

Glasgow City Council
Household Survey – Spring 2009
Final Report
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Prepared For:



Prepared By:

CELLO mruk research
City Wall House
32 Eastwood Ave
Glasgow
G41 3NS

Created By: Paul Campbell **Date:** 19/05/2009

Reviewed By: Susan Solomon **Date:** 15/06/2009

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Executive Summary

This is the Spring 2009 wave of research conducted by CELLO **mruk** research, continuing the Council's twice-yearly tracking study to investigate public attitudes towards the Council and satisfaction with a range of services.

Council Services

The drop in usage of Council Services, identified in the Autumn 2008 wave, continues to be reflected in the survey. The largest drop is in visitors to museum/galleries where the number has almost halved. Parks and libraries remain the services most used with 46% and 37% respectively saying they have used these services in the past year or so.

Overall satisfaction with services has increased, and almost every service area has improved its satisfaction score compared with the previous wave. Museums and galleries attract the highest satisfaction levels, while road maintenance, while improved, continuing to attract the lowest.

Sourcing Council Information

Residents report that they are likely to obtain most of their information about the Council through Council leaflets, with the second most prevalent source being Glasgow magazine.

The media were not viewed as a major source of information about the Council, however they were perceived to be accurate and largely positive in their coverage of the Council.

Fuel poverty

Over two thirds of homes possessed whole-house gas central heating, with the next most common form of heating being electric storage heaters (27%). Only 11% of residents interviewed report being "not as warm as I would like" or "not warm at all". Of those unable to heat their home to a satisfactory level, just over sixty percent give the reason as the "heating system is not very good", while 32% cite that they "can't afford to turn the heating up".

Only 5% of residents who use prepayment meters report having run out of credit on their prepayment meter. The vast majority (97%) of these are without electricity for less than 12 hours, however, 16% of gas users who run out of meter credit report being without gas for more than a week.

Impact of the Recession

The cost of electricity, gas, and food are the major concerns for residents, with the threat of redundancy being the major concern for those in employment.

Up to one third of residents state they are less likely to undertake certain activities due to the recession. The activities most affected, are holidays, both foreign and UK based and replacing cars.

Influence over Council Decisions

Only 15% of residents believe they have any influence over decisions the Council makes about their local area and even fewer (12%) believe they can influence decisions that the Council makes about Glasgow as a whole. The ability to influence the Council in these respects is felt to be very or quite important by 47% and 41% of residents respectively.

Most residents (34%) would seek to influence decisions in their local area by contacting a councillor, closely followed by contacting the council/a council official (32%). Only 9% say they would contact their local MP and 4% their MSP.

Biodiversity

A high proportion of citizens (37%) state that it is “very important” that the Council avoid damage to wildlife and natural growing plants when delivering services, with another 40% considering it “important”. The largest proportion (44%) believe that the council is making a reasonable effort to preserve biodiversity, however 22% believe it is making little or no effort in this regard.

In the last 12 months, very few residents report having taken items to one of the Councils four civic amenity/recycling sites. Residents that do recycle are more likely to use local recycling facilities.

Customer Care

Respondents were informed that the Council was considering options for making services more accessible and asked whether they would prefer a single city centre based office, or a small number of offices based across the city. Locally based offices have more appeal, with 50% saying they were very or fairly likely to use these, whereas only 34% were equally likely to use a single city-centre based office. Among those unlikely to use such a facility, the most common reason by far, was their preference to communicate with the Council by telephone.

Interestingly, no single use for a customer reception centre predominates. The largest proportion (27%), stated that they would like to be able to make complaints, the next most popular reason was to make a service enquiry.

Leisure

There was comparatively low awareness of a number of free services provided by Culture and Sport Glasgow. Although 66% said they were aware that the Museums were free to visit, a third of citizens say they are unaware of this. Similarly, only 57% stated that they were aware that borrowing books from libraries was free.

Awareness of family oriented services provided by Culture and Sport Glasgow was low amongst parents. The highest awareness level was for library after-schools clubs (15%), with many of the services detailed little used.

The preference of residents would be to receive information about services through printed media or newspapers, with few interested in using technology such as the Internet or emails to source information.

Internet Usage

Over 42% of citizens say that they currently use the Internet for personal purposes, with 94% of those able to access it at home.

The Council's web site had been visited by 18% of respondents, with 44% saying this had been for purposes of "getting in touch with the Council", with the next most popular reason being to book a bulk uplift of heavy items.

Of the 58% who do not access the internet, the most common reason given was "no interest".

1. Introduction

This report summarises the results of Glasgow City Council's Household Survey, Spring 2009 conducted by CELLO **mruk** research, continuing the Council's twice-yearly tracking study to investigate public attitudes towards the Council and satisfaction with a range of services. The latest wave of this project included the following main topic areas:

- Usage and Satisfaction with Council Services
- Where Information is sourced about the Council
- Fuel poverty
- Impact of the recession
- Influence over Council decisions
- Biodiversity
- Customer care
- Leisure
- Internet usage

All interviewing was carried out face-to-face in-home, using Computer Aided Personal Interviewing (CAPI) machines, by Interviewer Quality Control Standard accredited interviewers (IQCS). However, two sections of the questionnaire utilised Computer Aided Self Interviewing (CASI). For these sections, the interviewer handed over the computer so these parts were self-completed by the respondent. These sections included potentially sensitive questions about running out of gas or electricity and fears over the recession, therefore respondents could feel more confident about providing honest answers in the knowledge that they would remain confidential from the interviewer. A full annotated 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;
- Participation is not limited to those in possession of a fixed-line telephone;
- 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, 1010 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.

All interviewing was carried out face to face in-home, using CAPI (Computer Aided Personal Interviewing) machines, by IQCS-accredited interviewers. The sections on gas and electricity payment were conducted using Computer Assisted Self Interviewing (CASI), where the interviewer handed over the computer so these parts were self-completed by the respondent.

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. A number of usage levels have dropped from autumn 2008, but residents were still positive about the quality of services provided with almost all receiving higher satisfaction figures than previously.

3.2 Usage of Council Services

The most substantial reduction is the usage of Museums and Galleries from 37% stating they had visited a museum or gallery in the previous wave, to 20% this wave.

However, the four services that are used by the highest proportion of residents remain the same from the previous wave. Parks are used by 46% of residents, Libraries are used by 37%, Sports and Leisure Centres are used by 26% and Museums and Galleries are used by 20% of residents.

In seeking to address falling attendance, it is worth noting that the user profile of museums and galleries is heavily skewed to social economic groups (SEG) ABC1. Although this grouping only constitutes 23% of the sample, they constitute 55% of the user base of museums and galleries. Put another way, 49% of ABC1s had used the museums and galleries within the last year, compared with only 12% of C2DEs. This trend is not specific to this survey, but has been evident previously. Although other services show trends according to socio-economic group, the relationship is at its strongest with museums and galleries.

Other services are used less by residents but this reflects the specific target audience for these services such as Nursery, Primary and Secondary Schools.

Table 1: Usage of Council Services

	April '08 %	Sept '08 %	April '09 %
Parks	55	49	46
Libraries	39	48	37
Sports and leisure centres	33	35	26
Museums and galleries	38	37	20
Primary schools	14	16	11
Children's play parks	16	19	10
Secondary schools	7	11	6
Nursery schools	6	10	5
Social work services	5	10	3
Local community centres	5	7	3
Home help service	3	4	2
Don't know	1	0	*
None of these	21	24	29

* = Less than 1%

Base: April '08: 1010; Sept '08: 1002; April '09: 1010

Source: CELLO **mruk** research, April 2009

3.3 Satisfaction with Council Services

High levels of satisfaction were recorded for most services, particularly Museums and Galleries (98%), Primary Schools (96%), Secondary Schools (95%), and Libraries (95%). In addition, Sports and Leisure Centres, Parks, and Local Community Centres were also highly rated. The greatest level of dissatisfaction was with Road Maintenance (29%) but this is still an improvement from the previous wave.

Encouragingly, and for the second successive wave, the satisfaction levels of the vast majority of services have improved, with only Nursery Schools and Home Help Service showing a drop. However, the survey user base for both is low and neither drop is statistically significant.

For eight of the sixteen services examined, over 90% of service users are fairly or very satisfied with the service provided. Museums and galleries attract the highest level of very satisfied at 55%. Only two services, Road Maintenance (54%) and Pavement Maintenance (65%) have a satisfaction rating of less than 7 in every 10 service users and notably high dissatisfaction levels of 29% and 18% respectively.

Table 2: Satisfaction with the quality of services in your local area

(Very/Fairly Satisfied combined)

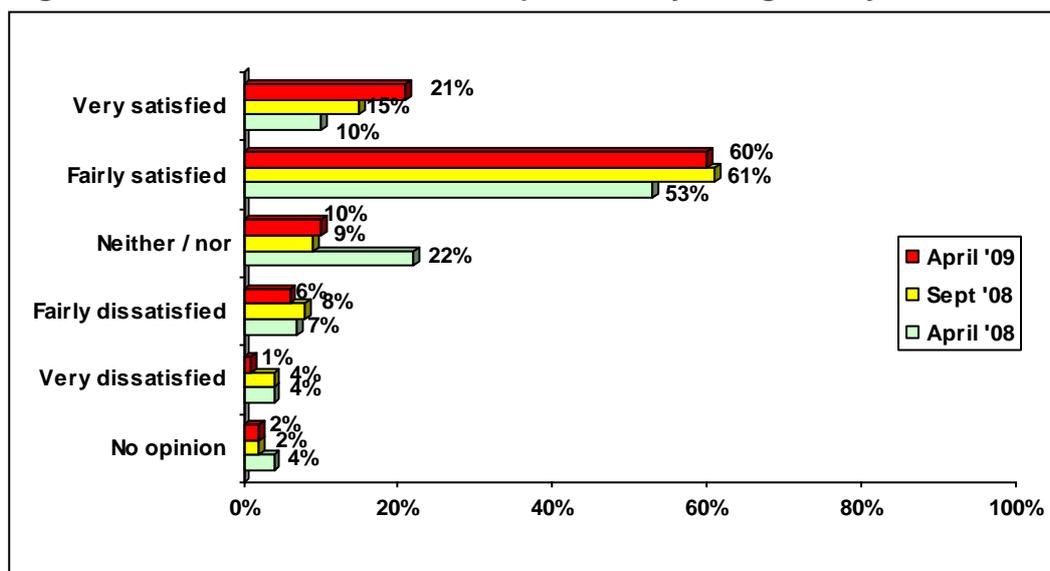
	April '08 %	Sept '08 %	April '09 %
Museums and galleries (198)	89	92	98
Primary schools (108)	77	90	96
Libraries (372)	85	91	95
Secondary schools (62)	80	89	95
Nursery schools (95)	90	95	94
Sports and leisure centres (265)	97	89	94
Parks (460)	76	85	93
Local community centres (31)	70	69	91
Home help service (20)	79	86	86
Children's play parks (102)	65	66	86
Social work services (34)	63	69	81
Refuse collection (1010)	85	73	81
Street lighting (1010)	85	77	79
Street cleaning (1010)	64	63	75
Pavement maintenance (1010)	52	52	65
Road maintenance (1010)	33	42	54

Base: April '08: 1010; Sept '08: 1002; April '09: 1010

Source: CELLO **mruk** research, April 2009

Measuring overall satisfaction with Council services is achieved by asking “How satisfied would you say you are with the services provided by Glasgow City Council?” Using this measure finds that 21% of citizens were very satisfied and 60% fairly satisfied. This is consistent with the Autumn 08 survey when 76% reported were either very or fairly satisfied.

Figure 1: Satisfaction with services provided by Glasgow City Council



Base: April '08: 1010; Sept '08: 1002; April '09: 1010

Source: CELLO **mruk** research, April 2009

In general, there was a high level of satisfaction with the services provided by the Council; however there were fluctuations evident dependent by area. Residents in Govan & Craigton (66%) and East Centre & Calton (69%) reported lower satisfaction than Langside & Linn (90%) and Maryhill, Kelvin & Canal (97%). An analysis of the socio-economic groupings (SEG) does not reveal any great differences.

Age is another factor influencing satisfaction. More than 9 in every 10 (92%) residents aged 65 and over are satisfied compared with the average of 80%.

3.4 Summary

Museums and Galleries continue to provide the highest satisfaction levels – however this is now being achieved on a reduced user base.

Parks and Libraries remain the most commonly used of the non-universal Council services.

The majority of residents are very or fairly satisfied with Council services with satisfaction broadly consistent since Autumn 2008.

4. Sourcing Information about the Council

4.1 Introduction

This section sought to identify where citizens obtain their information about the Council.

Residents were asked to state which of a list of possible sources of information about the Council they used. They were further asked for their perceptions of the accuracy of these sources and whether coverage was generally positive or negative.

4.2 Sources of Information about the Council

The major source cited was Council Leaflets (53%), with the Glasgow Magazine the second most common source (21%).

Apart from Local Newspapers (17%), the media were not perceived as a source of information about the Council.

Table 3: From which, if any, of the following sources would you say you receive most of your information about Glasgow City Council?

Sources	%		%
		BBC Television	4
Council leaflets	53	BBC Radio	1
The 'Glasgow Magazine'	21	Clyde Two	1
Website in Glasgow City Council	6	Clyde One	*
Council posters in bus stops, subways stations etc	4	Real Radio	*
Newspapers		Other radio stations	-
Local newspapers	17	Other Sources	
The Evenings Times	6	By word of mouth (friends, family etc)	3
Daily Record	6	Personal experience	1
The Herald	3	Experiences of friends / family	1
The Sun	1	Other	3
The Scotsman	*	None of these	8
Other national newspaper	*	Don't know	3
Television & Radio			
STV	6		

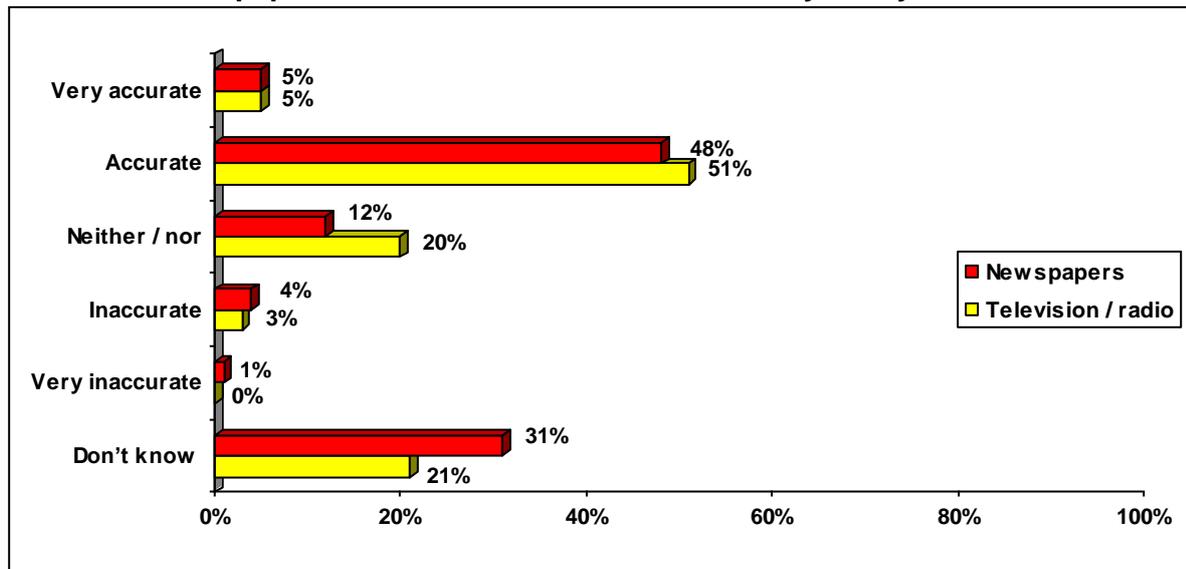
Base: 1010 (All respondents)

Source: CELLO **mruk** research, April 2009

4.3 Perception of Media Coverage

Over half of residents believe that information regarding the Council reported on television / radio (56%) and newspapers (53%) is accurate. This drops significantly for respondents in socio-economic group A, where only 29% believe that newspaper reporting is very accurate.

