Item 2

21st September 2022

Glasgow City Council

Operational Performance and Delivery Scrutiny Committee

Report by Chief Executive

Contact: Michelle McGinty

2022 Glasgow Household Survey: Summary of Findings

Purpose of Report:

The Council has consulted its residents through a Household Survey since 1999. The survey is used to measure and track resident's usage and satisfaction with a number of key services provided directly by the Council and its arm's length organisations. The survey is also used to inform service reform, strategy and policy development, programme evaluation and the implementation of the Council Strategic Plan.

Ipsos will present the main findings from the 2022 survey to this committee. This report summarises the full report.

The full survey report is available at: Glasgow Household Survey 2022

Recommendations:

The Operational Performance and Delivery Scrutiny Committee is asked to:

i) consider this report;
ii) note that the findings will inform Council policy and practice; and
iii) note that the key findings for the next Household Survey will be reported to this committee in September 2023.

Ward No(s):	Citywide: ✓
Local member(s) advised: Yes ☐ No ☐	consulted: Yes ☐ No ☐

PLEASE NOTE THE FOLLOWING:

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1.0 Background

1.1 The Council conducts a Household Survey each year. The survey is undertaken by an independent contractor (currently Ipsos) and is used to measure and track residents usage and satisfaction with a number of key services provided directly by the Council Family. The survey is also used to inform service reform, strategy and policy development, programme evaluation and the implementation of the Council Strategic Plan.

1.2 Throughout this report key service areas will be banded under two headings; universal and non-universal services. For the purpose of this report, universal services include:

- Road Maintenance
- Pavement Maintenance
- Street Cleaning
- Street Lighting
- Refuse Collection
- Recycling Collection

Non-universal services include:

- Museums and Galleries
- Sports and Leisure Centres
- Libraries
- Nursery, Primary and Secondary Schools
- Local Community Centres
- Recycling Centres
- Parks
- Children’s Play Parks
- Social Work Services
- Home Care Services

1.3 In addition to the standard usage and satisfaction questions, Services and arms-length organisations (ALEOs) are invited to submit questions which explore respondent’s views and opinions towards certain aspects of their Service. They use this information to inform service reform and policy development. This survey included questions relating to:

- Council reputation and communication
- Perceptions of Glasgow city centre
- Tackling poverty
- COVID-19 recovery and renewal
- Legacy of COP26
- Housing retrofit and energy efficiency
- Electric vehicles
- Legacy of the transatlantic slave trade and plantation slavery

1.4 Each survey consists of 1,000 interviews, proportionately carried out across the three Sector Community Planning Partnership Areas (North East, North West and South). Ipsos interviewed a representative sample of Glasgow residents that reflects the demographic profile of the city from the latest Office for National Statistics mid-year estimates. Strict quotas were set on age, gender, working status and ethnicity to ensure the sample is representative.

1.5 In previous years interviews were conducted face-to-face in respondents’ homes by using Computer Assisted Personal Interviewing (CAPI). This year, due to COVID-19, respondents had the opportunity to choose the method of interview that suited them best. Either face-to-face in their home, face-to-face on their doorstep, or using video or telephone interview. All aspects of the study were carried out to the international quality standard for market research, ISO 20252.

1.6 Throughout this report, significant differences in opinion between different groups of respondents will be commented on, such as age, gender and geographical area and ethnicity.

1.7 In addition to this committee, the results of each survey are presented to the Corporate Management Team and the full report is given to all Services and ALEOs. Findings from the survey are also included in the Council's Annual Performance report which is the subject of a separate report to a future committee, with services reporting the findings for their individual services in their ASPIRs. A copy of the full report is also placed on the Council's website (Glasgow Household Survey 2022).

