Ipsos MORI
Social Research Institute

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Glasgow Household Survey 2016

Report for Glasgow City Council

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Contents

Executive Summary

This report contains the findings from the 2016 wave of the Glasgow Household Survey, conducted by Ipsos MORI on behalf of Glasgow City Council.

The topics covered in the survey were: quality of life and local resilience; the local environment; satisfaction with services; council reputation and communications; financial challenges affecting the council; managing financially; and fairness and equality.

Ipsos MORI interviewed a representative quota sample of 1,023 Glasgow residents (aged 16 and over) between 1 April and 5 June 2016. All interviews were conducted face-to-face in respondents' homes using Computer Assisted Personal Interviewing (CAPI).

Quality of life and local resilience

The great majority of residents – 94% – were satisfied with Glasgow as a place to live, including 48% who were 'very satisfied'. Perceptions of local neighbourhoods were similarly positive: 89% were satisfied with their neighbourhood, with half saying they were 'very satisfied.'

Still, respondents identified a range of improvements they would like to see made to Glasgow and to their respective neighbourhoods. The most commonly suggested improvements to the city were increased cleanliness (27%), better road maintenance (21%), less dog fouling (14%), more facilities for youths (11%) and more or better public transport (10%). Suggested improvements to neighbourhoods were very similar.

A majority (73%) of respondents felt proud of their local area and most also described having strong social connections within their area – for example, over nine in ten said they would offer help to others in their neighbourhood in the event of an emergency such as a flood; and over eight in ten said they could rely on friends or relatives in the neighbourhood to keep an eye on their home when it was empty (87%). Slightly fewer (68%) said they felt part of their community, however, and fewer still (22%) were actively involved in their community through groups or organisations.

The local environment

While almost three quarters (73%) of respondents said they always recycled instead of throwing things away, fewer than half (41%) said they always walked, cycled or took public transport instead of driving; and only around a third (34%) said they always bought local produce rather than food produced abroad.

The mostly commonly cited barriers to walking, cycling or taking public transport were a lack of interest in doing so (mentioned by 14%), a belief that it would be too much hassle (12%), and a perceived lack of available services (10%). Cited barriers to buying local produce were very similar.

Litter and chewing gum were seen as the biggest environmental health issues affecting *the city centre*, with the majority of respondents citing these as significant or moderate problems (61% and 58% respectively). Dog fouling was seen as the biggest issue affecting *local areas,* with two thirds (67%) of respondents identifying it as a significant or moderate problem.

Still, the majority (61%) of respondents felt Glasgow had become cleaner in the last five years, and approaching half (45%) felt it had become cleaner in the last year.

Satisfaction with services

Overall satisfaction with the services provided by the Council Family Group was unchanged on previous waves of the survey: Around seven in ten (68%) respondents were satisfied with provision, while 12% were dissatisfied and a further 18% were neutral.

Levels of satisfaction with *individual* services once again varied, but the results were mainly positive. Culture and leisure services were very highly regarded (between 87% and 97% were satisfied) as were parks (85%); nursery, primary and secondary schools (89%, 84% and 82% respectively); recycling centres (83%); and street lighting (80%). At least three in five respondents were also satisfied with refuse collection (76%); local community centres (71%); recycling collection (69%); home care services (67%)[1]; social work services (65%); children's play parks (62%); and street cleaning (60%). Levels of satisfaction were lower for pavement and road maintenance (43% and 23% respectively).

Council reputation and communications

Although three quarters (75%) of respondents agreed the council had an important impact on the quality of life in Glasgow, half as many (39%) felt it was addressing the key issues affecting quality of life in their local area. Similarly, fewer than half agreed that the council provided good quality services (46%), designed services around the needs of those who used them (46%) gave residents value for money (42%) or did the best it could with the money available (43%).

The main factor influencing perceptions of the council was respondents' personal experiences of council services, mentioned by 71%. This was followed by family or friends' experiences (37%), general word of mouth (14%), working for/with the council (12%) and council letters or leaflets delivered through the door (11%).

Respondents' *preferred* source of information about the council was letters or leaflets delivered through the door. This was mentioned by almost two thirds (63%) of respondents; over three times more than mentioned the next most preferred source, direct emails (18%).

Financial challenges affecting the Council

Just over half (55%) of respondents said they were aware of current financial challenges affecting the council, and a similar proportion (56%) said they understood these challenges. Though a majority also recognised that the council would have to change the way it delivered some of its services (69%), fewer than half (45%) felt it should reduce or stop providing some services.

Service areas that respondents felt it most important to protect from spending cuts were education, schools and childcare (mentioned spontaneously by 31%); followed by social work and social care (24%); cleaning and upkeep (14%); refuse collection and recycling (13%); museums, libraries and sport (7%); and roads and maintenance (6%). A majority (62%) felt unable to suggest service areas where cuts might be made. Of the small number of suggestions that *were* made, the most common related to the running of the council (14%), and included references to improved efficiency, and reduced wages and expenses for councillors and officials.

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[1] Results relating to home care services and social work services should be treated as indicative rather than representative as the base sizes are very small.

With regard to charging for services to raise revenue, the only option that a majority of respondents supported was charging establishment such as pubs, clubs and food outlets for late night opening to cover the costs of street cleaning and public safety (73%).

Managing financially

Around two in five (42%) respondents said they were living comfortably on their present income and a similar proportion (43%) said they were coping. Thirteen per cent said they were finding it difficult to cope.

The two or three biggest financial concerns for those finding it difficult to cope were the cost of gas and/or electricity (46%), rent (37%) and food (32%); followed by a lack of employment opportunities (26%) and the affordability of Council Tax (20%).

Only around a quarter (24%) of those who were finding it difficult to cope had approached someone for help or advice; ten percentage points fewer than in 2014. The most common sources of help or advice were the council's Revenues and Benefits Service (23%), landlord or Housing Associations (22%), Citizen's Advice Bureaux (13%) and social workers (12%).

Fairness and Equality

Approaching two thirds (64%) of respondents believed that Glasgow should do everything it could to get rid of all kinds of prejudice, while 20% believed that sometimes there was good reason for people being prejudiced against certain groups.

Around seven in ten respondents agreed that Glasgow and their local area were places where people from different backgrounds got on well together (74% and 71% respectively). A similar proportion (69%) agreed that people in their neighbourhood welcomed everyone, regardless of differences such as ethnicity or religion.

Seven out of ten (69%) also agreed the council's services were available to everyone and a similar proportion (64%) agreed they were treated with respect when dealing with the council. Fewer, around half, agreed that the council treated everyone equally (53%) and fairly (49%).

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 (GHS). This report contains the findings from the 2016 wave of the survey, conducted by Ipsos MORI.

The specific topics covered in the 2016 wave of the survey were:

- quality of life and local resilience
- the local environment
- satisfaction with services
- council reputation and communications
- financial challenges facing the council
- managing financially
- fairness and equality

Methodology

Ipsos MORI interviewed a representative quota sample of 1,023 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 1 April and 5 June 2016. All interviews were conducted face-to-face in respondents' 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.

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. Aggregate percentages (e.g. "very satisfied/fairly satisfied") are calculated from the absolute values.

Therefore, aggregate percentages may differ from the sum of the individual scores due to rounding of percentage totals. For questions where the number of residents is less than 30, the number of times a response has been selected (N) rather than the percentage is given.

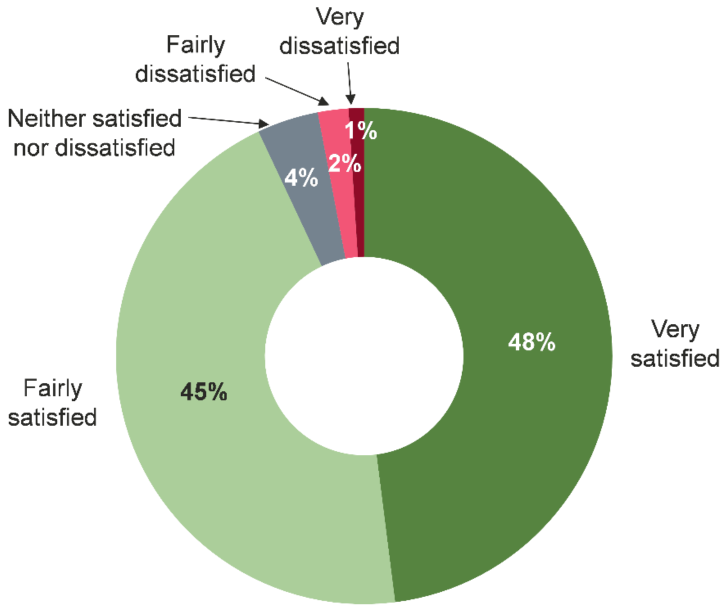
2. Quality of life and local resilience

Satisfaction with Glasgow as a place to live

A majority of respondents – 94% – were satisfied with Glasgow as a place to live (including 48% who were 'very satisfied'), while only 3% were dissatisfied (Figure 2.1). This represents a nine percentage point increase in satisfaction since 2005, when the question was last included in the survey (Table 2.1).

Figure 2.1 – Satisfaction with Glasgow as a place to live

Q Thinking about Glasgow as a whole, how satisfied or dissatisfied are you with it as a place to live?



Base: All respondents (1,023)

Table 2.1 – Trends in satisfaction with Glasgow as a place to live

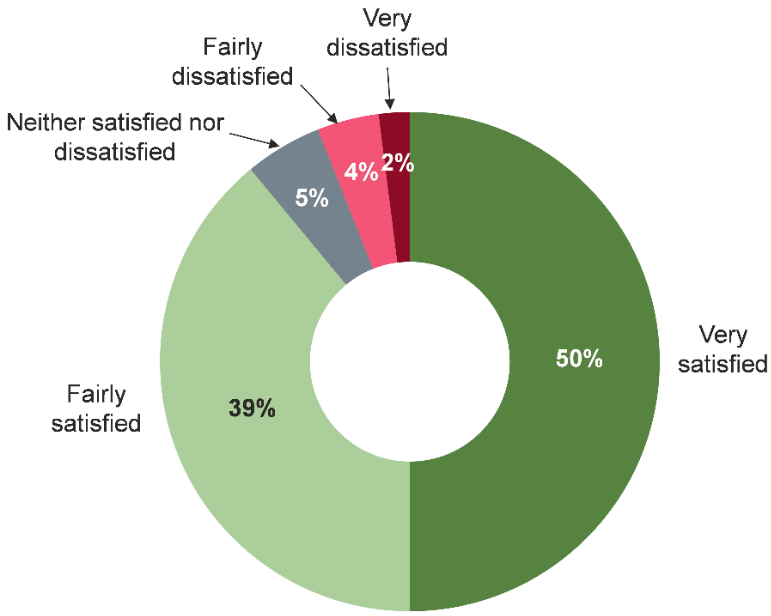
	1999	2002	2005	2016
	%	%	%	%
Very satisfied	33	28	36	48
Fairly satisfied	53	57	49	45
Neither satisfied nor dissatisfied	5	5	5	4
Fairly dissatisfied	5	6	4	2
Very dissatisfied	4	3	3	1
Don't know/no opinion	*	*	*	*
Satisfied	86	85	85	94
Dissatisfied	9	9	7	3
Base:	*1,336*	*757*	*1,043*	*1,023*

Satisfaction with neighbourhoods

Perceptions of local neighbourhoods were also mainly positive: Almost nine in ten (89%) respondents were satisfied with their neighbourhood, with half (50%) saying they were 'very satisfied'. Just 6% were dissatisfied (Figure 2.2).

Figure 2.2 – Satisfaction with neighbourhoods

Q Thinking about this neighbourhood specifically, how satisfied or dissatisfied are you with it as a place to live?



Base: All respondents (1,023)

As with perceptions of Glasgow as a whole, these results were significantly more positive than in 2005. At that time, 15 percentage points fewer respondents were satisfied with their neighbourhood and 10 percentage points more were dissatisfied (Table 2.2).

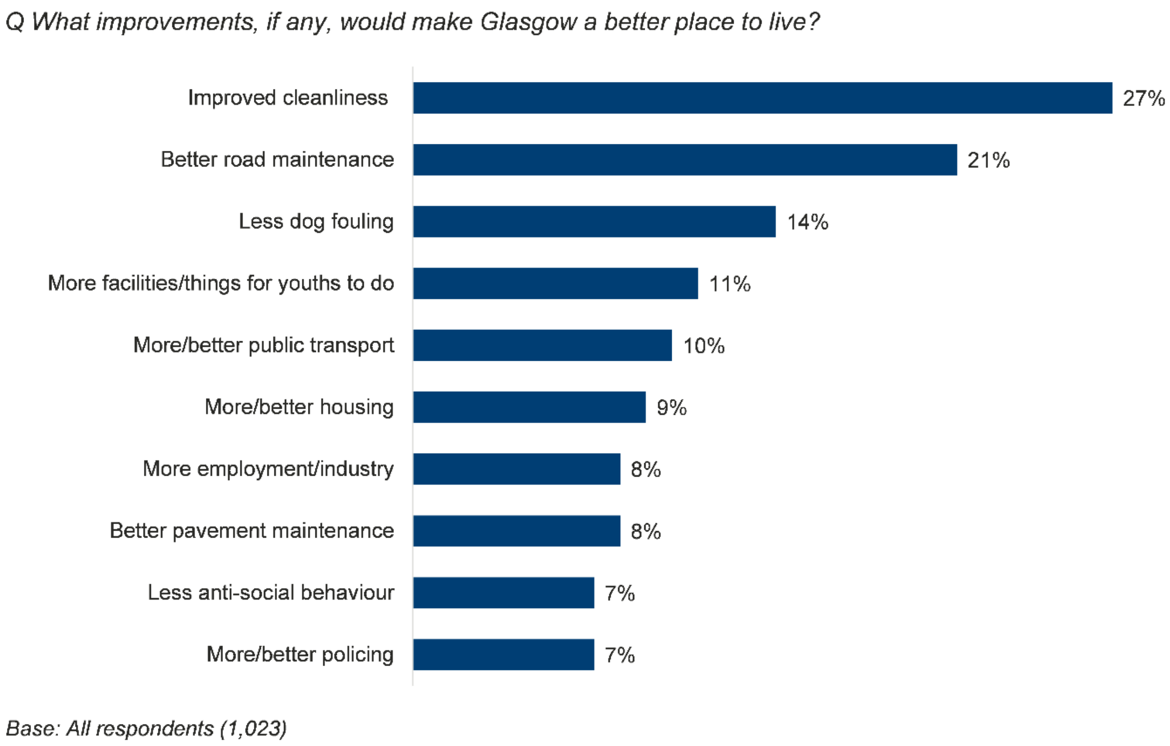
Table 2.2 – Trends in satisfaction with neighbourhoods

	1999	2002	2003	2005	2016
	%	%	%	%	%
Very satisfied	31	27	34	28	50
Fairly satisfied	45	46	45	46	39
Neither satisfied nor dissatisfied	6	7	5	8	5
Fairly dissatisfied	9	11	8	10	4
Very dissatisfied	9	7	7	6	2
Don't know/no opinion	*	1	-	-	*
Satisfied	76	73	79	74	89
Dissatisfied	18	18	15	16	6
Base:	*1,336*	*757*	*1,030*	*1,043*	*1,023*

Suggested improvements to the city and local neighbourhoods

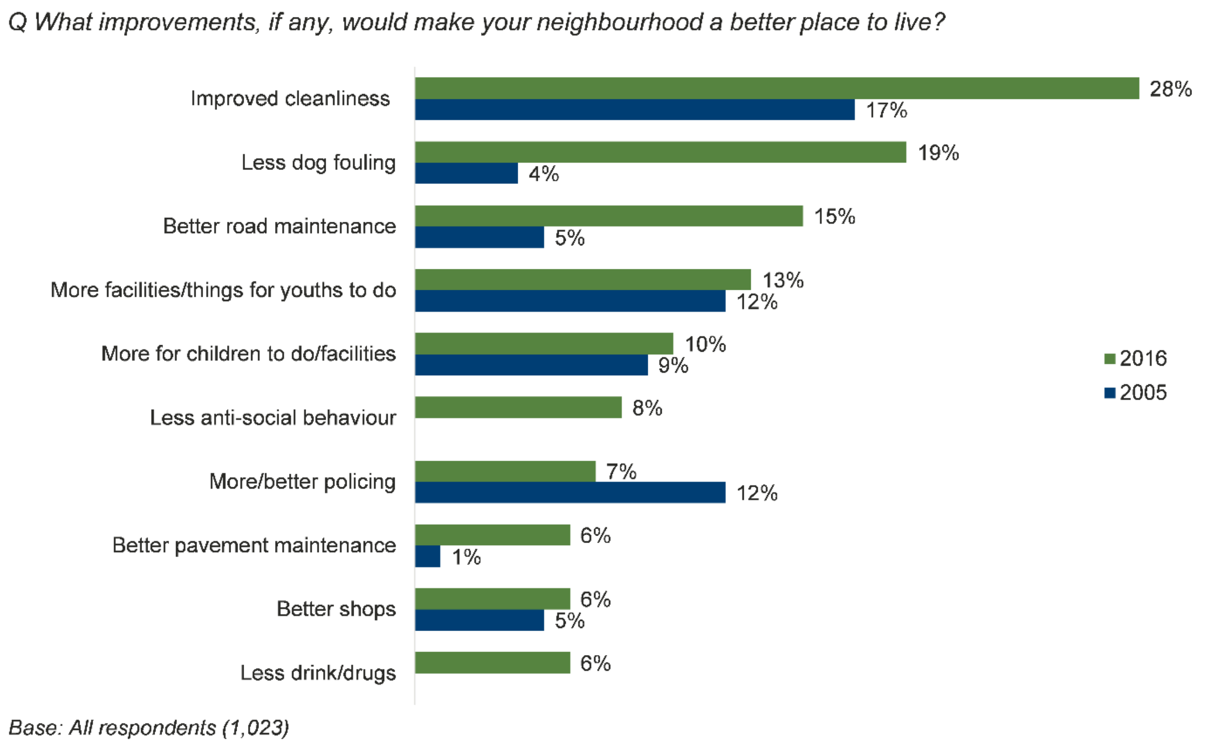
Notwithstanding their high levels of satisfaction, respondents identified a range of improvements they would like to see made to Glasgow and to their respective neighbourhoods. As Figure 2.3 shows, the most commonly suggested improvements to the city were increased cleanliness (27%), better road maintenance (21%), less dog fouling (14%), more facilities for youths (11%), and more or better public transport (10%).