Figure 2: Thinking about the information you read and hear about Glasgow City Council in newspapers and on television / radio – would you say it is:

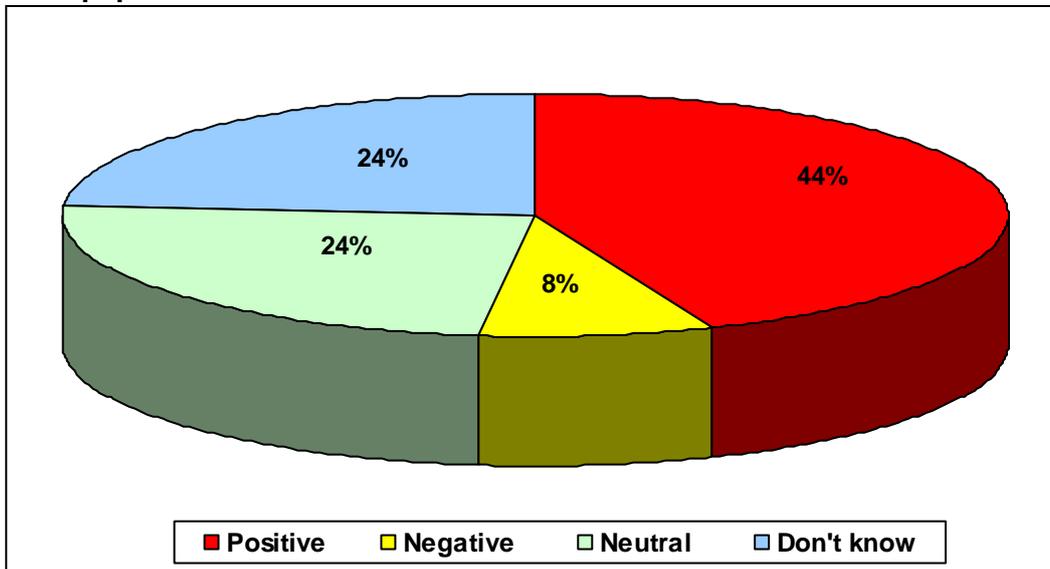


Base: 1010 (All respondents)
Source: CELLO **mruk** research, April 2009

Although many respondents were of the opinion that coverage of the Council on both media types was positive, a large proportion responded “don’t know” to whether the coverage was positive or negative.

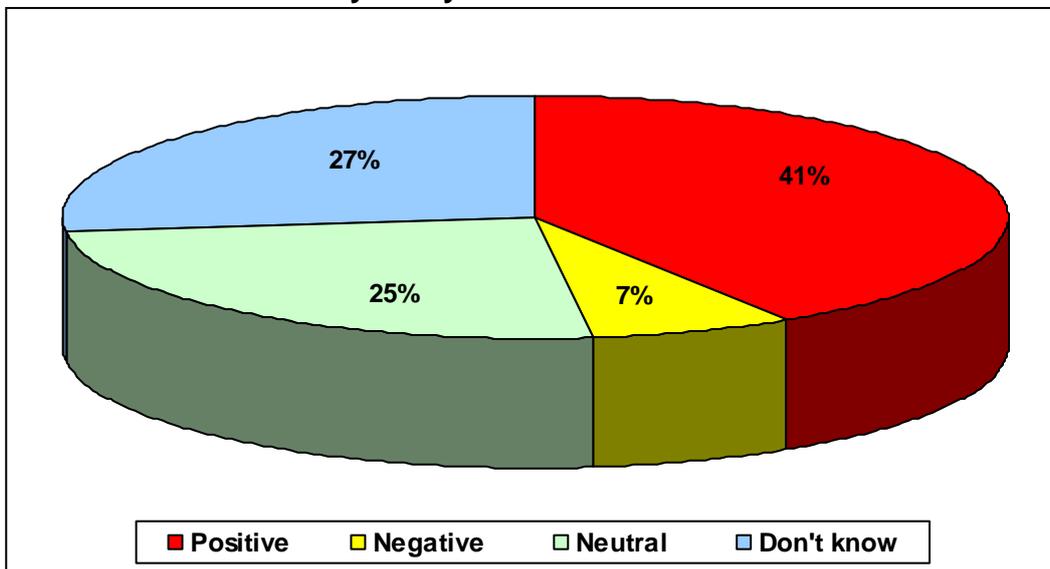
In spite of the perception by the largest proportion of residents that coverage is positive, not many see the media as their major source of information about the Council.

Figure 3: Do you believe the information you read about Glasgow City Council in newspapers is:



Base: 1010 (All respondents)
Source: CELLO **mruk** research, April 2009

Figure 4: Thinking about the information you hear about Glasgow City Council on television/radio – would you say it is:



Base: 1010 (All respondents)
Source: CELLO **mruk** research, April 2009

4.4 Summary

Residents say that they most likely to obtain their information about the Council through Council Leaflets, or Glasgow Magazine.

Although the media were not perceived as a major source of information they are trusted by Glasgow residents to report information accurately. Furthermore, residents overwhelmingly believe that media coverage of the Council is positive or neutral, with less than 10% thinking it was negative.

5. Fuel Poverty

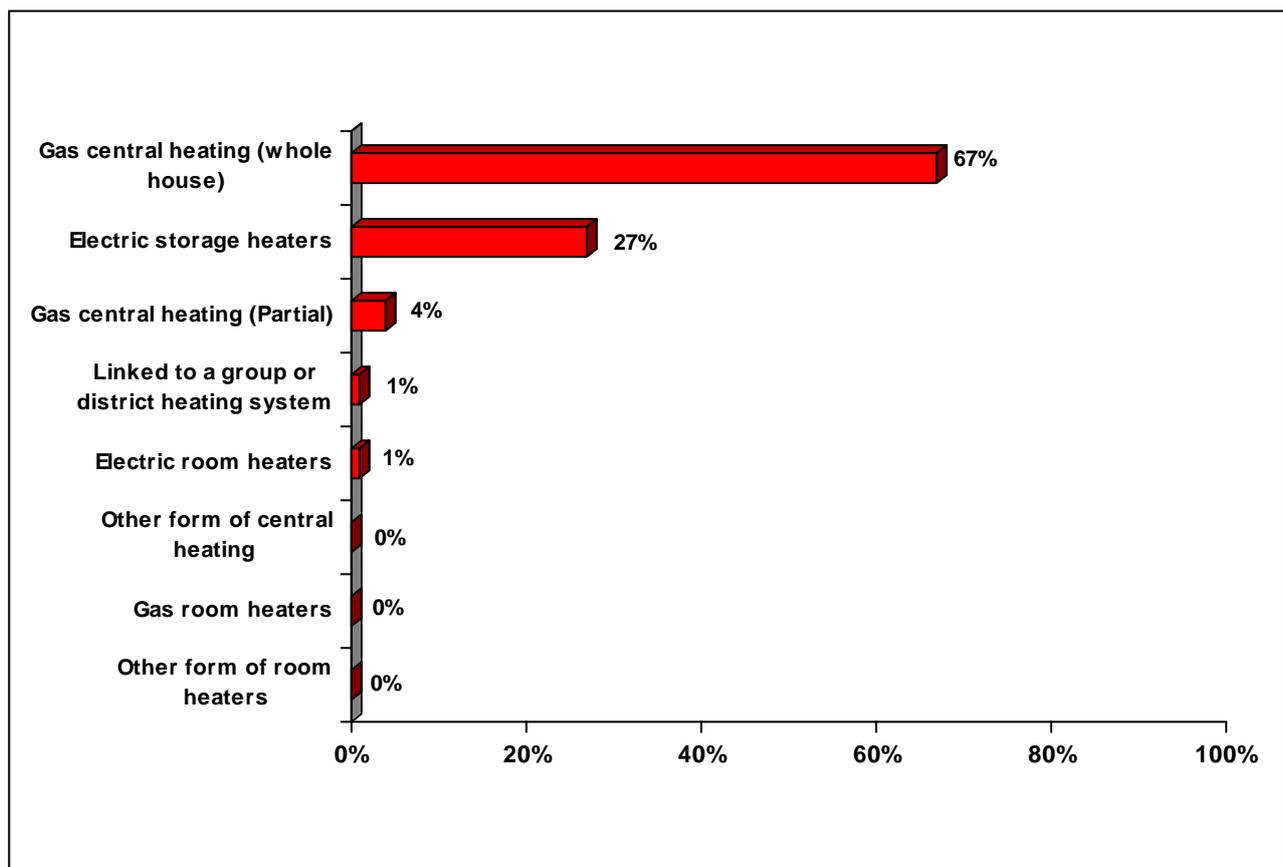
5.1 Introduction

This section details how residents heat their homes and identifies problems encountered when trying to stay warm in the winter. Because there was a possibility of a reticence to answer some of the questions, Computer assisted self interviewing (CASI) was used for this section, allowing the interviewee to respond in an entirely confidential manner.

5.2 Heating used in the Home

The main method used by residents to heat their home is whole house gas central heating (67%) followed by electric storage heaters (27%).

Figure 5: What is the principal form of heating in your home?



Base: 1010 (All respondents)
Source: CELLO **mruk** research, April 2009

5.3 Paying to Heat the Home

Residents heating costs varied greatly, but on average gas costs tended to exceed those of electricity.

Table 4: From October to March, to the nearest pound, how much on average does your household spend on a weekly/monthly basis on gas/electricity?

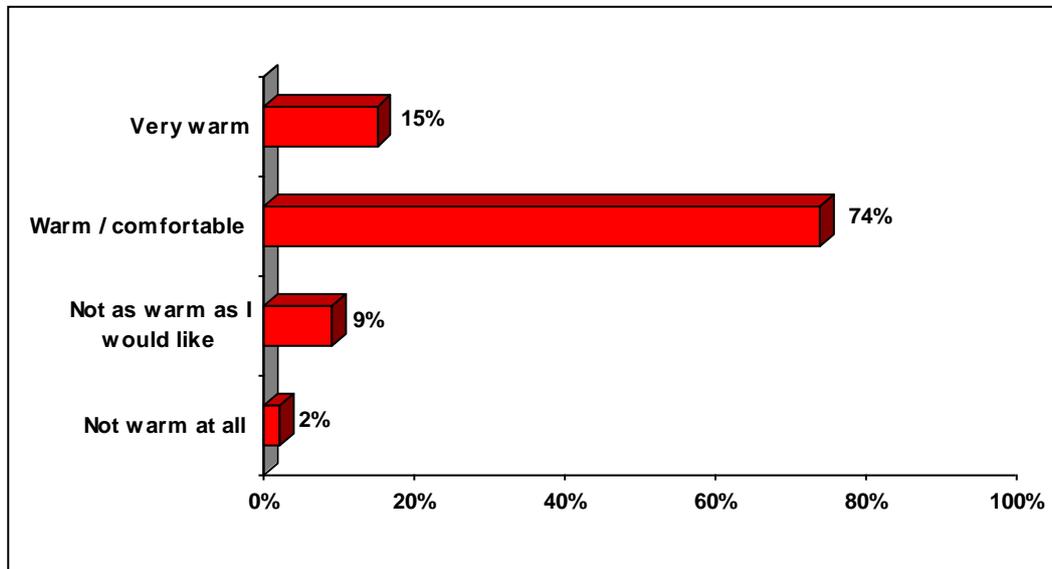
	Monthly %	Weekly %
Gas	60.17	16.98
Electricity	52.59	15.40

Base: Gas (Weekly 148; Monthly 374); Electricity (Weekly 187; Monthly 476)

Source: CELLO **mruk** research, April 2009

The vast majority of residents feel sufficiently warm in their home during the winter when their heating is turned on. Almost three quarters (74%) are “Warm / Comfortable” with 15% feeling “Very warm”. However, over 10 % are not sufficiently warm, with 9% reporting they are “not as warm as I would like” and 2% who are “not warm at all”.

Figure 6: During the winter when you have your heating turned on, how warm do you feel in your home?



Base: 1010 (All respondents)

Source: CELLO **mruk** research, April 2009

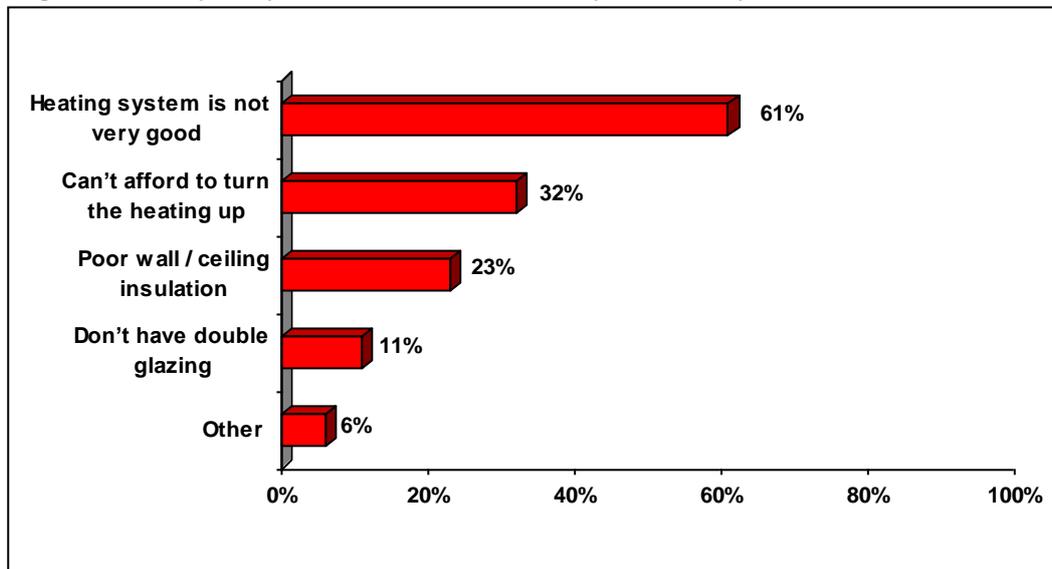
Those aged 65 years old and older (6%) were the least likely to say they were not comfortably warm.

Groups of residents who are most likely to feel uncomfortable due to not being warm enough include:

- Part-time workers (31%)
- Residents looking after invalid / disabled (29%)
- Students (22%)

The main reason for not feeling comfortably warm is stated as being ineffective heating systems, with 61% reporting that their heating system is not very good. Around one third (32%) said they could not afford to turn the heating up, and 23% that poor wall/ceiling insulation (23%) was the reason for not feeling warm enough.

Figure 7: Why do you not feel comfortably warm in your house?



