

CITY OF BILBAO VALUES SURVEY

Executive Summary

Deusto Social Values Team
Deusto University,
Bilbao December 2016

Technical Datasheet

Universe: population residing in the city of Bilbao aged 18 and over

Scope: Bilbao

Sample: 1200 surveys

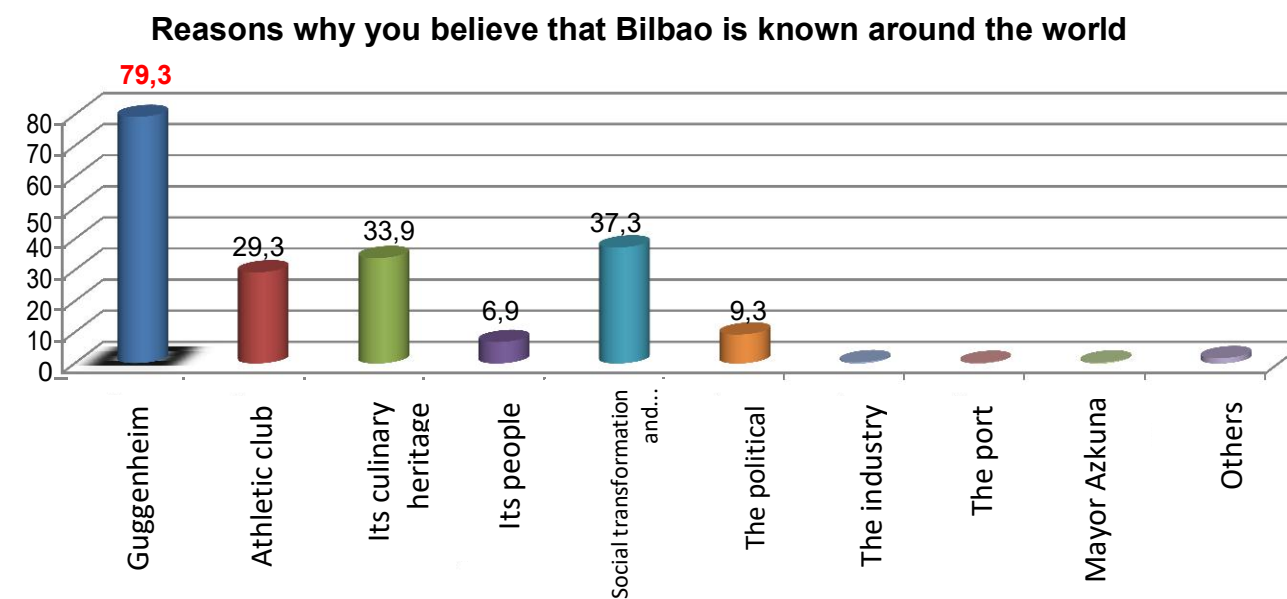
Quota groups: representative by sex and age (crossed) and social class (not crossed)

Field work: telephone interviews (CATI) supervised as per AENOR ISO 20252 standard

Dates field work conducted: from Thursday 14 July to Wednesday 3 August 2016

Sample error: for a confidence level of 95.45%, the error margin of the sample is $\pm 2.89\%$

The Guggenheim Museum, the city's icons

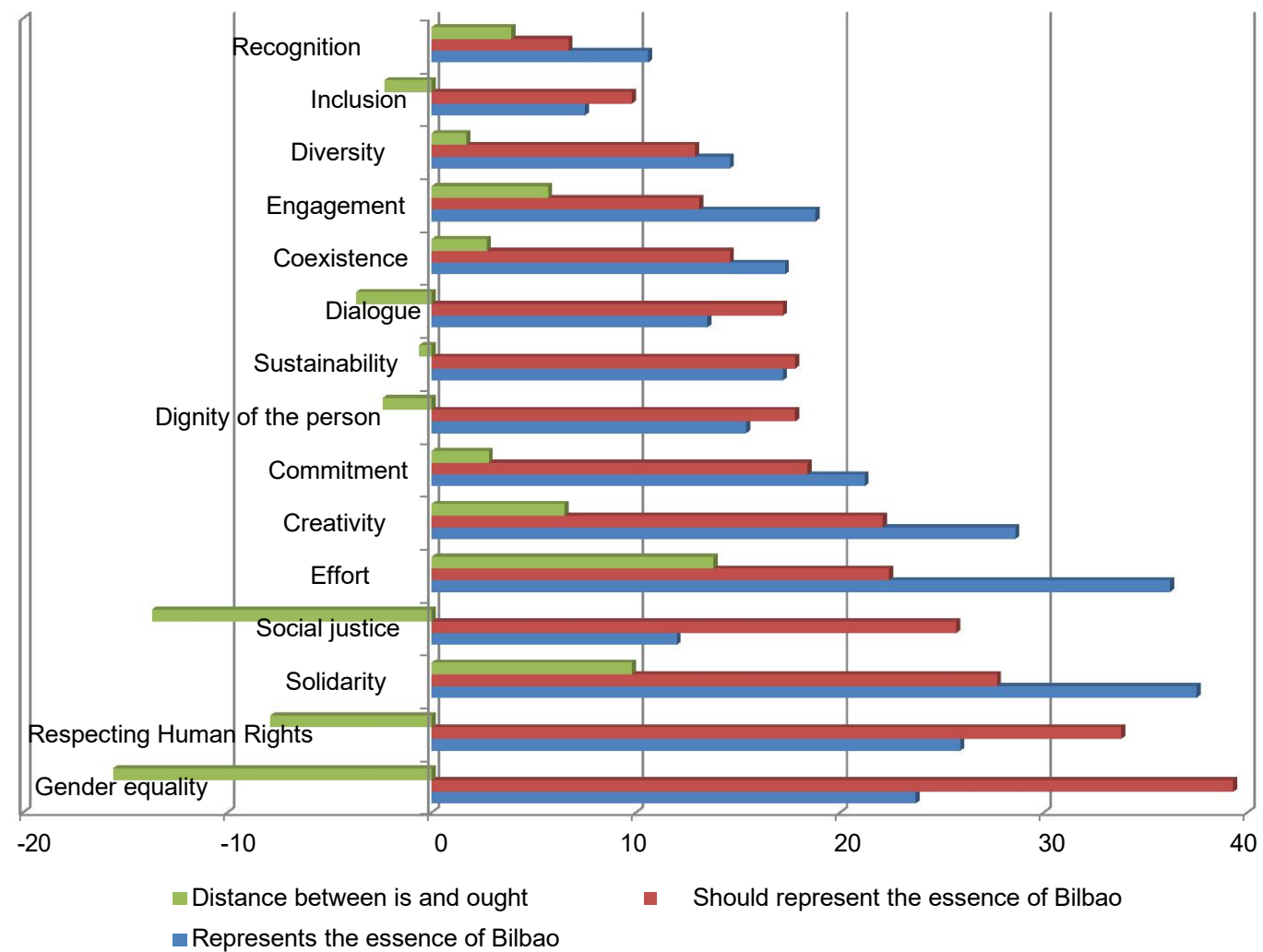


The **Guggenheim Museum** is seen as the clear icon of the city's international outreach and, very closely related to it, of the urban and social transformation of recent year of which the museum has been part.

