Draft Report on the Market research to explore People's choices to live or move from the Belfast City Council Area (Perceptive Insight)

Summary Brief

May 2013

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1.   Purpose of the Research

The research addressed the following key questions:

*   what factors have contributed to people leaving Belfast and specific areas within the city?

*   what is the profile of those people leaving the city (and which areas) and what made them relocate?

*   what is the profile of those people moving into the city (and which areas) and what made them move to Belfast?

*   what practical policy interventions need to be taken to retain and increase population in Belfast?

The study encompassed two key components:

*   a literature review looking at push and pull factors that have impacted on people's choices about where they have chosen to live and effective policy interventions;
*   an attitudinal study to investigate the profile of current and past residents of Belfast City Council, those who live in the areas surrounding Greater Belfast, and those work in Belfast but live elsewhere.

2.   Literature Review

The aim of the literature review was to set the context for the research findings and to address the following:

*   policy initiatives developed to boost physical regeneration and strategically tackle the population decline in Belfast City Council;

*   population trends, specifically highlighting the shift in population from Belfast City Centre to the surrounding metropolitan areas;

*   analysis of push and pull factors;

*   previous research publications illustrating resident satisfaction with the Belfast City Council area and recommendations for improvement.

3.   Population trends

The city, and its wider metropolitan area, is the largest settlement in the region and the second largest city on the island of Ireland. The Belfast City Council area sits at the heart of the growing population of the

wider Belfast Metropolitan Area (BMA), which also comprises the surrounding council areas of Castlereagh, Lisburn, North Down, Newtownabbey and Carrickfergus.

According to the 2011 Census, an estimated 280,962 people live in the city while over 670,700 live in the wider metropolitan area.

The total population of Belfast City Council has remained fairly static since 1991 (increase of 0.6%), when 279,237 people lived in the area. It fell by 0.7% to 277,392 in 2001 before rising again by 1.3% to 280,962 people for the most recent census in 2011 (*see Table 1*)**.** In contrast, the population change over the same time period (from 1991 to 2011) for all Northern Ireland is an increase of 15.8%.
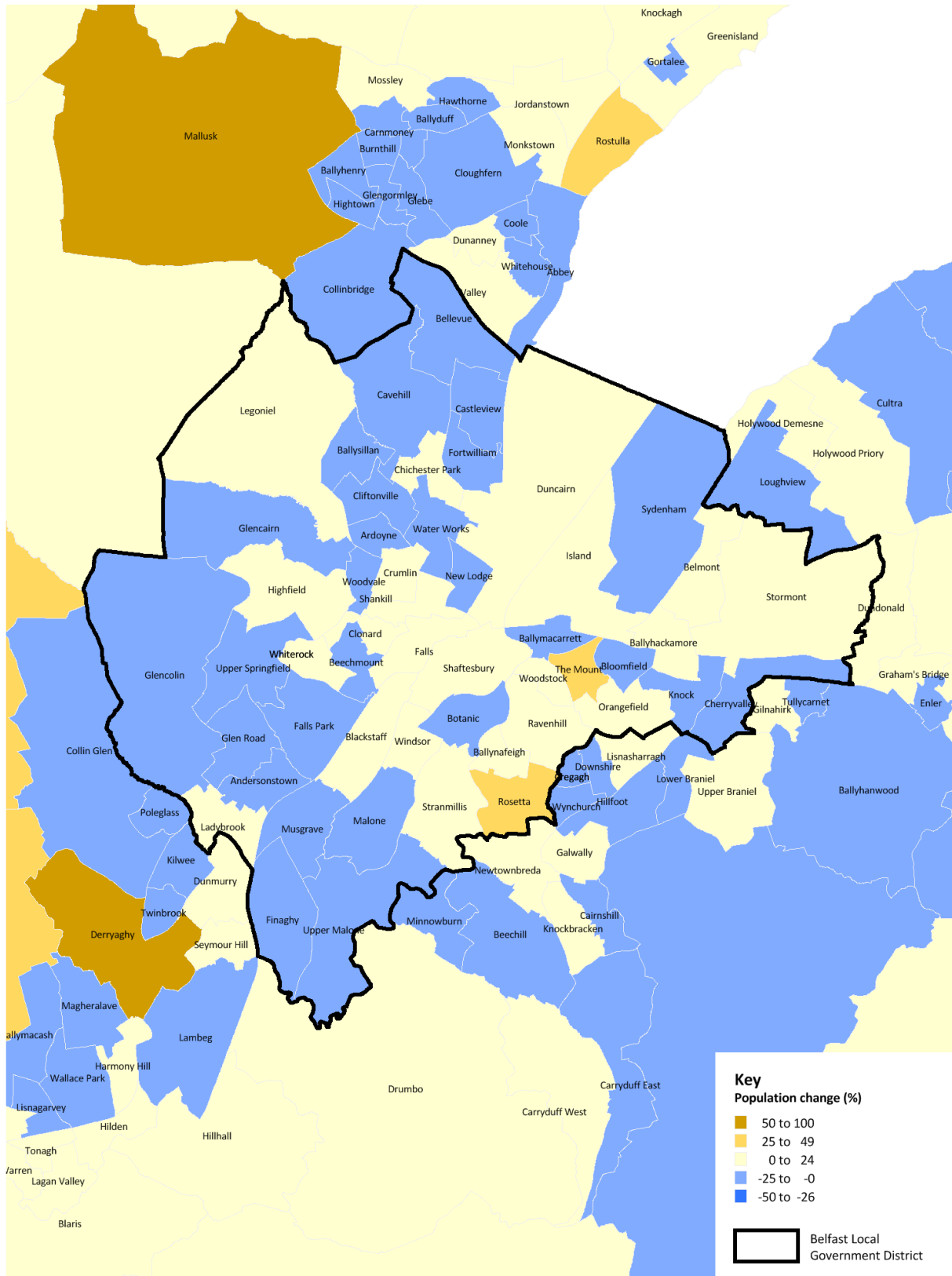
All of the surrounding Councils in the BMA have also had a much greater change in population, most notable being Lisburn and Carrickfergus with a 20.8% and 19.4% rise respectively.

