

## Smarter Cities

Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

## City

Base: All respondents

	City					Gender		Age						SEG			
	Total	London	Leeds	Glasgow	Brighton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
London	506	506	-	-	-	248	258	61	127	106	81	56	76	234	131	56	73
	25%	100%	-	-	-	25%	25%	19%	29%	28%	26%	25%	23%	25%	25%	27%	34%
Leeds	501	-	501	-	-	245	256	95	100	80	75	60	90	239	132	54	43
	25%	-	100%	-	-	25%	25%	30%	23%	21%	24%	27%	27%	25%	25%	26%	20%
Glasgow	501	-	-	501	-	240	261	75	110	90	85	55	85	236	131	38	62
	25%	-	-	100%	-	25%	25%	24%	25%	24%	27%	24%	25%	25%	25%	19%	29%
Brighton	502	-	-	-	502	246	256	85	95	105	75	55	85	245	136	55	37
	25%	-	-	-	100%	25%	25%	27%	22%	28%	24%	24%	25%	26%	26%	27%	17%

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q.1 Which of the following cities do you work or live in or near?

Base: All respondents

	City					Gender		Age						SEG			
	Total	London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
I work outside the city	663 33%	177 35%	177 35%	135 27%	175 35%	326 33%	337 33%	76 24%	139 32%	140 37%	142 45%	106 47%	60 18%	330 35%	173 33%	84 41%	57 26%
I work in the city	855 43%	291 58%	192 38%	220 44%	153 30%	426 43%	430 42%	162 51%	252 58%	209 55%	140 44%	64 28%	28 8%	430 45%	257 48%	76 37%	73 34%
I don't work but I live in or nearby	492 24%	38 8%	132 26%	146 29%	175 35%	228 23%	263 26%	79 25%	41 9%	34 9%	34 11%	56 25%	248 74%	193 20%	101 19%	43 21%	85 40%

## Smarter Cities

Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

### Q2 How would you rate the overall quality of life in your city for ... -Summary

Base: All respondents

		Q2 Summary		
		Rate your city as a place to live	Rate your city as a place to work	Rate your city as a place to spend leisure time
Unweighted base		2010	2010	2010
Weighted base		2010	2010	2010
Extremely good	(10)	282 14%	207 10%	432 21%
	(9)	346 17%	273 14%	508 25%
	(8)	635 32%	603 30%	473 24%
	(7)	346 17%	382 19%	245 12%
	(6)	159 8%	207 10%	150 7%
	(5)	105 5%	176 9%	92 5%
	(4)	61 3%	69 3%	43 2%
	(3)	38 2%	45 2%	29 1%
	(2)	21 1%	22 1%	22 1%
	Extremely poor	(1)	17 1%	27 1%
Mean		7.63	7.27	7.99
Standard Deviation		1.82	1.89	1.86
Standard Error		0.04	0.04	0.04

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## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q2 How would you rate the overall quality of life in your city for ...**  
**-Rate your city as a place to live**

**Base: All respondents**

	Total	City				Gender		Age						SEG				
		London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216	
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215	
Extremely good	(10)	282 14%	53 10%	60 12%	71 14%	97 19%	109 11%	173 17%	54 17%	61 14%	56 15%	44 14%	26 12%	41 12%	123 13%	79 15%	25 12%	44 21%
	(9)	346 17%	73 14%	72 14%	86 17%	115 23%	183 19%	163 16%	45 14%	63 14%	72 19%	56 18%	48 21%	63 19%	188 20%	83 16%	23 11%	32 15%
	(8)	635 32%	143 28%	185 37%	175 35%	132 26%	330 34%	305 30%	90 28%	145 34%	119 31%	95 30%	72 32%	114 34%	318 33%	170 32%	60 30%	47 22%
	(7)	346 17%	97 19%	99 20%	87 17%	63 13%	181 18%	165 16%	62 20%	65 15%	58 15%	60 19%	43 19%	58 17%	168 18%	82 15%	37 18%	41 19%
	(6)	159 8%	53 10%	31 6%	43 9%	32 6%	69 7%	90 9%	33 10%	41 9%	28 7%	23 7%	18 8%	17 5%	64 7%	52 10%	22 11%	16 8%
	(5)	105 5%	32 6%	17 3%	24 5%	31 6%	49 5%	56 5%	14 4%	21 5%	23 6%	17 5%	8 3%	21 6%	46 5%	26 5%	14 7%	11 5%
	(4)	61 3%	23 5%	15 3%	5 1%	17 3%	23 2%	38 4%	11 4%	16 4%	9 2%	11 3%	4 2%	10 3%	24 3%	15 3%	10 5%	9 4%
	(3)	38 2%	16 3%	14 3%	4 1%	5 1%	17 2%	21 2%	6 2%	12 3%	6 2%	4 1%	4 2%	5 1%	10 1%	12 2%	7 3%	6 3%
	(2)	21 1%	10 2%	2 *	3 1%	5 1%	11 1%	10 1%	- -	5 1%	5 1%	4 1%	2 1%	5 1%	8 1%	6 1%	1 *	5 2%
Extremely poor	(1)	17 1%	6 1%	5 1%	2 *	4 1%	8 1%	9 1%	2 1%	3 1%	6 2%	2 1%	1 *	3 1%	5 1%	5 1%	3 1%	3 1%
Mean		7.63	7.22	7.60	7.81	7.88	7.63	7.63	7.67	7.54	7.63	7.63	7.74	7.62	7.76	7.60	7.25	7.53
Standard Deviation		1.82	2.00	1.75	1.57	1.86	1.74	1.89	1.75	1.87	1.92	1.80	1.65	1.81	1.66	1.86	1.96	2.13
Standard Error		0.04	0.09	0.08	0.07	0.08	0.05	0.06	0.14	0.09	0.09	0.09	0.10	0.10	0.05	0.08	0.14	0.14

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## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q2 How would you rate the overall quality of life in your city for ...**  
**-Rate your city as a place to work**

**Base: All respondents**

	Total	City				Gender		Age						SEG				
		London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216	
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215	
Extremely good	(10)	207 10%	53 11%	47 9%	56 11%	51 10%	74 8%	134 13%	40 13%	53 12%	40 10%	29 9%	15 7%	31 9%	98 10%	57 11%	16 8%	31 14%
	(9)	273 14%	74 15%	74 15%	76 15%	49 10%	138 14%	135 13%	39 12%	56 13%	56 15%	38 12%	30 13%	54 16%	148 15%	68 13%	14 7%	29 14%
	(8)	603 30%	132 26%	171 34%	164 33%	135 27%	307 31%	296 29%	71 23%	137 32%	125 33%	98 31%	70 31%	102 30%	327 34%	148 28%	52 26%	43 20%
	(7)	382 19%	92 18%	102 20%	97 19%	90 18%	202 21%	180 17%	64 20%	80 18%	76 20%	64 20%	49 22%	49 15%	172 18%	105 20%	47 23%	31 15%
	(6)	207 10%	64 13%	46 9%	49 10%	48 10%	99 10%	108 10%	35 11%	50 12%	29 8%	30 10%	27 12%	35 10%	80 8%	57 11%	28 14%	28 13%
	(5)	176 9%	42 8%	33 7%	26 5%	74 15%	86 9%	90 9%	36 11%	27 6%	30 8%	32 10%	16 7%	34 10%	78 8%	54 10%	19 9%	14 7%
	(4)	69 3%	16 3%	9 2%	17 3%	26 5%	32 3%	37 4%	18 6%	10 2%	12 3%	12 4%	5 2%	11 3%	22 2%	18 3%	10 5%	15 7%
	(3)	45 2%	15 3%	10 2%	9 2%	10 2%	20 2%	25 2%	7 2%	13 3%	3 1%	8 2%	7 3%	8 2%	16 2%	12 2%	8 4%	6 3%
	(2)	22 1%	7 1%	4 1%	4 1%	7 1%	11 1%	11 1%	3 1%	2 *	6 2%	3 1%	1 *	7 2%	5 *	6 1%	4 2%	4 2%
Extremely poor	(1)	27 1%	10 2%	3 1%	3 1%	12 2%	11 1%	16 2%	4 1%	4 1%	7 2%	3 1%	5 2%	6 2%	7 1%	4 1%	5 2%	12 6%
Mean		7.27	7.18	7.48	7.52	6.92	7.24	7.31	7.14	7.43	7.39	7.23	7.17	7.19	7.51	7.24	6.77	6.88
Standard Deviation		1.89	2.01	1.68	1.72	2.06	1.81	1.96	1.97	1.81	1.88	1.82	1.85	2.01	1.70	1.86	2.02	2.46
Standard Error		0.04	0.09	0.08	0.08	0.09	0.06	0.06	0.15	0.08	0.09	0.10	0.11	0.11	0.05	0.08	0.14	0.17

Prepared by ComRes



## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q2 How would you rate the overall quality of life in your city for ...**  
**-Rate your city as a place to spend leisure time**

**Base: All respondents**

	Total	City				Gender		Age						SEG				
		London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216	
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215	
Extremely good	(10)	432 21%	110 22%	57 11%	102 20%	163 33%	171 17%	261 25%	83 26%	86 20%	83 22%	69 22%	44 19%	67 20%	201 21%	118 22%	30 15%	69 32%
	(9)	508 25%	121 24%	102 20%	128 26%	157 31%	266 27%	241 23%	67 21%	93 22%	99 26%	91 29%	70 31%	87 26%	268 28%	131 25%	49 24%	33 15%
	(8)	473 24%	108 21%	141 28%	136 27%	89 18%	245 25%	229 22%	66 21%	114 26%	84 22%	71 22%	51 22%	88 26%	241 25%	114 22%	51 25%	38 18%
	(7)	245 12%	70 14%	83 17%	58 12%	34 7%	130 13%	115 11%	40 13%	64 15%	49 13%	29 9%	23 10%	38 11%	113 12%	65 12%	20 10%	32 15%
	(6)	150 7%	42 8%	50 10%	35 7%	23 5%	75 8%	75 7%	25 8%	40 9%	29 8%	24 8%	15 6%	17 5%	66 7%	42 8%	20 10%	16 8%
	(5)	92 5%	24 5%	30 6%	20 4%	18 4%	37 4%	55 5%	16 5%	15 4%	16 4%	17 5%	14 6%	14 4%	28 3%	27 5%	18 9%	13 6%
	(4)	43 2%	13 3%	14 3%	9 2%	8 2%	24 2%	19 2%	8 3%	8 2%	10 3%	4 1%	4 2%	10 3%	16 2%	13 2%	4 2%	4 2%
	(3)	29 1%	6 1%	12 2%	4 1%	7 1%	14 1%	16 2%	5 2%	7 2%	5 1%	2 1%	3 1%	8 2%	7 1%	7 1%	6 3%	4 2%
	(2)	22 1%	5 1%	9 2%	8 2%	1 *	12 1%	10 1%	5 1%	3 1%	4 1%	6 2%	2 1%	3 1%	7 1%	10 2%	2 1%	2 1%
Extremely poor	(1)	16 1%	7 1%	4 1%	3 1%	2 *	7 1%	9 1%	1 *	3 1%	4 1%	4 1%	1 *	3 1%	5 *	4 1%	3 1%	5 2%
Mean		7.99	7.91	7.49	8.05	8.53	7.93	8.05	8.00	7.94	7.99	8.05	8.07	7.95	8.17	7.93	7.59	7.94
Standard Deviation		1.86	1.94	1.90	1.76	1.66	1.81	1.90	1.92	1.75	1.87	1.92	1.76	1.92	1.65	1.94	2.02	2.15
Standard Error		0.04	0.09	0.08	0.08	0.07	0.06	0.06	0.15	0.08	0.09	0.10	0.10	0.11	0.05	0.09	0.14	0.15

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## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q3 Over the past year, would you say the overall quality of life in your city has got better, got worse, or stayed about the same?**

**Base: All respondents**

	City					Gender		Age						SEG			
	Total	London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Better	362 18%	59 12%	101 20%	105 21%	96 19%	183 19%	179 17%	93 29%	84 20%	51 13%	48 15%	32 14%	53 16%	198 21%	94 18%	30 15%	20 9%
Worse	367 18%	129 25%	84 17%	82 16%	72 14%	189 19%	178 17%	51 16%	83 19%	83 22%	67 21%	38 17%	45 13%	145 15%	103 19%	45 22%	59 28%
Stayed the same	1281 64%	318 63%	316 63%	314 63%	333 66%	608 62%	673 65%	173 55%	265 61%	248 65%	201 64%	156 69%	238 71%	610 64%	333 63%	128 63%	135 63%

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q4 How important or otherwise are each of the following aspects of living in ANY city?

##### -Summary

Base: All respondents

#### Q4 Summary

	The city's character	Parks and access to green/open spaces	Air quality and general pollution (noise/rubbish/fumes)	Access and quality of education	Ease of travel within the city	Quality of transport links to other cities	Business opportunities	Employment opportunities	Affordability of housing	Quality of public services	Cost of living in the area	Safety and security	Community spirit	
Unweighted base	2010	2010	2010	2010	2010	2010	2010	2010	2010	2010	2010	2010	2010	
Weighted base	2010	2010	2010	2010	2010	2010	2010	2010	2010	2010	2010	2010	2010	
Very important	(10)	405 20%	575 29%	523 26%	562 28%	631 31%	474 24%	350 17%	630 31%	590 29%	506 25%	529 26%	797 40%	283 14%
	(9)	392 20%	478 24%	410 20%	395 20%	490 24%	406 20%	309 15%	445 22%	382 19%	428 21%	434 22%	472 23%	236 12%
	(8)	511 25%	504 25%	495 25%	422 21%	470 23%	534 27%	515 26%	471 23%	431 21%	555 28%	523 26%	398 20%	452 22%
	(7)	342 17%	246 12%	298 15%	247 12%	242 12%	296 15%	317 16%	193 10%	234 12%	288 14%	268 13%	168 8%	406 20%
	(6)	188 9%	117 6%	142 7%	138 7%	96 5%	164 8%	209 10%	102 5%	131 7%	116 6%	107 5%	78 4%	298 15%
	(5)	112 6%	51 3%	81 4%	109 5%	54 3%	67 3%	165 8%	89 4%	89 4%	59 3%	73 4%	44 2%	171 9%
	(4)	37 2%	26 1%	23 1%	38 2%	14 1%	32 2%	66 3%	22 1%	48 2%	24 1%	18 1%	19 1%	71 4%
	(3)	15 1%	8 *	18 1%	34 2%	3 *	18 1%	33 2%	24 1%	38 2%	16 1%	19 1%	17 1%	49 2%
	(2)	4 *	2 *	8 *	16 1%	5 *	8 *	20 1%	10 1%	33 2%	8 *	17 1%	12 1%	18 1%
Not important	(1)	5 *	4 *	12 1%	49 2%	3 *	11 1%	26 1%	23 1%	33 2%	10 *	22 1%	4 *	26 1%
Mean		7.94	8.41	8.16	7.95	8.51	8.09	7.53	8.30	7.99	8.22	8.18	8.67	7.24
Standard Deviation		1.64	1.49	1.69	2.10	1.46	1.68	1.97	1.82	2.10	1.60	1.77	1.58	1.95
Standard Error		0.04	0.03	0.04	0.05	0.03	0.04	0.04	0.04	0.05	0.04	0.04	0.04	0.04

Prepared by ComRes





**Smarter Cities**  
**Online Fieldwork Dates: 13th - 27th May 2011**

Absolutes/col percents

**Q4 How important or otherwise are each of the following aspects of living in ANY city?**

**-Summary**

**Base: All respondents**

		<u>Q4 Summary</u>
		<u>Culture, sport &amp; leisure facilities</u>
Unweighted base		2010
Weighted base		2010
Very important	(10)	366 18%
	(9)	382 19%
	(8)	581 29%
	(7)	368 18%
	(6)	164 8%
	(5)	86 4%
	(4)	35 2%
	(3)	11 1%
	(2)	6 *
Not important	(1)	11 1%
Mean		7.93
Standard Deviation		1.61
Standard Error		0.04

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## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q4 How important or otherwise are each of the following aspects of living in ANY city?

##### -The city's character

##### Base: All respondents

	Total	City				Gender		Age						SEG				
		London	Leeds	Glasgow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216	
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215	
Very important	(10)	405 20%	107 21%	63 13%	111 22%	124 25%	161 16%	244 24%	52 16%	86 20%	78 20%	67 21%	48 21%	74 22%	181 19%	110 21%	34 17%	60 28%
	(9)	392 20%	72 14%	88 18%	127 25%	105 21%	191 19%	201 20%	63 20%	73 17%	69 18%	59 19%	51 22%	77 23%	216 23%	87 16%	27 14%	37 17%
	(8)	511 25%	127 25%	131 26%	117 23%	136 27%	264 27%	247 24%	58 18%	118 27%	93 24%	82 26%	63 28%	97 29%	242 25%	133 25%	51 25%	53 25%
	(7)	342 17%	88 17%	108 21%	69 14%	78 16%	171 17%	172 17%	77 24%	76 18%	74 19%	46 15%	26 12%	43 13%	163 17%	105 20%	36 18%	26 12%
	(6)	188 9%	60 12%	62 12%	35 7%	32 6%	100 10%	88 9%	34 11%	43 10%	35 9%	36 11%	18 8%	22 6%	85 9%	49 9%	24 12%	20 10%
	(5)	112 6%	29 6%	35 7%	28 6%	20 4%	57 6%	54 5%	19 6%	23 5%	23 6%	15 5%	15 7%	16 5%	43 5%	29 5%	20 10%	13 6%
	(4)	37 2%	12 2%	9 2%	12 2%	3 1%	25 3%	12 1%	12 4%	8 2%	5 1%	7 2%	3 2%	2 1%	12 1%	10 2%	8 4%	4 2%
	(3)	15 1%	9 2%	3 1%	1 *	3 1%	7 1%	8 1%	- -	4 1%	3 1%	3 1%	1 *	5 1%	6 1%	5 1%	2 1%	1 *
	(2)	4 *	1 *	2 *	1 *	- -	2 *	2 *	- -	2 *	1 *	1 *	- -	- -	3 *	1 *	- -	- -
Not important	(1)	5 *	2 *	1 *	1 *	1 *	3 *	2 *	1 *	- -	2 *	1 *	- -	1 *	3 *	1 *	1 *	- -
Mean		7.94	7.77	7.62	8.12	8.24	7.80	8.07	7.72	7.89	7.90	7.93	8.10	8.15	8.01	7.89	7.53	8.14
Standard Deviation		1.64	1.78	1.59	1.62	1.50	1.65	1.63	1.66	1.63	1.67	1.70	1.57	1.58	1.59	1.66	1.79	1.66
Standard Error		0.04	0.08	0.07	0.07	0.07	0.05	0.05	0.13	0.08	0.08	0.09	0.09	0.09	0.05	0.08	0.13	0.11

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q4 How important or otherwise are each of the following aspects of living in ANY city?