The city's culinary heritage and its professional football club, Athletic Club, are also mentioned as key features, but lagging behind.

Qualities of the city: is and ought

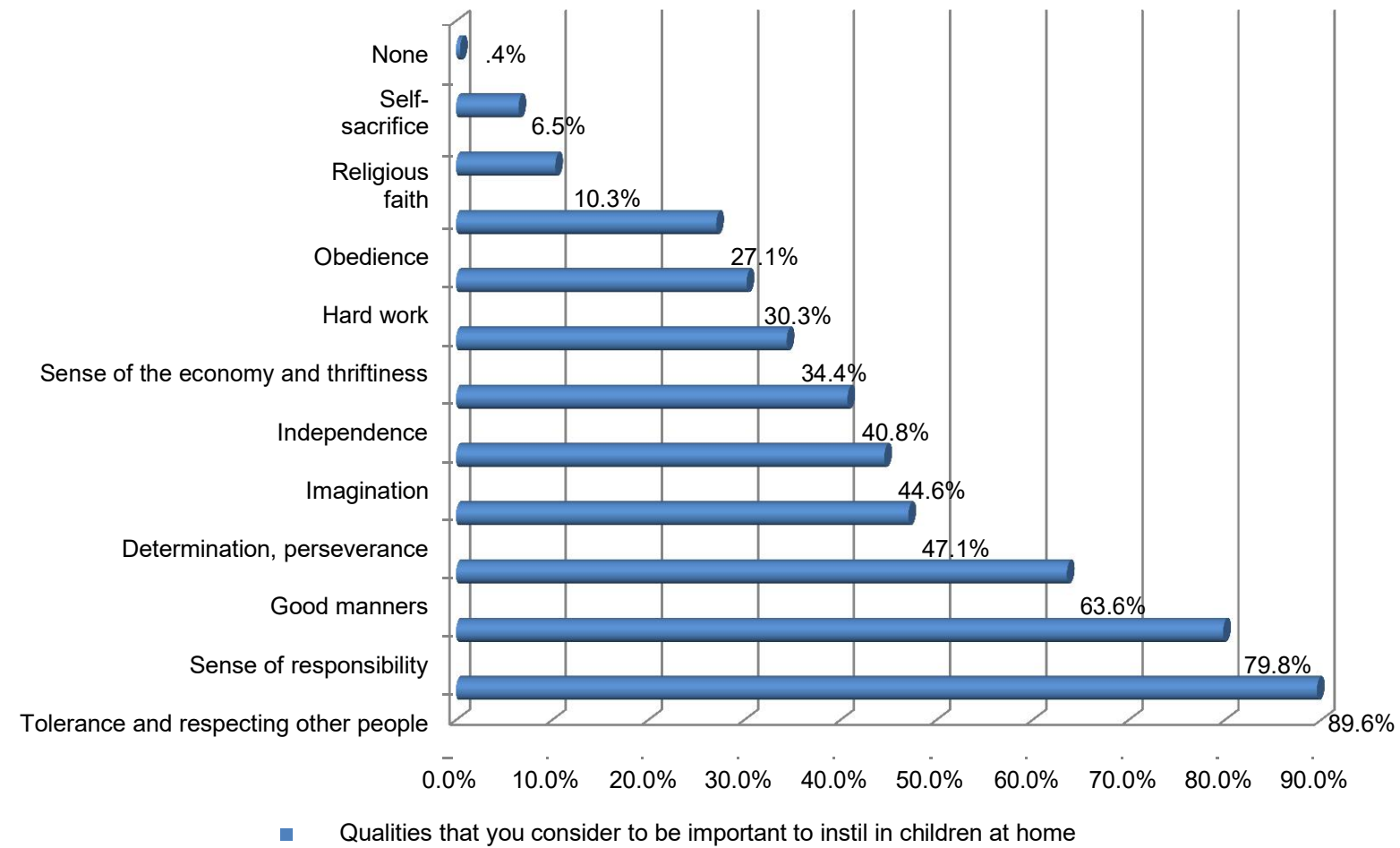
Attributes that you believe represent the essence of Bilbao and that you believe you should represent it



Three values are identified with what the city **is** -SOLIDARITY, EFFORT and CREATIVITY-, and **ought** to be - GENDER EQUALITY, RESPECTING HUMAN RIGHTS and SOCIAL JUSTICE

Effort

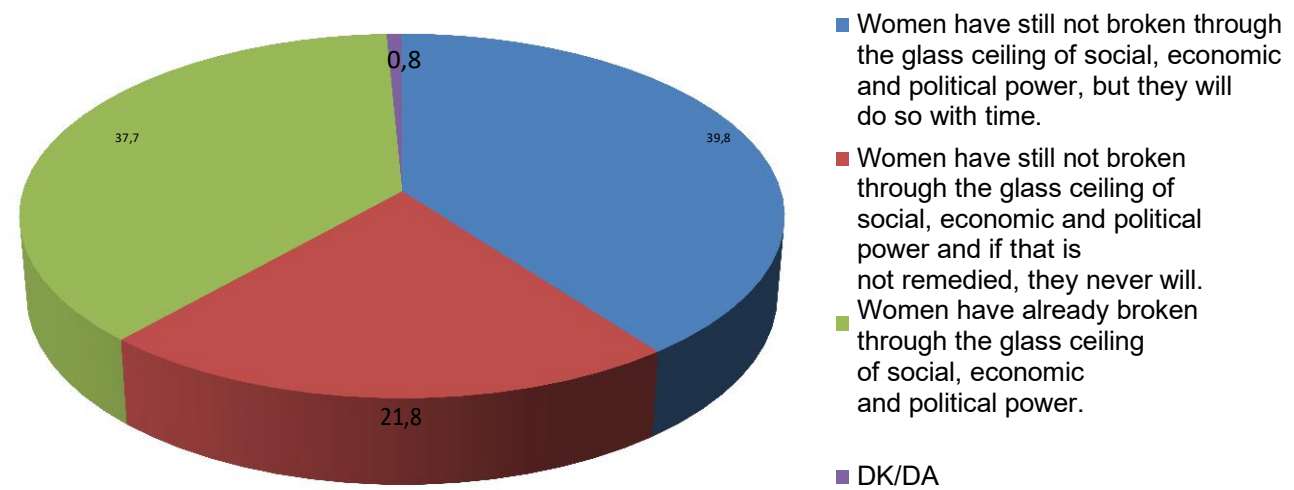
Qualities that you consider to be important to instil in children at home %
mention (multiple response)



In Bilbao, it can be seen that “determination and perseverance” that could be closer to the idea of **effort** are in fourth place with a mention of 47.1%, similar to countries such as Germany, France and Finland. **Tolerance** and sense of **responsibility** are stressed.