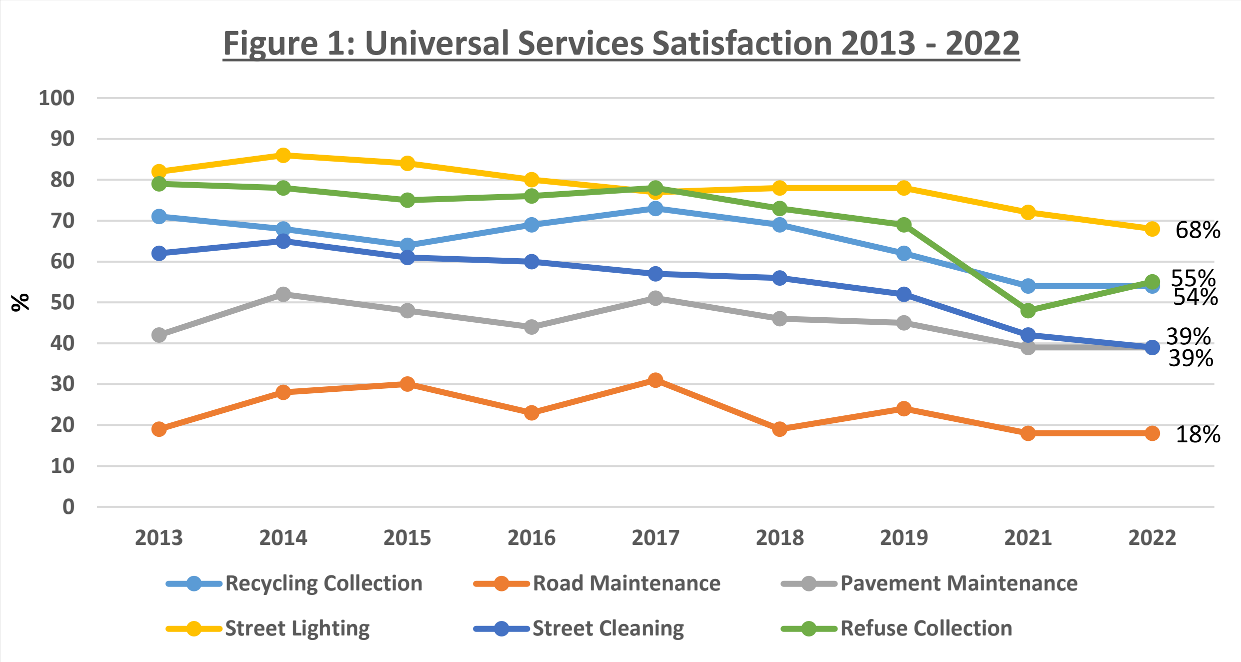
1.8 This report summarises the full report produced by Ipsos on the main findings from the 2022 survey. Additional trend data has been included where available.

2.0 Household Survey Results: Service Use and Satisfaction

2.1 As with previous waves, the 2022 survey asked about the services provided by Glasgow City Council and its arm's length organisations over the last 12 months. When interpreting the findings, it is important to note that many services were operating at reduced levels as a result of COVID-19, which may have had an impact on respondents' experiences and perceptions of those services.

2.2 Overall satisfaction with the services provided by Glasgow City Council and its arm's length organisations was similar to the previous wave of the survey: 49% were satisfied (compared to 48% in 2021), while 27% were dissatisfied (compared to 32%), and 23% were neutral in their opinion (compared to 19%).

2.3 Satisfaction with recycling collection (54%), pavement maintenance (39%) and road maintenance (18%) were each in line with the previous wave. Satisfaction with street lighting (69%) and street cleaning (40%) decreased slightly since the previous wave (by three percentage points each), while satisfaction with refuse collection (55%) increased (by seven percentage points) (Figure 1).



