

**PUBLIC AWARENESS OF THE BUILT
ENVIRONMENT
FINAL REPORT**

Prepared for:
Scottish Executive Architecture Policy Unit

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The views expressed in the report are those of the author(s) and do not necessarily reflect those of the Scottish Executive or any other organisation(s) by which the author(s) is/are employed.

The Scottish Executive is making this research report available on-line in order to provide access to its contents for those interested in the subject. The Executive commissioned the research but has not exercised editorial control over the report.

The Executive has not published this full report in hard copy, but a summary version has been published as Public Awareness of the Built Environment, which is No 2 in the Education Research Findings series (ISBN 0-7559-3775-9). This is available both in hard copy (from Bob Foggo, telephone 0131-244-7461) and on-line at www.scotland.gov.uk/cru/resfinds/edrf3-00.asp and www.scottisharchitecture.com/education-research.html.

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Executive Summary

Introduction

The Scottish Executive Architecture Policy Unit commissioned TNS Social¹ to undertake research on public awareness of the built environment in Scotland. The study examined various issues relating to the built environment, such as knowledge and awareness of architecture and design, what people considered to be the ideal home, and what people expected from new and public buildings. Part of the rationale behind the current research was based on the Policy on Architecture for Scotland, which emphasised the need for collaboration between those involved in the design of buildings and those affected by the local built environment. The main objectives of the research were as follows:

- To provide data against which future public attitudes to the built environment could be compared and any change monitored
- To provide evidence that could be presented to the Ministers of the importance of architecture in people's lives and the necessity of promoting and funding good design
- To provide, where possible, results capable of provoking debate and raising the profile of architecture and design in the press and other news media

The study was designed in a way to ensure comparison with a previous study conducted by MORI in England for the Commission for Architecture and the Built Environment (CABE)².

Methodology

The research consisted of a face-to-face survey of a sample of the Scottish public aged 17 years and over between October and December 2003. We interviewed a total of 1,002 adults about their awareness of and involvement in decisions and issues surrounding their local built environment. The interview lasted for approximately 20 minutes. We employed a tightly-controlled quota design based on age, sex, and working status which ensured the sample was representative of the general Scottish population.

¹ Formerly NFO Social Research

² <http://www.mori.com/polls/2002/cabe1.shtml>

Summary of findings

Many of the main findings supported the conclusions from the previous English study, which were that the quality of the built environment has a significant impact on the well-being of the general public. To summarise, although current involvement in and awareness of the local built environment was not particularly high, there was some evidence that people would be interested and willing to become more involved if they felt the issues were of relevance to them. These results were encouraging in terms of the policy objective of raising public awareness of the built environment, as they suggest that the public may be receptive to initiatives aimed at raising public awareness and involvement. As was found in the English survey, both interest and awareness in architecture and the built environment was generally higher among the more affluent (i.e. social classes AB); males; and individuals aged 25 and over.

Attitudes towards the local area

Views on the local area were reasonably positive, as the majority of individuals were satisfied with the appearance of their local area. Interestingly, significantly more Scottish than English individuals were satisfied in this respect (based on a comparison with the previous English study). People who live in flats or older accommodation were less satisfied. However, the issue of overdevelopment was perceived to be more of a problem by those living in suburban parts of the cities.

In terms of what should be improved, the results indicate that the general cleanliness of the area should be a priority for policy. This issue was particularly salient for the less affluent, which could perhaps be related to the maintenance of different areas.

What constitutes the ideal home?

The most popular ideal homes for Scottish respondents were 'traditional' style detached houses and bungalows. In contrast, flats were seen to be significantly less desirable, even when these flats were traditional tenements. These findings are consistent with those of the English survey, indicating a lack of regional differences despite the tradition of tenement flats in Scotland. This would indicate that bungalows and detached houses will be more sought after than flats, which has implications for policy in terms of designing and commissioning new housing developments and the availability of land.

The choice of ideal home did not reflect the individual's current accommodation, suggesting that many individuals are not currently living in their most preferred type of property. The most interesting finding in terms of age differences, was that younger individuals chose a

new traditional style detached house as their ideal home, perhaps as it represented a 'first home' that seemed within their reach in terms of size and affordability.

Taken together and relating these findings to the problem of overdevelopment, this does suggest potential problems for policy, as meeting the demand for new build detached houses in new developments could ultimately lead to the problem of overdevelopment and high density in certain suburban areas. Coupled with the problem of increasing prices in city centres (e.g. Glasgow and Edinburgh), this is an issue that may prove challenging for policy, as it will be required to sustain the green belt but also sustain the required density of properties. Similarly, preference for a bungalow as the ideal home would be difficult to sustain alongside market driven housing and land supply, and so it may be useful to consider the sustainability of these aspirations.

The conflict between the price and suitability of properties was reflected in what individuals deemed to be important when choosing a property in the future, and what factors actually influenced their decision to choose their current property. The size of the property was not a factor that seemed to be compromised, as opposed to the appearance of the property and it using energy efficiently. As in the English survey, security against crime was also considered as a priority.

Attitudes towards public buildings

Respondents were asked to rate the importance of certain features of public buildings, and whether public buildings within their local area reflected these characteristics. This provided a useful indication of which features policy should prioritise, if they were rated as important but lacking in the local area. The results indicate that ensuring that buildings are free of graffiti and that derelict buildings are demolished should be priorities. The problem of graffiti was particularly salient to those from social classes DE, which could be reflective of the characteristics of their area. The majority of individuals also agreed that public buildings should be energy efficient, even if they cost more.

New buildings

Generally, Scottish individuals appeared more open and accepting of new buildings than their English counterparts. Over half indicated that they liked new buildings, although this feeling was more common among males, younger individuals, individuals from social classes DE, and those living in modern accommodation. In a related vein, less than a quarter of respondents agreed that new buildings were eyesores. However, most respondents believed architects should design buildings which have a broad appeal, and are not particularly different or adventurous.

In terms of which qualities these buildings should have, the building being accessible to people with disabilities and being built to last were considered to be the most important. The more affluent members of society prioritised the building being pleasurable to use or visit whereas the less affluent emphasised security against crime. Given the importance of environmentally friendly design features, the fact that around a third of individuals could not name any such features suggests that raising public awareness of this issue would be a useful exercise.

Awareness of and involvement in the built environment

The current research sought to provide a baseline measure of awareness of and involvement in the local built environment, in order to inform future policies aimed at raising awareness. Although current levels of involvement were fairly low, the results point to the possibility of people becoming more involved in the future, especially if the issues were pertinent to the individual. Thus, it may be useful for policy to stress the relevance of involvement in the local built environment at the individual level, as this may increase involvement. As interest and involvement varied dependent on social class, it would also be important to ensure that any attempt to increase involvement was aimed at all members of society.

Regardless of current levels of awareness and involvement, people indicated that the built environment did impact on how they felt and their quality of life. This feeling was particularly common among older individuals and those from social classes AB & C1. This reinforces the importance of planning policy as a means of continuing to raise involvement in the built environment, given the important role it has in people's lives.

Low levels of involvement in the built environment were reflected by the limited public knowledge of the policy on architecture. However, the overwhelming support for the objectives of the policy redeems this lack of awareness as it validates the need and purpose of the policy. In particular, increasing awareness of the built environment through working with schools was seen to be worthwhile. This is another positive finding suggesting that the general public do advocate raising awareness of issues surrounding the built environment.

Awareness of new public buildings and living architects

Although three quarters of individuals could not name any living architects, this proportion was significantly lower than in the English study, which may reflect an increase in awareness.

Given the publicity surrounding Holyrood (i.e. the Scottish Parliament) it is perhaps not surprising that this was the most well-known building. As the level of general knowledge in this area was not very high, this perhaps highlights another area which could benefit from an awareness raising exercise.

One possible way to increase public awareness may be through The Lighthouse (Scotland's first dedicated, national centre for architecture and design, based in Glasgow). This new venue does seem to have made an impact, as around a third of individuals across Scotland had heard of it. It is encouraging that this centre seems to have a national profile, and thus, could be used to raise the profile of architecture and design among the general public.

Implications for Government

As with the English study, the majority of individuals thought that the Government should be involved in promoting improvements to the built environment, and that public money should be spent on promoting good public buildings and public spaces. This latter feeling was particularly common among the more affluent, perhaps as those from lower social classes have other priorities for public money. Ensuring that public buildings are energy efficient was also rated as important by most individuals. As mentioned previously, improving the cleanliness of the local area and road maintenance were additional issues that need to be addressed.

Policy implications

A campaign to raise awareness of the policy would be desirable, considering that all of the policy objectives received majority backing in the current survey. The results in relation to the policy objectives were very positive and encouraging as they validate the purpose and need for the objectives, as they are valued by the public who will be directly affected by them. The policy objectives receiving most support are detailed below:

- Working with schools to make young people more aware of the built environment
- Encouraging greater interest and community involvement in matters affecting the local built environment
- Campaigning for better quality buildings and the built environment

It should be noted that although the majority of individuals supported the objective of encouraging debate on the role of architecture in national and local life, this was rated as the least important objective.

An important challenge for policy would be to raise involvement and awareness by appealing to the public and stressing the relevance and importance of the built environment in everyday life, ensuring that the terminology used is appropriate and easy to understand. As mentioned previously, The Lighthouse may be a useful forum for helping to achieve this aim of raising interest and awareness. Attempting to resolve the conflict between sustaining the green belt and countryside and the increasing density of properties is another important challenge, in order to allow as many people as possible to achieve their most preferred type of home. It may also be beneficial to manage people's expectations, in order to adapt their view of what constitutes a desirable property.

A. Introduction

TNS Social was commissioned by the Scottish Executive Architecture Policy Unit to carry out research on public awareness of the built environment in Scotland. The research consisted of a face-to-face survey of 1,002 Scottish adults aged 17 years and over on their awareness of and involvement in decisions and issues surrounding their local built environment.

Background and aims

The Policy on Architecture for Scotland was launched by the Executive in October 2001, with the key principle being that *“[government’s] ability to meet social policy objectives for a decent, fair and inclusive society is dependent on the quality of the built environments we make and sustain”*³.

The document emphasised the need for collaboration between individuals involved in the design and commissioning of buildings, and individuals affected by the quality and feel of the local built environment. This partnership approach will aid in taking forward the policy on architecture. The most significant policy objectives of relevance for this project are as follows:

- Encourage debate on the role of architecture in national and local life
- Promote Scottish architecture at home and abroad
- Encourage greater interest and community involvement in matters affecting local built environments

These objectives focus on public involvement in decisions affecting the built environment. This research was intended to gain an understanding of public awareness of issues surrounding the built environment and how these impact on daily life. This understanding will help to inform future policy priorities for architecture, by ensuring these priorities are of relevance and benefit to the general population.

In 2002, MORI conducted a survey in England on behalf of the Commission for Architecture and the Built Environment (CABE). Their main findings revealed that people did show an interest in how buildings look and feel but were less concerned with how they are designed and by whom: *“The English people are passionate about buildings but don’t care a jot who*

³ Scottish Executive, 2001. A policy on architecture for Scotland. P3

*designs them*⁴. Although most individuals were interested in how the built environment looks and feels, only 16% could name any architect, either living or dead. A further important finding indicated that people chose bungalows as the type of house in which they would most like to live, followed by a traditional village house. Flats were the least popular choice of property.

