

Ipsos MORI



Glasgow Household Survey 2013

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Executive summary

This report contains the findings from the 2013 wave of the Glasgow Household Survey, conducted by Ipsos MORI, on behalf of Glasgow City Council.

The specific topics covered in the 2013 wave of the survey were: use of, and satisfaction with, local services; perceptions of the Council; digital access, barriers to digital access and habits of internet users; awareness and use of online Council services; attitudes towards poverty and income inequalities; perceived impact of Housing Benefit reform; and physical activity.

Ipsos MORI interviewed a representative quota sample of 1,024 Glasgow residents (aged 16 and over) between 22 March and 2 June 2012. All interviews were conducted face-to-face in residents' homes using Computer Assisted Personal Interviewing (CAPI).

Satisfaction with the Council and local services

Residents' overall level of satisfaction with the Council was consistent with that recorded in the last two waves of the survey, at 71%.

Once again, there was considerable variation in levels of satisfaction with individual services. Museums and galleries and libraries continued to be very highly regarded (94% and 93% of residents respectively expressed satisfaction with these), as did secondary schools (90%), primary schools (90%), nursery schools (84%), sports and leisure centres (85%), parks (84%) and recycling centres (83%). Lower levels of satisfaction were recorded for road maintenance (19%), pavement maintenance (42%) and street cleaning (62%). Indeed, in the case of road maintenance satisfaction was down on the previous wave of the survey (when 26% were satisfied).

Museums and galleries

Residents who had visited museums or galleries were asked who, if anyone, accompanied them on their most recent visit and what the main reason for the visit was. Almost half said they were accompanied by other adults from Glasgow (53%) and just over a third said they went accompanied by children from Glasgow (38%). Fourteen per cent said they were accompanied by adults or children from *outside* Glasgow.

The main reason given for visiting a museum or gallery was simply to have a day out or pass the time (42%). Other reasons given by more than one in ten of those concerned were: to

encourage others (e.g. children) to learn something new (13%); and to look at a specific exhibition or display (12%).

Parks and children's play parks

Residents in households with children were asked what, if anything, could be done to improve children's play parks or designated children's sports areas in their locality. The main improvements suggested related to cleanliness (mentioned by 37%); security (20%) and the amount (20%) and condition (18%) of the play equipment provided.

Just over three quarters (77%) of residents said there was an informal open space in their area and, of this group, the majority (77%) said that they used the space. Almost half (47%) used the space for recreational walking, while around two in five (18%) used it for dog walking, 15% for sport or physical activity, and 9% for recreational cycling. A total of 30% said they passed through the open space on their way to somewhere else.

Council reputation

Just under two in five (39%) residents considered newspaper coverage of the Council to be neutral, while 16% considered it positive and a further 23% considered it negative. The results for TV and radio coverage were very similar, at 39%, 18% and 24% respectively. The proportions perceiving coverage as neutral were lower than in previous waves of survey, while the proportions perceiving coverage as negative were slightly higher.

A majority of residents (73%) recognised that the Council has an important impact on the quality of local life in Glasgow. At the same time, approaching half felt that the Council rarely took residents' views into account when making decisions that affect them (48%) and was too remote and impersonal (46%). Just under than half (45%) trusted the Council or felt it gave residents good value for money (44%).

Compared to the autumn 2005 results (the last occasion on which the question was included in the survey), the proportion who felt that the Council was too remote and impersonal was six percentage points lower, while the proportions who felt that the Council had an important impact on the quality of local life and provided good value for money were higher (a nine percentage point increase in each case).

Digital access and online council services

Seventy-seven percent of residents had internet access at home and an equal proportion (77%) said that they currently used the internet. These findings are broadly in line with the national averages collected in the Scottish Household Survey.

The main reasons some residents gave for *not* using the internet were that they did not like using the internet or computers (36%), they did not need to use the internet (22%), they did not know how to use a computer or the internet (22%) and it would be difficult for them to learn how to use a computer (13%). Reflecting this, only around a quarter (26%) of non-users said that they would like to get online one day.

Online council services

Among internet users, awareness of different services available on the Council's website varied considerably. Three in five (61%) were aware that they could pay Council Tax online, while around half (48%) knew that they could apply for a council job and similar proportions knew that they could pay a parking fine (43%) and apply for Housing and Council Tax Benefit (40%). In contrast the proportions who knew they could report environmental issues online ranged from 30% for littering, 29% for dog fouling and 28% for graffiti, to 24% for fly-tipping.

Only a minority of residents who knew about online services had actually used those services. Just 37% of those who knew that they could pay their Council Tax online had done so, 28% had arranged for a bulky item to be uplifted and a quarter (25%) had paid a parking fine online. Two in five had applied for a council job online and the same proportion had reported a road or street light default (20%). The comparable figures for the remaining services were lower still.

Attitudes to poverty

Asked how much poverty they thought existed in Glasgow today, around half (53%) of residents said quite a lot and a further 36% said a fair amount. Just eight percent said that there is very little or no poverty in Glasgow today.

Around nine in ten (91%) residents agreed that someone was in poverty 'if they did not have enough to eat and live without getting into debt'. Opinion was more divided in respect of other definitions of poverty:

- three in five (60%) agreed that someone was in poverty 'if they had enough to live, but not enough to buy other things they needed', while a third 33% disagreed

- 41% agreed that 'someone was in poverty if they had enough to buy the things they really needed, but not enough to buy the things most people take for granted', while 50% disagree.

Welfare reform

Around two-thirds (65%) of social tenants said that their household received Housing Benefit and of this group, the vast majority (92%) had seen or heard something about the changes to the way Housing Benefit is being calculated from April 2013.

Asked whether they thought the change will affect their benefit, two-thirds of residents said it will not, while 19% said that their benefit will be reduced and 1% said it will be increased. A further 14% did not know how the changes will affect them.

Physical activity

Three-quarters of residents (77%) had participated in at least one sports activity in the preceding four weeks. Walking for at least 30 minutes (for recreational purposes) was by far the most prevalent activity, with more than three in five (64%) mentioning this compared with fewer than one in five mentioning any other individual activity: 17% had been swimming, 14% had been running or jogging, and 13% had participated in keep fit/aerobics or been to the gym/done weight training.

In 2012 four in five (78%) residents watched coverage of major sporting events on TV or the internet, while 63% read about such events in the newspaper or on the internet and over a third (36%) listened to coverage on the radio or internet. Twenty-nine percent of residents who had followed events through any medium said that either they (19%) or another household member (10%) had been motivated to do more sport or physical activity as a result.

1 Introduction

Since 1999, Glasgow City Council has measured residents' views of local services and other aspects of life in the city via the Glasgow Household Survey¹. This report contains the findings from the 2013 wave of the Glasgow Household, conducted by Ipsos MORI.

The specific topics covered in the 2013 wave of the survey were:

- use of, and satisfaction with, local services
- perceptions of the Council
- digital access, barriers to digital access and habits of internet users
- awareness and use of online Council services
- attitudes towards poverty and income inequalities
- perceived impact of Housing Benefit reform
- physical activity.

1.1 Methodology

Ipsos MORI interviewed a representative quota sample of 1,024 Glasgow residents (aged 16 and over). The sample was proportionately stratified by the three Sector Community Partnership Areas in the city – namely, North West, North East and South.

Fieldwork for the survey was carried out between 22 March and 2 June 2013. All interviews were conducted face-to-face in residents' homes using Computer Assisted Personal Interviewing (CAPI).

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

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

¹ Reports from previous waves of the survey can be accessed online at: <http://www.glasgow.gov.uk/index.aspx?articleid=3822>

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 residents is less than 30, the number of times a response has been selected (N) rather than the percentage is given.

2 Local Services

Use of services provided by the Council Family Group

Usage of most non-universal services² was stable on the previous wave of the survey (autumn 2012), as table 2.1 shows. The only exception was in the case of recycling centres: just over a third of residents said they had used these centres, which was significantly higher than the figure recorded in autumn 2012 (20%). This increase could reflect changes to the way the question was administered: in the earlier wave of the survey, residents were asked about their usage of both recycling collection and recycling centres, whereas in the latest wave they were asked about their usage of centres only. It may be that some residents in the latest wave were thinking of recycling services generally when answering the question.

² This term refers to services that are only accessed by a subgroup of residents such as parks and schools. In contrast, universal services refers to services that are accessed by almost all residents such as refuse collection and street lighting.

Table 2.1: Use of services provided by the Council Family Group

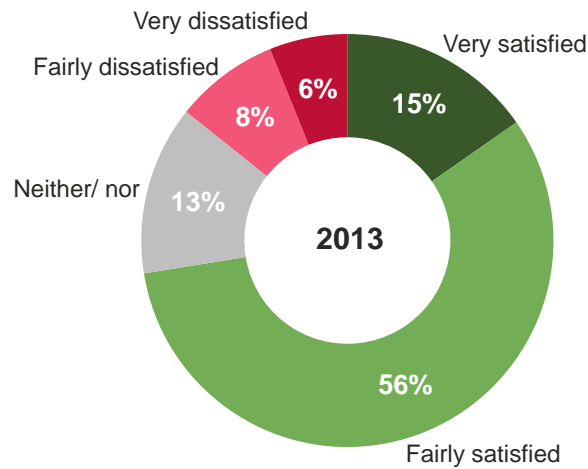
| | Autumn 2009 | Spring 2010 | Autumn 2010 | Spring 2011 | Autumn 2011 | Spring 2012 | Autumn 2012 | Spring 2013 |
|--------------------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------------|---------------------|
| | % | % | % | % | % | % | % | % |
| Parks | 39 | 39 | 28 | 58 | 58 | 60 | 56 | 59 |
| Libraries | 39 | 37 | 36 | 43 | 47 | 45 | 45 | 46 |
| Museums & Galleries | 33 | 24 | 25 | 44 | 45 | 47 | 45 | 44 |
| Sports & leisure centres | 29 | 26 | 35 | 46 | 43 | 44 | 43 | 40 |
| Children's play parks | 10 | 11 | 11 | 21 | 24 | 22 | 23 | 24 |
| Primary schools | 12 | 10 | 13 | 17 | 20 | 17 | 15 | 17 |
| Secondary schools | 6 | 6 | 7 | 13 | 15 | 14 | 14 | 13 |
| Nursery schools | 6 | 7 | 9 | 9 | 9 | 11 | 10 | 10 |
| Community centres | 6 | 3 | 4 | 10 | 9 | 10 | 13 | 11 |
| Social work services | 4 | 3 | 3 | 8 | 10 | 8 | 10 | 7 |
| Home help services | 2 | 2 | 1 | 4 | 4 | 3 | 5 | 4 |
| Recycling centres | n/a | n/a | n/a | n/a | n/a | n/a | 20 | 35 |
| <i>Base:</i> | <i>1,010</i> | <i>1,000</i> | <i>1,002</i> | <i>1,009</i> | <i>1,013</i> | <i>1,018</i> | <i>1,015</i> | <i>1,024</i> |

Satisfaction with services provided by the Council Family Group

Residents' *overall* level of satisfaction with services provided by the Council Family Group was consistent with that recorded in the last two waves of the survey, at 71%, although there has been a five percentage point increase in the proportion of people 'very satisfied' (figure 2.1). As we routinely find, satisfaction was higher than average among the oldest age group of residents (83% of those aged 65 versus 71% overall).

Figure 2.1: Overall satisfaction with services provided by the Council

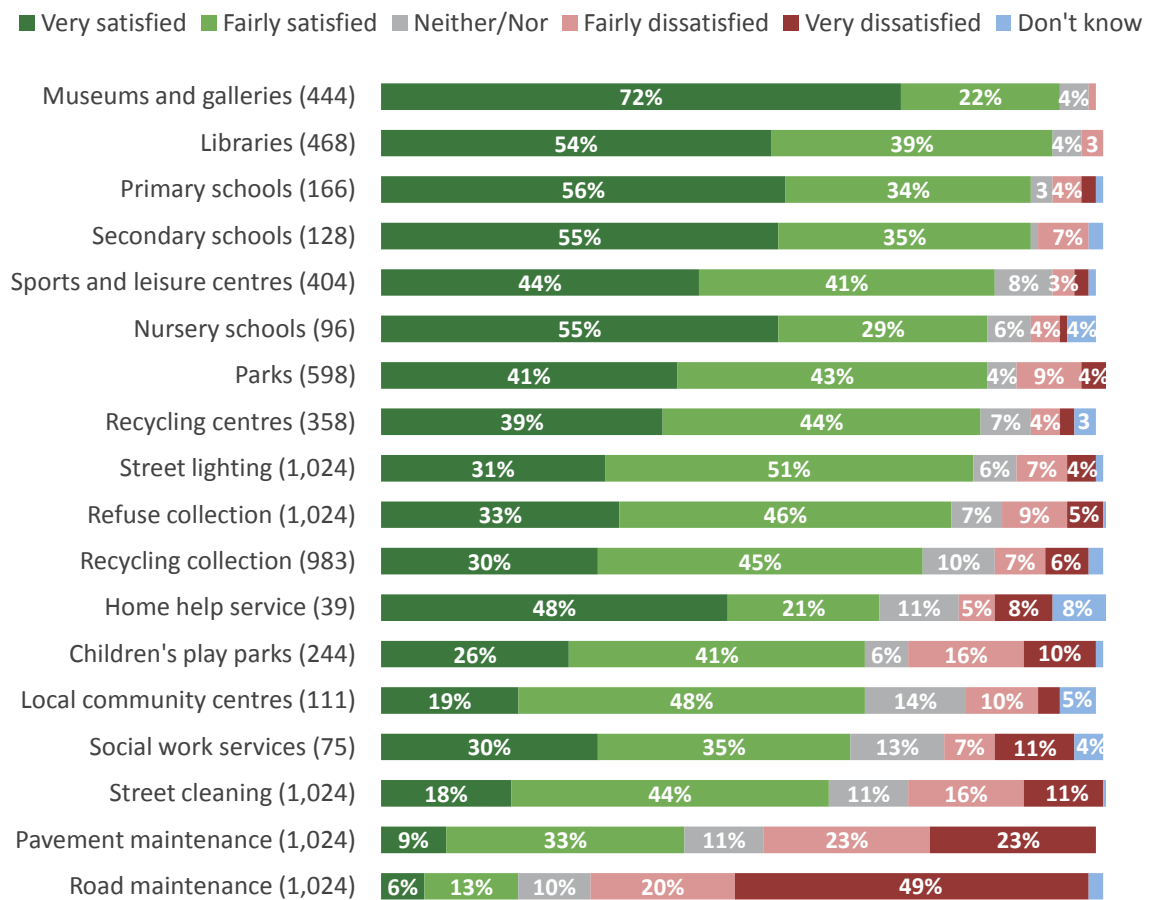
Q. Overall, how satisfied or dissatisfied would you say you are with the services provided by Glasgow City Council?



Base: All respondents (1,024)

Source: Ipsos MORI

Views on the *individual* services provided by the Council and Arms Length Organisations (ALEOs) were mixed (figure 2.2). Museums and galleries and libraries continued to be very highly regarded (94% and 93% of residents respectively expressed satisfaction with these), as did secondary schools (90%), primary schools (90%), nursery schools (84%), sports and leisure centres (85%), parks (84%) and recycling centres (83%). Lower levels of satisfaction were recorded for road maintenance (19%), pavement maintenance (42%) and street cleaning (62%). In the case of road maintenance satisfaction was down on the previous wave of the survey.

Figure 2.2: Satisfaction with individual local services³

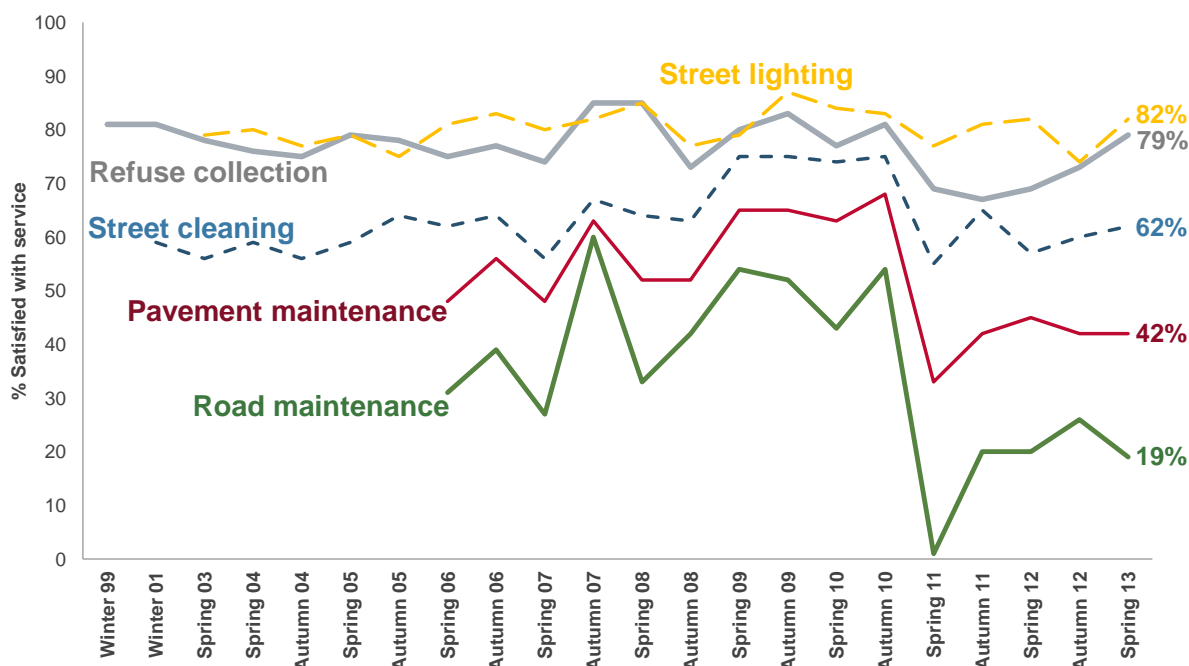
Universal services

Around four in five residents were satisfied with street lighting (82%) and refuse collection (79%), and a similar proportion were satisfied with recycling collection (75%). As figure 2.3 shows, the results for street lighting and refuse collection were a slight improvement on those recorded in the previous wave of the survey (74% in both cases).

