

**YouGov / Portland Communications  
Cities**

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%

## YouGov / Portland Communications Cities

Total	Region								
Base	North	Midlands	East	London	South	England	Wales	Scotland	Northern Ireland

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	471	283	198	290	479	1721	123	247	56
Base: All UK adults	2147	513	344	200	266	477	1799	105	182	60
I love my city	21%	23%	12%	20%	34%	17%	21%	14%	31%	17%
I like my city	52%	53%	51%	50%	48%	55%	52%	53%	53%	55%
I don't like my city very much	17%	16%	23%	18%	9%	19%	17%	20%	12%	16%
I don't like my city at all	5%	4%	9%	6%	3%	5%	5%	6%	2%	6%
Don't know	5%	5%	5%	6%	6%	4%	5%	7%	1%	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	471	283	198	290	479	1721	123	247	56
Base: All UK adults	2147	513	344	200	266	477	1799	105	182	60
My city is growing too rapidly	26%	14%	24%	40%	50%	31%	29%	14%	13%	9%
My city is growing at the right pace	41%	46%	40%	36%	26%	39%	39%	37%	52%	63%
My city is not growing fast enough	10%	13%	10%	7%	5%	6%	9%	25%	14%	7%
None of these	9%	11%	8%	6%	6%	9%	9%	12%	10%	11%
Don't know	14%	16%	16%	12%	12%	16%	15%	12%	11%	9%

**YouGov / Portland Communications  
Cities**

Total	Government Region												
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland	Northern Ireland

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	93	205	173	140	143	198	290	288	191	1721	123	247	56
Base: All UK adults	2147	101	210	202	162	182	200	266	292	184	1799	105	182	60
I love my city	21%	26%	23%	20%	14%	10%	20%	34%	17%	17%	21%	14%	31%	17%
I like my city	52%	55%	51%	54%	56%	46%	50%	48%	53%	57%	52%	53%	53%	55%
I don't like my city very much	17%	12%	15%	19%	19%	26%	18%	9%	20%	18%	17%	20%	12%	16%
I don't like my city at all	5%	4%	5%	3%	9%	9%	6%	3%	6%	3%	5%	6%	2%	6%
Don't know	5%	3%	6%	5%	2%	8%	6%	6%	3%	5%	5%	7%	1%	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	93	205	173	140	143	198	290	288	191	1721	123	247	56
Base: All UK adults	2147	101	210	202	162	182	200	266	292	184	1799	105	182	60
My city is growing too rapidly	26%	15%	10%	17%	20%	29%	40%	50%	37%	21%	29%	14%	13%	9%
My city is growing at the right pace	41%	40%	54%	41%	51%	31%	36%	26%	35%	45%	39%	37%	52%	63%
My city is not growing fast enough	10%	8%	12%	17%	7%	14%	7%	5%	6%	5%	9%	25%	14%	7%
None of these	9%	18%	8%	10%	7%	9%	6%	6%	8%	10%	9%	12%	10%	11%
Don't know	14%	20%	15%	15%	15%	18%	12%	12%	14%	19%	15%	12%	11%	9%

**YouGov / Portland Communications  
Cities**

Total	Working status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

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	1048	259	1307	157	443	78	162	1017	281	194	60	595
Base: All UK adults	2147	1043	266	1310	126	455	87	170	1039	298	174	62	573
I love my city	21%	21%	20%	21%	37%	17%	20%	20%	18%	22%	27%	16%	24%
I like my city	52%	54%	53%	54%	49%	54%	36%	44%	54%	53%	48%	61%	48%
I don't like my city very much	17%	15%	16%	16%	8%	21%	23%	22%	18%	16%	16%	20%	17%
I don't like my city at all	5%	4%	6%	5%	5%	5%	9%	6%	6%	5%	4%	2%	4%
Don't know	5%	5%	5%	5%	1%	3%	13%	8%	4%	4%	5%	2%	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	1048	259	1307	157	443	78	162	1017	281	194	60	595
Base: All UK adults	2147	1043	266	1310	126	455	87	170	1039	298	174	62	573
My city is growing too rapidly	26%	26%	20%	25%	13%	34%	28%	22%	29%	21%	25%	37%	22%
My city is growing at the right pace	41%	43%	45%	43%	48%	34%	38%	36%	39%	48%	41%	36%	41%
My city is not growing fast enough	10%	11%	10%	10%	17%	8%	8%	9%	10%	11%	7%	6%	11%
None of these	9%	8%	6%	8%	9%	12%	9%	11%	10%	11%	7%	10%	8%
Don't know	14%	12%	19%	14%	14%	13%	17%	22%	13%	10%	20%	11%	18%