##### -Parks and access to green/open spaces

Base: All respondents

	Total	City				Gender		Age						SEG				
		London	Leeds	Glasgow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216	
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215	
Very important	(10)	575 29%	144 29%	122 24%	148 29%	160 32%	233 24%	342 33%	80 25%	116 27%	110 29%	95 30%	65 29%	108 32%	259 27%	145 27%	58 29%	91 42%
	(9)	478 24%	120 24%	121 24%	121 24%	116 23%	254 26%	224 22%	62 20%	95 22%	89 23%	81 25%	55 24%	96 29%	239 25%	122 23%	44 22%	41 19%
	(8)	504 25%	123 24%	123 25%	120 24%	138 28%	256 26%	248 24%	75 24%	105 24%	90 24%	80 25%	64 28%	90 27%	247 26%	136 26%	50 25%	43 20%
	(7)	246 12%	60 12%	68 14%	69 14%	49 10%	121 12%	125 12%	55 17%	60 14%	54 14%	36 11%	25 11%	16 5%	118 12%	67 13%	30 15%	18 8%
	(6)	117 6%	33 7%	44 9%	21 4%	18 4%	64 7%	53 5%	33 10%	30 7%	20 5%	11 4%	11 5%	12 3%	46 5%	39 7%	15 8%	10 5%
	(5)	51 3%	14 3%	12 2%	10 2%	15 3%	28 3%	23 2%	3 1%	15 3%	8 2%	10 3%	3 1%	11 3%	26 3%	11 2%	3 2%	8 4%
	(4)	26 1%	7 1%	6 1%	10 2%	4 1%	18 2%	8 1%	7 2%	8 2%	5 1%	2 1%	2 1%	2 1%	11 1%	8 2%	1 *	3 1%
	(3)	8 *	4 1%	2 *	1 *	1 *	4 *	4 *	2 1%	2 *	3 1%	1 *	1 *	- -	6 1%	1 *	- -	- -
	(2)	2 *	- -	- -	1 *	1 *	1 *	1 *	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	1 *
Not important	(1)	4 *	1 *	2 *	1 *	- -	2 *	2 *	- -	1 *	2 *	1 *	- -	- -	2 *	1 *	- -	1 *
Mean		8.41	8.37	8.25	8.44	8.56	8.28	8.52	8.18	8.26	8.36	8.52	8.52	8.67	8.40	8.36	8.40	8.63
Standard Deviation		1.49	1.54	1.53	1.49	1.39	1.51	1.46	1.53	1.58	1.59	1.42	1.33	1.34	1.47	1.48	1.43	1.64
Standard Error		0.03	0.07	0.07	0.07	0.06	0.05	0.05	0.12	0.07	0.08	0.07	0.08	0.07	0.05	0.07	0.10	0.11

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## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q4 How important or otherwise are each of the following aspects of living in ANY city? -Air quality and general pollution (noise/rubbish/fumes)

Base: All respondents

	Total	City				Gender		Age						SEG				
		London	Leeds	Glasgow	Brigh-ton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216	
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215	
Very important	(10)	523 26%	125 25%	116 23%	141 28%	141 28%	227 23%	296 29%	67 21%	100 23%	93 24%	89 28%	63 28%	111 33%	224 23%	143 27%	50 25%	79 37%
	(9)	410 20%	95 19%	104 21%	84 17%	127 25%	206 21%	204 20%	50 16%	86 20%	80 21%	63 20%	51 22%	80 24%	213 22%	109 21%	31 16%	28 13%
	(8)	495 25%	110 22%	139 28%	119 24%	127 25%	242 25%	254 25%	86 27%	102 24%	96 25%	77 24%	58 26%	75 22%	252 26%	121 23%	54 27%	44 20%
	(7)	298 15%	94 19%	68 14%	79 16%	57 11%	156 16%	142 14%	57 18%	62 14%	61 16%	53 17%	24 11%	42 12%	150 16%	81 15%	35 18%	26 12%
	(6)	142 7%	32 6%	36 7%	42 8%	31 6%	77 8%	65 6%	31 10%	42 10%	22 6%	19 6%	18 8%	10 3%	59 6%	46 9%	12 6%	16 7%
	(5)	81 4%	20 4%	24 5%	23 5%	13 3%	43 4%	38 4%	13 4%	23 5%	16 4%	9 3%	6 3%	14 4%	35 4%	20 4%	9 5%	12 5%
	(4)	23 1%	8 2%	8 2%	4 1%	3 1%	13 1%	10 1%	4 1%	9 2%	5 1%	3 1%	3 1%	- -	6 1%	6 1%	3 2%	6 3%
	(3)	18 1%	11 2%	2 *	5 1%	1 *	10 1%	8 1%	4 1%	7 2%	3 1%	2 1%	2 1%	1 *	6 1%	1 *	4 2%	2 1%
	(2)	8 *	5 1%	1 *	1 *	1 *	2 *	6 1%	1 *	1 *	4 1%	1 *	- *	1 *	2 *	3 1%	1 *	1 *
Not important	(1)	12 1%	6 1%	2 *	3 1%	1 *	5 1%	7 1%	3 1%	2 *	2 *	1 *	1 *	3 1%	7 1%	2 *	2 1%	1 1%
Mean		8.16	7.94	8.12	8.13	8.44	8.08	8.24	7.88	7.97	8.11	8.29	8.33	8.48	8.19	8.19	7.96	8.20
Standard Deviation		1.69	1.93	1.61	1.71	1.44	1.67	1.71	1.76	1.77	1.72	1.56	1.57	1.62	1.59	1.64	1.85	1.90
Standard Error		0.04	0.09	0.07	0.08	0.06	0.05	0.05	0.14	0.08	0.08	0.08	0.09	0.09	0.05	0.07	0.13	0.13

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## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q4 How important or otherwise are each of the following aspects of living in ANY city?

##### -Access and quality of education

Base: All respondents

	Total	City				Gender		Age						SEG				
		London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216	
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215	
Very important	(10)	562 28%	140 28%	137 27%	166 33%	118 24%	219 22%	342 33%	87 28%	124 29%	103 27%	82 26%	60 27%	106 31%	256 27%	142 27%	56 28%	78 36%
	(9)	395 20%	85 17%	106 21%	111 22%	93 19%	205 21%	190 18%	68 21%	58 13%	71 19%	67 21%	49 22%	83 25%	198 21%	90 17%	37 18%	45 21%
	(8)	422 21%	101 20%	101 20%	95 19%	124 25%	212 22%	210 20%	61 19%	98 23%	77 20%	67 21%	47 21%	72 22%	201 21%	127 24%	34 17%	37 17%
	(7)	247 12%	63 12%	66 13%	52 10%	66 13%	133 14%	114 11%	53 17%	56 13%	51 13%	31 10%	30 13%	26 8%	114 12%	79 15%	29 14%	18 8%
	(6)	138 7%	40 8%	36 7%	29 6%	34 7%	82 8%	56 5%	24 8%	34 8%	20 5%	20 6%	15 7%	24 7%	68 7%	33 6%	15 7%	12 6%
	(5)	109 5%	38 7%	23 5%	23 5%	26 5%	57 6%	52 5%	8 3%	31 7%	24 6%	22 7%	9 4%	14 4%	50 5%	23 4%	18 9%	12 5%
	(4)	38 2%	12 2%	8 2%	10 2%	8 2%	19 2%	19 2%	7 2%	11 3%	7 2%	7 2%	3 1%	2 1%	16 2%	12 2%	3 1%	6 3%
	(3)	34 2%	10 2%	6 1%	5 1%	13 3%	19 2%	15 1%	4 1%	6 1%	14 4%	3 1%	7 3%	1 *	16 2%	9 2%	3 1%	4 2%
	(2)	16 1%	7 1%	4 1%	2 *	3 1%	7 1%	9 1%	1 *	5 1%	2 *	4 1%	2 1%	3 1%	9 1%	4 1%	2 1%	1 *
Not important	(1)	49 2%	10 2%	14 3%	9 2%	17 3%	27 3%	23 2%	2 1%	10 2%	15 4%	14 4%	4 2%	5 2%	27 3%	11 2%	6 3%	3 1%
Mean		7.95	7.80	7.99	8.25	7.78	7.77	8.12	8.15	7.81	7.74	7.79	7.98	8.33	7.92	7.93	7.76	8.27
Standard Deviation		2.10	2.16	2.08	1.95	2.17	2.10	2.08	1.77	2.14	2.31	2.30	2.06	1.83	2.13	2.03	2.23	2.00
Standard Error		0.05	0.10	0.09	0.09	0.10	0.07	0.07	0.14	0.10	0.11	0.12	0.12	0.10	0.07	0.09	0.16	0.14

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## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q4 How important or otherwise are each of the following aspects of living in ANY city?

##### -Ease of travel within the city

##### Base: All respondents

	Total	City				Gender		Age						SEG				
		London	Leeds	Glasgow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216	
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215	
Very important	(10)	631 31%	188 37%	118 23%	168 33%	158 31%	255 26%	377 37%	88 28%	145 34%	122 32%	97 31%	69 31%	110 33%	294 31%	168 32%	60 30%	84 39%
	(9)	490 24%	105 21%	133 27%	129 26%	124 25%	250 26%	240 23%	81 26%	111 26%	80 21%	79 25%	52 23%	88 26%	232 24%	133 25%	41 20%	51 24%
	(8)	470 23%	110 22%	126 25%	131 26%	103 20%	246 25%	224 22%	62 20%	82 19%	107 28%	78 25%	55 25%	85 25%	228 24%	125 24%	45 22%	38 18%
	(7)	242 12%	67 13%	68 14%	41 8%	65 13%	135 14%	107 10%	49 15%	55 13%	37 10%	36 11%	30 13%	36 11%	115 12%	62 12%	34 17%	23 11%
	(6)	96 5%	16 3%	34 7%	16 3%	30 6%	59 6%	37 4%	20 6%	24 5%	20 5%	11 4%	12 5%	10 3%	53 6%	18 3%	11 5%	11 5%
	(5)	54 3%	11 2%	19 4%	11 2%	14 3%	26 3%	29 3%	14 4%	13 3%	9 2%	8 3%	5 2%	5 1%	19 2%	19 4%	9 5%	6 3%
	(4)	14 1%	7 1%	1 *	4 1%	3 1%	5 *	9 1%	2 1%	3 1%	4 1%	4 1%	1 *	- -	8 1%	3 1%	1 *	1 *
	(3)	3 *	1 *	1 *	1 *	- -	1 *	2 *	- -	- -	2 *	- -	- -	1 *	2 *	- -	- -	1 1%
	(2)	5 *	1 *	1 *	- -	4 1%	3 *	3 *	- -	- -	2 *	2 1%	1 *	1 *	2 *	2 *	- -	1 *
Not important	(1)	3 *	- -	1 *	2 *	1 *	1 *	3 *	- -	- -	- -	2 1%	1 *	1 *	2 *	1 *	1 *	- -
Mean		8.51	8.61	8.31	8.66	8.46	8.39	8.63	8.38	8.57	8.48	8.47	8.47	8.65	8.50	8.54	8.34	8.66
Standard Deviation		1.46	1.46	1.44	1.37	1.54	1.41	1.49	1.46	1.42	1.49	1.56	1.47	1.35	1.44	1.45	1.53	1.51
Standard Error		0.03	0.06	0.06	0.06	0.07	0.04	0.05	0.11	0.07	0.07	0.08	0.09	0.07	0.05	0.07	0.11	0.10

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q4 How important or otherwise are each of the following aspects of living in ANY city?

##### -Quality of transport links to other cities

Base: All respondents

	Total	City				Gender		Age						SEG				
		London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216	
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215	
Very important	(10)	474 24%	126 25%	101 20%	120 24%	127 25%	193 20%	281 27%	63 20%	102 24%	85 22%	69 22%	60 27%	93 28%	212 22%	125 24%	46 23%	71 33%
	(9)	406 20%	84 17%	105 21%	114 23%	104 21%	206 21%	200 19%	64 20%	82 19%	66 17%	65 20%	43 19%	87 26%	198 21%	108 20%	31 15%	37 17%
	(8)	534 27%	131 26%	131 26%	131 26%	141 28%	251 26%	283 27%	74 23%	111 26%	113 30%	82 26%	71 31%	82 24%	250 26%	145 27%	55 27%	55 25%
	(7)	296 15%	85 17%	88 18%	71 14%	52 10%	158 16%	138 13%	68 21%	71 16%	53 14%	46 14%	27 12%	31 9%	145 15%	83 16%	34 17%	22 10%
	(6)	164 8%	46 9%	37 7%	36 7%	46 9%	105 11%	59 6%	31 10%	37 9%	27 7%	28 9%	15 6%	27 8%	88 9%	33 6%	17 8%	15 7%
	(5)	67 3%	19 4%	18 4%	11 2%	19 4%	33 3%	34 3%	10 3%	14 3%	18 5%	14 5%	4 2%	6 2%	28 3%	23 4%	11 5%	5 2%
	(4)	32 2%	6 1%	8 2%	9 2%	9 2%	16 2%	15 1%	3 1%	7 2%	9 2%	6 2%	4 2%	3 1%	16 2%	6 1%	4 2%	3 1%
	(3)	18 1%	8 2%	5 1%	4 1%	2 *	9 1%	9 1%	4 1%	3 1%	4 1%	3 1%	2 1%	3 1%	8 1%	2 *	4 2%	4 2%
	(2)	8 *	1 *	3 1%	2 *	3 1%	4 *	5 *	- -	3 1%	3 1%	2 1%	- -	1 *	5 1%	1 *	- -	2 1%
Not important	(1)	11 1%	2 *	6 1%	2 *	1 *	5 *	7 1%	- -	3 1%	3 1%	2 1%	- -	3 1%	3 *	5 1%	1 *	2 1%
Mean		8.09	8.04	7.95	8.19	8.18	7.96	8.21	8.00	8.04	7.94	8.00	8.30	8.35	8.06	8.12	7.91	8.26
Standard Deviation		1.68	1.69	1.76	1.62	1.63	1.66	1.69	1.53	1.71	1.80	1.72	1.51	1.66	1.65	1.65	1.74	1.86
Standard Error		0.04	0.08	0.08	0.07	0.07	0.05	0.05	0.12	0.08	0.09	0.09	0.09	0.09	0.05	0.07	0.12	0.13

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## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q4 How important or otherwise are each of the following aspects of living in ANY city?