As already noted, levels of satisfaction with other universal services – road maintenance, pavement maintenance and street cleaning – were considerably lower. Indeed, the figure for road maintenance was seven percentage points down on the previous wave of the survey (when 26% were satisfied).

³ The numbers shown in brackets in figure 2.2 are the base sizes i.e. the number of people who were asked to comment on each service.

Figure 2.3: Trends in satisfaction with universal services



There was some variation in these results by Sector Community Partnership Area: satisfaction with road maintenance was lower in the North East and South than the North West (17% and 15% respectively, compared with 25%). Satisfaction with street cleaning, meanwhile, was lower in the South than in the other two areas (54% compared with 65% in the North East and 66% in the North West).

Non-universal services

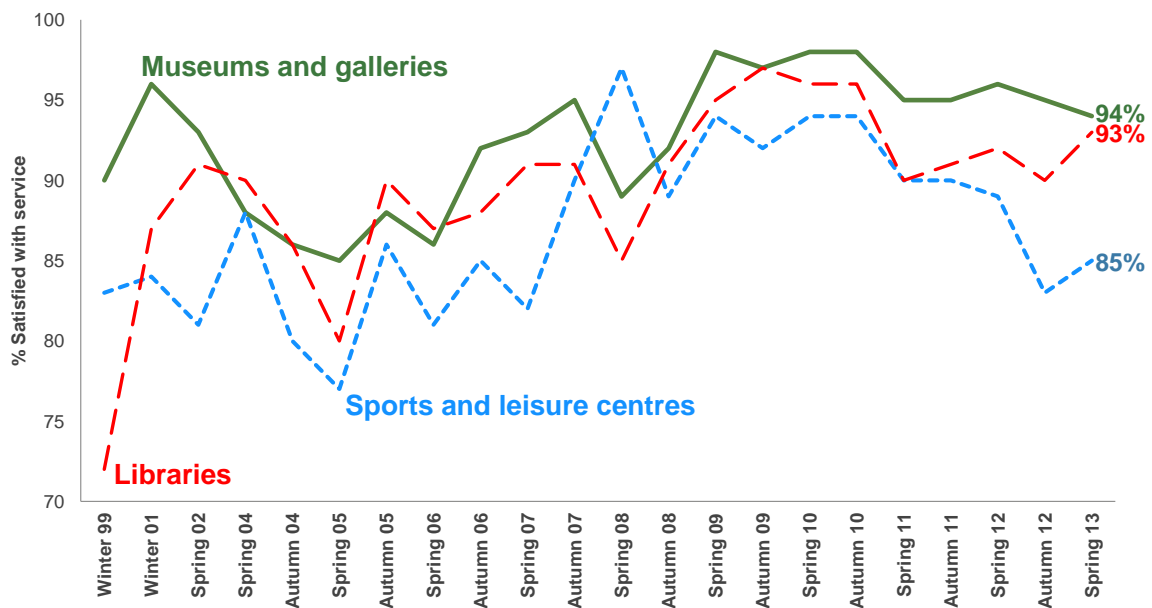
Recycling centres

Just over four in five residents (83%) were satisfied with recycling centres. This is in line with the figure recorded in the last wave of the survey (88%); the first occasion on which perceptions of recycling services were measured.

Culture and leisure services

Levels of satisfaction with culture and leisure services remained both very high and stable. Indeed, over nine in ten (94%) of those who had used museums and galleries, and libraries (93%) said they were satisfied with these areas of provision, while over four in five (85%) said they were satisfied with sports and leisure centres.

Figure 2.4: Trends in satisfaction with culture and leisure services



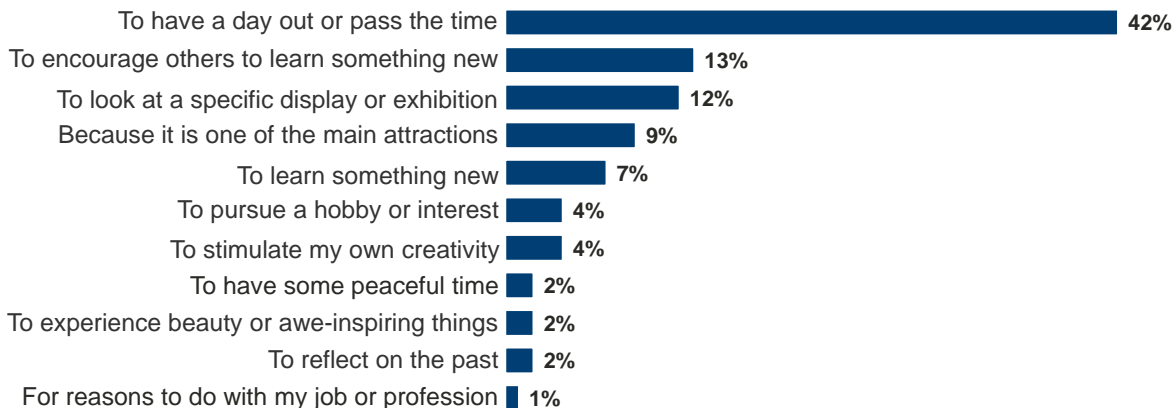
Those who had visited museums or galleries were asked who, if anyone, accompanied them on their most recent visit and what the main reason for the visit was.

Just over half (53%) said they were accompanied by other adults from Glasgow and just over a third (38%) said they went accompanied by children from Glasgow. Fourteen per cent said they were accompanied by adults or children from *outside* Glasgow, while four per cent said that they were part of an organised group, such as a school or community group. Eleven per cent said they were alone.

As figure 2.5 shows, the main reason given for visiting a museum or gallery was simply to have a day out or pass the time (42%). Other reasons given by more than one in ten of those asked were: to encourage others (e.g. children) to learn something new (13%); and to look at a specific exhibition or display (12%).

Figure 2.5: Reasons for visiting museums and galleries

Q. What was the main reason for your visit?



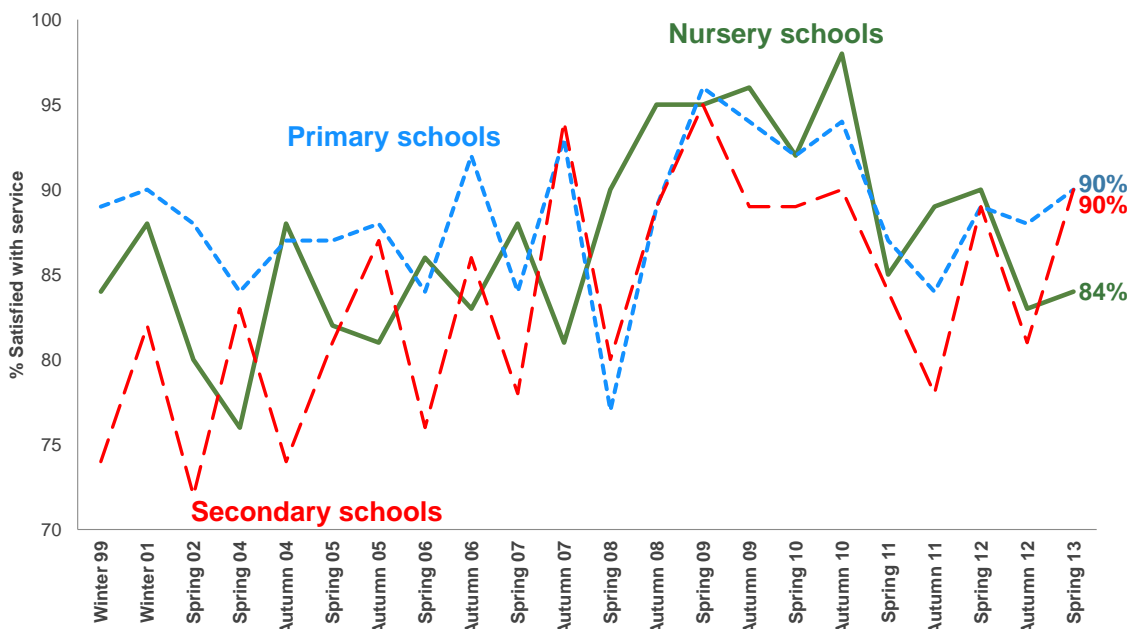
Base: All who have used museums in the last year (440)

Source: Ipsos MORI

Education services

While satisfaction with nursery schools and primary schools remained stable (at 84% and 90% respectively), the result for secondary schools was up by ten percentage points, to 90%, the level recorded over the same period the previous year.

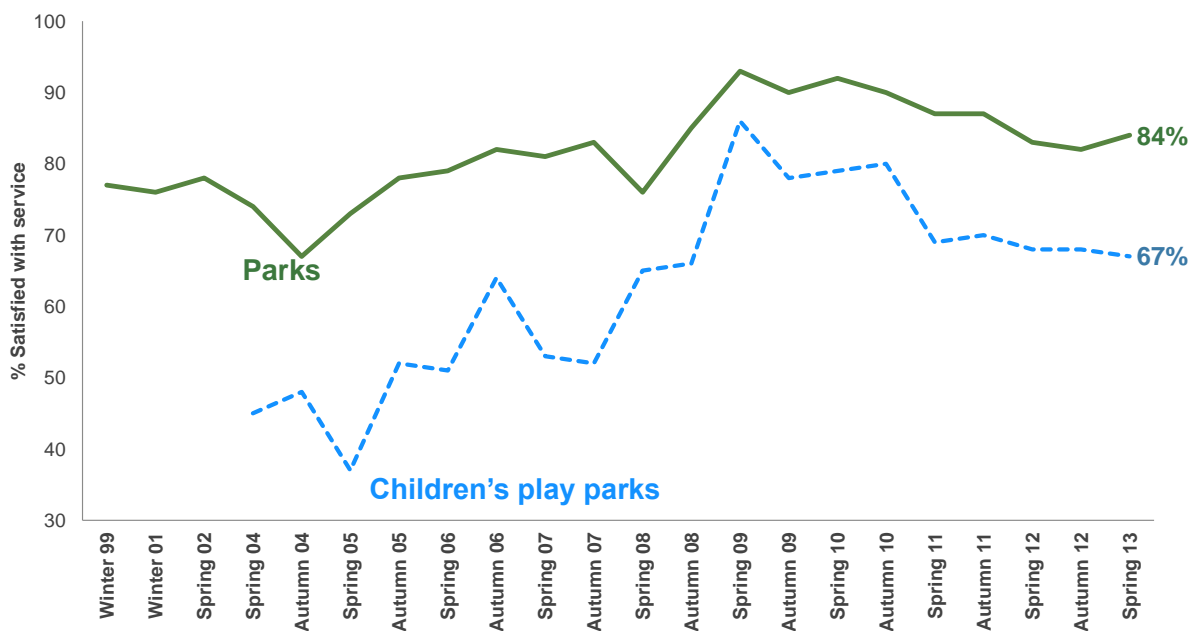
Figure 2.6: Trends in satisfaction with education services



Parks and children's play parks

Levels of satisfaction with parks and children's play parks were once again unchanged on the previous wave of the survey: 84% of those who used parks and 67% of those who used play parks expressed satisfaction with these areas of provision.

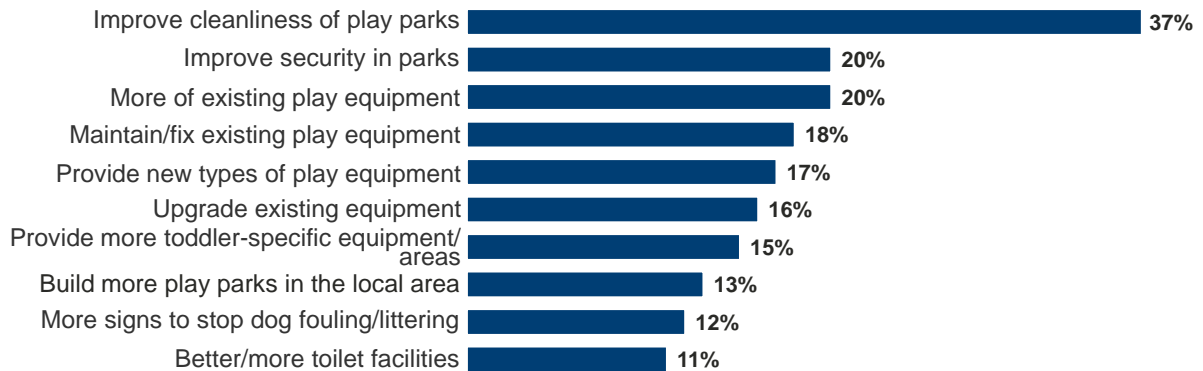
Figure 2.7: Trends in satisfaction with parks and children's play parks



In an extension to these questions, residents in households with children were asked what, if anything, could be done to improve children's play parks or designated children's sports areas in their locality. Around three-quarters in total identified improvements that could be made. As figure 2.8 shows, these improvements related, in the main, to cleanliness (e.g. removing litter, graffiti and dog mess); security (e.g. introducing fences, entry gates and wardens to stop teenagers and adults hanging about); and the condition and amount of play equipment provided.

Figure 2.8: Improvements that could be made to children’s play parks and sports areas – top 10 responses

Q. What, if anything, could be done to improve children’s play parks or designated children’s sports areas in your local area?



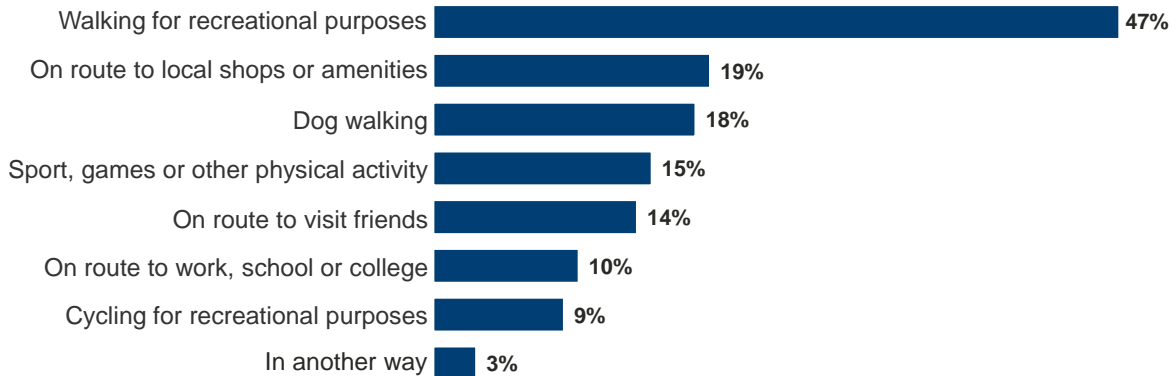
Base: All households with children and who live near a designated children’s play area (232)

Source: Ipsos MORI

Designated sports areas, play parks and parks may be regarded as *formal* open spaces. Residents were asked whether there were any *informal* open spaces⁴ in their local area and whether or not they used those spaces for specified activities.

Just over three quarters (77%) of residents said there was an informal open space in their area and, of this group, the majority (77%) said that they used the space. As figure 2.9 shows, almost half (47%) used the space for recreational walking, while around two in five (18%) used it for dog walking, 15% for sport or physical activity, and 9% for recreational cycling. A total of 30% said they simply passed through the open space on their way to shops and other amenities (19%), work school or college (10%), or when visiting friends (14%).