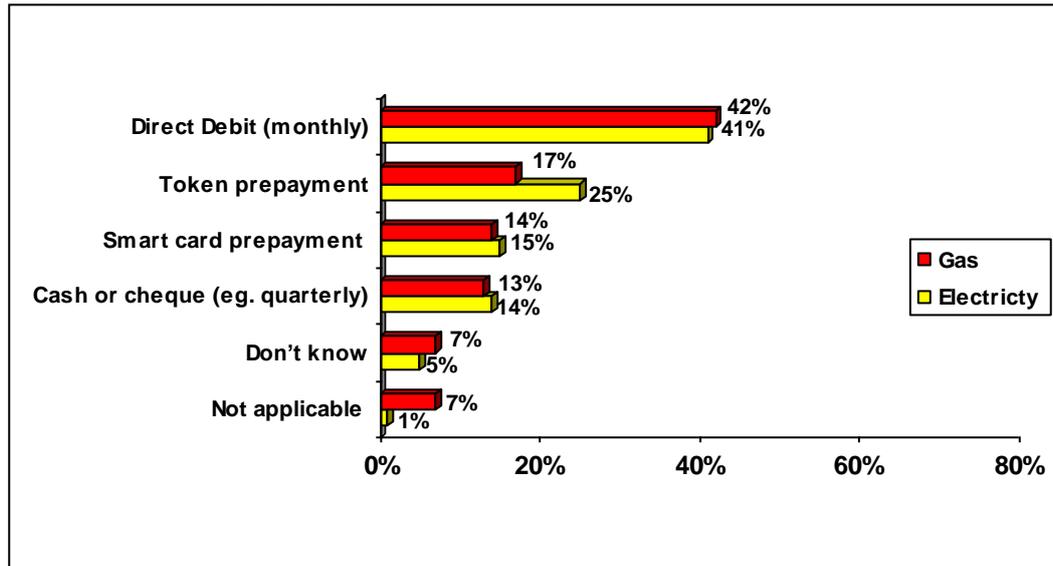
Base: 115 (Respondents who do not feel comfortably warm in their house when the heating is turned on)

Source: CELLO **mruk** research, April 2009

5.4 Methods used to Pay for Heating

Residents use similar methods to pay for their electricity and gas with direct debit and prepayment being the most popular. Direct debit is used by 41% and 42% of residents to pay for electricity and gas respectively, whereas 40% and 31% use prepayments methods to pay for electricity and gas respectively.

Figure 8: How do you pay for your...

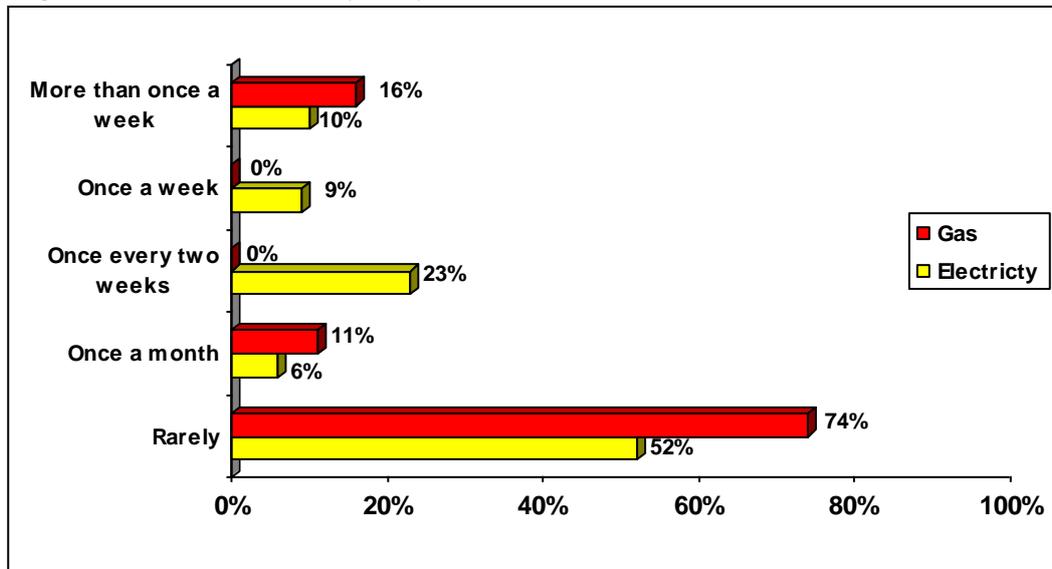


Base: Gas: 825; Electricity: 1010

Source: CELLO **mruk** research, April 2009

Of those who use prepayment methods for paying for their gas or electricity, only 5% have run out of either of them within the last two years. Of these, almost half (48%) run out of electricity every month, (42% every two weeks) , and 16% run out of gas more than once a week (26% once a month). Few residents encounter this, but for those that do the problem occurs frequently.

Figure 9: How frequently do you run out of?

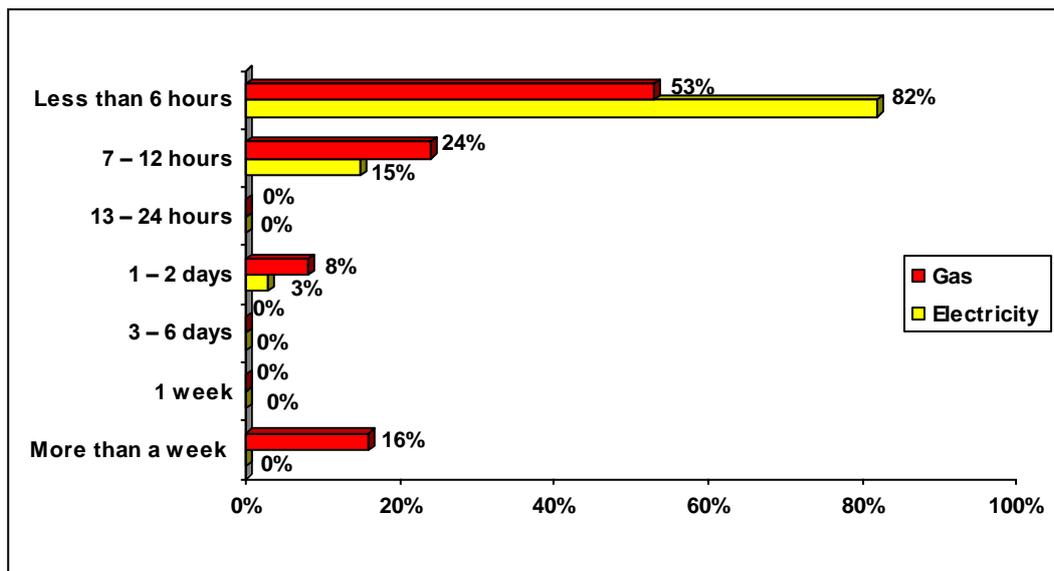


Base: Gas: 12; Electricity: 21 (Respondents)
Source: CELLO **mruk** research, April 2009

Generally, amongst those who do run out of electricity, the majority (82%) only go without for less than 6 hours, but of those who have run out of gas, 24% went without for between 7-12 Hours, 8% went without it for 1-2 Days, and 16% were without gas for more than a week.

Please note that figures relating to those who have run out of either gas or electricity should be treated with caution due to the low base figure.

Figure 10: On the last occasion, you ran out of gas/electricity, how long were you without it?



Base: Gas: 12; Electricity: 21 (Respondents who have ran out of Gas/electricity)
Source: CELLO **mruk** research, April 2009

5.5 Summary

Whole-house gas central heating is the predominant form of heating used to heat homes in Glasgow. This and the other forms of heating appear to be effective, as most residents feel comfortably warm in their own home during the winter. Most of those who do not feel warm enough blame an inadequate heating system, while the cost of heating their homes and lack of insulation were also seen as problems.

6. Impact of the Recession

6.1 Introduction

This section looks at the major concerns for residents during the recession, as well as investigating the impact they perceive it will have on their future buying behaviour.

The main concerns centre on the cost of electricity, gas and food, with residents in employment worried about the threat of redundancy. The recession has affected purchasing decisions with holidays and new car purchasing less likely to be undertaken by up to one third of residents.

6.2 Biggest Concerns for Glasgow's Residents

Residents were shown a list of possible concerns for their household as a result of the recession and asked to state their 5 biggest concerns.

Clearly the biggest concerns were the cost of electricity and gas (55%) and food costs (53%). Those in employment had another major concern and that was the threat of redundancy. Full-time (37%) and part-time (27%) workers both had this fear.

Another area where a difference was identified between differing groups was property prices. This was a concern of 21% of ABC1s compared with 2% of C2DEs.

Table 5: From the following list, what are the 5 biggest concerns for your household as a result of the current recession?

	%
Cost of electricity and gas	55
Food costs	53
Threat of redundancy	12
Petrol costs	11
Rent costs	10
Reduction in working hours	7
Value of property	7
Cost of foreign holidays	5
Loss of interest in savings account(s)	4
Threat of homelessness	3
Mortgage costs	3
Drop in share values	1
Don't know	11
None of these	14

Base: 1010 (All respondents)

Source: CELLO **mruk** research, April 2009

When asked to identify their single greatest concern, the costs of electricity and gas (38%) and food costs (28%) continued to dominate people's concerns.

For those in work, the threat of redundancy is their biggest fear (38% full time workers; 33% part time). It should also be highlighted that the threat of redundancy is the biggest concern for residents living in Springburn & Part of Glasgow N.E. (33%), and East Centre & Calton (29%).

6.3 Changes to Future Behaviour

Residents were shown a list of activities and asked which, if any, they were more or less likely to do as a result of the recession, or whether their behaviour would be unchanged.

Major expenses such as holidays and replacing a car appear to be most affected, with one third (33%) stating they were less likely to take a take a foreign holiday and 25% are less likely to take a holiday in the UK; 25% said they were less likely to replace their car.

Around one fifth stated they would be less likely to partake in leisure activities, or house related activities such as move house, extend home, improve home, or buy home.

Table 6: How much more or less likely are you to do any of the following as a result of the credit crunch?

	Much more / more likely %	No change %	Less Likely / Much less likely %	Don't know %
Take a foreign holiday	*	56	33	10
Take a holiday (in UK)	4	61	25	10
Replace car	1	62	25	12
Buy clothes	2	68	20	10
Leave family home	1	74	14	11
Change job	4	69	16	12
Repair home (fix roof, gutters windows etc.)	1	72	17	11
Move house	3	68	19	11
Move to a rented home	1	74	14	11
Extend home	1	71	19	10
Improve home (replace bathroom, kitchen etc)	1	68	20	11
Start college or university	1	73	15	11
Continue at college or university	2	73	16	11
Start apprenticeship	*	72	16	11
Buy home	1	69	18	12
Leisure activities	1	69	20	9
Seek employment	4	73	13	11

* = Less than 1%

Base: 1010 (All respondents) Source: CELLO mruk research, April 2009

Residents in Maryhill / Kelvin & Canal and Langside & Linn were the least likely to change their behaviour as a result of the recession. However, residents living in Greater Pollok, Newlands & Auldburn appear to be most likely to change their behaviour.

For instance, residents from Greater Pollok, Newlands & Auldburn are less likely to replace their car (42%), leave their family home (27%), change job (31%), repair their home (28%), move house (29%), extend their home (28%), improve their home (31%), or buy a home (32%).

Contrary to that, the recession will only make a small number of residents from Maryhill, Kelvin & Canal and Langside & Linn less likely to change their buying behaviour.

6.4 Summary

Generally the cost of electricity and gas, and food costs are the major concerns for residents, but for residents in employment the threat of redundancy is their major concern. Residents belonging to SEG ABC1 are most likely to be concerned with property prices.

Up to one third of residents are less likely to undertake particular activities due to the recession. The activities most affected are foreign holidays, holidays in the UK, and replacing their cars.

7. Influencing Decisions

7.1 Introduction

This section examines Council decision making and residents perceived influence.

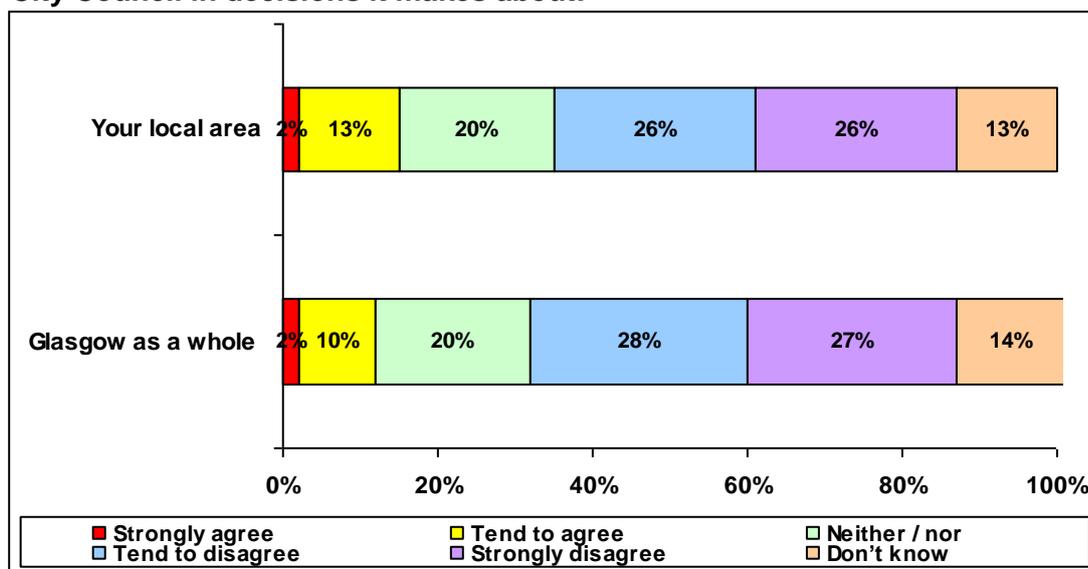
Only a small minority perceived themselves to have influence over such decisions, but a larger minority did feel it was important to have such influence. When it came to influencing decisions contacting either the local councillor or Council/Council official were the preferred methods.

7.2 Ability to Influence Decisions

The majority disagree with the premise that they can influence the Council, with only 12% and 15% of residents believing they can influence Council decisions about Glasgow as a whole or their local area respectively.

This is an even lower figure than the question in the Autumn 2008 wave, which was not specifically concerned with the Council, where only 24% agreed with the statement '*I feel I can influence decisions that affect my neighbourhood*'. This suggests that fewer people believe they can influence the council than they can other organisations.

Figure 11: To what extent do you agree or disagree that you can influence Glasgow City Council in decisions it makes about:



Base: 1010 (All respondents)

Source: CELLO **mruk** research, April 2009

Areas exist where very few residents believe they have any influence over decision making in their local area or Glasgow as a whole. For instance, in East Centre & Calton only 3% and 4% believe they influence decisions locally or in Glasgow as a whole respectively. Residents in the areas of Greater Pollok, Newlands & Auldburn, and Shettleston, Baillieston & Glasgow N.E have similar views.

