

**Glasgow City Council  
Household Survey (Wave 6)  
Report  
October 2010  
PC22169**

**Prepared For:**



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## Executive Summary

In early 2007 Cello **mruk** were commissioned by Glasgow City Council to investigate public attitudes towards the Council and satisfaction with a range of services. This is the autumn 2010 wave continuing the Council's twice-yearly tracking study. This Report details findings from the most recent wave of research drawing on variations across waves where relevant. This fieldwork was conducted between 13<sup>th</sup> of August and 21<sup>st</sup> September 2010.

Various cross-analysis' have been carried out and this report includes textual commentary of findings which are significant and where the base sizes allow for meaningful inclusion. Where cross-analysis has not been included this will be due to no strong trends or correlations existing or where the base number of respondents is too low to provide statistically significant findings.

A total of 1,002 in-home interviews were undertaken across Glasgow.

### Council Services

Overall, usage of Council services was consistent with those recorded in April 2009; October 2009 and April 2010, but generally below levels recorded in both 2008 waves.

The main notable difference in service usage since the April 2010 wave is a drop in the use of parks. Conversely, use of sports and leisure facilities has risen over the same period. As with previous waves the four most commonly used services are libraries, sports and leisure centres, parks and museums and galleries.

When respondents were asked generally how satisfied or dissatisfied they were with the services provided by Glasgow City Council, satisfaction levels continued to remain high. The only major change in satisfaction levels for individual services occurred for road maintenance, where there was an increase from April 2010 – road maintenance continues to be the service which receives the lowest satisfaction scores.

### Road and Pavement Maintenance

In a new set of questions for this survey, respondents were asked to comment on the impact of the severe weather during the winter period. The key finding here is that between a fifth and a third of respondents said that the severe weather 'never' prevented them from using any of the roads or pavements be they side/local or main. In addition between a quarter and third said that conditions 'rarely' prevented their use of roads or pavement. If these two figures are combined it is clear that between 53% and 63% 'rarely or never' were prevented from using main or side/local roads or pavements.

With regard to gritting and snow clearance, results were fairly consistent across all of the options with between 44% and 63% saying the Council did 'very well' or 'well' in their local areas. The main issue of concern for respondents was snow clearing and the provision of

grit bins which both had around three in ten respondents expressing some degree of dissatisfaction.

### **Clean Glasgow**

Awareness of the campaign was lower when compared to September 2008 when the question was last asked – just over a third said they were aware, compared to over half in 2008.

Recall of advertising was broadly similar to results from September 2008, posters were recalled more while banners on bin lorries were recalled less.

Only a handful of respondents took part in an organised community clean up; registered as a neighbourhood improvement volunteer or reported an issue to the Clean Glasgow freephone. However over 10% of respondents said they had used the Council guidance on presenting waste for bulky uplift.

Around a tenth of respondents said that dog fouling and litter were significant problems in their local area while around half said that these were not a problem. In general, all of the problems are reducing over time with the exception of flyposting which has stayed the same over three waves since September 2008.

### **Community Safety Patrol Officers**

Around two fifths of respondents said that they had never heard of Community Safety Patrol Officers (CSPOs). Of those respondents who had heard of them, around a third had seen them patrolling in their neighbourhood.

Of those who had seen a CSPO in their area, nine in every ten said they had never reported any issues to them. In general, CSPOs were seen as a benefit to neighbourhoods.

### **Customer Care**

Just over one in ten respondents said that they had contacted the Council and of these most had made contact with financial services or land and environment services. The telephone was the most common method of contacting the Council with around two thirds of those who made contact stating they were satisfied.

Respondents preferred method of contact was via the phone or in person.

### **E-recruitment**

When those aged 65 or under were asked to say how they would look for a job vacancy most said through a Job Centre or through an online search. Around one in ten said they would use an agency or a newspaper. Around a fifth of respondents stated their preferred

method of applying for a job was electronically via a website; a fifth stated “on paper by post”, and a fifth stated “via email” – while just under a quarter did not state a preference.

Respondents were also asked about their awareness of free PC and Internet access – around two fifths were aware and two fifths were not aware that this was available in different locations in relation to both free PC access and Internet access – awareness was equal for both aspects and this may be related to respondents seeing the use of the two individual as the same thing. Of those who were aware of free access just over two fifths were users. Around a quarter of all respondents believed that they would use these free services in the future.

### **Glasgow Kidzcard**

Respondents who had a child aged between 5 and 11 they asked about the Glasgow Kidzcard. Awareness was low at just over a quarter. Those who had a card (35 respondents) were most aware of free swimming, cinema discounts and borrowing books and DVDs from libraries. Swimming was also the most commonly used offer of those available, with two thirds of the 35 respondents saying they had used this in the past year.

### **Electoral Registration**

The vast majority of respondents said they were registered to vote; however around a fifth were not. Students, the unemployed, those working part-time, and respondents from Black and Minority Ethnic (BME) communities were those least likely to be registered.

The most commonly used method of registering was to do so by post – two thirds used this method compared to around a fifth who registered in person.

### **Finance**

Nearly a third of respondents stated that they had no savings or investments in any of the available options (listed as: bank savings account; post office savings account; building society account; national savings certificates; premium bonds; unit trusts; personal equity plans; shares and ‘other’). However, two fifths said that they did have a bank savings account and a tenth said that they had a building society account.

The most commonly used method for purchasing goods was using cash and this was used by three quarters of respondents. A further quarter used a debit card and a fifth used a credit card. Over half of respondents said that they had not borrowed any money over the previous year, while a further fifth mentioned friends or family had helped them. Other forms of borrowing were relatively low.

Just over half of respondents stated that they had home content insurance, while around a fifth said they had house/buildings insurance.

In terms of managing finances, respondents were most likely to say that they were ‘getting by alright’ (two fifths); ‘managing quite well’ (just under a third) or ‘managing very well’ (under a tenth). However, around a tenth also said that they had some financial difficulties

– for those who had had some financial difficulties most mentioned that they had difficulty paying bills (60%) or that they were currently in arrears with creditors (47%).

Only 3% of all respondents said that they were in arrears with their Council Tax, while four fifths said they were not.

Just less than one in ten respondents said that they were aware of the Glasgow Advice and Information Service (GAIN) – four fifths said they were not aware of it. Just under a third of respondents said that they would be willing to be referred to GAIN if they were to get into arrears with their Council Tax.

## 1. Introduction

This report summarises the results of Glasgow City Council's Household Survey, autumn 2010, conducted by CELLO **mruk** research. This continues the Council's twice-yearly tracking study to investigate public attitudes towards the Council and satisfaction/dissatisfaction with a range of services. This latest wave included the following topics:

- Usage and Satisfaction with Council Services
- Road and Pavement Maintenance
- Clean Glasgow
- Community Safety Patrol Officers
- Customer Care
- E-recruitment
- Glasgow Kidzcard
- Electoral Registration
- Finance

All interviewing was carried out face-to-face in-home, using Computer Aided Personal Interviewing (CAPI) machines, by Interviewer Quality Control Scheme accredited interviewers (IQCS). This interviewing was conducted between 13<sup>th</sup> August and 21<sup>st</sup> September 2010. A copy of the questionnaire is attached as an Appendix to this report.

## 2. Methodology

As with previous waves, an in-home face-to-face interviewing approach was considered the most appropriate for conducting this survey, for the following reasons:

- Permits the use of longer questionnaires than telephone or in-street surveys;
- Allows quota-controlled sampling within pre-selected geographical areas e.g. community planning areas;
- Allows interviewers to call-back at a time more suitable to respondents, thereby maximising their opportunity to participate in the research;
- Allows provision to be made for respondents who do not speak English as their first language.

In total, 1,002 interviews were conducted in accordance with a set of pre-determined quota controls that reflected the demographic and economic characteristics of the target population of each area, as derived from available demographic data and discussions with the Council.

The sample was drawn to provide a representative cross-section of Glasgow's population, with 10 interviews carried out at each of 100 sample points. Each point was a Census Output Area comprising 70-100 addresses. Interviewers selected households at random within each list and then chose respondents using the next birthday rule when more than one was available within the required quota structure. Final data were then weighted by age/gender in accordance with the 2001 census. Please refer to Appendix A for a more comprehensive explanation of the sampling technique employed.

All interviewing was carried out face to face in-home, using CAPI (Computer Aided Personal Interviewing) machines, by IQCS-accredited interviewers.

In order to achieve the desired number of interviews of each quota the following steps were taken:

- Interviewing was undertaken between the hours of 10.00am and 8.00pm on weekdays and weekends in order to maximise response from a cross-section of residents;
- Interviewers made an initial call and up to three call backs if this was necessary. Call backs were undertaken at different times during weekdays and weekends to maximise responses;
- Calling cards which include CELLO **mruk** research's freephone telephone number were left after each visit.

### **3. Usage and Satisfaction with Council Services**

#### **3.1 Introduction**

This section concerns residents' usage of, and satisfaction with, a variety of services provided by the Council.

Usage levels were consistent with those found in the April 2009; October 2009 and April 2010 waves, but generally below the levels recorded in both 2008 surveys.

Overall satisfaction with Council services remains high, and very consistent over time. Similarly, satisfaction with individual services has remained fairly consistent over time. The only variation to this was road maintenance where levels of satisfaction have improved since last wave ( having deteriorated from previous wave).

#### **3.2 Usage of Council Services**

Council services usage (74%) was slightly higher than that recorded in April 2010 (70%); October 2009 (71%) and April 2009 (71%) waves. However, this still represents a decline from April 2008 where 79% and September 2008 where 76% of residents stated either they or their family members had used at least one service provided by the Council or its Partners.

The only notable differences between September 2010 and April 2010 was that the usage of parks had fallen from 39% to 28% while usage of sports and leisure facilities had risen 9 points from 26% to 35% over the same period.

Usage of parks is dropping consistently over time (from 55% in April 2008 to 28% now). Usage of sports and leisure facilities has returned to the high usage rate recorded in September 2008 (35%).

Similar to previous waves, the four services most used by households remain the same, namely libraries (36%), sports and leisure centres (35%) parks (28%) and museums and galleries (25%).

Other services were used less by residents generally, but continue to reflect the specific target audience for these services such as nursery, primary and secondary schools, home help service, local community centres and social work services.

**Table 1: Usage of Council/Partner Services**

	April '08	Sept '08	April '09	Oct '09	April '10	Sept '10
	%	%	%	%	%	%
Libraries	39	48	37	39	37	36
Sports and Leisure Centres	33	35	26	29	26	35
Parks	55	49	46	39	39	28
Museums and Galleries	38	37	20	33	24	25
Primary Schools	14	16	11	12	10	13
Children's Play Parks	16	19	10	10	11	11
Nursery Schools	6	10	5	6	7	9
Secondary Schools	7	11	6	6	6	7
Local Community Centres	5	7	3	6	3	4
Social Work Services	5	10	3	4	3	3
Home Help Service	3	4	2	2	2	1
None of these	21	24	29	29	30	26
Don't know	1	-	*	-	-	-

\* = Less than 1%

Base: April '08: 1,010; Sept '08: 1,002; April '09: 1,010; Oct '09: 1,010; April '10: 1,000; Sept '10: 1,002 (All respondents)

Source: CELLO **mruk** research, September 2010

Usage of museums and galleries by residents from Partick West / Hillhead / Anderston & City Centre (63%) was much greater than residents from Springburn & Part of Glasgow N.E. (2%). This pattern was repeated for usage of parks. The majority of residents from Partick West / Hillhead / Anderston & City Centre (56%) used libraries, but only 29% of residents in Maryhill / Kelvin & Canal and 12% in Greater Pollok & Newlands / Auldburn did likewise.

Residents most likely to have children (aged 25-44) made greatest use of nurseries, primary and secondary schools and children's play parks. In addition, these groups were more likely to use parks, museums and galleries and sports and leisure centres. Those aged 75+ used Council services less than any other age group.

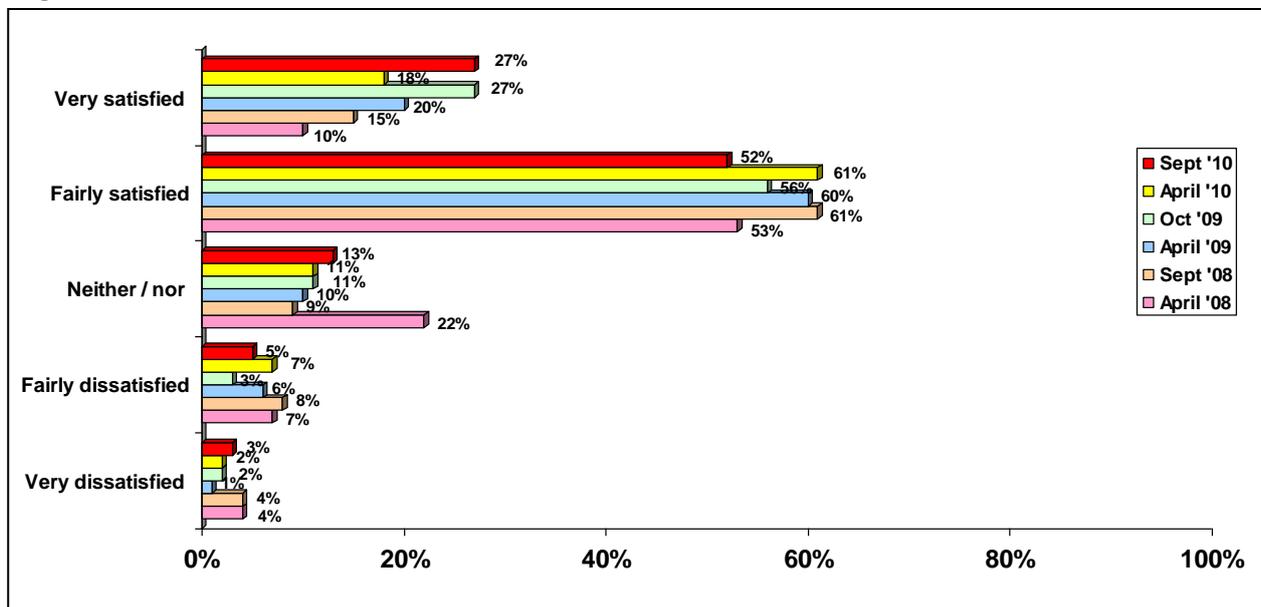
Respondents from the D and E socio-economic grouping were more likely than others to use council and partner services (32% compared to 16% for respondents from socio-economic grouping A). Similarly, respondents whose income was derived from benefits or pensions were also more likely to use services compared to those whose income was derived from employment (79% compared to 70% respectively)

### 3.3 Satisfaction with Council Services

As can be seen in figure 1 below, overall satisfaction with Council services continued to remain high at 79%, identical to the April 2010 results. Satisfaction was consistently high amongst all socio-demographic groupings.

In terms of geographic areas, residents in Govan & Craigton were the least satisfied (63%) with services whilst those living in Pollokshields East & Southside Central were most satisfied (94%).

**Figure 1: Overall Satisfaction with Council Services**



Base: April '08: 1,010; Sept '08: 1,002; April '09: 1,010; Oct '09: 1,010; April '10: 1,000; Sept '10: 1,002 (All respondents)

Source: CELLO **mruk** research, September 2010

As can be seen in table 2 overleaf, results also showed high satisfaction levels with the majority of individual Council services. Road maintenance continued to score lowest in terms of satisfaction, although satisfaction has increased from the low of 43% recorded in April 2010 to 54%. As with previous results, pavement maintenance and street cleaning continue to have relatively lower satisfaction scores with 68% and 75% respectively saying they are satisfied.

Looking in more detail at road maintenance, there were large differences in the perception of residents depending on where they live. Satisfaction with road maintenance was relatively low in Drumchapel / Anniesland & Garscadden / Scotstounhill (63%), and Partick West / Hillhead / Anderston & City Centre (54%), but was higher for respondents living in Shettleston & Baillieston & Part of Glasgow NE (77%) and Govan & Craigton (82%).

There was also a sizable variation in satisfaction levels with regard to pavement maintenance. Residents living in Langside & Linn (87%) and Maryhill / Kelvin & Canal (81%) were most satisfied, but satisfaction was much lower in East Centre & Calton (62%) and Springburn & Part of Glasgow NE (66%).

The highest levels of satisfaction continue to be recorded for museums and galleries (98%), libraries (97%), sports and leisure centres (94%), nursery schools (96%), primary schools (94%) and the home help service (90%). It should be noted however, that the base for those receiving the home help service was very low at only 9 users.

**Table 2: Satisfaction with Council Services**

	April '08	Sept '08	April '09	Oct '09	April '10	Sept '10
	%	%	%	%	%	%
Museums and Galleries (246)	89	92	98	97	98	98
Libraries (361)	85	91	95	97	95	97
Nursery Schools (67)	90	95	95	96	92	96
Sports and Leisure Centres (347)	97	89	94	92	94	94
Primary Schools (130)	77	90	96	94	92	94
Home Help Service (9)	79	86	86	92	94	90
Parks (280)	76	85	93	90	92	90
Secondary Schools (87)	80	89	95	89	89	90
Local Community Centres (40)	70	69	91	94	84	86
Street Lighting (1002)	85	77	79	87	84	83
Social Work Services (33)	63	69	81	76	81	82
Refuse Collection (1002)	85	73	80	83	77	81
Children's Play Parks (105)	65	66	86	78	79	80
Street Cleaning (1002)	64	63	75	75	74	75
Pavement Maintenance (1002)	52	52	65	65	63	68
Road Maintenance (1002)	33	42	54	52	43	54

Base: Various and shown in brackets for September '10 (respondents who have used the services)

Source: CELLO mruk research

### 3.4 Summary

Overall, usage of Council services were consistent with those recorded in April 2009; October 2009 and April 2010, but generally below levels recorded in both 2008 waves.

The main notable difference in usage since the April 2010 wave is a drop in the use of parks. Conversely, use of sports and leisure facilities has risen over the same period. As with previous waves the four most commonly accessed services are libraries, sports and leisure centres, parks and museums and galleries. Respondents living in Partick West / Hillhead / Anderston & City Centre and Springburn & Part of Glasgow NE were far more

likely than others to use at least one service. Similarly respondents from socio-economic groups D and E were more likely than others to access at least one service.

When respondents were asked generally how satisfied or dissatisfied they were with the services provided by Glasgow City Council, satisfaction levels continued to remain high. The only major change in satisfaction levels for individual services occurred for road maintenance, where there was an increase from April 2010 – road maintenance continues to be the service which receives the lowest satisfaction scores. In terms of area differences respondents living in Govan & Craigton were the least satisfied whilst those living in Pollokshields East & Southside Central were most satisfied.

## 4. Road and Pavement Maintenance

### 4.1 Introduction

This section covers questions which consider road and pavement maintenance focusing particularly on the impact of the severe weather which impacted Glasgow and the rest of Scotland during the winter months of 2009/2010.

This section of questions was preceded by a statement which was read out to the respondent prior to answering the questions:

*“Earlier this year Glasgow experienced a severe and prolonged winter, which included heavy snow and icy conditions”.*

### 4.2 Impact of Road Conditions

This new question was asked of all respondents and provided some very clear findings. Respondents were asked if road conditions experienced during the severe winter had ever prevented them from using roads or pavements, and were asked to choose one of the following options – ‘Never’, ‘Rarely’, ‘Sometimes’, or ‘Always’ – with further options of ‘Don’t Know’ or ‘Can’t remember’.

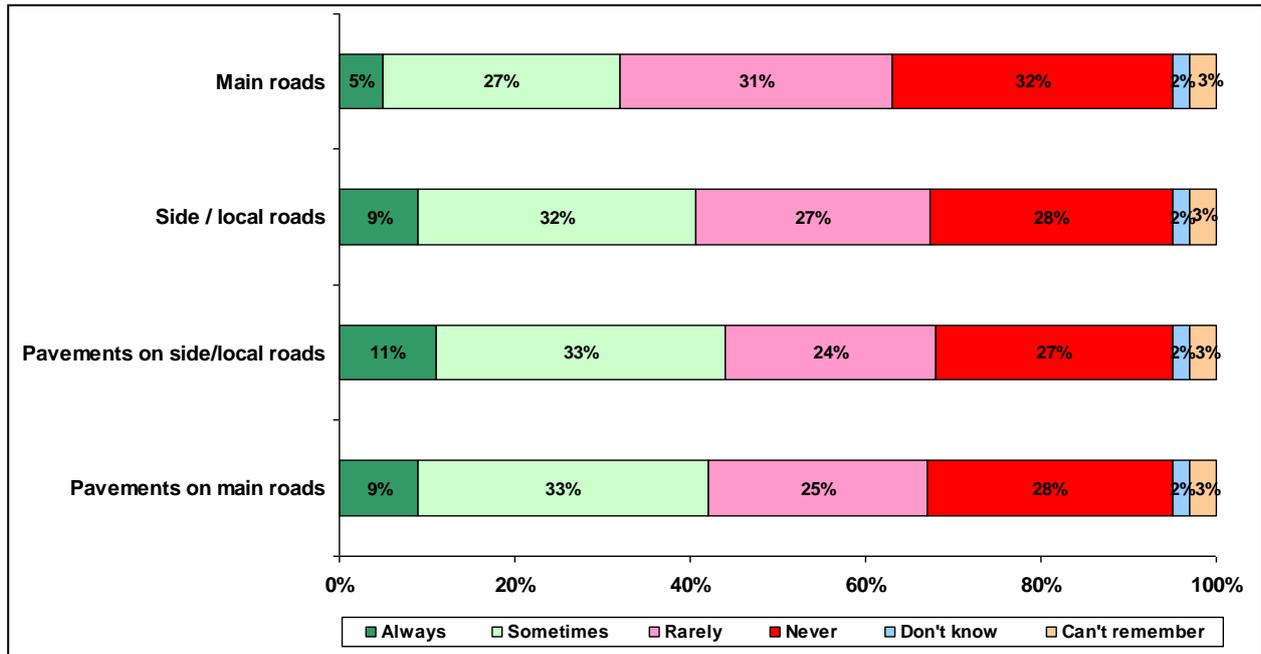
The key finding here is that between a fifth and a third of respondents said that the severe weather ‘never’ prevented them from using any of the roads or pavements be they side/local or main. In addition between a quarter and third said that conditions ‘rarely’ prevented their use of roads or pavement. If these two figures are combined it is clear that between 53% and 63% ‘rarely or never’ were prevented from using roads or pavements.

Looking at each of the different questions asked it is clear that conditions prevented the use of *main roads* ‘rarely’ (31%) or ‘never’ (32%) for the majority of respondents. A small minority – 5%- considered that conditions during the last winter ‘always’ prevented use of *main roads*, while this was the case ‘sometimes’ for 27% of respondents. The use of *side/local roads* follows a similar trend with 55% of respondents responding ‘rarely’ or ‘never’ and only 9% of respondents saying the severe weather ‘always’ prevented them from using them while 32% said ‘sometimes’. Just over a tenth of respondents (11%) said that they were ‘always’ prevented from using *pavements on side/local roads* – 9% of respondents said this of *pavements on main roads*.

Looking at some of the area differences, *main road* usage was ‘always’ an issue for more respondents living in East Centre & Calton (14%), while those respondents in Pollokshields East & Southside Central were most likely to say conditions ‘never’ prevented their use of *main roads* (62%, compared to the overall average of 32% who said this).

'Always' preventing the use of *side/local roads* was more of an issue for those living in East Centre & Calton (24%) compared to those living in Pollokshields East & Southside Central. This trend was continued when looking at the weather preventing the use of *pavements on main roads*.

**Figure 2: Did the conditions ever prevent you from using the following in your area....**



Base: 1,002 (All respondents)  
Source: CELLO **mruk** research, September 2010

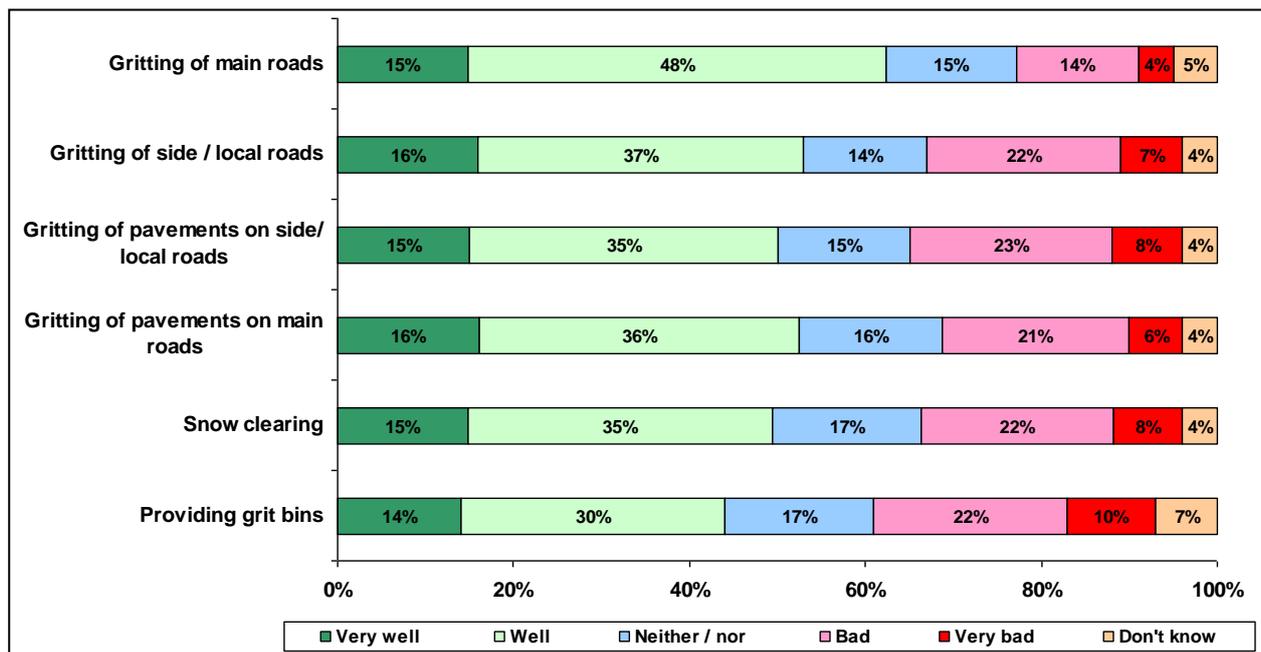
### 4.3 Council Performance – Gritting and Snow Clearing

Respondents were then asked to comment on how well or otherwise they thought the Council carried out their duties during the period of severe weather. As can be seen in the graph below, most respondents felt the Council had done well over most of the key areas listed. Gritting of main roads scored highest (63% of respondents being positive while only 18% were negative). Providing grit bins scored lowest (43% of respondents being positive while 33% were negative).

