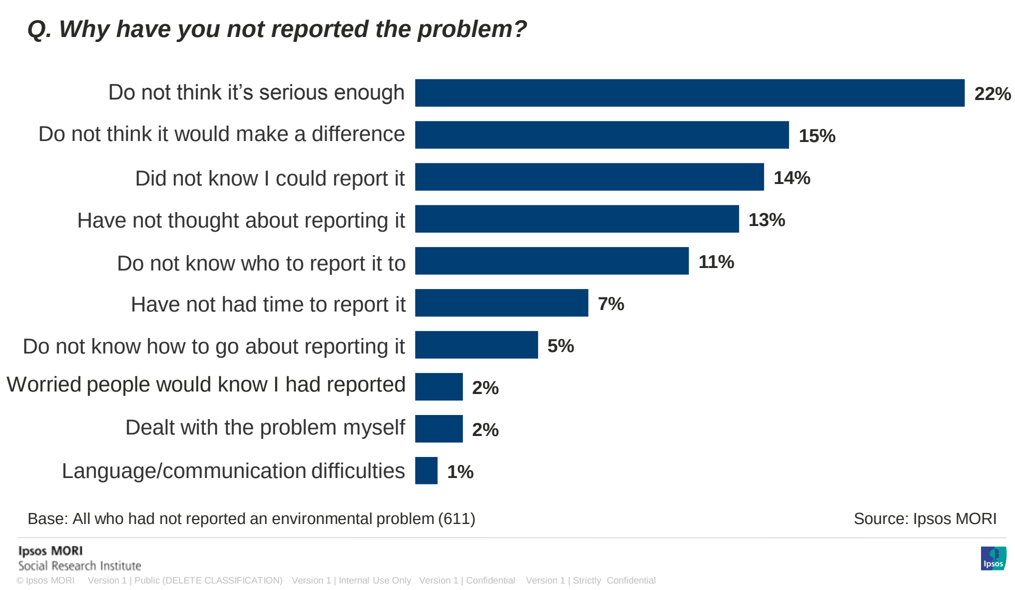
Just over one in five (21%) respondents had reported an environmental problem **in their local area**. Of these respondents, around half (49%) said that they had reported it to Glasgow City Council or their councillor and just over a quarter (26%) said they had alerted their housing association or landlord. Very few respondents had reported the problem to any other authority (figure 6.3).

Figure 6.3: Reporting environmental problems in local areas



The majority of respondents who had *not* reported an environmental problem affecting their local areas were asked why this was the case. The main reasons they gave were that they didn't think the problem was serious enough (22%); they didn't think that reporting would make a difference (15%); they didn't know that they could report it (14%); it hadn't occurred to them that they could report it (13%); and that they didn't know who to report the problem to (11%).

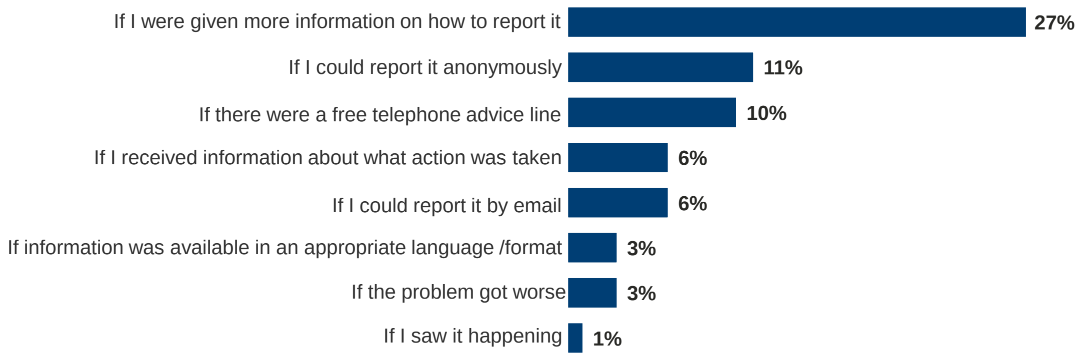
Figure 6.4: Reasons for not reporting an environmental problem



Those who had not reported a problem were also asked what, if anything, would encourage them to do so in the future. Information on how to report an incident emerged as the most common response (mentioned by 27%), followed by an option to report issues anonymously (11%) and the provision of a free telephone advice line (10%). While no other measure was mentioned by more than one in ten respondents, one in five (23%) said that *nothing* could be done to encourage them to report a problem in the future (figure 6.5).

Figure 6.5: Measures that would encourage reporting in the future

Q. What, if anything, would make you more likely to report the problem in the future?

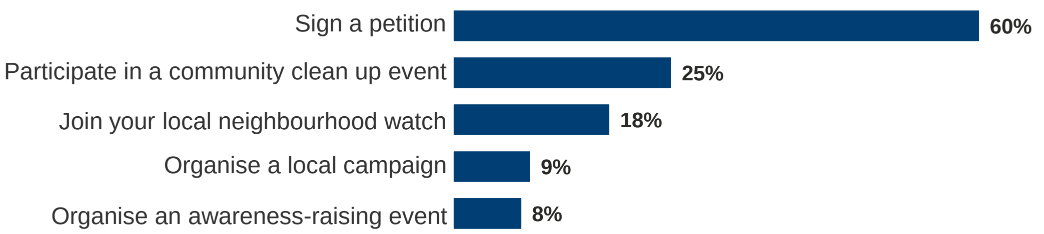


Base: All who had not reported an environmental problem (611) Source: Ipsos MORI

All respondents were presented with a list of ways, besides reporting, of getting involved in tackling environmental issues locally, and asked if they would be willing do any of these (figure 6.6). While a majority (60%) said they would be willing to sign a petition, notably fewer said they would be willing to participate in a clean up event (25%), join neighbourhood watch (18%), organise a campaign (6%) or organise an awareness raising event (8%).