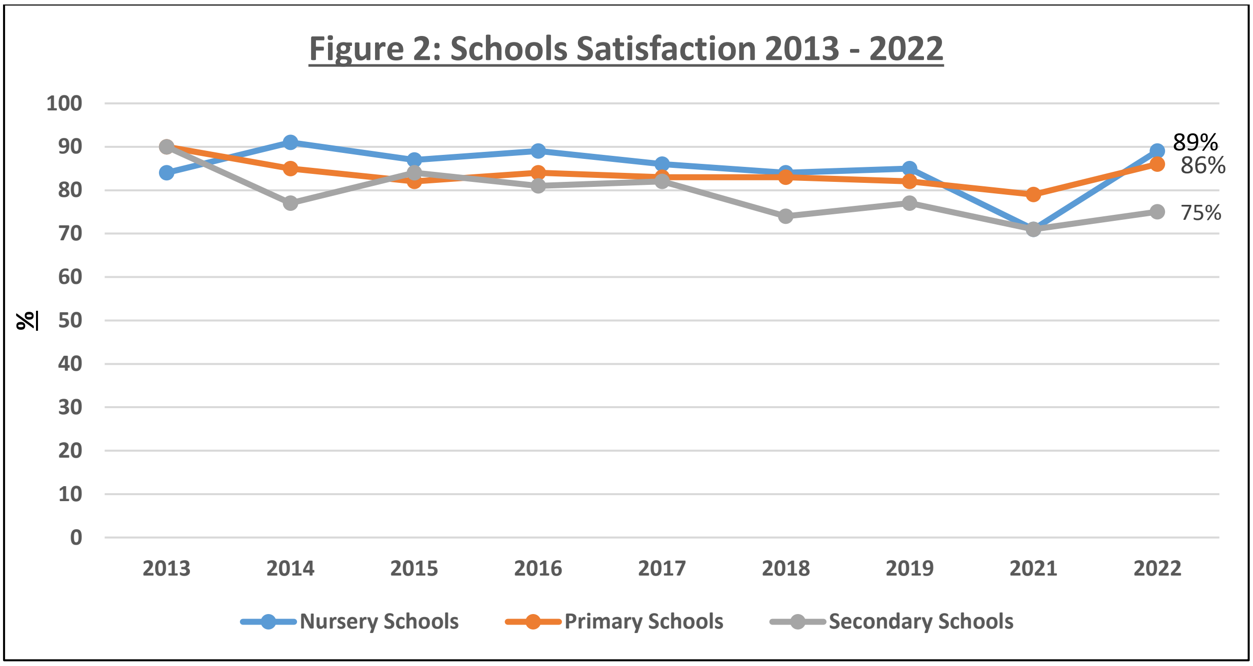
2.4 Satisfaction with universal services varied by sector partnership area. Respondents in the North East were more satisfied with recycling collection (58% compared with 52% in the North West and 54% in the South), while those in the North West were more dissatisfied with refuse collection (39% dissatisfied compared with 33% in the North East and 29% in the South).

2.5 Self-reported usage of some non-universal services provided by Glasgow City Council and its arm's length organisations changed compared to the previous wave of the survey in 2021. There was an increase in the use of museums and galleries (by 15 percentage points) and libraries (by 8 percentage points), which may reflect the increased opening of these facilities following the easing of COVID-19 restrictions. There was a decrease in the use of recycling centres (by 22 percentage points), parks (by 20 percentages points) and children's play parks (by 13 percentage points). Use of education services, sports and leisure centres, community centres, social work service and home care services were broadly in line with previous years.