Positive responses on how well the Council dealt with gritting main roads were most common for those respondents living in Langside & Linn and least common for those living in Springburn & Part of Glasgow NE. These areas also followed this trend when rating how well the Council dealt with the gritting of side/local roads.

Males were more likely than females to express positive comments on the gritting of side/local road and this was also evident when rating how the Council dealt with gritting side/local pavements.

**Figure 3: How well or otherwise do you think the Council carried out the following in your area?**



Base: 1,002 (All respondents)  
Source: CELLO **mruk** research, September 2010

Looking at the gritting of side/local pavements, Langside & Linn again had one of the lowest negative responses (7%) although Maryhill and Kelvin & Canal were also low at 4%. Conversely, those living in Springburn & Part of Glasgow NE (57%) and Drumchapel / Annesland & Garscadden / Scotstounhill (53%) had relatively high levels of dissatisfaction

with the gritting of side/local pavements. The gritting of side/local main roads also followed this area distinction with similar levels of negativity expressed in the two areas.

Snow clearing also followed a similar trend in the areas as well with respondents in Springburn & Part of Glasgow NE (57%) being the most negative and those from Maryhill and Kelvin & Canal (4%) being the least negative when compared to other areas.

#### 4.4 Summary

In a new set of questions for this survey respondents were asked to comment on the impact of the severe weather during the winter period. The key finding here is that between a fifth and a third of respondents said that the severe weather ‘never’ prevented them from using any of the roads or pavements be they side/local or main. In addition between a quarter and third said that conditions ‘rarely’ prevented their use of roads or pavement. If these two figures are combined it is clear that between 53% and 63% ‘rarely or never’ were prevented from using roads or pavements.

Respondents who said the conditions ‘always’ prevented them from using main roads was low at 5% but increased to 9% for side/local roads. Pavements were more of an issue generally with 11% of respondents saying that the weather prevented them from using side/local pavements while 9% said this of pavements on main roads.

Respondents living in East Centre and Calton were much more likely to say they were prevented from using roads and pavements especially when compared to respondents living in Pollokshields East & Southside Central.

With regard to gritting and snow clearance results were fairly consistent across all of the options with between 44% and 63% saying the Council did very well or well in their local areas. The main issue of concern for respondents was snow clearing and the provision of grit bins which both had around three in ten respondents expressing some degree of dissatisfaction.

## 5. Clean Glasgow

### 5.1 Introduction

This section covers questions on the Clean Glasgow Campaign.

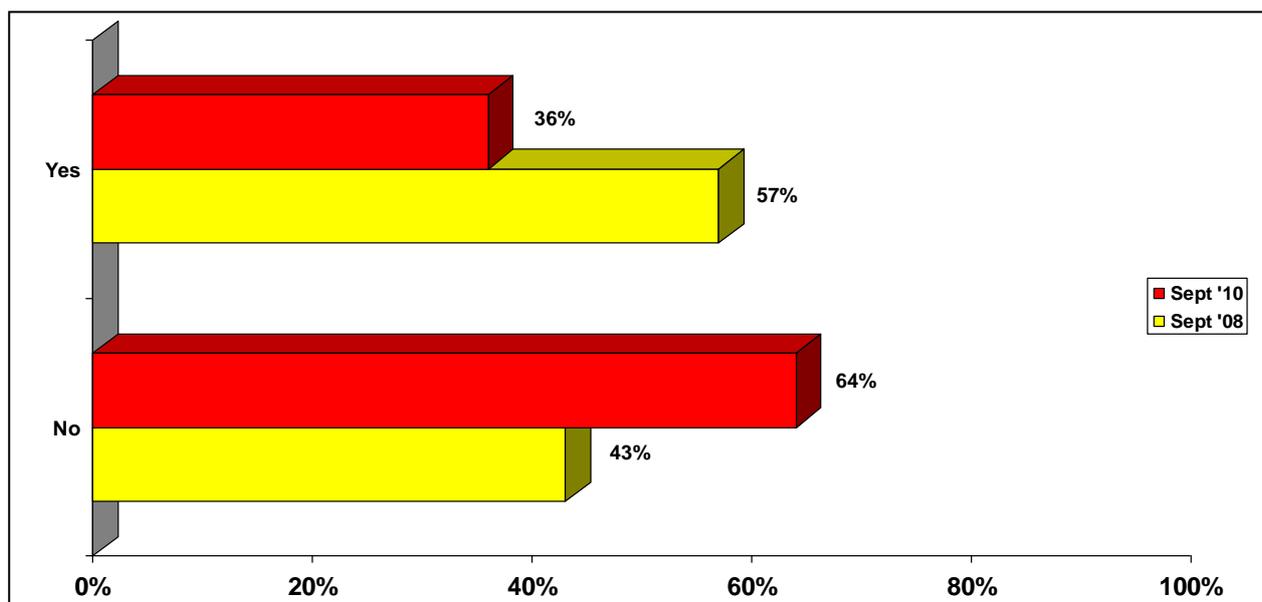
The questions focus on awareness, advertising, involvement and opinions on the impact of the campaign amongst survey respondents.

### 5.2 Awareness of the Clean Glasgow Campaign

Awareness of the campaign was lower for this wave of interviews when compared to the last time this question was asked in September 2008 – awareness dropped significantly from 57% to 36% (a drop of 21 points).

In terms of areas, campaign awareness was highest in East Centre & Calton (84%) and lowest in Greater Pollok & Newlands (14%), with awareness in other areas also being highly variable. Awareness was also relatively low amongst 16 – 24 year olds (25%) and the unemployed (27%), while those respondents from socio-economic group A were by far the most aware, compared to those from others socio-economic groupings.

**Figure 4: Are you aware of the Clean Glasgow Campaign?**



Base: Sept '09: 1002; Sept '10: 1,002 (All respondents)

Source: CELLO **mruk** research

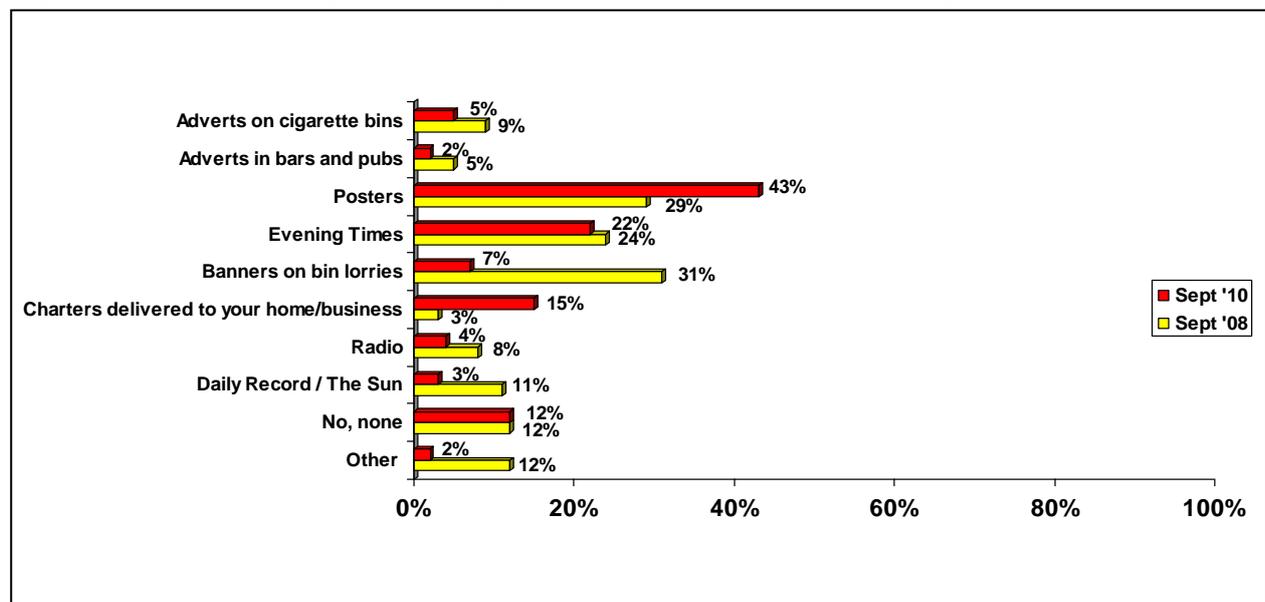
### 5.3 Recall of Clean Glasgow Campaign Advertising

Those who were aware of the campaign were asked to recall where they saw the campaign adverts. As can be seen in figure 5, the most common advertising medium recalled by respondents was posters (43%). Again, there were large differences in awareness in the different areas with no (0%) awareness of posters in Maryhill / Kelvin & Canal, but high levels of awareness in Pollokshields East & Southside Central (76%).

The next most commonly recalled media used was the Evening Times (22% - compared to 24% in 2008).

Importantly, awareness of posters has increased overall since 2008 (29% in 2008). Another medium which shows a large increase in awareness is 'charters provided to your home/business' which shows a 12 point rise from 3% in September 2008 to 15% now. Conversely, recall has dropped sharply with regard to banners on bin lorries (dropping from 31% in 2008 to only 7% now).

**Figure 5: Recall seeing advertising for the Clean Glasgow Campaign**



Base: Sept '08: 574; Sept '10: 362(Respondents are aware of the Clean Glasgow Campaign)  
Source: CELLO **mruk** research

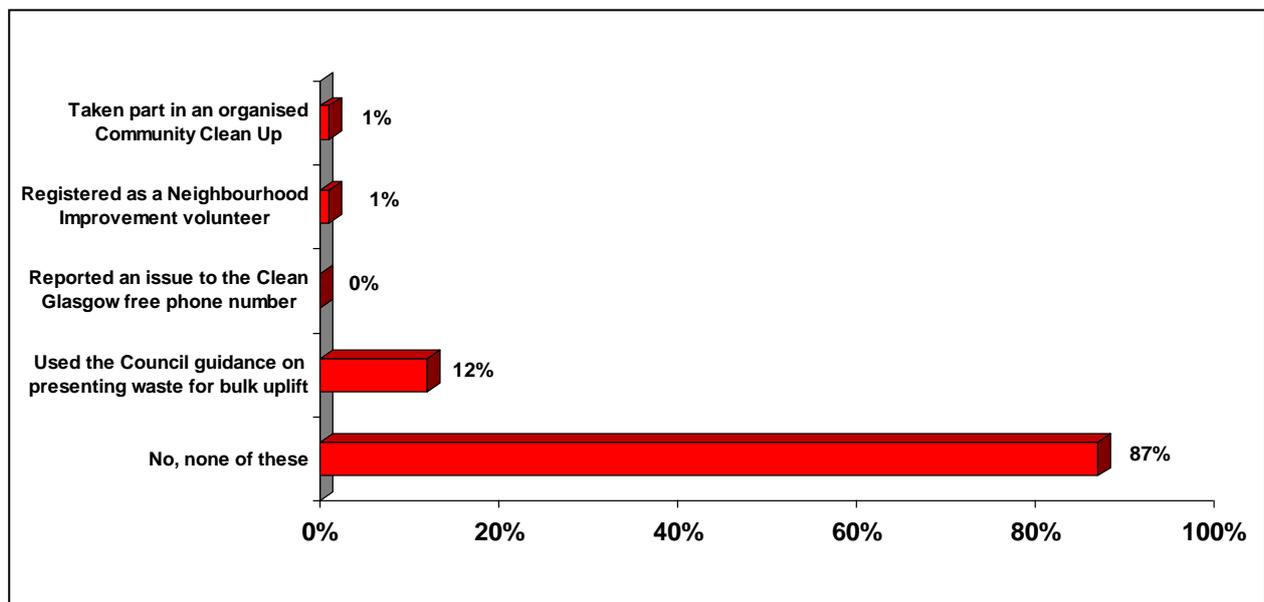
## 5.4 Use of Clean Glasgow Campaign Initiatives

All respondents were next asked a series of questions related to getting involved with aspects of the campaign.

Respondents were asked if they had taken part in a number of initiatives. Taking part in any of the initiatives was very low with only one being mentioned by more than 1% of respondents, with 12% using Council guidance on presenting waste for bulk uplift. Again, area take up on this one initiative was highly variable with a high of 38% in Maryhill / Kelvin & Canal to a low of 1% in Govan & Craigton.

Use of any of these initiatives was lowest amongst those aged 16-24 and 25-34 age groups and the unemployed.

**Figure 6: Have you ever...**



Base: 1,002 (All respondents)

Source: CELLO **mruk** research

## 5.5 Issues in the Local Area

All respondents were next asked to say how much of a problem they thought a number of issues were in their local area.

Dog fouling was the most 'significant problem' noted in the results with 13% saying this (20% also felt it was a 'moderate problem'). The trend for this is improving however, with a drop in numbers of those saying it is a problem from 61% in September 2008 to 48% now.

Litter was the next most commonly mentioned issue (11% said it was a 'significant problem') but again, like dog fouling, the problem is reducing over time with 51% seeing it as some sort of a problem.

Generally speaking, all of the problems are reducing over time. The exceptions are fly posting and fly tipping which are little changed (but not significant problems). Vandalism sees the largest percentage point decrease since September 2008 dropping 14 points from 52% to 38%.

**Table 3: How much of an issue, or otherwise, are the following in YOUR LOCAL AREA?**

	Significant Problem %			Moderate Problem %			Minor Problem %			Not a problem %			Don't know %		
	Sept '08 %	Oct '09 %	Sept '10 %	Sept '08 %	Oct '09 %	Sept '10 %	Sept '08 %	Oct '09 %	Sept '10 %	Sept '08 %	Oct '09 %	Sept '10 %	Sept '08 %	Oct '09 %	Sept '10 %
a. Litter	12	13	11	21	21	18	28	32	22	38	34	48	1	*	2
b. Graffiti	6	6	7	19	16	12	25	28	20	47	49	59	2	1	2
c. Chewing gum	7	7	6	12	15	10	20	21	16	57	56	64	3	2	4
d. Flyposting	2	2	5	8	7	9	16	20	14	69	69	69	5	2	3
e. Flytipping	6	5	6	9	9	11	15	21	14	65	64	67	5	1	3
f. Dog fouling	17	20	13	19	24	20	25	21	15	37	35	50	2	*	2
g. Vandalism	8	7	9	17	15	12	26	28	17	46	49	60	2	*	2
h. Back Court maintenance	5	4	5	5	10	9	14	17	13	64	63	70	12	6	3
i. Front garden maintenance	4	2	4	6	7	7	12	16	12	66	64	73	12	10	3

\* = Less than 1%

Base: Sept '08: 1,002; Oct '09: 1,010; Sept '10: 1,002 (All respondents)

Source: CELLO mruk research, September 2010

## 5.6 Issues – Local Area Improvements or Deterioration

All respondents were next asked to say if these same issues had improved or deteriorated in **their local area**.

Generally, respondents were more inclined to say that things had improved rather than deteriorated over the range of issues, and this is shown in table 4 below. However, the degree of improvement is generally lower than the figures recorded in September 2008 when the question was last asked. Two areas where improvements have been greater than those recorded in 2008 are in relation to back and front garden maintenance and this is noted in the table below and shows an improvement in the proportion of respondents seeing a 'moderate improvement'.

Dog fouling was the most significant problem noted in the table 3 above and this also receives (as it did in 2008) the highest levels of concerns in table 4 below with 14% of respondents saying that it has deteriorated (17% had this view in 2008). Litter was the next most commonly mentioned issue (11% said it was a significant problem in table 3 above) and it has the highest levels of concern attached to it in terms of being an issue which is deteriorating for respondents (11% see it as deteriorating compared to 9% who said this in 2008). Generally speaking most of the problems are improving over time, but flyposting and flytipping remain broadly in line with results recorded in 2008.

**Table 4: To what extent would you say that the following have improved or deteriorated IN YOUR LOCAL AREA in the last year or so?**

	Significant Improvement %		Moderate Improvement %		Neither / nor %		Moderate Deterioration %		Significant Deterioration %		Don't know %	
	Sept '08 %	Sept '10 %	Sept '08 %	Sept '10 %	Sept '08 %	Sept '10 %	Sept '08 %	Sept '10 %	Sept '08 %	Sept '10 %	Sept '08 %	Sept '10 %
a. Litter	3	1	27	19	49	53	7	8	2	3	13	15
b. Graffiti	2	1	21	17	56	57	6	6	1	2	14	17
c. Chewing gum	1	1	16	15	62	58	4	5	1	2	16	18
d. Flyposting	1	1	14	14	62	59	3	5	1	2	20	18
e. Flytipping	2	1	13	15	61	58	4	6	1	3	20	18
f. Dog fouling	2	1	15	15	52	53	12	10	5	4	14	17
g. Vandalism	1	1	19	15	56	57	7	6	1	3	15	18
h. Back Court maintenance	1	1	10	15	60	59	4	5	1	3	23	18
i. Front garden maintenance	1	1	11	14	60	59	4	5	1	3	24	18

\* = Less than 1%

Base: Sept '08: 1,002; Sept '10: 1,002 (All respondents)

Source: CELLO **mruk** research, September 2010

In terms of area breakdowns respondents in Drumchapel / Anniesland & Garscadden / Scotstounhill are those least likely to say that any of the mentioned issues are 'not a problem'. Respondents who are most likely to say that any of the issues are 'not a problem' are those from Pollokshields East & Southside Central and those from Langside & Linn. Those living in East Centre & Calton are also more likely than others to say that the issues are 'not a problem' but issues such as dog fouling and back gardens fall more into line with some of the other areas in terms of being slightly more negative.

### 5.7 Issues in the City Centre

All respondents were asked how much of a problem they thought these issues were in **the city centre**.

Unlike the problems noted in local areas, dog fouling was not the most 'significant problem' in the city centre, with only a relatively low 1% saying this (5% also felt it was a 'moderate problem'). The trend for this in the city centre is improving in the same way as in local areas, with a fall in the proportion of respondents saying it is a problem (from 39% in October 2009 to 19% now). This trend is common over most of the issues mentioned in the questions with those saying each issue is 'not a problem' improving by between 4% (fly tipping) and 13% (chewing gum).

Litter was the most commonly mentioned issue (9% said it was a significant problem), but again, like dog fouling, the problem is reducing over time with 34% seeing it as a problem now compared to 54% in October 2009 – a significant decrease of 20 percentage points.

**Table 5: How much of an issue, or otherwise, are the following in the CITY CENTRE?**

	Significant Problem %		Moderate Problem %		Minor Problem %		Not a problem %		Don't know %	
	Oct '09 %	Sept '10 %	Oct '09 %	Sept '10 %	Oct '09 %	Sept '10 %	Oct '09 %	Sept '10 %	Oct '09 %	Sept '10 %
a. Litter	11	9	19	11	24	14	40	52	6	14
b. Graffiti	5	3	19	8	21	14	49	60	7	14
c. Chewing gum	13	6	16	9	16	11	45	58	9	16
d. Flyposting	7	3	16	6	15	11	50	62	11	18
e. Flytipping	4	1	10	4	14	12	60	64	12	19
f. Dog fouling	5	1	14	5	20	13	52	63	10	18

\* = Less than 1%

Base: Oct '09: 1,010; Sept '10: 1,002 (All respondents)

Source: CELLO mruk research, September 2010

## 5.8 Issues – City Centre Improvements or Deterioration

All respondents were asked to say if these issues had improved or deteriorated the in city centre. Respondents were far more inclined to say that things had improved rather than deteriorated over the range of issues. However, the degree of improvement is generally lower than the figures recorded in September 2008 when the question was last asked.

Generally speaking most of the problems are improving over time, other than Fly posting and fly tipping which have changed little.

**Table 6: To what extent would you say that the following have improved or deteriorated in the CITY CENTRE in the last year or so?**

	Significant Improvement %		Moderate Improvement %		Neither / nor %		Moderate Deterioration %		Significant Deterioration %		Don't know %	
	Sept '08 %	Sept '10 %	Sept '08 %	Sept '10 %	Sept '08 %	Sept '10 %	Sept '08 %	Sept '10 %	Sept '08 %	Sept '10 %	Sept '08 %	Sept '10 %
a. Litter	5	2	40	38	20	23	2	2	1	*	32	36
b. Graffiti	5	1	35	22	24	28	2	0	1	*	34	48
c. Chewing gum	4	2	27	25	30	33	3	2	1	*	35	37
d. Flyposting	3	3	25	26	32	29	2	2	1	1	38	40
e. Flytipping	3	2	17	17	35	35	1	2	1	3	43	40
f. Dog fouling	5	2	19	20	33	32	2	2	*	*	40	43
g. Vandalism	4	2	24	23	32	39	2	2	*	*	38	34

\* = Less than 1%

Base: Sept '08: 1,002; Sept '10: 1,002 (All respondents)

Source: CELLO mruk research, September 2010

## 5.9 Clean Glasgow Initiatives - Perceptions

The Clean Glasgow Campaign introduced initiatives to help achieve its objectives. To help evaluate these initiatives residents were asked to comment on how successful or unsuccessful they believed them to be.

Each initiative was read out to respondents but between two thirds and four fifths, could not give an opinion. This will have an effect on the results for this question and to a greater extent than effects in 2008 as the percentage of those saying they were 'not sure' or 'didn't know' have increased significantly since 2008. As a consequence of this fewer residents were able to provide an answer and as such accuracy of results will decrease. This is not necessarily demonstrating a lack of awareness of the initiative, but potentially uncertainty on the level of success of the initiatives.

**Table 7: DO YOU BELIEVE THE FOLLOWING Clean Glasgow initiatives have been successful or unsuccessful?**

	Very Successful		Successful		Unsuccessful		Stayed the same		Don't know / Unsure	
	%		%		%		%		%	
	Sept '08 %	Sept '10 %	Sept '08 %	Sept '10 %	Sept '08 %	Sept '10 %	Sept '08 %	Sept '10 %	Sept '08 %	Sept '10 %
a. Litter wardens	4	4	40	19	13	8	8	6	36	64
b. Fixed Penalty fines	7	3	36	19	13	6	7	5	37	68
c. Graffiti & flyposting removal teams	4	2	41	13	6	3	9	5	39	77
d. Environmental Community Action Teams	3	2	30	8	6	3	9	4	52	83
e. Schools projects	5	2	28	10	4	3	5	4	58	82
f. Business Charter	1	1	13	5	4	3	7	3	75	88
g. Programme of new bins and anti-dog fouling signage across city	5	3	34	8	6	4	9	4	46	81
h. PR campaign in Evening Times and all local press	4	2	28	8	4	4	7	3	57	83

\* = Less than 1% Base: Sept '08: 1,002; Sept '10: 1,002 (All respondents) Source: CELLO **mruk** research, September 2010

Of those that felt able to comment, generally positive feedback was provided and this supports the previous findings regarding litter and graffiti which also had generally positive perceptions amongst respondents. More residents believe that these problems have improved more than any other so it is unsurprising that they highlighted these areas again when referring to initiatives they believe to be the most successful.

Grffiti and flyposting removal teams and litter wardens were deemed successful by 15% and 23% respectively (compared to 45% and 44% of residents respectively in September 2008). Another area that many residents believe to be a success is fixed penalty fines with 22% saying this has been successful (43% said this in September 2008).

With the exception of litter wardens respondents who said the initiatives were unsuccessful or had stayed the same never rise above 5% of the survey population while those who were positive are almost exclusively more than 10% of the survey population (the exception being Business Charter at 7%).

## 5.10 Summary

Awareness of the campaign was lower when compared to September 2008 when the question was last asked – just over a third said they were aware compared to over half in 2008. Area based awareness was highly variable with high awareness in East Centre and Calton and very low awareness in Greater Pollok and Newlands. Awareness was also lower amongst the younger age groups and those from socio-economic groups D and E.

Recall of advertising was broadly similar generally to results from September 2008 although the recall of the different media approaches altered. Posters were recalled more while banners on bin lorries were recalled less – there was no awareness of posters in Maryhill / Kelvin & Canal but very high awareness in Pollokshields East & Southside Central.

