

solar decathlon^{21»22} europe

WUPPERTAL GERMANY *...goes urban!*

Mirke Neighbourhood Survey

Overview of Results – Survey Round I

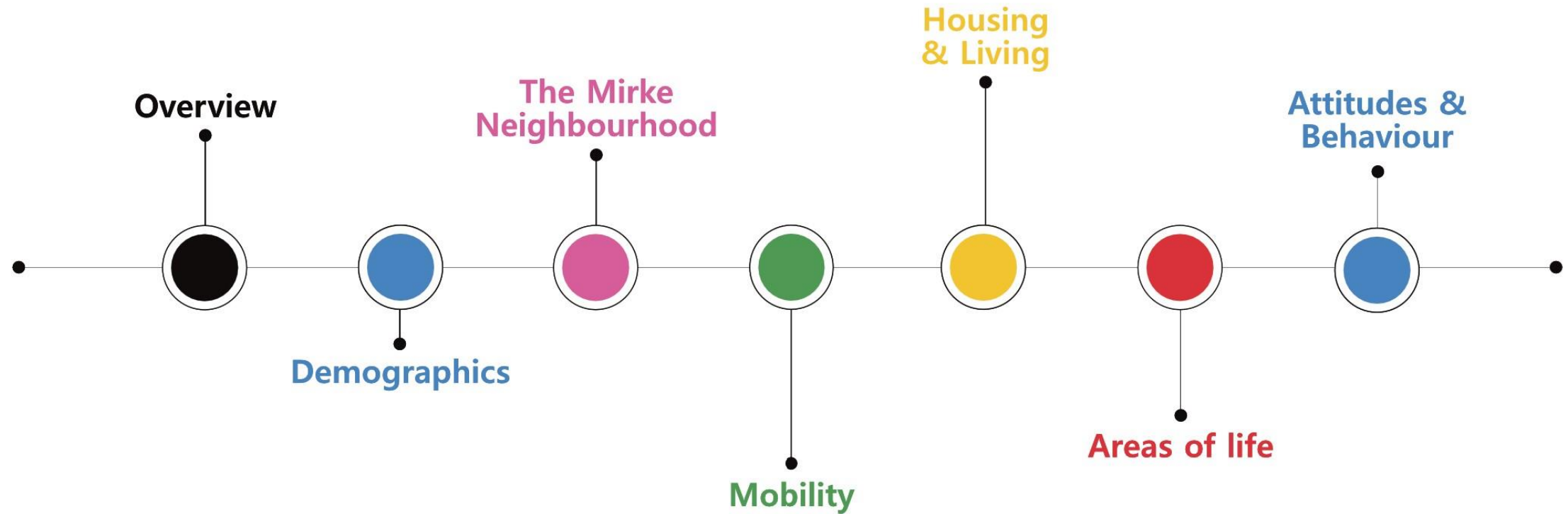
Supported by:



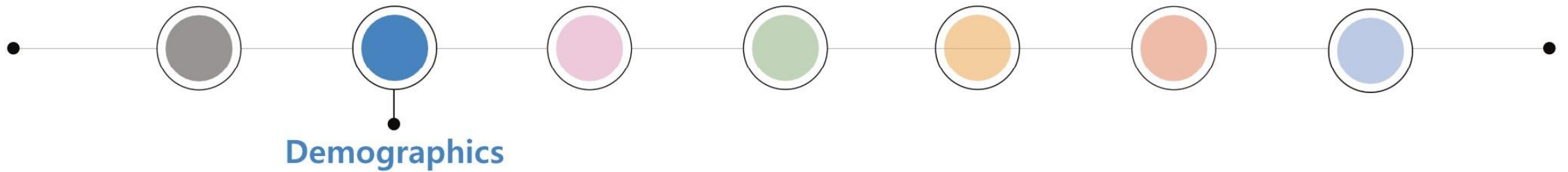
on the basis of a decision
by the German Bundestag