Figure 6.6: Willingness to get involved in tackling environmental issues

Q. Would you be willing to do any of the following things to help tackle these sorts of problems in your local area?



Base: All respondents (1,015) Source: Ipsos MORI

As table 6.3 shows, respondents in Pollokshields & Southside Central were more likely than the sample as a whole to say they would be willing to engage in each of the activities (while those in Central & West; Maryhill, Kelvin & Canal; and Govan & Craigton were more likely than average to say that they would be *un*willing to do so – 45%, 40% and 38% respectively versus 27% overall). Willingness was also generally higher than average among ABC1 respondents.

Table 6.3: Willingness to get involved in tackling environmental issues, by CPA

	All	Respondents in Pollokshields & Southside Central	ABC1 respondents
	%	**%**	**%**
Sign a petition	60	64	65
Participate in a community clean-up	25	43	32
Join a local neighbourhood watch	18	28	21
Organise a local campaign	9	19	12
Organise an awareness raising event	8	13	11
Base:	*1,015*	*95*	*374*

7 Digital access and information

This chapter begins by looking at internet access among respondents before examining awareness and use of information provided by the Council through online social media channels.

7.1 Household internet access

Around seven in ten (73%) respondents said that they had access to the internet at home, which is consistent with the average across Scotland[3]. While uptake of smartphones for personal use and tablet computers was lower, at 41% and 10% respectively, these figures too reflect available national trend data[4].

As shown in table 7.1, uptake of home internet and smartphones declined with age, while ownership of tablet computers was higher than average among those aged 25 to 54 years.

Table 7.1: Home internet access and ownership of smartphones & tablets by age

	16-24 years old	25-34 years old	35-54 years old	55-64 years old	65 years and older
	%	%	%	%	%
Access to the internet at home	89	89	79	73	34
Smartphone ownership	65	64	46	14	6
Tablet computer ownership	8	14	13	4	2
Base:	*154*	*186*	*342*	*112*	*221*

Further, ABC1 respondents were more likely than C2DEs to say they had access to the internet at home and that they owned a smartphone or tablet computer (table 7.2).

[3] Data taken from the Scottish Household Survey (2011) http://www.scotland.gov.uk/Publications/2012/08/5277/9

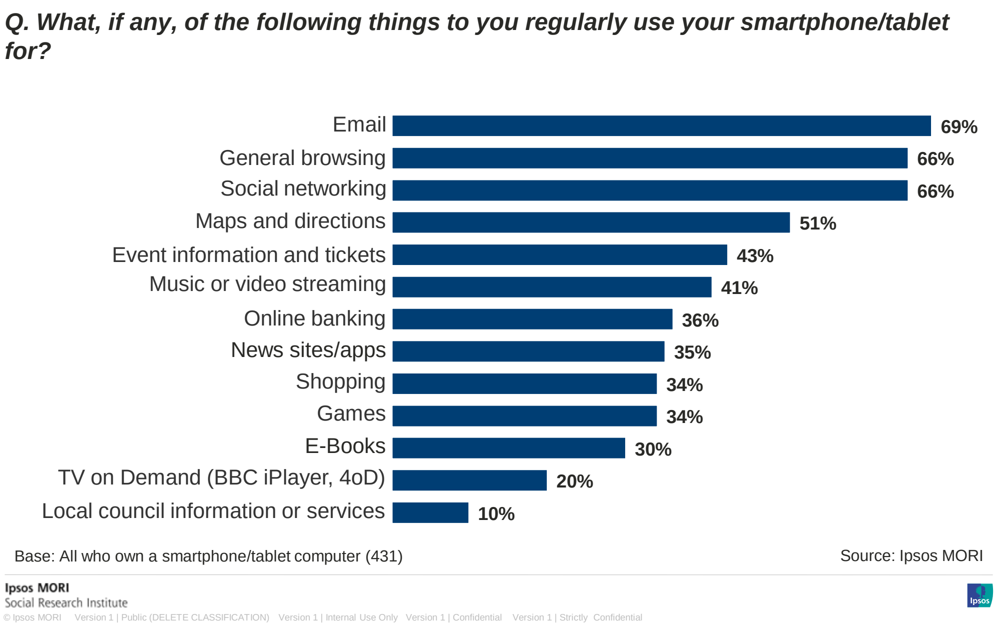
[4] Data taken from Ipsos MORI's quarterly Technology Tracker (Q2, 2012) http://www.ipsos-mori.com/DownloadPublication/1472_ipsosmediact_techtracker_report_Q2_2012.pdf

Table 7.2: Home internet access and ownership of smartphones & tablets by social grade

	ABC1 respondents	C2DE respondents
	%	**%**
Household access to the internet	91	62
Smartphone ownership	50	35
Tablet computer ownership	14	7
Base:	*374*	*633*

As figure 7.1 shows, of those who personally owned a smartphone or tablet computer, the majority regularly used these devices for email (69%), social networking (66%), general internet browsing (66%) and finding maps and directions (51%). Around two in five said that they used their smartphone or tablet for information on events (43%), streaming music or videos (41%), online banking (36%) and accessing news websites (35%).