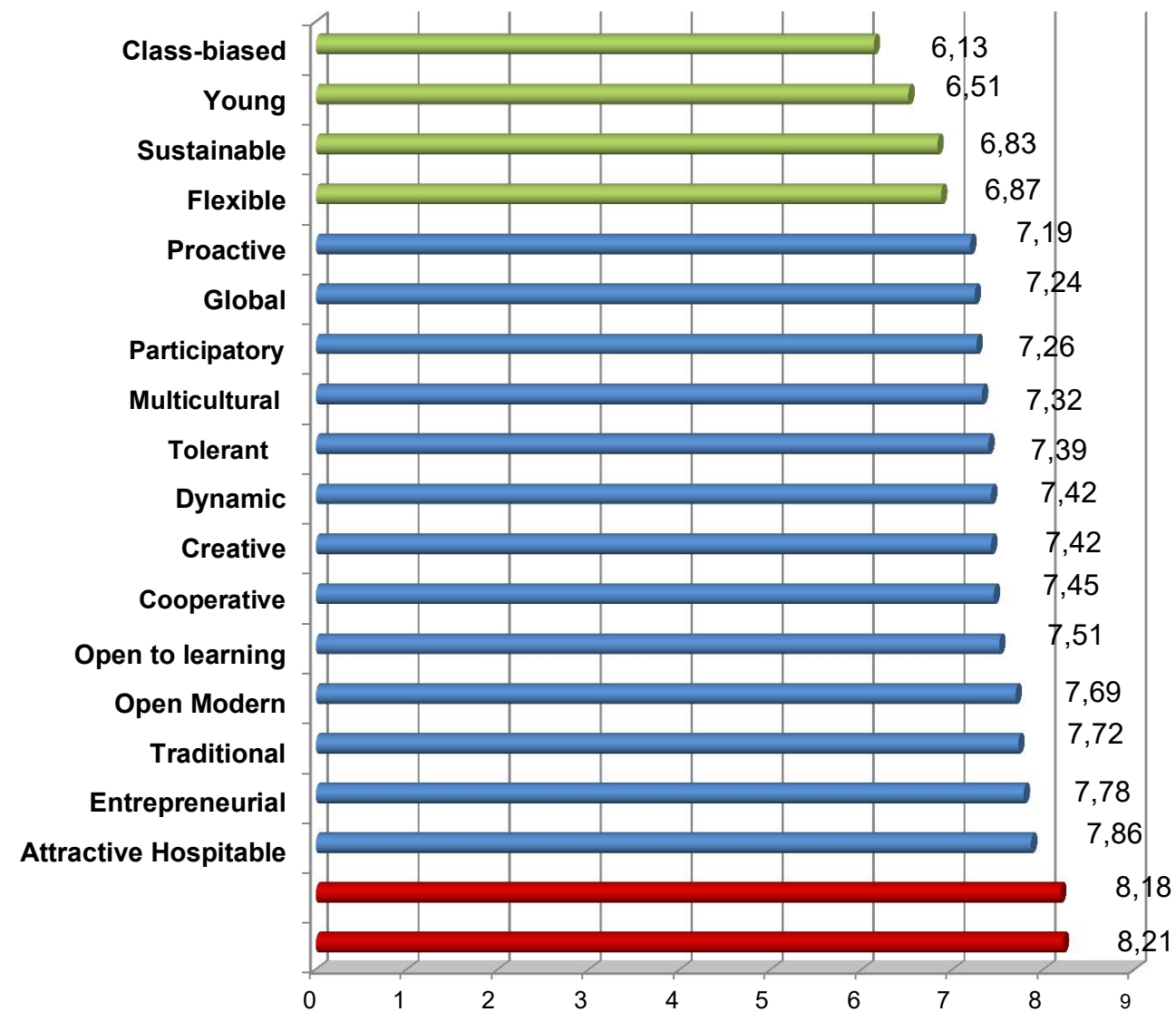
Gender equality

Thinking about the status of women in Bilbao, please tell me which of the following statements you most agree with:



Even though **gender equality** is considered an important ought, perception of the equality achieved records rather higher values, similar to those for the Basque Country overall.

The City of Bilbao is...