Only a handful of respondents took part in an organised community clean up; registered as a neighbourhood improvement volunteer or reported an issue to the Clean Glasgow freephone. However over 100 respondents said they had used the Council guidance on presenting waste for bulky uplift.

Around a tenth of respondents said that dog fouling and litter were significant problems in their local area while around half said that these were not a problem. In general all of the problems are reducing over time with the exception of flyposting which has stayed the same over three waves since September 2008. Respondents are more likely to be saying things are improving over all of the issues. Issues in the city centre follow broadly the same trends depicted in local areas with reducing numbers of respondents saying things are a significant or moderate problem. Dog fouling in particular has seen a sharp drop in respondents seeing it as a significant, moderate or minor problem compared to results from the September 2008 wave (a drop of 20 points). Again the trend here is for respondents to be more inclined to say that things are improving over all of the issues,

however as with local areas the proportion saying this has dropped when compared to results from September 2008.

## 6. Community Safety Patrol Officers

### 6.1 Introduction

This section of questions focused on awareness, perceptions and satisfaction with the role of Community Safety Patrol Officers (CSPOs) across the City.

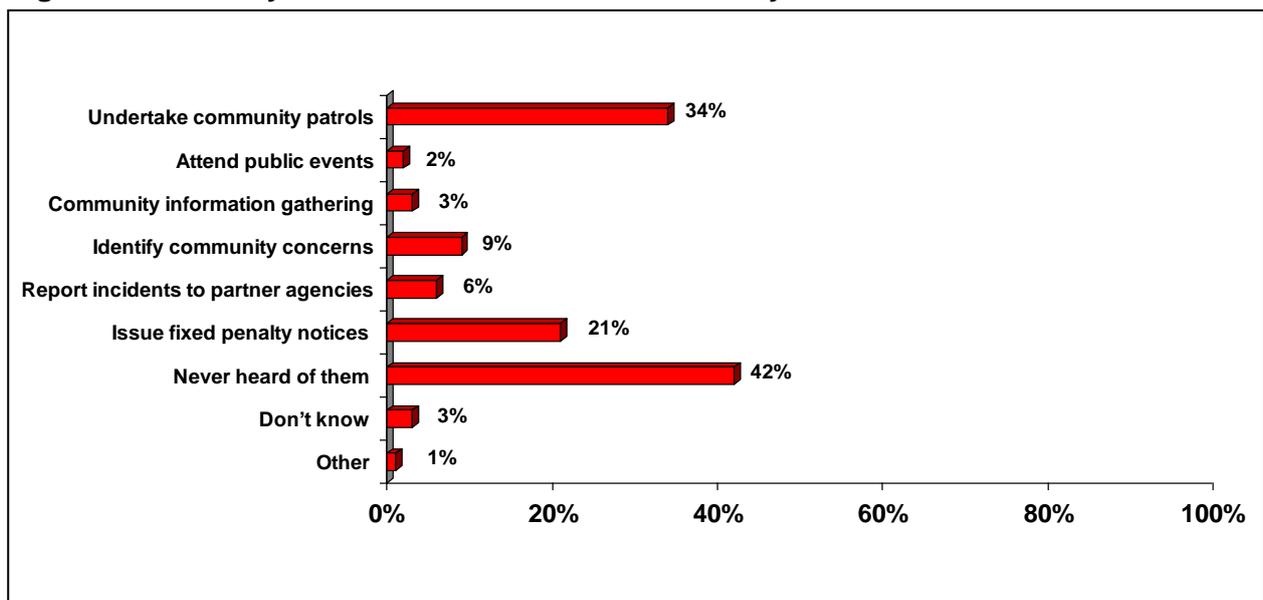
### 6.2 CSPOs Role

The key finding here is that a significant minority of respondents were not aware at all of Community Safety Patrol Officers (42%). This lack of awareness was highest amongst respondents living in Govan and Craigton (82%) and Greater Pollok & Newlands / Auldburn (65%).

Actual awareness of their community patrol role was highest in Maryhill / Kelvin & Canal (53% compared to the 34% average over all areas combined). Awareness of issuing fixed penalty notices was the second highest overall at 21%, with awareness of this highest in Pollokshields & Newlands / Auldburn (63%) and lowest in Govan and Craigton (4%) and East Centre & Calton (3%).

Respondents from the lower socio-economic groupings (D and E) were less likely to be aware of CSPOs than others (47% had never heard of them compared to 39% of As and Bs). Those respondents renting from a Housing Association (other than GHA) were also far less likely to be aware of CSPOs (60% had never heard of them) when compared to tenants of GHA where only 38% had never heard of them.

**Figure 7: What do you think the roles of CSPOs are in your area?**



Base: 1,002 (All respondents) Source: CELLO **mruk** research

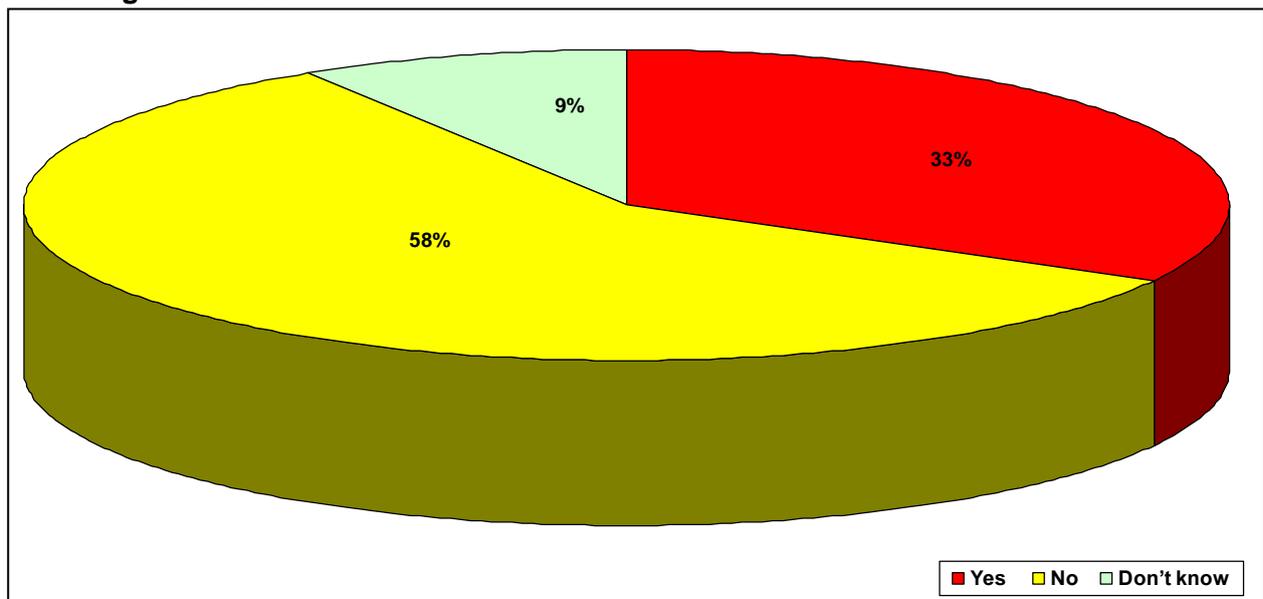
### 6.3 Awareness of CSPOs in Neighbourhoods

For those respondents who said they were aware of CSPOs (579) they were then asked to comment on their awareness of CSPOs patrolling their local area/neighbourhood.

Awareness of CSPOs in the local area was lowest for respondents living in Maryhill / Kelvin & Canal (8% compared to the 33% average over all areas combined) and highest in Govan & Craigton (69%).

Respondents from the lower socio-economic groupings (D and E) were slightly more likely to be aware of CSPOs than others (36% had never heard of them compared to 24% of As and Bs). Those respondents renting from a Housing Association or GHA were also more likely to be aware of CSPOs in their local area/neighbourhood (38% were aware of them compared to 25% of owners).

**Figure 8: Are you aware of Community Safety Patrol Officers patrolling in your area/neighbourhood?**



Base: 579 (Respondents who are aware of Community Safety Patrol Officers)

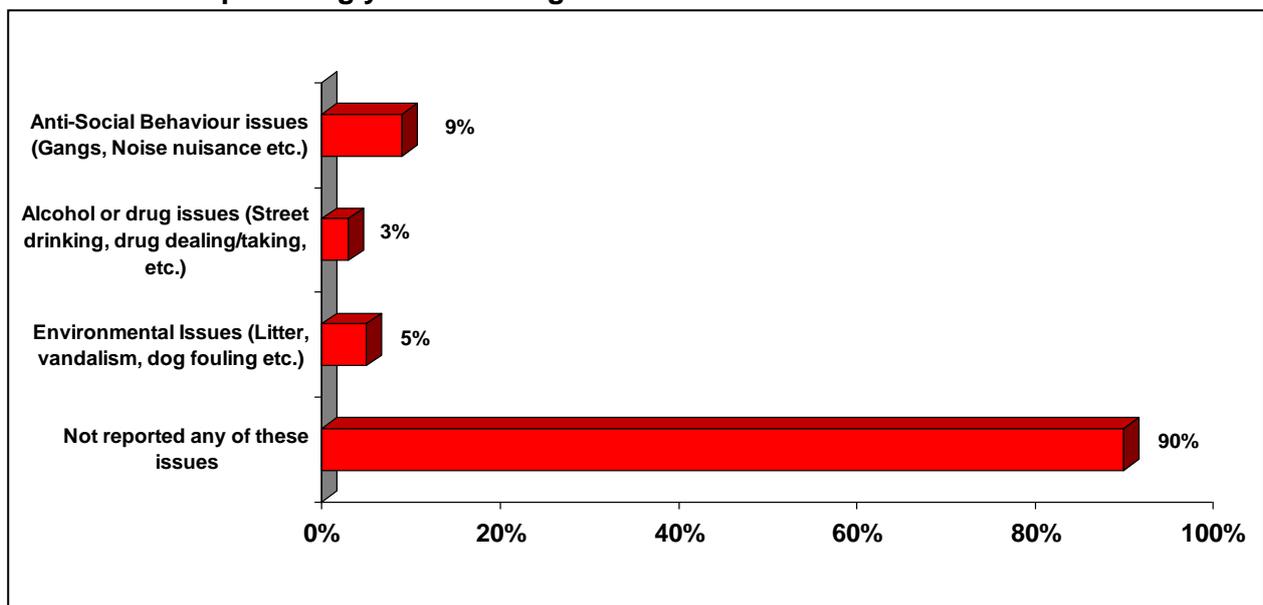
Source: CELLO **mruk** research

## 6.4 Reporting issues to CSPOs

For those respondents who said they had seen CSPOs patrolling in their neighbourhood/area, they were then asked to say if they had reported any community issues to a CSPO.

Of the 192 respondents, the vast majority (90%) had not reported anything to a CSPO. The most common issue reported was anti-social behaviour (9%) followed by environmental issues (5%).

**Figure 9: Reported any of the following community issues to Community Safety Patrol Officers patrolling your area/neighbourhood?**



Base: 192 (Respondents who are aware of Community Safety Patrol Officers)

Source: CELLO **mruk** research

## 6.5 Satisfaction with Action Taken by CSPOs

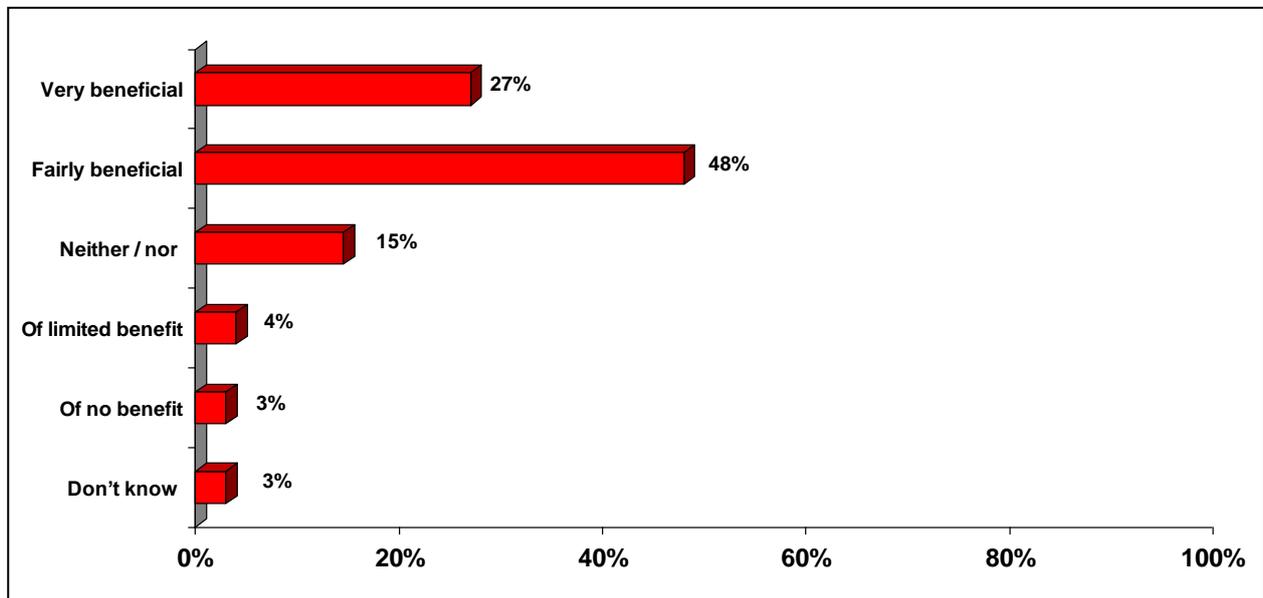
Of those respondents (20 in total) who had reported an issue to a CSPO they were then asked how satisfied or otherwise they were with the action taken. The vast majority (84%) were either very or fairly satisfied with the action taken by the CSPO.

## 6.6 CSPOs Impact

For those respondents who said they had seen CSPOs patrolling in their neighbourhood/area they were then asked to say if they thought the CSPOs were beneficial or otherwise to the area/neighbourhood.

Of these 192 respondents the vast majority (75%) believed that CSPOs had been either very or fairly beneficial to the area/neighbourhood. Only 7% felt that they were of limited or no benefit to the area/neighbourhood.

**Figure 10: How beneficial or otherwise do you feel Community Safety Patrol Officers have been in your area/neighbourhood?**



Base: 192 (Respondents who are aware of Community Safety Patrol Officers)

Source: CELLO **mruk** research

## 6.7 Summary

Around two fifths of respondents said that they had never heard of Community Safety Patrol Officers (CSPOs). Of those respondents who had heard of them, around a third had seen them patrolling in their neighbourhood.

Of those who had seen a CSPO in their area, nine in every ten said they had never reported any issues to them. In general, CSPOs were seen as a benefit to neighbourhoods.

## 7. Customer Care

### 7.1 Introduction

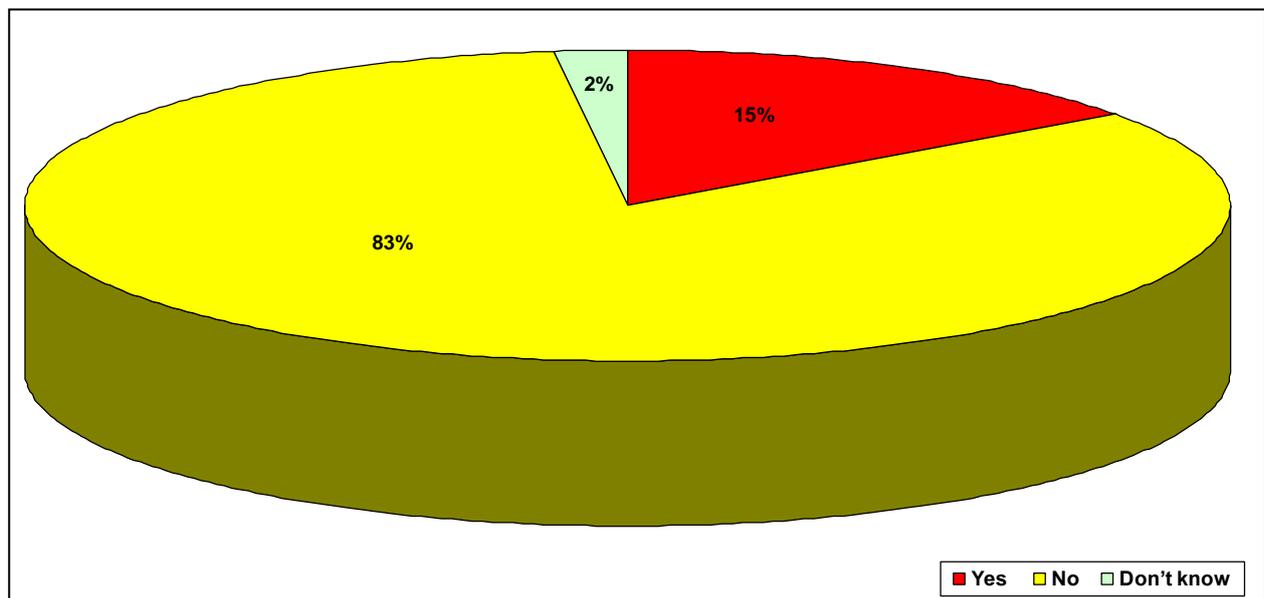
This section of questions covers interactions between respondents and the Council and focuses on services contacted; method of contact; purpose of contact; satisfaction and attitudes to interaction with the Council.

### 7.2 Introduction

All respondents were asked if they had made contact with the Council in the last year or so and as can be seen in the graphic below (Figure 12) the vast majority (83%) said that they had not made any contact while 15% said that they had.

The small base sizes of those saying 'yes' does mean that subsequent sub analysis by key characteristics is not possible and as such the next four questions commentary is based on overall findings only.

**Figure 11: Have you made contact with Glasgow City Council in the last year or so?**



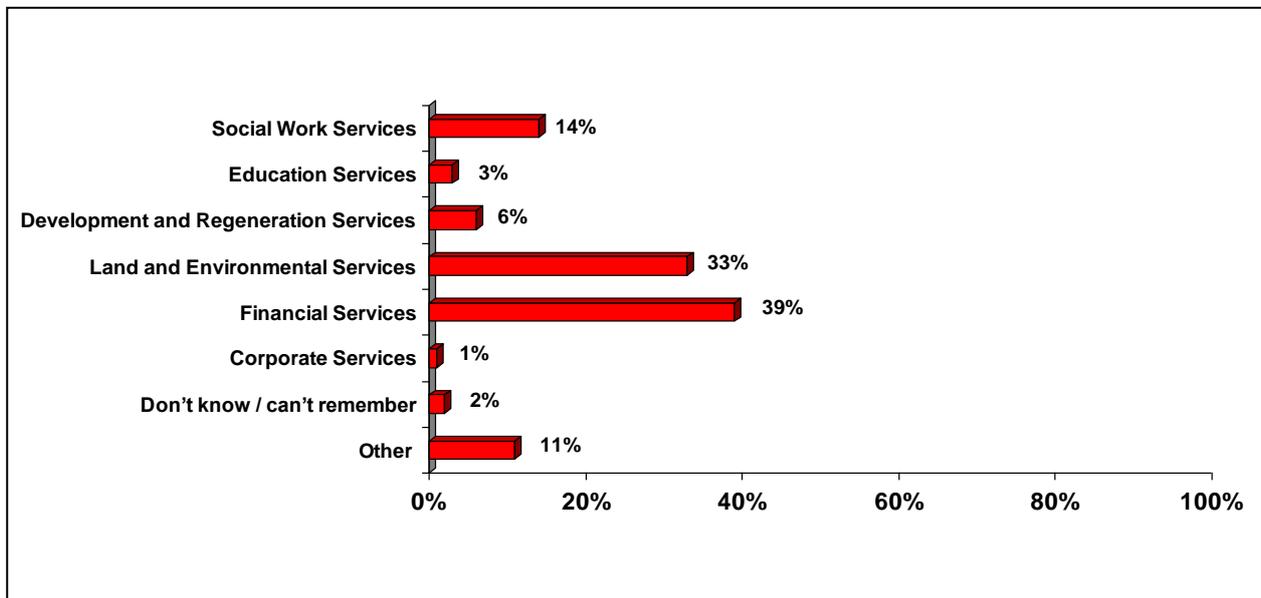
Base: 1,002 (All respondents)  
Source: CELLO **mruk** research

### 7.3 Services Contacted

The most commonly accessed service was ‘financial services’ (39%) followed by ‘land and environment services’ (33%) and ‘social work services’ (14%). Due to the small sample size for this question (149) sub analysis has not been possible (this affects all of the results up to and including section 7.6).

The “Other” services contacted were: housing; local councillor; legal services; asylum services; noise abatement; licensing and Glasgow Life but these services were contacted by less than 10 people – less than 1% - in each case.

**Figure 12: Which Council service did you contact?**



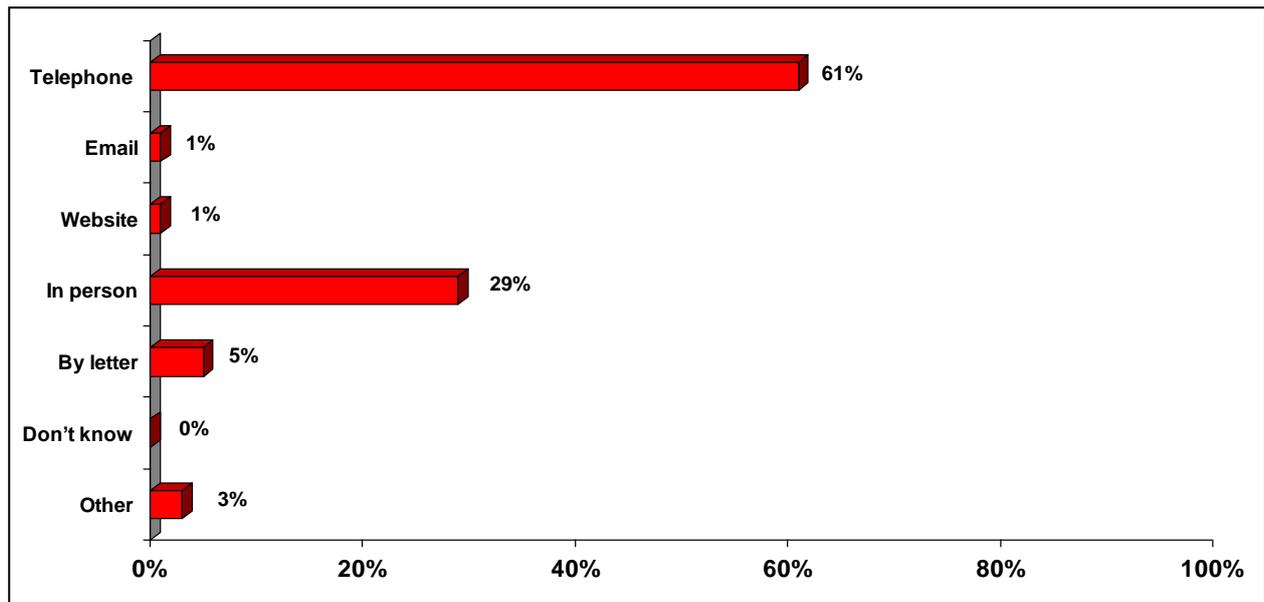
Base: 149 (Respondents who contacted the Council)

Source: CELLO **mruk** research

## 7.4 Methods of Contact

Again, for those respondents who had contacted the Council they were asked to say how they had made contact. As can be seen in figure 14 the majority of respondents had used the telephone (61%) while a significant minority (29%) had contacted the Council in person.

**Figure 13: Thinking about your last contact with the Council, what method did you use to contact them?**



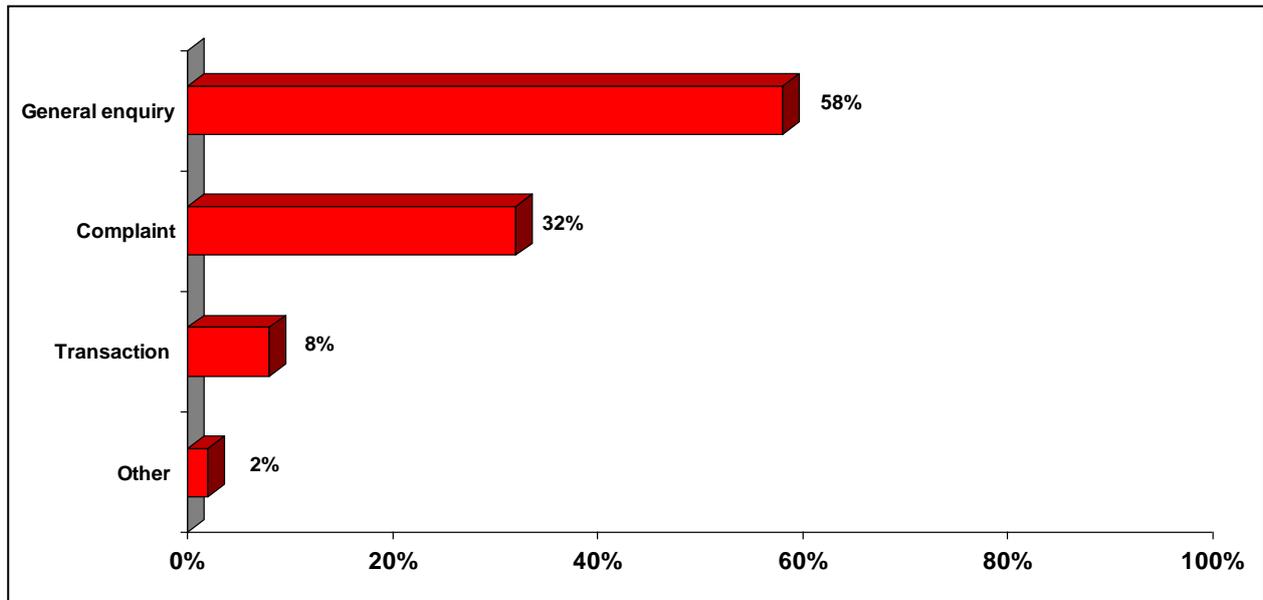
Base: 149 (Respondents who contacted the Council)

Source: CELLO **mruk** research

## 7.5 Purpose of Contact

The main purpose of the contact was in relation to a 'general enquiry' (58%) while nearly a third (32%) said it was in connection with a 'complaint'. Just under 1 in 10 (8%) said the contact was related to making a 'transaction' with the Council.