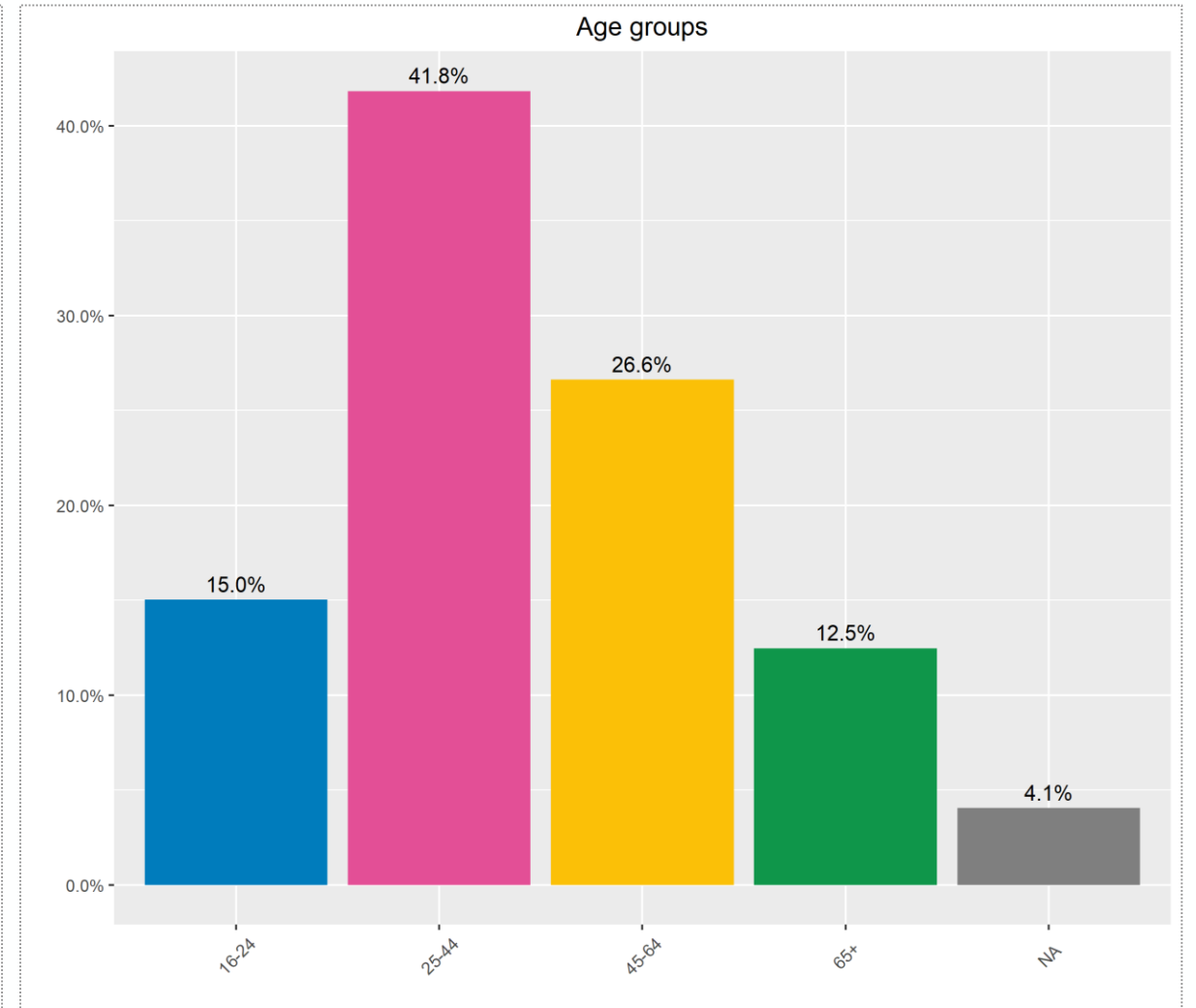
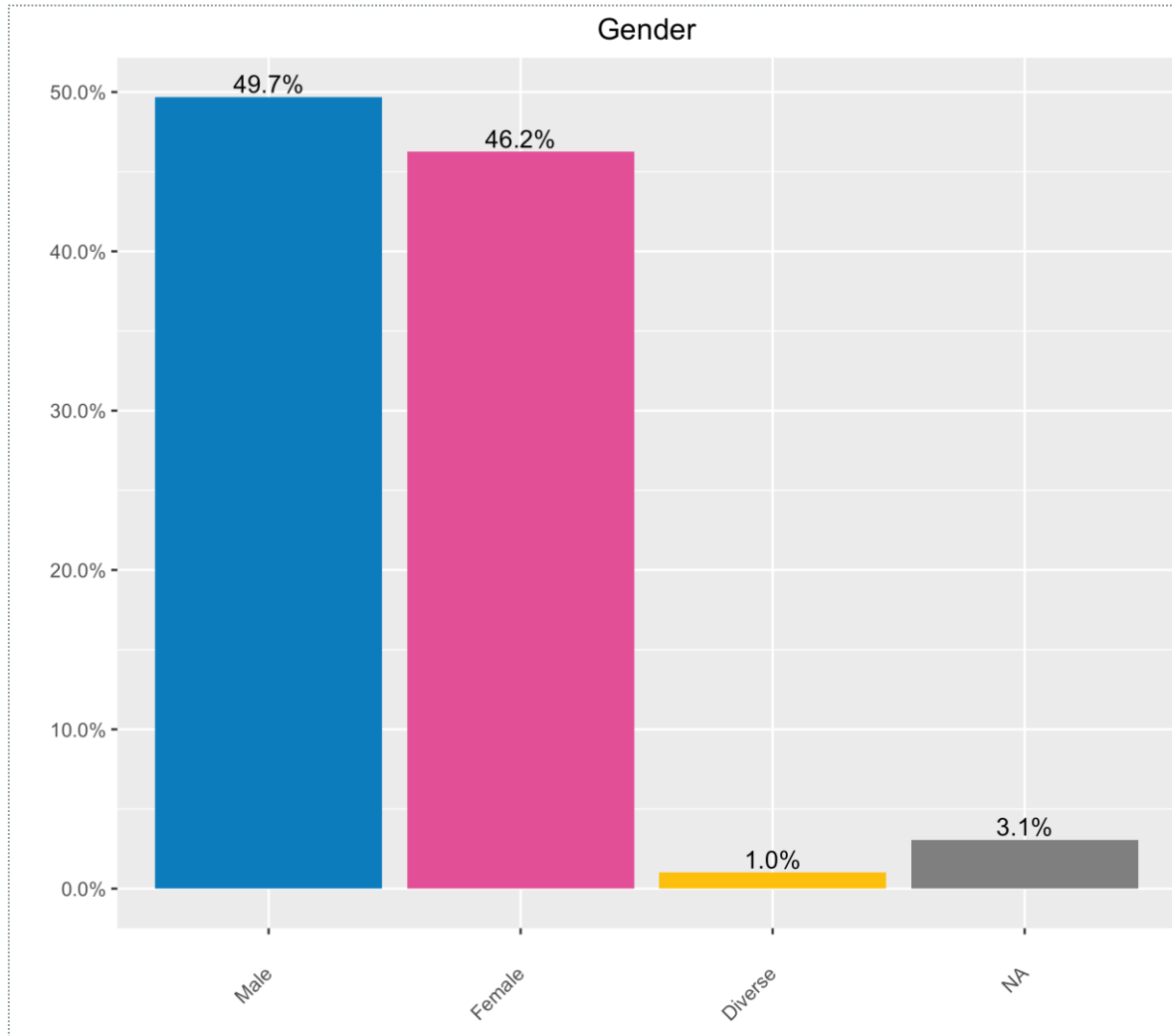
table of contents