Figure 2.3 – Suggested improvements to Glasgow (top 10 mentions)



Suggested improvement to neighbourhoods were very similar, with the top priorities being increased cleanliness (28%), less dog fouling (19%), better road maintenance (15%), and more facilities for youths (13%) and children (10%) (Figure 2.4). These priorities largely reflected those identified by respondents in 2005, though the proportion mentioning cleanliness, dog fouling and road maintenance were significantly higher in the latest survey (by 11, 15 and 10 percentage points respectively).

Figure 2.4 – Suggested improvements to neighbourhoods, 2016 and 2005 (top 10 mentions)



Social networks within neighbourhoods

A majority (73%) of respondents said they felt proud of their local area and most also described having strong social connections within their area – for example, over nine in ten said they would offer help to others in their neighbourhood in the event of an emergency such as a flood (93%); and over eight in ten said they could rely on friends and relatives in the neighbourhood to keep an eye on their home when it was empty (87%), or to give them advice or support if they needed it (82%). Slightly fewer respondents said they felt part of their community (67%), with fewer than a quarter (22%) actively involved in their community through groups or organisations (22%).

As can be seen in Table 2.3, these results were in line with comparable national level data from the Scottish Household Survey (SHS)[2].

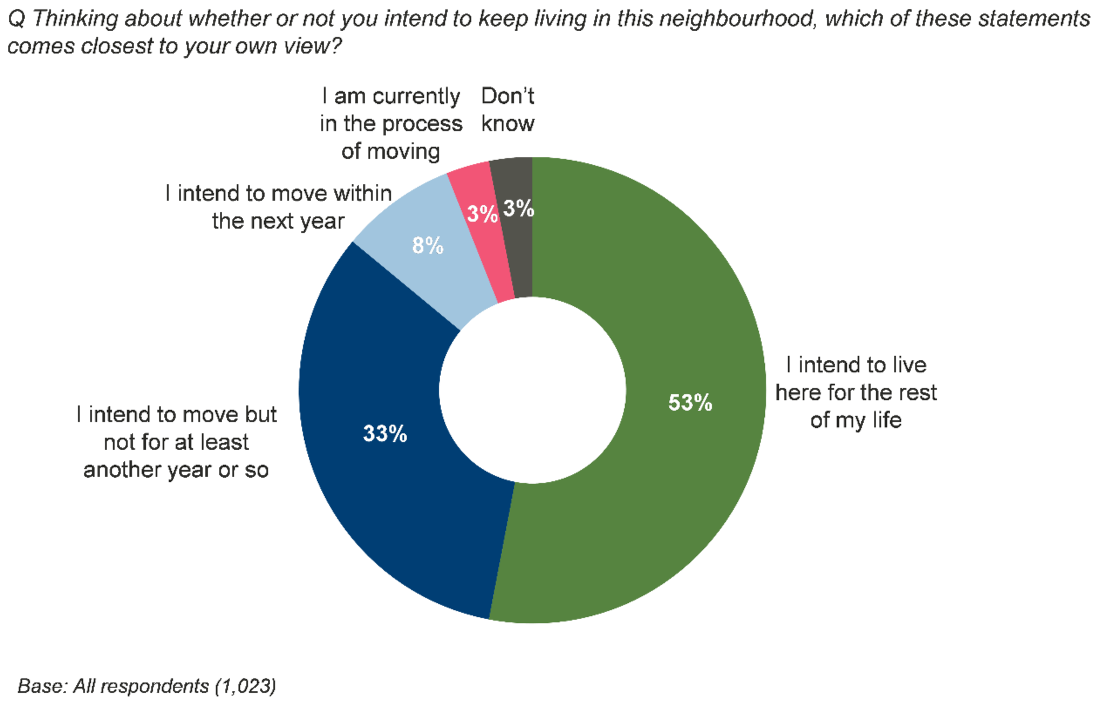
[2] Scotland's People Annual Report: Results from the 2014 Scottish Household Survey http://www.gov.scot/Publications/2015/08/3720

Table 2.3 – Social networks within neighbourhoods

	SHS 2014		GHS 2016	
	Agree	Disagree	Agree	Disagree
	%	%	%	%
In an emergency, such as a flood, I would offer to help people in my neighbourhood who might not be able to cope well	93	3	93	2
If my home was empty, I could count on one of my friends or relatives in this neighbourhood to keep an eye on my home	90	6	86	8
If I was alone and needed help, I could rely on one of my friends or relatives in this neighbourhood to help me	89	6	84	10
I feel I could turn to friends or relatives in this neighbourhood for advice or support	86	8	82	10
I feel proud of my local area	n/a	n/a	73	12
I feel part of the community in which I live	n/a	n/a	68	17
I am actively involved in my local community; for example, through community groups, charities or other organisations	n/a	n/a	22	64
Base:	*9,800*		*1,023*	

Respondents in the North East were slightly less likely than those elsewhere to feel proud of their area (64% compared with 75% in the South and 78% in the North West) and part of their community (63% compared with 68% in the North West and 70% in the South). Just over half (53%) of all respondents intended to live in their neighbourhood for the rest of their lives, while a third (33%) intended to move, but not for another year or so, and a further 8% intended to move within the next year (Figure 2.5).

Figure 2.5 – Intention to remain in or leave the neighbourhood



More older than younger respondents expressed an intention to remain in their current neighbourhood for the rest of their life (88% of over 65s and 81% of 55-64 year olds, compared with 24% of 16-24 year olds, 28% of 25-34 year olds and 55% of 35-44 year olds).

City resilience

Respondents were presented with a list of measures that might enhance Glasgow's resilience (defined as its ability to prepare for unexpected changes or challenges in the future and to adapt to different situations) and asked to rank these in order of importance. The level of importance attributed to each measure was scored to provide an overall ranking.

As Table 2.3 shows, 'promoting the safety of communities' emerged as the highest ranking measure, followed by 'ensuring there is a rapid emergency response to incidents such as fire, floods or major accidents', 'promoting the health of communities', and 'supporting people and communities to help each other'. The measure considered least important was 'having a strong and diverse economy'.

Table 2.3 – Relative importance of measures to enhance Glasgow's resilience

	Overall Ranking[3]	% ranking measure most important	% ranking measure 2nd most important	% ranking measure 3rd most important	% ranking measure 4th most important	% ranking measure least important
		%	%	%	%	%
Promoting the safety of communities	1	22	25	24	15	10
Ensuring there is a rapid emergency response to incidents, such as fire, floods or major accidents	2	32	15	15	18	16
Promoting the health of communities	3	14	25	27	21	9
Supporting people and communities to help each other; for example, through volunteering	4	18	18	17	23	18
Having a strong and diverse economy	5	12	14	14	19	34
Base: 1,023						

[3] Ranking was applied by attributing a score to each measure. If a measure was chosen as most important then a score of 5 was given, second most important a score of 4, third most important 3, fourth most important 2 and least important 1. Ranking was applied based on the aggregate scores.

3. The local environment

Actions to protect the local environment

While almost three quarters (73%) of respondents said they always recycled instead of throwing things away, smaller proportions said they routinely took part in other environmentally-friendly behaviours: fewer than half (41%) said they always walked, cycled or took public transport instead of driving; and around a third (34%) said they always bought local produce rather than food produced abroad – though around one in five in each of these cases said they planned to do these things more often in the future (Table 3.1).

The most commonly cited barriers to walking, cycling or taking public transport were a lack of interest in doing so (mentioned by 14%), a belief that it would be too much hassle (12%), and a perceived lack of available services (10%). Barriers to buying local produce were very similar, though the issue of cost also feature prominently in this case (mentioned by 10%).

Table 3.1 – Participation in environmentally-friendly activities

	Recycling instead of throwing things away	Walking, cycling, or using public transport rather than driving	Buying local produce rather than food produced abroad
	%	%	%
I already do this all the time	73	41	34
I would like to do this more and plan to do so soon	8	21	19
I would like to do this more but the necessary services/ products aren't available	9	10	17
I would like to do this more but I can't afford to	1	2	10
I would like to do this more but it's too much hassle	4	12	6
I would do this more if I thought other people would	1	*	1
I have no interest in doing this more	3	14	12
Base:	*1,023*	*581*	*1,023*

Environmental issues in the city centre

As in previous waves of the survey, respondents were asked a set of questions about environmental issues in the city. They were shown a list of environmental issues and asked to rate how much of a problem each was in the city centre, and their local area.

Once again, litter and chewing gum emerged as the main issues in the city centre, with the majority of respondents citing these as significant or moderate problems (61% and 58% respectively). The next biggest issues were fly-posting (38%), vandalism (37%) and graffiti (36%), followed by dog fouling (31%) and fly-tipping (30%).

As Table 3.2 shows, several of the 2016 results were up on those recorded in 2014, when the question was last asked. Most notably, the proportions identifying litter, fly tipping and fly posting as problems were up by 13, seven and five percentage points respectively.

Table 3.2 – Environmental problems in the city centre, 2010, 2011, 2012, 2014 & 2016

	2010	2011	2012	2014	2016
	% identifying each as a significant/moderate problem				
Litter	20	48	49	48	61
Chewing gum	19	49	54	57	58
Fly-posting	10	44	42	33	38
Vandalism	8	27	38	35	37
Graffiti	8	28	33	32	36
Dog fouling	6	10	29	27	31
Fly-tipping	5	13	27	23	30
Base:	*1,002*	*1,013*	*1,015*	*1,027*	*1,023*

Environmental issues in the local area

Once again, dog fouling emerged as the most prominent issue in local areas by some way, with two thirds (67%) of respondents identifying it as a significant or moderate problem. This was followed by litter (55%), fly-tipping (39%), chewing gum (33%), vandalism (29%) and graffiti (21%) (Table 3.3).

Table 3.3 – Environmental problems in the local area, 2010, 2011, 2012, 2014 & 2016

	2010	2011	2012	2014	2016
	% identifying each a significant/moderate problem				
Dog fouling	33	57	60	60	67
Litter	29	46	44	44	55
Fly-tipping	17	28	30	30	39
Chewing gum	16	31	27	30	33
Vandalism	21	29	30	23	29
Graffiti	19	23	23	18	21
Back court maintenance	14	19	15	16	19
Front garden maintenance	11	13	13	13	16
Fly-posting	14	9	9	9	12
Base:	*1,002*	*1,013*	*1,015*	*1,027*	*1,023*

As with those for the city centre, several of the local area results were higher than in 2014, including those for dog fouling (up seven percentage points), litter (up 11 percentage points), fly-tipping (up nine percentage points), vandalism (up six percentage points) and fly-posting (up three percentage points).

As Table 3.4 illustrates, some of the issues were more commonly seen as problematic by respondents in the South of the city than in the North East and North West. These included:

- litter (60% versus 52% and 53%)
- chewing gum (43% versus 33% and 24%)
- fly-tipping (45% versus 38% and 33%)
- vandalism (35% versus 32% and 21%)

In common with those in the North East, those in the South were also more likely than average to view dog fouling as problematic (72% and 76% versus 57%).

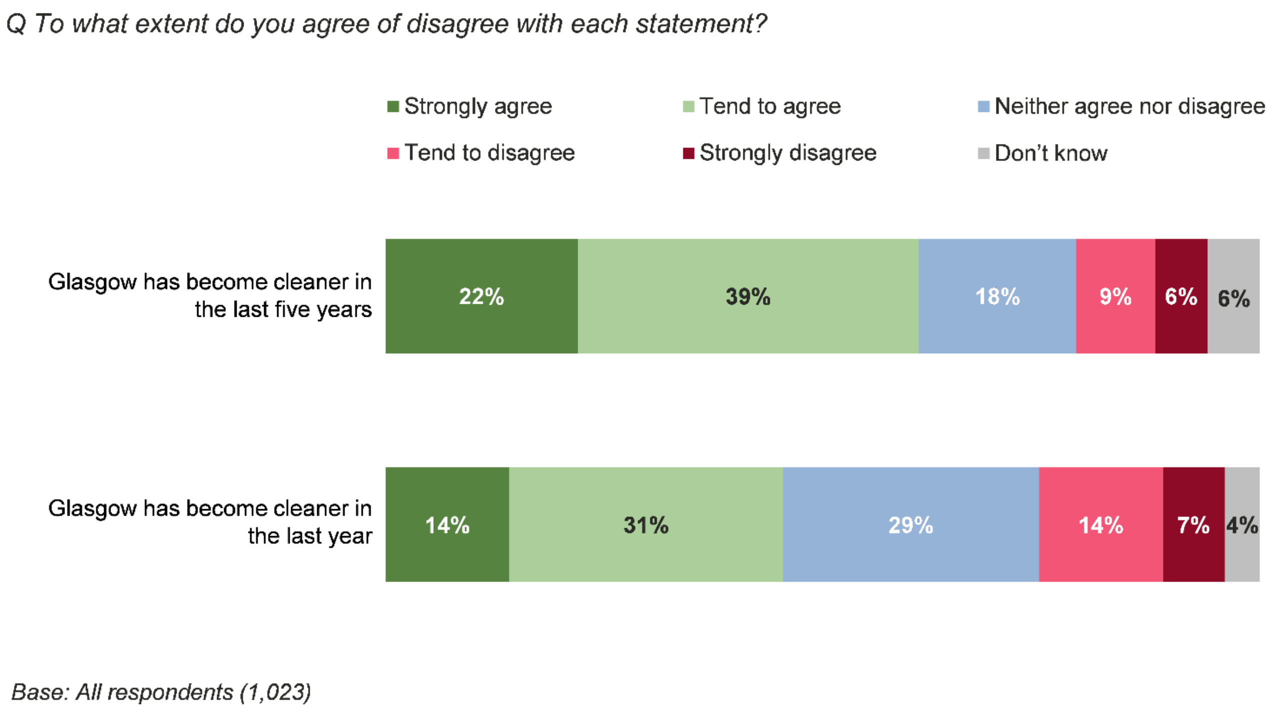
Table 3.4 – Environmental problems locally by sector partnership area

	All	North East	North West	South
	% identifying each as a significant/moderate problem			
Dog fouling	67	76	57	72
Litter	55	52	53	60
Fly tipping	39	38	33	45
Vandalism	29	32	21	35
Chewing gum	33	33	24	43
Graffiti	21	25	18	21
Back court maintenance	19	20	15	22
Front garden maintenance	16	20	13	16
Fly posting	12	11	12	11
Base:	*1,023*	*294*	*327*	*402*

Cleanliness of Glasgow

Notwithstanding the increase in the proportion identifying certain environmental issues as problematic in both the city centre and their local areas, a majority (61%) of residents felt that Glasgow had become cleaner in the last five years, and approaching half (45%) felt it had become cleaner in the last year (Figure 3.1).

Figure 3.1 – Cleanliness in Glasgow over the last five years/in the last year



As shown in Table 3.5, those living in the North East of the city were more likely than those in the North West and South to think the cleanliness of Glasgow had improved, over both the five and the one-year time period.

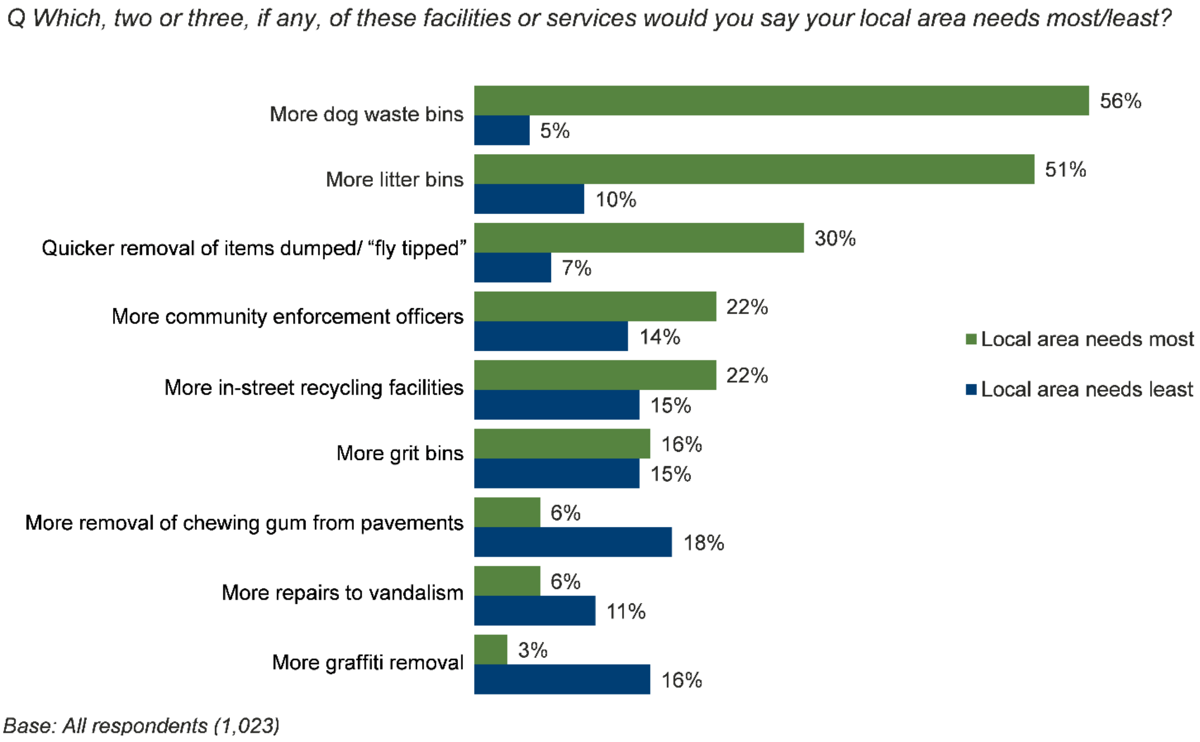
Table 3.5 – Cleanliness in Glasgow over in the last five years/last year by sector partnership area

	All		North East		North West		South	
	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree
	%	%	%	%	%	%	%	%
Glasgow has become cleaner in the last five years	61	14	66	11	55	15	63	16
Glasgow has become cleaner in the last year	45	21	54	17	43	21	40	25
Base:	*1,023*		*294*		*327*		*402*	

Services and facilities to promote cleanliness

Over half (56%) of respondents felt their local area needed more dog waste bins, and a similar proportion (51%) felt it needed more litter bins. Meanwhile, around a third (30%) wanted to see quicker removal of items that had been dumped or fly-tipped and around a quarter (22%) wanted more in-street recycling and more Community Enforcement Officers. Sixteen percent identified a need for more grit bins (Figure 4.2).

