Ipsos MORI

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Glasgow Household Survey 2014

Report for Glasgow City Council

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This report contains the findings from the 2014 wave of the Glasgow Household Survey, conducted by Ipsos MORI, on behalf of Glasgow City Council.

The specific topics covered in the 2014 wave of the survey were: feelings of civic pride; attitudes towards the Commonwealth Games; use of, and satisfaction with, local services; perceptions of the Council; perceived impact of the Clean Glasgow campaign; experiences of financial difficulties; fuel poverty; welfare reform and support services; and experiences of flooding.

Ipsos MORI interviewed a representative quota sample of 1,027 Glasgow residents (aged 16 and over) between 29 March and 1 June 2014. All interviews were conducted face-to-face in residents' homes using Computer Assisted Personal Interviewing (CAPI).

Civic Pride

Civic pride remains strong in Glasgow: Almost 9 in 10 (86%) respondents said they felt proud of the city and three-quarters (75%) said they felt proud of their local area. A slightly smaller proportion (69%) said they felt part of the community in which they lived. Pride in local areas was ten percentage points higher than in autumn 2012, when the question was last asked, while pride in the city as a whole and feeling part of the community were stable.

Glasgow 2014

Attitudes towards Glasgow 2014 have remained largely stable since autumn 2012: Around half of respondents thought the Games will have a positive impact on them/their families (51%) and on their local area (56%), while almost nine in ten thought the Games will impact positively on Glasgow as a whole (88%).

Just over one in five (22%) respondents had concerns about Glasgow hosting the Commonwealth Games. These concerns centred around transport and congestion, the cost of the Games, a perception that the money should be spent elsewhere and anti-social behaviour. Mention of transport and congestion has more than doubled since autumn 2012 (from 16% to 38%) meaning the issue has overtaken cost and affordability as residents' *main* concern.

Forty-four per cent of respondents said that they intended watching Glasgow 2014 on television, while a total of 17% said they had either bought a ticket for a sports event (8%) or will definitely (2%) or probably (7%) do so. A further 10% said they will not buy a ticket for a sports event but intended visiting either the lives zones (6%) during events or Games-related cultural events (4%). A quarter of respondents (25%) said that they had no interest at all in the Games.

Around three in five (61%) respondents thought it very or fairly likely that they will follow para-sports events at Glasgow 2014, while 35% thought it not very or not at all likely.

Local services

Approaching three quarters of residents were satisfied overall with the services provided by the Council Family Group (73%), in line with the level recorded over recent waves of the survey. However, and as we consistently find, satisfaction with individual services varied considerably. Museums and galleries and libraries continued to be very highly regarded by users (96% and 93% respectively were satisfied), as did nursery schools (91%), sports and leisure centres (89%), recycling centres (87%), parks (85%) and primary schools (85%). Lower levels of satisfaction were recorded for road maintenance (28%), pavement maintenance (52%), street cleaning (65%) and recycling collection (68%). However, satisfaction with road maintenance and pavement maintenance was higher than in the 2013 wave of the survey (from 19% to 28% in the case of road maintenance and 42% to 52% for pavement maintenance).

Museums and galleries

The most widely visited of Glasgow's attractions was Kelvingrove Art Gallery and Museum (54%), followed by the Riverside Museum/Transport Museum (42%), the Glasgow Science Centre (26%), the People's Palace (25%) and the Burrell Collection (23%). This ranking is in line with that recorded in autumn 2011, although there has been a significant increase in the proportion of residents visiting the Riverside Museum (from 29% to 42%).

The majority of respondents (79%) who had visited any of the attractions said they did so to have a day out or pass the time. Around one in four respondents (23%) said they had visited an attraction to learn something new, while one in five said they had done so because the museum or gallery was one of the main attractions in the city (19%) or because it was free to visit (19%). As in spring 2013, when asked what their *main* reason was for visiting an attraction, around half said it was to have a day out or pass the time (52%).

Advice, support and learning services in libraries

Around three-quarters of respondents reported knowing that local libraries provided computer access and internet access (both 76%). Around a third were aware of online learning courses and the provision of information about local support and advice services (both 36%), while around a fifth knew about adult literacy classes (22%), adult numeracy classes (22%) and ESOL classes (21%).

Use of the various services provided in libraries was much less common than awareness of these services. Among respondents who knew about computer and internet services, for example, just over a quarter had made use of these (27% in both cases).

The most common suggestion for increasing awareness of advice, support and learning services in local libraries was leaflets through doors (34%), followed by local newspapers (20%), information posters in local areas/community centres (14%), television (13%), the Council website (13%) and local radio stations (10%).

Clean Glasgow

Two in five respondents (39%) said they were aware of the Clean Glasgow campaign, which is consistent with previous waves of the survey. Chewing gum and litter once again emerged as the top two environmental issues *in the city centre* (mentioned by 57% and 48% of respondents respectively), followed by vandalism (35%), flyposting (33%), graffiti (32%), dog fouling (27%) then flytipping (23%).

As in previous waves of the survey, dog fouling was perceived as the biggest issue *in local areas* (60%), followed by litter (44%), flytipping (30%), chewing gum (30%), vandalism (23%), graffiti (18%), back court maintenance (16%), front garden maintenance (13%) and flyposting (9%). The proportions identifying vandalism and graffiti as issues were lower than in 2012 (from 30% to 23% in the case of vandalism and 23% to 18% in the case of graffiti). Most respondents tended to feel that local issues had neither improved nor deteriorated, while the remainder were fairly evenly divided in most cases.

Council reputation

Just under two in five (39%) residents considered newspaper coverage of the Council to be neutral, while around one in five (21%) considered it positive and a further one in five (19%) considered it negative. The results for TV and radio coverage were very similar, at 40%, 23% and 19% respectively. The proportions considering newspaper and TV/radio coverage to be positive were higher than in 2013, while the proportions considering coverage to be negative were lower.

Around four in five residents (79%) recognised that the Council has an important impact on the quality of local life in Glasgow, and around half said that the Council gave residents good value for money and that they trusted the Council (50% and 48% respectively). Meanwhile, around two in five respondents felt that the Council rarely takes local residents' views into account when making decisions that affect them (43%) and that the Council is too remote and impersonal (39%). Comparison of these results with those from previous waves of the survey suggests residents' views of the Council have generally become more positive over time.

Managing financially

More than half of respondents (57%) had never heard of the Glasgow Living Wage prior to the survey. Among respondents working full-time or part-time, the majority were paid more (63%) or the same (22%) as the Glasgow Living Wage, while just over one in five were paid less (12%).

Around two in five respondents said they were living comfortably on their present income (39%), while a similar proportion said they were coping on their present income (41%) and one in five said they were finding it difficult to cope (18%). Comparing these results with findings from the 2011 Scottish Social Attitudes Survey, Glasgow residents were less likely than the Scottish population as a whole to say they were living comfortably on their present income (39% compared with 54%) and more likely to say they were just coping (41% compared to 29%).

More than two-thirds of respondents who were finding it difficult to cope on their present income said they were having trouble paying bills (69%), while just over a third said they were in arrears with creditors (36%). The cost of gas and electricity emerged as the biggest financial concern for respondents who were finding it difficult to cope on their present income (64%), followed by the cost of food (48%), Council Tax (34%), rent (27%) and petrol (11%).

A third of respondents who had financial concerns said they had sought help or advice regarding these concerns (34%), with Citizens Advice (25%), residents' landlords or housing associations (17%) and Glasgow City Council's Revenues and Benefits Service (13%) being the main sources of help or advice drawn on.

Fuel poverty

Almost three in five of all respondents (57%) said they had found it more difficult to afford gas and electricity in the last year.

Just over two-thirds of respondents (68%) said that they had been able to keep their home warm enough in the winter months. When asked what makes it difficult to heat their homes, they tended to mention a combination of issues with the fabric of the dwelling that make it difficult to heat, financial problems that make heating unaffordable and problems with the condition or efficiency of the heating that makes it expensive to run.

Around a third of respondents (34%) said that their household had had to cut back on general household spending due to the cost of gas and electricity. In general, savings have been made across the board for many respondents, with similar proportions of those having made savings cutting back on “luxuries” like nights out, leisure activities and holidays, as well as “essentials” like clothes, food and energy use.

Welfare reform and welfare support services

For questions where the number of respondents is less than 30, the number of times a response has been selected (N) rather than the percentage is given. Twenty-seven respondents had experienced a reduction in their Housing Benefit over the last year; 11 of whom said the reduction was a consequence of changes to the spare room subsidy (10) or to the benefits cap (1).

Only half (14) of those who had experienced a reduction in their Housing Benefit knew that they could apply to the Council for a Discretionary Housing Payment (DHP). Of this group, all but one had applied for a DHP.

Approaching half (45%) of respondents were unaware of services provided by the Council and its partners for people with long-term health conditions and their carers. Another third (33%) had heard of the services but knew nothing or little about them, while a total of 20% knew a great deal or a fair amount about the services.

Awareness of support services provided by the Council and its partners for members of the armed forces and their families was similarly low. Of the 8% of respondents who had served in the armed forces or who lived with someone who had done so, just over half (53%) had never heard of the services, while 22% had heard of them but knew nothing or little about them. This left just 18% who knew a great deal or a fair amount about the services.

Asked how the Council and its partners might best raise awareness of the range of financial advice and support services they provide, respondents tended to suggest leafleting through doors (38%), and advertisements in local newspapers (24%) or on television (16%).

Flood management

The vast majority of respondents reported that their current property had never been affected by flooding (95%). Just over half of those whose property had been affected by flooding – 24 people in all – said that the most recent incident was during the previous year. Roughly half as many (11 people) said it was between one and five years ago and nine said it was longer ago.

Asked about the main cause of the most recent incident of flooding, respondents most commonly mentioned blocked drains or inadequate drainage (16 people), or problems in neighbouring properties (12). Of the 44 respondents who had been affected by flooding, only two had been aware that there was a risk to their property, while 41 had not. In terms of seeking help and assistance in dealing with the flooding, respondents had mainly approached their landlord or housing association (21 people), neighbours, friends or relatives (5), or an insurance company (4).

Of those respondents whose property had not been affected by flooding, only a very small minority had checked whether or not the property was at risk (3%). Most of them had done so when purchasing the property (9 people) or had found out from SEPA (6). A further three people had found out simply by word of mouth from neighbours or other people they knew.

All respondents in the survey were asked where they would turn for help and advice in the event that their property was affected by flooding in the future. Almost two in five (37%) responded by saying that their property would not be affected by flooding, while a further 10% said they would not know where to turn. Meanwhile, just over one in ten said they would turn to Glasgow City Council (13%) and a similar number said they would turn to their landlord or housing association (12%).

Introduction

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 Survey. This report contains the findings from the 2014 wave of the Survey, conducted by Ipsos MORI.

The specific topics covered in the 2014 wave of the survey were:

- feelings of civic pride
- attitudes towards the Commonwealth Games
- use of, and satisfaction with, local services
- perceptions of the Council
- perceived impact of the *Clean Glasgow* campaign
- experiences of financial difficulties
- fuel poverty
- welfare reform and welfare support services
- experiences of flooding

1.1 Methodology

Ipsos MORI interviewed a representative quota sample of 1,027 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 29 March and 1 June 2014. 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.

1.2 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.

Findings

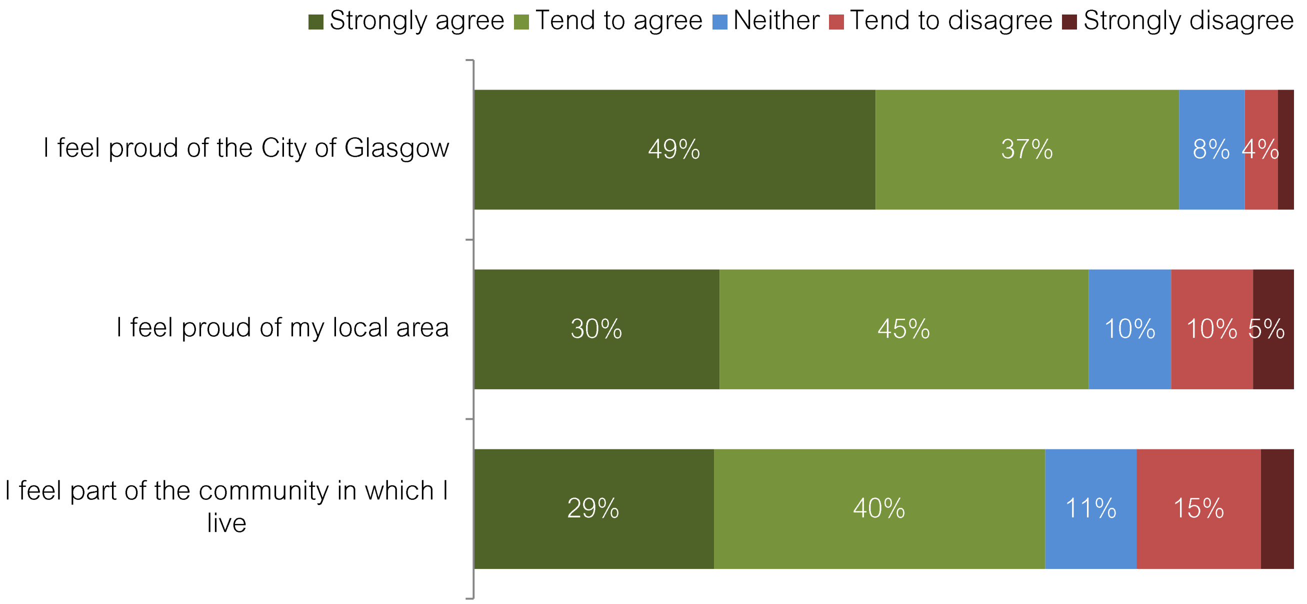
2 Civic pride

Civic pride remains strong in Glasgow: Almost 9 in 10 (86%) respondents said they felt proud of the city and three-quarters (75%) said they felt proud of their local area. A slightly smaller proportion (69%) said they felt part of the community in which they lived (Figure 2.1).

Pride in local areas was ten percentage points higher than in autumn 2012, when the question was last asked, while pride in the city as a whole and feeling part of the community were stable.

Figure 2.1 – Civic pride

Q How strongly do you agree or disagree with the following statements?



Base: All respondents (1,027)

Sub-group analysis of the data reveals that pride in local areas was higher in the North West Sector Partnership Area than in the North East and the South (82% versus 70% and 72% respectively). Feeling part of the community, meanwhile, was higher than average among black and minority ethnic (BME) respondents (79% versus 69% among the sample as a whole) and people with a child in their household (73% versus 66% of those in households without children) but lower than average among people living in households where someone had a disability (63% versus 70% of those living in households where no one had a disability).

3 Glasgow 2014

3.1 Anticipated impact of Glasgow 2014

Attitudes towards Glasgow 2014 have remained largely stable since autumn 2012: As Table 3.1 shows, around half of respondents thought the Games will have a positive impact on them/their families (51%) and on their local area (56%), while almost nine in ten thought the Games will impact positively on Glasgow as a whole (88%).

Table 3.1 – Anticipated impact of Glasgow 2014

	Impact on you/your family			Impact on your local area			Impact on Glasgow		
	Spring 2011	Autumn 2012	Spring 2014	Spring 2011	Autumn 2012	Spring 2014	Spring 2011	Autumn 2012	Spring 2014
	%	%	%	%	%	%	%	%	%
Strongly positive	15	19	22	18	19	22	48	58	57
Slightly positive	35	33	29	38	33	34	37	31	31
Positive & negative	12	14	13	10	13	11	7	6	4
Slightly negative	7	3	6	9	6	6	3	2	2
Strongly negative	3	3	2	3	3	3	2	2	1
No effect	26	26	25	19	23	21	2	2	2
Don't know	2	2	3	3	3	5	1	1	3
Positive	**50**	**52**	**51**	**56**	**52**	**56**	**85**	**89**	**88**
Negative	**10**	**6**	**8**	**12**	**9**	**9**	**5**	**4**	**3**
Bases: spring 2011= 1,009; autumn 2012 = 1,015; spring 2014 = 1,027									

Among those most likely to think that the Games will have a positive impact on them/their families, were men (55% compared to 47% of women), ABC1s (61% compared with 42% of C2DEs), BME respondents (68% compared with 51% among the sample as a whole) and those living in households with children (59% compared with 47% of those in households with no children).

The groups most likely to think the Games will impact positively on their local area were:

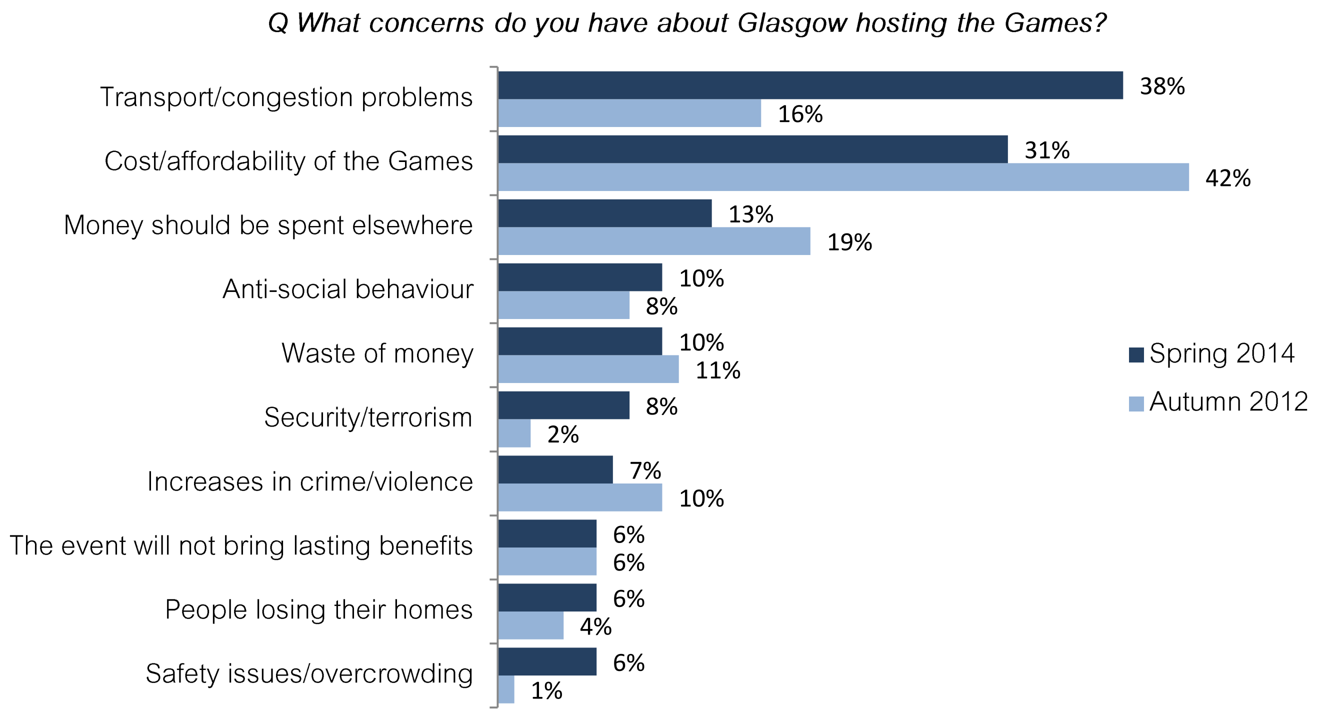
- younger people (68% of 16 to 24 year olds and 62% of 25 to 34 year olds, compared with 43% of 55 to 64 year olds and 38% of those aged 65 and over)
- ABC1s (60% versus 51% of C2DEs)
- BME respondents (73% versus 56% among the sample as a whole)
- residents of the North West and North East (62% and 59% respectively compared with 46% in the South)

3.2 Concerns about Glasgow 2014

Just over one in five (22%) of all respondents had concerns about Glasgow hosting the Commonwealth Games. The figure was eight percentage points higher than in autumn 2012 and, indeed, more in line with the result from spring 2011 (24%).