The present research was designed to be comparable with the MORI survey in order to detect any significant differences of interest between public awareness in Scotland and in England. Additionally, as the impetus for the current research was the “Policy on Architecture for Scotland”, and as the research will be used to inform future development of policy priorities, it was vital that the research could be practically related to current policy objectives.

Specifically, the three main objectives of the present research were as follows:

1. to provide data against which future public attitudes to the built environment could be compared and any change monitored
2. to provide evidence that could be presented to Ministers of the importance of architecture in people’s lives and the necessity of promoting and funding good design
3. to provide where possible, results capable of provoking debate and raising the profile of architecture and design in the press and other news media.

In order to achieve these objectives, a survey was conducted in October-December 2003 with 1,002 adults which examined their views and attitudes towards the built environment in Scotland. We employed a tightly-controlled quota design for the study, and set quotas on age, sex and working status to ensure that the sample was representative of the general Scottish population. Specific details of the sample are covered in the Appendix.

⁴ <http://www.mori.com/polls/2002/cabe1.shtml>

B. Satisfaction with the local area

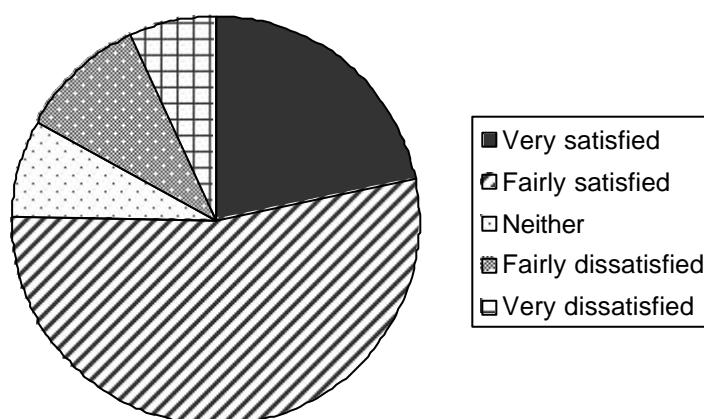
One of the main aims of the research was to gain an indication of how people rated their local area in terms of appearance, and whether this had an impact on how interested they were in the local built environment. Where possible, comparisons were made with the previous English study.

Satisfaction with overall appearance of local area

As a starting point, respondents were asked how satisfied they were with the overall appearance of their local area. The results are displayed in Figure B-1. Over three-quarters (76%) were either very or fairly satisfied. This indicates that Scottish respondents were significantly more satisfied than English respondents (70%) with the appearance of their local area. There were no notable differences in attitude between sexes or social classes in Scotland. However, there were interesting differences relating to property type and area.

Figure B-1: Satisfaction with overall appearance of local area

Base 1002



A significantly lower proportion of respondents living in flats (67%) than those living in other types of accommodation (i.e. detached houses (86%), terraced houses (80%) and semi-detached houses (77%)) were satisfied with the appearance of their local area. Additionally, more respondents living in cities or large/medium towns were less satisfied (71%) than those living in small towns or rural areas (82%). Taken together, these results may indicate that those living in less densely populated environments are more satisfied with their local area. There were also differences related to the age of the current property, as more respondents living in houses built since 1980 were satisfied (88%) than those living

in houses built between 1900 and the 1930s (69%). Thus, newer estates generated a more positive response from individuals than areas where the properties were built between 70-100 years ago. However, this may also be related to area, as many new-build houses are situated in the suburbs.

Single change required to improve overall look of local area

The rationale behind this question was to gain a feel of what people considered to be the main problem affecting the look of their local area. As in the MORI survey, individuals were asked unprompted which single change they would make to their local area. The most common responses are detailed in Table B-1.

Table B-1: Single change to improve overall look of area where you live

Base 1002

Single change	% of Respondents
Improve general cleanliness of the area	19
Improve road and pavement maintenance/street lighting	11
Improve traffic management	8
Improve appearance of buildings	8
Provide more shopping, leisure facilities and amenities	7
Refurbish town centre/place looks run down	4
More trees/flowers in public areas	3
None	17

The most popular change cited by respondents was to improve the general cleanliness of the area (19%). This was also the change proposed by most individuals in the previous English study (22%). In the present research, there were interesting differences dependent on social class. Improving the general cleanliness of the area seemed to be more of an issue for individuals from social class C1 than social classes AB (23% compared with 13%) which is perhaps characteristic of the differing levels of affluence in the areas. Additionally, private renters in particular seemed to be concerned with this issue (35%).

The second most common response was improving road, pavement, and street lighting maintenance (11%). This response was more common among males (14%) than females (8%) and among respondents aged 65 or older (15%) than those aged 24 or under (6%). It should also be noted that nearly a fifth of respondents (17%) replied none to this question. This may mean that they think their local area does not require any significant improvements, or that there is nothing that can be done to improve the local area. A similar

proportion of respondents in the English study responded this way, indicating a similarity in attitudes in Scotland and England towards required changes in the local area.

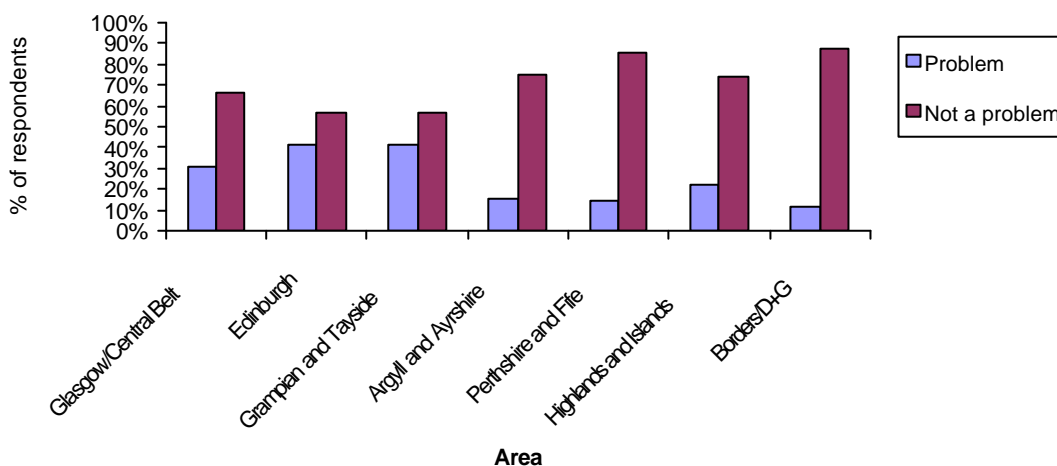
Whether respondents consider buildings being constructed on open spaces in their local area to be a problem

The rationale behind this question was to gain a perspective of whether respondents considered increasing density to be a problem. It was felt that this may be a particularly relevant issue in Scotland, as one of the distinctive characteristics of many parts of Scotland is the undeveloped open landscape. It was also important to investigate public opinion of the increasing amount of suburban housing being developed on vacant sites and on the edges of towns and cities.

The majority of respondents indicated that construction in their local area was not much of a problem or not a problem at all (68%). However, there were differences in opinion between areas. The ratings for 'a big problem' and 'a slight problem' were combined to represent the 'problem rating'; and the ratings for 'not much of a problem' and 'not a problem at all' were combined to represent the 'not a problem' rating.

Figure B2: Whether loss of open space to building development in the local area is a problem

Base: Glasgow/Central Belt (380); Edinburgh (160); Grampian and Tayside (137); Argyll and Ayrshire (138); Perthshire and Fife (90); Highlands and Islands (46); Borders/Dumfries and Galloway (51)



Respondents living in the areas dominated by the cities of Glasgow, Edinburgh, Aberdeen and Dundee had the highest proportion of respondents indicating a problem of overdevelopment of their home area. However, people living in flats and terraced houses (22% and 24% respectively) which is the most common form of housing in these areas, were less likely to report this as a problem than people living in semi-detached and detached houses (36% and 41% respectively). This suggests that the problem of increased

building density is perceived most acutely in the suburban parts of the cities and in the commutable towns around them.

Summary

The results show that the majority of Scottish individuals were satisfied with the appearance of their local area, which was a significantly higher proportion than in the English study. However, the cleanliness of the area was perceived to be a problem that required attention. The majority of individuals also did not perceive overdevelopment of their local area to be a problem, although perhaps as would be expected, this seemed to be more of an issue for those individuals living in cities.

C. Importance of features affecting property choice

Information was gathered on which property features were considered most important when deciding on a property to live in. In order to investigate any differences in what people deem to be important when considering a hypothetical property that they might buy in the future, and what affects people's decisions to buy an actual property, those individuals who had been involved in the decision to rent or buy the property they were currently living in were differentiated from those who had not been involved.

Most respondents (79%) had been involved in the decision and so were asked about the influence of various factors on their decision. As expected, this group was mainly dominated by individuals over 25, as only 37% of individuals aged between 17 and 24 had been involved in the decision to rent or buy the property. The remaining individuals were asked which factors would affect their decision if they were choosing a property in the future.

This is an important element of the research, given the compromises that people are currently forced to make when deciding on a property that is both suitable and affordable.

Influence of factors on actual versus hypothetical choices of property

The general trend of responses between these two groups indicated that all factors were considered to be more influential by people thinking about choosing a property in the future than by people talking about a property they had chosen in the past. This is perhaps unsurprising as it is common to begin with a set of ideals when choosing a property but then compromise when deciding to actually find and buy a property.

Table C-1 displays the results for whether each factor would affect or did affect the decision to choose the property.

Table C-1: Influence of different features when choosing property/when chose current property

Base: 796 (Involved in decision to choose current property); 206 (Not involved in decision to choose current property)

	Affected my decision a lot/Affected my decision a little (%)	Would affect my decision a lot/Would affect my decision a little (%)	Difference (i.e. would affect – did affect) (%)
Whether the property is an appropriate size	94	98	4
Whether the property is secure against crime	79	96	17
The setting and outlook of the property	77	94	17
Whether the property is easy to maintain	77	93	16
The cost of the rent or mortgage	76	90	14
Whether the property has a garden	75	78	3
Whether the property is close to shops and other facilities	73	89	16
The appearance of other buildings in the local area	72	89	17
The appearance of the exterior of the property	72	93	21
Whether the property is close to where friends and family live	62	77	15
Whether the interior of the property is in good decorative order	59	76	17
Whether the property uses energy (gas/electricity etc) efficiently	52	82	30

As can be seen from Table C-1, there were differences between what people said they did actually consider when choosing a property and what people said they might consider in the future. This perhaps gives an indication of the types of trade-offs people make in the property market. The hypothesising of the latter group contrasts markedly with the *actual* importance placed on factors by the former group. The two factors generating the largest difference between what people said they would consider and what people actually did consider are: 'whether the property uses energy (gas/electricity etc) efficiently' and 'the

appearance of the exterior of the property'. This would suggest that these are the most likely factors to be compromised on when choosing a property in which to live.