Figure 3.2 – Level of demand for services and facilities to promote cleanliness



Respondents living in the North East and South of the city were more likely than those in the North West to call for more dog waste bins (66% and 58% versus 48%) and grit bins (18% and 19% versus 11%). Meanwhile, those in the South were more likely than those in the North West to call for quicker removal of dumped items (33% versus 24%), more removal of chewing gum from pavements (9% versus 4%), and more repairs to vandalism (9% versus 4%) (Table 3.6).

Table 3.6 – Level of demand for services and facilities to promote cleanliness, by sector partnership area

	All	North East	North West	South
	%	%	%	%
More dog waste bins	56	66	48	58
More litter bins	51	50	50	51
Quicker removal of items that have been dumped or 'fly-tipped'	30	31	24	33
More Community Enforcement Officers	22	20	23	22
More in- street recycling facilities	22	17	26	23
More grit bins	6	18	11	19
More removal of chewing gum from pavements	6	5	4	9
More repairs to vandalism	6	6	4	9
More graffiti removal	3	3	3	4
Base:	*1,023*	*294*	*327*	*402*

Encouraging residents to keep Glasgow clean

Respondents were presented with a list of ways in which the council might encourage local residents to keep the city clean and asked which they felt would be most effective. The most favoured option was providing more or improved facilities for disposing of litter or waste, selected by just over a third (35%). This was followed by greater enforcement of council fines (30%) and a campaign to encourage people to take pride in their city (27%) (Figure 3.3).

Figure 3.3 – Most effective ways of encouraging Glasgow residents to keep the city clean

Q Which two or three, if any, of the following do you think would be most effective in this regard?

Base: All respondents (1,023)

As Table 3.7 shows, younger people were more likely than older groups to think providing information would be effective. For example, 31% of 16-24 year olds thought information on how much it costs to clean up the city would be effective, compared with 21% of 25-34s, 22% of 35-54s, 23% of 55-64s and 18% of the over 65s. Conversely, older respondents were more likely than younger ones to think greater enforcement of fines would be effective (38% of over 65 year olds versus 21% of 16-24 year olds).

Table 3.7 – Most effective ways of encouraging Glasgow residents to keep the city clean by age

	All	16-24 years	25-34 years	35-54 years	55-64 years	65 and over
	%	%	%	%	%	%
More/better facilities for disposing of litter/other waste	35	39	34	36	40	28
Greater enforcement of fines by the council	30	21	24	32	32	38
A campaign encouraging people to take pride in the city	27	15	25	31	33	29
Community or city-wide clean up days	23	18	20	28	23	21
Information about how much it costs the council to clean up the city	23	31	21	22	23	18
More signs and information about where litter/other waste can be disposed of	20	17	20	23	18	15
Information about the effects of poor cleanliness on health	17	22	20	17	15	13
Information about the effects of poor cleanliness on the natural environment	15	27	15	13	7	10
More signs and information about fines the council can impose	14	11	14	15	11	14
More signs and information aimed at encouraging people to report others	7	10	5	6	6	5
Base:	*1,023*	*172*	*180*	*355*	*92*	*215*

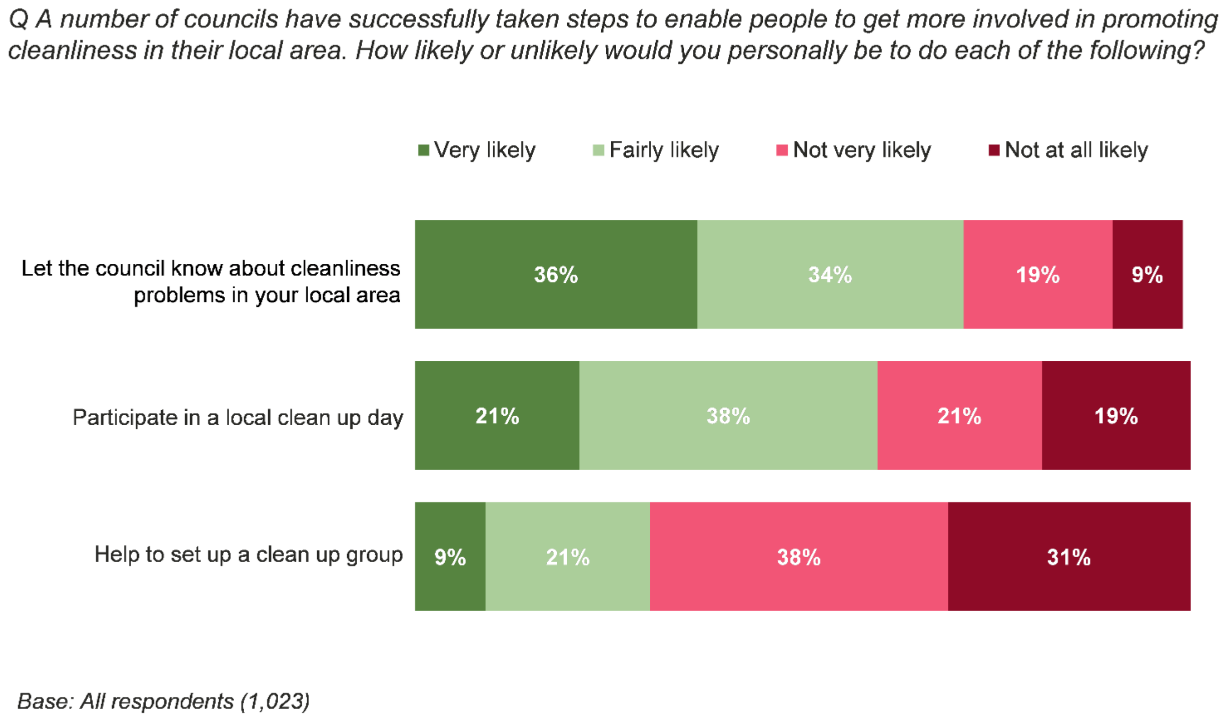
ABC1s[4] were more likely than C2DEs to favour: greater enforcement of fines by the council (33% versus 27%); a campaign to encourage people to take pride in their city (30% versus 23%); and the provision of information about the effects of poor cleanliness on the environment (17% versus 12%).

[4] This is a social grade classification that is commonly used in social research. Broadly speaking, the groups ABC1 correspond to professional, managerial and clerical occupations and groups C2DE refer to skilled-manual occupations, unskilled manual occupations and the economically inactive.

Community involvement

Asked how likely they would be to get involved in a number of different activities to help tackle cleanliness issues in their local area, seven in ten (70%) said they would be likely to inform the council about cleanliness problems and six in ten (59%) said they would participate in a local clean-up day. Fewer – just three in ten – (30%) said they would be likely to help set up a local clean up group (Figure 3.4).

Figure 3.4 – Willingness to get involved in promoting cleanliness in local areas



Among those most willing to get involved in a clean-up day were:

- younger respondents (for example 64% of 16-24 year olds versus 43% of over 65s)
- ABC1s (67% versus 52% of C2DEs)
- BEM (Black Ethnic Minority) respondents (71% compared with 58% of non-BEM respondents).

4. Use and perceptions of services

Use of services provided by the Council Family Group

Use of non-universal[5] services provided by the Council Family Group remained virtually unchanged on previous waves of the survey. Around two thirds of respondents had used parks over the last year, while approaching half had used other culture and leisure services. Smaller proportions had used playparks, education services, social work services and home care services.

Table 4.1 – Use of services provided by the Council Family Group

	Autumn 2010	Spring 2011	Autumn 2011	Spring 2012	Autumn 2012	Spring 2013	Spring 2014	Spring 2015	Spring 2016
	%	%	%	%	%	%	%	%	%
Parks	28	58	58	60	56	59	68	64	65
Museums & Galleries	25	44	45	47	45	44	51	50	50
Libraries	36	43	47	45	45	46	49	44	45
Sports & leisure centres	35	46	43	44	43	40	45	43	43
Recycling centres	n/a	n/a	n/a	n/a	20	35	37	34	36
Children's play parks	11	21	24	22	23	24	25	25	23
Primary schools	13	17	20	17	15	17	19	18	16
Secondary schools	7	13	15	14	14	13	14	14	14
Community centres	4	10	9	10	13	11	14	12	13
Nursery schools	9	9	9	11	10	10	13	10	9
Social work services	3	8	10	8	10	7	9	9	7
Home care services	1	4	4	3	5	4	3	4	5
Base:	*1,002*	*1,009*	*1,013*	*1,018*	*1,015*	*1,024*	*1,027*	*1,021*	*1,023*

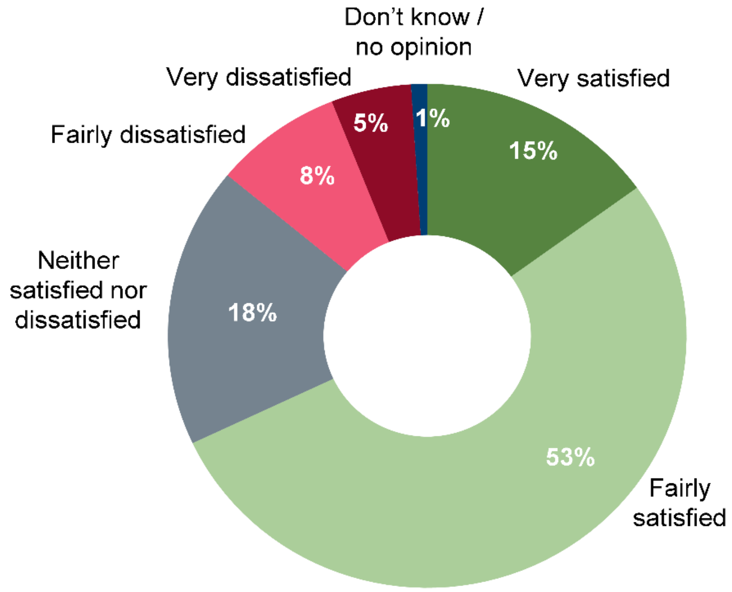
Overall satisfaction with services provided by the Council Family Group

Overall satisfaction with the services provided by the Council Family Group was similarly unchanged on previous waves of the survey: Around seven in ten (68%) respondents were satisfied with provision, while 12% were dissatisfied and a further 18% were neutral (Figure 4.1). BEM respondents expressed higher levels of satisfaction with services than non-BEM respondents (78% versus 67% respectively). There was no significant variation by Sector Community Partnership Area or social grade.

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

Figure 4.1 – Overall satisfaction with services

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

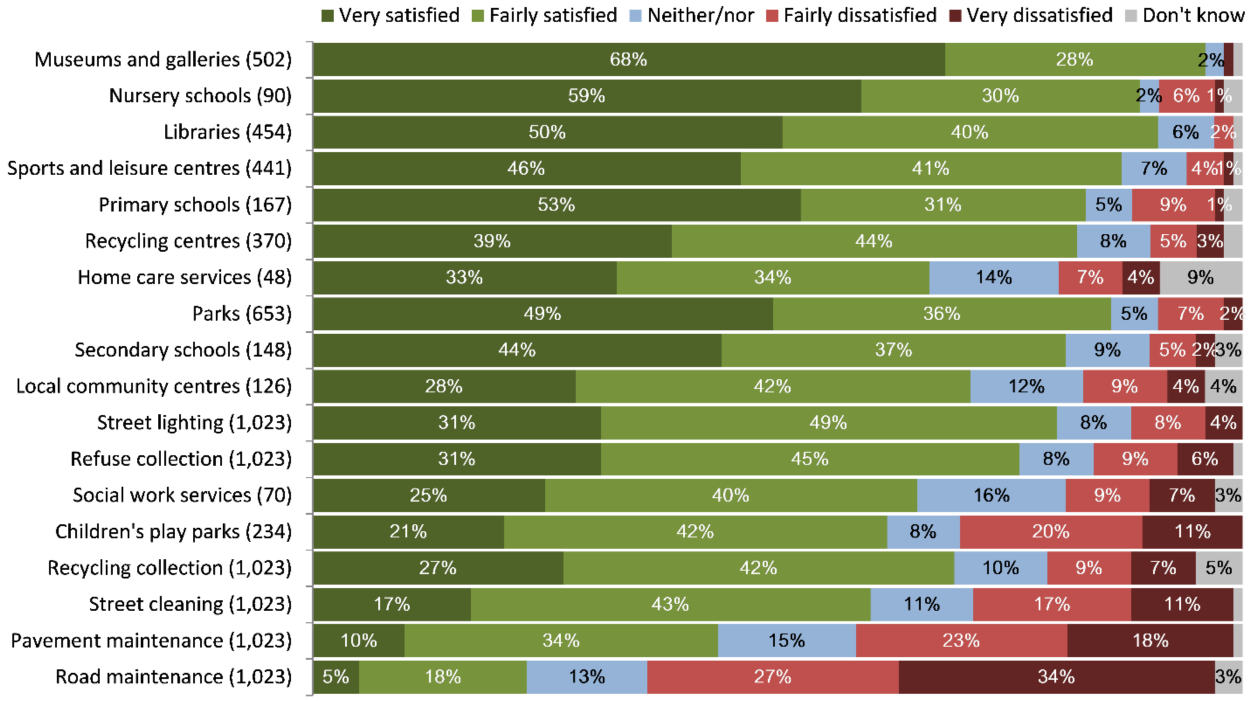


Base: All respondents (1,023)

Levels of satisfaction with *individual* services once again varied but the results were mainly positive. Culture and leisure services were again very highly regarded (between 87% and 97% were satisfied) as were parks (85%); nursery, primary and secondary schools (89%, 84% and 82% respectively); recycling centres (83%); and street lighting (80%). At least three in five respondents were also satisfied with refuse collection (76%); local community centres (71%); recycling collection (69%); home care services (67%); social work services (65%); children's play parks (62%); and street cleaning (60%). Levels of satisfaction were lower for pavement and road maintenance (43% and 23% respectively). (Figure 4.2).

Figure 4.2 – Satisfaction with individual services – overview

Q How satisfied or dissatisfied are you with the quality of…?

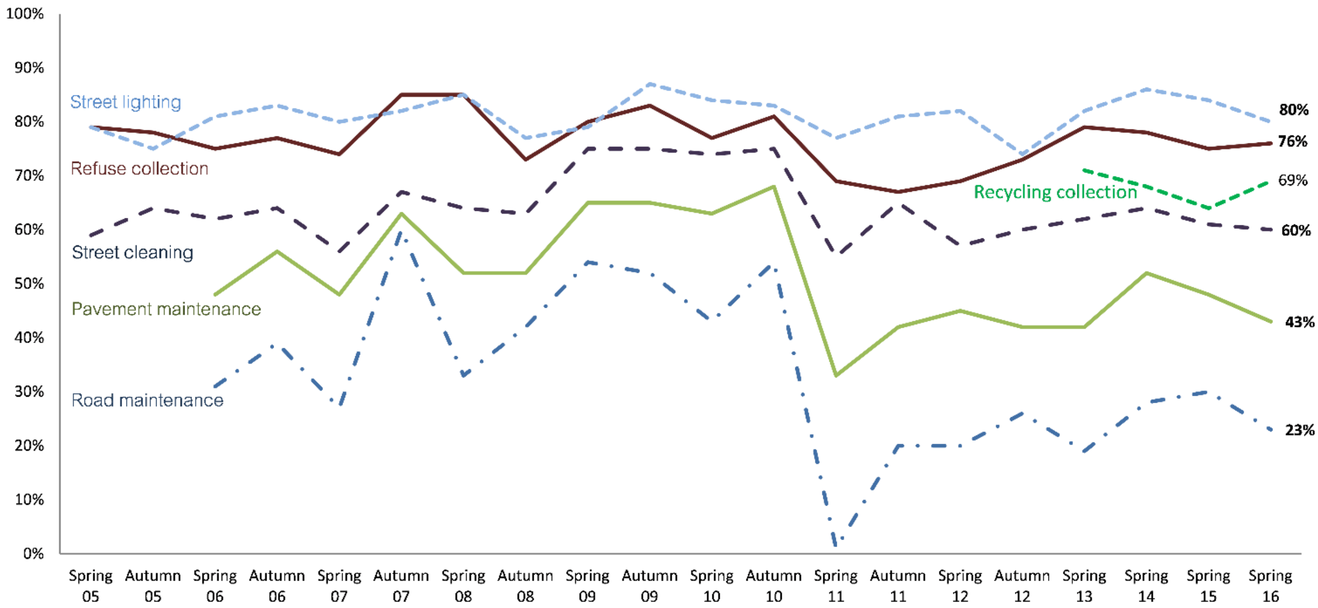


Base: All using each service

Satisfaction with universal services

Levels of satisfaction with street lighting, refuse collection, and street cleaning remained high and in line with those recorded in 2015; at 80%, 76% and 60% respectively. Satisfaction with recycling collection was similarly high (at 69%) and, indeed, slightly up on 2015 (by five percentage points). Levels of satisfaction with road and pavement maintenance remained lower, however, and were slightly down on those recorded in 2015 (by seven and five percentage points respectively). (Figure 4.3).

