

YouGov / Portland Communications
Cities

UK Sample : 9th - 10th February 2015
Sample Size: 2147 UK Adults

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

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	2147	1015	1132	284	288	375	448	752	1168	979
Base: All UK adults	2147	1033	1114	258	340	385	400	764	1181	966
I love my city	21%	21%	21%	27%	23%	21%	19%	19%	22%	20%
I like my city	52%	51%	53%	50%	53%	55%	53%	51%	54%	50%
I don't like my city very much	17%	17%	17%	11%	15%	19%	16%	20%	17%	17%
I don't like my city at all	5%	6%	4%	5%	3%	3%	8%	5%	4%	6%
Don't know	5%	5%	5%	7%	6%	2%	5%	5%	3%	7%

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	2147	1015	1132	284	288	375	448	752	1168	979
Base: All UK adults	2147	1033	1114	258	340	385	400	764	1181	966
My city is growing too rapidly	26%	25%	27%	17%	18%	27%	27%	31%	26%	26%
My city is growing at the right pace	41%	41%	41%	47%	48%	41%	41%	36%	41%	40%
My city is not growing fast enough	10%	10%	10%	11%	10%	13%	9%	9%	11%	9%
None of these	9%	10%	8%	4%	11%	6%	10%	11%	9%	8%
Don't know	14%	14%	15%	21%	13%	13%	13%	14%	13%	16%

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Cities**

UK Sample : 9th - 10th February 2015
Sample Size: 2147 UK Adults

Region										Working status						
North	Midlands	East	London	South	England	Wales	Scotland	Northern Ireland		Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

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?

	471	283	198	290	479	1721	123	247	56	1048	259	1307	157	443	78	162
Unweighted base	471	283	198	290	479	1721	123	247	56	1048	259	1307	157	443	78	162
Base: All UK adults	513	344	200	266	477	1799	105	182	60	1043	266	1310	126	455	87	170
I love my city	23%	12%	20%	34%	17%	21%	14%	31%	17%	21%	20%	21%	37%	17%	20%	20%
I like my city	53%	51%	50%	48%	55%	52%	53%	53%	55%	54%	53%	54%	49%	54%	36%	44%
I don't like my city very much	16%	23%	18%	9%	19%	17%	20%	12%	16%	15%	16%	16%	8%	21%	23%	22%
I don't like my city at all	4%	9%	6%	3%	5%	5%	6%	2%	6%	4%	6%	5%	5%	5%	9%	6%
Don't know	5%	5%	6%	6%	4%	5%	7%	1%	7%	5%	5%	5%	1%	3%	13%	8%

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?

	471	283	198	290	479	1721	123	247	56	1048	259	1307	157	443	78	162
Unweighted base	471	283	198	290	479	1721	123	247	56	1048	259	1307	157	443	78	162
Base: All UK adults	513	344	200	266	477	1799	105	182	60	1043	266	1310	126	455	87	170
My city is growing too rapidly	14%	24%	40%	50%	31%	29%	14%	13%	9%	26%	20%	25%	13%	34%	28%	22%
My city is growing at the right pace	46%	40%	36%	26%	39%	39%	37%	52%	63%	43%	45%	43%	48%	34%	38%	36%
My city is not growing fast enough	13%	10%	7%	5%	6%	9%	25%	14%	7%	11%	10%	10%	17%	8%	8%	9%
None of these	11%	8%	6%	6%	9%	9%	12%	10%	11%	8%	6%	8%	9%	12%	9%	11%
Don't know	16%	16%	12%	12%	16%	15%	12%	11%	9%	12%	19%	14%	14%	13%	17%	22%

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

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	2147	1015	1132	284	288	375	448	752	1168	979
Base: All UK adults	2147	1033	1114	258	340	385	400	764	1181	966
My city will adapt to meet the needs of future generations	22%	25%	19%	25%	25%	22%	18%	21%	24%	18%
There will be increasing employment opportunities for future generations in my city	18%	20%	15%	21%	18%	20%	18%	16%	19%	16%
My city will become too expensive for future generations to afford to buy a home	35%	33%	37%	34%	34%	39%	32%	36%	38%	32%
Future generations will be forced to leave my city	24%	23%	24%	19%	24%	26%	23%	24%	25%	22%
In the future, my city will be too overcrowded	34%	32%	37%	29%	34%	31%	38%	36%	35%	34%
None of these	6%	6%	6%	6%	4%	7%	9%	5%	6%	6%
Don't know	15%	14%	16%	21%	18%	11%	13%	15%	13%	17%

