Ipsos MORI
Social Research Institute

August 2019

Glasgow Household Survey 2019

Report for Glasgow City Council

Ciaran Mulholland, Kate Glencross and Rachel Warren

Contents

Executive Summary

This report contains the findings from the 2019 wave of the Glasgow Household Survey, conducted by Ipsos MORI on behalf of Glasgow City Council.

The topics covered in the survey were: the 2018 European Championships; the Royal National Mod; perceptions of neighbourhoods; usage and perception of council services; council reputation and communication; online communication with the council; workplace parking; and hate crime and harassment.

Ipsos MORI interviewed a representative quota sample of 1,065 Glasgow residents (aged 16 and over) between 6th May and 29th July 2019. 'Booster' interviews were conducted with an additional 203 of the city's BEM (Black and Ethnic Minority) residents to allow sub-group analysis by ethnicity. All interviews were conducted face-to-face in respondents' homes using Computer Assisted Personal Interviewing (CAPI).

The 2018 European Championships

Just over a third of respondents (36%) had engaged with the European Championships in some form when they took place in Glasgow. Around one in five (18%) had followed the games on television, radio, internet or other media. Fewer than one in ten had attended free sporting events (7%), visited the live zones during events (6%) or attended a ticketed sporting event (4%).

Actual engagement with the Championships was lower than the level anticipated last year. For example, in 2018 35% said they would follow events on TV or online but only 18% said they actually did this, while 18% said they would attend a free sporting event and only 7% did so.

Eighty-four per cent said the Championships had a positive effect on Glasgow generally, while 52% felt they had positive impact in their local area and 47% felt they had a positive influence on themselves and their family.

The Royal National Mod

Most respondents were unaware that Glasgow was hosting the Royal National Mod in October 2019: just 15% were aware the event was taking place in the city. Nonetheless, around one fifth of respondents (21%) said they planned to spend time in Glasgow city centre while the Mod was on, and a similar proportion intended to watch the Mod on television or online (18%).

Respondents were generally positive about the anticipated impact of the Mod on the city, with almost three quarters (73%) saying it would have a strongly or slightly positive effect on Glasgow generally.

Almost a third (30%) of respondents felt that Glasgow hosting the Royal National Mod was important to them personally. Compared with their views on the Mod, respondents placed greater importance on other means of promoting Gaelic language and culture, namely: teaching about Gaelic language and culture in schools (63%); the promotion of Gaelic language and culture through literature, theatre, music and the arts (56%); Gaelic community learning, including classes for adults (53%); and teaching of Gaelic language in schools (51%).

Perceptions of neighbourhoods

Perceptions of local neighbourhoods were largely positive: 83% of respondents were either very satisfied or fairly satisfied with their neighbourhood as a place to live, while just over one in ten (11%) were either very or fairly dissatisfied. Sixty-one per cent of respondents felt their neighbourhood was above average compared to others in Glasgow, with almost a quarter (22%) considering it to be one of the best.

When asked about any improvements that would make their neighbourhood a better place to live, the most common response was improved cleanliness (38%), followed by better road maintenance (19%), less dog fouling (16%), more facilities and things for youths to do (16%), more for children to do (16%) and better pavement maintenance (12%).

Sixty-two percent of respondents said they would be willing to share more of their views about their neighbourhood with the council if asked, and the preferred ways of doing so were via online consultations (51%), social media (36%) and public meetings or workshops (33%).

Usage and perception of council services

Overall satisfaction with the services provided by the Council Family Group was broadly in line with the previous wave of the survey: 67% were satisfied (compared with 65% in 2018), while 16% were dissatisfied (compared with 18%), and 15% were neutral in their opinions.

Levels of satisfaction with individual services provided by the Council Family Group once again varied but for the most part were unchanged on 2018. A large majority were once again satisfied with museums and galleries (97% satisfied); libraries (94%); parks (87%); sport and leisure centres (84%); nursery, primary and secondary schools (84%, 82% and 78% respectively); recycling centres (83%); home care services (83%); and street lighting (78%). Around two thirds were satisfied with refuse collection (69%), social work services (68%), children's play parks (67%), local community centres (67%), and recycling collection (62%). Lower proportions were satisfied with street cleaning (53%), pavement maintenance (45%) and road maintenance (24%).

While, in most cases, levels of satisfaction were largely unchanged on 2018, there was an increase in satisfaction with road maintenance (by four percentage points) and secondary schools (also by four percentage points) and a decrease in satisfaction with refuse collection and recycling collection (by four and seven percentage points respectively).

Council reputation and communication

A majority (74%) of respondents agreed that the council had an important impact on the quality of local life in Glasgow, while a third (33%) felt it was addressing the key issues affecting the quality of life in their local area.

Around half of respondents agreed that the council provided high quality services (47%), while fewer felt it designed services around the needs of people who used them (43%), did the best it could with the money available (42%) and gave residents good value for money (40%).

Fewer than half said they trusted the council (47%), and fewer still agreed that the council was good at letting residents know about its services (39%), whilst less than a third (29%) of respondents agreed that the council was good at letting residents know how well it was performing. Similar proportions agreed that the council was too remote and impersonal (43%) and that it rarely considered residents' views when making decisions that affected them (41%).

The main factor influencing perceptions of the council was personal experiences of using service, with 76% citing this as the most important influence.

Online communication with the council

Just over a third of respondents (35%) reported using any of the council's online services (either the website, App or social media) in the last twelve months. Among those who had *not* used any of the council's online services in the last year, the most common reasons were: a preference for doing things in person rather than online (24%); having no need to use the online services (20%); and not being aware of the services (14%).

Respondents who had not used any of the council's online services were asked what might encourage them to contact the council online in the future. The top suggestions were to make the online services easier to use (13%) and provide more information about the available services (12%).

Workplace parking

Of those in employment, 44% used a car or a van for at least part of their journey to work. Among those who travelled to work this way, 83% drove themselves, while 10% got a lift with someone else and 7% a mix of both of these.

Among those who travelled to work by car or van, 62% had free onsite parking provided at their place of work, while 36% did not. For those without free onsite parking, 59% used free parking on the street, while just under a third (31%) paid for parking either in private car parks (20%) or on street (11%).

Hate crime and harassment

Twenty-two percent of respondents worried about being insulted, pestered or intimidated based on their protected characteristics: 10% worried about sectarianism; 6% in relation to their ethnic origin or race, disability, religion, or gender; 4% in relation to their age; 3% their sexual orientation; and 2% their trans status.

Fifteen per cent of respondents had been insulted, pestered or intimidated in the past 12 months on account of their protected characteristics – 13% in person and 2% by some other means. Of all those who had, 22% said this had been on account of their ethnic origin or race and an equal proportion said it had been on account of their gender. Fifteen per cent said it was on account of sectarianism; 13% on account of their religion or disability; 9% on account of their sexual orientation; 7% their age; and 2% their trans status.

The location where respondents had most commonly been insulted, pestered or intimidated was their own neighbourhood (20%), while a further 9% had experienced incidents directly outside their own home. The incidents experienced by respondents most commonly consisted of verbal abuse (64%).

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 2019 wave of the survey, conducted by Ipsos MORI.

The specific topics covered in the 2019 wave of the survey were:

- The European Championships
- The Royal National Mod
- Perceptions of neighbourhoods
- Usage and perception of council services
- Council reputation and communication
- Online communication with the council
- Workplace parking
- Hate crime and harassment

Methodology

Ipsos MORI interviewed a representative quota sample of 1,065 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 6th May and 29th July 2019. 'Booster' interviews were conducted with an additional 203 of the city's BEM (Black and Ethnic Minority) residents to allow sub-group analysis by ethnicity. 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.

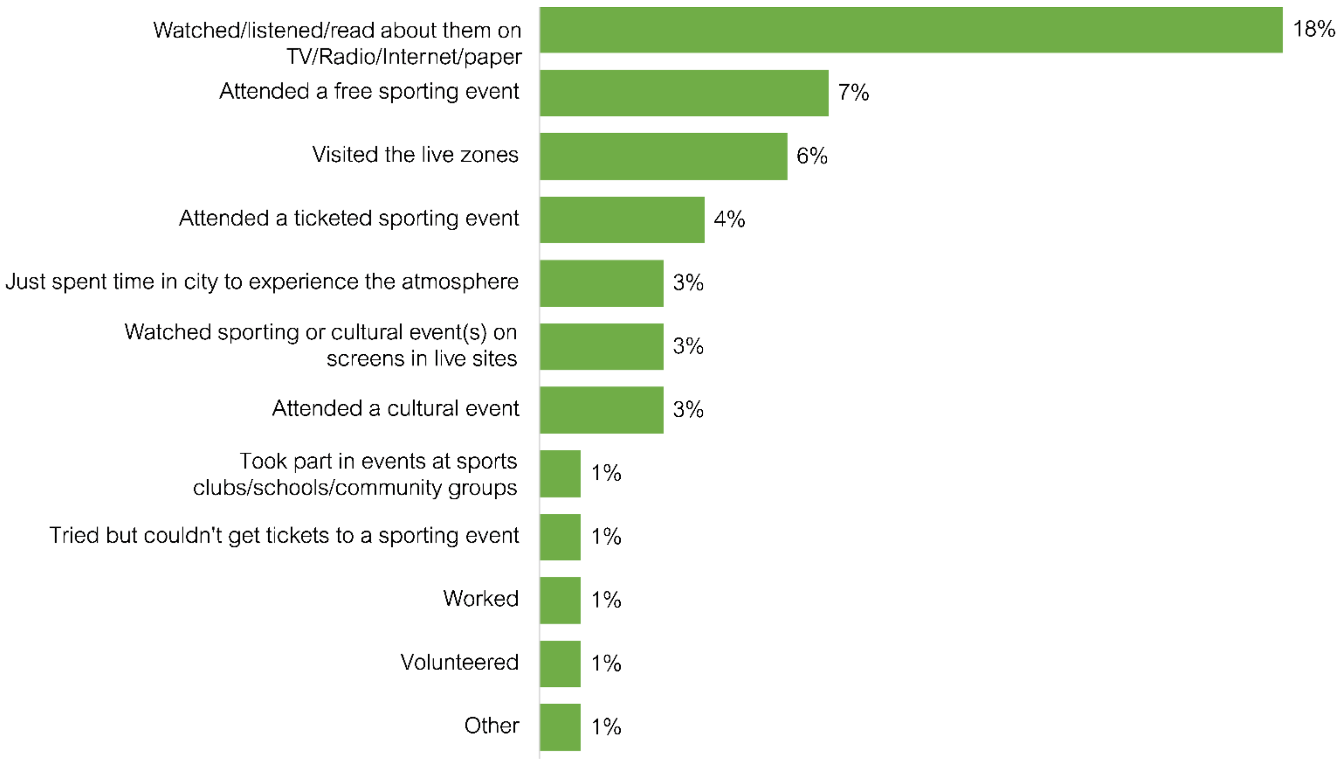
Where percentages do not sum to 100%, this may be due to computer rounding, the exclusion of 'don't know' categories or questions where participants are able to provide multiple answers. Throughout the report, an asterisk (*) denotes any value of less than half a percent and a dash (-) denotes zero. 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. The 2018 European Championships

Engagement with the Championships

Just over a third of respondents (36%) had engaged with the 2018 European Championships in some form when they took place in Glasgow. As shown in Figure 2.1, around one in five (18%) had followed the games on television, radio, internet or other media. Fewer than one in ten had attended free sporting events (7%), visited the live zones during events (6%) or attended a ticketed sporting event (4%).

Figure 2.1 – Engagement with the European Championships



Base: All respondents (1,065)

Engagement[1] with the Championships was higher among:

- those in the North East – 40% compared with 35% in the South and 34% in the North West;
- ABC1s – 42% compared with 30% of C2DEs;
- those living in the least deprived areas – 48% compared with 34% from the most deprived areas;

[1] Engagement is the percentage of respondents that selected one or more of the options listed in Figure 2.1.

- those with children living at home – 43% compared with 34% of those without; and
- the 35-54 age group – 42% compared with 30% of 55-64 year olds and 33% of over 65s (see Table 2.1).

Table 2.1 – Engagement by age group

	16-24	25-34	35-54	55-64	65+
	%	%	%	%	%
Total % that engaged	34	37	42	30	33
Watched/listened or read about them on TV/Radio/on Internet or in Paper (did not attend any events)	16	16	19	16	23
Attended a free sporting event	4	8	9	5	4
Visited the live zones	8	6	10	3	2
Attended a ticketed sporting event	5	4	5	3	2
Attended a cultural event	3	4	6	-	-
Watched sporting or cultural event(s) on screens in live sites	4	5	2	3	3
Just spent time in city to experience the atmosphere	3	4	3	2	1
Volunteered	3	2	1	2	-
Worked	1	1	2	1	-
Tried but couldn't get tickets to a sporting event	-	1	2	1	-
Took part in events at sports clubs/schools/community groups	1	-	2	-	-
Other	1	-	2	1	1
Base	*157*	*249*	*332*	*126*	*201*

Ethnicity had no bearing on levels of engagement (36% of non-BEM residents and 34% of BEM residents engaged in at least one way).

Planned engagement versus actual engagement

Comparison with the 2018 survey (Table 2.2) shows that actual engagement with the Championships was lower than the level anticipated last year. For example, in 2018 35% said they would follow events on TV or online but only 18% said they actually did this, while 18% said they would attend a free sporting event and only 7% did so.

Overall engagement with the European Championships was lower than that seen for the Commonwealth Games in 2014: 36% compared with 57% for the Commonwealth Games. In terms of specific types of engagement, a higher proportion of residents attended ticketed sporting events for the Commonwealth Games (14% compared with 4% for the Championships), but levels of engagement with free sporting events, cultural events and working or volunteering were similar across the Games and the Championships.

Table 2.2 – Planned engagement versus reported engagement for European Championships and the Commonwealth Games

	2014 Commonwealth Games (planned engagement)	2014 Commonwealth Games (reported engagement)	2018 European Championships (planned engagement)	2018 European Championships (reported engagement)
Watch sports or events on television or online	44%*	28%*	35%	18%*
Attend a free sporting event	-	9%	18%	7%
Visit the live zones	6%	12%	21%	6%
Attend a ticketed sporting event	10%	14%	17%	4%
Attend Championships-related cultural events	10%	4%	4%	3%
Spend time in the city centre while the Championships are on	-	28%	23%	3%
Work or volunteer at the Championships	1%	3%	6%	2%
Base	*1,027*	*1,021*	*1,019*	*1,065*

(*also includes those who read about the Championships online or in a newspaper)

Perceived impact of the Championships

Eighty-four per cent said the Championships had a positive effect on Glasgow generally, while 52% felt they had positive impact in their local area and 47% felt they had a positive influence on themselves and their family (Table 2.3).

The proportion saying the Championships had impacted positively was slightly lower than the proportion who, in 2018, anticipated such an impact: in 2018, 52% felt the Championships would have a positive impact on themselves and their family, while 47% reported that it had done so; 66% felt it would have a positive impact on their local area, while 52% felt it had done so; and 91% felt it would have a positive impact on Glasgow generally, while 84% said that it had.

Table 2.3 – Anticipated and perceived impacts of the Championships – 2018 & 2019

	Impact on you/your family		Impact on your local area		Impact on Glasgow generally	
	2018	2019	2018	2019	2018	2019
	%	%	%	%	%	%
Strongly positive	18	17	31	19	68	49
Slightly positive	34	29	35	33	23	35
Positive & negative	11	6	10	6	3	5
Slightly negative	2	1	3	3	1	1
Strongly negative	1	2	1	2	-	1
No effect	29	41	15	29	2	5
Don't know	5	3	5	8	2	5
Total positive	52	47	66	52	91	84
Total negative	3	4	4	5	1	2
Base:	*1,019*	*1,065*	*1,019*	*1,065*	*1,019*	*1,065*

ABC1 respondents were more likely than C2DEs to say the Championships had impacted positively on Glasgow as a whole (89% versus 80%), on their local area (56% versus 49%) and on themselves and their family (52% versus 42%).

Respondents in the North West were more likely than those in the North East or South to say the Championships had a strongly positive impact on their local area (22% compared with 18% and 16% respectively). Otherwise, views were broadly similar across the three Sector Partnership areas (Table 2.4).

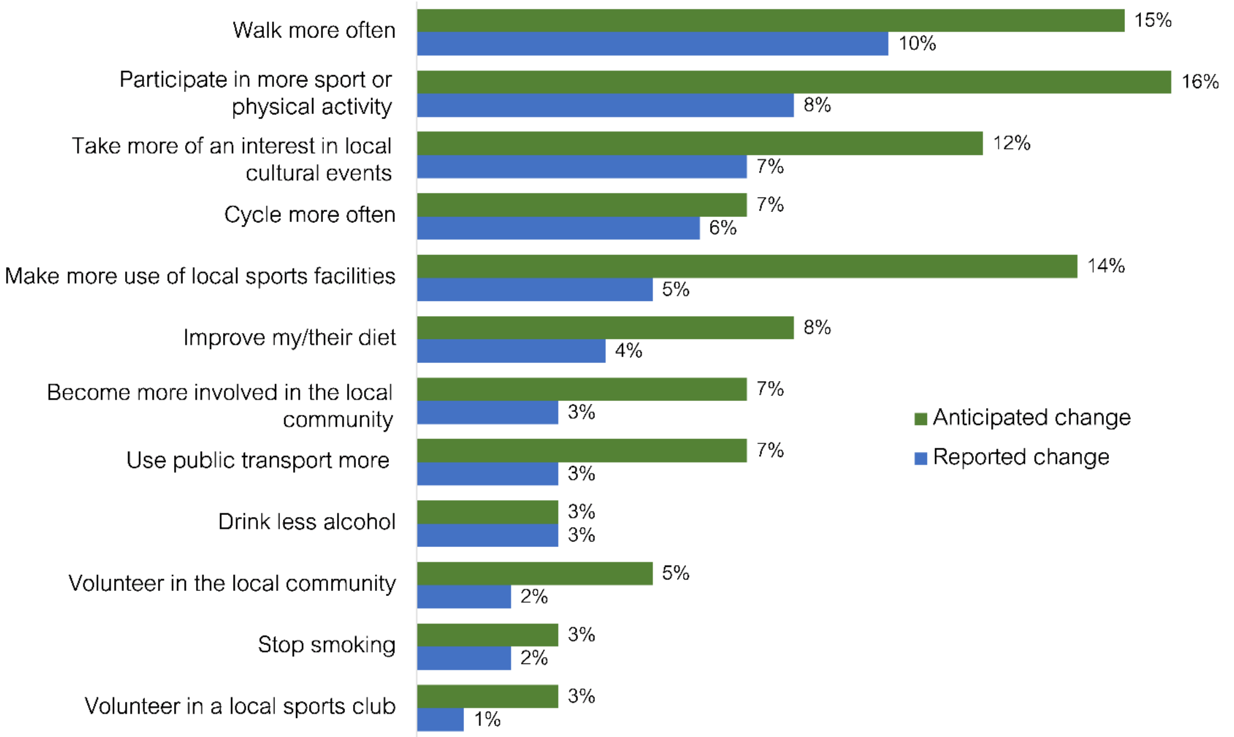
Table 2.4 – Impact on Your Local Area by Sector Partnership

	North East	North West	South
	%	%	%
Strongly positive	18	22	16
Slightly positive	33	33	34
Both positive and negative	8	7	4
Slightly negative	3	5	2
Strongly negative	-	3	1
No effect at all	31	22	34
Don't know	6	8	8
Total positive	51	55	50
Total negative	3	8	3
Base	295	364	380

Lifestyle changes as a result of the Championships

Around a quarter (26%) of respondents said the Championships had encouraged them to change an aspect of their lifestyle. Changes respondents had most commonly made were: walking more often (10%) and participating in more sport or physical activity (8%). As Figure 2.2 shows, levels of lifestyle changes were generally lower than those anticipated in 2018.