As Figure 3.1 shows, latest concerns about Glasgow 2014 centre around transport and congestion, the cost of the Games, a perception that the money should be spent elsewhere and anti-social behaviour. Mention of transport and congestion has more than doubled since autumn 2012 (from 16% to 38%) meaning the issue has overtaken cost and affordability to become residents' main concern.

Figure 3.1– Concerns about Glasgow 2014 (unprompted)



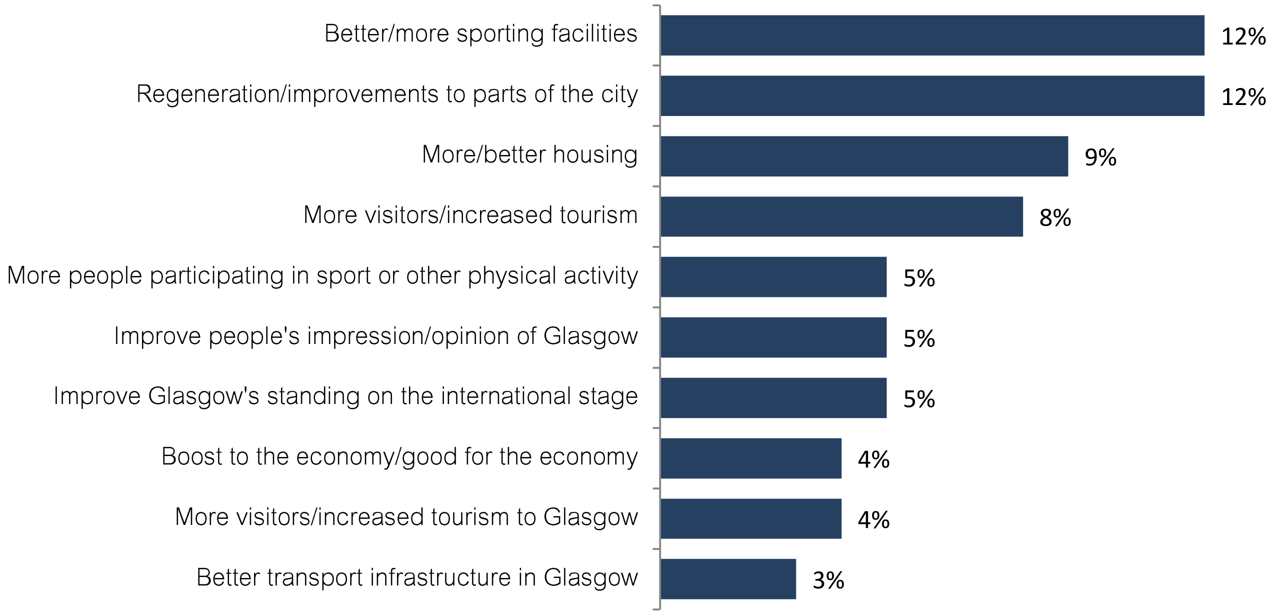
Base: All respondents who have concerns about Glasgow hosting the games – spring 2014 (223); autumn 2012 (140)

3.3 Change in the city as a result of Glasgow 2014

Asked what, if anything, they felt will have changed in Glasgow when the Commonwealth Games are over, around one in ten (12%) respondents mentioned more/better sports facilities and an equal proportion mentioned regeneration or improvements to parts of the city. The next most common responses were, respectively, more/better housing (9%), increased tourism (8%) and improvements to Glasgow's standing on the international stage (5%). Thirteen per cent of respondents felt that nothing will change as a result of the Games (Figure 3.2).

Figure 3.2 – Anticipated change in the city as a result of Glasgow 2014 (unprompted) – top 10 responses

Q When the Commonwealth Games are over, what if anything do you think will have changed because of them?



Base: All respondents (1,027)

3.4 Engagement with Glasgow 2014

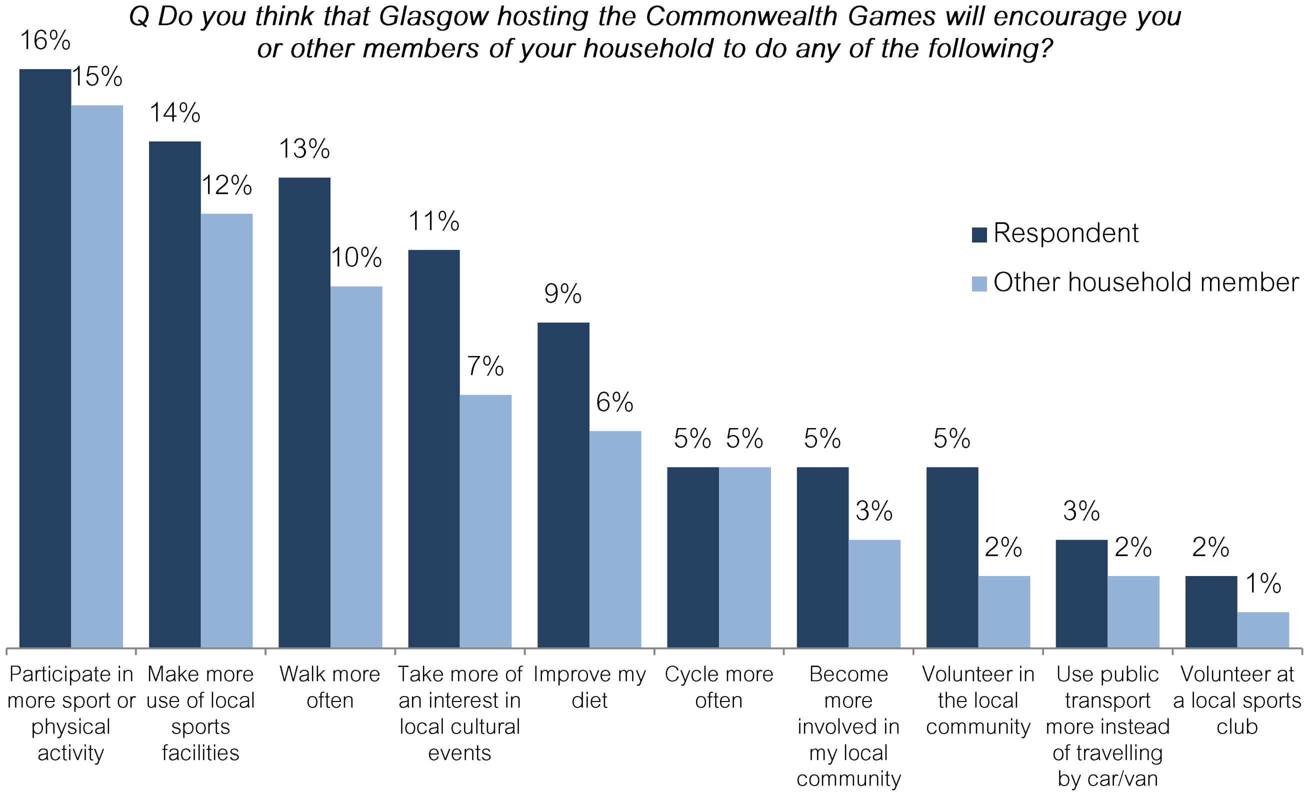
Asked about their level of interest in Glasgow 2014, 44% of respondents said that they intended watching the Games on television, while a total of 17% said they had either bought a ticket for a sports event (8%) or will definitely (2%) or probably (7%) do so.

A further 10% said they will not buy a ticket for a sports event but intended visiting either the live zones (6%) during events or Games-related cultural events (4%). A quarter of respondents (25%) said that they had no interest at all in the Games.

ABC1 respondents were among those most likely to say they had bought a ticket for an event (14% compared with 3% of C2DEs), as were residents of the North West (11% compared with 8% in the South and 4% in the North East). Among those most likely to say they had *no* interest in the Games were women (29% compared with 21% of men), C2DEs (29% compared with 20% of ABC1s) and people living in households where someone had a disability (33% compared with 22% of those in households where no one had a disability).

Forty-two per cent of all respondents believed that Glasgow 2014 will encourage them to make positive lifestyle changes and a third (32%) believed it will encourage another member of their household to do so. As Figure 3.3 shows, the most commonly anticipated lifestyle changes were participating in more sport or physical activity, making more use of local sports facilities, walking more often and taking more of an interest in local cultural events.

Figure 3.3 – Anticipated lifestyle change as a result of Glasgow 2014



Base: All respondents (1,027)

As Table 3.2 shows, younger age groups, ABC1s, and people living in households with children were more likely than other groups to say that the Games will encourage them to make positive lifestyle changes.

Table 3.2 – Anticipated lifestyle change as a result of Glasgow 2014, by age, social grade and household composition

	% saying Glasgow 2014 will encourage them to change their lifestyle	% saying Glasgow 2014 will not encourage them to change their lifestyle
Age group		
16-24 years	60	40
25-34 years	47	53
35-54 years	44	56
55-64 years	31	69
65 years and over	19	81
Social grade		
ABCI	50	50
C2DE	34	66
Children in household		
Yes	52	48
No	37	63
Base: 1,027		

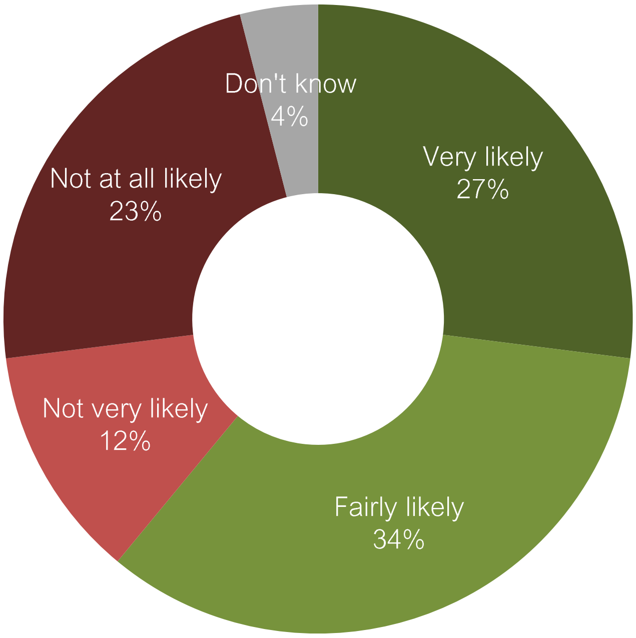
3.5 Para sport

Just over half (56%) of respondents were aware that para sport events were being included in Glasgow 2014. The figure rose to 60% among men (compared to 53% among women) and 65% among people aged over 55 years of age (compared to 50% among people aged 16 to 24 years and 44% among those aged 25 to 34 years). There were no differences by disability.

As Figure 3.4 shows, around three in five (61%) respondents thought it very or fairly likely that they will follow para-sports events at Glasgow 2014, while 35% thought it not very or not at all likely. These results were steady across the different subgroups of respondents.

Figure 3.4 – Likelihood of following para sport at Glasgow 2014

Q How likely or unlikely is it that you will follow para sports events at the Commonwealth Games?



Base: All respondents (1,027)

4 Local Services

4.1 Use of services provided by the Council Family Group

In most cases, usage of non-universal services[1] was stable on previous waves of the survey (spring 2013), but there were notable increases in the proportion of respondents using parks (68% compared with 59% in 2013), museums and galleries (51% compared with 44%) and sports and leisure centres (45% compared with 40%) (Table 4.1).

Table 4.1 – 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	Spring 2014
	%	%	%	%	%	%	%	%	%
Parks	39	39	28	58	58	60	56	59	**68**
Museums & Galleries	33	24	25	44	45	47	45	44	**51**
Libraries	39	37	36	43	47	45	45	46	**49**
Sports & leisure centres	29	26	35	46	43	44	43	40	**45**
Children's play parks	10	11	11	21	24	22	23	24	**25**
Primary schools	12	10	13	17	20	17	15	17	**19**
Secondary schools	6	6	7	13	15	14	14	13	**14**
Community centres	6	3	4	10	9	10	13	11	**14**
Nursery schools	6	7	9	9	9	11	10	10	**13**
Social work services	4	3	3	8	10	8	10	7	**9**
Home help services	2	2	1	4	4	3	5	4	**3**
Recycling centres	n/a	n/a	n/a	n/a	n/a	n/a	20	35	**37**
Base:	*1,010*	*1,000*	*1,002*	*1,009*	*1,013*	*1,018*	*1,015*	*1,024*	***1,027***

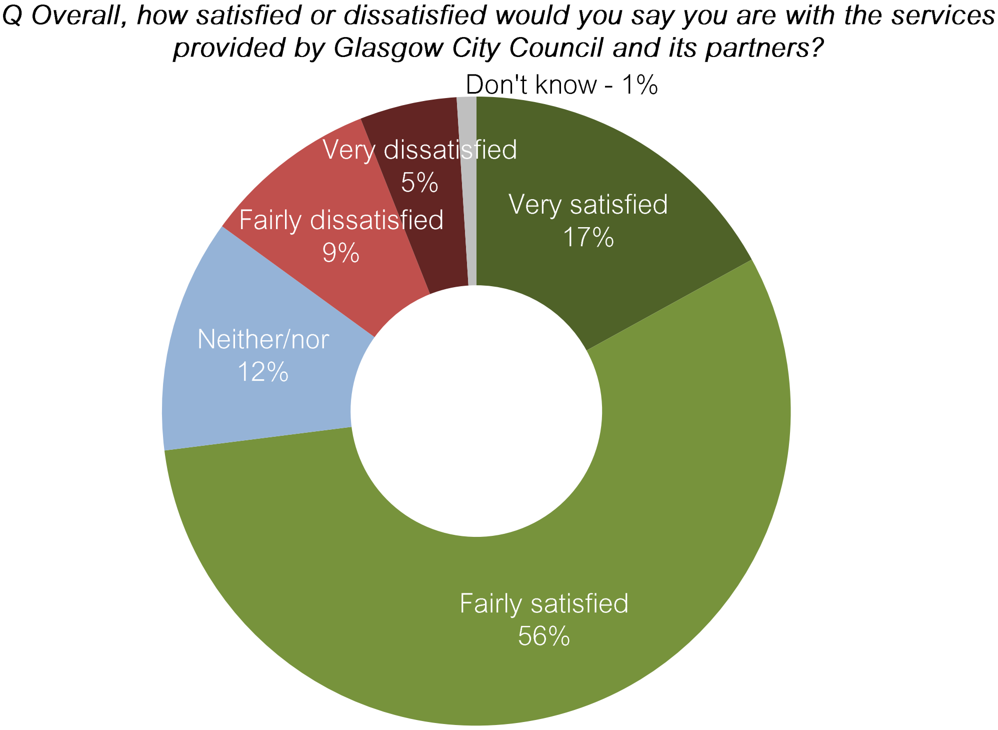
4.2 Overall satisfaction with services provided by the Council Family Group

Approaching three quarters of residents were satisfied overall with the services provided by the Council Family Group (73%), which is in line with the level recorded over recent waves of the survey (Figure 4.1). Satisfaction levels were broadly similar across most sub-groups of residents, although those aged 35 to 54 years and 55 to 64 years were more likely than average to be dissatisfied (20% and 24% respectively compared with 14% on average). Further, people living in households where someone had a disability were more likely than those living

[1] 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.

in households where no one had a disability to be dissatisfied overall with services provided by the Glasgow Family Group (23% compared with 11%).

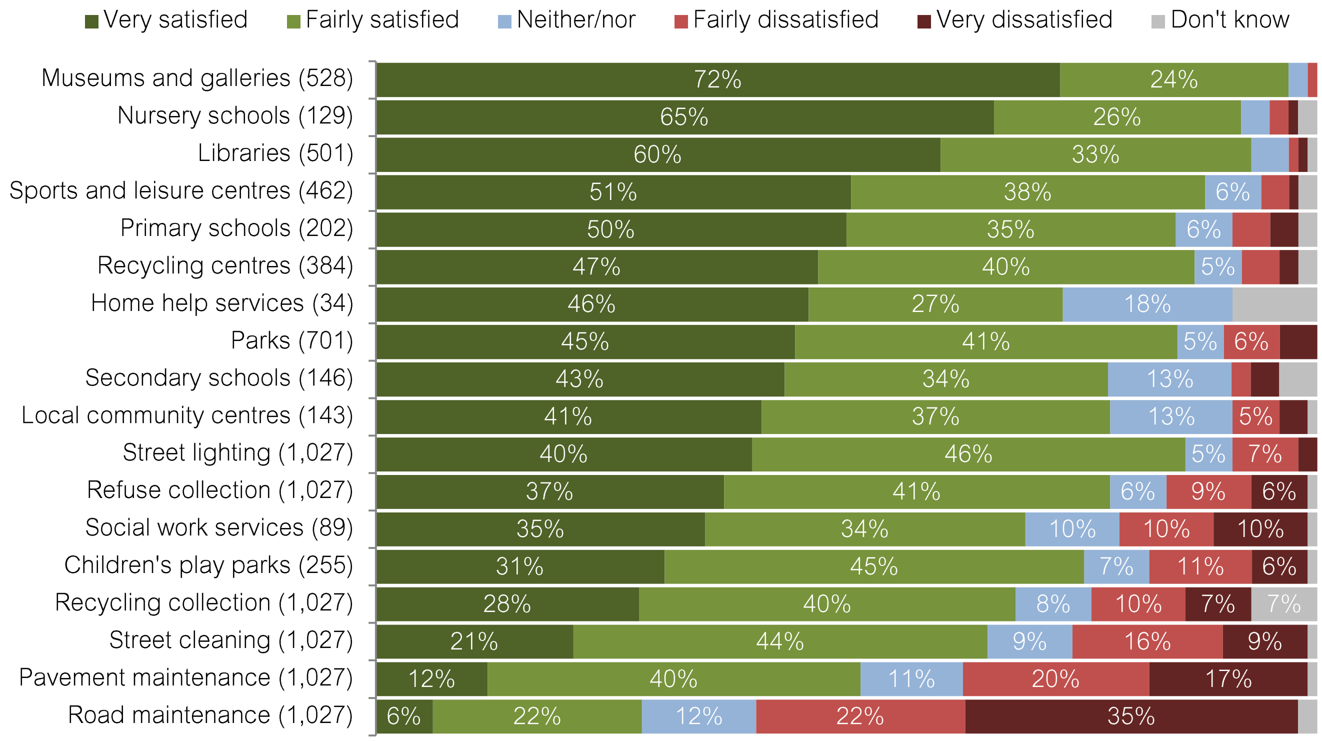
Figure 4.1 – Overall satisfaction with services provided by the Council Family Group



Base: All respondents (1,027)

As we consistently find, levels of satisfaction with *individual* services provided by the Council Family Group varied considerably (Figure 4.2). Museums and galleries and libraries continued to be very highly regarded by users (96% and 93% of those who had used these services respectively expressed satisfaction with them), as did nursery schools (91%), sports and leisure centres (89%), recycling centres (87%), parks (85%) and primary schools (85%). Lower levels of satisfaction were recorded for road maintenance (28%), pavement maintenance (52%), street cleaning (64%) and recycling collection (68%). However, with regards to road maintenance and pavement maintenance, satisfaction was up on the previous wave of the survey.