**Figure 14: What was the purpose of this contact?**



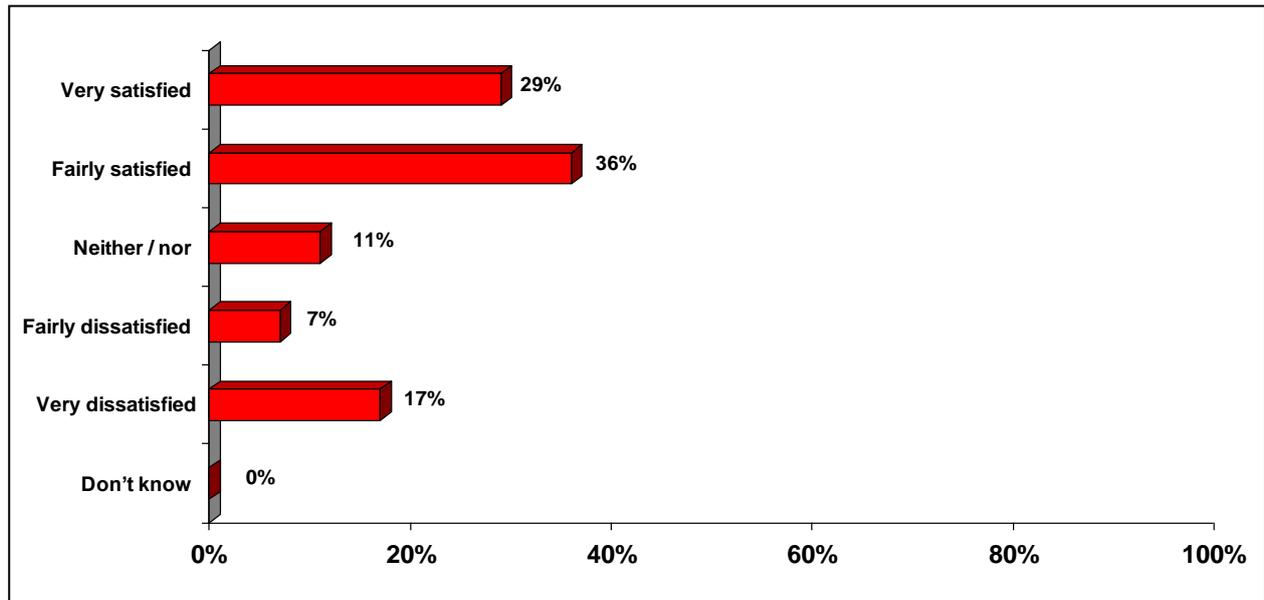
Base: 149 (Respondents who contacted the Council)

Source: CELLO **mruk** research

## 7.6 Satisfaction with Outcome of Contact

Again, those who had made contact with the Council were asked how satisfied they had been with the outcome of the contact and nearly two thirds (65%) said they were either 'very' or 'fairly' satisfied with the outcome of the contact while a quarter (25%) said they were dissatisfied to some degree.

**Figure 15: Satisfaction with the outcome of this contact?**



Base: 149 (Respondents who contacted the Council)

Source: CELLO **mruk** research

## 7.7 Contact Preferences

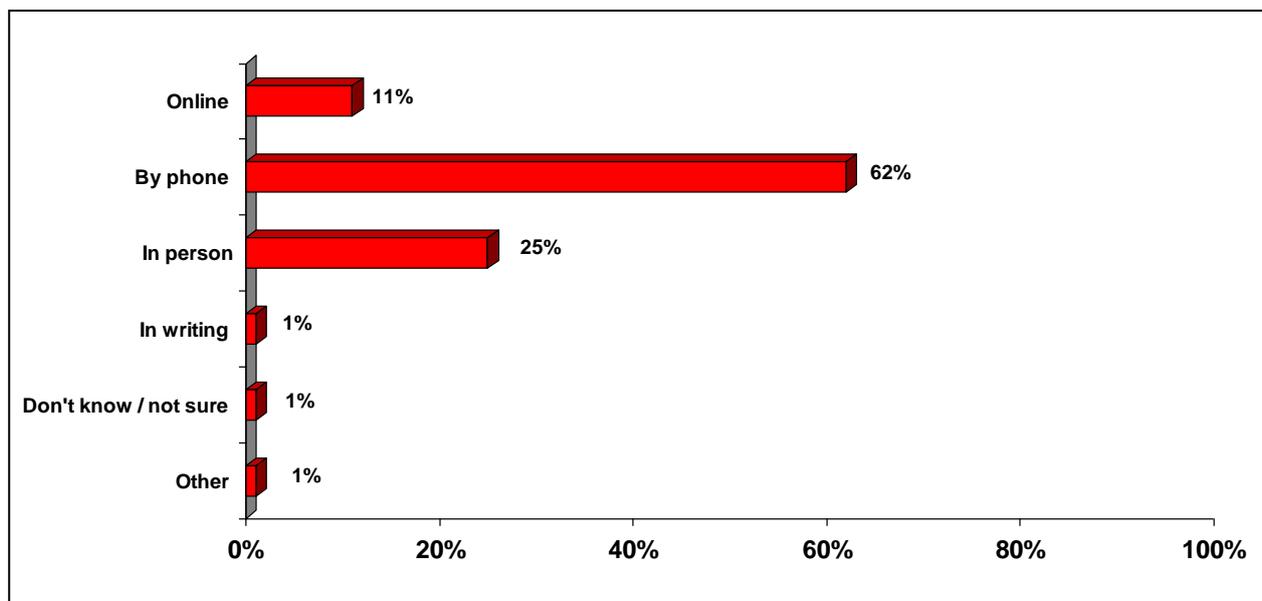
All respondents were next asked to say how they would prefer to make contact with the Council.

As with similar findings to other contact centred questions most (62%) said they preferred to use the 'telephone' while a quarter (25%) said by 'in person'. Just over one in ten said they preferred to use an 'online' option.

Telephone contact was most commonly preferred by those respondents living in Govan & Craigton (74%) and Drumchapel / Anniesland & Garscadden / Scotstounhill (75%) while those living in Langside and Linn (51%) were least likely to prefer to use the telephone. Respondents with a disability were also more likely to say they preferred to make contact over the phone (75%).

Preferences for visiting 'in person' was most commonly mentioned by those respondents living in Shettleston & Baillieston & Part of Glasgow NE (39%) and Pollokshields East & Southside Central (39%) – only 8% of those respondents living in Drumchapel / Anniesland / Anderston & City Centre said they would prefer to visit 'in person'. In person visits were also commonly cited by respondents in socio-economic groups C2, D and E when compared to those in A, B and C1. Phone contact was preferred by females more than males (66% and 57% respectively) while on-line was preferred by younger age groups and those with internet access (broadband and wi-fi) but not significantly so (due to their only being 108 people who preferred this option overall).

**Figure 16: In terms of your dealings with the Council, is your preference to do this..?**



Base: 1,002 (All respondents)

Source: CELLO **mruk** research

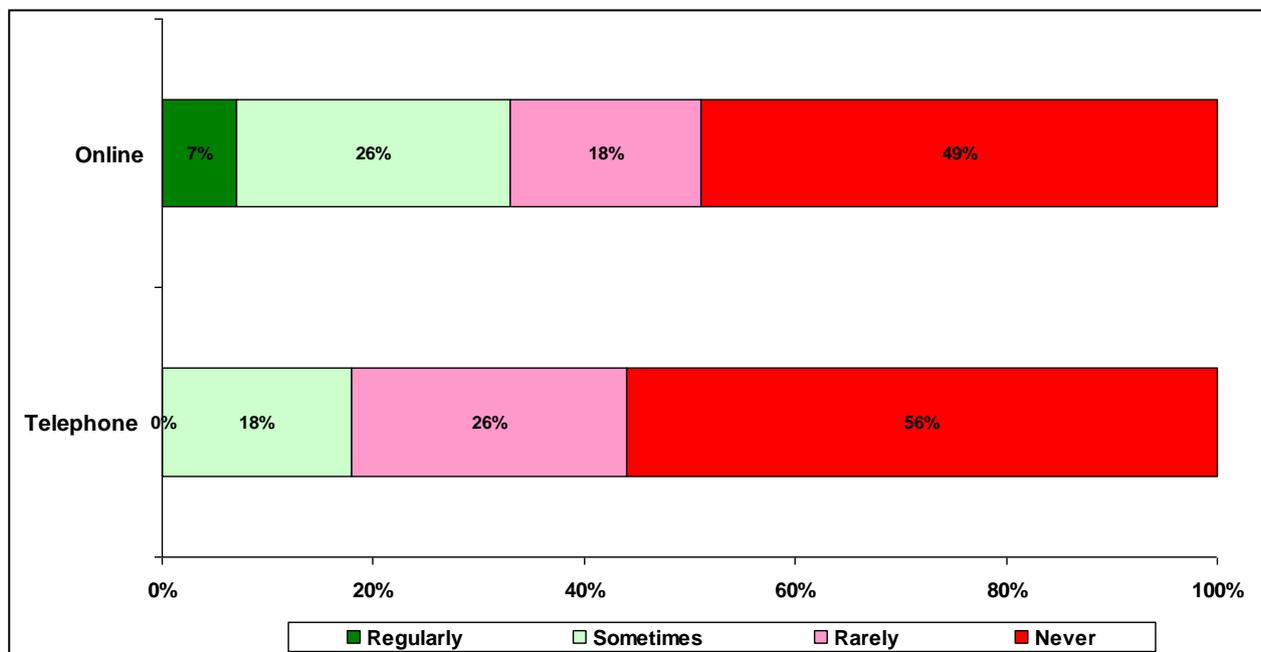
## 7.8 Use of Online and Telephone Purchasing

Finally, all respondents were asked whether or not they purchased goods online or by phone. Online goods ordering was more common (a third said they regularly or sometimes order online), than telephone ordering (18% said they sometimes order over the phone). However, respondents were far more likely to say that they 'never' order online (49%) or by telephone (56%).

Younger age groups (particularly those aged 16-34) were more likely to order goods online than older people – only 31% of 25-34 year olds said that they had never ordered online, compared to 75% of those aged 75+. This trend is followed when looking at telephone ordering: only 42% of 25-34 year olds said they 'never' order goods by phone compared to 77% of those aged 75+.

Respondents who were currently unemployed or retired were also far less likely than others to order online (67% and 76% respectively had never ordered goods online compared to 31% of full-time workers and 17% of students). Similarly in relation to telephone ordering, over 70% of unemployed and retired respondents have never used phone ordering compared to 46% of those working full-time and 27% of students. In terms of gender there was little to comment on as usage was very similar. There was a general tendency for younger age groups (especially those aged 34 or under) to use online purchasing but again this is based on a generally small proportion of all respondents who 'regularly' used this option (71 people).

**Figure 17: Do you purchase goods and/or services.....?**



Base: 1,002 (All respondents)

Source: CELLO **mruk** research

## 7.9 Summary

Just over one in ten respondents said that they had contacted the Council and of these most had made contact with financial services or land and environment. The telephone was the most common method of contact and around two thirds of those who made contact said they were satisfied.

Fitting with current methods of contact, respondents preferred method of contact was via the phone or in person.

## 8. E-Recruitment

### 8.1 Introduction

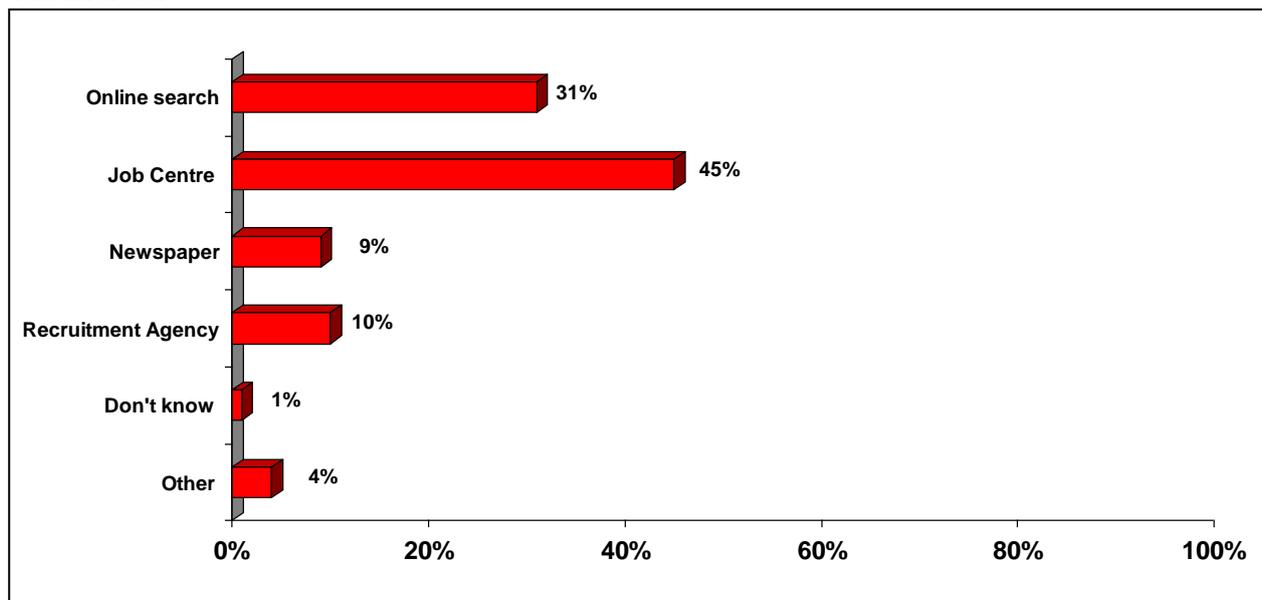
This section of the report focuses on responses to a set of questions which looked at respondents' views on the use of online recruitment, as well as free access to the Internet and PCs more generally.

### 8.2 Finding a Job Vacancy

Respondents under the age of 65 were asked where they would be most likely to look for vacancies. Most respondents (45%) said that they would use the Job Centre while just under a third (31%) mentioned using an on-line search. One in ten said they would use an agency and 9% mentioned using a newspaper.

Using a Job Centre was most commonly mentioned amongst those living in Springburn & Part of Glasgow NE (76%) as well as those in Govan & Craigton (62%) while this was mentioned least by those living in Langside & Linn (32%). Respondents in this location were the most likely to mention that they would use a recruitment agency (compared to the 10% average provided by all respondents to the question). Those respondents who were unemployed were more likely to use a Job Centre (61%), especially when compared to students who were more likely to use an online search (65%).

**Figure 18: If looking for employment where would you be most likely to search for vacancies?**



Base: 814 (Respondents who are aged between 16-64)

Source: CELLO **mruk** research

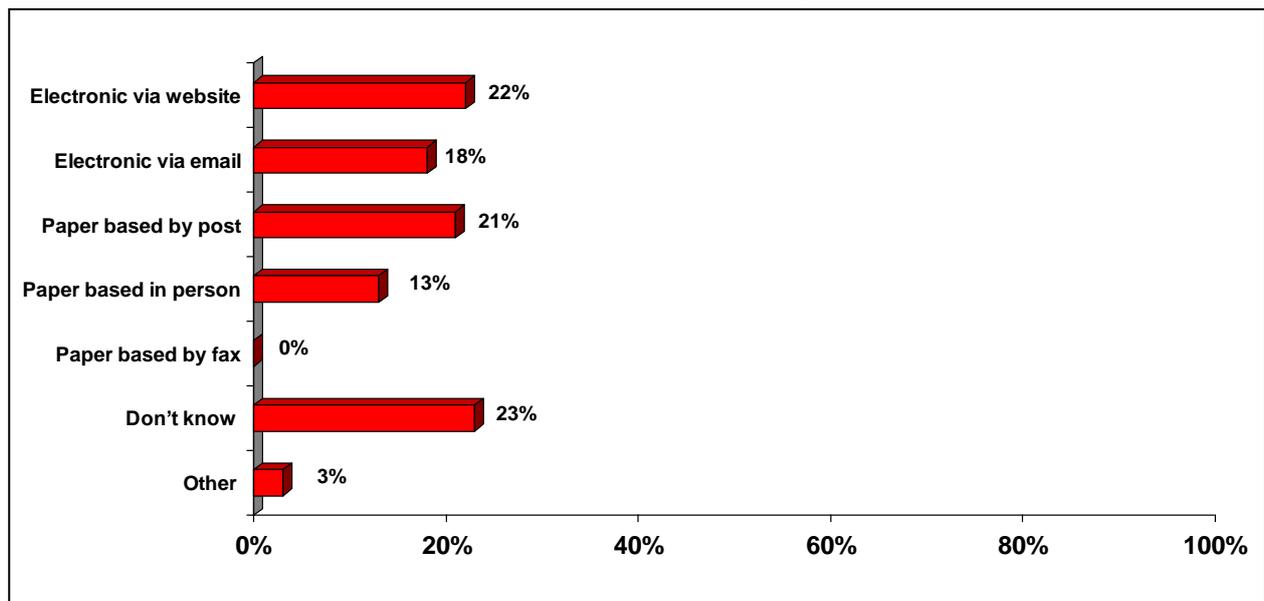
### 8.3 Preferred Method of Applying for a Job

As a follow on from the previous question and asking the same group of people (those aged under 65) they were all asked what their preferred method of applying for a job would be.

Responses were fairly evenly split over three options. Just under a quarter said that they would prefer to apply electronically via a website (22%); paper based by post (21%) or electronically via email (18%). Just over a tenth of respondents said they would apply on paper and in person (13%). Just under a quarter (23%) were unsure about their preference.

Those respondents living in Govan & Craigton (47%) were most likely to prefer applying electronically via a website while those living in Langside & Linn (44%) were most likely not to know what they would use. Using paper based applications by post was preferred by those living in both Shettleston & Baillieston & Part of Glasgow NE (49%) and Springburn & Part of Glasgow NE (42%).

**Figure 19: What would be your preferred method of applying for a job?**



Base: 814 (Respondents who are aged between 16-64)

Source: CELLO **mruk** research

### 8.4 Awareness of Free PC and Internet Access

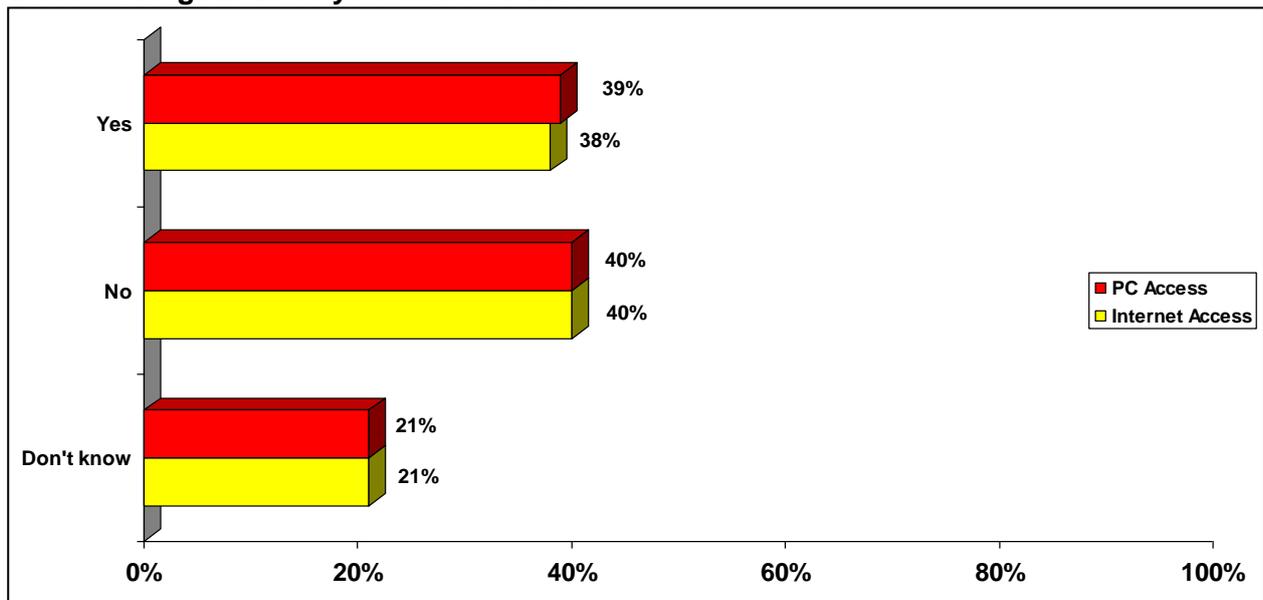
Respondents were next asked to detail their awareness of free PC and Internet access at selected venues across Glasgow.

As can be seen in figure 21 below the responses were evenly split between those saying 'yes' (39% for PC access and 38% for Internet access) and 'no' (PC and Internet access both at 40%).

Area differences in awareness were high with four areas having awareness above 6 in 10 respondents and four areas having awareness levels below 1 in 10 for PC and Internet access.

Awareness was also lower amongst those aged 65+ (27%) compared to those aged 34 or under (44%). In terms of working status, students (60%) and people looking after children / house (64%) were the two groups most likely to be aware of free PC access.

**Figure 20: PC and internet access is available free of charge at selected venues across Glasgow. Were you aware of this?**

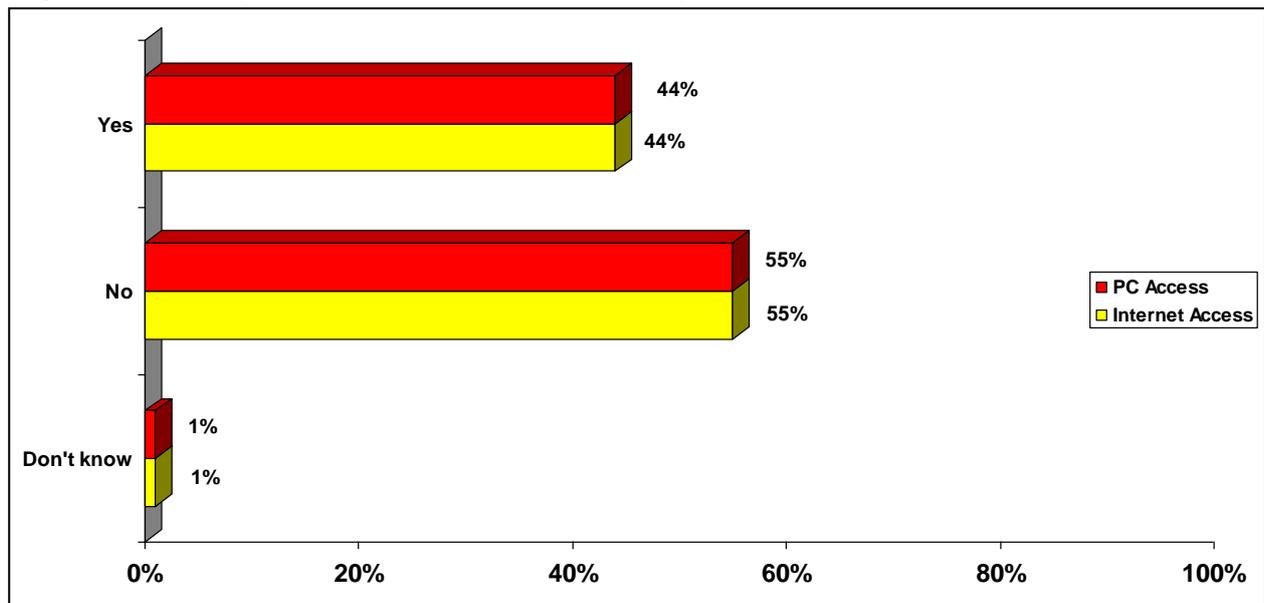


Base: 1,002 (All respondents)  
Source: CELLO **mruk** research

## 8.5 Usage of Free PC and Internet Access

Those who said that they were aware of free access to PCs and the Internet (388 respondents) were next asked if they had previously accessed these at any of the locations where it is available (e.g. job centres; libraries; family learning centres etc). The majority of respondents (55%) said that they had not used either of these services previously.

