

Glasgow Household Survey

Spring 2011

May 2011

Contents

	Executive Summary	
1	Introduction.....	1
2	The Commonwealth Games	3
3	Local services	8
4	Information on the Council	24
5	Support finding employment	32
	Appendix A: Normative data	35
	Appendix B: Topline results.....	39

Summary of findings

This report contains the findings of the spring 2011 wave of the Glasgow Household Survey, conducted by Ipsos MORI on behalf of Glasgow City Council.

Ipsos MORI interviewed a representative quota sample of 1,009 Glasgow residents (aged 16 and over) between 12th March and 26th April 2011. All interviews were conducted face-to-face in residents' homes using Computer Assisted Personal Interviewing (CAPI).

Key findings

The Commonwealth Games

Attitudes towards the Commonwealth Games were generally positive: half of respondents anticipated that Glasgow hosting the event would have a positive impact on them and their families, and a similar proportion felt it would have a positive impact on their local area. A higher proportion – 85% – anticipated that it would have a positive impact on the city as a whole.

Around three in five (58%) respondents were able to cite improvements being made to the city in preparation for the Games, with almost half of them mentioning the completion of the East End regeneration route, and just over a quarter mentioning the development of the National Indoor Sports Area/ Velodrome (27%) and the Creation of the Athlete's Village (26%). Eighteen per cent mentioned the upgrading of the M74. Other developments underway were mentioned comparatively infrequently.

Around a quarter (24%) of respondents had concerns about Glasgow hosting the Games, with their main concerns centring around the cost and affordability of the event.

Satisfaction with local services

In total, 63% of respondents were satisfied overall with the services provided by Glasgow City Council and its partners, while 21% were dissatisfied.

In terms of individual services, the highest levels of satisfaction were recorded for culture and leisure services, including: museums and galleries (95% of those who use these services were 'very' or 'fairly satisfied' with them); libraries (90%); sports and leisure centres (90%); and parks (87%). Satisfaction with nursery, primary and secondary schools was also relatively high (at 85%, 87% and 84% respectively).

Lower levels of satisfaction were recorded for most of the Council's universal services: only around half (55%) of respondents were satisfied with street cleaning, only a third (33%) were satisfied with pavement maintenance and only 9% with road maintenance.

Perceptions of social work services

Despite the fact that only 8% of respondents had used social work services, most were able to name (unprompted) specific social work services when invited to do so. The most commonly mentioned services were those relating to care and assistance for the elderly (40%), the care of children (40%), and tackling the abuse or neglect of children (27%).

Overall opinion on social work services in Glasgow was mixed: around a quarter (23%) of respondents held positive impressions of this area of provision, while a similar proportion held negative impressions (28% felt unable to express an opinion). Meanwhile, views were less favourable among *users* of social work services, with a majority (55%) of this group saying that their impressions of social work were negative.

Asked which sources of information have been important in shaping their general impressions of social work services, respondents most commonly mentioned television news and current affairs programmes (37%), word of mouth and personal experience or contact (each mentioned by 33%).

Dog fouling

Over three-quarters (77%) of respondents agreed that people should be encouraged to report dog owners who do not clean up after their dog. At the same time, however, fewer than half (43%) said that they would personally report owners whom they saw not cleaning up after their dog.

Attitudes towards potential measures to address dog fouling were somewhat mixed. While the majority of respondents (62%) agreed that CCTV should be used in areas where dog fouling is a problem, around a third (31%) disagreed. Similarly, when asked how likely they would be to report dog fouling if they could do so anonymously, over half (56%) of respondents said they would be very or fairly likely to do so, while 36% said they would be very or fairly unlikely to report dog fouling.

Information on the Council

Respondents' main sources of information on the Council were materials disseminated by the Council itself. Specifically, council leaflets distributed to residents' homes was the most common source of information (mentioned by 47%), followed by the 'Glasgow' magazine (40%) and the Council website (25%). Around two in five respondents considered media coverage of the Council to be neutral (43% for newspaper coverage and 45% for television and radio coverage). At the same time, around one in five considered it to be positive (21% for newspapers and 22% for television and radio) and a similar proportion considered it negative (20% for both).

Almost three-quarters (73%) of respondents have some form of internet access at home. Of this group, over half (58%) had visited the Council website.

Respondents' main reasons for accessing the Council website were to find information about: schools (20%); job vacancies at the Council (16%); refuse collection or environmental issues (14%); other services (11%); and Council Tax (10%).

Support finding employment

The majority of respondents (92%) of working age were able to name at least one organisation which provides support with finding employment. Job Centre Plus was the most commonly mentioned organisation (49%), followed by local regeneration agencies (13%).

Asked about the types of support they would most need help with if they were looking for additional or new employment, around half (47%) mentioned help with finding job opportunities, and around a third mentioned help with preparing a CV (34%) and interview techniques (30%). Fewer than one in five (19%) mentioned help with completing an application form.

1 Introduction

This report contains the findings of the spring 2011 wave of the Glasgow Household Survey, conducted by Ipsos MORI on behalf of Glasgow City Council. The Survey has been run biannually since 1999¹ and measures city residents' use and perceptions of services provided by the Council and its partners, as well as attitudes towards aspects of life in the city.

The specific topics covered in the spring 2011 wave of the survey were:

- The 2014 Commonwealth Games
- Use of, and satisfaction with, local services
- Libraries
- Social work
- Dog fouling
- Sources of information on the Council
- Support finding employment

1.1 Methodology

Ipsos MORI interviewed a representative quota sample of 1,009 Glasgow residents (aged 16 and over) between 12th March and 26th April 2011. The sample was stratified by Community Planning Areas (CPA) – with CPAs defined by postcode – to allow for a more robust analysis at the area level. Ten sampling points were selected within each of the ten CPAs.

All interviews were conducted face-to-face in residents' homes using Computer Assisted Personal Interviewing (CAPI).

The data have been weighted by age and gender, using 2009 ONS mid year estimates, and by Community Planning Area.

¹ The 1999 to spring 2007 waves of the survey were conducted by Ipsos MORI, and the autumn 2007 to autumn 2010 waves by MRUK.

1.2 Comparative Data

Where appropriate, the report includes comparisons with earlier surveys of residents in the city, and with surveys Ipsos MORI has conducted for other local authorities in recent years (taken from the Ipsos MORI local government normative database). The latter comparisons come mainly from English authorities (robust survey research among residents remains relatively uncommon in Scotland) and we have focused on surveys conducted in larger, urban and metropolitan authorities, where some of the issues faced by Glasgow are also found. We have only included surveys conducted recently and using the same methods as those employed in the Glasgow survey.

These comparisons are intended to provide some context in which to place findings for Glasgow and to aid in the interpretation of results. However, the normative data is by no means exhaustive and is not intended to provide a league table. The normative data are the copyright of Ipsos MORI and should not be released to any third party without the written permission of Ipsos MORI.

1.3 Presentation and interpretation of the data

The survey findings represent the views of a sample of residents, and not the entire population of Glasgow, so they are subject to sampling tolerances, meaning that not all differences will be statistically significant. Throughout the report, differences between sub-groups are commented upon only where these are statistically significant i.e. where we can be 95% certain that they have not occurred by chance.

Where percentages do not sum to 100%, this may be due to computer rounding, the exclusion of 'don't know' categories or multiple answers. Throughout the report, an asterisk (*) denotes any value of less than half a percent.

2 The Commonwealth Games

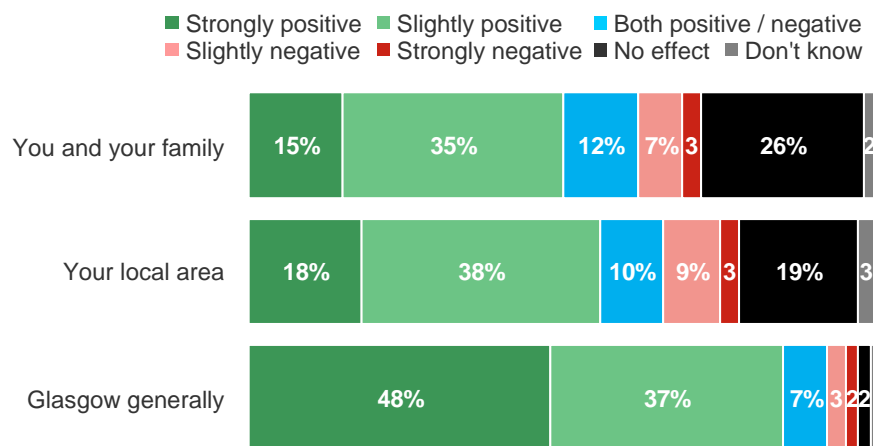
Glasgow has been chosen as the host city for the 2014 Commonwealth Games. Respondents were asked a series of questions to gauge their attitudes towards Glasgow hosting the event and their awareness of related preparations underway in the city.

2.1 Impact of Glasgow hosting the Games

As figure 2.1 show, attitudes towards the Games were generally positive: half of respondents anticipated that Glasgow hosting the event would have a positive impact on them and their families, and a similar proportion felt it would have a positive impact on their local area. A higher proportion – 85% – anticipated that it would have a positive impact on the city as a *whole*.

Figure 2.1: Impact of Glasgow hosting the Games

Q. Do you think Glasgow hosting the Commonwealth Games in 2014 will have a positive or negative effect on...?



Base: All respondents (1,009)

Source: Ipsos MORI

In most respects these figures are in line with comparable results from the autumn 2008 wave of the Household Survey (the last occasion on which the questions were asked), but the proportion of residents saying that the Games will have a positive impact on their local area has declined by ten percentage points (from 66% to 56%).

There is some notable age-based variation in the latest results: younger respondents aged 16 to 34 years were more likely than other age groups to feel that Glasgow hosting the Games will have a positive impact on them and their family (59% of people

aged 16 to 24 years and 57% of those aged 25 to 34 years, compared to, for example, 47% of people aged 35 to 54 years). Those aged 16 to 34 years were also more likely than other age groups to anticipate benefits for their local area (69% compared to, for example, 55% of those aged 35 to 54 years).

There was further variation by social class: ABC1 respondents were more likely than C2DEs to feel that the Games will impact positively on them and their family (59% versus 44%), their local area (65% versus 50%) and the city as a whole (91% versus 81% respectively).

Analysis by CPA area reveals that residents of Baillieston, Shettleston & Greater Easterhouse; East Centre & Calton; and Central & West were more likely than those in other parts of the city to feel that the Games will have a positive impact on their local area (table 2.1). In the case of the first two CPAs, this is likely to reflect their proximity to the Athletes' Village, currently under development. The more positive views in Central & West, meanwhile, may reflect the development of other facilities in that area; for example, the upgrading of Kelvingrove bowling greens.

Table 2.1: Impact of Glasgow hosting the Games on local areas, by CPA

CPA Area (<i>Bases in parenthesis</i>)	% saying Games will have positive impact on their local area
<i>All areas</i>	56
East Centre & Calton (100)	75
Baillieston, Shettleston & Greater Easterhouse (100)	69
Central & West (103)	68
Pollokshields & Southside Central (100)	59
Langside & Linn (102)	51
North East (99)	50
West (102)	49
Govan & Craigton (102)	45
Greater Pollok, Newlands & Audburn (102)	45
Maryhill, Kelvin & Central (99)	42

2.2 Priorities for getting maximum benefit from the games

Respondents were presented with a list of possible priorities for ensuring Glasgow gets as much benefit as possible from the Games, then asked to pick their first, second, third and lowest priorities from the list (see table 2.2).

As in the autumn 2008 survey, improving the image of Glasgow and providing access to employment opportunities associated with the Games emerged as the top priorities, followed closely by better housing and regeneration, reducing crime levels and bringing as much money as possible into the city. No other priority was mentioned by more than one in ten respondents as a first, second or third priority.

