Item 1

2nd October 2024

**Glasgow City Council**

**Operational Performance and Delivery Scrutiny Committee**

**Report by Chief Executive**

**Contact: Michelle Booth Ext: 74522**

# 2024 Glasgow Household Survey: Summary of Findings

**Purpose of Report:**

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

Ipsos will present the main findings from the 2024 survey to this committee. This report summarises the full report.

The Full Survey report is available at: Glasgow Household Survey 2024

**Recommendations:**

The Operational Performance and Delivery Scrutiny Committee is asked to:

i) consider this report;
ii) note that the findings will inform Council policy and practice; and
iii) note that the key findings for the next Household Survey will be reported to this committee in September 2025.

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

## 1.0 Background

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

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

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

Non-universal services include:

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

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

- Council reputation and communication
- Glasgow 850
- Tourism and visitors
- Physical Activity
- Glasgow's Housing Emergency
- Homelessness
- Tackling poverty
- Child Poverty

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

1.5 The survey was largely carried out using face-to-face interviewing, using Computer Assisted Personal Interviewing (CAPI). However, in response to COVID-19, respondents had the opportunity to choose the method of interview that suited them best (either face-to-face in their home, face-to-face on their doorstep, or using a video or telephone interview). All aspects of the study were carried out to the international quality standard for market research, ISO 20252.

1.6 In addition to this committee, the results of each survey are presented to the Corporate Management Team and the full report is given to all Services and ALEOs. Findings from the survey are also included in the Council's Annual Performance report which is the subject of a separate report to a future committee, with Services reporting the findings for their individual services in their Business Plans. A copy of the full report is also placed on the Council's website: Glasgow Household Survey 2024

1.7 This report summarises the full report produced by Ipsos on the main findings from the 2024 survey. Additional trend data has been included where available.

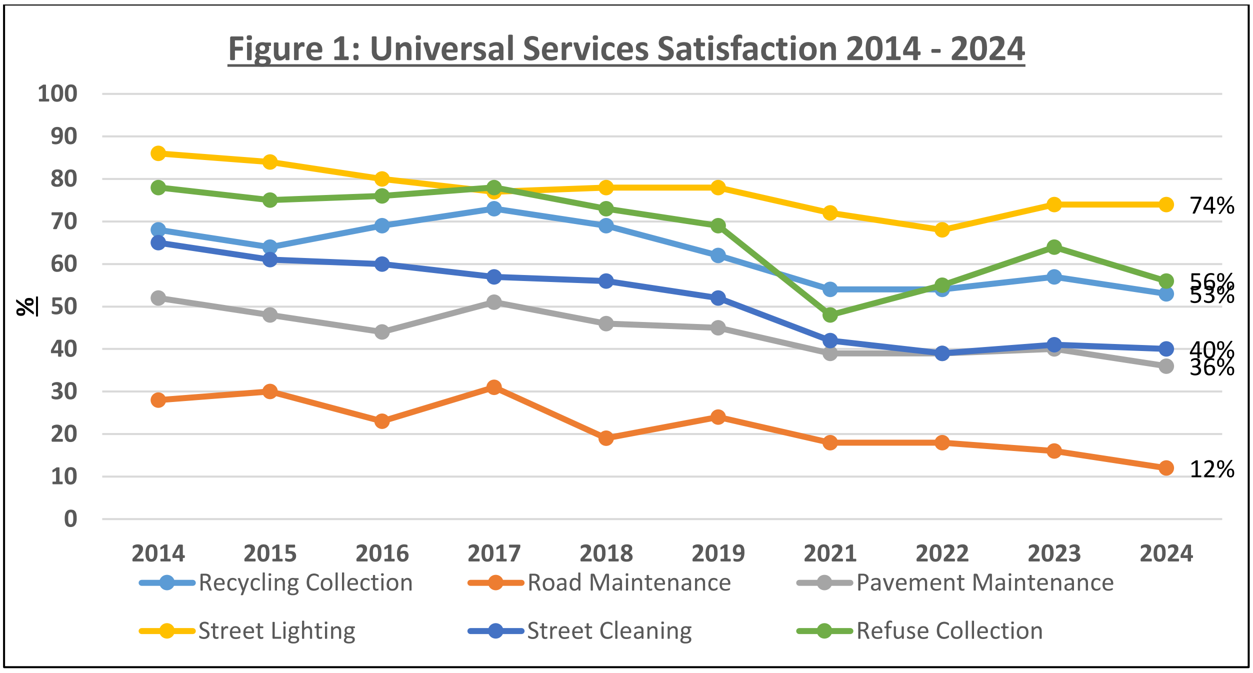
## 2.0 Household Survey Results: Service Use and Satisfaction