**Figure 21: Have you used this service previously?**



Base: PC Access: 388; Internet Access: 385 (Respondents who have used the service)

Source: CELLO **mruk** research

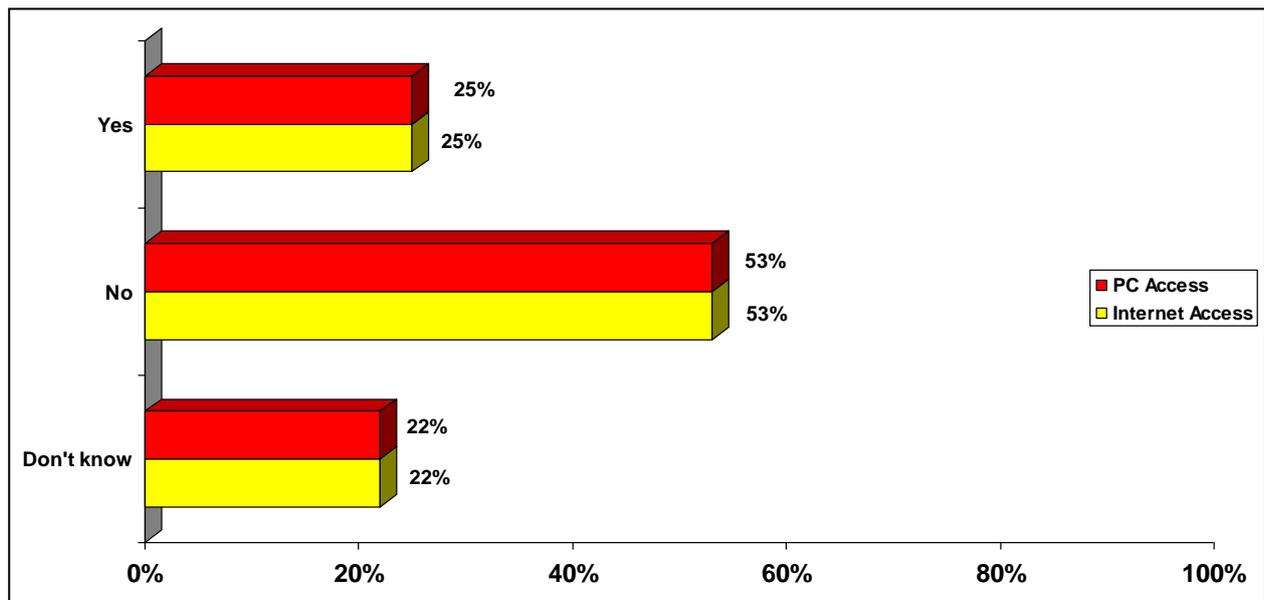
## 8.6 Future Use of Free PC and Internet Access

All respondents were next asked to say if they believed they would use any of the free services in the future. A quarter (25%) said 'yes' but the majority (53%) said 'no'.

Future use of PC access was highest for those respondents living in Govan & Craigton (38%) and Springburn & Part of Glasgow NE (39%) and lowest in Maryhill / Kelvin & Canal (7%) and East Centre & Calton (19%). These results were almost identical when looking at future Internet access.

Respondents who said they relied on pensions and benefits for their income were far less likely than those in employment (18% and 32% respectively) to say that they would access either of these services in the future. Those aged under 45 were also more likely than others to say they would use these services in the future – the same can be said of those with broadband or wi-fi access to the internet though again this is based on a sub sample size of 250 respondents in total.

**Figure 22: Do you believe you will use any of these services in the future?**



Base: 1,002 (All respondents)  
Source: CELLO **mruk** research

## 8.7 Summary

When those aged 65 or under were asked to say how they would look for a job vacancy most said through a job centre or through an online search. Around one in ten said they would use an agency or a newspaper. The preferred method for applying for a job was to do this electronically via a website; on paper by post or via email, all of these received mentions from around a fifth of respondents.

Respondents were also asked about their awareness of free PC and Internet access – around two fifths were aware and two fifths were not aware that this was available in different locations. Of those who were aware of free access just over two fifths were users. Around a quarter of all respondents believed that they would use these free services in the future.

## 9. Glasgow Kidzcard

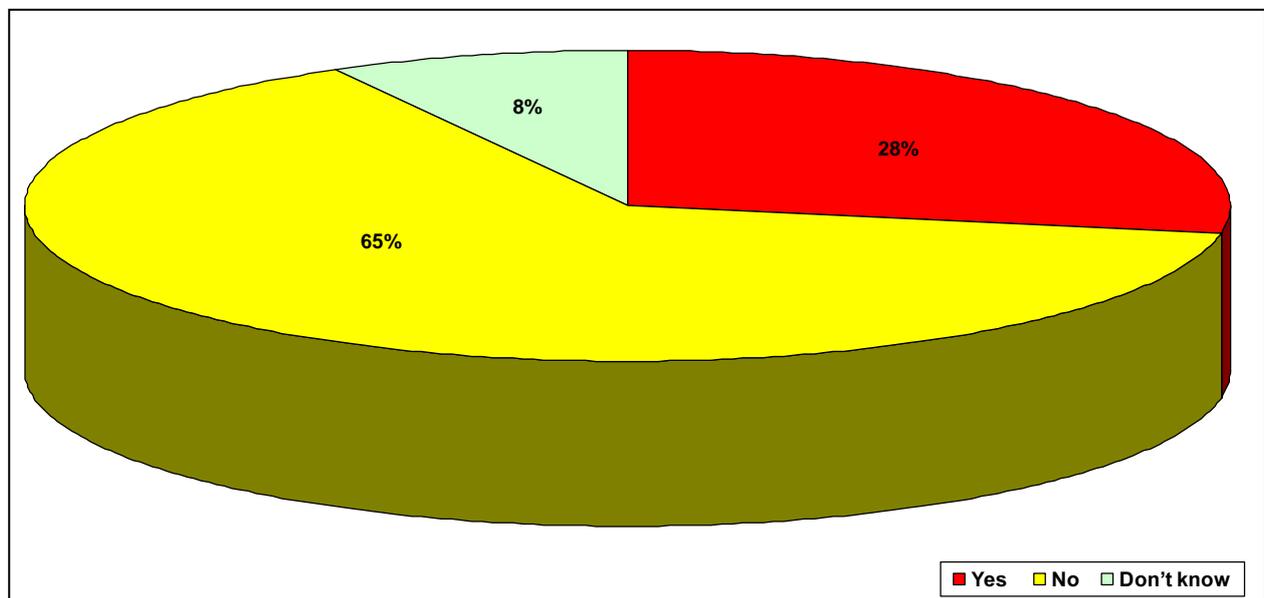
### 9.1 Introduction

This section of the report provides details of views on the Glasgow Kidzcard. The questions asked focused on awareness; usage and satisfaction. These questions were answered only by those respondents who had a child aged 5 to 11 living in their household (128 respondents in total). This low base size precludes the inclusion of any depth analysis for these questions due to low levels of accuracy being attached to such a small sample size.

### 9.2 Awareness of Glasgow Kidzcard

As can be seen below, awareness of the Glasgow Kidzcard was low with 65% of respondents with a child in the household between the ages of 5 and 11 saying that they were not aware of the card. Just over a quarter (25%) said they were aware of the card while 8% said 'don't know'.

**Figure 23: As far as you are aware, does any child in your household have a Glasgow Kidzcard?**



Base: 128 (Respondents who have children in household aged 5-11yrs)

Source: CELLO **mruk** research

### 9.3 Awareness of Offers and Services

For those respondents who said that their child had a Glasgow Kidzcard (35 in total) they were next asked to detail their awareness of the various offers and services provided through the card. The results of this question are noted in the table below and show that free swimming; cinema discounts and library use were the offers that respondents were most aware of.

**Table 8: Which, if any, of the following Kidzcard offers/services are you aware of?**

	%
Free Swimming	88
Cinema discounts	56
Wee grid magazine	20
Zest programme activities	20
Zest Website	3
Email alerts	6
Rewards points (points for your Plantic, Points for views, Fuelzone.)	3
Use of Kidzcard as library card (book/CD/DVD borrowing)	34
Activ8 discounts Gym membership	6
Arts and entertainment discounts	-
Discounts in shops/eating out	17
Glasgow on ice Xmas offer	11
SECC carnival Xmas offer	11
None of these	-
Don't know	-

Base: 35 (Respondents who have children in household who have a Glasgow Kidzcard)

Source: CELLO **mruk** research

## 9.4 Usage of Offers and Services

For this same small group of respondents who said that their child had a Glasgow Kidzcard (35 in total) they were next asked to indicate which of the services had been used over the previous year or so.

The results of this question are noted in table 9 below. Free swimming came out as the most commonly accessed service with 66% (23 respondents) saying their child/dependent had accessed this in the past year. Cinema discounts were used by two fifths (40%) of respondents while library use was mentioned by just under a third (31%) of respondents.

**Table 9: Which have your child/children/dependants used in the past year or so?**

	<b>%</b>
Free Swimming	<b>66</b>
Cinema discounts	<b>40</b>
Wee grid magazine	<b>8</b>
Zest programme activities	<b>12</b>
Zest Website	-
Email alerts	<b>3</b>
Rewards points (points for your Plantic, Points for views, Fuelzone.)	-
Use of Kidzcard as library card (book/CD/DVD borrowing)	<b>31</b>
Activ8 discounts Gym membership	<b>6</b>
Arts and entertainment discounts	-
Discounts in shops/eating out	<b>9</b>
Glasgow on ice Xmas offer	-
SECC carnival Xmas offer	<b>5</b>
None of these	<b>23</b>
Don't know	-

Base: 35 (Respondents who have children in household who have a Glasgow Kidzcard)

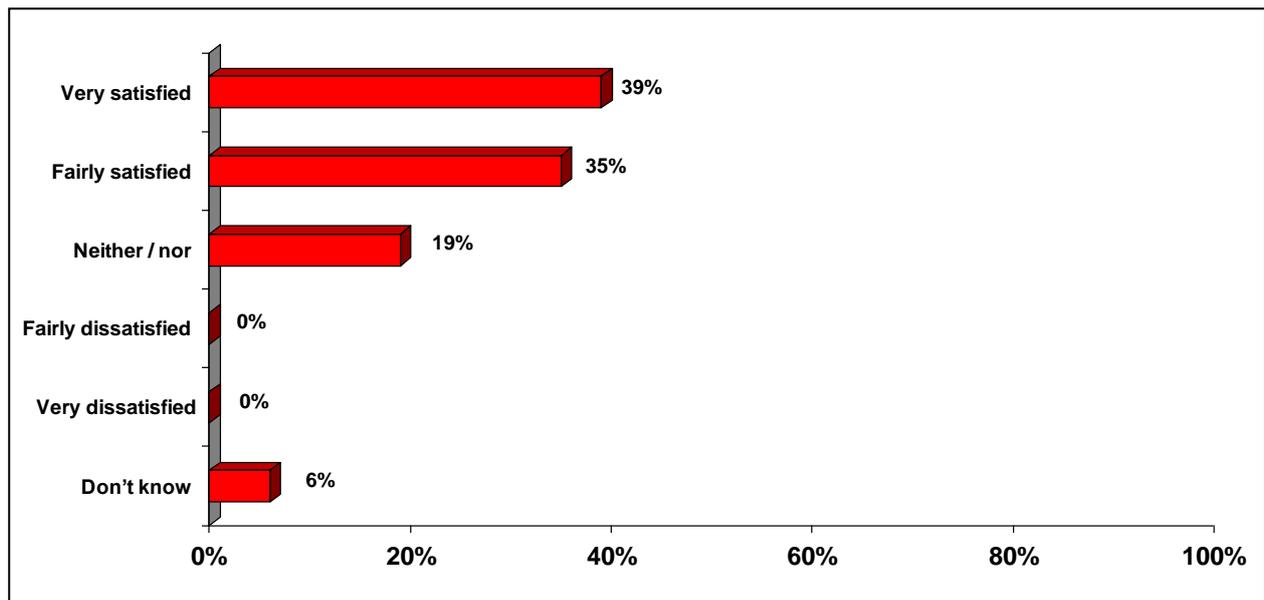
Source: CELLO **mruk** research

## 9.5 Satisfaction with the Glasgow Kidzcard

For those respondents who said that their child had a Glasgow Kidzcard (35) they were next asked to detail their satisfaction with the card.

The results of this question are noted in figure 25 below and shows high levels of satisfaction (74%) and no dissatisfaction at all, although 19% of respondents did say 'neither / nor'.

**Figure 24: Satisfaction with the Glasgow Kidzcard**



Base: 35 (Respondents who have children in household who have a Glasgow Kidzcard)

Source: CELLO **mruk** research

## 9.6 Summary

For those respondents who had a child aged between 5 and 11 they were asked about the Glasgow Kidzcard. Awareness was low at just over a quarter. Those who has a card (35 respondents) were most aware of free swimming, cinema discounts and borrowing books and DVDs from libraries. Swimming was also the most commonly used offer of those available with two thirds of the 35 respondents saying they had used this in the past year.

Around three quarters of users were either very or fairly satisfied with the card.

## 10. Electoral Registration

### 10.1 Introduction

This section of the report covers views on electoral registration and the questions were preceded by the following statement which was read out to interviewees.

*“With a Scottish Parliamentary Election to be held within the next year, the Electoral Registration Office wants to ensure that all eligible residents are registered to vote so they can have their say on polling day”.*

## 10.2 Registering to Vote - Status

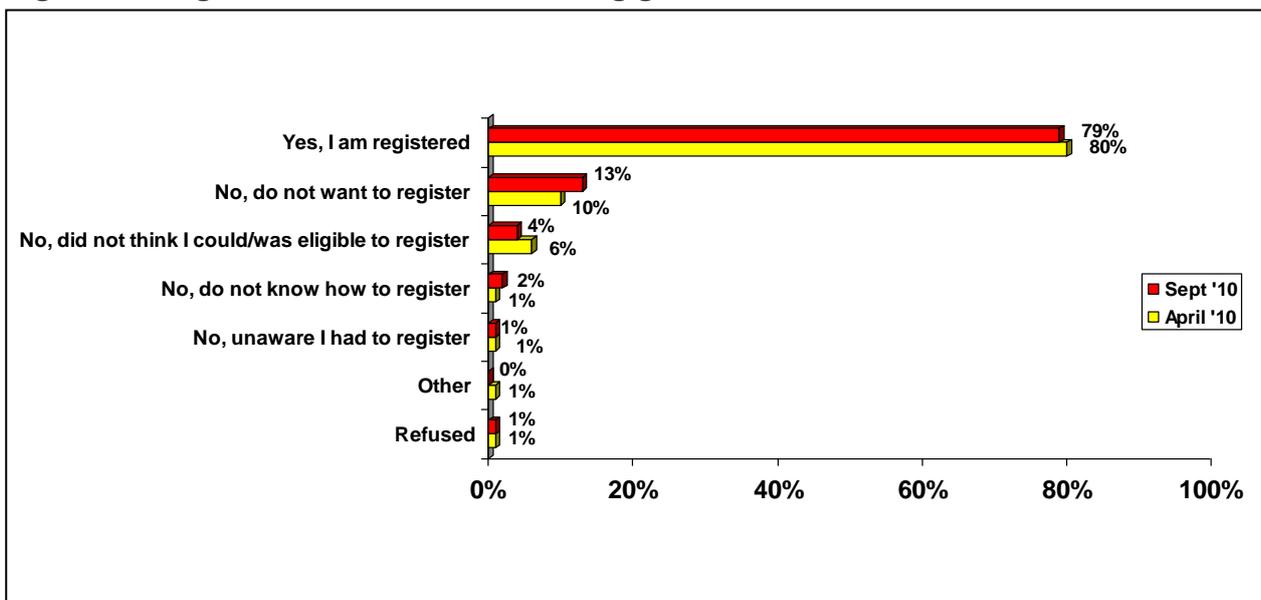
The first question simply asked respondents to say if they were registered to vote or not. As can be seen below in figure 26, the vast majority said they were registered to vote (79%) and this shows a small 1 point drop on the figure recorded in April 2010. For this survey, 13% of respondents said that they did not want to register (compared to 10% in April 2010) and a further 4% said that they did not think they were eligible to register/vote (6% in April 2010).

Registrations were highest in East Centre & Calton (91%) and Pollokshields East & Southside Central (95%) and lowest in Govan & Craigton (63%). Registration was also higher amongst females (83%) when compared to males (75%). However, the largest differentials occur when looking at the various age bands. Those aged 16-24 were far less likely to be registered when compared to those aged 60 and above (49% and 98% respectively saying they were registered to vote).

Differentials are also quite marked when looking at employment status. Those who said they were retired or working full-time have the highest levels of registration (99%), especially when compared to students (52%), the unemployed (63%) and those working part-time (65%).

Respondents from Black and Minority Ethnic communities are also far less likely to be registered than non BME respondents (38% and 85% respectively saying they are registered to vote). Finally, those who own their home either outright (93%) or through a mortgage (88%) are more likely than those who are renting from a private landlord (67%), GHA (77%) or another housing association (74%) to say they are registered to vote.

**Figure 25: Registered to vote in forthcoming general election**



Base: April '10: 1,000; Sept '10: 1,002 (All respondents)

Source: CELLO **mruk** research

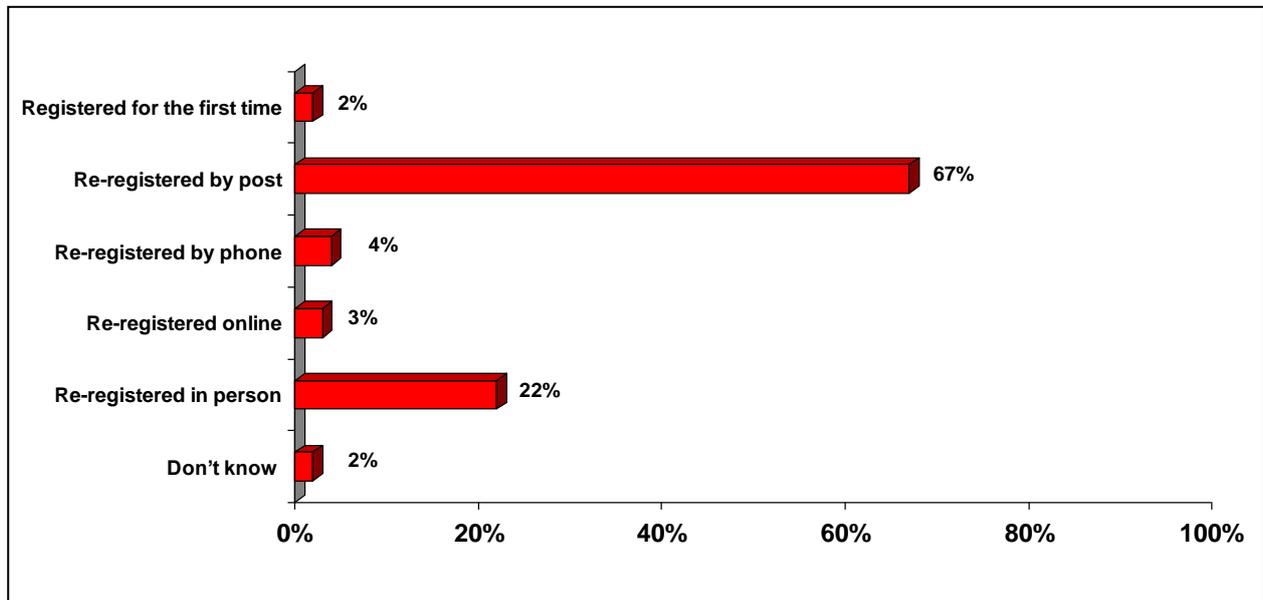
### 10.3 Registering to Vote – Methods Used

Respondents were then asked to indicate what method they used to register to vote. Figure 27 below, shows that the vast majority of respondents re-registered by post (67%). A further 22% said that they re-registered in person and a further 4% said that they re-registered by phone. Only 3% said they re-registered online. Only 3% said they re-registered online.

Use of postal re-registrations was most commonly used by respondents living in East Centre & Calton (94%) and Pollokshields East & Southside Central (88%) and lowest for respondents living in Govan & Craigton (59%); Langside & Linn (15%) and Greater Pollok & Newlands / Auldburn (17%) – respondents in these last two areas were far more likely to say they registered in person (74% and 77% respectively).

Differentials between the different options to register are also quite marked when looking at results by employment status. Those who were retired (78%) or looking after the home/children (79%) were more likely to re-register by post, especially when compared to students (60%); the unemployed (65%) and those working full (59%) or part-time (42%). These latter two groups were far more likely than others to re-register in person than others (30% and 44% respectively).

**Figure 26: Which, if any, of the following methods did you use to register to vote?**



Base: 793 (Respondents who are registered to vote)

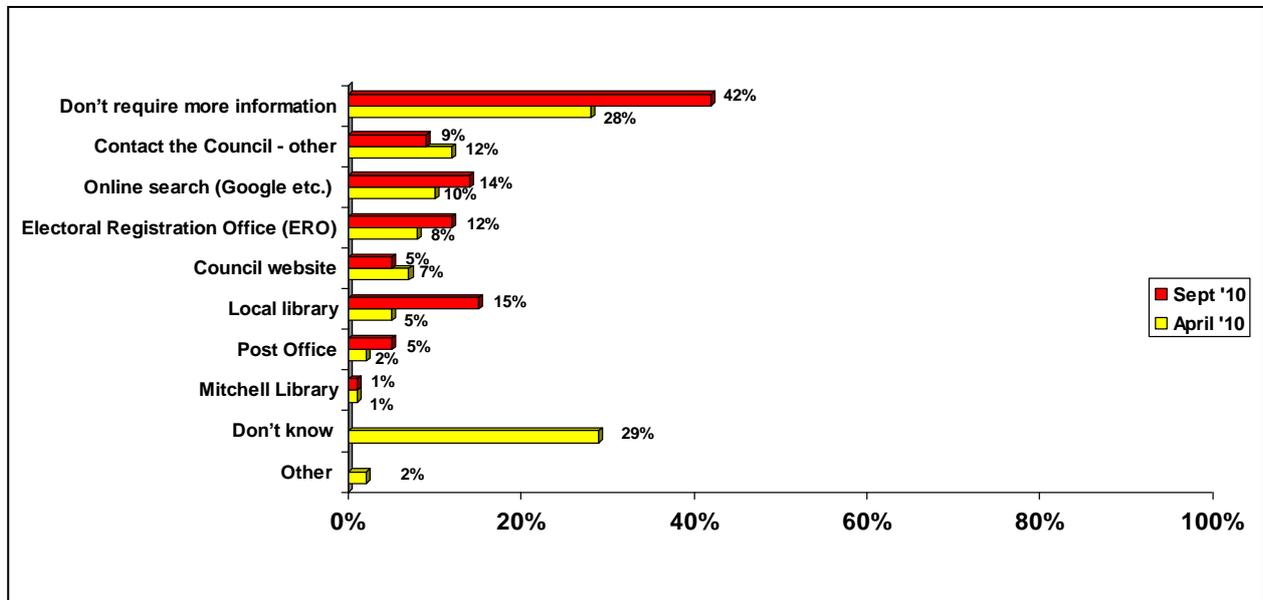
Source: CELLO **mruk** research

## 10.4 Registering to Vote – Information Sources

Those who were not registered to vote (66 respondents) were asked where they would go for more information about registering to vote.

Most said they didn't require more information (42% as compared to 28% who said this in April 2010), while 15% said they would get the information from the local library (15% compared to 5% in April 2010) or from an online search (14% compared to 10% in April 2010).

**Figure 27: Sources that would be used to find more information about registering to vote**



Base: April '10: 187; Sept '10: 66 (Respondents who were not registered to vote)

Source: CELLO **mruk** research

## 10.5 Registering to Vote – Making it Easier

Finally all respondents were asked if anything could be done to make registering to vote easier. The majority simply said ‘don’t know’ (56%) or ‘nothing’ (42%).

**Table 10: What, if anything, could be done to make it easier for you to register to vote?**

	%
Don't know	56
Nothing / present system is fine	42
Online registration	1
Telephone registrations	*
Registration to be available in different languages	*
More information / notices in public places	*
More help for people with reading difficulties	*

\* = Less than 1%

Base: 1,002 (All respondents)

Source: CELLO **mruk** research

## 10.6 Summary

The vast majority of respondents said they were registered to vote; however around a fifth were not. Students, the unemployed, those working part-time, and respondents from Black and Minority Ethnic (BME) communities were those least likely to be registered.

The most commonly used method of registering was to do so by post – two thirds used this method compared to around a fifth who registered in person.

## 11. Finance

### 11.1 Introduction

This section of the report covers respondents' views on finance. The questions asked during the interview were preceded by the following statement:

*“During the current economic climate we are aware that financial issues are important to our customers. The council currently pays for providing money and debt advice services in the city. The following questions will allow us to gain a better understanding of how our residents are managing their finances at this time. This information will help us to improve our money advice and information services the city provides”.*

To aid in the completion of these questions the laptop PC was passed to the respondents to use themselves so that their responses could be completed confidentially with minimal interviewer involvement.

