



Public Realm Survey

Summary of findings

November, 2018



Ipsos Public Affairs



Methodology

Survey objective:

To understand which types of public realm (place) appeal more to the public. Findings to inform Create Streets' *Of streets and squares* initiative.

Methodology:

Online survey conducted by Ipsos MORI among 2,198 adults aged 16+ across Great Britain between 26-31 October 2018.

Question and preamble shown – right.

Images were sourced and adapted by Create Streets.

The order pairs were shown was randomised.

Data has been weighted at the analysis stage.

Slides present combined lot/a little more attractive figures (these may not equal sum of constituent parts due to rounding).

% don't knows not shown (2% for each pair).



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Q. Here are several pairs of images of different places. We would like you to think about these as places to spend time in – either walking through or sitting there. Do you think one of the two places is more attractive than the other, are these places equally attractive or are neither attractive?

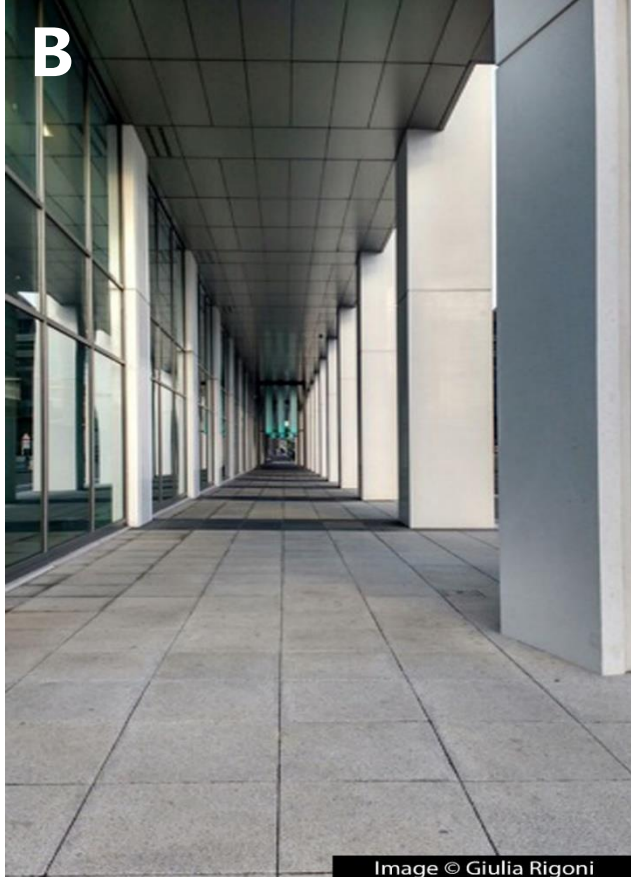
We are interested in what you think of how attractive the spaces are to spend time, not whether you think the area it might be in, or the facilities near to it are likely to be attractive.

Do you think...?

1. A is a **lot more** attractive than B as a place to spend time
2. A is a **little more** attractive than B as a place to spend time
3. B is a **little more** attractive than A as a place to spend time
4. B is a **lot more** attractive than A as a place to spend time
5. They are equally attractive to spend time
6. Neither is attractive
7. Don't know

Q. Do you think one of the two places is more attractive than the other, are these places equally attractive or are neither attractive?

Pair #1 (Images A (Mantova, Italy) and B (St. Vincent Street, Glasgow))