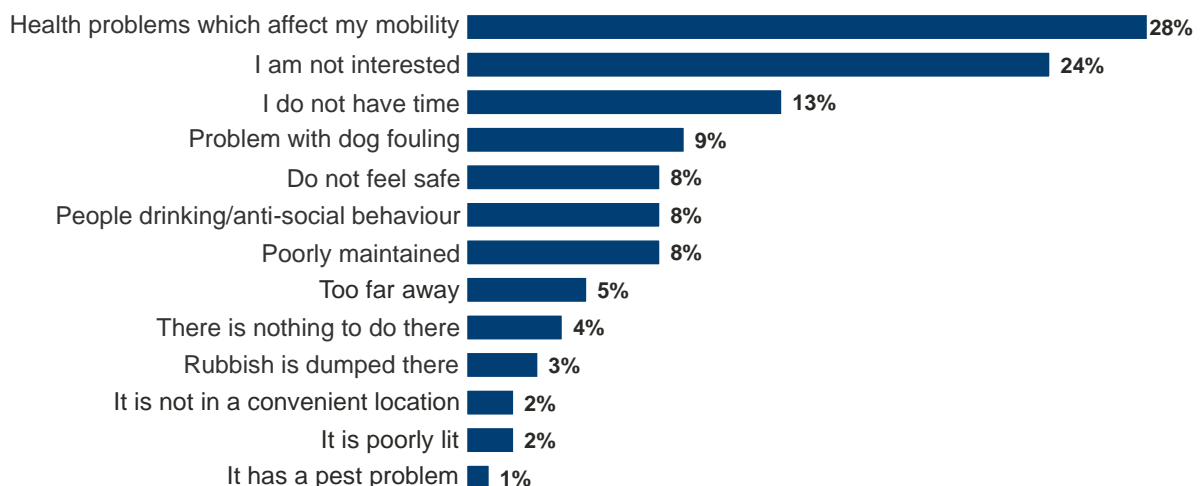
⁴ Examples of informal open spaces presented to residents were; ‘a wood, canal path, riverside, informal kick-about area or a community garden’

Figure 2.9: Use of informal open spaces**Q. Do you use your local open space for...?**

Base: All who live within a 10-15 minute walk of open space (790)

Source: Ipsos MORI

Of the 23% of residents who did *not* use their local open space, just over a quarter (28%) had health problems which affected their mobility, while a similar proportion (24%) said that they weren't interested in using the space and 13% said they didn't have time to do so. No other single reason for non-usage was mentioned by more than 10% (figure 2.10).

Figure 2.10: Reasons for not using informal open spaces**Q. What are your main reasons for not using your local open space?**

Base: All who live near an open space and do not use it (184)

Source: Ipsos MORI

Social care services

As we consistently find, around two in three users (65%) expressed satisfaction with social work services and a similar proportion (69%) with home help services. These results should be treated as indicative rather than representative, however, as the base sizes are very small.

Local community centres

Satisfaction with community centres among users was similarly stable, at 67%. These results too should be treated as indicative, however.

3 Council reputation

Media coverage of the Council

Just under two in five (39%) residents considered newspaper coverage of the Council to be neutral, while 16% considered it positive and a further 23% considered it negative. The results for TV and radio coverage were very similar, at 39%, 18% and 24% respectively.

As table 3.1 shows, the proportions perceiving coverage as neutral were lower than in previous waves of survey, while the proportions perceiving coverage as negative were slightly higher.

Figure 3.1: Perceived valence of media coverage of the Council, 2011, 2012 and 2013

| | Spring 2011 | Spring 2012 | Spring 2013 |
|---------------------------|--------------|--------------|--------------|
| | % | % | % |
| Newspaper coverage | | | |
| Positive | 21 | 18 | 16 |
| Neutral | 43 | 46 | 39 |
| Negative | 20 | 18 | 23 |
| Don't know | 16 | 18 | 23 |
| TV/radio coverage | | | |
| Positive | 22 | 20 | 18 |
| Neutral | 45 | 48 | 39 |
| Negative | 20 | 16 | 24 |
| Don't know | 14 | 16 | 19 |
| <i>Base:</i> | <i>1,009</i> | <i>1,018</i> | <i>1,024</i> |

Attitudes towards the Council

As table 3.2 shows, a majority of residents (73%) recognised that the Council has an important impact on the quality of local life in Glasgow. At the same time, approaching half felt that the Council rarely took residents' views into account when making decision that affect them (48%) and was too remote and impersonal (46%). Just under half (45%) trusted the Council or felt it gave residents good value for money (44%).

Still, it is worth noting that the proportion who felt that the Council was too remote and impersonal was six percentage points lower than in autumn 2005 (the last occasion on which

the question was included in the survey), while the proportions who felt that the Council had an important impact on the quality of local life and provided good value for money were higher (a nine percentage point increase in each case).

Table 3.2: Attitudes towards the Council, 2005 & 2013

| | Autumn 2005 | | Spring 2013 | |
|---|-------------|----------|-------------|----------|
| | Agree | Disagree | Agree | Disagree |
| The Council has an important impact on the quality of local life in Glasgow | 64 | 17 | 73 | 12 |
| The Council rarely takes local residents' views into account when making decisions that affect them | 48 | 25 | 48 | 28 |
| The Council is too remote and impersonal | 52 | 22 | 46 | 27 |
| I trust Glasgow City Council | n/a | n/a | 45 | 32 |
| Glasgow City Council gives residents good value for money | 35 | 43 | 44 | 31 |
| <i>Base</i> | 1,028 | | 1,024 | |

The latest results were broadly consistent across different subgroups of residents, although it was notable that a higher proportion of C2DE residents than ABC1s⁵ felt that the Council rarely takes local residents' views into account (55% compared with 39% respectively).

⁵ 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.

4 Digital access & online council services

Digital access

Levels of internet access

Seventy-seven percent of residents had internet access at home – a slight increase on the 73% recorded in the autumn 2012 wave of the survey – and an equal proportion (77%) said that they currently used the internet. These findings are broadly in line with the national averages collected in the Scottish Household Survey⁶ (SHS) (74% in the case of home internet access and 76% in the case of personal use of the internet).

Consistent with findings from previous waves of the Glasgow Household Survey and the wider body of research⁷, digital access, whether in terms of home internet access or personal internet use⁸, declined with age. Almost all 16 to 24 year olds (95%) and 25 to 34 year olds (96%) used the internet, compared with just 34% of those aged 65 and over (table 4.1).

Further, access varied by social grade, deprivation and tenure – for example, 93% of ABC1 residents had home internet access, compared with 65% of C2DE residents. Further, 86% of owner-occupied households said that they had home internet access, compared with 60% of social tenants.

There were also some differences in these results by Sector Community Partnership Area; residents in the North East were on average less likely to have internet access at home (69% versus 77% overall) or use the internet (68% versus 77% overall).

⁶ Scottish Government (2011) *Scotland's People Annual Report: Results from the 2011 Scottish Household Survey* [online] Available at: <<http://www.scotland.gov.uk/Publications/2012/08/5277/9>>

⁷ See for example: Scottish Government (2011) *Digital Participation in Scotland: A Review of the Evidence* [online] Available at: <<http://www.scotland.gov.uk/Publications/2011/12/22155754/0>>

⁸ Personal internet differs from home internet access as it includes those who do not have a home internet connection but go online via a smartphone or at another location (e.g. work) and it *excludes* those who live in a household with an internet connection but do not personally go online.

Table 4.1: Home internet access and personal internet use by age, social grade, deprivation and tenure

| | Home internet access | Personal internet use | <i>Base</i> |
|---------------------|-----------------------------|------------------------------|-------------|
| | % | % | |
| Age | | | |
| 16 to 24 year olds | 90 | 95 | 143 |
| 25 to 34 year olds | 91 | 96 | 187 |
| 35 to 54 year olds | 83 | 83 | 333 |
| 55 to 64 year olds | 73 | 65 | 107 |
| 65 years and older | 41 | 34 | 186 |
| Social grade | | | |
| ABC1 | 93 | 93 | 434 |
| C2DE | 65 | 65 | 578 |
| Deprivation | | | |
| 20% least deprived | 92 | 94 | 567 |
| 20% most deprived | 68 | 69 | 89 |
| Tenure | | | |
| Owner-occupied | 86 | 83 | 477 |
| Private tenant | 94 | 96 | 385 |
| Social tenant | 60 | 62 | 138 |

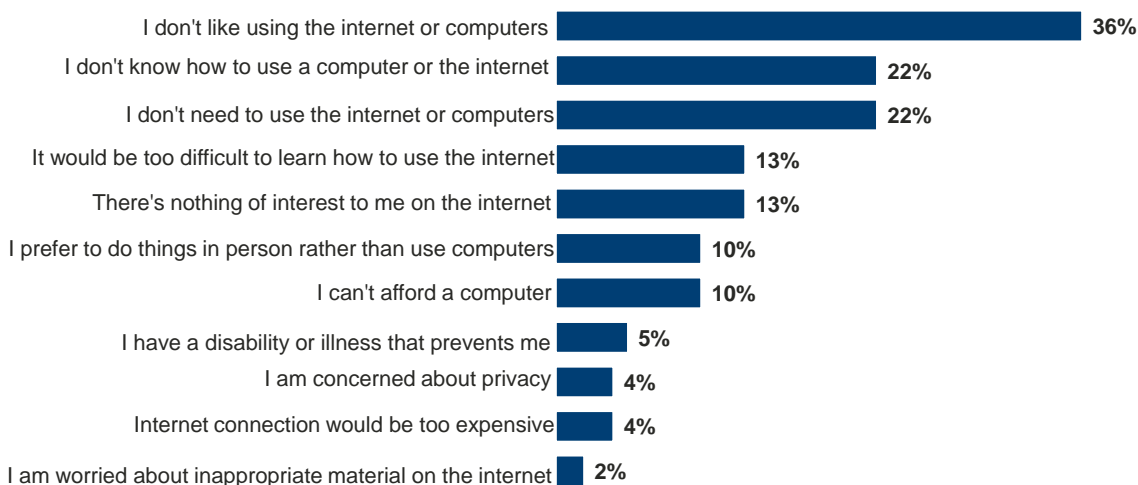
Barriers to internet access

Residents who did not use the internet were asked why this was the case. As shown in figure 4.1, the main reasons they gave were that they did not like using the internet or computers (36%), they did not need to use the internet (22%), they did not know how to use a computer or the internet (22%) and it would be difficult for them to learn how to use a computer (13%). The cost of computers, a preference for doing things in person and a view that there was nothing of interest on the internet were the only other reasons given by at least 10% of those concerned. Again, these findings were broadly in line with comparable national data from the SHS⁹.

⁹ Scottish Government (2011) *Scotland's People Annual Report: Results from the 2011 Scottish Household Survey* [online] Available at: <<http://www.scotland.gov.uk/Publications/2012/08/52779>>

Figure 4.1: Reasons for not using the internet

Q. Here are some reasons why people might not use the internet. Which of these, if any apply to you?



Base: All non-users of the internet (240)

Source: Ipsos MORI

Only around a quarter (26%) of non-users of the internet said that they would like to get online one day, while 69% said that they would not like to do so and 5% weren't sure either way. Notably, younger non-users of the internet were more likely than their older counterparts to say that they would like to access to the internet in future (42% of 35 to 54 year olds, compared with 29% of 55 to 64 year olds; and 11% of those aged 65 years and over¹⁰).

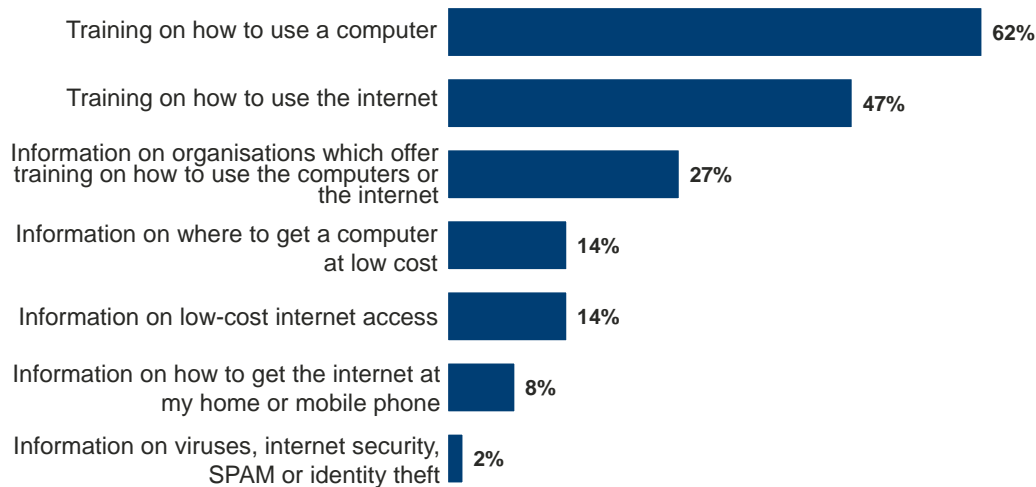
The majority of non-internet users (70%) said that they would turn to family or friends if they needed information about how to get online, while one in ten said they would go to a library or Real Learning Centre. Other sources were mentioned by fewer than five percent.

Those who expressed a desire to use the internet in future were shown a list of things that might help them get online and asked which of these they would find most useful. Training on how to use a computer and training on how to use the internet emerged as the top two responses (mentioned by 62% and 47% respectively), followed by information on: organisations that provided training (27%); where to get a computer at low cost (14%); and low-cost internet connections (14%) (figure 4.2).

¹⁰ Only six 16 to 24 year olds and eight 25 to 34 years olds said that they did not use the internet, hence, the figures for these subgroups have been excluded.

Figure 4.2: Types of support needed to get online

Q. Here's a list of things that might help people with starting to use the internet. Which 2 or 3 of these, if any, would you find most helpful?



Base: All non-users of the internet that stated a desire to get online in future (61)

Source: Ipsos MORI

Patterns of internet use among current users

Of those residents who used the internet, three in five (59%) did so for personal reasons only, while two in five (39%) did so for both personal and work reasons. Just 1% said that they used the internet for work reasons only. ABC1 residents were more likely than C2DEs to say that they used the internet for work *and* personal reasons (54% versus 24%), which can most likely be attributed to differences in the types of occupations held by the two groups of residents.

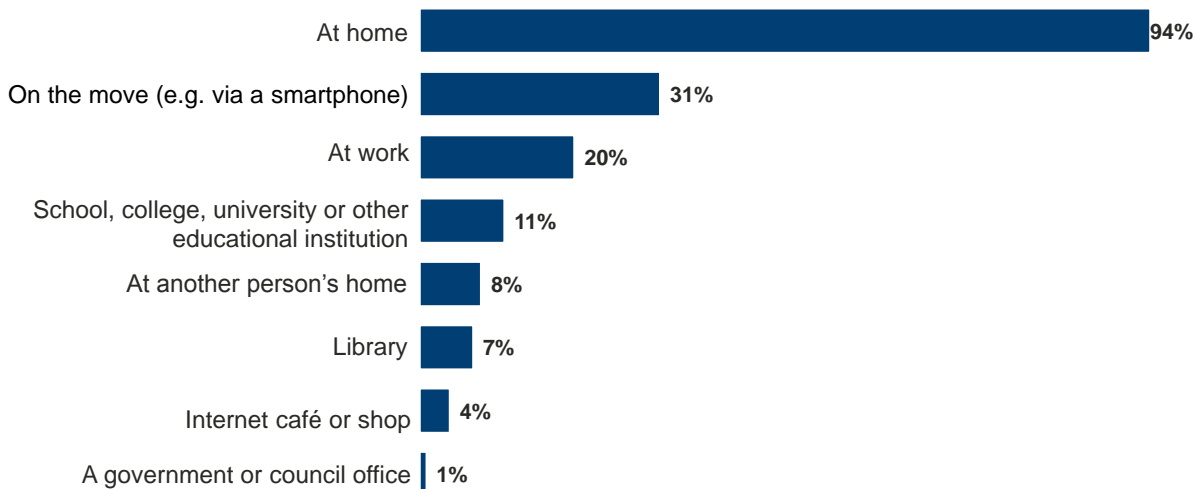
Most residents who used the internet for personal reasons did so from home (94%). Around a third (31%) accessed the internet for personal reasons on the move (e.g. on a smartphone) and 20% did so at work. Around one in ten used the internet at school, college or university (11%), libraries (7%) or at another person's home (8%) (figure 4.3).

The proportion of residents who accessed the internet on the move was slightly higher than the national average found in the 2011 SHS (31% versus 14% respectively)¹¹.

¹¹ Ibid

Figure 4.3: Where people access the internet for personal use

Q. Where do you access the internet for your own personal use?



Base: All who use internet for personal reasons (769)

Source: Ipsos MORI

The tendency to access the internet on the move declined with age: 39% of 16 to 24 year olds, 38% of 25 to 34 year olds and 31% of 35 to 54 year olds had done this compared with 18% of 55 to 64 year olds and 6% of those aged 65 years or older. This finding reflects age differences in ownership of smartphones, as recorded in the autumn 2012 survey.

Frequency and purpose of internet use among users

Asked how often they go online for either personal or work reasons, the majority (88%) of internet users said daily, 10% said weekly and just 2% said monthly or less often. Once again, there were some differences in the findings by age. As shown in table 4.2, older residents tended to be less frequent internet users than younger residents.

Table 4.2: Frequency of internet use by age

| | Daily access | Weekly access | Base |
|--------------------|--------------|---------------|------|
| | % | % | |
| 16 to 24 year olds | 95 | 3 | 136 |
| 25 to 34 year olds | 91 | 8 | 179 |
| 35 to 54 year olds | 87 | 12 | 276 |
| 55 to 64 year olds | 78 | 14 | 69 |
| 65 years and older | 77 | 19 | 64 |

Most current users of the internet had undertaken some kind of financial transaction online: four in five (80%) had bought something, 61% had checked their bank balance, 58% had paid a bill and 51% had transferred money. Only around one in ten (14%) said that they had not undertaken any of these activities.

Certain subgroups of residents were less likely than others to have undertaken online financial transactions, however; namely:

- older residents (27% of those 65 years and over had no experience of online financial transactions versus 13% of 55 to 64 year olds, 16% of 35 to 54 year olds, 9% of 25 to 34 year olds and 11% of 16 to 24 year olds)
- C2DE residents (22% versus 7% of ABC1 residents)
- those not in employment (21% versus 9% of those in employment)
- those living in the most deprived areas in the city (23% versus 2% of those living in the least deprived areas).