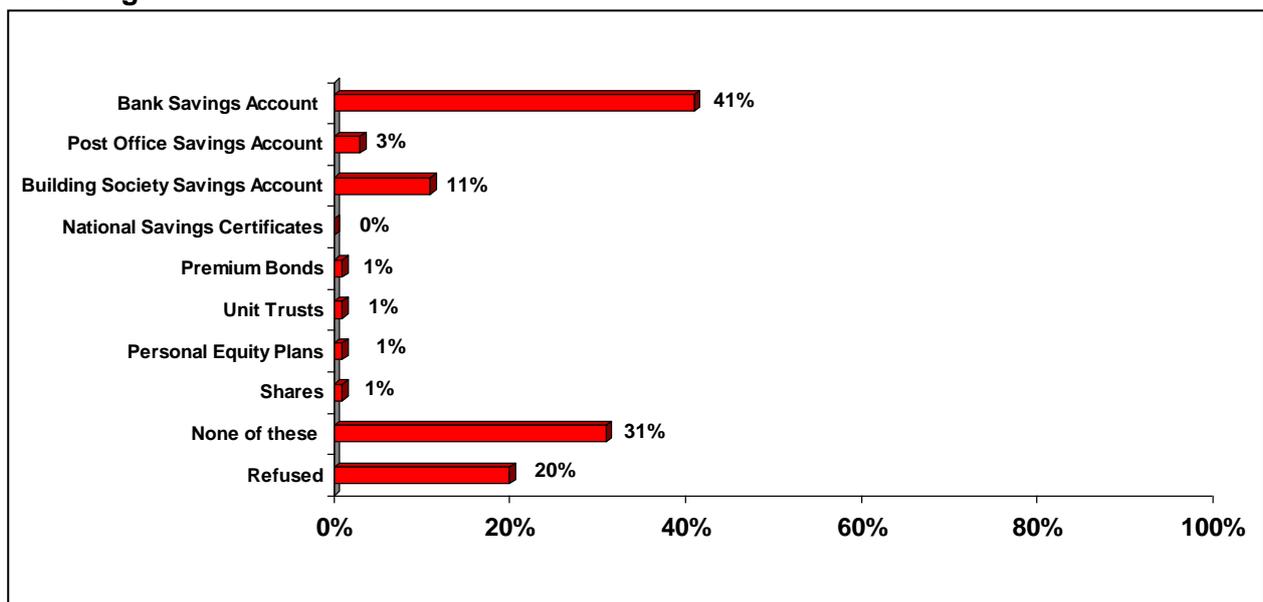
## 11.2 Savings and Investments

Most respondents mentioned a 'bank savings account' as the place where they saved/invested money and a further 11% mentioned using a 'building society savings account'; interestingly, nearly a third (31%) said that they did not invest or save in any of the available options. A fifth (20%) of respondents refused to answer the question.

In terms of respondents who said that they used none of the available options to invest or save they were far more likely to come from Shettleston & Baillieston & part of Glasgow NE (57%); Pollokshields East & Southside Central (58%) and Springburn & Part of Glasgow NE (53%) than to come from areas such as Maryhill / Kelvin & Canal (11%); Langside and Linn (2%); Greater Pollok & Newlands / Auldburn (18%); Drumchapel / Anniesland & Garscadden / Scotstounhill (23%) or Govan & Craigton (24%).

Respondents from socio-economic groups C2, D and E were also more likely than others to say they invested or saved in none of the available options. Black and Minority Ethnic respondents were also more inclined (45%) than others to say this, as were respondents renting from a private landlord (42%) or from GHA (53%).

**Figure 28: At the moment do you have any money saved or invested in any of the following?**



Base: 1,002 (All respondents)

Source: CELLO **mruk** research

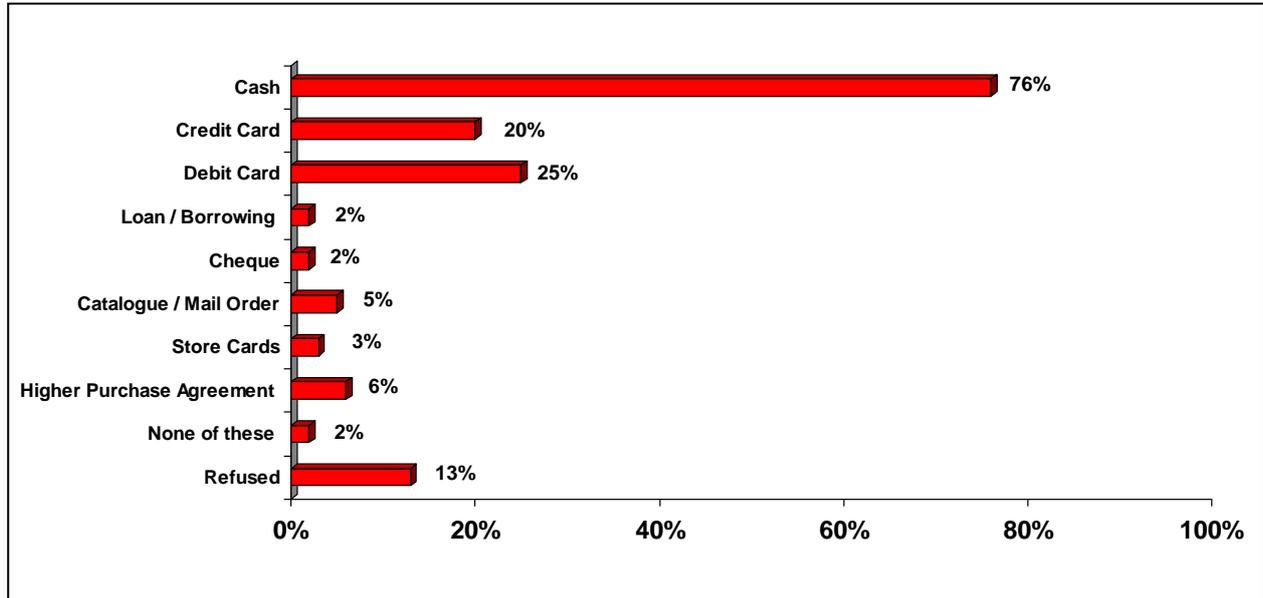
### 11.3 Purchase Methods

When asked to comment on how they bought things, most respondents mentioned using cash (76%) and a further 25% mentioned using a debit card. A fifth (20%) said that they used a credit card, while 6% mentioned using a higher purchase agreement and 5% used mail order/catalogues. Just over a tenth (13%) refused to answer the question.

In terms of respondents who said that they used cash, they were far more likely to come from Shettleston & Baillieston & part of Glasgow NE (95%); Pollokshields East & Southside Central (89%) and Springburn & Part of Glasgow NE (94%) than to come from areas such as Maryhill / Kelvin & Canal (64%); Partick West / Hillhead / Anderston & City (49%) or Drumchapel / Anniesland & Garscadden / Scotstounhill (63%).

Respondents from socio-economic groups C2 (79%), D (82%) and E (83%) were also more likely than others to say they used cash. Those respondents renting from a private landlord (81%), from GHA (83%) or other housing associations (83%) were also more likely than others to say they used cash to buy things. Perhaps surprisingly there was no difference in usage patterns when looking at gender analysis or indeed when looking at age bands (although those aged over 60 were slightly less inclined to use cards (again this is based on a fairly small base size of respondents who said they used these).

**Figure 29: Which of the following ways listed, if any, do you use to buy things?**



Base: 1,002 (All respondents)

Source: CELLO **mruk** research

## 11.4 Borrowing

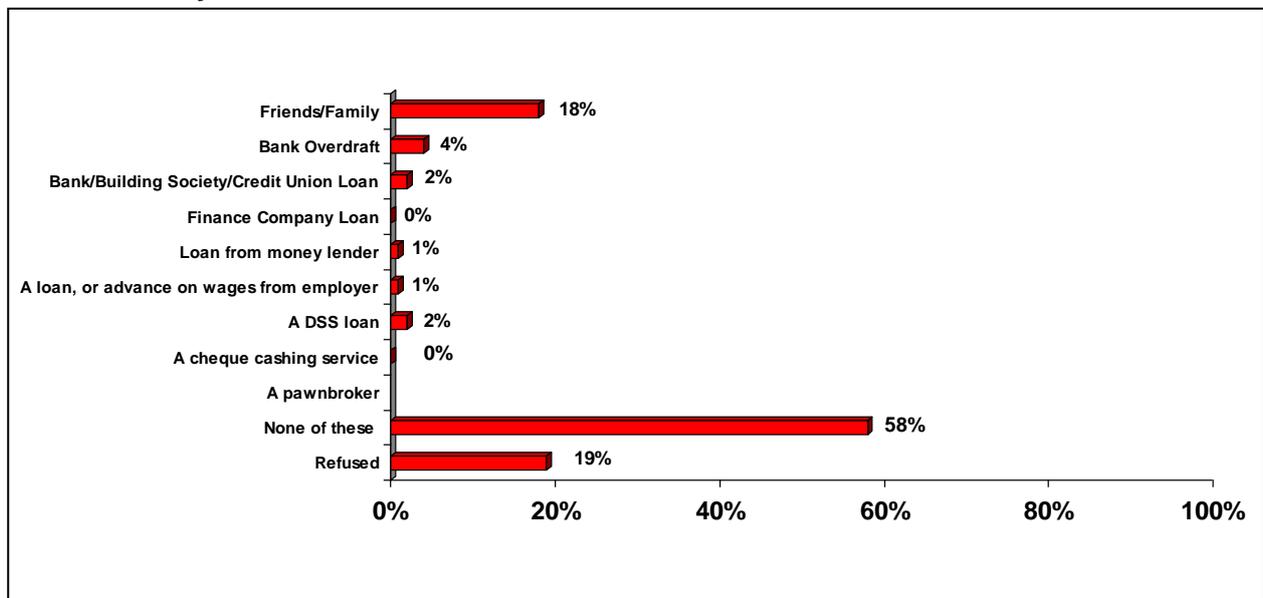
When asked to comment if they had used various sources to borrow money the majority of respondents said that they had used none of the available sources (58%). A further 18% mentioned borrowing from friends/family. Nearly a fifth (19%) refused to answer the question. Other options provided had very low response levels (all under 5%).

Looking at the 18% (176 people) who said they had borrowed from friends or family it is clear that those most likely to have done this were those aged 16-24 (44% said that they had done this); the unemployed (35%) and students (43%). Other types of borrowing were not common enough to analyse below the overall level.

In terms of respondents who said that they used none of the available options, these were most likely to reside in Langside and Linn (82%); Pollokshields East & Southside Central (76%) and Govan and Craighton (72%) than to come from areas such as Springburn & Part of Glasgow NE (42%); Partick West / Hillhead / Anderston & City (33%) or Drumchapel / Anniesland & Garscadden / Scotstounhill (33%).

Those less likely to borrow were also more commonly from the older age groups, particularly those aged 60 plus (75%) than from younger age groups (37% of 16 to 24 year olds). Students (36%); those looking after the home/children (41%) and the unemployed (43%) were also less likely to say they had not borrowed than those in full (64%) or part-time (60%) work or those who were retired (76%).

**Figure 30: Over the last year or so, have you used any of the following ways to borrow money?**



Base: 1,002 (All respondents)

Source: CELLO **mruk** research

## 11.5 Insurance Cover

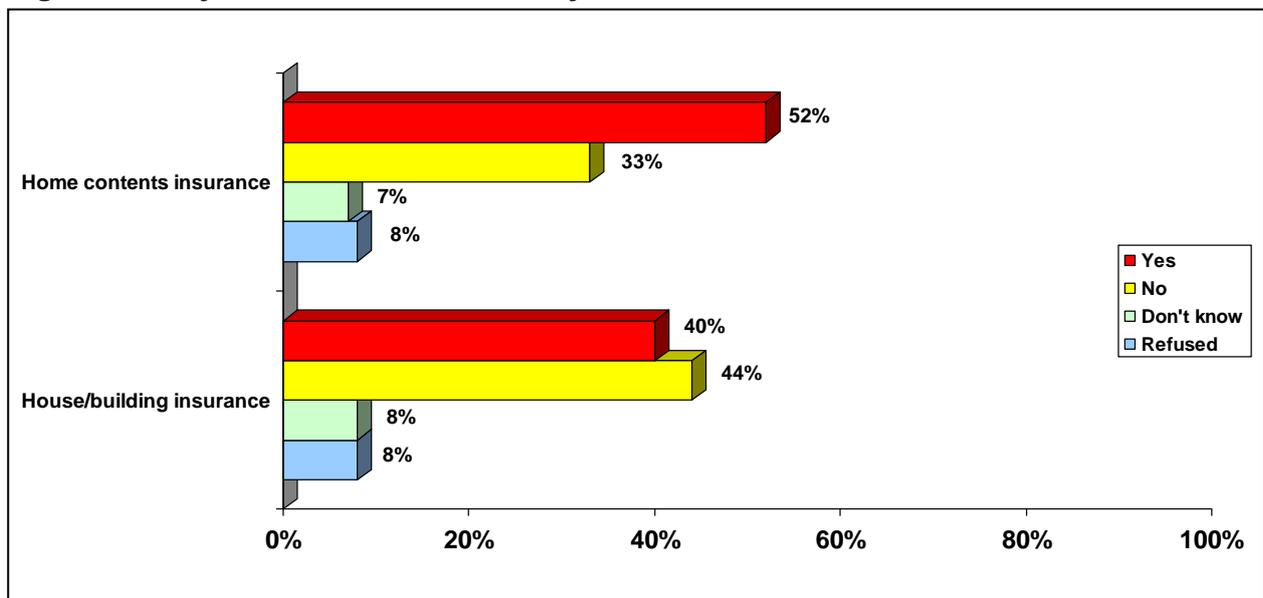
All respondents were next asked to say if they had different types of insurance cover.

As can be seen in the graph below most (52%) said that they had home contents insurance while fewer (40%) said they had house/building insurance. A third (33%) of respondents said that they did not have home contents insurance while 44% said this in relation to house/building insurance.

Respondents in Langside and Linn were those most likely to have home contents insurance and building insurance (66%) while those living in Govan & Craigton were more likely to say they had neither home contents or house/building insurance.

Those respondents aged 60 plus were also far more likely to have both types of insurance when compared to their younger counterparts. Respondents who were unemployed were the group most likely to say they had neither home (67%) nor buildings (75%) insurance when compared to those with an alternative working status. Respondents who owned their home were more than twice to three times as likely to consider they had have both types of insurance cover compared to those who were renting.

**Figure 31: Is your household covered by.....?**



Base: 1,002 (All respondents)

Source: CELLO **mruk** research

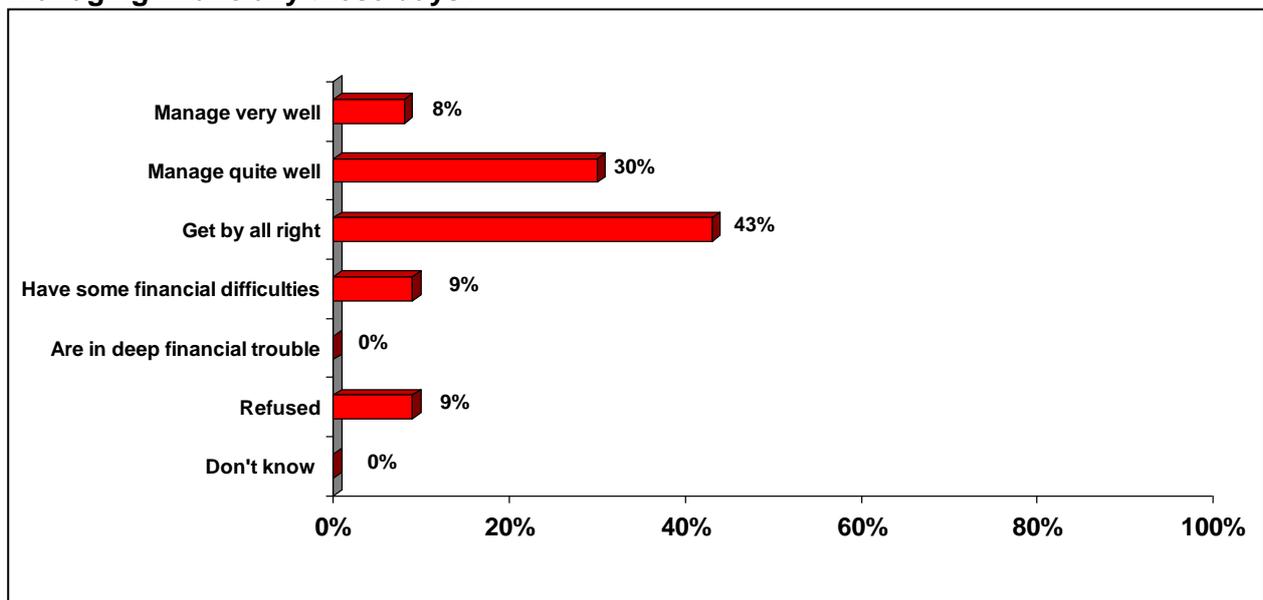
## 11.6 Coping with Managing Finances

Respondents were next asked to say which statement from a set list fitted how they were currently managing financially. The most common response was 'getting by all right' (43%) followed by 'managing quite well' (30%). Just under on 1 in 10 said that they were 'managing very well'. A similar proportion (9%) said that they were having some financial difficulties, though less than 1% said that they felt they were in 'deep financial trouble'.

For those who said they were having some financial difficulties they were most likely to come from Springburn & Part of Glasgow NE (22%) though it should be noted that the base size of 95 was quite low for this response. Those from younger age groups were also more inclined to say they had some financial difficulties, particularly those in the 16-24 age group (18%) and the 25-44 age group (12%).

Those who said that they were managing 'very' or 'quite' well were more likely to come from Pollokshields East & Southside Central (52%) or from Langside and Linn (48%) and were also more likely to be in full-time employment (52%) or retired (48%). Those from socio-economic groups A (51%) and B (68%) were also more likely to be managing 'very' or 'quite' well when compared to those in groups D (26%) and E (23%). Again, this type of response was more common for those who owned their homes outright (58%) or through a mortgage (57%) especially when compared to those respondents who were renting from GHA (30%) or from another housing association (23%).

**Figure 32: Which of the following phrases best describes how your household are managing financially these days?**



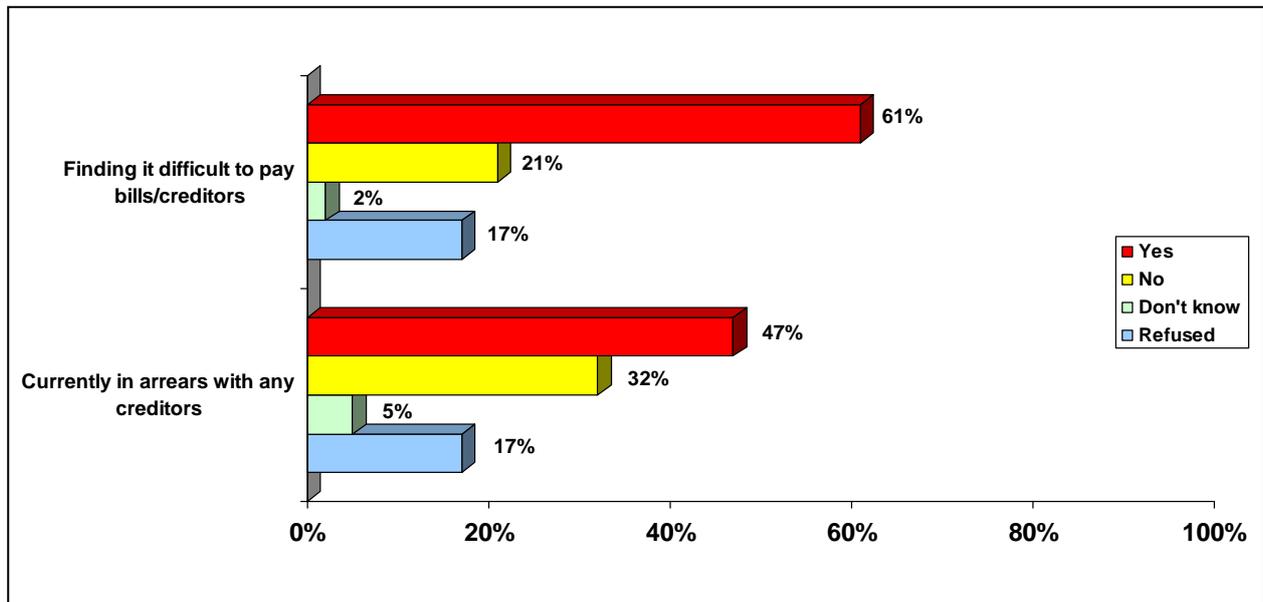
Base: 1,002 (All respondents)

Source: CELLO **mruk** research

### 11.7 Difficulties Paying Bills/Creditors

For those respondents who said that they were in 'some financial difficulties' or in 'deep financial trouble' they were next asked if they were in debt or arrears to anyone. As can be seen below most said that they were having difficulties paying bills/creditors (61%) or were currently in arrears (47%).

**Figure 33: As a result of these difficulties are you.....?**



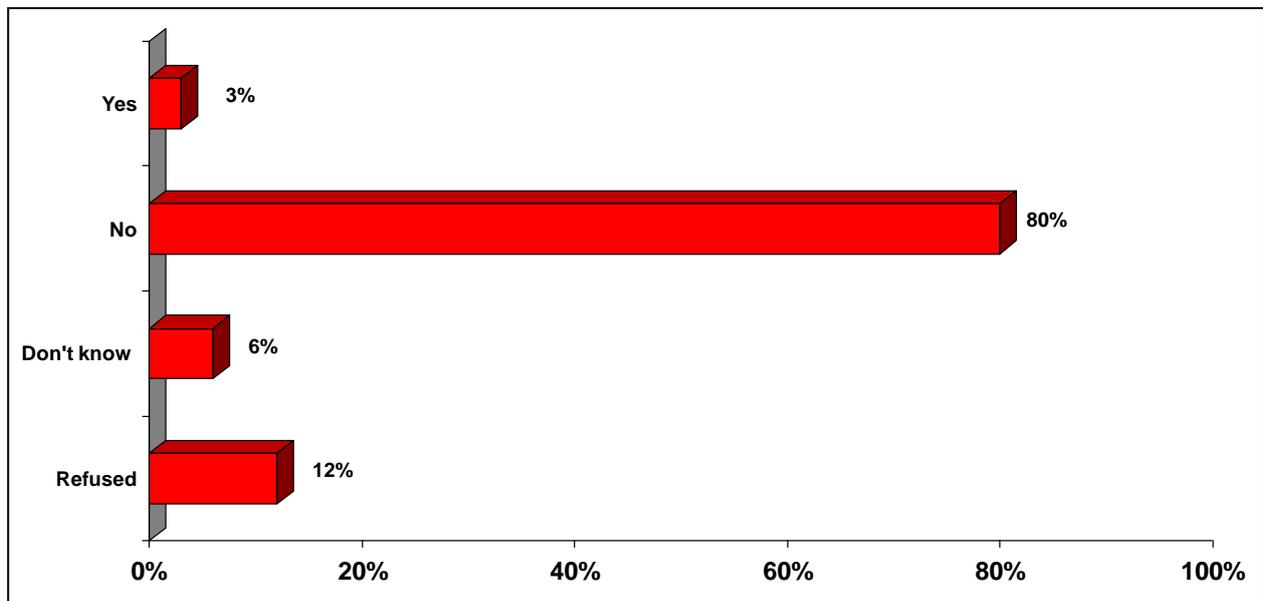
Base: 99 (Respondents who are having financial trouble)

Source: CELLO **mruk** research

## 11.8 Council Tax Arrears

All respondents were next asked to say if they were in arrears with their Council Tax. As can be seen in figure 35 below the vast majority (80%) said they were not in arrears. There were no particularly significant differences in findings looking at the main analysis cross breaks for this question although this is mostly due to the very small proportion of respondents (3%) who said that they were in arrears.

**Figure 34: Are you currently in arrears with your Council Tax?**



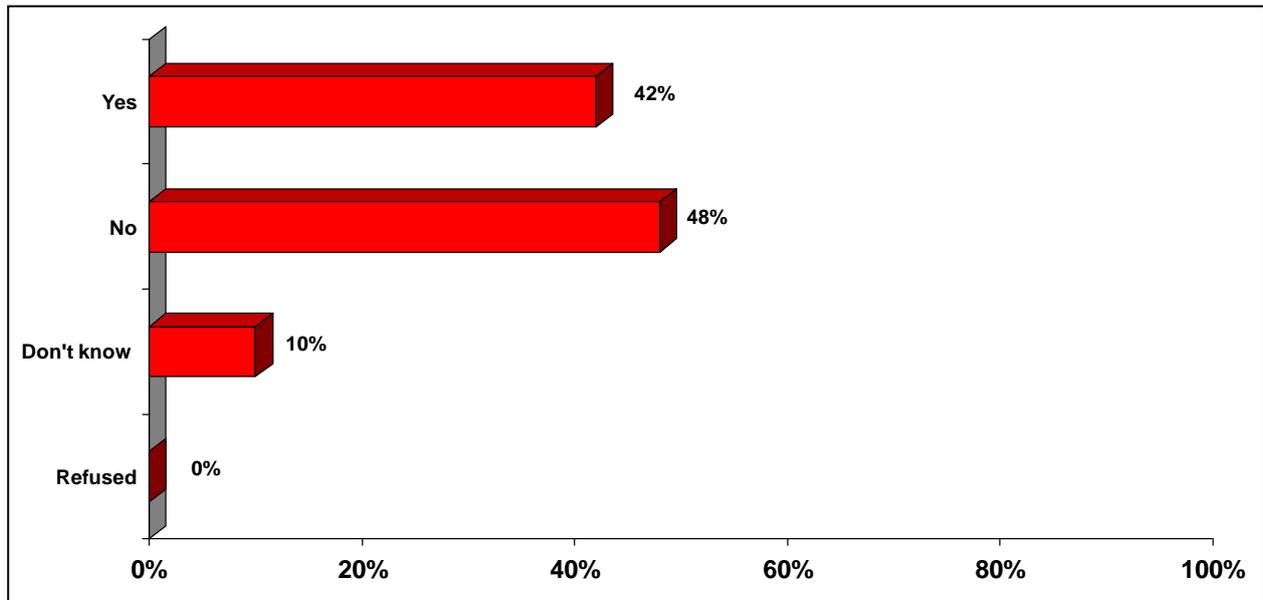
Base: 1,002 (All respondents)

Source: CELLO **mruk** research

## 11.9 Seeking Help/Advice

Of the 26 respondents who said that they were in arrears with their Council Tax nearly half (48%) said that they had not approached anyone for help or advice while 42% said that they had.

