

Understanding Glasgow





Why do we need this research?

Since 2021, Diffley Partnership have delivered a high-quality survey delivering insights into Scotland's behaviours and attitudes towards society, the economy, and the environment.

While this quarterly 'Understanding Scotland' tool has filled a vital gap in research, we recognise that decision-making is often motivated by local-level information gathering, especially for stakeholders operating only in select areas of Scotland.

That is why we are delighted to introduce our Understanding Glasgow tracker, that will measure in-depth social attitudes with regularity in Scotland's largest city.

Methodology

We will work closely with you to design a questionnaire that gathers the most relevant insights to meet your organisation's needs.

Surveys would be conducted using the ScotPulse online panel. Every 6 months we will survey 1,000 residents of Glasgow. We use this methodology for almost all of our survey research, including for studies on behalf of the Scottish Government, third-sector organisations and private-sector businesses.

When it comes to analysis, our team of skilled researchers will use the most cutting-edge techniques to investigate key relationships in the data.



Regularity of Research

Our Understanding Glasgow research will not only equip you with the granular insights into the city that your organisation requires, but it will provide the option to do this with regularity, similarly to our Understanding Scotland and Understanding Business trackers.

This research would be conducted biannually - opening up the potential for modules to be repeated to view shift in public opinion over time.

Potential Themes and Modules

Health - food and drink, access to health services, drug and alcohol use

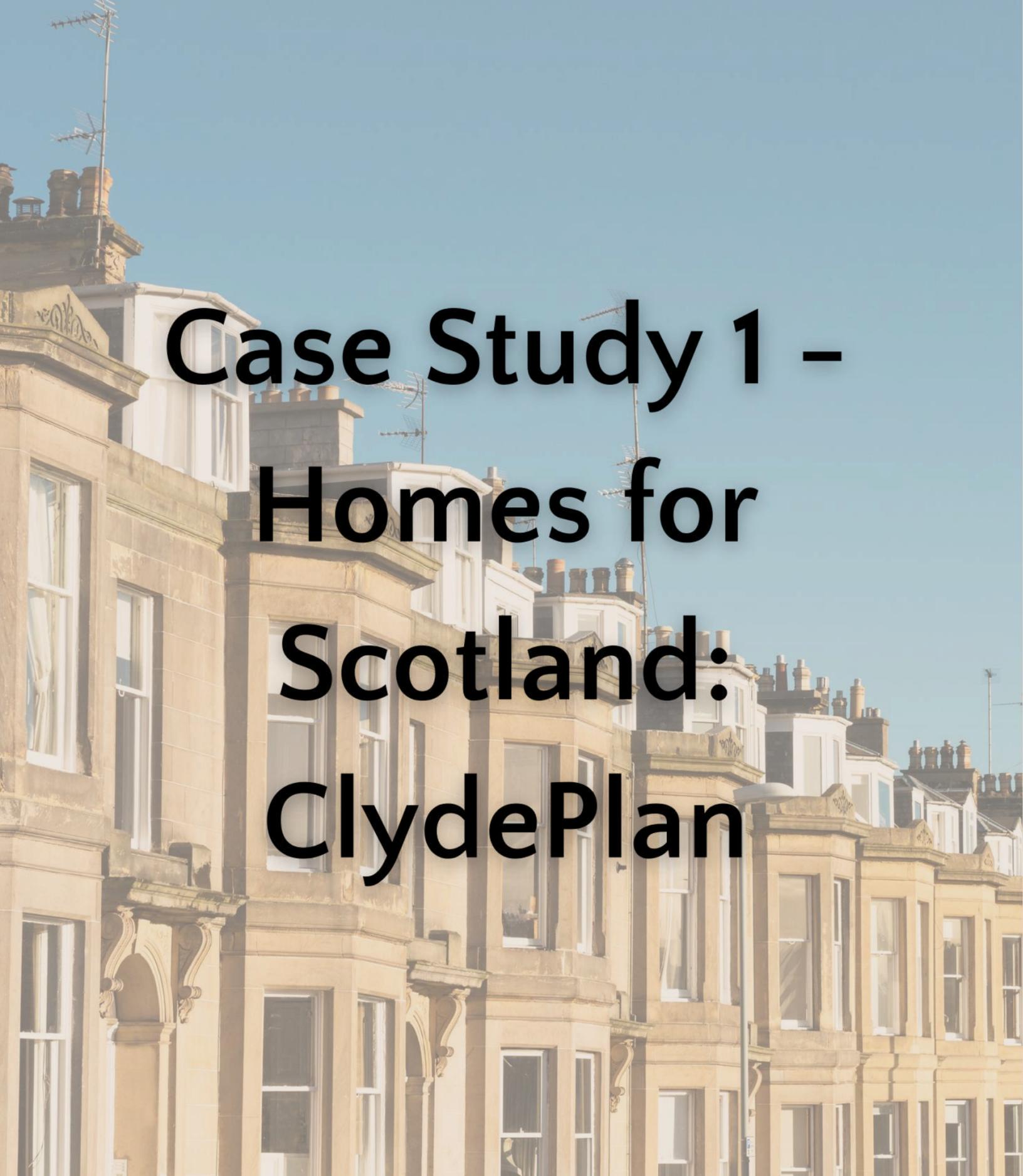
Crime and Criminal Justice - perceptions of violent crime, extremism