Figure 7.1: Online activities by smartphone/tablet computer users



Younger respondents were more likely than older respondents to say that they regularly used their smartphone or tablet computer to:

- access social networking websites (85% of 16-24 year olds and 79% of 25-34 year olds versus 51% of 35-54 year olds, 27% of 55-64 year olds and 21% of those aged 65 years old and over)

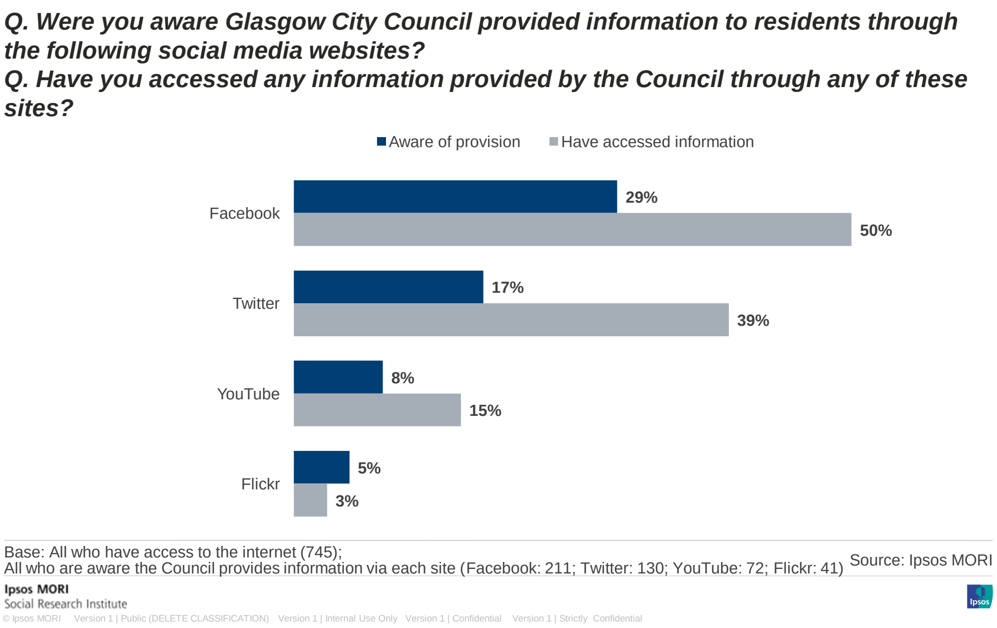
- stream music or videos online (51% of 16-24 year olds and 53% of 25-34 year olds versus 29% of 35-54 year olds, 21% of 55-64 year olds and 18% of those aged 65 years old and over).

7.2 Information provided by the Council via social media

All respondents with access to the internet were asked whether they were aware that Glasgow City Council provided information for residents via social media websites. As figure 7.2 shows, just 29% were aware that the Council provided information through Facebook and 17% were aware that it did so through Twitter. The comparable figures for YouTube and Flickr were lower still, at 8% and 5% respectively.

Those who *were* aware that the Council provides information through the sites were asked whether they had accessed this information. Half of those who were aware of the Council's Facebook page had accessed it, while 39% of those who were aware of its Twitter feed had done so. For YouTube and Flickr, the figures were 15% and 3% respectively.

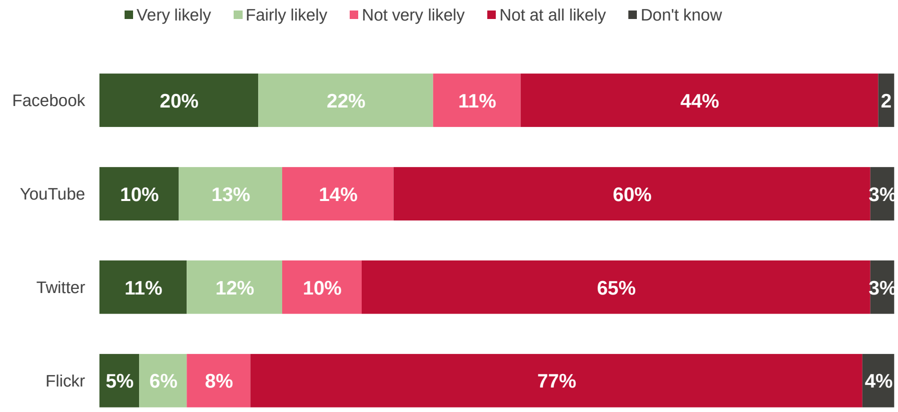
Figure 7.2: Awareness and access of Council information on social media sites



All respondents with access to the internet (whether through a connection at home, or on a smartphone or tablet computer) were asked how likely they would be to access information provided by the Council on social media websites in future. Although two in five (42%) said they would be very or fairly likely to access council information on Facebook, 56% said they would be *un*likely to do so. A majority also said that they would be unlikely to access council information on Flickr (85%), Twitter (75%) and YouTube (74%).

Figure 7.3: Likelihood of accessing information provided by the Council on social media in future

Q. In future, how likely would you be to access information provided by the Council on… ?



Base: All who have access to the internet (745) Source: Ipsos MORI

These aggregate level findings conceal notable variation by age, however: As might be expected, younger respondents – particularly those aged between 16 and 24 years – were more likely than older respondents to say that they would be likely to access the information in the future (table 7.3).

Table 7.3: Likelihood of accessing information provided by the Council on social media in future, by age

	16-24 years old	**25-34 years old**	**35-54 years old**	**55-64 years old**	**65 years +**
	% very or fairly likely to access information on each site				
Facebook	59	58	34	25	11
Twitter	35	31	19	9	1
YouTube	33	29	22	17	4
Flickr	19	13	9	6	1
Base:	*145*	*169*	*279*	*80*	*72*

Appendix A: Topline results

Glasgow Household Survey
Autumn 2012
Topline results (weighted)

- Results are based on a survey of 1,015 Glasgow residents conducted face-to-face, in home between 15 September and 4 December 2012.
- Data are weighted by age, sex and CPA area based on the latest available census data for the city.
- An asterisk (*) indicates a percentage of less that 0.5% but greater than zero. Where percentages do not add up to 100, this may be due to computer rounding, multiple responses, or the exclusion of don't know categories.
- All figures are percentages based on the total sample (1,015) otherwise stated.

COMMONWEALTH GAMES

As you may know, Glasgow will be hosting the Commonwealth Games in 2014. I'd like to begin by asking you a few questions about this.