Figure 2.2 – Anticipated and reported lifestyle changes following the European Championships (Respondents themselves)

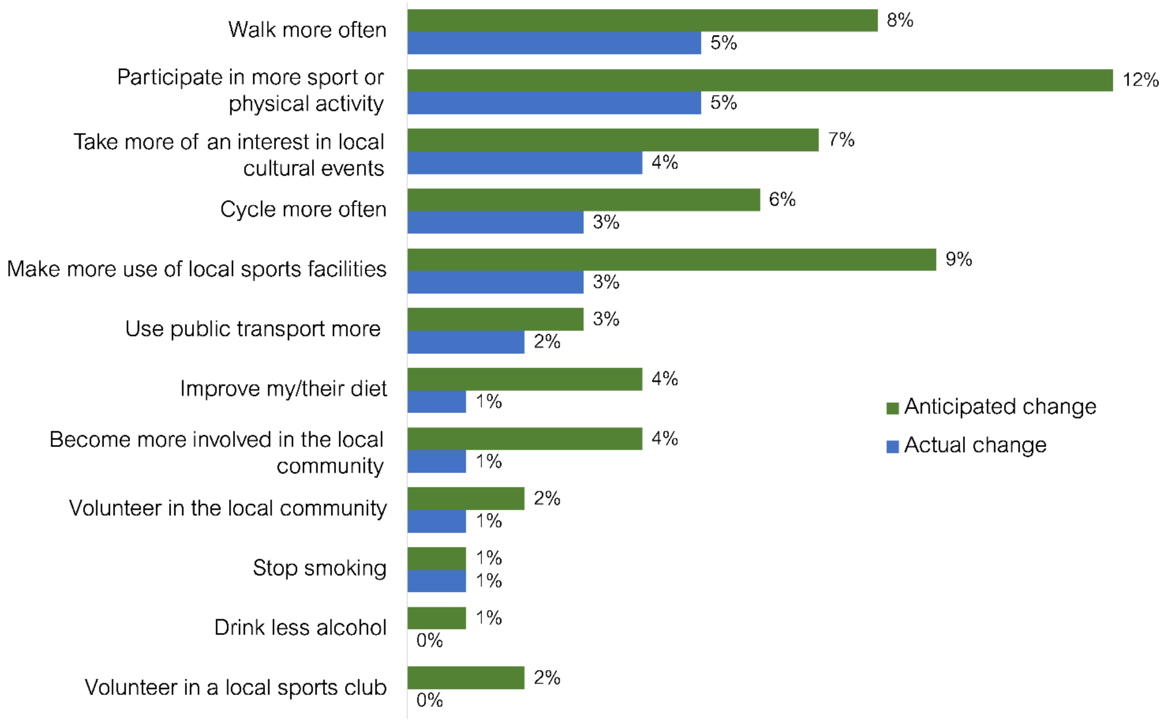


Base: All respondents: 2018 GHS (1,019), 2019 GHS (1,065)

BEM respondents were more likely to make changes than non-BEM residents (43% compared with 23%), while 16-24 year olds were more likely to have done so than over 55s (34% compared with 20%).

Fewer than one in five (17%) stated that another member of their household had been encouraged to make a change to their lifestyle as a result of the Championships, and such reported changes were again lower than those anticipated in 2018 (Figure 2.3).

Figure 2.3 – Anticipated and reported lifestyle changes following the European Championships (Other members of the household)



Base: All respondents 2018 GHS (1,019), All respondents 2019 GHS (1,065)

3. The Royal National Mod

Awareness of the Royal National Mod

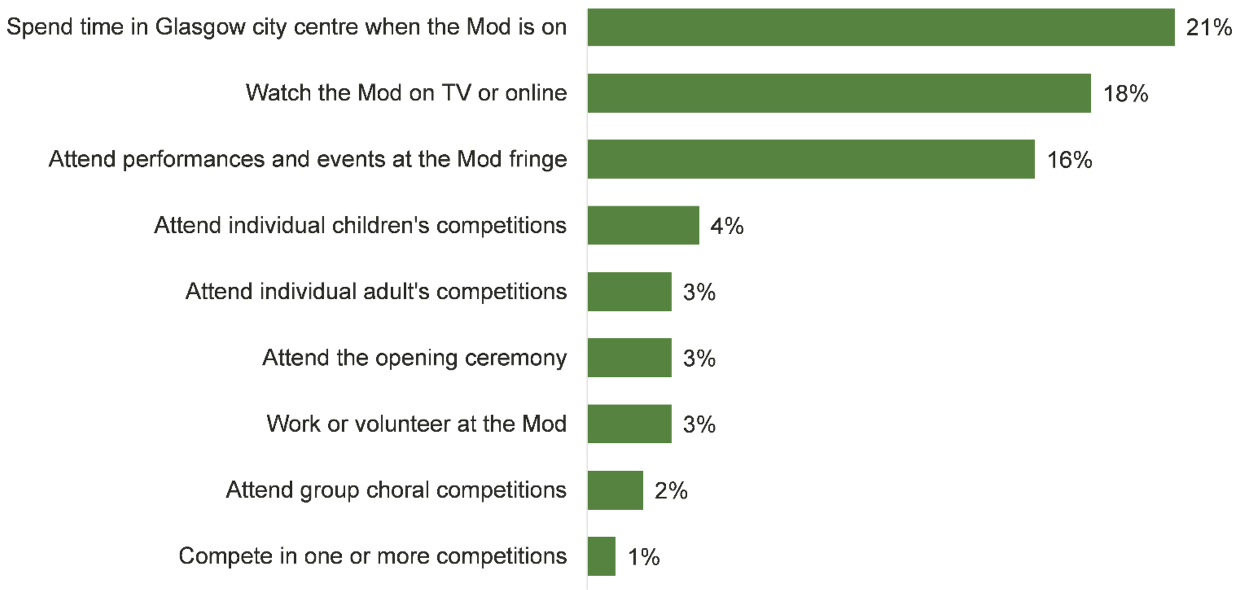
Most respondents were unaware that Glasgow was hosting the Royal National Mod in October 2019: just 15% were aware the event was taking place in the city.

Awareness was higher among older than younger respondents, with the highest awareness among those aged 65+ (22%), followed by 55-64 year olds (18%), 35-54 year olds (14%) and 25-34 year olds (12%); and the lowest awareness among 16-24 year olds (8%). There was no difference in level of awareness by area, social grade or ethnicity.

Engagement with the Royal National Mod

Respondents were asked about their intended engagement with the Royal National Mod. Around one fifth of respondents (21%) said they planned to spend time in Glasgow city centre while the Mod was on, and a similar proportion intended to watch the Mod on television or online (18%). A further 16% intended to attend performances and events at the Mod fringe, while fewer planned to attend other types of events including the opening ceremony, or to work or volunteer at the event (Figure 3.1).

Figure 3.1 – Planned Engagement with the Royal National Mod



Base: All respondents (1,065)

Planned engagement with the Mod varied to some extent by age. Younger respondents were more likely than older respondents to say they would spend time in Glasgow city centre while the Mod was on: 30% of 16-24 and 29% of 25-34 year olds, compared with 13% of 55-64 year olds and 9% of over 65s. Over 65s were more likely than average intend to watch the Mod on television or online (30% compared with 18% overall).

Those in the North West of the city were more likely than those in other areas to say they would spend time in the city centre while the Mod was on (29% compared to 15% in the North East and 19% in the South), and attend the opening ceremony (5% compared to 1% from the North East and 2% from the South).

Anticipated impact of the Mod

Respondents were generally positive about the anticipated impact of the Mod on the city, with almost three quarters (73%) saying it would have a strongly or slightly positive effect on Glasgow generally.

In terms of the potential impact on their local area, respondents were less certain: 42% anticipated a positive effect, while 33% felt it would have no effect at all and 18% did not know. Similarly, around a third (32%) felt the Mod would have a positive impact on themselves or their family and around half (49%) expected it to have no impact on them (Table 3.2).

Table 3.2 – Anticipated impact of the Royal National Mod

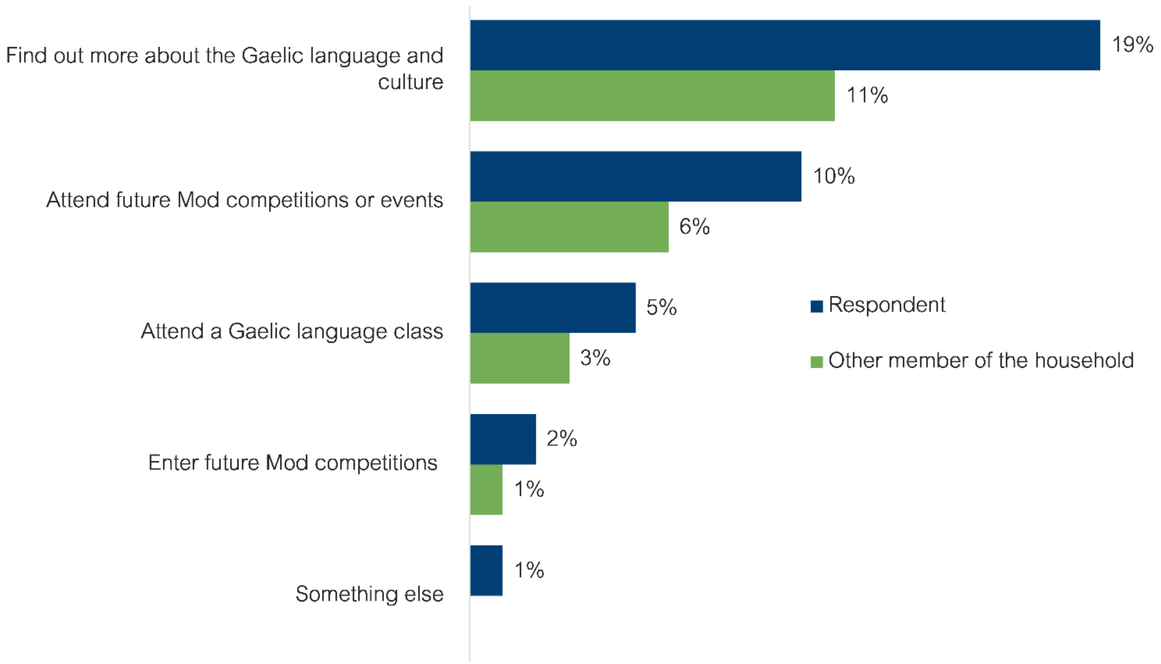
	Glasgow generally	Your local area	You and your family
Strongly positive	36%	14%	11%
Slightly positive	37%	28%	21%
Both positive and negative	4%	4%	5%
Slightly negative	1%	2%	1%
Strongly negative	*	1%	*
No effect at all	10%	33%	49%
Don't know / unsure	12%	18%	13%
Positive	**73%**	**42%**	**32%**
Negative	**1%**	**2%**	**2%**
Base: All respondents (1,065)			

Respondents in the North West were more likely to anticipate a positive impact on their local area (50% compared to 36% in the North East and 39% in the South). Additionally, respondents in social grade ABC1 were more likely than those in C2DE to anticipate this type of positive impact (48% compared with 36%).

Anticipated lifestyle changes as a result of the Mod

Around one fifth of respondents (19%) said the Mod would encourage them to find out more about Gaelic language and culture, and 11% felt that other members of the household would be encouraged to do so. One in ten respondents anticipated attending future Mod competitions or events, while 6% expected another member of the household to do so. Fewer anticipated attending a Gaelic language class (5% themselves and 3% other household members) (Figure 3.3).

Figure 3.3 – Anticipated lifestyle changes as a result of the Mod



Base: All respondents (1.065)

Those most likely to be encouraged to find out more about Gaelic language and culture were:

- younger respondents (33% of 16-24 year olds and 25% of 25-34 year olds compared with 19% overall);
- BEM respondent (24% compared with 18% of non-BEM respondents); and
- respondents with a child in their household (23% compared with 17% of those without).

Importance of promoting Gaelic language and culture

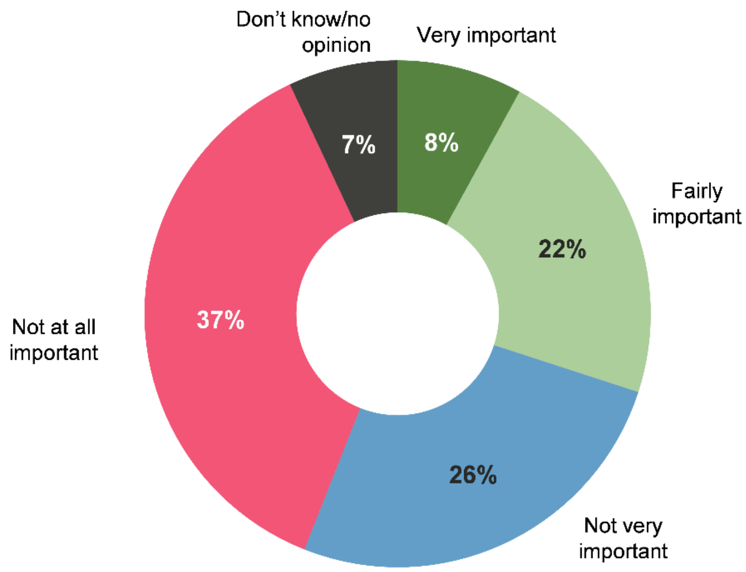
Respondents were asked about how important Glasgow hosting the Royal National Mod was to them personally, as well as how important other means of promoting Gaelic language and culture in Glasgow were to them.

Importance of the Mod

Almost a third (30%) of respondents felt that Glasgow hosting the Royal National Mod was important to them personally (8% very important and 22% fairly important), while 63% did not feel it was important (26% not very and 37% not at all important) (Figure 3.4).

Figure 3.4 – Importance of Glasgow hosting the Royal National Mod to respondents personally

Q Overall, how important or not important would you say Glasgow hosting the Royal National Mod is to you personally?



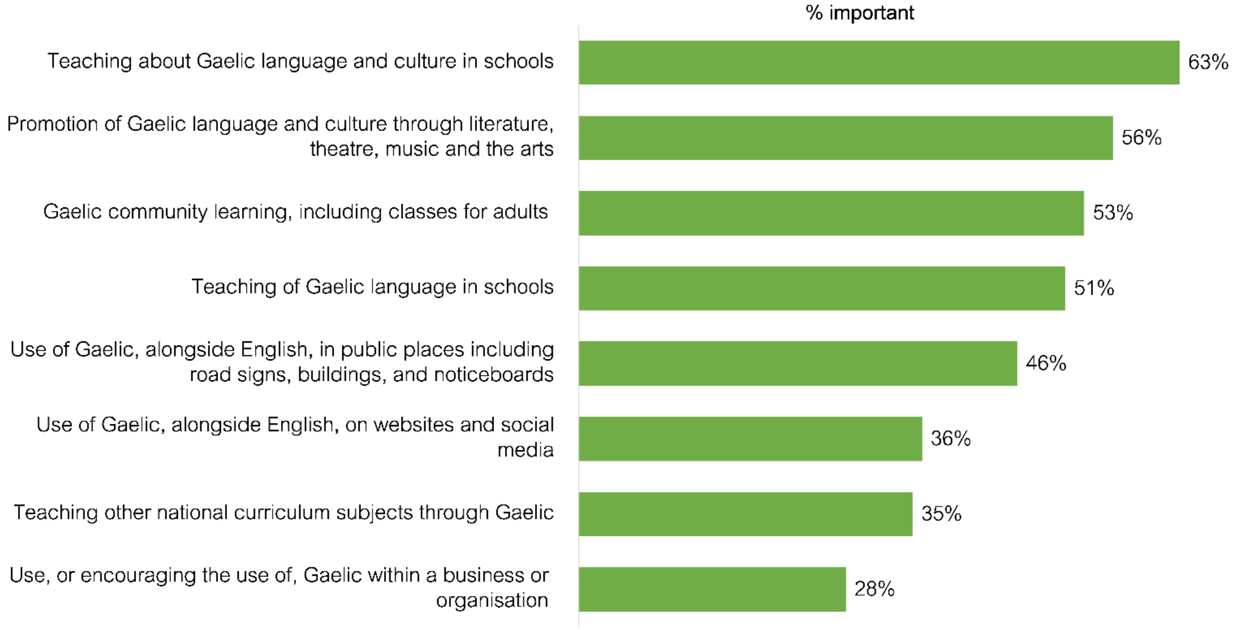
Base: All respondents (1,065)

BEM respondents were more likely than non-BEM respondents to view the Mod as important (36% compared with 30%). Otherwise, views were broadly consistent between sub-groups.

