

YouGov Survey Results
Fieldwork - 9th - 15th February
Sample Size - 100 GB Adults from 10 GB Cities

City									
Birmingham	Brighton	Bristol	Cardiff	Edinburgh	Leeds	London	Manchester	Nottingham	Belfast

For the following questions, please think about the city that you currently live in.

Have you lived in this city for your whole life?

	Birmingham	Brighton	Bristol	Cardiff	Edinburgh	Leeds	London	Manchester	Nottingham	Belfast
Unweighted base	100	101	101	100	103	102	103	101	107	101
Base: All (CITY) Adults	100	101	101	100	103	102	103	101	107	101
Yes, I have	45%	22%	22%	29%	23%	32%	29%	25%	27%	53%
No, I haven't	55%	78%	78%	71%	77%	68%	71%	75%	73%	47%

How proud, if at all, are you of your city?

	Birmingham	Brighton	Bristol	Cardiff	Edinburgh	Leeds	London	Manchester	Nottingham	Belfast
Unweighted base	100	101	101	100	103	102	103	101	107	101
Base: All (CITY) Adults	100	101	101	100	103	102	103	101	107	101
Very proud	26%	45%	34%	40%	45%	24%	33%	30%	8%	20%
Fairly proud	45%	46%	50%	49%	45%	45%	48%	51%	54%	52%
Not very proud	19%	9%	9%	5%	7%	18%	15%	9%	25%	19%
Not at all proud	7%	-	4%	1%	1%	9%	2%	2%	7%	5%
Don't know	4%	-	4%	6%	2%	4%	3%	8%	6%	4%
Net: Proud	70%	91%	83%	89%	90%	69%	81%	81%	62%	72%
Net: Not proud	26%	9%	13%	5%	8%	27%	16%	11%	32%	23%

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Which, if any, of the following are things you love about your city? (Please select all that apply. If you don't love anything about your city, please select the 'Not applicable' option)

	Unweighted base	Birmingham	Brighton	Bristol	Cardiff	Edinburgh	Leeds	London	Manchester	Nottingham	Belfast
Unweighted base	100	101	101	101	100	103	102	103	101	107	101
Base: All (CITY) Adults	100	101	101	101	100	103	102	103	101	107	101
Good transport links (e.g. bus, train etc.)	53%	63%	19%	34%	69%	35%	74%	61%	65%	31%	
Good job opportunities	24%	16%	32%	26%	23%	27%	43%	32%	13%	10%	
The historic landmark(s)	46%	61%	72%	64%	95%	43%	79%	60%	48%	50%	
The modern landmark(s)	37%	26%	32%	42%	19%	26%	53%	46%	10%	27%	
The green spaces	43%	54%	67%	53%	66%	44%	53%	27%	36%	32%	
The local people	46%	70%	47%	49%	35%	41%	39%	55%	27%	62%	
The local culture (e.g. art galleries, museums etc.)	51%	84%	69%	58%	84%	48%	70%	68%	38%	45%	
The local food/ drink (i.e. unique to the area)	37%	50%	44%	34%	34%	26%	38%	37%	24%	46%	
The shops	44%	51%	49%	54%	30%	57%	47%	50%	38%	32%	
The restaurants	48%	66%	63%	48%	62%	45%	61%	51%	41%	52%	
The nightlife (e.g. bars, clubs etc.)	26%	61%	29%	33%	27%	28%	38%	47%	35%	32%	
Other	7%	8%	5%	11%	2%	4%	5%	7%	5%	5%	
Don't know	1%	-	1%	4%	1%	5%	1%	7%	6%	2%	
Not applicable - I don't love anything about my city	6%	3%	4%	4%	-	10%	3%	3%	8%	3%	

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As a reminder, for the following questions, please think about the city that you currently live in.

Thinking about all of the stereotypes of people in your city...

How much do you like or dislike these stereotypes?

Unweighted base	100	101	101	100	103	102	103	101	107	101
Base: All (CITY) Adults	100	101	101	100	103	102	103	101	107	101
Like a lot	2%	15%	9%	4%	4%	3%	5%	4%	4%	10%
Like a little	12%	29%	13%	23%	20%	17%	11%	21%	9%	9%
Neither like nor dislike	19%	27%	46%	44%	48%	46%	52%	43%	37%	37%
Dislike a little	32%	9%	12%	17%	16%	11%	16%	19%	22%	19%
Dislike a lot	27%	11%	7%	3%	5%	8%	5%	9%	11%	20%
Don't know	7%	8%	12%	9%	7%	15%	11%	4%	17%	5%
Net: Like	14%	44%	23%	27%	24%	19%	17%	25%	13%	19%
Net: Dislike	59%	21%	19%	20%	21%	19%	21%	28%	34%	39%

How likely, if at all, do you think you would be to move away from your city in the future?

Unweighted base	100	101	101	100	103	102	103	101	107	101
Base: All (CITY) Adults	100	101	101	100	103	102	103	101	107	101
Very likely	11%	12%	11%	9%	11%	9%	11%	8%	17%	17%
Fairly likely	26%	26%	29%	22%	22%	32%	37%	20%	27%	21%
Not very likely	36%	38%	32%	40%	39%	29%	29%	46%	28%	32%
Not at all likely	15%	15%	16%	21%	20%	19%	17%	13%	12%	21%
Don't know	13%	9%	12%	8%	9%	11%	6%	13%	15%	9%
Net: Likely	37%	38%	40%	31%	33%	41%	48%	28%	45%	38%
Net: Not likely	50%	53%	48%	61%	58%	48%	46%	59%	41%	53%