ASK ALL

Q1 SHOWCARD A (R) **Do you think Glasgow hosting the Commonwealth Games in 2014 will have a positive or negative effect on…..**

a) you and your family?
b) your local area?
c) Glasgow generally?

SINGLE CODE a) b) and c)

	a (%)	b (%)	c (%)
Strongly positive	19	19	58
Slightly positive	33	33	31
Both positive and negative	14	13	6
Slightly negative	3	6	2
Strongly negative	3	3	2
No effect at all	26	23	2
Don't know / unsure	2	3	1

Q2 SHOWCARD B (R) **To ensure Glasgow gets as much benefit as possible from hosting the Commonwealth Games, what do you think the city's priorities should be? From this list, could you tell me which one you think should be…**

a) the 1st priority?
b) the 2nd priority?
c) the 3rd priority?
d) the lowest priority?

SINGLE CODE a) b) c) and d)

		a (%)	b (%)	c (%)	d (%)
A	Improving the image of Glasgow	24	12	8	6
B	Providing access to employment opportunities associated with the Commonwealth Games	17	10	8	2
C	Providing access to volunteering opportunities associated with the Commonwealth Games	1	3	3	5
D	Increasing pride/feel good factor amongst Glaswegians	5	9	7	7
E	Helping to improve the overall health of Glasgow residents	6	8	9	4
F	Helping to improve the activity levels of Glasgow residents	3	6	6	2
G	Improving sports facilities	6	11	12	4
H	Bringing in as much money as possible to the city	8	9	12	5
I	Investing in Scottish athletes	2	2	3	7
J	Better housing and regeneration	10	9	9	4
K	Improving public transport	5	4	5	9
L	Improving community safety	3	5	6	3
M	Reducing crime levels	6	5	6	10
N	Staging more cultural and sporting events	2	2	3	8
	None of these	*	3	3	22
	Don't know	2	2	1	4

Q3 **Do you have any concerns about Glasgow hosting the Commonwealth Games?**
IF YES, PROBE AND WRITE IN ANSWER

	(%)
Yes	14
No	85
Don't know/No opinion	1

ASK ALL WHO SAY THAT THEY HAVE CONCERNS ABOUT GLASGOW HOSTING THE GAMES (CODE 1) AT Q3. OTHERS GO TO Q5.

Q4 **What concerns do you have about Glasgow hosting the Games?** DO NOT PROMPT. MULTICODE OK

Base: All who had concerns about Glasgow hosting the Commonwealth Games (140)	(%)
Cost/affordability of the Games	42
Money should be spent elsewhere	19
Increase in crime/violence	10
Glasgow's ability to organise the Games	3
Transport/congestion problems	16
Anti-social behaviour	8
Waste of money	11
Security/terrorism	2
Use of facilities after end of the games	10
Image of the city/run down	4
People losing their homes	4
The event will not bring lasting benefits	6
Lack of infrastructure	4
Safety issues/overcrowding	1
Improvements should be made across the city, not just some places	2
Other PLEASE SPECIFY	8
Don't know/No opinion	1

ASK ALL

Q5 **Are you aware of improvements that are underway or planned across the city in preparation for the Games?**
SINGLE CODE

	(%)
Yes	60
No	38
Don't know/No opinion	2

ASK THOSE WHO SAY THAT THEY ARE AWARE OF IMPROVEMENTS AT Q5 (CODE 1).
OTHERS GO TO Q7

Q6 **Can you tell me what these improvements are?**
DO NOR PROMPT. MULTICODE.

Base: All who were aware of improvements undertaken in preparation for the Commonwealth Games (614)	(%)
Development of Cathkin Braes mountain bike course	1
Completion of East End regeneration route	43

Creation of Games route network	8
Development of Glasgow Green hockey facility	1
Upgrading of Kelvingrove bowling greens	4
Upgrading of M74	18
Development of National Indoor Sports Area/Velodrome	41
Upgrading of Scotstoun Leisure Centre	10
Creation of Scottish National Arena at the SECC	5
Upgrading of Tollcross Aquatic Centre	13
Creation of Toryglen Regional Football Centre	3
Creation of the Athletes’ Village	22
Development of Scotstoun Stadium	3
Other WRITE IN	9
Don’t know	3

CIVIC PRIDE

ASK ALL

On a different subject…

Q7 SHOWCARD C (R) **How strongly do you agree or disagree with the following statements?**
READ OUT. RANDOMISE ORDER. SINGLE CODE EACH ROW.

		Strongly Agree	Tend to Agree	Neither	Tend to disagre	Strongly disagre	Don't know
		(%)	(%)	(%)	(%)	(%)	(%)
a	**I feel part of the community in which I live**	28	37	14	15	6	*
b	**I feel proud of my local area (the area within a 15 – 20 minute walk from your home)**	26	39	15	13	6	*
c	**I feel proud of the city of Glasgow**	50	35	8	5	2	*

Q8 SHOWCARD D (R) **And which of these phrases best describes the way you would talk about Glasgow to people from outside the city (eg people you meet on holiday)?**
SINGLE CODE

	(%)
Speak highly of it without being asked	35
Speak highly of it but only if asked	38
Speak neutrally about it	20
Speak critically of it but only if asked	4
Speak critically of it without being asked	1
Don't Know/No Opinion	2

9A **Which 2 or 3 words or phrases would you use to describe Glasgow to people from outside the city?** DO NOT PROMPT. CODE UP TO 3 MAX

Q9B **And of these, which single word or phrase would you say best sums up Glasgow?** CAPI SCREEN ONLY SHOW ANSWERS CODED AT 9A. SINGLE CODE.

