



Ipsos MORI
Social Research Institute

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Glasgow Household Survey 2017

Summary report for North West Sector

Community Partnership Area

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1. Introduction

Since 1999, Glasgow City Council has measured residents' views of local services and other aspects of life in the city via the Glasgow Household Survey (GHS). This report contains a selection of findings from the 2017 wave of the survey, for the North West Sector Community Partnership Area.

Methodology

Ipsos MORI interviewed a representative quota sample of 1,023 Glasgow residents (aged 16 and over). The sample was proportionately stratified by the three Sector Community Partnership Areas (SCPAs) in the city – namely, North West, North East and South. Interviews were carried out with 365 residents in the North West. Differences between the three areas are commented upon only where these are statistically significant i.e. where we can be 95% certain that they have not occurred by chance.

Fieldwork for the survey was carried out between 12th April and 8th July 2017. 'Booster' interviews were conducted with an additional 215 of the city's BEM (Black and Ethnic Minority) residents to allow sub-group analysis by ethnicity. All interviews were conducted face-to-face in respondents' homes using Computer Assisted Personal Interviewing (CAPI).

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

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

Presentation and interpretation of the data

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

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

2. Key findings

Satisfaction with council services

Three quarters (76%) of respondents in the North West were satisfied with the services provided by the Council Family Group, higher than in the North East and South (both 69%) (Table 1).

Table 1 – Satisfaction with services provided by the Council Family Group

	All	North East	North West	South
	%	%	%	%
Very satisfied	15	13	18	13
Fairly satisfied	57	56	59	56
Neither satisfied nor dissatisfied	14	16	11	15
Fairly dissatisfied	9	8	8	11
Very dissatisfied	4	5	4	2
Don't know/no opinion	1	1	1	1
Satisfied	72	69	76	69
Dissatisfied	14	14	12	15
<i>Base:</i>	<i>1,045</i>	<i>286</i>	<i>365</i>	<i>393</i>

Levels of satisfaction with individual services in the North West varied, but the results were mainly positive (Table 2). Museums and galleries were very highly regarded (97% were satisfied) as were libraries (94%), parks (93%) sports and leisure centres (90%), recycling centres (90%), Home Care services (84%), local community centres (83%), children's play parks (83%) and nursery, primary and secondary schools (79%, 86% and 77% respectively).

For certain services, results varied between the North West and other areas. Satisfaction with parks and playparks was higher in the North West than in the North East and South (93% compared with 79% and 83% for parks; and 83% compared with 51% and 66% for playparks). Respondents in the North West were also more satisfied with street lighting than those in other areas (81% compared with 77% in the North East and 73% in the South).

On the other hand, satisfaction with recycling collection was lower in the North West than in other areas (66% compared with 83% in the North East and 73% in the South).

Table 2 – Satisfaction with individual services

	All	North East	North West	South
	% Satisfied			
Museums and galleries	96	93	97	97
Libraries	93	92	94	92
Sports and leisure centres	88	84	90	88
Recycling centres	88	84	90	89
Nursery schools	86	97	79	85
Parks	86	79	93	83
Primary schools	84	86	86	81
Secondary schools	82	83	77	85
Refuse collection	78	85	75	76
Local community centres	78	88	83	68
Street lighting	77	77	81	73
Home Care services	76	72	84	67
Recycling collection	73	83	66	73
Children's play parks	67	51	83	66
Social work services	64	73	66	53
Street cleaning	57	64	59	50
Pavement maintenance	50	51	51	49
Road maintenance	31	33	33	28
<i>Base:</i>	<i>1,045</i>	<i>286</i>	<i>365</i>	<i>393</i>

Satisfaction with aspects of road maintenance

Respondents were asked how satisfied or dissatisfied they were with specific aspects of road maintenance – on both main and side roads in their area. Beginning with main roads, respondents in the North West were more likely than average to be satisfied with the general condition of road surfaces (43% compared with 38% overall) (Table 3).

