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Title: **Glasgow Household Survey 2022:** Legacy of the Transatlantic Slave Trade and Plantation Slavery
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Report from: Corporate Policy/Ipsos
Report for: Slavery Legacy Working Group
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Introduction

This report provides the findings from the Legacy of the Transatlantic Slave Trade and Plantation Slavery questions, which were included in the Glasgow Household Survey 2022.

The text and tables/chart included in the main body of this report are an extract from the full Ipsos report which is available on the Council's website ([Glasgow Household Survey 2022 – Full Report](#)).

Background

The Glasgow Household Survey 2022 contained a section, which had been developed in conjunction with the Slavery Legacy Working Group, to investigate the knowledge and awareness of Glasgow's legacy of the transatlantic slave trade and plantation slavery. The findings were designed to be used as a baseline measure to help determine the impact of any actions proposed by the Working Group.

Methodology

Ipsos interviewed a representative quota sample of 1,032 Glasgow residents (aged 16 and over). The sample was proportionately stratified by the three Sector Community Partnership Areas in the city – North West, North East and South.

Fieldwork for the survey was carried out between 18th April and 10th July 2022. The survey was largely carried out using face-to-face interviewing, as in previous years prior to the pandemic. 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). In total, 300 interviews were carried out face-to-face in respondents' homes, 700 were carried out face-to-face on respondents' doorsteps, 31 via telephone interview and 1 via a video interview.

The data have been weighted by age, sex and Sector Community Partnership Area using recent Office National Statistics estimates.

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

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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 questions where participants are able to provide 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.

Legacy of the Transatlantic Slave Trade and Plantation Slavery

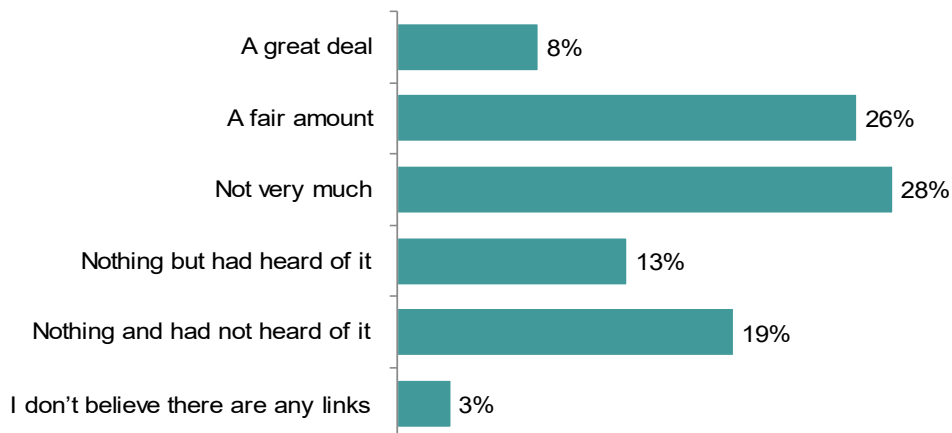
Knowledge about Glasgow's historic links to the Transatlantic Slave Trade and Plantation Slavery

Overall knowledge

Knowledge of Glasgow's historic links with the Transatlantic Slave Trade and Plantation Slavery (hereafter referred to as "the slave trade") was generally low. Around a third (34%) of respondents knew at least a fair amount, whereas 60% knew either nothing (32%) or not very much (28%) about it. Very few respondents denied the existence of such links (3%) (Figure 10.1).

Figure 10.1: Knowledge of the city's historic links with the slave trade

Q: How much do you know about Glasgow's historical links to the Transatlantic Slave Trade and Plantation slavery?



Base: All respondents (1,032)

Source: Ipsos for Glasgow City Council

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Knowledge of Glasgow's historic links to the slave trade was higher among those in the least deprived parts of the city (52% knew at least a fair amount) compared with those in the most deprived areas (25%).

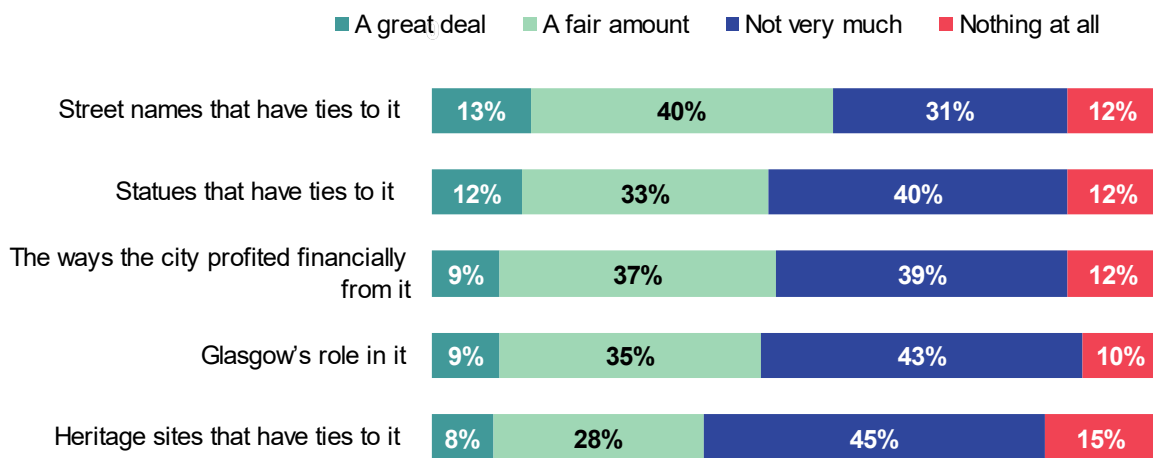
Minority ethnic respondents were less likely than white respondents to have heard about the city's historic links to the slave trade (31% said they had never heard of it, compared with 17% of white respondents).