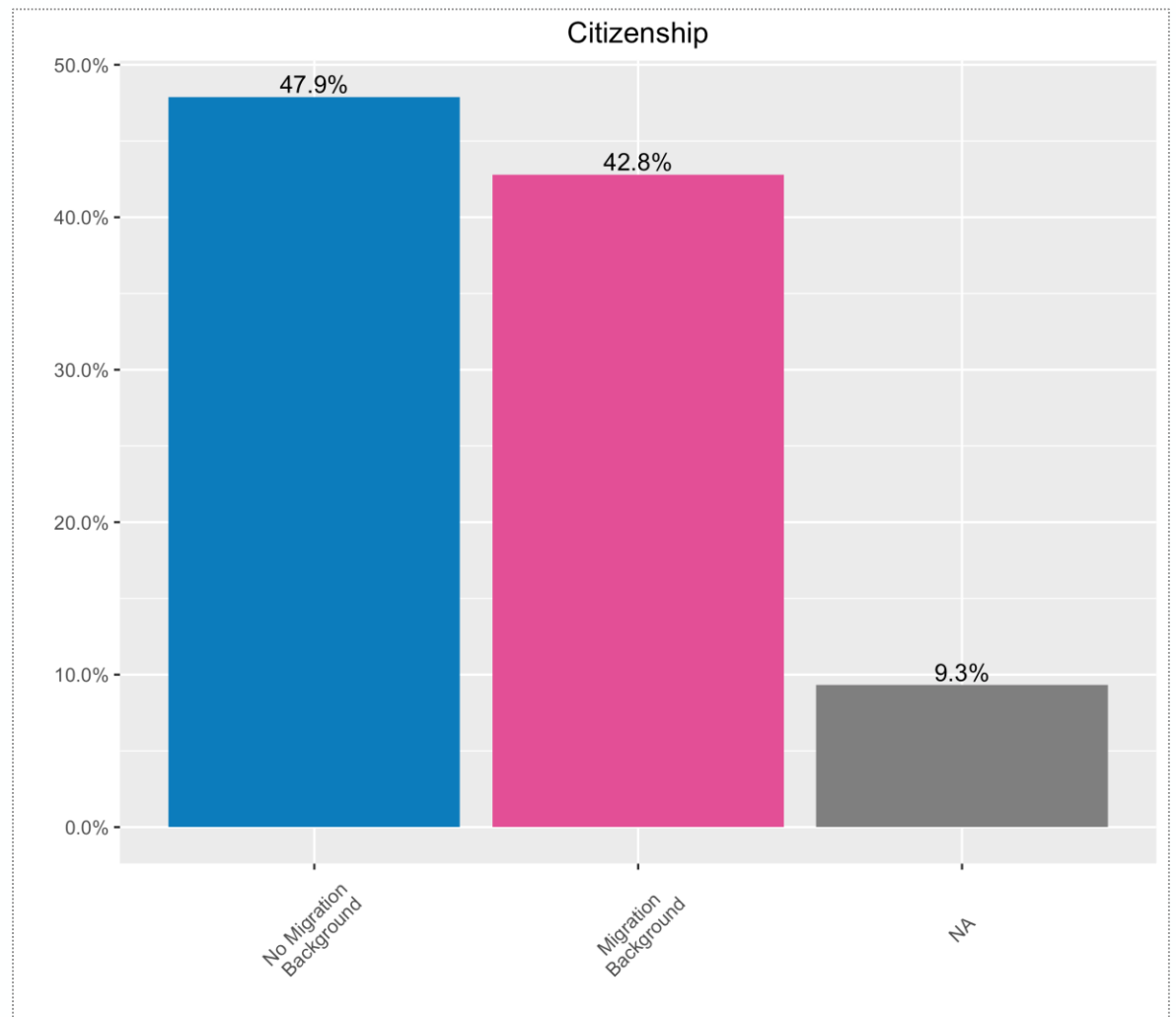
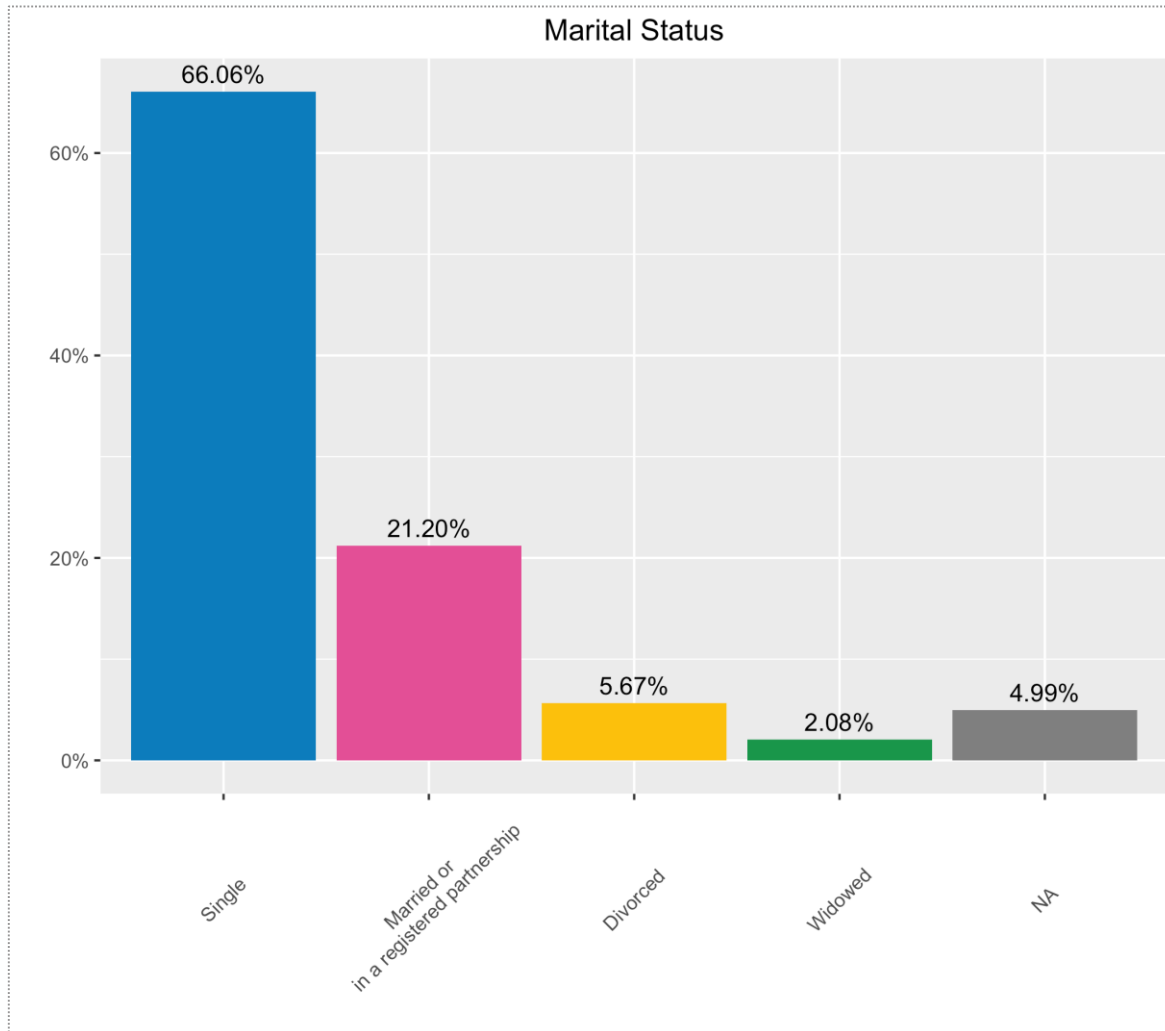
demographics