Table 3 – Satisfaction with aspects of road maintenance on main roads by area

	Scotland ¹	Glasgow – all areas	Glasgow – North East	Glasgow – North West	Glasgow – South
	% Satisfied				
The general condition of road surfaces	40	38	37	43	34
The quality of repairs	25	26	26	28	21
The speed with which defects are repaired	39	36	36	38	31
<i>Base</i>	<i>2,011</i>	<i>1,045</i>	<i>286</i>	<i>365</i>	<i>393</i>

¹ Figures from Trunk Road Users Survey 2016.

There was further variation in relation to side roads, between the North West and the South. Respondents in the North West were more likely than those in the South of the city to be satisfied with the general condition of road surfaces (41% compared with 33%), the quality of repairs (36% compared with 27%), and the speed with which defects were repaired (31% compared with 20%) (Table 4).

Table 4 – Satisfaction with aspects of road maintenance on side roads by area

	All areas	North East	North West	South
	% Satisfied			
The general condition of road surfaces	38	39	41	33
The quality of repairs	33	36	36	27
The speed with which defects are repaired	29	33	31	20
<i>Base</i>	<i>1,045</i>	<i>286</i>	<i>365</i>	<i>393</i>

Recycling and household waste

Turning to recycling and household waste, just over half of respondents in the North West (55%) were aware of which days of the week their bins were emptied, lower than in the North East (81%) and the South (77%).

Use of different recycling facilities provided in the North West of the city varied, but a majority of those with access to blue, brown and purple bins used these at least most of the time (76%, 80% and 73%). In relation to blue bins specifically, respondents in the North West were less likely than those in the North East and South to use these at least most of the time (76% compared with 85% and 84% respectively).

In relation to recycling points or bins in public places, those in the North West were *more* likely than those in the North East or South to use these (55% compared to 45% and 31% respectively).

Table 5 – Use of recycling facilities by area

	All areas	North East	North West	South
	% Using them at least most of the time			
Blue bin for mixed dry recyclables	81	85	76	84
Brown bin for garden and food waste	84	87	80	85
Purple bin for glass bottles and jars	73	82	73	65
Grey bin for food waste	53	62	52	51
Recycling points or bins in public places	44	45	55	31
Recycling centres	36	35	38	34
<i>Base</i>	<i>1,045</i>	<i>286</i>	<i>365</i>	<i>393</i>

Spending priorities for key service areas

In light of resident feedback collected in 2016, the council has allocated additional spending to a number of key service areas; namely: community facilities; play parks, play areas and other open spaces; local area cleanliness; and pavements and pathways. The 2017 GHS provided an opportunity to gather feedback on how this additional funding might best be spent, through asking respondents what changes they would most like to see made to each of the four services areas.