Figure 4.3 – Trends in satisfaction with universal services



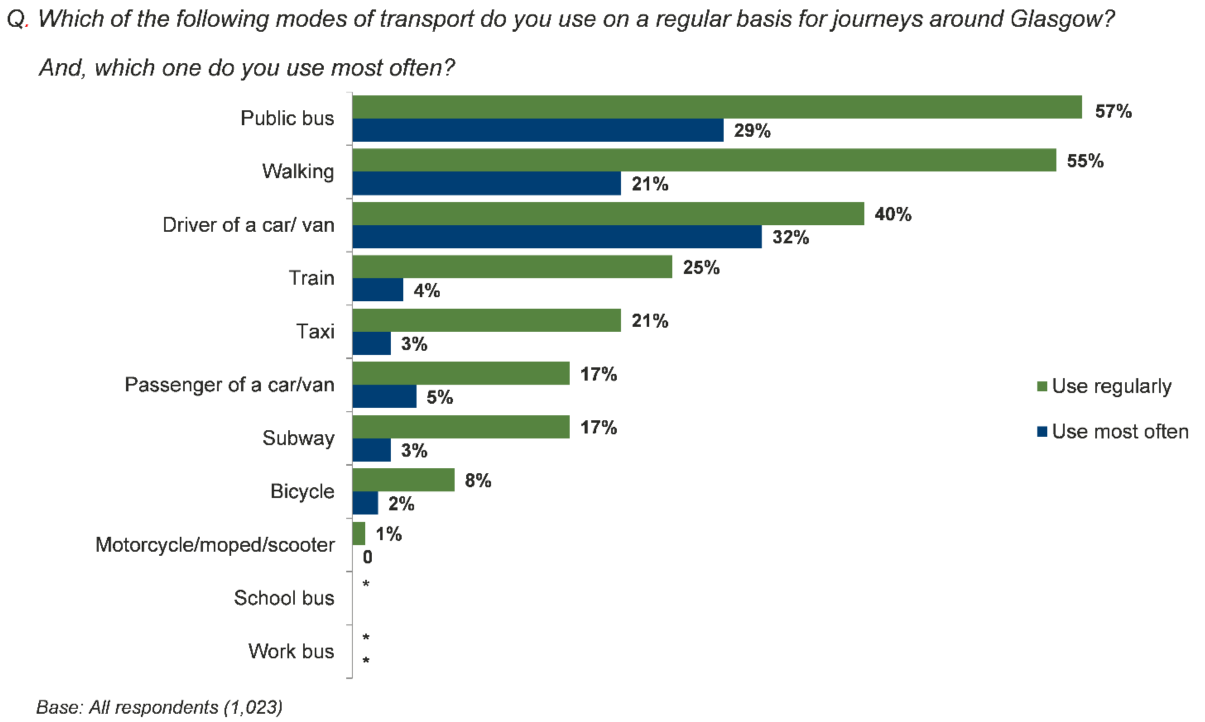
Base: All using each service

Satisfaction with road maintenance was lower than average in the South (at 17% compared with 23% in the North East and 29% in the North West). Satisfaction with pavement maintenance, meanwhile, was lowest in the North East (38% compared with 45% in the rest of the city).

Additional questions were included in the latest survey to explore views around road maintenance in more detail. Respondents were asked which modes of transport they used regularly for their journeys around Glasgow and how satisfied or dissatisfied they were with specific aspects of road maintenance – on both main and side roads in their area.

The modes of transport respondents most commonly used to get around Glasgow were public buses (mentioned by 57%), followed by walking (55%) and driving (40%) respectively. A quarter (25%) used trains, while around one in five used taxis (21%) and the subway (17%). Just 8% travelled around by bicycle. In terms of the *single* mode of transport respondents used most often, driving emerged as the top response (mentioned by 32%), followed closely by public buses (29%) and walking (21%).

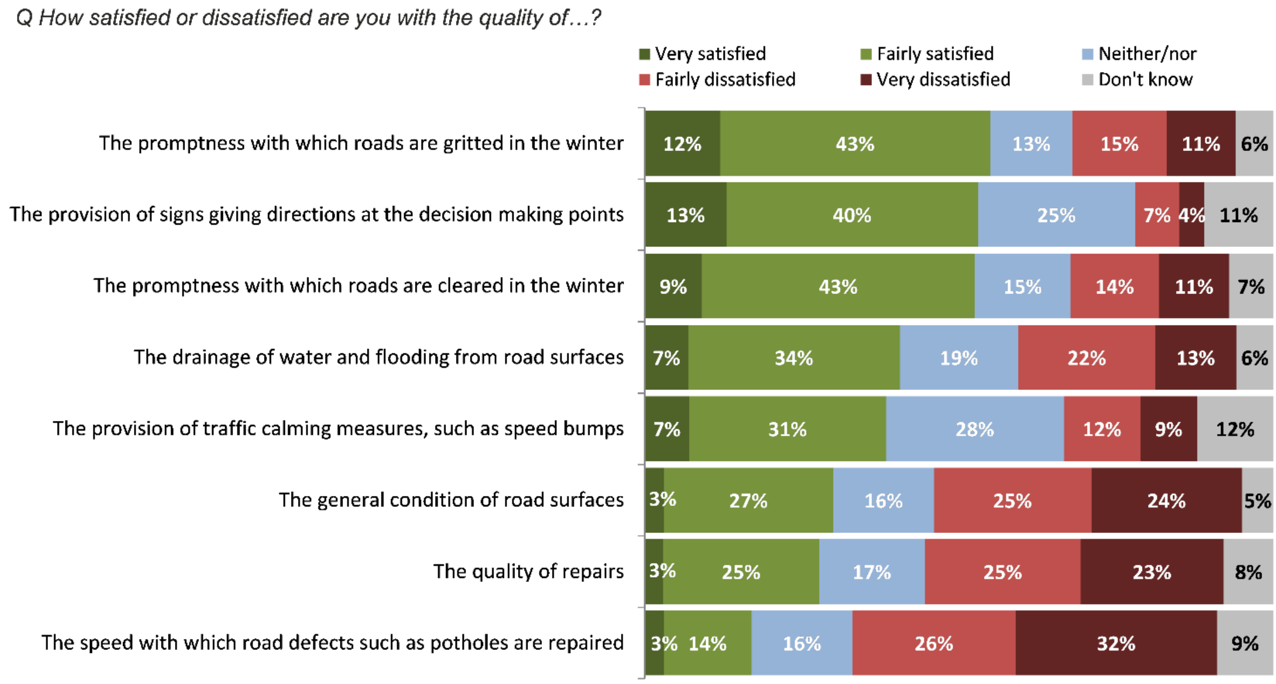
Figure 4.4 – Modes of transport used to travel around the city



More ABC1 than C2DE respondents identified driving as the mode of transport they used most often (38% versus 27% respectively). That said, ABC1 were also more likely than C2DEs to say they travelled around the city on foot (25% versus 17%) or by bicycle (3% versus 1%).

As Figure 4.5 shows, the only aspects of maintenance on *main roads* with which a majority were satisfied were winter maintenance (just over half were satisfied with the promptness with which roads were gritted and cleared) and the provision of signage giving directions at decision making points (53%). In contrast, only around four in ten were satisfied with drainage (41%) and traffic calming measures (38%), and only around three in ten with the general condition of road surfaces (30%) and the quality of repairs (28%). Just 17% were satisfied with the speed with which defects were repaired. Indeed, a majority expressed dissatisfaction with this aspect of maintenance.

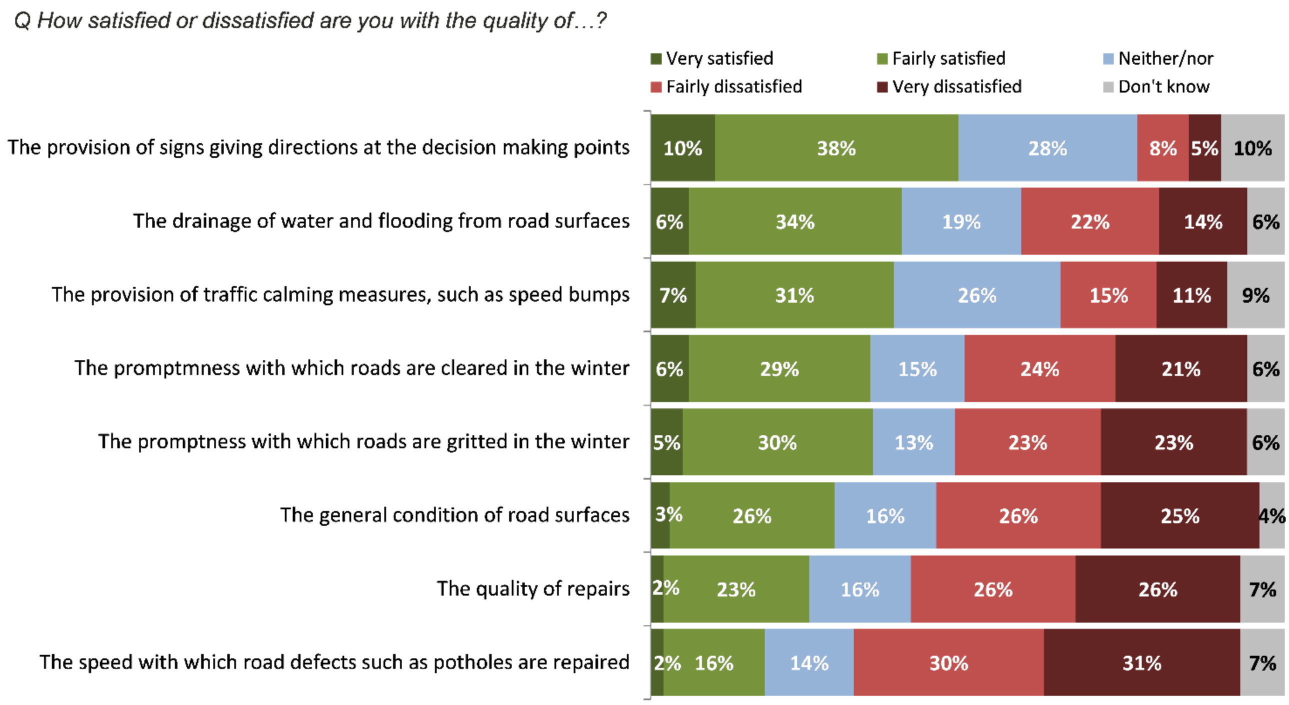
Figure 4.5 – Satisfaction with aspects of road maintenance – main roads



Base: All respondents (1,023)

The results for side roads were broadly similar, though satisfaction with winter maintenance was notably lower: just over a third (35%) of respondents were satisfied with the gritting and clearing of side roads in winter, while 46% and 44% respectively were dissatisfied with these aspects of winter maintenance (Figure 4.6).

Figure 4.6 – Satisfaction with aspects of road maintenance – side roads



Base: All respondents (1,023)

As Table 4.2 shows, satisfaction with all aspects of road maintenance on side roads was lower in the South than in other areas of the city. Satisfaction with traffic calming measures and the provision of signs at decision making points was also lower than average in the North East.

Table 4.2 – Satisfaction with aspects of road maintenance on side roads by area

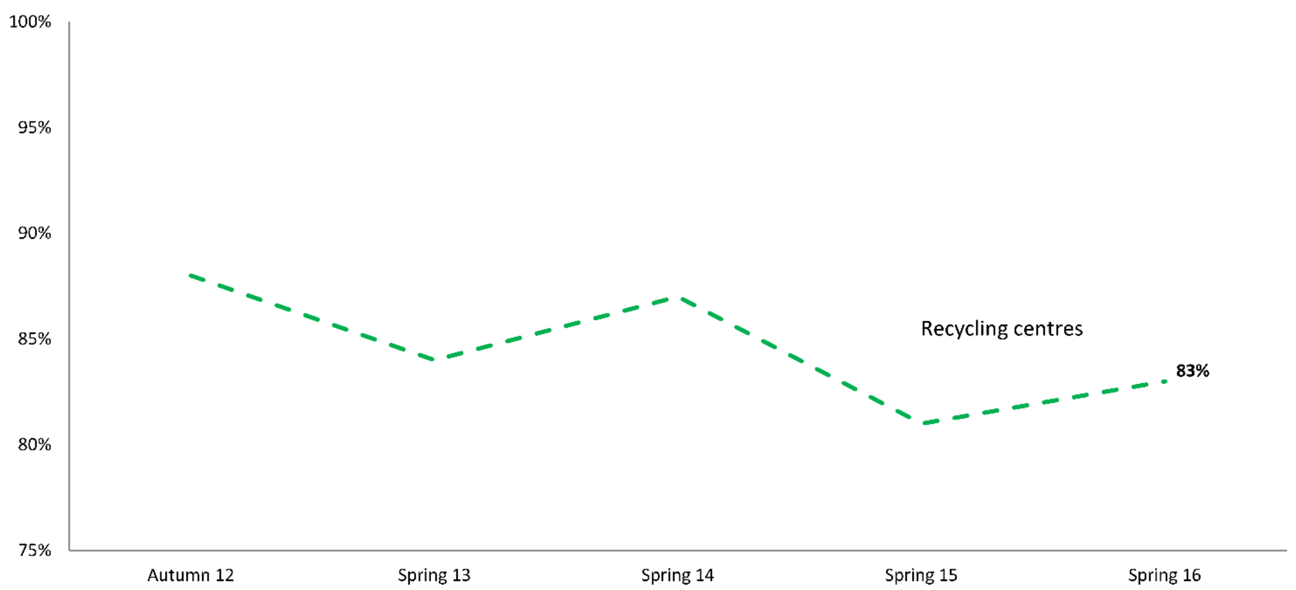
	All areas	North East	North West	South
	% Satisfied			
The provision of signs giving directions at decision making points	49	47	58	40
The drainage of water and flooding from road surfaces	40	45	43	33
The provision of traffic calming measures	39	35	44	36
The promptness with which roads are gritted in winter	35	41	37	29
The promptness with which roads are cleared in winter	35	39	36	30
The general condition of road surfaces	30	30	34	25
The quality of repairs	25	26	31	18
The speed with which defects are repaired	18	20	22	14
Base: 1,023				

Satisfaction with non-universal services

Recycling centres

Satisfaction with recycling services remained high (83%) and at the level recorded in 2015, despite a slight decrease over the preceding year (Figure 4.7).

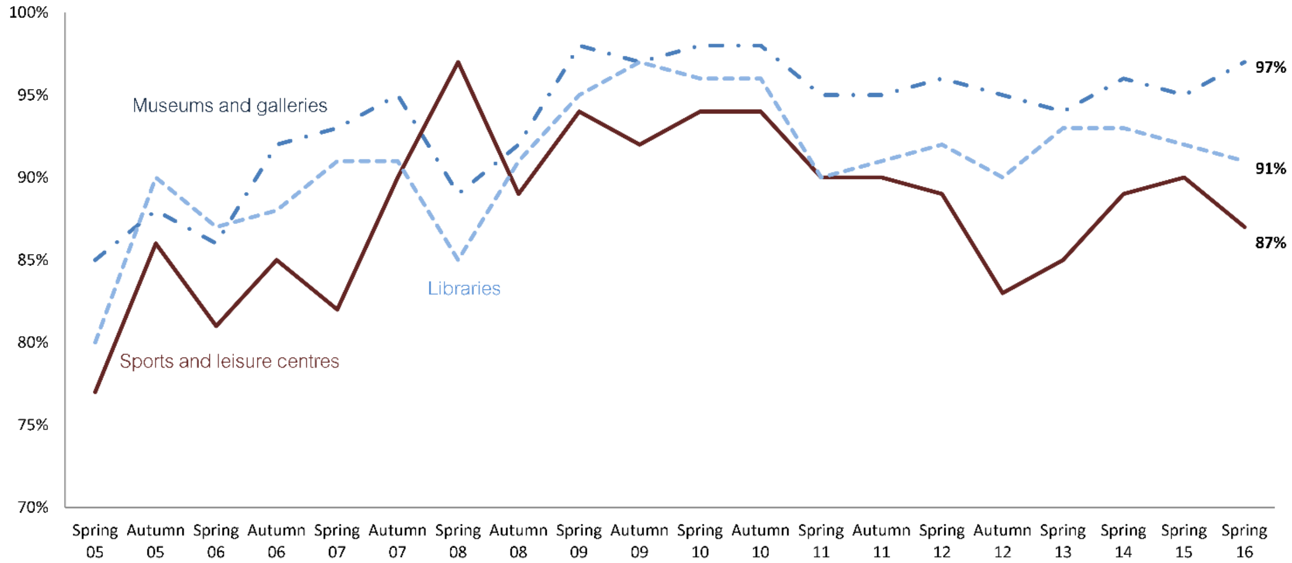
Figure 4.7 – Trends in satisfaction with recycling centres



Culture and leisure services

There was no change in recorded levels of satisfaction with culture and leisure services: Almost all (97%) users of museums and galleries, and around nine in ten users of libraries (91%) and sports centres (87%) remained positive about these areas of provision (Figure 4.8).

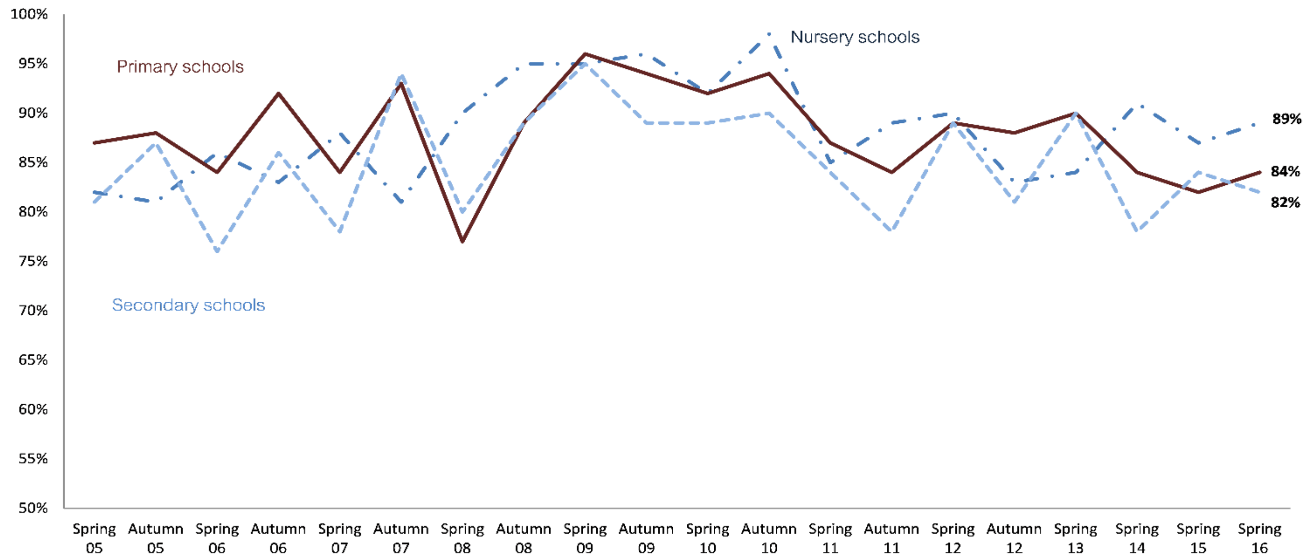
Figure 4.8 – Trends in satisfaction with culture and leisure services



Education services

Satisfaction with education services similarly remained positive and steady on 2015. As Figure 4.9 shows, around nine in ten users of nursery schools and over eight in ten users of primary and secondary schools expressed satisfaction with these services (89%, 84% and 82% respectively).