Respondents were also asked what other things they would consider to be important and influential when choosing a property to live in. Half of the respondents said there were no other factors. Features mentioned by other respondents included the property being located on a quiet road or area (11%); the property being in an appropriate area (9%); there being friendly people, good neighbours or families with children in the area (7%); and the property being close to schools (5%). Only 3% mentioned the price as being an important factor, perhaps as most individuals assumed they did not need to stress the importance and influence of this factor.

Summary

This chapter highlights how individuals make compromises on their ideal home when they are actually purchasing a property. The factor that individuals did not seem willing to compromise on was the property being an appropriate size, whereas the appearance of the exterior, and the property using energy efficiently were factors that gained less significance when actually choosing a property to live in. This indicates quite clearly what priorities people have when making decisions about property.

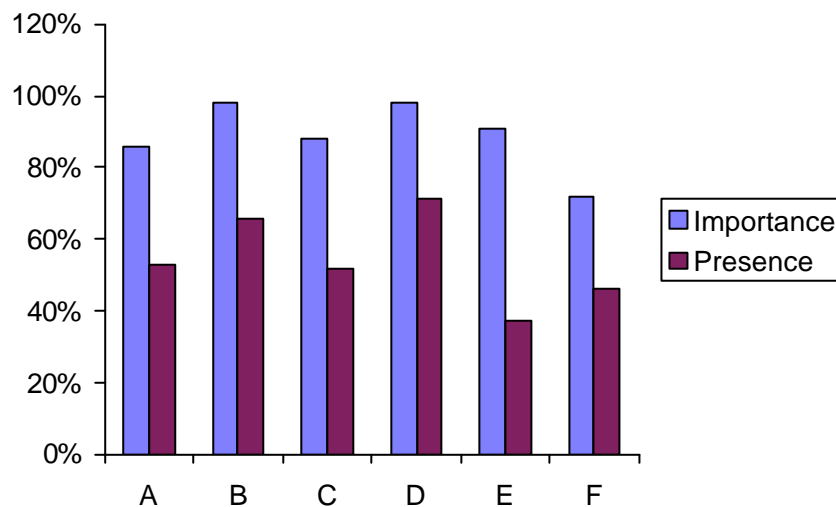
D. Attitudes towards different features of buildings

Importance of feature versus presence in local area

Respondents were presented with a list of features relating to buildings and public spaces, and asked to rate both the importance of each feature, and whether the buildings and public spaces in their area actually reflected these features. This is important for impacting on policy, as the features that were rated as important but not present in the local area provide an indication of which factors individuals think should be prioritised and focused on. In general, the results indicated that all features were perceived as important but many respondents felt that these features were not present in their area. Figure D-1: displays the ratings of each feature in terms of whether it was rated as important, and whether respondents considered it to be present in their local area. Each feature is then discussed in more detail.

Figure D-1: Whether list of features are rated as important and seen to be present in local area

Base 1002



A: "New buildings are designed to fit in with existing buildings in the area"

Most respondents (86%) rated this as either a very or fairly important feature, although fewer individuals aged 17-24 years agreed (75%). This result perhaps makes intuitive sense, as younger individuals may not be as concerned with upholding tradition and consistency in their local area.

Just over half (55%) agreed that this feature was true of their local area. However, significantly fewer individuals living in older properties (built before 1900) than newer properties (built after 1980) thought this was the case (49% compared with 67%). Additionally, more individuals from small towns and rural areas agreed that new buildings were designed to fit in with their area than those from cities or large/medium towns (63% compared with 51%). Thus, the problem of new buildings not blending in with the appearance of the area seems to be particularly salient for those living in older properties and in cities or large/medium towns.

B: "Buildings are free of graffiti"

There was almost universal agreement that this was an important feature (98%) although significantly fewer respondents agreed that this was true of their area (66%). There were differences of opinion related to class, property type and area. Individuals from social cases AB reported graffiti to be less of a problem than individuals from social classes DE (76% compared with 62%), presumably as those individuals were living in more affluent areas. In terms of property type, more respondents living in detached houses (82%) than flats (58%) felt that buildings in their local area were free of graffiti.

There were also differences relating to area, with respondents from Glasgow/Central belt reporting more graffiti than those from Edinburgh. The results are displayed in Table D-1.

C: "Derelict buildings are demolished"

Again, most agreed that this was an important feature (88%) although just over half (52%) agreed that this happened in their area.

Table D-1: Levels of agreement with statement 'Buildings are free of graffiti in my area'

Base: Borders/Dumfries and Galloway (51); Highlands and Islands (46); Grampian and Tayside (137); Edinburgh (160); Perthshire and Fife (90); Glasgow/Central Belt (380); Argyll and Ayrshire (138).

Area	Strongly agree/Tend to agree (%)	Tend to disagree/strongly disagree (%)
Borders/Dumfries and Galloway	84	4
Highlands and Islands	83	8
Grampian and Tayside	75	17
Edinburgh	72	16
Perthshire and Fife	62	27
Glasgow/Central Belt	59	27
Argyll and Ayrshire	59	31

D: "Public areas like town squares are well maintained"

Almost all respondents considered this feature to be important (98%) and the majority also agreed that this did happen in their area (71%). Significantly more individuals from small towns and rural areas than those from cities or large or medium towns (75% compared with 68%) thought that public areas were well maintained. Fewer respondents living in flats (66%) than living in detached houses (81%) thought this was true of their area.

E: "Buildings are energy efficient"

It is encouraging that most respondents considered this to be an important feature (91%). However, only 37% of individuals agreed that this was true of buildings in their area.

F: "New public buildings like hospitals, schools, or town halls are innovative and original"

This was rated as either very or fairly important by 72% of respondents but less than half (46%) agreed that this was true of their area. Perhaps unsurprisingly, younger respondents aged 17-24 than older respondents aged 65 or older rated this as an important feature (80% compared with 66%) and agreed this feature was true of their local area (57% compared with 41%).

Important features of building design

Respondents were presented with a list of features and asked to consider which two or three should be considered most important when designing public buildings such as libraries, schools, hospitals or council offices. This provided an indication of which features individuals prioritised and which they thought could be compromised. Additionally, they were asked to indicate (for each feature they mentioned) to what extent public buildings built in the last 10 years had achieved these elements of design.

Table D-2: Three most important design features of public buildings, and whether these features have been achieved.

Base: 1002 (All respondents); Respondents mentioning feature as important

Feature	Respondents who mentioned this as one of three most important features (%)	% mentioning who strongly agree/tend to agree that this has been achieved (%)
Accessible to people with disabilities	64	71
Built to last	30	57
Safety against accidents/fires	28	73
Security against crime	27	54

Pleasurable to use or visit	26	66
Easy to find your way around	22	74
Liked by local people	22	61
Looks good	19	58
Flexibility to meet changing needs	14	46
Easy to maintain	13	52
Uses energy (gas/electricity etc) efficiently	8	34

As can be seen from

Table D-2, the feature rated as the most important was the building being accessible to people with disabilities (64%). It should be recognised that respondents may have replied in this way in order to present themselves in a positive light. The majority (71%) of individuals who considered this to be important did think that this was true of public buildings built in the last ten years. This feature was rated as significantly more important in Scotland than England, as only 55% of respondents in the MORI survey rated this as important although 54% thought it had been achieved in their local area.

The building being 'built to last' was rated as one of the most important elements by 30% of individuals, although only just over half (57%) thought this was true of modern public buildings. Again, fewer individuals in the English study rated this feature as important (22%). In the present research, the features rated as important by fewer individuals were that the building uses energy efficiently and that it was easy to maintain (8% and 13% respectively).

To summarise, it would appear that the general public consider public buildings being accessible to people with disabilities and long lasting as the priorities for design. The English priorities were different, as safety against accidents and fires (44%) and the building being pleasurable to use and visit (34%) were rated as the most important features.

There were some socio-economic differences in the perceived priorities for public buildings. For example, the building being pleasurable to use or visit was more of a priority for individuals from social classes AB than social classes C2 or DE (35% compared with 24% and 19% respectively) as was the building being flexible to meet changing needs (22% compared with 13% and 8% respectively). In comparison, more individuals from social classes C2 and DE than social classes AB thought the building being secure against crime should be one of the priorities for public buildings (36% and 30% compared with 10%).

Environmentally friendly design features

A further aim of the research was to examine awareness of environmentally friendly design features, as this is an important element of any new building design. Respondents were asked to list any design features that were environmentally friendly. Just over a third of respondents (35%) could not name any such features, although more females than males responded this way (39% compared with 29%). Additionally, fewer individuals from social classes AB than social classes C2 and DE could not name any features (17% compared with 32% and 50% respectively). Thus, awareness of these design features was higher among males and those from social classes AB. The 65% of respondents who were aware of environmentally friendly design features mentioned a wide range of features which are displayed in Table D-3.

Table D-3: Awareness of environmentally friendly features of design

Base: 1002 (All respondents)

Feature	% of Respondents
Double glazing	32
Insulation	26
Type of energy used	23
Energy efficiency	21
Solar power	19
Recycling (general)	17
Draught proofing	12
Energy efficient light bulbs and appliances, lights that go off automatically	10
Recycling waste	8
Lagging hot water tank	7
Minimising use of water	5
None	35

The most well known features were double glazing and insulation. It should also be noted that 10% of individuals mentioned recycling paper, glass, and bottles, which although are environmentally friendly activities, they are unrelated to building design. This is perhaps an area of design that should be the focus of an awareness raising campaign, due to its importance and the varied public knowledge of the subject.

Attitudes towards development and construction of new buildings

Respondents were asked to indicate the extent to which they agreed with various statements relating to new buildings. This provided an opportunity to assess what people do actually want from new buildings in terms of their appearance. These results will be useful both for influencing new design and as a baseline measure against which change can be monitored. In the previous English study, the results overall were fairly conservative in that individuals thought new buildings should appeal to as many people as possible and not be too adventurous. For the purposes of this report, the ratings for 'strongly agree' and 'agree' were combined to represent an overall agreement rating. The statements and levels of agreement are detailed below.

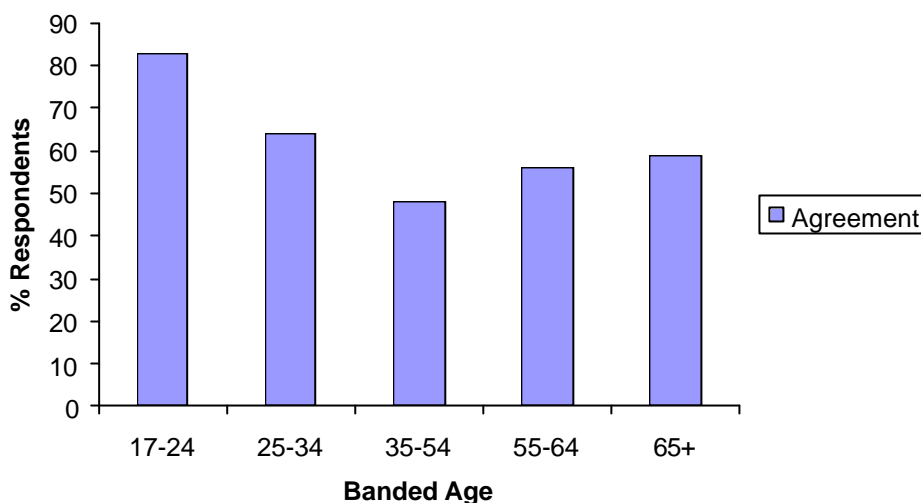
- *“On the whole I like new buildings”*

Over half (57%) agreed with this statement, which was a significantly higher proportion than in the English study (48%), suggesting that people in Scotland are more receptive to new buildings than people in England. There were interesting differences between sub-groups in the present study. Significantly more males than females (64% compared with 52%), and more people from social classes DE than AB (63% compared with 47%) indicated that they liked new buildings. Additionally, more respondents living in modern accommodation (i.e. built since 1980) than those living in older accommodation (built before 1900) liked new buildings (64% compared with 44%). This would make sense, given their current choice of accommodation.