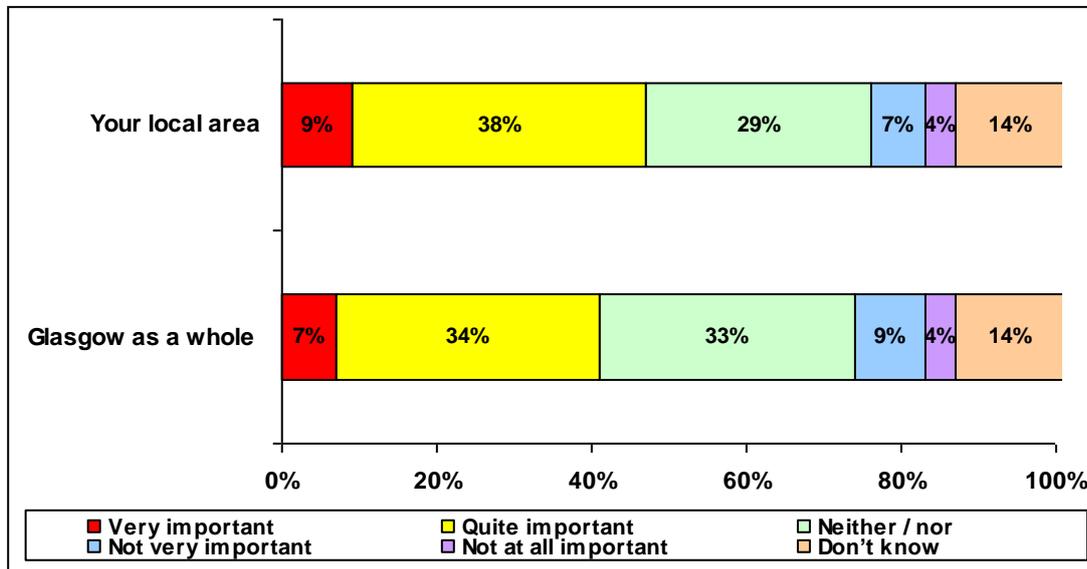
ABC1 residents are more likely to believe they can influence decisions locally (27%) and in Glasgow as a whole (19%) compared with C2DEs (12% and 10% respectively).

This is also true of those who were satisfied with the services the Council provides. Residents that were very or fairly satisfied with the services believe they can influence local decisions (18%) and Glasgow decisions (14%). Those who were very or fairly dissatisfied were not so positive. Only 5% and 1% believed they could influence decisions locally and Glasgow wide respectively.

7.3 Importance of Influencing Decisions

Few residents believe they can influence the Council, however more than 4 in 10 believe it is important to feel that they can influence decisions. Citizens view it as more important to be able to influence decisions locally (47%) than for Glasgow as a whole (41%).

Figure 12: How important or unimportant is it for you personally to feel you can influence decisions made by Glasgow City Council about:



Base: 1010 (All respondents)
Source: CELLO **mruk** research, April 2009

The group most likely to believe that it is important for them to have influence over local decisions are those most dissatisfied with the services provided. Almost two thirds (64%) of this group want to be able to influence decisions locally, compared with 49% of all residents who are satisfied with the services provided.

7.4 Becoming Involved

To influence decisions in their local area, residents are most likely to either “contact my Councillor” (34%) or the Council/a Council official (32%). However, residents would generally not seek to influence local decisions by attending Council or public meetings, organising or signing a petition, or contacting local media or journalists.

Table 7: If you wanted to influence decisions in your local area, how would you go about it?

	%
Contact my councillor	34
Contact the council/ a council official	32
Contact my MP	9
Attend a council meeting	5
Attend a public meeting	4
Contact my MSP	4
Sign a petition	3
Organise a petition	2
Contact local media or journalists	2
Wouldn't do anything	5
Don't know	26
Other	1

Base: 1010 (All respondents)

Source: CELLO **mruk** research, April 2009

When asked what the Council could do to make them more involved, 86% said they didn't know. The largest response, from 5% was for the suggestion that the Council should provide more information about public meetings / decision making / future plans.

7.5 Summary

There is a considerable gap between the proportion of citizens who believe it is important to be able to influence the Council in the decisions it makes and those who believe they can do so.

8. Biodiversity

8.1 Introduction

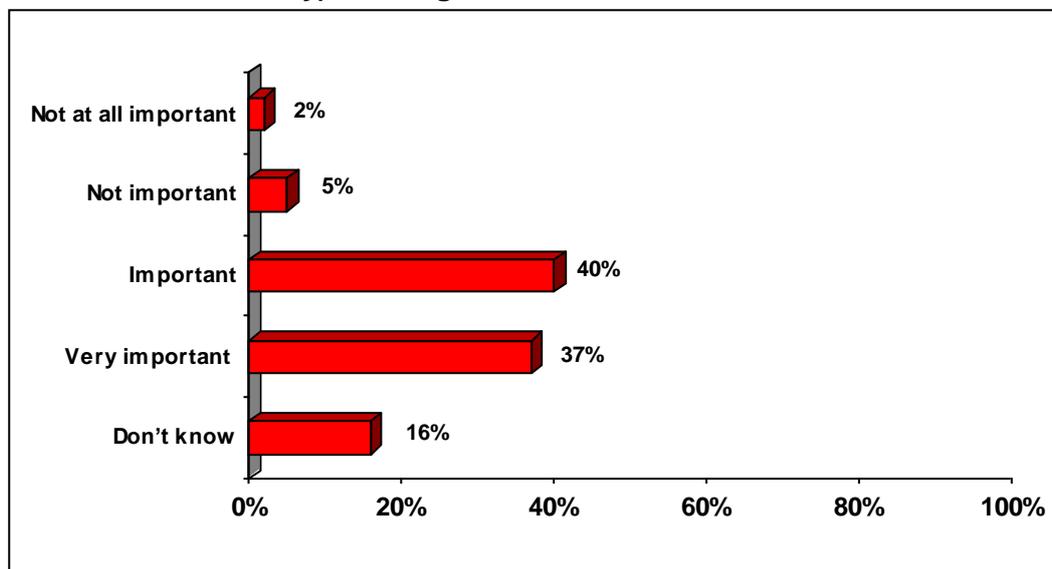
This section looks at residents' attitudes towards the environment. The importance they place on biodiversity is examined, as is their perception of the Council's efforts in this area, and then their individual behaviour with regard to recycling is evaluated.

Residents do believe biodiversity is important, and believe the Council could increase its efforts in this area. With regard to recycling, few residents take items to the facilities available.

8.2 Importance of Biodiversity

Residents do believe it is important that the Council should deliver its services in a way that avoids damage to wildlife and natural growing plants (77%).

Figure 13: How important do you think it is that the council should deliver its services in a way that avoids damage to the wildlife and natural growing plants (also known as biodiversity) in Glasgow?



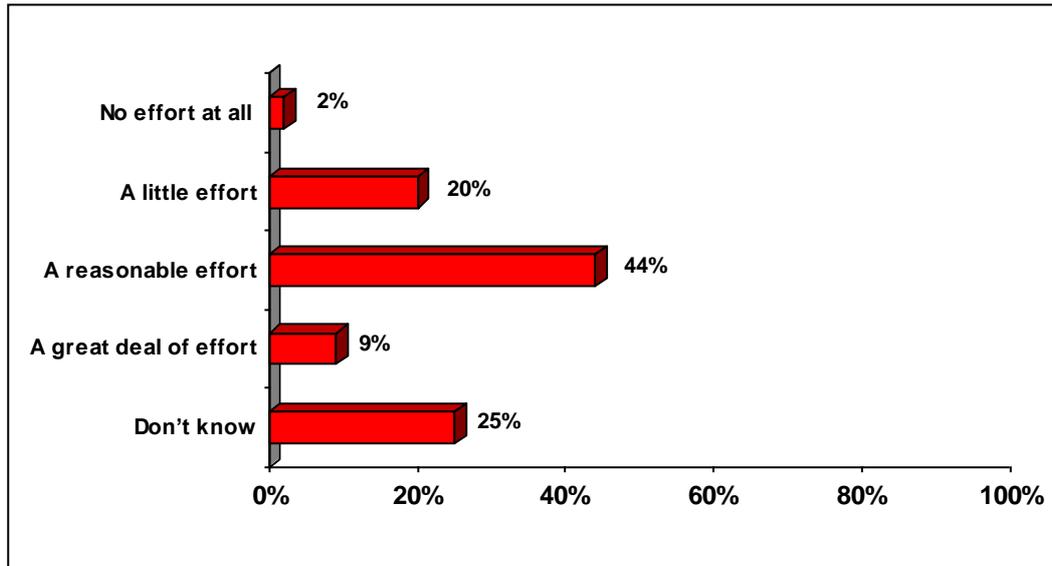
Base: 1010 (All respondents)

Source: CELLO **mruk** research, April 2009

However, residents are not as confident that the Council puts the effort in to do this. Only 44% and 9% said the Council made a reasonable effort/great deal of effort respectively.

There are stark differences in the perceptions of residents from different areas. Residents from Maryhill, Kelvin & Canal (74%), Drumchapel, Anniesland & Garscadden / Scotstounhill (71%), and Langside and Linn (71%) believed that a reasonable or great deal of effort was being made by the Council compared to the other areas such as Govan & Craigton (33%) and Partick West, Hillhead, Anderston & City Centre (37%).

Figure 14: And thinking about the different services that it provides, for example in the streets, open spaces and parks, how much effort do you think the council makes to protect the wildlife and natural growing plants (also known as biodiversity)?



Base: 1010 (All respondents)

Source: CELLO **mruk** research, April 2009

8.3 Recycling

The majority of residents had not used a civic amenity or local / recycling site in Glasgow in the previous 12 months. There was wider use of local recycling facilities than the Civic Amenity Sites.

Table 8: In the last 12 months have you taken any of the following materials to be recycled at...

	One of the 4 Civic Amenity / Recycling Site in Glasgow %	Any of the 400 Local Recycling facilities in Glasgow %
Paper	2	17
Plastic bottles	1	16
Cans	1	16
Glass	4	12
Cardboard	2	5
Garden waste	2	3
Textiles	1	2
Wood	2	1
Scrap metal	1	1
Rubble	1	1
No	90	70

Base: 1010 (All respondents)

Source: CELLO **mruk** research, April 2009

8.4 Summary

Residents believe it is important for the Council to avoid damage to wildlife and natural growing plants when delivering services, but they believe the Council could be doing more in this area. However, when it comes to the behaviour of residents very few have taken items to be recycled in the last 12 months.

9. Customer Care

9.1 Introduction

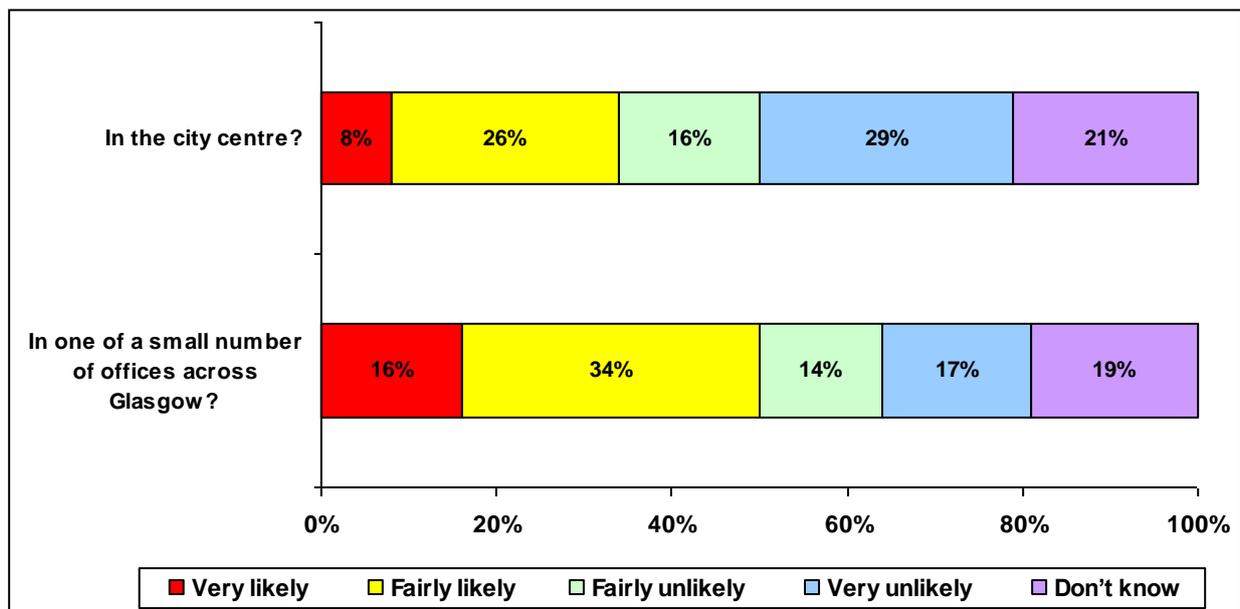
Residents were asked their opinions about different options for making Council Services more accessible, by either introducing a single, city centre-based reception centre or a smaller number of offices based across the city for residents to access.

9.2 Likelihood of using a City-Based Reception or Local Office

The idea of locally based Reception Centres held more appeal than one city centre reception. More residents said they would not use the city centre Reception Centre (45%) than said they would use it (34%). However, the opposite is true of the idea of local Reception Centres. Exactly half (50%) said they would use them whereas 31% said they would not.

Demand (likelihood of using) varied between areas. The lowest demand for a Reception Centre was in Maryhill, Kelvin & Canal (33%), Partick West, Hillhead, Anderston & City Centre (27%), and East Centre & Calton (25%). This contrasts with all of the other areas where the likelihood of using it varies from 56% - 66%.

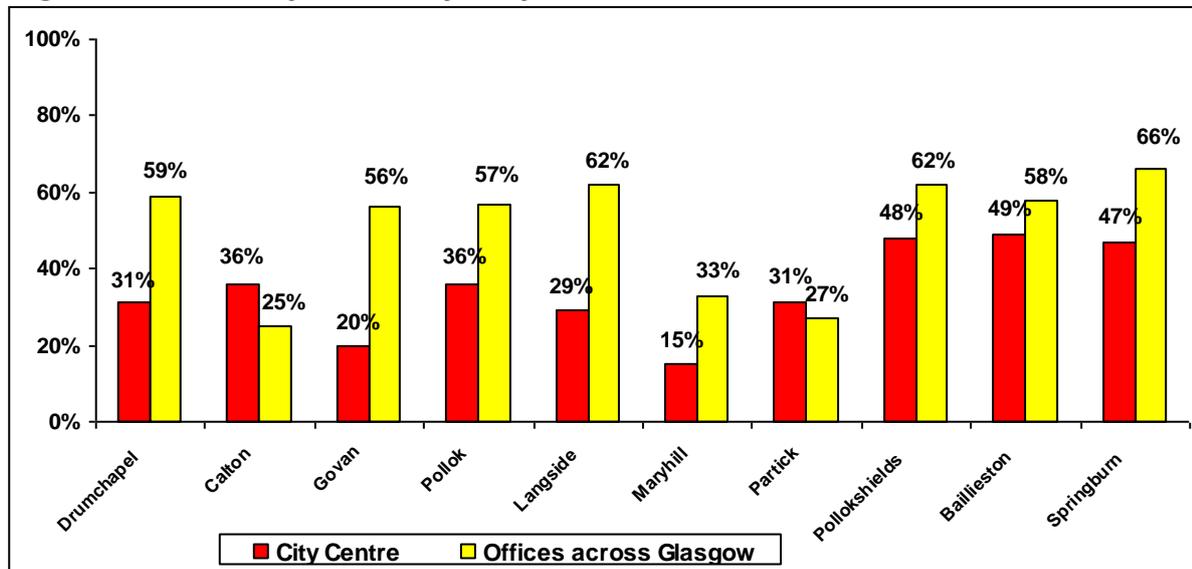
Figure 15: How likely or unlikely are you to use a central reception area where you could undertake a variety of transactions with the council if it were located...



Base: 1010 (All respondents)

Source: CELLO **mruk** research, April 2009

Figure 16: How likely or unlikely are you to use



Base: 1010 (All respondents)

Source: CELLO **mruk** research, April 2009

Those that said they were not likely to use either of the ideas mostly said it was because they prefer to communicate with the Council by telephone.

Table 9: Why are you unlikely to use....