2.1 As with previous waves, the 2024 survey asked about the services provided by Glasgow City Council and its arm's length organisations over the last 12 months. Overall satisfaction with the services provided by the council and its arms' length organisations decreased this year: 40% were satisfied (compared with 48% in 2023), while 37% were dissatisfied (compared to 32%), and 21% were neutral in their opinion (compared to 17%).

2.2 Respondents that were dissatisfied with the services provided were asked, unprompted, their main reasons for feeling this way. The most common answers related to perceived issues with:

- poor general maintenance and cleanliness (33%)
- road maintenance (29%)
- waste / refuse collection / recycling (23%)
- reduction in council services (15%)
- charging for services / lack of affordable services (11%)
- lack of / poor maintenance of parks and green spaces (10%)
- council tax too high / poor value for money (10%)

2.3 In terms of universal services, satisfaction with street lighting (74%), recycling collection (53%), street cleaning (40%) and pavement maintenance (36%) were broadly in line with the previous wave. However, satisfaction with refuse collection (56%) and road maintenance (12%) both decreased (by eight and four percentage points respectively) (Figure 1).

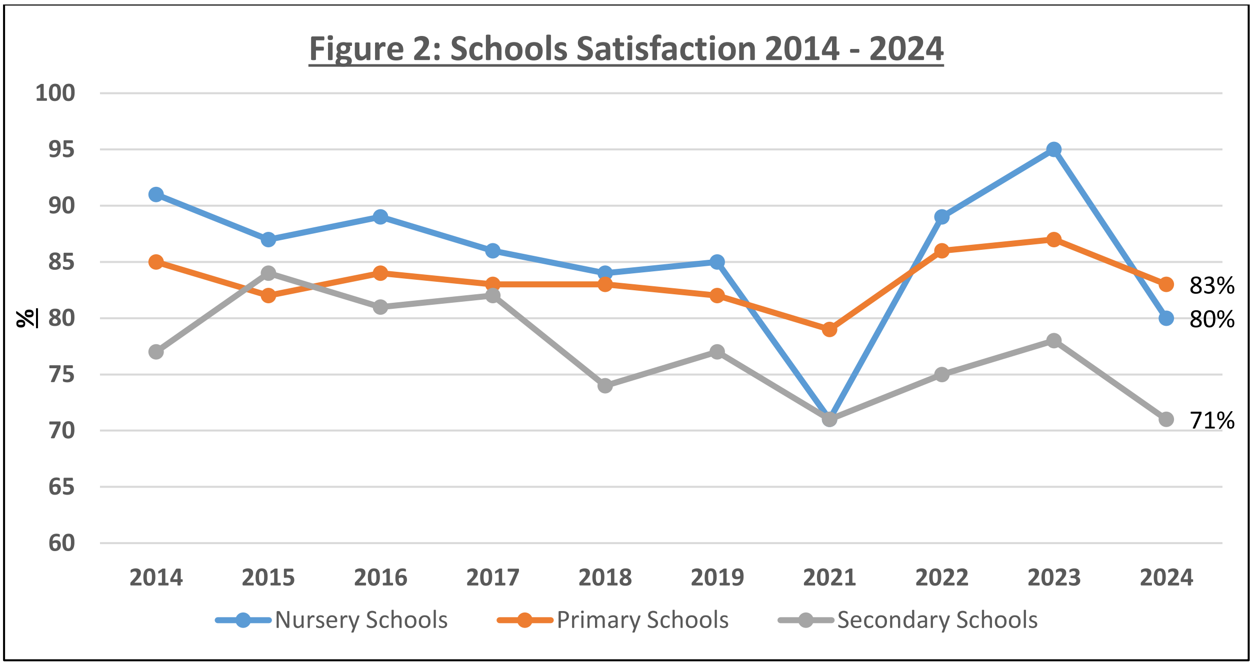



2.4 Self-reported usage of some non-universal services provided by Glasgow City Council and its arm's length organisations changed compared to the previous wave of the survey in 2023. There was an increase in the use of parks (by 6 percentage points), museums and galleries (6 percentage points), community centres (5 percentage points) and libraries (4 percentage points). Use of other services was broadly in line with previous years.

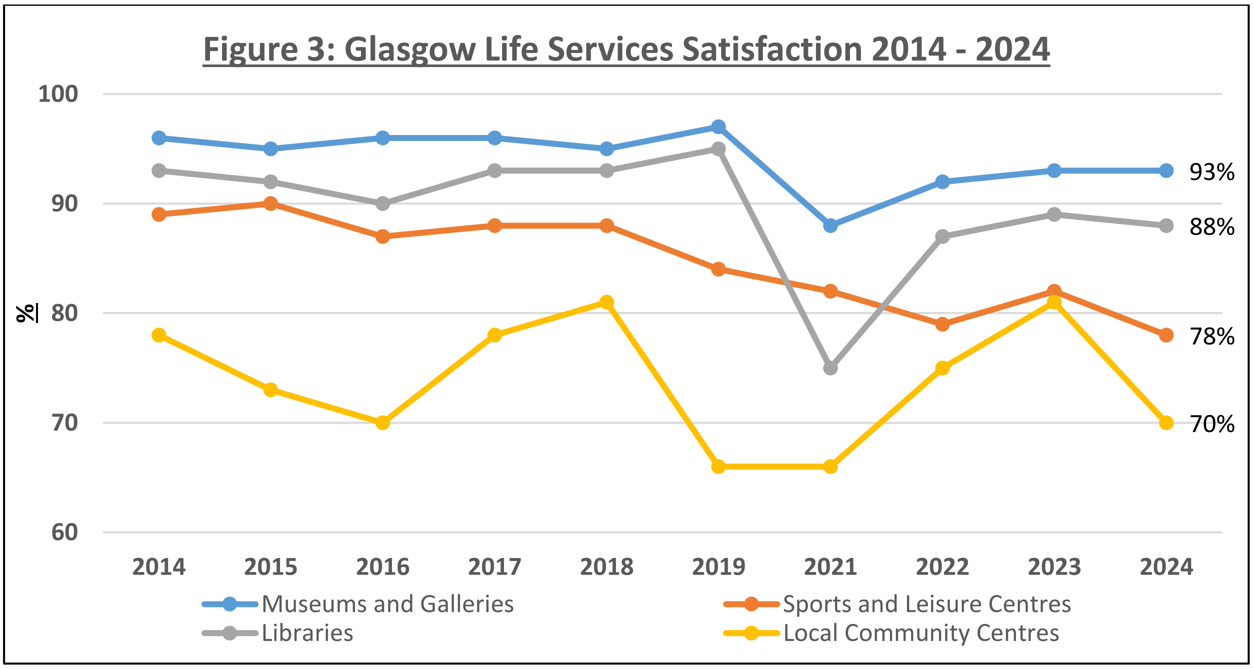
The services most used by households in the last 12 months were:

- parks (75%)
- museums and galleries (53%)
- libraries (40%)
- sports and leisure centres (40%)
- recycling centres (38%)
- children's play parks (21%)