However, perhaps the greatest variation in agreement existed between different age groups.

Figure D-2: Agreement with statement 'On the whole I like new buildings', split by banded age

Base: 17-24 (103); 25-34 (142); 35-54 (336); 55-64(166); 65 or older (188)



As can be seen from Figure D-2, the majority of younger individuals (aged 17-24) agreed that they liked new buildings (83%). However, the proportion of respondents agreeing decreased to under half (48%) in 35-54 year olds, although this figure rose again to 59% in respondents aged 65 and older. Thus, individuals aged between 35 and 54 years were the least keen on new buildings.

There were also differences by area. Significantly more individuals from Glasgow than Edinburgh indicated that they liked new buildings (69% compared with 45%). This may be reflective of the history attached to the capital and the famous traditional buildings such as Edinburgh Castle. Only 39% of individuals from the Borders and Dumfries and Galloway indicated agreement in comparison to 65% of respondents from the Highlands and Islands. However, as the numbers of respondents in each of these categories is relatively small (46 and 51 respectively) this result should be viewed with caution.

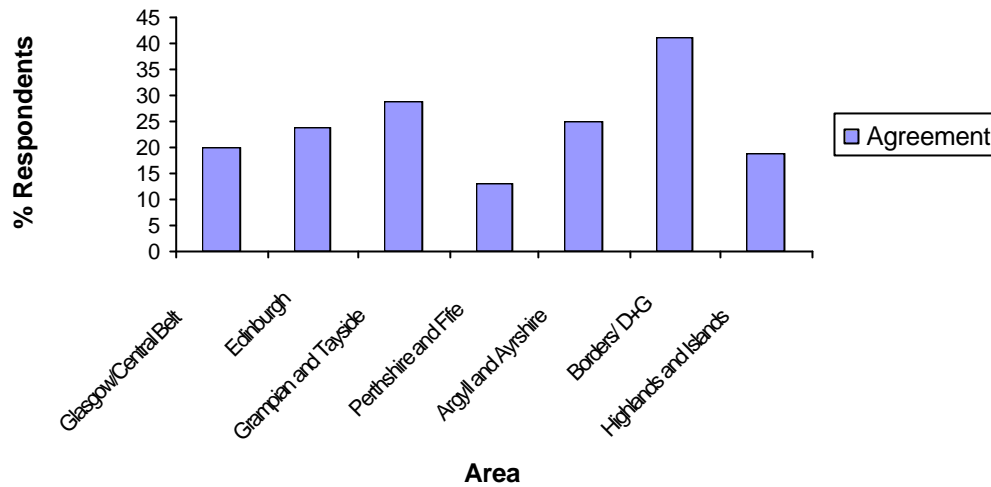
- *“Most new buildings are eyesores”*

Only 23% of individuals agreed with this statement, although more older individuals (65+) than younger individuals aged 24 and under agreed (25% compared with 11%). Again, comparison with the MORI study reveals that Scottish individuals are more accepting and positive towards new buildings than English individuals (31% of English respondents agreed with this statement).

There were also differences in opinion related to area (see Figure D-3). Individuals from Borders/Dumfries and Galloway and from Grampian and Tayside indicated most agreement with this statement (41% and 29% respectively). In contrast, few individuals from Perthshire and Fife (13%) agreed that most new buildings were eyesores.

Figure D-3: Agreement with statement ‘Most new buildings are eyesores’, split by area

Base: Glasgow/Central Belt (380); Edinburgh (160); Grampian and Tayside (137); Perthshire and Fife (90); Argyll and Ayrshire (138); Borders/D+G (51); Highlands and Islands (46)



- *“New buildings should be adventurous and different, even if they shock or offend some people”*

The majority of respondents disagreed with this statement (38% disagreed and 19% strongly disagreed) and only 5% strongly agreed and 17% agreed. Overall, 50% of respondents in the MORI study disagreed with this statement compared with 57% in the present study. This comparison indicating that the English respondents were prepared to be more liberal than Scottish respondents towards new buildings is the opposite trend to the previous results in relation to new buildings.

In the present study, more males than females agreed with the above statement (27% compared with 18%). A similar pattern of findings to the previous statement across age groups was found. That is, more respondents aged 17-24 years agreed than respondents aged 55-64 (29% compared with 18%). However, this figure did rise again to 24% of respondents aged 65 years plus. Thus, males and younger individuals were more likely to think that new buildings should be different compared with females and older individuals.

“Architects should concentrate on designing buildings which appeal to as many people as possible”

Most respondents (84%) agreed that this should be the case, which was a similar result to the English study (80%). There were no significant differences between age groups or the sexes. The high level of agreement towards this statement is perhaps reflective of the sense in designing buildings that most people like and approve of.

Summary

This chapter investigated attitudes towards new and public buildings, in terms of what features are perceived to be the most important and what people would like from new buildings. When considering priorities in the local area, ensuring that buildings are free of graffiti and energy efficient, and that derelict buildings are demolished are important qualities to aim towards. The results also indicated that raising public awareness of environmentally friendly design features would be a worthwhile exercise. In terms of public buildings, being accessible to people with disabilities and being built to last were considered to be most important design features. The most interesting result in terms of attitudes towards new buildings was that, overall, individuals in Scotland were less conservative than those in England. Additionally, males and younger respondents were more receptive and positive towards new buildings and their design.

E. Preference for general properties

Respondents were presented with colour photographs of a range of properties and asked to indicate which they liked most and least. This method was chosen for two different reasons: 1) to ensure a level of comparison with the previous English study, and 2) to use a visual method to investigate the visual subject matter. As the built environment is inherently visual, this was a key consideration in the design of research which seeks to explore public attitudes towards it. The photographs consisted of a mixture of flats, houses, and bungalows in an attempt to appeal to different tastes. The purpose of this question was to examine which type of property was the most popular and perceived to be the most appealing, and whether these properties were traditional or modern, and whether they were houses or flats etc. The properties were approximately matched in terms of value, in order to minimise this effect.

The types of properties are detailed in Table E-1. For the purposes of the report, the properties were labelled House A-L.

Respondents were asked to indicate which property they liked the most. This wording was slightly different from the related question in the MORI survey, where respondents were asked to indicate which house they would most like to live in. It was decided to slightly rephrase this question, in case respondents guessed where the house might be located and based their choice on this dimension, instead of simply on the qualities of the house itself. It was believed this new method may provide a clear indication of the most popular house.

Table E-1: Descriptions of general housing photographs

House label	Description of property
A	17 th Century vernacular house
B	3-storey Georgian terraced house
C	Interwar semi-detached house
D	19 th Century detached stone cottage with dormers
E	Interwar detached bungalow
F	New traditional style flat
G	Edwardian semi-detached house
H	1990s flat with metal balconies

I	New traditional style detached house
J	1970s detached bungalow
K	Edwardian tenement
L	19 th Century 2-storey detached stone house

Most popular properties (First choice of property)

The most popular property was the house that most respondents picked as their first choice. It was interesting that each property was chosen by at least 10 respondents. The most popular property overall was House E (interwar detached bungalow) which was chosen by 24% of respondents. In fact, significantly more females than males indicated this as their most liked house (27% compared with 20%).

The second most popular 'first choice' was House L (19th Century 2-storey detached stone house) which was chosen by 15% and the third most popular house chosen by 12% of respondents was House J (1970s detached bungalow). Thus, overall, individuals seem to prefer detached houses and bungalows. This appears to be a consistent finding, as in the English survey 30% chose a bungalow and 29% chose a village house as the property they would most like to live in.

This was reflected in the reasons given by respondents to explain their first choice. The most common reason mentioned (regardless of which property was chosen) was that respondents liked traditionally-built houses and traditional stonework (32%). An additional 16% said they liked the style of the house (whether it be cottage style, detached, bungalow etc.); 14% said they liked the original design; and 10% said they chose the house as it had a (nice) garden.

In order to investigate these findings in more detail, differences in preference for the most liked house within sub-groups were examined.

Social class

The results are displayed in Table E-2. The most notable result was that the most popular properties for individuals from social classes AB were Houses A and L, rather than House E (i.e. the 17th Century vernacular house and the 19th Century 2 storey detached stone house rather than the interwar detached bungalow) whereas House E the most popular house for individuals from the other social classes. Houses A and L may have looked slightly more expensive, and thus perhaps more affordable for individuals in social classes AB. In the

MORI survey, individuals from social groups ABC1 chose the village house, bungalow and Victorian terrace and those from groups C2DE chose the bungalow, village house and modern semi detached.

Table E-2: Most liked house, split by social class

Base: AB (139); C1 (263); C2 (227); DE (373)

	Most popular	2nd most popular	3rd most popular
Social class AB	House A (21%)	House L (21%)	House E (21%)
Social class C1	House E (24%)	House L (19%)	House G (11%)
Social class C2	House E (27%)	House L (14%)	House J (12%)
Social class DE	House E (27%)	House J (16%)	House I (10%)

Current accommodation

There were not many differences dependent on current accommodation (Table E-3). Generally, it did not seem to be the case that the house individuals liked most was a similar type of accommodation to that in which they were currently living (i.e. those living in flats did not necessarily choose a flat). The most notable result was from those living in detached houses. This was the only group of individuals where the most common choice was not House E. Instead, over a third chose House L (19th Century 2-storey detached stone house) and a fifth chose House J (1970s detached bungalow).

Table E-3: Most liked house, split by current accommodation

Base: Flat (349); Terraced house (249); Semi-detached (225); Detached (149); other (30).

	Most popular	2nd most popular	3rd most popular
Flat	House E (25%)	House L (13%)	House J (11%)
Terraced house	House E (27%)	House D (12%)	House J (12%)
Semi-detached	House E (49%)	House L (20%)	House J (12%)
Detached	House L (19%)	House A (18%)	House E (16%)
Other	House E (37%)	House J (20%)	House G (13%)

When current accommodation was built

The most common choices of house for those living in properties built before 1900 were House L (18%) and House D (14%), i.e. the 19th century detached stone house and the 19th

century detached stone cottage. This would suggest that those living in older properties would choose an older home as their ideal property. Yet again, the most common choice for all other respondents was House E.

Age

There were marked differences in which properties individuals liked the most by age of respondent, specifically between those aged over 35 and those aged under 35 (see Table E-4).

The proportion of respondents who liked House E the most increased steadily with age. It may be that older respondents prefer bungalows as they based on one floor and so there are no stairs involved. Again, this appears to be a consistent finding, as in the English survey individuals aged 16-54 preferred the village house and those aged over 55 preferred the bungalow.