**YouGov / Portland Communications  
Cities**

Total	Children in Household						Social Media (monthly or more)			
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter

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	1506	283	237	80	600	41	1549	398	239	647
Base: All UK adults	2147	1504	270	241	91	602	42	1527	353	251	647
I love my city	21%	21%	25%	16%	17%	20%	24%	22%	28%	28%	28%
I like my city	52%	51%	53%	62%	47%	56%	32%	54%	49%	49%	50%
I don't like my city very much	17%	18%	11%	15%	29%	15%	3%	16%	12%	15%	14%
I don't like my city at all	5%	5%	4%	4%	5%	4%	7%	5%	9%	6%	5%
Don't know	5%	4%	7%	2%	3%	5%	34%	4%	2%	3%	4%

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	1506	283	237	80	600	41	1549	398	239	647
Base: All UK adults	2147	1504	270	241	91	602	42	1527	353	251	647
My city is growing too rapidly	26%	27%	19%	30%	21%	23%	10%	26%	29%	30%	23%
My city is growing at the right pace	41%	38%	46%	47%	50%	47%	39%	43%	44%	45%	47%
My city is not growing fast enough	10%	10%	13%	8%	14%	11%	5%	9%	10%	8%	10%
None of these	9%	10%	7%	6%	8%	7%	17%	8%	9%	9%	8%
Don't know	14%	15%	16%	10%	8%	12%	29%	13%	8%	9%	12%

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%

Total	Region								
Base	North	Midlands	East	London	South	England	Wales	Scotland	Northern Ireland

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	471	283	198	290	479	1721	123	247	56
Base: All UK adults	2147	513	344	200	266	477	1799	105	182	60
My city will adapt to meet the needs of future generations	22%	24%	22%	22%	16%	18%	21%	28%	30%	17%
There will be increasing employment opportunities for future generations in my city	18%	18%	16%	21%	15%	16%	17%	21%	19%	27%
My city will become too expensive for future generations to afford to buy a home	35%	24%	23%	40%	67%	44%	37%	20%	32%	21%
Future generations will be forced to leave my city	24%	19%	20%	19%	47%	22%	24%	20%	19%	30%
In the future, my city will be too overcrowded	34%	26%	35%	42%	60%	37%	38%	15%	20%	20%
None of these	6%	6%	7%	4%	1%	5%	5%	10%	10%	12%
Don't know	15%	21%	18%	13%	8%	12%	15%	12%	12%	15%

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	471	283	198	290	479	1721	123	247	56
Base: All UK adults	2147	513	344	200	266	477	1799	105	182	60
A high cost of living	39%	24%	30%	43%	74%	45%	40%	22%	40%	21%
Not enough affordable housing	54%	46%	47%	55%	70%	59%	54%	46%	59%	57%
Not enough green space	23%	20%	28%	24%	31%	23%	24%	9%	15%	21%
Poor public transport	22%	19%	24%	24%	11%	26%	21%	24%	18%	35%
Not equipped with digital capabilities (e.g. signal for mobile phones, Wi-fi etc.)	6%	5%	7%	7%	4%	6%	6%	8%	4%	5%
Not enough employment opportunities	39%	44%	43%	39%	29%	34%	38%	37%	44%	54%
Too much crime	23%	24%	34%	18%	26%	17%	24%	17%	21%	31%
Other	3%	3%	5%	3%	4%	3%	3%	2%	2%	3%
Don't know	8%	10%	10%	5%	4%	9%	8%	10%	5%	2%
Not applicable – Nothing will make my city unsuitable for future generations	9%	13%	8%	12%	5%	7%	9%	12%	7%	8%