A is a lot more attractive than B



A is a little more attractive than B



B is a little more attractive than A



B is a lot more attractive than A



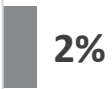
They are equally attractive



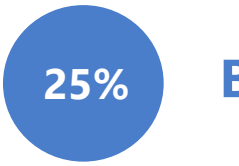
Neither is attractive



Don't know



A more attractive

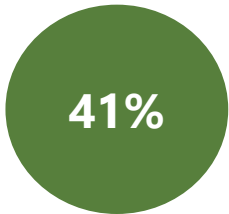


B more attractive

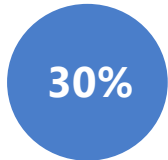
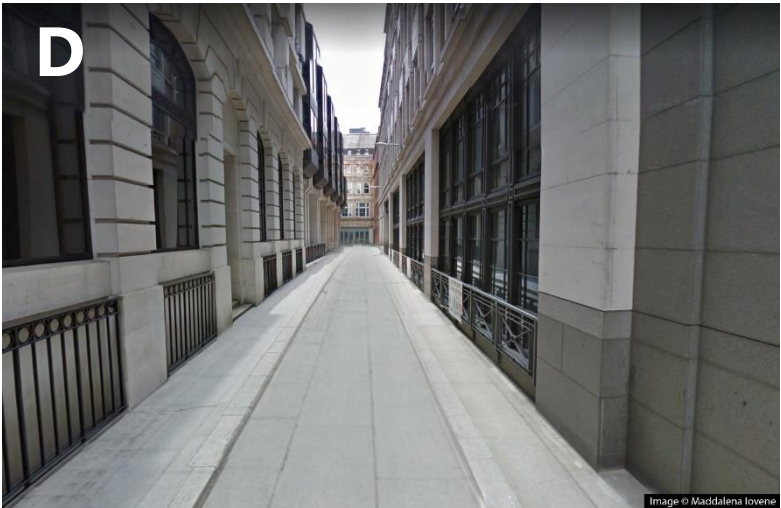
Source: Create Streets/ Ipsos MORI
Base: 2,198 British adults aged 16+, 26-31 October 2018

Q. Do you think one of the two places is more attractive than the other, are these places equally attractive or are neither attractive?

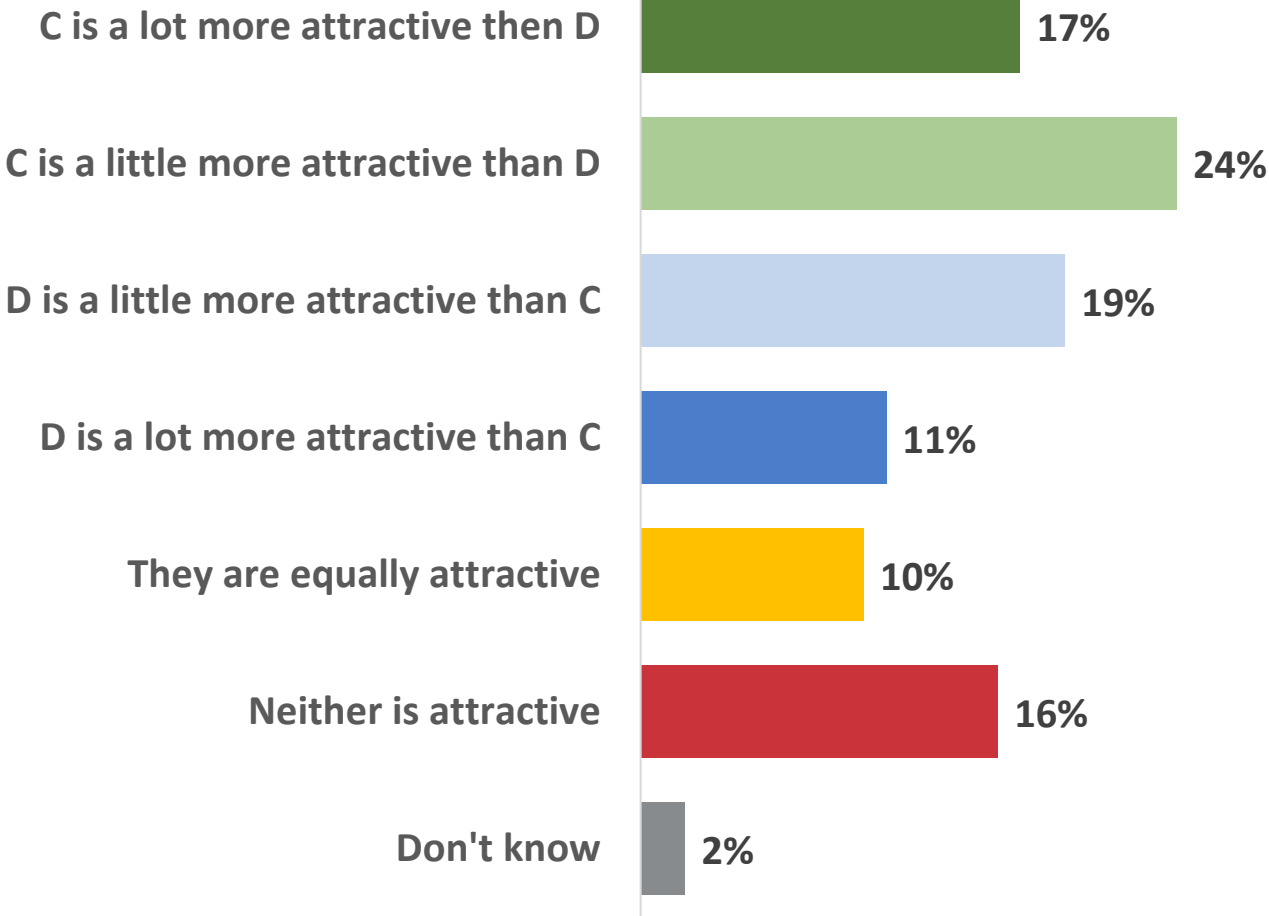
Pair #2 (Images C (Red Lion Court, London) and D (Sherborne Lane, London))