Figure 4.2 – Satisfaction with individual local services

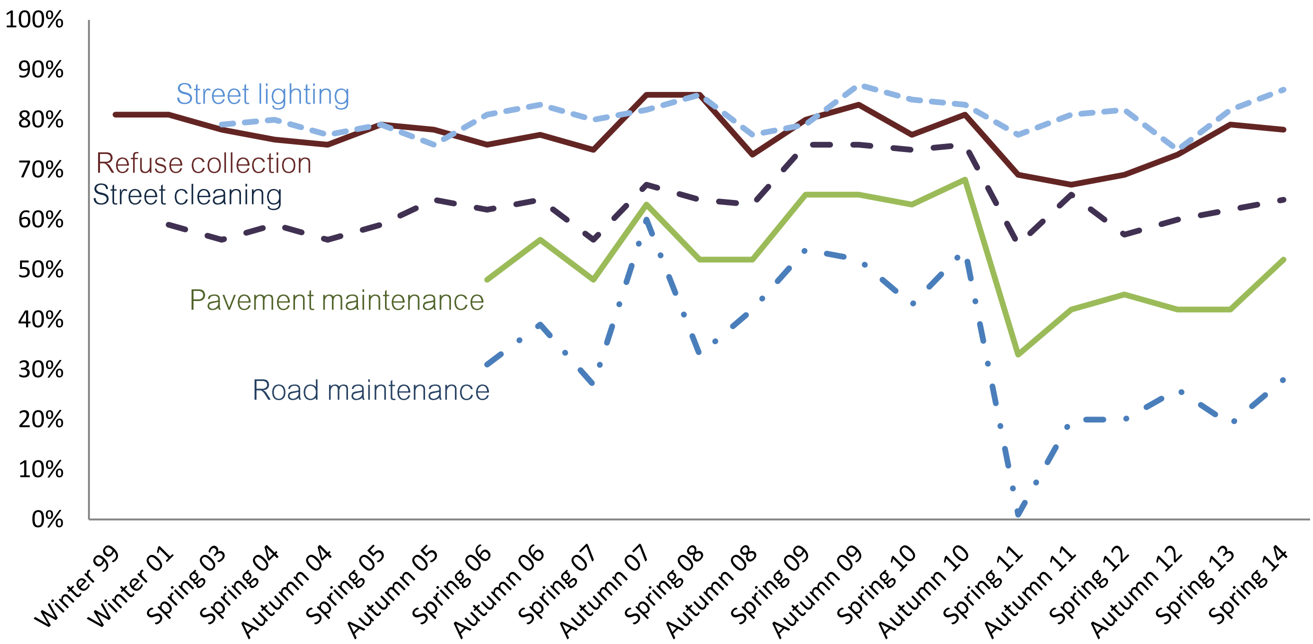


4.3 Universal services

With regards to universal services, residents were most satisfied with street lighting (86%) and refuse collection (78%), followed by recycling collection (68%) and street cleaning (65%). These results are generally in line with those recorded in 2013; the only exception being in the case of recycling collection where there has been a seven percentage point decrease in satisfaction (from 75% in 2013 to 68% in 2014).

As already noted, satisfaction with road maintenance and pavement maintenance remained relatively low. Nonetheless, the latest results are up on those recorded in 2013 – by nine percentage points in the case of road maintenance (from 19% to 28%) and ten points in the case of pavement maintenance (from 42% to 52%) (Figure 4.3).

Figure 4.3 – Trends in satisfaction with universal services



Satisfaction with some universal services varied between Sector Partnership Areas. Residents in the South were more likely than those in the North West or North East to be dissatisfied with road maintenance (64% compared with 56% and 53% respectively). Meanwhile, and as in 2013, satisfaction with street cleaning was lower in the South than in the other two areas (59% compared with 69% in the North East and 66% in the North West).

4.4 Non-universal services

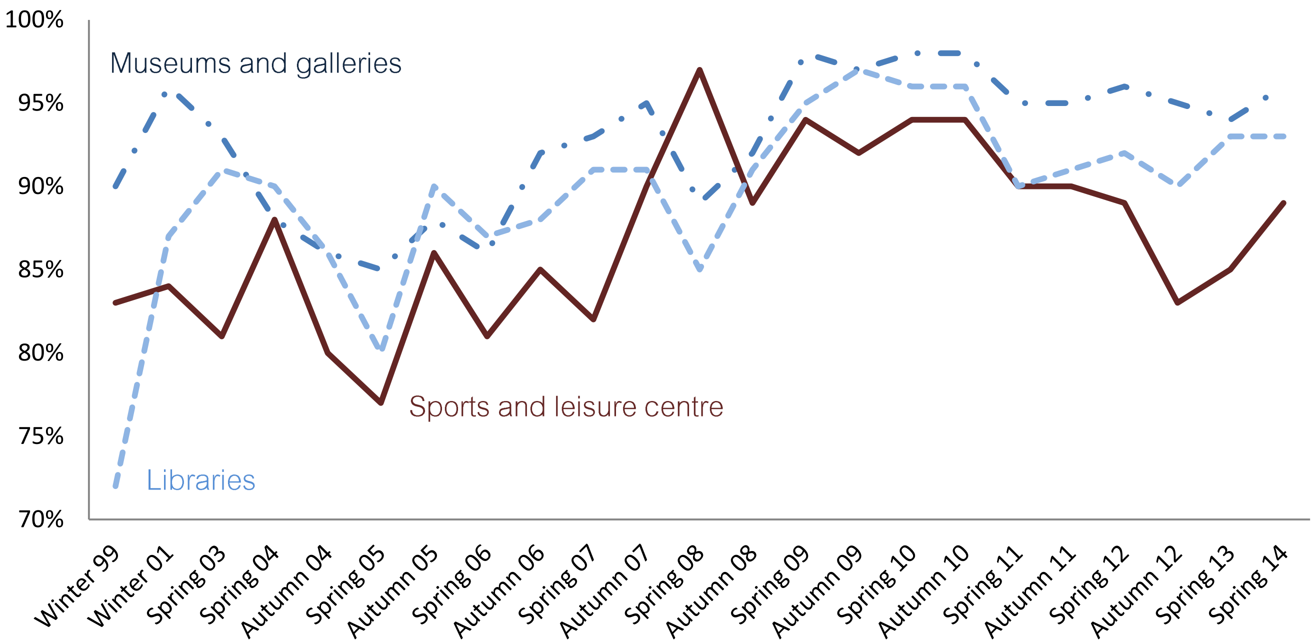
4.4.1 Recycling centres

Almost nine in ten residents who had used recycling centres were satisfied (87%) with this service, which is in line with the figure recorded in the last two waves of the survey (88% in 2012 and 84% in 2013).

4.4.2 Culture and leisure services

Satisfaction with culture and leisure services has remained very high (Figure 4.4). The vast majority of those who had used museums and galleries, libraries and sports and leisure centres were satisfied with these areas of provision (96%, 93% and 89% respectively).

Figure 4.4 – Trends in satisfaction with non-universal services



Museums and galleries

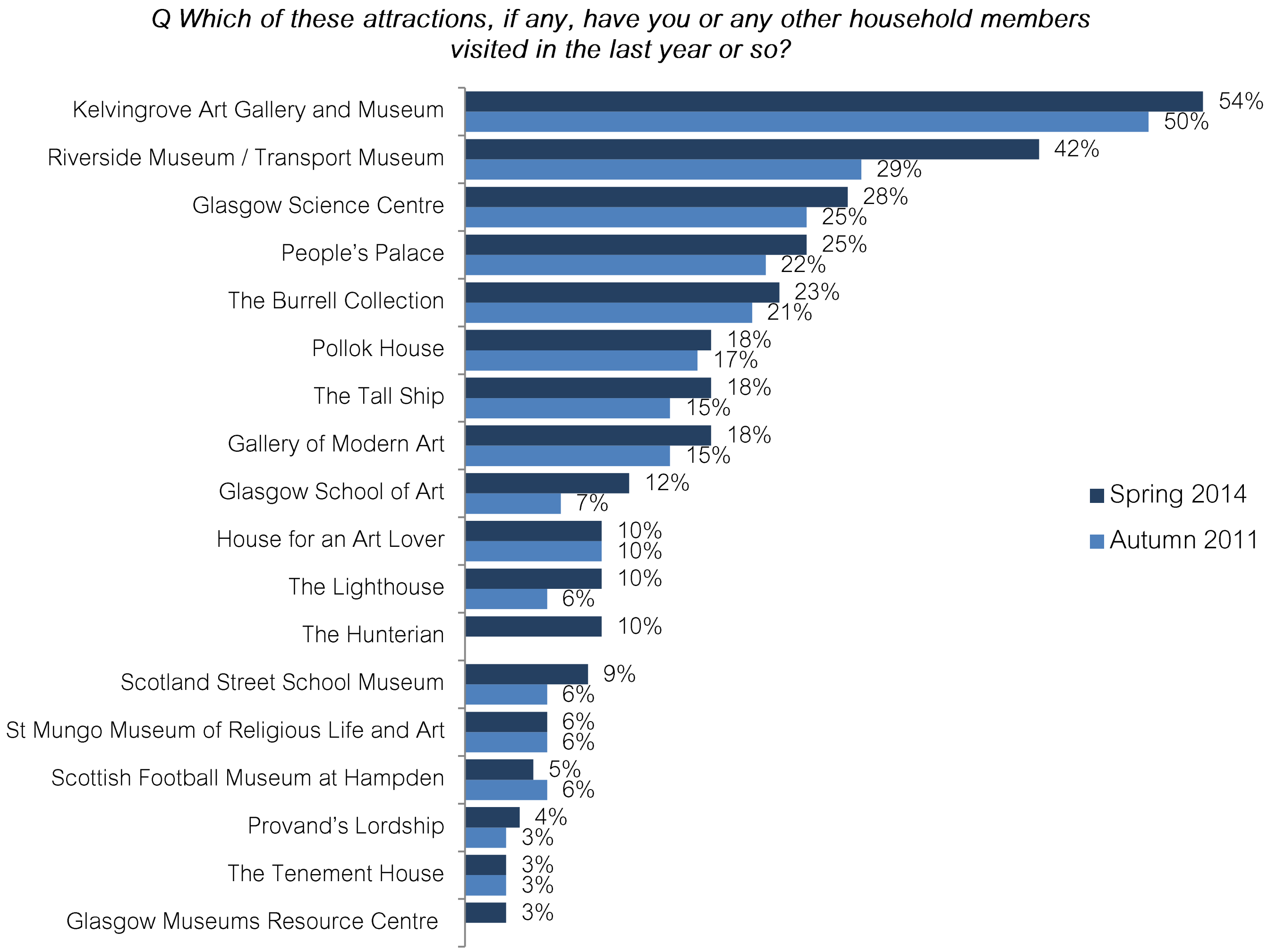
All respondents were presented with a list of museums and galleries in Glasgow[2] and asked which, if any, they had visited in the last year or so, who they went with and the reasons for their visit. As Figure 4.5 shows, the most widely visited attraction was Kelvingrove Art Gallery and Museum (54% of respondents said they had been there in the last year or so), followed by the Riverside Museum/Transport Museum (42%), the Glasgow Science Centre (28%), the People's Palace (25%) and the Burrell Collection (23%). This ranking is in line with that recorded in autumn 2011 (the last time the question was asked), although there has been a 13-point increase in the proportion of residents visiting the Riverside Museum (from 29% in autumn 2011).

Attractions that were less popular were again Provands Lordship (4%), the Tenement House (3%) and also the Glasgow Museums Resource Centre (3%), which was included in the survey this year for the first time.

One in four residents (25%) said they had not visited any of the attractions in the last year or so, which is lower than the figure recorded in autumn 2011 (30%).

[2] Some of the museums and galleries listed were not owned or run by Glasgow City Council

Figure 4.5 – Attractions visited by respondents in the last year or so



Base: All respondents – autumn 2011 (1,013); spring 2014 (1,027)

Residents living in the North East, those aged 55 and over and C2DEs were more likely than average to say they had *not* visited any of the attractions (35%, 38% and 36% respectively compared with 25% on average).

Sixty-three per cent of residents who had visited any of the attractions said they were accompanied by another adult from Glasgow, while 43% were accompanied by children from Glasgow. Fewer than one in ten were accompanied by adults or children from outside Glasgow (8%) or as part of an organised group, such as a school or community group (4%). Six per cent said they were alone on their visit.

Compared with spring 2013, the proportion of respondents who were accompanied by another adult from Glasgow increased by ten points (from 53% to 63%), while the proportion accompanied by adults or children from outside Glasgow decreased by six points (14% to 8%) and the proportion visiting alone decreased by five points (11% to 6%). The figures for residents visiting with children from Glasgow or as part of an organised group were similar to those recorded in spring 2013.

The majority of respondents who had visited any of the attractions said they did so to have a day out or pass the time (69%). Around one in four respondents (23%) said they had visited an attraction to learn something new, while one in five said they had done so because the museum or gallery was one of the main attractions in the city or because it was free to visit (both 19%). As in spring 2013, when asked what their *main* reason was for visiting an attraction, half said it was to have a day out or pass the time. No other reason was mentioned by more than one in ten respondents (Table 4.2).

Table 4.2 – Reasons for visiting attractions

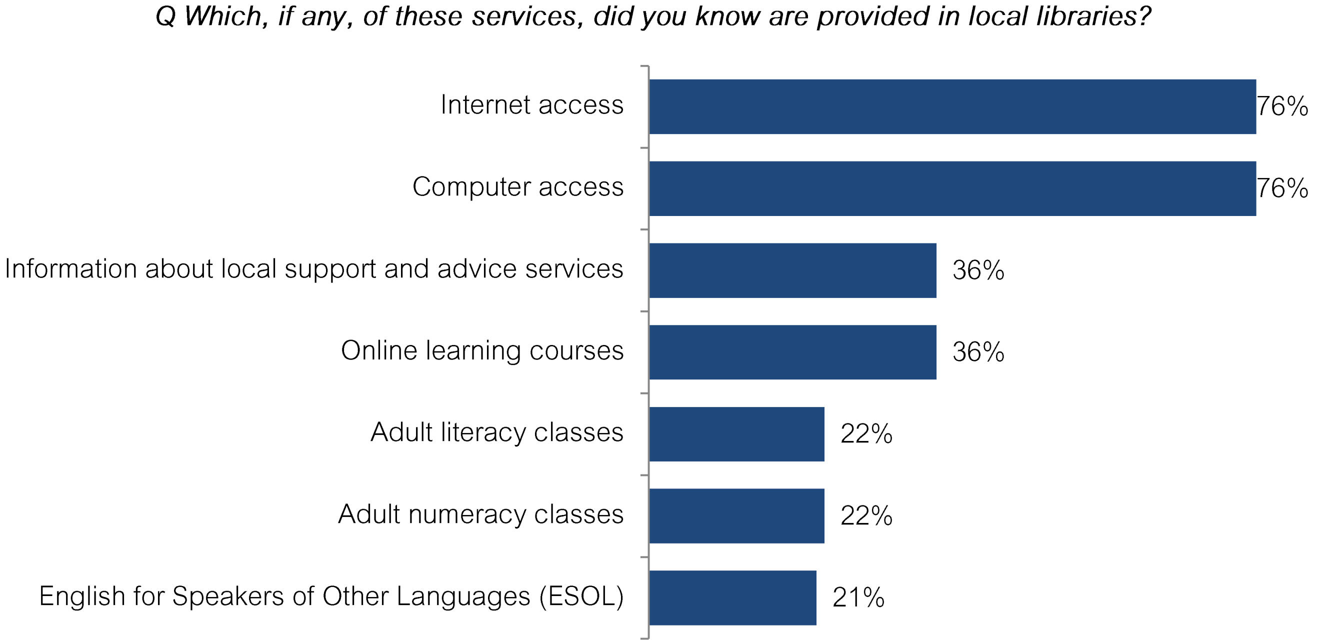
	Reasons for visiting	Main reason
	%	%
To have a day out or pass the time	69	52
Because the museum or gallery is one of the main attractions in the city	19	7
To learn something new	23	7
To encourage others (e.g. children) to learn something new	17	9
To pursue a hobby or interest	8	2
For reasons to do with my job or profession	4	1
To look at a specific display or exhibition	15	8
To reflect on the past	10	2
To experience beauty or awe-inspiring things	9	2
To stimulate my own creativity	8	2
To have some peaceful time	8	1
It was free to visit	19	3
Base: All households who have visited a museum or gallery in the last year (772)		

Respondents who had not visited any of the attractions in the last year or so were asked why this was the case. The main reasons given were not having enough time (cited by 28%), having visited the attractions already (19%), not being interested enough in the attractions (19%) or having a disability which made travelling or getting around difficult (17%). No other reasons were given by more than 10%. The findings are in line with those recorded in autumn 2011.

Advice, support and learning services provided in local libraries

Around three-quarters of respondents reported knowing that local libraries provided computer access and internet access (both 76%). Other services provided in libraries were comparatively less well known: Just over a third of respondents were aware of online learning courses (36%) and the provision of information about local support and advice services (36%), while around a fifth knew about adult literacy classes (22%), adult numeracy classes (22%) and ESOL classes (21%) (Figure 4.6).

Figure 4.6 – Awareness of advice, support and learning services provided in local libraries



Base: All respondents (1,027)

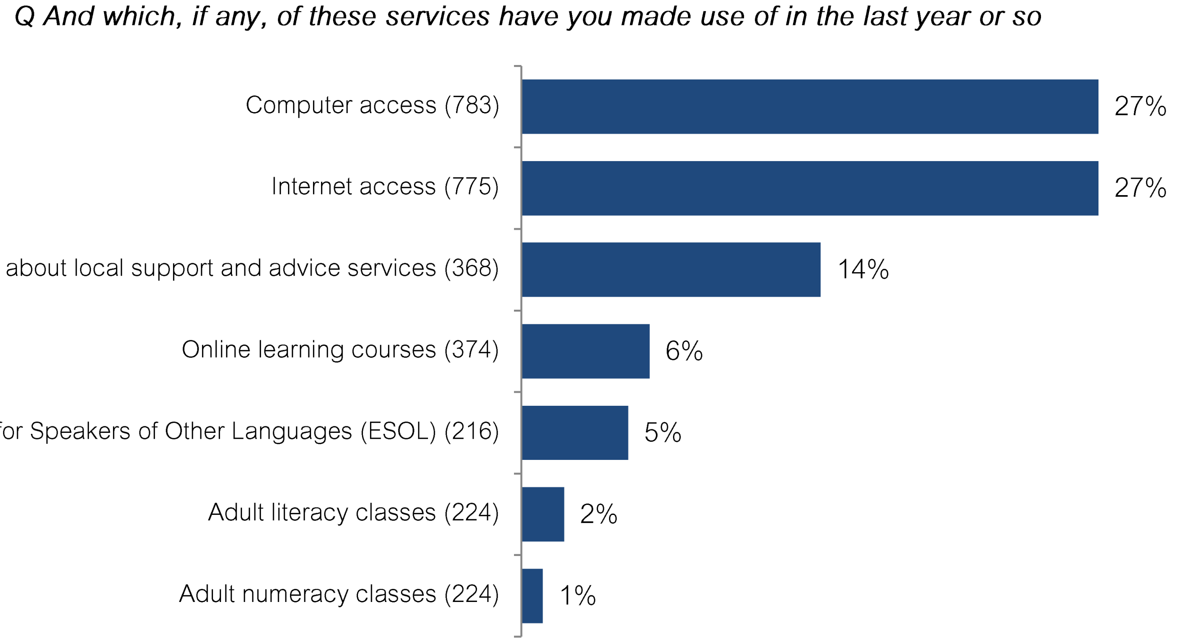
Awareness of these services was greater in the North West and South Sector Partnership Areas than in the North East (Table 4.3). Similarly, greater than average awareness was found among ABC1s than C2DEs, and among those who have internet access than among those who do not (Table 4.3).

Table 4.3 – Awareness of advice, support and learning services provided in local libraries by area, social grade and internet access

	Area			Social grade		Internet access	
	North East %	North West %	South %	ABC1 %	C2DE %	Yes %	No %
Computer access	55	88	82	82	72	81	59
Internet access	54	86	82	82	71	80	57
Online learning courses	24	42	40	41	32	38	29
Information about local support & advice services	27	44	36	44	29	39	25
Adult numeracy classes	16	24	23	26	18	23	15
Adult literacy classes	16	24	23	27	17	24	13
English for Speakers of Other Languages (ESOL)	11	28	23	24	18	23	14
Not aware of any of these services	31	10	12	12	20	13	29
Base: All respondents (1,027)							

As Figure 4.7 shows, use of the various services provided in local libraries was much less common than awareness of these services. Among respondents who knew about computer and internet services just over a quarter had made use of these services (27% in each case), while the comparable figure for information about local support and advice services was 14%. Fewer than one in ten of those who knew about the other services had used them.