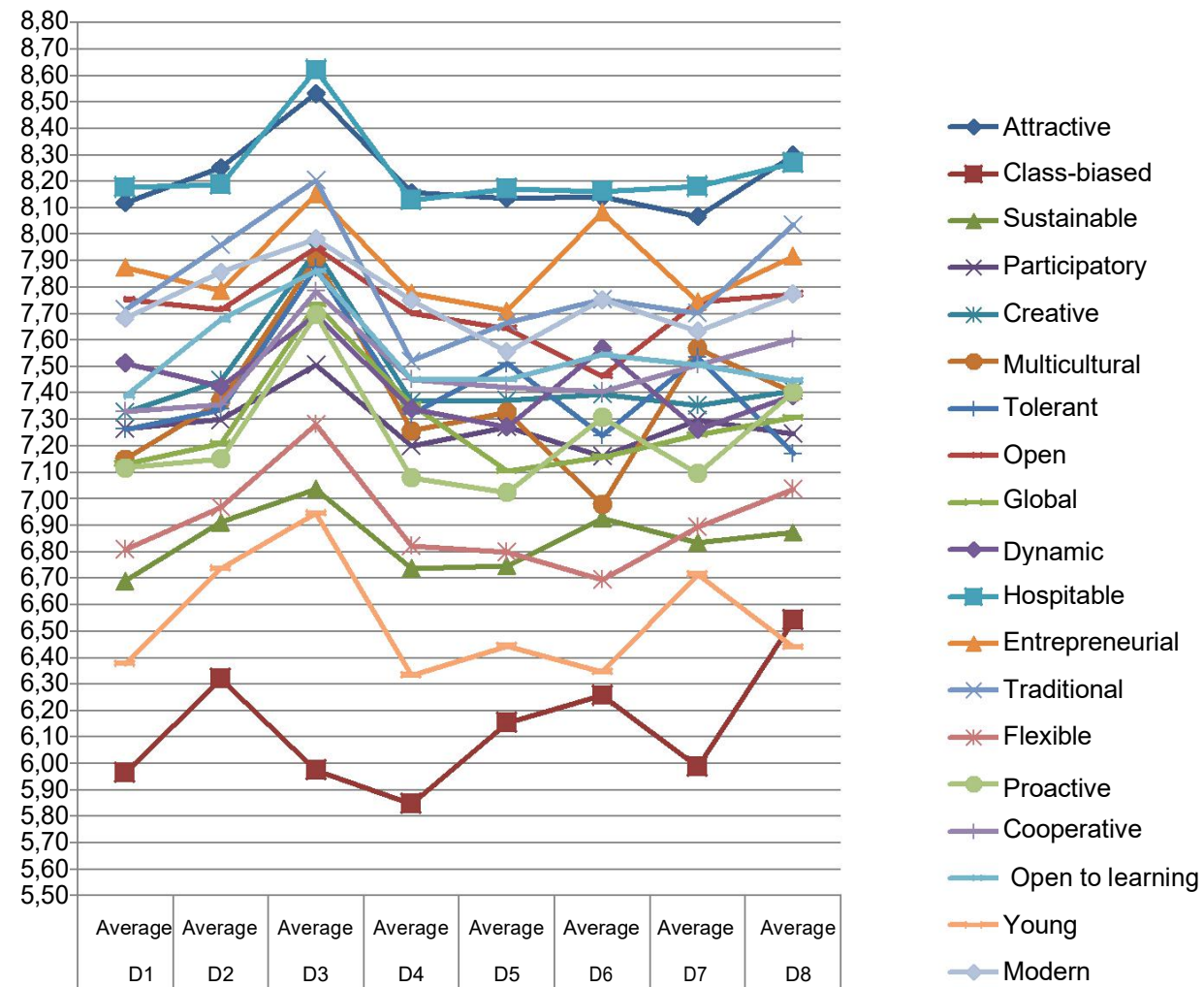


Particularly noteworthy are the considerations that it is a **hospitable** and **attractive** city. The lowest scores reveal that it is not considered as class-biased, but neither a young, sustainable or flexible city.

The "class-biased" quality shows the greatest standard deviation.

The population aged 31-45 is more critical and people over 65 have a more positive vision.

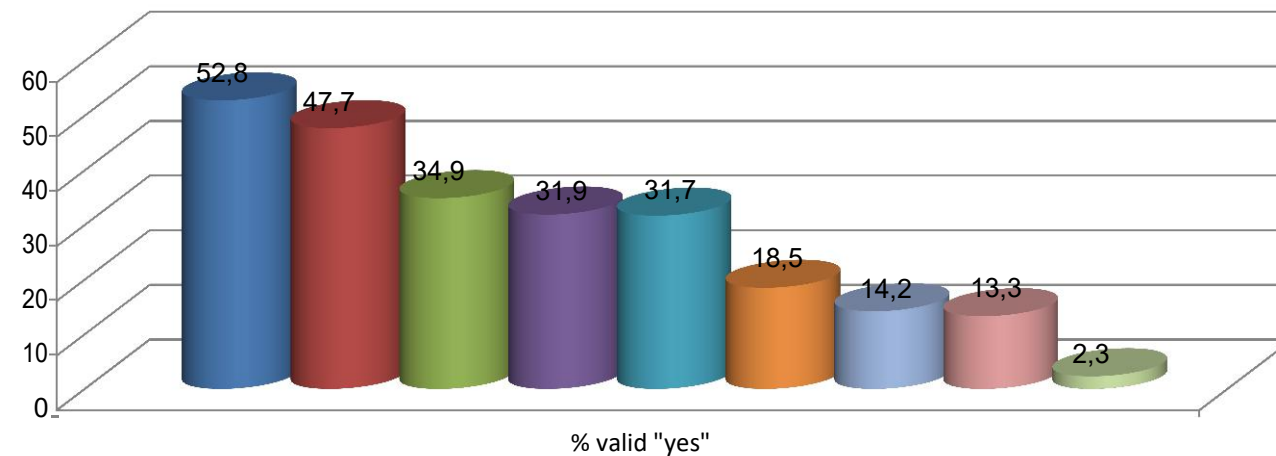
Qualities of the city of Bilbao by District



The two districts with the highest average scores are District 2 and District 8 and are revealed as the districts where there is a more positive image of the city.

On the other hand, the two districts with rather lower average scores are District 1 and District 5.

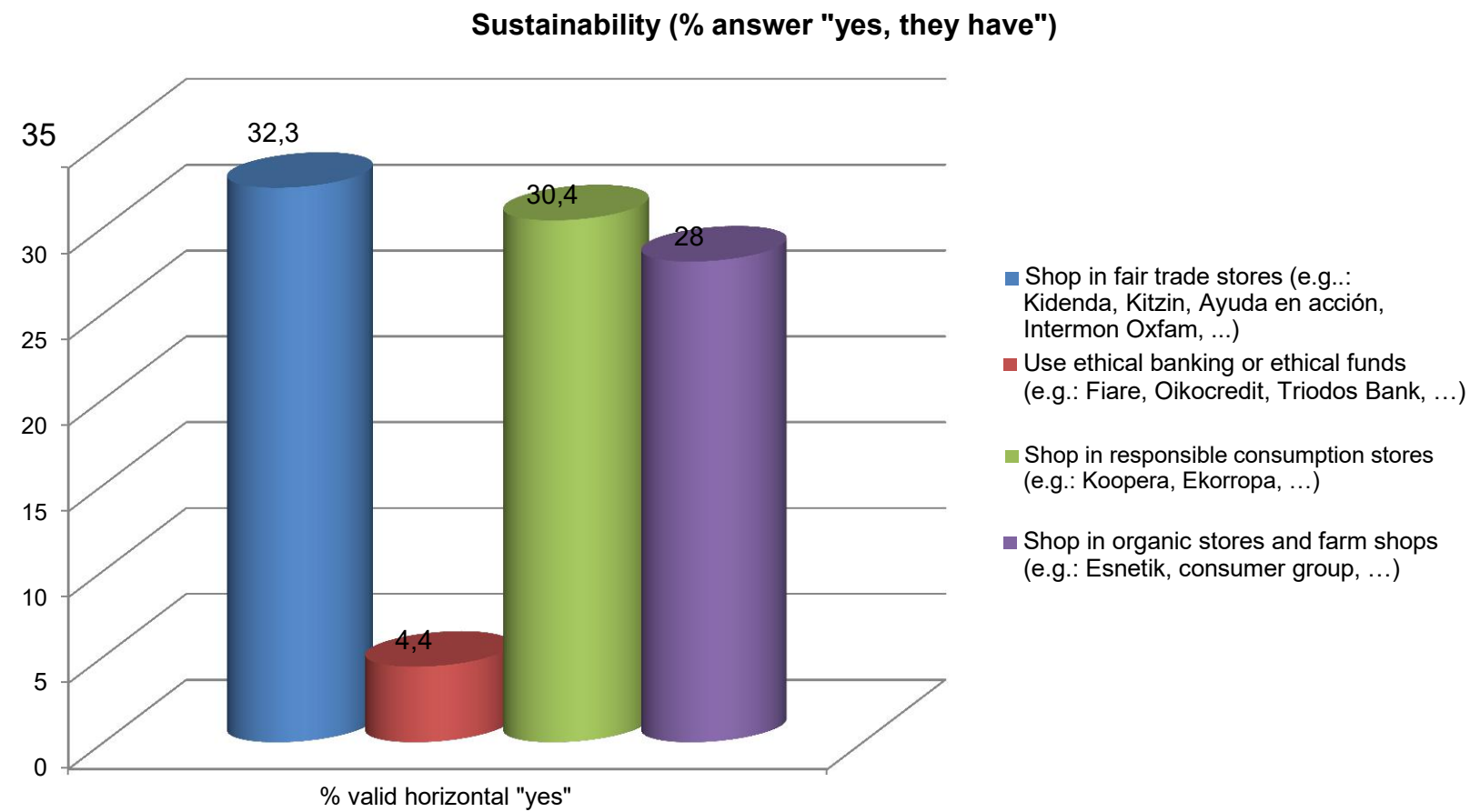
Political participation



- Buy or stop buying certain products for ethical or political reasons or for being environmentally friendly
- Sign a petition (even online)
- Attend a demonstration, protest, rally or any other type of mobilisation
- Send a political action SMS, WhatsApp, email or tweet
- Go to meetings, encounters, conferences or seminars organised by social movements or platforms
- Contract, appear or make comments in any media (online, in print, radio...) expressing your political opinions
- Take part in a strike
- Go to meetings, encounters, conferences or seminars organised by political parties
- Occupy buildings, take part in lock-ins or block the traffic, try to stop evictions or make public denunciations

The surveyed people opt for **political participation** occurring in their everyday context and which does not imply a great effort or commitment, but, in turn, they refer to new and innovative forms of participation associated to the new technologies applied in the forums and media.