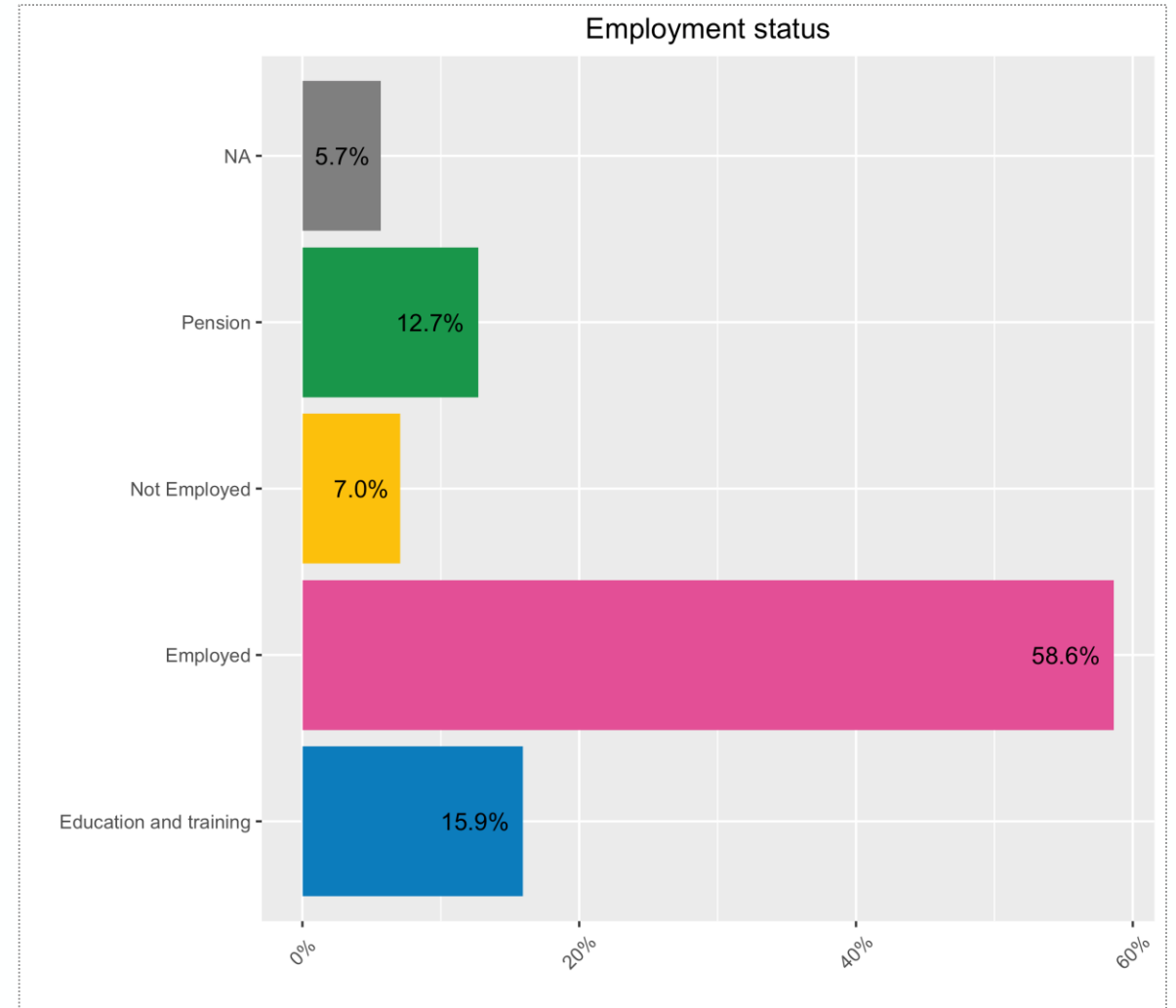
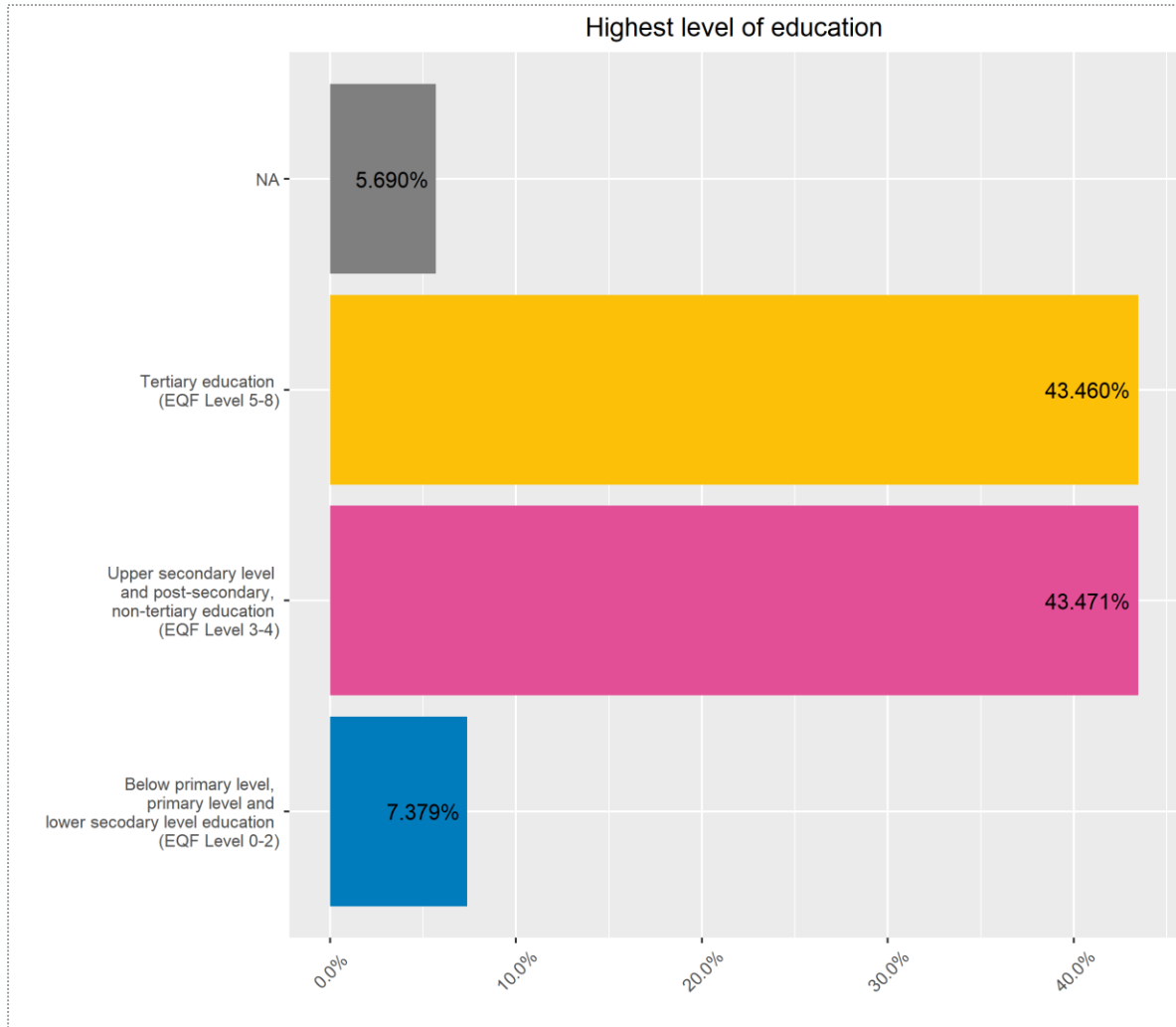
Gender & Age