Online council services

All respondents were asked about their preferred method for contacting Glasgow City Council. Telephone contact emerged as the most popular method, mentioned by 60%, followed by email (16%) and in person contact (15%). Online and postal contact were mentioned by just 4% and 3% respectively. These findings are broadly in line with those recorded in the autumn 2010 wave of the survey.

Reflecting patterns of internet use reported above, the preference for email contact declined with age. The reverse was true with respect to the preference for telephone contact (table 4.3).

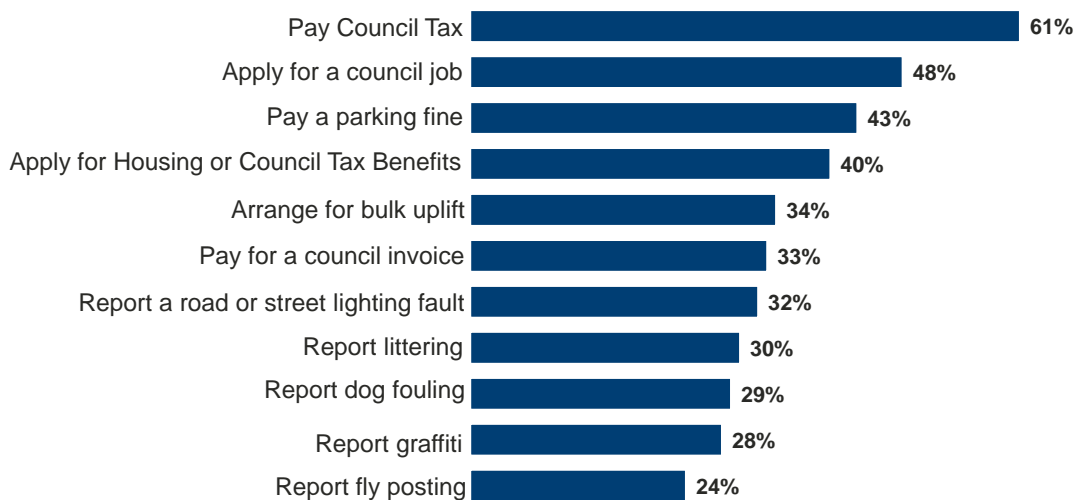
Table 4.3: Preference for telephone and email contact by age

| | Telephone contact | Email contact | Base |
|--------------------|-------------------|---------------|------|
| | % | % | |
| 16 to 24 year olds | 49 | 27 | 143 |
| 25 to 34 year olds | 63 | 15 | 187 |
| 35 to 54 year olds | 61 | 15 | 333 |
| 55 to 64 year olds | 55 | 16 | 107 |
| 65 years and older | 70 | 8 | 186 |

As shown in figure 4.4, awareness of the different services available on the Glasgow City Council website varied. Three in five (61%) were aware that they could pay Council Tax online, while almost half (48%) knew that they could apply for a council job. Slightly lower proportions knew that they could pay a parking fine (43%) and apply for housing and Council Tax benefits (40%). Lower levels of awareness were recording for the other online services shown in figure 7.3.

Figure 4.4: Awareness of online council services

Q. Which of these things, if any, are you aware that you can do on the Glasgow City Council website?



Base: All internet users (779)

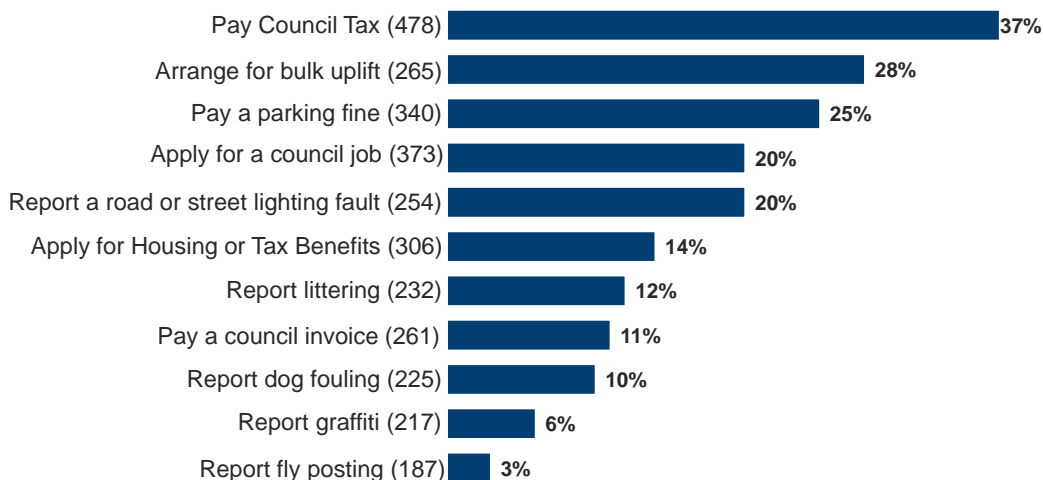
Source: Ipsos MORI

Awareness of online council services was lower among: 16 to 24 years olds (33% said that they were not aware of *any* of the online council services shown figure 4.4 versus 24% overall); C2DE residents (29% versus 19% of ABC1s); those not in employment (33% versus 17% of those in employment); and those living in the most deprived areas in the city (26% versus 15% of those living in the least deprived areas).

Only a minority of residents who knew about online services had actually used those services. As figure 4.5 shows, just 37% of those who knew that they could pay their Council Tax online had done so, while just 28% had arranged for bulk uplift, a quarter had paid a parking fine, 20% had applied for a council job and the same proportion had reported a road or street lighting fault. The figures for the remaining services were lower still.

Figure 4.5: Use of online council services

Q. And which, if any, of these things have you ever done on the Glasgow City Council website?



Base: All internet users who were aware of each online council services

Source: Ipsos MORI

Consistent with the subgroup variation in levels of awareness of online services, highlighted above, use of these services was lowest among:

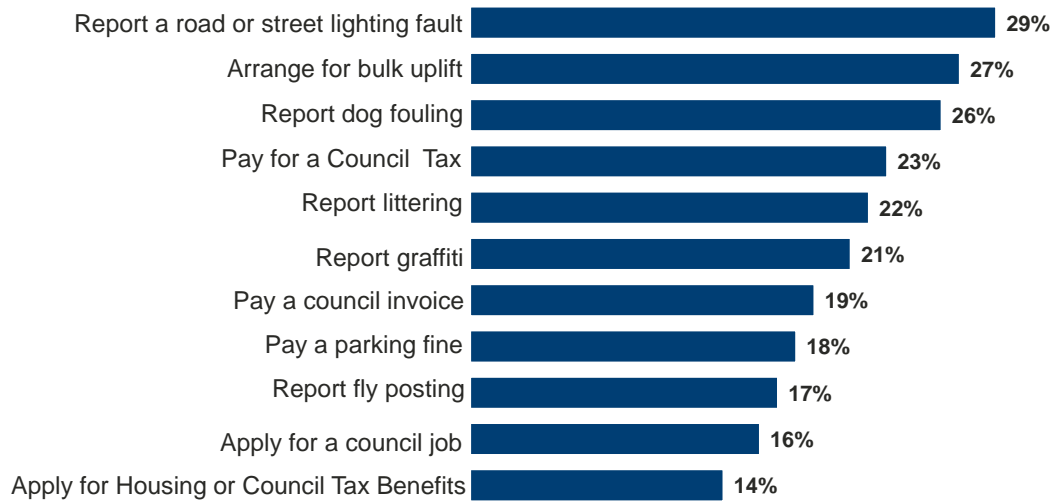
- 16 to 24 years old (57% said that they had not used *any* of the online services shown in figure 7.4, compared with 43% overall)
- C2DE residents (53% versus 35% of ABC1s)
- those not in employment (56% versus 35% of those in employment)
- those living in the most deprived areas in the city (47% versus 31% of those living in the least deprived areas).

All residents who used the internet were asked whether they would consider using Glasgow City Council's online services in future¹². Overall, around two-thirds (63%) were interested in using at least one of the services. The highest level of interest was in respect of the services for reporting road or street light faults (29%), arranging for bulk uplift (27%), reporting dog fouling (26%) and reporting litter (22%).

¹² The list of services shown to residents varied depending on past use – only services that participants had not used in past were shown.

Figure 4.6: Future use of online council services

Q. And which, if any, of the things shown on this screen would you consider doing on the Council website in future?



Base: All internet users (779)

Source: Ipsos MORI

5 Poverty, income inequalities and welfare reform

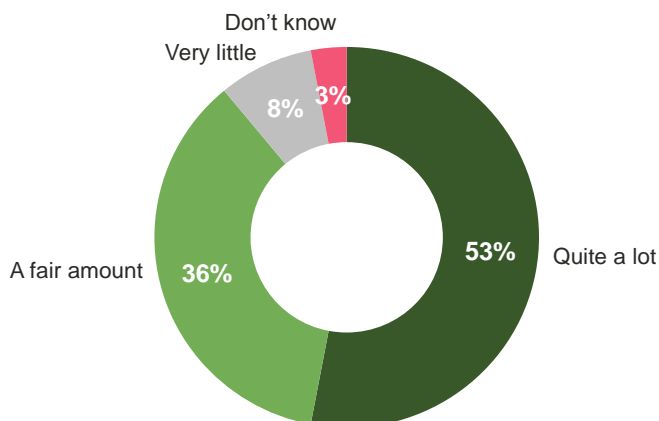
Level of Poverty

A number of questions were included to gauge respondent’s views and thoughts on the level of poverty in the city to inform Glasgow City Council’s ongoing work to tackle poverty in the city.

Asked how much poverty they thought existed in Glasgow today, around half (53%) of residents said “quite a lot” and a further 36% said “a fair amount”. Just eight percent said that there is “very little or no poverty” in Glasgow today (figure 5.1).

Figure 5.1: Perceived prevalence of poverty in Glasgow

Q. There are different views on how much poverty there is in Glasgow today. Taking your answer from this card, how much poverty do you think there is in Glasgow?



Base: All respondents (1,024)

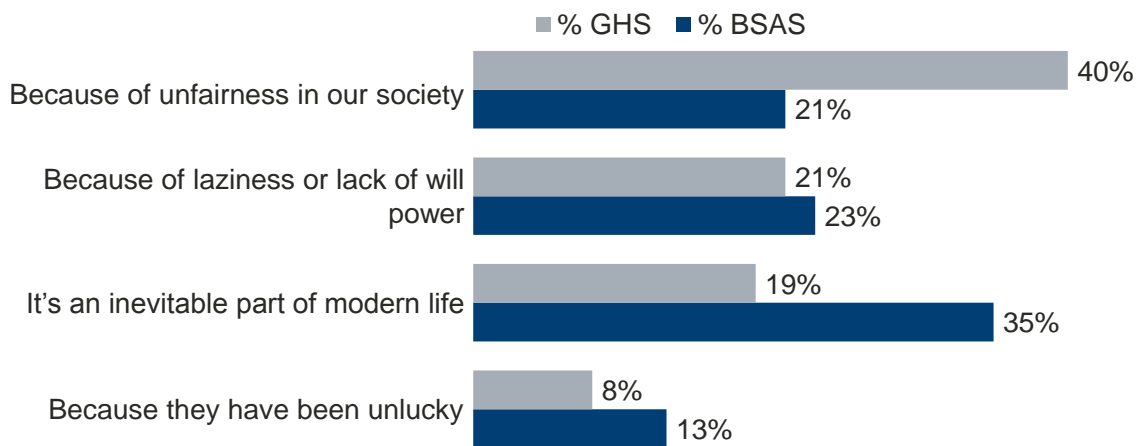
Source: Ipsos MORI

As might be expected, deprivation appears to have an effect on the perceived prevalence of poverty. Those living in the most deprived areas of the city were more likely than those living in the least deprived areas to say that there is quite a lot of poverty in Glasgow (58% versus 45% respectively).

When asked to identify from a list of options the main reason some people in Glasgow live in poverty, residents were fairly divided, forty 40% selected ‘because of unfairness in our society’, while 21% selected ‘because of laziness or lack of will power’. A similar proportion (19%) selected poverty ‘is an inevitable part of modern life’; 8% believed that some people live in poverty simply because ‘they have been unlucky’.

Figure 5.2: Perceived causes of poverty – GHS 2013 & BSAS 2010

Q. Of the reasons shown on this card, which would you say is the main reason why some people live in poverty?



Base: All asked (GHS:992; BSAS:3,297)

Source: Ipsos MORI

The proportion who felt that poverty was a result of unfairness in society is significantly higher than the comparable result from the 2010 British Social Attitudes Survey (BSAS) (40% versus 21% respectively)¹³, while the proportion agreeing that poverty was inevitable was lower (19% versus 35% respectively¹⁴).

Residents in the least deprived areas were more likely than those in the most deprived areas to say that poverty was a result of unfairness in society (49% versus 37% respectively).

Definitions of poverty

Reflecting ongoing debates over what constitutes poverty, the survey tested three different definitions of poverty that have previously been used in the BSAS.

As shown in table 5.1, 91% of residents agreed that someone was in poverty 'if they did not have enough to eat and live without getting into debt' (absolute poverty). Opinion was more divided in respect of the other two definitions: 60% agreed that someone was in poverty 'if they had enough to live, but not enough to buy other things they needed (minimum standards definition)', while a third 33% disagreed; and, whereas 41% agreed that 'someone was in poverty if they had enough to buy the things they really needed, but not enough to buy the things most people take for granted' (relative poverty), 50% disagree.

¹³ The BSAS question does not include a reference to a geographical area.

¹⁴ National Centre for Social Research (2013) *Public attitudes to poverty and welfare, 1983-2011: Analysis using British Social Attitudes data* [online] Available at: <http://www.natcen.ac.uk/media/1106142/poverty%20and%20welfare.pdf>

While the percentage of Glasgow residents agreeing with the definition of absolute poverty is broadly in line with those recorded in the 2010 BSAS, the proportion accepting the 'minimum standards' and 'relative poverty' definitions is higher¹⁵. In other words, Glaswegians perceived poverty in broader terms than British citizens as a whole.

Table 5.1: Conceptions of poverty – GHS 2013 & BSAS 2010

| | GHS 2013 | | BSAS 2010 | |
|--|----------|------|-----------|------|
| | % Yes | % No | %Yes | % No |
| Would you say someone was in poverty if... | | | | |
| ...they do not have enough to eat and live without getting into debt (absolute destitution definition) | 91 | 6 | 91 | 8 |
| ...they had enough to eat and live, but not enough to buy other things they needed (minimum standards definition) | 60 | 33 | 54 | 45 |
| ...they had enough to buy the things they really needed, but not enough to buy the things most people take for granted (relative poverty definition) | 41 | 50 | 21 | 77 |
| <i>Base:</i> | 1,024 | | 3,297 | |

Attitudes to income inequalities

All residents were presented with a list of statements on income inequalities and asked to what extent they agreed or disagreed with each. Overall, views were mixed. Three-quarters (75%) of residents agreed that large differences in people's incomes are inevitable whether we like them or not and over half (55%) agreed that large differences in people's incomes give people an incentive to work hard (figure 5.3). A similar proportion (53%) agreed that income inequalities are unfair.

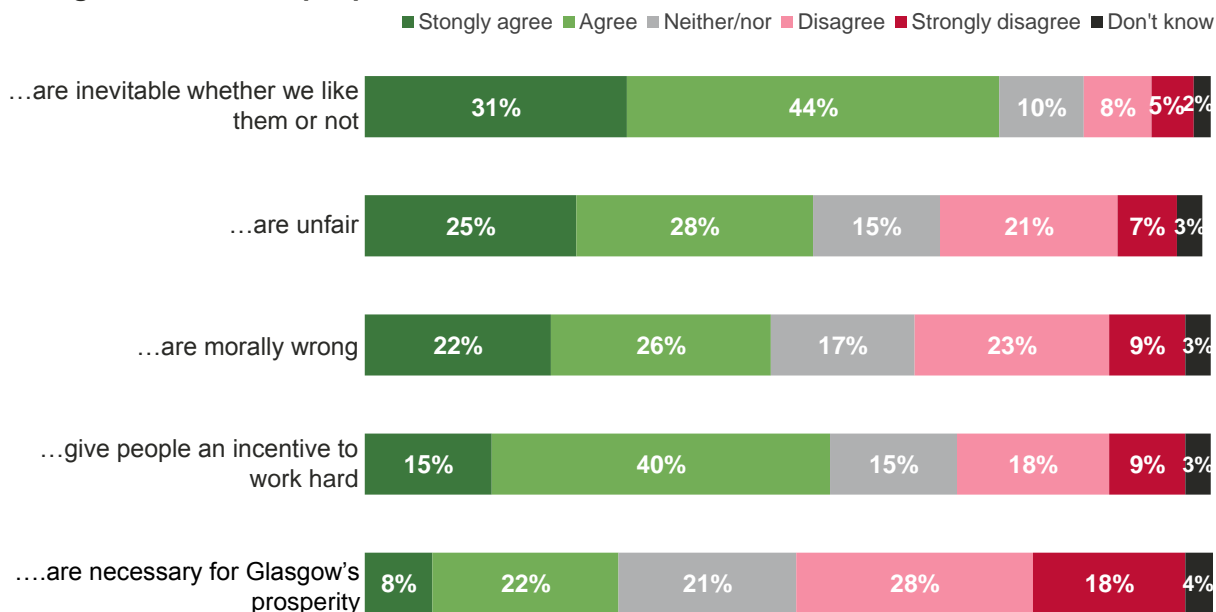
Opinion was more evenly divided on the statements, 'income inequalities are morally wrong' – 48% agreed while 32% disagreed – and 'income inequalities are necessary for Glasgow's prosperity' – 30% agreed while 46% disagreed.