	City Centre Based Reception Area %	Offices based throughout the UK %
Prefer to communicate with the council by telephone	68	66
Prefer to communicate with the council by email	6	8
Prefer to communicate with the council by post	3	3
Prefer to communicate with the council via its website	5	8
Limited personal mobility	6	5
Cost	9	5
Don't know	4	5
Other	8	8
BASE	454	308

Source: CELLO **mruk** research, April 2009

9.3 Possible Transactions for a Central Reception Area

When asked what type of transactions they would like to be able to undertake in a Reception Area a great variety of answers were provided, included 36% who just *don't know*.

The response provided by the highest proportion of residents was that they would like to be able to *make a complaint* (27%). Other possible transactions supported by at more than 1 in every 10 residents include a *service enquiry* (16%), *report vandalism / graffiti* (15%), *report potholes* (12%), *request bulk uplift* (12%), and *contact councillor* (10%).

Table 10: What, if any types of transactions would you like to be able to undertake in a central reception area?

	%
Make a complaint	27
Service enquiry	16
Report vandalism / graffiti	15
Report potholes	12
Request bulk uplift	12
Pay Council Tax	11
Contact councillor	10
Pay parking penalty notice charges	7
Report street lighting faults	7
Request grass cutting service	2
Pay rent	2
Business Rates	1
Planning application / enquiry	1
None	10
Don't know	36
Other	2

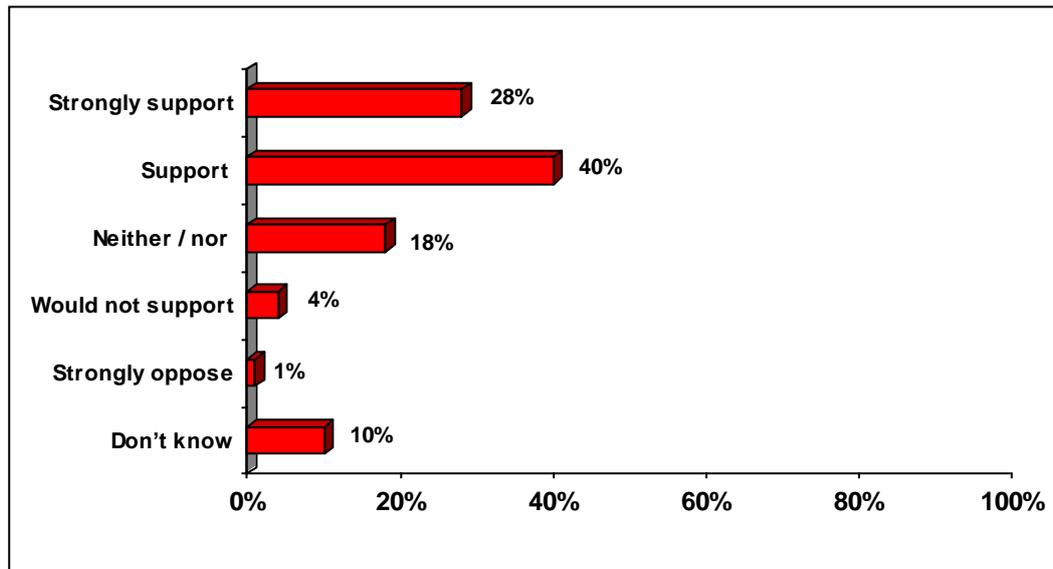
Base: 500 (Respondents who are likely to use a central reception area)

Source: CELLO **mruk** research, April 2009

9.4 Single Telephone Number

The concept of a single telephone number which could be used to make any type of payment to the Council was put in front of residents and 68% would support this concept.

Figure 17: How strongly would you support the introduction of a single telephone number you could use to make any type of payment to the council?



Base: 1010 (All respondents)

Source: CELLO **mruk** research, April 2009

9.5 Summary

There is a stronger appeal for locally based Reception Centres than just one based in the city centre. Interestingly, of those who support the idea the largest proportion of them do not know how they would like to use it, and the next most popular response was that they would use it to make complaints.

Those that do not support the idea generally prefer to communicate with the Council via the telephone.

10. Leisure

10.1 Introduction

This section looks at awareness levels of family-oriented services and other free of charge services available from the Council as well as the dissemination of information to residents.

Generally, awareness and use of family oriented services was low. Parents' were more aware of after schools clubs than any other service but even this was less than one fifth. However, the awareness level of free of charge services was higher. The preference of residents would be to receive information about Council services through printed media / newspapers, with only a few interested in using technology to source this.

10.2 Awareness and Use of Family Oriented Services

Residents who were parents / guardians of a child(ren) (less than 18 yrs) were shown a list of family oriented services, and asked to state which they were aware of, which they had used in the last 12 months.

Overall, parents have low awareness levels of the services detailed, with more than two thirds (68%) not aware of any. Awareness of libraries after school clubs was higher than other services at (15%) increasing to 22% and 18% for parents with children aged 5-12 years old and 13-18 years old respectively.

Furthermore, awareness amongst parents of children under 5 years old of Jumping Jacks Pre-School Gymnastics is 7%, and Toddlers Tales (Libraries) is 10%.

Low awareness of the services inevitably resulted in low usage. Although 15% of parents were aware of library after school clubs only 4% used them. More than 8 in every 10 parents (84%), stated that their child did not use any of these services.

Table 11: Which, if any of the following family oriented services provided by Culture and Sport Glasgow are you aware of / used?

	Aware %	Used %
Museums Family Activities	10	3
Get Glasgow Reading (Libraries)	9	4
Bounce and Rhyme (Libraries)	8	3
Play sessions (indoor)	8	2
Play sessions (outdoor)	8	2
Storytelling sessions (Libraries)	8	3
Toddlers tales (Libraries)	7	3
Jumping Jacks Pre-school Gymnastics	7	1
Parenting Programmes (Libraries)	5	2
Learning Post Homework Club (Libraries)	5	1
Football Mini-Kickers	5	2
Zest	4	1
After schools clubs (Libraries)	15	4
None of the above	68	84

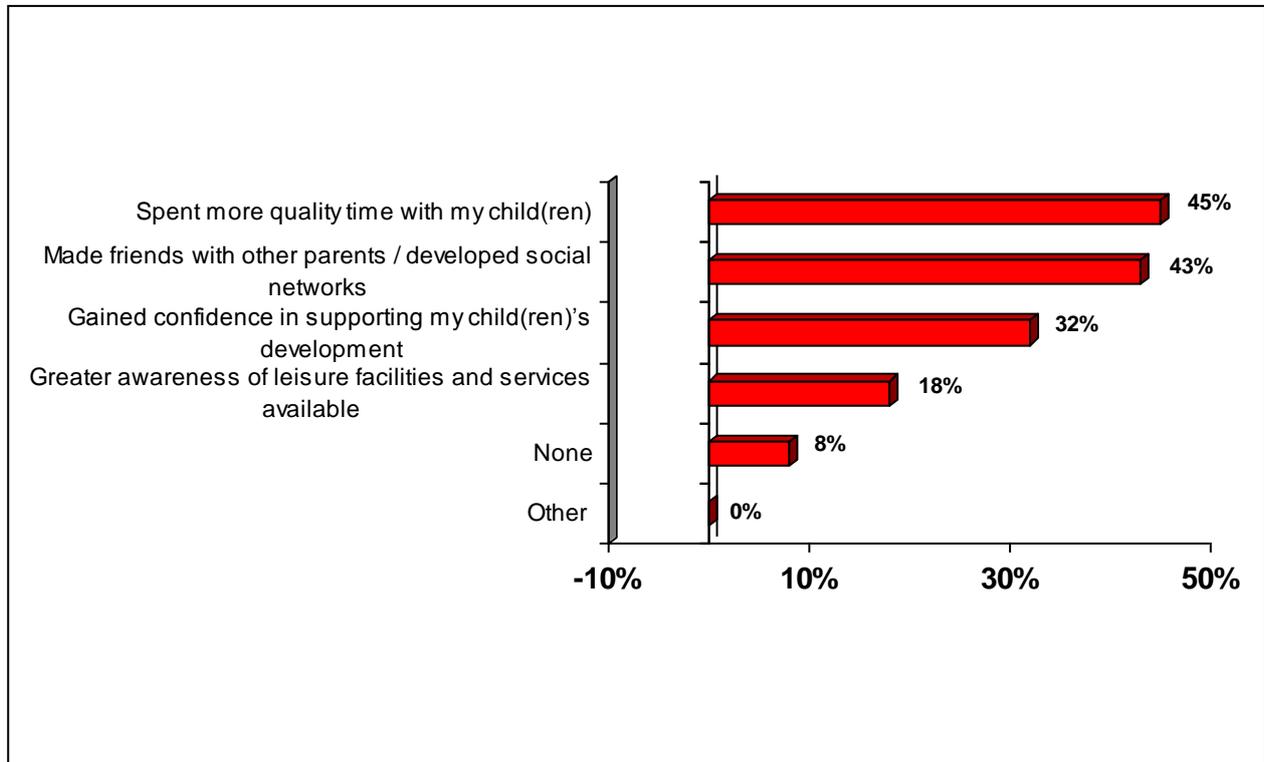
Base: 229 (Respondents with a child up to the age of 18)

Source: CELLO mruk research, April 2009

10.3 Benefits of Family Oriented Services

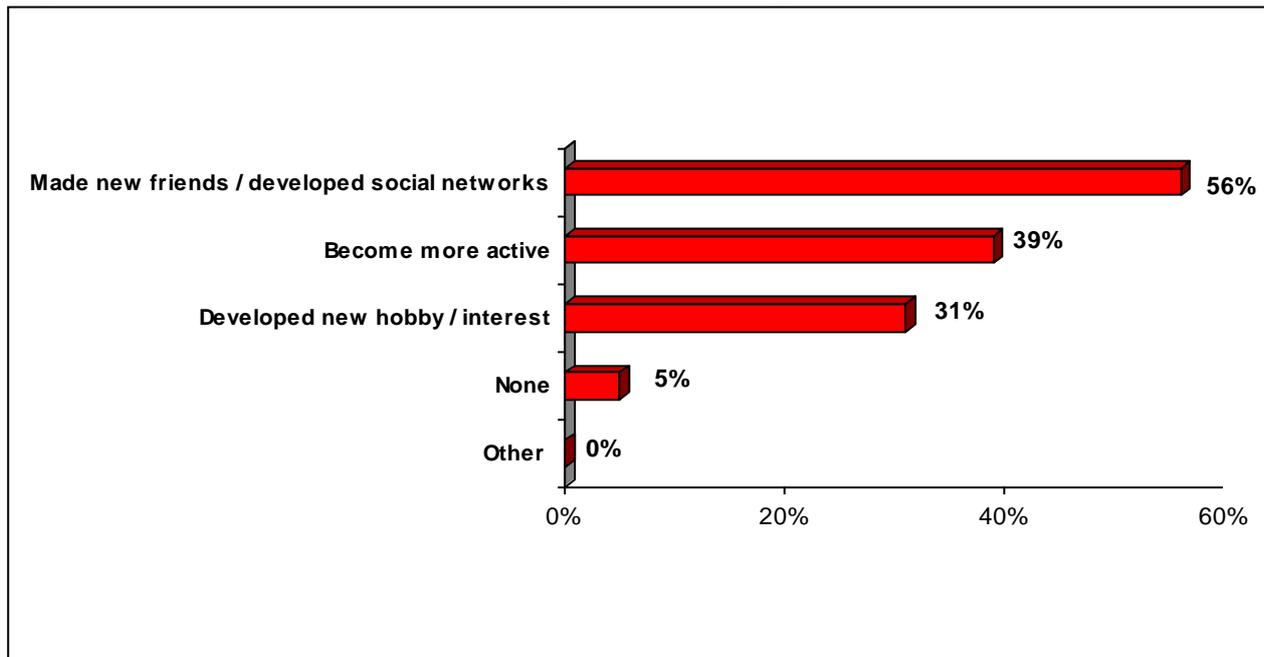
It is clear that both the parent and child have benefited from these family oriented services. Two of the main benefits gained by parents were *spent more quality time with their child(ren)* (45%), and *made friends with other parents / developed social networks* (43%). Children have also *made new friends / developed social networks* (56%), as well as *become more active* (39%), and *developed new hobby / interest* (31%).

Figure 18: What benefit(s), if any have you gained from these services?



Base: 37 (Respondents with a child up to the age of 18)
Source: CELLO **mruk** research, April 2009

Figure 19: What benefit(s), if any have your child(ren) gained from these services?



Base: 37 (Respondents with a child up to the age of 18) Source: CELLO **mruk** research, April 2009

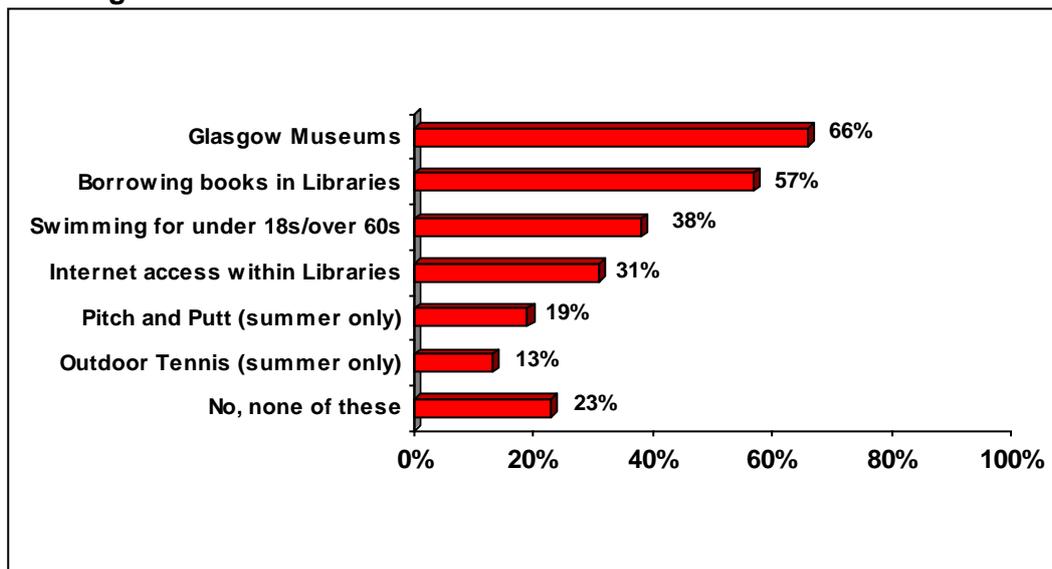
10.4 Awareness of Free Services

Residents were read out a list of services and asked if they were aware that they were free of charge.

Awareness that Glasgow Museums (66%) and Borrowing Books in Libraries (57%) were free was higher than other services. Although some of these services may be age related, particularly Free Swimming for Under 18s/Over60s, awareness levels for different age groups were consistent. The only notable difference was that 70% of 55-59 year olds were aware that Borrowing Books In Libraries was free, compared with just 48% of 16-24 year olds.

Almost one quarter (23%) of residents were unaware that any of these services were free. In Shettleston & Baillieston & Part of Glasgow N.E. almost half (46%) said they were unaware of this. In addition, only 14% of the ABC1 were not aware of these free services compared with 26% of C2DEs.

Figure 20: Are you/your family aware that the following services are available free of charge?



Base: 1010 (All respondents)

Source: CELLO **mruk** research, April 2009

10.5 Receiving Information about Council Services

Residents were asked what method of communication they would like to be used by the Council to keep them informed and Printed Media / Newspapers (42%) was the most popular.