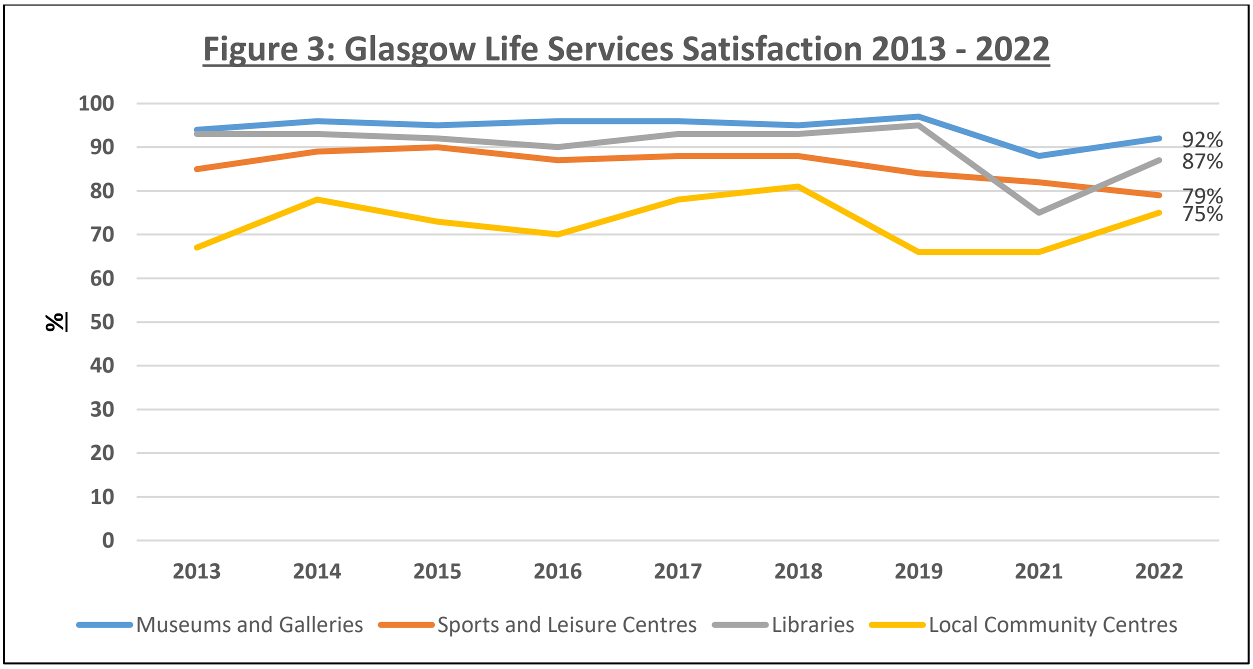
The services most used by households in the last 12 months were:

- parks 64%
- museums and galleries 43%
- recycling centres 39%
- libraries 33%
- sports and leisure centres 33%

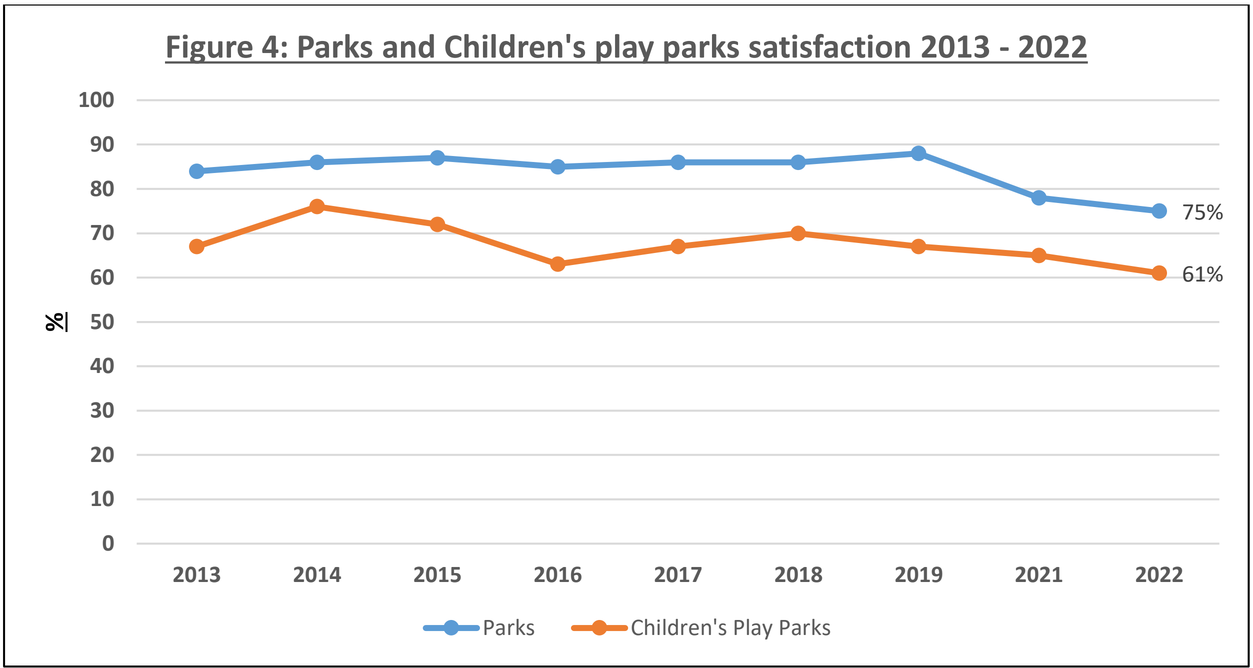
2.6 Satisfaction with education services was high and increased on the previous wave: 89% were satisfied with nursery schools (up 18 percentage points), 86% with primary schools (up seven points), and 75% with secondary schools (up four points) (Figure 2).