¹⁵ National Centre for Social Research (2010) British Social Attitudes Survey 2010 [online] Available at: <www.natcen.ac.uk/media/778212/bsa28-questionnaire.pdf>

Figure 5.3: Attitudes to income inequalities

Q. To what extent to you agree or disagree with each of the following statements?

Large differences in people’s incomes...



Base: All respondents (1,024)

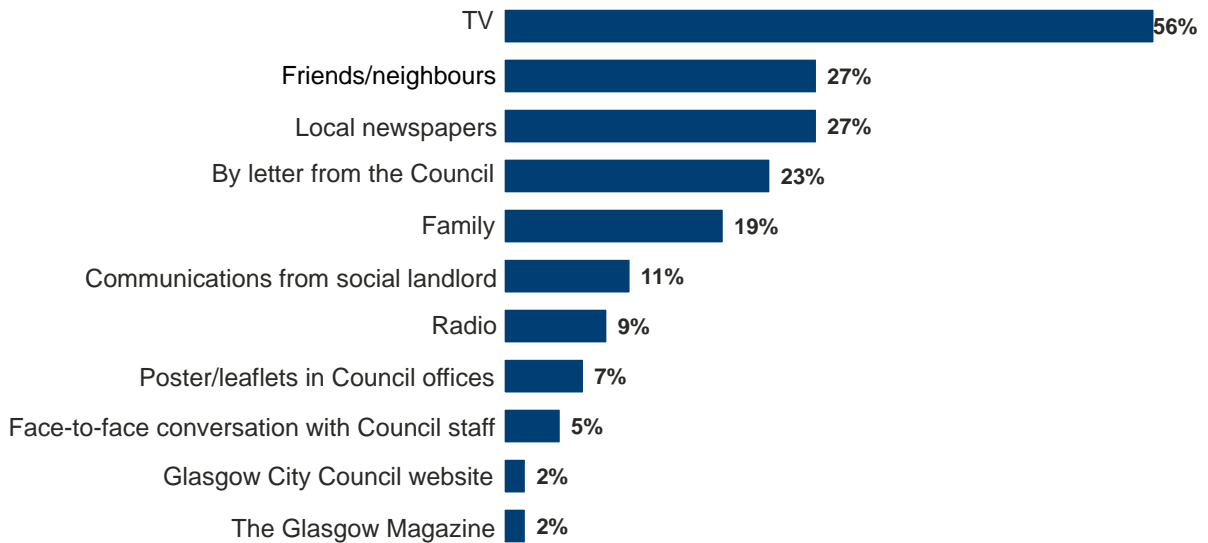
Source: Ipsos MORI

C2DE residents were more likely than ABC1s to agree that large differences in people’s incomes are necessary for Glasgow’s prosperity (34% versus 25% respectively). They were also more likely to say that income inequalities are unfair (57% versus 49%) and morally wrong (54% versus 41%).

Welfare reform

Around two-thirds (65%) of social tenants said that their household received Housing Benefit and, of this group, the vast majority (92%) had seen or heard something about the changes to the way Housing Benefit is being calculated from April 2013¹⁶. As figure 5.4 shows, television was the most common source of information about changes to Housing Benefit, mentioned by 56%, followed by friends and neighbours (27%), local newspapers (27%), letters from the Council (23%), family (19%) and communication from social landlords 11%). Other sources of information were mentioned by fewer than one in ten of those concerned (figure 5.4).

¹⁶ From April 2013, the spare room subsidy was removed from Housing Benefit for working age people renting from a local authority or social landlord.

Figure 5.4: Sources of information about changes to Housing Benefit*Where have you seen or heard information about changes to housing benefits?*

Base: All aware of changes to housing benefits (233)

Source: Ipsos MORI

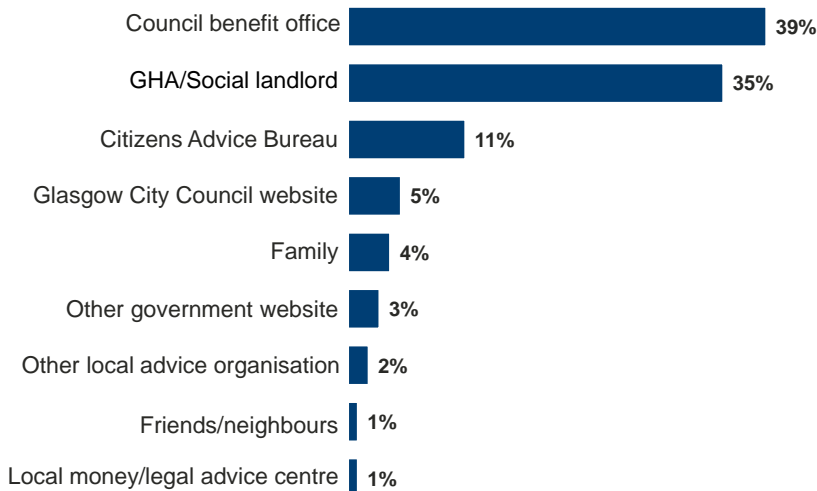
Asked whether they thought the change will affect their benefit, two thirds of residents said it will not, while 19% said that their benefit will be reduced and 1% said it will be increased. A further 14% did not know how the changes will affect them.

Reflecting the fact that the change will only affect social tenants of working age, residents in retirement were more likely than younger people not in employment to say that they will not be affected by the changes (79% versus 60%).

All social tenants in receipt of Housing Benefit were asked about the sources of information they would turn to if they needed more information or advice on changes to this benefit. The Council's benefits office and social landlords emerged as the top two responses, mentioned by 39% and 35% respectively, followed by Citizens Advice, mentioned by a third as many (11%). Other sources were mentioned by 5% of fewer residents.

Figure 5.5: Future sources of information about changes to Housing Benefits

Q. If you needed more information or advice about these changes to housing benefits, where would you go for such information?



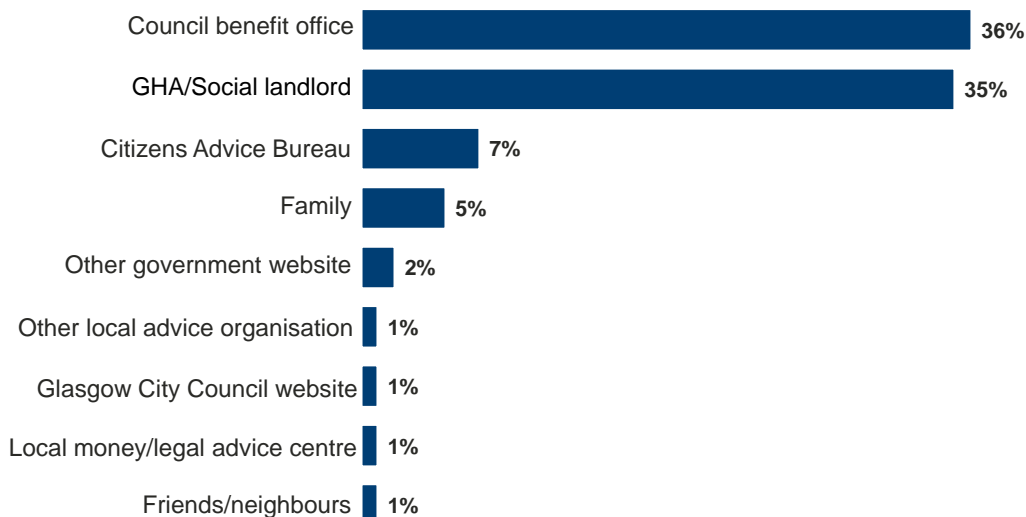
Base: All who receive housing benefits (253)

Source: Ipsos MORI

A question was also included on sources of support residents would turn to for help with meeting rent payments. This question was put to all social tenants, regardless of whether or not they received Housing Benefits. The findings were very much in line with those reported in figure 5.5, with the Council’s benefits office and social landlords again emerging as the top two responses (mentioned by 36% and 35% respectively), followed by Citizens Advice (7%).

Figure 5.6: Sources of support and advice for meeting rent payments

And if you required any support to pay your rent, where would you go for this?



Base: Base: All social tenants (385)

Source: Ipsos MORI

6 Physical activity

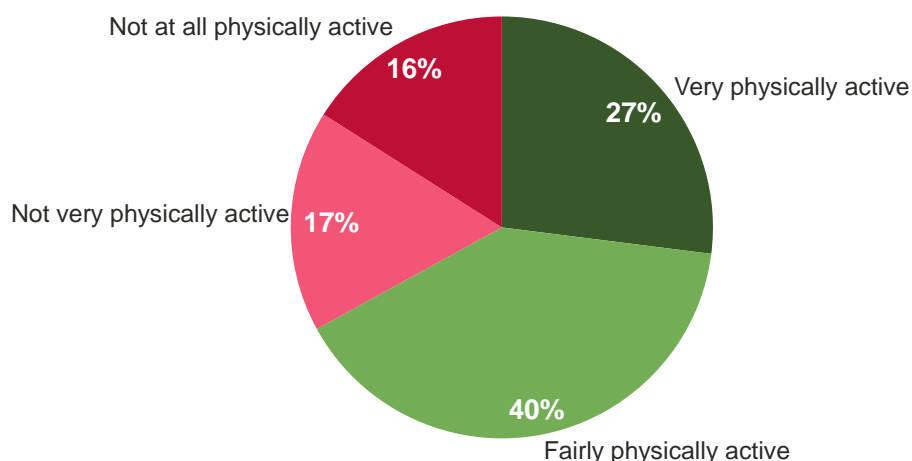
Physical activity at work

As figure 6.1 below illustrates, 40% of residents currently in employment stated that they were *fairly* physically active in their job, while 27% stated that they were *very* physically active. A total of 33%, meanwhile, stated that they were *not very* (17%) or *not at all* physically active (16%).

C2DE residents were significantly more likely than ABC1s to say that their employment kept them active (81% versus 57%).

Figure 6.1 Level of physical activity at work

Q. Thinking about your job, in general would you say that you are...?



Base: All in employment (455)

Source: Ipsos MORI

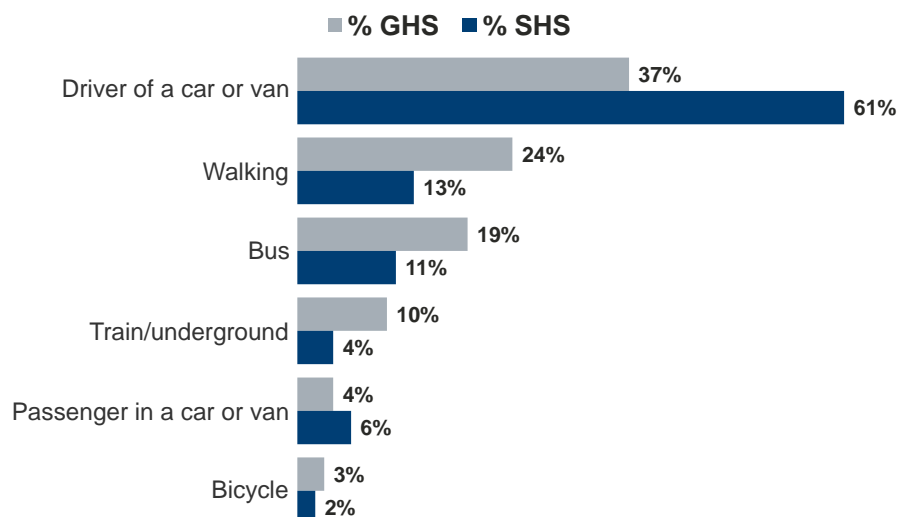
Travel to work

Among those in employment or education, the mode of transport most commonly used to get to work or a place of study was by car or van – 37% cited this as their primary mode, with the figure rising to 50% in the North East Sector Community Partnership Area (compared to 38% in the South and 27% in the North West Sector Community Partnership Areas). Active forms of travel were much less common, with just under a quarter (24%) saying they walked to work and 3% saying they cycled (see figure 6.2 below).

As figure 6.2 below illustrates, these findings contrast quite significantly with comparable national data from the SHS¹⁷. Glasgow residents were far less likely to travel by car or van, and more likely to walk, take the bus and travel by train or underground than Scots generally.

Figure 6.2 Mode of transport to work/place of study

Q. How do you usually travel to work/where you study?



Base: All in employment or education (543)

Source: Ipsos MORI

Men were significantly more likely than women to travel to work by car/van (41% versus 32%), while women were significantly more likely to travel by bus (23% versus 15% of men).

Those aged 25 to 64 were most likely to say they usually travelled to work or their place of study by car or van, whereas 16 to 24 year olds were more likely than average to travel on foot (38% versus 24% overall) or by bus (28% versus 19% overall). Residents of the North West were also particularly likely to walk to work or their place of study (34%).

Around three in five (59%) residents said that they regularly used alternative modes of transport to travel to their work or place of study. ABC1 residents were significantly more likely than C2DEs to say this (63% versus 52%) and were nearly twice as likely to say they occasionally used the train or underground (11% versus 5% C2DEs). These findings again contrast quite markedly with the comparable national SHS data¹: in 2009/10, around a quarter of SHS respondents regularly used alternative modes of transport to get to work; a smaller proportion than in Glasgow.

Glasgow residents with a car in the household were less likely to use an alternative method of travel, with 55% citing another method compared with 66% of residents without a car.

¹⁷ Scottish Government (2011) *Scotland's People Annual Report: Results from the 2011 Scottish Household Survey* [online] Available at: <<http://www.scotland.gov.uk/Publications/2012/08/5277/9>>

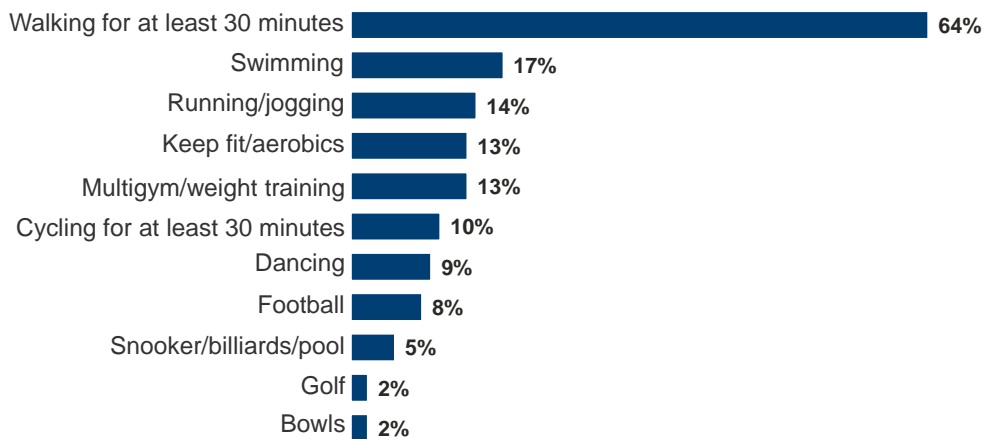
Participation in sports

A number of questions were asked to investigate respondents' participation in sport and physical activity in the last four weeks. The results are shown in figure 6.3 below.

Three-quarters (77%) had participated in at least one activity in the last four weeks and this is in line with the comparable SHS data, which reports 75% of adults participating in any sport over the same timescale. By far the most prevalent activity was walking for at least 30 minutes (for recreational purposes). More than three in five (64%) said they had walked for 30 minutes in the last four weeks compared with fewer than one-in-five undertaking any other individual activity: 17% of residents said they had been swimming, 14% had been running or jogging, and 13% had participated in keep fit/aerobics or been to the gym/done weight training. These figures are also in line with most recent SHS data¹⁸.

Figure 6.3: Participation in sports activities – top mentions

Q. In the last four weeks, have you done any of the following activities?



Base: All respondents (1,024)

Source: Ipsos MORI

For most of the activities listed, participation was higher among ABC1 residents than among C2DEs. Most notably, ABC1s were more likely to have walked for recreational purposes (75% versus 55% of C2DEs), been swimming (21% versus 13%), been cycling (15% versus 6%), been running/jogging (21% versus 9%) and participated in dance (14% versus 6%). They were also more likely to have done a greater number of activities, with more than one in five (22%) saying they had done 3-4 activities (compared with 4% of C2DEs).

¹⁸ Scottish Government (2011) *Scotland's People Annual Report: Results from the 2011 Scottish Household Survey* [online] Available at: <<http://www.scotland.gov.uk/Publications/2012/08/5277/9>>

Men were generally more likely to say they had participated in the activities than women, with the exception of keep fit/aerobics and dancing; women were more likely to say they had done these activities the last four weeks (16% and 12% respectively).

Table 6.1 below shows the breakdown in participation by age and gender. For a number of activities, participation in the last four weeks broadly decreased with age, although in the majority of cases, the peak age range was 25 to 34.