**Figure 35: Have you approached anyone for help or advice?**



Base: 26 (Respondents who are currently in arrears with Council Tax)

Source: CELLO **mruk** research

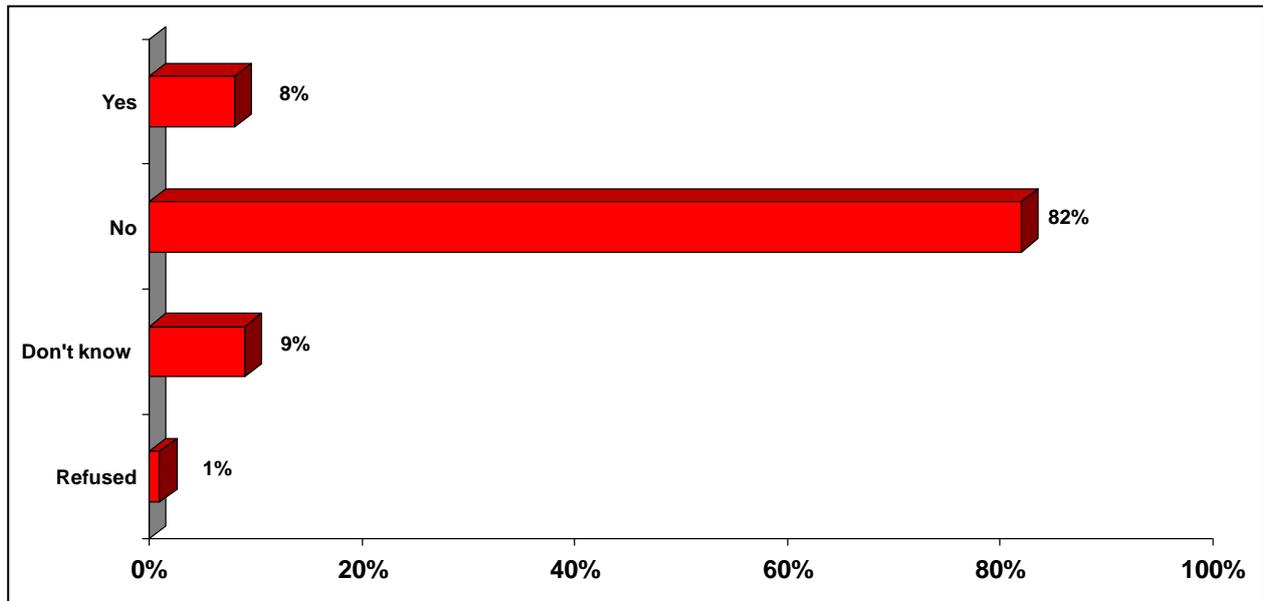
## 11.10 Approached for Help/Advice

For those who had approached someone for help the Citizens Advice Bureau was the most commonly mentioned organisation (55%) with the Councils Social Work Services being the next most commonly mentioned (19%).

### 11.11 Awareness of Glasgow Advice & Information Network

All respondents were next asked if they were aware of GAIN (Glasgow Advice and Information Network). The vast majority (82%) of respondents were not aware of the organisation – only 8% said that they were aware.

**Figure 36: Are you aware of the Glasgow Advice and Information Network (GAIN)?**

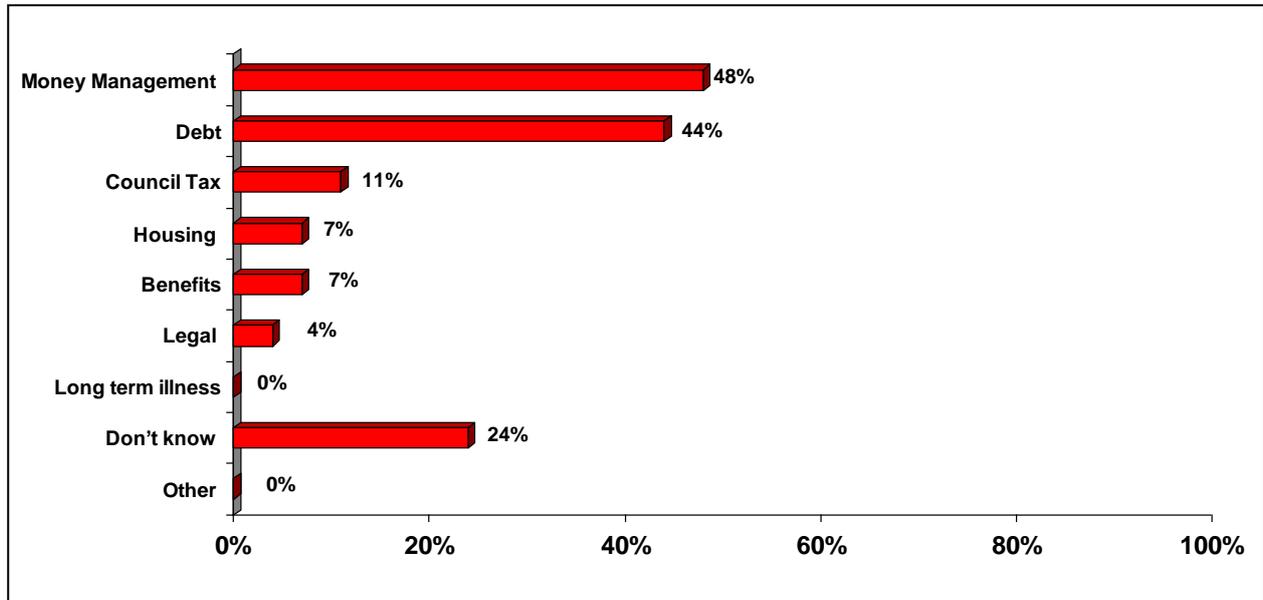


Base: 1,002 (All respondents)  
Source: CELLO **mruk** research

### 11.12 Awareness of Services Provided by GAIN

For those who said they were aware of GAIN, they were next asked unprompted to say what they thought was provided by them in terms of services. The two most commonly mentioned services were 'money management' (48%) and 'debt' (44%).

**Figure 37: What services does the Glasgow Advice and Information Network provide?**



Base: 80 (Respondents who are aware of the Glasgow Advice and Information Network)

Source: CELLO **mruk** research

### 11.13 Willingness to be Referred to GAIN

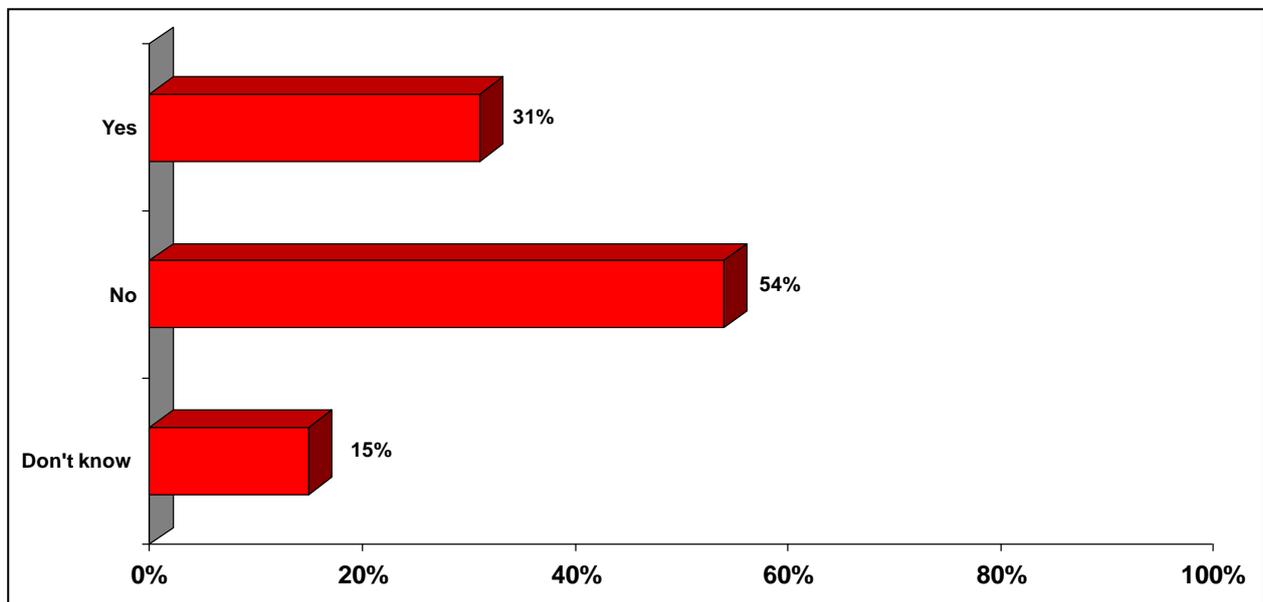
This question was preceded by the following statement:

*“Glasgow Advice and Information Network (GAIN) is a network of agencies that give free, confidential and impartial debt advice. It includes voluntary agencies, citizens advice bureau, legal, housing and independent money advice agencies”.*

Following this statement all respondents were asked if they would be willing to be referred to GAIN if they were ever to get into Council Tax arrears. The majority (54%) said that they would not, while just under a third (31%) said they would – 15% were not sure and said ‘don’t know’.

Area differentials were very pronounced when looking at those who said they would be willing to be referred. Areas such as Maryhill / Kelvin & Canal; Langside and Linn; Greater Pollok & Newlands / Auldburn had 1% or less saying they would agree to be referred – this compares starkly with areas such as Pollokshields East & Southside Central (77%); Drumchapel / Hillhead / Anderston & City Centre (54%); Springburn & Part of Glasgow NE (43%) and Shettleston & Baillieston & Part of Glasgow NE (41%) where those saying ‘yes’ was far higher.

**Figure 38: Would you be willing for the Council to refer you to Glasgow Advice and Information Network for help and advice if you were in arrears with your Council Tax?**



Base: 1,002 (All respondents)  
Source: CELLO **mruk** research

## 11.14 Summary

Nearly a third of respondents said that they had no savings or investments in any of the available options. However two fifths said that they did have a bank savings account and a tenth said that they had a building society account.

The most commonly used method for purchasing goods was using cash and this was used by three quarters of respondents. A further quarter used a debit card and a fifth used a credit card. Over half of respondents said that they had not borrowed any money over the previous year while a further fifth mentioned friends or family had helped them.

Just over half of respondents said that they had home content insurance while around a fifth said they had buildings and contents insurance. In terms of managing finances generally respondents were most likely to say that they were getting by alright (two fifths) manage quite well (just under a third) or manage very well (under a tenth), however, around a tenth also said that they had some financial difficulties – for those who had had some difficulties most mentioned that they had difficulty paying bills (60%) or that they were currently in arrears with any creditors (47%). Only 3% of all respondents said that they were in arrears with their Council Tax while four fifths said they were not.

Just less than one in ten respondents said that they were aware of the Glasgow Advice and Information Service (GAIN) – four fifths said they were not aware of it. Just under a third of respondents said that they would be willing to be referred to GAIN if they were to get into arrears with their Council Tax.



## Appendix A      Sampling Technique

For the general population study, the sampling technique used a mix of cluster sampling and stratified sampling. In total 100 clusters (sample points) – 10 for each Community Planning Area – were selected. Each sample point was a Census Output Area comprising of 70-100 addresses.

A total of 10 interviews were conducted within each sample point resulting in a general population study of 1,002 interviews. Quotas for each sample point were structured to match the sample point population with regards to gender, age, and working status. This was to provide a representative cross-section of Glasgow's population.

Interviewers selected households at random within each list and then chose respondents using the next birthday rule when more than one was available within the required quota structure.

To ensure the final data was representative of the population of Glasgow it was weighted by age/gender in accordance with the 2001 census. For example, if only 40% of respondents interviewed were male, their responses would be weighted so they would make up 48% of the data. This would ensure that the data was not biased due to males being under represented.

## Appendix B Questionnaire

APPROVED BY:	Executive		Field		Analysis		Client		DATE FINAL APPROVED:	
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**PC22169IHC02**  
**GLASGOW CITY COUNCIL**  
**HOUSEHOLD SURVEY**  
**WAVE 7 PART 1**  
**CAPI IN-HOME**



Good morning/afternoon/evening. My name is \_\_\_\_\_ from CELLO **mruk** research limited. We have been commissioned by Glasgow City Council to carry out a survey about the services it provides to Glasgow’s residents. You have been selected at random for this survey, and I wonder if I could ask you some questions? It should take approximately 20 minutes, and all the answers you give will be kept completely confidential.

**RE-ASSURE FURTHER IF NECESSARY:**

This interview will be conducted within the Code of Conduct of the Market Research Society. This guarantees your anonymity. You will not be approached to buy anything as a result of taking part in this research. It is only your opinion we want to understand. All the answers you give will be added with 1,000 others and only presented in statistical format.

AREA CODE (FROM COLUMN C

(1)	(2)	(3)

ON SAMPLE):

SAMPLE POINT (FROM COLUMN

(4)	(5)	(6)

B ON SAMPLE):

SAMPLE REFERENCE  
ON SAMPLE):

(7)	(8)	(9)	(10)

NUMBER (FROM COLUMN A

**ASK ALL**

Q1. Q1 Gender

**INTERVIEWER INSTRUCTION. SINGLE CODE**

\*single response

0 Male

0 Female

**ASK ALL**

Q2. Q2 Age

**INTERVIEWER INSTRUCTION. SINGLE CODE**

**SHOWCARD A**

\*single response

0 a. 16-24

0 b. 25-34

0 c. 35-44

0 d. 45-54

0 e. 55-59

0 f. 60-64

0 g. 65-74

0 h. 75+

0 Refused

**ASK ALL**

Q3. Q3 Working status

**INTERVIEWER INSTRUCTION. SINGLE CODE**

**SHOWCARD B**

\*single response

0 a. Working – full time (30+ hrs)

0 b. Working – Part-time (9-29hrs)

0 c. Unemployed

0 d. Not working – retired

0 e. Looking after house / children

0 f. Looking after invalid / disabled

0 g. Student

0 h. Other (Closed)

0 Refused

**ASK ALL**

Q4A. Q4A SEG

**INTERVIEWER INSTRUCTION. DON'T READ OUT, RECORD VERBATIM, PROBE FOR  
OCCUPATION OF CHIEF INCOME EARNER**

\*open

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---

**ASK ALL**

Q4B. Q4B SEG

INTERVIEWER INSTRUCTION. DON'T READ OUT, RECORD VERBATIM, PROBE FOR **POSITION / RANK / GRADE** OF CHIEF INCOME EARNER

\*open

---

---

**ASK ALL**

Q4C. Q4C SEG

INTERVIEWER INSTRUCTION. DON'T READ OUT, RECORD VERBATIM, PROBE FOR **QUALIFICATIONS** OF CHIEF INCOME EARNER

\*open

---

---

**ASK ALL**

Q4D. Q4D SEG

INTERVIEWER INSTRUCTION. DON'T READ OUT, RECORD VERBATIM, PROBE FOR **NUMBER OF STAFF RESPONSIBLE FOR** OF CHIEF INCOME EARNER

\*open

---

---

**ASK ALL**

Q4E. Q4E SEG

**INTERVIEWER INSTRUCTION CODE AS APPROPRIATE**

\*single response

0 A

0 B

0 C1

0 C2

0 D

0 E

0 Refused

**ASK ALL**

Q4F. Q4F Respondent is...

**INTERVIEWER INSTRUCTION. SINGLE CODE**

\*single response

0 Chief income earner

0 Not chief income earner

0 Refused

**ASK ALL**

Q5a. Q5a Number of adults (16+) in household

**INTERVIEWER INSTRUCTION. SINGLE CODE**

\*single response

0 1

0 2

0 3

0 4

0 5

0 6

0 7

0 8

0 9

0 10

0 11

0 12

0 13

0 14

0 15

0 16

0 17

0 18

0 19

0 20

0 None

0 Refused

**ASK ALL**

Q5b. Q5b Number of children (under 16) in household

**INTERVIEWER INSTRUCTION. SINGLE CODE**

\*single response

0 1

0 2

0 3

0 4

0 5

0 6

0 7

0 8

0 9

0 10

0 11

0 12

0 13

0 14

0 15

0 16

0 17

0 18

0 19

0 20

0 None

0 Refused

**ASK ALL**

Q6. Q6 Do you have anyone aged between 60 – 74 years old or over 75 years old in your household?

**INTERVIEWER INSTRUCTION. MULTI CODE**

**SHOWCARD C**

\*single response

0 None aged 60+

0 Aged 60-74

0 Aged 75+

0 Refused

**ASK Q7 ONLY OF THOSE WHO STATE THEY HAVE 1, 2, 3 ETC UP TO 20 CHILDREN  
AT Q5 I.E. IF THEY HAVE 3 CHILDREN, ONLY ASK FOR AGE OF CHILD 1, CHILD 2 &  
CHILD 3**

Q7. Q7 Age last birthday of children under 16 in household?

**SINGLE CODE ONLY**

\*items popup

! Child 1

! Child 2

! Child 3

! Child 4

! Child 5

! Child 6

! Child 7

! Child 8

! Child 9

! Child 10

! Child 11

! Child 12

! Child 13

! Child 14

! Child 15

! Child 16

! Child 17

! Child 18

! Child 19

! Child 20

0 Under 1

0 1

0 2

0 3

0 4

0 5

0 6

0 7

0 8

0 9

0 10

0 11

0 12  
0 13  
0 14  
0 15

**ASK ALL**

CQ7a. CQ7a How would you describe your sexual orientation?

**INTERVIEWER INSTRUCTION. MULTI CODE**

**SHOWCARD D**

\*single response

0 Prefer not to say

0 Bisexual

0 Gay man

0 Gay woman / lesbian

0 Heterosexual

**ASK ALL**

Q8. Q8 What is your current religion, denomination, body or faith?

**INTERVIEWER INSTRUCTION. SINGLE CODE**

**SHOWCARD E**

\*single response

0 a. None

0 b. Church of Scotland

0 c. Roman Catholic

0 d. Other Christian

0 e. Buddhist

0 f. Hindu

0 g. Jewish

0 h. Muslim

0 i. Pagan

0 j. Sikh

0 k. Another religion

0 l. Refused

**ASK IF ANSWERED OPTION D 'OTHER CHRISTIAN'. OTHERWISE GO TO Q8B**

Q8A. Q8A Please specify what religion?

**[RECORD VERBATIM-]**

\* open

---

**ASK IF ANSWERED OPTION K 'ANOTHER RELIGION'. OTHERWISE GO TO TQ10**

Q8B. Q8B Please specify what religion?

**[ RECORD VERBATIM ]**

\* open

---

---

**ASK ALL**

TQ10. TQ10 What is your ethnic group?

**INTERVIEWER INSTRUCTION. SINGLE CODE**

**SHOWCARD F**

\*single response

0 Scottish

0 English

0 Welsh

0 Northern Irish

0 British

0 Irish

0 Gypsy / traveller

0 Polish

0 Other white ethnic group

0 Any mixed or multiple ethnic groups

0 Pakistani, Pakistani Scottish, or Pakistani British

0 Indian, Indian Scottish, Indian British

0 Bangladeshi, Bangladeshi Scottish or Bangladeshi British

0 Chinese, Chinese Scottish or Chinese British

0 **Other Asian, Asian Scottish, or Asian British**

0 African, African Scottish or African British

0 Caribbean, Caribbean Scottish or Caribbean British

0 Black, Black Scottish or Black British

0 **Other African, Caribbean or Black**

0 **Arab**

0 **Other ethnic group**

0 **Refused**

**ASK IF ANSWERED TQ10 OPTION 9 'OTHER WHITE ETHNIC GROUP'. OTHERWISE**

**GO TO Q10B**

Q10a. Q10a Please specify what ethnic group?

**[ RECORD VERBATIM ]**

\* open

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**ASK IF ANSWERED TQ10 OPTION 10 'ANY MIXED OR MULTIPLE ETHNIC GROUPS'.**

**OTHERWISE GO TO Q10C**

Q10b. Q10b Please specify what ethnic group?

**[ RECORD VERBATIM ]**

\* open

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---

**ASK IF ANSWERED TQ10 OPTION 15 'OTHER'. OTHERWISE GO TO Q12**

Q10c. Q10c Please specify what ethnic group?

**[RECORD VERBATIM]**

\* open

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**ASK IF ANSWERED TQ10 OPTION 19 'OTHER'. OTHERWISE GO TO Q12**

Q10d. Q10d Please specify what ethnic group?

**[RECORD VERBATIM]**

\* open

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**ASK IF ANSWERED TQ10 OPTION 21 'OTHER'. OTHERWISE GO TO Q12**

Q10e. Q10e Please specify what ethnic group?

**[RECORD VERBATIM]**

\* open

---

---

**ASK ALL**

Q12. Q12 Can I just check, does the household have income from current employment, or does it rely entirely on pensions or social security?

**INTERVIEWER INSTRUCTION. SINGLE CODE**

**SHOWCARD G**

\*single response

0 Yes, does have income from employment

0 No, relies on pensions/social security

0 Don't know

0 Refused

**ASK ALL**

BQ13. BQ13 Do you own your home, or rent it?

**INTERVIEWER INSTRUCTION. PROBE FOR DETAIL. SINGLE CODE ONLY.**

**SHOWCARD H**

\*single response

0 a. Owned outright

0 b. Buying on mortgage

0 c. Rented from Private Landlord

0 d. Rented from Glasgow Housing Association (Ex-council)

0 e. Rented from other housing association/housing co-operative

0 f. Shared Ownership with Housing Association / Housing co-operative shared ownership

0 Other (closed)

0 Refused

**ASK ALL**

Q14. Q14 Type of housing

**INTERVIEWER INSTRUCTION. CODE OR ASK SINGLE CODE ONLY.**

**SHOWCARD I**

\*single response

0 Detached villa

0 Semi-detached villa

0 Bungalow

0 Semi-detached bungalow

0 Terraced house

0 Four-in-a-block

0 Tenement flat

0 Multi-storey flat

0 Maisonette

0 Modern apartment/loft apartment/studio/other flat

0 Other (closed)

0 Refused

**ASK ALL**

Q15. Q15 How many cars or light vans are there in the household:

**INTERVIEWER INSTRUCTION. SINGLE CODE ONLY. DO NOT PROMPT**

\*single response

0 1 car or light van

0 2 cars/light vans

0 3+ cars/light vans

0 None

**ASK ALL**

CQ16. CQ16 Which of these accounts, if any, do you have?

**INTERVIEWER INSTRUCTION. MULTICODE.**

**SHOWCARD J**

\*multi response

0 Bank Account

0 Building Society Account

0 Credit Union Account

0 Post Office Account

0 None of these

0 Other (please specify)

0 Refused

**ASK ALL**

BQ17. BQ17 How long have you lived in Glasgow?

**INTERVIEWER INSTRUCTION. SINGLE CODE ONLY. READ OUT**

\*single response

0 Up to one year

0 Over one year, up to five years

0 Over five years, up to 20 years

0 Over 20 years

0 Don't know/can't remember

0 Refused

**ASK ALL**

Q18. Q18 Do you or anyone in your household have any long term illness, health problem or disability which limits your activity or the work you can do?

**INTERVIEWER INSTRUCTION. MULTI CODE. PROMPT**

\* single response

0 Yes, respondent

0 Yes, other h/hold member

0 No

0 Refused

**ASK Q19 IF RESPONDENT SELECTED CODE 1 AT Q18**

Q19. Q19 What type(s) of disability do you have?

**INTERVIEWER INSTRUCTION. MULTICODE.**

**SHOWCARD K**

\*multi response

0 a. Visual

0 b. Hearing

0 c . Learning disability

0 d. Mobility – Wheelchair user

0 e. Mobility – Other mobility impairment

0 f. Other physical impairment

0 g. Mental health problem

0 h. Long term illness

0 i. Other degenerative condition (any other)

0 Refused

**ASK Q20 IF SELECTED CODE 2 AT Q18**

Q20. Q20 What type (s) of disability do other household members have?

**INTERVIEWER INSTRUCTION. MULTICODE.**

**SHOWCARD K**

\*multi response

- 0 a. Visual
- 0 b. Hearing
- 0 c . Learning disability
- 0 d. Mobility – Wheelchair user
- 0 e. Mobility – Other mobility impairment
- 0 f. Other physical impairment
- 0 g. Mental health problem
- 0 h. Long term illness
- 0 i. Other degenerative condition (any other)
- 0 Refused

**ASK ALL**

BQ21. BQ21 Which of the following apply to you and your household? Do you have...