Communities - housing, identity/pride, neighborhood cohesiveness, bins/litter

Sport - Commonwealth games, football

Local economy - employment/skills, city centre development, cost of living



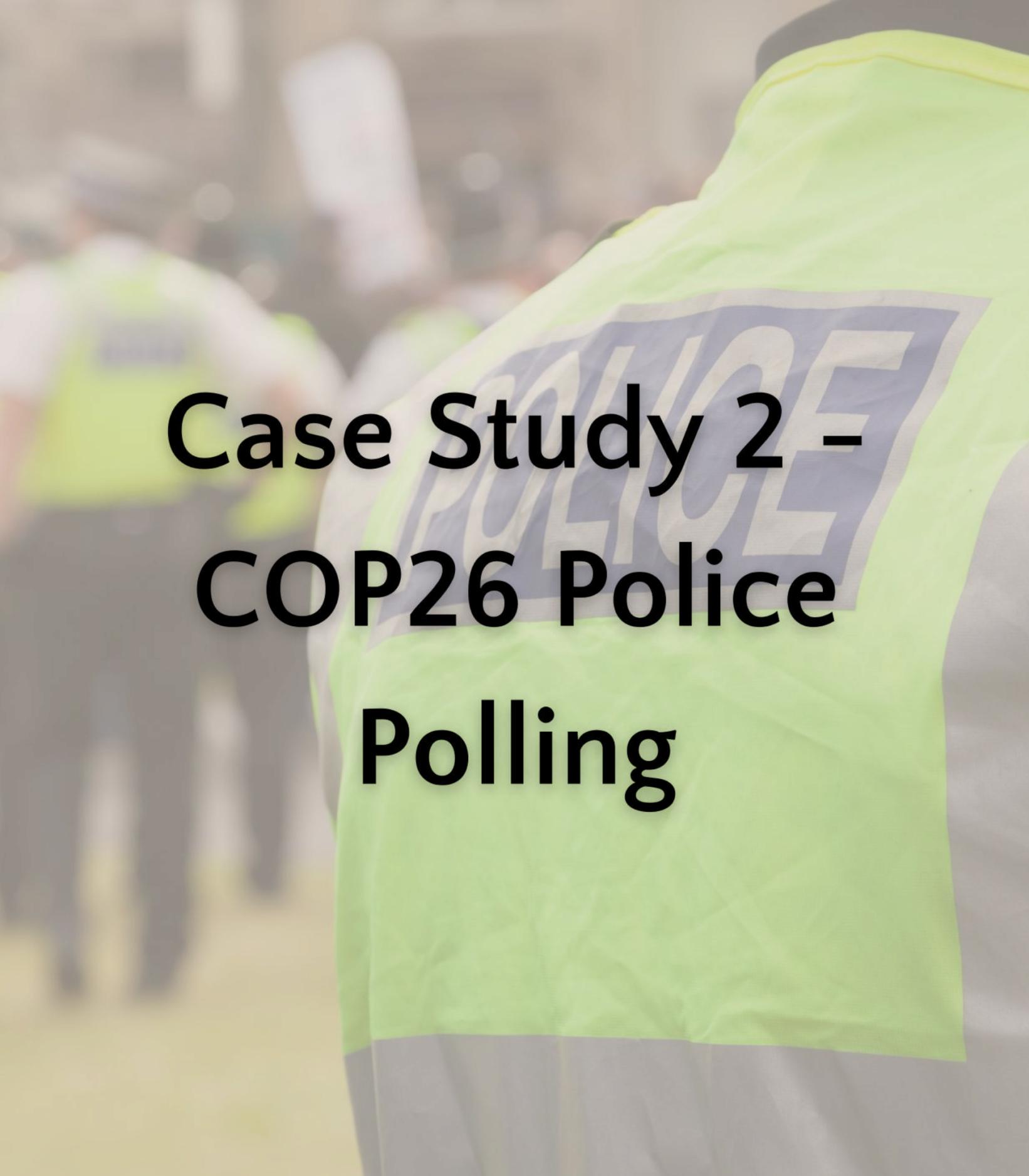


Case Study 1 – Homes for Scotland: ClydePlan

Diffley Partnership undertook an online survey of residents in the ClydePlan area of Glasgow City Region that assessed local housing need.

Our research investigated the extent of overcrowding, concealed households, unfit properties, and financial struggles due to high housing costs in the Glasgow area.

This study provided granular insights into the local housing market and found that more than 180k households in the ClydePlan area had some form of housing need.



Case Study 2 - COP26 Police Polling

Diffley Partnership undertook a survey of Glasgow residents on behalf of the Scottish Police Authority following COP26 in 2021.

Respondents were asked whether or not they took part in any events around the climate summit, including marches and protests. They were also asked a range of questions about how they felt the Scottish Police Authority handled the event.

The sample included 1009 respondents with a Glasgow postcode and were weighted to the age and gender profile of Glasgow residents.



Get in Touch

Lets discuss how Diffley Partnership can support your organisation's strategy in Glasgow.

Contact us today for a tailored consultation and research proposal.

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