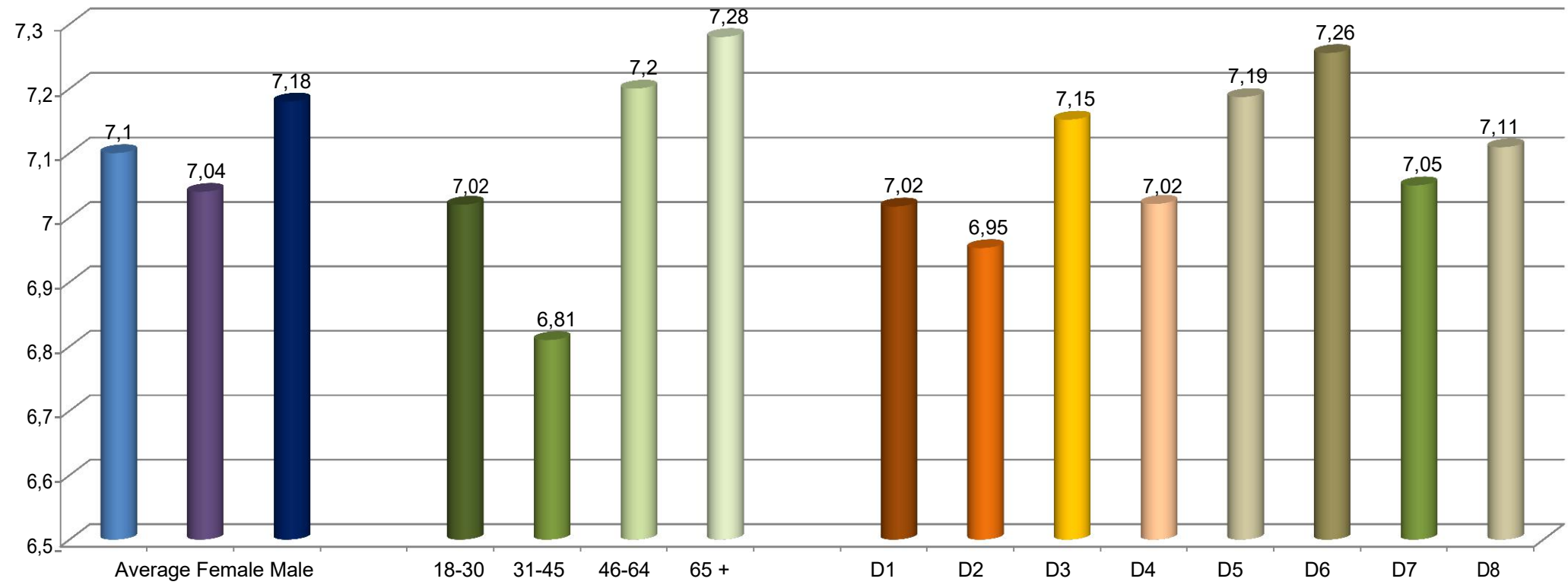
Sustainability



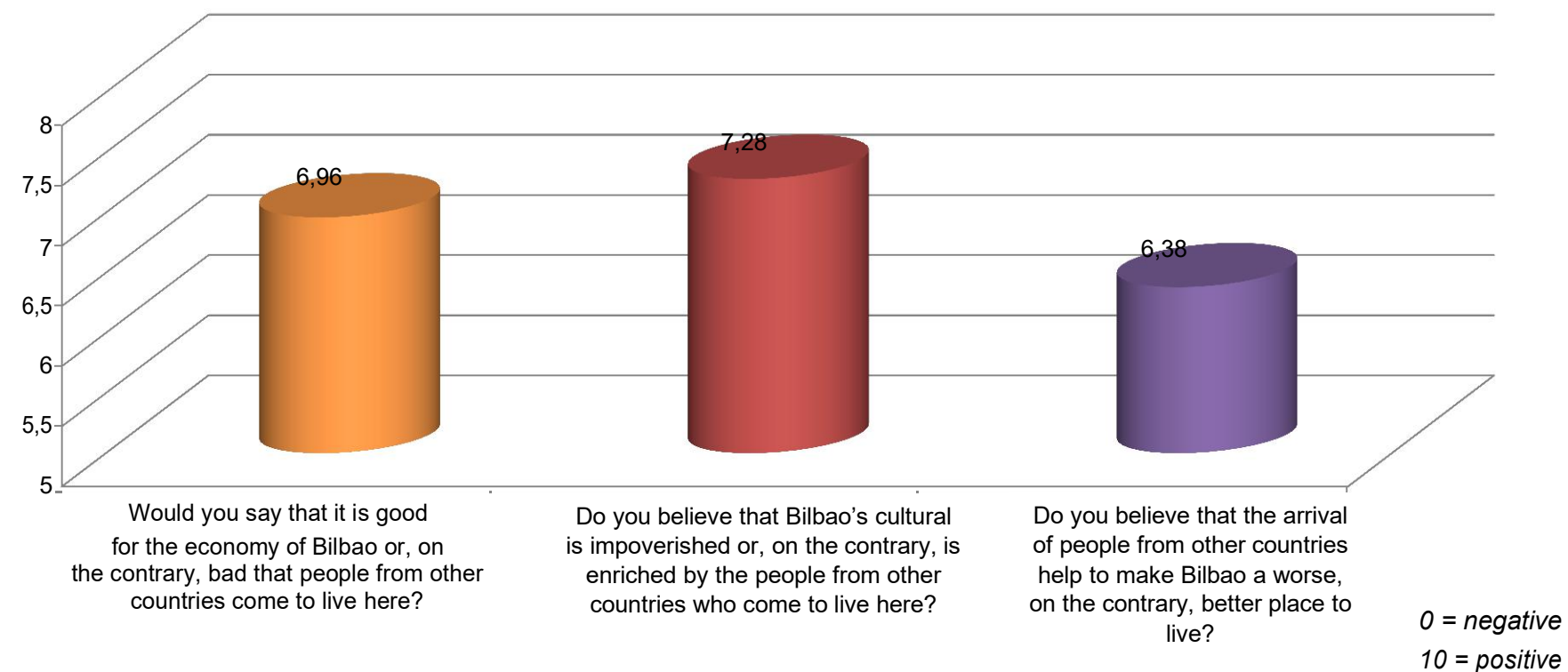
Out of the actions that measure the activities related to the value of **sustainability**, the least widespread is that of using ethical banking, mentioned by just 4.4%; the other actions have the backing of 30% of the surveyed population.

trust

When you think about the people of Bilbao, would you say that you can trust the majority of them or that you can never be too careful when dealing with the other people living there?