Table E-4: Most liked house, split by banded age

Base: 17-24 (103); 25-34 (142); 35-54 (336); 55-64(166); 65 or older (188)

Age band	Most liked house	% of respondents
17-24	House I	24
25-34	House L	24
35-54	House E	21
55-64	House E	33
65 or older	House E	41

In the present study, the younger respondents preferred the new traditional style detached house or the 19th century detached stone house. Nearly a quarter of respondents aged 24 or under chose the new traditional style detached house, perhaps because it is an approximation to a well-understood aspirational first home. Similarly, in the MORI survey, approximately one in six individuals aged 16-24 chose one of the modern developments as the house they would most like to live in. A recent study of relevance investigating why people buy new-build housing, found that the main motivations were practical, and that there was little to substantiate the conclusion that new-build buyers were attracted primarily by the quality or 'newness'. The research also indicated that most new-build buyers were

attracted to low-density suburban housing due to family or like-cycle reasons⁵. This evidence supports the conclusion that younger individuals preferred the new traditional style house as they perhaps saw this as an achievable aim based on their current circumstances and plans for the future.

There were no significant differences between areas, with the most common choice in all areas other than Grampian and Tayside being House E.

Second and third choices of property

Respondents were also asked to indicate their second and third choice of property. These results provided an indication of which properties individuals liked, but would not choose as their ideal or preferred property. There was a broader range of properties selected as second choices. The three most popular choices were as follows: J (16%); E (15%); and G (13%). Houses D and L were both chosen by 10% of respondents. In terms of third preferences, 13% chose House G, 12% chose both House E and House J, and 10% chose House L.

Thus, an emerging pattern indicated that House E (interwar detached bungalow), House J (1970s detached bungalow), House G (Edwardian semi-detached house) and House L (19th century two-storey detached stone house) were chosen consistently as one of the three most preferred houses. This would seem to indicate that ideally, individuals prefer traditional style older houses or bungalows, and that the modern properties and flats were not as popular. This is further emphasised by the findings relating to the least liked house.

Least liked property

When respondents were asked which property they liked the least, two of the properties seemed to generate a negative reaction. House H (1990s flats with metal balconies) was the property liked least for 44% of respondents, and an additional 24% liked House B least (3-storey Georgian terraced house). House B might have been perceived as Edinburgh New Town flats, which would lend credence to the hypothesis that flats are not seen to be ideal properties. These results echoed the findings of the MORI survey, where 84% chose the tower block as the least liked property.

This question did not generate many differences between sub-groups. A similar proportion of individuals from social classes AB indicated a dislike for House B (13%) and House I (14%), which was a new traditional style detached house. Additionally, 10% of individuals

⁵ Joseph Rowntree Foundation, 2004. Why do people buy new-build housing? www.jfy.org.uk

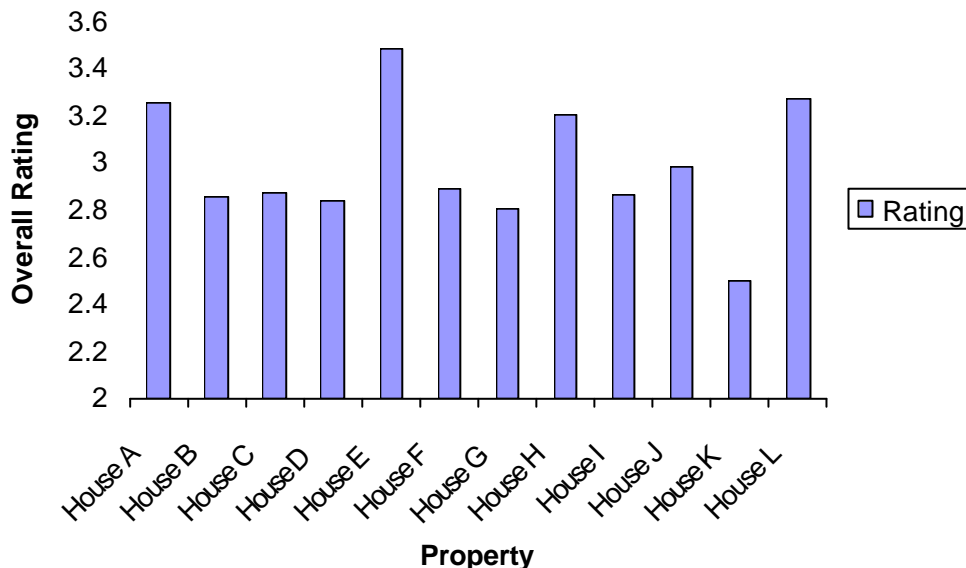
from social classes DE indicated they liked House K (Edwardian tenement) the least. However, in general, most groups responded in a similar way and liked Houses B and H the least.

When asked to explain their choice, a fifth of respondents said they would not want to live in a flat or that they did not like flats. A further 15% said the house/flat looked like a factory and that they did not like the look of the property; 14% said the property they chose was ugly/horrendous; and 13% thought the house/flat had not been constructed very well, e.g. 'it had been thrown up'.

Overall ratings for general house photographs

In order to create a picture of which properties were most liked overall, a score was calculated for each response to the preference questions so that each property was given an overall rating. The ratings were calculated by allocating a score of 5 for first choice, a score of 3 for second choice and a score of 1 for third choice. The results are displayed in Figure E-1.

Figure E-1: Overall ratings for general house photographs
Base: 1002



The properties gaining the highest overall ratings were House E (3.48), House L (3.27) and House A (3.25). Thus, the interwar detached bungalow, the 19th century two-storey traditional detached stone house and the 17th century house were chosen as the three most preferred houses. House K, which was the Edwardian tenement, generated the lowest

score (2.50). Again, these results indicate that traditional style detached houses are preferred to flats and modern houses.

Summary

To summarise, similar to the previous English survey, the most popular and most liked houses by Scottish respondents were traditional style detached houses and bungalows. In contrast, flats consistently generated a more negative response from individuals, even when these flats were traditional tenements.

F. Preferences for new build properties

Respondents were presented with a choice of ten new build houses and flats and asked to indicate which they would most like to live in. The rationale behind these questions was to ascertain which type of new build property was the most liked, as this could have an important impact on future design of new developments. For the purposes of the present report, the houses/flats were labelled House A-J. Descriptions of each property are displayed in Table F-1.

Table F-1: Description of new build properties

House Label	Description of property
A	New traditional style flats with turret
B	New traditional style tenement flat
C	New terraced houses
D	Modern house with new extension
E	New detached cottage
F	New private housing estate detached house
G	New block of flats (6 storey)
H	New vernacular housing
I	New traditional style flats with dormers
J	New flats (3 storey)

Most popular and least popular properties

As opposed to the general housing photographs, there was more agreement about the most preferred new build property. The most popular property chosen by a third of all respondents was House E (new detached cottage). House F (new private housing estate detached house) was the second most popular property chosen by 29% of respondents and House D (modern house with new extension) was the third most popular, chosen by 11% of individuals.

This question did not generate as many differences in responses between sub-groups as the general housing photographs, although there were some variations in results. A similar

proportion of individuals (14%) whose current accommodation had been built before 1930 considered House D and House H to be the house they would most like to live in. Individuals aged between 17 and 24 years old also indicated a liking for House J (13%).

When respondents were asked to explain their choice, 27% said the property looked inviting and they liked the appearance while 19% said the property looked spacious. Other reasons cited were that the house had a garage/garden (14%); that it looked modern but had a traditional feel (15%); that it looked modern (13%); that it appeared to be situated in a nice area (11%); and that it was a good size for a family (11%).

Respondents were then asked to indicate their second and third choices. The most common second choices were: House E (21%); House F (20%) and House H (16%). The third choices were as follows: House H (18%); House F (16%); and House E (13%). Thus, the new detached cottage, the new private housing estate detached house, and the new vernacular house were the properties most commonly chosen by respondents. Again, flats or very modern looking housing were not common choices. It should also be noted that 14% of respondents answered 'none' to the third choice, which may indicate that they could not find a third property they liked out of the ten photographs.

Information was also gathered on which property individuals would least like to live in. Over half (53%) said House G (new 6 storey block of flats), 13% said House C (new terraced houses) and a further 11% said House J (new 3 storey flats). Thus, the majority of respondents thought the new 6 storey block of flats would be the least desirable or suitable property to live in. There were no age or social class differences in regards to this question. In fact, there appeared to be universal agreement that these properties would be the least desirable to live in.

When respondents were asked why they had specified the particular property as the one they would least like to live in, they gave the following reasons.

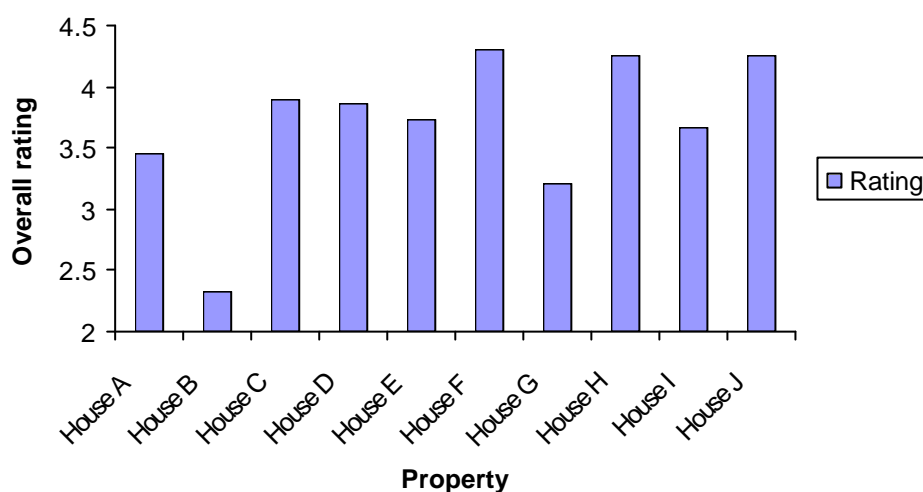
- 28% said they chose that property as they were high flats
- 25% said they did not like the construction of the property
- 24% thought that too many people were being squeezed into too small an area
- 14% said that the property was ugly and an eyesore
- 10% said the property looked like a hospital or prison
- 8% simply said that they thought the property looked unattractive and that they did not like it.

Overall ratings for new build properties

The same method used for the general housing photographs was implemented to the responses for the first-third choice of new build properties. That is, each property was given a rating calculated from the number of respondents who had chosen that property as their first, second, or third choice. The results are displayed in Figure F-1.

Figure F-1: Overall ratings of new build properties

Base 1002



House F (new private housing estate detached house) generated the highest score (4.31), and so was the most common choice. Houses H (new vernacular house) and J (new 3 storey flats) both generated the second highest scores (4.25). However, females rated House H significantly higher than males (4.59 compared with 3.82). House B (new traditional style tenement flats) was given the lowest rating of all properties (2.32).

In terms of differences related to socio-economic status, individuals from social classes AB and C1 rated House J (new 3 storey flats) significantly higher than individuals from social classes C2 and DE (4.48 and 4.45 compared with 4.19 and 4.01). Those individuals living in detached houses gave House C (new terraced house) a significantly higher rating than all other individuals (4.75).