	9A (%)	9B (%)
Friendly place or people	56	42
Welcoming place or people	24	13
Down to earth city/people	12	5
Good for shopping	10	4
Best city in Scotland/UK	3	2
Good nightlife/bars/music scene	9	4
Multicultural/cosmopolitan	9	3
Lively/vibrant/full of life	15	7

Cultural/artistic/museums & galleries	12	4
Modern	1	*
Violent/unsafe/rough	4	2
Wet/bad weather	3	1
Poor/deprived	2	1
Dull/dreary/grey	1	*
Run-down/gritty/industrial	2	1
Green/a lot of parks	2	1
Nice architecture	1	1
Nice place	1	1
Busy	1	*
Good	1	1
OK	1	1
Dirty/unclean	1	1
Sense of humour	*	*
Safe	*	*
University	*	0
Other PLEASE SPECIFY	11	6
Don't know	3	*

Q9C SHOWCARD E (R) **Generally, how would you rate Glasgow compared to other Scottish cities? Please select your answer from this card.**
SINGLE CODE

	(%)
One of the best	47
Above average	26
About average	18
Below average	5
One of the worst	1
Don't know	3

COMMUNITY CAPACITY

Q10 SHOWCARD F (R) **How strongly do you agree or disagree with the following statements?**
READ OUT. RANDOMISE ORDER. SINGLE CODE EACH ROW.

		Strongly Agree (%)	Tend to Agree (%)	Neither (%)	Tend to disagre (%)	Strongly disagre (%)	Don't know (%)
a	**I feel I can influence decisions that affect my neighbourhood**	7	24	18	28	21	2
b	**I know how to make my comments known to the Council**	26	35	9	18	10	3

c	**I feel my comments would be listened to by the people who make decisions**	7	25	18	29	18	4
d	**I feel that decisions that affect my neighbourhood should be left to professionals**	9	19	12	31	27	2

Q11a SHOWCARD G (R) **Which of the following, if any, do you feel you are able to influence in terms of the way they deliver services to your local community? Just read out the letters that apply.** MULTICODE OK

Q11b SHOWCARD G AGAIN (R) **And which of these would you like to have more influence over in terms of the way they deliver services to your local community? Just read out the letters that apply.** MULTICODE OK

		Q11a (%)	Q11b (%)
A	Street cleaning/refuse collection services	20	27
B	Road maintenance services	10	27
C	Planning services	4	7
D	Community centres/halls	7	8
E	School or pre-school education services	10	11
F	Community & Safety services	7	13
G	Social care services	5	11
H	Community-based learning services	4	7
I	Police	7	15
J	Culture, leisure and sporting facilities	6	12
K	NHS Hospital Services	6	11
L	GP or other community health services	5	8
M	Bus services	7	16
N	Glasgow Housing Association/Local Housing or community based housing association	7	12
O	Further Education (i.e. colleges/universities)	4	7
	None of these	48	18
	Don’t know	3	3

Q12 SHOWCARD H (R) **From what you know or have heard, how effective do you think each of the following methods are for influencing how services are delivered to your local community?** READ OUT. RANDOMISE ORDER. SINGLE CODE EACH ROW

		Always effective (%)	Usually effective (%)	Sometimes effective (%)	Usually not effective (%)	Never effective (%)	Don't know/no opinion (%)
a)	**Participating in local community council**	3	17	26	11	7	36
b)	**Contacting your local councillor**	6	22	27	12	10	23
c)	**Contacting your local MSP (Member of the Scottish Parliament)**	3	19	24	12	9	33
e)	**Contacting your local MP (member of Parliament)**	5	17	25	13	11	30
e)	**Campaigning/petitioning**	2	17	32	17	11	20
f)	**Taking part in a public consultation exercise (public meeting/focus group/on-line discussion forum/written response)**	3	18	28	14	9	27
g)	**Participating in school board**	4	18	18	10	6	44
h)	**Participating in a tenants/residents group**	4	22	28	11	8	27
i)	**Local party political activity**	1	10	23	15	12	39
j)	**Participating in your local Community Planning Partnership**	2	13	18	11	8	49

Q13 SHOWCARD I (R) **On this card are some things people have said would make it easier for them to influence decisions in their local area. Which, if any, of these might make it easier for you to influence decisions in your local area? Just read out the letters that apply.** MULTICODE OK.

		(%)
A	If I had more time	21
B	If the Council got in touch with me and asked me	37
C	If I could give my opinion online/by email	21
D	If I knew what issues were being considered	35
E	If it was easy to contact my local councillor/MSP/MP	14
F	If I knew who my local councillor/MSP/MP was	13
G	If I could get involved in a group making decisions about issues affecting my local area/neighbourhood	16
	Something else PLEASE SPECIFY	1

Nothing	12
Don’t know	3

USE AND SATISFACTION WITH SERVICES

Q14 SHOWCARD J (R) **Overall, how satisfied or dissatisfied would you say you are with the services provided by Glasgow City Council?** SINGLE CODE.

	(%)
Very satisfied	10
Fairly satisfied	58
Neither satisfied nor dissatisfied	15
Fairly dissatisfied	12
Very dissatisfied	6
Don't know	*

Q15 SHOWCARD K (R) **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.** MULTICODE.

		(%)
A	Nursery schools	10
B	Primary schools	15
C	Secondary schools	14
D	Parks	56
E	Children's play parks	23
F	Museums and galleries	45
G	Sports and leisure centres	43
H	Libraries	45
I	Social work services	10
J	Local community centres	13
K	Home help service	5
L	Recycling collection	38
M	Recycling centres	20
	None of these	9
	Don't know	1

ONLY SHOW CODES A-M IF RESPONDENT HAS USED THESE SERVICES AT Q15 (CODES 1-13)

Q16 SHOWCARD L (R) **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.**
READ OUT. RANDOMISE ORDER. SINGLE CODE EACH ROW.