Table 2.2: Priorities for getting maximum benefit from the Games

	1st priority	2nd priority	3rd priority	lowest priority
	%	%	%	%
Improving the image of Glasgow	19	11	10	3
Providing access to employment opportunities associated with the Commonwealth Games	15	9	7	2
Better housing and regeneration	11	12	10	3
Reducing crime levels	10	7	9	11
Bringing in as much money as possible to the city	8	10	10	3
Improving sports facilities	6	7	9	3
Improving public transport	6	8	6	7
Helping to improve the overall health of Glasgow residents	5	9	8	4
Increasing pride/feel good factor amongst Glaswegians	4	6	7	6
Helping to improve the activity levels of Glasgow residents	3	4	4	4
Investing in Scottish athletes	3	3	4	6
Improving community safety	3	5	5	3
Staging more cultural and sporting events	2	3	4	13
Providing access to volunteering opportunities associated with the Commonwealth Games	1	2	2	8

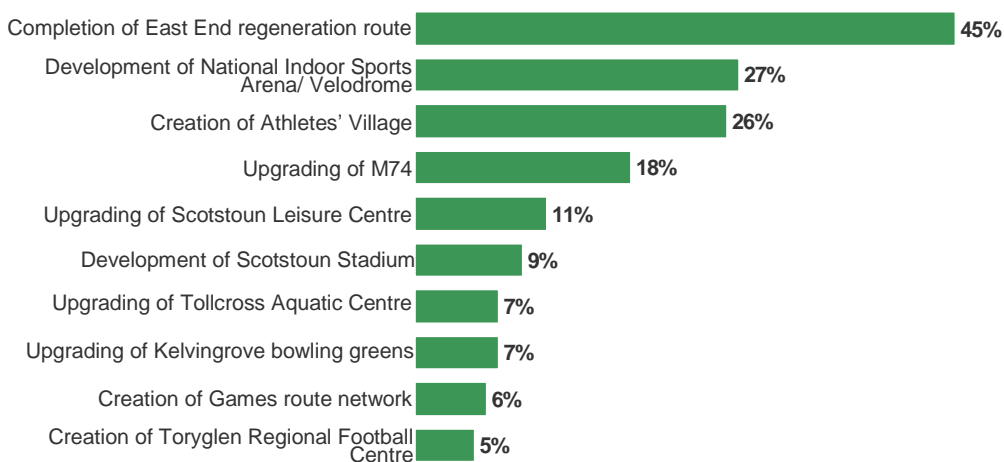
Base: 1,009

Again, there were some area based differences in the results: residents of Govan & Craigton were more likely than average to select as their first priority improving the image of Glasgow (32%) and better housing and regeneration (19%). Residents in the West were more likely than average to select improving sports facilities (13%) and those in Pollokshields & Southside Central were more likely to mention reducing crime levels (19%).

2.3 Awareness of improvements being made to the city

Around three in five (58%) respondents said they were aware of improvements being made to the city in preparation for the Games. Asked to specify what these improvements are, almost half mentioned the completion of the East End regeneration route, while just over a quarter mentioned the development of the National Indoor Sports Area/Velodrome (27%) and the Creation of the Athletes' Village (26%). Eighteen per cent mentioned the upgrading of the M74. Other developments underway were mentioned by fewer respondents, as figure 2.2 illustrates.

Figure 2.2: Awareness of improvements being made to city – top 10 responses



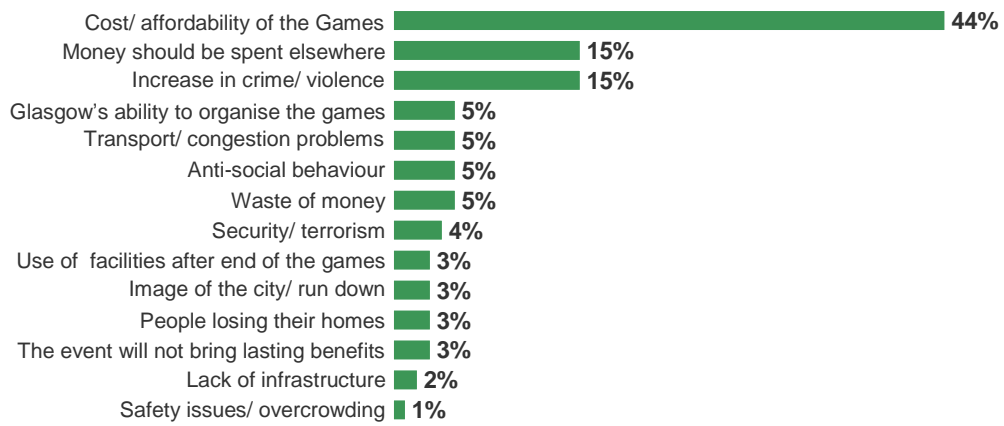
Base: All who are aware of improvements being made for the Commonwealth Games (584)

Source: Ipsos MORI

Asked whether they had any concerns about Glasgow hosting the Games, around a quarter (24%) of respondents said that they did. As figure 2.3 shows, their (unprompted) concerns centred mainly around the cost and affordability of the event, and a possible increase in crime and anti-social behaviour.

Figure 2.3: Concerns about Glasgow hosting the Games

Q. What concerns do you have about Glasgow hosting the Games?



Base: All who have concerns about Glasgow hosting the Commonwealth Games (246)

Source: Ipsos MORI

3 Local services

This section considers use of, and satisfaction with, services provided by the Council and its partners. The results are compared with findings from earlier waves of the survey, and from studies Ipsos MORI has recently conducted for other local authorities.

3.1 Use of services provided by the Council and its partners

Parks emerged as the most commonly used non-universal service, with around two in five respondents saying that they or another member of their household had used a park in the last year. Culture and leisure services: namely, libraries, museums, galleries and sports centres, were the next commonly used services, followed by children's play parks, schools and social care services.

Use of all non-universal services has increased significantly since the last wave of the survey (September 2010). Some of the differences may reflect seasonal effects; for example, people generally use parks and other outdoor leisure facilities less often during autumn and winter months than during spring and summer months. (table 3.1).

Table 3.1: Use of services provided by the Council/ its partners

	Spring '07	Autumn 07	April '08	Sep '08	April '09	Oct '09	April '10	Sep '10	April '11
	%	%	%	%	%	%	%	%	%
Parks	67	37	55	49	46	39	39	28	58
Sports centres	48	33	33	35	26	29	26	35	46
Museums & galleries	55	28	38	37	20	33	24	25	44
Libraries	54	36	39	48	37	39	37	36	43
Children's play parks	25	12	16	19	10	10	11	11	21
Primary schools	20	15	14	16	11	12	10	13	17
Secondary schools	16	7	7	11	6	6	6	7	13
Community centres	13	9	5	7	3	6	3	4	10
Social work services	13	6	5	10	3	4	3	3	8
Nursery schools	11	7	6	10	5	6	7	9	9
Home help service	5	4	3	4	2	2	2	1	4
<i>Base:</i>	<i>1,007</i>	<i>1,020</i>	<i>1,010</i>	<i>1,002</i>	<i>1,010</i>	<i>1,010</i>	<i>1,000</i>	<i>1,002</i>	<i>1,009</i>

3.2 Satisfaction with Council Services

In total, 63% of respondents were satisfied overall with the services provided by Glasgow City Council and its partners, while 21% were dissatisfied. As table 3.2 shows, these results represent a significant negative shift in perceptions since the last wave of the survey, when 79% were satisfied and 8% were dissatisfied. In part, this shift is likely to reflect declining satisfaction with *individual* council services, especially universal services, discussed more fully below.

Table 3.2: Overall satisfaction with services provided by the Council/ its partners

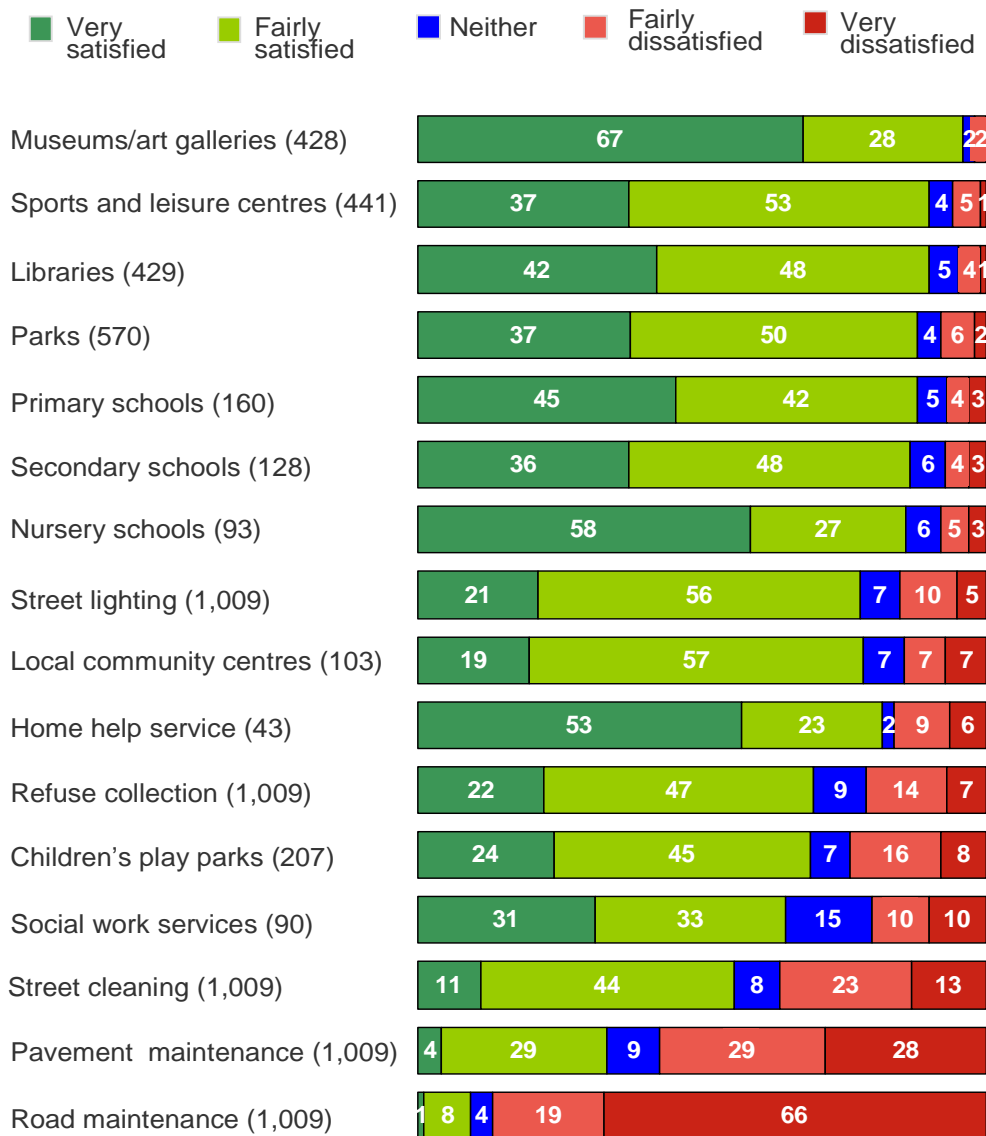
	Autumn 07	April '08	Sep '08	April '09	Oct '09	April '10	Sep '10	April '11
	%	%	%	%	%	%	%	%
Very satisfied	23	10	15	21	27	18	27	9
Fairly satisfied	57	53	61	60	56	61	52	54
Neither satisfied nor dissatisfied	16	22	9	11	11	11	13	15
Fairly dissatisfied	2	7	8	6	3	7	5	14
Very dissatisfied	1	4	4	2	2	2	3	7
Don't know	2	4	2	2	*	1	1	1
Satisfied	80	63	76	81	83	79	79	63
Dissatisfied	3	11	12	8	5	9	8	21
<i>Base:</i>	1,020	1,010	1,002	1,010	1,010	1,000	1,002	1,009

While overall opinion on local services was for the most part consistent across the city's 10 CPAs, a higher than average proportion of residents in Central & West expressed satisfaction (76%), while a higher than average proportion of residents in Govan & Craigton expressed *dissatisfaction* (57%).

Figure 3.1, overleaf, summarises levels of satisfaction with *individual* services provided by the Council and its partners.

Figure 3.1: satisfaction with individual services provided by the Council/partners

Q. I'd like you to tell me how satisfied or dissatisfied you are with the quality of each in your area?



Base: All users

As in previous waves of the survey, the highest levels of satisfaction were recorded for culture and leisure services, including: museums and galleries (95% of those who use these services were 'very' or 'fairly satisfied' with them); libraries (90%); sports and leisure centres (90%); and parks (87%). Satisfaction with nursery, primary and secondary schools was also relatively high (at 85%, 87% and 84% respectively).

Considerably lower levels of satisfaction were recorded for most of the Council's universal services: only around half of respondents were satisfied with street cleaning,

only a third were satisfied with pavement maintenance and only 9% with road maintenance.

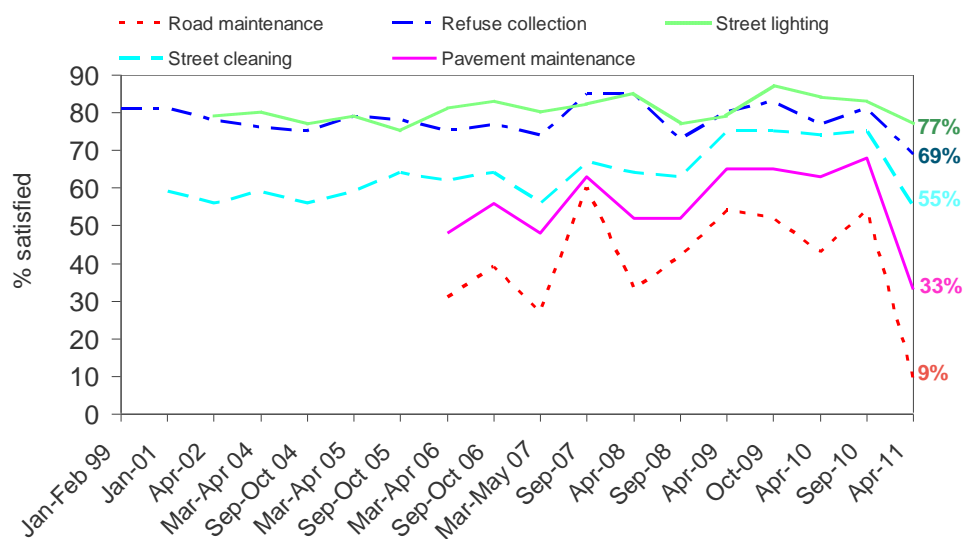
The remainder of this chapter explores perceptions of individual services in more detail.