Previously the majority (53%) of residents stated that they received most of their information through Council Leaflets with only 17% stating they receive information through Local Newspapers.

The response indicates that residents still prefer traditional communication methods and have not embraced new technology. Only 13% would like to receive information via an email newsletter or bulletin and 6% through the Internet/website. However, ABC1s are more likely to embrace technology with 19% and 21% wanting the Council to communicate with them via the Internet/Website and E-mail newsletter/Bulletin respectively. This contrasts with only 2% and 11% C2DEs wanting to be informed using these methods respectively.

Table 12: If the Council wants to tell you about Council services how would you like to be informed?

	%
Print media/newspaper	42
Word of mouth	20
E-mail newsletter/bulletin	13
Internet/website	6
The Grid/Wee Grid (Glasgow Young Scot / Kidz card magazines)	4
Local library	3
Radio	1
Through schools	1
Referral from other agencies	-
Podcasts	-
Dedicated information source for family-related activities	*
Other	10

* = Less than 1%

Base: 1010 (All respondents)

Source: CELLO **mruk** research, April 2009

10.6 Summary

Awareness and use of family oriented services was low amongst parents. The highest awareness level was for after schools clubs but even this was less than one fifth.

However, the awareness level of free of charge services was higher, although this did vary between areas. Overall, 23% were unaware that any of these services were free, but in Shettleston & Baillieston & Part of Glasgow N.E. almost half (46%) were unaware.

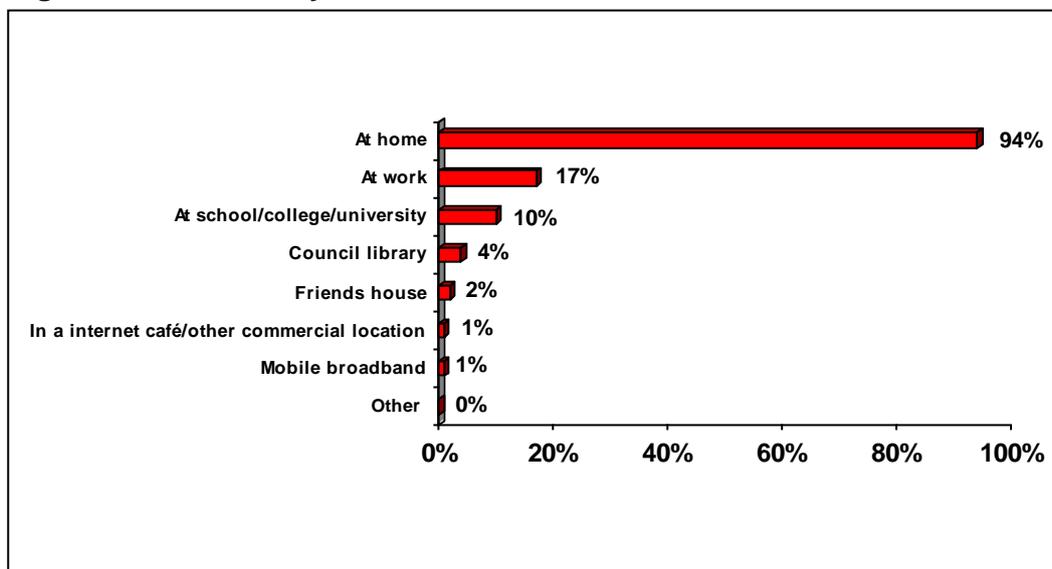
When disseminating information about its services the preference of residents would be to receive information through printed media / newspapers, with only few interested in using technology to source information.

11.0 Internet Use

Only a minority (42%) of residents use the Internet for personal purposes. Use is highest amongst residents up to the age of 44 years old (58%) and this declines to 22% for those aged over 44.

The vast majority (94%) of those who use the internet do so at home, with just less than one fifth (17%) accessing it at work.

Figure 21: Where do you access it?



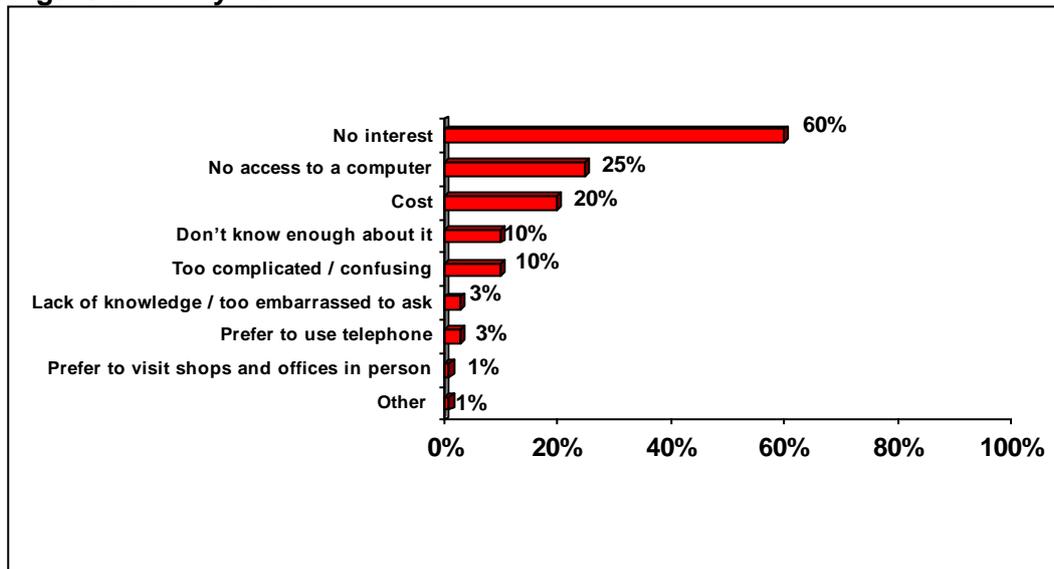
Base: 421 (Respondents who use the internet for personal purposes)

Source: CELLO **mruk** research, April 2009

11.1 Reasons for not using the Internet

The main reason cited by those who do not use the internet is that they have *no interest* in using it (60%). Other main reasons include having *no access to a computer* (25%) and *cost* (20%). These findings are broadly in line with research recently published by the independent regulator for the UK communications industries, Ofcom, which suggests that a large proportion of the population are “self-excluded” and would choose to remain unconnected even if they were given a free PC and broadband.

Figure 22: Why not?



Base: 589 (Respondents who do not use the internet for personal purposes)

Source: CELLO **mruk** research, April 2009

11.2 Glasgow City Council and its Website

Almost one fifth (18%) of residents have visited the Council's website. A great variety of responses were provided for visiting the website with the main reason being Getting In Touch with the Council (44%). Booking a bulk uplift of heavy items for disposal (17%) was the second main reason for visiting the website.

Table 13: Why was this?

	%
Getting in touch with the Council	44
Booking a bulk uplift of heavy items for disposal	17
Paying your Council Tax bill	10
Job vacancies	7
Searching for a library book	5
Report a road or lighting fault	4
Trying to find out who your local Councillor is	3
Parking penalty charge notices	2
Information on land and property	2
Invoice payments	1
Information regarding births / deaths / marriages	1
Planning permissions	-
Apply for disabled stickers	1
Other	26

* = Less than 1%

Base: 182 (Respondents who have visited the Glasgow City Council website)

Source: CELLO **mruk** research, April 2009

Those residents who said they have never visited the Council website were shown a list of online services and asked if they used any of them, but 93% of residents stated that they did not use the internet.

11.3 Summary

Only a minority use the internet for personal purposes, but encouragingly almost one fifth of residents have visited the Council's website. The main reason for visiting the web site being to get in touch with the Council.

Appendix A Full Results

APPROVED BY:	Executive		Field		Computing		DATE APPROVED:	
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**Glasgow City Council Household Survey 2009
Wave 3 Marked up Questionnaire
(IK20392IHCW3)**

OFFICE USE
Serial Number

NAME _____

INTERVIEWER ID NUMBER

--	--	--	--

ADDRESS _____

QUESTIONNAIRE NUMBER

--	--	--	--

POSTCODE _____

AGE

--	--

TELEPHONE _____

Social class AB 1 Occupation of Chief Wage Earner:
 C1 2 _____
 C2 3 _____
 DE 4 _____

Good morning/afternoon/evening. My name is _____ from 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.

This interview has been conducted within the Code of Conduct of the Market Research Society.

INTERVIEWER SIGN _____
 INTERVIEWER PRINT _____
 DATE OF INTERVIEW _____



**Glasgow City Council Household Survey 2009
Wave 3 Marked up Questionnaire
(IK20392IHPC3)**

OFFICE USE				
Serial Number	(1)	(2)	(3)	(4)

**DO NOT FILL IN
RESPONDENT DETAILS
ON THIS PAGE**

	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)
JOB NUMBER	I	K	2	0	3	9	2	I	H	C	W	3

FILL IN ALL OTHER INFO

	(17)	(18)	(19)	(20)
INTERVIEWER ID NUMBER				

QUESTIONNAIRE NUMBER				
-----------------------------	--	--	--	--

	(21)	(22)	(23)	(24)
START TIME				

THANKS

AREA CODE (FROM COLUMN C ON	(25)	(26)	(27)
SAMPLE):			

SAMPLE POINT (FROM COLUMN B	(28)	(29)	(30)
ON SAMPLE):			

SAMPLE REFERENCE NUMBER	(31)	(32)	(33)	(34)
SAMPLE):				

(FROM COLUMN A ON

This interview has been conducted within the Code of Conduct of the Market Research Society.

INTERVIEWER SIGN _____
 INTERVIEWER PRINT _____
 DATE OF INTERVIEW _____

EDITED BY _____ (35) (36)
 DATE _____

CODED BY _____ (37) (38)
 DATE _____

Q1 Gender
SINGLE CODE

		(39)	
Male		46	
Female		54	

ROUTE

GO TO Q2

Q2 **SHOWCARD A. Age**
SINGLE CODE

		(40)
A	16-24	16
B	25-34	20
C	35-44	19
D	45-54	14
E	55-59	6
F	60-64	6
G	65-74	11
H	75+	8
	Refused	*

ROUTE

GO TO Q3

Q3 **SHOWCARD B. Working status**
SINGLE CODE

		(41)
A	Working – full time (30+ hrs)	27
B	Working – Part-time (9-29hrs)	4
C	Unemployed	29
D	Not working – retired	25
E	Looking after house / children	8
F	Looking after invalid / disabled	1
G	Student	6
H	Other (Closed)	*
	Refused	*

ROUTE

GO TO Q4

Q4 SEG of respondent

POSITION/RANK/GRADE

QUALIFICATIONS

NO. OF STAFF RESP. FOR

INTERVIEWER CODE:

		(42)	
A		1	
B		6	
C1		16	
C2		10	
D		13	
E		53	

ROUTE

GO TO Q4A

Q4a Respondent is...
SINGLE CODE

	(43)	
Chief income earner	87	
Not chief income earner	13	
Refused	*	

GO TO Q5

Q5 Number of adults (16+) and children (under 16) in household
SINGLE CODE

ROUTE

	Q5A No of Adults (Age 16+)		Q5B No of Children (Under 16)	
	(44)	%	(45)	%
1	54		15	
2	40		6	
3	5		2	
4	1		*	
5	*		*	
6	-		-	
7	-		-	
8	-		-	
9	-		-	
10	-		-	
11	-		-	
12	-		-	
13	-		-	
15	-		-	
16	-		-	
17	-		-	
18	-		-	
19	-		-	
20	-		-	
None	-		76	
Refused	-		*	

GO TO Q6

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

SINGLE CODE

ROUTE

	%	
None aged 60+	26	(46)
Aged 60-74	82	(47)
Aged 75+	92	(48)
Refused	-	(49)

GO TO Q7

**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	Age last birthday of children under 16 in household?						ROUTE						
	CHILD 1		CHILD 2		CHILD 3		CHILD 4		CHILD 5		CHILD 6		
	(50)	%	(51)	%	(52)	%	(53)	%	(54)	%	(55)		
Under 1	11		11		10		32		49		-		
1	-		-		-		-		-		-		
2	8		10		13		16		51		-		
3	9		8		3		19		-		-		
4	9		4		3		-		-		-		
5	7		6		-		33		-		-		
6	4		5		11		-		-		-		
7	4		12		20		-		-		-		
8	5		6		7		-		-		-		
9	5		6		4		-		-		-		
10	3		4		17		-		-		-		
11	7		8		4		-		-		-		
12	8		5		-		-		-		-		GO TO Q8
13	8		4		4		-		-		-		
14	8		5		4		-		-		-		
15	4		5		-		-		-		-		
	CHILD 7		CHILD 8		CHILD 9		CHILD 10		CHILD 11		CHILD 12		
	(56)	%	(57)	%	(58)	%	(59)	%	(60)	%	(61)	%	
Under 1	-		-		-		-		-		-		
1	-		-		-		-		-		-		
2	-		-		-		-		-		-		
3	-		-		-		-		-		-		
4	-		-		-		-		-		-		
5	-		-		-		-		-		-		
6	-		-		-		-		-		-		
7	-		-		-		-		-		-		
8	-		-		-		-		-		-		
9	-		-		-		-		-		-		
10	-		-		-		-		-		-		
11	-		-		-		-		-		-		
12	-		-		-		-		-		-		
13	-		-		-		-		-		-		
14	-		-		-		-		-		-		
15	-		-		-		-		-		-		

	CHILD 13		CHILD 14		CHILD 15		CHILD 16		CHILD 17		CHILD 18		
	(62)	%	(63)	%	(64)	%	(65)	%	(66)	%	(67)	%	(68)
Under 1	-		-		-		-		-		-		
1	-		-		-		-		-		-		
2	-		-		-		-		-		-		
3	-		-		-		-		-		-		
4	-		-		-		-		-		-		
5	-		-		-		-		-		-		
6	-		-		-		-		-		-		
7	-		-		-		-		-		-		
8	-		-		-		-		-		-		
9	-		-		-		-		-		-		
10	-		-		-		-		-		-		
11	-		-		-		-		-		-		
12	-		-		-		-		-		-		
13	-		-		-		-		-		-		
14	-		-		-		-		-		-		
15	-		-		-		-		-		-		
	CHILD 19		CHILD 20										
	(69)	%	(70)	%									
Under 1	-		-										
1	-		-										
2	-		-										
3	-		-										
4	-		-										
5	-		-										
6	-		-										
7	-		-										
8	-		-										
9	-		-										
10	-		-										
11	-		-										
12	-		-										
13	-		-										
14	-		-										
15	-		-										

Q8	SHOWCARD C. What is your current religion, denomination, body or faith? SINGLE CODE	(71)	%
A	None		49
B	Church of Scotland		22
C	Roman Catholic		20
D	Other Christian		2
E	Buddhist		1
F	Hindu		1
G	Jewish		-
H	Muslim		3
I	Pagan		*
J	Sikh		*
K	Another religion		*
L	Refused		2

GO TO Q8a

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

Q8a Please specify what religion?

ROUTE

_____ (72) (73)

GO TO TQ10

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

Q8b Please specify what religion?