Total	Government Region												
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland	Northern Ireland

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	93	205	173	140	143	198	290	288	191	1721	123	247	56
Base: All UK adults	2147	101	210	202	162	182	200	266	292	184	1799	105	182	60
My city will adapt to meet the needs of future generations	22%	26%	24%	22%	21%	23%	22%	16%	16%	22%	21%	28%	30%	17%
There will be increasing employment opportunities for future generations in my city	18%	8%	24%	18%	22%	10%	21%	15%	16%	17%	17%	21%	19%	27%
My city will become too expensive for future generations to afford to buy a home	35%	26%	21%	26%	21%	24%	40%	67%	46%	39%	37%	20%	32%	21%
Future generations will be forced to leave my city	24%	17%	15%	23%	13%	26%	19%	47%	23%	19%	24%	20%	19%	30%
In the future, my city will be too overcrowded	34%	21%	26%	29%	34%	36%	42%	60%	46%	22%	38%	15%	20%	20%
None of these	6%	10%	5%	6%	8%	6%	4%	1%	5%	6%	5%	10%	10%	12%
Don't know	15%	19%	23%	20%	18%	17%	13%	8%	10%	16%	15%	12%	12%	15%

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	93	205	173	140	143	198	290	288	191	1721	123	247	56
Base: All UK adults	2147	101	210	202	162	182	200	266	292	184	1799	105	182	60
A high cost of living	39%	25%	24%	24%	26%	33%	43%	74%	49%	37%	40%	22%	40%	21%
Not enough affordable housing	54%	41%	43%	51%	45%	49%	55%	70%	63%	53%	54%	46%	59%	57%
Not enough green space	23%	15%	25%	19%	29%	28%	24%	31%	25%	19%	24%	9%	15%	21%
Poor public transport	22%	16%	20%	21%	25%	22%	24%	11%	22%	31%	21%	24%	18%	35%
Not equipped with digital capabilities (e.g. signal for mobile phones, Wi-fi etc.)	6%	3%	5%	7%	5%	8%	7%	4%	7%	5%	6%	8%	4%	5%
Not enough employment opportunities	39%	56%	42%	40%	37%	48%	39%	29%	31%	37%	38%	37%	44%	54%
Too much crime	23%	13%	24%	30%	33%	35%	18%	26%	19%	14%	24%	17%	21%	31%
Other	3%	2%	1%	5%	6%	5%	3%	4%	4%	2%	3%	2%	2%	3%
Don't know	8%	7%	11%	10%	13%	7%	5%	4%	8%	10%	8%	10%	5%	2%
Not applicable – Nothing will make my city unsuitable for future generations	9%	13%	14%	11%	8%	8%	12%	5%	6%	8%	9%	12%	7%	8%

Total	Working status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

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	1048	259	1307	157	443	78	162	1017	281	194	60	595
Base: All UK adults	2147	1043	266	1310	126	455	87	170	1039	298	174	62	573
My city will adapt to meet the needs of future generations	22%	22%	17%	21%	30%	23%	23%	14%	21%	21%	27%	18%	21%
There will be increasing employment opportunities for future generations in my city	18%	18%	21%	19%	21%	16%	17%	13%	16%	24%	14%	17%	18%
My city will become too expensive for future generations to afford to buy a home	35%	37%	33%	36%	32%	38%	24%	32%	33%	35%	35%	45%	38%
Future generations will be forced to leave my city	24%	26%	16%	24%	19%	26%	20%	17%	25%	24%	19%	26%	23%
In the future, my city will be too overcrowded	34%	36%	30%	35%	28%	35%	31%	35%	35%	35%	32%	37%	33%
None of these	6%	6%	4%	6%	6%	5%	10%	7%	6%	6%	6%	5%	6%
Don't know	15%	12%	22%	14%	17%	14%	18%	19%	14%	13%	16%	9%	18%