2.7 The vast majority of users were satisfied with culture and leisure services: 92% with museums and galleries, 87% with libraries and 78% with sports and leisure centres. Since 2021 there was an increase in satisfaction with museums and galleries (by four percentage points) and libraries (by twelve points), but a decrease in satisfaction with sports and leisure centres (by four points). Three quarters (75%) of users were satisfied with local community centres, up from 67% in 2021. However, this figure should be treated as indicative due to the small base size (Figure 3).



2.8 A majority of respondents were satisfied with parks (75%, down from 79% in 2021) and children's play parks (62%, down from 68%) (Figure 4). Satisfaction with play parks was higher in the North West (74%) than in the North East (61%) and South (50%).



2.9 As in previous waves, small base sizes preclude robust analysis of trends in satisfaction with social work and home care services. However, 74% of users were satisfied with home care services (in line with 75% in 2021) and 68% were satisfied with social work services (up from 55%).

3.0 Council Reputation and Communications

3.1 Around six in ten (61%) respondents agreed that the council had an important impact on the quality of local life in Glasgow, while 15% disagreed. Over a quarter (28%) agreed that the council was addressing the key issues affecting the quality of life in their local area, while 40% disagreed. On both measures, the proportion agreeing was lower than in previous years.

3.2 Respondents in the South (68%) and ABC1s (67%) were more likely than average (61%) to agree that the council had an important impact on quality of life. Those in the North East (19%) and those aged 55+ (23%) were more likely than average (15%) to disagree. Minority ethnic respondents were more likely than white respondents to say the council was addressing the issues affecting quality of life in their local area (40% vs 26%).

3.3 In terms of perceptions of local service standards, 32% agreed that the council designed services around the needs of people who used them, 31% that it did the best it could with the money available, and 30% that it provided high quality services. Just over a quarter (27%) felt it gave residents good value for money. As with views on the council's impact on quality of life, the proportion of respondents agreeing with each statement was lower than that seen in previous waves.

3.4 Those in the North East (36%) were more likely than those in other areas to disagree that the council provided high quality services (compared with 27% in the North West and 28% in the South).

3.5 As seen in previous waves, minority ethnic respondents were more positive about certain aspects of the council's role. They were more likely to say it designed services around the needs of people who used them (46% compared to 30% of white respondents), gave residents good value for money (41% vs 24%) and provided high quality services (39% vs 28%).

3.6 When asked their views on the council's information provision, just over a third said they trusted the council (36%) and fewer agreed that the council was good at letting residents know about its services (31%) and about how well it was performing (23%). Minority ethnic respondents were more likely to trust the council (48% compared with 35% of white respondents). Younger respondents (16-24) were more likely than those aged 55+ to say that they trusted the council (42% vs 31%).