Importance of other means of promoting Gaelic language and culture

Compared with their views on the Mod, respondents placed greater importance on other means of promoting Gaelic language and culture. Greatest importance was placed on teaching *about* Gaelic language and culture in schools (63% felt this was important to them personally), followed by: the promotion of Gaelic language and culture through literature, theatre, music and the arts (56%); Gaelic community learning, including classes for adults (53%) and teaching *of* Gaelic language in schools (51%) (Figure 3.4).

Figure 3.4 – Views on the importance of ways of promoting Gaelic language and culture



Base: All respondents (1,065)

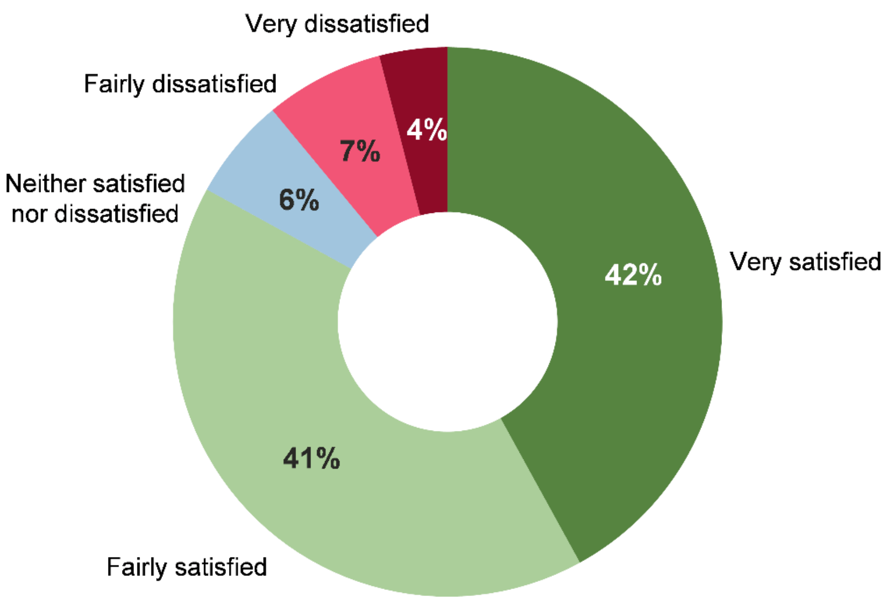
4. Perceptions of neighbourhoods

Satisfaction with neighbourhoods

Perceptions of local neighbourhoods were largely positive: 83% of respondents were either very satisfied or fairly satisfied with their neighbourhood as a place to live, while just over one in ten (11%) were either very or fairly dissatisfied.

Figure 4.1– Satisfaction with neighbourhood as a place to live

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



Base: All respondents (1,065)

Satisfaction was down six percentage points from that in 2016, when 89% of respondents were either very or fairly satisfied with their neighbourhood, while dissatisfaction was up by 5 percentage points (Table 4.1).

Table 4.1: Satisfaction with neighbourhoods: 2016 and 2019

	2016	2019
	%	%
Very satisfied	50	42
Fairly satisfied	39	41
Neither satisfied nor dissatisfied	5	6
Fairly dissatisfied	4	7
Very dissatisfied	2	4
Satisfied	89	83
Dissatisfied	6	11
Base:	*1,023*	*1,065*

Residents of the North West were more likely to be satisfied with their neighbourhood than those in the North East and South (88% compared with 78% and 83% respectively).

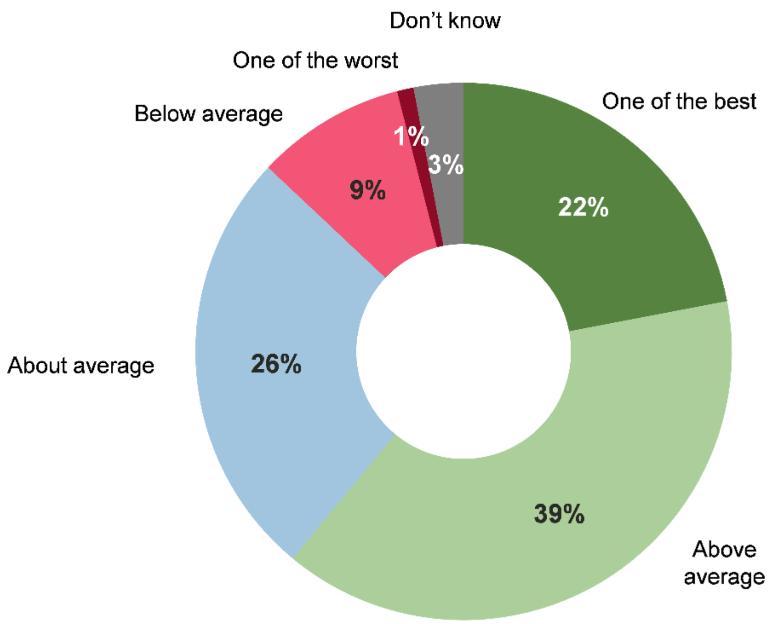
Older respondents (aged 65+) were more likely than average to the satisfied with their neighbourhoods (90% compared with 83% overall). There was further variation by social grade and deprivation: ABC1s were more satisfied than C2DEs (86% compared with 81%), while those in the least deprived areas were more satisfied then those in the most deprived areas (95% compared with 73%),

Perception of neighbourhoods in comparison with others in Glasgow

Perceptions of local neighbourhood compared to others in Glasgow were also generally positive. Sixty-one per cent of respondents felt their neighbourhood was above average compared to others in Glasgow, with almost a quarter (22%) considering it to be one of the best, as shown in Figure 4.2.

Figure 4.2 – Rating of neighbourhood in comparison with others in Glasgow

Q Generally, how would you rate this neighbourhood compared with other neighbourhoods in Glasgow?



Base: All respondents (1,065)

Those in the North East were slightly less positive than those in other parts of the city about their neighbourhood: 13% considered their neighbourhood to be one of the best in Glasgow, compared to 28% in the North West and 22% in the South (Table 4.2).

Table 4.2 Perception of neighbourhood by area

	North East	North West	South
	%	%	%
One of the best	13	28	22
Above average	37	42	37
About average	32	21	28
Below average	12	5	10
One of the worst	2	1	1
Don't know	3	3	3
Base: All respondents (1,065)			

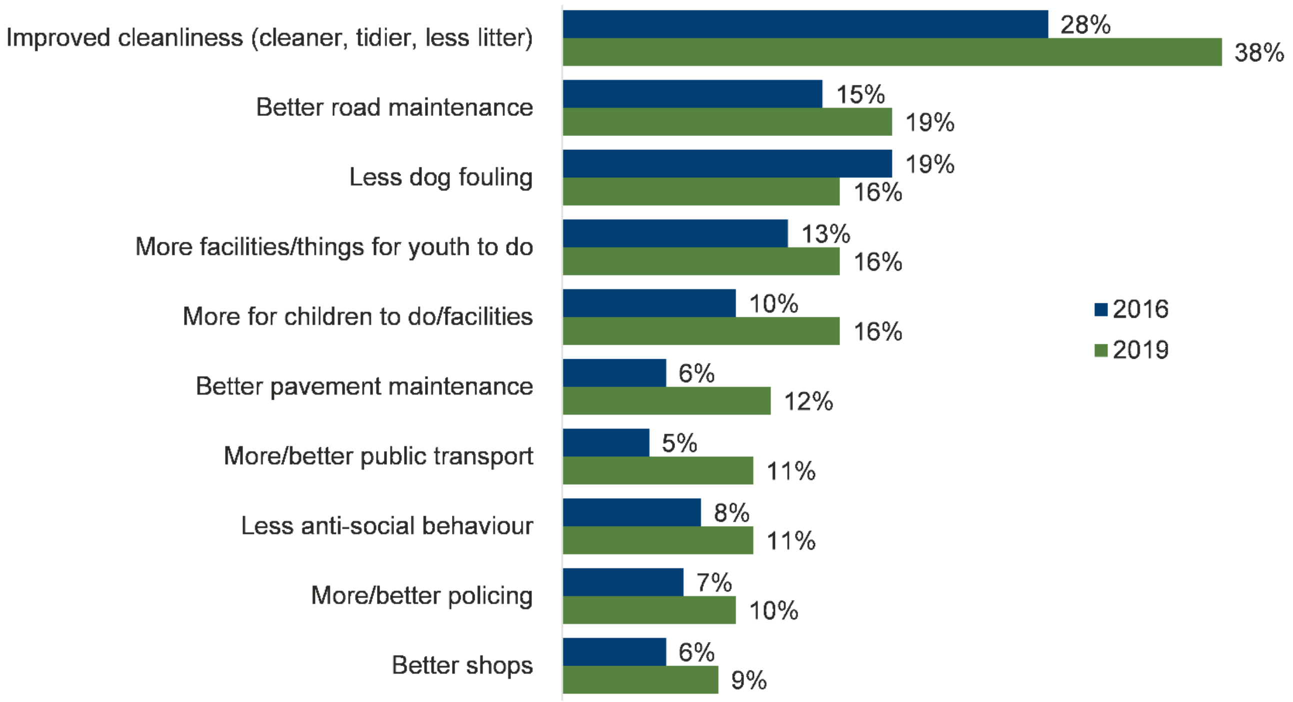
Areas for improvement

When asked about any improvements that would make their neighbourhood a better place to live, the most common response was improved cleanliness (38%), followed by better road maintenance (19%), less dog fouling (16%), more facilities and things for youths to do (16%), more for children to do (16%) and better pavement maintenance (12%) (Figure 4.3).

These priorities largely reflected those identified by respondents in 2016, though the proportion mentioning improved cleanliness was notably higher this wave (by ten percentage points).

Figure 4.3 – suggested improvements to local neighbourhood (top ten)

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



Base: All respondents (1,065)

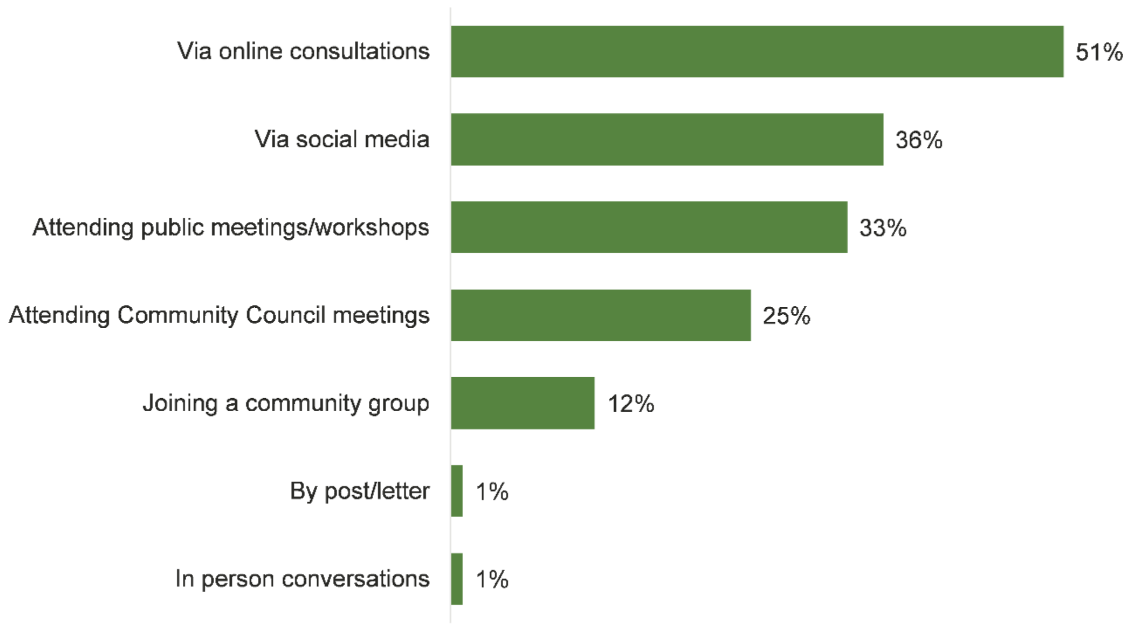
Sharing views on neighbourhoods

Sixty-two percent of respondents stated that they would be willing to share more of their views about their neighbourhood with the council if asked. Willingness to do so was higher than average among:

- respondents in the South (70%),
- those in social grades ABC1 (73%), and
- non-BEM respondents (63%).

Among those willing to share their views, the preferred ways of doing so were via online consultations (51%), followed by social media, such as Twitter and Facebook (36%) and public meetings or workshops (33%) (Figure 4.4).

Figure 4.4 – Preferred ways of sharing views about neighbourhoods



Base: All who would be willing to share their views about the neighbourhood (657)

Females were more likely than males to prefer to attend Community Council meetings (28% compared with 22%) and join community groups (16% compared with 9%).

Respondents aged 25 to 34 were more likely than average to prefer online consultations (60% compared with 51%) and social media (50% compared with 36%) as ways of sharing their views. Social media was also more likely to be chosen by 16 to 24 year olds (58%). Those aged 65 and over were more likely to suggest attending public meetings or workshops (44% compared with 33% overall).

5. Usage and perception of council services

Use of services provided by the Council Family Group

Use of non-universal[2] services provided by the Council Family Group remained largely unchanged on previous waves of the survey. The main exceptions were small increases in the use of recycling centres and children's play parks (by five and four percentage points respectively).

The most used services were parks (71% had used these in the last year), museums and galleries (59%), libraries (52%), sports and leisure centres (48%) and recycling centres (41%). Smaller proportions had used children's play parks, education services, community centres, social work services and home care services.

Table 5.1 – Use of services provided by the Council Family Group

	Spring 2011	Aut. 2011	Spring 2012	Aut. 2012	Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018	Spring 2019
	%	%	%	%	%	%	%	%	%	%	%
Parks	58	58	60	56	59	68	64	65	66	72	71
Museums & galleries	44	45	47	45	44	51	50	50	53	59	59
Libraries	43	47	45	45	46	49	44	45	46	52	52
Sports & leisure centres	46	43	44	43	40	45	43	43	43	47	48
Recycling centres	n/a	n/a	n/a	20	35	37	34	36	38	36	41
Children's play parks	21	24	22	23	24	25	25	23	27	25	29
Primary schools	17	20	17	15	17	19	18	16	20	17	18
Secondary schools	13	15	14	14	13	14	14	14	13	16	12
Community centres	10	9	10	13	11	14	12	13	12	15	15
Nursery schools	9	9	11	10	10	13	10	9	11	13	12
Social work services	8	10	8	10	7	9	9	7	7	8	8
Home care services	4	4	3	5	4	3	4	5	5	6	4
Base:	*1,009*	*1,013*	*1,018*	*1,015*	*1,024*	*1,027*	*1,021*	*1,023*	*1,045*	*1,019*	*1,065*

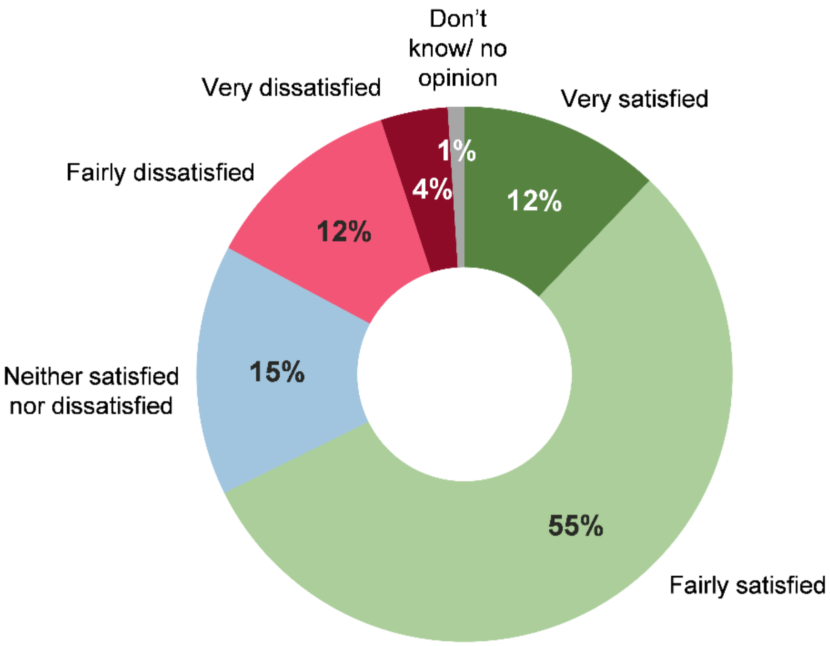
[2] This term refers to services that are accessed by only some residents, such as parks and schools. In contrast, universal services are those that almost all residents will use or benefit from, such as refuse collection and street lighting.

Overall satisfaction with services provided by the Council Family Group

Overall satisfaction with the services provided by the Council Family Group was broadly in line with the previous wave of the survey: 67% were satisfied (compared with 65% in 2018), while 16% were dissatisfied (compared with 18%), and 15% were neutral in their opinions (Figure 5.1 and Figure 5.2).