Figure 4.9 – Trends in satisfaction with education services

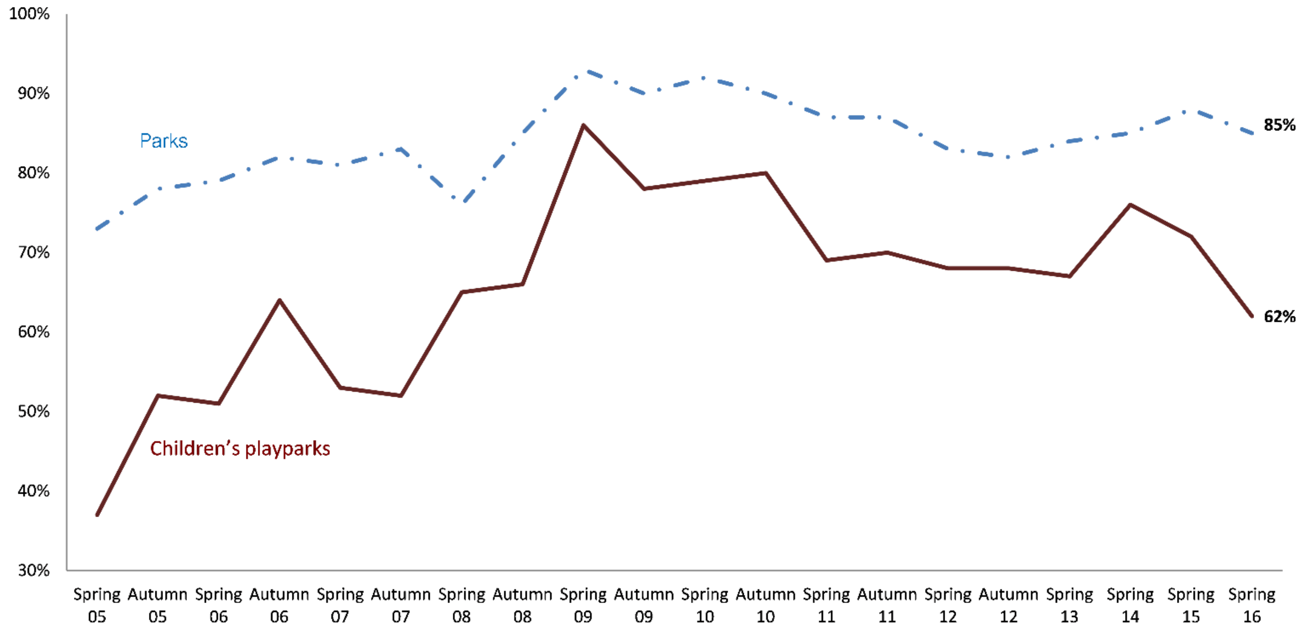


Parks and children's play parks

Over four in five (85%) users of parks, and around three in five (62%) users of playparks were satisfied with these areas of provision. While the former figure was in line with that recorded in 2015, the latter was down by ten percentage points, taking it back to the level recorded in 2013 (Figure 4.10).

As was the case in 2015, satisfaction with both parks and playparks was significantly lower in the North East than in the North West of the city (79% compared with 89% for parks; and 52% compared with 71% for playparks)

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



Social care services

Small base sizes preclude robust analysis of trends in satisfaction with social work and home care services. However, two thirds (65%) of those who had used social work services and a similar proportion (67%) of those who had used home care services were satisfied with this provision, in line with the results from previous waves of the survey. These results should be treated as indicative rather than representative as the base sizes are so small.

Local community centres

Seven in ten users of local community centres were satisfied with these, which, again, was in line with the 2015 level. Again, this finding should be treated as indicative due to the small base size.

5. Council reputation and communications

Perceptions of the council

Although three quarters (75%) of respondents agreed the council had an important impact on the quality of life in Glasgow, half as many (39%) felt it was addressing the key issues affecting quality of life in their local area (Table 5.1). Similarly, fewer than half agreed that the council provided good quality services (46%), designed services around the needs of those who used them (46%), gave residents value for money (42%) or did the best it could with the money available (43%) (Table 6.1). Further, fewer than half said they trusted the council (46%), with 48% saying they felt the authority was too remote and impersonal, and a similar proportion saying it rarely took residents' views into account (45%). Reflecting this, a majority (54%) wanted to be more involved in decisions made by the council.

Table 5.1 – Attitudes towards the council 2013-2016

	Spring 2013		Spring 2014		2015		2016	
	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree
	%	%	%	%	%	%	%	%
The council has an important impact on the quality of local life in Glasgow	73	12	79	9	81	8	75	9
The council is too remote and impersonal	46	27	39	33	46	25	48	26
I trust Glasgow City Council	45	32	48	27	47	27	46	30
The council rarely takes residents' views into account when making decisions that affect them	48	28	43	32	45	26	45	25
Glasgow City Council gives residents good value for money	44	31	50	28	45	27	42	29
The council is good at letting residents know about the services it provides	n/a	n/a	n/a	n/a	48	34	48	32
The council provides high quality services	n/a	n/a	n/a	n/a	49	24	46	25
The council designs its services around the needs of the people who use them	n/a	n/a	n/a	n/a	51	25	46	26
The council does the best it can with the money available	n/a	n/a	n/a	n/a	50	27	43	33
I would like to be more involved in decisions that affect my area	n/a	n/a	n/a	n/a	n/a	n/a	54	26
The council is addressing the key issues affecting quality of life in my local area	n/a	n/a	n/a	n/a	n/a	n/a	39	31
Base:	*1,024*		*1,027*		*1,021*		*1,023*	

The results were broadly consistent with those from 2015, notwithstanding a slight decrease in the proportions feeling the council did the best it could with the money available (down seven percentage points), had an important impact on the quality of local life in Glasgow (down six percentage points) and designed its services around the needs of those who used them (down 5 percentage points).

Younger respondents tended to view the council more favourably than older respondents. They were more likely to agree that the authority:

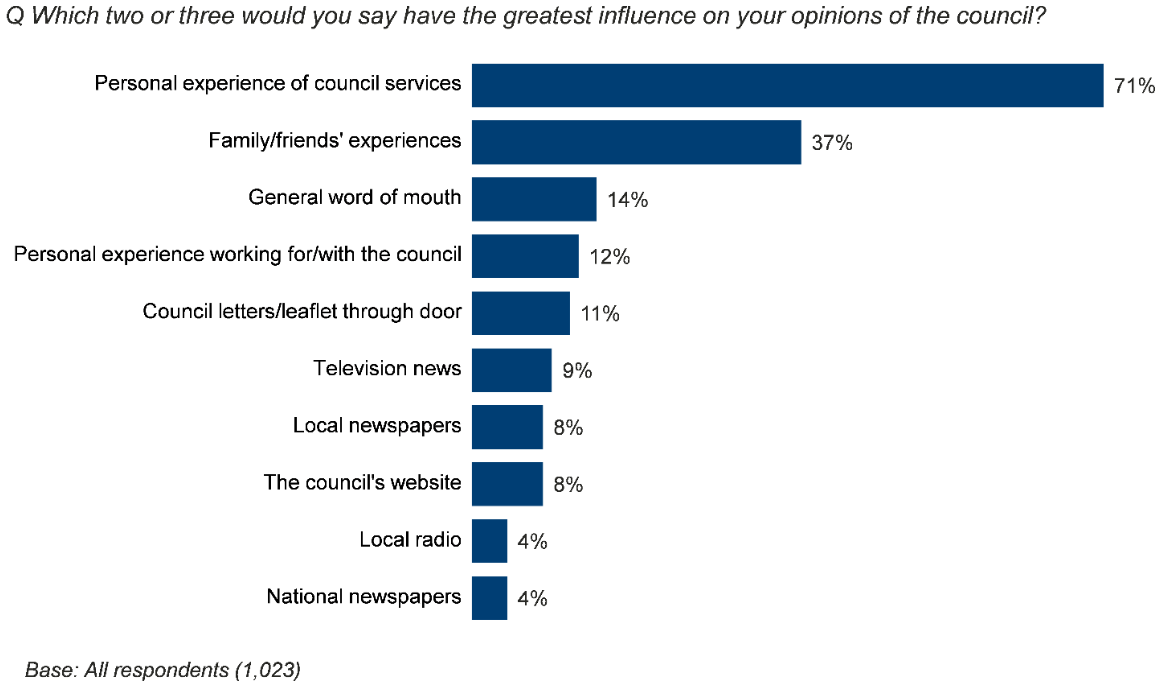
- provided high quality services (60% of 16-24 year olds compared with 47% of 25-34 year olds, 44% of 35-54 year olds and 32% of those aged 55-64)
- designed its services around the needs of the people who used them (57% of 16-24 year olds and 54% of 25-34 year olds compared with 43% of 35-54 year olds, 31% of 55-64 year olds and 44% of over 65s).
- was trustworthy (62% of 16-24 year olds and 52% of 25-34 year olds compared with 41% of 35-54 year olds and 31% of those aged 55-64).

There was further variation by social grade. ABC1s were more likely than C2DEs to feel the council had an important impact on the quality of local life in Glasgow (79% versus 71%) and designed services around the needs of people who used them (29% versus 23%). They were also more likely to want to be involved in decision making (57% versus 51%). At the same time, C2DEs were more likely than ABC1s to believe the council did the best it could with the money available (48% versus 38%) and was addressing the key issues affecting quality of life in their area (43% versus 35%).

Sources influencing opinions of Glasgow City Council

As Figure 5.1 shows, the main factor influencing perceptions of the council was respondents' personal experiences of council services, mentioned by 71%. This was followed by experiences of family/friends (37%), general word of mouth (14%), working for/with the council (12%) and council letters or leaflets delivered through the door (11%). No other factor was mentioned by more than one in ten respondents.

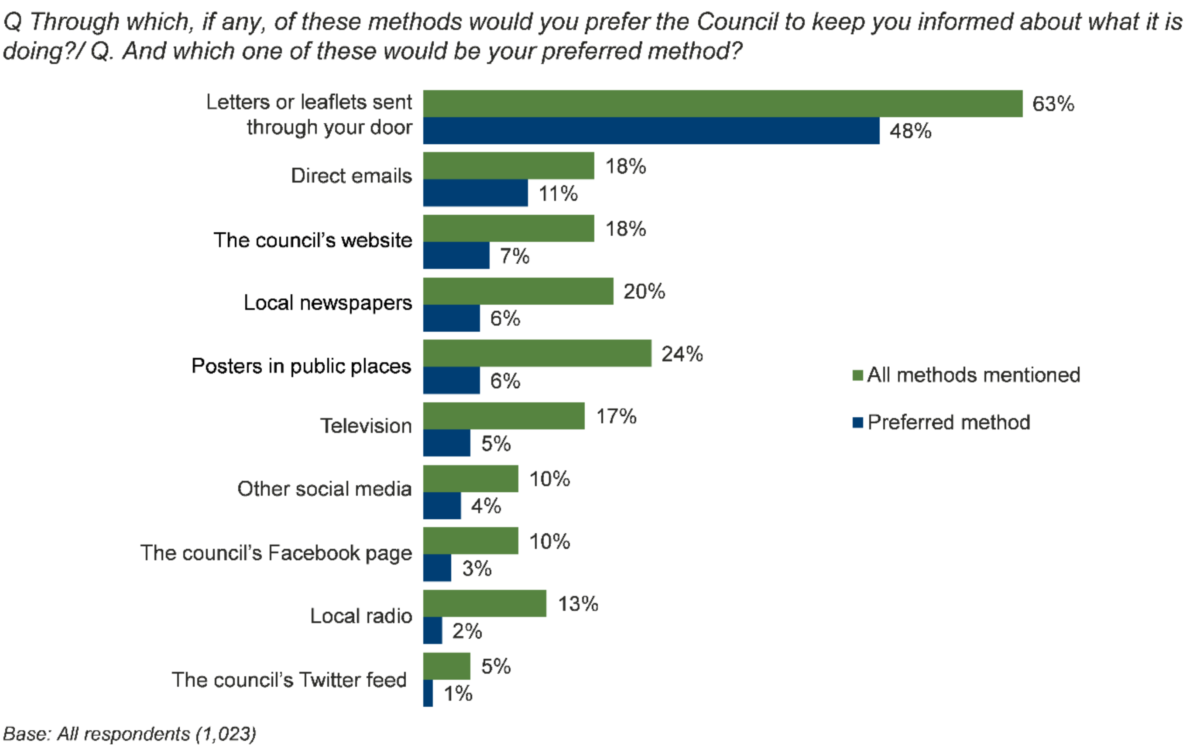
Figure 5.1 – sources influencing opinion of Glasgow City Council



Preferred sources of information about the council

Respondents' *preferred* source of information about the council was letters or leaflets delivered through the door. This was mentioned by almost two thirds (63%) of the sample; over three times more than mentioned the next most preferred source, direct emails (18%) (Figure 5.2).

Figure 5.2 – Preferred sources of information about the council



That said, younger respondents were less inclined than older groups to express a preference for letters and leaflets (36% of 16-24 year olds compared with 65% of over 65 year olds) and more inclined to mention the council's Facebook page (7% of 16-24 year olds compared with 0% of over 55 year olds) and other, non-council social media sources (9% of 16-24 year olds versus 0% of over 55 year olds) (Table 5.2).

ABC1s were less likely than C2DEs to cite letters or leaflets as their preferred source (41% versus 54% of C2DEs), and more likely to mention direct emails (13% versus 8% of C2DEs) and posters in public places (8% versus 4%).

Table 5.2- Preferred sources of information about the council by age

	All	16-24 years	25-34 years	35-54 years	55-64 years	Over 65 years
	%	%	%	%	%	%
Letters or leaflets through the door	48	36	48	46	49	60
Emails sent directly to you	11	13	14	14	8	3
The council's website	7	7	9	9	7	4
In local newspapers	6	2	2	6	13	11
On posters in public places	6	8	7	4	10	5
On television	5	8	2	5	1	7
On other social media	4	9	5	3	-	-
The council's Facebook page	3	7	5	2	-	-
On local radio	2	1	2	4	1	3
The council's Twitter feed	1	2	2	1	2	-
National newspapers	1	1	-	1	-	1
Base:	*1,023*	*172*	*180*	*355*	*92*	*215*

6. Financial challenges affecting the Council

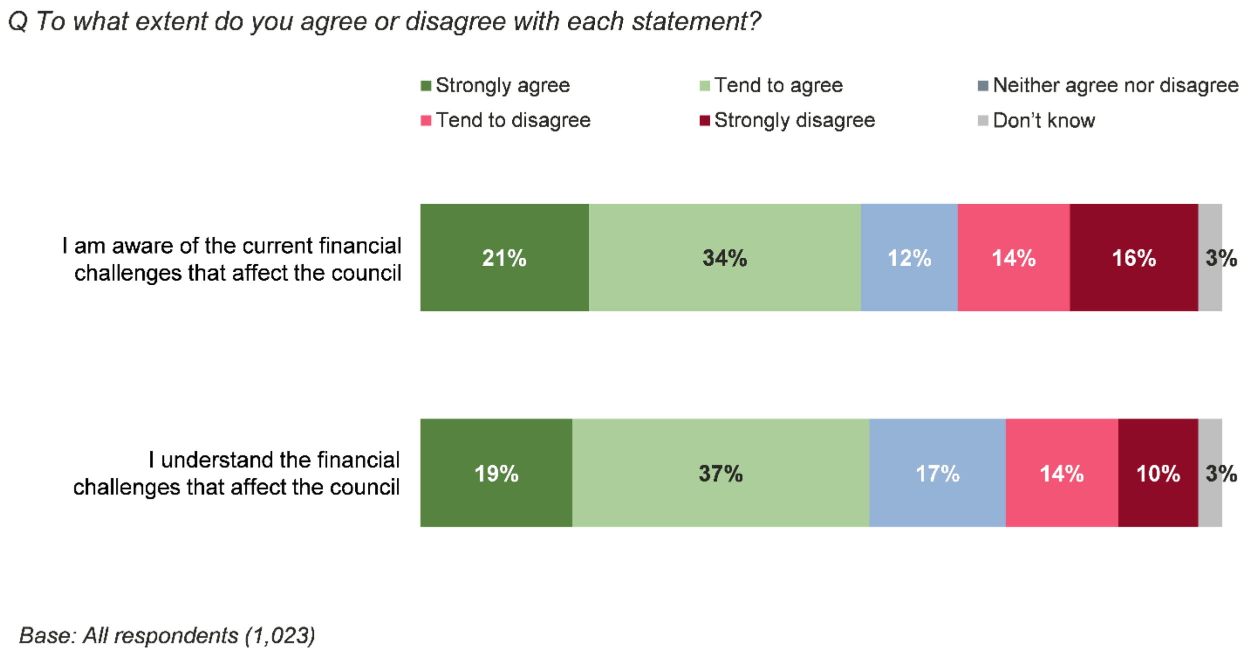
Awareness and understanding of current financial challenges

Just over half (55%) of respondents said they were aware of current financial challenges affecting the council, and a similar proportion (56%) said that they understood these challenges (Figure 6.1).

Awareness and understanding were higher among:

- ABC1 than C2DE respondents (62% of ABC1s were aware of the challenges and an equal proportion understood them compared with 48% and 50% of C2DEs)
- older than younger respondents (70% of over 65s and 65% of 55-64 year olds were aware of the challenges compared with 43% of 25-34 year olds and 39% of those aged 16-24 years). Similarly, 65% of the over 65s and 70% of 55-64 year olds understood the challenges, compared with 49% of 25-34 year olds and 30% of those aged 16-24).

