



Ipsos MORI
Social Research Institute

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Glasgow Household Survey 2018

Summary report for North West Sector

Community Partnership Area

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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 a selection of findings from the 2018 wave of the survey, for the North West Sector Community Partnership Area.

Methodology

Ipsos MORI interviewed a representative quota sample of 1,019 Glasgow residents (aged 16 and over). Fieldwork for the survey was carried out between 7th April and 8th June 2018.

The sample was proportionately stratified by the three Sector Community Partnership Areas (SCPAs) in the city – namely, North West, North East and South. Interviews were carried out with 354 residents in the North West. Differences between the three areas are commented upon only where these are statistically significant i.e. where we can be 95% certain that they have not occurred by chance.

The data have been weighted by age, sex and SCPA 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. Key findings

European Championships

Fifty-nine per cent of respondents in the North West were aware that Glasgow will be hosting the European Championships in August 2018, lower than in the North East (66%).

Generally, respondents in the North West were positive about the likely impact of the European Championships on the city. Around nine in ten (92%) stated that they thought the Championships would have a strongly (64%) or slightly (28%) positive effect on Glasgow generally. Seventy per cent thought that the Championships would have a positive effect on their local area, while 47% felt it would have a positive effect on them and their family (Table 1).

Respondents living in the North West (70%) and the South (70%) were more likely than those in the North East (54%) to say the Championships would have a positive effect on their local areas.

Table 1 – Anticipated impact of European Championships in the North West

	Glasgow generally	Your local area	You and your family
	%	%	%
Strongly positive	64	31	14
Slightly positive	28	39	33
Both positive and negative	3	8	11
Slightly negative	2	3	1
Strongly negative	-	-	1
No effect at all	3	15	37
Don't know / unsure	1	4	4
Positive	92	70	47
Negative	2	3	2
<i>Base: All respondents in North West (354)</i>			

Living in the city centre

The majority (84%) of respondents in the North West had never previously lived in the city centre. Asked if they would ever consider living in the city centre in the future, around a quarter (24%) said they would.

In the North West, the most common reason for not wanting to live in the city centre was that it was too busy (49%). Respondents in the North West were more likely than those in the North East and South to say they would not live in the city centre due to its being too busy or noisy; house prices; poor air quality; and lack of parks and open spaces (Table 2).

Table 2 – Reasons for not wanting to live in city centre, by Community Partnership Area

	North East	North West	South
	%	%	%
Too busy/crowded	36	49	37
I like where I currently live	29	35	28
Noise	19	40	26
Price of housing	13	24	19
Just don't want to live there	18	8	9
Poor air quality/air pollution	6	17	6
Too many cars	7	12	7
Not child friendly	4	7	6
Lack of parks and open spaces	5	11	3
Too far from family/friends	6	6	4
<i>Base: All who would not consider living in the city centre</i>	<i>209</i>	<i>268</i>	<i>300</i>

Public transport into the city centre

All respondents were asked how satisfied they were with various aspects of the public transport available in their local area for travelling into the city centre. The majority of respondents in the North West were satisfied with most of these aspects (Table 3). Respondents in the North West were more satisfied than average with journey times (79% compared with 74%) and perceived safety in the daytime (81% compared with 77%).

Table 3 – Satisfaction with public transport to city centre, by Community Partnership Area

	All	North East	North West	South
	% satisfied			
How safe it feels during the day	77	70	81	78
How long the journey takes	74	73	79	71
How frequent it is	71	65	75	72
How reliable it is	70	64	73	71
Level of comfort on board	66	61	70	66
Level of cleanliness	58	53	61	57
How safe it feels in the evening	51	40	52	58
<i>Base:</i>	<i>1,019</i>	<i>286</i>	<i>354</i>	<i>379</i>

Transport and employment

Just over in ten (12%) respondents in the North West said they had had been unable to apply for, or accept, a job whilst living in Glasgow because it would have been difficult to get to or from the place the job was based. This figure was similar to that in the North East (11%) but higher than in the South (5%).

Satisfaction with council services

Just under two thirds (63%) of respondents in the North West were satisfied with the services provided by the Council Family Group, similar to that found in the South (64%) but lower than the North East (68%) (Table 4).