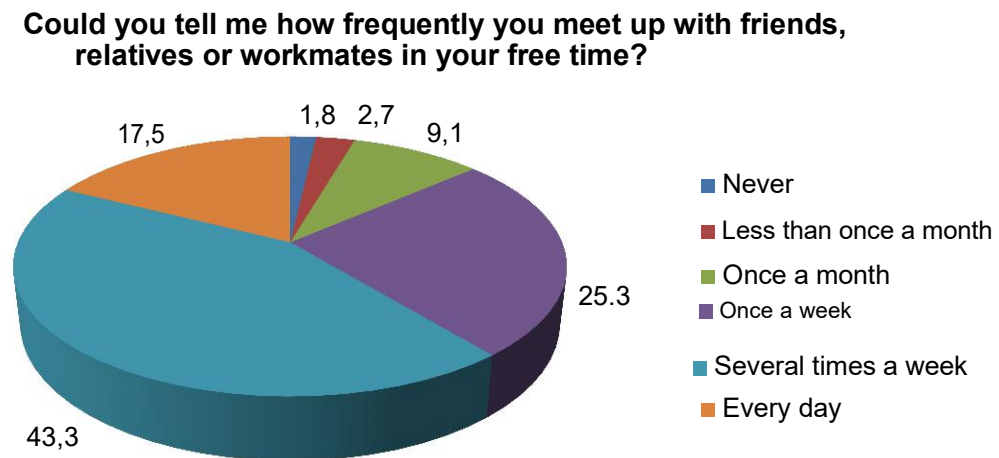
Integration



The perception of immigration is positive. 87.4% of the public considers that immigration helps to make Bilbao a better place to live (score of 5 or higher on a scale of 0 to 10). Just 12.6% of people consider that immigration is harmful in this regard. However, a distance can be seen between the sectoral contribution of immigration and the general contribution perceived.

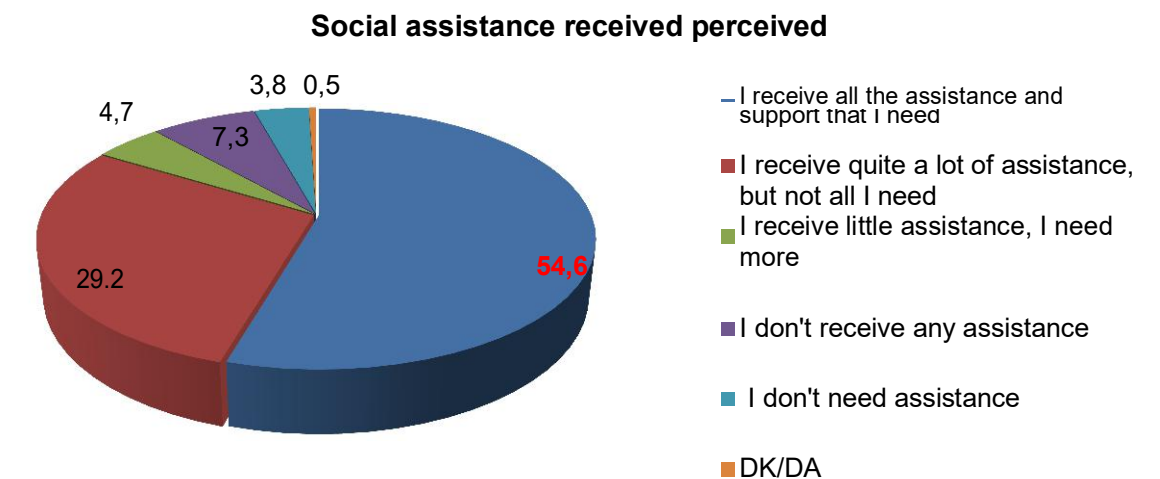
The integration and assessment of the general contribution of immigration in the city are an outstanding issue.

Social capital: interpersonal relations and social assistance received

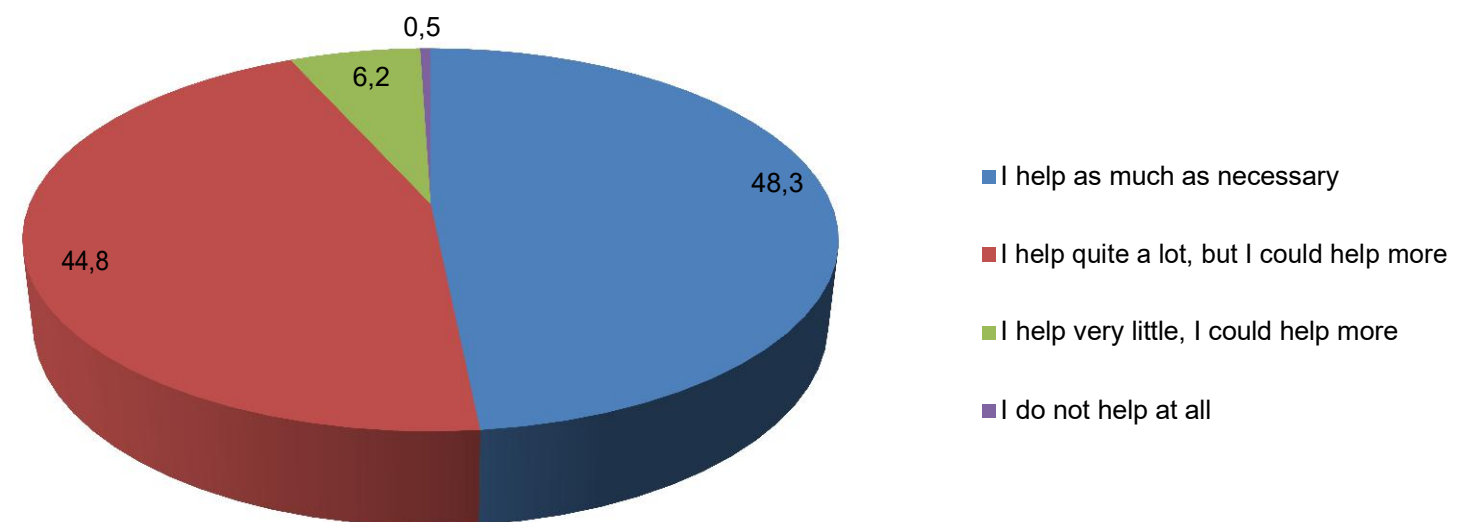


The majority of people surveyed (54.6%) said that they receive all the assistance and support they need, which reinforces the idea of the existence of important social capital in the city of Bilbao. The 3.8% that affirmed that they do not need assistance is also significant because we believe that it could be an example of a perception of the assistance and support needed that is more multidimensional in nature and characteristics of people seeing themselves as independent.