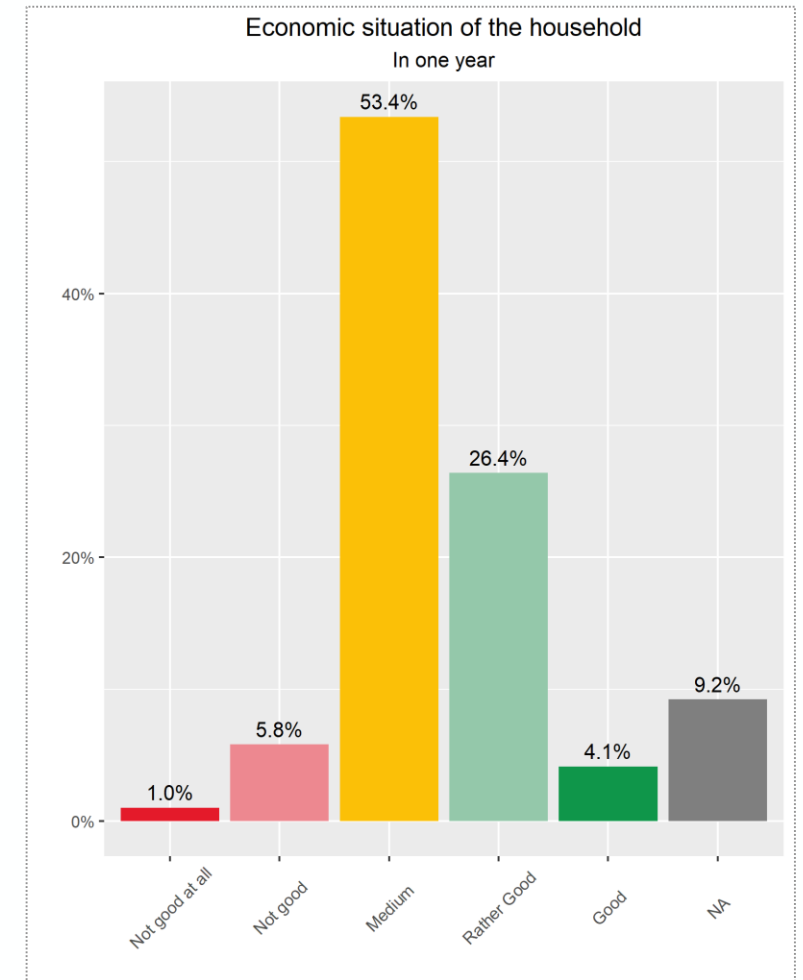
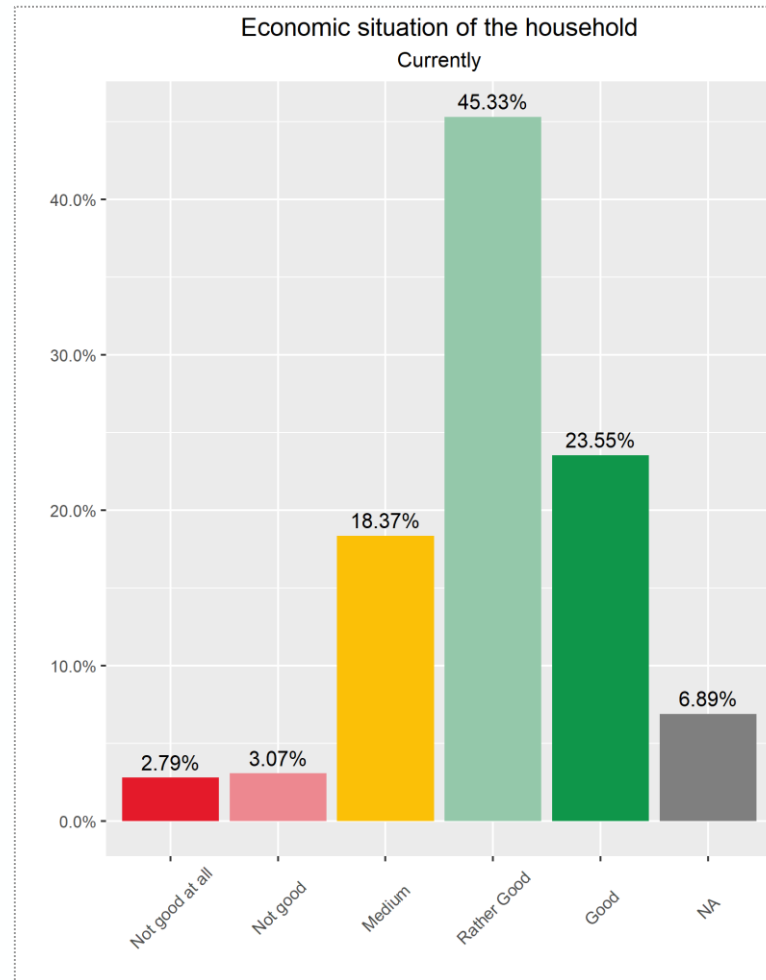
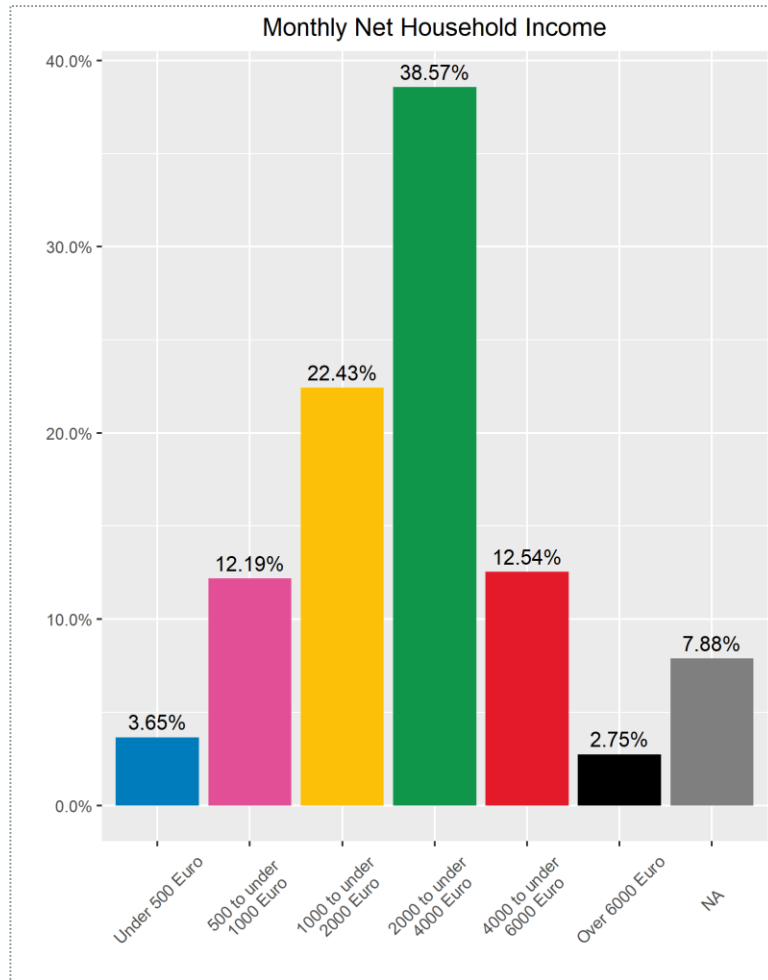
Marital Status & Citizenship



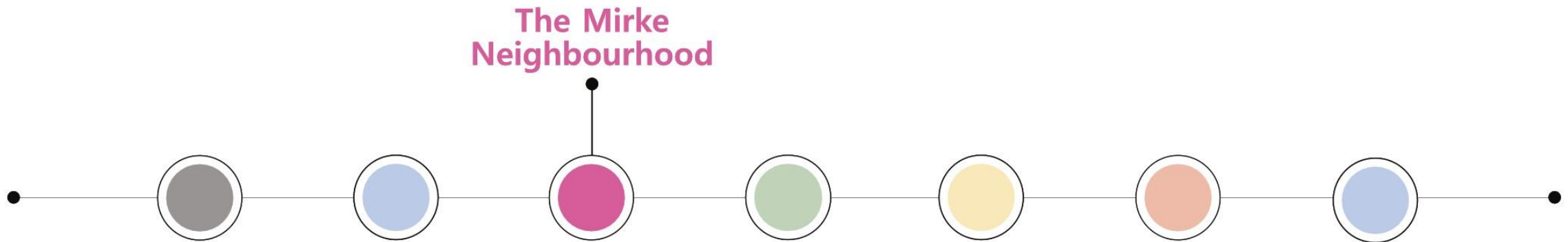
Highest level of education & Employment status