Table 4 – Satisfaction with services provided by the Council Family Group

	All	North East	North West	South
	%	%	%	%
Very satisfied	12	11	13	10
Fairly satisfied	53	57	49	54
Neither satisfied nor dissatisfied	15	15	17	17
Fairly dissatisfied	12	9	14	14
Very dissatisfied	6	7	6	5
Don't know/no opinion	1	1	2	1
Satisfied	72	68	63	64
Dissatisfied	18	16	20	19
<i>Base:</i>	<i>1,019</i>	<i>286</i>	<i>354</i>	<i>379</i>

Satisfaction in the North West decreased between 2017 and 2018, and this decrease was more pronounced among than that seen elsewhere (from 76% to 63%; a decrease of 13 percentage points, compared with a decrease of one and five percentages points in the North East and South respectively).

Levels of satisfaction with individual services in the North West varied, but the results were mainly positive (Table 5). Museums and galleries were very highly regarded (96% were satisfied) as were libraries (93%), parks (91%), sports and leisure centres (87%) local community centres (88%), and nursery, primary and secondary schools (89%, 86% and 71% respectively).

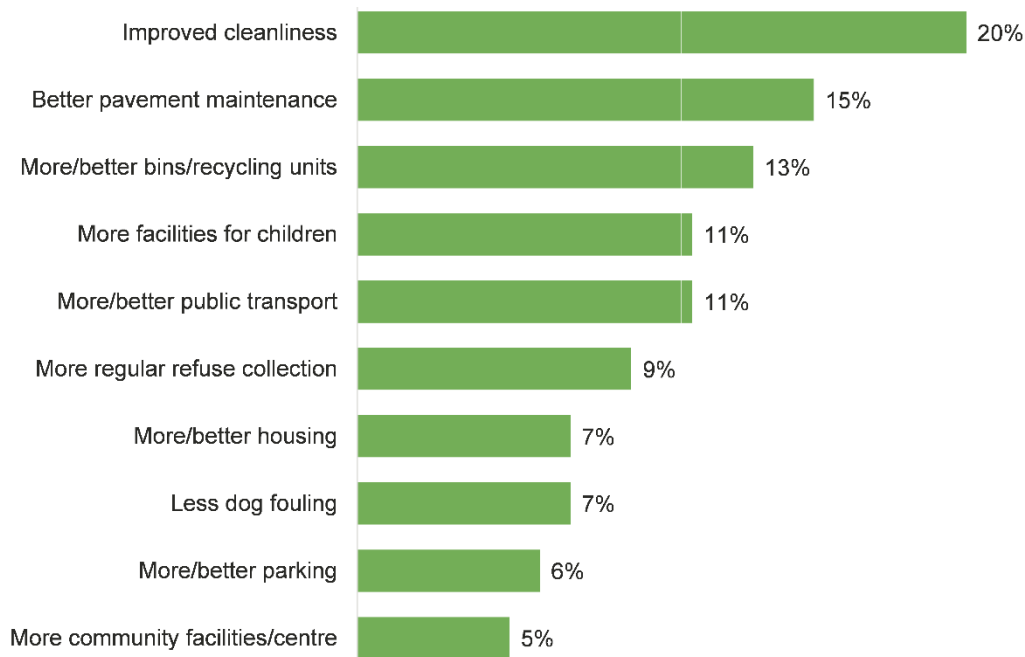
For certain services, results varied between the North West and the North East. On the one hand, satisfaction with parks and playparks was higher in the North West than in the North East of the city (91% compared with 84% for parks; and 80% compared with 62% for playparks. On the other hand, satisfaction with refuse collection, recycling collection and street cleaning was lower in the North West (70%, 66% and 58% respectively) than in the North East (79%, 74% and 62%).

Table 5 – Satisfaction with individual services

	All	North East	North West	South
	% Satisfied			
Museums and galleries	95	96	96	95
Libraries	93	94	93	92
Sports and leisure centres	88	89	87	90
Parks	87	84	91	85
Nursery schools	84	84	89	80
Recycling centres	83	88	79	84
Primary schools	83	85	88	80
Local community centres	81	88	80	75
Street lighting	78	76	79	79
Secondary schools	74	82	71	69
Home Care services	74	85	64	69
Refuse collection	73	79	70	72
Recycling collection	69	74	66	68
Children's play parks	70	62	80	68
Social work services	62	65	61	57
Street cleaning	56	62	58	52
Pavement maintenance	46	47	48	44
Road maintenance	20	21	22	17
<i>Base:</i>	<i>1,019</i>	<i>286</i>	<i>354</i>	<i>379</i>

Suggested improvements to the local area

Respondents identified a range of improvements they would like to see made to their local area in the event that they had the opportunity to direct some council spending accordingly. The most commonly suggested improvements to neighbourhoods in the North West were increased cleanliness (20%), better pavement maintenance (15%), more or better bins and recycling units (13%) more facilities for children (11%), and more or better public transport (11%) (Figure 1).