Figure 6.1 – Awareness and understanding of financial challenges affecting the council

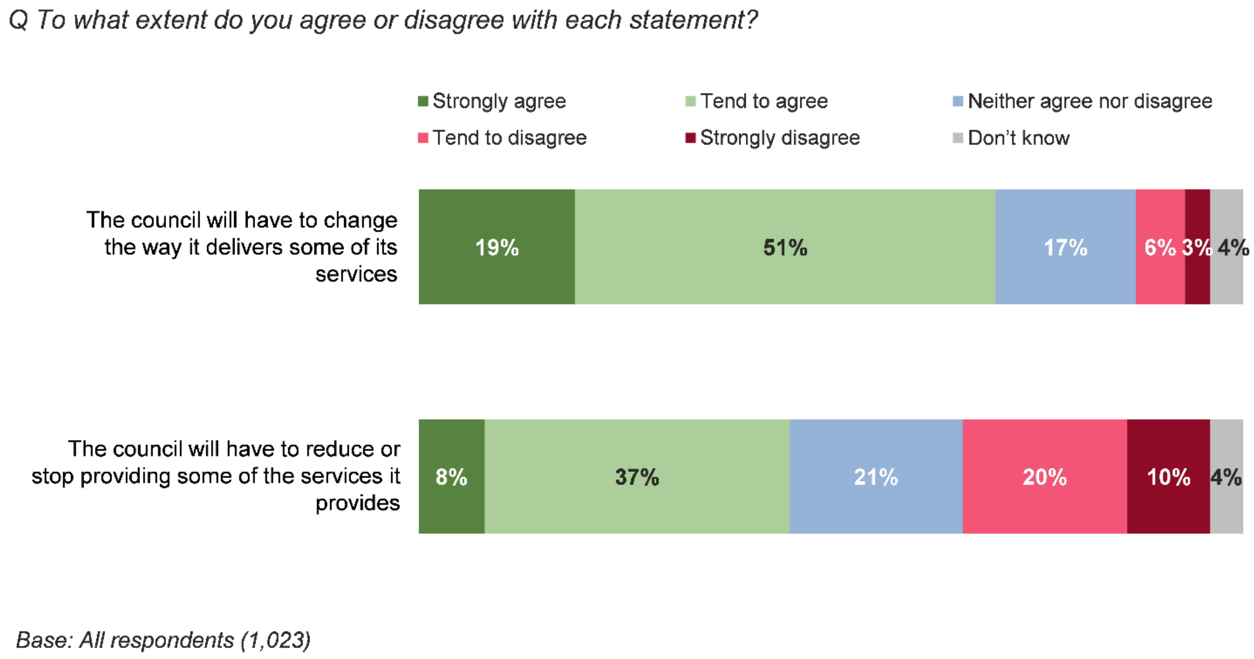


Measures to address financial challenges

In terms of how the council might respond to financial challenges, around two thirds (69%) agreed that the authority will have to change the way it delivers some of its services. At the same time, fewer than half (45%) felt it should reduce or stop providing some services. (Figure 6.2).

C2DEs were less inclined than ABC1s to agree that the council will have to change the way it delivers services (66% versus 73%) or reduce or stop providing some services (40% versus 50%).

Figure 6.2 – Measures to address financial challenges



Respondents were asked which service areas they thought it was most important to protect from reductions in spending and which should be the focus of such reductions.

As shown in Table 6.1, areas it was considered most important to protect were education, schools and childcare (mentioned spontaneously by 31%); followed by social work and social care (24%); cleaning and upkeep (14%); refuse collection and recycling (13%); museums, libraries and sport (7%); and roads and maintenance (6%).

The majority (62%) of respondents felt unable to offer suggestion for services where spending might be reduced (though only 3% stated explicitly that *no* reductions should be made). Of the small number of suggestions that *were* made, the most common related to the running of the council (14%), and included references to improved efficiency and reduced wages and expenses for councillors and officials.

Table 6.1 – Areas for spending protection and reductions

Service area[6]	Protect from reductions in spending	Focus on for reductions in spending
	%	%
Education, schools and childcare	31	1
Social work and social care	24	1
Cleaning and upkeep (e.g. street cleaning, litter and fly-tipping)	14	1
Refuse collection and recycling	13	2
Health services	12	*
Museums, libraries and sport	7	2
Roads and pavements	6	1
Public transport	6	1
Community facilities (e.g. community centres, youth facilities)	5	1
Parks, playparks and allotments	4	1
Emergency services	4	*
Tackling crime and anti-social behaviour	3	1
Environmental health	1	-
Planning, building standards & flood prevention	1	1
Street lighting	1	1
Council administration (e.g. efficiency, wages, expenses, number of staff)	1	14
Festivals and other events	*	*
Local economic development	*	-
Other	7	12
None of them / we need them all	1	3
Don't know	20	62
Base: 1,023		

Respondents were also presented with a list of service charges the council might consider introducing to raise revenue, and asked to what extent they would support or oppose each. As Table 6.2 shows, the only option that received majority support was charging establishment such as pubs, clubs and food outlets for late night opening to cover the costs of street cleaning and public safety (73%). For most of the other options, opposition outweighed support. Indeed, outright majorities opposed charges for: visitors who stay in the city overnight (67%); admission to museums and galleries for all (63%); garden waste collections (57%); assisted house garden maintenance (57%); and bringing vehicles into the city centre (53%).

[6] Due to the large number of suggestions given, responses have been grouped by broad service area. A more detailed breakdown of the responses within each service area is provided in Annex A.

Table 6.2 – Support for/opposition to potential service charges

	Support	Oppose
	%	%
Charging establishments such as pubs, clubs and food outlets, for late night opening to cover costs of street cleaning and public safety	73	16
Charging for admission to museums and galleries for non-city residents and tourists	45	47
Charging for graffiti removal for businesses	44	38
Charging for uplift of bulk household items	38	48
Charging for overnight and Sunday parking within the city centre	36	48
Charging for pest control	34	48
Charging motorists for bringing vehicles into the city centre	33	53
Charging for graffiti removal for housing associations	29	49
Charging for admission to museums and galleries for all visitors	26	63
Charging for garden waste collections	25	57
Charging for assisted house garden maintenance	23	57
A tax for visitors who stay in the city overnight	21	67
Base: 1,023		

There were few notable sub-group differences in these results though C2DEs were less likely than ABC1s to support changes for uplift of bulk items (32% versus 44%), pest control (30% versus 39%) and assisted house garden maintenance (19% versus 27%).

Asked to make one suggestion for how the council might save money or generate additional income in the future, more than half of respondent felt unable to do so (57% said don't know). Of the very small number of suggestions that were made, several again related to the running of the council, including reducing staff numbers (3%), cutting or reducing staff expenses (2%), improving efficiency (2%) and reducing salaries (2%) (Table 6.3). Other suggestions included charging for public events (3%), increasing Council Tax (3%) and more fines or penalties for anti-social behaviour, such as littering and fly tipping (2%).

Table 6.3 – Top 10 spontaneous suggestions for saving money or generating income

	%
Reduce the number of council employees/management staff	3
More chargeable public events	3
Increase council tax	3
Fines/penalties for litter dropping/fly tipping/dog fouling	2
Cut/reduce staff expenses/unnecessary expenditure	2
Improve council efficiency/bureaucracy	2
Introduce charges/entrance fees for museums	2
Reduce management salaries/no pay rises	2
Introduce a congestion charge for motorists	2
Less spending on non-essential works/better use of finances	1
Base: 1,023	

7. Personal finances

Experience of financial difficulty

Around two in five (42%) respondents said they were living comfortably on their present income and a similar proportion (43%) said they were coping. Thirteen per cent said they were finding it difficult to cope. The latter figure was slightly down on that recorded in 2014 (by five percentage points) (Table 7.1).

Table 7.1 – Experience of financial difficulty, 2014 and 2016

	GHS 2014	GHS 2016
	%	%
Living very comfortably on present income	8	11
Living comfortably on present income	31	31
Coping on present income	41	43
Finding it difficult on present income	13	11
Finding it very difficult on present income	5	2
Don't know	1	1
Living comfortably	39	42
Finding it difficult	18	13
Base	*1,027*	*1,023*

Among those most likely to say they were finding it difficult to cope on their income were:

- younger people (17% of 16-24 year olds and 18% of 25-34 year olds compared with 14% of 35-54 year olds, 11% of 55-64 year olds and 7% of the over 65s)
- those not working (21% compared with 11% of those in work)
- C2DEs (16% compare with 10% of ABC1s)
- those living in households with children (17% compared with 12% of those in households without children).

Impact of financial difficulties

As Table 7.2 shows, the two or three biggest financial concerns for those finding it difficult to cope on their incomes were the cost of: gas and/or electricity (46%), rent (37%) and food (32%); followed by a lack of employment opportunities (26%) and the affordability of Council Tax (20%). These results were in line with those recorded in 2014.

Table 7.2 – Household financial concerns, 2014 and 2016

	Two or three biggest concerns		Single biggest concern	
	2014	2016	2014	2016
	%	%	%	%
Cost of gas and electricity	64	46	31	20
Rent cost	27	37	12	19
Food cost	48	32	11	9
Lack of employment opportunities	n/a	26	n/a	13
Cost of Council Tax	34	20	11	9
Petrol costs	11	11	3	1
Threat of homelessness	10	10	6	7
Lack of in-work progression	n/a	7	n/a	1
Costs incurred during school holidays	n/a	6	n/a	2
Cost of holidays	2	5	-	2
Reduction in working hours	8	5	4	2
Child Care costs	6	5	2	2
Threat of redundancy	5	5	3	2
Value of property	3	4	1	2
Bereavement costs	n/a	3	n/a	1
Mortgage costs	8	3	6	1
Loss of interest in savings account(s)	2	1	-	1
Drop in share values	-	1	-	-
None of these	7	4	8	4
Don't Know	2	1	3	1
Base: All who were finding it difficult to cope on present income (2014: 191; 2016: 134)				

As Table 7.3 shows, approaching two thirds (63%) of those who were finding it difficult to cope on their income were having trouble paying bills and almost a quarter (22%) were in arrears with creditors. Though the former figure was in line with that recorded in the 2014 survey, the proportion in arrears was down, by 14 percentage points.

In terms of other impacts, 17% of those experiencing difficulties were missing out on meals, an equal proportion were working longer than normal hours and 6% were doing more than one job. (Table 7.3).

Table 7.3 – Impact of difficulties coping on present income, 2014 and 2016

	2014	2016
	%	%
Finding it difficult to pay bills	69	63
Currently in arrears with creditors	36	22
Missing out on meals	n/a	17
Working longer than normal hours	n/a	17
Working more than one job	n/a	6
Base: All finding it difficult to cope on present income	*191*	*134*

Help and advice with financial difficulties

Only around a quarter (24%) of those who were finding it difficult to cope on their income had approached someone for help or advice; ten percentage points fewer than in 2014. The most commonly used sources of help or advice were the council's Revenues and Benefits Service (23%), landlords and Housing Associations (22%), Citizen's Advice Bureaux (13%) and social workers (12%). These results should be treated as indicative, however, given the small base size.

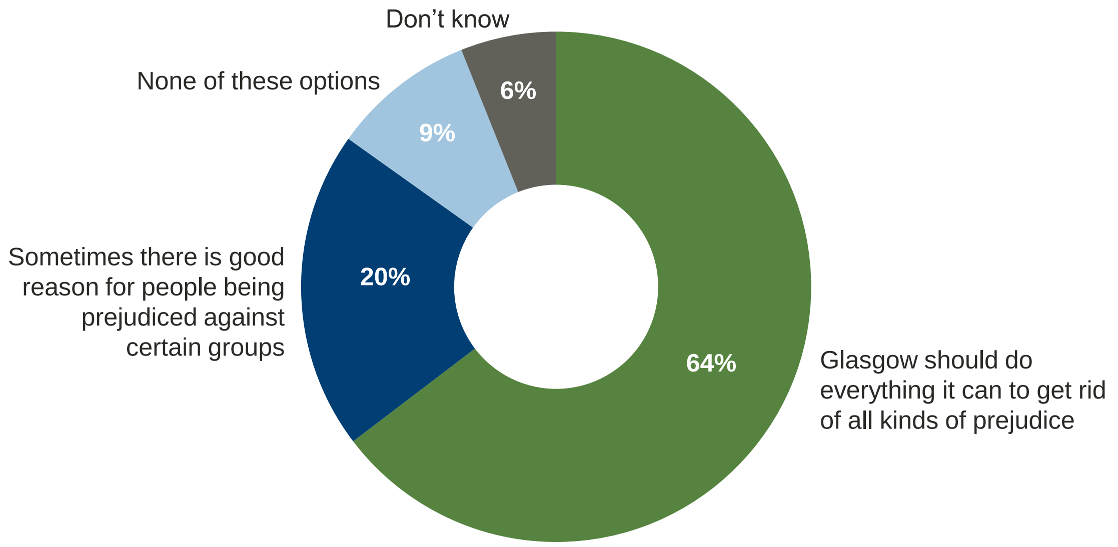
8. Fairness and equality

Attitudes towards prejudice

Approaching two thirds (64%) of respondents believed that Glasgow should do everything it could to get rid of all kinds of prejudice, while 20% felt that sometimes there was good reason for people being prejudiced against certain groups (Figure 8.1). These results were similar to available national level data from the Scottish Social Attitudes Survey (SSA) 2010[7], though proportionately fewer people in Glasgow felt that sometimes there was good reasons for people being prejudiced against certain groups (Table 8.1).

Figure 8.1 – Attitudes towards prejudice

Q Which of these statements comes closest to your own view?



Base: All respondents (1,023)

Table 8.1 – Attitudes towards prejudice, SSA 2010 and GHS 2016

	SSA 2010	GHS 2016
	%	%
Scotland/Glasgow[8] should do everything it can to get rid of all kinds of prejudice	66	64
Sometimes there is good reason for people being prejudiced against certain groups	28	20
Base:	*1,495*	*1,023*

C2DE respondents were more likely than ABC1s to believe there was sometimes good reason for people being prejudiced (23%, compared to 18%). Non-BEM respondents were more likely to think this than BEMs (22%, compared to 7%).

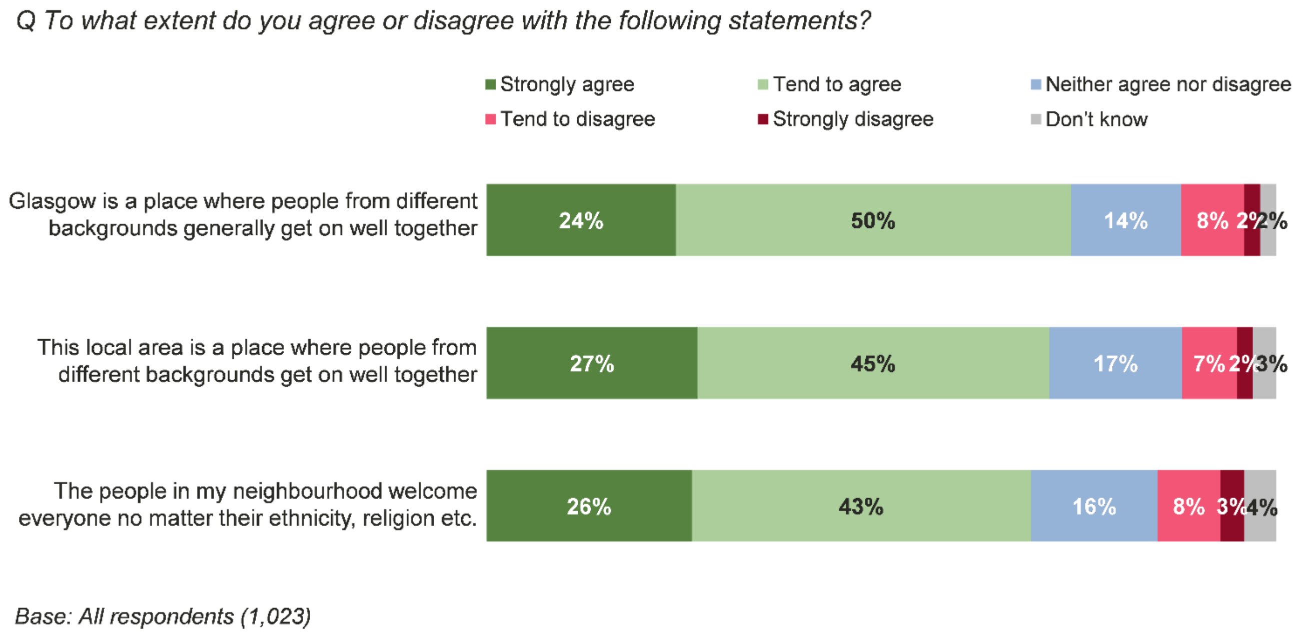
[7] Scottish Social Attitudes Survey 2010: Attitudes to Discrimination and Positive Action http://www.gov.scot/Publications/2011/08/11112523/15

[8] In the SSA survey, the question focused on Scotland, while in the GHS the focus was on Glasgow.

Community cohesion

The majority of respondents, around seven in ten, agreed that Glasgow and their local area were places where people from different backgrounds got on well together (74% and 71% respectively) (Figure 8.2). A similar proportion (69%) agreed that people in their neighbourhood welcomed everyone, regardless of differences such as ethnicity or religion.

Figure 8.2 – Perceptions of community cohesion



Still, non-BEM respondents were a little less likely than BEMs to agree that Glasgow and their local areas were places where people from different backgrounds got on well together (73% and 70%, compared to 82% and 79% respectively) (Table 8.2). They were also less likely to agree that people in their neighbourhood welcomed everyone (69%, compared to 81%).

Agreement with the first two statements was also lower than average among those living in the 20% most deprived areas[9] – 65% of this group agreed that people from different backgrounds got on well together in their local area, and 64% agreed that people in their neighbourhood welcomed everyone, compared to 82% and 77% respectively in the 20% least deprived areas.