Table 1: Change in population numbers in Belfast Metropolitan Area between Censal Years

Area	1991	2001	% change since 1991	2011	% change since 2001	% change since 1991
Belfast	279,237	277,392	-0.7	280,962	1.3	0.6
Castlereagh	60,799	66,487	9.4	67,242	1.1	10.6
Lisburn	99,458	108,690	9.3	120,165	10.6	20.8
Newtownabbey	74,035	79,996	8.1	85,139	6.4	15.0
North Down	71,832	76,320	13.1	78,078	6.6	8.7
Carrickfergus	32,750	37,659	15.0	39,114	3.9	19.4
Belfast Metropolitan Area	**618,111**	**646,544**	**4.6**	**670,700**	**3.7**	**8.5**
Northern Ireland	**1,577,836**	**1,685,267**	**6.8**	**1,810,863**	**7.5**	**15.8**

Map 1: Intercensal change in population by Ward

Intercensal population change by Wards

Key
Population change (%)

- 50 to 100
- 25 to 49
- 0 to 24
- -25 to -0
- -50 to -26

Belfast Local
Government District

Tables 2 and 3 show the difference between 2001 and 2011 in the number of households, as well as the change in household size. While Belfast City Council saw a 0.9% increase in the number of households this compares to 12.2% for the rest of Northern Ireland and is a much less than most of the other councils within the BMA.

Table 2: Change in number of households in Belfast Metropolitan Area between Censal Year**s**

Area	2001	2011	% change since 2001
Belfast	119,553	120,595	0.9
Castlereagh	27,518	27,733	0.8
Lisburn	41,140	45,723	11.1
Newtownabbey	32,137	33,971	5.7
North Down	32,208	33,255	8.7
Carrickfergus	14,785	16,200	9.6
Belfast Metropolitan Area	**267,341**	**277,477**	**3.8**
Northern Ireland	**626,718**	**703,275**	**12.2**

In addition, household size is smallest for Belfast (2.3) in 2011 compared with both Northern Ireland (2.5) and the other council areas within the BMA. It should be noted that across all areas there has been a fall in household size since 2001.

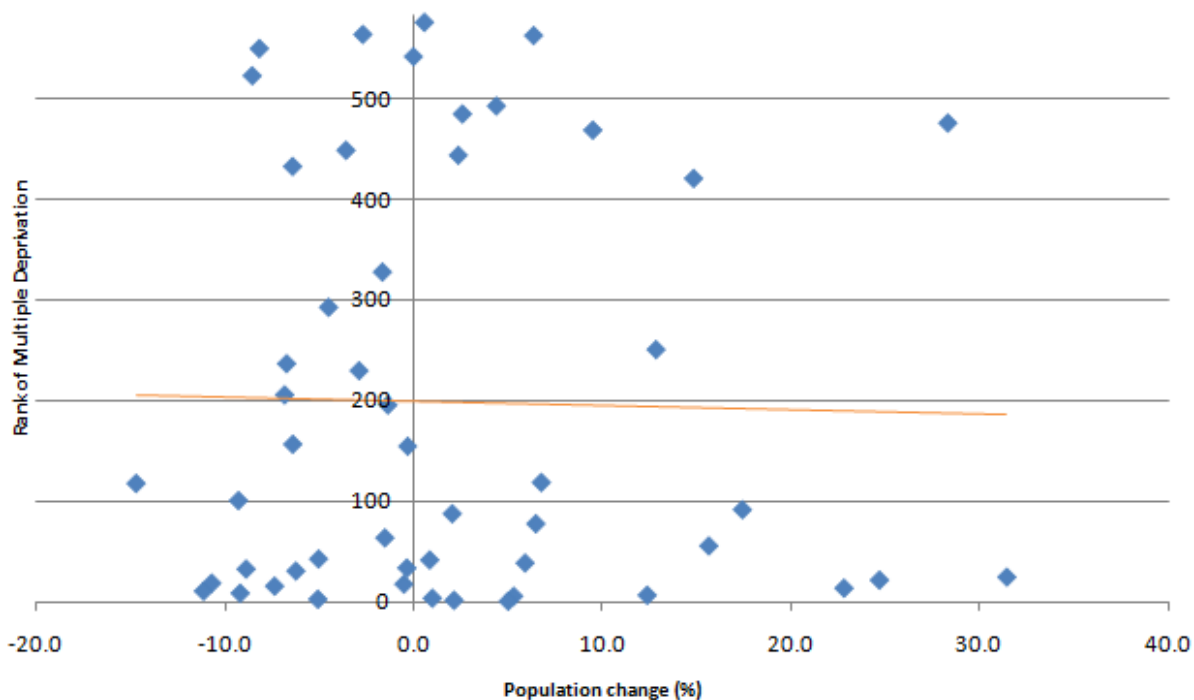**Table 3:** Change in average household size in Belfast Metropolitan Area

Area	2001	2011	% change since 2001
Belfast	2.4	2.3	-3.7
Castlereagh	2.4	2.4	-1.6
Lisburn	2.7	2.6	-3.0
Newtownabbey	2.5	2.5	-2.4
North Down	2.4	2.3	-3.3
Carrickfergus	2.5	2.4	-5.2
Total NI	**2.7**	**2.5**	**-4.2**

The table in *Appendix 2* shows the population change between the censal years. It illustrates that those wards in west Belfast are most likely to have experienced the highest levels of population decline in the last ten years. That is, the Upper Springfield and Andersonstown wards had a 11.1% and 14.7% reduction in population respectively. Contrastingly, those wards in south Belfast were most likely to have experienced the greatest incidence of population increase. In this instance, Rosetta, Shaftesbury, Windsor and Ballynafeigh had an increase of 28.3%, 24.7%, 14.8% and 12.8% respectively.