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	1048	259	1307	157	443	78	162	1017	281	194	60	595
Base: All UK adults	2147	1043	266	1310	126	455	87	170	1039	298	174	62	573
A high cost of living	39%	41%	36%	40%	43%	33%	42%	38%	34%	42%	44%	36%	44%
Not enough affordable housing	54%	55%	52%	54%	54%	56%	52%	50%	53%	54%	61%	64%	54%
Not enough green space	23%	23%	21%	22%	27%	25%	14%	21%	24%	17%	23%	21%	24%
Poor public transport	22%	23%	21%	22%	26%	18%	22%	20%	22%	20%	17%	24%	23%
Not equipped with digital capabilities (e.g. signal for mobile phones, Wi-fi etc.)	6%	6%	4%	5%	9%	7%	7%	5%	5%	5%	6%	4%	8%
Not enough employment opportunities	39%	38%	36%	37%	37%	44%	42%	41%	40%	37%	45%	50%	37%
Too much crime	23%	22%	25%	23%	21%	25%	27%	25%	23%	21%	30%	22%	24%
Other	3%	3%	3%	3%	1%	4%	2%	4%	4%	2%	2%	4%	2%
Don't know	8%	7%	10%	7%	6%	9%	7%	12%	9%	7%	7%	4%	6%
Not applicable – Nothing will make my city unsuitable for future generations	9%	10%	9%	9%	5%	8%	17%	9%	8%	9%	7%	11%	11%

Total	Children in Household						Social Media (monthly or more)			
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter

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	1506	283	237	80	600	41	1549	398	239	647
Base: All UK adults	2147	1504	270	241	91	602	42	1527	353	251	647
My city will adapt to meet the needs of future generations	22%	21%	24%	24%	21%	23%	16%	23%	28%	19%	27%
There will be increasing employment opportunities for future generations in my city	18%	17%	22%	17%	16%	19%	9%	18%	23%	20%	21%
My city will become too expensive for future generations to afford to buy a home	35%	37%	33%	31%	32%	32%	26%	37%	45%	42%	38%
Future generations will be forced to leave my city	24%	24%	21%	24%	33%	24%	20%	24%	28%	28%	23%
In the future, my city will be too overcrowded	34%	35%	33%	31%	35%	32%	29%	35%	44%	39%	33%
None of these	6%	5%	8%	8%	3%	7%	11%	6%	7%	5%	5%
Don't know	15%	16%	14%	10%	4%	11%	35%	14%	6%	10%	13%

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	1506	283	237	80	600	41	1549	398	239	647
Base: All UK adults	2147	1504	270	241	91	602	42	1527	353	251	647
A high cost of living	39%	37%	42%	45%	38%	42%	29%	40%	49%	38%	42%
Not enough affordable housing	54%	56%	49%	54%	49%	51%	37%	54%	56%	58%	57%
Not enough green space	23%	24%	20%	23%	21%	21%	17%	24%	29%	26%	26%
Poor public transport	22%	23%	18%	20%	18%	19%	22%	23%	30%	28%	26%
Not equipped with digital capabilities (e.g. signal for mobile phones, Wi-fi etc.)	6%	6%	7%	6%	7%	7%	3%	7%	8%	11%	7%
Not enough employment opportunities	39%	41%	36%	38%	39%	37%	20%	38%	37%	46%	36%
Too much crime	23%	25%	20%	22%	22%	21%	14%	23%	23%	24%	22%
Other	3%	4%	3%	2%	-	2%	4%	3%	5%	3%	3%
Don't know	8%	8%	10%	8%	3%	8%	16%	8%	4%	5%	8%
Not applicable – Nothing will make my city unsuitable for future generations	9%	9%	9%	7%	8%	8%	19%	9%	9%	7%	10%

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%

Total	Region								
Base	North	Midlands	East	London	South	England	Wales	Scotland	Northern Ireland