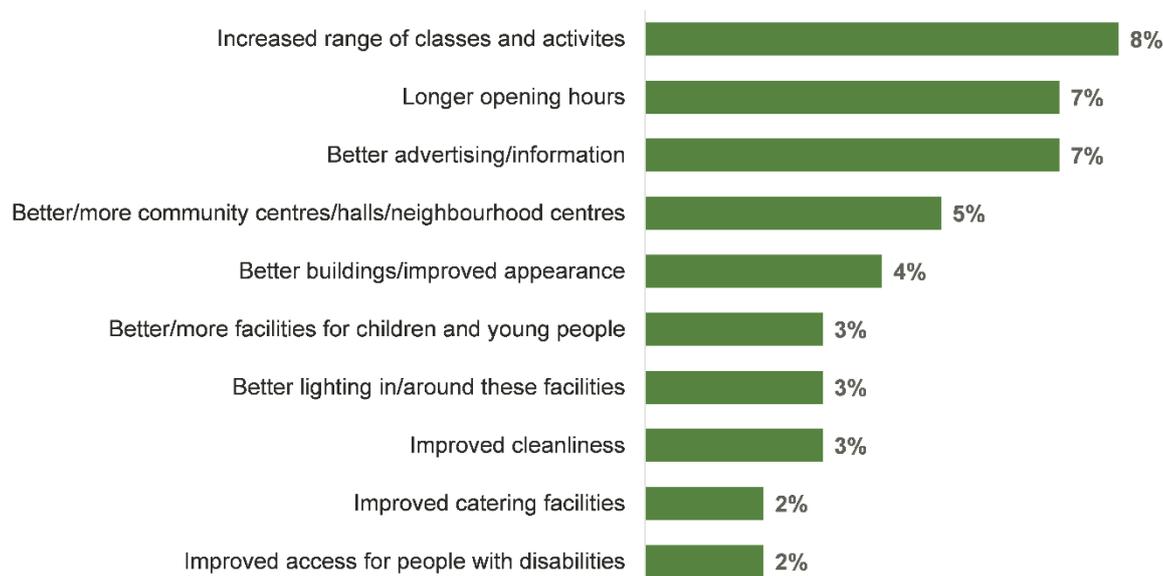
Community facilities

Most respondents in the North West said either that they did not know enough about existing community facilities to suggest improvements to these (29%) or that they did not think any changes were required (32%). Indeed, those in the North West were more likely than average to say that they did not think changes were required (32% compared with 25% overall).

Among remaining respondents, commonly suggested improvements were in line with those for Glasgow as a whole, namely: an increase in the range of classes and activities on offer (8%); longer opening hours (7%); better advertising or awareness raising of facilities and activities (7%) and better or more community facilities generally (5%). No other single improvement was mentioned by more than 5% (Figure 1).

Figure 1 – Priorities for spending on community facilities in the North West – top ten responses

Q. What two or three changes, if any, would most improve community facilities such as community centres, community halls or neighbourhood centres in your local area?



Base: All respondents in the North West (365)

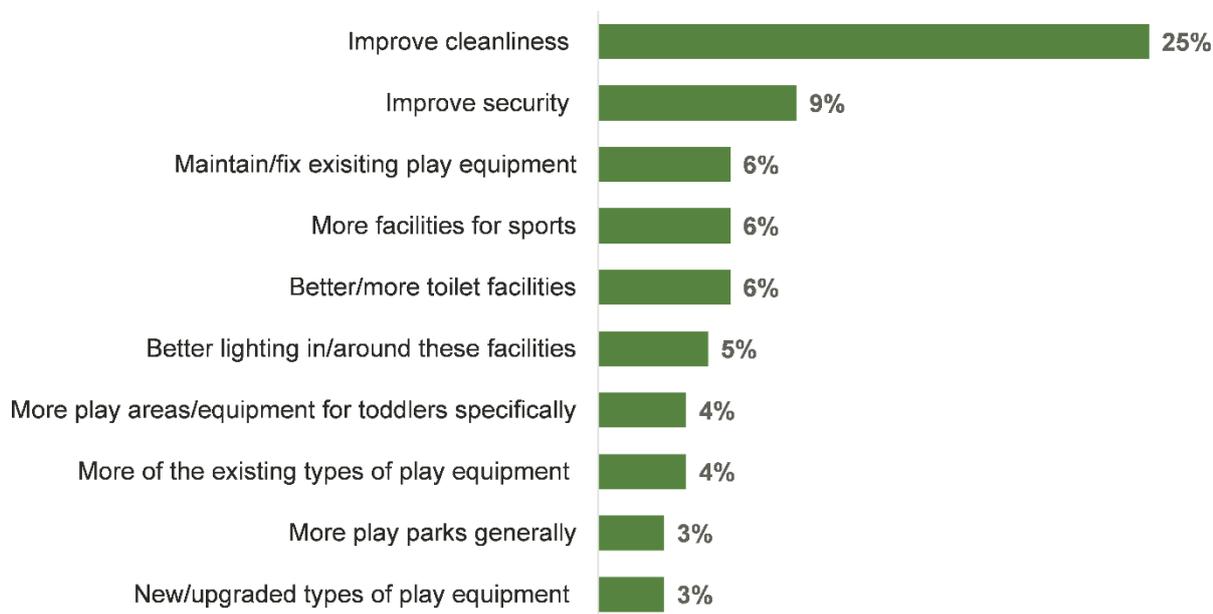
Play parks, play areas and other open spaces

In terms of play parks, play areas and other open spaces, respondents in the North West were more likely than those in other areas to say that they did not think changes were required (36% compared with 17% in the North East and 22% in the South).