##### -Business opportunities

##### Base: All respondents

	Total	City				Gender		Age						SEG				
		London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216	
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215	
Very important	(10)	350 17%	109 21%	70 14%	102 20%	70 14%	141 14%	209 20%	40 13%	78 18%	67 18%	53 17%	42 18%	70 21%	156 16%	89 17%	37 18%	50 23%
	(9)	309 15%	75 15%	80 16%	77 15%	78 16%	159 16%	150 15%	33 10%	67 15%	53 14%	51 16%	44 19%	61 18%	169 18%	76 14%	21 11%	24 11%
	(8)	515 26%	120 24%	156 31%	135 27%	103 21%	258 26%	257 25%	94 30%	95 22%	100 26%	82 26%	55 25%	88 26%	249 26%	136 26%	47 23%	48 22%
	(7)	317 16%	67 13%	76 15%	77 15%	96 19%	157 16%	160 16%	60 19%	66 15%	67 18%	43 14%	34 15%	46 14%	140 15%	89 17%	45 22%	28 13%
	(6)	209 10%	62 12%	48 10%	49 10%	51 10%	108 11%	101 10%	41 13%	49 11%	35 9%	39 12%	21 9%	24 7%	106 11%	49 9%	27 13%	20 9%
	(5)	165 8%	40 8%	38 8%	31 6%	56 11%	83 8%	82 8%	33 10%	38 9%	25 7%	22 7%	20 9%	28 8%	66 7%	50 9%	14 7%	26 12%
	(4)	66 3%	16 3%	16 3%	16 3%	19 4%	32 3%	34 3%	12 4%	22 5%	15 4%	9 3%	4 2%	5 2%	26 3%	23 4%	4 2%	11 5%
	(3)	33 2%	9 2%	6 1%	6 1%	11 2%	20 2%	13 1%	1 *	6 1%	8 2%	8 2%	3 1%	7 2%	19 2%	5 1%	2 1%	6 3%
	(2)	20 1%	4 1%	5 1%	6 1%	5 1%	9 1%	10 1%	2 1%	7 2%	5 1%	3 1%	2 1%	2 1%	9 1%	5 1%	2 1%	1 *
Not important	(1)	26 1%	5 1%	6 1%	3 1%	13 3%	13 1%	13 1%	- -	6 1%	6 2%	7 2%	2 1%	5 2%	14 1%	8 1%	3 2%	1 *
Mean		7.53	7.63	7.54	7.73	7.21	7.43	7.62	7.39	7.42	7.49	7.47	7.73	7.76	7.57	7.46	7.47	7.51
Standard Deviation		1.97	1.99	1.86	1.87	2.11	1.95	1.98	1.68	2.07	2.03	2.06	1.85	1.97	1.96	1.97	1.91	2.07
Standard Error		0.04	0.09	0.08	0.08	0.09	0.06	0.06	0.13	0.10	0.10	0.11	0.11	0.11	0.06	0.09	0.14	0.14

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## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q4 How important or otherwise are each of the following aspects of living in ANY city? -Employment opportunities

Base: All respondents

	Total	City				Gender		Age						SEG				
		London	Leeds	Glasgow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216	
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215	
Very important	(10)	630 31%	165 33%	166 33%	172 34%	127 25%	246 25%	384 37%	100 31%	148 34%	117 31%	101 32%	68 30%	97 29%	279 29%	167 31%	63 31%	86 40%
	(9)	445 22%	106 21%	119 24%	103 21%	118 24%	231 24%	215 21%	74 23%	85 20%	87 23%	76 24%	48 21%	74 22%	231 24%	119 22%	49 24%	27 12%
	(8)	471 23%	114 22%	113 22%	116 23%	129 26%	230 23%	241 23%	92 29%	103 24%	88 23%	73 23%	44 19%	71 21%	245 26%	139 26%	35 17%	28 13%
	(7)	193 10%	49 10%	37 7%	50 10%	56 11%	110 11%	83 8%	20 6%	44 10%	38 10%	30 9%	23 10%	38 11%	83 9%	45 8%	28 14%	27 13%
	(6)	102 5%	32 6%	25 5%	19 4%	27 5%	65 7%	37 4%	14 4%	22 5%	23 6%	10 3%	18 8%	16 5%	53 6%	24 5%	11 6%	10 5%
	(5)	89 4%	22 4%	26 5%	20 4%	21 4%	50 5%	39 4%	9 3%	15 3%	12 3%	14 4%	17 7%	22 6%	29 3%	22 4%	11 5%	19 9%
	(4)	22 1%	3 1%	6 1%	7 1%	6 1%	15 2%	7 1%	5 2%	3 1%	7 2%	3 1%	1 *	4 1%	8 1%	2 *	4 2%	6 3%
	(3)	24 1%	8 2%	3 1%	7 1%	7 1%	18 2%	7 1%	- -	5 1%	3 1%	6 2%	5 2%	6 2%	13 1%	3 1%	- -	7 3%
	(2)	10 1%	3 1%	3 1%	4 1%	1 *	6 1%	5 *	3 1%	3 1%	4 1%	- -	1 *	- -	3 *	2 *	- -	3 1%
Not important	(1)	23 1%	5 1%	5 1%	4 1%	9 2%	9 1%	13 1%	- -	5 1%	3 1%	3 1%	3 1%	9 3%	9 1%	8 1%	3 1%	2 1%
Mean		8.30	8.30	8.40	8.37	8.14	8.09	8.51	8.51	8.37	8.31	8.38	8.12	8.06	8.34	8.38	8.28	8.02
Standard Deviation		1.82	1.84	1.76	1.81	1.86	1.86	1.76	1.53	1.79	1.78	1.77	1.94	2.06	1.72	1.75	1.79	2.25
Standard Error		0.04	0.08	0.08	0.08	0.08	0.06	0.06	0.12	0.08	0.09	0.09	0.12	0.11	0.05	0.08	0.13	0.15

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## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q4 How important or otherwise are each of the following aspects of living in ANY city?

##### -Affordability of housing

Base: All respondents

	Total	City				Gender		Age						SEG				
		London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216	
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215	
Very important	(10)	590 29%	169 33%	132 26%	146 29%	142 28%	225 23%	365 35%	105 33%	138 32%	102 27%	87 27%	63 28%	96 29%	228 24%	183 34%	74 37%	80 37%
	(9)	382 19%	72 14%	100 20%	106 21%	103 21%	183 19%	199 19%	51 16%	86 20%	68 18%	68 21%	47 21%	61 18%	195 20%	99 19%	36 18%	29 14%
	(8)	431 21%	108 21%	118 24%	112 22%	93 19%	222 23%	209 20%	64 20%	79 18%	86 23%	78 25%	43 19%	82 24%	235 25%	108 20%	31 15%	33 15%
	(7)	234 12%	55 11%	58 12%	66 13%	54 11%	130 13%	103 10%	47 15%	47 11%	44 12%	27 8%	33 14%	35 10%	117 12%	64 12%	24 12%	15 7%
	(6)	131 7%	29 6%	38 8%	29 6%	35 7%	81 8%	50 5%	12 4%	32 7%	26 7%	22 7%	16 7%	23 7%	71 7%	26 5%	15 7%	15 7%
	(5)	89 4%	14 3%	27 5%	19 4%	29 6%	54 6%	35 3%	17 5%	13 3%	18 5%	10 3%	17 8%	13 4%	36 4%	21 4%	8 4%	15 7%
	(4)	48 2%	14 3%	10 2%	9 2%	15 3%	28 3%	20 2%	15 5%	9 2%	10 3%	9 3%	1 *	5 2%	23 2%	8 2%	4 2%	8 4%
	(3)	38 2%	9 2%	7 1%	8 2%	14 3%	23 2%	15 1%	2 1%	11 3%	12 3%	7 2%	- -	6 2%	26 3%	6 1%	2 1%	5 2%
	(2)	33 2%	20 4%	4 1%	3 1%	6 1%	19 2%	13 1%	3 1%	6 1%	7 2%	6 2%	4 2%	7 2%	9 1%	8 1%	3 2%	9 4%
Not important	(1)	33 2%	15 3%	5 1%	3 1%	10 2%	13 1%	20 2%	1 *	11 2%	8 2%	3 1%	2 1%	7 2%	16 2%	7 1%	5 2%	5 2%
Mean		7.99	7.86	8.02	8.21	7.89	7.74	8.24	8.14	8.03	7.80	8.04	8.05	7.95	7.90	8.24	8.14	7.77
Standard Deviation		2.10	2.42	1.92	1.79	2.19	2.10	2.06	1.92	2.19	2.22	2.03	1.93	2.15	2.03	1.97	2.17	2.54
Standard Error		0.05	0.11	0.09	0.08	0.10	0.07	0.07	0.15	0.10	0.11	0.11	0.11	0.12	0.06	0.09	0.15	0.17

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## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q4 How important or otherwise are each of the following aspects of living in ANY city?

##### -Quality of public services

Base: All respondents

	Total	City				Gender		Age						SEG				
		London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216	
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215	
Very important	(10)	506 25%	138 27%	107 21%	133 26%	128 26%	212 22%	294 29%	71 22%	99 23%	83 22%	64 26%	107 32%	226 24%	133 25%	54 26%	65 30%	
	(9)	428 21%	109 22%	108 22%	104 21%	107 21%	206 21%	222 22%	52 16%	85 20%	86 22%	60 19%	61 27%	85 25%	205 22%	112 21%	40 20%	47 22%
	(8)	555 28%	128 25%	152 30%	140 28%	136 27%	273 28%	282 27%	97 31%	119 27%	102 27%	94 30%	55 24%	88 26%	267 28%	156 29%	54 27%	48 23%
	(7)	288 14%	60 12%	79 16%	77 15%	72 14%	151 15%	137 13%	65 21%	65 15%	64 17%	42 13%	25 11%	27 8%	135 14%	80 15%	32 16%	29 14%
	(6)	116 6%	41 8%	23 5%	24 5%	29 6%	70 7%	47 5%	16 5%	35 8%	20 5%	16 5%	13 6%	17 5%	68 7%	22 4%	11 5%	11 5%
	(5)	59 3%	15 3%	15 3%	13 3%	16 3%	32 3%	27 3%	4 1%	16 4%	14 4%	13 4%	6 3%	7 2%	25 3%	19 4%	7 4%	5 2%
	(4)	24 1%	5 1%	11 2%	2 *	6 1%	17 2%	7 1%	6 2%	7 2%	5 1%	4 1%	1 *	2 1%	15 2%	4 1%	1 *	3 2%
	(3)	16 1%	7 1%	4 1%	2 *	3 1%	9 1%	7 1%	1 *	3 1%	5 1%	3 1%	2 1%	3 1%	6 1%	2 *	3 1%	5 2%
	(2)	8 *	2 *	2 *	3 1%	1 *	3 *	5 *	2 1%	2 *	2 *	2 1%	- -	- -	4 *	- -	- -	2 1%
Not important	(1)	10 *	1 *	1 *	4 1%	4 1%	7 1%	3 *	2 1%	2 *	3 1%	2 1%	- -	1 *	3 *	4 1%	1 *	- -
Mean		8.22	8.24	8.14	8.28	8.23	8.06	8.38	8.09	8.08	8.10	8.18	8.47	8.55	8.19	8.28	8.23	8.28
Standard Deviation		1.60	1.65	1.56	1.59	1.62	1.67	1.53	1.60	1.64	1.67	1.67	1.42	1.47	1.58	1.52	1.61	1.74
Standard Error		0.04	0.07	0.07	0.07	0.07	0.05	0.05	0.13	0.08	0.08	0.09	0.08	0.08	0.05	0.07	0.11	0.12

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## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q4 How important or otherwise are each of the following aspects of living in ANY city?

##### -Cost of living in the area

##### Base: All respondents

	Total	City				Gender		Age						SEG				
		London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216	
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215	
Very important	(10)	529 26%	157 31%	120 24%	129 26%	123 24%	199 20%	330 32%	82 26%	118 27%	95 25%	79 25%	58 26%	96 29%	195 20%	162 31%	68 33%	78 36%
	(9)	434 22%	101 20%	119 24%	112 22%	101 20%	202 21%	232 23%	73 23%	88 20%	78 20%	68 22%	48 21%	78 23%	219 23%	109 21%	42 21%	41 19%
	(8)	523 26%	127 25%	117 23%	134 27%	145 29%	279 28%	244 24%	80 25%	112 26%	101 26%	83 26%	56 25%	91 27%	254 27%	147 28%	47 23%	41 19%
	(7)	268 13%	50 10%	70 14%	74 15%	74 15%	148 15%	120 12%	46 15%	57 13%	58 15%	43 13%	35 15%	29 8%	152 16%	63 12%	27 13%	20 9%
	(6)	107 5%	23 4%	37 7%	25 5%	23 5%	68 7%	39 4%	9 3%	21 5%	19 5%	21 6%	13 6%	25 7%	64 7%	20 4%	5 3%	10 5%
	(5)	73 4%	19 4%	24 5%	15 3%	15 3%	40 4%	33 3%	14 5%	12 3%	14 4%	10 3%	13 6%	9 3%	35 4%	13 2%	9 4%	11 5%
	(4)	18 1%	4 1%	7 1%	1 *	6 1%	12 1%	5 1%	5 1%	4 1%	4 1%	1 *	2 1%	3 1%	6 1%	5 1%	1 *	5 2%
	(3)	19 1%	9 2%	1 *	3 1%	6 1%	13 1%	6 1%	2 1%	7 2%	4 1%	3 1%	- -	3 1%	8 1%	3 1%	1 *	4 2%
	(2)	17 1%	8 2%	4 1%	5 1%	1 *	10 1%	8 1%	3 1%	5 1%	4 1%	5 1%	- -	1 *	10 1%	2 *	1 *	4 2%
Not important	(1)	22 1%	9 2%	2 *	4 1%	8 2%	9 1%	13 1%	1 *	9 2%	6 1%	4 1%	1 *	2 1%	10 1%	7 1%	2 1%	2 1%
Mean		8.18	8.19	8.15	8.25	8.13	7.96	8.40	8.23	8.12	8.09	8.12	8.22	8.35	8.03	8.38	8.43	8.22
Standard Deviation		1.77	2.00	1.66	1.64	1.76	1.78	1.74	1.68	1.94	1.83	1.83	1.56	1.63	1.74	1.67	1.67	2.06
Standard Error		0.04	0.09	0.07	0.07	0.08	0.06	0.06	0.13	0.09	0.09	0.10	0.09	0.09	0.06	0.08	0.12	0.14

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q4 How important or otherwise are each of the following aspects of living in ANY city?

##### -Safety and security

Base: All respondents

	Total	City				Gender		Age					SEG					
		London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216	
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215	
Very important	(10)	797 40%	210 42%	198 39%	207 41%	182 36%	328 33%	469 46%	113 36%	168 39%	139 36%	132 42%	95 42%	149 44%	338 35%	218 41%	91 45%	105 49%
	(9)	472 23%	98 19%	122 24%	121 24%	131 26%	241 25%	231 22%	87 28%	90 21%	83 22%	82 26%	54 24%	76 23%	250 26%	124 23%	42 21%	38 18%
	(8)	398 20%	101 20%	102 20%	92 18%	104 21%	200 20%	198 19%	64 20%	90 21%	81 21%	53 17%	46 20%	64 19%	201 21%	109 21%	39 19%	29 13%
	(7)	168 8%	44 9%	40 8%	45 9%	39 8%	109 11%	59 6%	22 7%	40 9%	43 11%	24 8%	14 6%	24 7%	91 10%	37 7%	20 10%	13 6%
	(6)	78 4%	19 4%	21 4%	11 2%	27 5%	43 4%	35 3%	18 6%	18 4%	11 3%	10 3%	9 4%	12 4%	35 4%	22 4%	3 2%	10 5%
	(5)	44 2%	14 3%	11 2%	11 2%	8 2%	26 3%	18 2%	6 2%	9 2%	14 4%	7 2%	5 2%	4 1%	17 2%	12 2%	4 2%	7 3%
	(4)	19 1%	6 1%	1 *	7 1%	5 1%	13 1%	6 1%	4 1%	7 2%	2 *	3 1%	2 1%	1 *	8 1%	4 1%	1 *	4 2%
	(3)	17 1%	9 2%	2 *	4 1%	3 1%	11 1%	7 1%	1 *	7 2%	4 1%	3 1%	- -	3 1%	6 1%	4 1%	2 1%	5 2%
	(2)	12 1%	5 1%	2 *	3 1%	3 1%	8 1%	5 *	- -	4 1%	5 1%	2 1%	- -	2 1%	5 *	2 *	1 *	3 1%
Not important	(1)	4 *	- -	3 1%	1 *	1 *	2 *	3 *	- -	1 *	1 *	1 *	1 *	1 *	3 *	- -	- -	2 1%
Mean		8.67	8.59	8.72	8.73	8.64	8.47	8.86	8.68	8.55	8.51	8.75	8.81	8.82	8.63	8.75	8.82	8.59
Standard Deviation		1.58	1.72	1.51	1.56	1.53	1.65	1.49	1.42	1.72	1.69	1.57	1.42	1.52	1.51	1.47	1.47	2.01
Standard Error		0.04	0.08	0.07	0.07	0.07	0.05	0.05	0.11	0.08	0.08	0.08	0.08	0.08	0.05	0.07	0.10	0.14

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## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q4 How important or otherwise are each of the following aspects of living in ANY city?

##### -Community spirit

##### Base: All respondents

	Total	City				Gender		Age						SEG				
		London	Leeds	Glasgow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216	
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215	
Very important	(10)	283 14%	75 15%	55 11%	79 16%	73 15%	105 11%	177 17%	27 8%	59 14%	53 14%	46 15%	30 13%	68 20%	106 11%	80 15%	36 18%	47 22%
	(9)	236 12%	36 7%	71 14%	67 13%	62 12%	116 12%	120 12%	35 11%	32 7%	50 13%	36 11%	35 16%	48 14%	120 13%	54 10%	22 11%	29 13%
	(8)	452 22%	92 18%	109 22%	130 26%	121 24%	199 20%	253 25%	65 20%	75 17%	85 22%	73 23%	59 26%	95 28%	220 23%	111 21%	40 20%	45 21%
	(7)	406 20%	106 21%	107 21%	102 20%	92 18%	207 21%	199 19%	66 21%	103 24%	80 21%	59 19%	43 19%	55 16%	199 21%	113 21%	49 24%	26 12%
	(6)	298 15%	86 17%	87 17%	53 11%	71 14%	163 17%	134 13%	53 17%	75 17%	51 13%	45 14%	35 15%	39 12%	151 16%	80 15%	21 11%	34 16%
	(5)	171 9%	52 10%	45 9%	33 7%	41 8%	99 10%	73 7%	46 15%	36 8%	31 8%	29 9%	13 6%	16 5%	77 8%	53 10%	18 9%	17 8%
	(4)	71 4%	26 5%	5 1%	15 3%	24 5%	37 4%	34 3%	10 3%	25 6%	15 4%	11 3%	6 3%	5 2%	34 4%	20 4%	5 2%	6 3%
	(3)	49 2%	21 4%	7 1%	11 2%	11 2%	30 3%	19 2%	9 3%	14 3%	9 2%	10 3%	2 1%	4 1%	28 3%	10 2%	5 2%	3 1%
	(2)	18 1%	7 1%	8 2%	2 *	2 *	11 1%	8 1%	1 *	7 2%	5 1%	2 1%	2 1%	3 1%	7 1%	7 1%	1 *	2 1%
Not important	(1)	26 1%	5 1%	7 1%	9 2%	5 1%	13 1%	13 1%	5 2%	7 2%	4 1%	6 2%	2 1%	3 1%	11 1%	4 1%	6 3%	5 3%
Mean		7.24	6.95	7.22	7.47	7.31	7.02	7.44	6.90	6.92	7.27	7.20	7.50	7.77	7.16	7.22	7.31	7.49
Standard Deviation		1.95	2.05	1.86	1.93	1.92	1.95	1.93	1.88	2.05	1.94	2.03	1.75	1.81	1.90	1.92	2.07	2.14
Standard Error		0.04	0.09	0.08	0.09	0.09	0.06	0.06	0.15	0.10	0.09	0.11	0.10	0.10	0.06	0.09	0.15	0.15

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q4 How important or otherwise are each of the following aspects of living in ANY city?