3.3 Universal services

As has been the case in successive waves of the Household Survey, street lighting emerged as the most positively regarded universal service (77% of respondents were 'very' or 'fairly satisfied' with it), closely followed by refuse collection (69%). Levels of satisfaction with street cleaning, pavement maintenance and road maintenance were, as already mentioned, considerably lower; indeed, a majority of respondents expressed dissatisfaction with the latter two services (57% and 85% respectively).

As figure 3.2 illustrates, levels of satisfaction with *all* universal services have decreased since the last wave of the survey. The precise scale of the decreases stand at: 45 percentage points for road maintenance; 35 percentage points for pavement maintenance; 10 percentage points for each of refuse collection and street cleaning; and 6 for street lighting. Although satisfaction with universal services has fluctuated over time, the current figures are the lowest recorded since the survey's inception in 1999. The figures are also well below comparable results from surveys Ipsos MORI has undertaken for other city authorities in recent years (see tables A1 to A5 in Appendix A).

Figure 3.2: Trends in satisfaction with universal services



Base: All respondents (Jan-Feb '99: 1,336; Jan '01: 1,299; Apr '02: 757; Mar-Apr '04: 1,056; Sep-Oct '04: 1,023; Mar-Apr '05: 1,043; Sep-Oct '05: 1,028; Mar-Apr '05: 1,011; Sep-Oct '06: 1,013; Mar-May '07: 1,007; Sep '07: 1,020; Apr '08: 1,010; Sep '08: 1,002; Apr '09: 1,010; Oct '09: 1,010; Apr '10: 1,000; Oct '10: 1,002; Apr '11: 1,009)

Perceptions of universal services varied by CPA area. Most notably:

- dissatisfaction with **road maintenance** was higher than average in Govan & Craighton and Greater Pollok, Newlands & Auldburn (96% and 94% respectively compared with an average of 85%)
- dissatisfaction with **pavement maintenance** was higher than average in Govan & Craighton (77% compared with 56%)
- dissatisfaction with **street cleaning** was higher than average in Govan & Craighton (59% compared with 36%) and Pollokshields & Southside Central (48% compared with 36%), but lower than average in Baillieston, Shettleston & Greater Easterhouse (25% compared with 36%) and Central & West (27% compared with 36%)
- dissatisfaction with **refuse collection** was higher than average in Govan & Craighton (45% compared with 21%) but lower than average in the North East (12% compared with 21%) and in Baillieston, Shettleston & Greater Easterhouse (9% compared with 21%)
- dissatisfaction with **street lighting** was higher than average in Govan and Craighton (28% compared with 15%) but lower than average in Baillieston, Shettleston & Greater Easterhouse (8% compared with 15%)

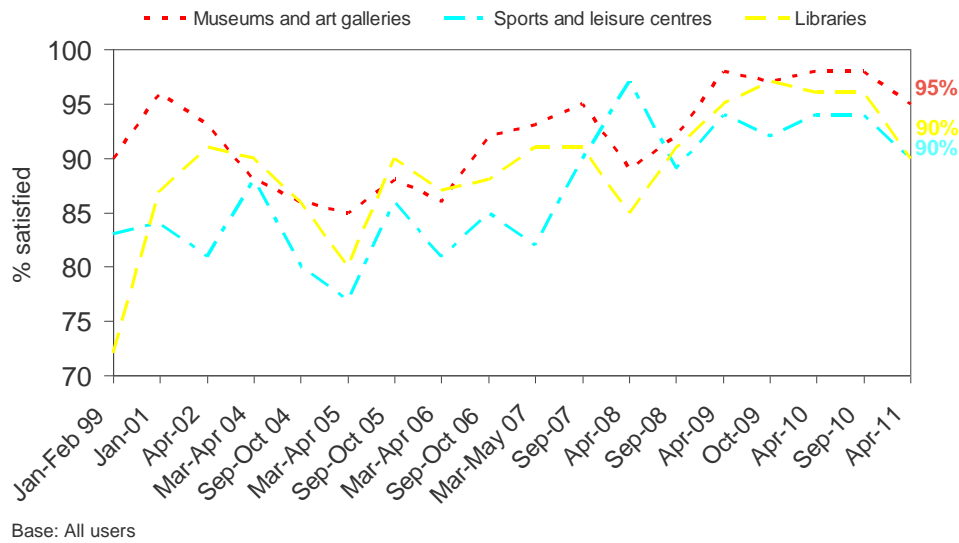
3.3.1 Non-universal services

Culture and leisure services

As already mentioned, perceptions of Glasgow's culture and leisure services are very positive, with at least nine in ten users of museums and galleries, libraries, and sports and leisure centres reporting satisfaction with these areas of provision.

Levels of satisfaction with these services have been remarkably stable over time and the latest results compare very favourably with those from similar local authority surveys Ipsos MORI has conducted recently (see tables A6 and A7 appendix A).

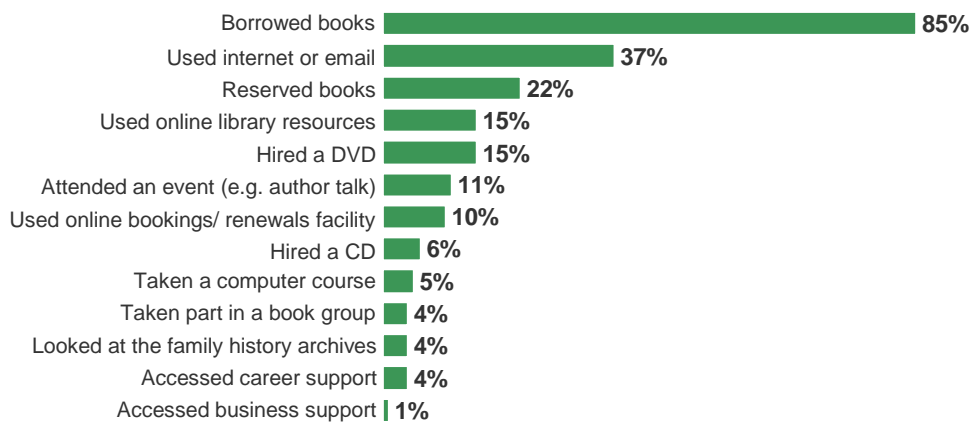
Figure 3.3: Trends in satisfaction with culture and leisure services



Library users were asked an additional question to gauge which specific library services and facilities they had benefitted from in the last year or so. A large majority had borrowed books, while just over a third had used internet or email and 22% had reserved books. Comparatively fewer respondents had made use of any other services and facilities, as figure 3.4 illustrates.

Figure 3.4: Use of library services and facilities

Q. Which of these things have you done in libraries?



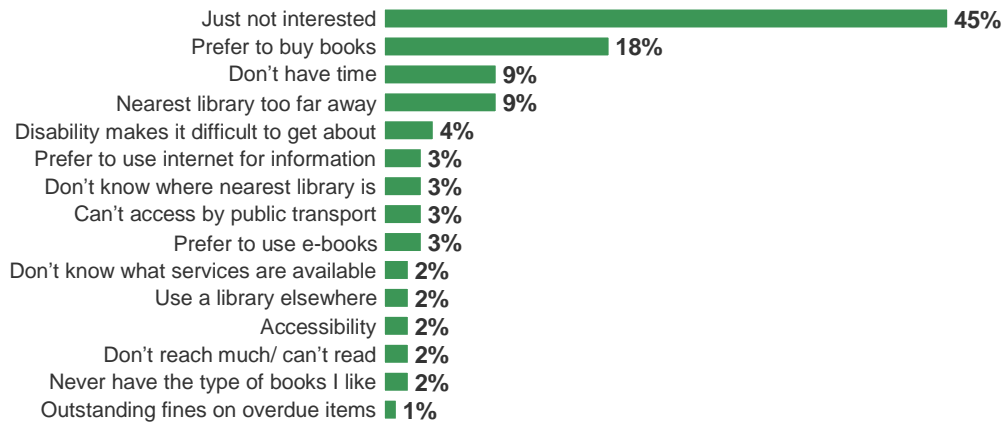
Base: All who said they/ their household have used libraries in the last year (429)

Source: Ipsos MORI

Respondents who had *not* used libraries in the last year or so were asked why this was the case. Almost half said that they just weren't interested in using libraries, while 18% said that they prefer to buy books. No other reason was cited by more than one in ten of those asked.

Figure 3.5: Reasons for non-usage of libraries

Q. What would you say are the main reasons you/ your household have not used libraries in the last year or so?



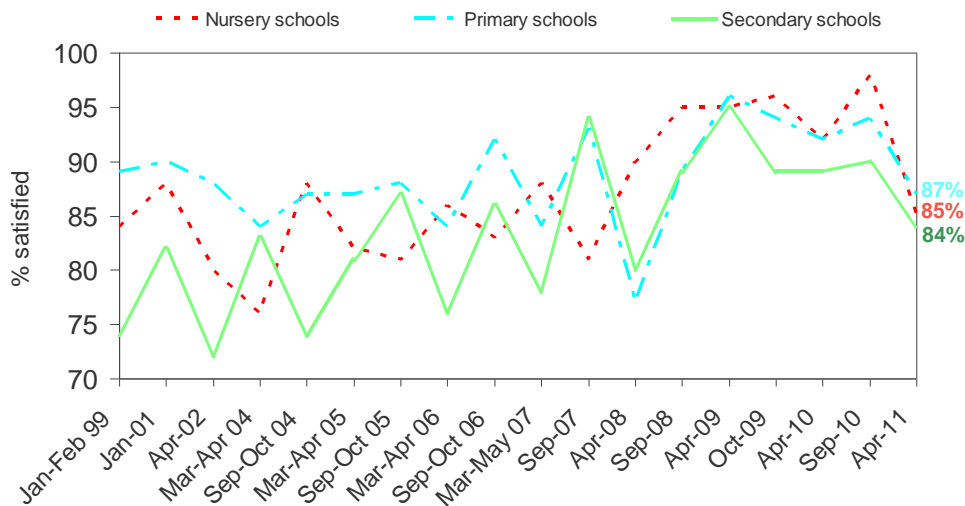
Base: All who said they/ their household have not used libraries in the last year (580)

Source: Ipsos MORI

Education services

While nursery, primary and secondary schools in Glasgow continue to be very well regarded, levels of satisfaction with these services have fallen a little since the last wave of the survey and are now more in line with those recorded two years ago.

Figure 3.6: Trends in satisfaction with education services



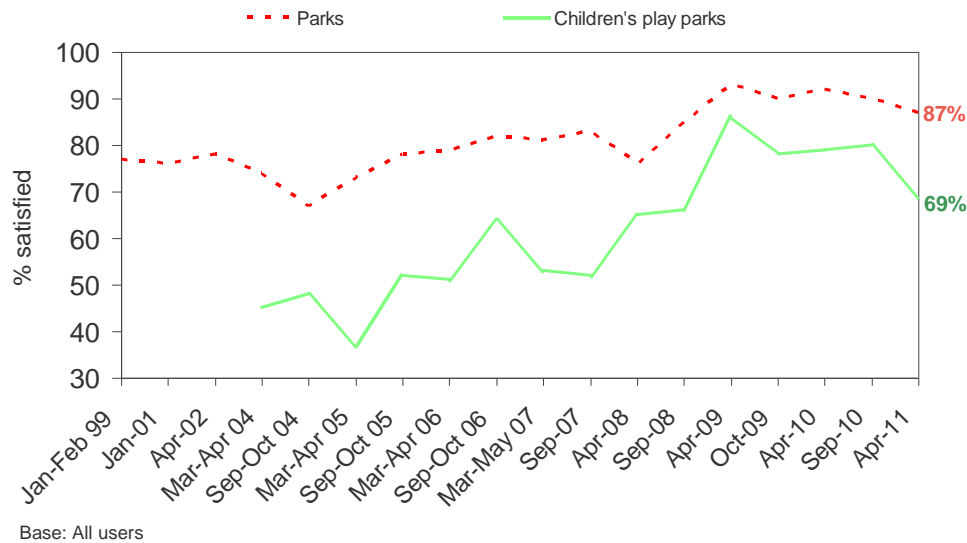
Base: All users

Still, the latest results compare very favourably with those achieved by other city authorities recently (see tables A8 to A10 in Appendix A).