		Very Satisfied	Fairly Satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know
	Base: All who had used each services	(%)	(%)	(%)	(%)	(%)	(%)
a	Nursery schools *(101)*	52	31	7	2	6	1
b	Primary schools *(147)*	49	40	3	8	1	0
c	Secondary schools *(138)*	37	44	7	8	1	3
d	Children's play parks *(226)*	22	46	8	13	9	2
e	Social work services *(102)*	24	41	10	11	13	1
f	Local community centres *(129)*	29	46	12	7	4	3
g	Home help service (*52)*	38	25	18	4	6	9
h	Parks *(575)*	35	47	6	7	5	*
i	Museums and galleries *(455)*	71	24	2	2	1	*
j	Sports and leisure centres *(434)*	36	47	7	5	4	1
k	Libraries *(460)*	52	38	4	5	*	*
l	Recycling collection *(397)*	33	46	6	10	4	1
m	Recycling centres *(209)*	45	43	4	3	2	2
	Base: All respondents						
n	Road maintenance	3	22	11	22	39	2
o	Refuse collection	26	48	7	11	8	1
p	Street lighting	20	54	8	12	5	1
Q	Street cleaning	12	48	12	18	9	1
r	Pavement maintenance	5	37	15	22	19	1

Clean Glasgow

On a different subject…

Q17 **Are you aware of the Clean Glasgow Campaign?**
SINGLE CODE.

	(%)
Yes	35
No	64
Don't know	*

Q18 SHOWCARD M (R) **In your opinion, how much of an issue, or otherwise, are the following in the city centre? Please select your answer from this card.** READ OUT. RANDOMISE ORDER. SINGLE CODE EACH ROW.

		Significant (%)	Moderate (%)	Minor problem (%)	Not a problem (%)	Don't know (%)
a	Litter	23	25	24	16	11
b	Graffiti	13	20	29	25	13
c	Chewing gum	34	20	17	16	13
d	Flyposting	20	22	20	25	14
e	Flytipping	11	15	24	33	16
f	Dog fouling	16	13	26	33	12
g	Vandalism	15	22	25	23	14

Q19 SHOWCARD N (R) **To what extent would you say that the following have improved or deteriorated in the city centre in the last year or so? Please select your answer from this card.** READ OUT. RANDOMISE ORDER. SINGLE CODE EACH ROW.

		Significant improvement (%)	Moderate improvement (%)	Neither improved nor deteriorated (%)	Moderate deterioration (%)	Significant deterioration (%)	Don't know (%)
a	Litter	5	24	46	8	3	14
b	Graffiti	2	23	50	6	2	17
c	Chewing gum	3	16	50	10	4	17
d	Flyposting	1	16	54	9	2	18
e	Flytipping	3	16	53	7	2	20
f	Dog fouling	4	14	53	7	4	19
g	Vandalism	3	20	50	8	2	17

Q20 SHOWCARD O (R) **In your opinion, how much of an issue, or otherwise, are the following in <u>your local area</u>? Please select your answer from this card.** READ OUT. RANDOMISE ORDER. SINGLE CODE EACH ROW.

		Significant problem (%)	Moderate problem (%)	Minor problem (%)	Not a problem (%)	Don't know (%)
a	Litter	19	25	31	24	1
b	Graffiti	7	16	30	45	1
c	Chewing gum	10	17	27	43	3
d	Flyposting	2	7	26	62	3
e	Flytipping	12	18	26	42	2
f	Dog fouling	38	22	24	15	1
g	Vandalism	11	19	32	37	1
h	Back court maintenance	7	8	16	53	16
i	Front garden maintenance	4	8	16	59	12

Q21 SHOWCARD P (R) **To what extent would you say that the following have improved or deteriorated <u>in your local area</u> in the last year or so? Please select your answer from this card.**
READ OUT. RANDOMISE ORDER. SINGLE CODE EACH ROW.

		Significant improvement (%)	Moderate improvement (%)	Neither improved nor deteriorated (%)	Moderate deterioration (%)	Significant deterioration (%)	Don't know (%)
a	Litter	2	16	60	12	5	5
b	Graffiti	2	17	64	7	2	8
c	Chewing gum	2	11	68	8	3	9
d	Flyposting	2	11	70	5	1	12
e	Flytipping	3	11	65	10	3	8
f	Dog fouling	2	14	46	18	14	5
g	Vandalism	2	18	60	10	3	7
h	Back court maintenance	3	7	59	8	3	20
i	Front garden maintenance	2	9	63	7	1	18

ASK FOLLOW UP QUESTIONS Q22 – Q25 ONLY TO PEOPLE WHO SAID AT LEAST ONE OF THE ISSUES AT Q20 WAS A SIGNIFICANT OR MODERATE PROBLEM (CODES 1 OR 2). FOR THOSE WHO CODE MORE THAN ONE ISSUE AS SIGNIFICANT OR MODERATE PROBLEM:

- FOR THOSE WHO SAY DOG FOULING AS A SIGNIFICANT/MODERATE PROBLEM (WITH ANY OTHER COMBINATION) AT Q20 ALWAYS TEXT SUB “DOG-FOULING” INTO Q22
- FOR THOSE WHO DO NOT CODE DOG FOULING BUT CODE LITTER AS A PROBLEM AT Q20 ALWAYS TEXT SUB “LITTER” IN Q22
- FOR ALL OTHERS RANDOMLY SELECT AN ISSUE TO TEXT SUB IN Q22

OTHERS GO TO Q26

Q22 **You said that [INSERT PROBLEM/RANDOMLY SELECTED PROBLEM] is a problem in your area. Have you ever reported the problem to anyone?** SINGLE CODE

Base: All who identified at least one of the environment issues at Q22 was a problem in their local area (795)	(%)
Yes	21
No	79
Don’t know/Can’t remember	1