Figure 4.7 – Use of advice, support and learning services provided in local libraries



Base: All respondents who knew about each of the services

People aged 16 to 34 years, those who were not working and BME respondents were more likely than average to have used computer and internet services provided in libraries (Table 4.4).

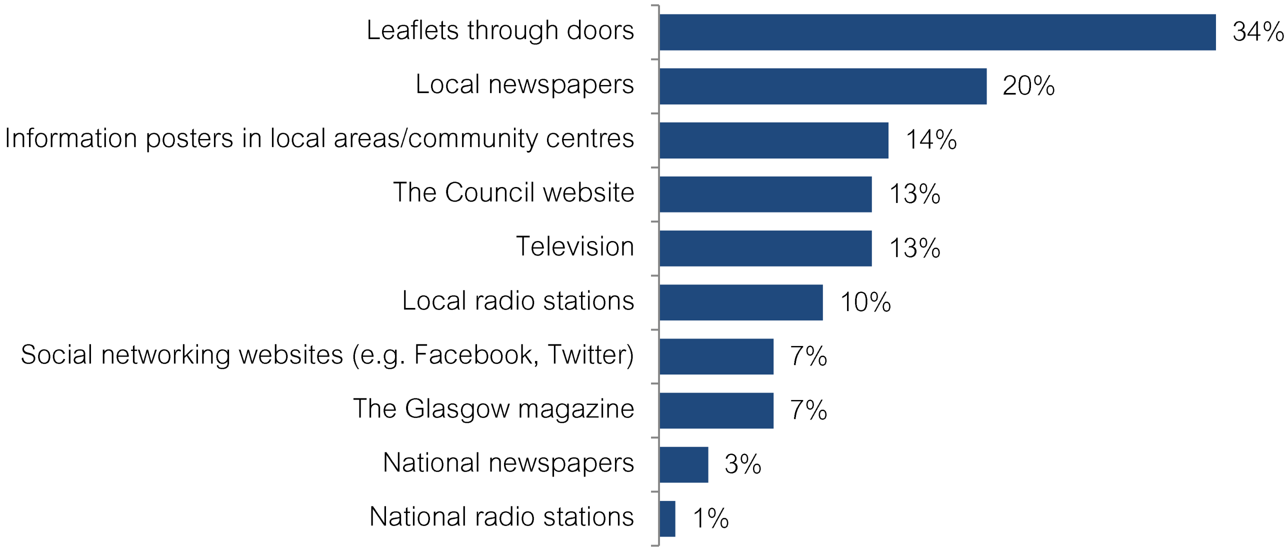
Table 4.4 – Use of computer and internet services provided in local libraries by age, working status and ethnicity

	Library services	
	Computer access %	Internet access %
Age		
16-24	45	43
25-34	35	33
35-54	19	21
55-64	17	19
65+	16	14
Working status		
Employed	24	25
Not working	40	37
Retired	14	14
Ethnicity		
White	24	24
BME	49	51
Base: All those who knew about computer access (783) or internet access (775)		

There was little consensus among respondents as to the best way of increasing awareness of advice, support and learning services in local libraries. The most common suggestion, mentioned by around a third of respondents, was leaflets through doors. This was followed by local newspapers (20%), information posters in local areas/community centres (14%), television (13%), the Council website (13%) and local radio stations (10%). All other suggested methods were mentioned by fewer than one in ten respondents (Figure 4.8).

Figure 4.8 – Suggested ways of raising awareness of advice, support and learning services provided in local libraries – top 10 responses

Q What do you think would be the best way for the Council and its partners to make people more aware of these advice and support services?

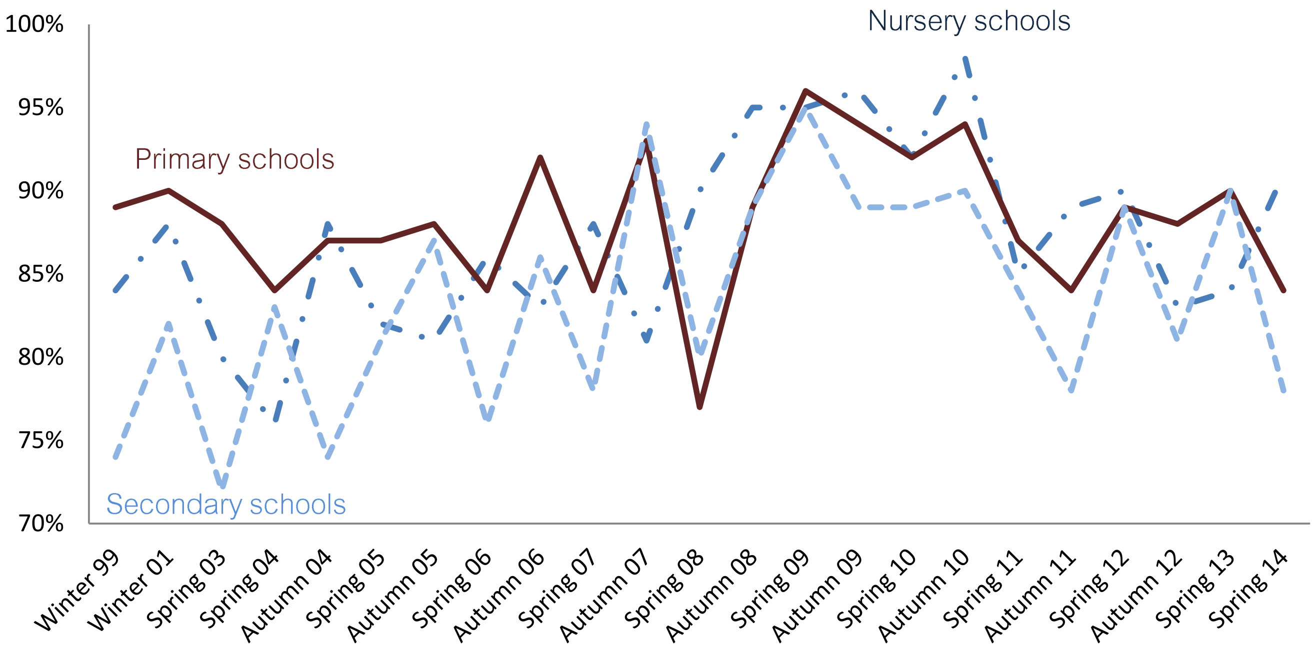


Base: All respondents (1,027)

4.4.3 Education services

Satisfaction with nursery, primary and secondary schools was very high (91%, 84% and 78% of users of each service respectively were satisfied), consistent with findings from recent waves of the survey (Figure 4.9).

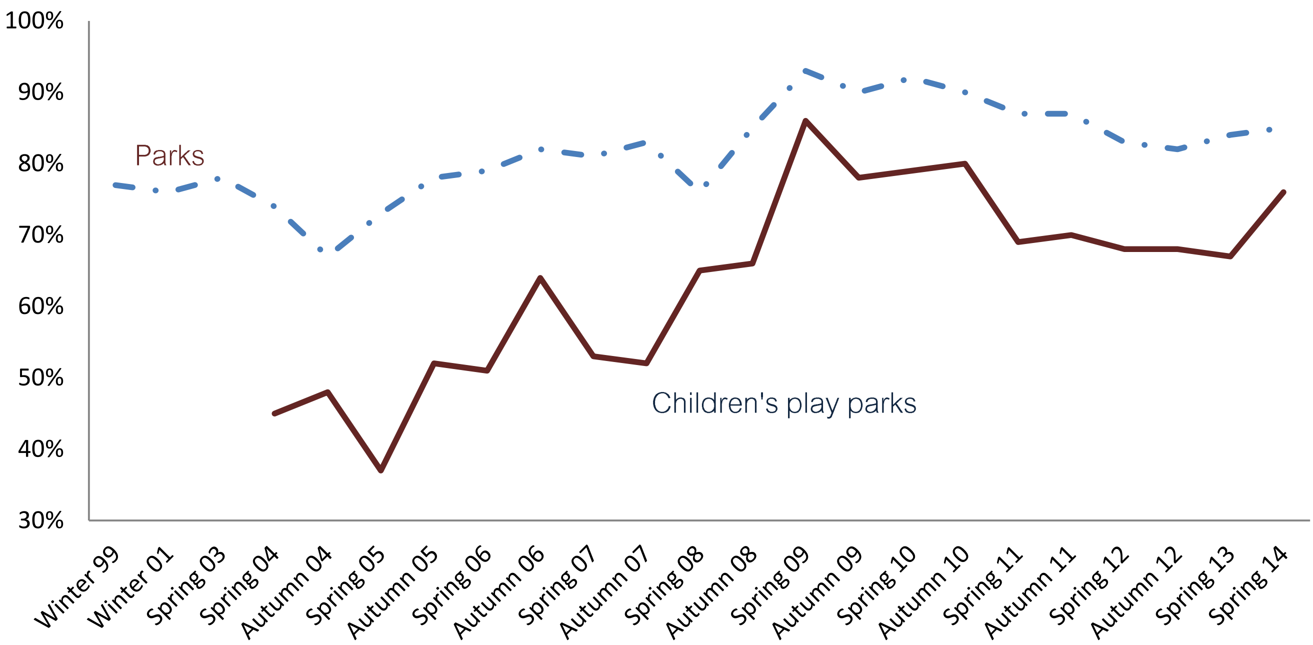
Figure 4.9 – Trends in satisfaction with education services



4.4.4 Parks and children's play parks

Satisfaction with children's play parks has increased by nine percentage-points over the last year, to 76%. Satisfaction with parks has remained unchanged, at 85% (Figure 4.10).

Figure 4.10 – Trends in satisfaction with parks and children's play parks



4.4.5 Social care services

As we consistently find, around seven in ten users (69%) expressed satisfaction with social work services and a similar proportion (73%) with home help services. These results should be treated as indicative rather than representative, however, as the base sizes are very small.

4.4.6 Local community centres

Around four in five (79%) users were satisfied with local community centres.

5 Clean Glasgow

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

5.1 Awareness of the *Clean Glasgow* campaign

Two in five respondents (39%) said they were aware of the *Clean Glasgow* campaign, which is consistent with previous waves of the survey (Table 5.1). Awareness of the campaign was higher than average among women (43%) and those who said they were dissatisfied with the overall service provided by the Council and its partners (47%).

Table 5.1 – Awareness of the *Clean Glasgow* campaign, 2010, 2011, 2012 & 2013

	Autumn 2010	Autumn 2011	Autumn 2012	Spring 2014
% Aware of the campaign	36	38	35	39
Base:	*1,002*	*1,013*	*1,015*	*1,027*

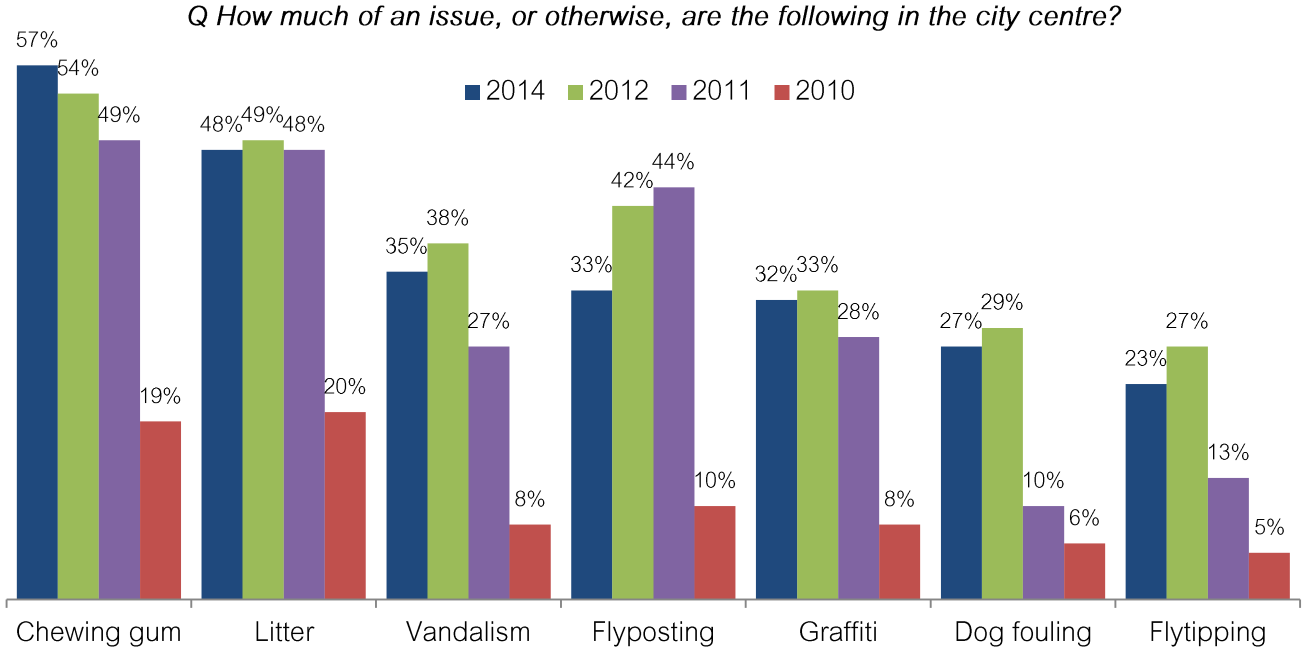
5.2 Impact of the *Clean Glasgow* campaign

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

5.2.1 Environmental issues in the city centre

Chewing gum and litter once again emerged as the top two environmental issues **in the city centre**, with 57% and 48% of respondents respectively identifying these as 'significant' or 'moderate' problems. The next biggest issues were vandalism, flyposting and graffiti (mentioned by 35%, 33% and 32% respectively), followed by dog fouling (27%) and flytipping (23%) (Figure 5.1).

Figure 5.1 – Environmental problems in the city centre, 2010, 2011, 2012 & 2014



Base: All respondents – 2014 (1,027); 2012 (1,015); 2011 (1,013); 2010 (1,002)

Asked to consider whether there had been any improvement or deterioration in each of the environmental issues in **the city centre** over the last year or so, between 50% and 58% of respondents said there had not been. Still, around one in four respondents said that litter (26%) and graffiti (23%) had improved, and around one in five said the same for vandalism and chewing gum (21% each), flytipping, (19%), dog fouling (19%) and flyposting (18%). As Table 5.2 shows, these figures are in line with those recorded in 2012.

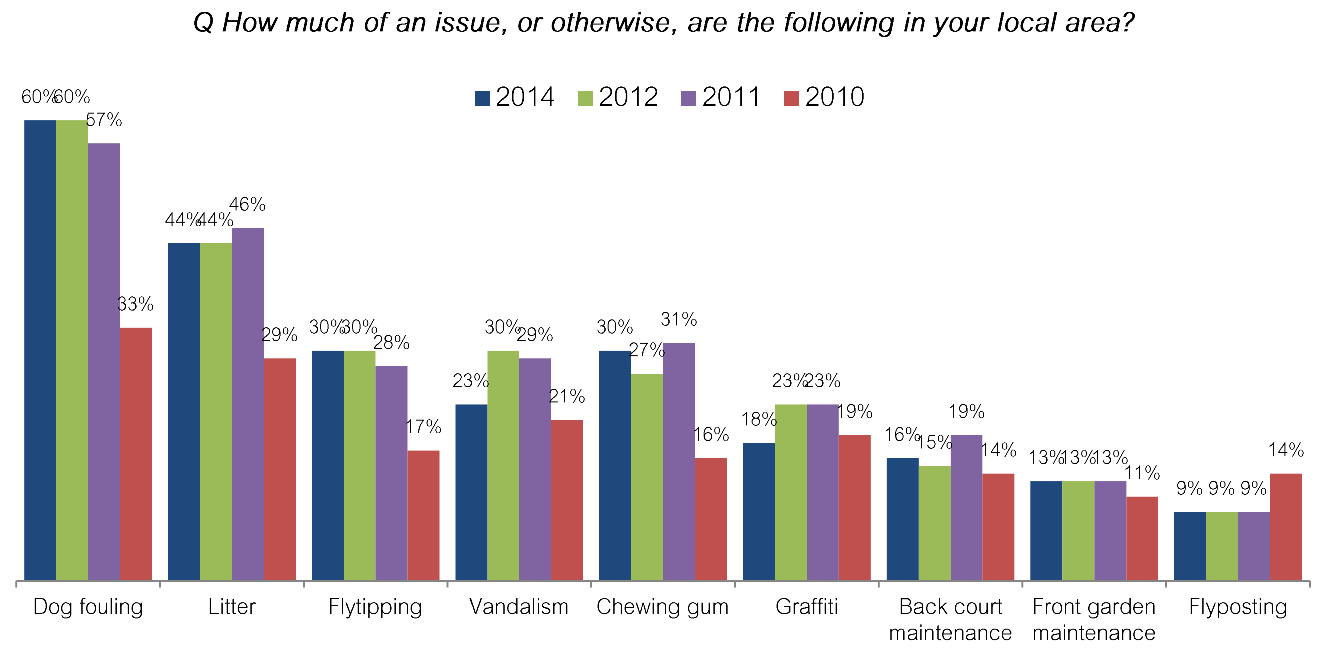
Table 5.2 – Perceived change over the last year or so in environmental problems in the city centre, 2012 & 2014

	Significant/moderate improvement		Neither		Significant or moderate deterioration	
	Autumn 2012	Spring 2014	Autumn 2012	Spring 2014	Autumn 2012	Spring 2014
	%	%	%	%	%	%
Litter	29	26	46	50	11	10
Graffiti	25	23	50	55	8	6
Vandalism	23	21	50	57	10	6
Chewing gum	19	21	50	55	14	9
Flytipping	19	19	53	58	9	5
Dog fouling	18	19	53	56	11	8
Flyposting	17	18	54	58	11	7
Base: 2012 = 1,015; 2014 = 1,027						

5.2.2 Environmental issues in the local area

In line with previous waves of the survey, dog fouling was perceived as the biggest environmental issue in local areas (60% said it was a significant or moderate problem), followed by litter (44%), flytipping and chewing gum (30% each), vandalism (23%), graffiti (18%), back court maintenance (16%), front garden maintenance (13%) and flyposting (9%). The proportion identifying vandalism as a significant or moderate issue was seven percentage points lower than in 2012 (23% compared with 30%), while the proportion identifying graffiti as an issue was five points lower (18% compared with 23%) (Figure 5.2).

Figure 5.2 – Environmental problems in the local areas, 2010, 2011, 2012 & 2014



Base: All respondents – 2014 (1,027); 2012 (1,015); 2011 (1,013); 2010 (1,002)

The perceived extent of each of the environmental issues varied by Sector Partnership Area:

- **dog fouling** was seen as an issue by a higher proportion of respondents in the South than in the North East and North West (65% compared with 56% and 57% respectively)
- **chewing gum** was seen as an issue by higher proportion of respondents in the North West than in the North East or South (35% compared with 27% and 26% respectively)
- respondents living in the North West and South were more likely than those in the North East to think that **litter** (48% in the North East and 49% in the South compared with 34% in the North East) and **back court maintenance** (19% each in the North West and South compared with 11% in the North East) were issues

In terms of perceived change in **the issues locally**, most respondents tended to feel that things had neither improved nor deteriorated, while the remainder were fairly evenly divided in most cases (Table 5.3). That said, in the cases of graffiti and vandalism, respondents were twice as likely to think these had improved than deteriorated over the last year or so (15% thought each issue had improved compared with 7% and 8% respectively who felt there had been a deterioration). In the case of dog fouling, and as in previous waves of the survey, respondents were more likely to think things had deteriorated than improved (23% compared to 15%).