Among those who did make suggestions, the most common were improved cleanliness (25%), following by improved security through such measures as fencing, entry gates and wardens (9%) (Figure 2).

Figure 2 – Priorities for spending on play parks, play areas and other open spaces in the North West – top ten responses

Q. What two or three changes, if any, would most improve play parks, play areas and other open spaces in your local area?



Base: All respondents in the North West (365)

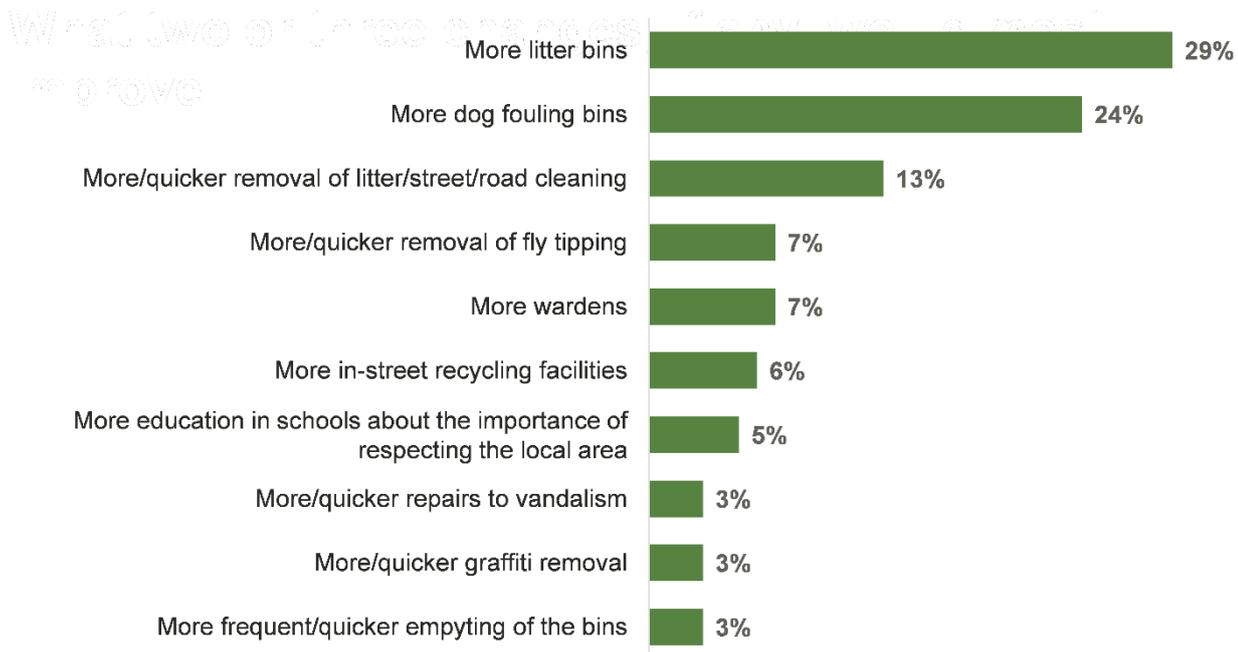
The look and cleanliness of local areas

Participants in the North West were more likely than those in other areas to say that no improvements were needed to the look and cleanliness of their local areas (29% compared with 24% in the North East and 20% in the South).

Among those who did make suggestions, the most common were increased provision of litter bins (29%) and dog fouling bins (24%) (Figure 3).