Impact of deprivation
While the level of multiple deprivation may be perceived to be a factor contributing to population decline, the trends in population increase/decrease do not appear to correspond to any specific causal factor (*see Graph 1*). For example, Cavehill has experienced an 8.9% decrease in population in the last ten years; however this ward ranks highly in terms of income, health and living environment. The Mount has experienced the greatest level of population increase (31.8%) however this ward ranks lowly in terms of Living Environment domain. Furthermore, in Graph 1 the trendline (illustrated in orange) has a very shallow slope, which indicates that the level of deprivation has no impact on population change.

Graph 1: Relationship between population change and Multiple Deprivation

4.   Attitudinal survey

This element of the research targeted three defined samples, of which there were 1,862 people surveyed by way of a face-to-face survey:

Sample 1: Residents of Belfast City Council
The survey was conducted with 786 people across 38 wards in the Belfast City Council area.
The sample was designed upon analysis of the wards most affected by population increase or decline in the last ten years (**source:** Census 2011). Wards that have experienced a significant population decline or increase (10% or more) were specifically targeted for interview. The remaining interviews were evenly spread across 35 wards, representative of the population north, south, east and west of the city.

Sample 2: Residents in the wider Belfast Metropolitan area
The survey was conducted with 753 people living within the Belfast Metropolitan Area (excluding Belfast Local Government District).

Sample 3: People who work in Belfast but live elsewhere
This survey was conducted with 323 people who work in Belfast but who live outside the boundary of the City Council area. The survey was conducted on-street in the city centre and main thoroughfares, at park and ride facilities and at bus-stops, bus stations and train stations. The purpose of this survey was to capture the views of commuters, who have chosen to live outside the city even though they travel in for employment.

Table 4: Sample sizes

Area	Sample size
Belfast City Council	786
Belfast Metropolitan Area	753
Commuter	323
Total	1,862

Map 1: Belfast Metropolitan Area

Belfast Metropolitan Area

A number of drivers (push and pull factors) influence where a person decides to live. Commonly, the main components of population changes are:

- Natural change (difference between births and deaths);
- Internal migration (migration within NI);
- External migration (migration from Britain, the Republic of Ireland and the rest of the world).

The following table summarises the push and pull factors which may impact on population change:

Table 5: Push and Pull factors

Type	Push	Pull
Physical	Noise pollution	Proximity to amenities
	House or garden size	Public transport links
	Traffic congestion	Access to outdoor environment
		Access to outdoor activities
Social	Perception of safe environment	Family and friends
	Affordable housing	Community spirit
	Affordable cost of living	Long term residency
		Opportunities of community engagement
		School provision
		Proximity to employment
		Job opportunities

Physical factors

All respondents were asked to rate the extent to which a series of factors (proximity to amenities; good public transport; access to outdoor activities; good outdoor environment) have influenced their choice of current residence, using a scale of 1 to 5 (where 1 is 'no influence' and 5 is 'significant influence').

Belfast City Council vs Greater Belfast

Those who live in Belfast City Council are more likely to indicate that they are influenced by proximity to amenities (Belfast: 4.09; Greater Belfast: 3.75), a good public transport network (3.90; 3.66) and the long-term residency within an area (3.62; 3.18) compared to those who live in the Greater Belfast area.

Table 6: Influencing factors average scores by Belfast and Greater Belfast areas

Influencer	Type	Belfast	Greater Belfast
Proximity to amenities	Physical	4.09	3.75
Perception of safe environment	Social	3.91	4.21
Public transport links	Physical	3.90	3.66
Family and friends	Social	3.79	3.74
Community spirit	Social	3.63	3.43
Long term residency	Social	3.62	3.18
Access to outdoor environment	Physical	3.13	3.49
Opportunities of community engagement	Social	3.07	3.03
Access to outdoor activities	Physical	3.06	3.31
House or garden size	Physical	2.92	3.11
School provision	Social	2.88	2.85
Proximity to employment	Social	2.84	2.98
Noise pollution	Physical	2.77	3.11
Affordable housing	Social	2.77	2.93
Traffic congestion	Physical	2.65	2.92
Affordable cost of living	Social	2.63	2.68
Job opportunities	Social	2.30	2.35

Those who reside in Greater Belfast indicated that they are more strongly influenced by how safe the local environment is (Greater Belfast: 4.21; Belfast: 3.91), a larger house or garden (3.11; 2.92), access to outdoor activities (3.31; 3.06); and a good outdoor environment (3.49; 3.13) than Belfast residents.

Younger respondents are more strongly influenced by proximity to amenities and the public transport network. Size of house/garden, access to outdoor activities and a good outdoor environment were rated most highly by those aged between 36 and 65. ABC1 (*see Appendix 3*) respondents are more likely to indicate that they are influenced by the size of house/garden and satisfaction with the external environment compared to those from C2DE groups.

Suitability of housing has a moderate influence on why respondents from Greater Belfast do not live in the Belfast area. Younger respondents (28.0%) and those from ABC1 groups (28.8%) are more likely to highlight housing quality as an influence on why they do not live in Belfast City Council.

Approximately a quarter of Greater Belfast respondents (24.4%) indicated that they do not live in Belfast City Council due to availability of parks and green space, while almost two fifths of Greater Belfast respondents (37.7%) stated that traffic congestion has an influence on why they do not live in Belfast City Council.