3.7 Just under half (47%) said the council was too remote and impersonal and 39% said it rarely considered residents' views when making decisions that affected them. Half (50%) said they would like to get more involved in decisions affecting their own area. Older residents (55+) were more likely to say the council was too remote and impersonal (58% vs 35% of 16-24 year olds).

4.0 Perceptions of Glasgow city centre

4.1 Perceptions of Glasgow city centre were more negative than positive: 43% felt it had got worse over the last few years, 13% felt it had got better, while 33% felt it had not changed. Younger respondents were more likely to have a positive view of the city centre than older respondents. Among 16-24 year olds, 20% felt the city centre had got better, while 18% said it had got worse, while among those aged 55 and over, 5% felt it had got better and 54% felt it had got worse.

4.2 The most common reasons given by those who felt the city centre had got better included:

- improved atmosphere and overall appearance of the city centre (18%)
- new or restored buildings (17%)
- improved maintenance, cleanliness and upkeep (16%)
- improved restaurants or nightlife (10%)
- improved shops (10%)
- reduced crime (9%)
- improvements to cycling infrastructure (8%)
- better pedestrian infrastructure (7%)
- better public transport (7%)

4.3 The most common reasons given by those who felt the city centre had got worse included:

- lack of shops and shop closures (51%)
- poor maintenance, cleanliness and upkeep (34%)
- increased crime and antisocial behaviour (17%)
- poor atmosphere and appearance (12%),
- homelessness (10%)
- poor road infrastructure and traffic issues (8%)
- not feeling safe in the city centre (7%)

5.0 Legacy of COP26

5.1 The vast majority of respondents (92%) were aware that Glasgow had hosted the 2021 United Nations Climate Change Conference (COP26), while 7% were not.

5.2 There were mixed views on the impact that COP26 had on the city: 37% felt it had a positive impact, 16% negative, and 20% both a positive and negative impact. However, around one in five (21%) felt that hosting COP26 had no impact on Glasgow at all. Those in social grades ABC1 were more likely than C2DEs to say COP26 had a positive impact on the city (44% vs 31%).

5.3 Around a quarter of respondents (27%) said they had been encouraged to take environmental actions as a result of hearing about COP26, while around three-quarters (72%) said they were not. The most common actions included:

- walking, cycling or wheeling more
- turning off lights
- using public transport
- using energy efficient light bulbs
- and recycling

5.4 Concern about climate change and awareness of the need for climate action was high. The majority of respondents were concerned about climate change (78%), agreed that radical changes to society were needed to tackle climate change (76%) and understood what actions people should be taking to help (80%). A further 60% agreed that recent floods in this country were due to climate change.

5.5 A majority disagreed with the statements “climate change will only have an impact on other countries, not Scotland” (79% disagreed) and “I don’t believe my behaviour and everyday lifestyle contribute to climate change” (54%).

6.0 Housing retrofit and energy efficiency

6.1 In terms of their own homes, 56% of respondents lived in properties where at least one energy efficiency improvement had been made in the last five years. A third (33%) lived in homes where no changes had been made.

6.2 The most common improvements that had already been made were: changing to energy efficient lightbulbs (39%) and installing a new boiler or heating system (27%). Other, less common, changes included: double or triple glazing (16%), insulation (15%), draught proofing (11%), and door replacement (9%).

6.3 In terms of future energy efficiency changes, 28% of respondents said they or the property owner were planning to take at least one action in the next five years, while 45% were not (and 27% didn't know). Specific changes planned included: installing a new boiler or heating system (9%), double or triple glazing (8%) door replacement (7%) and insulation (6%).

6.4 Just over half of respondents (53%) felt that cost was a barrier to making their home more energy efficient and around a third (35%) felt there was not enough financial support from government. Other barriers included needing more information (17%) and the home not being suitable for upgrades (12%).