##### -Culture, sport & leisure facilities

Base: All respondents

	Total	City				Gender		Age						SEG				
		London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216	
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215	
Very important	(10)	366 18%	92 18%	73 15%	106 21%	96 19%	138 14%	229 22%	52 16%	86 20%	73 19%	56 18%	35 16%	64 19%	166 17%	96 18%	36 18%	51 24%
	(9)	382 19%	75 15%	105 21%	101 20%	102 20%	192 20%	190 18%	51 16%	80 18%	71 19%	54 17%	50 22%	76 23%	207 22%	90 17%	21 10%	43 20%
	(8)	581 29%	132 26%	145 29%	139 28%	165 33%	276 28%	305 30%	88 28%	124 29%	101 27%	105 33%	72 32%	91 27%	278 29%	166 31%	57 28%	48 22%
	(7)	368 18%	108 21%	98 20%	89 18%	73 14%	203 21%	165 16%	75 24%	84 20%	74 19%	51 16%	29 13%	54 16%	164 17%	98 19%	51 25%	35 16%
	(6)	164 8%	52 10%	43 9%	36 7%	34 7%	89 9%	75 7%	22 7%	29 7%	37 10%	27 8%	20 9%	29 9%	81 8%	39 7%	20 10%	15 7%
	(5)	86 4%	27 5%	18 4%	18 4%	22 4%	49 5%	37 4%	11 4%	20 5%	16 4%	16 5%	12 5%	11 3%	33 4%	23 4%	13 7%	11 5%
	(4)	35 2%	10 2%	10 2%	8 2%	6 1%	20 2%	15 1%	12 4%	4 1%	6 1%	4 1%	4 2%	6 2%	12 1%	12 2%	3 2%	7 3%
	(3)	11 1%	5 1%	3 1%	2 *	1 *	5 1%	6 1%	2 1%	3 1%	3 1%	1 *	- -	2 1%	4 *	3 1%	- -	3 1%
	(2)	6 *	2 *	3 1%	1 *	1 *	6 1%	1 *	1 *	1 *	1 *	1 *	1 *	2 1%	3 *	1 *	- -	- -
Not important	(1)	11 1%	2 *	4 1%	2 *	3 1%	3 *	7 1%	3 1%	2 *	- -	2 1%	3 1%	2 1%	5 1%	1 *	2 1%	2 1%
Mean		7.93	7.74	7.83	8.07	8.07	7.77	8.08	7.75	8.00	7.95	7.93	7.90	7.99	7.99	7.92	7.70	7.96
Standard Deviation		1.61	1.69	1.64	1.56	1.53	1.60	1.61	1.70	1.57	1.55	1.57	1.66	1.65	1.56	1.56	1.62	1.83
Standard Error		0.04	0.07	0.07	0.07	0.07	0.05	0.05	0.13	0.07	0.08	0.08	0.10	0.09	0.05	0.07	0.12	0.12

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## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q5 In your opinion, what are the three best things about your city? Please select up to three of the options below.**

**Base: All respondents**

	Total	City				Gender		Age						SEG			
		London	Leeds	Glasgow	Brigh-ton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Shopping facilities	1117 56%	289 57%	322 64%	314 63%	191 38%	512 52%	604 59%	177 56%	237 55%	189 49%	178 56%	130 57%	206 61%	505 53%	280 53%	126 62%	141 65%
Parks and access to green/open spaces	974 48%	244 48%	243 48%	247 49%	241 48%	462 47%	512 50%	118 37%	170 39%	204 54%	161 51%	120 53%	201 60%	465 49%	229 43%	105 52%	118 55%
Culture, sport & leisure facilities	881 44%	230 45%	157 31%	232 46%	262 52%	434 44%	447 43%	144 46%	190 44%	167 44%	139 44%	97 43%	145 43%	441 46%	242 46%	72 35%	78 36%
Ambience (city character/atmosphere)	879 44%	168 33%	144 29%	218 44%	349 70%	442 45%	437 42%	130 41%	183 42%	186 49%	155 49%	99 44%	126 37%	452 47%	241 46%	82 40%	66 31%
Local services (e.g. healthcare, education)	416 21%	104 21%	133 26%	111 22%	69 14%	189 19%	227 22%	72 23%	66 15%	64 17%	60 19%	52 23%	101 30%	175 18%	90 17%	58 29%	66 31%
Business & employment opportunities	374 19%	164 32%	124 25%	53 11%	33 7%	191 19%	183 18%	55 17%	111 26%	66 17%	59 19%	42 19%	41 12%	202 21%	108 20%	25 13%	20 9%
Physical layout of the city (e.g. buildings, roads)	338 17%	79 16%	71 14%	106 21%	82 16%	165 17%	174 17%	63 20%	78 18%	62 16%	50 16%	37 16%	48 14%	142 15%	94 18%	38 19%	46 22%
Cost of living	233 12%	28 6%	122 24%	62 12%	21 4%	125 13%	108 10%	49 15%	68 16%	41 11%	32 10%	18 8%	25 7%	96 10%	84 16%	18 9%	18 9%
Safety and security	191 9%	46 9%	45 9%	29 6%	71 14%	111 11%	80 8%	22 7%	36 8%	42 11%	25 8%	25 11%	40 12%	90 9%	52 10%	13 6%	25 12%
Community spirit	162 8%	27 5%	25 5%	46 9%	63 13%	84 9%	77 8%	22 7%	35 8%	29 8%	24 8%	21 9%	30 9%	74 8%	42 8%	21 10%	14 7%
Air quality and general pollution (noise/rubbish/fumes)	128 6%	20 4%	28 6%	14 3%	66 13%	69 7%	59 6%	25 8%	18 4%	21 5%	20 6%	18 8%	26 8%	63 7%	29 6%	11 6%	14 6%
Population density (level of overcrowding)	82 4%	14 3%	22 4%	24 5%	22 4%	39 4%	43 4%	18 6%	17 4%	16 4%	10 3%	10 5%	10 3%	48 5%	18 3%	9 4%	6 3%

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## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q6 In your opinion, what are the three worst things about your city? Please select up to three of the options below.**

**Base: All respondents**

	City					Gender		Age					SEG				
	Total	London	Leeds	Glasgow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Cost of living	1028 51%	348 69%	150 30%	182 36%	348 69%	490 50%	538 52%	148 47%	231 53%	203 53%	165 52%	108 48%	173 51%	465 49%	283 53%	113 56%	121 56%
Air quality and general pollution (noise/rubbish/fumes)	889 44%	281 56%	193 39%	272 54%	143 29%	417 43%	472 46%	133 42%	186 43%	169 44%	138 44%	107 47%	156 46%	434 45%	242 46%	83 41%	93 43%
Population density (level of overcrowding)	868 43%	286 56%	200 40%	127 25%	255 51%	423 43%	445 43%	116 37%	170 39%	160 42%	146 46%	105 47%	171 51%	423 44%	195 37%	101 50%	106 49%
Safety and security	715 36%	153 30%	182 36%	253 50%	127 25%	342 35%	373 36%	130 41%	144 33%	129 34%	122 38%	73 32%	115 34%	330 35%	200 38%	72 36%	71 33%
Business & employment opportunities	458 23%	46 9%	70 14%	167 33%	176 35%	200 20%	258 25%	88 28%	84 19%	88 23%	76 24%	45 20%	77 23%	194 20%	128 24%	46 23%	63 29%
Physical layout of the city (e.g. buildings, roads)	431 21%	47 9%	168 34%	103 21%	113 22%	232 24%	199 19%	55 17%	73 17%	69 18%	74 23%	60 27%	100 30%	218 23%	105 20%	38 19%	38 18%
Community spirit	420 21%	101 20%	159 32%	93 19%	66 13%	217 22%	202 20%	66 21%	101 23%	74 19%	69 22%	52 23%	58 17%	206 22%	110 21%	32 16%	47 22%
Local services (e.g. healthcare, education)	267 13%	46 9%	58 12%	87 17%	76 15%	152 15%	115 11%	31 10%	57 13%	60 16%	50 16%	28 12%	42 12%	128 13%	70 13%	30 15%	22 10%
Ambience (city character/atmosphere)	142 7%	33 7%	60 12%	37 7%	13 3%	68 7%	75 7%	18 6%	37 9%	22 6%	14 4%	20 9%	31 9%	52 5%	43 8%	14 7%	18 8%
Culture, sport & leisure facilities	119 6%	19 4%	62 12%	23 5%	15 3%	61 6%	57 6%	29 9%	28 7%	22 6%	19 6%	11 5%	10 3%	58 6%	38 7%	12 6%	5 2%
Shopping facilities	100 5%	9 2%	18 4%	18 4%	54 11%	57 6%	43 4%	15 5%	20 5%	19 5%	10 3%	13 6%	23 7%	45 5%	23 4%	12 6%	9 4%
Parks and access to green/open spaces	95 5%	18 3%	48 10%	15 3%	16 3%	50 5%	46 4%	27 9%	33 8%	14 4%	15 5%	5 2%	2 1%	53 6%	31 6%	7 3%	2 1%

Prepared by ComRes



## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q7 you agree or disagree that each of the following phrases describes the city you live in?**

**-Summary**

**Base: All respondents**

	Q7 Summary				
	My city's layout and design reflects the needs of its residents	My city is constantly adapting to meet people's needs	My city's leadership is responsive to the needs of the city	My city has a long-term vision and plan for growth	I am proud to say I am from my city
Unweighted base	2010	2010	2010	2010	2010
Weighted base	2010	2010	2010	2010	2010
Agree	916 46%	1107 55%	697 35%	883 44%	1487 74%
Disagree	573 29%	521 26%	712 35%	431 21%	260 13%
Don't know	521 26%	382 19%	601 30%	696 35%	263 13%

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q7 you agree or disagree that each of the following phrases describes the city you live in?**  
**-My city's layout and design reflects the needs of its residents**

**Base: All respondents**

	City					Gender		Age					SEG				
	Total	London	Leeds	Glasgow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Agree	916 46%	216 43%	210 42%	266 53%	225 45%	420 43%	497 48%	170 54%	211 49%	179 47%	125 39%	95 42%	137 41%	450 47%	242 46%	78 38%	105 49%
Disagree	573 29%	156 31%	149 30%	118 24%	150 30%	336 34%	237 23%	45 14%	106 25%	105 27%	126 40%	82 36%	109 32%	287 30%	139 26%	60 30%	50 23%
Don't know	521 26%	134 27%	142 28%	117 23%	127 25%	224 23%	296 29%	101 32%	115 27%	99 26%	66 21%	49 22%	91 27%	217 23%	149 28%	64 32%	60 28%

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q7 you agree or disagree that each of the following phrases describes the city you live in?**  
**-My city is constantly adapting to meet people's needs**

**Base: All respondents**

	City					Gender		Age					SEG				
	Total	London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Agree	1107 55%	298 59%	267 53%	278 56%	263 52%	520 53%	586 57%	198 62%	232 54%	198 52%	181 57%	129 57%	170 51%	560 59%	293 55%	95 47%	103 48%
Disagree	521 26%	115 23%	139 28%	125 25%	142 28%	305 31%	216 21%	60 19%	103 24%	100 26%	88 28%	66 29%	105 31%	241 25%	126 24%	66 33%	58 27%
Don't know	382 19%	93 18%	95 19%	98 19%	97 19%	154 16%	228 22%	59 19%	97 23%	84 22%	48 15%	32 14%	62 18%	153 16%	112 21%	41 20%	53 25%

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q7 you agree or disagree that each of the following phrases describes the city you live in?**  
**-My city's leadership is responsive to the needs of the city**

**Base: All respondents**

	City					Gender		Age					SEG				
	Total	London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Agree	697 35%	221 44%	151 30%	158 31%	168 34%	331 34%	366 36%	141 45%	143 33%	119 31%	86 27%	75 33%	133 40%	341 36%	186 35%	70 34%	67 31%
Disagree	712 35%	166 33%	178 36%	202 40%	165 33%	403 41%	308 30%	66 21%	140 32%	147 39%	143 45%	94 42%	121 36%	337 35%	164 31%	82 40%	85 39%
Don't know	601 30%	119 24%	172 34%	141 28%	169 34%	245 25%	356 35%	109 34%	149 35%	116 30%	88 28%	57 25%	83 25%	275 29%	180 34%	51 25%	64 30%

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q7 you agree or disagree that each of the following phrases describes the city you live in?**  
**-My city has a long-term vision and plan for growth**

**Base: All respondents**

	City					Gender		Age					SEG				
	Total	London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Agree	883 44%	228 45%	238 47%	233 46%	184 37%	410 42%	473 46%	175 55%	203 47%	157 41%	127 40%	86 38%	134 40%	425 45%	244 46%	83 41%	89 41%
Disagree	431 21%	121 24%	95 19%	93 19%	122 24%	263 27%	168 16%	44 14%	76 18%	83 22%	96 30%	55 24%	78 23%	220 23%	97 18%	48 24%	41 19%
Don't know	696 35%	156 31%	168 34%	175 35%	196 39%	307 31%	390 38%	98 31%	153 35%	141 37%	94 30%	86 38%	124 37%	308 32%	190 36%	72 36%	85 39%

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q7 you agree or disagree that each of the following phrases describes the city you live in?**  
**-I am proud to say I am from my city**

**Base: All respondents**

	City					Gender		Age					SEG				
	Total	London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Agree	1487 74%	365 72%	353 71%	393 78%	375 75%	714 73%	773 75%	233 74%	313 72%	291 76%	242 76%	169 75%	240 71%	745 78%	387 73%	135 67%	143 67%
Disagree	260 13%	69 14%	80 16%	58 11%	54 11%	138 14%	122 12%	35 11%	50 12%	43 11%	43 14%	34 15%	55 16%	107 11%	70 13%	31 16%	37 17%
Don't know	263 13%	72 14%	68 14%	50 10%	74 15%	128 13%	135 13%	48 15%	69 16%	48 13%	32 10%	24 10%	42 12%	102 11%	73 14%	36 18%	35 16%

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q8 Which of the following words or phrases best describe your city?

Base: All respondents

	City					Gender		Age						SEG			
	Total	London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Vibrant	1229 61%	276 55%	254 51%	317 63%	381 76%	599 61%	630 61%	172 54%	271 63%	256 67%	201 63%	140 62%	188 56%	634 67%	334 63%	104 51%	100 47%
Easy to get around	965 48%	228 45%	216 43%	283 56%	240 48%	450 46%	516 50%	168 53%	199 46%	181 47%	135 43%	105 46%	177 53%	468 49%	250 47%	91 45%	109 51%
Energetic	959 48%	207 41%	212 42%	236 47%	305 61%	447 46%	512 50%	153 48%	214 49%	196 51%	148 47%	114 50%	134 40%	476 50%	268 50%	79 39%	92 43%
Exciting	808 40%	221 44%	132 26%	187 37%	269 54%	381 39%	427 41%	141 44%	182 42%	158 41%	123 39%	93 41%	111 33%	422 44%	220 41%	63 31%	71 33%
Expensive	795 40%	363 72%	98 20%	74 15%	260 52%	380 39%	415 40%	90 28%	188 44%	152 40%	130 41%	93 41%	142 42%	370 39%	216 41%	84 41%	90 42%
Crowded	794 40%	329 65%	155 31%	96 19%	215 43%	391 40%	403 39%	100 32%	159 37%	142 37%	142 45%	100 44%	151 45%	360 38%	217 41%	84 42%	95 44%
Family friendly	584 29%	78 15%	126 25%	147 29%	233 46%	253 26%	331 32%	85 27%	115 27%	132 35%	73 23%	68 30%	111 33%	290 30%	141 27%	62 30%	61 28%
Dirty	511 25%	151 30%	113 23%	159 32%	88 18%	276 28%	235 23%	57 18%	110 26%	81 21%	85 27%	69 31%	108 32%	218 23%	151 28%	49 24%	66 31%
Stressful	400 20%	194 38%	87 17%	70 14%	49 10%	210 21%	190 18%	59 19%	103 24%	71 19%	76 24%	37 16%	54 16%	164 17%	126 24%	39 19%	56 26%
Relaxed	388 19%	38 7%	66 13%	82 16%	202 40%	195 20%	192 19%	66 21%	82 19%	90 24%	51 16%	39 17%	61 18%	205 22%	110 21%	30 15%	30 14%
Chaotic	378 19%	159 31%	86 17%	67 13%	67 13%	203 21%	176 17%	60 19%	98 23%	60 16%	72 23%	43 19%	46 14%	141 15%	129 24%	44 22%	51 24%
Safe	290 14%	52 10%	65 13%	56 11%	117 23%	159 16%	131 13%	31 10%	59 14%	54 14%	45 14%	41 18%	60 18%	175 18%	54 10%	16 8%	27 13%
Well organised	246 12%	52 10%	86 17%	64 13%	44 9%	130 13%	115 11%	40 13%	60 14%	44 12%	27 8%	35 15%	41 12%	126 13%	61 12%	18 9%	27 13%
Unsuitable for children	118 6%	43 9%	33 7%	31 6%	11 2%	60 6%	58 6%	24 8%	24 5%	26 7%	12 4%	10 4%	24 7%	40 4%	36 7%	10 5%	23 11%
None of these	22 1%	5 1%	8 2%	8 2%	2 *	12 1%	10 1%	3 1%	2 *	4 1%	4 1%	4 2%	5 2%	8 1%	7 1%	4 2%	4 2%

Prepared by ComRes





## Smarter Cities

Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q8 Which of the following words or phrases best describe your city?**

