



Ipsos MORI  
Social Research Institute

September 2018

# Glasgow Household Survey 2018

Summary report for South Sector

Community Partnership Area

**© 2018 Ipsos MORI – all rights reserved.**

The contents of this report constitute the sole and exclusive property of Ipsos MORI. Ipsos MORI retains all right, title and interest, including without limitation copyright, in or to any Ipsos MORI trademarks, technologies, methodologies, products, analyses, software and know-how included or arising out of this report or used in connection with the preparation of this report. No licence under any copyright is hereby granted or implied.

The contents of this report are of a commercially sensitive and confidential nature and intended solely for the review and consideration of the person or entity to which it is addressed. No other use is permitted and the addressee undertakes not to disclose all or part of this report to any third party (including but not limited, where applicable, pursuant to the Freedom of Information Act 2000) without the prior written consent of the Company Secretary of Ipsos MORI.

# 1. Introduction

Since 1999, Glasgow City Council has measured residents' views of local services and other aspects of life in the city via the Glasgow Household Survey (GHS). This report contains a selection of findings from the 2018 wave of the survey, for the South Sector Community Partnership Area.

## Methodology

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

The sample was proportionately stratified by the three Sector Community Partnership Areas (SCPAs) in the city – namely, North West, North East and South. Interviews were carried out with 379 residents in the South. Differences between the three areas are commented upon only where these are statistically significant i.e. where we can be 95% certain that they have not occurred by chance.

The data have been weighted by age, sex and SCPA using latest Office National Statistics mid-year estimates.

**All aspects of the study were carried out to the international quality standard for market research, ISO 20252.**

## Presentation and interpretation of the data

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

Where percentages do not sum to 100%, this may be due to computer rounding, the exclusion of 'don't know' categories or multiple answers. Throughout the report, an asterisk (\*) denotes any value of less than half a percent and a dash (-) denotes zero. Aggregate percentages (e.g. "very satisfied/fairly satisfied") are calculated from the absolute values. Therefore, aggregate percentages may differ from the sum of the individual scores due to rounding of percentage totals. For questions where the number of residents is less than 30, the number of times a response has been selected (N) rather than the percentage is given.

## 2. Key findings

### European Championships

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

Generally, respondents in the South were positive about the likely impact of the European Championships on the city. Around nine in ten (92%) stated that they thought the Championships would have a strongly (72%) or slightly (20%) positive effect on Glasgow generally. Seventy per cent thought that the Championships would have a positive effect on their local area, while 54% felt it would have a positive effect on them and their family (Table 1).

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

**Table 1 – Anticipated impact of European Championships in the South**

	<b>Glasgow generally</b>	<b>Your local area</b>	<b>You and your family</b>
	%	%	%
Strongly positive	72	38	17
Slightly positive	20	33	37
Both positive and negative	3	11	15
Slightly negative	1	3	2
Strongly negative	-	1	1
No effect at all	1	11	24
Don't know / unsure	2	4	4
<b>Positive</b>	<b>92</b>	<b>70</b>	<b>54</b>
<b>Negative</b>	<b>1</b>	<b>4</b>	<b>3</b>
<i>Base: All respondents in South (379)</i>			

### Living in the city centre

The majority (87%) of respondents in the South had never previously lived in the city centre. Asked if they would ever consider living in the city centre in the future, around one in five (21%) said they would.

In the South, as in other areas, the most common reason for not wanting to live in the city centre was that it was too busy (37%). Respondents in the South were less likely than those in the North West to say they would not live in the city centre due to its being too busy or noisy; house prices; poor air quality; and lack of parks and open spaces (Table 2).

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

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

## Public transport into the city centre

All respondents were asked how satisfied they were with various aspects of the public transport available in their local area for travelling into the city centre. The majority of respondents in the South were satisfied with most of these aspects (Table 3). Respondents in the South were more satisfied than those in the North East with reliability (71% compared with 64%), safety during the day (78% compared with 70%), and safety in the evening (58% compared with 40%).

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

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

## Transport and employment

Five per cent of respondents in the South said they had had been unable to apply for, or accept, a job whilst living in Glasgow because it would have been difficult to get to or from the place the job was based. This figure was lower than that in the North West (12%) and North East (11%).

## Satisfaction with council services

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

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

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

Satisfaction in the South decreased between 2017 and 2018, but to a lesser extent than in the North West (a five percentage point decrease compared to 13 percentage points).

Levels of satisfaction with individual services in the South varied, but the results were mainly positive (Table 5). Museums and galleries were very highly regarded (95% were satisfied) as were libraries (92%), sports and leisure centres (90%), parks (85%), and recycling centres (84%).