Table 5.3 – Perceived change over the last year or so in environmental problems in the local area, 2012 & 2014

	Significant/moderate improvement		Neither		Significant or moderate deterioration	
	Autumn 2012	Spring 2014	Autumn 2012	Spring 2014	Autumn 2012	Spring 2014
	%	%	%	%	%	%
Litter	18	16	60	64	17	16
Graffiti	19	15	64	73	9	7
Vandalism	20	15	60	72	13	8
Dog fouling	16	15	46	57	32	23
Flytipping	14	12	65	72	13	11
Chewing gum	13	11	68	75	11	9
Flyposting	13	10	70	78	6	6
Back court maintenance	10	9	59	68	11	9
Front garden maintenance	11	9	63	72	8	8
Base: 2012 = 1,015; 2014 = 1,027						

Once again, as Table 5.4 shows, there were differences in results by Sector Partnership Area. Respondents in the North East and South were more likely than those living in the North West to feel that **graffiti**, **flytipping**, **vandalism, back court maintenance** and **front garden maintenance** had improved, but they were also more likely to feel that the issue of **chewing gum** had deteriorated. Respondents in the North West were more likely than those living in the North East and South to feel that there had been neither an improvement nor deterioration in each of the issues.

Table 5.4 – Perceived change over the last year or so in environmental problems in the local area by Sector Partnership Area

	Significant/moderate improvement			Neither			Significant or moderate deterioration		
	North East	North West	South	North East	North West	South	North East	North West	South
	%	%	%	%	%	%	%	%	%
Litter	21	13	15	59	69	62	16	13	19
Graffiti	18	9	18	68	81	70	9	5	7
Vandalism	19	9	18	63	81	69	11	5	9
Dog fouling	20	11	15	50	63	58	26	22	23
Flytipping	15	5	16	67	81	67	13	8	12
Chewing gum	13	6	13	67	84	72	12	6	10
Flyposting	12	5	12	70	86	75	12	5	12
Back court maintenance	14	4	8	68	71	65	10	7	10
Front garden maintenance	15	5	9	68	75	70	10	6	9
Base: All respondents (1,027)									

6 Council Reputation

6.1 Media coverage of the Council

Just under two in five (39%) residents considered newspaper coverage of the Council to be neutral, while around one in five (21%) considered it positive and a further one in five (19%) considered it negative. The results for TV and radio coverage were very similar, at 40%, 23% and 19% respectively.

As Table 6.1 shows, the proportions considering newspaper and TV/radio coverage to be positive were higher than in 2013, while the proportion considering coverage to be negative were lower.

Table 6.1 – Perceived valence of media coverage of the Council, 2011, 2012, 2013, 2014

	Spring 2011	Spring 2012	Spring 2013	Spring 2014
	%	%	%	%
Newspaper coverage				
Positive	21	18	16	21
Neutral	43	46	39	39
Negative	20	18	23	19
Don't know	16	18	23	21
TV/radio coverage				
Positive	22	20	18	23
Neutral	45	48	39	40
Negative	20	16	24	19
Don't know	14	16	19	18
Base	*1,009*	*1,018*	*1,024*	*1,027*

6.2 Attitudes towards the Council

As Table 6.2 shows, around four in five residents (79%) recognised that the Council has an important impact on the quality of local life in Glasgow. Further, around half said that the Council gave residents good value for money and that they trusted the Council (50% and 48% respectively). Meanwhile, around two in five respondents felt that the Council rarely takes local residents' views into account when making decisions that affect them (43%) and that the Council is too remote and impersonal (39%).

Comparison of these results with those from previous waves of the survey suggests residents' views of the Council have generally become more positive over time (Table 6.2). Specifically:

- the proportion of residents agreeing that the Council has an important impact on the quality of local life in Glasgow has increased from 64% in 2005 to 73% in 2013 and 79% in 2014
- the proportion agreeing that the Council gives residents good value for money has increased from 35% in 2005 to 44% in 2013 and 50% in 2014
- the proportion agreeing that the Council rarely takes local residents' views into account when making decisions that affect them has *decreased* from 48% in 2005 and 2013 to 43% in 2014

- the proportion agreeing that the Council is too remote and impersonal has decreased from 52% in 2005 to 46% in 2013 and 39% in 2014

Table 6.2 – Attitudes towards the Council, 2005, 2013 & 2014

	Autumn 2005		Spring 2013		Spring 2014	
	Agree	Disagree	Agree	Disagree	Agree	Disagree
	%	%	%	%	%	%
The Council has an important impact on the quality of life in Glasgow	64	17	73	12	79	9
Glasgow City Council gives residents good value for money	35	43	44	31	50	28
I trust Glasgow City Council	n/a	n/a	45	32	48	27
The Council rarely takes local residents' views into account when making decisions that affect them	48	25	48	28	43	32
The Council is too remote and impersonal	52	22	46	27	39	33
Base	*1,028*		*1,024*		*1,027*	

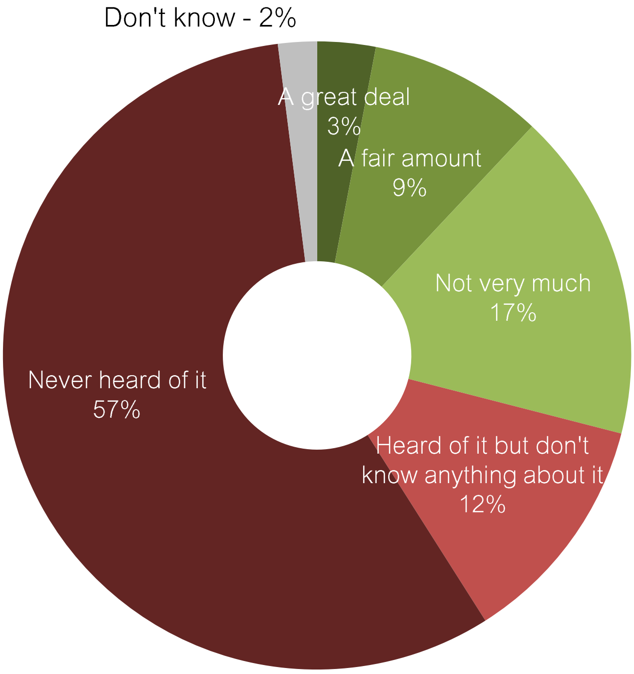
The latest results were broadly consistent across different subgroups of residents. However, C2DE residents remained more likely than ABC1s to feel that the Council rarely takes local residents' views into account (49% compared with 36% respectively).

7 Managing financially

7.1 The Glasgow Living Wage

More than half of respondents (57%) had never heard of the Glasgow Living Wage prior to the survey while 29% had either heard of it but knew nothing about it (12%) or didn't know very much (17%). Just over one in ten knew a fair amount (9%) or a great deal (3%) about the Glasgow Living Wage (Figure 7.1).

Figure 7.1 – Awareness of the Glasgow Living Wage



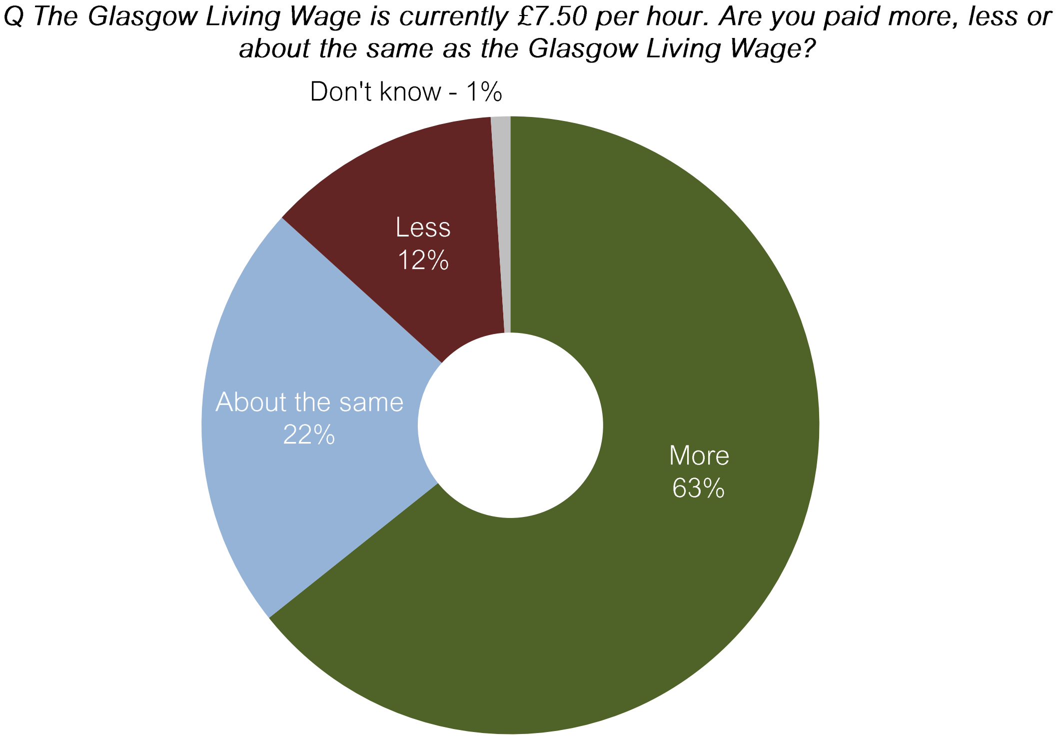
Base: All respondents (1,027)

Awareness of the Glasgow Living Wage was highest among ABC1s (48% had heard of it compared with 35% of C2DEs); men (46% compared to 36% of women); and those who were in employment or retired (46% and 44% respectively compared with 32% of those who were not working)

Respondents who were working, either full-time or part-time, were asked whether they were paid more, less or about the same as the Glasgow Living Wage of £7.50 per hour[3]. As Figure 7.2 shows, 63% said they were paid more, while 22% said they were paid about the same and 12% said they were paid less. The sub-groups most likely to be paid less were women (29% compared to 17% of men); 16 to 24 year olds (45% compared with 22% overall); and C2DEs (34% compared with 12% of ABC1s).

[3] The Glasgow Living Wage was increased to £7.65 on 1st April 2014, after fieldwork had commenced.

Figure 7.2 – Pay in relation to the Living Wage



Base: All respondents who were working (478)

7.2 Experience of financial difficulties

Around two in five respondents said they were living comfortably on their present income (39%), while a similar proportion said they were coping on their present income (41%). One in five respondents, meanwhile, said they were finding it difficult to cope (18%).

Comparing these results with findings from the 2011 Scottish Social Attitudes Survey[4] (Table 7.1), Glasgow residents were less likely than the Scottish population as a whole to say they were living comfortably on their present income (39% in Glasgow compared with 54% across Scotland) and more likely to say they were coping (41% compared with 30%). The proportion of Glasgow residents who said they were finding it difficult to cope on their present income was in line with the population as a whole (18% compared with 17%).

[4] http://www.scotland.gov.uk/Publications/2012/06/9925 1314

Table 7.1 – Feelings about household income – 2014 Glasgow Household Survey & 2011 Scottish Social Attitudes Survey

	Glasgow Household Survey 2014	Scottish Social Attitudes Survey 2011
	%	%
Living very comfortably on present income	8	7
Living comfortably on present income	31	47
Coping on present income	41	30
Finding it difficult on present income	13	14
Finding it very difficult on present income	5	3
Don't know	1	*
Base: All who were finding it difficult to cope on present income (191)		

Among those most likely to say they were finding it difficult to cope on their present income were: people living in households where someone had a disability (30% compared with 15% of people living in households where no one had a disability); C2DEs (26% compared with 10% of ABC1s); and those living in households with children (25% compared with 16% of those without children in the household).

As table 7.2 shows, more than two-thirds of respondents who were finding it difficult to cope on their present income said they were having trouble paying bills (69%), while just over a third said they were in arrears with creditors (36%).

Table 7.2 – Difficulty in paying bills or in arrears with creditors

As a result of these difficulties, are you…	…finding it difficult to pay bills	…currently in arrears with any creditors
	%	%
Yes	69	36
No	23	57
Don't know	4	3
Refused	4	3
Base: All who were finding it difficult to cope on present income (191)		

Respondents living in households with children or where someone had a disability were more likely than average to say they were in arrears with creditors (49% and 47% respectively compared with 36% overall). These results should be treated as indicative, however, as the base sizes are very small.

All respondents who said they were finding it difficult to cope on their present income were presented with a list of financial concerns and asked to select the two or three biggest concerns for their household (Table 8.3). The cost of gas and electricity emerged as the biggest concern by some way (selected by 64%), followed by the cost of food (48%), Council Tax (34%), rent (27%) and petrol (11%). No other concern was selected by more than one in ten respondents.

When asked to identify the *single* biggest concern for their household[5] almost a third said the cost of gas and electricity (31%), while around one in ten said the cost of rent (12%), food (11%) or Council Tax (11%) (Table 7.3).

[5] This also includes those who only selected one issue when first asked

Table 7.3 – Household financial concerns

	Two or three biggest concerns	Single biggest concern
	%	%
Cost of gas and electricity	64	31
Food cost	48	11
Cost of Council Tax	34	11
Rent cost	27	12
Petrol costs	11	3
Threat of homelessness	10	6
Reduction in working hours	8	4
Mortgage costs	8	6
Child Care costs	6	2
Threat of redundancy	5	3
Value of property	3	1
Loss of interest in savings account(s)	2	-
Cost of holidays	2	-
Drop in share values	-	-
None of these	7	8
Don't Know	2	3
Base: All who are finding it difficult to cope on present income (191)		

7.2.1 Help or advice regarding financial concerns

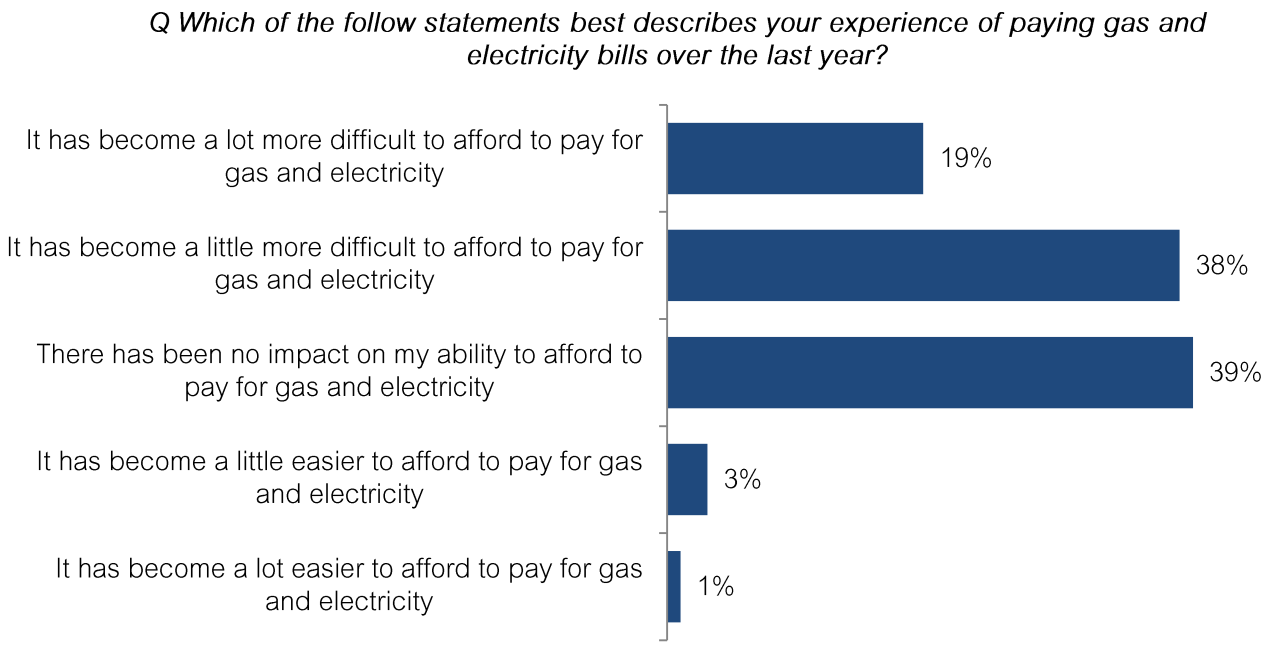
A third of respondents who had financial concerns had sought help or advice regarding these concerns (34%), while two thirds had not (66%). Among those who had sought help or advice, one in four had done so from Citizens Advice (25%), while 17% had sought help or advice from their landlord or housing association and 13% from Glasgow City Council's Revenues and Benefits Service. No other source of help and advice was mentioned by more than one in ten respondents. These results should be treated as indicative, however, as the base sizes are very small.

8 Fuel Poverty

Across the sample as a whole, 85% of respondents were either responsible or jointly responsible for the household's gas and electricity bills. Younger adults, more likely to be living at home with their parents, were least likely to be responsible for fuel bills and this was reflected across a number of other attributes of the sample.

We noted in Section 7 (household financial concerns) that the cost of gas and electricity was, for 31% of respondents, their single biggest financial concern and for 64% one of the top three financial concerns. Respondents with responsibility for fuel bills were asked which of five statements about paying for gas and electricity best reflected their experience over the past year (Figure 8.1). The majority (57%) had found it more difficult to afford to pay for gas and electricity, which was split between 19% of respondents for whom fuels costs were now a lot more difficult to afford and 38% for whom they were a little more difficult (Figure 8.1).

Figure 8.1 – Experience of paying gas and electricity bills over the last year



Base: All respondents who were responsible for household gas and electricity bills (873)

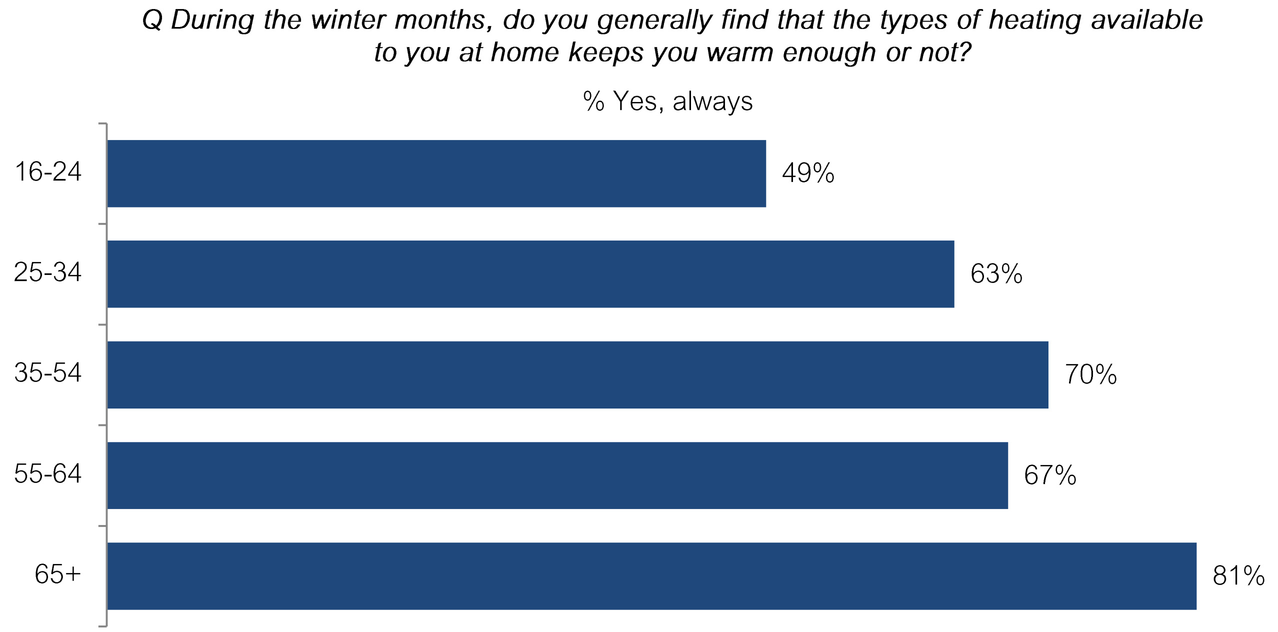
The proportions having more difficulty affording fuel was fairly consistent across all households, although non-working households were having more difficulty than average (63%, including 26% who were finding it a lot more difficult), as were households with children (64%, including 24% who were finding it a lot more difficult).