Social and cultural factors
Proximity to family/friends appears to have an equal level of influence on both those who live in Greater Belfast (3.79) and Belfast City Council (3.74). Respondents from Belfast City Council are on average more likely to indicate that they grew up in the area (3.62) than those who live in Greater Belfast (3.18). Perhaps most interestingly, respondents from Greater Belfast are more likely to indicate that they are influenced by feeling safe (4.21) than those in Belfast City Council (3.91).

Economic factors
Findings reveal little difference in respondents' viewpoint based on where they currently live. On average, respondents rated the following factors similarly in terms of influence:

- Access to better jobs (Belfast City Council: 2.33; Greater Belfast: 2.35);

- Better choice of schools (Belfast City Council: 2.88; Greater Belfast: 2.85);

- More affordable housing (Belfast City Council: 2.77; Greater Belfast: 2.93);

- Cost of living (Belfast City Council: 2.63; Greater Belfast: 2.68).

Of the Greater Belfast respondents 29.2% and 44.6% commuters indicated that availability of affordable quality housing has an influence on why they do not live in Belfast City Council. Younger respondents and those from ABC1 groups are more likely to rate affordable housing as a reason why they do not live in Belfast.

Table 6: Influencing factors average scores by area

Influencer	Type	Belfast	North	South	East	West	Shankill
Proximity to amenities	Physical	4.09	4.11	4.11	4.19	4.15	3.63
Perception of safe environment	Social	3.91	4.01	3.95	3.89	3.96	3.60
Public transport links	Physical	3.90	3.98	3.83	3.94	4.06	3.43
Family and friends	Social	3.79	4.46	3.43	3.44	4.09	3.78
Community spirit	Social	3.63	3.73	3.61	3.24	3.90	2.98
Long term residency	Social	3.62	4.32	3.26	3.03	4.10	3.88
Access to outdoor environment	Physical	3.13	2.98	3.31	3.01	3.20	2.47
Opportunities of community engagement	Social	3.07	3.39	3.19	2.76	3.42	2.36
Access to outdoor activities	Physical	3.06	3.06	3.39	3.10	3.27	2.42
House or garden size	Physical	2.92	2.86	3.01	2.71	3.15	2.81
School provision	Social	2.88	3.25	2.74	2.66	3.29	2.27
Proximity to employment	Social	2.84	2.94	3.04	2.57	3.03	2.53
Noise pollution	Physical	2.77	2.77	2.81	2.62	3.05	2.51
Affordable housing	Social	2.77	3.17	2.74	2.70	2.79	2.36
Traffic congestion	Physical	2.65	2.66	2.74	2.45	2.86	2.43
Affordable cost of living	Social	2.63	3.02	2.68	2.56	2.63	2.12

Job opportunities	Social	2.30	2.56	2.86	2.04	2.32	2.01

5.   Looking ahead

- 85% of respondents who currently live in Belfast City Council envisaged that they will continue to live there in five years time. Respondents from South Belfast (78%) are less likely to agree that they will be living in Belfast in five years time;
- Those who live in wards which have experienced more than 10% decline are more inclined to predict that they will be living in Belfast compared to those from wards which have seen a population increase (87.5%, compared to 82.3% for those that have experienced over 10% population increase);
- Older respondents and those from C2DE groups are more likely to indicate that they will remain living in Belfast City Council area.

Profile of those leaving Belfast

The attitudinal survey indicates that those who previously lived in Belfast City Council are primarily in the middle to older age bracket (between 36 and 66+ years), and are more likely to be from ABC1 social groups. Such respondents are also more likely to currently reside in Castlereagh, North Down or Lisburn. Overall, the majority of such respondents tended to have lived in Belfast City Council over twenty years ago.