[9] The 20% most deprived and 20% least deprived areas are based on the Scottish Index of Multiple Deprivation which ranks small areas (called datazones) from the most deprived to the least deprived. http://www.gov.scot/Topics/Statistics/SIMD

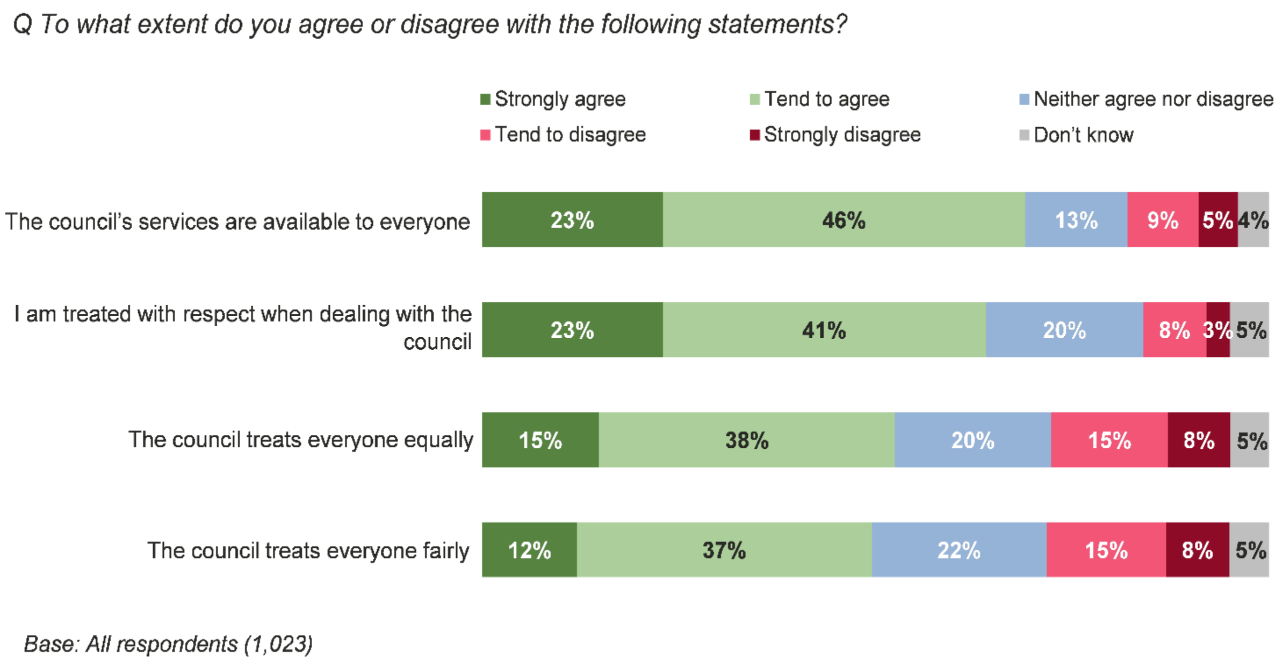
Table 8.2 – Perceptions of community cohesion by ethnicity and deprivation

	All	Non-BEM	BEM	20% most deprived areas	20% least deprived areas
	% Agreeing				
Glasgow is a place where people from different backgrounds generally get on well together	74	73	82	72	76
This local area is a place where people from different backgrounds get on well together	71	70	79	65	82
The people in my neighbourhood welcome everyone no matter their ethnicity, religion etc.	69	68	81	64	77
Base:	*1,023*	*907*	*115*	*564*	*80*

The council's treatment of residents

Seven out of ten (69%) respondents agreed the council's services were available to everyone and a similar proportion (64%) agreed they were treated with respect when dealing with the council (Figure 8.3). Fewer, around half, agreed that the council treated everyone equally (53%) and fairly (49%), with almost a quarter disagreeing in each case (22% and 23% respectively).

Figure 8.3 – Perceptions of the council's treatment of residents



As shown in Table 8.3, those with a disability in their household were less likely than those without to agree they were treated equally or fairly by the council. They were also less likely to agree that the council's services were available to everyone.

Table 8.3 – Perceptions of the council's treatment of residents by disability

	All	Household disability	No household disability
	% Agreeing		
The council treats everyone fairly	49	43	52
The council's services are available to everyone	69	62	71
The council treats everyone equally	53	45	56
I am treated with respect when dealing with the council	64	62	65
Base:	*1,023*	*282*	*736*

Appendix A: Topline Results

2016 Glasgow Household Survey
TOPLINE RESULTS

Technical details

- This document comprises topline results from the 2016 Glasgow Household Survey
- Results are based on a survey of 1,023 respondents (adults aged 16+) conducted in-home, face-to-face
- Fieldwork dates: 1st April – 5th June 2016
- Data are weighted by: age, sex and Sector Community Partnership Area
- Through the topline a dash (-) denotes zero and an asterisk (*) denotes <0.5%
- Where results do not sum to 100%, this may be due to computer rounding, multiple responses, or the exclusion of "don't know" categories
- Results are based on all respondents (1,023) unless otherwise stated.

PLACE WHERE YOU LIVE / YOUR NEIGHBOURHOOD

Q1 **Thinking about Glasgow as a whole, how satisfied or dissatisfied are you with it as a place to live?**

	%
Very Satisfied	48
Fairly Satisfied	45
Neither satisfied nor dissatisfied	4
Fairly dissatisfied	2
Very dissatisfied	1
Don't know / No opinion	*

Q2 **What improvements, if any, would make Glasgow a better place to live?**

	%
Cleaner / tidier	
Improved cleanliness (cleaner, tidier, less litter)	27
Less dog fouling	14
More flower/shrubs/greenery	2
More parks/open spaces	4
Less vandalism/graffiti	2
Safer	
More better/policing	7
Reduced crime rate	3
Less anti-social behaviour	7
Less drink/drugs	5
Improve safety	3
Better street lighting	2
Better transport / roads	
More/better public transport	10
Cheaper public transport	4
Reduce congestion/improve traffic control	3
Better road maintenance	21
Better pavement maintenance	8

Better facilities	
More facilities/things for youth to do (youth clubs)	11
More for children to do/ facilities	7
Better shops	4
Schools	
More/better schools	4
Housing	
More/better housing	9
Other	
Reduce poverty	4
Cut licensing hours	1
More employment/industry	8
Remove beggars from streets	2
Other	6
Don't know	14

Q3 **Now thinking about this neighbourhood specifically, how satisfied or dissatisfied are you with it as a place to live?**

	%
Very Satisfied	50
Fairly Satisfied	39
Neither satisfied nor dissatisfied	5
Fairly dissatisfied	4
Very dissatisfied	2
Don't know / No opinion	*

Q4 **What improvements, if any, would make this neighbourhood a better place to live?**

	%
Cleaner / tidier	
Improved cleanliness (cleaner, tidier, less litter)	28
Less dog fouling	19
More flower/shrubs/greenery	2
More parks/open spaces	4
Less vandalism/graffiti	2
Safer	
More better/policing	7
Reduced crime rate	3
Less anti-social behaviour	8
Less drink/drugs	6
Improve safety	4
Better street lighting	1
Better transport / roads	
More/better public transport	5
Cheaper public transport	2
Reduce congestion/improve traffic control	4
Better road maintenance	15
Better pavement maintenance	6
Better facilities	
More facilities/things for youth to do (youth clubs)	13
More for children to do/ facilities	10
Better shops	6
Schools	
More/better schools	2
Housing	
More/better housing	6

Other	
Reduce poverty	2
Cut licensing hours	1
More employment/industry	7
Remove beggars from streets	1
Other	2
Don’t know	17

Q5 **I would now like to ask how involved you are with other people living in this neighbourhood. To what extent do you agree or disagree with each of the following statements.**

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don’t know / no opinion
	%	%	%	%	%	%
If I was alone and needed help, I could rely on one of my friends or relatives in this neighbourhood to help me	50	33	6	6	4	*
If my home was empty, I could count on one of my friends or relatives in this neighbourhood to keep an eye on my home	57	30	6	5	3	*
I feel I could turn to friends or relatives in this neighbourhood for advice or support	48	34	7	7	3	*
In an emergency, such as a flood, I would offer to help people in my neighbourhood who might not be able to cope well	67	26	5	2	1	*
I feel part of the community in which I live	32	35	15	12	5	*
I feel proud of my local area, that is the area within a 15 – 20 minute walk from your home	34	39	15	8	4	1
I am actively involved in my local community for example through Community groups, charities or other organisations.	9	13	13	32	32	1

Q6 Thinking about whether or not you intend to keep living in this neighbourhood, which of the statements on this card comes closest to your own view?

	%
I intend to live here for the rest of my life	53
I intend to move but not for at least another year or so	33
I intend to move within the next year	8
I am currently in the process of moving	3
Don't know	3

Q7 It is important that cities like Glasgow are prepared for unexpected changes or challenges in the future, and have the ability to adapt to different situations. This is sometimes referred to as resilience. With this in mind, please look at this list of measures and consider how important each is.

Which one do you think is the most important?
Which do you think is the second most important?
Which do you think is the third most important?
Which do you think is the fourth most important?
And which do you think is the least important?

	Most important	Second most important	Third most important	Fourth most important	Least important
	%	%	%	%	%
Ensuring there is a rapid emergency response to incidents, such as fire, floods or major accidents	32	15	15	18	16
Having a strong and diverse economy	12	14	14	19	34
Supporting people and communities to help each other, for example through volunteering	18	18	17	23	18
Promoting the health of communities	14	25	27	21	9
Promoting the safety of communities	22	25	24	15	10
Don't know	2	1	1	1	10
Not stated	-	2	2	3	3

TRANSPORT

Thinking now about how you get around Glasgow….

Q8 **How many cars or light vans are there in your household?**

	%
1 car or light van	41
2 cars/light vans	13
3+ cars/light vans	3
None	43
Refused/don't know	-

Q9 **Which of the following modes of transport do you use on a regular basis for journeys around Glasgow?**

Q10 **And which one do you use most often?**

	Q9	Q10
	%	%
Public bus	57	29
Walking	55	21
Driver of a car/van	40	32
Train	25	4
Taxi	21	3
Passenger of a car/van	17	5
Subway	17	3
Bicycle	8	2
Motorcycle/moped/scooter	1	*
School bus	*	-
Work bus	*	*
Other	*	*
Don't know	-	*
Refused	-	-

USAGE AND SATISFACTION WITH SERVICES

Q11 **Overall, how satisfied or dissatisfied would you say you are with the services provided by Glasgow City Council or its partners?**
SINGLE CODE.

	%
Very satisfied	15
Fairly satisfied	53
Neither satisfied nor dissatisfied	18
Fairly dissatisfied	8
Very dissatisfied	5
Don't know	1

Q12 **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?**

	%
Parks	65
Museums and galleries	50
Libraries	45
Sports and leisure centres	43
Recycling centres	36
Children's play parks	23
Primary schools	16
Secondary schools	14
Local community centres	13
Nursery schools	9
Social work services	7
Home Care service	5
None of these	8
Don't know	*

Q13 **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	Dont know / not applicable
		%	%	%	%	%	%
Nursery schools	*90*	59	30	2	6	1	2
Primary schools	*167*	53	31	5	9	1	2
Secondary schools	*148*	44	37	9	5	2	3
Children's play parks	*234*	21	42	8	20	11	-
Social work services	*70*	25	40	16	9	7	3
Local community centres	*126*	28	42	12	9	4	4
Home Care service	*48*	33	34	14	7	4	9
Parks	*653*	49	36	5	7	2	-
Museums and galleries	*502*	68	28	2	-	1	1
Sports and leisure centres	*441*	46	41	7	4	1	1
Libraries	*454*	50	40	6	2	-	1
Recycling centres	*370*	39	44	8	5	3	2
Recycling collection	*1023*	27	42	10	9	7	5
Road maintenance	*1023*	5	18	13	27	34	3
Refuse collection	*1023*	31	45	8	9	6	1
Street lighting	*1023*	31	49	8	8	4	*
Street cleaning	*1023*	17	43	11	17	11	1
Pavement maintenance	*1023*	10	34	15	23	18	1

Q14 **I'd now like to ask some more questions about roads in your local area.**

Firstly I'd like you to think about the main roads in your local area. How satisfied or dissatisfied are you with …..

	Very Satisfied	Fairly Satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	Don't know/Not applicable
	%	%	%	%	%	%
The general condition of road surfaces	3	27	16	25	24	5
The speed with which road defects such as potholes are repaired	3	14	16	26	32	9
The quality of repairs	3	25	17	25	23	8
The drainage of water and flooding from road surfaces	7	34	19	22	13	6
The provision of signs giving directions at decision making points	13	40	25	7	4	11
The provision of traffic calming measures, such as speed bumps	7	31	28	12	9	12
The promptness with which roads are cleared in the winter	9	43	15	14	11	7
The promptness with which roads are gritted in winter	12	43	13	15	11	6

Q15 **Now thinking about the side roads in your area. How satisfied or dissatisfied are you with ….**

	Very Satisfied	Fairly Satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	Don't know/Not applicable
	%	%	%	%	%	%
The general condition of road surfaces	3	26	16	26	25	4
The speed with which road defects such as potholes are repaired	2	16	14	30	31	7
The quality of repairs	2	23	16	26	26	7
The drainage of water and flooding from road surfaces	6	34	19	22	14	6
The provision of signs giving directions at decision making points	10	38	28	8	5	10
The provision of traffic calming measures, such as speed bumps	7	31	26	15	11	9
The promptness with which roads are cleared in the winter	6	29	15	24	21	6
The promptness with which roads are gritted in winter	5	30	13	23	23	6

COUNCIL REPUTATION AND COMMUNICATIONS

Q16 **I'm going to read out some statements that people have made about Glasgow City Council. I would like you to tell me from this card how strongly you agree or disagree with each.**

		Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Dont know
		%	%	%	%	%	%
a)	**Glasgow City Council gives residents good value for money**	7	36	23	17	11	6
b)	**The Council rarely takes local residents' views into account when making decisions that affect them**	16	29	23	20	5	7
c)	**The Council is too remote and impersonal**	18	31	22	21	5	4
d)	**The Council has an important impact on the quality of local life in Glasgow**	31	44	14	6	3	2
e)	**I trust Glasgow City Council**	10	36	22	17	13	2
f)	**The Council is good at letting residents know about the services it provides**	11	38	17	21	11	3
g)	**The Council provides high quality services**	8	38	27	17	9	2
h)	**The Council does the best it can with the money available**	9	35	18	21	12	6
i)	**The Council designs its services around the needs of the people who use them**	6	40	24	18	9	4
j)	**The Council is addressing the key issues affecting the quality of life in my local area**	4	35	26	21	10	4
k)	**I would like to be more involved in the decisions the Council makes that affect my area**	20	34	19	17	9	1

Q17a Which, if any, of these things would you say influence your opinions of Glasgow City Council?

Q17b IF MORE THAN THREE AT Q17A **And which, two or three would you say have the greatest influence on your opinions of the Council?**
Base Q17b (all where more than 3 are mentioned at Q17a): 261

		Q17a %	Q17b %
	Personal/proxy experience/word of mouth		
A	Personal experience of council services (e.g. schools, social work, local roads refuse collection, recycling etc.)	73	71
B	Family or friends' experiences of council services (e.g. schools, social work, local roads refuse collection, recycling etc.)	47	37
C	General words of mouth (e.g. from friends, family or colleagues)	28	14
D	Personal experience of working for/with the Council	11	12
	Media		
E	Local newspapers	19	8
F	National newspapers	8	4
G	Television news	20	9
H	Other television programmes	2	*
I	Local radio	12	4
J	National radio	4	1
	Council provided information		
K	The Council's website	14	8
L	Council social media feeds (e.g. its Facebook or Twitter page)	7	3
M	Council letters or leaflets through the door	24	11
N	Council posters in public places (e.g. bus stops, subway stations etc.)	10	3
	Other	1	-
	None of these	1	-
	Don't know	1	1

Q18a Through which, if any, of these methods would you prefer the Council to keep you informed about what it is doing?

Q18b IF MORE THAN ONE MENTIONED AT Q18A. **And which <u>one</u> of these would be your preferred method?**

	Q18a %	Q18b %
In letters or leaflets through the door	63	48
On posters in public places (e.g. bus stops, subway stations etc.)	24	6
In local newspapers	20	6
On the Council's website	18	7
In emails sent directly to you	18	11
On television	17	5
On local radio	13	2
On the Council's Facebook page	10	3
On other social media	10	4
On the Council's Twitter feed	5	1
In national newspapers	4	1
On national radio	3	*
Other	1	1
Prefer all equally/can't choose between them	1	3
I don't what the Council to keep me informed	1	1
Don't know	1	1

ENVIRONMENTAL ISSUES

Q19 **There are many different actions that people can take to help protect the environment. I am going to read out a number of actions and, for each action, I would like you to tell me which of these statements comes closest to your own view**.

	I already do this all the time %	I would like to do this more and plan to do so soon %	I would like to do this more but the necessary services /products aren't available %	I would like to do this more but I can't afford to %	I would like to do this more but it's too much hassle %	I would do this more if I thought other people would %	I have no interest in doing this more %
Recycling instead of throwing things away	73	8	9	1	4	1	3
ASK ONLY THOSE WITH A CAR: **Walking, cycling or using public transport instead of driving** *Base: 581*	41	21	10	2	12	*	14
Buying local produce rather than food produced abroad	34	19	17	10	6	1	12

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
		%	%	%	%	%
a	**Litter**	30	31	20	13	7
b	**Graffiti**	11	24	29	27	8
c	**Chewing gum**	35	23	18	17	8
d	**Flyposting**	16	22	24	27	10
e	**Flytipping**	14	16	25	33	12
f	**Dog fouling**	14	17	28	33	8
g	**Vandalism**	13	24	27	25	10

Q21 **And in your opinion, how much of an issue, or otherwise, are the following in your local area? By local area, I mean the area within 15 minute walk of your home.**

		Significant problem	Moderate problem	Minor problem	Not a problem	Don't know
		%	%	%	%	%
a	**Litter**	27	28	26	19	*
b	**Graffiti**	6	15	30	48	1
c	**Chewing gum**	14	19	28	37	1
d	**Flyposting**	3	9	24	62	2
e	**Flytipping**	18	21	24	36	2
f	**Dog fouling**	43	25	17	15	*
g	**Vandalism**	10	19	30	40	1
h	**Back court maintenance**	8	11	17	50	14
i	**Front garden maintenance**	5	11	18	53	13

Now in terms of the local environment…

Q22 **To what extent would you agree or disagree that…**

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
	%	%	%	%	%	%
Glasgow has become cleaner in the last five years	22	39	18	9	6	6
Glasgow has become cleaner in the last year	14	31	29	14	7	4

Q23a Which, two or three, if any, of these facilities or services would you say your local area needs most.

Q23b And which, two or three, if any, would you say your local area needs least.