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	471	283	198	290	479	1721	123	247	56
Base: All UK adults	2147	513	344	200	266	477	1799	105	182	60
Many buildings in my city are quite drab and grey	33%	30%	42%	32%	33%	28%	33%	41%	34%	37%
I think my city would be cheered up by a more vibrant colour scheme	18%	17%	17%	15%	18%	17%	17%	27%	17%	32%
I think my city is too colourful	1%	2%	3%	-	1%	1%	1%	-	-	4%
Colour is important to the way people live in my city	13%	12%	13%	11%	19%	11%	13%	12%	13%	14%
Rural areas are more colourful than my city	24%	20%	32%	23%	19%	22%	23%	33%	24%	35%
None of these	27%	30%	19%	31%	26%	30%	27%	18%	29%	12%
Don't know	11%	13%	9%	12%	14%	11%	12%	8%	9%	8%

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

Unweighted base	2147	471	283	198	290	479	1721	123	247	56
Base: All UK adults	2147	513	344	200	266	477	1799	105	182	60
A high rise apartment	1%	1%	1%	-	1%	1%	1%	2%	1%	-
A detached house with a garden	50%	45%	53%	50%	49%	49%	49%	63%	57%	54%
A terraced flat	1%	1%	1%	0%	3%	1%	1%	-	2%	2%
A penthouse apartment	5%	5%	4%	5%	9%	6%	6%	5%	5%	4%
A semi-detached house with a garden	6%	6%	6%	5%	7%	5%	6%	1%	5%	3%
A country farmhouse	21%	22%	26%	24%	12%	22%	22%	20%	19%	23%
A houseboat	1%	1%	1%	2%	0%	2%	1%	2%	3%	5%
Other	5%	9%	5%	4%	4%	5%	6%	2%	3%	4%
Don't know	2%	3%	1%	1%	5%	2%	3%	1%	1%	1%
Not applicable - I don't have a dream home	7%	7%	3%	8%	9%	7%	7%	5%	4%	6%

Total	Government Region												
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland	Northern Ireland

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	93	205	173	140	143	198	290	288	191	1721	123	247	56
Base: All UK adults	2147	101	210	202	162	182	200	266	292	184	1799	105	182	60
Many buildings in my city are quite drab and grey	33%	25%	32%	32%	38%	46%	32%	33%	28%	29%	33%	41%	34%	37%
I think my city would be cheered up by a more vibrant colour scheme	18%	12%	15%	22%	10%	22%	15%	18%	15%	22%	17%	27%	17%	32%
I think my city is too colourful	1%	-	1%	3%	3%	3%	-	1%	0%	1%	1%	-	-	4%
Colour is important to the way people live in my city	13%	9%	13%	14%	9%	16%	11%	19%	10%	14%	13%	12%	13%	14%
Rural areas are more colourful than my city	24%	9%	23%	24%	30%	34%	23%	19%	25%	16%	23%	33%	24%	35%
None of these	27%	48%	27%	24%	23%	16%	31%	26%	30%	29%	27%	18%	29%	12%
Don't know	11%	11%	14%	13%	11%	8%	12%	14%	12%	11%	12%	8%	9%	8%

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

Unweighted base	2147	93	205	173	140	143	198	290	288	191	1721	123	247	56
Base: All UK adults	2147	101	210	202	162	182	200	266	292	184	1799	105	182	60
A high rise apartment	1%	-	2%	1%	3%	-	-	1%	-	2%	1%	2%	1%	-
A detached house with a garden	50%	49%	44%	44%	58%	48%	50%	49%	50%	47%	49%	63%	57%	54%
A terraced flat	1%	2%	1%	1%	1%	0%	0%	3%	1%	1%	1%	-	2%	2%
A penthouse apartment	5%	6%	6%	5%	4%	3%	5%	9%	6%	5%	6%	5%	5%	4%
A semi-detached house with a garden	6%	6%	8%	5%	4%	8%	5%	7%	5%	5%	6%	1%	5%	3%
A country farmhouse	21%	19%	22%	23%	24%	28%	24%	12%	21%	24%	22%	20%	19%	23%
A houseboat	1%	-	2%	1%	1%	0%	2%	0%	2%	1%	1%	2%	3%	5%
Other	5%	6%	9%	9%	4%	5%	4%	4%	5%	5%	6%	2%	3%	4%
Don't know	2%	4%	1%	4%	0%	2%	1%	5%	2%	3%	3%	1%	1%	1%
Not applicable - I don't have a dream home	7%	8%	5%	9%	3%	3%	8%	9%	7%	8%	7%	5%	4%	6%