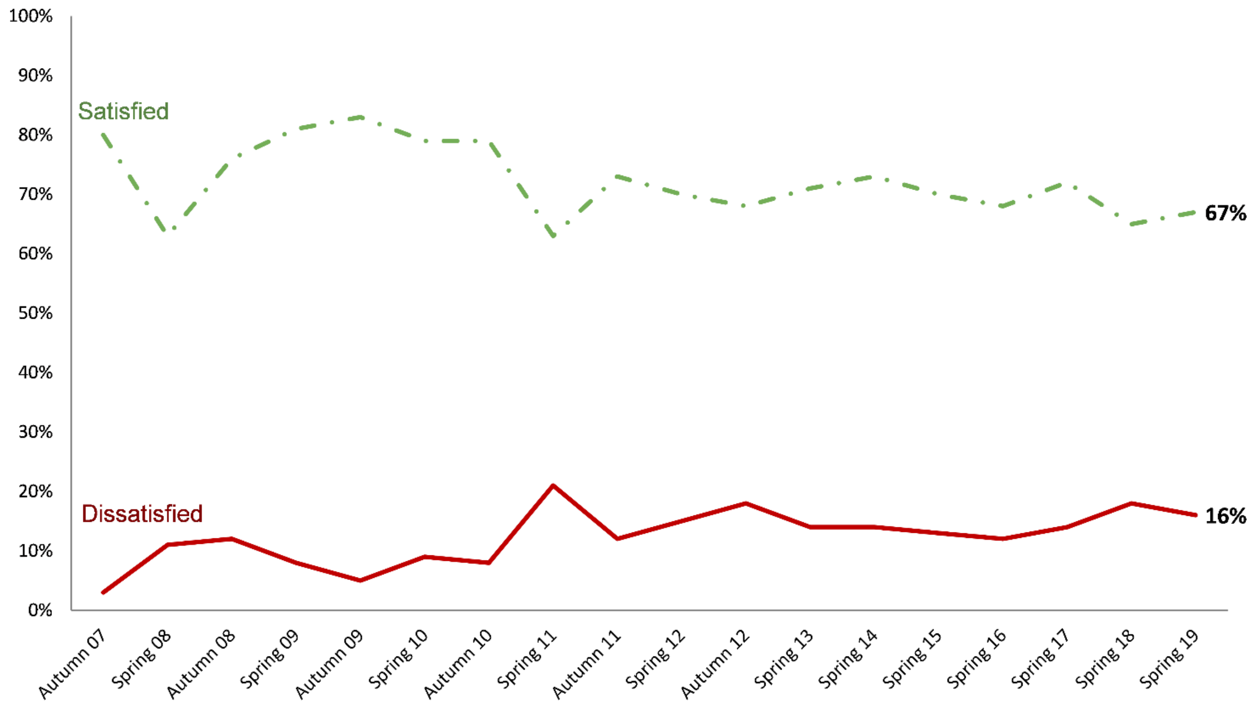
Figure 5.1 - Overall satisfaction with services provided by the Council Family Group

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 (1,065)

Figure 5.2 – Trend in overall satisfaction with services provided by the Council Family Group



Base: All respondents (1,065)

As in previous waves, BEM respondents expressed higher levels of overall satisfaction with services than non-BEM respondents (73% versus 66% respectively).

Satisfaction with individual services

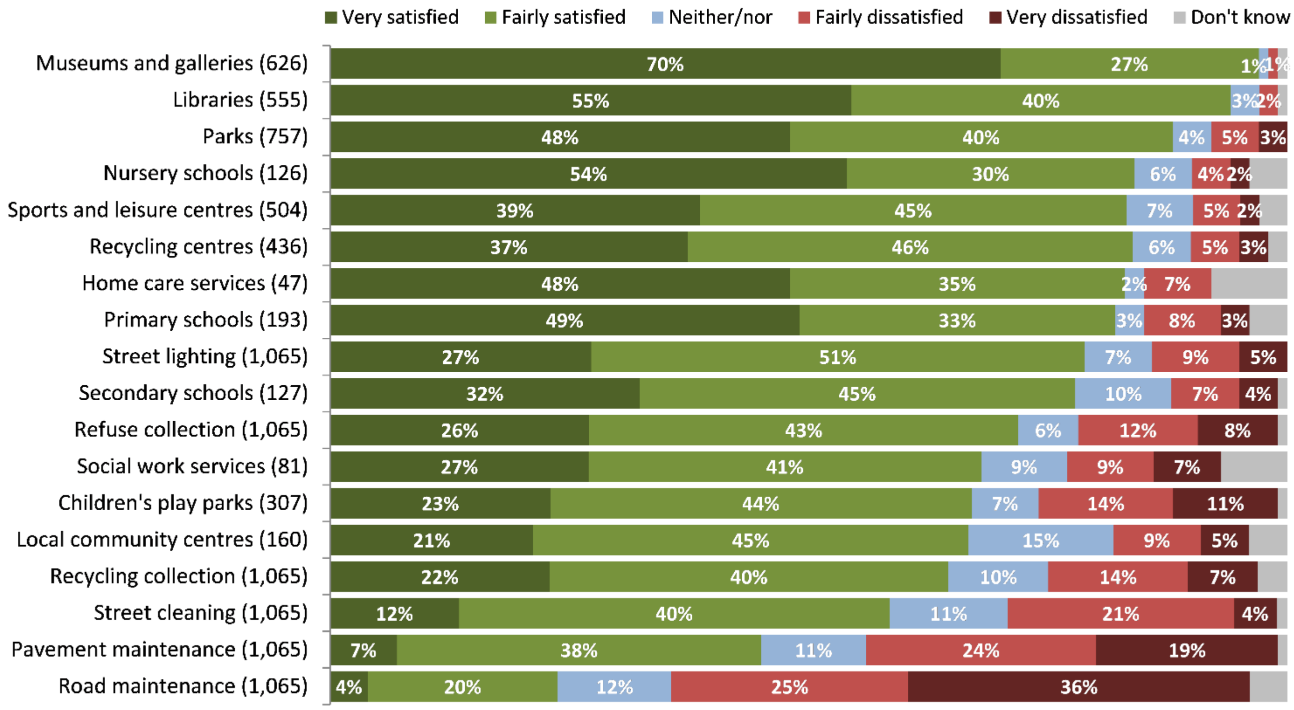
Levels of satisfaction with *individual* services provided by the Council Family Group once again varied but for the most part were unchanged on 2018.

As shown in Figure 5.3, a large majority were once again satisfied with museums and galleries (97% satisfied); libraries (94%); parks (87%); sport and leisure centres (84%); nursery, primary and secondary schools (84%, 82% and 78% respectively); recycling centres (83%); home care services (83%); and street lighting (78%).

Around two thirds were satisfied with refuse collection (69%), social work services (68%), children's play parks (67%), local community centres (67%), and recycling collection (62%). Lower proportions were satisfied with street cleaning (53%), pavement maintenance (45%) and road maintenance (24%).

Figure 5.3 – Satisfaction with individual services – overview

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

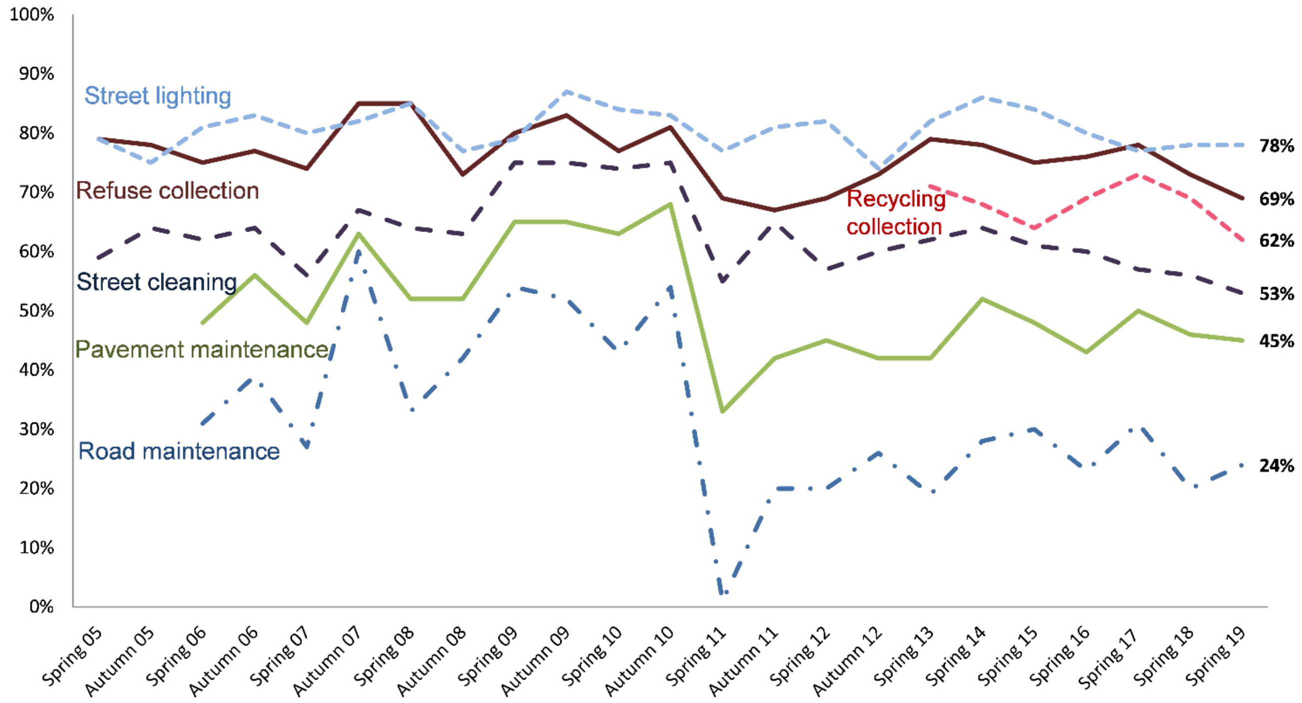


Base: All respondents (1,065)

Satisfaction with universal services

Satisfaction with street lighting remained high at 78%. Satisfaction with refuse collection (69%) and recycling collection (62%) were both lower than the previous wave (by four and seven percentage points respectively). Levels of satisfaction with road maintenance (24%) were higher than in 2018 (by four percentages points), while satisfaction with pavement maintenance (45%) remained stable (Figure 5.4).

Figure 5.4 – Trends in satisfaction with universal services



Base: All respondents (1,065)

Satisfaction with refuse collection and recycling collection was higher in the North East (77% and 70% respectively) than in the North West (63% and 56%) and the South (69% and 61%). Residents in the South were more likely to be dissatisfied with road maintenance (68% dissatisfied) than those in the North East (59%) or North West (54%).

BEM residents were more likely than non-BEM residents to be satisfied with refuse collection (76% compared with 68%), street cleaning (59% vs 52%), recycling collection (69% vs 61%) and road maintenance (38% vs 22%).

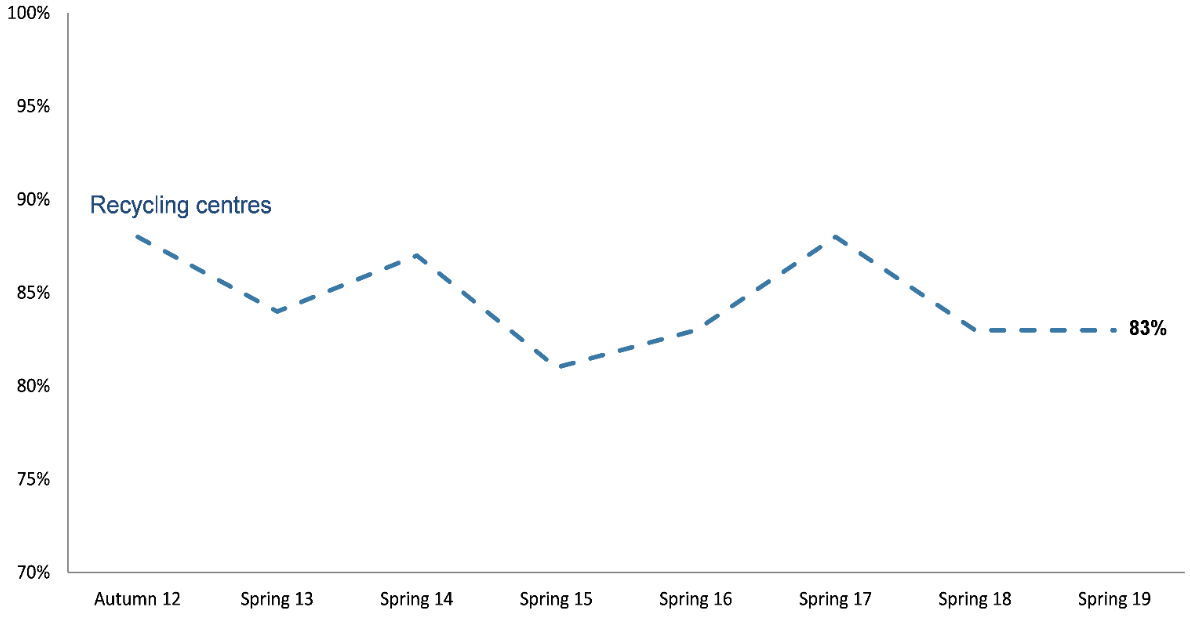
Satisfaction with refuse collection and recycling collection was higher in the most deprived areas of the city (73% and 64% respectively) than in the least deprived areas (60% and 48%).

Satisfaction with non-universal services

Recycling centres

Levels of satisfaction with recycling centres remained high and in line with the level recorded in 2018 (83%) (Figure 5.5).

Figure 5.5 – Trends in satisfaction with recycling centres

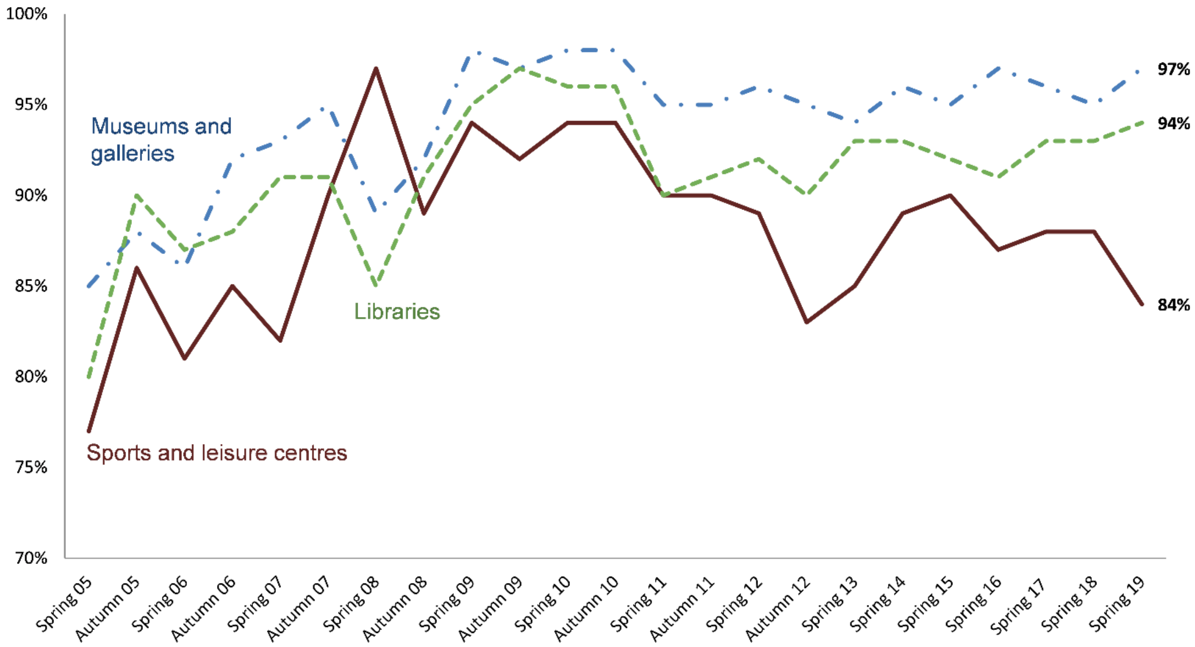


Base: All users of recycling centres (436)

Culture and leisure services

Levels of satisfaction with culture and leisure services similarly remained high, with a vast majority of respondents satisfied with museums and galleries (97%), libraries (94%) and sports and leisure centres (84%) (Figure 5.6).

Figure 5.6 – Trends in satisfaction with culture and leisure services

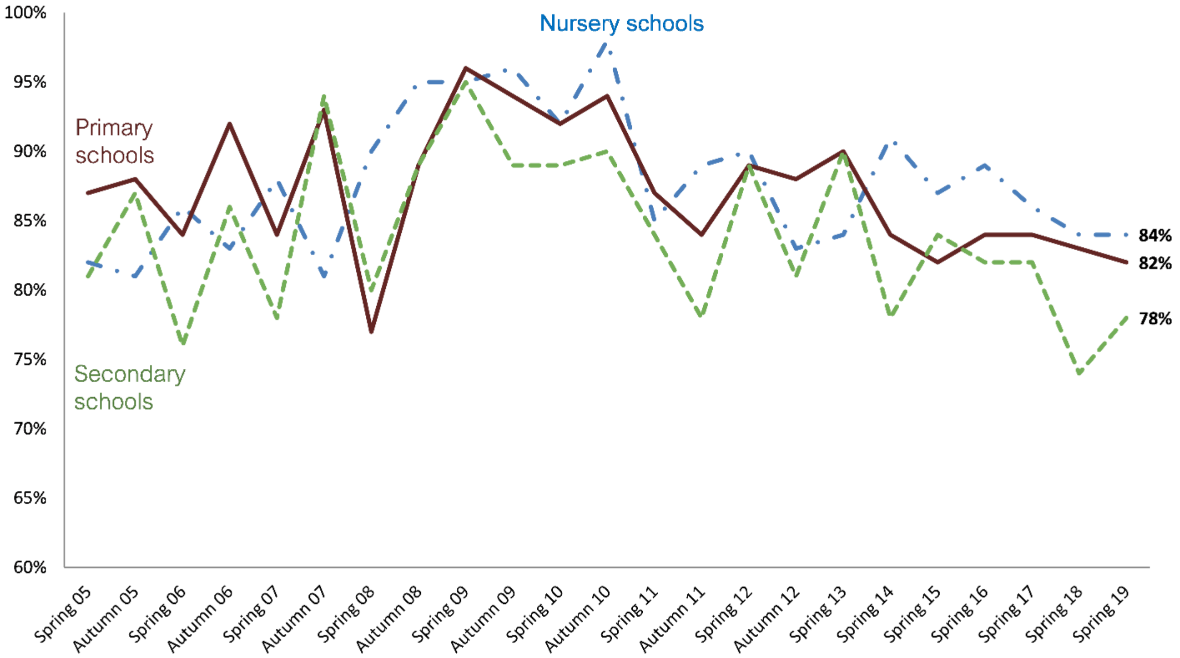


Base: All users of: museums and galleries (626); libraries (555); sports and leisure centres (504)

Education services

Satisfaction with education services also remained high: 84% were satisfied with nursery schools, 82% with primary schools and 78% with secondary schools. Levels of satisfaction with secondary schools increased from 2018 by four percentages points.