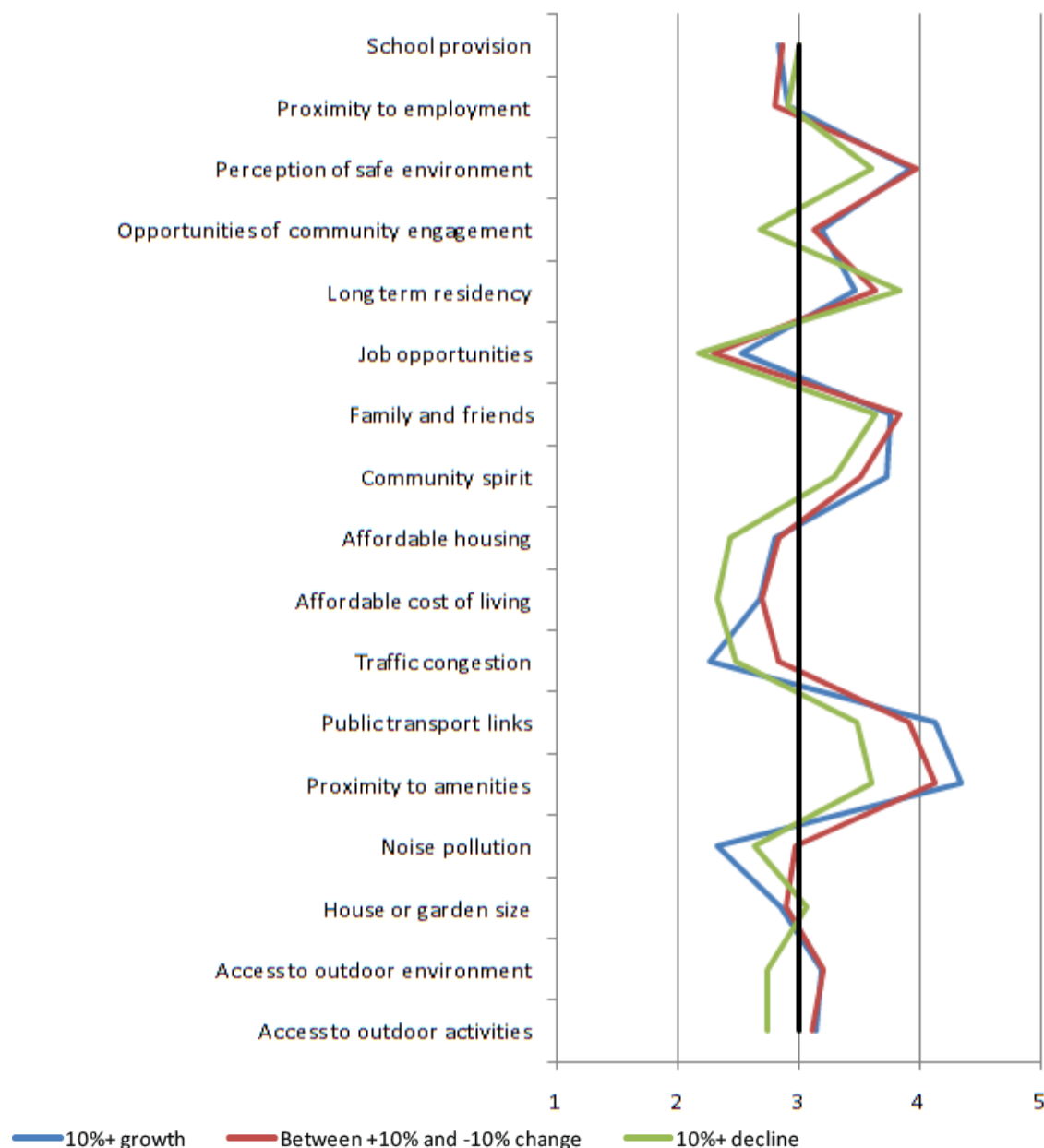**Profile of those who may move to Belfast City Council area**

14% of all Greater Belfast residents surveyed indicated that they envisage living in Belfast in five years time. Almost one quarter of such respondents were in the younger age category (18 to 35 years) and were from ABC1 groups. Such respondents are less likely to indicate that they grew up in Greater Belfast than those from the same area who have no intention to move to Belfast City Council. Physical factors, such as proximity to amenities and better public transport network, appear to have an influence on respondents' inclination to move to the city.

Of the Belfast respondents, 85.0% envisaged that they would continue living in Belfast in five years time. Findings revealed little difference based on age or social class. Interestingly, those who live in South Belfast and in areas which have witnessed population increase are less likely to believe that they will be living in Belfast in the future.

Analysis by population shift across wards in Belfast provides some insight into why certain areas (i.e. Andersonstown, Upper Springfield and Woodvale) have experienced a population decline of more than 10% in the last decade. Respondents from these wards are less likely to state that they are influenced by physical factors such as proximity to amenities, good public transport network and access to outdoor activities.

Analysis of social and cultural factors provides interesting insight on the population decline. Respondents from Andersonstown, Upper Springfield and Woodvale are less likely to state that they are influenced by a sense of community spirit, opportunities to get involved in the local community and by feeling safe compared to those who live in wards which have experienced a population increase. The survey suggests that population may be retained in these areas by addressing concerns in relation to safety and providing more effective opportunities for community engagement.

Graph 2: Influence of factors by population shift in Belfast Wards

6.   **What factors have contributed to the population decline in Belfast?**
Further analysis of push and pull factors provides some insight into the reasons why respondents may have moved from Belfast City Council.

- **House size and type** appears to have an influence on why residents have moved from the area. Belfast residents are much more likely to live in terraced housing than their Greater Belfast counterparts. Those from Greater Belfast were also more likely to indicate that they have been influenced to live in their current residence due to the size of the house or garden. House size and type appears to be a particular influence for younger respondents in both Belfast City Council and Greater Belfast; with both indicating that suitability of quality housing may play a role in influencing them to move from their current residence.

- Economic factors, such as **affordability of housing and cost of living,** also appear to be preventing people from moving to the city. 30% of Greater Belfast residents and 45% commuters stated that availability of affordable housing has an influence on why they do not live in Belfast City Council. Such findings reiterate feedback from the *Residents Survey (2007),* which indicated that Belfast respondents were dissatisfied with the lack of affordable housing and cost of living in the area.

- Exploration of social and cultural factors also provides an indication of why respondents may be moving from Belfast City Council. Greater Belfast residents are much more likely to report that they have been influenced to live in their current residence in order to gain a **sense of community spirit and become involved in the local community**. Findings suggest that respondents may be more encouraged to move or remain in Belfast if they felt a better engagement with the community.

- The **influence of crime and anti-social behaviour** was also highlighted within the survey. Greater Belfast respondents were more likely to indicate that they are influenced by feeling safe in their neighbourhood compared to Belfast residents. Almost half of Greater Belfast residents indicated that they do not live in Belfast City Council due to crime and anti-social behaviour; a sentiment which was specifically highlighted by younger respondents. Similarly, younger respondents who currently live in Belfast were most likely to indicate that they may be influenced to move from the area as a result of crime and anti-social behaviour.

- Survey findings also revealed that the **political situation in Belfast** may be preventing people from moving to Belfast. 42% of those surveyed in Greater Belfast indicated that the political situation has an influence on why they do not currently live in Belfast. In addition, almost a quarter of Belfast residents indicated that they want to move from the city due to the political climate.