Parks and children's play parks

Almost nine in ten users of parks expressed satisfaction with this area of provision; a continuation of the very positive trend established over previous waves of the survey. In contrast, satisfaction with play parks has declined by 11 percentage points, to 69%, with around a quarter of users now expressing dissatisfaction with this service (24%).

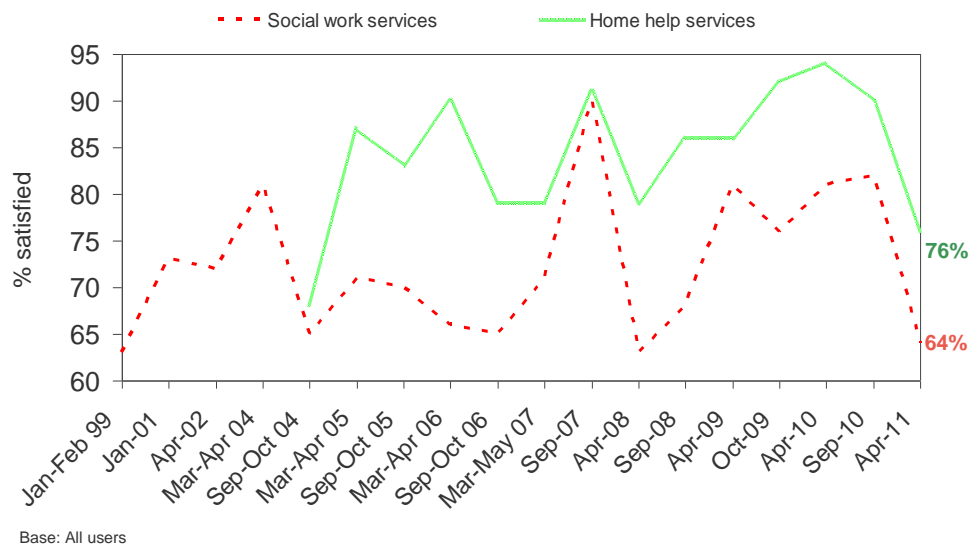
Figure 3.7: Trends in satisfaction with parks and children's play parks



Glasgow's satisfaction score for parks is very much in line with equivalent scores recorded by Ipsos MORI in other local authority surveys (See table A11 in Appendix A).

Social care services

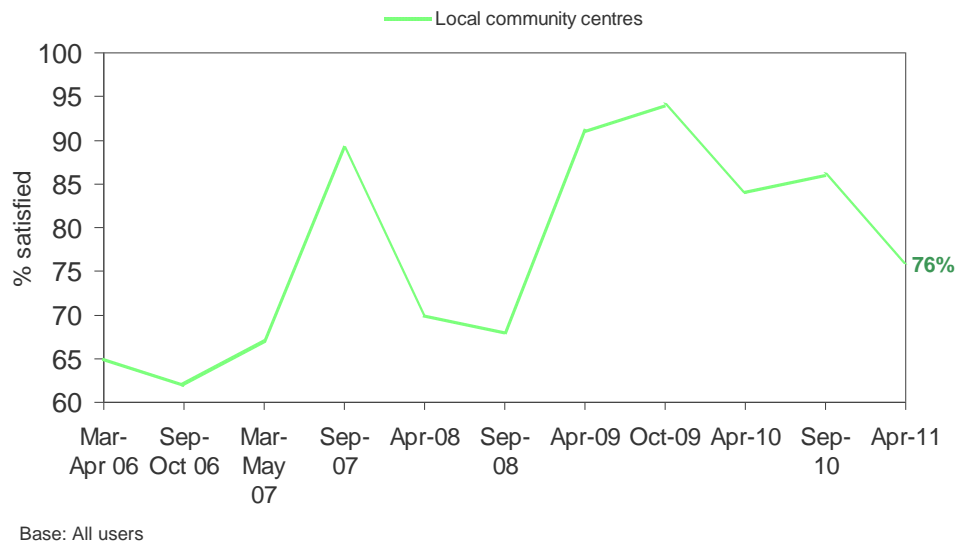
There has been some fluctuation over time in levels of satisfaction with social work services and, indeed, the current score is significantly lower than that recorded in the previous wave of the survey (64% compared with 82%). Satisfaction with the home help service is also down on the previous wave of the survey (from 90% to 76%). All of these figures should be treated as indicative rather than representative, however, as the base sizes involved are very small.

Figure 3.8: Trends in satisfaction with social care services

Ipsos MORI does not hold any recent normative data against which Glasgow's score for social work services can be benchmarked but the limited amount of data we hold for home help services suggests that Glasgow is a strong performer in this area of provision (see table A14 in Appendix A).

Community centres

Around three quarters of users of community centres are happy with this area of provision, which is broadly in line with the trend established over previous waves of the survey. As in the case of social work services, however, the base size for community centres is very small and so the data should be treated with caution.

Figure 3.9: Trends in satisfaction with community centres

Again, Ipsos MORI has no recent normative data for community centres.

3.4 Perceptions of social work

As well as examining levels of satisfaction with social work services among service users, the survey included a series of questions designed to explore in detail respondents' awareness and perceptions of social work. These questions were asked of all respondents to the survey.

3.4.1 Awareness of social work services

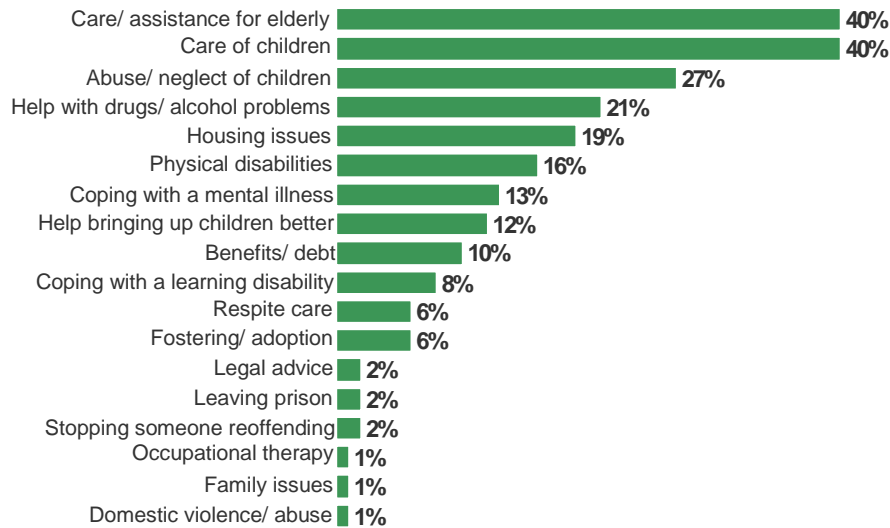
Despite the fact that only 8% of respondents had used social work services, most were able to name (unprompted) specific social work services when invited to do so (figure 3.10).

The most commonly mentioned services were those relating to care and assistance for the elderly (40%), the care of children (40%), and tackling the abuse or neglect of children (27%). These were followed by services for people requiring help with: housing issues (19%); physical disability (16%); mental illness (13%); bringing up children (12%); and benefits or debt (10%). Fewer than one in ten respondents mentioned other services, such as respite care (6%), help for people leaving prison (2%) and occupational therapy (1%).

These results are broadly consistent with findings from a 2005 Scottish Government survey² in which the same question was asked.

Figure 3.10: Awareness of social work services

Q. For what types of issues or problems do you think a person might receive help or advice from social work services?



Base: All respondents (1,009)

Source: Ipsos MORI

3.4.2 Perceptions of social work

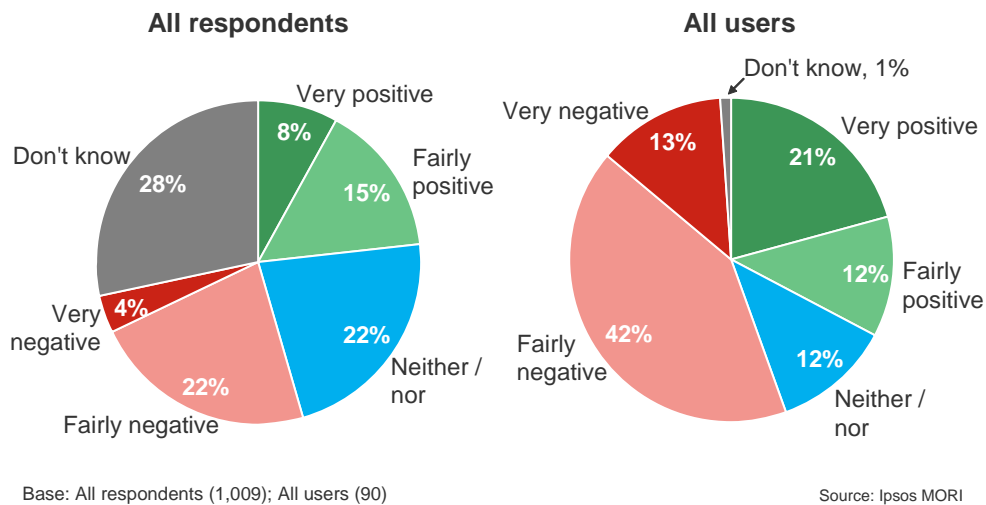
Overall opinion on social work services in Glasgow was fairly mixed. Around a quarter (23%) of respondents held positive impressions of this area of provision while a similar proportion (27%) held negative impressions. Meanwhile, 28% felt unable to express an opinion, which may partly reflect the fact that the majority of respondents had not used social work services and so lacked the knowledge to comment.

Focusing on the results for *users* of social work services, views were less favourable with a majority of users (55%) saying that their impressions of social work were negative (figure 3.11).

² Ipsos MORI (2005) *Public Knowledge of and Attitudes towards Social Work in Scotland*, Ipsos MORI: Edinburgh

Figure 3.11: General impressions of social work services in Glasgow

Q. How would you describe your general impression of social work services in Glasgow?



To explore perceptions further, respondents were presented with a list of attitudinal statements about social work and social workers and asked to what extent they agreed or disagreed with each. The results are summarised in table 3.3.

In several respects, respondents were fairly sympathetic towards social workers. Almost three in five agreed that the image of social workers has worsened in recent years (59%) and that social workers are often unfairly blamed when something goes wrong (56%). A majority (56%) also agreed that social workers are not as highly regarded as other professions working with the public and only 13% agreed that social work services are adequately staffed and funded.

Beyond these statements, views were more divided. Around one in five (22%) respondents agreed that social workers have too much power to interfere in people's lives, while 39% disagreed. Around one in five (22%) also agreed that social workers have the support of politicians to do their job, while 32% disagreed. Moreover, equal proportions of respondents (34%) agreed and disagreed with the statement: 'social workers have the support of the public to do their job'. The lack of clear consensus on these statements partly reflects the fact that a relatively high proportion of respondents answered 'don't know' to each.

Responses to the remaining statements suggest that there is a degree of stigma attached to using social work services. Over a quarter (27%) of respondents agreed that these services are for other people, not people like them, while 45% disagreed. In

addition, around half (48%) agreed that if they were using social work services, they wouldn't want other people knowing about it.

Table 3.3: Attitudes towards social work and social workers

	Strongly agree	Tend to agree	Neither/nor	Tend to disagree	Strongly disagree	Don't know
	%	%	%	%	%	%
The image of social workers has worsened in recent years	20	39	13	10	2	16
Social workers are often unfairly blamed when something goes wrong	18	38	14	10	4	16
Social workers are not as highly regarded as other professions	14	42	13	13	3	16
Social work services are adequately staffed and funded	2	11	14	26	21	27
Social workers have too much power to interfere in people's lives	6	16	19	28	11	20
Social workers have the support of the public to do their job	4	30	14	26	8	17
Social workers have the support of politicians to do their job	2	20	20	20	12	27
Social work services are for other people, not people like me	5	22	14	26	19	14
If I were using social work services, I wouldn't want other people knowing about it	16	32	17	16	6	12

Base: 1,009

There are a number of differences between these results and the comparable findings from the 2005 Scottish Government survey. Views expressed in the Household Survey appear to be less sympathetic towards social workers than those recorded in 2005. For example, on the statement: 'social workers are not as highly regarded as other professions working with the public', 75% of those asked in 2005 agreed, compared to 56% of respondents to the Household Survey. The comparable figures for the statement: 'social workers are unfairly blamed when something goes wrong' were 64% and 56% respectively.

As might be expected, there were some differences in the results based on whether respondents had used social work services. In particular, users were more likely than the sample as a whole to agree that social workers are not as highly regarded as other professions working with the public (69% versus 56% overall) and to *disagree* that:

- social work services are adequately staffed and funded (61% of users versus 47% of the whole sample)
- social workers have the support of the public to do their job (47% versus 34%)
- if they were using social work services, they wouldn't want other people knowing about it (36% versus 22%)

Again, however, these differences may partly be attributable to the higher proportion of 'don't know' responses among non-users.