**Base: All respondents**

	City					Gender		Age						SEG			
	Total	London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Don't know	16	4	8	4	1	6	10	-	4	4	5	3	1	7	4	1	4
	1%	1%	2%	1%	*	1%	1%	-	1%	1%	2%	1%	*	1%	1%	*	2%

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q9 Which of the following are the most important reasons for you staying in your city? Please select up to three of the options below.**

**Base: All respondents**

	Total	City				Gender		Age						SEG			
		London	Leeds	Glasgow	Brigh-ton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Family and friends	1052 52%	235 46%	290 58%	296 59%	232 46%	461 47%	592 57%	188 60%	188 43%	178 47%	160 50%	133 59%	205 61%	486 51%	266 50%	115 57%	123 57%
Quality of social life	608 30%	106 21%	132 26%	158 32%	211 42%	319 33%	289 28%	122 39%	133 31%	111 29%	90 28%	71 31%	80 24%	324 34%	163 31%	48 24%	43 20%
The city's character	582 29%	107 21%	84 17%	153 31%	238 47%	294 30%	288 28%	69 22%	116 27%	108 28%	100 31%	69 30%	120 36%	308 32%	143 27%	46 23%	51 24%
Ease of travel	501 25%	149 30%	106 21%	130 26%	115 23%	256 26%	245 24%	61 19%	96 22%	86 23%	66 21%	61 27%	130 39%	230 24%	118 22%	55 27%	62 29%
Employment opportunities	473 24%	181 36%	138 28%	100 20%	54 11%	227 23%	246 24%	87 28%	145 34%	114 30%	80 25%	36 16%	11 3%	262 27%	140 26%	35 17%	22 10%
Culture, sport & leisure facilities	436 22%	115 23%	73 15%	110 22%	138 28%	222 23%	214 21%	44 14%	75 17%	75 20%	73 23%	63 28%	105 31%	244 26%	103 19%	25 12%	41 19%
Quality of the natural environment	243 12%	27 5%	59 12%	50 10%	106 21%	137 14%	106 10%	12 4%	35 8%	56 15%	47 15%	33 15%	61 18%	130 14%	56 10%	17 8%	22 10%
Access to education	210 10%	50 10%	55 11%	70 14%	36 7%	91 9%	120 12%	73 23%	39 9%	48 12%	33 11%	6 3%	11 3%	90 9%	68 13%	21 10%	23 11%
Affordability of housing	208 10%	31 6%	91 18%	64 13%	21 4%	91 9%	116 11%	29 9%	56 13%	40 10%	27 8%	25 11%	31 9%	85 9%	58 11%	19 10%	35 16%
Cost of living in your area	195 10%	33 7%	85 17%	55 11%	22 4%	107 11%	88 9%	22 7%	61 14%	39 10%	31 10%	22 10%	20 10%	89 6%	52 9%	18 10%	27 12%
I would prefer not to stay in my city	192 10%	57 11%	56 11%	32 6%	47 9%	92 9%	99 10%	27 9%	48 11%	33 9%	35 11%	17 8%	32 9%	71 7%	54 10%	29 14%	26 12%
Quality of public services	144 7%	53 11%	37 7%	33 7%	21 4%	73 8%	70 7%	16 5%	17 4%	20 5%	17 6%	27 12%	46 14%	63 7%	29 5%	21 10%	23 11%
Safety and security	129 6%	32 6%	23 5%	21 4%	52 10%	71 7%	58 6%	21 7%	29 7%	29 7%	15 5%	16 7%	20 6%	68 7%	24 5%	8 4%	22 10%
Business opportunities	110 5%	48 9%	25 5%	24 5%	13 3%	70 7%	40 4%	16 5%	26 6%	26 7%	20 6%	16 7%	6 2%	63 7%	37 7%	5 3%	3 1%
None of these	39 2%	8 2%	9 2%	12 2%	10 2%	21 2%	18 2%	9 3%	3 1%	7 2%	9 3%	4 2%	7 2%	13 1%	10 2%	9 4%	5 2%

Prepared by ComRes



## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q9 Which of the following are the most important reasons for you staying in your city? Please select up to three of the options below.**

**Base: All respondents**

	City					Gender		Age						SEG			
	Total	London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Don't know	25	16	2	4	4	13	13	2	11	8	2	2	1	5	11	5	4
	1%	3%	*	1%	1%	1%	1%	1%	3%	2%	1%	1%	*	1%	2%	2%	2%

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q10 What are the three most important things that would make you consider moving to another city? Please select up to three of the options below.**

**Base: All respondents**

	Total	City				Gender		Age						SEG			
		London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Affordability of housing	661 33%	200 39%	128 26%	138 28%	195 39%	299 30%	362 35%	118 37%	169 39%	129 34%	93 29%	65 29%	86 26%	309 32%	181 34%	75 37%	67 31%
Cost of living in your area	550 27%	179 35%	88 18%	102 20%	181 36%	261 27%	289 28%	102 32%	143 33%	108 28%	82 26%	53 23%	63 19%	242 25%	173 33%	66 32%	46 22%
Employment opportunities	518 26%	71 14%	111 22%	160 32%	175 35%	240 25%	277 27%	149 47%	143 33%	106 28%	85 27%	26 12%	8 2%	240 25%	173 33%	48 24%	44 20%
Safety and security	430 21%	113 22%	118 24%	113 23%	86 17%	216 22%	214 21%	69 22%	84 19%	83 22%	67 21%	50 22%	78 23%	196 21%	108 20%	50 25%	52 24%
I wouldn't consider moving to another city	401 20%	87 17%	100 20%	111 22%	103 21%	198 20%	203 20%	40 13%	33 8%	57 15%	75 24%	67 30%	128 38%	190 20%	84 16%	35 17%	55 26%
Quality of the natural environment	356 18%	117 23%	97 19%	76 15%	66 13%	187 19%	168 16%	39 12%	86 20%	70 18%	61 19%	48 21%	51 15%	188 20%	82 16%	33 16%	34 16%
Business opportunities	255 13%	51 10%	62 12%	76 15%	66 13%	132 13%	124 12%	64 20%	65 15%	60 16%	40 13%	18 8%	8 2%	136 14%	76 14%	20 10%	16 8%
Quality of social life	237 12%	65 13%	66 13%	59 12%	46 9%	122 12%	115 11%	39 12%	63 15%	40 10%	32 10%	28 12%	35 11%	102 11%	75 14%	20 10%	31 14%
Family and friends	232 12%	47 9%	65 13%	50 10%	70 14%	119 12%	113 11%	32 10%	73 17%	43 11%	26 8%	22 10%	36 11%	110 12%	74 14%	18 9%	16 8%
Ease of travel	223 11%	43 9%	84 17%	46 9%	50 10%	112 11%	111 11%	37 12%	49 11%	38 10%	37 12%	25 11%	38 11%	114 12%	56 10%	22 11%	18 9%
The city's character	209 10%	37 7%	71 14%	63 12%	39 8%	104 11%	105 10%	44 14%	42 10%	39 10%	30 9%	21 9%	33 10%	101 11%	68 13%	13 6%	16 7%
Culture, sport & leisure facilities	170 8%	24 5%	60 12%	45 9%	40 8%	88 9%	82 8%	41 13%	40 9%	25 6%	28 9%	22 10%	15 4%	84 9%	50 9%	12 6%	16 7%
Quality of public services	166 8%	46 9%	51 10%	33 7%	36 7%	89 9%	77 7%	6 2%	35 8%	30 8%	19 6%	26 12%	50 15%	80 8%	41 8%	11 5%	19 9%
Access to education	112 6%	21 4%	31 6%	28 5%	32 6%	55 6%	57 5%	20 6%	32 7%	39 10%	15 5%	2 1%	2 1%	70 7%	23 4%	13 7%	4 2%
None of these	91 5%	20 4%	25 5%	32 6%	14 3%	46 5%	45 4%	3 1%	8 2%	11 3%	19 6%	12 5%	38 11%	35 4%	14 3%	15 7%	22 10%

Prepared by ComRes



## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q10 What are the three most important things that would make you consider moving to another city? Please select up to three of the options below.**

**Base: All respondents**

	City					Gender		Age						SEG			
	Total	London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Don't know	53	25	10	13	6	22	31	9	15	14	6	5	3	21	16	6	7
	3%	5%	2%	3%	1%	2%	3%	3%	4%	4%	2%	2%	1%	2%	3%	3%	3%

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q11. Do you agree or disagree that each of the following would improve the way your city runs?**

**-Summary**

**Base: All respondents**

	Q11 Summary						
	Citizens having a greater say in shaping their city	City leaders communicating better with the public	Personalised information about what's happening in my city	More efficient city services and facilities	Better cooperation between public sector services	Public and private sectors working together more effectively	Local people getting more involved in running local services
Unweighted base	2010	2010	2010	2010	2010	2010	2010
Weighted base	2010	2010	2010	2010	2010	2010	2010
Agree	1390 69%	1583 79%	1159 58%	1679 84%	1511 75%	1481 74%	1166 58%
Disagree	291 14%	174 9%	438 22%	151 8%	141 7%	174 9%	419 21%
Don't know	330 16%	253 13%	413 21%	180 9%	358 18%	356 18%	426 21%

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q11. Do you agree or disagree that each of the following would improve the way your city runs?  
-Citizens having a greater say in shaping their city**

**Base: All respondents**

	City					Gender		Age					SEG				
	Total	London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Agree	1390 69%	339 67%	352 70%	330 66%	369 73%	675 69%	715 69%	217 69%	293 68%	254 66%	217 69%	163 72%	246 73%	650 68%	358 68%	148 73%	149 69%
Disagree	291 14%	76 15%	71 14%	87 17%	56 11%	171 17%	120 12%	41 13%	65 15%	57 15%	54 17%	32 14%	42 12%	151 16%	70 13%	25 12%	29 14%
Don't know	330 16%	91 18%	77 15%	83 17%	78 15%	134 14%	195 19%	58 18%	74 17%	71 19%	46 14%	31 14%	49 15%	152 16%	102 19%	29 15%	37 17%

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q11. Do you agree or disagree that each of the following would improve the way your city runs?  
-City leaders communicating better with the public**

**Base: All respondents**

	City					Gender		Age					SEG				
	Total	London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Agree	1583 79%	372 73%	404 81%	408 81%	399 79%	772 79%	812 79%	231 73%	323 75%	296 78%	254 80%	193 85%	286 85%	755 79%	408 77%	166 82%	165 77%
Disagree	174 9%	61 12%	36 7%	45 9%	31 6%	98 10%	76 7%	30 9%	36 8%	39 10%	31 10%	18 8%	20 6%	91 10%	38 7%	13 7%	22 10%
Don't know	253 13%	73 14%	61 12%	48 9%	72 14%	110 11%	142 14%	55 17%	73 17%	47 12%	32 10%	16 7%	30 9%	107 11%	84 16%	23 11%	28 13%



## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q11. Do you agree or disagree that each of the following would improve the way your city runs?**  
**-Personalised information about what's happening in my city**

**Base: All respondents**

	City					Gender		Age					SEG				
	Total	London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Agree	1159 58%	270 53%	303 61%	295 59%	291 58%	542 55%	618 60%	207 66%	242 56%	213 56%	168 53%	126 56%	202 60%	532 56%	308 58%	128 63%	125 58%
Disagree	438 22%	124 24%	109 22%	108 22%	97 19%	251 26%	186 18%	44 14%	105 24%	100 26%	75 24%	48 21%	65 19%	242 25%	101 19%	38 19%	36 17%
Don't know	413 21%	112 22%	89 18%	98 20%	115 23%	187 19%	226 22%	65 20%	85 20%	69 18%	73 23%	52 23%	70 21%	180 19%	121 23%	37 18%	54 25%

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q11. Do you agree or disagree that each of the following would improve the way your city runs?**  
**-More efficient city services and facilities**

**Base: All respondents**

	City					Gender		Age					SEG				
	Total	London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Agree	1679 84%	404 80%	425 85%	436 87%	414 82%	828 85%	851 83%	256 81%	356 82%	311 82%	267 84%	200 88%	289 86%	806 85%	439 83%	173 85%	166 77%
Disagree	151 8%	47 9%	35 7%	28 6%	41 8%	77 8%	74 7%	30 10%	21 5%	36 9%	26 8%	14 6%	23 7%	76 8%	38 7%	9 5%	20 9%
Don't know	180 9%	54 11%	42 8%	37 7%	47 9%	75 8%	105 10%	30 9%	55 13%	35 9%	23 7%	12 5%	25 7%	71 7%	52 10%	20 10%	29 14%

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q11. Do you agree or disagree that each of the following would improve the way your city runs?**

**-Better cooperation between public sector services**

**Base: All respondents**

	City					Gender		Age					SEG				
	Total	London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Agree	1511 75%	385 76%	367 73%	395 79%	364 72%	753 77%	758 74%	214 68%	327 76%	281 74%	236 74%	188 83%	265 79%	730 77%	391 74%	149 74%	153 71%
Disagree	141 7%	43 9%	34 7%	27 5%	37 7%	82 8%	59 6%	20 6%	29 7%	32 8%	30 10%	12 5%	17 5%	72 8%	30 6%	15 7%	21 10%
Don't know	358 18%	78 15%	100 20%	79 16%	101 20%	145 15%	213 21%	82 26%	76 18%	69 18%	51 16%	25 11%	55 16%	151 16%	109 21%	38 19%	41 19%

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q11. Do you agree or disagree that each of the following would improve the way your city runs?**  
**-Public and private sectors working together more effectively**

**Base: All respondents**

	City					Gender		Age					SEG				
	Total	London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Agree	1481 74%	371 73%	353 70%	385 77%	372 74%	733 75%	748 73%	199 63%	300 69%	281 73%	236 74%	186 82%	279 83%	698 73%	386 73%	154 76%	151 70%
Disagree	174 9%	48 9%	59 12%	33 7%	33 7%	102 10%	72 7%	30 9%	46 11%	33 9%	31 10%	16 7%	17 5%	90 9%	38 7%	14 7%	27 13%
Don't know	356 18%	87 17%	89 18%	83 16%	97 19%	145 15%	210 20%	87 28%	86 20%	68 18%	50 16%	24 11%	40 12%	165 17%	106 20%	35 17%	37 17%

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q11. Do you agree or disagree that each of the following would improve the way your city runs?**

**-Local people getting more involved in running local services**

**Base: All respondents**

	City					Gender		Age					SEG				
	Total	London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Agree	1166 58%	275 54%	286 57%	300 60%	305 61%	546 56%	620 60%	202 64%	258 60%	201 53%	157 50%	135 60%	212 63%	516 54%	316 60%	124 61%	139 65%
Disagree	419 21%	119 23%	112 22%	101 20%	87 17%	249 25%	170 16%	49 15%	90 21%	90 24%	83 26%	51 23%	56 17%	230 24%	92 17%	34 17%	39 18%
Don't know	426 21%	113 22%	102 20%	101 20%	110 22%	185 19%	241 23%	65 21%	85 20%	91 24%	76 24%	40 18%	69 20%	207 22%	123 23%	44 22%	36 17%

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q12 Who do you feel should be responsible for the continuing improvement of your city? Please select the two most important.**

**Base: All respondents**

	City					Gender		Age						SEG			
	Total	London	Leeds	Glasgow	Brignton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Your local council	1434 71%	267 53%	389 78%	387 77%	391 78%	696 71%	738 72%	202 64%	300 69%	279 73%	237 75%	172 76%	243 72%	700 73%	364 69%	140 69%	152 71%
Residents and the community	959 48%	164 32%	254 51%	250 50%	291 58%	464 47%	496 48%	139 44%	204 47%	173 45%	156 49%	108 48%	180 53%	460 48%	257 48%	94 47%	90 42%
Your local MP	376 19%	93 18%	95 19%	80 16%	108 21%	151 15%	225 22%	94 30%	88 20%	64 17%	36 11%	34 15%	60 18%	162 17%	111 21%	37 18%	42 20%
Central government	365 18%	119 24%	86 17%	108 21%	52 10%	176 18%	189 18%	68 22%	82 19%	74 19%	58 18%	38 17%	45 13%	152 16%	106 20%	39 19%	51 24%
Your mayor	283 14%	213 42%	23 5%	14 3%	32 6%	143 15%	139 14%	51 16%	75 17%	51 13%	42 13%	23 10%	40 12%	140 15%	75 14%	31 15%	28 13%
Your council leader	254 13%	60 12%	59 12%	77 15%	57 11%	150 15%	103 10%	25 8%	38 9%	45 12%	45 14%	34 15%	67 20%	125 13%	60 11%	20 10%	33 16%
Local business	163 8%	28 5%	56 11%	36 7%	43 9%	88 9%	74 7%	23 7%	31 7%	32 8%	27 8%	25 11%	25 7%	80 8%	35 7%	22 11%	15 7%
Other	12 1%	5 1%	1 *	4 1%	3 1%	5 1%	7 1%	- -	3 1%	3 1%	4 1%	1 *	2 1%	5 *	2 *	3 1%	2 1%

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q13 What should be done to make your city more desirable for large and small businesses to operate and invest in? Please select the three most important.**