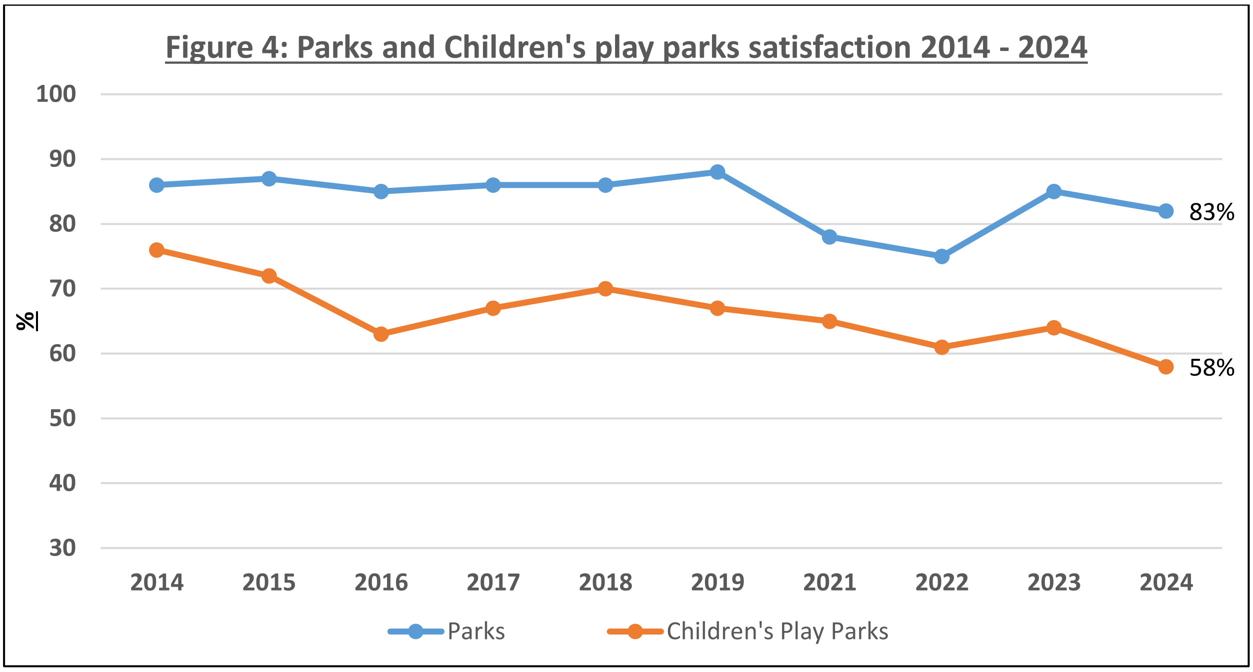
2.5 A majority of users were satisfied with nursery (81%), primary (83%) and secondary (71%) schools. Satisfaction with nurseries and secondary schools had decreased since the previous wave (by 14 and 7 percentage points respectively) (Figure 2).




2.6 The vast majority of users were satisfied with culture and leisure services: 93% with museums and galleries, 89% with libraries and 78% with sports and leisure centres. While satisfaction with museums and galleries and libraries had not changed since the previous wave, satisfaction with sports and leisure centres had dropped slightly (by four percentage points). Overall, 70% of users were satisfied with local community centres, down from 81% in 2023. However, this figure should be treated as indicative due to the small base size (Figure 3).




2.7 Satisfaction with parks remained high (at 82%, compared with 85% in 2023). While around six in ten (58%) were satisfied with children's play parks, compared to 64% in 2023 (Figure 4).




2.8 As in previous waves, small base sizes preclude robust analysis of trends in satisfaction with social work and home care services. However, 70% of users were satisfied with home care services (down from 84% in 2023), and 61% were satisfied with social work services, down from 65% in the previous wave.