Figure 5.7 – Trends in satisfaction with education services

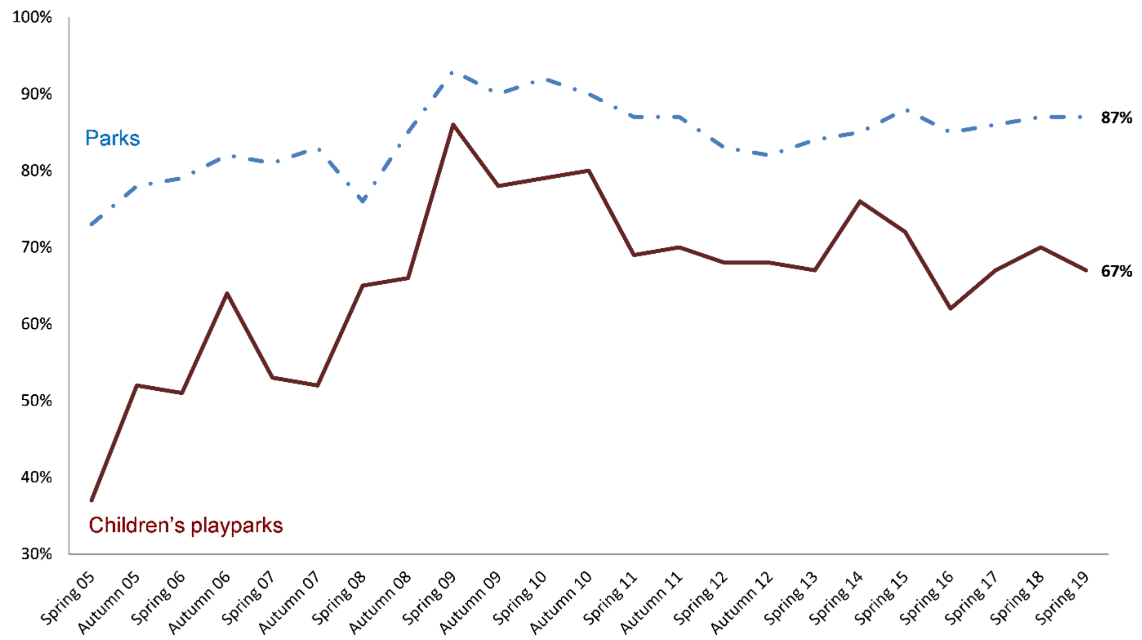


Base: All users of: nursery schools (126); primary schools (158); secondary schools (127)

Parks and children's play parks

Echoing findings from 2018, 87% of park users were satisfied and 67% of children's play park users were satisfied (Figure 5.8). As in previous years, however, figures were significantly lower in the North East (81% for parks, 48% for playparks) than in the North West (89% and 71%) and South (89% and 78%) of the city.

Figure 5.8 – Trends in satisfaction with parks and playparks



Base: All users of: parks (757); children's play parks (307)

Social care services

Small base sizes preclude robust analysis of trends in satisfaction with social work and home care services. However, 83% of those who had used home care services and 68% of those who had used social work services were satisfied with this provision, similar to previous waves of the survey.

Local community centres

Two thirds (67%) of users of local community centres were satisfied with these, a decrease from 2018 (when 81% were satisfied). Again, this finding should be treated as indicative due to the small base size.

6. Council reputation and communications

A majority (74%) of respondents agreed that the council had an important impact on the quality of local life in Glasgow, while a third (33%) felt it was addressing the key issues affecting the quality of life in their local area (Table 6.1). These findings were broadly similar to previous waves of the survey, though the latter figure was slightly lower than 2018 (by four percentage points).

Table 6.1 – Perceptions of the council's impact on quality of life 2014-2019

	The council has an important impact on the quality of local life in Glasgow		The council is addressing the key issues affecting quality of life in my local area		
	Agree	Disagree	Agree	Disagree	*Base: All*
	%	%	%	%	
Spring 2014	79	9	n/a	n/a	*1,027*
2015	81	8	n/a	n/a	*1,021*
2016	75	9	39	31	*1,023*
2017	79	9	39	30	*1,045*
2018	71	7	37	27	*1,019*
2019	74	10	33	32	*1,065*

In terms of perceptions of local service standards, around half of respondents agreed that the council provided high quality services (47%), while fewer felt it designed services around the needs of people who used them (43%), did the best it could with the money available (42%) and gave residents good value for money (40%). In comparison with 2018, there were a decrease in the proportions saying the council did the best it could with money available (by seven percentage points) and saying the council gave good value for money (by six percentage points) (Table 6.2).

Table 6.2 – Perceptions of the council's service standards 2014-2019

	The council provides high quality services		Glasgow City Council gives residents good value for money		The council designs its services around the needs of the people who use them		The council does the best it can with the money available		
	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	*Base: All*
	%	%	%	%	%	%	%	%	
Spring 2014	n/a	n/a	50	28	n/a	n/a	n/a	n/a	*1,027*
2015	49	24	45	27	51	25	50	27	*1,021*
2016	46	25	42	29	46	26	43	33	*1,023*
2017	51	21	42	26	48	23	49	25	*1,045*
2018	48	20	46	25	46	21	49	22	*1,019*
2019	47	24	40	29	43	27	42	27	*1,065*

Turning to the council's information provision and engagement with citizens, there were mixed views once again. Fewer than half said they trusted the council (47%). Fewer still agreed that the council was good at letting residents know about its services (39%, a decrease from 45% in 2018), whilst less than a third (29%) of respondents agreed that the council was good at letting residents know how well it was performing.

Similar proportions agreed that the council was too remote and impersonal (43%) and that it rarely considered residents' views when making decisions that affected them (41%). In terms of their own role, around half (52%) of respondents said they would like to get more involved in decisions affecting their areas (Table 6.3).

Table 6.3 – Perceptions of council information provision and citizen engagement 2014-2018

	I would like to be more involved in decisions that affect my area		The council is good at letting residents know about the services it provides		The council is too remote and impersonal		*Base: All*
	Agree	**Disagree**	**Agree**	**Disagree**	**Agree**	**Disagree**	
	%	%	%	%	%	%	
Spring 2014	n/a	n/a	n/a	n/a	39	33	*1,027*
2015	n/a	n/a	48	34	46	25	*1,021*
2016	54	26	48	32	48	26	*1,023*
2017	53	25	44	37	42	28	*1,045*
2018	49	19	45	29	41	27	*1,019*
2019	52	28	39	40	43	26	*1,065*
	I trust Glasgow City Council		The council rarely takes residents' views into account when making decisions that affect them		The council is good at letting people know how well it is performing		*Base: All*
	Agree	**Disagree**	**Agree**	**Disagree**	**Agree**	**Disagree**	
	%	%	%	%	%	%	
Spring 2014	48	27	43	32	n/a	n/a	*1,027*
2015	47	27	45	26	n/a	n/a	*1,021*
2016	46	30	45	25	n/a	n/a	*1,023*
2017	48	25	40	26	32	40	*1,045*
2018	46	23	38	25	32	34	*1,019*
2019	47	25	41	25	29	41	*1,065*

There was a strong correlation between overall satisfaction with services provided by the Council Family Group, and attitudes towards the authority: those who were satisfied overall tended to view the council more favourably across most of the statements (Table 6.4).

Table 6.4 – Perceptions of the council by overall satisfaction with services

	All (% agree)	Satisfied with services	Dissatisfied with services
	%	%	%
The council has an important impact on the quality of local life in Glasgow	74	80	62
I would like to be more involved in decisions that affect my area	52	49	60
The council provides high quality services	47	60	12
I trust Glasgow City Council	47	60	15
The council designs its services around the needs of the people who use them	43	51	22
The council is too remote and impersonal	43	36	63
The council does the best it can with the money available	42	50	24
The council rarely takes residents' views into account when making decisions that affect them	41	36	56
Glasgow City Council gives residents good value for money	40	52	13
The council is good at letting residents know about the services it provides	39	46	23
The council is addressing the key issues affecting quality of life in my local area	38	49	15
The council is good at letting people know how well it is performing	29	34	19
Base:	*1,065*	*716*	*181*

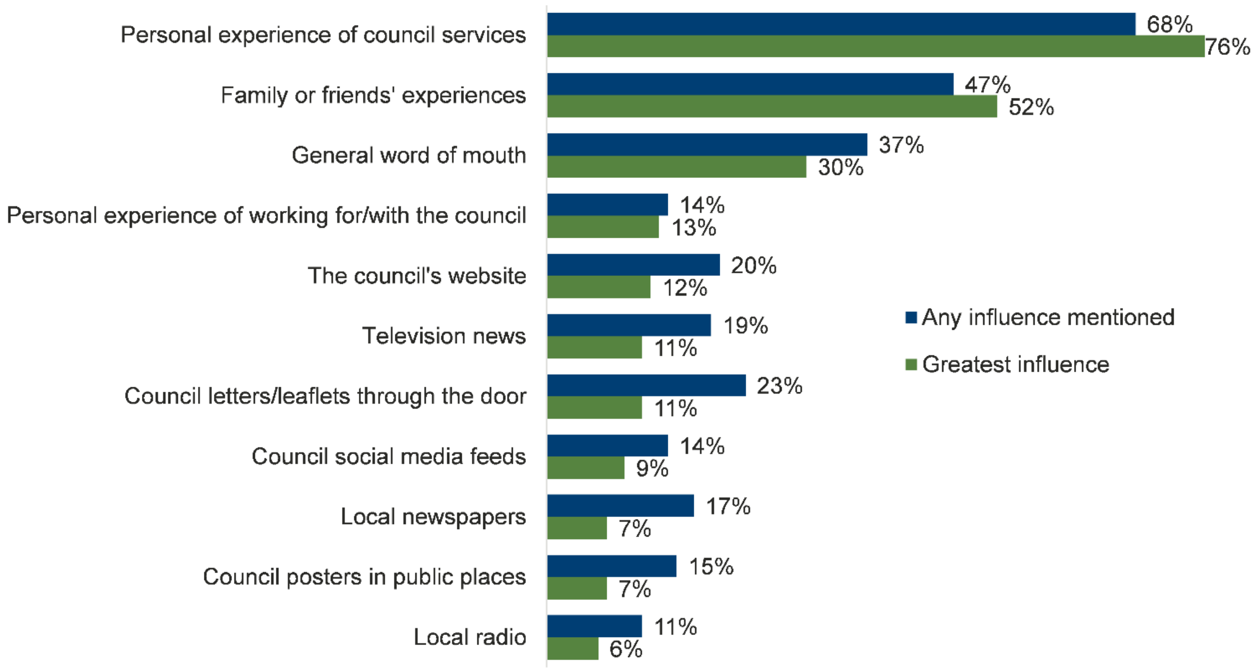
Those in the North East tended to be less favourable towards the council than those in other areas: they were *less* likely to agree that the council provided high quality services (39% compared with 51% in the North West and 50% in the South), or that it did the best it could with money available (36% compared with 46% and 44% respectively). Meanwhile, those in the North West were *more* likely than average to say they trusted the council (52% compared with 43% in the North East and 45% in the South).

BEM residents were generally more positive about the council than non-BEM residents. BEM residents were more likely to trust the council (62% compared with 45% of non-BEM) and say that the council was good at letting people know about its services (51% vs 38%); provided high quality services (53% vs 46%); and gave residents good value for money (50% vs 39%).

Factors influencing opinion of Glasgow City Council

As shown in Figure 6.1, the main factor influencing perceptions of the council was personal experiences of using service, with 76% citing this as the most important influence, followed: by family or friends' experiences (52%), general word of mouth (30%), personal experience working for or with the council (13%), the council's website (12%), television news (11%) and council letters or leaflets through the door (11%). These results were broadly similar to those from 2018.

Figure 6.1 – Main factors influencing opinion of the council



Base: All respondents (1,065)

7. Online communication with the council

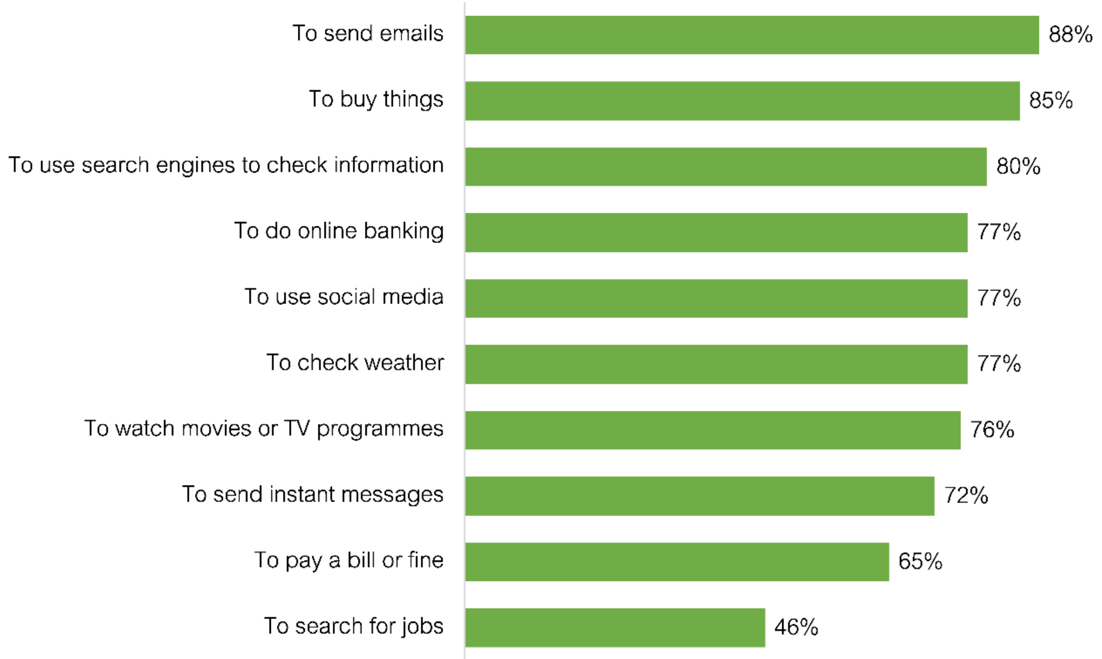
Use of the internet

The majority of respondents (87%) had access to the internet, while 12% did not. Access to the internet was higher among younger age groups than older: for example, 100% of 16-24 year olds and 98% of 25-34 year olds had access, compared with 56% of over 65s. ABC1s were more likely to have access than C2DEs (96% compared with 80%), and those in the least deprived areas were more likely to than those in the most deprived areas (93% compared with 81%). Further, those with children in the household (99%) were more likely than those without (83%) to have access to the internet.

Among users of the internet, most (87%) used it several times a day, while 7% used in once a day. A further 5% used it less than once a day, but at least once a week, and the remaining 1% used it less than once a week but at least once a month.

In the preceding 12 months, respondents' main uses of the internet were for sending emails (88%), shopping (85%), using search engines to check information (80%), online banking (77%), social media (77%), checking the weather (77%), watching movies or television programmes (76%) and sending instant messages (72%) (Figure 7.1).

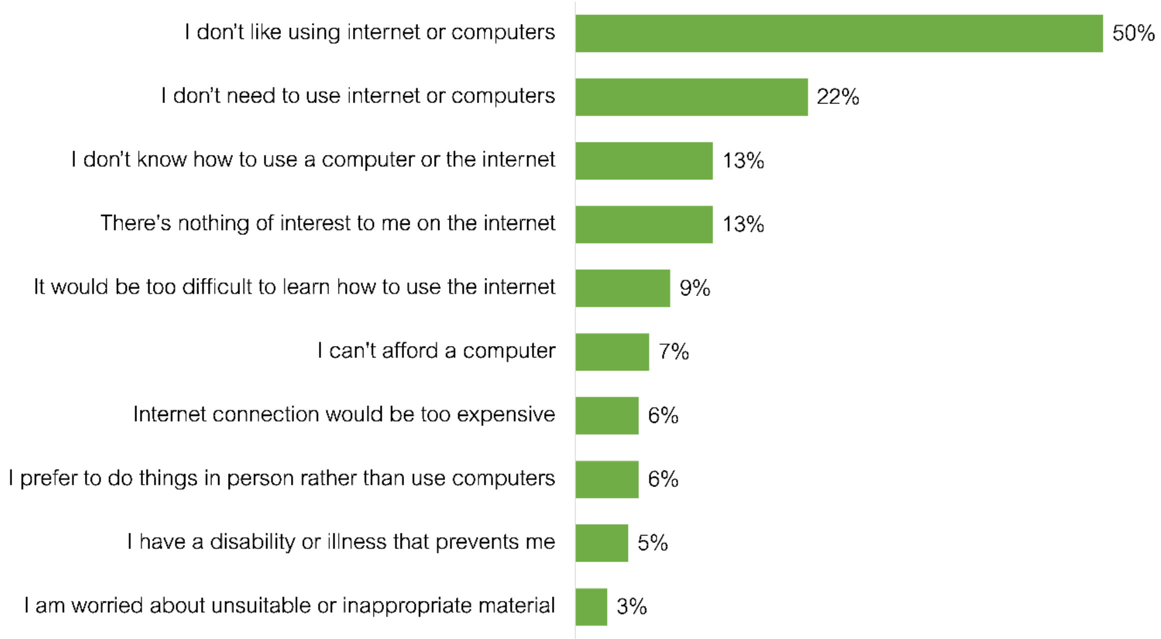
Figure 7.1 – Reasons for using the internet in the last 12 months



Base: All have access to the internet (925)

Among those that did not have access to the internet, half said they did not like using the internet or computers, and 22% said they did not need to do so. Other reasons for non-use were: not knowing how to use the internet (13%); a perception that there was nothing of interest on the internet (13%); feeling it would be too difficult to learn how to use the internet (9%); and the cost of a computer (7%) or internet connection (6%) (Figure 7.2).