C more attractive



D more attractive



Source: Create Streets/ Ipsos MORI
Base: 2,198 British adults aged 16+, 26-31 October 2018

Q. Do you think one of the two places is more attractive than the other, are these places equally attractive or are neither attractive?

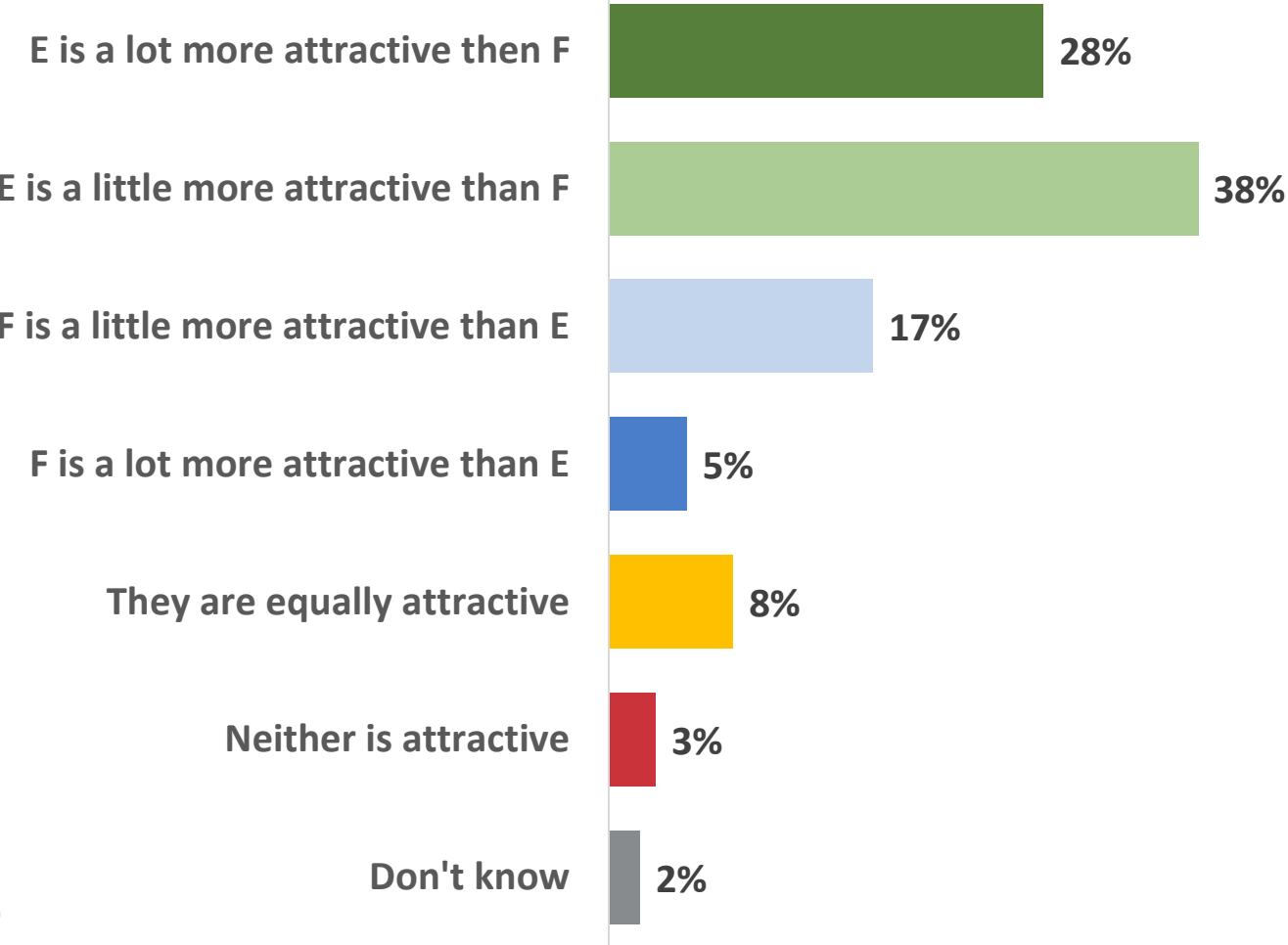
Pair #3 (Images E (Fitzroy Square, London) and F (Leonard Street, London))