7.0 Electric Vehicles

7.1 Over half (56%) of respondents had a vehicle (either car or light van) in their household. Among those with a vehicle in the household the majority had a petrol vehicle.

7.2 Around one in five (22%) respondents intended to purchase a new vehicle or replace their existing one within the next two years. Of those, 55% planned to purchase an electric (28%) or hybrid (27%) vehicle, while 22% planned to purchase a petrol vehicle and 8% a diesel one.

7.3 The main reason for purchasing a petrol/diesel vehicle was that electric/hybrid vehicles were considered too expensive (50%). Other reasons included uncertainty about the availability and convenience of charging points (35%), uncertainty about the running costs of electric/hybrid vehicles (22%) and concern about the distance they travelled on charge (21%).

8.0 Tackling Poverty

8.1 The majority (90%) of respondents felt there was either quite a lot (57%) or a fair amount (33%) of poverty in Glasgow. A minority (7%) felt there was very little (6%) or no poverty at all (1%). Perceived levels of poverty were higher among women (63% said there was quite a lot compared with 50% of men), and white respondents (60% vs 35% of minority ethic respondents).

8.2 Two in five (40%) respondents said they were living comfortably on their present income and the same proportion (40%) said they were coping. Around one in five (19%) were finding it difficult to cope on their present income. The proportion that were finding it difficult was slightly higher than that recorded in 2016 when the question was last asked, and more in line with when the question was asked in 2014.

8.3 Respondents most likely to say they were finding it difficult to cope on their income were those not working (31% compared to 15% of those in employment), social grades C2DE (25% compared to 11% of ABC1s), and households with one or more children (26% compared to 17% of those without children).

8.4 Among those that were finding it difficult on their present income they stated they were experiencing the following:

- finding it difficult to pay bills (74%)
- currently in arrears with creditors (32%)
- missing out on meals (27%)
- working longer than normal hours (21%)
- working more than one job (11%)

The proportion experiencing each of these impacts was higher than that recorded in 2016.

8.5 For those that were struggling on their present income the following were identified as the two or three biggest concerns for their household (Table 1):

Table 1: Here are a list of concerns people may have in the current economic climate. Which are the two or three biggest concerns for your household?	
Cost of gas and electricity	84%
Food cost	57%
Rent cost	26%
Petrol cost	25%
Cost of council tax	25%
Lack of employment opportunities	10%
Threat of homelessness	7%
Cost incurred during school holidays	6%
Threat of redundancy	4%
Lack of in work progression	4%
Cost of holidays	4%
Reduction in working hours	3%
Mortgage costs	3%
Childcare costs	3%

The proportion identifying cost of gas and electricity was much higher than in 2016 when the figure recorded was 46%. There were also increases in the proportions mentioning cost of food (32%), and petrol (11%) from 2016.

9.0 COVID-19 Recovery

9.1 Respondents generally felt that COVID-19 posed either a moderate, low or very low threat to Glasgow (69%), their community (73%), their family (76%) or themselves (84%). However, around a quarter (24%) felt it posed a high/very threat to Glasgow, 20% to their community and to their family, and 15% to themselves.

9.2 Respondents stated that they were currently taking the following actions to avoid the spread of COVID-19 (Table 2):

Table 2: Which measures, if any are you currently taking to avoid the spread of COVID-19?	
Wearing a mask in public	47%
Trying to maintain social distance when out and about	33%
Staying local	21%
Avoiding foreign travel	21%
Avoiding non-essential travel journeys	20%
Avoiding non-essential use of public transport	20%
Avoiding contact with elderly / those with health conditions	18%
Working from home	14%
Hybrid working	11%
Only leaving the home for essential trips	11%
Only meeting indoors with one other household	4%
Not leaving home at all	2%
None	26%

9.3 When asked how comfortable they felt about taking certain actions, including those that had been impacted by COVID-19 and lockdown restrictions, respondents were broadly comfortable with most measures and more comfortable than in 2021 when this question was last asked (Table 3).