7.   Key recommendations to retain and increase population in Belfast

Overall, findings suggest that there may be merit in targeting the younger generation (aged 18 to 35 years) who currently reside in Belfast and in the surrounding areas. This group are most likely to state that they would be willing to move to the city, while Belfast residents aged 18 to 35 are also more likely to report that they may move from the city in five years time. The younger generation in Belfast seem to be much more likely to move from the city due to crime and antisocial behaviour and the political situation in Belfast. Contrastingly, older Belfast residents appear less concerned with such political and social factors.

Comparison of respondents' feedback in relation to push and pull factors provides insight into ways in which Belfast City Council could help combat this decline:

- Address concerns in relation to crime and antisocial behaviour in Belfast, with the aim to improve residents' sense of safety and reduce negative perceptions of crime in Belfast;
- Continue to enhance and regenerate open spaces to ensure greater availability/access to green space and improved opportunities for physical activity;
- Where possible, support, advocate and adopt plans for the development of affordable housing;
- Continue to publicise and actively promote positive aspects of Belfast and city living which are deemed to be attractive, such as:
    - proximity to shops, entertainment and other local amenities;
    - access to job opportunities/employment in the City; and
    - the reliability and affordability of the public transport network.
- Encourage community spirit and support opportunities for community engagement, particularly in areas of population decline;
- Utilise the research to inform the ambitions and delivery of the Belfast City Masterplan.

8.   Next Steps: Taking the research forward

The research has provided initial useful raw data that needs to be aligned to and considered fully within the context of Council priorities for the future and the development of the city. However, it will be important to undertake additional research on the current state of play in specific areas – e.g. house affordability, open space, house quality, proximity in order to be in a position to ensure there is a composite picture. There is also potential to use the raw data to link and analyse with other sources of information, such as the Northern Ireland longitudinal survey, Census, etc to provide further analysis;

There are opportunities to expand on the proposed recommendations such as tackling sectarianism and hate crime, celebrating cultural heritage, promoting international events to create a city that is a place worth visiting, investing and living in.

Utilise the research to inform the existing knowledge of the areas and test proposed actions through existing mechanisms such as Area Working Groups;

Utilise the research findings to inform the long term council-wide approach and align to the emerging masterplan review, city conference findings in terms of promoting the city centre as an accessible place to live as well as other key strategic developments for the city such as the Integrated Economic Strategy.

Appendix 1 – Survey questions

Belfast Residential Choices study

Q1 **RECORD LOCATION:**

At respondent's home	1
On street (commuter's only)	2

RECORD POINT
(from quota sheet)

Q2 **CONFIRM COUNCIL AREA that respondent resides in**

Belfast	1	⇨
Castlereagh	2	
Lisburn	3	
Newtownabbey	4	
North Down	5	
Carrickfergus	6	
Other	Close	

RECORD WARD:
(From quota sheet)

Good morning/afternoon, my name is ….. from Perceptive Insight Market Research. We are conducting some research on behalf of Belfast City Council to explore people's perception of Belfast City and surrounding areas. In particular, we wish to understand why people choose to live in the Belfast City Council area and others decide to live outside it. Would you have a few moments to answer some questions? It should take no longer than 5 minutes.

Please be assured that all information that you provide will remain confidential and will not be attributed to you. It will only be used when joined with the responses of other members of the public to provide an overview of people's perceptions.

X **Firstly can I just check, have you completed this survey, either on street or at your home, in the last few weeks?**

Yes	1	**Close**
No	2	**Continue**

Screening

We are looking to talk to a wide range of different types of people across Belfast and surrounding areas. I will first ask a few questions to see if you are one of the types of people we need to speak to.

Q3 What was your age last birthday?

RECORD EXACT AGE AND CODE BELOW

CODE ONE ONLY

18 to 25	1	
26 to 35	2	**CHECK**
36 to 45	3	**QUOTA**
46 to 65	4	
65 and over	5	

Q4 **RECORD GENDER**

Male	1	**CHECK**
Female	2	**QUOTA**

Q5 What is the occupation of the chief wage earner in your household?
PROBE FOR QUALIFICATIONS, IF MANAGE OR SUPERVISE STAFF RECORD HOW MANY, IF RETIRED CHECK FOR OCCUPATIONAL PENSION. IF YES RECORD OCCUPATION BEFORE RETIRING

Interviewer: code social class on grid	A		
	B		**CHECK**
	C1		
	C2		
	D		**QUOTA**
	E		
	Refused		

Q6   In which postcode area do you live?   **BT** [ ] [ ] [ ] [ ] [ ]

Q7   Which of the following best describes your working status?

Working – part time (9 – 29 hours)	1
Working – full time (30+ hours)	2
Self-employed	3
Unemployed	4
Full-time student	5
Part-time student	6
Retired	7
Looking after home or family	8
Long-term sick or disabled	9
Volunteering	10
Other	11

CLOSE (for Full-time student, 5)

ASK IF WORKING (Q7=1 or 2)
SHOW MAP

Q8   Is your place of work located within Belfast City Council area?
      CODE ONE ONLY

Yes	1
No	2

Q8b   In which postcode area do you work?   **BT** [ ] [ ] [ ] [ ] [ ]

FOR OFFICE USE

BCC resident	1
Resides outside BCC	2
Commuter to BCC	3
Commuter to outside BCC	4

ASK ALL

Q9   Approximately how far do you live from Belfast City Centre?
      CODE ONE ONLY

Less than 1 mile	1
Between 1 and 3 miles	2
Between 3.1 and 5 miles	3
Between 5.1 and 10 miles	4
More than 10 miles	5

Q10 How long have you lived in your current home?
CODE ONE ONLY

A year or less	1
More than a year, up to 3 years	2
More than 3 years, up to 5 years	3
More than 5 years, up to 10 years	4
More than 10 years, up to 15 years	5
More than 15 years, up to 20 years	6
More than 20 years	7
Don't know/can't remember	8

Go to

IF LESS THAN 10 YEARS

Q11 In which postcode area(s) did you previously live?
IF MORE THAN 3 RECORD LAST 3 POSTCODES

BT
BT
BT

ASK ALL
SHOWCARD A1

A1a To what extent do the following factors have an <u>influence</u> on your choice of where <u>you currently live?</u>
Please use the following scale where 1 is no influence and 5 is significant influence.