Figure 7.2 – Reasons for not using the internet

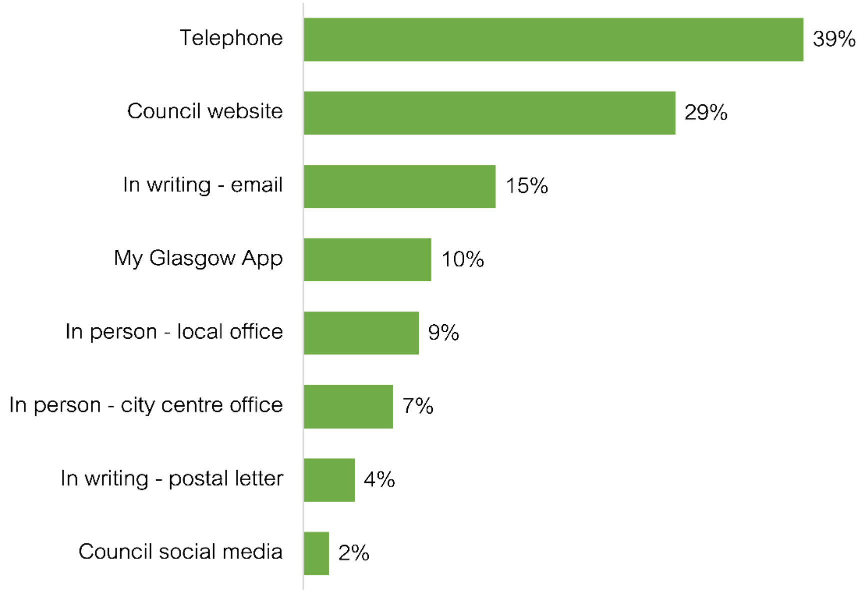


Base: All who do not have access to the internet (129)

Means of contacting the Council

Respondents were asked how, if at all, they had contacted the council over the last 12 months. Contact by telephone and via the council website were the two most commonly used approaches (39% and 29% respectively) (Figure 7.3). Just over a third of respondents (35%) reported using any of the council's online services (either the website, App or social media) in the last twelve months.

Figure 7.3 – Means of contacting the Council in the last 12 months



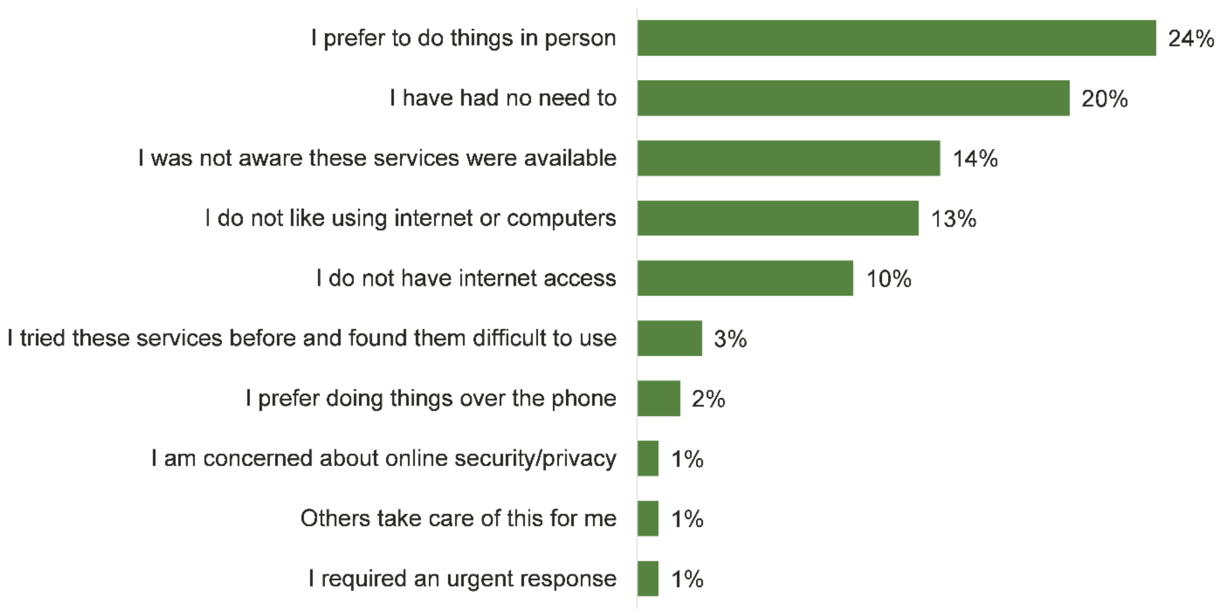
Base: All respondents (1,065)

There was some variation by age group:

- 25 to 34 year olds were more likely than average to have contacted the council via the website (40% vs 29% overall) and using the App (14% vs 10%);
- 35 to 44 year olds had higher than average contact via telephone (46% vs 39%), email (19% vs 15%), the App (16% vs 10%) and in person at a local office (12% vs 9%);
- and 55 to 64 year olds were more likely than average to have contacted the council in person at a local office (18% vs 9%).

Among those who had *not* used any of the council's online services in the last year, the most common reasons were: a preference for doing things in person rather than online (24%); having no need to use the online services (20%); and not being aware of the services (14%) (Figure 7.4).

Figure 7.4 – Top reasons for not having used the Council's online services



Base: All who had not used any council online services (695)

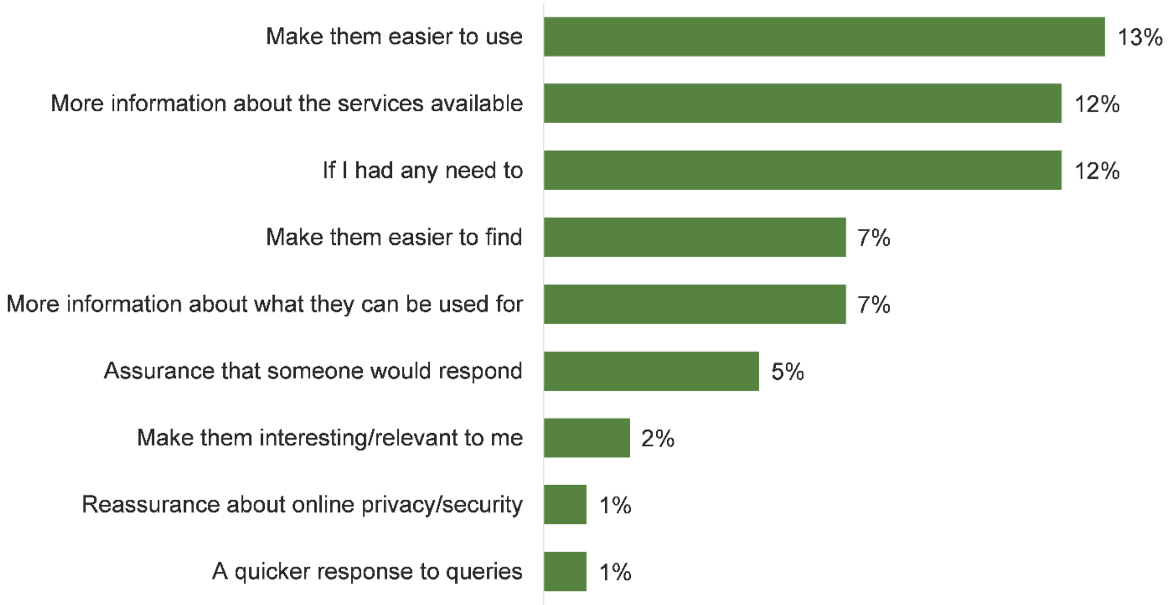
Lack of need for and lack of awareness of council's online services were more prevalent among 16-24 year olds (32% and 20%) than average (20% and 14%). Those aged 65+, meanwhile, were more likely than average to say they did not like using computers (33% compared with 13%) and did not have access to the internet (25% compared with 10%).

C2DEs were more likely than ABC1s to cite lack of internet access as a reason for not using the council's online services (14% compared with 4%), and to say that they did not like using the internet or computers (18% compared with 6%).

BEM residents were more likely than non-BEM residents to say they were not aware any of the council's online services were available (21% compared with 13%).

Respondents who had not used any of the council's online services were asked what might encourage them to contact the council online in the future. The top suggestions were to make the online services easier to use (13%) and provide more information about the available services (12%) (Figure 7.3).

Figure 7.3 Top suggestions to increase online contact with the Council



Base: All who had not used any council online services but have internet access (568)

The Council's social media following

Sixteen per cent followed the council on social media, while 83% did not. Older respondents were less likely to use the council's social media: only 8% and 5% of those aged 55-64 and 65+ respectively did so, compared with 20% of those aged 25-34 and 18% of those aged 16-24 and 35-54.

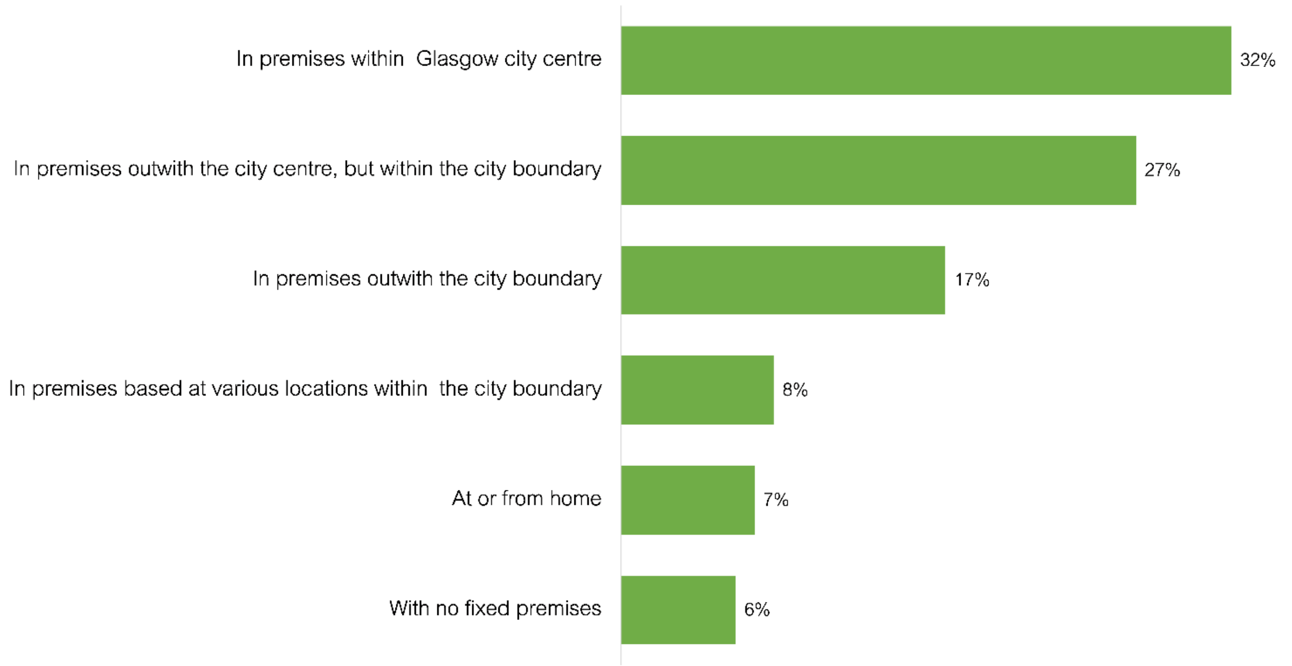
Female respondents were more likely to follow the council on social media than male respondents (20% compared with 13%), while ABC1s were more likely to than C2DEs (19% compared with 13%) and those with a child in the household were more likely to than those without (24% compared with 13%).

8. Workplace parking

Workplace location

Almost one third of respondents worked within the city centre (32%). A further 27% worked outwith the city centre but within the city boundary, and 17% in premises outwith the city boundary (Figure 8.1).

Figure 8.1 – Workplace location



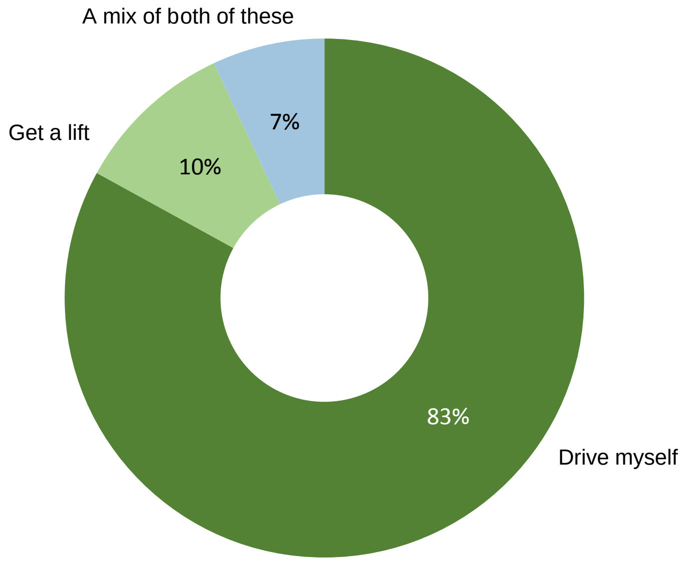
Base: All in employment (506)

Car and van usage among commuters

Of those in employment, 44% used a car or a van for at least part of their journey to work. Those with children in the household were more likely than those without children to do this (56% compared with 37%).

Among those who travelled to work by car or van, 83% drove themselves, while 10% got a lift with someone else and 7% a mix of both of these (Figure 8.2).

Figure 8.2 – Means of driving to work

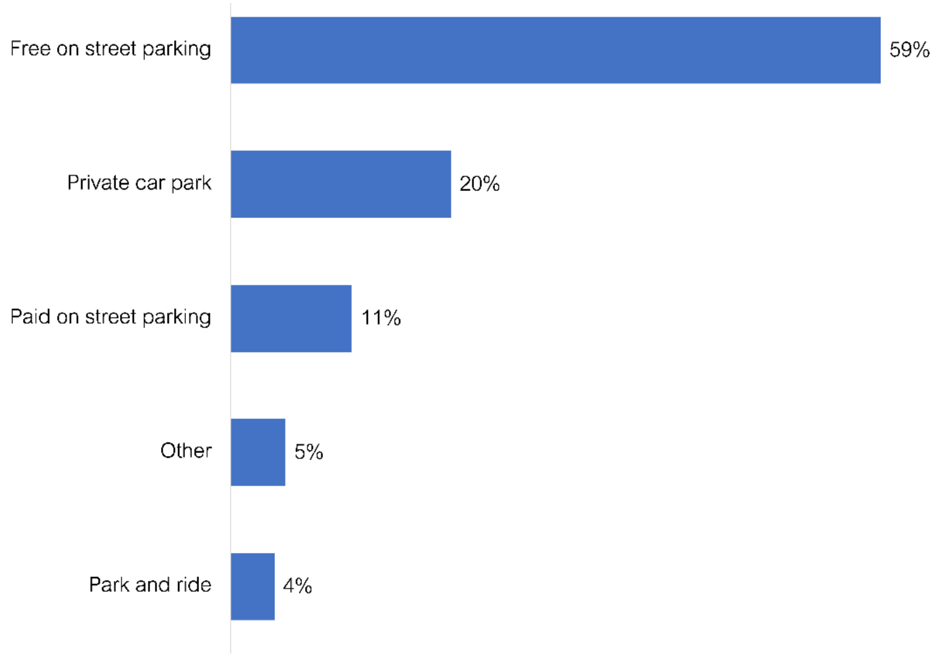


Base: All who travel to work by car or van (150)

Parking options

Among those who travelled to work by car or van, 62% had free onsite parking provided at their place of work, while 36% did not. For those without free onsite parking, 59% used free parking on the street, while just under a third (31%) paid for parking either in private car parks (20%) or on street (11%).

Figure 8.3 – Where residents park when their employer does not provide free onsite parking



Base: All who do not have free onsite parking at work (55)

9. Hate crime and harassment

Worry about hate crime and harassment

Twenty-two percent of respondents worried about being insulted, pestered or intimidated based on their protected characteristics, a similar proportion to that seen in 2017 (25%). In terms of specific characteristics, 10% worried about sectarianism; 6% in relation to their ethnic origin or race, disability, religion, or gender; 4% in relation to their age; 3% their sexual orientation; and 2% their trans status.

Levels of concern about hate crime and harassment have remained similar to those seen in 2017, though it is worth noting that concern in relation to ethnic origin or race has decreased slightly (by three percentage points) and is now closer to the level last seen in 2015.

Table 9.1- Worry about being insulted, pestered, or intimidated – 2015-2019

	GHS 2015	GHS 2017	GHS 2019
	%	%	%
Sectarianism	7	11	10
Your ethnic origin or race	5	9	6
A disability/condition you have	5	8	6
Your religion	5	8	6
Your gender[3]	4	8	6
Your age	4	6	4
Your sexual orientation	2	5	3
Your trans status, including non-binary identities	n/a	n/a	2
Base: All respondents	*1,021*	*1,045*	*1,065*

Concern about hate crime and harassment on account of ethnic origin or race was higher among BEM than non-BEM residents (33% compared with 3%). BEM residents were also more likely to worry in relation to their religion (27% compared with 5%), sectarianism (16% compared with 10%), gender (12% compared with 6%) and age (11% compared with 4%).

[3] Note, in 2015 and 2017 the question wording was "your gender/gender identity or perception of it", but in 2019 was "your gender" with the addition of the question on "your trans status including non-binary identities"

Experience of hate crime and harassment

Fifteen per cent of respondents had been insulted, pestered or intimidated in the past 12 months on account of their protected characteristics – 13% in person and 2% by some other means. These figures were in line with those seen in the 2017 GHS and in comparable national-level figures from the Scottish Crime and Justice Survey (SCJS) 2017/18[4] (Table 9.2).

Table 9.2 – Experience of being insulted, pestered or intimidated – SCJS 2017/18 and GHS 2015-2019

	SCJS 2017/18	GHS 2015	GHS 2017	GHS 2019
	%	%	%	%
Yes – in person	12	9	12	13
Yes – by some other means	2	3	3	2
No	86	88	87	85
Base: All respondents	*6,020*	*1,021*	*1,045*	*1,065*

Experience of hate crime and harassment was higher among: BEM residents (20%) compared with non-BEM residents (14%); females (16%) compared males (13%); and those with a disability in the household (21%) compared with those without (12%).