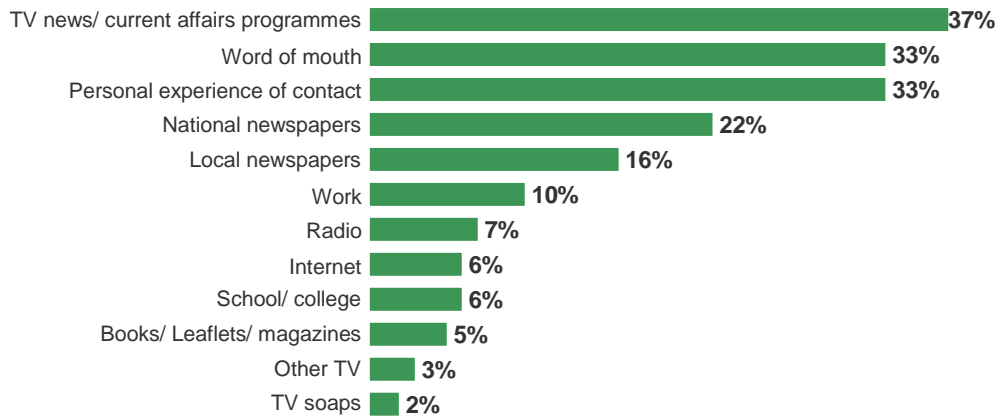
Women tended to hold more sympathetic views towards social workers. In particular, they were more likely to agree that social workers are often unfairly blamed when something goes wrong (61% versus 52% of men) and that the image of social workers has worsened in recent years (63% versus 53%). Additionally, they were more likely to *disagree* that social workers have the support of the public to do their job (39% versus 29%) and that social work services are adequately staffed and funded (51% versus 43%).

3.4.3 Sources of information about social work services

Respondents were asked to select from a list, the sources of information that have been important in shaping their general impressions of social work services. Television news and current affairs programmes emerged as the top response (mentioned by 37%), followed by word of mouth and personal experience or contact (each mentioned by 33%). Around a quarter (22%) of respondents mentioned national newspapers while a smaller proportion (16%) mentioned local newspapers.

Figure 3.12: Sources of information about social work services

Q. Which of the following, if any, have been important in forming your impressions of social work services?



Base: All respondents (1,009)

Source: Ipsos MORI

There was some variation in the results by social grade. ABC1 respondents were more likely than C2DE respondents to mention national newspapers (28% versus 17%), work (17% versus 5%), radio (10% versus 5%) and the internet (9% versus 4%).

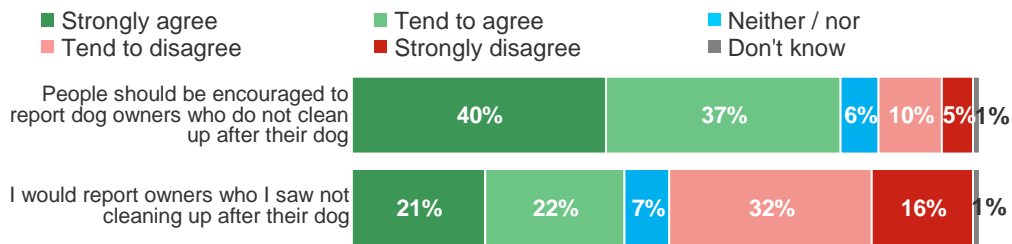
3.5 Dog fouling

Over previous waves of the household survey, respondents have consistently mentioned dog fouling as one of the most significant problems in their local area. The current survey explored attitudes towards reporting dog fouling and measures which could be taken to address the problem.

As shown in figure 3.13, over three-quarters (77%) of respondents agreed that people should be encouraged to report dog owners who do not clean up after their dog. At the same time, however, fewer than half (43%) agreed that they would personally report owners whom they saw not cleaning up after their dog.

Figure 3.13: Attitudes towards reporting dog fouling

Q. To what extent do you agree or disagree with the following statements?



Base: All respondents (1,009)

Source: Ipsos MORI

The only notable sub group difference in the results was that a higher than average proportion of older respondents agreed that they would report owners whom they saw not cleaning up after their dog (51% of those aged 55 years and over versus 43% overall).

Attitudes towards potential measures to address dog fouling were somewhat mixed. While the majority of respondents (62%) agreed that CCTV should be used in areas where dog fouling is a problem, around a third (31%) disagreed. Similarly, when asked how likely they would be to report dog fouling if they could do so anonymously, over half (56%) of respondents said they would be very or fairly likely to do so, while 36% said they would be very or fairly unlikely to report dog fouling.

Reflecting their higher levels of dissatisfaction with street cleaning, residents in the most deprived areas of the city were more likely than those in the least deprived areas to agree that CCTV should be used to address the problem of dog fouling (69% versus 49%).

4 Information on the Council

This section considers respondents' main sources of information about the Council and councillors, before examining their views on media coverage of the Council. It also examines internet access and usage of the Council website.

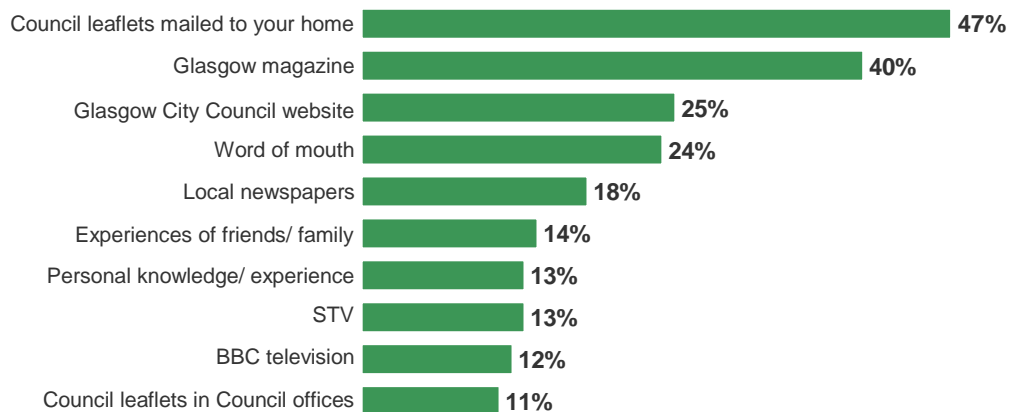
4.1 Sources of information

Consistent with findings from previous waves of the survey, respondents' main sources of information on the Council were materials disseminated by the Council itself. Specifically, council leaflets distributed to residents' homes was the most common source of information (mentioned by 47%), followed by the 'Glasgow' magazine (40%) and the Council website (25%).

Around a quarter of respondents (24%) said that they receive most of their information about the Council by word of mouth, while smaller proportions mentioned local newspapers (18%) and television (for example, 13% mentioned STV).

Figure 4.1: Top sources of information about the Council

*Q. From which, if any, of the following sources would you say you receive **most** of your information about Glasgow City Council?*



Base: All respondents (1,009)

Source: Ipsos MORI

The proportion of respondents mentioning council leaflets has decreased slightly since the autumn 2009 wave of the survey, when this question was last asked (from 53% to 47%). At the same time, there have been notable increases in the proportions mentioning the 'Glasgow' magazine (from 21% to 40%) and the Council website (from 6% to 25%).

As shown in table 4.1, respondents aged 25 years and older were more likely than those aged between 16 and 24 years to mention the 'Glasgow' magazine. In addition, respondents aged between 25 and 54 years were more likely than other age groups to mention the Council website.

Table 4.1: Top five sources of information about the Council, by age

	16-24	25-34	35-54	55-64	65+
	%	%	%	%	%
Council leaflets	40	40	49	52	53
The 'Glasgow' magazine	21	37	47	52	44
Council website	24	34	34	18	4
Word of mouth	29	30	23	20	19
Local newspapers	17	17	18	24	13
<i>Base</i>	146	193	347	131	192

There was further variation in the results by deprivation. Residents in the least deprived areas were more likely than those in the most deprived areas to mention the 'Glasgow' magazine, the Council website and word of mouth.

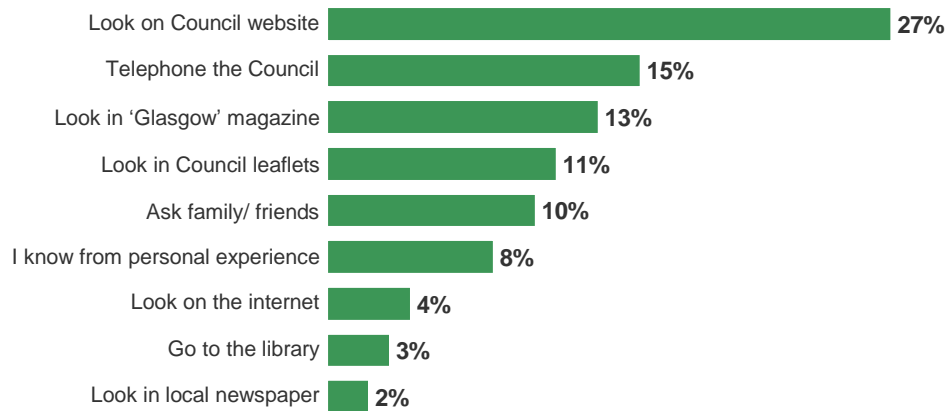
Table 4.2: Top five sources of information about the Council, by deprivation

	20% most deprived areas	20% least deprived areas
	%	%
Council leaflets	53	52
The 'Glasgow' magazine	40	58
Council website	16	48
Word of mouth	23	33
Local newspapers	14	11
<i>Base:</i>	458	93

When asked where they would obtain information about attending their local councillor's surgery, respondents named a wide range of sources. The Council website emerged as the most common response (mentioned by 27%), followed by contacting the Council by telephone (15%), the 'Glasgow' magazine (13%) and council leaflets (11%). One in ten also mentioned family and friends, while smaller proportions mentioned libraries (3%) and local newspapers (2%).

Figure 4.2: Sources of information about councillors' surgeries

Q. If you wanted to attend your local councillor's surgery, how would you find out how to do this?



Base: All respondents (1,009)

Source: Ipsos MORI

As with the findings on respondents' main sources of information about the Council, the results varied by age and by deprivation. Respondents aged between 16 and 64 years were more likely than those aged 65 and over to mention the Council website (table 4.3). At the same time, respondents aged 35 years and older were more likely than those aged under 35 years to mention contacting the Council by telephone, the 'Glasgow' magazine and council leaflets.

Table 4.3: Top five sources of information about councillors' surgeries, by age

	16-24	25-34	35-54	55-64	65+
	%	%	%	%	%
Council website	37	36	30	20	5
Contact the Council by telephone	8	12	16	18	20
The 'Glasgow' magazine	4	10	14	26	14
Council leaflets	2	7	13	17	19
Family or friends	17	8	6	10	12
<i>Base</i>	146	193	347	131	192

Respondents in the least deprived areas were more likely than those in the most deprived areas to mention the Council website (53% versus 16%), while those in the most deprived areas were more likely to say that they would contact the Council by telephone (18% versus 9%).

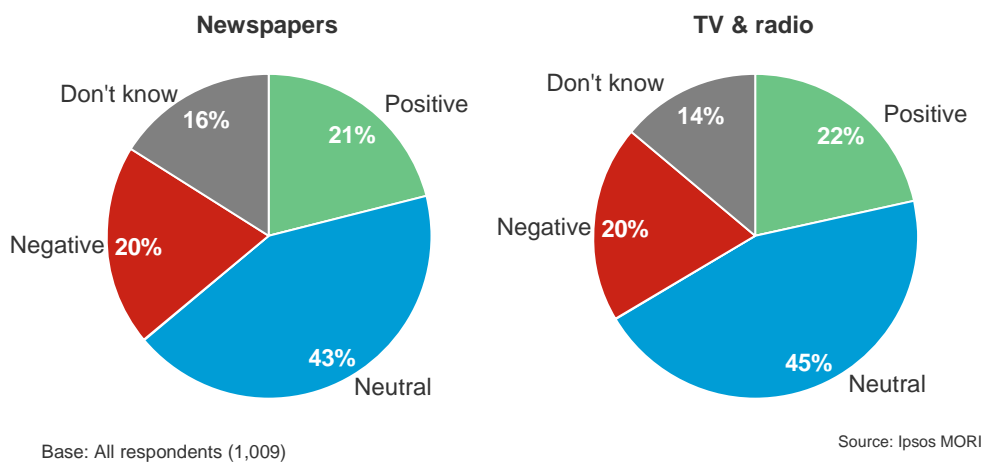
4.2 Media coverage of the Council

Around two in five (43%) respondents considered newspaper coverage of the Council to be neutral, while a further 21% considered it to be positive and a similar proportion (20%) considered it negative. The results for television and radio coverage are very similar, as can be seen from figure 4.3.