As well as those finding it more difficult over the past year, a further 39% of respondents felt that while fuel bills were not any more difficult to afford, nor were they any easier to afford. This left only 4% of respondents who could say that it had become any easier to afford to pay for gas and electricity over the past 12 months.

Even though a majority of respondents said they had found it more difficult to afford to pay for energy in the past year, just over two-thirds (68%) said that they had been able to keep their home warm enough in the winter months. Nearly a third (32%) had not been able to heat their home adequately and 10% reported that they had 'never' been able to make their home warm enough in the winter.

Older respondents were more likely to say that they had always been able to heat their home so that it was warm enough in the winter, with a fairly consistent increasing pattern across the age groups (Figure 8.2).

Figure 8.2 – Extent to which available heating keeps respondents' homes warm enough by age



Base: All respondents who were responsible for household gas and electricity bills (873)

However, the converse of this is that among even the most positive group – the older respondents – almost one in five has difficulty (19%), at least some of the time, heating their home adequately in the winter.

Non-working respondents across all age groups were much more likely than their employed counterparts to report difficulties heating their home (42% and 28% respectively).

When asked what made it difficult to heat their home, the main reasons respondents gave were a combination of issues with the fabric of the dwelling that make it difficult to heat, financial problems that make heating unaffordable and problems with the condition or efficiency of the heating that makes it expensive to run (Table 8.1).

Table 8.1 – Factors that make it difficult for respondents to heat their homes by working status

	Total	Employed	Not working	Retired
	%	%	%	%
Problems with condition of property				
House is draughty	17	21	19	6
Need new windows/double glazing	13	16	13	6
No insulation/poor insulation	12	15	15	4
Room(s) too big to heat fully	8	9	9	3
Affordability				
Can't afford to heat house	14	9	24	11
Can't afford to replace system	3	3	2	3
Problems with heating system				
Poor system/need new system	7	5	12	4
Position of heaters/radiators	4	3	6	2
Heating difficult to control/regulate	4	4	7	*
No central heating	3	3	4	1
Not enough heaters/radiators	3	2	4	2
Heaters/radiators not big enough	2	3	3	1
Have heating only in part of the house	2	1	4	1
Heating not working	1	1	3	-
None of these	17	18	10	21
It is not difficult to heat my home	35	34	28	46
Don't know	2	1	2	3
Base: All respondents who were responsible for household gas and electricity bills (873)				

In general, it seems that employed respondents were more likely to have problems heating their homes because of structural problems like draughty windows or poor insulation rather than financial or affordability problems. Non-working respondents who experience any problems at all are likely to experience a combination of the three main types of problem – issues with their home, issues with their heating system and problems affording to heat their home.

Table 8.2 – Aggregated factors that make it difficult for respondents to heat their homes by working status

	Employed	Not working	Retired
	%	%	%
Any structural issues	31	23	14
Any problems with heating system	11	17	6
Any affordability problems	10	19	13
Base: All respondents who were responsible for household gas and electricity bills (873)			

Around a third (34%) of respondents said that their household had had to cut back on general household spending due to the cost of gas and electricity. This was more commonly reported by women (38%) than men

(29%) and it was particularly common among non-working respondents (45%) and respondents aged 35 to 54 years (42%). Households with children (who were one of the groups most likely to have found it harder to afford energy costs over the past year) were also more likely to have cut back on household spending (42%), as were respondents living in households where someone has a disability (40%).

In general, savings have been made across the board for many respondents, with similar proportions of those having made savings cutting back on “luxuries” like nights out, leisure activities and holidays as well as “essentials” like clothes, food and energy use.

9 Welfare reform and welfare support services

9.1 Housing Benefit changes

Just under one in five (19%) respondents were in receipt of Housing Benefit from the Council. Of this group, around half (51%) said their level of benefit had stayed the same over the last year, while around a quarter (26%) said it had increased and roughly half as many (14%) said it had decreased.

For questions where the number of respondents is less than 30, the number of times a response has been selected (N) rather than the percentage is given. Of the 27 respondents who had experienced a reduction in their benefit, 11 said this was a consequence of changes to the spare room subsidy (10) or to the benefits cap (1). A further 14 said the reduction was for another reason.

Only half (14) of those who had experienced a reduction in their Housing Benefit were aware that they could apply to the Council for a Discretionary Housing Payment (DHP). Of this group, most had found out about DHP from their Housing Association (4 people) or from the Council (3 people through a conversation with Council staff and another 3 through a letter received from the Council).

All but one of those respondents who were aware that they could apply for a DHP had done so.

9.2 The Scottish Welfare Fund

The Scottish Welfare Fund (SWF) is a scheme run by local councils to provide grants and services, such as crisis grants and community care grants, to members of the local community who need them.

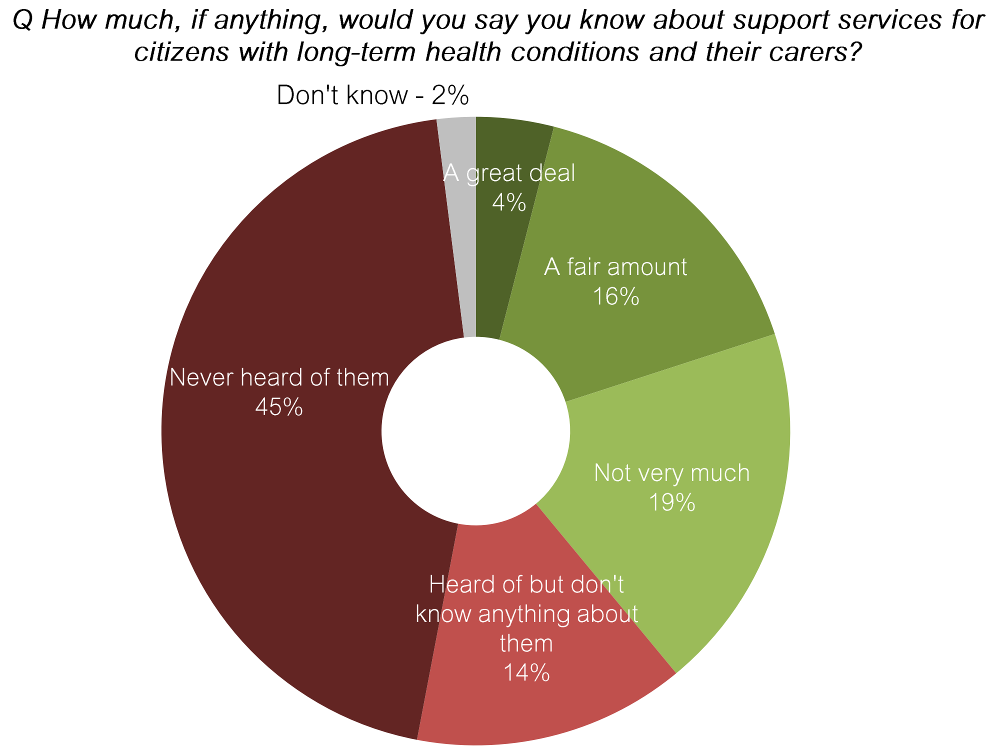
Just under three in ten (28%) respondents were aware of the SWF, with the figure decreasing to 23% in the North East Partnership Area (compared to 30% in both the North West and the South) and 18% among BME respondents (compared to 28% among the sample as a whole).

Of all respondents who were aware of the SWF, a total of 16% had applied for a crisis grant (6%), community care grant (6%) or both (4%) over the last year. The figure was higher among those in the North East (41% compared to 12% in the North West and 5% in the South), people who were not working (29%) and people living in households where someone had a disability (25%).

9.3 Support services for citizens with long-term health conditions & their carers

The Council and its partners have recently developed a range of services to support citizens with long term health conditions and their carers. As Figure 9.1 shows, approaching half (45%) of respondents had never heard of these services and another third (33%) in total had heard of them but knew nothing or little about them. Twenty per cent, meanwhile, knew a great deal or a fair amount about the services (20%).

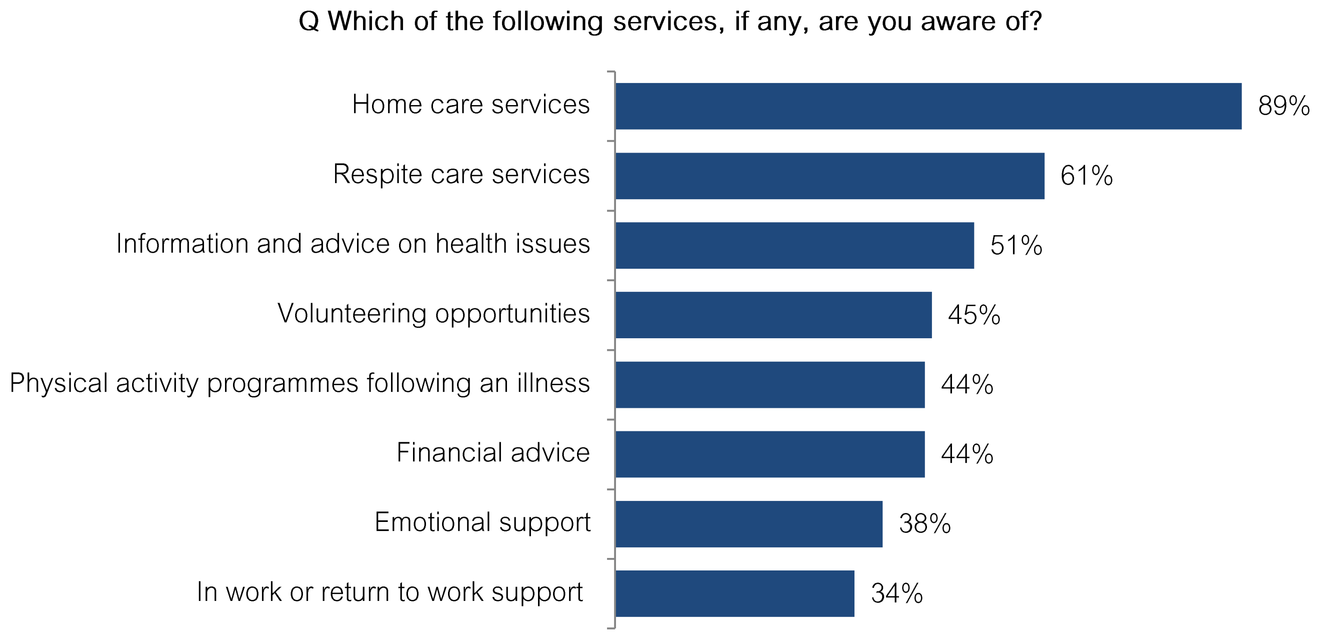
Figure 9.1 – Awareness of support services for people with long-term conditions & their carers



Base: All respondents (1,027)

In relative terms, the most well-known support services for people with long term conditions and their carers were home care (mentioned by 89% of those who knew a great detail or a fair amount about the services), respite care (61%) and information and advice on health issues (51%) (Figure 9.2).

Figure 9.2 – Awareness of specific services for people with long-term conditions & their carers



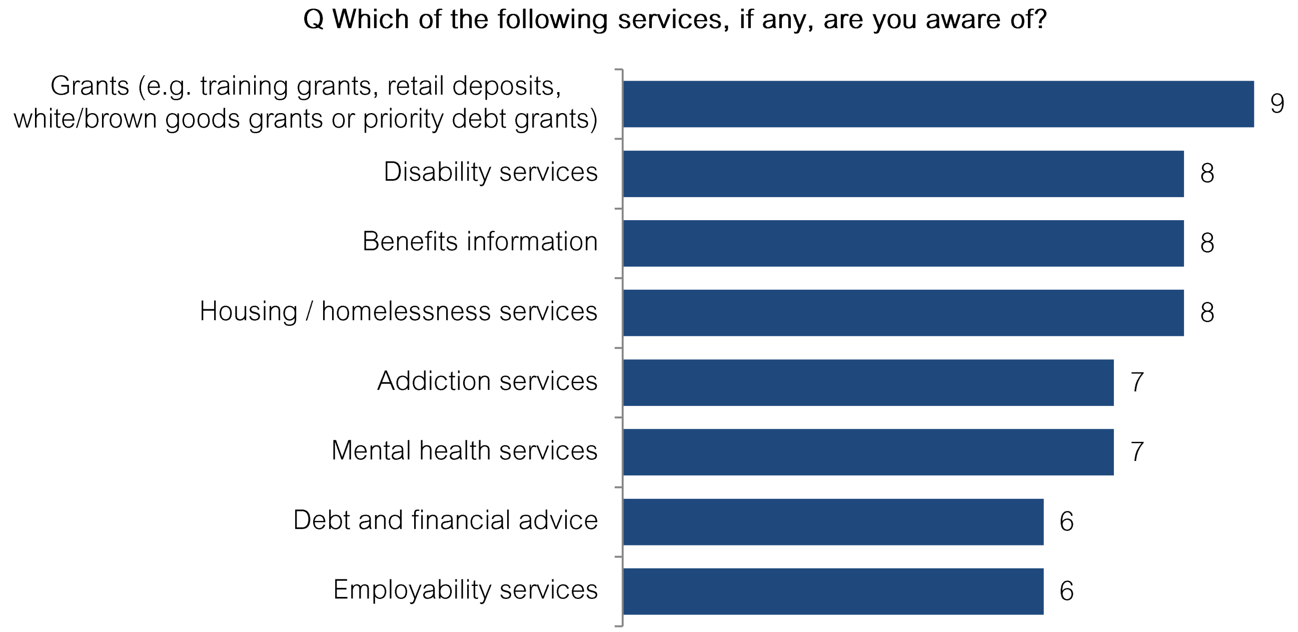
Base: All who know a great deal or fair amount about support services for people with long-term health conditions & their carers (204)

9.4 Support services for members of the armed forces & and their families

Awareness of support services provided by the Council and its partners for members of the armed forces and their families was similarly low. Of the 8% of respondents who had served in the armed forces or who lived with someone who had done so, just over half (53%) had never heard of the services, while 22% had heard of them but knew nothing or little about them. This left just 18% who knew a great deal or a fair amount about the services.

As Figure 9.3 shows, among the minority of respondent who knew about the services for members of the armed forces as their families (15 respondents), there was awareness of the full range of support available, from grants to debt and financial advice.

Figure 9.3 – Awareness of specific support services for members of armed forces & their families



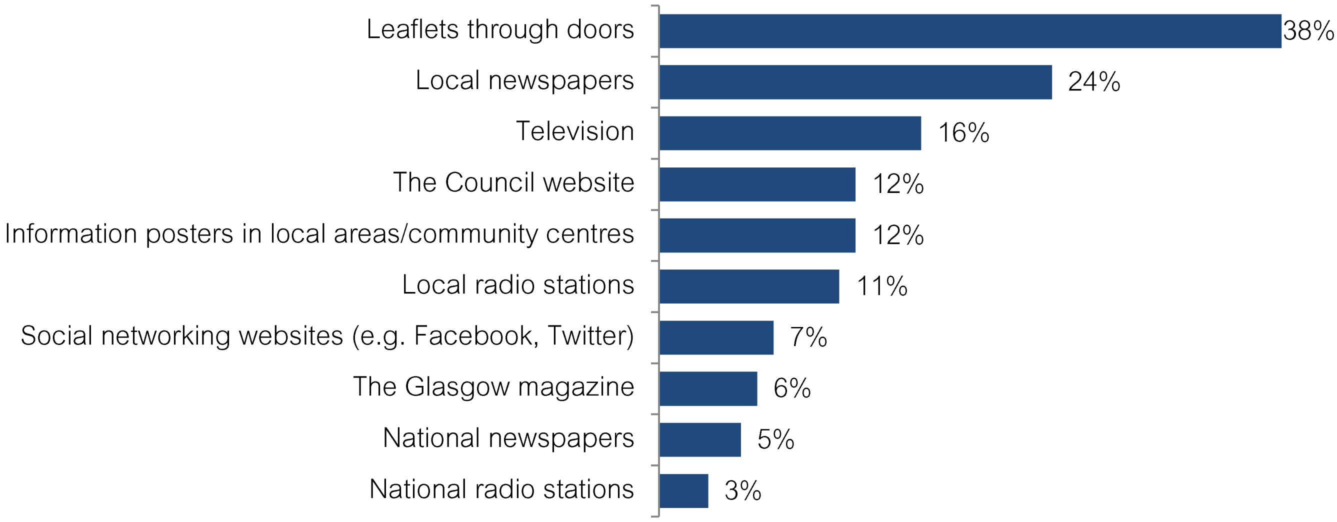
Base: All households with current/former members of the armed forces who know a great deal/fair amount about support services (15 respondents)

9.5 Raising awareness of welfare support services

Asked how the Council and its partners might best raise awareness of the range of financial advice and support services they provide, respondents tended to suggest leafleting through doors (38%), and advertisements in local newspapers (24%) or on television (16%) (Figure 9.4). Leafleting and local newspapers were particularly common suggestions in the North East, where they were mentioned by 44% and 35% respectively.

Figure 9.4 – Suggestions for raising awareness of financial advice and support services

Q What do you think would be the best way for the Council and its partners to make people more aware of the range of financial advice and support services it provides?



Base: All respondents (1,027)

10 Flood Management

The vast majority of respondents (95%) reported that, as far as they were aware, their current property had never been affected by flooding. The figure was slightly lower in the South Sector Partnership Area (at 92%), where 7% of respondents reported that their property had been affected by flooding (compared with the average of 4%).

For questions where the number of respondents is less than 30, the number of times a response has been selected (N) rather than the percentage is given. Just over half of those whose property had been affected by flooding – 24 people in all – said that the most recent incident was during the previous year. Roughly half as many (11 people) said it was between one and five years ago and nine said it was longer ago.

Asked about the main cause of the most recent incident of flooding, respondents most commonly mentioned blocked drains or inadequate drainage (16 people), or problems in neighbouring properties (12 people). Other causes were cited by 4 or fewer people, as Table 10.1 shows.

Table 10.1 – Main causes of most recent incidents of flooding

	N
A blocked drain or inadequate drainage	16
Problems in neighbouring properties	12
Leaking roof	4
Burst pipe	4
A river or reservoir overflowing/bursting through its banks	3
Ground water	1
Rainwater flowing from buildings and streets	1
Other	2
Don't know/can't remember	2
Base: all whose property had been affected by flooding (44)	

Of the 44 respondents who had been affected by flooding, only two had been aware that there was a risk to their property, while 41 had not. In terms of seeking help and assistance in dealing with the flooding, respondents had mainly approached their landlord or housing association (21 people), neighbours, friends or relatives (5), or an insurance company (4). Very few cited any other source of support.