Household income & Economic situation of the household



The Mirke Neighbourhood



Free Associations of the Mirke Neighbourhood – Category Overview

| 1 | 2 | 3 | 4 |
|--|---|---|--|
| Places, buildings & actors | Urban image & cityscape | Population | General positive descriptions of the Mirke |
| <i>Associations with specific places, buildings or actors in the Mirke Neighbourhood</i> | <i>Associations that describe the urban image of the Mirke (e.g. with regard to typical buildings of the cityscape, greenery, etc.) as well as associations referring to the typographical location or the spatial boundaries of the neighbourhood</i> | <i>Associations with the population and composition of the Mirke Neighbourhood</i> | <i>General positive impressions and descriptions of the neighbourhood</i> |
| <ul style="list-style-type: none"> • Utopiastadt / Mirker Bahnhof (39.6% of all associations in this category); Nordbahntrasse (41.1%); Café Ada; Café Hutmacher; Freibad Mirke; Bahnhof Blo; Alte Feuerwache; Friedhofskirche; Hebebühne; Autonomes Zentrum; Mirker Hain; Gathe; Diakoniekirche; Realschule Helmholtzstraße; Helmholtz playground; Schmackes | <ul style="list-style-type: none"> • Beautiful old houses and architecture, Wilhelminian style facades, historic building stock (58.7%) • Urban cityscape • Distinctive aspects or buildings such as: churches, cemeteries, kiosks, schools, one-way streets, social housing, amusement arcades • Mountainous/hilly, steep paths, narrow streets, densely populated • Greenery, nature, gardens • Nordstadt (separated from the neighbouring Ölberg by the Hochstraße) • View of the valley; interesting views and vistas (e.g. through the streets) | <ul style="list-style-type: none"> • Associations highlighting the diversity and multicultural variety in the neighbourhood (80.7%) • Young neighbourhood, students • Families | <ul style="list-style-type: none"> • High quality of life, low-cost housing, low-cost living • Descriptions of the neighbourhood as: nice, lively, alternative, cosmopolitan, creative, hip, worth living in, innovative, interesting, varied ("there's something for everyone"), cheerful, progressive, cosy, cool, real ("in the thick of life"), friendly, relaxed, quiet, chilled, fancy, modern, charming • Further associations and feelings associated with the Mirke include: freedom/feeling free, feeling alive, joie de vivre/zest for life, authenticity, pleasant atmosphere |

Free Associations of the Mirke Neighbourhood – Category Overview

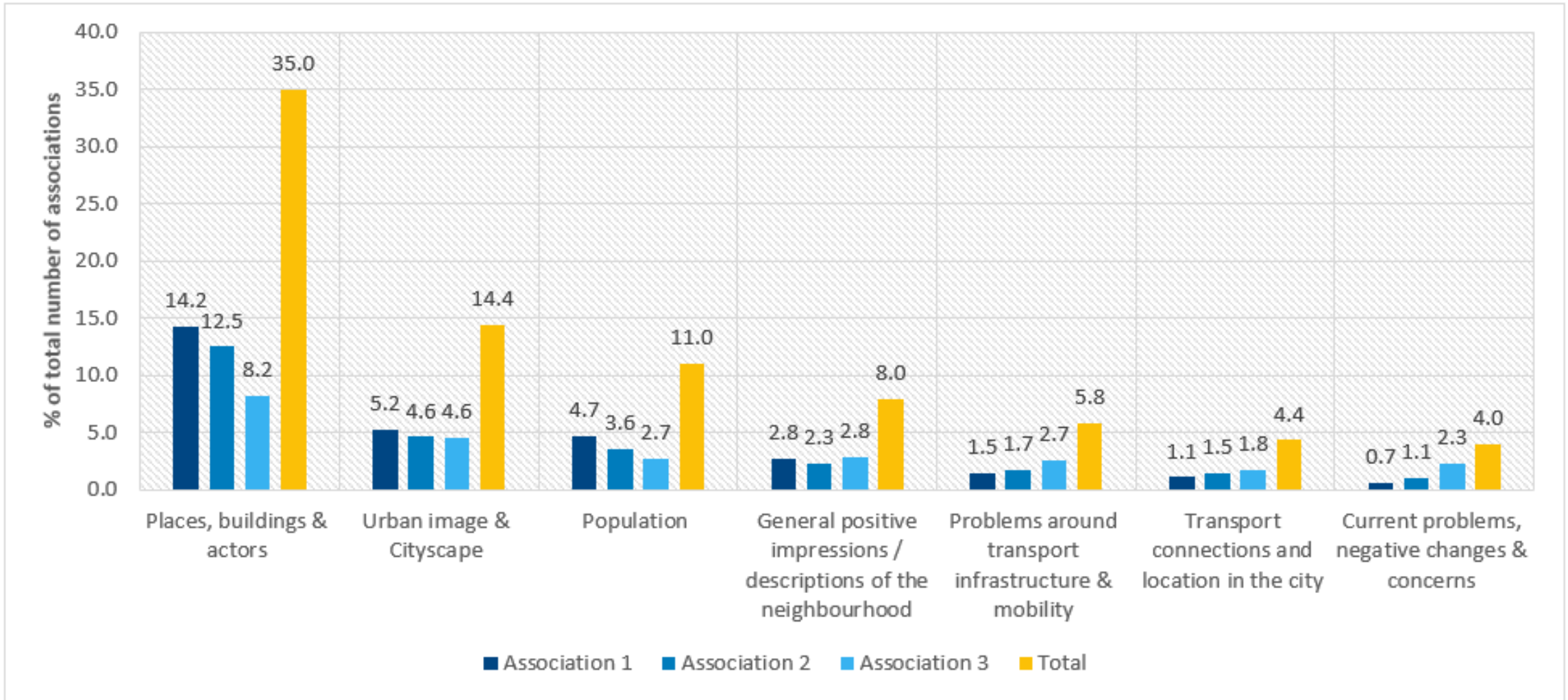
| 5 | 6 | 7 | 8 |
|---|---|--|---|
| <p>Problems around transport infrastructure & mobility</p> | <p>Transport connections and location in the city</p> | <p>Current problems, negative changes & concerns</p> | <p>Emotional / personal connection to the Mirke</p> |
| <p><i>Negative associations regarding transport infrastructure, transport situation and aspects of mobility</i></p> | <p><i>Positive associations regarding transport connections and the Mirke's location in the city (also compared to other neighbourhoods)</i></p> | <p><i>General negative associations with the neighbourhood; perception of current problems or negative changes in the development of the Mirke Neighbourhood, or future-oriented concerns regarding the further development of the neighbourhood</i></p> | <p><i>Associations that express an emotional or personal connection to the Mirke (e.g. the Mirke as home)</i></p> |
| <p>Perceived problems around transport infrastructure include:</p> <ul style="list-style-type: none"> • Lack of parking spaces, difficult parking situation (84.1%) • Too many cars and traffic • Too few cycle paths; poor footpaths • Broken roads • Narrow, parked-up streets • Many commercial parking space users / trucks | <ul style="list-style-type: none"> • Good transport connections (e.g. bus, train, car, bicycle) and access to the Nordbahntrasse • Central, good location, close to the city • Easy to reach; many things can be reached on foot | <ul style="list-style-type: none"> • Feeling that there is “still a lot to do” and that “not enough has happened yet” • Perceived gentrification and changes in the population (“hipsterisation”) and in the neighbourhood (e.g. rising rents, commercialisation) • The area around the <i>Gathe</i> is perceived negatively and as unsafe/dangerous • The neighbourhood and the houses are partly perceived as run-down / neglected • A lack of integration and the perceived parallel world between German and non-German speakers is criticised • Other problems: poverty, social inequality, lack of green spaces, few playgrounds, few pubs, few shops, shop vacancies, too little space/too crowded, too many visitors | <ul style="list-style-type: none"> • e.g. (My) home, childhood, friends, family, “My” district, “I live there / I have lived there in the past”, love, pride |