ASK ALL WHO SAID THAT THEY REPORTED ISSUE (CODE 1) AT Q22
OTHERS GO TO Q24

Q23 **Who did you report the problem to?** MULTICODE OK

Base: All who had reported an environmental issue (177)	(%)
Housing Association/landlord	26
Concierge/building caretaker	5
Glasgow City Council/local councillor	49
Glasgow Community Safety Services	1
Community Warden	5
Community Council	1
Police	5
Other person/organisation PLEASE SPECIFY	11
Don’t know/Can’t remember	3

ASK ALL WHO SAID THAT THEY DID NOT REPORT ISSUE (CODE 2) AT Q22 OTHERS GO TO Q26

Q24 **Why have you not reported the problem?** DO NOT PROMPT. MULTICODE OK

Base: All who had not reported an environment issue (611)	(%)
Not bothered enough by the problem to report it/Don't think it's serious enough	22
I didn't know I could report it	14
Have not had time/ too many other things to do	7
I just haven't thought about reporting it	13
Language/communication difficulties	1
Do not think it would make a difference	15
Do not know who to report it to	11
Do not know how to go about reporting it	5
I dealt with the problem myself	2
Worried that people would know it was me who reported it	2
Other reason PLEASE SPECIFY	9
Don't know/Can't remember	7

ASK ALL WHO SAID THAT THEY DID NOT REPORT ISSUE (CODE 2) AT Q22 OTHERS GO TO Q26

Q25 **What if anything would make you more likely to report the problem in the future**? DO NOT PROMPT. MULTICODE OK

Base: All who had not reported an environment issue (611)	(%)
If I were given more information on how to report it	27
If information on how to report it was provided in appropriate language/format	3
If I could report it anonymously	11
If I there was a free phone telephone line	10
If I could report it by email	6
If I received information on what action was taken after I reported it	6
If the problem got worse	3
If I saw it happening	1
If it was a repeat offender	*
Other	9
Nothing would make me more likely to report it	23
Don't know/Can't remember	17

ASK ALL

Q26 SHOWCARD Q (R) **Would you be willing to do any of the following things to help tackle these sorts of problems in your**

local area? Please just read out the letters that apply.
MULTICODE OK

		(%)
A	Participate in a community clean up event	25
B	Join your local neighbourhood watch	18
C	Organise a local campaign (e.g. a public petition, leaflet drop, lobby elected members/community councils)	9
D	Sign a petition	60
E	Organise an awareness raising event (e.g. a public meeting, demonstration)	8
	Other, please specify	*
	None of these	27
	Don't know	2

DIGITAL ACCESS AND INFORMATION

Moving on slightly…

Q27 SHOWCARD R (R) **Which of the following, if any, apply to you and your household? Please just read out the letters that apply.**
MULTICODE

		(%)
A	Internet access at home via modem	16
B	Broadband internet access at home	42
C	WiFi (wireless) Broadband internet access at home	32
D	Mobile WiFi (wireless) Broadband (dongle)	12
E	Internet access through mobile phone/tablet	27
F	Internet access through a games console (e.g. PSP, Xbox, Wii etc.)	14
	None of these	27
	Don't know	*

Q28 SHOWCARD S (R) **Which of the following do you personally own? Please just read out the letters that apply.**
IF NECESSARY: A smartphone is a mobile phone which has advanced capabilities, often with PC like functionalities.
MULTICODE OK

		(%)
A	A standard mobile phone	48
B	I-phone	14
C	Blackberry	12
D	Other smartphone	18

E	I-pad	5
F	Other tablet computer	6
	None of these	15
	Don’t know	*

6). TEXT SUB BASED ON ANSWERS GIVEN AT Q28:

- FOR THOSE WHO CODE ‘OTHER SMARTPHONE’ (CODE 4) TEXT SUB SHOULD SAY ‘SMARTPHONE’
- FOR THOSE WHO CODE ‘OTHER TABLET COMPUTER’ (CODE 6) TEXT SUB SHOULD SAY ‘TABLET COMPUTER’

FOR THOSE WHO CODE BOTH TABLES AND SMARTPHONE (IE ANY COMBINATIONS OF SMARTPHONE CODES 2-4 AND TABLET CODES 5-6) REPEAT Q29 IN RELATION TO BOTH TECHNOLOGIES
OTHERS GO TO Q30

Q29 SHOWCARD T (R) **What, if any of the following things do you regularly use your [INSERT TEXT SUB FROM Q28] for?**
Please read out the letters which apply.
MULTICODE

	Base: All who had a smartphone and/or tablet computer (436)	(%)	
A	Email	69	
B	Games	34	
C	Social Networking (eg facebook, twitter)	66	
D	General browsing/surfing the internet	66	
E	Shopping	34	
F	TV on Demand (BBC iPlayer, 4OD)	20	
G	Music or video streaming (Youtube etc.)	41	
H	Online banking	36	
I	Maps and directions	51	
J	Local council information or services	10	
K	Event information or tickets	43	
L	News (Herald, Evening Times etc.)	35	
M	E-Books	30	
	Other please specify	3	
	Don’t know	7	

ASK ALL WHO SAY THAT THEY HAVE ACCESS TO THE INTERNET AT Q27 (CODES 1-6) OR CODE A SMARTPHONE/TABLET COMPUTER AT Q28 (CODES 2-6)
OTHERS GO TO QA

Q30A SHOWCARD U (R) **Glasgow City Council provides information to residents through these social media websites.**

Were you aware that it provided information on any of these websites?
IF YES: **Which ones?**
MULTICODE OKAY

	Base: All with access to the internet (745)	(%)
A	Facebook	29

B	Twitter	17
C	You tube	8
D	Flickr	5
	None of these	62
	Don’t know	4

Q30B ASK ALL WHO WERE AWARE OF AT LEAST ONE WEBSITE AT Q30A
SHOWCARD U (R) AGAIN **And have you accessed any of the information provided by Glasgow City Council on these websites?** IF YES: **Which ones?** MULTICODE OKAY

		Yes (%)	*Base:All who were aware that the Council provided information on this website*
A	Facebook	50	*(211)*
B	Twitter	39	*(130)*
C	You tube	15	*(72)*
D	Flickr	3	*(41)*

ASK ALL WHO SAY THAT THEY HAVE ACCESS TO THE INTERNET AT Q27 (CODES 1-6) OR CODE A SMARTPHONE/TABLET COMPUTER AT Q28 (CODES 2-6)
OTHERS GO TO QA

Q31 SHOWCARD V (R) **In future, how likely would you be to access information provided by the Council on…**
READ OUT. RANDOMISE ORDER. SINGLE CODE EACH ROW.