	Q23a	Q23b
	%	%
More dog waste bins	56	5
More litter bins	51	10
Quicker removal of items that have been dumped or ‘fly-tipped’	30	7
More in-street recycling facilities	22	15
More Community Enforcement Officers	22	14
More grit bins	16	15
More repairs to vandalism	6	11
More removal of chewing gum from pavements	6	18
More graffiti removal	3	16
Something else	5	*
Needs them all equally	2	12
None of these	3	12
Don’t know	2	7

Q24 The Council is keen to do more to encourage Glasgow residents to keep their city clean. Which two or three, if any, of the following do you think would be most effective in this regard?

	%
More/better facilities for disposing of litter/other waste	35
Greater enforcement of fines by the Council	30
A campaign encouraging people to take pride in the city	27
Community or city-wide clean up days	23
Information about how much it costs the Council to clean up the city	23
More signs and information about where litter/other waste can be disposed of	20
Information about the effects of poor cleanliness on health	17
Information about the effects of poor cleanliness on the natural environment	15
More signs and information about fines the Council can impose	14
More signs and information aimed at encouraging people to report others	7
Something else	2
Nothing would work	1
Don’t know	4

Q25 **A number of other councils have successfully taken steps to enable people to get more involved in promoting cleanliness in their local area. How likely or unlikely would you personally be to do each of the following**

	Very likely	Fairly likely	Not very likely	Not at all likely	Don't know
	%	%	%	%	%
Let the Council know about cleanliness problems in your local area	36	34	19	9	2
Help to set up a local clean up group	9	21	38	31	1
Participate in a local clean up day	21	38	21	19	*

BUDGET

Q26 **Over the next few years Glasgow City Council will face significant financial challenges, which will result in it having to make substantial savings. In total, the Council will have to save about £133 million over the next two financial years.**

I am going to read out a number of statements about the current situation. To what extent do you agree or disagree with each?

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
	%	%	%	%	%	%
I am aware of the current financial challenges that affect the Council	21	34	12	14	16	3
I understand the financial challenges that affect the Council	19	37	17	14	10	3
The Council will have to change the way it delivers some of its services	19	51	17	6	3	4
The Council will have to reduce or stop providing some of the services it provides	8	37	21	20	10	4

Q27 **As a result of these financial challenges the council may have to change the way it provides services, or stop providing some altogether.**

Which service areas do you think it is most important to protect from reductions in spending?

	%
Education, schools & childcare	**31**
Education (generally)	15
Schools (generally)	14
Nursery schools	2
Child care service	2
Primary schools	*
Secondary schools	*
Social work & social care	**24**
Social work / social care (generally)	12
Care / day care for the elderly	7
Home help / care services for the elderly	5
Care / day care for other adults (e.g. disabled)	2
Support on housing and homelessness	2
Services for vulnerable groups / those with special needs	1
Mental health services	1
Child protection	*
Cleaning / upkeep	**14**
General cleanliness	12
Street cleaning	3
Litter / fly-tipping	*
Refuse collection & recycling	**13**
Refuse collection	11
Recycling collection / centres	3
Health services	**12**
NHS service / health service	12
Museums, libraries & sport	**7**
Libraries	4
Sports and leisure centres	3
Museums and galleries	1
Roads & pavements	**6**
Road maintenance	6
Road gritting	*
Pavement maintenance	*
Public transport	**6**
Public transport / bus services	5
Free bus passes for elderly / unemployed	*
Community	**5**
Community centres	2
Youth clubs / facilities	1
Care in the community	1
Other community mentions	1

Parks, playparks & allotments	**4**
Parks	3
Grass cutting / gardening	1
Playparks	1
Emergency services	**4**
Emergency services	4
Tackling crime & anti-social behaviour	**3**
Community safety	3
Community enforcement officers	*
Addressing anti-social behaviour	*
Environmental health & trading standards	**1**
Environmental health	1
Planning, building standards & flood prevention	**1**
Property / building maintenance / repairs	1
Planning	*
Street lighting	**1**
Street lighting	1
Council Administration	**1**
Improve efficiency / less bureaucracy	*
Councillors/managers' wages / reduce salaries	*
Reduce the number of senior managers / councillors	*
Reduce the number of staff / staffing levels	*
Councillors / managements expenses	*
Festivals and other events	*****
Cultural events / fireworks / burns night	*
Local economic development	*****
Support for people looking for work	*
Support for business	*
Other	**7**
Free bus passes for the elderly / unemployed	*
Taxes / benefits / welfare / fines	1
All areas / services	1
Less money spent on advertising / promotions	*
Less spending on immigration	*
Distribute funds better / better use of resources	*
Parking	*
Other	4
None of them / we need them all	1
Don't know	20

Q28 **And which service areas do you think the Council should focus on for reductions in spending?**

	%
Council Administration	**14**
Councillors' / managers' wages / reduce salaries	4
Councillors' / managements expenses	4
Improve efficiency / less bureaucracy	4
Reduce the number of senior managers / councillors	2
Reduce the number of staff / staffing levels	1
Less junkets abroad	1
Museums, libraries & sport	**2**
Museums and galleries	1
Libraries	1
Sports and leisure centres	1
Refuse collection & recycling	**2**
Recycling collection / centres	2
Refuse collection	*
Social work & social care	**1**
Support for those with drug / alcohol problems	*
Support on housing and homelessness	*
Care / day care for the elderly	*
Social work / social care (generally)	*
Home help / care services for the elderly	*
Mental health services	*
Parks, playparks & allotments	**1**
Parks	1
Grass cutting / gardening	1
Playparks	*
Planning, building standards & flood prevention	**1**
Property / building maintenance / repairs	1
Planning	*
Building standards	*
New building developments	*
Cleaning / upkeep	**1**
General cleanliness	1
Street cleaning	*
Litter / fly-tipping	*
Tackling crime & anti-social behaviour	**1**
Community enforcement officers	1
Addressing anti-social behaviour	*
Community safety	*
Education, schools & childcare	**1**
Education (generally)	1
Nursery schools	*
Child care service	*
Roads & pavements	**1**
Road maintenance	1
Road gritting	*

Community	**1**
Other community mentions	1
Street lighting	**1**
Street lighting	1
Public transport	1
Public transport / bus services	*
Free bus passes for the elderly / unemployed	*
Emergency services	*
Emergency services	*
Health services	*****
NHS service / health service	*
Festivals and other events	*****
Cultural events / fireworks / burns night	*
Other	**7**
Taxes / benefits / welfare / fines	1
Less money spent on advertising / promotions	1
Distribute funds better / better use of resources	1
Less spending on immigration	1
Less statues	*
Traffic wardens	*
Paperwork / go digital	*
Parking	*
All areas / services	*
Other	4
None of them / we need them all	3
Don't know	62

Q29. **To what extent would you support or oppose the following?**

	Strongly support	Tend to support	Neither support nor oppose	Tend to oppose	Strongly oppose	Don't know
	%	%	%	%	%	%
Charging for uplift of bulk household items	9	29	12	26	22	2
Charging for assisted house garden maintenance	5	18	17	30	26	4
Charging for pest control	8	26	15	27	21	2
Charging for garden waste collections	4	21	16	31	26	3
Charging for admission to Museums and Galleries for all visitors	6	20	10	26	36	1
Charging for admission to Museums and Galleries for non-city residents and tourists	15	30	7	20	28	1
Charging motorists for bringing vehicles into the city centre	10	23	12	21	32	3
Charging for overnight and Sunday parking within the city centre	10	26	14	24	24	3
Charging establishments ,such as pubs, clubs and food outlets, for late night opening to cover costs of street cleaning and public safety	39	34	9	9	8	2
Charging for graffiti removal for businesses	12	31	16	25	12	2
Charging for graffiti removal for Housing Associations	7	23	18	28	22	3
A tax for visitors who stay in the city overnight	7	14	10	29	38	2

Q30 **If you could make only one suggestion for how the Council might save money or generate additional income, what would it be?**

	%
Reduce the number of council employees / management staff	3
More chargeable public fundraising / events	3
Increase / adjust / raise council tax	3
Fines / penalties for litter dropping / fly tipping / dog fouling	2
Cut / reduce staff expenses / unnecessary expenditure	2
Improve council efficiency / bureaucracy	2
Introduce charges / entrance fees for museums	2
Reduce management salaries / no pay rises	2
Introduce a congestion charge for motorists	2
Less spending on non-essential works / better use of finances	1
Reduce pay for council employees	1
Better promotion of Glasgow / encourage more visitors	1
Streamline / re-organise council services	1
Tourist / visitor tax	1
More car parking charges / restrictions	1
Fines for anti-social behavior	1
Better control of benefits / reduce fraudulent claims	1
Improve staff efficiency	1
Efficient use of street / outdoor lighting	1
Better use of parks / use parks to generate income	1
Introduce charges / increase taxes on licensed premises	1
Charge for cleaning service / waste removal	*
Better quality road repairs / reduce need to re-repair	*
Charge for gardening services	*
Benefit claimants to be put to work	*
Limit immigration / migrant intake	*
Reduce councillors pay	*
Sell off / make use of council owned assets	*
Encourage more businesses to Glasgow	*
Introduce donation boxes	*
Improve communication / availability of information	*
Voluntary / community clean up days	*
Encourage more people to pay council tax / reduce council tax avoidance	*
Invest in renewable energy / energy saving	*
Reduce spend on graffiti removal	*
Other	8
Nothing / none	1
Don't know	57

FINANCE

Q31 **Which of the phrases on this card would you say comes closest to your feelings about your household's income these days? Please just read out the letter that applies.**

		%
A	Living very comfortably on present income	11
B	Living comfortably on present income	31
C	Coping on present income	43
D	Finding it difficult on present income	11
E	Finding it very difficult on present income	2
	Don't know	1
	Refused	1

Q32 **As a result of these difficulties are you…**
Base (all those finding it difficult or very difficult on present income): 134

	Yes	No	Don't know	Refused
	%	%	%	%
Finding it difficult to pay bills?	63	27	4	6
Currently in arrears with any creditors?	22	66	4	8
Working more than one job?	6	84	3	7
Working longer than normal hours?	17	73	3	6
Missing out on meals?	17	72	5	6

Q33a: **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? Please just read out the letters that apply.**

ASK IF MENTION MORE THAN ONE AT Q33a

Q33b: **And, of these concerns that you have mentioned, which is the single biggest concern for your household? Again, please just read out the letter that applies.**

Base (all those finding it difficult or very difficult on present income): 134

	Q33a: 2-3 biggest concerns	**Q33b: single biggest concern**
	%	%
Cost of gas and electricity	46	20
Rent cost	37	19
Food cost	32	9
Lack of employment opportunities	26	13
Cost of Council Tax	20	9
Petrol costs	11	1
Threat of homelessness	10	7
Lack of in-work progression	7	1
Cost incurred during school holidays	6	2
Cost of holidays	5	2
Reduction in working hours	5	2
Child Care costs	5	2
Threat of redundancy	5	2
Value of property	4	2
Bereavement costs	3	1
Mortgage costs	3	1
Drop in share values	1	-
Loss of interest in savings account(s)	1	1
None of these	4	4
Don't Know	1	1
Refused	2	2

Q34 **Have you approached anyone for help or advice regarding these concerns?**

Base (all those finding it difficult or very difficult on present income and stating concerns): 125

	%
Yes	24
No	73
Don't know	2
Refused	1

Q35 **Who did you approach?**

Base (all those finding it difficult or very difficult on present income and have sought advice): 31

	%
Citizens Advice Bureau	13
Landlord / Housing Association	22
Glasgow City Council – Revenues and Benefits Service	23
Glasgow City Council – Libraries	-
Credit Union	-
Local Money Advice Centre	3
MP/MSP	-
Local councillor	7
Other government body	8
Friends / Family	6
Social worker	12
Job Centre	9
Supplier / service provider (e.g BT, Scottish Power)	3
Other	16
Don't know	-
Refused	-

FAIRNESS AND EQUALITY

Q36. Which of these statements comes closest to your own view?

	%
Glasgow should do everything it can to get rid of all kinds of prejudice	64
Sometimes there is good reason for people being prejudiced against certain groups	20
None of these options	9
Don't know	6
Refused	1

Q37. And to what extent 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
	%	%	%	%	%	%
This local area is a place where people from different backgrounds get on well together. By local area I mean within 15 minutes walking distance.	27	45	17	7	2	3
Glasgow is a place where people from different backgrounds generally get on well together	24	50	14	8	2	2
The people in my neighbourhood welcome everyone no matter their ethnicity, religion etc.	26	43	16	8	3	4

Q38. To what extent 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	Not applicable
	%	%	%	%	%	%	%
The council treats everyone fairly	12	37	22	15	8	5	-
The council's services are available to everyone	23	46	13	9	5	4	-
The council treats everyone equally	15	38	20	15	8	5	-
I am treated with respect when dealing with the council	23	41	20	8	3	5	-

DEMOGRAPHICS

SEX

	%
Male	48
Female	52

AGE

	%
16-24	17
25-34	20
35-44	13
45-54	20
55-59	4
60-64	5
65-74	14
75+	7
Refused	1

WORKING STATUS

Working	%
Full time (30+ hrs)	37
Part time (9-29 hrs)	8
Not working	
Unemployed	8
Retired	23
Looking after house / children	4
Disabled	5
Have long term illness	3
Student	10
Other	1
Refused	1

SOCIAL GRADE

	%
A	2
B	15
C1	33
C2	17
D	15
E	17
Refused	-

QC Respondent is…

	%
Chief income earner	72
Not chief income earner	27
Refused	*

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

	%
1	33
2	48
3	12
4	4
5+	3
Refused	*

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

	%
None aged 60 and over	73
Aged 60-74	20
Aged over 75	8
Refused	-

QF NUMBER OF CHILDREN IN THE HOUSEHOLD

	%
1	74
2	13
3	9
4	3
5+	*
Refused	-

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

	%
WHITE	**88**
Scottish	69
British	13
Irish	1
Any other white background	5
MIXED	*****
Any mixed background	*
ASIAN, ASIAN SCOTTISH, OR ASIAN BRITISH	**7**
Indian	1
Pakistani	4
Bangladeshi	-
Any other Asian background	1
BLACK, BLACK SCOTTISH OR BLACK BRITISH	**3**
Caribbean	*
African	2
Any other black background	*
CHINESE AND ANY OTHER ETHNIC BACKGROUND	**2**
Chinese	1
Any other background	1
Refused	*

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

	%
Yes, does have income from employment	60
No, relies on pensions/social security	38
Don't know	1
Refused	1

QK **Which of these best describes the ownership of your home? Please read out the letter that applies.**

	%
Owned outright (including leasehold)	23
Buying on mortgage	22
Rented from private landlord	16
Rented from Glasgow Housing Association (Ex-council)	23
Rented from other housing association	13
Shared ownership with housing association/housing co-operative shared ownership	*
Other	1
Don't know	1
Refused	1

QI TYPE OF HOUSING

	%
Detached villa	3
Semi-detached villa	15
Bungalow	1
Semi-detached bungalow	2
Terraced house	18
Four-in-a-block	11
Tenement flat	28
Multi-storey flat	14
Maisonette	2
Modern apartment/loft apartment/studio/other flat	7
Other	1

QK **How long have you lived in Glasgow?**

	%
Up to one year	5
Over one year, up to five years	13
Over five years, up to 20 years	19
Over 20 years	64
Don't know/can't remember	-
Refused	-

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

	%
Yes, respondent	19
Yes, other household member	8
No	73
Don't know	*
Refused	*

QM What type(s) of disability do you have?
Base: 206

		%
A	Visual	6
B	Hearing	5
C	Learning disability	2
D	Mobility – Wheelchair user	11
E	Other mobility impairment	30
F	Other physical impairment	17
G	Mental health problem	24
H	Long term illness	29
I	Other degenerative condition	13
	Refused	1

QN What type(s) of disability do other household members have?
Base: 86

		%
A	Visual	3
B	Hearing	7
C	Learning disability	17
D	Mobility – Wheelchair user	8
E	Other mobility impairment	20
F	Other physical impairment	24
G	Mental health problem	15
H	Long term illness	28
I	Other degenerative condition	16
	Refused	1

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

		%
A	No formal qualifications	24
B	'O' Grade, GCSE, Standard Grade, Intermediate 1, Intermediate 2, City and Guilds Craft, SVQ level 1 or 2, or equivalent.	16
C	Higher Grade, A Levels, CSYS, ONC, OND, City and Guilds Advanced Craft, RSA Advanced Diploma, SVQ level 3 or equivalent.	14
D	HND, HNC, RSA Higher Diploma, SVQ level 4 or 5, or equivalent.	12
E	First degree, higher degree, professional qualification.	31
	Don't Know	2
	Refused	*

QP **Which methods do you normally use to access the internet for personal use?**

		%
A	Personal computer or laptop	65
B	Smart phone	61
C	Tablets (e.g. iPad, Kindle, etc)	42
D	Games console	13
E	Digital, cable or satellite TV	17
F	I do not have access to the internet	14
	Other	1
	Don't know	1

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 who have internet access at home (854)

	%
Several times a day	78
Around once a day	12
4 or 5 times a week	2
2 or 3 times a week	3
Around once a week	2
2 or 3 times a month	1
Around once a month	*
Less than around once a month	*
Never but I have access	2

QS **Which of these accounts, if any, do you have?**

	%
Bank Account	87
Building Society Account	9
Credit Union Account	8
Post Office Account	6
Other, please type in	1
None of these	2
Prefer not to say	7
Don't know	1

QT **What is your current religion, denomination, body or faith?**

	%
No religion	40
Church of Scotland	18
Roman Catholic	24
Other Christian	4
Buddhist	1
Hindu	1
Jewish	*
Muslim	6
Pagan	*
Sikh	1
Another religion	2
Prefer not to say	5

QU **Which of the options below best describes how you think of yourself?**

	%
Heterosexual/straight	91
Gay/lesbian	3
Bisexual	1
Other	1
Prefer not to say	3

QV **What is your household's total income from all sources over the last 12 months?**

Per Week	Per Year	%
Less that £100	Less that £5,200	6
£100 to £199	£5,200 to £10,399	16
£200 to £299	£10,400 to £15,599	15
£300 to £499	£15,600 to £25,999	12
£500 to 699	£26,000 to 36,399	9
£700 to £949	£36,400 to £49,399	6
£950 to £1,199	£49,400 to £62,399	4
£1,200 to £1,499	£62,400 to £77,999	3
£1,500 or more	£78,000 or more	3
	Prefer not to say	25

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