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	2147	1015	1132	284	288	375	448	752	1168	979
Base: All UK adults	2147	1033	1114	258	340	385	400	764	1181	966
A high cost of living	39%	38%	39%	42%	44%	44%	36%	34%	38%	40%
Not enough affordable housing	54%	54%	54%	50%	52%	53%	53%	57%	54%	54%
Not enough green space	23%	20%	25%	21%	21%	23%	26%	22%	23%	23%
Poor public transport	22%	23%	20%	21%	20%	21%	21%	23%	23%	20%
Not equipped with digital capabilities (e.g. signal for mobile phones, Wi-fi etc.)	6%	7%	5%	9%	6%	7%	3%	5%	6%	5%
Not enough employment opportunities	39%	37%	41%	35%	32%	36%	43%	43%	39%	39%
Too much crime	23%	21%	26%	21%	16%	25%	26%	25%	22%	25%
Other	3%	3%	3%	1%	3%	3%	4%	4%	4%	2%
Don't know	8%	7%	9%	8%	8%	6%	9%	8%	7%	9%
Not applicable – Nothing will make my city unsuitable for future generations	9%	11%	8%	12%	11%	8%	8%	9%	10%	9%

Region										Working status						
North	Midlands	East	London	South	England	Wales	Scotland	Northern Ireland		Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

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	471	283	198	290	479	1721	123	247	56	1048	259	1307	157	443	78	162
Base: All UK adults	513	344	200	266	477	1799	105	182	60	1043	266	1310	126	455	87	170
My city will adapt to meet the needs of future generations	24%	22%	22%	16%	18%	21%	28%	30%	17%	22%	17%	21%	30%	23%	23%	14%
There will be increasing employment opportunities for future generations in my city	18%	16%	21%	15%	16%	17%	21%	19%	27%	18%	21%	19%	21%	16%	17%	13%
My city will become too expensive for future generations to afford to buy a home	24%	23%	40%	67%	44%	37%	20%	32%	21%	37%	33%	36%	32%	38%	24%	32%
Future generations will be forced to leave my city	19%	20%	19%	47%	22%	24%	20%	19%	30%	26%	16%	24%	19%	26%	20%	17%
In the future, my city will be too overcrowded	26%	35%	42%	60%	37%	38%	15%	20%	20%	36%	30%	35%	28%	35%	31%	35%
None of these	6%	7%	4%	1%	5%	5%	10%	10%	12%	6%	4%	6%	6%	5%	10%	7%
Don't know	21%	18%	13%	8%	12%	15%	12%	12%	15%	12%	22%	14%	17%	14%	18%	19%

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	471	283	198	290	479	1721	123	247	56	1048	259	1307	157	443	78	162
Base: All UK adults	513	344	200	266	477	1799	105	182	60	1043	266	1310	126	455	87	170
A high cost of living	24%	30%	43%	74%	45%	40%	22%	40%	21%	41%	36%	40%	43%	33%	42%	38%
Not enough affordable housing	46%	47%	55%	70%	59%	54%	46%	59%	57%	55%	52%	54%	54%	56%	52%	50%
Not enough green space	20%	28%	24%	31%	23%	24%	9%	15%	21%	23%	21%	22%	27%	25%	14%	21%
Poor public transport	19%	24%	24%	11%	26%	21%	24%	18%	35%	23%	21%	22%	26%	18%	22%	20%
Not equipped with digital capabilities (e.g. signal for mobile phones, Wi-fi etc.)	5%	7%	7%	4%	6%	6%	8%	4%	5%	6%	4%	5%	9%	7%	7%	5%
Not enough employment opportunities	44%	43%	39%	29%	34%	38%	37%	44%	54%	38%	36%	37%	37%	44%	42%	41%
Too much crime	24%	34%	18%	26%	17%	24%	17%	21%	31%	22%	25%	23%	21%	25%	27%	25%
Other	3%	5%	3%	4%	3%	3%	2%	2%	3%	3%	3%	3%	1%	4%	2%	4%
Don't know	10%	10%	5%	4%	9%	8%	10%	5%	2%	7%	10%	7%	6%	9%	7%	12%
Not applicable – Nothing will make my city unsuitable for future generations	13%	8%	12%	5%	7%	9%	12%	7%	8%	10%	9%	9%	5%	8%	17%	9%

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Thinking generally about buildings in cities...