## 3.0 Council Reputation and Communications

3.1 Three quarters (75%) of respondents agreed that the council had an important impact on the quality of local life in Glasgow, while 9% disagreed. The proportion agreeing was higher than in 2023 (by five percentage points). Around three in ten (28%) agreed that the council was addressing the key issues affecting the quality of life in their local area, while 42% disagreed, in line with the previous wave.

3.2 In terms of local service standards, 34% agreed that the council designed services around the needs of people who used them, 32% that it did the best it could with the money available, 31% that it provided high quality services. A further 29% agreed that the council gave residents good value for money. The proportion agreeing with each of these statements was broadly in line with the figures from 2023.

3.3 Views about the council's information provision and engagement with citizens remained mix. Just over a third (35%) said they trusted the council and a similar proportion (34%) said the council was good at letting residents know about its services. A quarter (24%) felt the council was good at letting people know how well it performed. This was similar to the findings in 2023.

3.4 For those respondents who stated that **they trust** Glasgow City Council, the main reasons cited for feeling this way were:

- council provided good services and facilities (19%)
- general positive experience when dealing with the council (18%)
- have no reason not to trust the council (9%)
- good communication / keep us updated (8%)
- council did its best with limited resources (7%)

3.5 For those respondents who stated that **they do not trust** Glasgow City Council, the main reasons cited for feeling this way were:

- lack of investment / poorly managed funds (21%)
- poor communication (15%)
- council was unreliable (12%)
- lack of services / cuts to services (9%)
- poor general maintenance / upkeep (9%)
- do not consider the general public (9%)

3.6 More than half (56%) of respondents said the council was too remote and impersonal (up from 51% in 2023) and 46% said it rarely considered residents' views when making decisions that affected them (up from 41%). Almost half (48%) said they would like to get more involved in decisions affecting their own area (up from 45% in 2023).

## 4.0 Glasgow 850

4.1 One in ten (9%) respondents were aware that Glasgow was planning to celebrate its 850th anniversary in 2025 with a year-long programme of events called "Glasgow 850". However, most respondents (90%) were unaware of this.

4.2 Respondents were generally positive about the anticipated impact of the Glasgow 850 celebratory year on the city. Almost two thirds (63%) thought that there would be a positive effect on Glasgow generally, while 2% expected a negative effect, and 10% felt it would have no effect at all.

4.3 Respondents were less certain about the impacts on their local area and on themselves and their families: 45% expected a positive effect on their local area (while 24% anticipated no effect at all) and 40% expected a positive effect on themselves and their families (32% said no effect at all).

4.4 The proposed Glasgow 850 programme will include events and activities across a range of different themes. When presented with a list of eight potential themes for the programme respondents said that they would be most interested in Food and Drink (47%) and Architecture, Heritage and Culture (45%), followed by Sport (34%), Young People (32%) and Science and Innovation (29%). Around one in ten (9%) thought that none of the suggested themes were of interest.

4.5 Almost two thirds (61%) of respondents said that the Glasgow 850 celebration was important to them, while a third (32%) did not consider it to be important.

## 5.0 Tourism and visitors

5.1 When presented with a selection of statements about tourism and visitors coming to the city, respondents were generally positive. The majority agreed that Glasgow was a welcoming place for visitors (90%) and a great place to visit (83%).

5.2 The majority of respondents also agreed that tourism improved the local economy (92%), that they like to see visitors in Glasgow (87%) and that they would like to see more visitors coming to the city (90%).