E more attractive



F more attractive



Source: Create Streets/ Ipsos MORI
Base: 2,198 British adults aged 16+, 26-31 October 2018

Q. Do you think one of the two places is more attractive than the other, are these places equally attractive or are neither attractive?

Pair #4 (Images G (Broadgate Square, London) and H (Fountain Chamber Court, London))



35%
G more attractive



42%
H more attractive

G is a lot more attractive than H



G is a little more attractive than H



H is a little more attractive than G



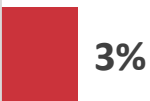
H is a lot more attractive than G



They are equally attractive



Neither is attractive



Don't know

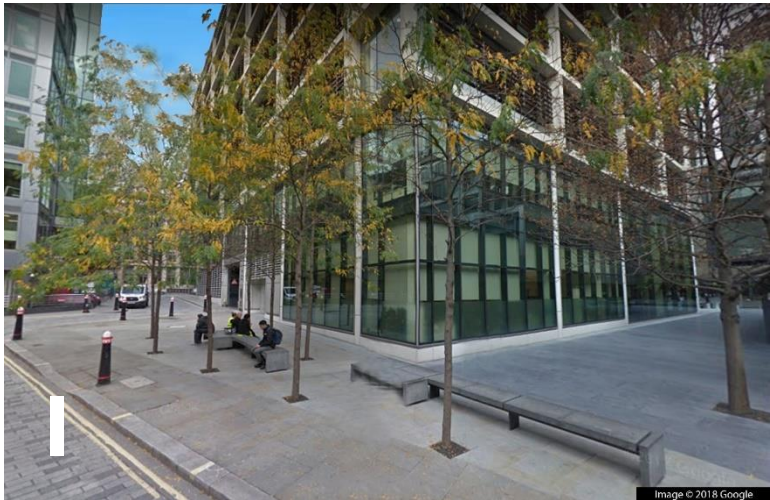


Source: Create Streets/ Ipsos MORI

Base: 2,198 British adults aged 16+, 26-31 October 2018

Q. Do you think one of the two places is more attractive than the other, are these places equally attractive or are neither attractive?