The age groups felt differently towards the new build houses, which generated some interesting results (see Table F-2). The younger respondents (aged 24 and under) preferred the new 'old style' detached house and the older respondents rated the vernacular house the highest.

Table F-2: Three highest rating properties split by banded age

Base: 17-24 (103); 25-34 (142); 35-54 (336); 55-64(166); 65 or older (188)

Banded age	Highest rating house	2nd highest rating	3rd highest rating
17-24	House E (4.61)	House J (4.20)	House D +F (4.11)
25-34	House F (4.43)	House J (4.38)	House D (3.83)
35-54	House F (4.71)	House J (4.45)	House H (4.43)
55-64	House H (4.33)	House F (4.20)	House J (4.17)
65+	House H (4.40)	House C (4.24)	House F (4.20)

Summary

There was a high level of agreement that the most popular new-build property was the detached cottage. The least popular property was the 6 storey block of flats. These findings are similar to the opinions generated towards the general housing photographs.

G. Awareness of and involvement in decisions affecting the built environment

Many of the main aims of the present research are intrinsically linked to public awareness and attitudes towards the built environment. Specifically, one of the policy objectives is to encourage greater interest and community involvement in matters affecting the local built environment. In order for this objective to be both implemented and achieved, it is necessary to first provide a measure of present involvement. Thus, the present research aimed to gain a sense of how individuals perceived their built environment and their involvement and whether they would be interested and willing to raise that involvement. The present results provide baseline data against which future research and initiatives can be measured.

Information was gathered on how aware and involved respondents were in their local built environment which was defined as buildings, streets, and public spaces. First, respondents were asked how involved they felt in decisions affecting their local built environment. The results indicated low levels of involvement: 82% said that they were not at all involved and 12% said they were not very involved. More individuals from social classes AB than any other social class indicated a level of involvement (12%).

In order to further investigate these findings, respondents were asked if they had attended any meetings on planning applications or proposed building developments. This provided another opportunity for individuals to indicate levels of involvement in case they had not considered these activities in the previous question. However, again the results indicated a lack of active interest in this area as only 12% said they had attended meetings. This figure fell to 2% of respondents aged 24 years and under and rose to 19% among respondents aged between 55 and 64 years. There were also differences related to socio-economic status. Significantly more individuals from social classes AB than any other group had attended meetings (19% compared with 9% in group C2). Of those who said they were involved in the local built environment, 63% had attended meetings.

In order to gauge future interest in the local built environment, respondents were presented with the following scenario and asked to indicate their most likely response.

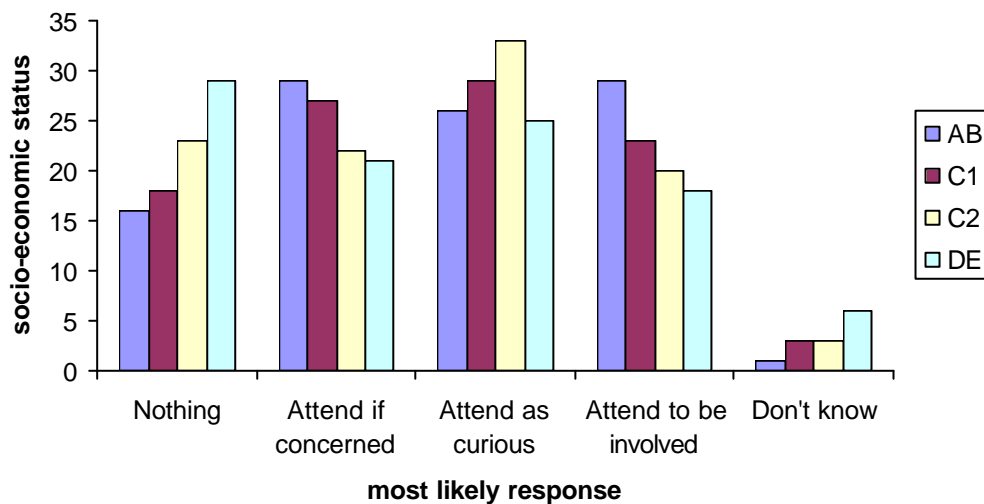
“Imagine that a developer was planning to build a small leisure complex, with some shops and leisure facilities, near your home. You have been sent a short leaflet outlining the plans and inviting you to attend a meeting to look at the plans and give your views. Which of the things on this card best describes what you would be most likely to do?”

The options presented to respondents were: probably nothing; attend the meeting only if I objected/was concerned about the development or some aspect of the development; attend the meeting out of curiosity; and attend the meeting in order to be involved in any decisions.

Overall, the response was reasonably encouraging as only 23% of individuals said that they would probably do nothing. Approximately a quarter (24%) said they would only attend the meeting if they objected or were concerned about the development or some aspect of the development, 28% would attend the meeting out of curiosity, and 21% would attend the meeting in order to be involved in any decisions. It could be that as individuals were responding hypothetically, they may be more likely to indicate involvement, but the present results do suggest that individuals would be willing to become more involved if they felt it was of relevance to them. It may be that this is an important element of raising involvement, even in terms of the terminology used. To discuss the 'local built environment' may seem abstract to some people, whereas to discuss local developments that could have a direct impact on their lives may generate more interest.

Figure G-1: Most likely response to invitation to meeting on proposed leisure development, split by socioeconomic status

Base: AB (139); C1 (263); C2 (227); DE (373)



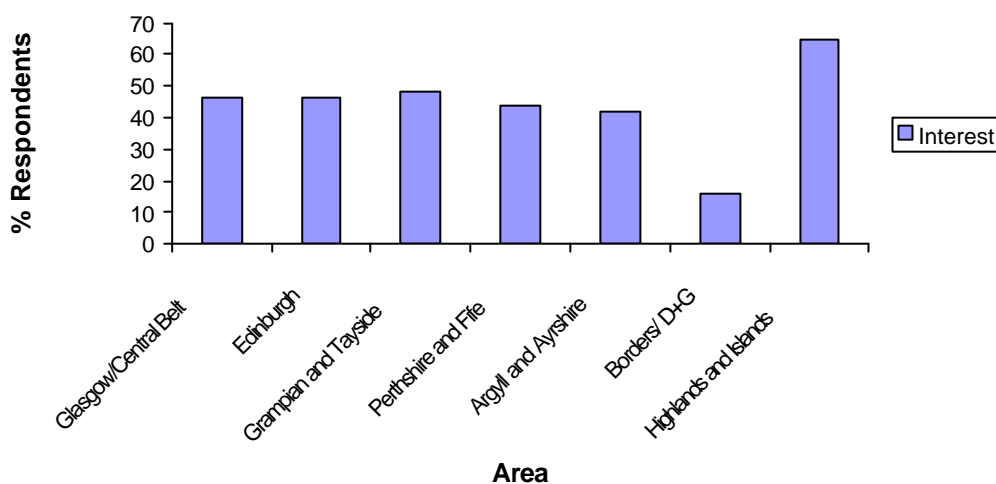
There were important differences linked to socio-economic status indicating that, overall, the more affluent in society would be more involved than the less affluent (see Figure G-1). For example, fewer respondents from social classes AB than social classes DE said they would do nothing (16% compared with 29%). More respondents from social classes AB than DE said they would attend a meeting in order to be involved in any decisions (29% compared with 18%). In general, older respondents indicated more interest than younger

respondents, with those aged 35-54 being the most likely to become involved (e.g. only 15% of these respondents said they would do nothing).

Respondents were asked directly if they would be interested in becoming more involved in decisions affecting their local built environment. Again, the results were fairly positive as just under half indicated interest in becoming more involved (10% said that they would be very interested and a further 35% said they would be fairly interested). There were variations in responses related to age and socio-economic status, with individuals from social classes AB more interested in involvement than those from social classes DE (59% compared with 33%) and respondents aged between 25 and 54 years being the most interested in becoming involved (55%). Again, there were no differences between males and females.

Figure G-2: Interest in more involvement in local built environment, split by area

Base: Glasgow/Central Belt (380); Edinburgh (160); Grampian and Tayside (137); Perthshire and Fife (90); Argyll and Ayrshire (138); Borders/D+G (51); Highlands and Islands (46)



However, respondents from different areas expressed different levels of interest (see Figure G-2). Most areas scored similarly (approximately 45%). However, there was a notable difference between those living in Borders/Dumfries and Galloway and the Highlands and Islands. Although these are both rural areas, individuals from the Highlands and Islands were significantly more interested in becoming more involved than those living in the Borders and Dumfries and Galloway (65% compared with 16%).

Those who said they would be interested in becoming more involved were asked to indicate their preferred type of involvement. Just over a third (35%) said they would like to attend meetings, 24% said they just wanted to be kept informed, 17% said they simply wanted to

have a say in their town, and 13% said they would prefer to complete a questionnaire or survey as a way of expressing their views.

These results provide baseline data against which changes in attitudes and awareness can be measured. Although levels of current involvement were not high, there were grounds for expecting this to increase since some individuals indicated an interest in future involvement. It would seem that if individuals perceive their involvement as relevant then they would be more willing to become involved. This has important implications for policy, as it suggests a possible way to appeal to people that may result in heightened involvement. It was also the case that more affluent individuals and those aged between mid 20s and mid 50s were the most interested in becoming more involved.

Impressions and attitudes towards the built environment

Respondents were presented with a list of statements relating to the built environment and its impact on everyday life. The statements were deliberately phrased in either a positive or negative manner, in order to avoid individuals simply agreeing with each statement. For the purposes of the present report, the ratings for 'strongly agree' and 'tend to agree' were combined to represent an overall agreement rating. Similarly, the ratings for 'tend to disagree' and 'strongly disagree' were combined to represent the overall disagreement rating. The list of statements and responses are displayed in Table G-1.

Table G-1: Level of agreement with list of statements relating to the local built environment.

Base: 1002 (All respondents)

Statement	Strongly agree/Tend to agree	Neither agree nor disagree	Strongly disagree/Tend to disagree
The Government should not get involved in promoting improvements to the built environment	23	14	57
Public money should be spent on promoting good buildings and public spaces	82	9	7
Public buildings like schools, hospitals and town halls should be energy efficient, even if this means they cost more	82	10	4
Better quality buildings and public spaces do not improve people's quality of life	23	11	62
Well designed houses will increase in value quicker than average	76	11	4
The quality of the built environment makes no difference to the way I feel	17	16	64
How streets look and feel makes no difference to crime rates	21	10	66

Overall, the results suggest that the state of the built environment does have an impact on how people feel and the quality of life in their area, and that public money should be spent to improve and upkeep building and public spaces.

Younger individuals (aged 17-24 years) and individuals from social classes AB were least likely to agree that the Government should not get involved in the local built environment (10% and 15% respectively). There were no differences between sexes or areas. The majority of individuals agreed that public money should be spent on promoting good public buildings (82%). There were no significant age or sex differences on this dimension. However, more individuals from social classes AB than C2 or DE agreed that this should be the case (91% compared with 79% and 81% respectively). This would suggest that individuals from the lower social classes have other ideas and priorities about what public money should be spent on. However, it should be noted that the majority of individuals of all socio-economic groups were in agreement over this issue.