A1b And what would you consider as your main reason for moving from this area?

CODE ONE ON EACH ROW

	A1a					A1b
	No influence				Significant influence	Main reason
It is close to family and friends	1	2	3	4	5	
I grew up in the area/lived here a long time	1	2	3	4	5	
There is a good sense of community in this area	1	2	3	4	5	
There are more opportunities to get involved with the local community	1	2	3	4	5	
I feel safe in this area	1	2	3	4	5	
It is close to work	1	2	3	4	5	
It has access to better job opportunities	1	2	3	4	5	
It has a better choice of schools	1	2	3	4	5	
Housing is more affordable in this area	1	2	3	4	5	
The cost of living is more affordable	1	2	3	4	5	
It is close to shops and other amenities	1	2	3	4	5	
There are good public transport connections	1	2	3	4	5	
I have a larger house or garden here	1	2	3	4	5	
There is less noise pollution (from	1	2	3	4	5	

cars/airplanes/trains)						
There is little traffic congestion in this area	1	2	3	4	5	
It has good access to outdoor activities and other leisure activities	1	2	3	4	5	
It has a good outdoor environment	1	2	3	4	5	
Any other reason (please specify)						

ASK ALL

A2   Do you see yourself living in the Belfast City Council area in five years time?

Yes	1
No	2

ASK THOSE WHO LIVE OUTSIDE BELFAST CITY COUNCIL AREA (Q2=2,3,4,5,6)
SHOW MAP

B1   Have you ever lived in Belfast City Council area?
CODE ONE ONLY

Yes	1	Go to B2
No	2	Go to B3

B2   How long is it since you lived in Belfast City Council area?
CODE ONE ONLY

A year or less	1
More than a year, up to 3 years	2
More than 3 years, up to 5 years	3
More than 5 years, up to 10 years	4
More than 10 years, up to 15 years	5
More than 15 years, up to 20 years	6
More than 20 years	7
Don't know/can't remember	8

B3   Would you like to live in the Belfast City Council area?

Yes	1
No	2

SHOWCARD B4

B4   To what extent, if at all, do the following factors have an influence on <u>why you do not live in</u> the Belfast City Council area. Please use the following scale where 1 is no influence and 5 is significant influence.
CODE ONE ON EACH ROW

	No influence				Significant influence
Suitability of quality housing in Belfast	1	2	3	4	5
Affordability of quality housing in Belfast	1	2	3	4	5
Availability of parks and green space in Belfast	1	2	3	4	5
Amount of traffic congestion in	1	2	3	4	5

Belfast					
Amount of noise from traffic in Belfast	1	2	3	4	5
Crime and antisocial behaviour in Belfast	1	2	3	4	5
The political situation in Belfast e.g. the troubles and peacelines	1	2	3	4	5
Other -specify					

B5   What are the key factors that would encourage you to move to Belfast City Council area?
          DO NOT READ OUT – CODE ALL THAT APPLY

Nothing – do not want to live in BCC	1
To be close to work	2
To be close to good schools	3
To be close to university	4
To be close to family	5
Increased availability of cheaper housing	6
If crime and antisocial behaviour was reduced	7
Other – specify	8

ASK THOSE WHO LIVE IN BELFAST CITY COUNCIL AREA (Q2=1)

C1   In next five years do you see yourself living <u>outside</u> the Belfast City Council area?

Yes	1
No	2

SHOWCARD C2
C2   To what extent, if at all, do the following factors have an influence on <u>whether you might move</u> <u>from</u> the Belfast City Council area. Please use the following scale where 1 is no influence and 5 is significant influence.
          CODE ONE ON EACH ROW

	No influence				Significant influence
Suitability of quality housing in Belfast	1	2	3	4	5
Affordability of quality housing in Belfast	1	2	3	4	5
Availability of parks and green space in Belfast	1	2	3	4	5
Amount of traffic congestion in Belfast	1	2	3	4	5
Amount of noise from traffic in Belfast	1	2	3	4	5
Crime and antisocial behaviour in Belfast	1	2	3	4	5
The political situation in Belfast e.g. the troubles and peacelines	1	2	3	4	5

Other -specify	

Your household

ASK ALL

D1   How many people live in your household?

No. of adults 65+	
No. of adults 18-64 years	
No. of children 0-17 years	

D2   Which of the following best describes the type of house that you currently live in?
CODE ONE ONLY

Apartment/flat	1
Terraced	2
Semi-detached	3
Detached	4
Bungalow	5

D3   How many bedrooms are within your household?
CODE ONE ONLY

One	1
Two	2
Three	3
Four	4
Five	5
Six or more	6

D4   Do you have a garden?
CODE ONE ONLY

Yes	1
No	2

SHOWCARD D5

D5   Which of these best describes the community background of your household?
CODE ONE ONLY

Protestant	1
Catholic	2
Mixed Protestant and Catholic	3
Other	4
None	5
(Refused)	6

D6   Do you consider yourself to be a migrant/migrant worker to Northern Ireland?
CODE ONE ONLY

Yes	1
No	2

As part of our quality control procedures a percentage of respondents are re-contacted by our office to ensure that the interview was conducted as instructed and according to the Market Research Code of Conduct. May I have your contact details for this purpose?