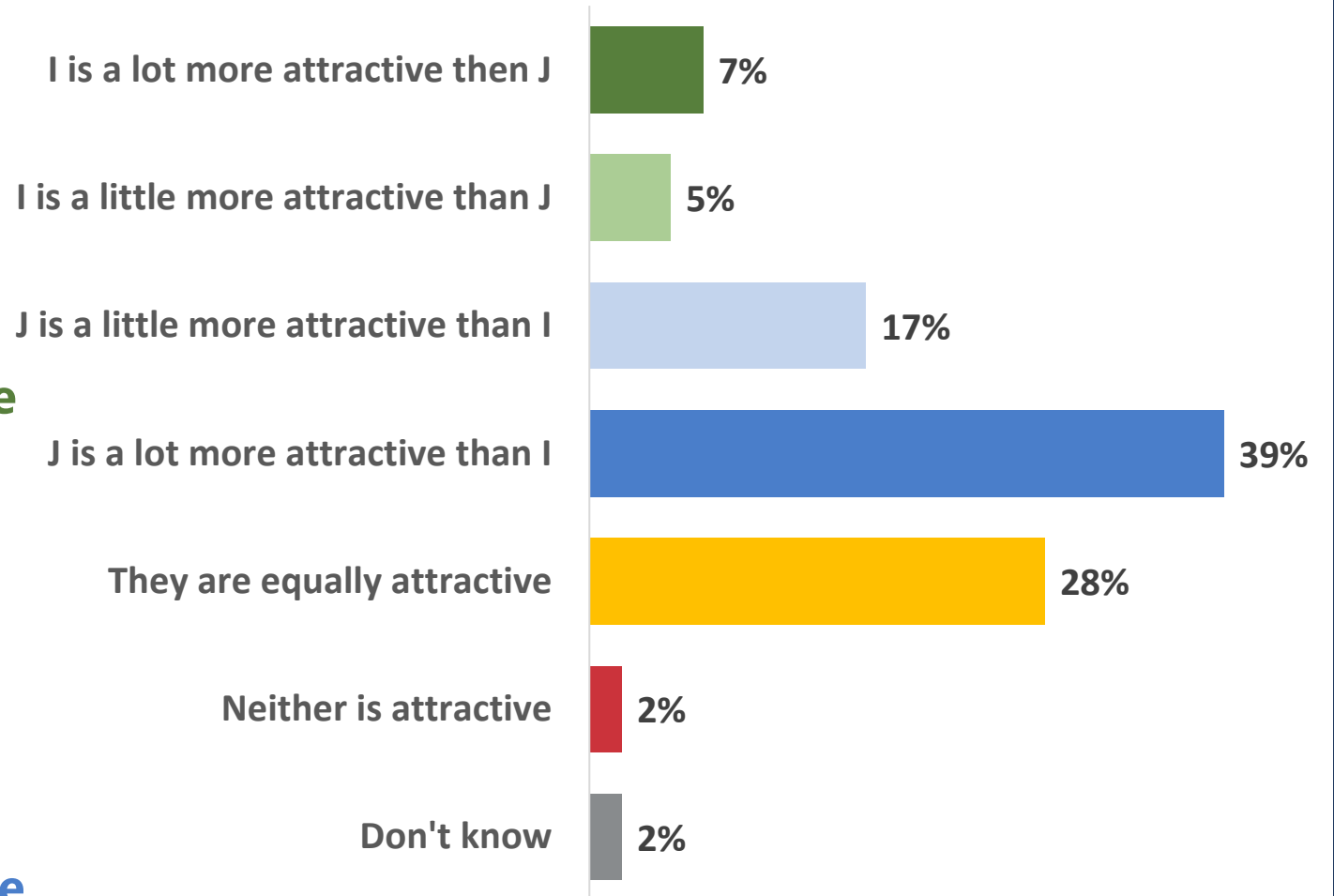
Pair #5 (Images I (New Street Square, London) and J (Old Square ,London))



12%
I more attractive



56%
J more attractive



Source: Create Streets/ Ipsos MORI
Base: 2,198 British adults aged 16+, 26-31 October 2018

Differences

- Preferences are very similar across different demographic and geographic groups; these have much more in common than points of difference.
- The following are *relative* differences; on balance the different groups prefer the same image. The only exception to this is G vs H with G slightly ahead among 16-34 year olds.

Pair #1 (Images A (Mantova, Italy) and B (St. Vincent Street, Glasgow))

- Older age groups are relatively cooler on image B – favoured by 19% of 55-75 year olds compared to 31% of 16-34s. While more positive about B, younger groups – like their older peers – on balance prefer image A.

Pair #2 (Images C (Red Lion Court, London) and D (Sherborne Lane, London))

- Image D is favoured by 36% of 16-34s compared to 24% of 55-74 year olds.
- ABC1 groups (managers, administrators, professionals) are also more likely to favour D. Those living in urban areas and those not in work are relatively more likely to favour C.

Pair #3 (Images E (Fitzroy Square, London) and F (Leonard Street, London))

- Women favour image E more than men; 69% compared to 62%.
- Younger age groups are more likely than older groups to consider image F to be more attractive (28% vs 18% of 55-75s).

Pair #4 (Images G (Broadgate Square, London) and H (Fountain Chamber Court, London))

- Older age groups are more likely to think both are equally attractive and to prefer image H a lot more than G (27% vs 18%).

Pair #5 (Images I (New Street Square, London) and J (Old Square, London))

- The young are more predisposed towards image I – 15% prefer this compared to 9% of 55-75 year olds.

Source: Create Streets/ Ipsos MORI

Base: 2,198 British adults aged 16+, 26-31 October 2018



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