ROUTE

_____ (74) (75)

GO TO TQ10

TQ10 **SHOWCARD D.** What is your ethnic group?
SINGLE CODE

	(76)	(77)
A White		%
Scottish		86
English		1
Welsh		-
Northern Irish		*
British		*
Irish		*
Gypsy / traveller		-
Polish		2
Other white ethnic group		2
B Mixed or Multiple Ethnic Groups		
Any mixed or multiple ethnic groups		-
C Asian, Asian Scottish or Asian British		
Pakistani, Pakistani Scottish, or Pakistani British		4
Indian, Indian Scottish, Indian British		2
Bangladeshi, Bangladeshi Scottish or Bangladeshi British		*
Chinese, Chinese Scottish or Chinese British		1
Other		*
D African, Caribbean or Black		
African, African Scottish or African British		2
Caribbean, Caribbean Scottish or Caribbean British		*
Black, Black Scottish or Black British		*
Other		-
E Other ethnic group		
Arab		-
Other		*
F Refused		*

GO TO Q12

ASK IF ANSWERED TQ10 OPTION 9 'OTHER WHITE ETHNIC GROUP'. OTHERWISE GO TO Q10B

Q10a Please specify which group? **ROUTE**

(78) (79) **GO TO Q10B**

ASK IF ANSWERED TQ10 OPTION 10 'ANY MIXED OR MULTIPLE ETHNIC GROUPS'. OTHERWISE GO TO Q10C

Q10b Please specify which group? **ROUTE**

(80) (81) **GO TO Q10C**

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

Q10C Please specify which group? **ROUTE**

(82) (83) **GO TO Q10D**

Q10D **ASK IF ANSWERED TQ10 OPTION 19 'OTHER'. OTHERWISE GO TO Q12** **ROUTE**
Please specify which group? _____ (84) (85) **GO TO Q10E**

Q10E **ASK IF ANSWERED TQ10 OPTION 21 'OTHER'. OTHERWISE GO TO Q12** **ROUTE**
Please specify which group? _____ (86) (87) **GO TO Q12**

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

	(88)	
Yes, does have income from employment	37	
No, relies on pensions/social security	61	
Don't know	-	GO TO Q13
Refused	2	

Q13 **SHOWCARD E. Do you own your home, or rent it? PROBE FOR DETAIL. SINGLE CODE ONLY.** **ROUTE**

		(89)	%
A	Owned outright	10	
B	Buying on mortgage	17	
C	Rented from Glasgow Housing Association (Ex-council)	62	
D	Rented from other housing association/housing co-operative	10	GO TO Q14
E	Shared Ownership with Housing Association / Housing co-operative shared ownership	*	
	Other (closed)	1	
	Refused	*	

Q14 Type of housing - **INTERVIEWER – CODE OR ASK SINGLE CODE ONLY.** **ROUTE**

	(90)	%
Detached villa	*	
Semi-detached villa	6	
Bungalow	*	
Semi-detached bungalow	*	
Terraced house	6	GO TO Q15
Four-in-a-block	3	
Tenement flat	39	
Multi-storey flat	36	
Maisonette	1	
Modern apartment/loft apartment/studio/other flat	10	
Other (closed)	*	
Refused	-	

Q15 How many cars or light vans are there in the household: **SINGLE CODE ONLY. DO NOT PROMPT**

	(91)	
1 car or light van	31	
2 cars/light vans	4	
3+ cars/light vans	*	
None	65	

ROUTE

GO TO Q16

Q16 Do you have a bank or building society account, or are you a member of a credit union? **MULTICODE . DO NOT PROMPT**

	%	
Yes, bank or building society account	90	(92)
Yes, credit union	*	(93)
No, none	6	(94)
Don't know	-	(95)
Refused	5	(96)

ROUTE

GO TO Q17

ASK ALL

Q17 How long have you lived in Glasgow? **SINGLE CODE ONLY. READ OUT**

	(97)	
Up to five years	14	
Over five years, up to 20 years	17	
Over 20 years	69	
Don't know/can't remember	*	
Refused	*	

ROUTE

GO TO 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? **MULTI CODE. PROMPT**

	%	
Yes, respondent	12	(98)
Yes, other h/hold member	2	(99)
No	86	100)
Refused	*	101)

ROUTE

GO TO Q19

GO TO Q20

GO TO Q21

ASK Q19 IF RESPONDENT HAS LONG TERM ILLNESS, HEALTH PROBLEM OR DISABILITY

Q19 **SHOWCARD F.** What type(s) of disability do you have? **MULTI CODE**

	%	
A Visual	3	102)
B Hearing	3	103)
C Learning disability	2	104)
D Mobility – Wheelchair user	7	105)
E Mobility – Other mobility impairment	36	106)
F Other physical impairment	28	107)
G Mental health problem	14	108)
H Long term illness	35	109)
I Other degenerative condition (any other)	4	110)
Refused	-	111)

ROUTE

GO TO
INSTRUCTION
BELOW

ASK Q20 IF OTHER HOUSEHOLD MEMBER(S) HAS / HAVE LONG TERM ILLNESS, HEALTH PROBLEM OR DISABILITY

Q20 **SHOWCARD F.** What type (s) of disability do other household members have?
MULTICODE

ROUTE

		%	
A	Visual	-	112)
B	Hearing	-	113)
C	Learning disability	-	114)
D	Mobility – Wheelchair user	11	115)
E	Mobility – Other mobility impairment	41	116)
F	Other physical impairment	25	117)
G	Mental health problem	6	118)
H	Long term illness	16	119)
I	Other degenerative condition (any other)	9	120)
	Refused	-	121)

GO TO Q21

Q21 **SHOWCARD G.** Which of the following apply to you and your household? Do you have... **MULTI CODE**

ROUTE

		%	
A	Dial Up Internet access at home	1	122)
B	Broadband internet access at home	39	123)
C	WiFi (wireless) Broadband internet access at home	1	124)
	None of these	58	125)
	Don't know	1	126)

GO TO Q22

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

ROUTE

		127)
A	No formal qualifications	54
B	'O' Grade, GCSE, Standard Grade, Intermediate 1, Intermediate 2, City and Guilds Craft, SVQ level 1 or 2, or equivalent.	14
C	Group 2: Higher Grade, A Levels, CSYS, ONC, OND, City and Guilds Advanced Craft, RSA Advanced Diploma, SVQ level 3 or equivalent.	13
D	Group 3: HND, HNC, RSA Higher Diploma, SVQ level 4 or 5, or equivalent.	8
E	Group 4: First degree, Higher degree, Professional Qualification.	10
	Don't Know / Refused	2

GO TO Q23

MAIN SURVEY

SECTION 1: USAGE AND SATISFACTION WITH COUNCIL SERVICES

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

	128)	
Very satisfied	21	
Fairly satisfied	60	
Neither / nor	11	
Fairly dissatisfied	6	
Very dissatisfied	2	
No opinion	2	

ROUTE

GO TO Q24

Q24 **SHOWCARD J.** Which of these services provided by Glasgow City Council, if any, have you or any other household members used in the last year or so? Just read out the letters that apply. **MULTICODE**

ROUTE

	Council run or owned :	%
A	Nursery schools	5 129)
B	Primary schools	11 130)
C	Secondary schools	6 131)
D	Parks	46 132)
E	Children's play parks	10 133)
F	Museums and galleries	20 134)
G	Sports and leisure centres	26 135)
H	Libraries	37 136)
I	Social work services	3 137)
J	Local community centres	3 138)
K	Home help service	2 139)
	None of these	29 140)
	Don't know	* 141)

GO TO Q25

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.

Q25 **SHOWCARD K.** I am going to read out a number of different services that are provided in this area by the Council. 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. **SINGLE CODE**

ROUTE

		Very Satisfied Fairly	Satisfied	Neither / nor	Fairly dissatisfied	Very dissatisfied	Don't know	
		%	%	%	%	%	%	
A	Nursery schools	49	45	-	2	-	3	(142)
B	Primary schools	45	51	-	4	-	-	(143)
C	Secondary schools	34	61	3	-	2	-	(144)
D	Parks	28	65	3	4	1	*	(145)
E	Children's play parks	10	76	8	5	2	-	(146)
F	Museums and galleries	55	43	1	-	1	1	(147)
G	Sports and leisure centres	38	56	3	2	*	-	(148)
H	Libraries	33	62	4	1	*	-	(149)
I	Social work services	36	45	10	3	7	-	(150)
J	Local community centres	28	63	5	-	3	-	(151)
K	Home help service	50	36	-	-	10	5	(152)
L	Road maintenance	6	48	13	16	13	4	(153)
M	Refuse collection	20	61	10	3	3	3	(154)
N	Street lighting	16	63	12	5	1	3	(155)
O	Street cleaning	11	64	13	6	3	3	(156)
P	Pavement maintenance	7	58	15	14	4	3	(157)

GO TO NEXT SECTION

SECTION 2:

TQ26 **SHOWCARD L.** From which, if any, of the following sources would you say you receive most of your information about Glasgow City Council?
JUST READ OUT LETTERS THAT APPLY. MULTICODE

ROUTE

	Sources	%
A	Council leaflets	53 158)
B	Council posters in bus stops, subways stations etc	4 159)
C	Website in Glasgow City Council	6 160)
D	The 'Glasgow Magazine'	21 161)
	Newspapers	
E	The Herald	3 162)
F	The Scotsman	* 163)
G	The Evenings Times	6 164)
H	Daily Record	6 165)
I	The Sun	1 166)
J	Other national newspaper	* 167)
K	Local newspapers	17 168)
	Television & Radio	
L	STV	6 169)
M	BBC Television	4 170)
N	BBC Radio	1 171)
O	Clyde One	* 172)
P	Clyde Two	1 173)
Q	Real Radio	* 174)
R	Other radio stations	- 175)
	Other Sources	176)
S	Personal experience	1 177)
T	Experiences of friends / family	1 178)
U	By word of mouth (friends, family etc)	3 179)
V	Other	3 180)
W	None of these	8 181)
X	Don't know	3 182)

GO TO TQ27A

TQ27a **SHOWCARD M.** Thinking about the information you **read** about Glasgow City Council in newspapers – would you say it is:
SINGLE CODE. READ OUT

**ROUTE
GO TO TQ27B**

TQ27b **SHOWCARD M.** Thinking about the information you **hear** about Glasgow City Council on television/radio – would you say it is:
SINGLE CODE. READ OUT

	TQ27a Newspaper		TQ27b Television / radio	
	(183)	%	(184)	%
Very accurate	5		5	
Accurate	48		51	
Neither / nor	12		20	
Inaccurate	4		3	
Very inaccurate	1		-	
Don't know	31		21	

GO TO TQ28A

TQ28a **SHOWCARD N.** Do you believe the information you **read** about Glasgow City Council in newspapers is:
SINGLE CODE. READ OUT

**ROUTE
GO TO TQ28B**

TQ28b **SHOWCARD N.** Thinking about the information you **hear** about Glasgow City Council on television/radio – would you say it is:
SINGLE CODE. READ OUT

	TQ28a Newspaper		TQ28b Television / radio	
	(185)	%	(186)	%
Positive	44		41	
Negative	8		7	
Neutral	24		25	
Don't know	24		27	

GO TO TQ29

SECTION 3:

INTERVIEWER INSTRUCTION: THE RESPONDENT SHOULD ANSWER THE FOLLOWING QUESTIONS (TQ29 – Q11) 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.

Read out: I am now going to give you my computer for you to answer some 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.

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.

TQ29 What is the principal form of heating in your home?
SINGLE CODE.

ROUTE

		(187)	%
A	Gas central heating (whole house)	67	
B	Gas central heating (Partial)	4	
C	Electric storage heaters	27	
D	Linked to a group or district heating system	1	
E	Other form of central heating (please state)	-	
		188)	189)
F	Electric room heaters	1	
G	Gas room heaters	*	
H	Other form of room heaters (please state)	*	
		190)	191)

GO TO TQ30

TQ30 From October to March, to the nearest pound, how much on average does your household spend on a weekly/monthly basis on gas and electricity?

ROUTE

TQ30A **GAS**

Weekly or Monthly

192) 193) 194) 195) 196) 197) 198)

199) 200)

Don't use gas
Don't know
Refused

TQ30B **ELECTRICITY**

Weekly or Monthly

201) 202) 203) 204) 205) 206) 207)

208) 209)

Don't know
Refused

GO TO TQ31A

TQ31a During the winter when you have your heating turned on, how warm do you feel in your home? **SINGLE CODE. PLEASE SELECT ONE ONLY**

ROUTE

Very warm	15	210)
Warm / comfortable	74	
Not as warm as I would like	9	
Not warm at all	2	

GO TO TQ32

GO TO TQ31b

TQ31b Why do you not feel comfortably warm in your house? **SELECT AS MANY AS APPLY**

ROUTE

	%	
Can't afford to turn the heating up	32	(211)
Heating system is not very good	61	(212)
Don't have double glazing	11	(213)
Poor wall / ceiling insulation	23	(214)
Other (please specify)	6	
	215)	(216)

TQ32 How do you pay for your electricity? **SELECT ONE ONLY**

ROUTE
GO TO TQ33

TQ33 How do you pay for your gas? **SELECT ONE ONLY**

	TQ32 Electricity		TQ33 Gas	
	(217)	%	(218)	%
Smart card prepayment	15		14	
Token prepayment	25		17	
Cash or cheque (eg. quarterly)	14		13	
Direct Debit (monthly)	41		42	
Don't know	5		7	
Not applicable	1		8	

GO TO TQ34

ANSWER TQ34 IF SELECTED EITHER OPTION 1 OR 2 AT EITHER TQ32 OR TQ33. OTHERWISE GO TO SECTION 4

TQ34 Within the past two years, have you ever run out of credit on the prepayment meter?
SELECT ONE ONLY

ROUTE

	Yes		No	
		%		%
Electricity	5		95	(219)
Gas	5		95	(220)

GO TO TQ35

ONLY ASK IF APPLICABLE FROM TQ34. IF NOT ASKED GO TO SECTION 4

TQ35 How frequently do you run out of?
SELECT ONE ONLY

ROUTE

	A Electricity		B Gas	
	(221)	%	(222)	%
More than once a week	10		16	
Once a week	9		-	
Once every two weeks	23		-	
Once a month	6		11	
Rarely	52		74	

GO TO TQ36

TQ36 On the last occasion you ran out of gas, how long were you without gas?
SELECT ONE ONLY

ROUTE
GO TO TQ37

TQ37 On the last occasion you ran out of electricity, how long were you without electricity?
SELECT ONE ONLY

	Gas		Electricity	
	(223)	%	(224)	%
Less than 6 hours	53		82	
7 – 12 hours	24		15	
13 – 24 hours	-		-	
1 – 2 days	8		3	
3 – 6 days	-		-	
1 week	-		-	
More than a week	16		-	

GO TO TQ38

SECTION 4: CREDIT CRUNCH

TQ38 From the following list, what are the **5 biggest concerns** for your household as a result of the current recession?

SELECT THE 5 BIGGEST

ROUTE

%

A	Threat of homelessness	3	225)
B	Threat of redundancy	12	226)
C	Reduction in working hours	7	227)
D	Cost of electricity and gas	55	228)
E	Loss of interest in savings account(s)	4	229)
F	Drop in share values	1	230)
G	Food costs	53	231)
H	Petrol costs	11	232)
I	Mortgage costs	3	233)
J	Value of property	7	234)
K	Rent costs	10	235)
L	Cost of foreign holidays	5	236)
	Don't know	11	237)
	None of these	14	238)

GO TO TQ39

GO TO TQ40

Only show those applicable from TQ38

TQ39 From these concerns that you have mentioned, what is of **most** concern to you?

SELECT ONE ONLY

ROUTE

	(239)	%
Threat of homelessness	2	
Threat of redundancy	14	
Reduction in working hours	4	
Cost of electricity and gas	38	
Loss of interest in savings account(s)	1	
Drop in share values	*	
Food costs	28	
Petrol costs	2	
Mortgage costs	1	
Value of property	5	
Rent costs	3	
Cost of foreign holidays	2	
Don't know	-	

GO TO TQ40

TQ40 How much more or less likely are you to do any of the following as a result of the credit crunch?