Total	Working status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

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	1048	259	1307	157	443	78	162	1017	281	194	60	595
Base: All UK adults	2147	1043	266	1310	126	455	87	170	1039	298	174	62	573
Many buildings in my city are quite drab and grey	33%	32%	31%	32%	42%	34%	33%	34%	33%	28%	41%	36%	34%
I think my city would be cheered up by a more vibrant colour scheme	18%	17%	16%	17%	26%	16%	28%	19%	15%	24%	14%	23%	21%
I think my city is too colourful	1%	1%	2%	1%	-	1%	2%	0%	2%	0%	-	-	2%
Colour is important to the way people live in my city	13%	13%	13%	13%	14%	13%	17%	8%	13%	11%	15%	10%	15%
Rural areas are more colourful than my city	24%	25%	23%	25%	21%	22%	21%	24%	24%	25%	26%	18%	24%
None of these	27%	26%	28%	26%	20%	31%	16%	26%	32%	19%	25%	25%	22%
Don't know	11%	11%	14%	12%	10%	9%	13%	15%	10%	13%	9%	11%	14%

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

Unweighted base	2147	1048	259	1307	157	443	78	162	1017	281	194	60	595
Base: All UK adults	2147	1043	266	1310	126	455	87	170	1039	298	174	62	573
A high rise apartment	1%	1%	0%	1%	5%	-	-	1%	0%	0%	1%	-	2%
A detached house with a garden	50%	53%	52%	53%	42%	51%	31%	43%	53%	59%	46%	37%	42%
A terraced flat	1%	1%	0%	1%	4%	1%	2%	-	1%	0%	1%	-	2%
A penthouse apartment	5%	5%	3%	4%	17%	5%	9%	5%	3%	4%	6%	4%	12%
A semi-detached house with a garden	6%	6%	5%	6%	4%	5%	12%	3%	5%	5%	7%	8%	6%
A country farmhouse	21%	21%	21%	21%	15%	19%	28%	28%	22%	21%	20%	24%	19%
A houseboat	1%	1%	3%	2%	3%	1%	4%	-	1%	1%	3%	-	2%
Other	5%	4%	5%	4%	2%	9%	2%	10%	7%	3%	7%	9%	3%
Don't know	2%	2%	5%	2%	4%	1%	7%	1%	2%	1%	2%	-	5%
Not applicable - I don't have a dream home	7%	6%	6%	6%	5%	8%	5%	9%	6%	5%	7%	19%	7%

Total	Children in Household						Social Media (monthly or more)			
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter

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	1506	283	237	80	600	41	1549	398	239	647
Base: All UK adults	2147	1504	270	241	91	602	42	1527	353	251	647
Many buildings in my city are quite drab and grey	33%	34%	33%	32%	29%	32%	21%	35%	37%	34%	37%
I think my city would be cheered up by a more vibrant colour scheme	18%	18%	18%	16%	22%	18%	14%	20%	21%	24%	23%
I think my city is too colourful	1%	1%	1%	2%	6%	2%	8%	1%	2%	2%	1%
Colour is important to the way people live in my city	13%	13%	14%	14%	6%	13%	11%	15%	18%	18%	14%
Rural areas are more colourful than my city	24%	25%	19%	23%	31%	22%	16%	25%	29%	27%	26%
None of these	27%	27%	23%	33%	23%	27%	13%	25%	25%	20%	24%
Don't know	11%	11%	15%	8%	8%	11%	35%	10%	6%	8%	9%