Table 6.1: Participation in sport by age and gender

| | Total | Male | Female | 16-24 | 25-34 | 35-54 | 55-64 | 65+ |
|--|--------------|------------|------------|------------|------------|------------|------------|------------|
| | % | % | % | % | % | % | % | % |
| Walking (at least 30 mins for recreation) | 64 | 61 | 66 | 58 | 77 | 64 | 62 | 47 |
| Swimming | 17 | 16 | 17 | 17 | 23 | 18 | 14 | 9 |
| Running/jogging | 14 | 16 | 13 | 22 | 28 | 10 | 7 | 1 |
| Keep fit/Aerobics | 13 | 10 | 16 | 13 | 22 | 12 | 8 | 6 |
| Multigym/Weight training | 13 | 18 | 8 | 22 | 23 | 8 | 11 | 2 |
| Cycling (at least 30 mins for recreation, health, training or competition) | 10 | 14 | 6 | 10 | 14 | 12 | 9 | 2 |
| Dancing | 9 | 6 | 12 | 15 | 16 | 6 | 8 | 5 |
| Football | 8 | 16 | 2 | 23 | 11 | 7 | – | 1 |
| Snooker/Billiards/Pool | 5 | 9 | 2 | 16 | 5 | 4 | – | 1 |
| Golf | 2 | 4 | 1 | 5 | 2 | 2 | 4 | 1 |
| Bowls | 2 | 4 | 1 | 1 | 2 | 2 | 1 | 4 |
| | | | | | | | | |
| 1-2 activities | 76 | 72 | 80 | 64 | 62 | 80 | 85 | 95 |
| 3-4 activities | 17 | 21 | 14 | 26 | 26 | 14 | 11 | 5 |
| 5 or more activities | 7 | 7 | 6 | 10 | 12 | 6 | 4 | – |
| <i>Base</i> | <i>1,024</i> | <i>496</i> | <i>528</i> | <i>143</i> | <i>187</i> | <i>333</i> | <i>107</i> | <i>186</i> |

Almost a quarter of residents (23%) said that they had done no sport, with this figure rising to 31% among C2DEs, 32% among those living in the most deprived areas, 47% among those aged 65 and over, and 51% among those with a disability.

Frequency of participation in sports

Those who participated in sports activities were asked on how many days they had undertaken at least one activity over the preceding four weeks. This enabled an average to be calculated from the answers provided, which is shown in the last row of table 6.2 below. On average, residents had undertaken sporting activity on 14.58 days in the last four weeks, which equates to a frequency of around three and a half days per week. Again, this is in line with SHS data, where respondents were found to have participated in 14.1 days of activity.

Table 6.2: Frequency of participating in sport in the last 4 weeks by age and gender

| | Total | Male | Female | 16-24 | 25-34 | 35-54 | 55-64 | 65+ |
|-------------------------------|--------------|--------------|---------------|--------------|--------------|--------------|--------------|--------------|
| | % | % | % | % | % | % | % | % |
| Fewer than 4 days | 14 | 15 | 13 | 15 | 14 | 15 | 14 | 10 |
| 4-7 days | 17 | 21 | 14 | 25 | 14 | 17 | 15 | 17 |
| 8-11 days | 13 | 13 | 13 | 17 | 11 | 11 | 7 | 18 |
| 12-15 days | 13 | 13 | 12 | 15 | 15 | 10 | 16 | 10 |
| 16 days or more | 42 | 38 | 46 | 28 | 44 | 47 | 48 | 44 |
| Average number of days | 14.58 | 13.58 | 15.57 | 11.76 | 15.23 | 15.35 | 15.51 | 15.52 |

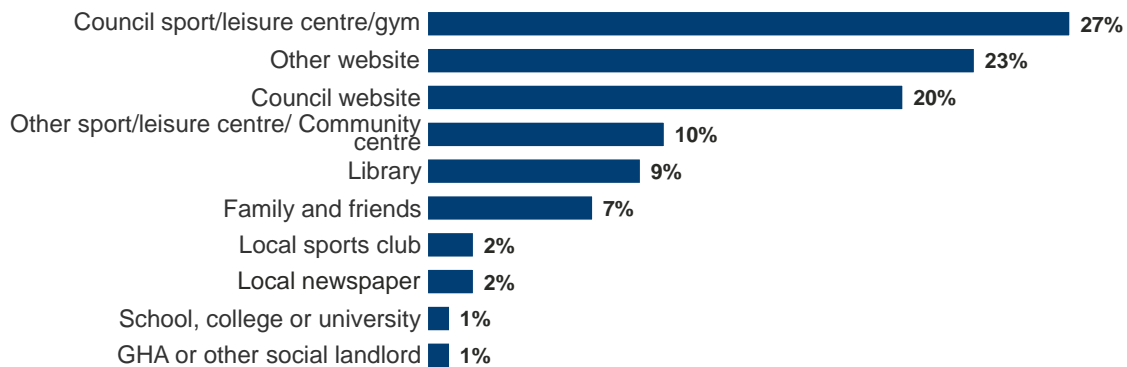
As table 6.2 shows, there was some variation in frequency of participation by gender and age: women participated on an average of 15.57 days, compared with 13.58 days for men, and people over the age of 25 competed on an average of between 15.23 and 15.52 days, compared with 11.76 days for people aged 16 to 24.

Information provision on locally available sports activities

The survey found that if residents needed information on sport and other physical activities available in their local area, they would be most inclined to contact their council gym/leisure centre (27%), or consult the Council website (20%) or another website (23%). Roughly half as many would contact a non-council sports or leisure centre, community centre (10%) or library (9%).

Figure 6.4: Information on sport and physical activities

Q. If you needed information on sport and other physical activities available in your local area, where would you go for this information?



Base: All respondents (1,024)

Source: Ipsos MORI

There were a few notable differences by sub-group: those aged 16 to 24 were more likely than other age groups to say they would contact a non-council sport or leisure centre (15% versus 10% overall), while residents aged 65 and over were more likely to say they would contact their library (18% versus 9% overall). Older residents, however, were also more likely to say that they would not look for this type of information (20% versus 7% overall).

Following major sporting events

Residents were shown a list of major sporting events which took place in 2012 and asked whether their household had followed any of these or other similar, either by watching coverage on television or the internet; listening to coverage on radio or the internet; or reading about events in newspapers or on the internet. The events listed included: the London Olympic and Paralympic Games; UEFA European Football Championships (Euro 2012); Tour de France; Six Nations Rugby Championships; and Wimbledon Tennis Championships.

Residents were most likely to have watched coverage on TV or the internet (78%), while nearly two thirds said they had read about events in the newspaper or on the internet (63%), and just over a third (36%) had listened to coverage on the radio or internet.

Men were more likely than women to have followed sporting events: 85% had watched coverage on the TV or internet (compared with 72% of women); 71% had read about events (compared with 56% of women); and two in five (40%) had listened to coverage on the radio or internet (compared with 33% of women). There was also variation by social grade, with ABC1 residents more likely than C2DEs to have followed events: 83% had tuned into TV or internet coverage (compared with 75% of C2DEs); 72% had read about events in the

newspaper or internet (compared with 56% of C2DEs); and 46% had listened to the radio or internet (compared with 28% of C2DEs).

The impact of sporting events in 2012

Of all those who said they had followed a major sporting event in 2012, three in ten (29%) said that either they (19%) or another household member (10%) had been motivated to do more sport or physical activity as a result. Men were more likely than women to say that they had personally been motivated to do more (22% versus 16%), while women were more likely than men to say that *another* household member had been encouraged to do more (13% versus 8%).

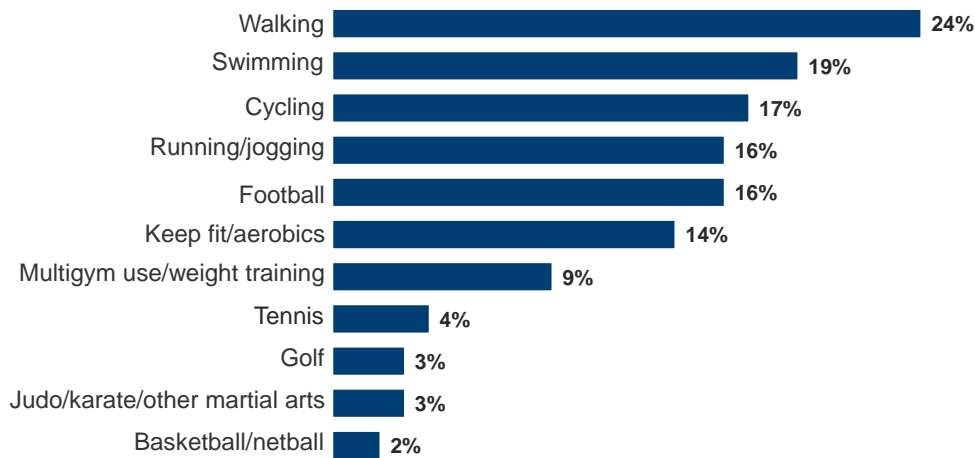
Younger residents aged 16 to 24 and 25 to 34 were on average more likely to say that they had personally been inspired to do more physical activity (30% and 27% respectively compared with 16% of those aged 35 to 54, 8% of those aged 55 to 64 and 3% of those aged 65 and over).

Similarly, ABC1s were more likely than C2DEs to say that they had personally been motivated to do more (23% versus 16%), or indicate that someone else in their household had been encouraged to do so (13% versus 8%).

Those who said that they or someone else in their household had done more sport or physical activity as a result of following events in 2012 were asked what the specific sport or activity was. Around one in four (24%) said walking, while around one in five said swimming (19%), cycling (17%), running/jogging (16%) or football (16%). Keep fit/aerobics was the only other activity mentioned by more than one in ten of those concerned. Small base preclude sub-group analysis of these findings.

Figure 6.5 Participation in sport & physical activity as a result of following events – top responses

Q. Which sport or physical activity have you done more of?



Base: All households which have done more sport (242)

Source: Ipsos MORI

Participation in gardening & DIY

Residents were asked whether they had undertaken various gardening or DIY tasks in the past four weeks, including activities such as decorating, minor household repairs and car washing. Almost half (45%) said they had undertaken at least one of the tasks listed.

Some residents were more likely than others to have done gardening or DIY, including: residents with children (53% compared with 41% of those without children); ABC1s (54% compared with 37% of C2DEs); those living in the least deprived areas (62% compared with 38% in the most deprived areas).

The average number of days that residents said that they had done gardening or DIY work was 5.4. Residents aged 65 and over had a higher than average score (7.51).

Appendix A: Topline results

- Results are based on a survey of 1,024 Glasgow residents.
- Interviews were conducted face-to-face, in home between 22 March and 2 June 2013
- Data are *weighted*
- An asterisk (*) indicates a percentage of less than 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 (1,024) unless otherwise stated.

USE AND SATISFACTION WITH SERVICES

I'd like to begin by asking you some questions about local services.

ASK ALL

Q1 SHOWCARD A **Overall, how satisfied or dissatisfied would you say you are with the services provided by Glasgow City Council and its partners?**
SINGLE CODE.

| | % |
|---------------------------------------|----|
| Very satisfied | 15 |
| Fairly satisfied | 56 |
| Neither satisfied nor dissatisfied | 13 |
| Fairly dissatisfied | 8 |
| Very dissatisfied | 6 |
| Don't know | 2 |

Q2 SHOWCARD B **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

IF NECESSARY: **Recycling centres:** The Council operates four recycling centres for residents to dispose their general household waste or bulky items free of charge. This includes items such as books, clothes, electrical appliances and rubble. The recycling centres are located in Dawsholm, Easter Queenslie, Polmadie & Shieldhall.

| | % |
|------------------------------|----|
| A Nursery schools | 10 |
| B Primary schools | 17 |
| C Secondary schools | 13 |
| D Parks | 59 |
| E Children's play parks | 24 |
| F Museums and galleries | 44 |
| G Sports and leisure centres | 40 |
| H Libraries | 46 |
| I Social work services | 7 |
| J Local community centres | 11 |
| K Home help service | 4 |
| L Recycling centres | 35 |
| None of these | 10 |
| Don't know | * |

ONLY SHOW CODES A-L IF RESPONDENT HAS USED THESE SERVICES AT Q2 (CODES 1-12)

Q3 SHOWCARD C 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/nor | Fairly dissatisfied | Very dissatisfied | Don't know/Not applicable |
|---|--------------------------------|----------------|------------------|-------------|---------------------|-------------------|---------------------------|
| | | % | % | % | % | % | % |
| | <i>Base: All service users</i> | | | | | | |
| a | Nursery schools (96) | 55 | 29 | 6 | 4 | 1 | 4 |
| b | Primary schools (166) | 56 | 34 | 3 | 4 | 2 | 1 |
| c | Secondary schools (128) | 55 | 35 | 1 | 7 | - | 2 |
| d | Children's play parks (244) | 26 | 41 | 6 | 16 | 10 | 1 |
| e | Social work services (75) | 30 | 35 | 13 | 7 | 11 | 4 |
| f | Local community centres (111) | 19 | 48 | 14 | 10 | 3 | 5 |
| g | Home help service (39) | 48 | 21 | 11 | 5 | 8 | 8 |
| h | Parks (598) | 41 | 43 | 4 | 9 | 4 | * |
| i | Museums and galleries (444) | 72 | 22 | 4 | 1 | * | * |
| j | Sports & leisure centres (404) | 44 | 41 | 8 | 3 | 2 | 1 |
| k | Libraries (468) | 54 | 39 | 4 | 3 | * | * |
| l | Recycling centres (358) | 39 | 44 | 7 | 4 | 2 | 3 |
| | <i>Base: All</i> | | | | | | |
| m | Recycling collection | 28 | 43 | 10 | 7 | 5 | 6 |
| n | Road maintenance | 6 | 13 | 10 | 20 | 49 | 2 |
| o | Refuse collection | 33 | 46 | 7 | 9 | 5 | 1 |
| p | Street lighting | 31 | 51 | 6 | 7 | 4 | 1 |
| q | Street cleaning | 18 | 44 | 11 | 16 | 11 | 1 |
| r | Pavement maintenance | 9 | 33 | 11 | 23 | 23 | * |

MUSEUMS

Q4 SHOWCARD D You said that you or other household members have used museums and galleries in the last year or so. Thinking about the last time you visited a museum or gallery, who did you go with? Please just read out the letters that apply.

Base: All households who have used museums (444)

| | % |
|---|----|
| A With other adults (aged 16 and over) from Glasgow | 53 |
| B With children (aged under 16) from Glasgow | 38 |
| C With other adults or children from outside of Glasgow | 14 |
| D As part of an organised group such as a school or community group | 4 |
| E No one – I went on my own | 11 |
| Other (PLEASE SPECIFY) | 1 |
| Have not personally visited museum/gallery | 1 |
| Don't know | 1 |

Q5 SHOWCARD E **Taking your answer from this card, what was the main reason for your visit?** SINGLE CODE ONLY

Base: All respondents who have used museums (440)

| | % |
|--|----|
| A To have a day out or pass the time | 42 |
| B Because the museum or gallery is one of the main attractions in the city | 9 |
| C To learn something new | 7 |
| D To encourage others (e.g. children) to learn something new | 13 |
| E To pursue a hobby or interest | 4 |
| F For reasons to do with my job or profession | 1 |
| G To look at a specific display or exhibition | 12 |
| H To reflect on the past | 2 |
| I To experience beauty or awe-inspiring things | 2 |
| J To stimulate my own creativity | 4 |
| K To have some peaceful time | 2 |
| None of these | 1 |
| Don't know | * |

OPEN SPACES

ASK ALL

The next few questions are about informal open spaces in your local area, for example a wood, canal path, riverside, informal kick-about area or a community garden. Please note that it DOES NOT INCLUDE formal areas such as a park or a children's play park.

Q6 **Is there an open space in your local area? By local area we mean the area within 10 to 15 minutes walk from here.**

SINGLE CODE

| | % |
|------------|----|
| Yes | 77 |
| No | 20 |
| Don't know | 2 |

ASK ALL WHO HAVE OPEN SPACE IN THEIR LOCAL AREA AT Q6 (CODE 1) OTHERS GO TO Q9A

Q7 SHOWCARD F **Do you use your local open space for any of the things shown on this card? IF YES: Please read out the letters that apply to you.** MULTICODE

Base: All who live near an open space (790)

| | % |
|--|----|
| A Dog walking | 18 |
| B Walking for recreational purposes | 47 |
| C Cycling for recreational purposes | 9 |
| D To take part in sport, games or other physical activity eg jogging/running | 15 |
| E On route to work, school or college | 10 |
| F On route to local shops and other amenities | 19 |
| G On route to visit friends | 14 |
| H I use the open space in another way WRITE IN | 3 |
| Do not use the open space | 23 |
| Don't know | * |

ASK ALL WHO DO NOT USE OPEN SPACE IN THEIR LOCAL AREA AT Q7 (CODE 8) OTHERS GO TO Q9A

Q8 **What are your main reasons for not using your local open space?**

Base: All who do not use open spaces in their local area (184)

| | % |
|---|----|
| Do not feel safe | 8 |
| It is poorly lit | 2 |
| People drink there/anti-social behaviour/youths hanging around | 8 |
| It is not convenient/not on my way to work/shops/school/other amenities | 2 |
| Too far away | 5 |
| Flytipping/rubbish is dumped there | 3 |
| Problem with dog fouling | 9 |
| Poorly maintained | 8 |
| Has pest problem eg foxes, mice, rats | 1 |
| Nothing to do/nothing for children to do there | 4 |
| Have health problems which affect my mobility | 28 |
| Do not have time | 13 |
| Not interested | 24 |
| Other PLEASE SPECIFY | 2 |
| Don't know | 2 |

CHILDRENS PLAY PARKS & OUTDOOR SPORTS AREAS

Moving on slightly...

