

Beauty and social prosperity survey 2015

Topline summary

- Ipsos MORI survey for Respublica involving 2,164 GB adults aged 16-75 online, 19 June - 25 June 2015.
- Data are weighted by age, gender, region, social grade and work status to reflect the GB adult population.
- An asterisk (*) indicates a figure smaller than 0.5% but greater than 0. A '-' indicates a figure of 0.
- Where percentages do not sum to 100, this is due to computer rounding, multiple responses or the exclusion of 'don't know' categories

Now for some questions about the local area you currently live in. When answering, please consider your local area to be the area within 15-20 minutes walking distance from your home.

Q1. On balance would you rate your local area as good or poor in terms of.....

	Very good	Fairly good	Neither good nor poor	Fairly poor	Very poor	Don't know
	%	%	%	%	%	%
Being a beautiful place to live	28	33	23	11	4	*
Having green and open spaces	45	36	12	5	2	1
Having access to nature	45	34	13	6	2	1
Having historic landmarks/ buildings	19	31	26	16	7	1
Having well designed buildings	12	36	34	13	4	1
Having clean streets	18	43	21	13	5	*
Having low levels of pollution	18	34	27	12	5	5
Having low levels of crime	19	37	25	12	5	2

Q1. On balance would you rate your local area as good or poor in terms of.....

Ranked (% Good)

	Good	Poor	Net good
	%	%	(+/-)
Having green and open spaces	81	7	+74
Having access to nature	78	8	+70
Having clean streets	61	18	+43
Being a beautiful place to live	61	16	+45
Having low levels of crime	57	16	+40
Having low levels of pollution	52	17	+36
Having historic landmarks/ buildings	50	23	+27
Having well designed buildings	48	17	+30

- Q2a.** Which two or three, if any of the following do you think are most important in making your local area more beautiful?
- Q2b.** And which two or three, if any of the following do you think are least important in making your local area more beautiful?
- Q2c.** And still thinking about the factors that make your local area more beautiful, which two or three, if any do you think most need improving?

	2a Most important %	2b Least important %	2c Most need improving %
More public open spaces	18	6	8
Less litter and rubbish	36	3	33
More new places and buildings that are well designed	7	22	9
Less crime, vandalism, graffiti	35	3	26
More existing places and buildings that are well preserved	9	9	9
Less people/ congestion	15	14	14
More access to nature	19	6	7
Less noise/ air pollution	17	6	15
More access to shops and local services	12	18	12
Less vacant/ run-down buildings	23	8	24
More cultural facilities (eg Libraries, museums)	9	14	11
More peace and quiet	20	7	9
More sports/ leisure facilities	8	26	10
More community activities/ involvement	13	14	13
More diverse people	4	38	4
Other	2	2	2
None of these	4	8	6
Don't Know	3	8	6

Q3. How satisfied or dissatisfied are you with the following aspects of your current situation?

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know
	%	%	%	%	%	%
Your physical health	16	42	20	15	7	*
Your mental health	33	35	17	9	5	1
Your household income	10	39	24	17	9	1
Your ability to get by financially	14	38	22	16	9	1
The amount of leisure time you have	23	41	20	12	4	1
Your family life	35	40	16	5	3	1
Your social life	18	41	22	13	5	1
Your work life	15	32	28	12	8	7

Q3. How satisfied or dissatisfied are you with the following aspects of your current situation?

Ranked (% Satisfied)

	Satisfied %	Dissatisfied %	Net satisfied (+/-)
Your family life	75	8	+67
Your mental health	68	14	+54
The amount of leisure time you have	64	15	+48
Your social life	59	18	+41
Your physical health	58	21	+37
Your ability to get by financially	53	25	+28
Your household income	49	26	+22
Your work life	46	19	+27

Q4. To what extent do you agree or disagree that you can access beautiful buildings, places and spaces whenever you want to in your local area?

	%
Strongly agree	16
Tend to agree	38
Neither agree nor disagree	27
Tend to disagree	13
Strongly disagree	4
Don't know	2
Agree	54
Disagree	18
Net agree (+/-)	+37