Figure 4.3: Views on media coverage of the Council

*Q. Do you believe the information you read about Glasgow City Council in **newspapers** is...?*

*Q. Do you believe the information you hear about Glasgow City Council on **television and radio** is...?*



Since 2009, the proportion saying that media coverage is positive has fallen by around 20 percentage points (table 4.4). In line with this, there have been notable increases in the proportions saying that coverage is neutral or negative.

Table 4.4: Views on media coverage of the Council – 2009 and 2011

	Newspapers		Television and radio	
	Spring 2009	Spring 2011	Spring 2009	Spring 2011
	%	%	%	%
Positive	44	21	41	22
Negative	8	20	7	20
Neutral	24	43	25	45
Don't know	24	16	27	14
<i>Base</i>	<i>1,010</i>	<i>1,009</i>	<i>1,010</i>	<i>1,009</i>

As shown in table 4.5, views on media coverage varied by deprivation. Respondents in the most deprived areas were more likely to consider coverage positive. Conversely, those in the least deprived areas were more likely to consider coverage negative.

Table 4.5: Views on media coverage of the Council, by deprivation

	Newspapers		Television and radio	
	20% most deprived	20% least deprived	20% most deprived	20% least deprived
	%	%	%	%
Positive	27	11	29	9
Negative	16	27	16	24
Neutral	43	49	44	51
Don't know	14	13	11	16
<i>Base:</i>	<i>458</i>	<i>93</i>	<i>458</i>	<i>93</i>

4.3 Internet access and usage

Almost three-quarters (73%) of respondents said that they have some form of internet access at home: 46% said they have broadband access, around a third (30%) said they have wireless access and 22% said that they have access via a mobile phone or 'tablet' computer. Smaller proportions mentioned other forms of access such as a games console (12%) or mobile WIFI (10%).

Just over a quarter of respondents (27%) said that they did not have *any* internet access at home.

While the proportion of respondents saying that they have broadband internet access at home has remained largely static since autumn 2010, there has been a significant increase in the proportion saying that they have WIFI broadband access (from 6% to 30%).

Unsurprisingly, access to the internet varied by age and deprivation (table 4.6). Those aged 65 and over were more likely than younger groups to say that they do not have *any* internet access at home, and those in the most deprived areas were more likely to not have access to the internet than those in the least deprived areas.

Table 4.6: Top three forms of internet access by age and deprivation

	Broadband access at home	WIFI broadband at home	Access through mobile	No internet access at home
	%	%	%	%
<i>Age</i>				
16-24	55	44	39	8
25-34	45	39	34	14
35-54	55	35	22	18
55-64	51	18	11	37
65+	18	4	*	74
<i>Deprivation</i>				
20% most deprived areas	34	18	20	41
20% least deprived areas	69	67	28	8
<i>Base: 1,009</i>				

Respondents who reported not having any access to the internet at home were asked why this was the case. Half (50%) said that they were not interested in having internet access, while 21% said that they could not afford it. Just over one in ten (16%) said that they did not understand enough about internet access and 10% said that they did not have a computer.

Those who *did* have internet access at home had used it for a wide range of activities. A majority had used it for: email (75%), general browsing (73%), purchasing tickets or services (65%); finding information on goods and services (61%); maps or directions (59%); and social networking (54%). Significant proportions had also used the internet

for other activities (shown in table 4.7) such as personal banking (49%), playing or downloading music (49%) and accessing their local Council (28%).

Table 4.7: Types of activities for which respondents had used the internet

	% mentioning each
Email	75
General browsing	73
Purchasing tickets or services	65
Information about goods or services	61
Maps or directions	59
Social networks	54
Personal banking and other financial activities	49
Playing or downloading music	49
Information on education	46
Non-grocery shopping	45
Watching TV on demand	43
Looking for work	42
Accessing other public services	34
Online learning	34
Playing or downloading games	28
Accessing local council	28
Grocery shopping	25
Chat rooms	22
Paying rent	10
Voting	6
<i>Base</i>	<i>727</i>

4.4 Usage of the Council website

Almost three in five (58%) respondents with access to the internet said that they had visited the Glasgow City Council website. This figure has increased by 40 percentage points since the spring 2009 wave of the survey.

Respondents aged 25 to 54 years were more likely than other age groups to have accessed the Council website (70% of 25 to 34 year olds and 64% of 35 to 55 year olds compared to 45% of 16 to 24 year olds and 55% of 55 to 64 year olds). Similarly, respondents living in the least deprived areas were more likely to have accessed the site than those in the most deprived areas (72% versus 50%).

Respondents gave a wide range of reasons for accessing the Council website; indeed, no single response was mentioned by more than one in five respondents. However, and as table 4.8 shows, the most common responses related to finding information about: schools (20%); job vacancies at the Council (16%); refuse collection or environmental issues (14%); other services (11%); and Council Tax (10%). Fewer than one in ten respondents mentioned online services such as paying Council Tax (6%), accessing planning applications (3%) and submitting a road or lighting fault (3%).

Table 4.8: Reasons for accessing the Council website – top ten responses

	% mentioning each
To find information about schools	20
To find information about job vacancies at the Council	16
To find information about refuse collection or environmental issues	14
To find information about services	11
To find information about council tax	10
To find information about sport and leisure facilities	9
To find information about events happening in Glasgow	7
To pay council tax	6
To find a contact name or number	5
To find information about library services	4
<i>Base</i>	<i>414</i>

All respondents who had access to the internet were asked how likely they would be to sign up for emails alerting them when new issues are added to the consultations page of the Council website. Around two-thirds (61%) said they would be very or fairly *unlikely* to do so, while 29% said they would be very or fairly likely to.

5 Support finding employment

This final section of the report examines respondents' awareness of organisations that provide support to people looking for employment, and their preferred methods for contacting these organisations. It also considers the types of support respondents would most need when looking for new or additional employment. The findings presented in this section are based on respondents of working age (i.e. those aged between 16 and 64 years).

The majority of respondents (92%) of working age were able to name at least one organisation which provides support finding employment in the city. Job Centre Plus was the most commonly mentioned organisation (49%), followed by local regeneration agencies (13%). Fewer than one in ten mentioned other sources, including Careers Scotland (8%) and S1 Jobs (5%).

Table 5.1: Awareness of organisations which provide support finding employment – top ten responses

	% mentioning each
Job Centre Plus	49
Local regeneration agency	13
Careers Scotland	8
Internet	7
S1 Jobs	7
Newspapers or magazines	3
NHS	1
Glasgow City Council	1
Housing association	1
Employers	1
<i>Base</i>	<i>817</i>

Respondents who were not in employment were more likely than those who were to mention Job Centre Plus (56% versus 48%).

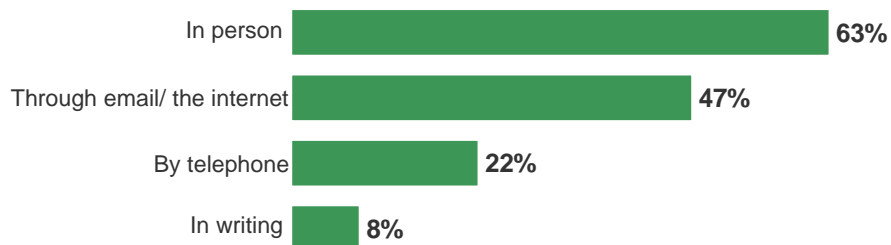
There was further variation in the results by age. Respondents aged between 25 to 34 years were more likely than other age groups to mention a local regeneration agency (20% versus 10% for 16 to 24 year olds, 13% for 35 to 54 year olds and 5% for 55 to 64 year olds). Meanwhile, those aged between 16 to 24 years were more likely than

other age groups to mention Careers Scotland (17% versus 6% for 25 to 34 year olds, 7% for 35 to 54 year olds and 1% for 55 to 64 years olds).

Those who were aware of organisations³ which provide employment support were asked about the methods by which they would be most likely to contact these organisations. Around two-thirds (63%) said in person, 47% said through the internet or email and 22% said by telephone.

Figure 5.1: Preferred methods for contacting organisations which provide support with employment

Q. In which of these ways would you be most likely to contact these organisations?



Base: All who were aware of organisations which provide employment support (584)

Source: Ipsos MORI

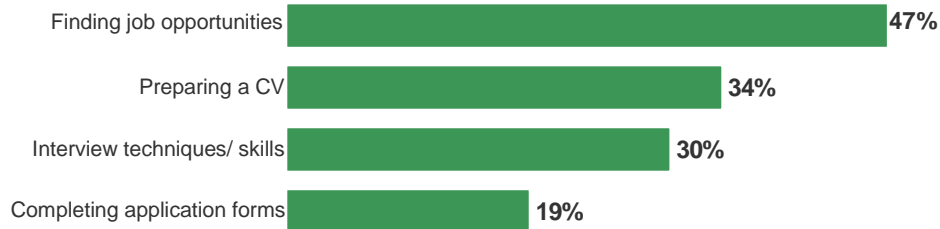
As might be expected, respondents who were not in employment were more likely than those who were to say that they would contact organisations in person (72% versus 57%). In contrast, those in employment were more likely to mention the internet or email (62% versus 37%).

The survey also explored the types of support respondents would most need help with if they were looking for additional or new employment. As figure 5.2 illustrates, around half (47%) mentioned help with finding job opportunities and around a third mentioned help with preparing a CV (34%) and interview techniques (30%). Fewer than one in five (19%) mentioned help with completing an application form.

³ Respondents who said that they would not look for employment, or that they would not turn to any organisations for help with employment, or don't know in the preceding question were not asked this question.

Figure 5.2: Types of support respondents would most need help with when looking for employment

Q. If you were looking for new or additional employment which, if any, of these types of support do you think you would most need?



Base: All asked (643)

Source: Ipsos MORI

C2DE respondents were more likely than ABC1 respondents to say that they would need help with each type of support shown in table 5.1. In addition, respondents who were not in employment were more likely than those who were to say that they would need help with preparing a CV (41% versus 29%) and completing an application form (28% versus 14%).

Table 5.2: Types of support respondents would most need help with when looking for employment, by employment status and social grade

	Finding job opportunities	Preparing a CV	Interview techniques	Completing application forms
	%	%	%	%
All asked (643) ⁴	47	34	30	19
<i>Social grade</i>				
ABC1 (292)	40	21	23	13
C2DE (351)	52	46	37	25
<i>Working status</i>				
Employed (374)	45	29	27	14
Unemployed (246)	51	41	34	28

⁴ This question excluded those who said that they would not look for employment or that they would not turn to any organisations for help with employment in response to the question on awareness of organisations which provide employment support.

Appendix A: Normative data

Universal services

Refuse Collection

Table A1: Satisfaction with refuse collection – normative data

Authority	Fieldwork	% Satisfied	% Dissatisfied
Sunderland	May-July 2010	91	5
Brent	May-Aug 2009	86	7
Westminster	Nov 2009-Feb 2010	85	4
Sutton	Oct-Nov 2009	80	9
Glasgow	Mar-Apr 2011	69	21

Road maintenance

Table A2: Satisfaction with road maintenance – normative data

Authority	Fieldwork	% Satisfied	% Dissatisfied
Westminster	Nov 2009-Feb 2010	69	14
Sutton	Oct-Nov 2009	53	30
Sunderland	May-July 2010	51	37
Glasgow	Mar-Apr 2011	9	79

Pavement maintenance

Table A3: Satisfaction with pavement maintenance – normative data

Authority	Fieldwork	% Satisfied	% Dissatisfied
Westminster	Nov 2009-Feb 2010	70	16
Sunderland*	May-July 2010	59	30
Sutton	Oct-Nov 2009	50	29
Glasgow	Mar-Apr 2011	26	57

*This survey asked about 'footpaths' rather than 'pavements'

Street cleaning

Table A4: Satisfaction with street cleaning – normative data

Authority	Fieldwork	% Satisfied	% Dissatisfied
Westminster*	Nov 2009-Feb 2010	88	5
Brent*	May-Aug 2009	79	12
Sunderland	May-July 2010	74	19
Sutton	Oct-Nov 2009	70	16
<i>Glasgow</i>	<i>Mar-Apr 2011</i>	<i>55</i>	<i>36</i>

*These surveys asked about 'street sweeping' rather than 'street cleaning'

Street lighting

Table A5: Satisfaction with street lighting – normative data

Authority	Fieldwork	% Satisfied	% Dissatisfied
Sunderland	May-July 2010	92	5
Brent	May-Aug 2009	85	8
Westminster	Nov 2009-Feb 2010	84	8
Sutton	Oct-Nov 2009	81	7
<i>Glasgow</i>	<i>Mar-Apr 2011</i>	<i>77</i>	<i>15</i>

Non universal services

Libraries

Table A6: Satisfaction with libraries – normative data

Authority	Fieldwork	% Satisfied	% Dissatisfied
<i>Glasgow</i>	<i>Mar-Apr 2011</i>	<i>90</i>	<i>5</i>
Westminster	Nov 2009-Feb 2010	88	3
Sutton	Oct-Nov 2009	88	3
Brent	May-Aug 2009	84	8