The data is beyond dispute: **the social and interpersonal life of much of Bilbao's society is rather full**. 43.3% stated that they meet with their friends, relatives or workmates at least several times a week and 25.3% do so at least once a week.

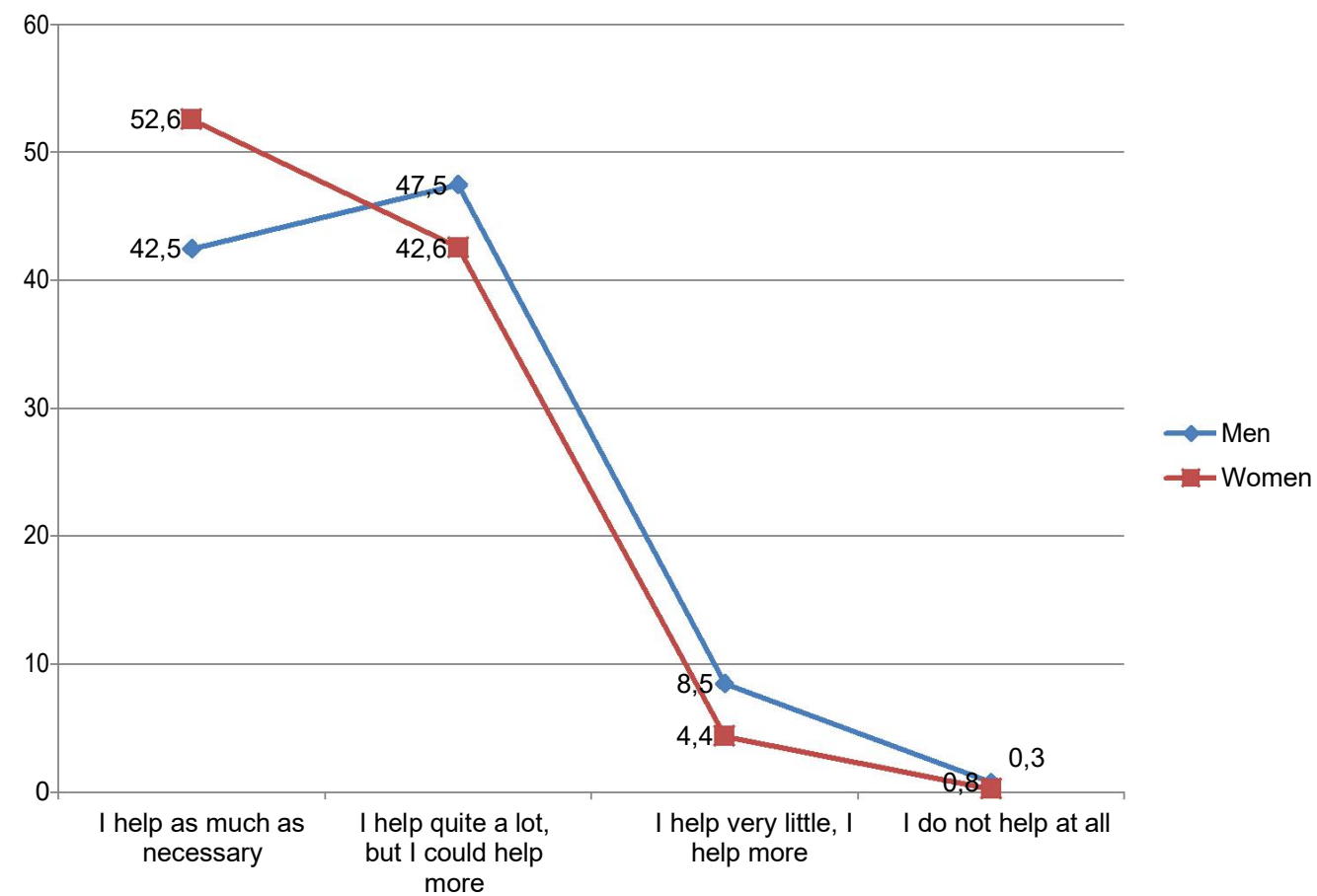


Social capital: social assistance provided



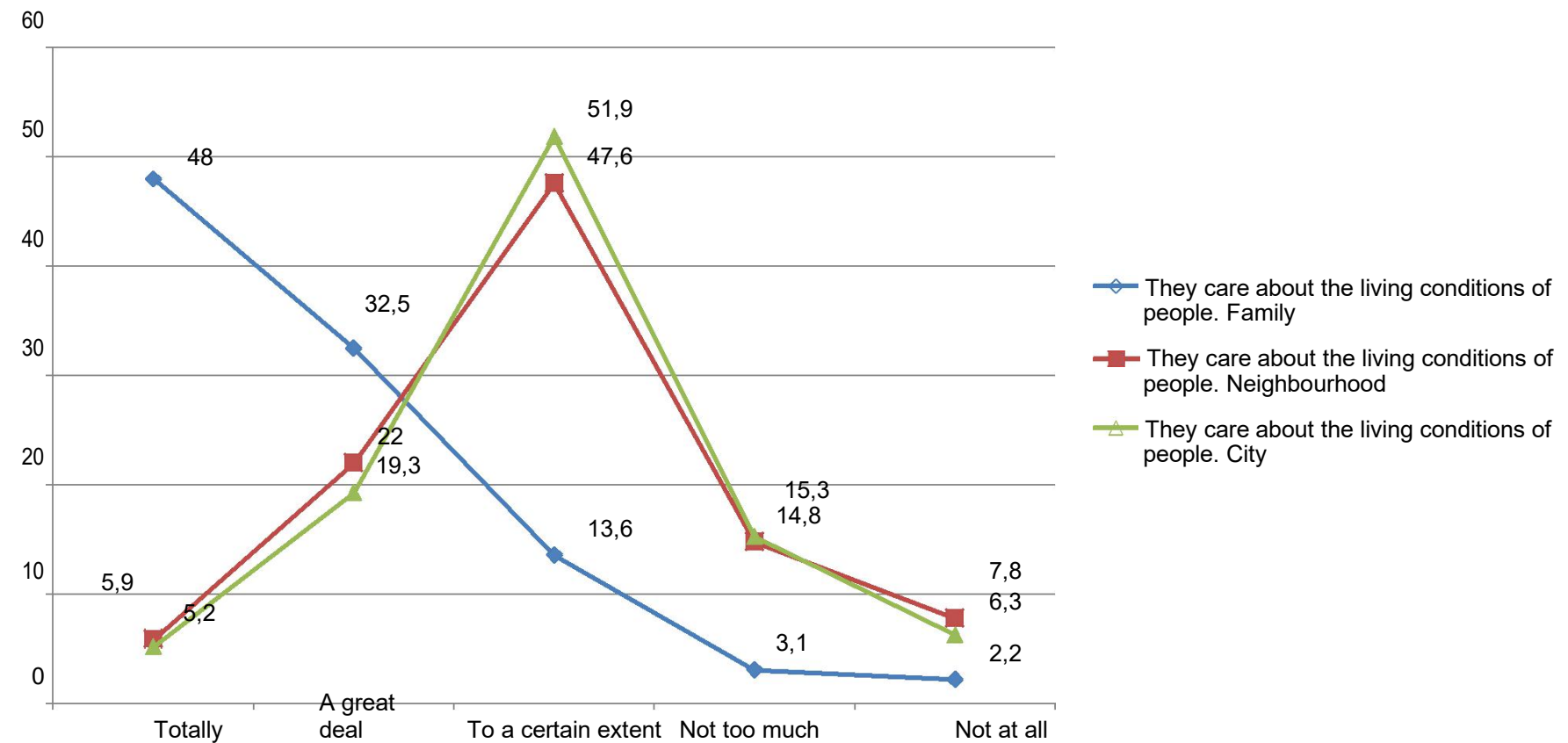
The vast majority of Bilbao's society perceives that they help other people: 48.3% say that they help as much as necessary and 44.8% indicate that they help quite a lot, but could help more, which implies that **93.1% of the people surveyed, practically all of them, are providing support**, which should be interpreted as **proof of good social capital**.