ASK ALL

Q9A **Can I just check whether there are any children under 16 in your households?**

WRITE IN NUMBER OF CHILDREN IN THE HOUSEHOLD (UNDER 16)

| | |
|----|-----|
| 0 | 71% |
| 1 | 15% |
| 2 | 10% |
| 3 | 3% |
| 4 | 1% |
| 5+ | * |

ASK ALL WHO HAVE AT LEAST ONE CHILD IN HOUSEHOLD AT Q9A (CODE AT LEAST 1)
OTHERS GO TO Q12A

Q9B WRITE IN AGE AT LAST BIRTHDAY FOR EACH CHILD

CAP I SCREEN TO SHOW NUMBER OF CHILDREN BASED ON RESPONSES AT QF

Base: All households with children under 16 (285)

| | |
|-------------|-----|
| 0-2 | 12% |
| 3-4 | 11% |
| 5-6 | 9% |
| 7-8 | 10% |
| 9-10 | 13% |
| 11-12 | 11% |
| 13-14 | 17% |
| 15 and over | 10% |
| Refused | 5% |

Q10 **Is there a children's play park or a designated children's sports area, for example a football pitch or basketball court, in your local area? Again, by local area we mean the area within 10 to 15 minutes walk from here.**
SINGLE CODE

Base: All households with children under 16 (285)

| | % |
|------------|----|
| Yes | 81 |
| No | 17 |
| Don't know | 2 |

ASK ALL WHO SAY THAT THERE IS A LOCAL PLAY PARK OR OUTDOOR SPORTS AREA AT Q10 (CODE 1) OTHERS GO TO Q12A

Q11 **What, if anything, could be done to improve children's play parks or designated children's sports areas in your local area?**
MULTICODE

Base: All households with children under 16 and live near a play are (232)

| | % |
|---|----|
| Improve cleanliness of play parks eg removing litter, graffiti, dog fouling | 37 |
| Improve security in parks eg fences, entry gates, wardens to stop teenagers/other adults from hanging around | 20 |
| Make play areas safer to protect children from physical harm eg soft surfaces, structures that are not too high | 10 |
| Maintain/fix existing play equipment | 18 |
| Provide more of the existing types of play equipment eg slides, swings, seesaws | 20 |
| Provide more play areas/equipment for toddlers specifically | 15 |
| Provide more facilities for sports eg outdoor gym, tennis courts, football pitches, basketball courts | 10 |
| Provide new types of play equipment e.g. climbing walls, obstacle courses | 17 |
| Upgrade of existing equipment | 16 |
| Build more play parks in local area | 13 |
| Better/more toilet facilities | 11 |
| More signs to stop people from smoking | 5 |
| More signs to stop dog fouling/littering | 12 |
| More signs to stop people from vandalism/graffiti | 9 |
| More signs to inform people how they can report a fault | 5 |
| Other PLEASE SPECIFY | 3 |
| No improvement necessary | 18 |
| Don't know | 6 |

MEDIA COVERAGE

ASK ALL

The next few questions focus on your views of Glasgow City Council.

Q12a **Do you believe the information you read about Glasgow City Council in newspapers is:** READ OUT. SINGLE CODE

Q12b **Do you believe the information you hear about Glasgow City Council on television and radio is:** READ OUT. SINGLE CODE

| | a | b |
|-----------------|----|----|
| | % | % |
| Positive | 16 | 18 |
| Negative | 23 | 24 |
| Neutral | 39 | 39 |
| Don't know | 23 | 19 |

| |
|---------------------------|
| COUNCIL REPUTATION |
|---------------------------|

Q13 SHOWCARD G 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. RANDOMISE ORDER. READ OUT STATEMENTS

| | 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 | 9 | 35 | 20 | 18 | 13 | 5 |
| b) The Council rarely takes local residents' views into account when making decisions that affect them | 20 | 28 | 17 | 22 | 5 | 8 |
| c) The Council is too remote and impersonal | 14 | 32 | 21 | 22 | 5 | 7 |
| d) The Council has an important impact on the quality of local life in Glasgow | 28 | 45 | 12 | 9 | 3 | 3 |
| e) I trust Glasgow City Council | 10 | 35 | 21 | 17 | 15 | 2 |

| |
|--|
| PREFERRED METHOD FOR CONTACTING THE COUNCIL |
|--|

On a different subject..

Q14 SHOWCARD H If you needed to contact Glasgow City Council, which of these methods would you prefer to use? SINGLE CODE

| | |
|--|----|
| | % |
| A In person | 15 |
| B In writing – postal letter | 3 |
| C In writing - email | 16 |
| D By filling out a contact form on the Council website | 4 |
| E By telephone | 60 |
| Wouldn't contact the Council | 2 |
| Don't know | * |

| |
|------------------------|
| INTERNET ACCESS |
|------------------------|

Q15 SHOWCARD I Which of these types of internet connections on this card, if any, does your household have? Please just read out the letters that apply. MULTICODE OK

| | |
|--|----|
| | % |
| A A broadband internet connection like BT broadband, Virgin or Sky | 72 |
| B A dial-up internet connection through a phone line | 1 |
| C A USB dongle internet connection or through a mobile phone/smartphone/tablet | 11 |
| Other | 1 |
| None of these | 22 |
| Don't know | * |

Q16 **Do you use the internet at all these days, either for your work or for your own personal use? SINGLE CODE**

| | % |
|----------------------------|----|
| No, never use the internet | 22 |
| Work only | 1 |
| Personal use only | 46 |
| Both work and personal use | 31 |
| Don't know | * |

ASK ALL WHO DO NOT USE THE INTERNET AT Q16 (CODE 1) OTHERS GO TO Q21

Q17 **SHOWCARD J Here are some reasons why people might not use the internet. Which of these reasons, if any apply to you? MULTICODE OK**

Base: All who do not use the internet (240)

| | % |
|--|----|
| A I don't like using the internet or computers | 36 |
| B I don't need to use the internet or computers | 22 |
| C I can't afford a computer | 10 |
| D Internet connection would be too expensive | 4 |
| E It would be too difficult to learn how to use the internet | 13 |
| F There's nothing of interest to me on the internet | 13 |
| G I don't know how to use a computer or the internet | 22 |
| H I prefer to do things in person rather than use computers | 10 |
| I I have a disability or illness that prevents me | 5 |
| J I am concerned about privacy e.g. keeping credit card or personal details safe | 4 |
| K I am worried about unsuitable or inappropriate material on the internet | 2 |
| L Other reason PLEASE SPECIFY | 4 |
| Don't know | 3 |

Q18 **If you needed information about how to get on the internet, where might you go for such information? MULTICODE OK**

Base: All who do not use the internet (240)

| | % |
|---|----|
| Friends or family | 70 |
| School, college or university | * |
| Library/Real Learning Centres | 10 |
| Local regeneration agency | - |
| Job centre plus | - |
| Glasgow Housing Association/other social landlord | 1 |
| Other WRITE IN | 7 |
| Don't know | 14 |

Q19 **Would you like to use the internet one day, or not? SINGLE CODE**

Base: All who do not use the internet (240)

| | % |
|------------|----|
| Yes | 26 |
| No | 69 |
| Don't know | 5 |

ASK ALL WHO WOULD LIKE TO USE THE INTERNET ONE DAY AT Q19 (CODE 1) OTHERS GO TO Q27

Q20 SHOWCARD K **Here's a list of things that might help people with starting to use the internet. Which 2 or 3 of these, if any, would you find most helpful?** CODE 3 MAX

Base: All who would like to use the internet one day (61)

| | % |
|---|----|
| A Training on how to use a computer | 62 |
| B Training on how to use the internet | 47 |
| C Information on organisations which offer training on how to use the computers or the internet | 27 |
| D Information on how to get the internet at my home or mobile phone | 8 |
| E Information on where to get a computer at low cost | 14 |
| F Information on low-cost internet access | 14 |
| G Information on viruses, internet security, SPAM or identity theft | 2 |
| H Other type of information or support WRITE IN | 3 |
| Don't know | 12 |

ASK ALL WHO ACCESS INTERNET FOR PERSONAL USE AT Q16 (CODES 3 OR 4) OTHERS FOR TO Q22

Q21 SHOWCARD L **Where do you access the internet for your own personal use?** MULTICODE.

Base: All who use the internet for personal use (769)

| | % |
|--|----|
| A At home | 94 |
| B At another person's home | 8 |
| C At work | 20 |
| D School, college, university or other educational institution | 11 |
| E A government or council office | 1 |
| F Community or voluntary centre/organisation | * |
| G Internet café or shop | 4 |
| H On the move via a mobile phone, smartphone or tablet | 31 |
| I Public library | 7 |
| J Somewhere else | 1 |
| Don't know | - |

ASK ALL WHO ACCESS THE INTERNET FOR THEIR OWN PERSONAL USE OR FOR WORK (CODES 2, 3 OR 4) OTHERS GO TO Q27

Q22 SHOWCARD M **How often do you use the internet either for work or for personal use?** SINGLE CODE

Base: All who use the internet (779)

| | % |
|-------------------|----|
| Daily | 88 |
| Weekly | 10 |
| Monthly | 1 |
| Less than monthly | 1 |
| Don't know | - |

Q23 SHOWCARD N **And which, if any, of the things on this card have you used the internet for in the last year?** MULTICODE

Base: All who use the internet (779)

| | % |
|---|----|
| A To buy things (eg books, holidays, apps, clothes) | 80 |
| B To pay a bill or fine | 58 |
| C To check my bank balance | 61 |
| D To transfer money from my bank account | 51 |
| None of these | 14 |
| Don't know | * |

ONLINE SERVICES

ASK ALL WHO ACCESS THE INTERNET FOR THEIR OWN PERSONAL USE OR FOR WORK (CODES 2, 3 OR 4) OTHERS GO TO Q27

The next few questions focus on services provided on the internet by Glasgow City Council.

Q24 SHOWCARD O **Are you aware that you can do the things shown on this card on the Glasgow City Council website? IF YES: Which ones are you aware that you can do? Please just read out the letters that apply** MULTICODE OK

Base: All who use the internet (779)

| | % |
|--|----|
| A Pay Council Tax | 61 |
| B Pay a parking fine | 43 |
| C Pay for a Council invoice (e.g. for a bulk uplift charge, a new wheelie bin) | 33 |
| D Report littering | 30 |
| E Report dog fouling | 29 |
| F Report graffiti | 28 |
| G Report fly posting | 24 |
| H Report a road or street lighting fault | 32 |
| I Arrange for a bulky waste item to be uplifted | 34 |
| J Apply for a Council job | 48 |
| K Apply for housing or council tax benefits | 40 |
| None of these | 24 |
| Don't know | 3 |

ASK ALL WHO WERE AWARE OF AT LEAST ONE ONLINE COUNCIL SERVICE AT Q24 (CODE AT LEAST ONE ITEM IN RANGE 1 TO 11) OTHERS GO TO Q27

Q25 SHOWCARD O AGAIN **And which, if any, of these things have you ever done on the Glasgow City Council website?**
MULTICODE OK

Base: All aware of at each online council service

| | | % |
|---|---|----|
| A | Pay Council Tax (478) | 37 |
| B | Pay a parking fine (340) | 25 |
| C | Pay for a Council invoice (261) | 11 |
| D | Report littering (232) | 12 |
| E | Report dog fouling (225) | 10 |
| F | Report graffiti (217) | 6 |
| G | Report fly posting (187) | 3 |
| H | Report a road or street lighting fault (254) | 20 |
| I | Arrange for a bulky waste item to be uplifted (265) | 28 |
| J | Apply for a Council job (373) | 20 |
| K | Apply for housing or council tax benefits (306) | 14 |
| | Don't know | * |

Q26 ASK ALL WHO ACCESS THE INTERNET FOR THEIR OWN PERSONAL USE OR FOR WORK (CODES 2, 3 OR 4) BUT CAPI SCREEN TO ONLY SHOW SERVICES THAT RESPONDENT HAS NOT USED AT Q25
And which, if any, of the things shown on this screen would you consider doing on the Council website in future? MULTICODE OK

Base: All who use the internet (779)

| | | % |
|---|--|----|
| A | Pay Council Tax | 23 |
| B | Pay a parking fine | 18 |
| C | Pay for a Council invoice (e.g. for a bulk uplift charge, a new wheelie bin) | 19 |
| D | Report littering | 22 |
| E | Report dog fouling | 26 |
| F | Report graffiti | 21 |
| G | Report fly posting | 17 |
| H | Report a road or street lighting fault | 29 |
| I | Arrange for a bulky waste item to be uplifted | 27 |
| J | Apply for a Council job | 16 |
| K | Apply for housing or council tax benefits | 14 |
| | None of these | 29 |
| | Don't know | 8 |

| |
|-----------------------------|
| ATTITUDES TO POVERTY |
|-----------------------------|

ASK ALL

On a different subject...Q27 **Would you say that someone was or was not in poverty if...**

READ OUT A-C

SINGLE CODE EACH ROW

| | Yes | No | DK |
|---|-----|----|----|
| | % | % | % |
| a) They have enough to buy things they really needed, but not enough to buy the things most people take for granted | 41 | 50 | 9 |
| b) They have enough to eat and live, but not enough to buy other things they needed | 60 | 33 | 8 |
| c) They do not have enough to eat and live without getting into debt | 91 | 6 | 3 |

Q28 **SHOWCARD P There are different views on how much poverty there is in Glasgow today. Taking your answer from this card, how much poverty do you think there is in Glasgow?**

SINGLE CODE

| | % |
|---------------|----|
| Quite a lot | 53 |
| A fair amount | 36 |
| Very little | 8 |
| None at all | * |
| Don't know | 3 |

ASK ALL WHO THINK THAT THERE IS SOME POVERTY IN GLASGOW AT Q28 (CODES 1 TO 3)
OTHERS GO TO Q30Q29 **SHOWCARD Q Of the reasons shown on this card, which would you say is the main reason some people in Glasgow live in poverty?**

SINGLE CODE

Base: All who say that there is at least some poverty in Glasgow (992)

| | | % |
|---|---|----|
| A | Because they have been unlucky | 8 |
| B | Because of laziness or lack of will power | 21 |
| C | Because of unfairness in our society | 40 |
| D | It's an inevitable part of modern life | 19 |
| | None of these | 7 |
| | Don't know | 4 |

ASK ALL

Q30 SHOWCARD R **To what extent to you agree or disagree with each of the following statements.**
RANDOMISE ORDER. READ OUT STATEMENTS

| | Strongly agree | Tend to agree | Neither agree nor disagree | Tend to disagree | Strongly disagree | Don't know |
|---|----------------|---------------|----------------------------|------------------|-------------------|------------|
| | % | % | % | % | % | % |
| a) Large differences in people's incomes are necessary for Glasgow's prosperity | 8 | 22 | 21 | 28 | 18 | 4 |
| b) Large differences in people's incomes are inevitable whether we like them or not | 31 | 44 | 10 | 8 | 5 | 2 |
| c) Large differences in people's incomes are unfair | 25 | 28 | 15 | 21 | 7 | 3 |
| d) Large differences in people's incomes give people an incentive to work hard | 15 | 40 | 15 | 18 | 9 | 3 |
| e) Large differences in people's incomes are morally wrong | 22 | 26 | 17 | 23 | 9 | 3 |

WELFARE REFORM

Moving on,

Q31 SHOWCARD S **Can I just check which of these best describes the ownership of your home? Please read out the letter that applies.**
SINGLE CODE ONLY.

| | | |
|---|---|----|
| A | Owned outright (including leasehold) | 20 |
| B | Buying on mortgage | 26 |
| C | Rented from private landlord | 15 |
| D | Rented from Glasgow Housing Association (Ex-council) | 21 |
| E | Rented from other housing association | 16 |
| F | Shared ownership with housing association/housing co-operative shared ownership | 1 |
| | Other | 1 |
| | Don't know | 1 |
| | Refused | * |

ASK ALL WHO RENT FROM SOCIAL LANDLORD AT Q31 (CODES 4 OR 5) OTHERS GO TO Q39
Q32 **And does your household receive housing benefit from the Council?**
SINGLE CODE.

Base: All who rent from social landlord (385)

| | |
|------------|----|
| | % |
| Yes | 65 |
| No | 32 |
| Don't know | 3 |

ASK ALL WHO RECEIVE HOUSING BENEFIT AT Q32 (CODE 1) OTHERS GO TO Q38
 Q33 **From April this year, the way that housing benefits are calculated will be changing. This change will mainly affect people who are of working age and have spare bedrooms in their homes. Have you seen or heard anything about these changes before this interview?** SINGLE CODE

Base: All in receipt of housing benefit (253)

| | % |
|------------|----|
| Yes | 92 |
| No | 6 |
| Don't know | 2 |

ASK ALL WHO HAVE HEARD ABOUT CHANGES TO HOUSING BENEFITS AT Q33 (CODE 1)
 OTHERS GO TO Q37

Q34 **Where have you seen or heard information about changes to housing benefits?**
 MULTICODE OK

Base: All who have heard about changes to housing benefits (233)

| | % |
|--|----|
| TV | 56 |
| The Glasgow Magazine | 2 |
| Local newspapers | 27 |
| Radio | 9 |
| Family | 19 |
| Friends/neighbours | 27 |
| Posters/leaflets in Council offices | 7 |
| By letter from the Council | 23 |
| Face-to-face conversation with Council staff | 5 |
| Glasgow City Council website | 2 |
| Communication from social landlord | 11 |
| Other PLEASE SPECIFY | 8 |
| Don't know | - |

Q35 **From what you have heard, do you know whether your housing benefit will be affected by the changes?** IF YES PROBE ON WHETHER IT WILL BE INCREASED OR REDUCED
 SINGLE CODE.