SELECT ONE ONLY

ROUTE

		Much more likely	More likely	No Change	Less likely	Much less likely	Don't know	
		%	%	%	%	%	%	
A	Take a foreign holiday	*	*	56	18	15	10	240)
B	Take a holiday (in UK)	1	3	61	15	10	10	241)
C	Replace car	*	1	62	15	10	12	242)
D	Buy clothes	*	2	68	12	8	10	243)
E	Leave family home	*	1	74	6	8	11	244)
F	Change job	1	3	69	7	9	12	245)
G	Repair home (fix roof, gutters windows etc.)	*	1	72	9	8	11	246)
H	Move house	1	2	68	10	9	11	247)
I	Move to a rented home	*	1	74	5	9	11	248)
J	Extend home	0	1	70	7	12	10	249)
K	Improve home (replace bathroom, kitchen etc)	*	1	68	11	9	11	250)
L	Start college or university	*	1	73	5	10	11	251)
M	Continue at college or university	1	1	73	6	10	11	252)
N	Start apprenticeship	*	*	73	5	11	11	253)
O	Buy home	*	1	69	8	10	12	254)
P	Leisure activities	*	1	69	11	9	9	255)
Q	Seek employment	2	2	73	6	7	11	256)

GO TO Q11

Q11 In which band would you place your **total household income** from all sources **before** tax and other deductions? Just read out the letter that applies
SELECT ONE ONLY

ROUTE

	PER WEEK	PER YEAR	257) 258) %
A	Up to £86	Under £4,500	2
B	£87-£125	£4,500-£6,499	10
C	£126-£144	£6,500 - £7,499	5
D	£145-£182	£7,500 - £9,499	3
E	£183-£221	£9,500-£11,499	3
F	£222-£259	£11,500-£13,499	3
G	£260-£298	£13,500-£15,499	1
H	£299-£336	£15,500-£17,499	3
I	£337-£480	£17,500-£24,999	1
J	£481-£576	£25,000 - £29,999	2
K	£577-£769	£30,000 - £39,999	2
L	£770-£961	£40,000 - £49,999	1
M	£962-£1,441	£50,000 - £74,999	*
N	£1,442-£1,922	£75,000 - £99,999	*
O	£1,923 or over	£100,000 +	*
P	Refused		65

GO TO TQ41

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

SECTION 5: CONSULTATION

TQ41 **SHOWCARD O.** To what extent do you agree or disagree that you can influence Glasgow City Council in decisions it makes about:
SINGLE CODE.

ROUTE

	Strongly Agree	Tend to Agree	Neither / nor	Tend to disagree	Strongly disagree	Don't know	
	%	%	%	%	%	%	
Your local area	2	13	20	26	26	13	259)
Glasgow as a whole	2	10	20	28	27	14	260)

GO TO TQ42

TQ42 **SHOWCARD P.** How important or unimportant is it for you personally to feel you can influence decisions made by Glasgow City Council about:
SINGLE CODE.

ROUTE

	Very important	Quite important	Neither / nor	Not very important	Not at all important	Don't know	
	%	%	%	%	%	%	
your local area	9	38	29	7	4	14	261)
Glasgow as a whole	7	34	33	9	4	14	262)

GO TO TQ43

TQ43 **SHOWCARD Q.** If you wanted to influence decisions in your local area, how would you go about it?

CODE ALL THAT APPLY. DO NOT PROMPT. PROBE – what else?

ROUTE

%

A	Contact the council/ a council official	32	263)
B	Contact my councillor	34	264)
C	Contact my MSP	4	265)
D	Contact my MP	9	266)
E	Sign a petition	4	267)
F	Organise a petition	2	268)
G	Attend a council meeting	5	269)
H	Attend a public meeting	4	270)
I	Contact local media or journalists	2	271)
	Other (please specify)	*	
		272)	273)
	Wouldn't do anything - SPONTANEOUS ONLY	5	274)
	Don't know	26	275)

GO TO TQ44

TQ44 In your opinion, what could the Council do to involve you more in the decisions it takes?

ROUTE

276) 277)

278) 279)

280) 281)

GO TO TQ45

Nothing
Don't know

SECTION 6: BIODIVERSITY

TQ45 **SHOWCARD R.** How important do you think it is that the council should deliver its services in a way that avoids damage to the wildlife and natural growing plants (also known as biodiversity) in Glasgow?

SINGLE CODE.

ROUTE

282)

Not at all important	2
Not important	5
Important	40
Very important	37
Don't know	16

GO TO TQ46

TQ46 **SHOWCARD S.** And thinking about the different services that it provides, for example in the streets, open spaces and parks, how much effort do you think the council makes to protect the wildlife and natural growing plants (also known as biodiversity)?

SINGLE CODE.

ROUTE

No effort at all	283)	2
A little effort		20
A reasonable effort		44
A great deal of effort		9
Don't know		25

GO TO TQ47

TQ47 **SHOWCARD T.** In the last 12 months have you taken any of the following materials to be recycled at...

MULTICODE FOR EACH OPTION

ROUTE

		One of the 4 Civic Amenity / Recycling Site in Glasgow <i>(Dawsholm, Shieldhall, Easter Queenslie and Polmadie)</i>		Any of the 400 Local Recycling facilities in Glasgow <i>(These are located in car parks, shopping centres, local streets)</i>	
		%		%	
A	Papers	2	(284)	17	(285)
B	Plastic bottles	1	(286)	16	(287)
C	Cans	1	(288)	16	(289)
D	Garden waste	2	(290)	3	(291)
E	Glass	4	(292)	12	(293)
F	Cardboard	2	(294)	5	(295)
G	Wood	2	(296)	1	(297)
H	Scrap metal	1	(298)	1	(299)
I	Textiles	1	(300)	2	(301)
J	Rubble	1	(302)	1	(303)
K	No	90	(304)	70	(305)

GO TO TQ48

SECTION 7: CUSTOMER CARE

INTERVIEWER TO READ OUT:

The Council is considering options for making services more accessible for Glasgow residents and visitors to the city. We are interested in your thoughts on the introduction of a **single, city centre based reception centre or a small number of offices based across the city** where residents can request or discuss council services.

TQ48 **SHOWCARD U.** How likely or unlikely are you to use a central reception area where you could undertake a variety of transactions with the council if it were located...
SINGLE CODE.

ROUTE

	Very likely	Fairly likely	Fairly unlikely	Very unlikely	Don't know	
	%	%	%	%	%	
a. In the city centre?	8	26	16	29	21	306)
b. In one of a small number of offices across Glasgow?	16	34	14	17	19	307)

ASK TQ49 IF ANSWERED CODE 3 OR 4 TO EITHER TQ48A OR TQ48B. OTHERWISE GO TO TQ50

TQ49 **SHOWCARD V.** Why are you unlikely to use?
MULTICODE.

		A City Centre based reception area	Offices based throughout Glasgow
		%	%
A	Prefer to communicate with the council by telephone	68 308)	66 309)
B	Prefer to communicate with the council by email	6 310)	8 311)
C	Prefer to communicate with the council by post	3 312)	3 313)
D	Prefer to communicate with the council via its website	5 314)	8 315)
E	Limited personal mobility	6 316)	5 317)
F	Cost	9 318)	5 319)
	Don't know	4 320)	5 321)
	Other (please specify) – City Centre	8 322) 323)	
	Other (please specify) – Office		5 324) 325)

GO TO TQ51

Q50 What, if any types of transactions would you like to be able to undertake in a central reception area? **MULTICODE. DO NOT PROMPT**

ROUTE

	%	
Pay parking penalty notice charges	7	326)
Service enquiry	16	327)
Pay Council Tax	11	328)
Make a complaint	27	329)
Business Rates	1	330)
Planning application / enquiry	1	331)
Report potholes	12	332)
Request grass cutting service	2	333)
Report vandalism / graffiti	15	334)
Contact councillor	10	335)
Request bulk uplift	12	336)
Report street lighting faults	7	337)
Pay rent	2	338)
None	10	339)
Don't know	36	340)
Other (please specify)	2	
	341)	342)

GO TO TQ51

TQ51 **SHOWCARD W.** How strongly would you support the introduction of a single telephone number you could use to make any type of payment to the council?
SINGLE CODE.

ROUTE

	%	
Strongly support	28	343)
Support	40	
Neither / nor	18	
Would not support	4	
Strongly oppose	1	
Don't know	10	

GO TO TQ52

SECTION 8: LEISURE

TQ52 Are you the parent / carer / guardian of a child aged..
PLEASE TICK ALL THAT APPLY. MULTICODE.

ROUTE

	%	
pre-5 years	10	344)
5-12 years	12	345)
13-18 years	6	346)
No, none of the above	77	347)

GO TO TQ53

GO TO TQ57

TQ53 **SHOWCARD X.** Which, if any of the following family oriented services provided by Culture and Sport Glasgow are you aware of?
PLEASE TICK ALL THAT APPLY. MULTICODE

ROUTE

TQ54 Of these, which services have your family used in the last 12 months?
ONLY SHOW THOSE SELECTED AT TQ53.
PLEASE TICK ALL THAT APPLY. MULTICODE

		AWARE OF	USED IN LAST 12 MONTHS
		%	%
A	Bounce and Rhyme (Libraries)	8 348)	9 349)
B	Toddlers tales (Libraries)	7 350)	9 351)
C	Parenting Programmes (Libraries)	5 352)	5 353)
D	Get Glasgow Reading (Libraries)	9 354)	12 355)
E	After schools clubs (Libraries)	15 356)	13 357)
F	Learning Post Homework Club (Libraries)	5 358)	4 359)
G	Storytelling sessions (Libraries)	8 360)	8 361)
H	Zest	4 362)	3 363)
I	Play sessions (indoor)	8 364)	7 365)
J	Play sessions (outdoor)	8 366)	6 367)
K	Museums Family Activities	10 368)	11 369)
L	Jumping Jacks Pre-school Gymnastics	7 370)	4 371)
M	Football Mini-Kickers	5 372)	5 373)
	None of the above	68 374)	49 375)

GO TO TQ55

GO TO TQ57

TQ55 What benefit(s), if any have you gained from these services?
DO NOT READ OUT. SPONTANEOUS. PLEASE TICK ALL THAT APPLY.

ROUTE

	%
Made friends with other parents / developed social networks	43 376)
Spent more quality time with my child(ren)	45 377)
Gained confidence in supporting my child(ren)'s development	32 378)
Greater awareness of leisure facilities and services available	18 379)
None	8 380)
Other (please specify)	- 381) 382)

GO TO TQ56

TQ56 What benefit(s), if any have your child(ren) gained from these services?
SPONTANEOUS. PLEASE TICK ALL THAT APPLY.

ROUTE

	%
Made new friends / developed social networks	56 383)
Become more active	39 384)
Developed new hobby / interest	31 385)
None	5 386)
Other (please specify)	- 387) 388)

GO TO TQ57

TQ57 **SHOWCARD Y.** Are you/your family aware that the following services are available free of charge? **MULTICODE**

ROUTE

		%	
A	Glasgow Museums	66	389)
B	Swimming for under 18s/over 60s	38	390)
C	Borrowing books in Libraries	57	391)
D	Internet access within Libraries	31	392)
E	Pitch and Putt (summer only)	19	393)
F	Outdoor Tennis (summer only)	13	394)
	No, none of these	23	395)

GO TO TQ58

TQ58 If the Council wants to tell you about Council services how would you like to be informed?

DO NOT READ OUT. SPONTANEOUS. SINGLE CODE

ROUTE

	(396)	%
Word of mouth		20
Print media/newspaper		42
Radio		1
Local library		3
Internet/website		6
E-mail newsletter/bulletin		13
The Grid/Wee Grid (Glasgow Young Scot / Kidz card magazines)		4
Referral from other agencies		-
Through schools		1
Podcasts		-
Dedicated information source for family-related activities		*
Other (please state)		9

TQ59 Do you currently use the Internet for personal purposes?

SINGLE CODE. DO NOT READ OUT

ROUTE

	%	397)
Yes	42	
No	58	

GO TO TQ60

GO TO TQ61

TQ60 **SHOWCARD Z.** Where do you access it?

MULTICODE.

ROUTE

		%	
A	At work	17	398)
B	At school/college/university	10	399)
C	At home	94	400)
D	In a internet café/other commercial location	1	401)
E	Council library	4	402)
F	Friends house	2	403)
G	Mobile broadband	1	404)
	Other	*	405)

GO TO TQ62

TQ61 Why not? **DO NOT PROMPT. MULTICODE**

ROUTE

	%
No interest	60 (406)
Cost	20 (407)
Don't know enough about it	11 (408)
Lack of knowledge / too embarrassed to ask	3 (409)
Too complicated / confusing	10 (410)
Prefer to visit shops and offices in person	1 (411)
Prefer to use telephone	3 (412)
No access to a computer	25 (413)
Other (please state)	*
	(414) (415)

GO TO TQ62

TQ62 Have you ever visited Glasgow City Council's Web site? **SINGLE CODE. DO NOT READ OUT**

ROUTE

	%
Yes	18 (416)
No	82

GO TO TQ63

GO TO TQ64

TQ63 **SHOWCARD AA. Why was this... MULTICODE.**

ROUTE

	%
A Paying your Council Tax bill	10 (417)
B Booking a bulk uplift of heavy items for disposal	17 (418)
C Searching for a library book	5 (419)
D Trying to find out who your local Councillor is	3 (420)
E Getting in touch with the Council	44 (421)
F Planning permissions	- (422)
G Apply for disabled stickers	1 (423)
H Parking penalty charge notices	2 (424)
I Invoice payments	1 (425)
J Job vacancies	7 (426)
K Information on land and property	2 (427)
L Report a road or lighting fault	4 (428)
M Information regarding births / deaths / marriages	1 (429)
Other (please state)	5
	(430) (431)

GO TO TQ65

TQ64 **SHOWCARD AB.** Have you ever tried any of the following online services:
MULTICODE.

		%	
A	Paying your Council Tax bill	*	432)
B	Booking a bulk uplift of heavy items for disposal	*	433)
C	Searching for a library book	*	434)
D	Trying to find out who your local Councillor is	1	435)
E	Getting in touch with the Council	2	436)
F	Planning permissions	-	437)
G	Apply for disabled stickers	*	438)
H	Parking penalty charge notices	*	439)
I	Invoice payments	-	440)
J	Job vacancies	2	441)
K	Information on land and property	*	442)
L	Report a road or lighting fault	1	443)
M	Information regarding births / deaths / marriages	*	444)
N	No, don't use internet	93	445)
	Other (please state)	*	
		446)	447)

ROUTE

GO TO TQ65

TQ65 Record respondent details?
Name:

448) 449)

ROUTE

GO TO TQ66

You must enter the full name with whom the survey was completed.

TQ66 Record respondent details?
Address

450) 451)

ROUTE

GO TO TQ68

452) 453)

454) 455)

456) 457)

You must enter the full address

TQ68 Postcode

ROUTE

e.g. :

458) 459) 460) 461) 462) 463) 464)

TQ69 Telephone number (include area code)

ROUTE

465) 466)

GO TO TQ70

TQ70 Because your views are important, **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 **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?

ROUTE

467)

Yes

No

TQ71 Record Interviewer Name
 Name:

ROUTE

468)

469)

GO TO TQ72

TQ72 Record Interviewer ID Number
 Name:

ROUTE

470)

471)

THANK RESPONDENT & CLOSE