Figure 1 – Suggested improvements to neighbourhood (top 10 mentions in North West)

Base: All respondents in the North West (354)

In comparison to the priorities in other areas, respondents in the North West were more likely than those in the North East and South to suggest more or better bins and recycling units (13% compared with 7% and 8% respectively); more or better public transport (11% compared with 5% and 5%); more regular refuse collection (9% compared with 4% and 4%); and less dog fouling (7% compared with 3% and 4%).

Table 6 – Priority improvements to the local area

	All	North East	North West	South
	% suggesting improvement			
Improved cleanliness	19	16	20	20
Better pavement maintenance	14	12	15	14
More facilities for children	10	13	11	7
More/better bins/recycling units	10	7	13	8
More/better public transport	7	5	11	5
More facilities/things for youths to do	6	10	3	5
More regular refuse collection	6	4	9	4
Better street lighting	6	3	7	7
More/better housing	5	5	7	3
Less dog fouling	5	3	7	4
Base:	1,019	286	354	379

Council reputation and communications

In terms of views about the council, there was little variation in opinion by Community Partnership Area. However, those in the North West were more likely than average to say the council had an important impact on the quality of local life (76% compared with 71% overall), and that it was good at letting residents know about services (49% compared with 45%) (Table 7).

Table 7 – Council reputation by Community Partnership Area

	All	North East	North West	South
<i>The council has an important impact on the quality of local life (%)</i>				
Strongly agree	28	25	35	24
Tend to agree	43	46	40	45
Neither agree nor disagree	19	18	17	19
Tend to disagree	5	9	2	6
Strongly disagree	2	1	2	3
Agree	71	70	76	68
Disagree	7	10	4	8
<i>The council is good at letting residents know about services (%)</i>				
Strongly agree	6	5	9	5
Tend to agree	38	40	40	35
Neither agree nor disagree	22	20	20	25
Tend to disagree	22	25	19	22
Strongly disagree	8	6	8	8
Agree	45	49	49	40
Disagree	29	27	27	30
<i>Base:</i>	<i>1,019</i>	<i>286</i>	<i>354</i>	<i>379</i>

Community belonging

Overall, respondents in the North West were positive about their place in their local community. Most agreed that if they were alone and needed help they could rely on a friend or relative in the neighbourhood to help them (86%), with 61% *strongly* agreeing. A further 81% agreed that they felt they belonged to the local area and 62% agreed that they felt valued as a member of their community (Table 8).

Table 8 – Community belonging

	All	North East	North West	South
If I was alone and needed help, I could rely on one of my friends or relatives in this neighbourhood to help me	84	81	86	85
I feel I belong to this local area	78	73	81	79
I feel valued as a member of my community	60	56	62	61
<i>Base:</i>	<i>1,019</i>	<i>286</i>	<i>354</i>	<i>379</i>

Respondents in the North West were more likely than those in the North East to feel that they belonged to their local area (81% compared with 73%) and to feel valued as a member of the community (62% compared with 56%).

Consumption of alcohol in public places

Since 1996, there has been a ban on the consumption of alcohol in public places in Glasgow, including streets and parks. In the North West, 85% knew about the ban, lower than in the North East (91%) but similar to the South (87%).

Respondents in the North West were generally supportive of the ban on consumption of alcohol in public places, with 84% saying they supported it (in line with 84% in the North East and South).

In terms of the impacts of the ban, respondents in the North West tended to have similar views to the North East but be less positive than those in the South, with 77% saying it had had a positive effect on Glasgow generally (compared to 77% in the North East and 83% in the South) and 73% saying it had had a positive effect in their local area (compared to 70% in the North East and 80% in the South).

Fairness and equality

Around three quarters (76%) of respondents in the North West agreed that the council's services were available to everyone, while 71% agreed that they personally were treated with respect when dealing with the council (Table 9). Fewer, though still a majority, agreed that the council treated everyone equally (63%) and fairly (60%).

Table 9 – Perceptions of the council's treatment of residents

	All	North East	North West	South
	% Agree			
The council's services are available to everyone	73	70	76	73
I am treated with respect when dealing with the council	71	69	71	72
The council treats everyone equally	61	56	63	64
The council treats everyone fairly	59	55	60	62
<i>Base:</i>	<i>1,019</i>	<i>286</i>	<i>354</i>	<i>379</i>

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