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

	Unweighted base	2147	1015	1132	284	288	375	448	752	1168	979
	Base: All UK adults	2147	1033	1114	258	340	385	400	764	1181	966
Many buildings in my city are quite drab and grey		33%	33%	34%	38%	29%	30%	38%	33%	33%	34%
I think my city would be cheered up by a more vibrant colour scheme		18%	18%	18%	29%	17%	16%	17%	16%	17%	19%
I think my city is too colourful		1%	1%	1%	2%	0%	3%	1%	1%	1%	1%
Colour is important to the way people live in my city		13%	13%	13%	14%	14%	12%	12%	13%	13%	13%
Rural areas are more colourful than my city		24%	26%	23%	23%	25%	26%	26%	22%	25%	23%
None of these		27%	24%	28%	17%	24%	27%	27%	30%	30%	22%
Don't know		11%	12%	11%	13%	16%	9%	11%	10%	9%	14%

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

	Unweighted base	2147	1015	1132	284	288	375	448	752	1168	979
	Base: All UK adults	2147	1033	1114	258	340	385	400	764	1181	966
A high rise apartment		1%	1%	1%	4%	0%	1%	0%	0%	1%	1%
A detached house with a garden		50%	47%	53%	45%	53%	51%	53%	48%	50%	50%
A terraced flat		1%	1%	1%	2%	1%	2%	1%	1%	1%	1%
A penthouse apartment		5%	6%	5%	13%	6%	3%	4%	4%	5%	6%
A semi-detached house with a garden		6%	6%	5%	5%	8%	7%	4%	5%	6%	5%
A country farmhouse		21%	21%	21%	17%	20%	26%	25%	19%	21%	21%
A houseboat		1%	2%	1%	2%	1%	0%	3%	1%	2%	1%
Other		5%	5%	5%	1%	3%	3%	3%	10%	6%	5%
Don't know		2%	4%	1%	4%	4%	3%	2%	1%	2%	3%
Not applicable - I don't have a dream home		7%	7%	6%	6%	4%	5%	5%	9%	6%	8%

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	2147	1015	1132	284	288	375	448	752	1168	979
	Base: All UK adults	2147	1033	1114	258	340	385	400	764	1181	966
Yes, I do		20%	22%	18%	34%	31%	23%	18%	11%	23%	17%
No, I don't		52%	50%	53%	42%	46%	52%	55%	55%	48%	56%
Don't know		17%	17%	17%	18%	19%	18%	19%	14%	16%	19%
Not applicable - I already own my 'dream' home in the city I currently live in		11%	11%	12%	5%	4%	7%	9%	20%	14%	9%

Region										Working status						
North	Midlands	East	London	South	England	Wales	Scotland	Northern Ireland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	

Thinking generally about buildings in cities...

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

	Unweighted base	471	283	198	290	479	1721	123	247	56	1048	259	1307	157	443	78	162
	Base: All UK adults	513	344	200	266	477	1799	105	182	60	1043	266	1310	126	455	87	170
I think my city would be cheered up by a more vibrant colour scheme		30%	42%	32%	33%	28%	33%	41%	34%	37%	32%	31%	32%	42%	34%	33%	34%
I think my city is too colourful		17%	17%	15%	18%	17%	17%	27%	17%	32%	17%	16%	17%	26%	16%	28%	19%
Colour is important to the way people live in my city		2%	3%	-	1%	1%	-	-	4%	1%	2%	1%	-	1%	2%	0%	
Rural areas are more colourful than my city		12%	13%	11%	19%	11%	13%	12%	13%	14%	13%	13%	14%	13%	17%	8%	
None of these		20%	32%	23%	19%	22%	23%	33%	24%	35%	25%	23%	25%	21%	22%	21%	24%
Don't know		30%	19%	31%	26%	30%	27%	18%	29%	12%	26%	28%	26%	20%	31%	16%	26%
		13%	9%	12%	14%	11%	12%	8%	9%	8%	11%	14%	12%	10%	9%	13%	15%