Social capital: social assistance provided by sex



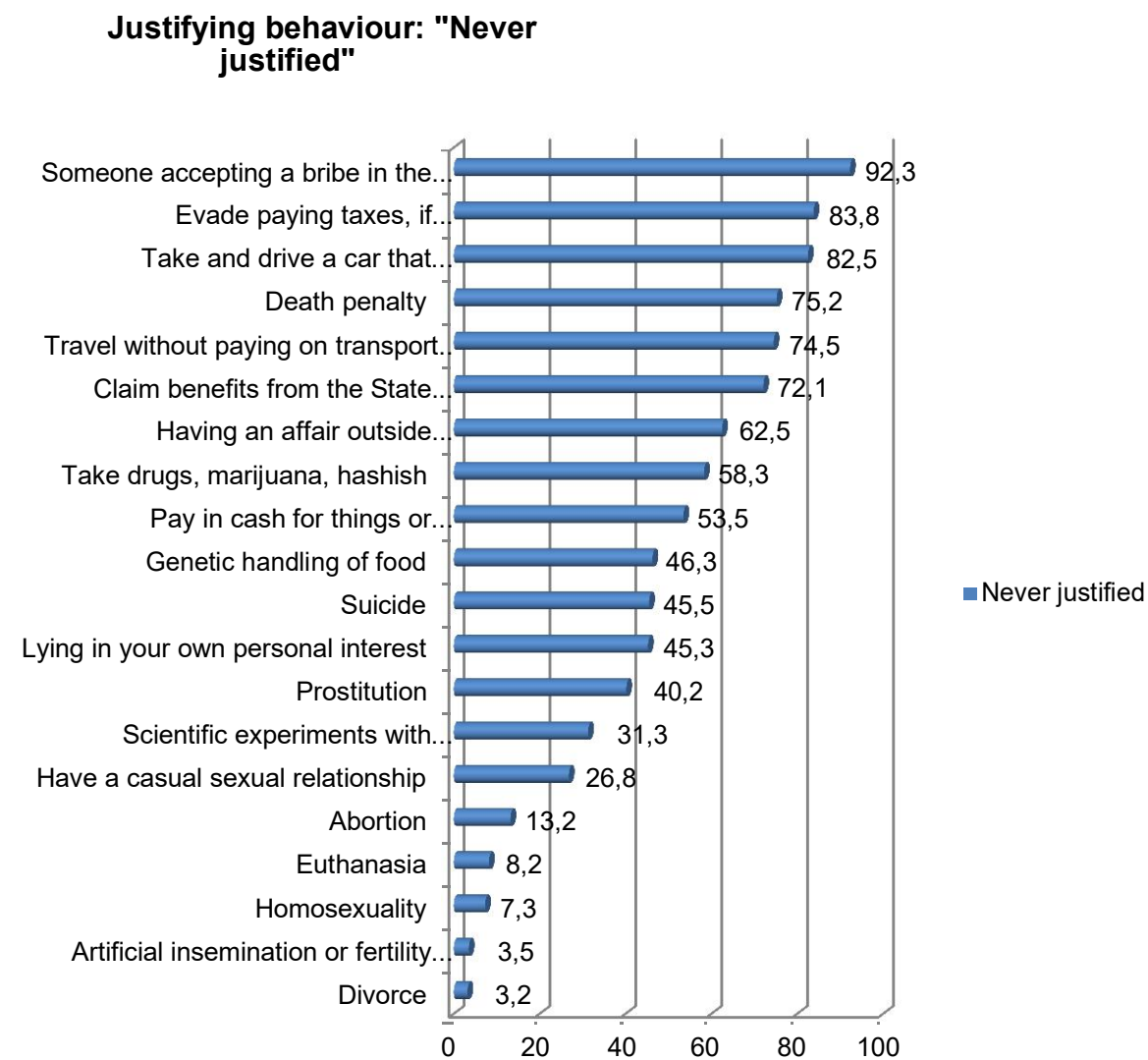
By **sex**, we see that the **gender roles** significantly impact on this issue of assistance provided. Women say that they help as much as necessary 10 percentage points higher than men, while 47.5% of women recognise that they do not help enough, five points higher than for men, and the men also recognise more than women that they help very little and could help more.

Social, local and primary solidarity



Two very clear trends can be seen: on the one hand, the importance given to the living conditions of the members of the closest family (**primary solidarity**) and, on the other hand, concern about the living conditions of people living in the neighbourhood (**group solidarity**) and in the city (**social solidarity**) which obtain very similar scores.

Justifying behaviour



Bilbao society **justifies behaviour such as divorce, insemination, homosexuality, euthanasia and abortion**, issues related to the sexuality of people and also with the level of freedom to decide about their own body.

The most penalised behaviour is to do with corruption: accepting a bribe or evading paying taxes with percentages of "is never justified" near to 90%; however, when it comes to claiming benefits from the State, it drops to 72% and paying cash without VAT to 53.5%.

Conclusions

- ❑ The citizens of Bilbao have a positive vision of their city and of their future.
- ❑ The icon that best represents it is the Guggenheim Museum (what values does it represent? Closely linked to the social and urban transformation of the city and with the values of effort and creativity)
- ❑ The city is considered to be attractive and hospitable
- ❑ Its essence lies in effort/commitment and creativity

- ❑ There should be greater work on gender equality, social justice and social rights so that they are the essence of the City.
- ❑ Progressive (the ought) values coexist with tradition (effort as a value that it represents and which has to be transmitted)
- ❑ The generation aged 31-45 is more critical. The over 65s have a more positive image
- ❑ There is great social capital (interpersonal relations, social support and trust in others)
- ❑ Integration would be an aspect to be improved