Figure 3 – Priorities for spending on the look and cleanliness of local areas in the North West – top ten responses

Q. What, if anything, would most improve the look and cleanliness of your local area?



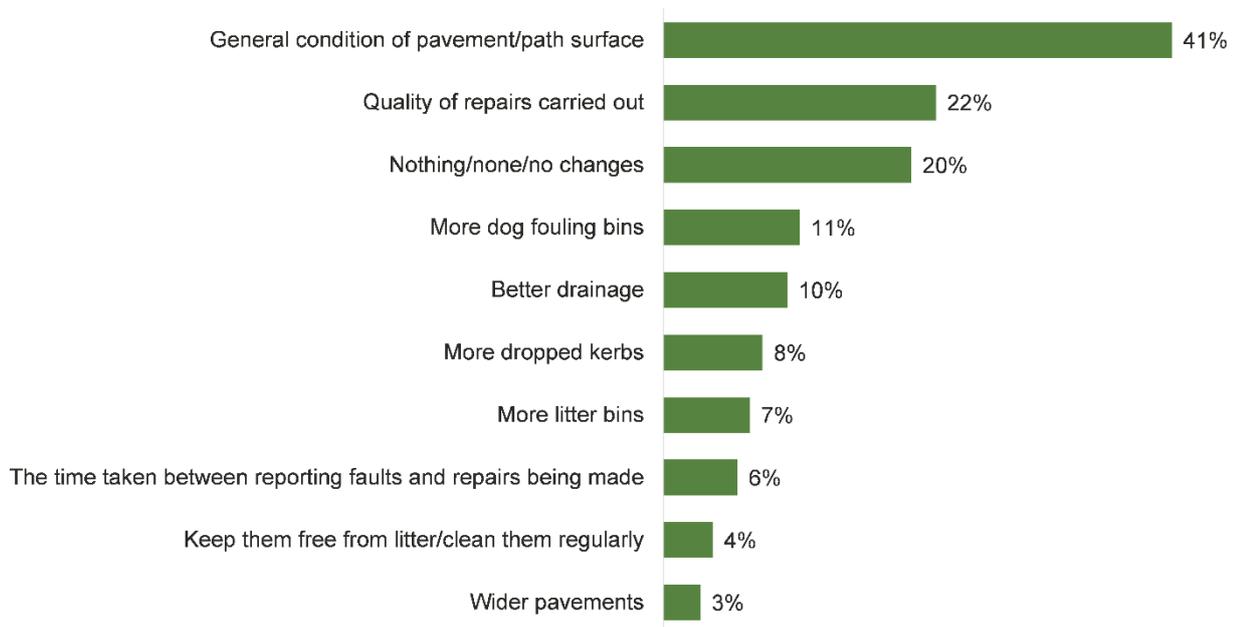
Base: All respondents in the North West (365)

Pavements and pathways

In relation to pavements and pathways, 41% suggested improvements in the general condition and maintenance of these facilities, and 22% suggested improvements to the quality of repairs or the materials used in repairs. In terms of other types of suggestions, participants cited a need for more dog fouling bins (11%), better drainage (10%) and more dropped kerbs (8%) (Figure 4). Results were in keeping with those for Glasgow as a whole.

Figure 4 – Priorities for spending on pavements and pathways in the North West – top ten responses

Q. What 2 or 3 changes, if any, would most improve pavements and pathways in your local area?



Base: All respondents in the North West (365)

Cycling

In the North West, 20% of respondents said that they owned or had access to a bicycle.

All respondents were asked what would encourage them to cycle more or take up cycling. Half (51%) said they were not interested in cycling any more that they currently did. Among those amenable to cycling more, the measures they said would encourage them to do so related to road and traffic conditions, including: better on- or off-road cycle lanes (16% and 11%, respectively), less or slower traffic (5%) and better road surfaces (6%).

Respondents in the North West were less likely than those elsewhere in the North East to perceive a need for more considerate drivers (3%, compared to 10% in the North East).

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