	Base: All with access to the internet (745)	Very likely (%)	Fairly likely (%)	Not very likely (%)	Not at all likely (%)	Don’t know (%)
a	Facebook	20	22	11	44	2
b	Twitter	11	12	10	65	3
c	You tube	10	13	14	60	3
d	Flickr	5	6	8	77	4

Demographics

ASK ALL

QA **Gender**

	(%)
Male	47
Female	53

QB **Age**

	(%)
16-24	15
25-34	21
35-44	14
45-54	20
55-59	4
60-64	6
65-74	12
75+	8

QC SHOWCARD W (R) **Looking at this card, which option best describes your current situation? Just read out the letter that applies.**
SINGLE CODE

		(%)
	Working	
A	Full time (30+ hrs)	35
B	Part time (9-29 hrs)	6
	Not working	
C	Unemployed	11
D	Retired	23
E	Looking after house / children	7
F	Disabled	3
G	Have long term illness	5
H	Student	9
	Other (PLEASE SPECIFY)	*
	Refused	*

QD **Social grade**

	(%)
A	2
B	9
C1	28
C2	19
D	18
E	23
Refused	1

QE **Respondent is…**
SINGLE CODE

	(%)
Chief income earner	76
Not chief income earner	23
Refused	2

QF **Number of adults (16 and over) in household**

	(%)
1	38
2	44
3	11
4	5
5+	1
Refused	*

QG **Number of children (under 16) in household**

(%)

1	60
2	28
3	7
4	3
5+	0
Refused	2

QH **Ages of children (under 16) at last birthday**

	(%)
1-2	35
3-4	21
5-6	18
7-8	14
9-10	15
11-12	16
13-14	18
15	7
Refused	0

QI SHOWCARD X (R) **To which of the groups on this card do you consider you belong? Please just read out the letter that applies.** SINGLE CODE.

		(%)
	WHITE	
A	Scottish	87
B	Other British	4
C	Irish	1
D	Gypsy / Traveller	0
E	Polish	2
F	Any other white background PLEASE WRITE IN	2
	MIXED	
G	Any mixed or multiple ethnic groups PLEASE WRITE IN	*
	ASIAN, ASIAN SCOTTISH, OR ASIAN BRITISH	
H	Pakistani, Pakistani Scottish or Pakistani British	1
I	Indian, Indian Scottish or Indian British	*
J	Bangladeshi, Bangladeshi Scottish or Bangladeshi British	*
K	Chinese, Chinese Scottish or Chinese British	1
L	Any other Asian background PLEASE WRITE IN	*
	AFRICAN	
M	African, African Scottish or African	1
N	Any other African background PLEASE WRITE IN	*
	CARIBBEAN OR BLACK	
O	Caribbean, Caribbean Scottish or Caribbean British	0
P	Black, Black Scottish or Black British	*
Q	Other Caribbean or black background PLEASE WRITE IN	0
	OTHER ETHNIC BACKGROUND	
R	Arab, Arab Scottish or Arab British	*
S	Any other background	*

	PLEASE WRITE IN	

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

	(%)
Up to one year	3
Over one year, up to five years	7
Over five years, up to 20 years	17
Over 20 years	73
Don't know/can't remember	*
Refused	0

QK **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?**
MULTICODE

	(%)
Yes, respondent	23
Yes, other household member	6
No	70
Refused/don't know	2

ASK ALL WHO HAVE A DISABILITY AT QK (CODE 1) OTHERS GO TO QM.

QL SHOWCARD Y (R) **What type(s) of disability do you have? Please just read out the letters that apply.**
MULTICODE

	Base: All respondents who had a disability (247)	(%)
A	Visual	6
B	Hearing	8
C	Learning disability	3
D	Mobility – Wheelchair user	3
E	Other mobility impairment	32
F	Other physical impairment	17
G	Mental health problem	18
H	Long term illness	32
I	Other degenerative condition	12
	Refused	7

ASK ALL WHO SAY THAT SOMEONE ELSE IN HOUSEHOLD HAS DISABILITY AT QK (CODE 2). OTHERS GO TO QN.

QM SHOWCARD Y AGAIN (R) **What type(s) of disability do other household members have? Please just read out the letters that apply.**
MULTICODE

Base: All respondents who lived with someone else	(%)

that has a disability(247)

A	Visual	7
B	Hearing	4
C	Learning disability	22
D	Mobility – Wheelchair user	18
E	Other mobility impairment	28
F	Other physical impairment	23
G	Mental health problem	8
H	Long term illness	36
I	Other degenerative condition	18
	Refused	4

ASK ALL

QN **How many cars or light vans are there in your household?**
SINGLE CODE

	(%)
1 car or light van	36
2 cars/light vans	10
3+ cars/light vans	2
None	52
Refused/don't know	0

QO SHOWCARD Z (R) **What is your current religion, denomination, body or faith? Please just read out the letter that applies.**
SINGLE CODE

		(%)
A	No religion	38
B	Church of Scotland	25
C	Roman Catholic	29
D	Other Christian, please type in	3
E	Buddhist	*
F	Hindu	1
G	Jewish	*
H	Muslim	2
I	Pagan	*
J	Sikh	*
	Another religion, please type in	*
	Prefer not to say	1