The majority of individuals also agreed that public buildings should be energy efficient, even if they cost more (82%). In fact, agreement with this statement generally rose with age, with 72% of 17-24 year olds agreeing compared with 87% of 55-64 year olds. Just over three quarters of individuals agreed that well designed houses increase in value quicker than average (76%). This question did not generate any sex, age, or social class differences. Thus, the majority of individuals believed in the importance of good design resulting in properties having a greater value.

Does the built environment affect how people feel?

Levels of agreement with the statement 'better quality buildings and public spaces do not improve people's quality of life' provided an indication of how important people considered the built environment to be, and the effect it had on their everyday life. Just under a quarter of respondents (23%) agreed with this statement. More older (65+) than younger (17-24) respondents thought this was the case (30% compared with 17%). Additionally, more respondents from social classes C2DE than ABC1 agreed (28% compared with 18%). This indicates that younger and more affluent individuals consider the built environment to have an important affect on everyday life. Again, there were no gender differences on this dimension. The results of the MORI survey were comparable as 85% agreed that better quality buildings and public spaces improved quality of life.

Respondents were also presented with the statement 'the quality of the built environment makes no difference to the way I feel'. Under a fifth agreed with this statement (17%) indicating that the majority of individuals do recognise that the built environment has an impact on their feelings. This finding echoes that of the English study, where 85% of

individuals felt there was a relationship between the built environment and their well being. However, significantly more individuals from social classes C2DE than ABC1 indicated that the quality of the built environment made no difference to them (24% compared with 9%). Additionally, older respondents (aged 55-64) were more likely than younger respondents (aged 17-24) to agree with the above statement (23% compared with 14%). Thus, the more affluent social classes and younger individuals are more likely to perceive the significant relationship between the built environment and well being. Overall, these are encouraging results, as they stress the importance of research and initiatives in this area, as so many people feel there is a link between the built environment and how they are feeling.

Lastly, only 21% of respondents (compared with 22% in the MORI survey) agreed that how streets look and feel makes no difference to crime rates, indicating that the majority of respondents did believe this to be the case. More individuals from social classes C2DE than ABC1 agreed that the way streets look has no effect on crime rates (26% compared with 12%). This is perhaps as they have other, more direct ideas about what affects crime rates. A similar conclusion was posited in the MORI survey:

“..whilst there is a belief in the value of good design, this is felt to make less of a difference where the group in question is directly engaged with the issue in questions; ..elderly and ethnic minorities to crime etc..”⁶.

⁶ <http://www.mori.com/polls/2002/cabe1.shtml>

H. Knowledge of and attitudes towards architecture and architecture policy

One of the principal aims of the current study was to provide baseline data in relation to the policy objectives set out in the 'Policy on Architecture for Scotland'. Information was gathered on public knowledge and interest in Scottish architecture, attitudes towards the policy on architecture and its main objectives, and awareness of The Lighthouse.

Scottish Executive's Policy on Architecture for Scotland

First, respondents were asked whether they had heard of the Scottish Executive's Policy on Architecture for Scotland. Only 7% of respondents said they had heard of the policy, although awareness did increase with age. Significantly more individuals aged 35-64 years than 25-34 years had heard of the policy (10% compared with 3%). Perhaps unsurprisingly, 26% of individuals who indicated some level of involvement in the local built environment had heard of the policy, as opposed to only 6% of individuals who were not involved. Levels of awareness in the current study were comparable with the previous English study which assessed public awareness of the Commission for Architecture and the Built Environment (CABE). In this case, one in ten English respondents had previously heard of CABE.

Perceived importance of elements of policy

Regardless of whether individuals had actually heard of the policy, it was perhaps of more importance to gauge reaction and support towards the policy objectives, and so respondents were asked to rate the importance of various elements of the policy. As before, the 'very important' and 'fairly important' ratings were combined to represent an overall importance rating. The results are displayed in Table H-1.

Table H-1: Rated importance of different elements of the Scottish Executive's Policy on Architecture for Scotland.

Base: 1002 (All respondents)

Element of policy	Very important/ Fairly Important (%)
Working with schools to make young people more aware of the built environment	90
To encourage greater interest and community involvement in matters affecting the local built environment	87
Campaigning for better quality buildings and the built environment	84
Increasing public awareness and appreciation of good design in buildings and the built environment	79

To promote Scottish architecture at home and abroad	76
To encourage debate on the role of architecture in national and local life	67

As can be seen from Table H-1, all elements of the policy were perceived to be important by the majority of individuals. This is an encouraging result, as it indicates that the aims of the policy are recognised to be significant and valid by the public, regardless of who had previously heard of the policy.

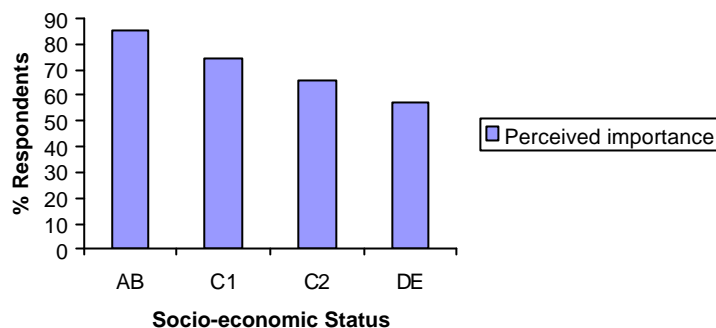
There was almost universal agreement (90%) that working alongside schools to raise awareness of the built environment among young people is an important policy objective. There were no significant differences in opinion between age or socioeconomic groups, or the sexes. Most respondents also thought that encouraging greater interest and community involvement in matters affecting the local built environment was important (87%). Both these elements of the policy focus on involving the community in these matters, which perhaps reveals this dimension of the policy to be the most significant.

Most individuals also indicated that increasing public awareness and appreciation of good design in buildings and the built environment was an important policy aim. However, more older (55 and older) than younger (17-24) respondents thought this to be the case (83% compared with 69%). Promoting Scottish architecture at home and abroad was rated as important by over three quarters of respondents (76%), although there was a difference in the proportion of 25-34 year olds (83%) and 17-24 year olds (68%) rating this to be important. One possible explanation may be that the older age group travel to a greater extent than the younger individuals, and so value the importance of promoting Scottish architecture in different countries.

Encouraging debate on the role of architecture in local and national life was rated as important by the fewest number of respondents, although over two thirds of respondents did still rate this to be an important policy objective. However, there were differences in opinion related to socio-economic status (see Figure H-1). For example, a higher proportion of those in social group AB than social group DE rated this as important (85% compared with 57%). This pattern of results was also found in the English study, where the less affluent advocated less support for the policy objectives than those in higher social classes. As was noted previously, it may be that this group have other priorities and needs which require their attention to a greater extent. Additionally, significantly more individuals aged 35-54 years than 17-24 years believed this policy objective to be important (74% compared with 59%).

Figure H-1: Agreement with statement 'To encourage debate on the role of architecture in national and local life', split by socio-economic group

Base: AB (139); C1 (263); C2 (227); DE (373).



To summarise, the results in relation to the policy objectives were very positive and encouraging. They validate the purpose and need for the objectives, as they reveal that the objectives are valued by the general public.

Awareness of new public buildings and living architects

Various questions were devised in an attempt to gain a measure of public awareness and interest in architecture. First, respondents were asked whether they had heard of or visited The Lighthouse. Second, they were asked to name any living architects or television programmes on the built environment. Third, they were asked to name any public buildings that had been built in the last five years. The results were compared with the English survey, in order to detect any regional differences in public interest and awareness of architecture.

The Lighthouse

The Lighthouse is situated in Glasgow and is Scotland's first, dedicated, national centre for architecture and design. Given the specific nature of the centre, it was encouraging that just over a third of respondents had heard of The Lighthouse, although the centre could possibly benefit from some more advertising in order for it to become more well-known. As the centre is situated in Glasgow, it would perhaps have been reasonable to assume that it would be more well-known in Glasgow. However, the results only partly support this hypothesis and indicate that The Lighthouse may have a national appeal. The proportion of respondents living in Glasgow who were aware of the centre was higher than average (40%), although similar to the proportion of individuals living in Argyll and Ayrshire, and Edinburgh (42% and 37% respectively).

In terms of differences between sub-groups, significantly more males than females had heard of the centre (38% compared with 31%). The centre was better known among individuals from social groups AB than individuals from social groups DE (53% compared with 23%) and individuals aged 55-64 than aged 17-24 (41% compared with 26%). Somewhat predictably, a higher proportion of individuals who were involved than uninvolved in their local built environment had heard of The Lighthouse (51% compared with 33%).

Thus, The Lighthouse was most well-known among males, the more affluent and older individuals. This may suggest that these individuals have more interest in architecture and design or that they simply have a better awareness of national centres.

Of those individuals who had heard of The Lighthouse, just over a fifth had actually visited it (22%, which is 7% of the total sample). It is also worth noting that there is £3 entry fee, which may have discouraged some people if they were unsure as to how interested they were in the centre. The characteristics of those who had visited were similar to those who had heard of the centre, i.e. more males than females (25% compared with 18%, although this difference did not reach statistical significance), and more individuals from social groups AB than DE (31% compared with 10%). However, there was a difference in trend in relation to age. More younger (17-24) than older individuals (55-64) had visited The Lighthouse (30% compared with 13%) despite the fact that awareness was higher among older individuals. In terms of area, 27% of respondents from Glasgow, 20% from Edinburgh, and 21% from Argyll and Ayrshire had visited the centre.

Of those who had never visited, around four in ten individuals (39%) were either very or fairly interested in visiting The Lighthouse in the future. More males than females indicated interest (55% compared with 44%), as did more individuals from social groups ABC1 than C2DE (52% compared with 32%). Individuals aged 65 and older were the least likely to show interest in visiting (28%) compared with 46% of 35-64 year olds. Only 1% of respondents had visited the website www.scottisharchitecture.com.

Public buildings built in the last five years

To assess general knowledge of architecture and the built environment, respondents were asked which public buildings they were aware of that had been built in Britain in the last five years. The most well known buildings are displayed in Table H-2.

Table H-2: Awareness of New Public Buildings

Base: 1002 (All respondents).

Name of Building	Awareness (%)
Holyrood/Scottish Parliament	40
Millennium Dome	20
The Eden Project	7
Community Buildings	6
Other hospitals	5
New Royal Infirmary (Edinburgh)	4
Science Centre (Glasgow)	4
Museum of Scotland	3
Tate Modern	3

First, the present results indicate that people in Scotland had a better awareness of new public buildings than people in England (28% compared with 44% could not name any new public buildings). It may be that the publicity for the Scottish Parliament could help explain this difference. As perhaps expected, Holyrood was the most well known new building, followed by the Millennium Dome. The remaining buildings were cited by less than a tenth of individuals.

