

16-010101-561 - 19-22 December 2017

Land Density Omnibus Research

Adults aged 16-75 in UK

Q1. What percentage of land in the UK do you think is densely built up?

'Densely built up' is defined as an area where 80% of it is covered by artificial surfaces such as all types of buildings, transport networks (including roads) or car parks.

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	Gender			Age					Social grade				Employment status	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	Working (M)	Not working (N)
Unweighted base	1125	553	572	172	209	198	212	334	394	355	150	226	732	393
Weighted base	1125	557	568	180	201	206	210	329	297	314	250	264	668	457
NET 0-10%	112 10%	80 14% c	32 6%	9 5%	13 6%	13 6%	17 8%	60 18% DEFG	29 10%	41 13%	21 8%	21 8%	63 9%	49 11%
NET 11-30%	253 23%	163 29% c	90 16%	27 15%	34 17%	38 19%	55 26% DE	99 30% DEF	79 27% L	80 25%	47 19%	48 18%	150 22%	104 23%
NET 31-50%	242 22%	127 23%	115 20%	30 16%	50 25%	49 24%	42 20%	70 21%	63 21%	59 19%	55 22%	64 24%	139 21%	103 23%
NET 51%+	518 46%	187 34%	331 58% B	115 64% EFGH	103 51% H	106 51% H	95 45% H	99 30%	127 43%	134 43%	127 51%	130 49%	317 47%	201 44%

Mean	47.40	40.26	54.41 B	56.63 FGH	52.68 GH	50.42 H	46.23 H	37.98	46.20	44.67	49.26	50.23 J	48.08	46.40
Median	50.0	40.0	60.0	60.0	59.9	60.0	50.0	35.0	48.4	45.0	55.0	50.0	50.0	50.0

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N Minimum Base: 30(**) Small Base: 100(*)

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	Region													Urban / Rural	
	Total	North East	North West	Yorkshire and The Humber	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1125	46	125	94	93	81	104	96	154	152	54	96	30	943	182
Weighted base	1125	47	126	98	99	83	102	96	147	144	55	93	34	945	180
NET 0-10%	112 10%	4 8% *	10 8%	9 9% *	8 8% *	8 9% *	14 14% *	6 6% *	15 10%	17 12%	8 14% *	12 13% *	2 5% **	89 9%	23 13%
NET 11-30%	253 23%	5 12% *	27 21%	21 21% *	21 21% *	20 24% *	18 18% *	22 23% *	32 22%	34 23%	17 32% B*	27 29% B*	10 31% **	209 22%	44 24%
NET 31-50%	242 22%	11 24% *	31 25%	18 18% *	22 22% *	12 14% *	18 17% *	23 24% *	40 27% F	30 21%	8 14% *	22 24% *	7 20% **	208 22%	34 19%
NET 51%+	518 46%	27 56% L*	58 46%	51 52% L*	48 48% *	44 53% L*	53 51% L*	45 47% *	61 41%	63 44%	22 40% *	32 35% *	15 44% **	439 46%	79 44%

Mean	47.40	52.77 KL*	48.87 L	50.34 L*	50.49 L*	49.11 *	47.13 *	48.26 *	45.75	46.28	42.27 *	41.91 *	46.30 **	47.84	45.08
Median	50.0	60.0	50.0	60.0	50.0	55.0	55.0	50.0	50.0	45.1	40.0	40.0	50.0	50.0	50.0

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	Total	Marital Status				Household Size				Education				Income				Pres of children HH (17 or under)	
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated		1	2	3	4+	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/M asters/Ph D	No formal qualificati ons	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	Prefer not to say	At least one child present
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Unweighted base	1125	690	324	111	196	400	214	315	280	261	500	84	264	315	266	166	114	375	750
Weighted base	1125	683	335	107	188	400	220	316	310	263	459	92	292	327	249	140	117	378	747
NET 0-10%	112 10%	75 11%	23 7%	14 13% *	22 12%	53 13% GH	16 7%	20 6%	30 10%	15 6%	58 13% J	9 10% *	27 9%	23 7%	32 13% N	18 13% N	12 10% *	24 6%	88 12% R
NET 11-30%	253 23%	160 23%	67 20%	26 25% *	50 27% G	100 25%	39 18%	65 21%	56 18%	62 24%	119 26% I	16 17% *	67 23%	64 20%	58 23%	43 31% NQ	21 18% *	58 15%	195 26% R
NET 31-50%	242 22%	148 22%	68 20%	26 25% *	46 24%	89 22%	52 24%	55 18%	63 20%	58 22%	107 23%	13 15% *	51 18%	94 29% MOP	49 20%	26 18%	22 19% *	78 21%	164 22%
NET 51%+	518 46%	301 44%	177 53% BD	40 37% *	71 38%	159 40%	113 51% EF	176 55% EF	161 52% K	128 49% K	175 38%	54 58% K*	146 50% P	146 45%	110 44%	53 38%	62 53% P*	217 57% S	301 40%

Mean	47.40	46.23	51.09 BD	43.32 *	43.78	43.39	51.72 EF	51.62 EF	50.62 K	49.18 K	43.36	51.57 K*	49.07 P	48.78 P	45.71	41.77	49.69 P*	53.68 S	44.22
Median	50.0	50.0	60.0	45.0	42.1	45.0	55.0	60.0	60.0	50.0	40.0	60.0	54.6	50.0	49.3	40.0	58.0	60.0	45.0

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