5.3 Respondents felt the most important aspects of Glasgow that should be promoted to visitors were as follows:

- Museums and Art Galleries (71%)
- Parks and open spaces (56%)
- History and heritage (56%)
- Friendliness of people (51%)
- Live music / music venues (50%)
- Restaurants / food and drink scene (49%)
- Architecture and design (45%)
- Tours of Glasgow / Scotland day trips (41%)

## 6.0 Physical activity

6.1 Almost three quarters (72%) of respondents said they were either fairly or very physically active[1] (Table 1).

| **Table 1: Thinking about your life in general, would you say that you are…** | |
|---|---|
| Very physically active | 22% |
| Fairly physically active | 50% |
| Not very physically active | 19% |
| Not at all physically active | 8% |
| Prefer not to say | 1% |

6.2 Almost half (46%) of all respondents said they had been physically active for a total of 30 minutes or more on at least five days over the course of the past week – with one in three (31%) saying they had been this active every day of the week. Meanwhile, 14% had not been physically active for 30 minutes or more at all in the past week.

[1] Physical activity was defined as walking, cycling or other exercise; and any gardening, DIY or housework which was enough to raise the breathing rate. Respondents could also include physical activity that was part of their job.

6.3 The main reasons listed as to why respondents were physically active, included:

- To keep fit (not just to lose weight) (55%)
- Just enjoy it (42%)
- For health reasons / to improve health (31%)
- Part of my everyday / regular tasks (30%)
- To destress, relax and unwind (29%)
- To socialise (23%)
- To walk the dog (14%)
- Part of my paid employment (13%)
- To feel closer to nature (13%)
- To lose weight (13%)

6.4 The main reasons listed as to why respondents were not physically active, included:

- Health isn't good enough (56%)
- It's difficult to find the time (15%)
- Not really interested (12%)
- Family commitments (8%)

## 7.0 Housing Emergency

7.1 In terms of the ability to afford repairs and maintenance to their homes, two thirds of respondents (66%) said they could afford to pay for simple repairs and maintenance, while 35% could afford to pay for major repairs.

7.2 When describing their own skills and abilities, 40% said they could carry out simple repairs and maintenance themselves, compared with 8% for major repairs.

7.3 Among renters, 78% would be able to have simple repairs arranged and paid for by their landlord or housing association, rising to 89% for major repairs.

7.4 The majority of respondents indicated they had access to a number of amenities and services in their local neighbourhoods, namely: food shopping (94%), a chemist (82%), GP/health centre (81%), café/restaurant/pub (80%), open space (76%), dentist (71%), primary school (70%), other (non-food) shopping (67%), library (67%) and play park (66%).

7.5 Amenities that were least accessible in the local neighbourhood were the respondents' place of work (28%), skills and employment training (28%) and sports/exercise facilities (44% for outdoor, 47% for indoor).

7.6 When asked about moving home, around a quarter of respondents said they intended to move home in the next five years (27%). Among those who intend to move, the most common reason was to move to different sized home (27%), followed by to move out of Glasgow (20%), or to move to a different area within

Glasgow (19%). While 8% of people cited affordability as their reason for intending to move.

7.7 Respondents' top priorities for housing in their local area were broadly similar to their priorities for housing in Glasgow as a whole: increasing the number of affordable homes (59% for local area, 62% for Glasgow), prevention of homelessness (39% and 50%) and improving the condition and maintenance of existing homes (43% and 40%) (Table 2).

| Table 2: What do you consider to be the top two priorities for housing in… | | |
|---|---|---|
| | Your local area | Glasgow |
| Increasing the number of affordable homes | 59% | 62% |
| Prevention of homelessness | 39% | 50% |
| Improving the overall condition and maintenance of existing homes | 43% | 40% |
| Increased housing options and choice | 22% | 22% |
| Improving the heating and energy efficiency of existing homes | 26% | 22% |
| Adapting homes to support people with disabilities or particular needs | 19% | 17% |
| Improving public spaces and amenities | 16% | 13% |

7.8 Fewer than half (46%) of respondents were aware that Glasgow City Council had declared a housing emergency.

7.9 To deal with the housing shortage in Glasgow, 69% of respondents believed that empty houses should be brought back into use, while 61% supported turning empty commercial buildings into homes and 59% supported building new homes on vacant sites within communities. Support was markedly lower for building new homes on the city's green belt (18%) or on green spaces within the city (13%).