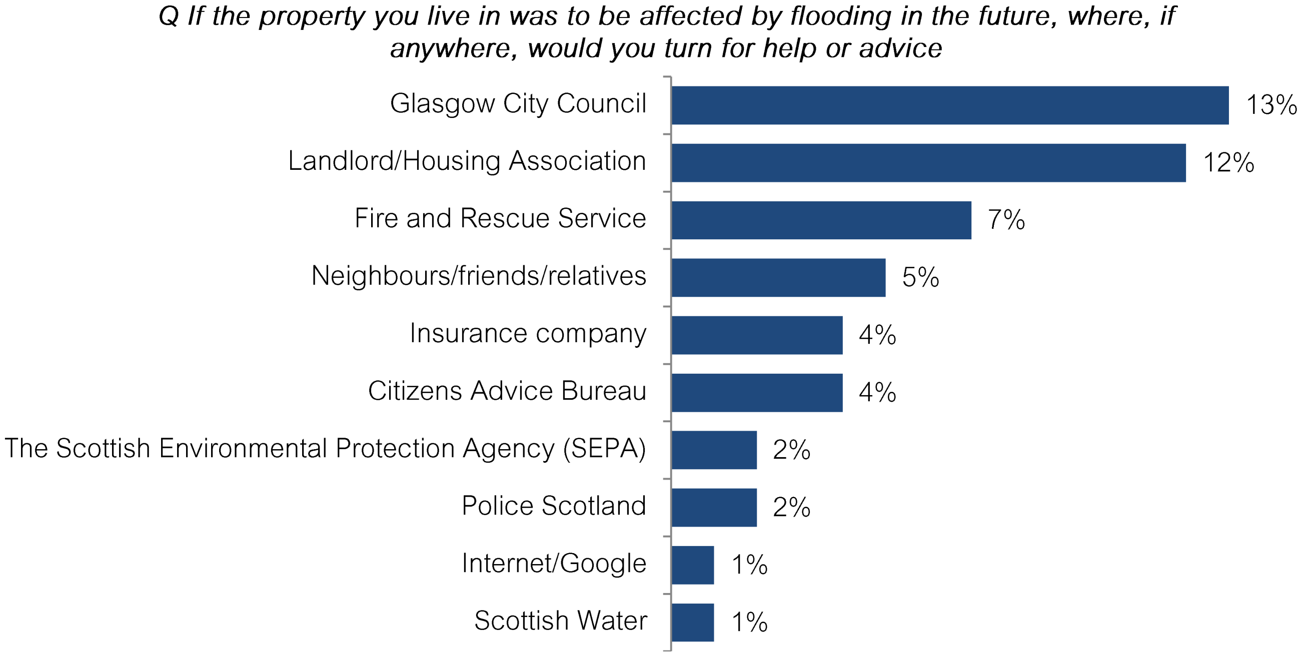
Of those respondents whose property had *not* been affected by flooding, just 3% had checked whether or not the property was at risk. The figure was slightly higher among ABC1s, at 6%.

Of the 32 respondents who had checked if their property was at risk, most had done this when purchasing the property (9 people) or had found out from SEPA (6 people had checked the SEPA website and 2 had contacted SEPA directly). A further three people had found out simply by word of mouth from neighbours or other people they knew. Only a couple of people mentioned any other single source.

Almost all (29) of those who had checked whether or not their property was a risk of flooding had found that it was not, while 2 had found that it was and one person did not know the outcome.

All respondents in the survey were asked where they would turn for help and advice in the event that their property was affected by flooding in the future. Almost two in five (37%) responded by saying that their property would not be affected by flooding, while a further 10% said they would not know where to turn. Meanwhile, and as Figure 10.1 shows, 13% said they would turn to Glasgow City Council and a similar number said they would turn to their landlord or housing association. No other source of help or advice was mentioned by more than one in ten respondents.

Figure 10.1 – Sources of help and advice in the event of flooding – top 10 responses



Base: All respondents (1,027)

Appendix A: Topline results

Appendix A: Topline results

2014 Glasgow Household Survey
Topline results

Technical details:

- This presents the topline results from the 2014 Glasgow Household Survey
- Results are based on a survey of 1,027 respondents (adults aged 16+) conducted in-home, face-to-face
- Fieldwork dates: 29th March – 1st June 2014
- Data are weight by: age, sex, working status and ethnicity using census data
- Where results do not sum to 100%, this may be due to computer rounding, multiple responses, or the exclusion of “don’t know” categories
- Results are based on all respondents (1,027) unless otherwise stated.

Pride in the local area

Q1 How strongly do you agree or disagree with the following statements? .

		Strongly Agree	Tend to Agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don’t know
	Base: All	%	%	%	%	%	%
a	I feel part of the community in which I live	29	40	11	15	4	1
b	I feel proud of my local area (the area within a 15 – 20 minute walk from your home)	30	45	10	10	5	*
c	I feel proud of the city of Glasgow	49	37	8	4	2	*

Commonwealth Games

As you may know, Glasgow will be hosting the Commonwealth Games in 2014. I’d now like to ask you a few questions about this.

Q2 Do you think Glasgow hosting the Commonwealth Games in 2014 will have a positive or negative effect on…

	…you and your family?	…your local area?	…Glasgow generally?
Base: All	%	%	%
Strongly positive	22	22	57
Slightly positive	29	34	31
Both positive and negative	13	11	4
Slightly negative	6	6	2
Strongly negative	2	3	1
No effect at all	25	21	2
Don’t know / unsure	3	5	3

Q3 Do you have any concerns about Glasgow hosting the Commonwealth Games?

Base: All	%
Yes	22
No	78
Don't know/No opinion	1

Q4 What concerns do you have about Glasgow hosting the Games?

Base: All who have concerns about Glasgow hosting the Games (223)	%
Cost/affordability of the Games	31
Money should be spent elsewhere	13
Increase in crime/violence	7
Glasgow's ability to organise the Games	4
Transport/congestion problems	38
Anti-social behaviour	10
Waste of money	10
Security/terrorism	8
Use of facilities after end of the games	4
Image of the city/run down	3
People losing their homes	6
The event will not bring lasting benefits	6
Lack of infrastructure	1
Improvement should be made across the city, not just some places	5
Safety issues/overcrowding	6
Existing facilities closed down	1
Negative impact/disruption to residents	1
Politics	1
Don't know/No opinion	*

Q5 **When the Commonwealth Games are over, what if anything do you think will have changed because of them?**

Base: All	%
More people participating in sports or other types of physical activity	5
More visitors/increased tourism to Glasgow	4
More visitors/increased tourism to Scotland	*
Regeneration/improvements to parts of Glasgow	12
Good for Glasgow's economy	2
Good for Scotland's economy	-
Better transport infrastructure in Glasgow	3
More jobs/increased employment in Glasgow	3
Improve Glasgow's standing on the international stage	5
Improve Scotland's standing on the international stage	*
More/better housing	9
Inspire future generations to be healthy and active	2
More activities for young people to do	1
Encourage a sense of community in Glasgow	-
More people volunteering in their communities across Glasgow	-
Good for people with a disability/there will be more interest in para sports	1
A sense of pride among people who live in Glasgow	*
A sense of pride among people in Scotland	2
Negative impact of debt/expense to the tax payer	1
I don't think there will be a legacy or long term benefit	*
Better/more sporting facilities	5
Better infrastructure	2
Better/improved attitude/feel good factor	1
Good for the economy (not specified)	4
Cleaner city	1
Changes (not specified)	1
Good for the city/area	1
Improve people's impression/opinion of Glasgow	5
Improve people's perception of Scotland	*
Improved standing on the international stage (not specified)	*
Improvements in people' health/fitness in Glasgow	1
Improvement in people's standard of living	*
Improvement for children/young people/future generations	1
More visitors/increased tourism (not specified)	8
More events/sporting events	*
More events/sporting events for Glasgow	*
More funding for sports	*
More cultural	1
Will leave a good legacy	1

Other positive mentions	1
Less jobs/decreased employment	1
Less visitors/decreased tourism	*
Negative impact of unused stadia/facilities	1
Negative impact on housing	1
Negative impact on community	1
Negative impact at the end of/after the games	*
Nothing/no change	13
Other	1
No answer	1
Don't know/No opinion	22

Q6 **Which of the following phrases best describes your level of interest in the Commonwealth Games in Glasgow in 2014?**

Base: All	*%*
I have already bought a ticket to attend a sports event(s) at the Games	8
I am definitely going to buy a ticket to attend a sports event(s) at the Games	2
I am probably going to buy a ticket to attend a sports event(s) at the Games	7
I won't buy tickets for sports events at the Games but may attend specific related cultural events	4
I may not go to any of the sports events for which you need to buy tickets but I intend visiting the live zones during the event	6
I will not go to the Commonwealth Games but intend watching them on television	44
I have no interest at all in the Commonwealth Games	25
Working/volunteering	1
Tried/failed to get tickets	1
On holiday	*
Other	1
Don't know	2

Q7 Do you think that Glasgow hosting the Commonwealth Games will encourage your or other members of your household to do any of the following? Just read out the letters that apply.

	Base: All	Respondent	Other member of the household
A	Participate in more sport or physical activity	16	15
B	Make more use of local sports facilities	14	12
C	Improve my diet	9	6
D	Stop smoking	2	1
E	Drink less alcohol	1	*
F	Volunteer in the local community	5	2
G	Volunteer in a local sports club	2	1
H	Use public transport more instead of travelling by car/van	3	2
I	Walk more often	13	10
J	Cycle more often	5	5
K	Take more of an interest in local cultural events	11	7
L	Become more involved in my local community	5	3
	Something else	1	1
	None of the above	56	62
	Don't know	2	5

Para sport

The Glasgow 2014 Commonwealth Games will include some para-sport events, which are events featuring athletes with disabilities (IF NECESSARY ADD: including physical and learning disabilities).

Q8 Did you know that para-sport events were being included in the Commonwealth Games?

Base: All	%
Yes	56
No	43
Don't know	1

Q9 How likely or unlikely is it that you will follow para sports events at the Commonwealth Games?

Base: All	%
Very likely	27
Fairly likely	34
Not very likely	12
Not at all likely	23
Don't know	4

USE AND SATISFACTION WITH SERVICES

I'd now like to ask you some questions about local services.

Q10 Overall, how satisfied or dissatisfied would you say you are with the services provided by Glasgow City Council or its partners?

Base: All	%
Very satisfied	17
Fairly satisfied	56
Neither satisfied nor dissatisfied	12
Fairly dissatisfied	9
Very dissatisfied	5
Don't know	1

Q11 **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.**

	Base: All	%
A	Nursery schools	13
B	Primary schools	19
C	Secondary schools	14
D	Parks	68
E	Children's play parks	25
F	Museums and galleries	51
G	Sports and leisure centres	45
H	Libraries	49
I	Social work services	9
J	Local community centres	14
K	Home help service	3
L	Recycling centres	37
	None of these	9
	Don't know	*

Q12 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.

		Base	Very Satisfied	Fairly Satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	Don't know/Not applicable
		n	%	%	%	%	%	%
a	Nursery schools	*129*	65	26	3	2	1	2
b	Primary schools	*202*	60	35	5	4	3	2
c	Secondary schools	*146*	43	34	13	2	3	4
d	Children's play parks	*255*	31	45	7	11	6	1
e	Social work services	*89*	35	34	10	10	10	1
f	Local community centres	*143*	41	37	13	5	3	1
g	Home help service	*34*	46	27	18	-	-	9
h	Parks	*701*	45	41	5	6	4	*
i	Museums and galleries	*528*	72	24	2	1	*	*
j	Sports and leisure centres	*462*	51	38	6	3	1	2
k	Libraries	*501*	60	33	4	1	1	1
l	Recycling centres	*384*	47	40	5	4	2	2
m	Recycling collection	*1027*	28	40	8	10	7	7
n	Road maintenance	*1027*	6	22	12	22	35	2
o	Refuse collection	*1027*	37	41	6	9	6	1
p	Street lighting	*1027*	40	46	5	7	2	*
q	Street cleaning	*1027*	21	44	9	16	9	1
r	Pavement maintenance	*1027*	12	40	11	20	17	1

Museums

Q13 **Which of these attractions, if any, have you or other household members visited in the last year or so? Just read out the letters that apply.**

	Base: All	%
A	Kelvingrove Art Gallery and Museum	54
B	Riverside Museum / Transport Museum	42
C	The Burrell Collection	23
D	St Mungo Museum of Religious Life and Art	6
E	Scotland Street School Museum	9
F	Provand's Lordship	4
G	Gallery of Modern Art	18
H	People's Palace	25
I	Glasgow Museums Resource Centre	3
J	Glasgow Science Centre	28
K	The Hunterian	10
L	The Tall Ship	18
M	The Tenement House	3
N	Pollok House	18
O	Scottish Football Museum at Hampden	5
P	Glasgow School of Art	12
Q	The Lighthouse	10
R	House for an Art Lover	10
	None of these	25
	Don't know/can't remember	-

Q14 **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 visited a museum or gallery in the last year (772)	%
A	With other adults (aged 16 and over) from Glasgow	63
B	With children (aged under 16) from Glasgow	43
C	With other adults or children from outside of Glasgow	8
D	As part of an organised group such as a school or community group	4
E	No one – I went on my own	6
	Other	*
	Have not personally visited museum/gallery	1
	Don't know	-

.

Q15 a) And, taking your answer from this card, what were the reasons for your visit? Please just read out the letters that apply.

b) And, which of these was the main reason? Please just read out the letter that applies.

		…reasons for your visit?	…main reason (including single codes at a)?
	Base: All households who have visited a museum or gallery in the last year (772)	%	%
A	To have a day out or pass the time	69	52
B	Because the museum or gallery is one of the main attractions in the city	19	7
C	To learn something new	23	7
D	To encourage others (e.g. children) to learn something new	17	9
E	To pursue a hobby or interest	8	2
F	For reasons to do with my job or profession	4	1
G	To look at a specific display or exhibition	15	8
H	To reflect on the past	10	2
I	To experience beauty or awe-inspiring things	9	2
J	To stimulate my own creativity	8	2
K	To have some peaceful time	8	1
L	It was free to visit	19	3
	None of these	2	3
	Don't know	-	*

Q16 **What are your main reasons for not visiting any of the attractions in the last year or so?**

Base: All households who have not visited any of the attractions at Q13 (263)	%
Do not know enough about them / what's on / where they are	2
Have been to them already, no need to go again	19
Not enough time	28
Not interested enough in them	19
Have other / better things to do in my spare time	5
Never occurred to me	4
Too expensive (eg costs, food etc)	4
No access to car / public transport to get to them	4
Too far to travel	5
Have a disability which makes travelling or getting about in attractions difficult	17
Elderly/old	1
New to the area	1
Laziness	1
Other responsibilities	1
No answer	*
Other	2
Don't know	4

Advice, Support and Learning

Moving on, Glasgow City Council and its partners provide a range of advice and support services within local libraries. They are keen to gauge how many people are actually aware of these services.

Q17 a) **Which, if any, of these services, did you know are provided in local libraries? Just read out the letters that apply**

b) **And which, if any, of these services have you made use of in the last year or so? Again, just read out the letters that apply**

		Know about	Used
	Base	*All*	*All who knew about any of the services (820)*
		%	%
A	Computer access	76	26
B	Internet access	76	25
C	Online learning courses (e.g. Getting Started with Computers, Using the Internet and Email)	36	3
D	Adult numeracy classes	22	*
E	Adult literacy classes	22	*
F	English for Speakers of Other Languages (ESOL) classes	21	1
G	Information about local support and advice services	36	6
	None of these	16	67
	Don't know	4	*

Q18 **What do you think would be the best way for the Council and its partners to make people more aware of these advice and support services?**

Base: All	%
Local newspapers	20
National newspapers	3
The *Glasgow* magazine	7
Local radio stations	10
National radio stations	1
Television	13
Leaflets through doors	34
Information posters in local areas/community centres	14
The Council website	13
Other website	*
Social networking websites (e.g. Facebook, Twitter)	7
They don't need to raise awareness/people already know about these services	2
Adverts on public transport	3
Adverts in shops/supermarkets	1
Adverts (not specified)	*
Doctor's surgery/Health centre	*
E-mails	1
Face-to-face/public meetings/personal visits	1
Flyers	*
Google	1
Information at schools/colleges/universities	2
Insert with council tax bills	1
Job centre/benefits office	*
Letters/newsletters	2
Online/apps/internet advertising	1
Open days	*
Posters/notices/sessions in the library	2
Word of mouth	*
Other	3
Don't know	12

Clean Glasgow

On a different subject again…

Q19 Are you aware of the Clean Glasgow Campaign?

Base: All	%
Yes	39
No	61
Don't know	1

Q20 In your opinion, how much of an issue, or otherwise, are the following in the city centre?

		Significant problem	Moderate problem	Minor problem	Not a problem	Don't know
	Base: All	%	%	%	%	%
a	Litter	21	27	23	18	12
b	Graffiti	9	23	28	28	13
c	Chewing gum	33	24	15	16	13
d	Flyposting	13	19	23	30	14
e	Flytipping	9	14	22	40	15
f	Dog fouling	13	14	25	36	12
g	Vandalism	10	25	24	27	14

Q21 To what extent would you say that the following have improved or deteriorated in the city centre in the last year or so?

		Significant improvement	Moderate improvement	Neither improved nor deteriorated	Moderate deterioration	Significant deterioration	Don't know
	Base: All	%	%	%	%	%	%
a	Litter	2	24	50	8	2	15
b	Graffiti	2	21	55	5	1	16
c	Chewing gum	1	20	55	6	3	16
d	Flyposting	1	17	58	5	2	17
e	Flytipping	2	17	58	4	1	18
f	Dog fouling	2	17	56	5	3	17
g	Vandalism	1	19	57	5	1	17

Q22 **In your opinion, how much of an issue, or otherwise, are the following in your local area?**

		Significant problem	Moderate problem	Minor problem	Not a problem	Don't know
	Base: All	%	%	%	%	%
a	Litter	19	25	29	26	1
b	Graffiti	6	12	29	51	2
c	Chewing gum	11	18	27	41	3
d	Flyposting	3	6	24	64	3
e	Flytipping	14	16	24	44	2
f	Dog fouling	36	24	20	20	1
g	Vandalism	8	15	32	44	1
h	Back court maintenance	7	10	15	51	18
i	Front garden maintenance	5	8	18	56	12

Q23 **To what extent would you say that the following have improved or deteriorated in your local area in the last year or so?**

		Significant improvement	Moderate improvement	Neither improved nor deteriorated	Moderate deterioration	Significant deterioration	Don't know
	Base: All	%	%	%	%	%	%
a	Litter	1	15	64	11	5	4
b	Graffiti	2	13	73	5	2	5
c	Chewing gum	1	10	75	6	3	6
d	Flyposting	1	9	78	4	2	7
e	Flytipping	1	11	72	7	4	5
f	Dog fouling	2	13	57	11	12	4
g	Vandalism	1	14	72	6	2	5
h	Back court maintenance	1	7	68	5	3	14
i	Front garden maintenance	1	8	72	5	3	11

Council Reputation and media coverage

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

Q24a Do you believe the information you read about Glasgow City Council in newspapers is:

Q24b Do you believe the information you hear about Glasgow City Council on television and radio is:

	Read	Hear
Base: All	%	%
Positive	21	23
Negative	19	19
Neutral	39	40
Don't know	21	18

Q25 I'm going to read out some statements that people have made about Glasgow City Council.

		Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
	Base: All	%	%	%	%	%	%
a)	Glasgow City Council gives residents good value for money	11	39	18	16	12	4
b)	The Council rarely takes local residents' views into account when making decisions that affect them	18	25	18	24	8	7
c)	The Council is too remote and impersonal	16	24	20	26	7	7
d)	The Council has an important impact on the quality of local life in Glasgow	37	42	10	7	2	2
e)	I trust Glasgow City Council	14	35	22	13	14	2

Glasgow Living Wage

In the current economic climate Glasgow City Council is aware that financial issues are important to its residents. The following questions will enable the Council to gain a better understanding of how its residents are managing financially at this time.

QC Looking at this card, which option best describes your current situation?

	Base: All	%
	Working	
A	Full time (30+ hrs)	37
B	Part time (9-29 hrs)	9
	Not working	
C	Unemployed	8
D	Retired	21
E	Looking after house / children	8
F	Disabled	3
G	Have long term illness	3
H	Student	10
	Carer	1
	Other	*
	Refused	*

Q26 **How much, if anything, would you say you know about the Glasgow Living Wage?**

Base: All	%
A great deal	3
A fair amount	9
Not very much	17
Heard of but don't know anything about it	12
Never heard of it	57
Don't know	2
Refused	-

The Glasgow Living Wage is a rate of pay based on research into what types of goods and services members of the public think are needed to reach a decent standard of living.

Q27 **Glasgow Living wage is currently £7.50 per hour. Are you currently paid more, less or about the same as the Glasgow Living Wage?**

Base: All respondents who are currently working (478)	%
More	63
Less	22
About the same	12
Don't know	1
Refused	1

Finance

I'd now like to ask some questions about personal finances. I'd like to remind you that all of your responses will be treated in the strictest confidence and it will not be possible to identify you from the survey results.