Sports and leisure centres

Table A7: Satisfaction with sports and leisure centres – normative data

Authority	Fieldwork	% Satisfied	% Dissatisfied
<i>Glasgow</i>	<i>Mar-Apr 2011</i>	90	6
Westminster*	Nov 2009-Feb 2010	80	7
Sunderland**	May-July 2010	76	13
Brent	May-Aug 2009	71	15

*The Westminster survey asked about 'swimming pools and sports facilities'

**The Sunderland survey asked about 'leisure centres'

Nursery schools

Table A8: Satisfaction with nursery schools – normative data

Authority	Fieldwork	% Satisfied	% Dissatisfied
<i>Glasgow</i>	<i>Mar-Apr 2011</i>	85	8
Brent*	May-Aug 2009	73	12
Westminster	Nov 2009-Feb 2010	70	9

*This survey asked about 'children's centres and nurseries'

Primary schools

Table A9: Satisfaction with primary schools – normative data

Authority	Fieldwork	% Satisfied	% Dissatisfied
Sunderland	May-July 2010	91	3
<i>Glasgow</i>	<i>Mar-Apr 2011</i>	87	7
Westminster	Nov 2009-Feb 2010	87	9
Brent	May-Aug 2009	79	10

Secondary schools

Table A10: Satisfaction with secondary schools – normative data

Authority	Fieldwork	% Satisfied	% Dissatisfied
Sunderland	May-July 2010	87	9
<i>Glasgow</i>	<i>Mar-Apr 2011</i>	84	7
Westminster	Nov 2009-Feb 2010	81	12
Brent	May-Aug 2009	70	16

Parks

Table A11: Satisfaction with parks – normative data

Authority	Fieldwork	% Satisfied	% Dissatisfied
Sutton*	Oct-Nov 2009	89	5
Westminster*	Nov 2009-Feb 2010	89	5
<i>Glasgow</i>	<i>Mar-Apr 2011</i>	<i>87</i>	<i>8</i>
Brent	May-Aug 2009	86	6
Sunderland	May-July 2010	74	19

* These survey asked about parks and open spaces

Children's play parks

Table A12: Satisfaction with play parks – normative data

Authority	Fieldwork	% Satisfied	% Dissatisfied
<i>Glasgow</i>	<i>Mar-Apr 2011</i>	<i>69</i>	<i>24</i>
Sunderland*	May-July 2010	59	30

*This survey asked about children's playgrounds

Home help services

Table A14: Satisfaction with home help services – normative data

Authority	Fieldwork	% Satisfied	% Dissatisfied
<i>Glasgow</i>	<i>Mar-Apr 2011</i>	<i>76</i>	<i>15</i>
Sunderland*	May-July 2010	73	11
Brent**	May-July 2010	43	13

*This survey asked about 'services that help disabled or frail adults at home'

**This survey asked about 'home helps and home care'

Appendix B: Topline results

- Results are based on a survey of 1,009 Glasgow residents conducted face-to-face, in home between 12th March and 26th April 2011.
- Data are weighted by age and gender using 2009 ONS mid year estimates, and by Community Planning Area.
- An asterisk (*) indicates a percentage of less than 0.5% but greater than zero. Where percentages do not add up to 100, this may be due to computer rounding, multiple responses, or the exclusion of don't know categories.
- All figures are percentages based on the total sample (1,009) unless otherwise stated.

Commonwealth Games

Q1 SHOWCARD A (R) **Do you think Glasgow hosting the Commonwealth Games in 2014 will have a positive or negative effect on.....**
SINGLE CODE

	a) you and your family?	b) your local area?	c) Glasgow generally?
	%	%	%
Strongly positive	15	18	48
Slightly positive	35	38	37
Both positive and negative	12	10	7
Slightly negative	7	9	3
Strongly negative	3	3	2
No effect at all	26	19	2
Don't know / unsure	2	3	1

Q2 SHOWCARD B (R) To ensure Glasgow gets as much benefit as possible from hosting the Commonwealth Games, what do you think the city's priorities should be? From this list, could you tell me which one you think should be...

SINGLE CODE

	a) the 1 st priority?	b) the 2 nd priority?	c) the 3 rd priority?	d) the lowest priority?
	%	%	%	%
Improving the image of Glasgow	19	11	10	3
Providing access to employment opportunities associated with the Commonwealth Games	15	9	7	2
Better housing and regeneration	11	12	10	3
Reducing crime levels	10	7	9	11
Bringing in as much money as possible to the city	8	10	10	3
Improving sports facilities	6	7	8	3
Improving public transport	6	8	6	7
Helping to improve the overall health of Glasgow residents	5	9	8	4
Increasing pride/feel good factor amongst Glaswegians	4	6	7	6
Helping to improve the activity levels of Glasgow residents	3	4	4	4
Investing in Scottish athletes	3	3	4	6
Improving community safety	3	5	5	3
Staging more cultural and sporting events	2	3	4	13
Providing access to volunteering opportunities associated with the Commonwealth Games	1	2	2	8
None of these	1	1	2	14
Don't know	2	3	3	10

Q3 Do you have any concerns about Glasgow hosting the Commonwealth Games?
IF YES, PROBE AND WRITE IN ANSWER

	%
Yes WRITE IN ANSWER	24
No	74
Don't know/No opinion	2

Q3 What concerns do you have about Glasgow hosting the Games?

Base: All who have concerns about Glasgow hosting the Games (246)

	%
Cost/affordability of the Games	44
Money should be spent elsewhere	15
Increase in crime/violence	15
Glasgow's ability to organise the Games	5
Transport/congestion problems	5
Anti-social behaviour	5
Waste of money	5
Security/terrorism	4
Use of facilities after end of the games	3
Image of the city/run down	3
People losing their homes	3
The event will not bring lasting benefits	3
Lack of infrastructure	2
Safety issues/overcrowding	1
Don't know/No opinion	4

Q4 Are you aware of improvements being made to the city in preparation for the Games?
SINGLE CODE

	%
Yes	58
No	40
Don't know/No opinion	2

Q5 **Can you tell me what these improvements are?**

DO NOT PROMPT. MULTICODE.

Base: All who are aware of improvements to the city (584)

	%
Completion of East End regeneration route	45
Creation of the Athletes' Village	26
Development of National Indoor Sports Area/Velodrome	27
Upgrading of M74	18
Upgrading of Scotstoun Leisure Centre	11
Development of Scotstoun Stadium	9
Upgrading of Tollcross Aquatic Centre	7
Upgrading of Kelvingrove bowling greens	7
Creation of Games route network	6
Creation of Toryglen Regional Football Centre	5
Creation of Scottish National Arena at the SECC	4
Development of Cathkin Braes mountain bike course	*
Development of Glasgow Green hockey facility	*
Other WRITE IN	3
Don't know	6

Use and satisfaction with Council ServicesQ6 SHOWCARD C (R) **Overall, how satisfied or dissatisfied would you say you are with the services provided by Glasgow City Council?**

SINGLE CODE

	%
Very satisfied	9
Fairly satisfied	54
Neither satisfied nor dissatisfied	15
Fairly dissatisfied	14
Very dissatisfied	7
Don't know	1

Q7 SHOWCARD D (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.

MULTICODE.

		%
A	Nursery schools	9
B	Primary schools	17
C	Secondary schools	13
D	Parks	58
E	Children's play parks	21
F	Museums and galleries	44
G	Sports and leisure centres	46
H	Libraries	43
I	Social work services	8
J	Local community centres	10
K	Home help service	4
	None of these	13
	Don't know	1

7

AT Q8, ONLY SHOW CODES A-K IF RESPONDENT HAS USED THESE SERVICES AT Q7 (CODES 1-11)

Q8 SHOWCARD E (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.

READ OUT. RANDOMISE ORDER. SINGLE CODE EACH ROW

		Very Satisfied	Fairly Satisfied	Neither sat nor dissat	Fairly dissatisfied	Very dissatisfied	Don't know
<i>Base: All who have used service in the last year</i>							
		%	%	%	%	%	%
A	Nursery schools (93)	58	27	6	5	3	2
B	Primary schools (160)	45	42	5	4	3	1
C	Secondary schools (128)	36	48	6	4	3	2
D	Parks (570)	37	50	4	6	2	*
E	Children's play parks (207)	24	45	7	16	8	1
F	Museums and galleries (428)	67	28	2	2	*	1
G	Sports and leisure centres (441)	37	53	4	5	1	*
H	Libraries (429)	42	48	5	4	1	0
I	Social work services (90)	31	33	15	10	10	2
J	Local community centres (103)	19	57	7	7	7	3
K	Home help service (43)	53	23	2	9	6	7
<i>Base: All respondents (1009)</i>							
		%	%	%	%	%	%
L	Road maintenance	1	8	4	19	66	2
M	Refuse collection	22	47	9	14	7	1
N	Street lighting	21	56	7	10	5	1
O	Street cleaning	11	44	8	23	13	*
P	Pavement maintenance	4	29	9	29	28	1

Libraries

Q9 SHOWCARD F (R) **You said that you or your household members have used libraries in the last year or so. Which of these things have you done at these libraries?**
MULTICODE.

*Base: All who have used libraries
in the last year (429)*

	%
Borrowed books	85
Used internet or email	37
Reserved books	22
Hired a DVD	15
Used online library resources (e.g.reference and genealogy services)	15
Attended an event (e.g. author talks and homework clubs)	11
Used online bookings/renewals facility	10
Hired a CD	6
Taken a computer course	5
Taken part in a book group	4
Looked at the family history archives	4
Accessed career support	4
Accessed business support	1
Other	2
WRITE IN	
None of these	2
Don't know	0

Q10 You said that you and your household have not used libraries in the last year or so. What would you say are the main reasons for this?

DO NOT PROMPT. MULTICODE.

Base: All who have not used libraries in the last year (580)

	%
Just not interested	45
Prefer to buy books	18
Nearest library is too far away	9
I/We don't have time	9
I/We have a disability or infirmity which makes it difficult to get about	4
Don't know where nearest library is	3
Can't access them easily by public transport	3
Prefer to use e-books	3
Don't know	3
Accessibility/can't get around easily inside these facilities	2
Don't know what services are available	2
They never have the type of books we want/like	2
I/We have outstanding fines on overdue items	1
Don't like the look of the building(s)	0
The opening hours aren't suitable	*
Other PLEASE WRITE IN	0

Social Work

Q11 SHOWCARD G (R) How would you describe your general impression of social work services in Glasgow?

SINGLE CODE

	%
Very positive	8
Fairly positive	15
Neither positive nor negative	22
Fairly negative	22
Very negative	4
Don't know	28

- Q12 **For which types of issues or problems do you think a person might receive help or advice from social work services?**
DO NOT PROMPT. MULTICODE.

	%
Care/assistance for elderly	40
Care of children	40
Abuse/maltreatment/neglect of children	27
Help with drug/alcohol problems	21
Housing issues	19
Physical disabilities	16
Coping with a mental illness	13
Help with bringing up children better	12
Benefits/debt	10
Coping with a learning disability	8
Respite care	6
Fostering/adoption	6
Leaving prison	2
Stop someone reoffending	2
Legal advice	2
Occupational therapy	1
Other WRITE IN	2
Don't know	20

- Q13 **SHOWCARD H (R) There are many ways in which people might form an impression of social work services. Which of the following, if any, have been important in forming your impressions?**
MULTICODE

	%
Television news and current affairs programmes	37
Personal experience or contact	33
Word of mouth	33
National newspapers	22
Local newspapers	16
Work	10
Radio	7
School/college	6
Internet	6
Books/leaflets/magazines	5
Other TV	3
Television soaps	2
Other PLEASE WRITE IN	1
Don't know	12

- Q14 SHOWCARD I (R) **From your own experience or from what you have heard, to what extent do you agree or disagree with the following?**
 READ OUT A-I. RANDOMISE ORDER. SINGLE CODE EACH ROW

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know/ No Opinion
	%	%	%	%	%	%
a) Social work services are adequately staffed and funded	2	11	14	26	21	27
b) Social workers have the support of the public to do their job	4	30	14	26	8	17
c) Social workers have the support of politicians to do their job	2	20	20	20	12	27
d) Social workers are not as highly regarded as other professions working with the public	14	42	13	13	3	16
e) Social workers are often unfairly blamed when something goes wrong	18	38	14	10	4	16
f) The image of social workers has worsened in recent years	20	39	13	10	2	16
g) Social work services are for other people, not people like me	5	22	14	26	19	14
h) If I were using social work services, I wouldn't want other people knowing about it	16	32	17	16	6	12
i) Social workers have too much power to interfere in people's lives	6	16	19	28	11	20

Dog fouling

- Q15 SHOWCARD J (R) **I am going to read out a number of different statements relating to dog fouling and I'd like you to tell me to what extent you agree or disagree with each.**
 READ OUT A-C. RANDOMISE ORDER. SINGLE CODE EACH ROW

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
	%	%	%	%	%	%
a) People should be encouraged to report dog owners who do not clean up after their dog	40	37	6	10	5	1
b) I would report owners who I saw not cleaning up after their dog	21	22	7	32	16	1
c) CCTV should be used in areas where dog fouling is a problem to identify owners who do not clean up after their dog.	36	26	6	16	14	1

Q16 SHOWCARD K (R) **How likely or unlikely would you be to report dog fouling if you could do so anonymously?**

SINGLE CODE

	%
Very likely	32
Fairly likely	24
Neither likely nor unlikely	6
Fairly unlikely	18
Very unlikely	18
Don't know	1

Council information and website

Q17 **If you wanted to attend your local councillor's surgery, how would you find out how to do this?**

DO NOT PROMPT. MULTICODE OK.