## 8.0 Homelessness

8.1 In terms of homelessness, 11% of respondents said they personally had been homeless at some point and a further 3% had been seriously worried that they might become homeless. This was similar to findings from research carried out by Ipsos in 2023 for the Royal Foundation, *Understanding Perceptions of Homelessness in the UK,* which found that 9% of respondents had personally experienced homelessness.

8.2 A quarter (26%) of respondents said they knew someone who was, or who had at some point been, homeless.

8.3 The main reasons why people are homeless, cited by respondents were as follows: (The top three reasons given were also the same in Ipsos 2023 UK Research)

- Alcohol or drug problems (58%)
- Poverty (47%)
- Mental or physical health problems (43%)
- Shortage of available housing (26%)
- Unemployment (17%)
- Lack of support for people leaving prison, hospital, the care system or the armed forces (14%)
- Domestic and other types of abuse (13%)
- Lack of / poor quality services to help people in housing difficulty (8%)
- Young people forced to leave family home (8%)
- Marital or relationship problems (8%)

8.4 Respondents were asked to what extent they agreed or disagreed with a list of statements related to homelessness. The majority agreed that “homeless people have a right to a house” (87%) and that “lots of people become homeless through no fault of their own” (78%).

8.5 For the remaining statements, respondents were more likely to disagree than agree. Two thirds (64%) disagreed with the statement “most homeless people could find somewhere to live if they really tried”.

8.6 Around half of respondents disagreed with the statements that “homeless people often bother passers-by on the street” (49%), and “people say they are homeless just to try and get a house from the council or Housing Association” (49%).

## 9.0 Poverty and financial wellbeing

9.1 A majority of respondents (92%) felt there was quite a lot (53%) or a fair amount (39%) of poverty in Glasgow. A similar proportion (90%) said there was quite a lot or a fair amount of poverty when the question was last asked in 2022.

9.2 Just over half (52%) of respondents said their household was living comfortably on its present income, while 35% said they were coping. One in ten (11%) were finding it difficult.

9.3 Since 2022, there has been an increase in those who said they were living comfortably (from 40% to 52%) and a corresponding decrease in those who said they were finding it difficult (from 19% to 11%) (Table 3).

| Table 3: Personal finances 2014-2024 | | | | |
|---|---|---|---|---|
| | **2014** | **2016** | **2022** | **2024** |
| Living very comfortably on present income | 8% | 11% | 7% | 12% |
| Living very comfortably on present income | 31% | 31% | 33% | 40% |
| Coping on present income | 41% | 43% | 40% | 35% |
| Finding it difficult on present income | 13% | 11% | 14% | 8% |
| Finding it very difficult on present income | 5% | 2% | 5% | 2% |
| **Living comfortably** | **39%** | **42%** | **40%** | **52%** |
| **Finding it difficult** | **18%** | **13%** | **19%** | **11%** |

9.4 Among those that were finding it difficult to cope on their present income, most (79%) said they were struggling to pay their bills, while 43% were in arrears with creditors. A third (32%) said they were missing out on meals. Smaller proportions still said they were in arrears with rent or mortgage (19%), working longer than normal hours (18%) or working more than one job (11%).

9.5 For those respondents who were making mortgage or rent payments, half (50%) stated they were paying up to a quarter of their household income on these payments. A further 31% were paying up to a third of their household income, 14% were paying up to half, and 6% were paying more than a half.