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

Unweighted base	2147	1506	283	237	80	600	41	1549	398	239	647
Base: All UK adults	2147	1504	270	241	91	602	42	1527	353	251	647
A high rise apartment	1%	1%	1%	1%	-	1%	-	1%	1%	1%	2%
A detached house with a garden	50%	50%	50%	55%	48%	52%	35%	50%	52%	41%	53%
A terraced flat	1%	1%	2%	2%	1%	2%	-	1%	1%	2%	1%
A penthouse apartment	5%	6%	6%	1%	1%	3%	3%	5%	5%	6%	6%
A semi-detached house with a garden	6%	5%	7%	6%	11%	7%	10%	6%	4%	6%	5%
A country farmhouse	21%	20%	24%	25%	34%	26%	8%	22%	26%	29%	22%
A houseboat	1%	2%	2%	1%	-	1%	-	2%	1%	3%	1%
Other	5%	6%	2%	3%	2%	2%	6%	5%	3%	7%	3%
Don't know	2%	2%	3%	1%	2%	2%	22%	2%	2%	1%	2%
Not applicable - I don't have a dream home	7%	8%	4%	3%	1%	3%	16%	6%	5%	4%	5%

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

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%

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%

Total	Region								
Base	North	Midlands	East	London	South	England	Wales	Scotland	Northern Ireland

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	471	283	198	290	479	1721	123	247	56
Base: All UK adults	2147	513	344	200	266	477	1799	105	182	60
Yes, I do	20%	20%	23%	18%	16%	19%	20%	23%	25%	20%
No, I don't	52%	53%	49%	54%	56%	49%	52%	50%	51%	51%
Don't know	17%	16%	17%	17%	19%	18%	17%	13%	15%	19%
Not applicable - I already own my 'dream' home in the city I currently live in	11%	11%	12%	11%	8%	14%	12%	15%	9%	10%

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	471	283	198	290	479	1721	123	247	56
Base: All UK adults	2147	513	344	200	266	477	1799	105	182	60
To protect the green belt, I would be happy to live in a flat or high-rise apartment	13%	13%	11%	16%	16%	12%	13%	11%	12%	9%
To own the kind of property I dream of, I would be happy for the city to grow out onto the green belt	10%	11%	10%	9%	10%	10%	10%	9%	10%	20%
I think cities of the future will need to build high-tech, high-rise apartments in order to protect the green belt	37%	34%	41%	37%	40%	38%	37%	28%	36%	38%
I don't think the UK's population will grow enough to require the construction of more high-rise apartments or city expansion	7%	6%	9%	4%	4%	4%	5%	12%	13%	10%
New cities will pop up in the UK	22%	18%	20%	26%	26%	26%	23%	17%	22%	18%
None of these	13%	13%	10%	17%	12%	13%	13%	17%	10%	10%
Don't know	16%	19%	17%	7%	17%	16%	16%	14%	14%	11%

Total	Government Region												
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland	Northern Ireland

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	93	205	173	140	143	198	290	288	191	1721	123	247	56
Base: All UK adults	2147	101	210	202	162	182	200	266	292	184	1799	105	182	60
Yes, I do	20%	17%	26%	15%	20%	26%	18%	16%	21%	17%	20%	23%	25%	20%
No, I don't	52%	55%	47%	57%	51%	47%	54%	56%	52%	45%	52%	50%	51%	51%
Don't know	17%	14%	16%	16%	17%	16%	17%	19%	16%	21%	17%	13%	15%	19%
Not applicable - I already own my 'dream' home in the city I currently live in	11%	13%	11%	11%	12%	11%	11%	8%	12%	17%	12%	15%	9%	10%

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	93	205	173	140	143	198	290	288	191	1721	123	247	56
Base: All UK adults	2147	101	210	202	162	182	200	266	292	184	1799	105	182	60
To protect the green belt, I would be happy to live in a flat or high-rise apartment	13%	13%	15%	12%	10%	12%	16%	16%	12%	13%	13%	11%	12%	9%
To own the kind of property I dream of, I would be happy for the city to grow out onto the green belt	10%	9%	14%	10%	8%	12%	9%	10%	10%	10%	10%	9%	10%	20%
I think cities of the future will need to build high-tech, high-rise apartments in order to protect the green belt	37%	29%	35%	35%	39%	42%	37%	40%	39%	36%	37%	28%	36%	38%
I don't think the UK's population will grow enough to require the construction of more high-rise apartments or city expansion	7%	8%	6%	4%	9%	8%	4%	4%	4%	5%	5%	12%	13%	10%
New cities will pop up in the UK	22%	17%	15%	21%	18%	22%	26%	26%	28%	24%	23%	17%	22%	18%
None of these	13%	15%	14%	13%	8%	12%	17%	12%	13%	13%	13%	17%	10%	10%
Don't know	16%	23%	16%	21%	22%	14%	7%	17%	15%	19%	16%	14%	14%	11%