Of all those who had been pestered or intimidated in the last 12 months, 22% said this had been on account of their ethnic origin or race and an equal proportion said it had been on account of their gender. Fifteen per cent said it was on account of sectarianism; 13% on account of their religion or disability; 9% on account of their sexual orientation; 7% their age; and 2% their trans status (Table 9.3).

Table 9.3 – Experience of being insulted, pestered or intimidated –2015-2019[5]

	GHS 2015	GHS 2017	GHS 2019
	%	%	%
Your ethnic origin or race	33	27	22
Your gender[6]	22	27	22
Sectarianism	26	20	15
Your religion	15	23	13
A disability/condition you have	15	18	13
Your sexual orientation	10	6	9
Your age	19	17	7
Your trans status, including non-binary identities	n/a	n/a	2

[4] Scottish Crime and Justice Survey 2017/18 https://www.gov.scot/publications/scottish-crime-justice-survey-2017-18-main-findings/pages/12/#_Focus_on_harassment

[5] Note the question format and wording changed in 2019, therefore findings are not directly comparable. In 2015 and 2017 the wording was *"In the last 12 months have you been insulted, pestered or intimidated in any way by anybody who is not a member of your household, either in person or by some other means (such as in writing or through electronic communications) because of…"*; in 2019 the wording was *"Thinking about the occasions when you were insulted, pestered or intimidated in the last 12 months, were any of these incidents motivated by…*

[6] Note, in 2015 and 2017 the question wording was "your gender/gender identity or perception of it", but in 2019 was "your gender" with the addition of the question on "your trans status including non-binary identities"

Base: All who had been insulted, pestered or intimidated in the last 12 months	*124*	*155*	*155*

As might be expected, certain groups were more likely to have experienced specific motivations for hate crime and harassment. For example, hate crime and harassment on account of ethnic origin or race was higher among BEM residents (73%) than non-BEM residents (14%), as were incidents motivated by religion (23% compared with 11%). Additionally, incidents motivated by disability were higher among those with a disability in their household (31%) than those without (2%).

Locations of hate crime and harassment

The location where respondents had most commonly been insulted, pestered or intimidated was their own neighbourhood (20%), while a further 9% had experienced incidents directly outside their own home. One in ten (10%) had experienced incidents in and around a pub or a bar, while fewer mentioned public transport (8%), their place of work (7%) and sporting events (4%) (Table 9.4).

Table 9.4 – Locations of hate crime or harassment – 2015-2019[7]

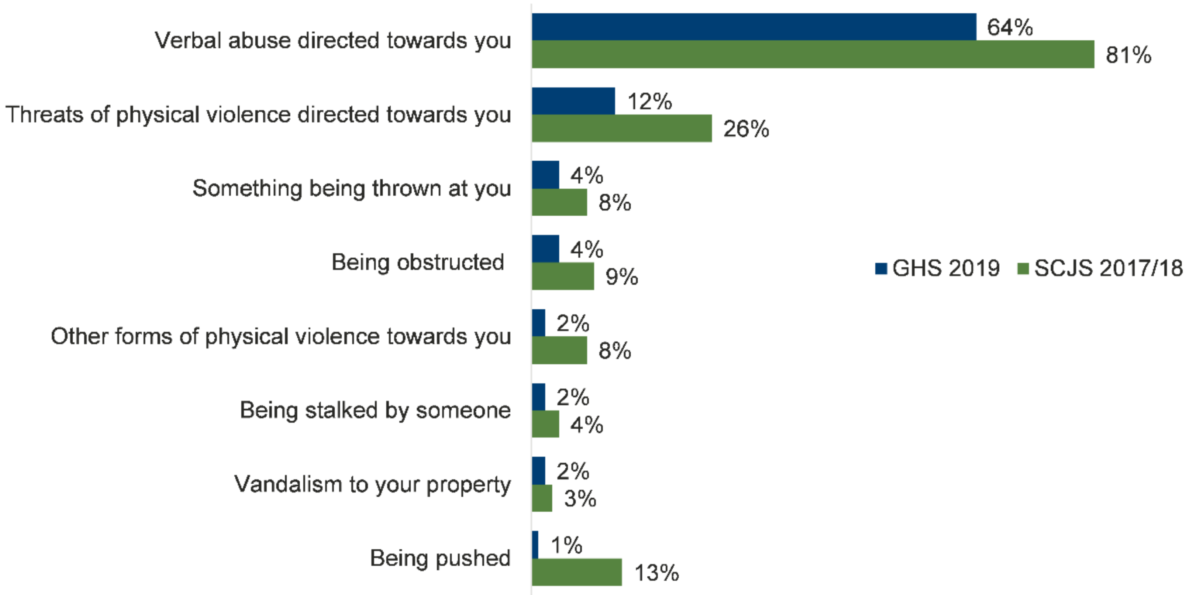
	GHS 2015	GHS 2017	GHS 2019
	%	%	%
In your local neighbourhood	31	28	20
In or around a pub/bar or other licensed premise	11	13	10
Directly outside your own home	9	15	9
At your place of work	17	11	7
In your own home	2	8	3
In a shop	3	8	3
At a sporting event	6	4	4
On public transport	6	2	8
Online/social meida	-	-	3
At a march or parade	2	2	-
In or around your place of worship	1	-	-
Base: All who had been insulted, pestered or intimidated, in person in the last 12 months	*92*	*118*	*137*

[7] Small base sizes preclude significance testing for more detailed comparison between years. These results are for broad comparison only.

Nature of hate crime and harassment

Among those that had been insulted, pestered or intimidated in the last 12 months, these incidents most commonly consisted of verbal abuse (64%) – this was also the most common type of incident reported at a national level in the SCJS (81%) (Figure 9.1). Twelve percent had experienced threats of physical violence directed towards them, while fewer than 5% had experienced any of the other types of hate crime or harassment listed in the Figure 9.1.

Figure 9.1 – Nature of hate crime and harassment experienced in the last 12 months

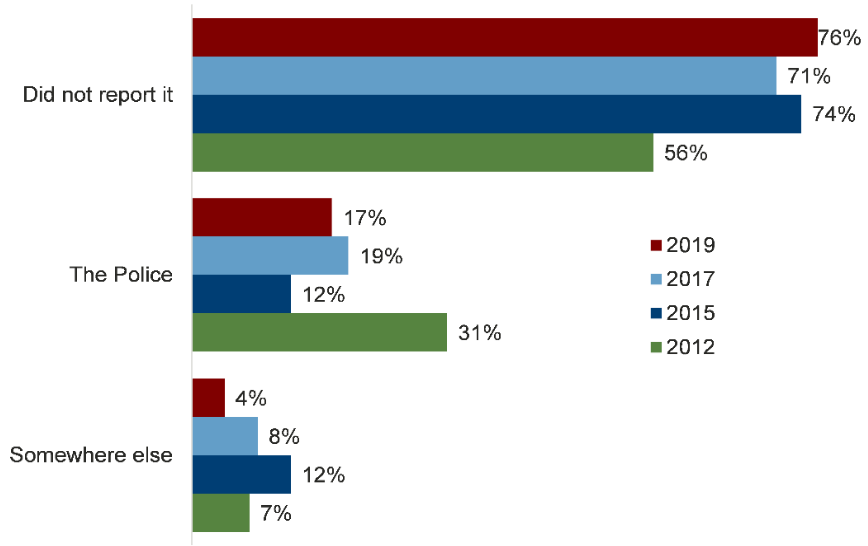


Base: All who had been insulted, pestered or intimidated: GHS (155); SCJS (170)

Reporting hate crime and harassment

Three quarters of respondents (76%) who had experienced hate crime or harassment had not reported the most recent incident, similar to findings from 2015 and 2017 (Figure 9.2). Of those remaining, 17% had reported the incident to the Police, and 4% had reported it somewhere else.

Figure 9.2 – Reporting hate crime and harassment 2012[8]-2019



Base: All who had been insulted, pestered or intimidated in the last 12 months

BEM respondents were more likely to have reported the incident to the Police than non-BEM residents (20% compared with 9%).

Sixty-one percent of respondents were aware they could report an incident of hate crime or harassment to the Police Scotland website (the same proportion as in 2017), while 23% were aware they could report it to a Third Party Reporting Centre (an increase from 18% in 2017).

[8] Wording of 2012 question was "And still thinking about the most recent time you were the victim of a hate crime or incident; did you report it to….?"

Appendix: Topline Results

2019 Glasgow Household Survey
Topline V1

- This document comprises topline results from the 2019 Glasgow Household Survey
- Results are based on a survey of 1065 respondents (adults aged 16+) conducted in-home, face-to-face
- Booster' interviews were conducted with an additional 202 of the city's BEM (Black Ethnic Minority) residents – this data is not included in the topline results but will be used for sub-group analysis by ethnicity
- Fieldwork dates: 6th May to 29th July
- Data are weighted by: age, sex and Sector Community Partnership Area
- Throughout 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 (1065) unless otherwise stated.

EUROPEAN CHAMPIONSHIPS

To begin, as you may know, in August 2018 Glasgow hosted the European Championships, a multi-sport event that included cycling, aquatics, golf, rowing and triathlon.

Q1 SHOWCARD A (R) **In which of these ways, if any, did you get involved in the European Championships? Just read out the letters than apply**

A	I worked at the Championships	1%
B	I volunteered at the Championships	1%
C	I attended one of the ticketed sporting events	4%
D	I tried but failed to get tickets to a sporting event	1%
E	I attended one of the free sporting events (e.g. Cycling road race and time-trial, Mountain biking, Open water swimming, Rowing or Triathlon)	7%
F	I did not attend any sporting or cultural events but spent time out and about in the city to experience the atmosphere	3%
G	I visited the live zones during events (e.g. George Square, Glasgow Green)	6%
H	I went to a Championships-related cultural event (e.g. Festival 2018 or Merchant City Festival 2018)	3%
I	I watched Championships sporting or cultural events on screens at one or more of the public live sites	3%
J	I took part in Championships-related events at sports clubs, schools or community groups	1%
K	I did not attend any sport or cultural events but watched or listened to the Championships on television, the internet or radio, or read about them in the paper	18%
	None of these	65%
	Other	1%
	Don't know	*

Q2 SHOWCARD B (R) **Do you think that Glasgow hosting the European Championships has encouraged you or other members of your household to do any of the following? Just read out the letters that apply.**

a) Respondent
b) Other member of the household

		a	b
A	Participate in more sport or physical activity	8%	5%
B	Make more use of local sports facilities	5%	3%
C	Improve my/their diet	4%	1%
D	Stop smoking	2%	1%
E	Drink less alcohol	3%	*
F	Volunteer in the local community	2%	1%
G	Volunteer in a local sports club	1%	*
H	Use public transport more instead of travelling by car/van	3%	2%
I	Walk more often	10%	5%
J	Cycle more often	6%	3%
K	Take more of an interest in local cultural events	7%	4%
L	Become more involved in the local community	3%	1%
	Something else PLEASE SPECIFY	1%	*
	None of the above	74%	83%
	Don't know	1%	2%

Q3 SHOWCARD C (R) **Do you think Glasgow hosting major events like the European Championships 2018 has a positive or negative effect on…**

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

	a	b	c
Strongly positive	17%	19%	49%
Slightly positive	29%	33%	35%
Both positive and negative	6%	6%	4%
Slightly negative	1%	3%	1%
Strongly negative	2%	2%	1%
No effect at all	41%	29%	5%
Don't know/no opinion	3%	8%	5%

ROYAL NATIONAL MOD

I am now going to ask you about another event taking place in Glasgow

Q4**.** **Did you know that Glasgow will be hosting the Royal National Mod in October 2019?**

Yes	15%
No	85%
Don't know	*

Q5. SHOWCARD D (R) **There are a number of ways that Glasgow residents might get involved in the Royal National Mod. Are you intending to do any of the following?**
Just read out the letters that apply.

A	Work or volunteer at the Mod	3%
B	Attend the opening ceremony	3%
C	Attend individual adults' competitions	3%
D	Attend individual children's competitions	4%
E	Attend group choral competitions	2%
F	Compete in one or more competitions	1%
G	Attend performances and events at the Mod Fringe	16%
H	Spend time in Glasgow city centre while the Mod is on	21%
I	Watch the Mod on television or online	18%
	Other	13%
	Don't know	45%

Q6. SHOWCARD C (R) **Do you think Glasgow hosting the Mod will have a positive or negative effect on…**

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

	a	b	c
Strongly positive	11%	14%	36%
Slightly positive	21%	28%	37%
Both positive and negative	5%	4%	4%
Slightly negative	1%	2%	1%
Strongly negative	*	1%	*
No effect at all	49%	33%	10%
Don't know / unsure	13%	18%	12%

Q7. SHOWCARD E (R) **Do you think that Glasgow hosting the Mod will encourage you or other members of your household to do any of the following?**
Just read out the letters that apply.

a) Respondent
b) Other member of the household

		a	b
A	Find out more about the Gaelic language and culture	19%	11%
B	Attend a Gaelic language class	5%	3%
C	Enter future Mod competitions	2%	1%
D	Attend future Mod competitions or events	10%	6%
	Something else PLEASE SPECIFY	1%	*
	None of the above	66%	76%
	Don't know	5%	6%

Q8 SHOWCARD F (R) **Overall, how important or not important would you say Glasgow hosting the Royal National Mod is to you personally?**

Very important	8%
Fairly important	22%
Not very important	26%
Not at all important	37%
Don't know / No opinion	7%

Q9 SHOWCARD F (R) **And thinking about other ways Gaelic is promoted in Glasgow, how important or not important are the following to you personally.**

	Very important	Fairly important	Not very important	Not at all important	Don't know/ no opinion
Teaching of Gaelic language in schools	17%	34%	21%	22%	6%
Teaching about Gaelic language and culture in schools	24%	39%	14%	17%	6%
Teaching other national curriculum subjects through Gaelic	10%	24%	24%	32%	10%
Gaelic community learning, including classes for adults	14%	39%	19%	22%	6%
Promotion of Gaelic language and culture through literature, theatre, music and the arts	22%	35%	17%	20%	7%
Use, or encouraging the use, of Gaelic within a business or organisation	6%	22%	29%	33%	10%
Use of Gaelic, alongside English, in public places including road signs, buildings, and noticeboards	14%	33%	20%	28%	6%
Use of Gaelic, alongside English, on websites and social media	11%	25%	21%	35%	8%

PLACE WHERE YOU LIVE / YOUR NEIGHBOURHOOD

I'd like to move on to a few questions about your neighbourhood, by which I mean the area within a 15 minute walk of your home.

Q10 SHOWCARD G (R) **Thinking about this neighbourhood, how satisfied or dissatisfied are you with it as a place to live?**

Very Satisfied	42%
Fairly Satisfied	41%
Neither satisfied nor dissatisfied	6%
Fairly dissatisfied	7%
Very dissatisfied	4%
Don't know / No opinion	-

Q11 **What improvements, if any, would make this neighbourhood a better place to live?**

Cleaner / tidier	
Improved cleanliness (cleaner, tidier, less litter)	38%
Less dog fouling	16%
More flower/shrubs/greenery	6%
More parks/open spaces	8%
Less vandalism/graffiti	5%
Safer	
More better/policing	10%
Reduced crime rate	6%
Less anti-social behaviour	11%
Less drink/drugs	9%
Improve safety	7%
Better street lighting	4%
Better transport / roads	
More/better public transport	11%
Cheaper public transport	4%
Reduce congestion/improve traffic control	8%
Better road maintenance	19%
Better pavement maintenance	12%
Better facilities	
More facilities/things for youth to do (youth clubs)	16%
More for children to do/ facilities	16%
Better shops	9%
Schools	
More/better schools	2%
Housing	
More/better housing	5%
Other	
Reduce poverty	6%
Cut licensing hours	1%
More employment/industry	5%
Remove beggars from streets	3%
Other (PLEASE SPECIFY)	3%
Don't know	8%

Q12 SHOWCARD H (R) **Generally, how would you rate this neighbourhood compared with other neighbourhoods in Glasgow?**

One of the best	22%
Above average	39%
About average	26%
Below average	9%
One of the worst	1%
Don't know	3%

Q13 **The Council is keen to hear local residents' views on how, if at all, their local neighbourhood could be improved. If you were asked to, would you be willing to share more of your views about this neighbourhood with the Council?**

Yes	62%
No	33%
Don't know/no opinion	5%

Q14 SHOWCARD I (R) **And which of the following would be the best way for you to share your views?**

A	Attending public meetings / workshops	33%
B	Via online consultations	51%
C	Via social media (e.g. Twitter, Facebook)	36%
D	Attending Community Council meetings	25%
E	Joining a community group	12%
	Other (PLEASE SPECIFIY)	1%

USAGE AND SATISFACTION WITH SERVICES

Moving on to a different topic…

Q15 SHOWCARD J (R) **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	12%
Fairly satisfied	55%
Neither satisfied nor dissatisfied	15%
Fairly dissatisfied	12%
Very dissatisfied	5%
Don't know	1%

Q16 SHOWCARD K (R) **Which of these services provided by Glasgow City Council, or its partners, if any, have you or any other household members used in the last year or so? Just read out the letters that apply.**

A	Nursery schools	12%
B	Primary schools	18%
C	Secondary schools	12%
D	Parks	71%
E	Children's play parks	29%
F	Museums and galleries	59%
G	Sports and leisure centres	48%
H	Libraries	53%
I	Social work services	8%
J	Local community centres	15%
K	Home Care service	4%
L	Recycling centres	41%
	None of these	8%
	Don't know	*

Q17 SHOWCARD L (R) **I am going to read out a number of different services that are provided in this area by the Council, or its partners. For each one, I'd like you to tell me how satisfied or dissatisfied you are with the quality of each in your local area.**

