

YouGov / Portland Communications

Cities

Fieldwork : 9th - 16th February 2015

Sample Size: 1019 City Adults

Total	City									
Base	Birmingham	Brighton	Bristol	Cardiff	Edinburgh	Leeds	London	Manchester	Nottingham	Belfast

****For the following questions, if you don't currently live in a city or its suburbs, please think about the city closest to you.****

To what extent, if at all, do you like the city that you live in?

	Unweighted base	1019	100	101	101	100	103	102	103	101	107	101
Base: All city adults		1019	100	101	101	100	103	102	103	101	107	101
I love my city		44%	29%	62%	47%	55%	69%	32%	50%	52%	15%	30%
I like my city		46%	52%	35%	49%	40%	26%	50%	39%	37%	71%	60%
I don't like my city very much		7%	14%	4%	3%	3%	4%	10%	6%	8%	13%	9%
I don't like my city at all		2%	4%	-	2%	1%	1%	7%	5%	-	1%	1%
Don't know		1%	2%	-	-	1%	-	-	-	3%	-	-

As a reminder, if you don't live in a city, please think about the city closest to you.

In general, which ONE, if any, of the following phrases do you think BEST describes the ****speed of growth**** of your city?

	Unweighted base	1019	100	101	101	100	103	102	103	101	107	101
Base: All city adults		1019	100	101	101	100	103	102	103	101	107	101
My city is growing too rapidly		22%	35%	25%	21%	18%	18%	19%	56%	10%	11%	9%
My city is growing at the right pace		56%	46%	51%	58%	71%	66%	60%	32%	66%	56%	54%
My city is not growing fast enough		8%	10%	10%	5%	4%	5%	5%	4%	12%	13%	16%
None of these		5%	3%	7%	6%	2%	2%	7%	2%	3%	7%	8%
Don't know		9%	7%	7%	11%	6%	8%	9%	7%	8%	13%	13%

Total	City									
Base	Birmingham	Brighton	Bristol	Cardiff	Edinburgh	Leeds	London	Manchester	Nottingham	Belfast

Now thinking about how your city will cater to the needs of future generations (e.g. employment, housing etc.)...

As a reminder, if you don't live in a city or its suburbs, please think about the city closest to you.

In general, which, if any, of the following statements do you agree with? (Please select all that apply)

	Unweighted base	Birmingham	Brighton	Bristol	Cardiff	Edinburgh	Leeds	London	Manchester	Nottingham	Belfast
	1019	100	101	101	100	103	102	103	101	107	101
	Base: All city adults	100	101	101	100	103	102	103	101	107	101
My city will adapt to meet the needs of future generations	33%	37%	20%	43%	38%	34%	29%	15%	46%	40%	22%
There will be increasing employment opportunities for future generations in my city	32%	29%	19%	39%	41%	34%	30%	25%	44%	26%	28%
My city will become too expensive for future generations to afford to buy a home	43%	27%	79%	52%	29%	65%	30%	75%	32%	19%	22%
Future generations will be forced to leave my city	21%	22%	36%	12%	6%	13%	10%	57%	15%	13%	30%
In the future, my city will be too overcrowded	33%	53%	47%	28%	26%	20%	31%	50%	23%	28%	27%
None of these	3%	3%	-	2%	3%	-	2%	-	2%	9%	4%
Don't know	7%	8%	3%	5%	8%	5%	10%	1%	9%	10%	10%

Total	City									
Base	Birmingham	Brighton	Bristol	Cardiff	Edinburgh	Leeds	London	Manchester	Nottingham	Belfast

****Still thinking about how your city will cater to the needs of future generations (e.g. employment, housing etc.)...****

Which, if any, of the following factors do you think will make your city **unsuitable**** for future generations? (Please select all that apply. If nothing will make your city unsuitable for future generations, please select the 'Not applicable' option)**

Unweighted base	1019	100	101	101	100	103	102	103	101	107	101
Base: All city adults	1019	100	101	101	100	103	102	103	101	107	101
A high cost of living	42%	26%	83%	44%	16%	67%	28%	77%	31%	29%	18%
Not enough affordable housing	60%	48%	85%	77%	53%	65%	51%	84%	48%	49%	44%
Not enough green space	22%	37%	15%	20%	7%	19%	30%	17%	35%	27%	16%
Poor public transport	27%	37%	14%	52%	35%	12%	38%	14%	17%	9%	44%
Not equipped with digital capabilities (e.g. signal for mobile phones, Wi-fi etc.)	4%	4%	6%	1%	3%	4%	-	6%	3%	7%	7%
Not enough employment opportunities	33%	49%	38%	22%	23%	23%	24%	26%	22%	44%	57%
Too much crime	21%	38%	11%	12%	12%	9%	18%	14%	23%	45%	24%
Other	4%	5%	5%	4%	7%	3%	6%	5%	2%	1%	5%
Don't know	4%	3%	1%	2%	7%	6%	5%	1%	7%	5%	5%
Not applicable – Nothing will make my city unsuitable for future generations	8%	6%	2%	6%	13%	8%	15%	-	11%	12%	8%

Total	City									
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Thinking generally about buildings in cities...