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

	Unweighted base	471	283	198	290	479	1721	123	247	56	1048	259	1307	157	443	78	162
	Base: All UK adults	513	344	200	266	477	1799	105	182	60	1043	266	1310	126	455	87	170
A high rise apartment		1%	1%	-	1%	1%	2%	1%	-	1%	0%	1%	5%	-	-	1%	
A detached house with a garden		45%	53%	50%	49%	49%	49%	63%	57%	54%	52%	53%	42%	51%	31%	43%	
A terraced flat		1%	1%	0%	3%	1%	-	2%	2%	1%	0%	1%	4%	1%	2%	-	
A penthouse apartment		5%	4%	5%	9%	6%	6%	5%	5%	4%	5%	3%	4%	17%	5%	9%	5%
A semi-detached house with a garden		6%	6%	5%	7%	5%	6%	1%	5%	3%	6%	5%	6%	4%	5%	12%	3%
A country farmhouse		22%	26%	24%	12%	22%	22%	20%	19%	23%	21%	21%	21%	15%	19%	28%	28%
A houseboat		1%	1%	2%	0%	2%	1%	2%	3%	5%	1%	3%	2%	3%	1%	4%	-
Other		9%	5%	4%	4%	5%	6%	2%	3%	4%	4%	5%	4%	2%	9%	2%	10%
Don't know		3%	1%	1%	5%	2%	3%	1%	1%	1%	2%	5%	2%	4%	1%	7%	1%
Not applicable - I don't have a dream home		7%	3%	8%	9%	7%	7%	5%	4%	6%	6%	6%	6%	5%	8%	5%	9%

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	471	283	198	290	479	1721	123	247	56	1048	259	1307	157	443	78	162
	Base: All UK adults	513	344	200	266	477	1799	105	182	60	1043	266	1310	126	455	87	170
Yes, I do		20%	23%	18%	16%	19%	20%	23%	25%	20%	25%	18%	24%	31%	9%	12%	18%
No, I don't		53%	49%	54%	56%	49%	52%	50%	51%	51%	49%	50%	49%	44%	55%	56%	60%
Don't know		16%	17%	17%	19%	18%	17%	13%	15%	19%	17%	20%	18%	23%	13%	26%	13%
Not applicable - I already own my 'dream' home in the city I currently live in		11%	12%	11%	8%	14%	12%	15%	9%	10%	8%	12%	9%	1%	23%	6%	9%

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

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	2147	1015	1132	284	288	375	448	752	1168	979
Base: All UK adults	2147	1033	1114	258	340	385	400	764	1181	966
To protect the green belt, I would be happy to live in a flat or high-rise apartment	13%	14%	12%	22%	16%	12%	9%	11%	15%	11%
To own the kind of property I dream of, I would be happy for the city to grow out onto the green belt	10%	12%	9%	12%	12%	11%	9%	9%	11%	10%
I think cities of the future will need to build high-tech, high-rise apartments in order to protect the green belt	37%	40%	34%	36%	38%	35%	40%	36%	37%	37%
I don't think the UK's population will grow enough to require the construction of more high-rise apartments or city expansion	7%	7%	6%	11%	10%	8%	4%	4%	6%	7%
New cities will pop up in the UK	22%	26%	18%	20%	16%	21%	25%	25%	25%	18%
None of these	13%	10%	15%	7%	10%	14%	14%	15%	12%	14%
Don't know	16%	13%	19%	17%	17%	15%	17%	15%	13%	20%

Region									Working status						
North	Midlands	East	London	South	England	Wales	Scotland	Northern Ireland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

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	471	283	198	290	479	1721	123	247	56	1048	259	1307	157	443	78	162
	Base: All UK adults	513	344	200	266	477	1799	105	182	60	1043	266	1310	126	455	87	170
To protect the green belt, I would be happy to live in a flat or high-rise apartment		13%	11%	16%	16%	12%	13%	11%	12%	9%	15%	12%	14%	23%	10%	14%	5%
To own the kind of property I dream of, I would be happy for the city to grow out onto the green belt		11%	10%	9%	10%	10%	10%	9%	10%	20%	11%	7%	11%	15%	10%	10%	7%
I think cities of the future will need to build high-tech, high-rise apartments in order to protect the green belt		34%	41%	37%	40%	38%	37%	28%	36%	38%	41%	28%	38%	43%	35%	34%	30%
I don't think the UK's population will grow enough to require the construction of more high-rise apartments or city expansion		6%	9%	4%	4%	4%	5%	12%	13%	10%	8%	6%	7%	10%	4%	9%	4%
New cities will pop up in the UK		18%	20%	26%	26%	26%	23%	17%	22%	18%	23%	16%	22%	20%	26%	16%	22%
None of these		13%	10%	17%	12%	13%	13%	17%	10%	10%	11%	17%	12%	5%	14%	12%	18%
Don't know		19%	17%	7%	17%	16%	16%	14%	14%	11%	14%	23%	15%	16%	15%	18%	23%