	%
I would look it up on the Council website	27
I would telephone the Council	15
I would look in the Glasgow magazine	13
I would look in council leaflets	11
I would ask family/friends	10
I know from my own previous experience of doing this	8
Other WRITE IN	1
I wouldn't want to contact my local councillor	6
Don't know	12

Q18 SHOWCARD L (R) From which, if any, of the following sources would you say you receive most of your information about Glasgow City Council? MULTICODE

Council sources	
Council leaflets mailed to your home	47
The 'Glasgow' magazine	40
Glasgow City Council website	25
Council leaflets available in Council offices	11
Council posters in bus stops, subway stations etc.	10
Newspapers	
The Evening Times	9
The Herald	7
Daily Record	7
The Sun	5
Other national newspaper	4
Local newspapers	18
The Scotsman	*
Television and radio	
STV	13
BBC Television	12
Clyde One	5
BBC Radio	3
Other local TV stations	2
Clyde Two	2
Other radio stations	2
Real Radio	1
Other sources	
By word of mouth (friends, family etc)	24
Experiences of friends/family	14
Personal experience/knowledge	13
Other WRITE IN	1
None of these	3
Don't know	1

Q19a Do you believe the information you read about Glasgow City Council in newspapers is: READ OUT. SINGLE CODE

Q19b Do you believe the information you hear about Glasgow City Council on television and radio is: READ OUT. SINGLE CODE

	a	b
	%	%
Positive	21	22
Negative	20	20
Neutral	43	45
Don't know	16	14

ASK ALL

Q20 SHOWCARD M I **Which of the following apply to you and your household? I/ We have or use.....** MULTICODE

	%
Broadband internet access at home	46
WiFi (wireless) Broadband internet access at home	30
Internet access through mobile phone/tablet	22
Internet access through a games console (e.g. PSP, Xbox, Wii etc.)	12
Internet access at home via modem	10
Mobile WiFi (wireless) Broadband (dongle)	10
None of these	27
Don't know	*

Q21 **What would you say are the main reasons why you don't have any of these?**
DO NOT PROMPT. MULTICODE.

Base: All who do not access to the internet (293)

	%
I'm not interested in having them	50
I can't afford any of them	21
I don't know/understand enough about them	16
No access to a computer	10
I am able to access the internet elsewhere (work, friend or family, library, internet café etc.)	4
There are other things I would rather spend my money on	3
Don't know	2
Refused	*

Q22 SHOWCARD N (R) **Which of these things have you ever used the internet for?**
MULTICODE

Base: All who have access to the internet (727)

	%
Using email	75
General browsing or surfing	73
Buying or ordering tickets and services	65
Finding information about goods and services	61
Maps/directions (google earth, multi-maps)	59
Social Networking (BEB0, Facebook)	54
Personal banking/financial/investment activities	49
Playing or downloading music	49
Finding information relating to education	46
Non-grocery shopping	45
Watching TV on Demand (BBC iplayer)	43
Looking for work	42
Accessing other public services (eg NHS, central government)	34
On-line learning	34
Playing or downloading games	28
Accessing your local Council	28
Grocery shopping	25
Using chat rooms or sites	22
Paying rent	10
Voting	6
Other (PLEASE WRITE IN)	*
None of these/Never use internet	4
Don't know	*

8

Q23 **Have you ever accessed the Glasgow City Council website?**
SINGLE CODE ONLY.

Base: All who have access to the internet (727)

	%
Yes	58
No	42
Don't know	*

9

Q24 For what purposes have you accessed the Glasgow City Council website?
PROBE FULLY WRITE IN

*Base: All who have accessed the
 Glasgow City Council website
 (414)*

	%
To find information about schools	20
To find information about job vacancies at the Council	16
To find information about refuse collection or environmental issues	14
To find information about services	11
To find information about council tax	10
To find information about sport and leisure facilities	9
To find information about events happening in Glasgow	7
To pay council tax	6
To find a contact name or number	5
To find information about library services	4
Other	4
Don't know	1

Q25 SHOWCARD O (R) The Glasgow City Council website has a consultations page where members of the public can give their views on important issues affecting the city. The Council is currently developing a service that will enable you to register for emails alerting you when new issues are added to the page. How likely or otherwise would you be to register for these emails?

SINGLE CODE

Base: All who have access to the internet (727)

	%
Very likely	9
Fairly likely	21
Neither likely nor unlikely	6
Fairly unlikely	22
Very unlikely	39
Don't know/No opinion	4

Employment

Q26 **AGE**
SNGLE CODE

	%
16-24	16
25-34	22
35-44	13
45-54	21
55-59	6
60-64	7
65-74	9
75+	10

Q27 **Which organisations, if any, do you think you would turn to if you were looking for new or additional employment in Glasgow?**

DO NOT PROMPT. MULTICODE OK

*Base: All 16 to 64 year olds
(817)*

	%
Job Centre Plus (JCP)	49
Another organisation WRITE IN	23
Local Regeneration/Employment agency	13
Careers Scotland	8
Citizens' Advice Bureau	*
I would not approach any organisation	3
I will not be looking for new or additional employment in future	17
Don't know	8

Q28 **SHOWCARD P (R) And in which of these ways would you be most likely to make contact with this/these organisations?**

MULTICODE OK

*Base: All 16 to 64 year olds who
mentioned an organisation at
Q27 (584)*

	%
In person	63
Through email/internet	47
By telephone	22
In writing	8
Another way WRITE IN	*
Don't know	*

Q29 SHOWCARD Q (R) **And if you were looking for new or additional employment, which if any, of these types of support do you think you would most need?**

MULTICODE OK

Base: All 16 to 64 year olds

(643)*

Help with....	%
Finding job opportunities	47
Preparing a CV	34
Interview techniques/skills	30
Completing application forms	19
Other WRITE IN	0
None of these	24
Don't know	4

*Respondents who stated that they would not look for new/additional employment or that they would not turn to any organisations for help with new/additional employment at Q27 were not asked this question.

Demographics

ASK ALL

QA **RESPONDENTS SEX**

SINGLE CODE

	%
Male	48
Female	52

QB SHOWCARD R (R) **Looking at this card, which option best describes your current situation? Just read out the letter that applies.**

		%
	Working	
A	Full time (30+ hrs)	36
B	Part time (9-29 hrs)	11
	Not working	
C	Unemployed	10
D	Retired	21
E	Looking after house/children	7
F	Disabled	6
G	Student	9
	Other (PLEASE SPECIFY)	1

QSOC **SOCIAL GRADE**

SINGLE CODE

	%
A	1
B	13
C1	29
C2	17
D	21
E	18

QD Respondent is...
SINGLE CODE

	%
Chief income earner	72
Not chief income earner	28
Refused	1

QE **Number of adults (16 and over) in the household**
SINGLE CODE

	%
1	33
2	48
3	11
4	6
5+	2
Refused	*

QF **Number of children (under 16) in the household**
SINGLE CODE

	%
0	72
1	28
2	12
3	4
4	1
5+	*
Refused	1

ASK ALL WHO HAVE AT LEAST ONE CHILD IN HOUSEHOLD AT QF

QG **Age of child/ren at last birthday**

MULTICODE OK

Base: All households children (441)

	%
Under 1	0
1-2	17
3-4	15
5-6	12
7-8	13
9-10	13
11-12	11
13-14	12
15	7

QH **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	75
Aged 60-74	17
Aged 75 and over	8
Refused	*

QI SHOWCARD S (R) To which of the groups on this card do you consider you belong? Please just read out the letter that applies. SINGLE CODE ONLY

		%
	WHITE	
A	Scottish	83
B	British	6
C	Irish	1
D	Any other white background	3
	PLEASE WRITE IN	
	MIXED	
E	Any mixed background	*
	PLEASE WRITE IN	
	ASIAN, ASIAN SCOTTISH, OR ASIAN BRITISH	
F	Indian	1
G	Pakistani	3
H	Bangladeshi	0
I	Any other Asian background	*
	PLEASE WRITE IN	
	BLACK, BLACK SCOTTISH OR BLACK BRITISH	
J	Caribbean	0
K	African	1
L	Any other black background	0
	PLEASE WRITE IN	
	CHINESE AND ANY OTHER ETHNIC BACKGROUND	
M	Chinese	1
N	Any other background	1
	PLEASE WRITE IN	
	Refused	*

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

	%
Yes, does have income from employment	59
No, relies on pensions/social security	40
Don't know/refused	1

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

SINGLE CODE ONLY.

	%
A Owned outright (including leasehold)	19
B Buying on mortgage	30
C Rented from private landlord	14
D Rented from Glasgow Housing Association (Ex-council)	23
E Rented from other housing association	13
F Shared ownership with housing association/housing co-operative shared ownership	*
Other	1
Don't know	1
Refused	*

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

	%
Detached villa	6
Semi-detached villa	14
Bungalow	1
Semi-detached bungalow	*
Terraced house	21
Four-in-a-block	10
Tenement flat	32
Multi-storey flat	9
Maisonette	1
Modern apartment/loft apartment/studio/other flat	1
Other	6

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

SINGLE CODE

	%
1 car or light van	40
2 cars/light vans	13
3+ cars/light vans	2
None	44
Refused/don't know	*

QN How long have you lived in Glasgow?

SINGLE CODE

	%
Up to one year	3
Over one year, up to five years	8
Over five years, up to 20 years	16
Over 20 years	74
Don't know/can't remember	*
Refused	*

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

MULTICODE OK

	%
Yes, respondent	19
Yes, other household member	9
No	74
Refused/don't know	*

QP **SHOWCARD U (R) What type(s) of disability do you have? Please just read out the letters that apply.**

MULTICODE OK

Base: All respondents with a disability (204)

	%
A Visual	11
B Hearing	13
C Learning disability	3
D Mobility – Wheelchair user	5
E Other mobility impairment	37
F Other physical impairment	24
G Mental health problem	22
H Long term illness	40
I Other degenerative condition	11
Refused	1

QQ **SHOWCARD V (R) What type(s) of disability do other household members have? Please just read out the letters that apply.**

MULTICODE OK

Base: All respondents who said that another household member has a disability (90)

	%
A Visual	10
B Hearing	9
C Learning disability	16
D Mobility – Wheelchair user	8
E Other mobility impairment	29
F Other physical impairment	19
G Mental health problem	17
H Long term illness	38
I Other degenerative condition	14
Refused	2

ASK ALL

QR SHOWCARD W (R) **Thinking about the person in this household who has the highest level of academic qualifications, please read out the letter which best matches them.**
SINGLE CODE

		%
A	No formal qualifications	33
B	'O' Grade, GCSE, Standard Grade, Intermediate 1, Intermediate 2, City and Guilds Craft, SVQ level 1 or 2, or equivalent.	19
C	Higher Grade, A Levels, CSYS, ONC, OND, City and Guilds Advanced Craft, RSA Advanced Diploma, SVQ level 3 or equivalent.	12
D	HND, HNC, RSA Higher Diploma, SVQ level 4 or 5, or equivalent.	9
E	First degree, higher degree, professional qualification.	24
	Don't Know	2
	Refused	*

CASI SECTION

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

	%
Bank Account	82
Building Society Account	11
Credit Union Account	5
Post Office Account	7
Other, please type in	*
None of these	3
Prefer not to say	8
Don't know	1

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

	%
No religion	32
Church of Scotland	29
Roman Catholic	26
Other Christian, please type in	2
Buddhist	*
Hindu	*
Jewish	*
Muslim	4
Pagan	*
Sikh	1
Another religion, please type in	1
Prefer not to say	5

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

	%
Heterosexual/straight	88
Gay/lesbian	1
Bisexual	*
Other	*
Prefer not to say	10

Thank you for completing this section. Please return the computer to the interviewer.

Finally, because your views are important, Ipsos MORI may want to carry out follow-up research among particular groups of Glasgow residents. The follow up research may be carried out by phone, email or postal questionnaire and will explore local issues, including how the city could be improved. These exercises will help the Council to plan for the future and deliver its services more effectively.

Please be assured that any information you provide for this purpose will be securely held by Ipsos MORI only and will not be passed on to anyone else, including the Council.

QREC **Would you be willing to be re-contacted sometime in the next 18 to 24 months for this follow up research?**

	%
Yes	75
No	25