Which, if any, of the following statements do you agree with? (Please select all that apply)

	Unweighted base	1019	100	101	101	100	103	102	103	101	107	101
	Base: All city adults	1019	100	101	101	100	103	102	103	101	107	101
Many buildings in my city are quite drab and grey		32%	50%	21%	26%	26%	17%	32%	26%	37%	39%	47%
I think my city would be cheered up by a more vibrant colour scheme		21%	34%	8%	12%	18%	8%	16%	23%	25%	26%	39%
I think my city is too colourful		1%	1%	2%	-	-	-	1%	3%	1%	2%	1%
Colour is important to the way people live in my city		27%	27%	52%	54%	18%	19%	18%	25%	24%	17%	19%
Rural areas are more colourful than my city		19%	29%	13%	15%	17%	15%	24%	22%	23%	18%	19%
None of these		28%	18%	27%	19%	39%	52%	31%	35%	21%	23%	17%
Don't know		5%	3%	4%	3%	8%	4%	9%	4%	8%	6%	5%

Which ONE, if any, of the following best describes your 'dream' (i.e. ideal) home?

	Unweighted base	1019	100	101	101	100	103	102	103	101	107	101
	Base: All city adults	1019	100	101	101	100	103	102	103	101	107	101
A high rise apartment		1%	1%	1%	-	2%	-	2%	2%	4%	-	1%
A detached house with a garden		47%	50%	39%	40%	43%	53%	53%	47%	42%	52%	49%
A terraced flat		2%	1%	3%	3%	2%	2%	1%	2%	3%	4%	1%
A penthouse apartment		10%	9%	12%	7%	7%	13%	4%	10%	13%	14%	10%
A semi-detached house with a garden		7%	5%	9%	11%	5%	5%	8%	12%	4%	1%	9%
A country farmhouse		17%	20%	20%	20%	27%	14%	17%	16%	11%	17%	12%
A houseboat		2%	3%	4%	1%	1%	3%	2%	1%	1%	1%	4%
Other		5%	4%	6%	5%	4%	3%	6%	4%	6%	7%	6%
Don't know		2%	1%	-	1%	1%	3%	1%	3%	6%	-	1%
Not applicable - I don't have a dream home		7%	7%	7%	12%	8%	5%	6%	3%	8%	4%	7%

Total	City										
Base	Birmingham	Brighton	Bristol	Cardiff	Edinburgh	Leeds	London	Manchester	Nottingham	Belfast	

Do you believe that you'll ****ever**** own your 'dream' (i.e. ideal) home in the city you currently live in? (If you already own your dream home, please select the 'Not applicable' option)

Unweighted base	1019	100	101	101	100	103	102	103	101	107	101
Base: All city adults	1019	100	101	101	100	103	102	103	101	107	101
Yes, I do	21%	22%	18%	23%	24%	24%	17%	19%	21%	17%	24%
No, I don't	55%	41%	66%	51%	52%	50%	53%	64%	56%	65%	48%
Don't know	15%	23%	10%	19%	15%	13%	14%	9%	16%	13%	17%
Not applicable - I already own my 'dream' home in the city I currently live in	10%	14%	7%	8%	10%	13%	16%	7%	7%	5%	12%

****For the following question, by 'green belt', we mean an area of open land around a city in which building/ construction is restricted, as a result of a policy for controlling urban sprawl. This is intended to maintain the countryside/ forestry surrounding cities as much as possible. As the UK's population grows, it is likely that single standing (i.e. detached) homes will become increasingly scarce as cities expand.****

If you don't currently live directly in a city or its suburbs, please imagine that you do.

Which, if any, of the following statements apply to you?

Unweighted base	1019	100	101	101	100	103	102	103	101	107	101
Base: All city adults	1019	100	101	101	100	103	102	103	101	107	101
To protect the green belt, I would be happy to live in a flat or high-rise apartment	21%	11%	31%	26%	13%	29%	17%	25%	23%	18%	16%
To own the kind of property I dream of, I would be happy for the city to grow out onto the green belt	9%	11%	12%	3%	15%	10%	7%	9%	7%	5%	12%
I think cities of the future will need to build high-tech, high-rise apartments in order to protect the green belt	44%	44%	45%	51%	43%	31%	47%	47%	43%	47%	43%
I don't think the UK's population will grow enough to require the construction of more high-rise apartments or city expansion	7%	9%	3%	5%	5%	15%	6%	5%	4%	5%	10%
New cities will pop up in the UK	24%	29%	33%	17%	17%	26%	18%	21%	23%	27%	25%
None of these	10%	9%	7%	5%	9%	11%	13%	7%	10%	15%	11%
Don't know	10%	11%	8%	13%	15%	4%	10%	8%	14%	7%	10%