Total	Working status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

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	1048	259	1307	157	443	78	162	1017	281	194	60	595
Base: All UK adults	2147	1043	266	1310	126	455	87	170	1039	298	174	62	573
Yes, I do	20%	25%	18%	24%	31%	9%	12%	18%	20%	25%	13%	6%	22%
No, I don't	52%	49%	50%	49%	44%	55%	56%	60%	49%	55%	62%	54%	51%
Don't know	17%	17%	20%	18%	23%	13%	26%	13%	16%	14%	15%	10%	21%
Not applicable - I already own my 'dream' home in the city I currently live in	11%	8%	12%	9%	1%	23%	6%	9%	15%	6%	9%	29%	5%

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	1048	259	1307	157	443	78	162	1017	281	194	60	595
Base: All UK adults	2147	1043	266	1310	126	455	87	170	1039	298	174	62	573
To protect the green belt, I would be happy to live in a flat or high-rise apartment	13%	15%	12%	14%	23%	10%	14%	5%	8%	12%	12%	13%	22%
To own the kind of property I dream of, I would be happy for the city to grow out onto the green belt	10%	11%	7%	11%	15%	10%	10%	7%	9%	14%	8%	13%	12%
I think cities of the future will need to build high-tech, high-rise apartments in order to protect the green belt	37%	41%	28%	38%	43%	35%	34%	30%	36%	37%	39%	37%	38%
I don't think the UK's population will grow enough to require the construction of more high-rise apartments or city expansion	7%	8%	6%	7%	10%	4%	9%	4%	6%	8%	2%	9%	8%
New cities will pop up in the UK	22%	23%	16%	22%	20%	26%	16%	22%	25%	18%	25%	20%	19%
None of these	13%	11%	17%	12%	5%	14%	12%	18%	15%	12%	14%	14%	8%
Don't know	16%	14%	23%	15%	16%	15%	18%	23%	16%	15%	18%	11%	16%

Total	Children in Household						Social Media (monthly or more)			
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter

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	1506	283	237	80	600	41	1549	398	239	647
Base: All UK adults	2147	1504	270	241	91	602	42	1527	353	251	647
Yes, I do	20%	18%	25%	27%	27%	26%	15%	21%	28%	24%	25%
No, I don't	52%	52%	53%	51%	54%	52%	35%	53%	47%	51%	52%
Don't know	17%	18%	14%	12%	9%	12%	36%	17%	17%	19%	16%
Not applicable - I already own my 'dream' home in the city I currently live in	11%	12%	8%	10%	10%	9%	13%	9%	8%	6%	8%

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	1506	283	237	80	600	41	1549	398	239	647
Base: All UK adults	2147	1504	270	241	91	602	42	1527	353	251	647
To protect the green belt, I would be happy to live in a flat or high-rise apartment	13%	14%	15%	8%	11%	11%	14%	14%	19%	15%	17%
To own the kind of property I dream of, I would be happy for the city to grow out onto the green belt	10%	10%	12%	12%	6%	11%	3%	11%	12%	14%	14%
I think cities of the future will need to build high-tech, high-rise apartments in order to protect the green belt	37%	37%	34%	38%	43%	37%	28%	37%	47%	37%	39%
I don't think the UK's population will grow enough to require the construction of more high-rise apartments or city expansion	7%	6%	11%	8%	2%	8%	8%	7%	6%	5%	7%
New cities will pop up in the UK	22%	24%	18%	21%	22%	20%	11%	21%	31%	27%	21%
None of these	13%	12%	13%	14%	14%	14%	25%	13%	11%	9%	10%
Don't know	16%	15%	17%	15%	21%	17%	29%	16%	4%	16%	13%