Knowledge of specific aspects

The most well-known aspect of the city's connections to the slave trade was the association with street names (53% knew at least a fair amount about this), followed by: the way the city profited financially (46%), the ties with statues (45%), and Glasgow's role in the slave trade (44%). Respondents knew least about heritage sites with ties to slavery (36%) (Figure 10.2).

Figure 10.2: Knowledge about aspects of the city's historic links with the slave trade

Q: Specifically, how much, if anything, do you know about these aspects of the Transatlantic Slave Trade and Plantation slavery?



Base: All those who have at least heard of Glasgow's involvement in the Transatlantic Slave Trade and Plantation slavery (780)

Source: Ipsos for Glasgow City Council

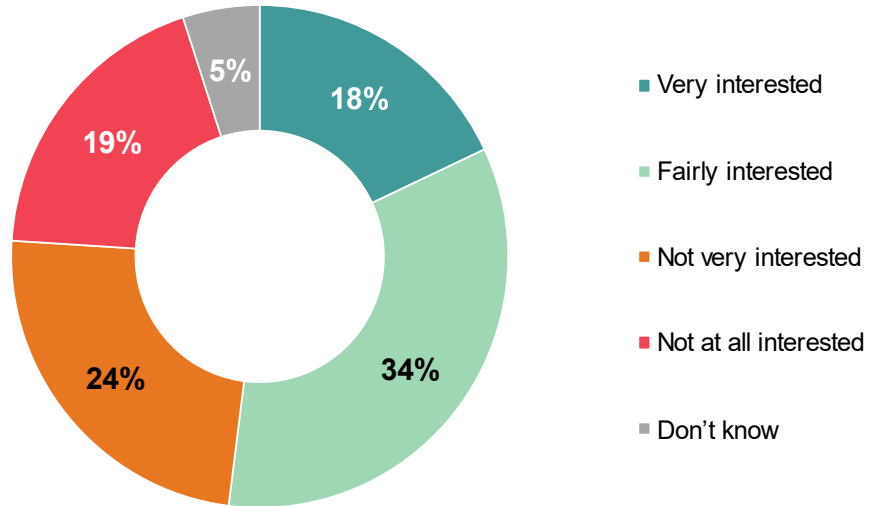
Those not in work, those living in the most deprived areas and those in social grades C2DE were less likely to know about each of the specific aspects of Glasgow's links to the slave trade.

Learning more about Glasgow's historic links to the slave trade

Respondents were broadly split regarding their level of interest in finding out more about Glasgow's historic links to the slave trade: 52% were interested and 44% were not (Figure 10.3).

Figure 10.3: Interest in learning more about the city’s historic links with the slave trade

Q: How interested, if at all, are you in finding out more about Glasgow’s links to the Transatlantic Slave Trade and Plantation slavery?



Base: All excluding those who don't believe there are any links (1,000)

Source: Ipsos for Glasgow City Council

The groups most interested in learning more were those aged 16-24 (60% very/fairly interested) and 25-34 (63%) and those in the least deprived areas (69%). Those least likely to be interested were those aged over 75 (63%) and those in the most deprived areas (51%).

Support for initiatives to encourage understanding of the city’s links with the slave trade

Respondents were generally supportive of initiatives that sought to enhance understanding of Glasgow’s historic links with the slave trade. Two thirds supported teaching children in schools about these links (66%) and making educational resources available (65%), while over half supported more opportunities for the public to share their views (56%). Just over half (53%) supported the council taking steps to address historic links with the slave trade (Figure 10.4).

Figure 10.4: Support for actions to improve awareness of historic links with the slave trade

Q: To what extent do you support or oppose each of the following?



Base: All excluding those who don't believe there are any links (1,000)

Source: Ipsos for Glasgow City Council

Support for these initiatives tended to be higher among: younger age groups (16-24 and 25-34 years), ABC1s, and those in employment. Those opposed to these initiatives tended to be older (65-74 and 75+) and in social grades C2DE.