**Base: All respondents**

	City					Gender		Age						SEG			
	Total	London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
More help and support for those wishing to start a business	797 40%	182 36%	210 42%	191 38%	214 43%	352 36%	445 43%	97 31%	162 37%	143 37%	133 42%	113 50%	149 44%	370 39%	216 41%	80 40%	87 40%
More opportunities for new business	712 35%	179 35%	164 33%	172 34%	197 39%	331 34%	382 37%	120 38%	160 37%	122 32%	111 35%	81 36%	118 35%	314 33%	184 35%	85 42%	85 40%
Cheaper and more convenient office space	646 32%	177 35%	144 29%	133 27%	192 38%	299 31%	346 34%	94 30%	135 31%	122 32%	115 36%	80 35%	99 29%	309 32%	181 34%	64 32%	58 27%
Improved transport links	546 27%	126 25%	167 33%	143 29%	109 22%	305 31%	241 23%	58 18%	109 25%	121 32%	105 33%	69 30%	85 25%	288 30%	141 27%	49 24%	42 19%
Increased funding for innovation and research	494 25%	107 21%	132 26%	143 29%	113 22%	235 24%	258 25%	86 27%	108 25%	94 25%	65 21%	52 23%	88 26%	265 28%	111 21%	43 21%	47 22%
A skilled workforce	444 22%	115 23%	102 20%	142 28%	84 17%	257 26%	187 18%	54 17%	92 21%	88 23%	76 24%	50 22%	83 25%	232 24%	92 17%	43 21%	44 21%
Business friendly planning regulations	429 21%	104 21%	84 17%	97 19%	144 29%	232 24%	197 19%	47 15%	68 16%	72 19%	75 24%	66 29%	101 30%	216 23%	103 19%	37 18%	43 20%
Improving the City's image	343 17%	53 10%	86 17%	147 29%	57 11%	157 16%	186 18%	82 26%	73 17%	60 16%	50 16%	30 13%	47 14%	142 15%	95 18%	38 19%	46 22%
A high-speed internet infrastructure	300 15%	77 15%	74 15%	75 15%	74 15%	198 20%	102 10%	45 14%	55 13%	51 13%	43 13%	41 18%	66 20%	156 16%	67 13%	26 13%	31 14%
Easy and cheap access to education/resources	264 13%	78 16%	67 13%	60 12%	60 12%	111 11%	153 15%	67 21%	63 15%	50 13%	27 9%	18 8%	39 12%	102 11%	89 17%	29 14%	34 16%
Better working environment (i.e. green spaces)	234 12%	63 12%	81 16%	47 9%	43 9%	120 12%	114 11%	57 18%	62 14%	34 9%	36 11%	20 9%	26 8%	97 10%	77 15%	22 11%	27 13%
Business networks for sharing knowledge	203 10%	41 8%	52 10%	51 10%	59 12%	89 9%	113 11%	42 13%	37 9%	39 10%	28 9%	17 8%	40 12%	97 10%	67 13%	12 6%	15 7%
Other	49 2%	12 2%	13 3%	8 2%	16 3%	21 2%	28 3%	3 1%	8 2%	9 2%	13 4%	5 2%	11 3%	17 2%	15 3%	6 3%	9 4%
Nothing needs to be done	70 3%	27 5%	12 2%	7 1%	23 5%	24 2%	46 4%	8 3%	21 5%	18 5%	9 3%	5 2%	8 2%	31 3%	15 3%	9 5%	14 7%

Prepared by ComRes



## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q14 How important or otherwise do you think the following public services are?

##### -Summary

Base: All respondents

##### Q14 Summary

		Health	Transport	Education	Policing and emergency services	Green space management	Cultural, sports and leisure facilities	Refuse/recycling	Environmental sustainability	City administration	Festivals/events
Unweighted base		2010	2010	2010	2010	2010	2010	2010	2010	2010	2010
Weighted base		2010	2010	2010	2010	2010	2010	2010	2010	2010	2010
Highest priority	(1)	566 28%	184 9%	282 14%	278 14%	68 3%	72 4%	76 4%	113 6%	203 10%	168 8%
	(2)	362 18%	263 13%	382 19%	311 15%	103 5%	122 6%	111 6%	125 6%	143 7%	88 4%
	(3)	242 12%	295 15%	321 16%	353 18%	134 7%	145 7%	157 8%	156 8%	141 7%	65 3%
	(4)	148 7%	363 18%	206 10%	312 16%	145 7%	179 9%	258 13%	134 7%	186 9%	78 4%
	(5)	131 7%	227 11%	140 7%	172 9%	205 10%	273 14%	358 18%	174 9%	232 12%	98 5%
	(6)	103 5%	175 9%	138 7%	117 6%	267 13%	318 16%	325 16%	250 12%	189 9%	127 6%
	(7)	92 5%	173 9%	133 7%	125 6%	299 15%	284 14%	270 13%	258 13%	226 11%	150 7%
	(8)	101 5%	131 7%	146 7%	131 7%	341 17%	271 13%	212 11%	304 15%	189 9%	184 9%
	(9)	119 6%	124 6%	142 7%	96 5%	292 15%	258 13%	157 8%	273 14%	257 13%	292 15%
Lowest priority	(10)	145 7%	74 4%	119 6%	114 6%	156 8%	87 4%	86 4%	224 11%	244 12%	761 38%
Mean		3.91	4.65	4.44	4.33	6.41	6.02	5.67	6.30	5.87	7.39
Standard Deviation		2.99	2.49	2.83	2.66	2.42	2.35	2.25	2.66	2.89	3.03
Standard Error		0.07	0.06	0.06	0.06	0.05	0.05	0.05	0.06	0.06	0.07

Prepared by ComRes





## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q14 How important or otherwise do you think the following public services are?

##### -Health

Base: All respondents

	City					Gender		Age					SEG					
	Total	London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216	
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215	
Highest priority	(1)	566 28%	133 26%	128 26%	142 28%	163 33%	244 25%	323 31%	105 33%	113 26%	98 26%	82 26%	72 32%	96 29%	275 29%	127 24%	65 32%	69 32%
	(2)	362 18%	110 22%	102 20%	86 17%	64 13%	173 18%	189 18%	47 15%	71 16%	81 21%	60 19%	39 17%	63 19%	155 16%	119 23%	30 15%	36 17%
	(3)	242 12%	56 11%	69 14%	73 15%	45 9%	136 14%	106 10%	24 8%	53 12%	55 14%	39 12%	26 12%	45 13%	123 13%	54 10%	21 10%	30 14%
	(4)	148 7%	45 9%	37 7%	34 7%	32 6%	76 8%	72 7%	18 6%	28 6%	36 9%	21 7%	20 9%	26 8%	63 7%	37 7%	26 13%	16 7%
	(5)	131 7%	35 7%	42 8%	29 6%	26 5%	66 7%	65 6%	20 6%	33 8%	21 5%	21 7%	14 6%	22 7%	69 7%	31 6%	13 6%	11 5%
	(6)	103 5%	29 6%	29 6%	18 4%	28 6%	54 6%	49 5%	23 7%	19 4%	13 3%	14 4%	9 4%	25 8%	55 6%	27 5%	6 3%	10 4%
	(7)	92 5%	27 5%	23 5%	20 4%	22 4%	47 5%	45 4%	14 4%	20 5%	10 3%	21 7%	11 5%	15 5%	44 5%	27 5%	4 2%	10 5%
	(8)	101 5%	20 4%	11 2%	31 6%	38 8%	47 5%	54 5%	20 6%	22 5%	18 5%	18 6%	8 3%	15 4%	41 4%	39 7%	11 5%	6 3%
	(9)	119 6%	27 5%	29 6%	31 6%	32 6%	61 6%	58 6%	20 6%	27 6%	27 7%	20 6%	13 6%	11 3%	59 6%	33 6%	14 7%	11 5%
Lowest priority	(10)	145 7%	25 5%	31 6%	38 8%	51 10%	76 8%	70 7%	26 8%	46 11%	22 6%	21 7%	14 6%	17 5%	70 7%	36 7%	13 6%	17 8%
Mean		3.91	3.74	3.77	3.93	4.21	4.05	3.78	4.04	4.22	3.76	4.01	3.67	3.64	3.93	4.06	3.76	3.70
Standard Deviation		2.99	2.80	2.82	3.04	3.26	2.99	2.99	3.16	3.16	2.89	2.99	2.91	2.74	2.99	3.01	2.96	2.98
Standard Error		0.07	0.12	0.13	0.14	0.15	0.09	0.10	0.25	0.15	0.14	0.16	0.17	0.15	0.10	0.14	0.21	0.20

Prepared by ComRes



## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q14 How important or otherwise do you think the following public services are?

##### -Transport

Base: All respondents

	Total	City				Gender		Age						SEG				
		London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216	
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215	
Highest priority	(1)	184 9%	64 13%	48 10%	29 6%	43 8%	106 11%	78 8%	17 5%	38 9%	36 9%	33 10%	22 10%	38 11%	98 10%	47 9%	22 11%	8 4%
	(2)	263 13%	87 17%	59 12%	64 13%	53 10%	145 15%	118 12%	20 6%	47 11%	54 14%	47 15%	37 17%	57 17%	143 15%	59 11%	24 12%	27 12%
	(3)	295 15%	83 16%	69 14%	78 16%	66 13%	142 14%	154 15%	45 14%	64 15%	61 16%	45 14%	38 17%	42 13%	134 14%	79 15%	23 11%	33 15%
	(4)	363 18%	94 19%	91 18%	103 21%	74 15%	157 16%	206 20%	67 21%	83 19%	71 19%	53 17%	38 17%	51 15%	165 17%	98 19%	41 20%	46 21%
	(5)	227 11%	43 9%	64 13%	69 14%	52 10%	101 10%	127 12%	36 11%	52 12%	34 9%	42 13%	18 8%	46 14%	118 12%	49 9%	23 11%	30 14%
	(6)	175 9%	22 4%	52 10%	51 10%	50 10%	91 9%	85 8%	34 11%	35 8%	33 9%	19 6%	22 10%	33 10%	76 8%	49 9%	24 12%	11 5%
	(7)	173 9%	36 7%	42 8%	34 7%	61 12%	80 8%	93 9%	31 10%	40 9%	36 9%	24 7%	19 8%	23 7%	70 7%	52 10%	21 11%	21 10%
	(8)	131 7%	28 6%	35 7%	31 6%	37 7%	62 6%	69 7%	19 6%	29 7%	23 6%	22 7%	17 8%	22 6%	57 6%	36 7%	12 6%	19 9%
	(9)	124 6%	29 6%	30 6%	25 5%	40 8%	57 6%	67 7%	33 10%	25 6%	24 6%	19 6%	8 4%	15 5%	51 5%	44 8%	9 4%	17 8%
Lowest priority	(10)	74 4%	21 4%	10 2%	17 3%	26 5%	40 4%	34 3%	15 5%	19 4%	11 3%	12 4%	7 3%	9 3%	42 4%	17 3%	3 2%	5 2%
Mean		4.65	4.25	4.63	4.66	5.08	4.56	4.74	5.23	4.74	4.55	4.53	4.40	4.38	4.52	4.82	4.54	4.89
Standard Deviation		2.49	2.57	2.40	2.32	2.61	2.56	2.43	2.46	2.49	2.48	2.54	2.46	2.45	2.52	2.53	2.34	2.35
Standard Error		0.06	0.11	0.11	0.10	0.12	0.08	0.08	0.19	0.12	0.12	0.13	0.15	0.14	0.08	0.11	0.17	0.16

Prepared by ComRes



## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q14 How important or otherwise do you think the following public services are?

##### -Education

Base: All respondents

	Total	City				Gender		Age						SEG				
		London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216	
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215	
Highest priority	(1)	282 14%	61 12%	86 17%	84 17%	52 10%	137 14%	145 14%	46 15%	57 13%	81 21%	45 14%	20 9%	34 10%	149 16%	70 13%	27 13%	24 11%
	(2)	382 19%	87 17%	85 17%	116 23%	94 19%	172 18%	210 20%	72 23%	88 20%	71 19%	58 18%	41 18%	51 15%	192 20%	102 19%	33 16%	36 17%
	(3)	321 16%	77 15%	73 15%	74 15%	97 19%	148 15%	173 17%	56 18%	64 15%	45 12%	49 15%	51 23%	57 17%	153 16%	90 17%	33 16%	33 15%
	(4)	206 10%	62 12%	60 12%	42 8%	42 8%	106 11%	101 10%	24 7%	50 12%	35 9%	29 9%	25 11%	44 13%	103 11%	54 10%	18 9%	20 9%
	(5)	140 7%	43 8%	42 8%	24 5%	32 6%	70 7%	70 7%	24 8%	24 5%	21 6%	24 8%	19 8%	28 8%	56 6%	38 7%	18 9%	19 9%
	(6)	138 7%	38 7%	30 6%	36 7%	34 7%	69 7%	69 7%	14 5%	23 5%	28 7%	22 7%	15 7%	35 11%	58 6%	29 5%	15 7%	24 11%
	(7)	133 7%	32 6%	27 5%	35 7%	39 8%	65 7%	68 7%	21 7%	24 6%	26 7%	18 6%	19 9%	24 7%	56 6%	37 7%	19 9%	10 5%
	(8)	146 7%	38 7%	32 6%	34 7%	42 8%	74 8%	72 7%	24 8%	35 8%	21 5%	25 8%	12 6%	29 8%	67 7%	40 7%	14 7%	18 8%
	(9)	142 7%	39 8%	37 7%	27 5%	39 8%	74 8%	68 7%	16 5%	37 9%	27 7%	27 9%	12 5%	22 7%	67 7%	40 8%	10 5%	17 8%
Lowest priority	(10)	119 6%	30 6%	28 6%	29 6%	31 6%	65 7%	54 5%	19 6%	30 7%	27 7%	20 6%	11 5%	11 3%	53 6%	32 6%	15 8%	13 6%
Mean		4.44	4.61	4.33	4.18	4.65	4.57	4.32	4.21	4.55	4.29	4.57	4.40	4.61	4.29	4.48	4.62	4.71
Standard Deviation		2.83	2.79	2.83	2.84	2.83	2.87	2.78	2.80	2.93	2.98	2.91	2.59	2.59	2.83	2.84	2.82	2.80
Standard Error		0.06	0.12	0.13	0.13	0.13	0.09	0.09	0.22	0.14	0.15	0.15	0.15	0.14	0.09	0.13	0.20	0.19

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## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q14 How important or otherwise do you think the following public services are?

##### -Policing and emergency services

Base: All respondents

	Total	City				Gender		Age						SEG				
		London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216	
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215	
Highest priority	(1)	278 14%	90 18%	68 14%	65 13%	55 11%	127 13%	151 15%	37 12%	57 13%	63 16%	41 13%	33 15%	47 14%	114 12%	75 14%	29 14%	43 20%
	(2)	311 15%	70 14%	76 15%	73 15%	93 18%	143 15%	168 16%	51 16%	67 15%	51 13%	48 15%	39 17%	55 16%	154 16%	70 13%	36 18%	36 17%
	(3)	353 18%	99 20%	81 16%	90 18%	82 16%	166 17%	186 18%	58 18%	72 17%	75 20%	51 16%	31 14%	64 19%	172 18%	84 16%	46 23%	35 17%
	(4)	312 16%	79 16%	80 16%	87 17%	66 13%	151 15%	161 16%	49 16%	59 14%	50 13%	52 16%	40 18%	62 19%	149 16%	93 18%	19 9%	30 14%
	(5)	172 9%	44 9%	45 9%	47 9%	36 7%	87 9%	85 8%	25 8%	37 9%	29 8%	26 8%	23 10%	32 10%	92 10%	48 9%	12 6%	11 5%
	(6)	117 6%	28 6%	34 7%	23 5%	32 6%	69 7%	48 5%	13 4%	29 7%	19 5%	22 7%	9 4%	24 7%	64 7%	27 5%	9 5%	11 5%
	(7)	125 6%	24 5%	36 7%	34 7%	31 6%	63 6%	62 6%	22 7%	33 8%	27 7%	19 6%	11 5%	13 4%	59 6%	32 6%	18 9%	14 6%
	(8)	131 7%	35 7%	27 5%	31 6%	39 8%	71 7%	60 6%	17 5%	28 7%	31 8%	25 8%	15 6%	15 4%	59 6%	32 6%	15 7%	16 7%
	(9)	96 5%	14 3%	24 5%	26 5%	32 6%	49 5%	47 5%	20 6%	25 6%	15 4%	14 4%	9 4%	15 4%	45 5%	25 5%	10 5%	6 3%
Lowest priority	(10)	114 6%	24 5%	30 6%	25 5%	36 7%	54 6%	60 6%	24 8%	25 6%	21 6%	19 6%	15 7%	10 3%	46 5%	44 8%	10 5%	12 6%
Mean		4.33	4.02	4.38	4.33	4.59	4.44	4.22	4.50	4.47	4.29	4.44	4.24	3.99	4.33	4.50	4.24	4.03
Standard Deviation		2.66	2.56	2.66	2.61	2.80	2.66	2.67	2.77	2.71	2.71	2.68	2.68	2.39	2.58	2.77	2.71	2.73
Standard Error		0.06	0.11	0.12	0.12	0.13	0.08	0.09	0.22	0.13	0.13	0.14	0.16	0.13	0.08	0.13	0.19	0.19

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## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q14 How important or otherwise do you think the following public services are?**