Table 3: How comfortable do you feel about each of the following at the present time?		
	% Very/Fairly comfortable	
	2021	**2022**
Going to your place of work	82%	90%
Attending places of worship	69%	88%
Taking holidays in the UK	77%	87%
Going to your GP for issues not related to coronavirus	77%	85%
Going to bars or restaurants	63%	83%
People from outwith the city visiting the centre	59%	83%
Visiting Glasgow city centre	66%	80%
Using public transport	53%	78%
Going to large public gatherings (sport/music)	31%	71%
Taking holidays overseas	29%	67%

9.4 When asked about the potential financial impacts of the pandemic, 40% said they were experiencing at least one financial setback or making at least one type of financial adjustment. The most common adjustments were making sure they had enough money for an emergency fund (19%) and using savings to pay bills (15%). Other, less common, impacts included: salary reductions (8%), postponing paying at least one bill (8%), reducing in working hours (6%) and loss of job (5%).

10.0 Legacy of the Transatlantic Slave Trade and Plantation Slavery

10.1 Knowledge of Glasgow's historic links with the Transatlantic Slave Trade and Plantation Slavery (hereafter referred to as "the slave trade") was generally low. Around a third (34%) of respondents knew a fair amount/great deal, whereas 60% knew nothing/not very much about it. Very few respondents denied the existence of such links (3%).

10.2 Knowledge of Glasgow's historic links to the slave trade was higher among those in the least deprived parts of the city (52% knew at least a fair amount) compared with those in the most deprived areas (25%). Minority ethnic respondents were less likely than white respondents to have heard about the city's historic links to the slave trade (31% said they had never heard of it, compared with 17% of white respondents).

10.3 Respondents were broadly split regarding their level of interest in finding out more about Glasgow's historic links to the slave trade: 52% were interested and 44% were not.

10.4 The groups most interested in learning more were those aged 16-24 (60% very/fairly interested) and 25-34 (63%) and those in the least deprived areas (69%). Those least likely to be interested were those aged over 75 (63%) and those in the most deprived areas (51%).

10.5 Respondents were generally supportive of initiatives that sought to enhance understanding of Glasgow's historic links with the slave trade. Two thirds supported teaching children in schools about these links (66%) and making educational resources available (65%), while over half supported more opportunities for the public to share their views (56%). Just over half (53%) supported the council taking steps to address historic links with the slave trade.

11.0 Policy and Resource Implications

Resource Implications:

Financial:	None
Legal:	None
Personnel:	None
Procurement:	None
Council Strategic Plan:	Well governed City that Listens and Responds Priorities 92, 94 and 95
Equality and Socio-Economic Impacts:	
Does the proposal support the Council's Equality Outcomes 2021-25? Please specify.	Yes, by gathering residents' views and opinions about equalities issues this report seeks to assist in increasing knowledge and providing data about Equality and Fairness which supports the Equality Outcomes.
What are the potential equality impacts as a result of this report?	No EQIA carried out as the report does not relate to a new service, policy, strategy plan or significant change to a review of a service, policy strategy or plan. However, the equality results and profile will inform future policies and support.
Please highlight if the policy/proposal will help address socio-economic disadvantage.	N/A
Climate Impacts:	
Does the proposal support any Climate Plan actions? Please specify:	No
What are the potential climate impacts as a result of this proposal?	None
Will the proposal contribute to Glasgow's net zero carbon target?	No

Privacy and Data Protection Impacts:	Data collated with be handled in accordance with the General Data Protection Regulation.

Recommendations

The committee is asked to note this report and to:

i) consider this report;
ii) note that the findings will inform Council policy and practice; and
iii) note that the key findings for the next Household Survey will be reported to this committee in September 2023.