Free Associations of the Mirke Neighbourhood – Category Overview

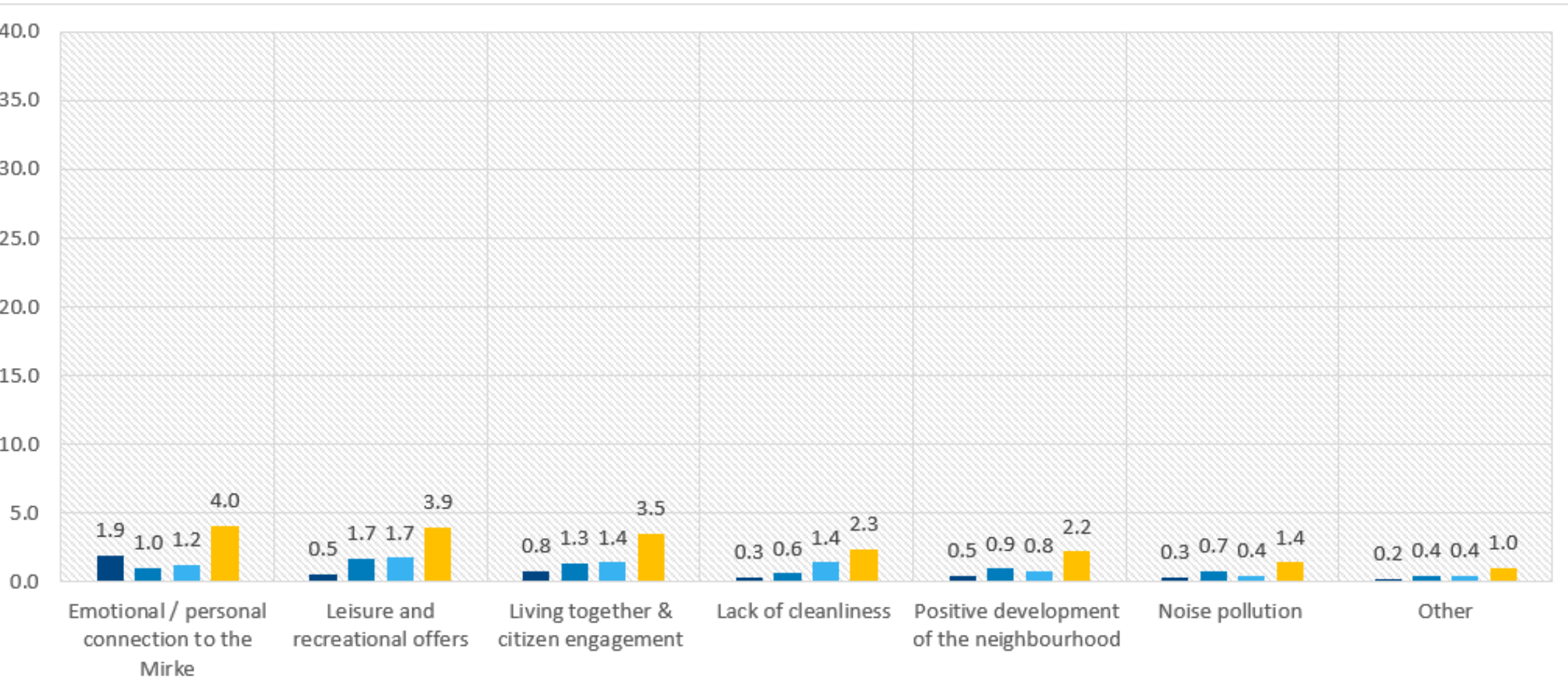


| 9 | 10 | 11 | 12 | 13 |
|--|---|--|--|--|
| Leisure and recreational offers | Living together & citizen engagement | Lack of cleanliness | Positive development of the neighbourhood | Noise pollution |
| <i>Associations with general leisure activities and recreational opportunities as well as personal activities that participants associate with or do in the Mirke</i> | <i>Positive associations with regard to living together in the neighbourhood, cooperation and citizen engagement</i> | <i>Negative associations with lack of cleanliness in the neighbourhood</i> | <i>Positive impression of the neighbourhood's development to date or going-forward (incl. positively perceived projects)</i> | <i>Negative associations with noise pollution in the neighbourhood</i> |
| <ul style="list-style-type: none"> Varied sports, leisure and cultural activities, e.g. art, music, events, festivals, cycling, basketball, table tennis, recreation, relaxing, cafés, bars, restaurants, pubs, hanging out, meeting friends, experiencing new things | <ul style="list-style-type: none"> Neighbourhood; community; good living together, cooperation, social cohesion; solidarity, encounters; nice, open and warm people Much engagement from civil society as well as citizens' initiatives | <ul style="list-style-type: none"> Dirt and lack of cleanliness is criticised, especially dog waste and rubbish | <ul style="list-style-type: none"> Positive perception of change and transformation: atmosphere of departure, disruption/game changer, aspiring, transformation, potential (for development) Positively perceived development to-date: "a lot has happened"; many new, good and interesting projects; ideas for sustainability | <ul style="list-style-type: none"> Noise pollution from events (e.g. at Utopiastadt, Hebebühne) and from car traffic (especially from the A46 motorway) |