**-Green space management**

**Base: All respondents**

	Total	City				Gender		Age						SEG				
		London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216	
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215	
Highest priority	(1)	68 3%	14 3%	14 3%	14 3%	26 5%	41 4%	28 3%	8 3%	20 5%	12 3%	10 3%	6 4%	12 4%	24 3%	20 4%	6 3%	7 3%
	(2)	103 5%	21 4%	27 5%	23 5%	32 6%	48 5%	55 5%	15 5%	25 6%	19 5%	21 7%	12 5%	11 3%	49 5%	31 6%	7 3%	14 6%
	(3)	134 7%	33 7%	30 6%	37 7%	34 7%	63 6%	72 7%	23 7%	32 8%	27 7%	21 7%	14 6%	18 5%	71 7%	34 6%	9 4%	15 7%
	(4)	145 7%	48 10%	24 5%	30 6%	43 9%	68 7%	77 7%	20 6%	36 8%	23 6%	27 8%	12 5%	27 8%	62 7%	35 7%	22 11%	19 9%
	(5)	205 10%	50 10%	53 11%	44 9%	58 11%	87 9%	118 11%	42 13%	42 10%	48 12%	25 8%	21 9%	27 8%	95 10%	57 11%	14 7%	28 13%
	(6)	267 13%	82 16%	60 12%	69 14%	57 11%	135 14%	132 13%	35 11%	50 12%	54 14%	63 20%	29 13%	36 11%	130 14%	68 13%	28 14%	32 15%
	(7)	299 15%	79 16%	91 18%	66 13%	63 12%	162 17%	137 13%	42 13%	66 15%	57 15%	38 12%	43 19%	52 16%	167 17%	67 13%	27 13%	24 11%
	(8)	341 17%	83 16%	87 17%	96 19%	75 15%	174 18%	167 16%	45 14%	73 17%	58 15%	54 17%	39 17%	73 22%	161 17%	92 17%	42 21%	30 14%
	(9)	292 15%	65 13%	71 14%	76 15%	80 16%	134 14%	157 15%	45 14%	64 15%	57 15%	38 12%	37 16%	52 15%	150 16%	79 15%	20 10%	24 11%
Lowest priority	(10)	156 8%	31 6%	45 9%	46 9%	34 7%	67 7%	88 9%	42 13%	25 6%	28 7%	20 6%	13 6%	28 8%	45 5%	47 9%	28 14%	24 11%
Mean		6.41	6.33	6.58	6.58	6.16	6.39	6.44	6.58	6.21	6.39	6.20	6.52	6.66	6.39	6.43	6.70	6.25
Standard Deviation		2.42	2.29	2.38	2.42	2.58	2.41	2.43	2.49	2.49	2.39	2.39	2.32	2.37	2.31	2.49	2.41	2.51
Standard Error		0.05	0.10	0.11	0.11	0.11	0.07	0.08	0.20	0.12	0.12	0.13	0.14	0.13	0.07	0.11	0.17	0.17

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## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q14 How important or otherwise do you think the following public services are? -Cultural, sports and leisure facilities

Base: All respondents

	Total	City				Gender		Age						SEG				
		London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216	
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215	
Highest priority	(1)	72 4%	13 3%	15 3%	26 5%	19 4%	36 4%	36 4%	18 6%	20 5%	5 1%	12 4%	6 2%	10 3%	34 4%	26 5%	4 2%	5 2%
	(2)	122 6%	30 6%	37 7%	31 6%	25 5%	70 7%	52 5%	21 6%	34 8%	14 4%	22 7%	14 6%	18 5%	55 6%	32 6%	14 7%	11 5%
	(3)	145 7%	37 7%	33 7%	27 5%	48 10%	77 8%	69 7%	34 11%	28 6%	25 6%	19 6%	18 8%	21 6%	77 8%	33 6%	12 6%	21 10%
	(4)	179 9%	48 10%	33 7%	45 9%	54 11%	80 8%	99 10%	32 10%	48 11%	38 10%	21 7%	15 7%	25 7%	95 10%	43 8%	16 8%	16 7%
	(5)	273 14%	66 13%	72 14%	69 14%	67 13%	136 14%	137 13%	36 12%	56 13%	58 15%	48 15%	33 15%	42 12%	118 12%	82 15%	26 13%	27 13%
	(6)	318 16%	73 15%	82 16%	91 18%	72 14%	139 14%	179 17%	48 15%	62 14%	73 19%	48 15%	38 17%	49 15%	155 16%	87 16%	37 18%	26 12%
	(7)	284 14%	70 14%	74 15%	74 15%	66 13%	138 14%	147 14%	31 10%	69 16%	53 14%	49 15%	34 15%	48 14%	139 15%	63 12%	32 16%	37 17%
	(8)	271 13%	69 14%	70 14%	66 13%	66 13%	138 14%	133 13%	38 12%	59 14%	55 14%	42 13%	25 11%	51 15%	139 15%	67 13%	22 11%	26 12%
	(9)	258 13%	75 15%	70 14%	58 12%	56 11%	120 12%	138 13%	44 14%	40 9%	46 12%	40 13%	33 15%	55 16%	104 11%	73 14%	29 14%	37 17%
Lowest priority	(10)	87 4%	26 5%	17 3%	15 3%	30 6%	47 5%	41 4%	13 4%	16 4%	16 4%	15 5%	10 4%	18 5%	37 4%	24 5%	10 5%	10 5%
Mean		6.02	6.15	6.07	5.91	5.95	5.97	6.06	5.74	5.77	6.20	6.04	6.10	6.32	5.95	5.98	6.16	6.23
Standard Deviation		2.35	2.36	2.32	2.33	2.40	2.41	2.30	2.53	2.38	2.12	2.38	2.31	2.36	2.32	2.41	2.30	2.37
Standard Error		0.05	0.10	0.10	0.10	0.11	0.07	0.07	0.20	0.11	0.10	0.12	0.14	0.13	0.07	0.11	0.16	0.16

Prepared by ComRes



## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q14 How important or otherwise do you think the following public services are?

##### -Refuse/recycling

Base: All respondents

	Total	City				Gender		Age						SEG				
		London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216	
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215	
Highest priority	(1)	76 4%	19 4%	14 3%	22 4%	20 4%	41 4%	35 3%	10 3%	14 3%	16 4%	9 3%	15 7%	12 4%	35 4%	18 3%	8 4%	13 6%
	(2)	111 6%	25 5%	26 5%	23 5%	38 7%	51 5%	60 6%	16 5%	22 5%	25 7%	11 4%	11 5%	27 8%	48 5%	31 6%	12 6%	16 7%
	(3)	157 8%	39 8%	47 9%	29 6%	41 8%	79 8%	78 8%	17 5%	41 9%	31 8%	30 9%	11 5%	28 8%	70 7%	44 8%	13 6%	19 9%
	(4)	258 13%	51 10%	68 14%	63 13%	76 15%	127 13%	131 13%	25 8%	50 12%	64 17%	46 14%	35 15%	38 11%	138 14%	55 10%	29 14%	28 13%
	(5)	358 18%	94 19%	82 16%	96 19%	85 17%	182 19%	175 17%	48 15%	70 16%	76 20%	56 18%	44 20%	63 19%	177 19%	91 17%	36 18%	32 15%
	(6)	325 16%	78 15%	93 19%	81 16%	74 15%	153 16%	172 17%	61 19%	71 17%	53 14%	45 14%	36 16%	59 18%	141 15%	92 17%	29 14%	41 19%
	(7)	270 13%	77 15%	54 11%	66 13%	74 15%	130 13%	140 14%	45 14%	56 13%	48 13%	46 14%	26 11%	49 15%	123 13%	82 16%	24 12%	24 11%
	(8)	212 11%	62 12%	59 12%	49 10%	41 8%	97 10%	114 11%	50 16%	47 11%	37 10%	30 10%	22 10%	25 8%	106 11%	52 10%	25 12%	21 10%
	(9)	157 8%	39 8%	37 7%	46 9%	34 7%	76 8%	81 8%	35 11%	33 8%	20 5%	25 8%	20 9%	23 7%	79 8%	40 7%	17 9%	12 6%
Lowest priority	(10)	86 4%	23 5%	20 4%	25 5%	18 4%	43 4%	43 4%	11 4%	27 6%	12 3%	18 6%	7 3%	11 3%	37 4%	27 5%	10 5%	9 4%
Mean		5.67	5.81	5.65	5.78	5.44	5.63	5.71	6.11	5.78	5.36	5.78	5.53	5.47	5.67	5.75	5.72	5.38
Standard Deviation		2.25	2.25	2.20	2.28	2.26	2.26	2.24	2.20	2.30	2.18	2.23	2.30	2.22	2.23	2.25	2.31	2.35
Standard Error		0.05	0.10	0.10	0.10	0.10	0.07	0.07	0.17	0.11	0.11	0.12	0.14	0.12	0.07	0.10	0.16	0.16

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## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q14 How important or otherwise do you think the following public services are?

##### -Environmental sustainability

Base: All respondents

	Total	City				Gender		Age						SEG				
		London	Leeds	Glasgow	Brigh-ton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216	
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215	
Highest priority	(1)	113 6%	27 5%	35 7%	27 5%	24 5%	65 7%	48 5%	27 8%	23 5%	20 5%	18 6%	9 4%	17 5%	45 5%	44 8%	10 5%	10 5%
	(2)	125 6%	24 5%	31 6%	33 7%	36 7%	62 6%	63 6%	14 4%	28 7%	26 7%	17 5%	17 7%	23 7%	63 7%	28 5%	12 6%	13 6%
	(3)	156 8%	33 7%	35 7%	38 8%	51 10%	69 7%	87 8%	31 10%	35 8%	26 7%	25 8%	18 8%	21 6%	64 7%	52 10%	18 9%	17 8%
	(4)	134 7%	30 6%	31 6%	28 6%	45 9%	67 7%	67 6%	23 7%	33 8%	28 7%	20 6%	13 6%	17 5%	60 6%	35 7%	14 7%	16 7%
	(5)	174 9%	47 9%	39 8%	37 7%	52 10%	95 10%	79 8%	27 8%	39 9%	36 10%	29 9%	14 6%	28 8%	79 8%	49 9%	21 10%	17 8%
	(6)	250 12%	77 15%	44 9%	56 11%	72 14%	114 12%	136 13%	42 13%	62 14%	50 13%	34 11%	24 11%	38 11%	125 13%	63 12%	21 11%	30 14%
	(7)	258 13%	53 11%	78 16%	73 14%	54 11%	114 12%	143 14%	49 16%	46 11%	51 13%	36 11%	31 14%	46 14%	122 13%	66 12%	22 11%	32 15%
	(8)	304 15%	82 16%	88 18%	73 15%	61 12%	144 15%	161 16%	51 16%	55 13%	59 15%	47 15%	40 18%	52 15%	141 15%	82 15%	34 17%	32 15%
	(9)	273 14%	72 14%	73 15%	78 16%	50 10%	138 14%	135 13%	35 11%	71 16%	45 12%	47 15%	27 12%	48 14%	134 14%	62 12%	29 14%	27 12%
Lowest priority	(10)	224 11%	59 12%	48 10%	59 12%	56 11%	112 11%	111 11%	17 5%	40 9%	42 11%	43 14%	33 15%	48 14%	119 12%	50 9%	19 10%	22 10%
Mean		6.30	6.46	6.32	6.43	5.98	6.26	6.34	5.91	6.21	6.26	6.45	6.53	6.54	6.43	6.01	6.27	6.30
Standard Deviation		2.66	2.60	2.70	2.69	2.65	2.72	2.61	2.59	2.65	2.62	2.72	2.68	2.68	2.64	2.74	2.64	2.58
Standard Error		0.06	0.12	0.12	0.12	0.12	0.08	0.08	0.20	0.12	0.13	0.14	0.16	0.15	0.08	0.12	0.19	0.18

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## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q14 How important or otherwise do you think the following public services are?

##### -City administration

##### Base: All respondents

	Total	City				Gender		Age						SEG				
		London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216	
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215	
Highest priority	(1)	203 10%	37 7%	50 10%	55 11%	61 12%	90 9%	113 11%	23 7%	51 12%	24 6%	34 11%	25 11%	47 14%	100 10%	53 10%	15 8%	22 10%
	(2)	143 7%	34 7%	34 7%	34 7%	41 8%	70 7%	72 7%	39 12%	28 7%	25 6%	20 6%	11 5%	20 6%	58 6%	35 7%	23 11%	18 8%
	(3)	141 7%	37 7%	47 9%	30 6%	27 5%	67 7%	74 7%	17 5%	26 6%	23 6%	22 7%	16 7%	37 11%	67 7%	43 8%	12 6%	7 3%
	(4)	186 9%	35 7%	49 10%	51 10%	50 10%	107 11%	79 8%	43 14%	27 6%	23 6%	36 11%	21 9%	37 11%	76 8%	60 11%	14 7%	18 9%
	(5)	232 12%	71 14%	49 10%	63 12%	49 10%	120 12%	112 11%	28 9%	55 13%	44 12%	37 12%	29 13%	38 11%	110 12%	56 11%	26 13%	27 13%
	(6)	189 9%	57 11%	48 10%	43 9%	41 8%	94 10%	95 9%	23 7%	49 11%	41 11%	27 9%	27 12%	23 7%	96 10%	55 10%	17 8%	16 8%
	(7)	226 11%	65 13%	55 11%	57 11%	49 10%	113 12%	113 11%	36 11%	46 11%	48 12%	41 13%	19 8%	36 11%	111 12%	53 10%	23 11%	29 13%
	(8)	189 9%	51 10%	46 9%	35 7%	56 11%	86 9%	102 10%	26 8%	41 9%	40 10%	26 8%	24 11%	32 9%	93 10%	47 9%	16 8%	22 10%
	(9)	257 13%	65 13%	64 13%	61 12%	66 13%	125 13%	132 13%	32 10%	55 13%	60 16%	38 12%	35 15%	38 11%	121 13%	70 13%	30 15%	28 13%
Lowest priority	(10)	244 12%	54 11%	58 12%	71 14%	62 12%	107 11%	137 13%	49 16%	55 13%	54 14%	36 11%	19 8%	31 9%	121 13%	58 11%	26 13%	27 13%
Mean		5.87	6.01	5.79	5.85	5.82	5.82	5.92	5.83	5.91	6.39	5.75	5.83	5.41	5.94	5.77	5.96	5.98
Standard Deviation		2.89	2.72	2.90	2.94	3.00	2.82	2.95	2.96	2.93	2.76	2.86	2.82	2.92	2.89	2.87	2.92	2.90
Standard Error		0.06	0.12	0.13	0.13	0.13	0.09	0.09	0.23	0.14	0.13	0.15	0.17	0.16	0.09	0.13	0.21	0.20

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q14 How important or otherwise do you think the following public services are?

##### -Festivals/events

Base: All respondents

	Total	City				Gender		Age						SEG				
		London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216	
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215	
Highest priority	(1)	168 8%	49 10%	43 9%	37 7%	39 8%	94 10%	74 7%	27 9%	40 9%	28 7%	33 10%	18 8%	23 7%	80 8%	51 10%	16 8%	14 7%
	(2)	88 4%	20 4%	23 5%	18 4%	27 5%	45 5%	43 4%	23 7%	21 5%	17 4%	10 3%	6 2%	11 3%	36 4%	25 5%	13 6%	9 4%
	(3)	65 3%	12 2%	18 4%	25 5%	10 2%	34 3%	31 3%	10 3%	17 4%	15 4%	17 5%	2 1%	4 1%	22 2%	17 3%	17 9%	6 3%
	(4)	78 4%	13 3%	27 5%	18 4%	20 4%	41 4%	37 4%	16 5%	18 4%	16 4%	13 4%	8 3%	8 2%	42 4%	21 4%	4 2%	6 3%
	(5)	98 5%	14 3%	13 3%	25 5%	46 9%	36 4%	62 6%	30 10%	24 6%	15 4%	8 2%	11 5%	10 3%	38 4%	30 6%	12 6%	11 5%
	(6)	127 6%	22 4%	28 6%	33 7%	43 9%	61 6%	66 6%	22 7%	32 7%	18 5%	23 7%	16 7%	15 4%	55 6%	34 6%	16 8%	15 7%
	(7)	150 7%	44 9%	23 5%	42 8%	42 8%	69 7%	81 8%	25 8%	31 7%	27 7%	25 8%	13 6%	30 9%	62 7%	51 10%	11 5%	16 7%
	(8)	184 9%	38 8%	45 9%	55 11%	45 9%	86 9%	98 10%	25 8%	44 10%	40 11%	27 9%	23 10%	24 7%	90 9%	44 8%	13 6%	26 12%
	(9)	292 15%	82 16%	65 13%	72 14%	72 14%	146 15%	146 14%	38 12%	55 13%	60 16%	49 15%	32 14%	58 17%	143 15%	64 12%	35 17%	36 17%
Lowest priority	(10)	761 38%	213 42%	215 43%	175 35%	158 32%	368 38%	393 38%	100 32%	150 35%	147 39%	112 36%	97 43%	154 46%	383 40%	194 37%	67 33%	76 35%
Mean		7.39	7.63	7.48	7.35	7.12	7.31	7.47	6.85	7.14	7.52	7.23	7.76	7.99	7.54	7.19	7.04	7.53
Standard Deviation		3.03	3.05	3.12	2.95	2.97	3.12	2.93	3.11	3.09	2.98	3.13	2.87	2.79	3.00	3.10	3.15	2.85
Standard Error		0.07	0.14	0.14	0.13	0.13	0.10	0.09	0.24	0.14	0.15	0.16	0.17	0.15	0.10	0.14	0.22	0.19

Prepared by ComRes



## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q15 How do you currently get to work?