		Very Satisfied	Fairly Satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	Don't know/Not applicable	Base
a	**Nursery schools**	54%	31%	6%	4%	2%	4%	126
b	**Primary schools**	49%	33%	3%	8%	3%	4%	193
c	**Secondary schools**	32%	45%	10%	7%	4%	1%	127
d	**Children's play parks**	23%	44%	7%	14%	11%	1%	307
e	**Social work services**	27%	41%	9%	9%	7%	7%	81
f	**Local community centres**	21%	45%	15%	9%	5%	4%	160
g	**Home Care service**	48%	35%	2%	7%	-	8%	47
h	**Parks**	48%	40%	4%	5%	3%	*	757
i	**Museums and galleries**	70%	27%	1%	1%	*	1%	626
j	**Sports and leisure centres**	39%	45%	7%	5%	2%	3%	504
k	**Libraries**	55%	40%	3%	2%	*	1%	555
l	**Recycling centres**	37%	46%	6%	5%	3%	2%	436
m	**Recycling collection**	22%	40%	10%	14%	12%	3%	1065
n	**Road maintenance**	4%	20%	12%	25%	36%	4%	1065
o	**Refuse collection**	26%	43%	6%	12%	12%	1%	1065
p	**Street lighting**	27%	51%	7%	9%	5%	*	1065
q	**Street cleaning**	12%	40%	11%	21%	14%	1%	1065
r	**Pavement maintenance**	7%	38%	11%	19%	19%	1%	1065

Base: All who have used each service

COUNCIL REPUTATION AND COMMUNICATIONS

Q18 SHOWCARD M (R) **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	Don't know
a)	**Glasgow City Council gives residents good value for money**	4%	36%	22%	17%	12%	9%
b)	**The Council rarely takes local residents' views into account when making decisions that affect them**	14%	27%	23%	21%	5%	11%
c)	**The Council is too remote and impersonal**	15%	28%	22%	21%	5%	9%
d)	**The Council has an important impact on the quality of local life in Glasgow**	28%	46%	11%	6%	4%	5%
e)	**I trust Glasgow City Council**	8%	39%	23%	11%	14%	4%
f)	**The Council is good at letting residents know about the services it provides**	6%	34%	15%	27%	13%	6%
g)	**The Council provides high quality services**	6%	42%	25%	15%	9%	3%
h)	**The Council does the best it can with the money available**	8%	34%	21%	16%	11%	10%
i)	**The Council designs its services around the needs of the people who use them**	5%	38%	20%	17%	11%	10%
j)	**The Council is addressing the key issues affecting the quality of life in my local area**	5%	33%	22%	21%	11%	8%
k)	**I would like to be more involved in the decisions the Council makes that affect my area**	18%	34%	17%	15%	13%	3%
l)	**The Council is good at letting people know how well it is performing**	5%	24%	22%	26%	15%	8%

Q19a SHOWCARD N (R) **Which, if any, of these things would you say influence your opinions of Glasgow City Council? Just read out the letters that apply**

Q19b **And which, two or three would you say have the greatest influence on your opinions of the Council?**

		a	b
	Personal/proxy experience/word of mouth		
A	Personal experience of council services (e.g. schools, social work, local roads refuse collection, recycling etc.)	68%	76%
B	Family or friends' experiences of council services (e.g. schools, social work, local roads refuse collection, recycling etc.)	47%	52%
C	General words of mouth (e.g. from friends, family or colleagues)	37%	30%
D	Personal experience of working for/with the Council	14%	13%
	Media		
E	Local newspapers	17%	10%
F	National newspapers	9%	5%
G	Television news	19%	11%
H	Other television programmes	5%	1%
I	Local radio	11%	6%
J	National radio	5%	1%
	Council provided information		
K	The Council's website	20%	12%
L	Council social media feeds (e.g. its Facebook or Twitter page)	14%	9%
M	Council letters or leaflets through the door	23%	11%
N	Council posters in public places (e.g. bus stops, subway stations etc.)	15%	7%
	Other WRITE IN	2%	1%
	None of these	5%	-
	Don't know	2%	1%

ONLINE COMMUNICATION WITH THE COUNCIL

Q20 **Which methods do you normally use to access the internet for personal use?**

A	Personal computer or laptop	58%
B	Smart phone	74%
C	Tablets (e.g. iPad, Kindle, etc)	35%
D	Games console	9%
E	Digital, cable or satellite TV	17%
F	I do not have access to the internet	12%
	Other PLEASE WRITE IN	1%
	Don't know	*

Q21 SHOWCARD P (R) **Here are some reasons why people might not have access to or use the internet. Which of these reasons, if any apply to you?**

A	I don't like using the internet or computers	50%
B	I don't need to use the internet or computers	22%
C	I can't afford a computer	7%
D	Internet connection would be too expensive	6%
E	It would be too difficult to learn how to use the internet	9%
F	There's nothing of interest to me on the internet	13%
G	I don't know how to use a computer or the internet	13%
H	I prefer to do things in person rather than use computers	6%
I	I have a disability or illness that prevents me	5%
J	I am concerned about privacy e.g. keeping credit card or personal details safe	3%
K	I am worried about unsuitable or inappropriate material on the internet	3%
L	Other reason PLEASE SPECIFY	2%
	Don't know	2%

Base: 129 (All who do not have access to the internet)

Q22 SHOWCARD Q (R). **Which of these best describes your use of the internet? Please include all use of the internet, including sending and receiving emails.** SINGLE CODE

Several times a day	87%
Around once a day	7%
4 or 5 times a week	2%
2 or 3 times a week	2%
Around once a week	1%
2 or 3 times a month	*
Around once a month	*
Less than around once a month	-
Never but I have access	*

Base: 925 (All who have access to the internet)

Q23 SHOWCARD R (R) **Which, if any, of the things on this card have you used the internet for in the last 12 months? Just read out the letters that apply.**

A	To buy things (Amazon, Ebay, Etsy, etc.)	85%
B	To watch movies or TV programmes (Netflix, Youtube, Iplayer, etc.)	76%
C	To play games	45%
D	To use social media/networks (Facebook, Twitter, etc.)	77%
E	To send emails (Yahoo, Google, etc.)	88%
F	To send instant messages	72%
G	To search for jobs	46%
H	To interact with household equipment (Hive, Alexa, etc.)	24%
I	To pay a bill or fine	66%
J	To do online banking	77%
K	To check weather	77%
L	To use search engine to check information	80%
	None of these	1%
	Don't know	1*

Base: 925 (All who have access to the internet)

ASK ALL

Q24 SHOWCARD S (R) **In the last 12 months, have you contacted the Council using any of the following methods?**

A	My Glasgow App	10%
B	Council website	29%
C	Council social media	2%
D	Telephone	39%
E	In person - local office	9%
F	In person - city centre office	7%
G	In writing - email	15%
H	In writing - postal letter	4%
	None of these	35%
	Don't know	*

Q25. SHOWCARD T (R) **Thinking about your previous answer, why have you not used the Council's online services, such as the App, website or social media?**

A	I don't like using the internet or computers	13%
B	I prefer doing things in person rather than online	24%
C	I tried these services before and found them difficult to use	7%
D	I am concerned about online security/privacy	1%
E	I wasn't aware any of these services were available	14%
F	I don't have internet access	10%
	Other PLEASE WRITE IN	*
	Don't know	8%

Q26. **What, if anything would encourage you to contact the council online in the future?**

More information about what online services are available	12%
More information about what the online services can be used for/their purpose	7%
Make them easier to find	7%
Make them easier to use	13%
Reassurance about online data privacy/security	1%
Make them interesting/relevant to me	2%
Assurance that someone would respond to my questions/queries	5%
If I had access to a computer/device	1%
If I had access to better/faster/cheaper internet	*
Nothing – I would not contact the council online	36%
Don't know	14%

Base: 568 (All who have not used any council online service, and who have internet access)

Q27. **Do you follow the Council on social media, such as Twitter or Facebook?**

Yes	16%
No	83%
Don't know/Cannot remember	1%

Base: 925 (All who have access to the internet)

Q28. SHOWCARD U (R) **What is your main reason for not following the Council on social media?**

A I do not use social media	20%
B I am not interested in the Council's social media	51%
C I did not know the Council was on social media	19%
Other (PLEASE SPECIFY)	1%
Don't know	3%

Base: 768 (All who do not follow the council on social media)

WORK PLACE PARKING

Moving on to a different topic…

Q29. SHOWCARD V **Looking at this card, which option best describes your current situation? Just read out the letter that applies**
SINGLE CODE

	Working	
A	Full time (30+ hrs)	37%
B	Part time (9-29 hrs)	11%
	Not working	
C	Unemployed	8%
D	Retired	20%
E	Looking after house / children	4%
F	Disabled	3%
G	Have long term illness	5%
H	Student	11%
	Other (PLEASE SPECIFY)	1%
	Refused	-

Q30. SHOWCARD W **Which of the following best describes the location of the place where you work most of the time?**

A At or from home	7%
B In premises within Glasgow city centre	32%
C In premises outwith the city centre, but within the city boundary	27%
D In premises based at various locations within the city boundary	8%
E In premises outwith the city boundary	17%
F Driving or travelling, with no fixed premises	6%
Other (PLEASE SPECIFY)	1%
Don't know	-

Base: All in employment (506)

Q31. **In a typical working week, does any part of your journey to and from work involve travelling by car or van?**

Yes	44%
No	56%
Don't know	-

Base: All in employment in Glasgow and not working from home or on the road (340)

Q32. **And when travelling to and from work by car or van, do you typically drive yourself or do you get a lift from someone else?**

Drive myself	83%
Get a lift with someone else	10%
A mix of both of these	7%
Don't know	-

Base: All who work in Glasgow and travel to work by car or van (150)

Q33. **Thinking about the place where you work most of the time, does your employer provide free onsite parking for staff?**

Yes	62%
No	35%
Don't know	2%

Base: All who work in Glasgow and travel to work by car or van (150)

Q34. SHOWCARD X **Where do you park when travelling to work by car or van?**

A Free on street parking	59%
B Paid on street parking	11%
C Park and ride	3%
D Private car park	20%
Other (PLEASE SPECIFY)	5%
Don't know	2%

Base: All who do no have free onsite parking at work (55)

HATE CRIME AND HARASSMENT

These next questions are being asked of everyone to see how common these issues are, and the topics may or may not be relevant to you personally.

Q35 SHOWCARD Y (R) **How worried, if at all, are you personally about being insulted, pestered or intimidated on the basis of:**

RANDOMISE ORDER

	Very worried	Fairly worried	Not very worried	Not at all worried	Don't know	Refused
Your ethnic origin or race	3%	3%	8%	85%	1%	*
Your religion	2%	5%	8%	84%	1%	*
Sectarianism	3%	7%	11%	78%	1%	*
Your sexual orientation	1%	2%	7%	89%	1%	*
Your gender	2%	5%	10%	82%	1%	*
Your trans status, including non-binary identities	1%	1%	4%	90%	4%	*
A disability/condition you have (including learning disability or mental health condition)	2%	4%	6%	86%	1%	*
Your age	1%	3%	9%	86%	1%	*

Q36 **In the last 12 months have you been insulted, pestered or intimidated in any way by anybody who is not a member or your household, either in person or by some other means (such as in writing or through electronic communications). I do not mean contact from individuals trying to sell you things or such like.**

Yes, in person	13%
Yes, by some other means	2%
No	85%
Don't know	1%
Refused	*

Q37 **Thinking about the occasions when you were insulted, pestered or intimidated in the last 12 months, were any of these incidents motivated by…**
RANDOMISE ORDER

	Yes	No	Don't know/ can't remember	Refused
Your ethnic origin or race	22%	72%	4%	3%
Your religion	13%	80%	4%	3%
Sectarianism	15%	75%	7%	3%
Your sexual orientation	9%	83%	5%	3%
Your gender	22%	71%	6%	1%
Your trans status, including non-binary identities	2%	90%	6%	3%
A disability/condition you have (including learning disability or mental health condition)	13%	79%	5%	3%
Your age	7%	84%	6%	3%

Base: All who have insulted, pestered or intimidated in the last 12 months (155)

Q38 SHOWCARD Z (R)
Thinking about the most recent incident, where did the incident it take place?

SINGLE CODE

A	In your own home	3%
B	Directly outside your own home	9%
C	In your local neighbourhood	20%
D	At your place of work	7%
E	At a sporting event	4%
F	At a march or parade	-
G	In or around your place of worship	-
H	On public transport (PLEASE SPECIFY)	8%
I	In or around a pub/bar or other licenced premise.	10%
	Other WRITE IN	10%
	Don't know/cant remember	1%
	Refused	-

Base: All who have insulted, pestered or intimidated in the last 12 months (155)

Q39 SHOWCARD AA **Thinking about the most recent incident, did it involve any of the following? Just read out the letter that apply.**

MULTICODE

A	Verbal abuse directed towards you	64%
B	Threats of physical violence directed towards you	12%
C	Something being thrown at you	4%
D	Being pushed	1%
E	Being obstructed	4%
F	Other forms of physical violence toward you	2%
G	Vandalism to your property	2%
H	You being stalked by someone	2%
I	Other	5%
	Don't know/Cannot remember	1%

Base: All who have insulted, pestered or intimidated in the last 12 months (155)

Q40 **And still thinking about the most recent incident, did you report the incident to….**

The Police	17%
Somewhere else	4%
Or did you not report it	76%
Don't know/can't remember	2%
Refused	-

Base: All who have insulted, pestered or intimidated in the last 12 months (155)

Q41 **Were you aware that if you are insulted, pestered or intimidated in any of the ways I have mentioned, you can report it to the police through…**

	Yes, aware	No, not aware	Don't know
The Police Scotland website	61%	38%	1%
A Third Party Reporting Centre	23%	75%	1%

DEMOGRAPHICS

QA SHOWCARD AB **How would you describe your gender identity ?**
SINGLE CODE

A	Male	48%
B	Female	52%
C	In another way	*

QAGE

16-24	16%
25-34	23%
35-44	16%
45-54	16%
55-59	5%
60-64	6%
65-74	10%
75+	7%

QC Respondent is…
SINGLE CODE

Chief income earner	76%
Not chief income earner	24%
Refused	*

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

1	36%
2	46%
3	11%
4	5%
5+	2%

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

None aged 60 and over	74%
Aged 60-74	18%
Aged over 75	8%
Refused	*

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

1	14%
2	10%
3	3%
4	*
5+	*

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

WHITE	91%
Scottish	66%
British	13%
Irish	1%
Any other white background	10%
MIXED	1%
ASIAN, ASIAN SCOTTISH, OR ASIAN BRITISH	4%
Indian	1%
Pakistani	1%
Bangladeshi	-
Any other Asian background	2%
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%

QH SHOWCARD AD **For each of the languages I am going to read out, please look at this card and tell me which of these you can do.**

	English	Scottish Gaelic	Scots
A Understand	50%	4%	36%
B Speak	50%	3%	19%
C Read	49%	2%	18%
D Write	49%	1%	11%
All of these	49%	1%	14%
None of these	1%	94%	47%

QI **At home do you use British Sign Language, or any other language other than English?**

Yes – British Sign Language	3%
Yes – Other	3%
No	95%
Don't know	-

QJ **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/refused	1%

QK SHOWCARD AE (R) **Which of these best describes the ownership of your home? Please read out the letter that applies.**

A	Owned outright (including leasehold)	23%
B	Buying on mortgage	23%
C	Rented from private landlord	17%
D	Rented from Glasgow Housing Association (Ex-council)	20%
E	Rented from other housing association	16%
F	Shared ownership with housing association/housing co-operative shared ownership	*
	Other	*
	Don't know	1%
	Refused	*

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

1 car or light van	42%
2 cars/light vans	11%
3+ cars/light vans	2%
None	43%
Refused/don't know	*

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

Up to one year	4%
Over one year, up to five years	18%
Over five years, up to 20 years	19%
Over 20 years	59%
Don't know/can't remember	*
Refused	*

QN **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	23%
Yes, other household member	7%
No	72%
Refused/don't know	-

QO SHOWCARD AF What type(s) of disability do you have?

A	Visual	8%
B	Hearing	6%
C	Learning disability	4%
D	Mobility – Wheelchair user	4%
E	Other mobility impairment	32%
F	Other physical impairment	25%
G	Mental health problem	30%
H	Long term illness	35%
I	Other degenerative condition	12%
	Refused	1%

QO SHOWCARD AF **What type(s) of disability do you have?**

A	Visual	8%
B	Hearing	6%
C	Learning disability	4%
D	Mobility – Wheelchair user	4%
E	Other mobility impairment	32%
F	Other physical impairment	25%
G	Mental health problem	30%
H	Long term illness	35%
I	Other degenerative condition	12%
	Refused	1%

QP SHOWCARD AF AGAIN **What type(s) of disability do other household members have?**

A	Visual	12%
B	Hearing	13%
C	Learning disability	19%
D	Mobility – Wheelchair user	13%
E	Other mobility impairment	33%
F	Other physical impairment	22%
G	Mental health problem	16%
H	Long term illness	32%
I	Other degenerative condition	17%
	Refused	3%

QQ SHOWCARD AG **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	25%
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.	15%
D	HND, HNC, RSA Higher Diploma, SVQ level 4 or 5, or equivalent.	11%
E	First degree, higher degree, professional qualification.	37%
	Don’t Know	2%
	Refused	*

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

Bank Account	84%
Building Society Account	10%
Credit Union Account	9%
Post Office Account	4%
Other, please type in	1%
None of these	1%
Prefer not to say	10%
Don’t know	1%

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

No religion	45%
Church of Scotland	17%
Roman Catholic	19%
Other Christian, please type in	4%
Buddhist	*
Hindu	1%
Jewish	*
Muslim	4%
Pagan	*
Sikh	*
Another religion, please type in	1%
Prefer not to say	9%

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

Heterosexual/straight	85%
Gay/lesbian	3%
Bisexual	3%
Other	1%
Prefer not to say	9%

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

Per Year	
Less that £5,200	6%
£5,200 to £15,599	23%
£15,600 to £25,999	11%
£26,00 or ,more	28%
Refused	32%

Ciaran Mulholland
Associate Director
ciaran.mulholland@ipsos.com

For more information

Ipsos MORI Scotland
4 Wemyss Place
Edinburgh
EH3 6DH

t: +44 (0)131 220 5699
f: +44 (0)131 220 6449

www.ipsos-mori.com
http://twitter.com/IpsosMORIScot

About Ipsos MORI Scotland

Ipsos MORI Scotland provides research focused on the distinct needs of policymakers and businesses in Scotland. We offer the full range of qualitative and quantitative research methodologies and have a detailed understanding of specific sectors in Scotland, their policy challenges and their research needs. The variety of research we conduct gives us a unique insight into many aspects of life in Scotland.