**INTERVIEWER INSTRUCTION. MULTICODE.**

**SHOWCARD L**

\*multi response

- 0 a. Dial Up Internet access at home
- 0 b. Broadband internet access at home
- 0 c. WiFi (wireless) Broadband internet access at home
- 0 d. Mobile WiFi (wireless) Broadband (dongle)
- 0 None of these
- 0 Don't know

**ASK ALL**

Q22. Q22 Thinking about the person in this household who has the highest level of academic qualifications, please read out the letter which best matches them.

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

**SHOWCARD M**

\*single response

- 0 a. No formal qualifications
- 0 b. 'O' Grade, GCSE, Standard Grade, Intermediate 1, Intermediate 2, City and Guilds Craft, SVQ level 1 or 2, or equivalent.
- 0 c. Group 2: Higher Grade, A Levels, CSYS, ONC, OND, City and Guilds Advanced Craft, RSA Advanced Diploma, SVQ level 3 or equivalent.
- 0 d. Group 3: HND, HNC, RSA Higher Diploma, SVQ level 4 or 5, or equivalent.
- 0 e. Group 4: First degree, Higher degree, Professional Qualification.
- 0 Don't Know / Refused

**MAIN SURVEY**

**SECTION 1: Usage and Satisfaction with Council Services**

**ASK ALL**

Q23. Q23 Overall, how satisfied or dissatisfied would you say you are with the services provided by Glasgow City Council?

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

**SHOWCARD N**

\*single response

0 Very satisfied

0 Fairly satisfied

0 Neither / nor

0 Fairly dissatisfied

0 Very dissatisfied

0 No opinion

**ASK ALL**

Q24. Q24 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.

**INTERVIEWER INSTRUCTION. MULTICODE.**

**SHOWCARD O**

\*multi response

0 A. Nursery schools

0 B. Primary schools

0 C. Secondary schools

0 D. Parks

0 E. Children's play parks

0 F. Museums and galleries

0 G. Sports and leisure centres

0 H. Libraries

0 I. Social work services

0 J. Local community centres

0 K. Home help service

0 None of these

0 Don't know

**ONLY ASK Q25 A, B, C, D, E, F, G, H, I, J, and K IF RELEVANT OPTION IS USED / SELECTED AT Q24. ONLY ASK Q25A IF Q24A WAS SELECTED.**

**ASK ALL**

Q25. Q25 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.

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

**SHOWCARD P**

\*items popup

	<b>! Very Satisfied</b>	<b>! Fairly Satisfied</b>	<b>! Neither / nor</b>	<b>! Fairly dissatisfied</b>	<b>! Very dissatisfied</b>	<b>! Don't know</b>
0 a. Nursery schools						
0 b. Primary schools						
0 c. Secondary schools						
0 d. Parks						
0 e. Children's play parks						
0 f. Museums and galleries						
0 g. Sports and leisure centres						
0 h. Libraries						
0 i. Social work services						
0 j. Local community centres						
0 k. Home help service						
0 l. Road maintenance						
0 m. Refuse collection						
0 n. Street lighting						
0 o. Street cleaning						
0 p. Pavement maintenance						

**SECTION 2: Road and Pavement Maintenance**

**Readout1. INTERVIEWER READ OUT: Earlier this year Glasgow experienced a severe and prolonged winter, which included heavy snow and icy conditions.**

**ASK ALL**

CQ26. CQ26 Did the conditions ever prevent you from using the following in your area...

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

**SHOWCARD Q**

\*items popup

	<b>! Never</b>	<b>! Rarely</b>	<b>! Sometimes</b>	<b>! Always</b>	<b>! Don't know</b>	<b>! Can't remember</b>
0 a. Main roads						
0 b. Side / local roads						
0 c. Pavements on side/local roads						
0 d. Pavements on main roads						

**ASK ALL**

CQ27. CQ27 How well or otherwise do you think the Council carried out the following in your area?

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

**SHOWCARD R**

\*items popup

	<b>! Very well</b>	<b>! Well</b>	<b>! Neither / nor</b>	<b>! Bad</b>	<b>! Very bad</b>	<b>! Don't know</b>
0 a. Gritting of main roads						
0 b. Gritting of side / local roads						
0 c. Gritting of pavements on side/ local roads						
0 d. Gritting of pavements on main roads						
0 e. Snow clearing						
0 f. Providing grit bins						

**SECTION 3: Clean Glasgow**

**ASK ALL**

NQ50. NQ50 Are you aware of the Clean Glasgow Campaign?

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

\*single response

0 Yes

0 No

**ASK IF CODED 1 AT NQ50**

NQ51. Q51 Have you seen any advertising for the Clean Glasgow Campaign? If so, where?

**INTERVIEWER INSTRUCTION. DO NOT PROMPT. MULTICODE.**

\*multi response

0 Adverts on cigarette bins

0 Adverts in bars and pubs

0 Posters

0 Evening Times

0 Banners on bin lorries

0 Charters delivered to your home/business

0 Radio

0 Daily Record/The Sun

0 No, none

0 Other (please specify)

**ASK ALL**

CQ51a. CQ51a Have you ever .... ?

**INTERVIEWER INSTRUCTION. MULTICODE. READ OUT OPTIONS**

\*multi response

0 Taken part in an organised Community Clean Up

0 Registered as a Neighbourhood Improvement volunteer

0 Reported an issue to the Clean Glasgow free phone number

0 Used the Council guidance on presenting waste for bulk uplift

0 No, none of these

**ASK ALL**

NQ52. Q52 In your opinion, how much of an issue, or otherwise, are the following in YOUR LOCAL AREA?

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

**SHOWCARD S**

\*items popup

	<b>! Significant problem</b>	<b>! Moderate problem</b>	<b>! Minor problem</b>	<b>! Not a problem</b>	<b>! Don't know</b>
0 a. Litter					
0 b. Graffiti					
0 c. Chewing gum					
0 d. Flyposting					
0 e. Flytipping					
0 f. Dog fouling					
0 g. Vandalism					
0 h. Back Court maintenance					
0 i. Front garden maintenance					

**ASK ALL**

NQ53. Q53 To what extent would you say that the following have improved or deteriorated IN YOUR LOCAL AREA in the last year or so?

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

**SHOWCARD T**

\*items popup

	<b>! Significant Improvement</b>	<b>! Moderate Improvement</b>	<b>! Neither / Nor</b>	<b>! Moderate Deterioration</b>	<b>! Significant Deterioration</b>	<b>! Don't know</b>
0 a. Litter						
0 b. Graffiti						
0 c. Chewing gum						
0 d. Flyposting						
0 e. Flytipping						
0 f. Dog fouling						
0 g. Vandalism						
0 h. Back Court maintenance						
0 i. Front garden maintenance						

**ASK ALL**

AQ37. AQ37 In your opinion, how much of an issue, or otherwise, are the following in the CITY CENTRE?

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

**SHOWCARD U**

\*items popup

	<b>! Significant problem</b>	<b>! Moderate problem</b>	<b>! Minor problem</b>	<b>! Not a problem</b>	<b>! Don't know</b>
0 a. Litter					
0 b. Graffiti					
0 c. Chewing gum					
0 d. Flyposting					
0 e. Flytipping					
0 f. Dog fouling					
0 g. Vandalism					

**ASK ALL**

NQ54. Q54 To what extent would you say that the following have improved or deteriorated in the CITY CENTRE in the last year or so?

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

**SHOWCARD V**

\*items popup

	<b>! Significant Improvement</b>	<b>! Moderate Improvement</b>	<b>! Neither / Nor</b>	<b>! Moderate Deterioration</b>	<b>! Significant Deterioration</b>	<b>! Don't know</b>
0 a. Litter						
0 b. Graffiti						
0 c. Chewing gum						
0 d. Flyposting						
0 e. Flytipping						
0 f. Dog fouling						
0 g. Vandalism						

**ASK ALL**

NQ56. Q56 To what extent DO YOU BELIEVE THE FOLLOWING Clean Glasgow initiatives have been successful or unsuccessful?

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

**SHOWCARD W**

\*items popup

	<b>! Very successful</b>	<b>! Successful</b>	<b>! Unsuccessful</b>	<b>! Stayed the same</b>	<b>! Don't know / Unsure</b>
0 a. Litter wardens					
0 b. Fixed Penalty fines					
0 c. Graffiti and flyposting removal teams					
0 d. Environmental Community Action Teams					
0 e. Schools projects					
0 f. Business Charter					
0 g. Programme of new bins and anti-dog fouling signage across city					
0 h. PR campaign in <i>Evening Times</i> and all local press					

**SECTION 4: Community Safety Patrol Officers**

**ASK ALL**

CQ57. CQ57 What do you think the roles of Community Safety Patrol Officers are in your area?

**INTERVIEWER INSTRUCTION. MULTICODE. DO NOT PROMPT.**

\*multi response

- 0 Undertake community patrols
- 0 Attend public events
- 0 Community information gathering
- 0 Identify community concerns
- 0 Report incidents to partner agencies
- 0 Issue fixed penalty notices (litter, dog fouling and fly tipping)
- 0 Never heard of them
- 0 Don't know
- 0 Other (please specify)

**ASK ALL EXCEPT IF SELECTED CODE 7 AT CQ57**

CQ58. CQ58 Are you aware of Community Safety Patrol Officers patrolling in your area/neighbourhood?

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

\*single response

- 0 Yes
- 0 No
- 0 Don't know

**ASK IF SELECTED CODE 1 AT CQ58**

CQ59. CQ59 In the last year or so have you reported any of the following community issues to Community Safety Patrol Officers patrolling your area/neighbourhood?

**INTERVIEWER INSTRUCTION. MULTICODE.**

\*multi response

0 Anti-Social Behaviour issues (Gangs, Noise nuisance etc.)

0 Alcohol or drug issues (Street drinking, drug dealing/taking, etc.)

0 Environmental Issues (Litter, vandalism, dog fouling etc.)

0 Not reported any of these issues

**ASK CQ60 IF SELECTED ANY CODE 1-3 AT CQ59**

CQ60. CQ60 In general, how satisfied or dissatisfied were you with the action taken by Community Safety Patrol Officers?

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

**SHOWCARD N**

\*single response

0 Very satisfied

0 Fairly satisfied

0 Neither / nor

0 Fairly dissatisfied

0 Very dissatisfied

0 Don't know

**ASK IF CODED 4 OR 5 AT CQ60**

CQ61. CQ61 Please explain why?

**RECORD VERBATIM**

\* open

---

**ASK IF SELECTED CODE 1 AT CQ58**

CQ62. CQ62 In general, how beneficial or otherwise do you feel Community Safety Patrol Officers have been in your area/neighbourhood?

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

**SHOWCARD X**

\*single response

0 Very beneficial

0 Fairly beneficial

0 Neither / nor

0 Of limited benefit

0 Of no benefit

0 Don't know

**SECTION 5: Customer Care**

**ASK ALL**

CQ63. CQ63 Have you made contact with Glasgow City Council in the last year or so?

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

\*single response

0 Yes

0 No

0 Don't know

**ASK IF CODED 1 AT CQ63**

CQ64. CQ64 Which Council service did you contact?

**INTERVIEWER INSTRUCTION. MULTICODE. PROMPT IF NECESSARY.**

**SHOWCARD Y**

\*multi response

0 Social Work Services

0 Education Services

0 Development and Regeneration Services

0 Land and Environmental Services

0 Financial Services

0 Corporate Services

0 Don't know / can't remember

0 Other (please specify)

**ASK IF CODED 1 AT CQ63**

CQ65. CQ65 Thinking about your last contact with the Council, what method did you use to contact them?

**INTERVIEWER INSTRUCTION. SINGLE CODE. DO NOT PROMPT.**

\*single response

0 Telephone

0 Email

0 Website

0 In Person

0 By Letter

0 Don't know

0 Other (please specify)

**ASK IF CODED 1 AT CQ63**

CQ66. CQ66 What was the purpose of this contact?

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

**SHOWCARD Z**

\*single response

0 General enquiry

0 Complaint

0 Transaction

0 Other (please specify)

**ASK IF CODED 1 AT CQ63**

CQ67. CQ67 How satisfied or dissatisfied were you with the outcome of this contact?

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

**SHOWCARD N**

- \*single response
- 0 Very satisfied
- 0 Fairly satisfied
- 0 Neither / nor
- 0 Fairly dissatisfied
- 0 Very dissatisfied
- 0 Don't know

**ASK ALL**

CQ68. CQ68 In terms of your dealings with the Council, is your preference to do this...?

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

**SHOWCARD AA**

- \*single response
- 0 Online
- 0 By phone
- 0 In person
- 0 In writing
- 0 Other (please specify)

**ASK ALL**

CQ69. CQ69 Do you purchase goods and/or services.....?

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

**SHOWCARD AB**

\*items popup

	<b>! Regularly</b>	<b>! Sometimes</b>	<b>! Rarely</b>	<b>! Never</b>
0 a. Online				
0 b. Telephone				

**SECTION 6: E-recruitment**

**ASK IF SELECTED ANY CODE 1-6 AT Q2**

CQ70. CQ70 If looking for employment where would you be most likely to search for vacancies?

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

**SHOWCARD AC**

- \*single response
- 0 Online Search
- 0 Job Centre
- 0 Newspaper
- 0 Recruitment Agency
- 0 Other (please specify)

**ASK IF SELECTED ANY CODE 1-6 AT Q2**

CQ71. CQ71 What would be your preferred method of applying for a job?

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

**SHOWCARD AD**

\*single response

0 Electronic via website

0 Electronic via email

0 Paper based by post

0 Paper based in person

0 Paper based by fax

0 Don't know

0 Other (please specify)

**ASK ALL**

CQ72. CQ72 PC and internet access is available free of charge at selected venues across Glasgow e.g. local libraries, family learning centres, job centres etc. Were you aware of this?

**INTERVIEWER INSTRUCTION. SINGLE CODE. PROMPT.**

\*items popup

	<b>! Yes</b>	<b>! No</b>	<b>! Don't know</b>
0 a. PC Access			
0 b. Internet Access			

**ASK CQ73a IF CODED YES FOR AT CQ72a AND ASK CQ73b IF SELECTED YES AT CQ72b**

CQ73. CQ73 Have you used this service previously?

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

\*items popup

	<b>! Yes</b>	<b>! No</b>	<b>! Don't know</b>
0 a. PC Access			
0 b. Internet Access			

**ASK ALL**

CQ74. CQ74 Do you believe you will use any of these services in the future?

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

\*items popup

	<b>! Yes</b>	<b>! No</b>	<b>! Don't know</b>
0 a. PC Access			
0 b. Internet Access			

**SECTION 7: Glasgow kidzcard**

**ASK IF CODED CHILD IN HOUSEHOLD AGED 5 TO 11 AT Q7**

CQ75. CQ75 As far as you are aware, does any child in your household have a Glasgow Kidzcard?

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

\*single response

0 Yes

0 No

0 Don't Know

**ASK IF CODED 1 AT CQ75**

CQ76. CQ76 Which, if any, of the following Kidzcard offers/services are you aware of?

**INTERVIEWER INSTRUCTION. MULTICODE.**

**SHOWCARD AE**

- \*multi response
- 0 Free Swimming
- 0 Cinema discounts
- 0 Wee grid magazine
- 0 Zest programme activities
- 0 Zest Website
- 0 Email alerts
- 0 Rewards points (points for your Plantic, Points for views, Fuelzone.)
- 0 Use of Kidzcard as library card (book/CD/DVD borrowing)
- 0 Activ8 discounts Gym membership
- 0 Arts and entertainment discounts
- 0 Discounts in shops/eating out
- 0 Glasgow on ice Xmas offer
- 0 SECC carnival Xmas offer
- 0 None of these
- 0 Don't know

**ASK IF CODED 1-13 AT CQ76**

**ONLY SHOW CODES 1-13 IF CORRESPONDING CODES WERE SELECTED AT CQ76**

CQ77. CQ77 Which have your child/children/dependants used in the past year or so?

**INTERVIEWER INSTRUCTION. MULTICODE. READ OUT.**

- \*multi response
- 0 Free Swimming
- 0 Cinema discounts
- 0 Wee grid magazine
- 0 Zest programme activities
- 0 Zest Website
- 0 Email alerts
- 0 Rewards points (points for your Plantic, Points for views, Fuelzone.)
- 0 Use of Kidzcard as library card (book/CD/DVD borrowing)
- 0 Activ8 discounts Gym membership
- 0 Arts and entertainment discounts
- 0 Discounts in shops/eating out
- 0 Glasgow on ice Xmas offer
- 0 SECC carnival Xmas offer
- 0 None of these
- 0 Don't know

**ASK IF CODED 1 AT CQ75**

CQ78. CQ78 Overall, how satisfied or dissatisfied are you with the Glasgow Kidzcard?

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

**SHOWCARD N**

- \*single response
- 0 Very satisfied
- 0 Fairly satisfied
- 0 Neither / nor
- 0 Fairly dissatisfied
- 0 Very dissatisfied
- 0 Don't know

**SECTION 8: Electoral Registration**

**Readout2. INTERVIEW READ OUT. With a Scottish Parliamentary Election to be held within the next year, the Electoral Registration Office wants to ensure that all eligible residents are registered to vote so they can have their say on polling day.**

**ASK ALL**

CQ79. CQ79 May I ask, are you registered to vote in the forthcoming Scottish Parliamentary Election?

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

**SHOWCARD AF**

- \*single response
- 0 Yes, I am registered
- 0 No, do not know how to register
- 0 No, unaware I had to register
- 0 No, do not want to register
- 0 No, did not think I could/was eligible to register
- 0 Other (please specify)
- 0 Refused

**ASK IF CODED 1 AT CQ79**

CQ80. CQ80 Which, if any, of the following methods did you use to register to vote?

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

**SHOWCARD AG**

- \*single response
- 0 Registered for the first time
- 0 Re-registered by post
- 0 Re-registered by phone
- 0 Re-registered online
- 0 Re-registered in person
- 0 Don't know

**ASK IF CODED 2, 5 OR 6 AT CQ79**

BQ56. BQ56 Where would you go for more information about registering to vote?

**INTERVIEWER INSTRUCTION. MULTICODE. DO NOT PROMPT.**

\*multi response

- 0 Local library
- 0 Mitchell Library
- 0 Council website
- 0 Contact the Council – other
- 0 Electoral Registration Office (ERO)
- 0 Online search (Google etc.)
- 0 Post Office
- 0 Don't require more information
- 0 Other

**ASK ALL**

CQ82. CQ82 What, if anything, could be done to make it easier for you to register to vote?

**RECORD VERBATIM**

\* open

**SECTION 9: Finance**

**Readout3. INTERVIEWER READ OUT: During the current economic climate we are aware that financial issues are important to our customers. The council currently pays for providing money and debt advice services in the city. The following questions will allow us to gain a better understanding of how our residents are managing their finances at this time. This information will help us improve our money advice and information services the city provides.**

**INTERVIEWER INSTRUCTION: THE RESPONDENT SHOULD ANSWER THE FOLLOWING QUESTIONS (CQ83 – CQ94) THEMSELVES. THEY WILL THEN BE PROMPTED TO GIVE THE COMPUTER BACK TO YOU. YOU MAY HELP THEM USE THE COMPUTER BUT SHOULD NOT PROMPT THEM IN ANY WAY AS TO HOW TO ANSWER THE ACTUAL QUESTIONS.**

**Readout4. INTERVIEWER READ OUT: I am now going to give you my computer for you to answer these questions yourself. There are instructions as to what you should do but if they are not clear I can assist you in using the computer.**

**NOW MOVE TO THE NEXT SCREEN AND GIVE THE RESPONDENT YOUR COMPUTER.**

**Display1.**

*Your answers will be treated in confidence and not identified with you personally. They will be added to all the other replies we receive to form An overall picture.*

**Now press the 'OK' button to move on to the first question.**

**ASK ALL**

CQ83. CQ83 At the moment do you have any money saved or invested in any of the following? (Please select all that apply).

\*multi response

- Bank Savings Account
- Post Office Savings Account
- Building Society Savings Account
- National Savings Certificates
- Premium Bonds
- Unit Trusts
- Personal Equity Plans
- Shares
- None of these
- Other (please specify)
- Refused

**ASK ALL**

CQ84. CQ84 Which of the following ways listed, if any, do you use to buy things? (Please select all that apply).

\*multi response

- Cash
- Credit Card
- Debit Card
- Loan/borrowing
- Cheque
- Catalogue/Mail Order
- Store Cards
- Higher Purchase Agreement
- None of these
- Refused
- Other (please specify)

**ASK ALL**

CQ85. CQ85 Over the last year or so, have you used any of the following ways to borrow money? (Please select all that apply).

\*multi response

- Friends/Family
- Bank Overdraft
- Bank/Building Society/Credit Union Loan
- Finance Company Loan
- Loan from money lender
- A loan, or advance on wages from employer
- A DSS Loan
- A cheque cashing service
- A pawnbroker
- None of these
- Refused
- Other (please specify)

**ASK ALL**

CQ86. CQ86 Is your household covered by.....?

\*items popup

	<b>! Yes</b>	<b>! No</b>	<b>! Don't know</b>	<b>! Refused</b>
0 a. Home contents insurance				
0 b. House/building insurance				

**ASK ALL**

CQ87. CQ87 In general, which of the following phrases best describes how your household are managing financially these days? (Please only select one option).

\*single response

0 Manage very well

0 Manage quite well

0 Get by all right

0 Have some financial difficulties

0 Are in deep financial trouble

0 Refused

0 Don't know

**ASK IF CODED 4 OR 5 AT CQ87**

CQ88. CQ88 As a result of these difficulties are you.....?

\*items popup

	<b>! Yes</b>	<b>! No</b>	<b>! Don't know</b>	<b>! Refused</b>
0 a. Finding it difficult to pay bills/creditors				
0 b. Currently in arrears with any creditors				

**ASK ALL**

CQ89. CQ89 Are you currently in arrears with your Council Tax? (Please only select one option).

\*single response

0 Yes

0 No

0 Don't Know

0 Refused

**ASK IF CODED 1 AT CQ89**

CQ90. CQ90 Have you approached anyone for help or advice? (Please select one option only).

\*single response

0 Yes

0 No

0 Don't Know

0 Refused

**ASK IF CODED 1 AT CQ90**

CQ91. CQ91 Who did you approach? (Please select all that apply).

\*multi response

- 0 Citizens Advice Bureau
- 0 City Centre Council Tax Office
- 0 Local Council Tax Office
- 0 Your Landlord
- 0 Local money / legal advice centre
- 0 Glasgow City Council Social Work Services
- 0 Don't know
- 0 Other (please specify)

**Display2.THANK YOU FOR YOUR ASSISTANCE ON THIS IMPORTANT SECTION OF THE INTERVIEW. NOW PLEASE HAND THE COMPUTER BACK TO THE INTERVIEWER.**

**ASK ALL**

CQ92. CQ92 Are you aware of the Glasgow Advice and Information Network (GAIN)?

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

\*single response

- 0 Yes
- 0 No
- 0 Don't Know
- 0 Refused

**ASK IF CODED 1 AT CQ92**

CQ93. CQ93 What services does the Glasgow Advice and Information Network provide?

**INTERVIEWER INSTRUCTION. MULTICODE. DO NOT PROMPT.**

\*multi response

- 0 Money Management
- 0 Debt
- 0 Council Tax
- 0 Housing
- 0 Benefits
- 0 Legal
- 0 Long Term illness
- 0 Don't know
- 0 Other (please specify)

**Readout5. INTERVIEWER READ OUT: Glasgow Advice and Information Network (GAIN) is a network of agencies that give free, confidential and impartial debt advice. It includes voluntary agencies, citizens advice bureau, legal, housing and independent money advice agencies.**

**ASK ALL**

CQ94. CQ94 If you were, or became, in arrears with your Council Tax, would you be willing for the Council to refer you to Glasgow Advice and Information Network for help and advice?

**INTERVIEWER INSTRUCTION. SINGLE CODE.**

\*single response

0 Yes

0 No

0 Don't know

**DO NOT READ OUT**

LANGUAGE. What language was the interview conducted in?

\*single response

0 English

0 Another Language (please specify)

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**Readout6.** May we take your name, address and telephone number. This is for validation purposes only, you may receive a call just to confirm that the interview took place.

\*no question

**ASK ALL**

FULLNAME. Respondent's full name with whom the survey was completed

\* open

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**ASK ALL**

ADDRESS. Respondent's full address (excluding postcode)

\* open

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**ASK ALL**

POSTCODE. Respondent's full postcode

\* open

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**ASK ALL**

TELEPHONE. Respondents telephone number

\* open

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**ASK ALL**

TQ70. TQ70 Because your views are important, CELLO **mruk** are taking the details of Glasgow residents willing to be contacted again for research purposes within the next 12 months. At most, you would participate in only one research project.

This could help the Council to plan for the future and deliver its services more effectively.

Your contact details and demographic information will only be held by CELLO **mruk** research and will not be passed on to anyone else, including the Council, without your permission.

Is it ok if we contact you again?

**INTERVIEWER INSTRUCTION. SINGLE CODE**

\* single response

0 Yes

0 No

INTNAME. Interviewer – please record **YOUR** full name

\* open

---

INTID. Interviewer – please record **YOUR** mruk ID number

\* numeric

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**THANK AND CLOSE**