The types of individuals who could not name any buildings were further analysed in terms of sub-groups. A greater proportion of females than males were unaware of any new buildings (32% compared with 23%). Additionally, significantly less individuals from social groups AB than any other social group could not name any new buildings (9%). There were also a significantly higher proportion of individuals aged 65 or older and 17-24 years who could not name any buildings (41% and 32% respectively). Thus, in general males and more affluent individuals had a better awareness of new public buildings, which echoes the results found in relation to awareness of The Lighthouse.

Living architects and TV programmes on the built environment

In the present study, three quarters of individuals could not name any living architects. Although this figure is reasonably high, it should be noted this proportion is significantly lower than in the previous English study, where 84% of respondents could not name any living architects. This would indicate that knowledge of architects is higher in Scotland than England. However, knowledge did vary by socio-economic status, as 80% of individuals from social groups C2DE as opposed to 69% of people from groups ABC1 were unaware of any living architects.

The most well known architect mentioned by 14% of respondents was Richard Murphy (who was not mentioned at all in the English study). Norman Foster, Lord Rodgers, and Frank Gehry were all mentioned by 1% of respondents. The remaining architects were mentioned by less than 1% of respondents. Similarly to the English study, individuals also mentioned architects who were no longer living (Charles Rennie Mackintosh and Sir Christopher Wren).

Further information was gathered on whether respondents watch any TV programmes related to the built environment, and if so which ones. Just under half said they did not watch any such programmes (49%) and 3% said they did not know. The remaining respondents said they did watch these types of programmes, at least sometimes. Specific programmes mentioned by less than a tenth of the respondents included 'Changing Rooms'; 'Property Ladder'; 'Grand Designs'; 'Restoration'; and 'Location, Location, Location'.

Thus, the present results provide a useful and informative baseline measure of general awareness of public buildings and architects, which can be reasonably linked to awareness of the built environment. Although the results do suggest that knowledge and awareness in these areas is not very high, the trend in comparison to the previous English study is moving in a positive direction.

I. Concluding comments

Overall, the results indicated that respondents were relatively satisfied with their local area. Although they recognised the importance of the built environment, they were, however, not currently involved in decisions relating to it. However, the results did suggest that some individuals would like to become more interested in the future. The main findings were generally comparable to the previous survey conducted in England and, where there were differences, the findings from the Scottish survey were generally more positive.

Attitudes towards local area

Respondents were relatively satisfied with the appearance of their local area – to a greater extent than in England. However, the majority of individuals in Scotland and England were happy with the look of the area they are living in. Those living in modern houses were more satisfied with how their area looked, while those living in flats were less satisfied.

However, a significant proportion of respondents said that there was a need for the general cleanliness of their area to be improved. This result is, again, similar to the English survey. That more individuals from social classes AB than from social class C1 said this is perhaps characteristic of the areas where different socio-economic groups live. Following cleanliness of their area, improving road maintenance was the second most needed change according to respondents. It is, however, encouraging to note that almost a fifth of individuals would make no significant changes to their area, which again indicates a level of general satisfaction. The majority of individuals did not think that over-development was much of a problem.

Views of public buildings

There was, to some extent, a mismatch between respondents' views on public buildings, and what they thought these buildings should be like ideally. For example, most respondents agreed that new buildings should be designed to fit in with existing buildings in the area, that buildings should be free of graffiti, and that public areas be well maintained. Fewer respondents said that these characteristics were currently present in their local area, although in each case mentioned above, the majority did rate the feature as characteristic. The feature that fared less well was buildings being energy efficient, where less than half of individuals agreed this was true of public buildings.

Responses differed to some extent by age, with younger people more likely to say that new public buildings should be innovative and original, and fewer expressing concern that new buildings fit in with the surrounding area.

The features rated as most important were that public buildings should be accessible to people with disabilities and that they should be built to last. A number of differences relating to socio-economic status emerged, with respondents from social classes AB more likely to emphasise the importance of buildings being pleasurable to use or visit and having flexibility to meet changing needs, whereas those from social classes C2DE were more likely to mention security against crime as a priority.

Attitudes towards new buildings

A further aim of the study was to gain an indication of attitudes towards new buildings in order to inform the way these buildings are constructed and designed in the future. Over half the respondents indicated that they liked new buildings, a significantly higher proportion than found in the previous survey undertaken in England. In a similar vein, less than a quarter of respondents said that new buildings were eyesores, again a smaller proportion than in England. However, over half disagreed that new buildings should be adventurous or different even if they shock or offend; with a sizeable majority in both studies indicating that architects should concentrate on designing buildings that appeal to as many people as possible.

There were interesting differences by age and social class towards new buildings. Younger individuals were more likely to express enthusiasm for new buildings, and believed they should be adventurous and different. Additionally, more individuals from social groups DE than AB felt positively towards newer buildings. It was interesting that a greater proportion of individuals from Glasgow/Central Belt than Edinburgh liked newer buildings, which is perhaps characteristic of the greater number of new buildings in central Glasgow.

What constitutes an ideal home?

Results indicated that the most important features affecting the type of chosen property were the size, the setting and outlook, and security against crime. The results also revealed that individuals have a set of ideals when considering buying a property in the future, but that when actually deciding to buy a property, some form of prioritising and compromise is required.

When presented with photographs of properties, bungalows and detached houses were the most commonly chosen properties, and flats were the least. This was regardless of current

property. These findings echo those found in the previous survey in England, where bungalows and village houses were the most popular, and blocks of flats were considered the least desirable. Older individuals in particular preferred bungalows, whereas younger respondents were more likely to prefer new traditional style detached houses. Their preferences towards new build houses indicated that new houses built to echo a traditional style were the most popular, and again flats were the least popular. There was a high level of agreement among respondents towards the new build properties.

Involvement in local built environment

The results indicated a reasonably low level of current involvement in the local built environment, with only a minority of individuals attending meetings. Just under half did express some level of interest in becoming more involved in the future. Most respondents thought that the Government should get involved in promoting improvements to the built environment, and that public money should be spent on this.

The results did suggest that despite the low levels of actual involvement, individuals did perceive the quality of the built environment to be an important and influential feature affecting the quality of their life. For example, the majority of respondents agreed that the quality of the built environment did make a difference to the way they felt. This finding again echoes those found in England.

Awareness and interest in architecture

When respondents were asked if they were aware of the architecture policy, only 7% indicated awareness. This was a similar proportion (10%) to those in England who had heard of CABE (Commission for Architecture and the Built Environment). Approximately a third of individuals had heard of The Lighthouse (the national centre for architecture and design). When asked to name any public buildings built in the last five years, perhaps unsurprisingly, the Scottish Parliament was the most well known building although approximately three in ten respondents could not name any (which was significantly lower than in the previous English study). In a similar vein, three quarters of respondents could not name any living architects, and some answered Sir Christopher Wren and Charles Rennie Mackintosh. The number of individuals unable to name any architects in the English study was higher (83%) and again some individuals mentioned Sir Christopher Wren.

Thus, it appears that in general, individuals do value the importance of good architecture and design as they perceive this to have an impact on their quality of life, but they seem less interested in what and who is actually involved in the construction. This conclusion

echoes that of the English survey, and is indicative of the similarity between Scottish and English people towards the built environment.

In order to fully illustrate the comparisons between the Scottish and English study, the following table provides the main results for both studies.

Table I-1: Comparison of main results in Scottish and English studies (%)

Base: Scottish study: 1002; English study: 1018

Question topic	Scottish study (2004)	English study (2002)
Satisfaction with the overall appearance of the local area	76	70
Improving the general cleanliness of the local area as the single most important change	19	22
Public buildings being accessible to people with disabilities as one of three most important design features	64	55
Public buildings being safe against fires as one of three most important design features	28	44
Public buildings being pleasurable to use or visit as one of three most important design features	26	34
Agreement with statement 'On the whole I like new buildings'	57	48
Agreement with statement 'Most new buildings are eyesores'	23	31
Disagreement with statement 'New buildings should be adventurous and different, even if they shock or offend some people'	57	50
Disagreement with statement 'The Government should not get involved in promoting improvements to the built environment'	57	55
Agreement with statement 'Public money should be spent on promoting good buildings and public spaces'	82	70
Agreement with statement 'Better quality buildings and public spaces improve people's quality of life' ⁷	85	62
Agreement with statement 'How streets look and feel makes no difference to crime rates'	21	22
Those who had heard of the Scottish Executive's Policy on Architecture for Scotland ⁸ / CABE ⁹	7	10
Those who could not name a public building built in Britain in the last five years	28	44
Those who could not name any living architects	75	84

⁷ in the Scottish survey, this statement was presented as 'Better quality buildings and public spaces do not improve people's quality of life' and so the % agreement in the table represents those disagreeing with this statement

⁸ In the Scottish survey

⁹ In the English survey

Conclusion

To conclude, the present research provided useful baseline data against which change can be monitored. Many of the results were very positive and encouraging, and provide interesting challenges for policy development. In general, the results do validate the need for the architecture policy given the positive effect the built environment has on everyday life.

J. Appendix

The sample consisted of 1,002 Scottish adults (458 males and 544 females). Their ages ranged from 17 to 94 years old. The banded ages, socio-economic status, and employment status of the respondents are displayed in Table J-1, Table J-2 and Table J-3. Table J-4 includes details of how they occupy their current accommodation.

Table J-1: Banded Age

Base: 1002

Banded Age	% of Respondents
17-24	10
25-44	34
45-59	22
60 or older	27
Refused	2
Not stated	5

Table J-2: Socio-economic status

Base: 1002

Socio-economic Status	% of Respondents
AB	14
C1	26
C2	23
DE	47

Table J-3: Working status Status

Base: 1002

Working status	% of Respondents
Employed	48
Unemployed/not working	40
In education	4
Unemployed due to health reasons	4
Not stated	4

Table J-4: How occupy current accommodation

Base: 1002

How occupy current accommodation	% of Respondents
Bought the property with a mortgage	34
Renting from Council or Housing Association	31
Own the property outright	22
Living with parents/guardian	6
Renting from a private landlord	5
Other	2

Information about the type and age of the respondent's current accommodation was particularly important to the present research, in order to examine whether there were any differences in opinion between respondents who lived in e.g. flats and detached houses, and modern and traditional properties. Details of current accommodation are displayed in Table J-5 and Table J-6. Over a third of respondents were living in flats (35%) and only 15% were living in detached houses, with half of all properties being built between the 1940s and 1970s.

Table J-5 Type of current accommodation

Base: 1002

Type	% of Respondents
Flat	35
Terraced house	25
Semi-detached	22
Detached	15
Other	3

Table J-6: When accommodation was built

When was built	% of Respondents
Since 1980	17
Post war: 1940s – 1970s	50
Pre-war: 1900 – 1930s	22
Before 1900	11
Don't know	1

Details were also obtained on the location and area of the current accommodation (see Table J-7 and Table J-8).

Table J-7: Location of current accommodation Table J-8: Area

Base: 1002

Location	% of Respondents
City/large or medium town	60
Small town/village	35
Semi-rural/rural	5

Area	% of Respondents
Glasgow/ Central Belt	38
Edinburgh	16
Argyll and Ayrshire	14
Grampian and Tayside	14
Perthshire and Fife	9
Borders/Dumfries and Galloway	5
Highlands and Islands	5

As the percentage of individuals living in some areas was fairly small, differences between areas were only discussed if they reached statistical significance.