Q28 **Which of the phrases on this card would you say comes closest to your feelings about your household's income these days?**

	Base: All	%
A	Living very comfortably on present income	8
B	Living comfortably on present income	31
C	Coping on present income	41
D	Finding it difficult on present income	13
E	Finding it very difficult on present income	5
	Don't know	1
	Refused	1

Q29 **As a result of these difficulties are you……….**

		Yes	No	Don't know	Refused
	Base: All finding it difficult to cope on present income (191)	%	%	%	%
a	**Finding it difficult to pay bills?**	69	23	4	4
b	**Currently in arrears with any creditors?**	36	57	3	3

Q30a: **Here is a list of concerns people may have in the current economic climate. Which, if any, are the two or three biggest concerns for your household?**

Q30b: **And, of these concerns that you have mentioned, which is the single biggest concern for your household?**

	Base: All finding it difficult to cope on present income (191)	A: 2-3 biggest concerns	B: single biggest concern
A	Threat of homelessness	10	5
B	Threat of redundancy	5	4
C	Reduction in working hours	8	5
D	Cost of gas and electricity	64	34
E	Loss of interest in savings account(s)	2	-
F	Drop in share values	-	-
G	Food cost	48	10
H	Petrol costs	11	3
I	Mortgage costs	8	7
J	Value of property	3	1
K	Rent cost	27	13
L	Child Care costs	6	3
M	Cost of Council Tax	34	11
N	Cost of holidays	2	-
	Don't Know	2	1
	None of these	7	1
	Refused	1	-

Q31 **Have you approached anyone for help or advice regarding these concerns?**

Base: All finding it difficult to cope on present income and selected a concern at Q30a (176)	%
Yes	34
No	66
Don't know	-
Refused	-

Q32 **Who did you approach?**

Base: All finding it difficult to cope on present income and have sought help or advice (58)	%
Citizens Advice Bureau	25
Landlord / Housing Association	17
Glasgow City Council – Revenues and Benefits Service	13
Glasgow City Council – Libraries	-
Credit Union	-
Local Money Advice Centre	5
MP/MSP	-
Local councillor	-
Other government body	7
Friends / Family	6
Electricity company/board	3
Job centre	4
Social worker	3
Supplier (not specified)	3
Other non-governmental body	10
Other	10
Don't know	2
Refused	2

Fuel Poverty

Q33 **Are you responsible or jointly responsible for the gas and electricity bills in your household?**

Base: All	%
Yes	85
No	15
Don't know	-
Refused	*

Recently, there has been a lot of coverage in the media about energy suppliers increasing their prices for gas and electricity.

Q34 **Which of the follow statements best describes your experience of paying gas and electricity bills over the last year?**

	Base: All who are responsible for household gas and electricity bills (873)	%
A	It has become a lot more difficult to afford to pay for gas and electricity	19
B	It has become a little more difficult to afford to pay for gas and electricity	38
C	There has been no impact on my ability to afford to pay for gas and electricity	39
D	It has become a little easier to afford to pay for gas and electricity	3
E	It has become a lot easier to afford to pay for gas and electricity	1
	Don't know	*
	Refused	-

Q35 **During the winter months, do you generally find that the types of heating available to you at home keeps you warm enough or not?**

Base: All who are responsible for household gas and electricity bills (873)	%
Yes, always	68
Only some of the time	21
No, never	10
Don't know	1
Refused	-

Q36 Which of these things, if any, make it difficult to heat your home?

	Base: All who are responsible for household gas and electricity bills (873)	%
A	No central heating	3
B	Not enough heaters/radiators	3
C	Position of heaters/radiators	4
D	Poor system/need new system	7
E	Heaters/radiators not big enough	2
F	Heating not working	1
G	Heating difficult to control/regulate	4
H	Have heating only in part of the house	2
I	Need new windows/double glazing	13
J	No insulation/poor insulation	12
K	House is draughty	17
L	Room(s) too big to heat fully	8
M	Can't afford to heat house	14
N	Can't afford to replace system	3
	None of these	17
	It is not difficult to heat my home	35
	Don't know	2
	Refused	-

Q37 In the past year, has your household had to cut back spending on anything due to the cost of gas and electricity?

Base: All who are responsible for household gas and electricity bills (873)	%
Yes	34
No	65
Don't know	1
Refused	*

Q38 Which of the following, if any, has your household had to cut back on?

	Base: All who are responsible for household gas and electricity bills and have cut back on spending (294)	%
A	Gas and electricity used	47
B	Food	38
C	Clothing	40
D	Entertainment (e.g. nights out, cinema)	69
E	Leisure activities (e.g. gym)	31
F	Holidays	40
	Cigarettes	1
	Something else	3
	Don't know	1
	Refused	-

Welfare Reform

Q39 **Can I just check, which of these best describes the ownership of your home?**

	Base: All	%
A	Owned outright (including leasehold)	21
B	Buying on mortgage	26
C	Rented from private landlord	19
D	Rented from Glasgow Housing Association (Ex-council)	20
E	Rented from other housing association	11
F	Shared ownership with housing association/housing co-operative shared ownership	1
	Other	1
	Don't know	1
	Refused	*

Q40 **And does your household receive housing benefit from the Council?**

Base: All households renting from a social landlord (313)	%
Yes	61
No	33
Don't know	5
Refused	1

Q41 **In the past year, has your housing benefit increased, decreased or stayed the same?**

Base: All households renting from a social landlord and receiving housing benefit (313)	%
Increased	26
Decreased	14
Stayed the same	51
Don't know	10
Refused	-

Q42 **Has your housing benefit been reduced because of changes to the spare room subsidy, also known as the bedroom tax, or to meet a benefits cap?**

Base: All who say their housing benefit has decreased (27)	*n*
Yes – changes to spare room subsidy	10
Yes – benefits cap	1
Yes – both	-
No – reduced for another reason	14
Don't know	2
Refused	-

The Council has a Discretionary Housing Payment Fund to give extra help to people on Housing Benefit who are having difficulty paying their rent.

Q43 **Did you know that you can apply to the Council for a Discretionary Housing Payment?**

Base: All who say their housing benefit has decreased (27)	*n*
Yes	14
No	11
Don't know	1
Refused	-

Q44 **How did you find out about this?**

Base: All who say their housing benefit has decreased and know about discretionary housing payments (14)	*n*
TV	-
The Glasgow Magazine	-
Local newspapers	1
Radio	-
Family	1
Friends/neighbours	-
Posters/leaflets in Council offices	-
By letter from the Council	3
Face-to-face conversation with Council staff	-
Glasgow City Council website	-
Citizens Advice Bureau	-
Landlord / Housing Association	4
Glasgow City Council – Revenues and Benefits Service	1
Glasgow City Council – Libraries	-
Credit Union	-
Local Money Advice Centre	-
MP/MSP	-
Local councillor	-
Other government body	-
Friends / Family	-
Other (please specify)	2
None	-
Don't know/Can't remember	-

Q45 **Have you ever applied for a Discretionary Housing Payment?**

Base: All who say their housing benefit has decreased and know about discretionary housing payments (14)	*n*
Yes	13
No	1
Don't know	-
Refused	-

The Council provides financial assistance through the Scottish Welfare Fund, formerly called the Social Fund. The Scottish Welfare Fund (SWF) is a scheme run by local councils to provide grants and services to members of the local community who need it, such as crisis grants and community care grants.

Q46 **Prior to this interview, did you know about the Scottish Welfare Fund?**
SINGLE CODE.

Base: All	%
Yes	28
No	71
Don't know	1
Refused	-

Q47 **In the last year, have you applied to the Scottish Welfare Fund for a crisis grant or community care grant?**
SINGLE CODE.

Base: All who know about the Scottish Welfare Fund (290)	%
Yes – crisis grant	6
Yes – community care grant	6
Yes – both	4
No	84
Don't know	*
Refused	-

Glasgow City Council and its partners have also recently developed a range of services to support citizens with long term health conditions and their carers.

Q48 **How much, if anything, would you say you know about the support services for citizens with long term health conditions and their carers?**

Base: All	%
A great deal	4
A fair amount	16
Not very much	19
Heard of but don't know anything about them	14
Never heard of them	45
Don't know	2
Refused	-

Q49 **Which of the following services, if any, are you aware of?**

	Base: All who know a great deal or fair amount about support services (204)	%
A	Home care services	89
B	Financial advice	44
C	Respite care services	61
D	In work or return to work support	34
E	Emotional support	38
F	Physical activity programmes following an illness	44
G	Volunteering opportunities	45
H	Information and advice on health issues	51
	None of these	7
	Don't know	*
	Refused	-

Q50 **Have you, or any member of your household, ever served in the British Armed Forces?**

Base: All	%
Yes	8
No	92
Don't know	*
Refused	-

Glasgow City Council and its partners have recently developed a range of services to support members of the armed forces and their families.

Q51 **How much, if anything, would you say you know about these support services for members of the armed forces and their families?**

Base: All households with current/former members of the armed forces (79)	%
A great deal	7
A fair amount	11
Not very much	13
Heard of but don't know anything about them	9
Never heard of them	53
Don't know	6
Refused	-

Q52 **Which of the following services, if any, are you aware of?**

	Base: All households with current/former members of the armed forces who know a great deal/fair amount about support services (15)	*n*
A	Housing / homelessness services	8
B	Employability services	6
C	Benefits information	8
D	Debt and financial advice	6
E	Grants (e.g. training grants, retail deposits, white/brown goods grants or priority debt grants)	9
F	Mental health services	7
G	Disability services	8
H	Addiction services	7
	None of these	1
	Don't know	1
	Refused	-

Q53 **What do you think would be the best way for the Council and its partners to make people more aware of the range of financial advice and support services it provides?**

Base: All	%
Local newspapers	24
National newspapers	5
The *Glasgow* magazine	6
Local radio stations	11
National radio stations	3
Television	16
Leaflets through doors	38
Information posters in local areas/community centres	12
The Council website	12
Social networking websites (e.g. Facebook, Twitter)	7
Mail/letters	*
With bills	*
Newsletter	*
Online/website	*
Google	1
Adverts on public transport	2
Adverts in shops/supermarkets	1
Adverts (not specified)	*
Doctor's surgery/health centre	1
E-mails	*
Face-to-face/public meetings/personal visits	1
Information at schools/colleges/universities	1
Insert with council tax/bills	1
Job centre/benefit office	*
Letters/newsletters	1
Online/apps/internet advertising	*
Open days	*
Other	2
They don't need to raise awareness/people already know about these services	1
Don't know	11

Flood Management

Finally, I'd like to ask you some questions about flooding….

Q54 **As far as you are aware, has the property you currently live in ever been affected by flooding?**

Base: All	%
Yes	4
No	95
Don't Know/can't remember	1

Q55 **Thinking about the most recent occasion on which the property was affected by flooding, when was this?**

Base: All who have been affected by flooding (45)	%
Up to 1 year ago	53
Between 1 year and 5 years ago	25
Between 5 years and 10 years ago	2
More than 10 years ago	18
Don't know/can't remember	2

Q56 **And, still thinking about the most recent occasion on which the property was affected by flooding, what was the main cause of the flooding?**

Base: All who have been affected by flooding (45)	%
A river or reservoir overflowing/bursting its banks	6
Rainwater flowing from buildings and streets	2
Rainwater flowing from fields	-
Ground water	1
A blocked drain or inadequate drainage	36
Burst pipe	9
Neighbour	26
Leaking roof	10
Other	4
Don't know/can't remember	2

Q57 **Prior to this occasion of flooding, had you been aware that there was a flood risk to the property?**

Base: All who have been affected by flooding (45)	%
Yes	4
No	91
Don't Know/can't remember	4

Q58 **And how did you first become aware of this?**

Base: All who have been affected by flooding and were aware their property was at risk (2)	*n*
From the website of the Scottish Environmental Protection Agency (SEPA)	-
From the website of the Metropolitan Glasgow Strategic Drainage Partnership website (MGSDP)	-
From the website of Glasgow City Council	-
By contacting the Scottish Environmental Protection Agency (SEPA) to ask	-
By contacting the Metropolitan Glasgow Strategic Drainage Partnership (MGSDP) to ask	-
By contacting Glasgow City Council to ask	-
From an insurance company	-
From a leaflet/ information that was posted through my door	-
From a newspaper/ news website/ television news item	-
By word of mouth (e.g. from neighbours, friends, relatives etc.)	1
When purchasing the property	1
Other	-
Don't know/can't remember	-

Q59 **Still thinking about the most recent occasion on which the property was affected by flooding, where, if anywhere, did you turn for help or advice?**

Base: All who have been affected by flooding (45)	%
Citizens Advice Bureau	4
Glasgow City Council	7
Fire and Rescue Service	2
Landlord/Housing Association	47
Metropolitan Glasgow Strategic Drainage Partnership (MGSDP)	-
Neighbours/friends/relatives	12
Police Scotland	2
The Scottish Environmental Protection Agency (SEPA)	-
The Scottish Flood Forum	-
Scottish Government	-
Scottish Water	2
Before I moved in	4
Insurance company	9
Other	-
I didn't turn anywhere	13
Don't know	7

Q60 **Have you ever checked whether or not your property is at risk of flooding?**

Base: All who have not been affected by flooding (982)	%
Yes	3
No	95
Don't Know/can't remember	2

Q61 **And is your property at risk of flooding?**

Base: All who have not been affected by flooding and have checked whether their property is at risk (32)	%
Yes	6
No	91
Don't Know/can't remember	3

Q62 **And how did you check whether or not your property is at risk of flooding?**

Base: All who have not been affected by flooding and have checked whether their property is at risk (32)	%
The website of the Scottish Environmental Protection Agency (SEPA)	19
The website of the Metropolitan Glasgow Strategic Drainage Partnership website (MGSDP)	3
The website of Glasgow City Council	-
Contacted the Scottish Environmental Protection Agency to ask (SEPA)	6
Contacted the Metropolitan Glasgow Strategic Drainage Partnership (MGSDP) to ask	-
Contacted Glasgow City Council to ask	3
Contacted an insurance company	6
Found out from a leaflet/ information that was posted through my door	-
Found out from a newspaper/ news website/ television news item	-
Found out by word of mouth (e.g. from neighbours, friends, relatives etc.)	9
Found out when purchasing the property	29
Other	24
Don't know/can't remember	13

Q63 **If the property you live in was to be affected by flooding in the future, where, if anywhere, would you turn for help or advice?**

Base: All	%
Citizens Advice Bureau	4
Glasgow City Council	13
Fire and Rescue Service	7
Landlord/Housing Association	12
Metropolitan Glasgow Strategic Drainage Partnership (MGSDP)	*
Neighbours/friends/relatives	5
Police Scotland	2
The Scottish Environmental Protection Agency (SEPA)	2
The Scottish Flood Forum	*
Scottish Government	*
Scottish Water	1
Church	*
Insurance company	4
Internet/Google	1
University	*
Other	1
I wouldn't turn anywhere	6
The property would not be affected by flooding	37
Don't know	10

Demographics

SEX

Base : All	%
Male	48
Female	52

AGE

Base : All	%
16-24	18
25-34	20
35-44	14
45-54	19
55-59	6
60-64	5
65-74	11
75+	7
Not stated	1

SOCIAL GRADE

Base : All	%
A	3
B	16
C1	28
C2	17
D	21
E	17

QC Respondent is…

	%
Chief income earner	70
Not chief income earner	30
Refused	*

QD NUMBER OF ADULTS IN HOUSEHOLD

Base : All	%
1	31
2	48
3	13
4	6
5+	2
Refused	*

QE1 NUMBER OF CHILDREN IN HOUSEHOLD

Base : All	%
0	69
1	14
2	11
3	4
4	1
5+	1
Refused	*

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

Base : All	%
None aged 60 and over	75
Aged 60-74	17
Aged over 75	8
Refused	*

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

	%
WHITE	88
Scottish	68
British	15
Irish	2
Any other white background PLEASE WRITE IN	6
MIXED	1
Any mixed background PLEASE WRITE IN	1
ASIAN, ASIAN SCOTTISH, OR ASIAN BRITISH	6
Indian	1
Pakistani	3
Bangladeshi	*
Any other Asian background PLEASE WRITE IN	2
BLACK, BLACK SCOTTISH OR BLACK BRITISH	2
Caribbean	*
African	2
Any other black background PLEASE WRITE IN	1
CHINESE AND ANY OTHER ETHNIC BACKGROUND	2
Chinese	1
Any other background PLEASE WRITE IN	1

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

Base : All	%
Yes, does have income from employment	62
No, relies on pensions/social security	36
Don't know/refused	3

QH DWELLING TYPE

Base : All	%
Detached villa	4
Semi-detached villa	12
Bungalow	*
Semi-detached bungalow	1
Terraced house	17
Four-in-a-block	10
Tenement flat	38
Multi-storey flat	9
Maisonette	2
Modern apartment/loft apartment/studio/other flat	4
Other	3

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

Base : All	%
1 car or light van	39
2 cars/light vans	14
3+ cars/light vans	3
None	45
Refused/don't know	*

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

Base : All	%
Up to one year	5
Over one year, up to five years	10
Over five years, up to 20 years	20
Over 20 years	65
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?

Base : All	%
Yes, respondent	19
Yes, other household member	8
No	74
Refused/don't know	1

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

Base : All with a disability - respondent (201)	%
Visual	8
Hearing	7
Learning disability	2
Mobility – Wheelchair user	8
Other mobility impairment	31
Other physical impairment	30
Mental health problem	18
Long term illness	34
Other degenerative condition	13
Refused	2

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

Base : All households with a disability – other household member (82)	%
Visual	9
Hearing	10
Learning disability	9
Mobility – Wheelchair user	9
Other mobility impairment	30
Other physical impairment	30
Mental health problem	21
Long term illness	29
Other degenerative condition	12
Refused	2

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

Base : All	%
No formal qualifications	24
'O' Grade, GCSE, Standard Grade, Intermediate 1, Intermediate 2, City and Guilds Craft, SVQ level 1 or 2, or equivalent.	16
Higher Grade, A Levels, CSYS, ONC, OND, City and Guilds Advanced Craft, RSA Advanced Diploma, SVQ level 3 or equivalent.	15
HND, HNC, RSA Higher Diploma, SVQ level 4 or 5, or equivalent.	12
First degree, higher degree, professional qualification.	31
Don't Know	1
Refused	*

QR **Which of these types of internet connections on this card, if any, does your household have?**

Base : All	%
A broadband internet connection like BT broadband, Virgin or Sky	77
A dial-up internet connection through a phone line	1
A USB dongle internet connection or through a mobile phone/smartphone/tablet	3
Other	*
None of these	20
Don't know	*

QS **Which of these best describes your use of the internet? Please include all use of the internet, including sending and receiving emails.**

Base : All who have internet access at home (821)	%
Several times a day	76
Around once a day	13
4 or 5 times a week	3
2 or 3 times a week	3
Around once a week	1
2 or 3 times a month	*
Around once a month	*
Less than around once a month	1
Never but I have access	4

QO **Which of these best describes your use of the internet? Please include all use of the internet, including sending and receiving emails.**

Base : All	%
Bank Account	85
Building Society Account	11
Credit Union Account	9
Post Office Account	8
Other, please type in	1
None of these	2
Prefer not to say	5
Don't know	*

QP **Which of these best describes your use of the internet? Please include all use of the internet, including sending and receiving emails.**

Base : All	%
No religion	37
Church of Scotland	23
Roman Catholic	23
Other Christian, please type in	6
Buddhist	1
Hindu	1
Jewish	*
Muslim	6
Pagan	*
Sikh	1
Another religion, please type in	1
Prefer not to say	3

QQ **Which of these best describes your use of the internet? Please include all use of the internet, including sending and receiving emails.**

Base : All	%
Heterosexual/straight	94
Gay/lesbian	3
Bisexual	*
Other	*
Prefer not to say	3

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