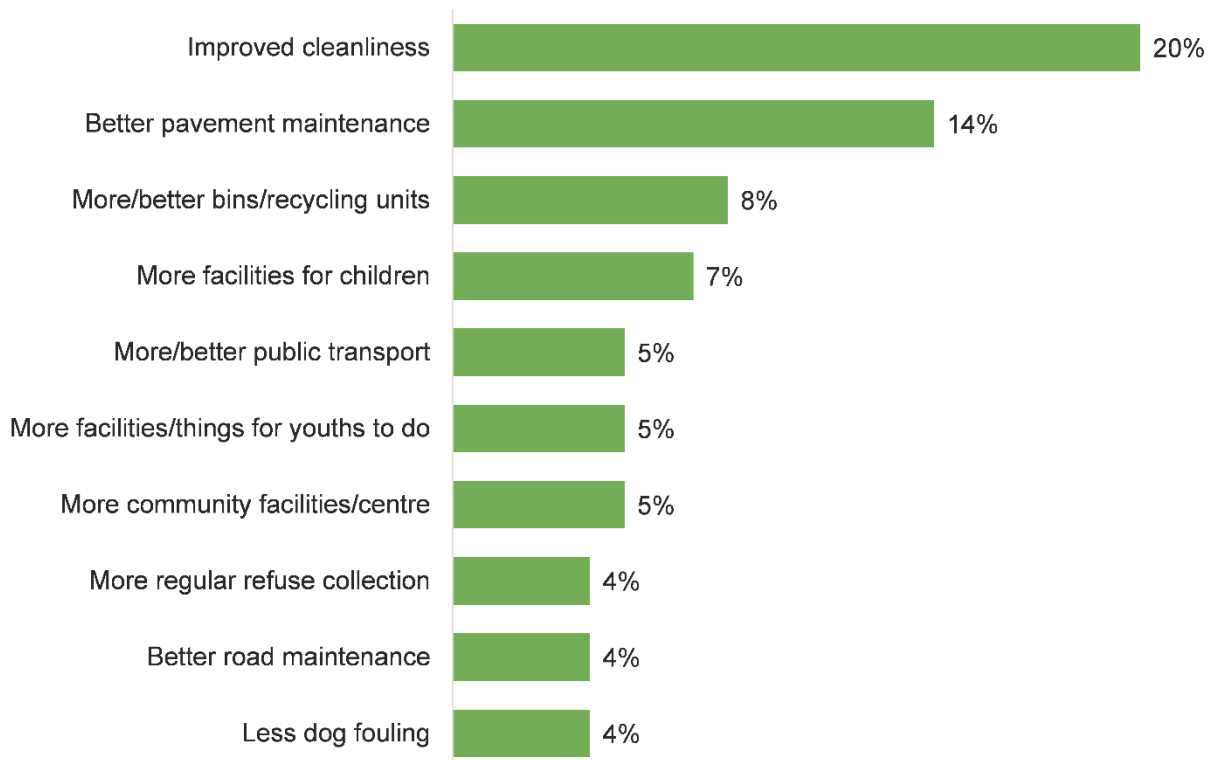
There was little variation in satisfaction between the South and other areas. The exceptions to this were in relation to parks, where satisfaction was lower than in the North West (85% compared with 91%), and refuse collection and street cleaning where satisfaction was lower than in the North East (72% and 52% compared with 79% and 62%).

**Table 5 – Satisfaction with individual services**

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

### Suggested improvements to the local area

Respondents identified a range of improvements they would like to see made to their local area in the event that they had the opportunity to direct some council spending accordingly. The most commonly suggested improvements to neighbourhoods in the South were increased cleanliness (20%), better pavement maintenance (14%), more or better bins and recycling units (8%) and more facilities for children (7%) (Figure 1).

**Figure 1 – Suggested improvements to neighbourhood (top 10 mentions in South)**

Base: All respondents in the South (379)

In comparison to the priorities in other areas, respondents in the South had similar priorities to those in the North East, but were less likely than those in the North West to suggest more or better bins and recycling units (8% compared with 13%); more or better public transport (5% compared with 11%); more regular refuse collection (4% compared with 9%); and less dog fouling (4% compared with 7%) (Table 6).

**Table 6 – Priority improvements to the local area**

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



## Community belonging

Overall, respondents in the South were positive about their place in their local community. Most agreed that if they were alone and needed help they could rely on a friend or relative in the neighbourhood to help them (85%), with 59% *strongly* agreeing. A further 79% agreed that they felt they belonged to the local area and 61% agreed that they felt valued as a member of their community (Table 7).

**Table 7 – Community belonging**

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

Respondents in the South were more likely than those in the North East to feel that they belonged to their local area (79% compared with 73%) and to feel valued as a member of the community (61% compared with 56%).

## Consumption of alcohol in public places

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

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

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

## Fairness and equality

Around three quarters (73%) of respondents in the South agreed that the council's services were available to everyone, while 72% agreed that they personally were treated with respect when dealing with the council (Table 8). Fewer, though still a majority, agreed that the council treated everyone equally (64%) and fairly (62%).

**Table 8 – Perceptions of the council's treatment of residents**

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

## **Ciaran Mulholland**

Associate Director

[ciaran.mulholland@ipsos.com](mailto: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://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.