Base: All who have heard about changes to housing benefits (233)

| | % |
|-------------------------------|----|
| My benefit will be reduced | 19 |
| My benefit will be increased | 1 |
| It will not affect my benefit | 66 |
| Don't know | 14 |

ASK ALL WHO SAY THAT THEIR BENEFIT WILL BE REDUCED AT Q35 (CODE 1) OTHERS GO TO Q37

Q36 **And how will this benefit reduction affect you and your household?**
DO NOT PROMPT. MULTICODE OK.

Base: All who say that their benefit will be reduced (45)

| | % |
|---|----|
| Won't be able to meet current rent payments | 21 |
| Won't be able to pay other household bills | 26 |
| Will have less money to spend on other things | 66 |
| Will need to move house | 7 |
| Other WRITE IN | 7 |
| Don't know | 7 |

Q37 ASK ALL WHO RECEIVE HOUSING BENEFIT AT Q32 (CODE 1) OTHERS GO TO Q38

THOSE WHO HAVE HEARD ABOUT THE CHANGES AT Q33 (CODE 1) ASK: **If you needed more information or advice about these changes to housing benefits, where would you go for such information?** MULTICODE.

THOSE WHO HAVE NOT HEARD ABOUT THE CHANGES AT Q33 (CODE 2) ASK: **If you needed information or advice about these changes to housing benefits, where would you go for such information?** MULTICODE.

Q38 ASK ALL WHO RENT FROM SOCIAL LANDLORD AT Q31 (CODES 4 OR 5) OTHERS GO TO Q39

And if you required any support to pay your rent, where would you go for this?

| | Q37 | Q38 |
|---|------------|------------|
| | % | % |
| Council benefits office | 39 | 36 |
| Council website | 5 | 1 |
| Family | 4 | 5 |
| Friends/neighbours | 1 | 1 |
| Glasgow Housing Association/social landlord | 35 | 35 |
| Other government body/website | 3 | 2 |
| Local money/Legal Advice Centre | 1 | 1 |
| Credit Union | - | - |
| Citizens Advice Bureau | 11 | 7 |
| Other local advice organisations | 2 | 1 |
| Other WRITE IN | 7 | 3 |
| Wouldn't look for this | 1 | 6 |
| Don't know | 3 | 8 |
| <i>Base:</i> | <i>253</i> | <i>385</i> |

PHYSICAL ACTIVITY

ASK ALL

I'd now like to ask you about some things you might have done that involve physical activity, this could be at work or in your free time.

Q39 Can I just check whether you are currently...

SINGLE CODE

| | % |
|--------------------------------|----|
| Working - Full time (30+ hrs) | 36 |
| - Part-time (9-29 hrs) | 10 |
| Unemployed | 12 |
| Not working - retired | 20 |
| - looking after house/children | 5 |
| - invalid/disabled | 8 |
| Student | 9 |
| Other (PLEASE SPECIFY) | 1 |
| Refused | * |

ASK ALL WHO ARE CURRENTLY IN EMPLOYMENT AT Q39 (CODE 1 OR 2) OTHERS GO TO Q41

Q40 Thinking about your job in general would you say that you are...

READ OUT

SINGLE CODE

Base: All in employment (455)

| | % |
|--|----|
| Very physically active | 27 |
| Fairly physically active | 40 |
| Not very physically active | 17 |
| Not all physically active in your job? | 16 |
| Don't know | * |

Q41 And how do you usually travel to work?

IF STUDENT ASK: **And how do you usually travel to where you study?**

PROBE FOR MAIN METHOD SINGLE CODE

Q42 Apart from the days when you use [INSERT MODE FROM Q41], do you regularly use any other method of travel to get to work?

IF STUDENT ASK: **Apart from the days when you use [INSERT MODE FROM Q41], do you regularly use any other method of travel to get to where you study?** SINGLE CODE

| | Q41 | Q42 |
|----------------------------|------------|------------|
| | % | % |
| Walking | 24 | 12 |
| Driver car/van | 37 | 12 |
| Passenger car/van | 4 | 5 |
| Motorcycle/moped | - | - |
| Bicycle | 3 | 2 |
| Work bus | * | - |
| Ordinary bus | 19 | 12 |
| Train | 8 | 9 |
| Underground | 2 | 4 |
| Running/jogging | - | * |
| Other WRITE IN | 2 | 3 |
| Would not use other method | - | 40 |
| Don't know | * | 1 |
| <i>Base:</i> | <i>543</i> | <i>543</i> |

ASK ALL

Q43 SHOWCARD T **We are interested in whether people have done any gardening or DIY recently. Have you done any of the things shown on this card in the past four weeks?**

[ITEMS THAT WILL BE SHOWN ON THE CARD:

- Hoeing, weeding, pruning
- Mowing with a power mower
- Planting flowers/seeds
- Decorating
- Minor household repairs
- Car washing and polishing
- Car repairs and maintenance]

SINGLE CODE

| | % |
|------------|----|
| Yes | 45 |
| No | 55 |
| Don't know | * |

ASK ALL WHO HAVE DONE GARDEINING OR DIY WORK AT Q43 (CODE 1) OTHERS GO TO Q45

Q44 **During the past four weeks on how many days have you done this kind of gardening or DIY?**

WRITE IN NUMBER OF DAYS

Base: All who have done gardening/DIY in the past 4 weeks (461)

| | % |
|------------------|----------|
| Less than 4 days | 52 |
| 4-7 days | 29 |
| 8-11 days | 7 |
| 12-15 days | 3 |
| 16 days or more | 8 |
| Don't know | 1 |
| Mean | 5.4 days |

ASK ALL

Q45 SHOWCARD U **In the last four weeks, have you done any of the activities listed on this card?**

INTERVIEWER: DO NOT INCLUDE TEACHING, COACHING OR REFEREEING.

MULTICODE OK

| | % |
|--|----|
| A Walking (at least 30 minutes for recreational purposes) | 64 |
| B Swimming | 17 |
| C Football | 8 |
| D Cycling (at least 30 minutes for recreational, health, training or competition purposes) | 10 |
| E Keep Fit /Aerobics | 13 |
| F Multigym use / Weight Training | 13 |
| G Golf | 2 |
| H Running / jogging | 14 |
| I Snooker / Billiards / Pool | 5 |
| J Dancing | 9 |
| K Bowls | 2 |
| L Other - e.g. Angling, Badminton, Judo, Horse-riding, Skiing, Sailing, Yoga | 9 |
| WRITE IN | |
| Have not done any sport | 23 |
| Don't know | * |

ASK ALL WHO HAVE DONE AT LEAST ONE ACTIVITY AT Q45 (ANY CODE IN RANGE 1 TO 12)
OTHERS GO TO Q47

Q46 **On how many days in the last four weeks did you do at least one of these activities?**

WRITE IN NUMBER OF DAYS

Base: All who have done sport in the last four weeks (779)

| | % |
|------------------|------|
| Less than 4 days | 14 |
| 4-7 days | 17 |
| 8-11 days | 13 |
| 12-15 days | 13 |
| 16 days or more | 42 |
| Don't know | 1 |
| Mean | 14.6 |

ASK ALL

Q47 **If you needed information on sport and other physical activities available in your local area, where would you go for this information?**

| | % |
|---|----|
| Council sport/leisure centre/gym | 27 |
| Other sport/leisure centre/gym | 10 |
| Community centre/Local regeneration agency | |
| Library | 9 |
| Council website | 20 |
| Other website | 23 |
| Local sport club | 2 |
| Pensioners club | * |
| Family and friends | 6 |
| Local newspaper | 2 |
| School, college or university | 2 |
| Glasgow Housing Association/other social landlord | 1 |
| Other WRITE IN | 6 |
| Wouldn't look for this information | 7 |
| Don't know | 6 |

Q48 **SHOWCARD V A range of major sporting events took place in 2012 including these that are shown on this card. Can I just check whether your household followed any of these or other similar events by...**

READ OUT A-C

SINGLE CODE EACH ROW

[EVENTS THAT WILL BE SHOWN ON THE CARD:

London Olympic & Paralympic Games

UEFA European Football Championships (Euro 2012)

Tour de France (road cycling race)

Six Nations Rugby Championships

Wimbledon Tennis Championships]

| | Yes % | No % | DK % |
|---|----------|---------|---------|
| a) Watching coverage on TV or the internet | 78 | 21 | * |
| b) Listening to coverage on radio or the internet | 36 | 63 | * |
| c) Reading about events in newspaper or on the internet | 63 | 37 | * |

ASK ALL WHO FOLLOWED MAJOR SPORTING EVENTS AT Q48 (CODE 1 TO AT LEAST OF THE ITEMS) OTHERS GO TO QA

Q49 **Has following sporting events in 2012 motivated you or other members of your household to do more sport or physical activity?**
 PROBE FOR WHETHER MOTIVATED RESPONDENT OR OTHER HOUSEHOLD MEMBER
 MULTICODE OKAY

Base: All who have followed at last one sporting event (846)

| | % |
|------------------------------|----|
| Yes - respondent | 19 |
| Yes – other household member | 10 |
| No | 75 |
| Don't know | * |

ASK ALL WHO SAID THAT THEIR HOUSHOLD HAS DONE MORE SPORT AT Q49 (CODES 1 OR 2) OTHERS GO TO QA

Q50 ASK ALL WHO CODE 1 AT Q49: **Which sport or physical activity have you/other members if your household done more of?** MULTICODE OK

Base: All who households who have done more sport (242)

| | % |
|--------------------------------|----|
| Walking | 24 |
| Swimming | 19 |
| Football | 16 |
| Cycling | 17 |
| Keep Fit /Aerobics | 14 |
| Multigym use / Weight Training | 9 |
| Golf | 3 |
| Running / jogging | 16 |
| Snooker / Billiards / Pool | * |
| Dancing/Ballet | 2 |
| Bowls | * |
| Yoga/pilates | * |
| Skiing/snowboarding | * |
| Judo/karate/other martial arts | 3 |
| Rock climbing | * |
| Hill walking | 1 |
| Other - please specify | 3 |
| Don't know | 4 |

| |
|---------------------|
| Demographics |
|---------------------|

ASK ALL

QA CODE RESPONDENTS SEX
 SINGLE CODE

| | % |
|--------|----|
| Male | 48 |
| Female | 52 |

QAGE WRITE IN & CODE EXACT AGE

| | % |
|--------------------|----|
| 16-24 | 15 |
| 25-34 | 21 |
| 35-44 | 14 |
| 45-54 | 17 |
| 55-59 | 5 |
| 60-64 | 4 |
| 65 and over | 17 |
| Refused/not stated | 7 |

QB Social grade

| | % |
|--------------------|----|
| A | 2 |
| B | 12 |
| C1 | 28 |
| C2 | 18 |
| D | 17 |
| E | 21 |
| Refused/not stated | 1 |

QC Respondent is...
SINGLE CODE

| | % |
|-------------------------|----|
| Chief income earner | 71 |
| Not chief income earner | 29 |
| Refused | * |

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

| | % |
|-----------|----|
| 1 | 32 |
| 2 | 48 |
| 3 | 13 |
| 4 | 6 |
| 5 or more | 1 |
| Refused | * |

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

MULTICODE OK

| | % |
|-----------------------|----|
| None aged 60 and over | 77 |
| Aged 60-74 | 16 |
| Aged over 75 | 9 |
| Refused | - |

**QF SHOWCARD W To which of the groups on this card do you consider you belong?
SINGLE CODE ONLY**

| | % |
|--|----|
| WHITE | |
| Scottish | 78 |
| British | 10 |
| Irish | 2 |
| Any other white background | 5 |
| PLEASE WRITE IN | |
| MIXED | |
| Any mixed background | - |
| PLEASE WRITE IN | |
| ASIAN, ASIAN SCOTTISH, OR ASIAN BRITISH | |
| Indian | 1 |
| Pakistani | 1 |
| Bangladeshi | - |
| Any other Asian background | 1 |
| PLEASE WRITE IN | |
| BLACK, BLACK SCOTTISH OR BLACK BRITISH | |
| Caribbean | * |
| African | 1 |
| Any other black background | * |
| PLEASE WRITE IN | |
| CHINESE AND ANY OTHER ETHNIC BACKGROUND | |
| Chinese | 1 |
| Any other background | * |
| PLEASE WRITE IN | |

QG Can I just check, does the household have income from employment, or does it rely entirely on pensions or social security? SINGLE CODE ONLY.

| | % |
|---|----|
| Yes, does have income from employment | 59 |
| No, relies on pensions/social security | 37 |
| Don't know/refused | 4 |

QH TYPE OF HOUSING (ASK OR CODE) SINGLE CODE ONLY

| | % |
|-----------------------------|----|
| Detached villa | 2 |
| Semi-detached villa | 16 |
| Bungalow | 1 |
| Semi-detached bungalow | 1 |
| Terraced house | 16 |
| Four-in-a-block | 13 |
| Tenement flat | 34 |
| Multi-storey flat | 11 |
| Maisonette | 1 |
| Modern apartment/loft | 6 |
| apartment/studio/other flat | |
| Other | 1 |

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

| | % |
|--------------------|----|
| 1 car or light van | 38 |
| 2 cars/light vans | 12 |
| 3+ cars/light vans | 2 |
| None | 48 |
| Refused/don't know | - |

QJ How long have you lived in Glasgow?
SINGLE CODE

| | % |
|---------------------------------|----|
| Up to one year | 3 |
| Over one year, up to five years | 9 |
| Over five years, up to 20 years | 20 |
| Over 20 years | 68 |
| Don't know/can't remember | - |
| Refused | * |

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 OK

| | % |
|-----------------------------|----|
| Yes, respondent | 22 |
| Yes, other household member | 9 |
| No | 71 |
| Refused/don't know | * |

ASK ALL WHO HAVE DISABILITY AT QK (CODE 1)

QL SHOWCARD X **What type(s) of disability do you have?**
MULTICODE OK

Base: All respondents who have a disability (233)

| | | % |
|---|------------------------------|----|
| A | Visual | 9 |
| B | Hearing | 10 |
| C | Learning disability | 4 |
| D | Mobility – Wheelchair user | 10 |
| E | Other mobility impairment | 35 |
| F | Other physical impairment | 17 |
| G | Mental health problem | 18 |
| H | Long term illness | 39 |
| I | Other degenerative condition | 18 |
| | Refused | 2 |

ASK ALL WHO LIVE WITH HOUSEHOLD MEMBER WITH DISABILITY AT QK (CODE 2)

QM SHOWCARD X AGAIN **What type(s) of disability do other household members have?**
MULTICODE OK

Base: All respondents who live with a household member that has a disability (93)

| | | % |
|---|------------------------------|----|
| A | Visual | 3 |
| B | Hearing | 3 |
| C | Learning disability | 13 |
| D | Mobility – Wheelchair user | 8 |
| E | Other mobility impairment | 24 |
| F | Other physical impairment | 16 |
| G | Mental health problem | 14 |
| H | Long term illness | 36 |
| I | Other degenerative condition | 14 |
| | Refused | 2 |

ASK ALL

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

MULTICODE OK

| | | % |
|---|--|----|
| 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. | 19 |
| C | Higher Grade, A Levels, CSYS, ONC, OND, City and Guilds Advanced Craft, RSA Advanced Diploma, SVQ level 3 or equivalent. | 14 |
| D | HND, HNC, RSA Higher Diploma, SVQ level 4 or 5, or equivalent. | 13 |
| E | First degree, higher degree, professional qualification. | 27 |
| | Don't Know | 2 |
| | Refused | * |

For the last few questions, I'd like you to answer these yourself on the computer. These are a bit more private so you may feel more comfortable filling these in yourself.

QO **Which of these accounts, if any, do you have?**
Please select as all that apply

| | % |
|--------------------------|----|
| Bank Account | 85 |
| Building Society Account | 13 |
| Credit Union Account | 7 |
| Post Office Account | 8 |
| Other, please type in | 1 |
| None of these | 4 |
| Prefer not to say | 4 |
| Don't know | * |

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

| | % |
|----------------------------------|----|
| No religion | 35 |
| Church of Scotland | 24 |
| Roman Catholic | 28 |
| Other Christian, please type in | 4 |
| Buddhist | 1 |
| Hindu | 1 |
| Jewish | * |
| Muslim | 3 |
| Pagan | * |
| Sikh | * |
| Another religion, please type in | 1 |
| Prefer not to say | 3 |

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

| | % |
|-----------------------|----|
| Heterosexual/straight | 92 |
| Gay/lesbian | 3 |
| Bisexual | 1 |
| Other | 1 |
| Prefer not to say | 4 |

Thank you very much indeed for taking part in the survey. We very much appreciate your time.