RECORD NAME _____

RECORD ADDRESS _____

RECORD TELEPHONE NUMBER _____

THANK AND CLOSE

I declare that this interview was conducted within the Market Research Society's Code of Conduct and according to instruction and that the respondent was unknown to me. I understand that all information given to me must be kept confidential.

Interviewer Sign _____ Date _____

Appendix 2: Intercensal change in population by Ward

Table: Change in population from 2001 to 2011 by ward

Ward name	Area	2001	2004	2007	2010	2011	% change (2001-2011)
The Mount	East	4,254	4,188	4,596	5,028	5,591	**31.4**
Rosetta	South	5,116	5,207	5,386	5,595	6,564	**28.3**
Shaftesbury	South	5,786	6,067	6,266	6,352	7,214	**24.7**
Duncairn	North	3,991	3,675	3,949	4,224	4,901	**22.8**
Island	East	4,270	4,036	4,456	4,970	5,014	**17.4**
Legoniel	North	5,542	5,339	5,628	6,166	6,409	**15.6**
Windsor	South	7,089	6,791	6,855	6,978	8,141	**14.8**
Ballynafeigh	South	5,253	4,967	5,103	5,067	5,928	**12.8**
Clonard	West	4,427	4,313	4,252	4,544	4,975	**12.4**
Ravenhill	East	5,517	5,449	5,516	5,629	6,041	9.5
Chichester Park	North	5,106	4,946	4,949	5,151	5,452	6.8
Highfield	North	5,307	5,360	5,572	5,641	5,651	6.5
Stranmillis	South	7,652	7,574	7,323	7,358	8,139	6.4
Woodstock	East	5,141	5,007	4,937	4,907	5,445	5.9
Crumlin	North	4,351	3,986	4,310	4,504	4,582	5.3
Whiterock	West	5,422	5,195	5,292	5,186	5,694	5.0
Ballyhackamore	East	5,689	5,525	5,468	5,646	5,939	4.4
Orangefield	East	5,477	5,400	5,462	5,582	5,619	2.6
Belmont	East	6,022	5,919	5,968	6,030	6,165	2.4
Falls	West	5,075	4,946	4,938	4,865	5,184	2.1
Ladybrook	West	6,388	6,171	6,342	6,207	6,519	2.1
Shankill	North	3,778	3,811	3,792	3,672	3,816	1.0
Blackstaff	South	3,964	3,730	3,641	3,497	3,998	0.9
Stormont	East	5,516	5,419	5,352	5,357	5,548	0.6
Cherryvalley	East	5,920	5,748	5,738	5,712	5,920	0.0
Bellevue	North	4,925	4,684	4,691	4,879	4,910	-0.3
Beechmount	West	5,504	5,589	5,554	5,488	5,485	-0.3
Ballymacarrett	East	4,933	4,756	4,761	4,808	4,908	-0.5
Bloomfield	East	5,528	5,325	5,396	5,495	5,453	-1.4
Cliftonville	North	5,412	5,106	5,056	5,106	5,330	-1.5
Upper Malone	South	4,922	4,819	4,659	4,547	4,841	-1.6
Malone	South	5,708	5,569	5,373	5,218	5,555	-2.7
Castleview	North	4,862	4,802	4,765	4,684	4,722	-2.9
Knock	East	5,006	4,667	4,657	4,612	4,827	-3.6
Fortwilliam	North	4,776	4,576	4,646	4,596	4,561	-4.5
Glen Road	West	5,868	5,648	5,445	5,324	5,573	-5.0
New Lodge	North	5,214	5,113	5,019	4,899	4,950	-5.1
Glencairn	North	3,998	3,922	3,712	3,660	3,749	-6.2
Ballysillan	North	6,010	5,904	5,825	5,783	5,626	-6.4
Musgrave	South	5,264	5,068	4,899	4,747	4,927	-6.4
Botanic	South	9,589	8,965	8,451	8,380	8,945	-6.7
Sydenham	East	5,231	4,990	4,856	4,838	4,874	-6.8
Water Works	North	6,292	5,984	5,852	5,914	5,829	-7.4
Finaghy	South	4,960	4,823	4,536	4,454	4,555	-8.2
Cavehill	North	5,270	5,144	4,961	4,901	4,820	-8.5
Glencolin	West	7,130	7,025	6,924	6,726	6,498	-8.9
Ardoyne	North	6,592	6,401	6,075	5,938	5,987	-9.2
Falls Park	West	5,889	5,552	5,292	5,276	5,343	-9.3
Woodvale	North	4,577	4,405	4,268	4,295	4,088	**-10.7**
Upper Springfield	West	5,907	5,732	5,467	5,245	5,250	**-11.1**
Andersonstown	West	5,752	5,645	5,302	5,064	4,907	**-14.7**

Appendix 3: Social Grade definitions

Social Grade, in its current form, has been included in the National Readership Survey (NRS) since the 1960s and has been used to provide insights into changes in the occupational make-up of the United Kingdom over time.

Furthermore, it is a classification system based on occupation and it enables a household and all its members to be classified according to the occupation of the Chief Income Earner (CIE). The following NRS definitions are widely used as a generic reference series for classifying and describing social classes, especially for consumer targeting and consumer market research by the advertising UK media and publishing sectors.

ABC1

Social Grade	Social Status	Description	% of UK population
A	Upper middle class	High managerial, administrative or professional	4
B	Middle class	Intermediate managerial, administrative or professional	23
C1	Lower middle class	Supervisory, clerical and junior managerial, administrative or professional	29

Source: NRS 2008

C2DE

Social Grade	Social Status	Description	% of UK population
C2	Skilled working class	Skilled manual workers	21
D	Working class	Semi and unskilled manual workers	15
E	Those at lowest level of subsistence	State pensioners, casual or lowest grade workers, unemployed with state benefits only	8

Source: NRS 2008