Base: All respondents

	City					Gender		Age					SEG				
	Total	London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Drive	670 33%	97 19%	211 42%	193 39%	169 34%	356 36%	314 31%	72 23%	163 38%	152 40%	160 51%	80 35%	43 13%	346 36%	187 35%	84 41%	35 16%
Walk	469 23%	136 27%	99 20%	95 19%	139 28%	209 21%	260 25%	129 41%	115 27%	98 26%	63 20%	43 19%	21 6%	234 25%	158 30%	41 20%	34 16%
Bus	331 16%	108 21%	79 16%	68 14%	76 15%	148 15%	183 18%	70 22%	93 22%	76 20%	46 15%	24 10%	22 7%	145 15%	111 21%	39 19%	28 13%
Train	269 13%	119 23%	32 6%	56 11%	62 12%	145 15%	124 12%	41 13%	83 19%	68 18%	42 13%	19 9%	16 5%	145 15%	84 16%	22 11%	11 5%
Underground	167 8%	139 27%	- -	23 5%	5 1%	86 9%	81 8%	24 8%	59 14%	32 8%	28 9%	11 5%	12 4%	88 9%	57 11%	9 4%	8 4%
Cycle	101 5%	22 4%	25 5%	24 5%	30 6%	68 7%	33 3%	25 8%	29 7%	26 7%	17 6%	3 1%	1 *	55 6%	36 7%	4 2%	4 2%
Car share	85 4%	12 2%	14 3%	30 6%	28 6%	45 5%	40 4%	12 4%	27 6%	22 6%	13 4%	9 4%	3 1%	43 5%	22 4%	8 4%	4 2%
Taxi	18 1%	4 1%	1 *	7 1%	6 1%	9 1%	9 1%	2 1%	5 1%	5 1%	2 1%	3 1%	1 *	10 1%	6 1%	2 1%	1 *
Tram	9 *	8 2%	- -	- -	1 *	5 1%	4 *	- -	4 1%	2 1%	1 *	- -	2 1%	4 *	4 1%	- -	1 1%
Not applicable/Don't work	521 26%	122 24%	129 26%	141 28%	130 26%	236 24%	285 28%	61 19%	32 7%	41 11%	44 14%	82 36%	262 78%	198 21%	80 15%	52 26%	122 57%

Prepared by ComRes



## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q16 What do you feel are the biggest challenges for public transport in your city? Please select up to three.**

**Base: All respondents**

	Total	City				Gender		Age						SEG			
		London	Leeds	Glasgow	Brigton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Cost / value for money	1278 64%	316 62%	348 69%	291 58%	322 64%	614 63%	664 64%	216 68%	262 61%	257 67%	217 69%	148 65%	177 53%	603 63%	348 66%	131 65%	130 60%
Overcrowding	710 35%	321 63%	139 28%	94 19%	157 31%	352 36%	358 35%	108 34%	167 39%	157 41%	116 37%	77 34%	84 25%	346 36%	178 34%	79 39%	79 37%
Congestion	676 34%	177 35%	166 33%	141 28%	192 38%	378 39%	299 29%	70 22%	129 30%	125 33%	123 39%	99 44%	129 38%	329 35%	160 30%	76 37%	73 34%
Poor service (punctuality)	610 30%	160 32%	202 40%	151 30%	97 19%	283 29%	326 32%	109 34%	141 33%	120 31%	100 31%	58 26%	81 24%	277 29%	175 33%	58 29%	70 33%
Hours of service	390 19%	67 13%	106 21%	131 26%	88 17%	180 18%	210 20%	56 18%	82 19%	66 17%	63 20%	41 18%	82 24%	192 20%	107 20%	33 16%	33 15%
Connections in/out of city	307 15%	18 4%	101 20%	106 21%	83 16%	158 16%	149 14%	21 7%	64 15%	59 16%	51 16%	39 17%	74 22%	166 17%	63 12%	26 13%	20 9%
Cleanliness	289 14%	58 11%	69 14%	118 24%	44 9%	128 13%	161 16%	55 17%	54 13%	48 12%	38 12%	33 14%	62 18%	127 13%	81 15%	28 14%	33 16%
Safety	198 10%	61 12%	34 7%	69 14%	35 7%	94 10%	104 10%	29 9%	43 10%	44 12%	30 10%	19 8%	33 10%	72 8%	56 11%	25 13%	32 15%
Passengers accessing up to date information	197 10%	33 7%	42 8%	70 14%	51 10%	103 11%	94 9%	31 10%	32 7%	18 5%	20 6%	25 11%	71 21%	91 10%	64 12%	9 4%	15 7%
Pollution	176 9%	58 11%	28 6%	38 8%	51 10%	95 10%	81 8%	26 8%	35 8%	31 8%	24 8%	30 13%	30 9%	79 8%	44 8%	17 8%	27 13%
Ticketing (for all modes of transport)	166 8%	25 5%	41 8%	60 12%	41 8%	104 11%	62 6%	37 12%	33 8%	25 7%	27 8%	20 9%	25 7%	85 9%	46 9%	12 6%	12 6%
Other	50 3%	8 2%	19 4%	11 2%	12 2%	23 2%	28 3%	2 1%	8 2%	12 3%	9 3%	6 3%	12 4%	30 3%	11 2%	4 2%	5 2%
There are no challenges for public transport in my city	71 4%	13 3%	8 2%	19 4%	30 6%	29 3%	42 4%	12 4%	18 4%	13 3%	5 1%	5 2%	18 5%	28 3%	13 3%	9 5%	16 7%

Prepared by ComRes



## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

#### Q17 Generally speaking, what do you think is the best way to travel around your city?

Base: All respondents

	City					Gender		Age						SEG			
	Total	London	Leeds	Glasgow	Brigh-ton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Walk	510 25%	70 14%	148 29%	93 19%	200 40%	230 23%	280 27%	90 28%	105 24%	96 25%	71 23%	62 27%	86 26%	238 25%	136 26%	64 32%	47 22%
Bus	497 25%	84 17%	117 23%	108 22%	188 37%	237 24%	260 25%	67 21%	80 19%	76 20%	63 20%	65 29%	145 43%	212 22%	126 24%	43 21%	71 33%
Drive	377 19%	43 9%	183 37%	94 19%	57 11%	189 19%	188 18%	73 23%	72 17%	72 19%	78 25%	41 18%	40 12%	189 20%	99 19%	45 22%	25 11%
Underground	339 17%	230 45%	-	109 22%	-	174 18%	164 16%	40 13%	96 22%	67 18%	61 19%	33 15%	41 12%	176 18%	88 17%	30 15%	35 16%
Train	126 6%	36 7%	22 4%	66 13%	3 1%	54 6%	72 7%	18 6%	38 9%	28 7%	17 5%	13 6%	10 3%	64 7%	36 7%	10 5%	11 5%
Cycle	97 5%	25 5%	17 3%	12 2%	42 8%	60 6%	36 4%	19 6%	26 6%	28 7%	14 5%	4 2%	5 1%	47 5%	34 6%	3 2%	10 5%
Taxi	35 2%	6 1%	6 1%	14 3%	9 2%	21 2%	14 1%	7 2%	8 2%	5 1%	8 2%	3 1%	5 1%	15 2%	4 1%	3 1%	11 5%
Car share	22 1%	7 1%	6 1%	5 1%	3 1%	8 1%	14 1%	-	7 2%	7 2%	2 1%	4 2%	2 1%	9 1%	6 1%	4 2%	3 1%
Tram	9 *	6 1%	3 1%	-	-	6 1%	3 *	2 1%	-	2 1%	2 1%	1 *	2 1%	5 *	2 *	-	2 1%

## Smarter Cities

Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

Q18 you agree or disagree with each of the following statements?

-Summary

Base: All respondents

Q18 Summary

	People who live in cities cause more damage to the environment than people who don't	It is easier for people who live in cities to have a low carbon footprint than people who live outside cities	Living in a city is more harmful to your health than living in the countryside	Cities are more beautiful than the countryside	People who live in more rural areas tend to be happier than people who live in cities	Cities offer greater access to public services	It is generally easier to travel within my city than to travel from my city to other places
Unweighted base	2010	2010	2010	2010	2010	2010	2010
Weighted base	2010	2010	2010	2010	2010	2010	2010
Agree	605 30%	750 37%	1432 71%	155 8%	941 47%	1754 87%	1024 51%
Disagree	933 46%	750 37%	365 18%	1636 81%	537 27%	125 6%	741 37%
Don't know	472 23%	510 25%	213 11%	220 11%	531 26%	131 7%	246 12%

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

Q18 you agree or disagree with each of the following statements?

**-People who live in cities cause more damage to the environment than people who don't**

Base: All respondents

	City					Gender		Age					SEG				
	Total	London	Leeds	Glasgow	Brignton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Agree	605 30%	173 34%	153 31%	146 29%	133 26%	334 34%	271 26%	114 36%	128 30%	104 27%	94 30%	65 29%	100 30%	272 28%	150 28%	69 34%	72 33%
Disagree	933 46%	198 39%	229 46%	252 50%	254 51%	448 46%	485 47%	115 36%	208 48%	179 47%	154 49%	106 47%	169 50%	472 50%	249 47%	71 35%	98 46%
Don't know	472 23%	135 27%	119 24%	102 20%	115 23%	198 20%	274 27%	87 28%	96 22%	98 26%	68 22%	55 24%	67 20%	209 22%	131 25%	63 31%	45 21%

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

Q18 you agree or disagree with each of the following statements?

**-It is easier for people who live in cities to have a low carbon footprint than people who live outside cities**

Base: All respondents

	City					Gender		Age					SEG				
	Total	London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Agree	750 37%	163 32%	199 40%	176 35%	213 42%	369 38%	381 37%	127 40%	164 38%	161 42%	119 37%	73 32%	106 32%	397 42%	186 35%	65 32%	64 30%
Disagree	750 37%	187 37%	189 38%	200 40%	175 35%	397 41%	353 34%	110 35%	159 37%	123 32%	128 40%	87 39%	143 43%	354 37%	183 34%	78 38%	87 40%
Don't know	510 25%	157 31%	114 23%	125 25%	114 23%	214 22%	296 29%	80 25%	109 25%	98 26%	70 22%	66 29%	87 26%	202 21%	161 30%	60 30%	64 30%



## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q18 you agree or disagree with each of the following statements?**

**-Living in a city is more harmful to your health than living in the countryside**

**Base: All respondents**

	City					Gender		Age					SEG				
	Total	London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Agree	1432 71%	364 72%	375 75%	337 67%	355 71%	727 74%	705 68%	249 79%	306 71%	265 69%	216 68%	159 70%	237 71%	684 72%	374 71%	141 69%	148 69%
Disagree	365 18%	72 14%	86 17%	110 22%	97 19%	166 17%	199 19%	34 11%	78 18%	70 18%	66 21%	47 21%	71 21%	184 19%	85 16%	30 15%	50 23%
Don't know	213 11%	70 14%	40 8%	54 11%	49 10%	87 9%	126 12%	34 11%	49 11%	47 12%	34 11%	21 9%	28 8%	85 9%	71 13%	32 16%	17 8%

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

Q18 you agree or disagree with each of the following statements?

**-Cities are more beautiful than the countryside**

**Base: All respondents**

	City					Gender		Age					SEG				
	Total	London	Leeds	Glasgow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Agree	155 8%	58 11%	23 5%	36 7%	38 8%	75 8%	79 8%	35 11%	38 9%	24 6%	20 6%	16 7%	21 6%	72 8%	46 9%	18 9%	13 6%
Disagree	1636 81%	375 74%	451 90%	397 79%	412 82%	808 82%	828 80%	233 74%	336 78%	314 82%	272 86%	190 84%	291 86%	773 81%	419 79%	168 83%	176 82%
Don't know	220 11%	73 15%	27 5%	68 13%	52 10%	97 10%	123 12%	48 15%	58 13%	44 12%	25 8%	20 9%	25 7%	108 11%	65 12%	16 8%	25 12%

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

Q18 you agree or disagree with each of the following statements?

-People who live in more rural areas tend to be happier than people who live in cities

Base: All respondents

	City					Gender		Age					SEG				
	Total	London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Agree	941 47%	254 50%	264 53%	218 44%	205 41%	482 49%	459 45%	146 46%	199 46%	160 42%	154 49%	105 47%	178 53%	407 43%	250 47%	108 53%	114 53%
Disagree	537 27%	111 22%	108 22%	147 29%	172 34%	246 25%	292 28%	93 29%	112 26%	106 28%	78 25%	71 32%	76 23%	299 31%	134 25%	41 20%	45 21%
Don't know	531 26%	141 28%	129 26%	136 27%	125 25%	252 26%	280 27%	78 25%	121 28%	115 30%	85 27%	49 22%	83 25%	248 26%	145 27%	53 26%	56 26%

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

Q18 you agree or disagree with each of the following statements?

**-Cities offer greater access to public services**

**Base: All respondents**

	City					Gender		Age					SEG				
	Total	London	Leeds	Glasgow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Agree	1754 87%	431 85%	439 88%	444 89%	439 88%	872 89%	882 86%	273 86%	372 86%	336 88%	274 86%	188 83%	311 92%	855 90%	460 87%	164 81%	178 83%
Disagree	125 6%	29 6%	33 7%	28 6%	36 7%	61 6%	65 6%	14 4%	31 7%	21 5%	22 7%	20 9%	17 5%	52 5%	29 6%	18 9%	21 10%
Don't know	131 7%	46 9%	29 6%	29 6%	27 5%	47 5%	84 8%	29 9%	29 7%	25 7%	20 6%	18 8%	9 3%	47 5%	41 8%	20 10%	16 8%

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

Q18 you agree or disagree with each of the following statements?

**-It is generally easier to travel within my city than to travel from my city to other places**

Base: All respondents

	City					Gender		Age					SEG				
	Total	London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Agree	1024 51%	314 62%	218 43%	241 48%	251 50%	536 55%	487 47%	176 55%	215 50%	205 54%	153 48%	109 48%	166 49%	477 50%	262 49%	101 50%	115 54%
Disagree	741 37%	116 23%	230 46%	191 38%	205 41%	344 35%	397 39%	98 31%	163 38%	132 35%	131 41%	88 39%	128 38%	375 39%	194 37%	74 36%	66 31%
Don't know	246 12%	76 15%	53 11%	70 14%	46 9%	100 10%	146 14%	43 14%	54 13%	45 12%	32 10%	28 12%	43 13%	101 11%	74 14%	28 14%	34 16%

## Smarter Cities

Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q19. Do you agree or disagree with each of the following statements?**

**-Summary**

**Base: All respondents**

	Q19 Summary			
	Cities are more important than the countryside for creating jobs in Britain	There is more poverty in cities than in rural areas	People who live in cities will be hit harder by the cuts in public spending than people who live outside of cities	If I didn't have to work in a city, I would never choose to spend time there
Unweighted base	2010	2010	2010	2010
Weighted base	2010	2010	2010	2010
Agree	1310 65%	1122 56%	719 36%	381 19%
Disagree	412 21%	385 19%	742 37%	1391 69%
Don't know	288 14%	503 25%	550 27%	238 12%

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q19. Do you agree or disagree with each of the following statements?**  
**-Cities are more important than the countryside for creating jobs in Britain**

**Base: All respondents**

	City					Gender		Age					SEG				
	Total	London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Agree	1310 65%	342 68%	348 69%	316 63%	305 61%	688 70%	622 60%	217 69%	268 62%	233 61%	196 62%	157 69%	238 71%	643 67%	317 60%	131 65%	139 65%
Disagree	412 21%	71 14%	98 20%	119 24%	123 25%	187 19%	225 22%	51 16%	93 21%	89 23%	80 25%	46 20%	54 16%	192 20%	121 23%	37 18%	43 20%
Don't know	288 14%	93 18%	55 11%	66 13%	74 15%	105 11%	183 18%	48 15%	72 17%	60 16%	40 13%	24 10%	44 13%	118 12%	92 17%	34 17%	33 15%

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q19. Do you agree or disagree with each of the following statements?**

**-There is more poverty in cities than in rural areas**

**Base: All respondents**

	City					Gender		Age					SEG				
	Total	London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Agree	1122 56%	291 58%	274 55%	306 61%	250 50%	590 60%	532 52%	189 60%	241 56%	215 56%	174 55%	115 51%	188 56%	510 54%	320 60%	115 57%	120 56%
Disagree	385 19%	81 16%	92 18%	98 20%	114 23%	180 18%	205 20%	36 11%	72 17%	78 20%	70 22%	60 26%	69 21%	220 23%	69 13%	32 16%	35 16%
Don't know	503 25%	134 27%	134 27%	97 19%	138 27%	210 21%	293 28%	92 29%	119 27%	89 23%	73 23%	51 23%	79 24%	223 23%	142 27%	55 27%	60 28%



## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q19. Do you agree or disagree with each of the following statements?**

**-People who live in cities will be hit harder by the cuts in public spending than people who live outside of cities**

**Base: All respondents**

	City					Gender		Age					SEG				
	Total	London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Agree	719 36%	241 48%	159 32%	172 34%	146 29%	372 38%	346 34%	132 42%	145 34%	142 37%	107 34%	77 34%	116 35%	327 34%	180 34%	74 36%	94 44%
Disagree	742 37%	121 24%	215 43%	209 42%	197 39%	363 37%	379 37%	76 24%	155 36%	135 35%	128 40%	105 47%	143 43%	382 40%	185 35%	64 32%	68 31%
Don't know	550 27%	144 28%	126 25%	120 24%	159 32%	245 25%	305 30%	109 34%	132 31%	106 28%	82 26%	44 20%	77 23%	244 26%	166 31%	65 32%	53 25%

## Smarter Cities

### Online Fieldwork Dates: 13th - 27th May 2011

Absolutes/col percents

**Q19. Do you agree or disagree with each of the following statements?**  
**-If I didn't have to work in a city, I would never choose to spend time there**

**Base: All respondents**

	City					Gender		Age					SEG				
	Total	London	Leeds	Glas-gow	Brig-hton	Male	Female	18-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE
Unweighted base	2010	506	501	501	502	1044	966	163	455	418	365	282	327	991	490	198	216
Weighted base	2010	506	501	501	502	980	1030	316	432	382	317	226	337	953	530	203	215
Agree	381 19%	109 22%	136 27%	56 11%	81 16%	216 22%	165 16%	41 13%	71 16%	75 20%	75 24%	45 20%	74 22%	159 17%	104 20%	42 21%	43 20%
Disagree	1391 69%	307 61%	315 63%	407 81%	362 72%	660 67%	731 71%	230 73%	313 72%	268 70%	211 67%	161 71%	207 61%	703 74%	368 69%	120 59%	134 62%
Don't know	238 12%	90 18%	51 10%	38 8%	59 12%	105 11%	134 13%	45 14%	49 11%	39 10%	31 10%	20 9%	56 17%	92 10%	57 11%	40 20%	38 18%