9.6 Respondents were shown a number of items in relation to their standard of living, and asked if these were something they currently had or could afford. Most respondents (at least seven in ten) said they had enough money to keep their home warm in winter (79%) and in a decent state of decoration (73%), and that they had some money to spend on themselves each week (70%). Just over two thirds had enough money to save at least £20 on a regular basis (67%) and to repair or replace broken electrical goods (67%) (Table 4).

| Table 4: Indicators of standard of living | | | |
|---|---|---|---|
| | **Yes, I have it** | **Don't have and don't want or need it right now** | **Don't have and can't afford it** |
| Enough money to keep your home warm in winter | 79% | 4% | 11% |
| Enough money to keep home in a decent state of decoration | 73% | 10% | 11% |
| Some money to spend each week on yourself (not on your family) | 70% | 7% | 16% |
| Enough money to save regularly (of at least £20) for rainy days or retirement | 67% | 7% | 19% |
| Enough money to repair or replace broken electrical goods | 67% | 10% | 16% |
| Home contents insurance | 58% | 14% | 15% |
| Enough money to repair or replace worn out furniture | 58% | 15% | 19% |
| A holiday away from home for at least 1 week a year (not staying with relatives in their home | 56% | 13% | 25% |

9.7 Around one in ten (13%) respondents stated they had used financial advice services in the past 12 to 18 months. The most used sources of financial advice for these respondents were those provided by banks and building societies (47%) and family and friends (40%). Just over a quarter had used Citizens Advice Scotland (28%) and Money Advice Services (26%).

9.8 Respondents with children in the household were asked if they had or could afford a number of items or activities in relation to their child(ren)'s standard of living. A majority said their child(ren) had their own winter coat (97%), access to fruit and vegetables every day (93%) and access to outdoor spaces or facilities for play (84%). Around seven in ten had access to leisure equipment (71%), attended school trips (69%) and, if the child was aged over ten or of a different gender to their siblings, had their own bedroom (68%).

Respondents were most likely to say they did not have and could not afford to provide their child with their own bedroom (17%) or to attend an organised activity outside of school each week (15%). One in ten did not have access to leisure equipment (12%) or outdoor spaces or facilities for play (10%) (Table 5).

| Table 5: Indicators of standard of living for children | | | |
|---|---|---|---|
| | **Yes, I have it** | **Don’t have and don’t want or need it right now** | **Don’t have and can’t afford it** |
| Their own warm winter coat | 97% | 1% | 2% |
| Access to fruit and vegetables every day | 93% | 2% | 5% |
| Access to outdoor space or facilities nearby to play safe | 84% | 3% | 10% |
| Access to leisure equipment | 71% | 9% | 12% |
| School trips that they attend | 69% | 5% | 7% |
| Their own bedroom if they are over 10 or a different gender to siblings | 68% | 6% | 17% |
| Organised activity outside school each week | 61% | 12% | 15% |
| Toddler, nursery, or playgroup each week | 39% | 10% | 5% |

## 10.0 Policy and Resource Implications

**Resource Implications:**

| | |
|---|---|
| *Financial:* | None |
| *Legal:* | None |
| *Personnel:* | None |
| *Procurement:* | None |

**Council Strategic Plan:** Enable staff to deliver essential services in a sustainable, innovative and efficient way for our communities.
Fight the climate emergency in a just transition to a net zero Glasgow.

**Equality and Socio-Economic Impacts:**

| | |
|---|---|
| *Does the proposal support the Council's Equality Outcomes 2021-25? Please specify.* | Yes, by gathering residents' views and opinions about equalities issues this report seeks to assist in increasing knowledge and providing data about Equality and Fairness which supports the Equality Outcomes. |
| *What are the potential equality impacts as a result of this report?* | No EQIA carried out as the report does not relate to a new service, policy, strategy plan or significant change to a review of a service, policy strategy or plan. However, the equality results and profile will inform future policies and support. |
| *Please highlight if the policy/proposal will help address socio-economic disadvantage.* | N/A |

**Climate Impacts:**

| | |
|---|---|
| *Does the proposal support any Climate Plan actions? Please specify:* | No |
| *What are the potential climate impacts as a result of this proposal?* | None |
| *Will the proposal contribute to Glasgow's net zero carbon target?* | No |

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

## Recommendations

The committee is asked to note this report and to:

i) consider this report;
ii) note that the findings will inform Council policy and practice; and
iii) note that the key findings for the next Household Survey will be reported to this committee in September 2025.