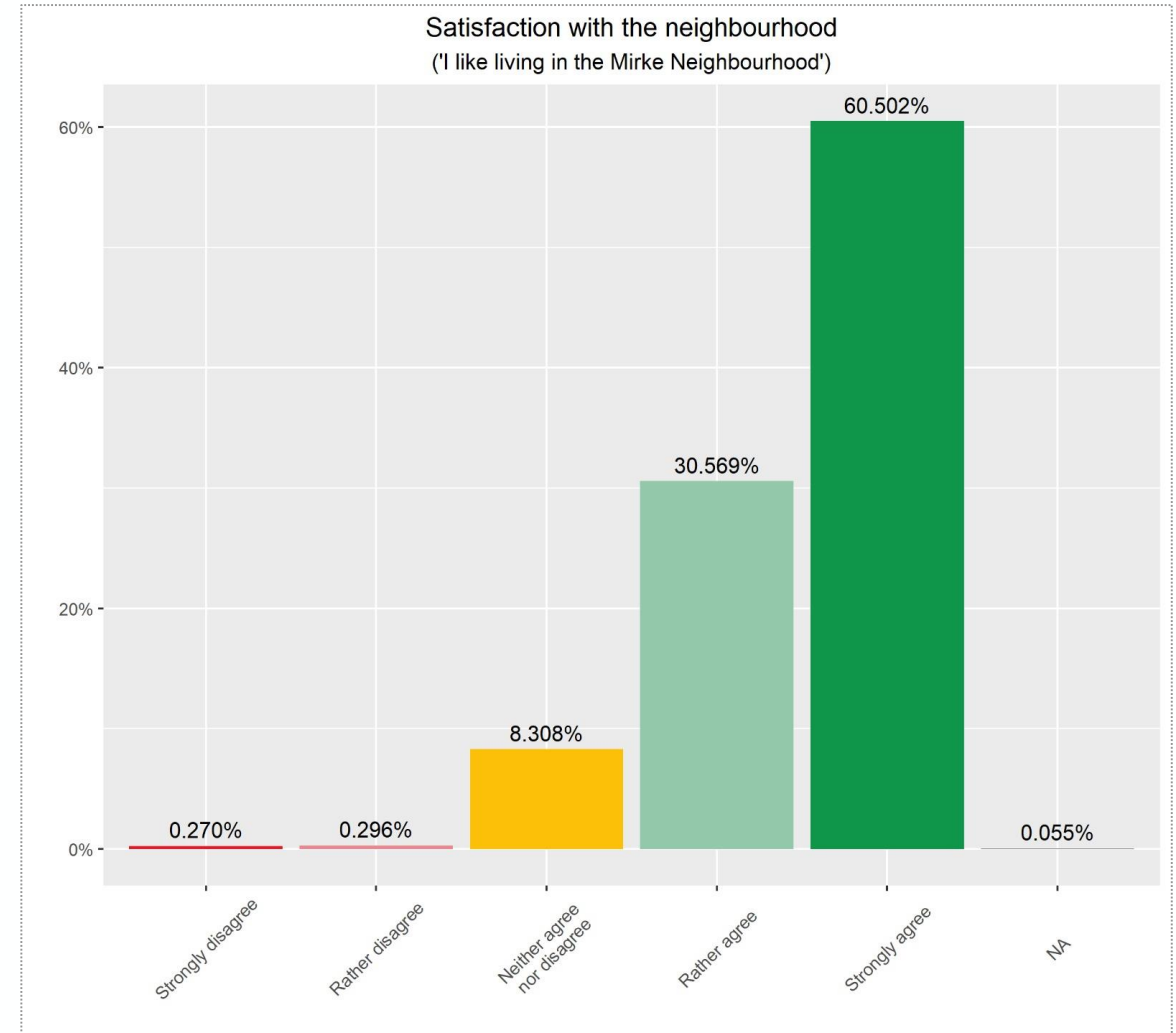
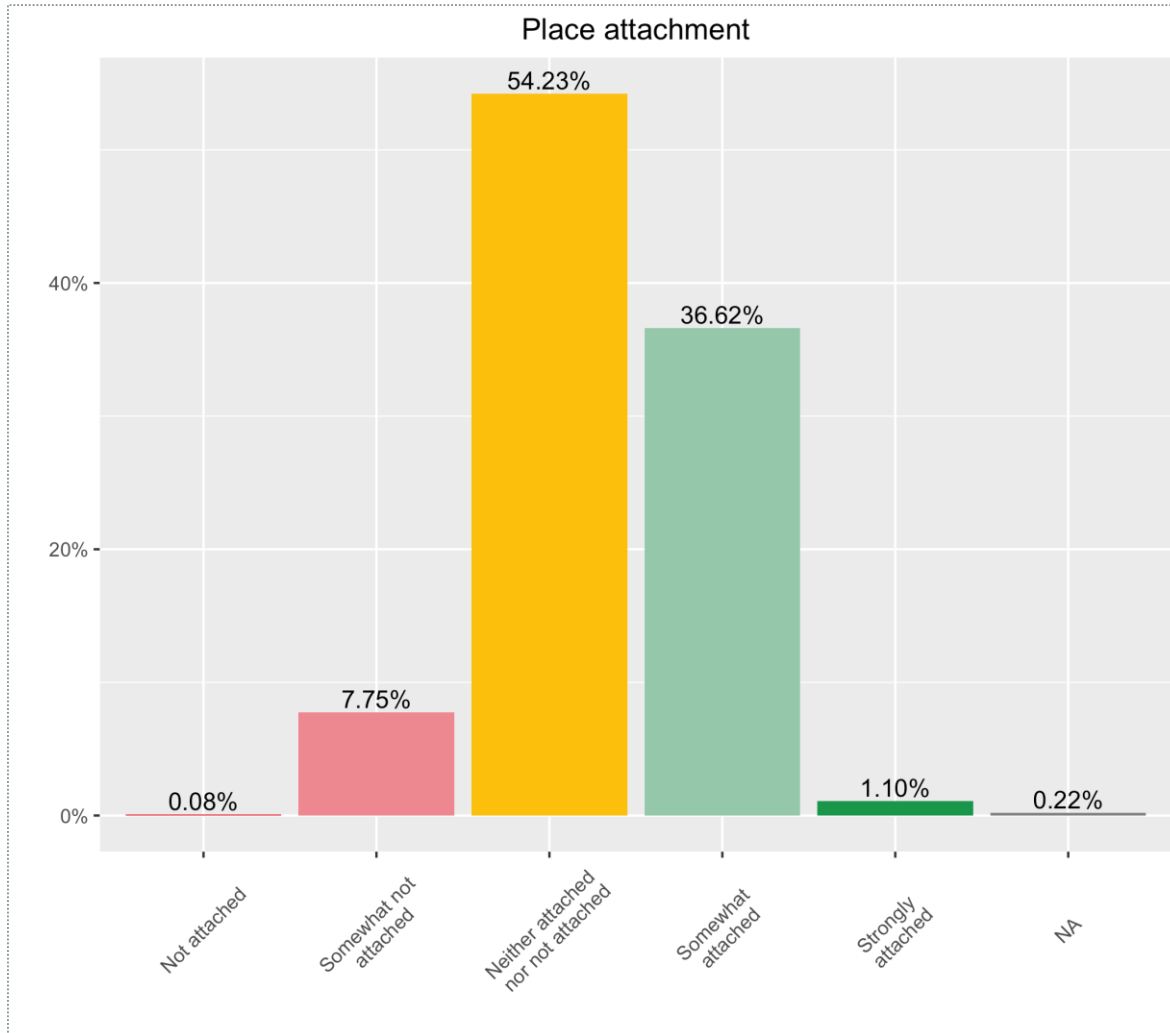
Free Associations of the Mirke Neighbourhood



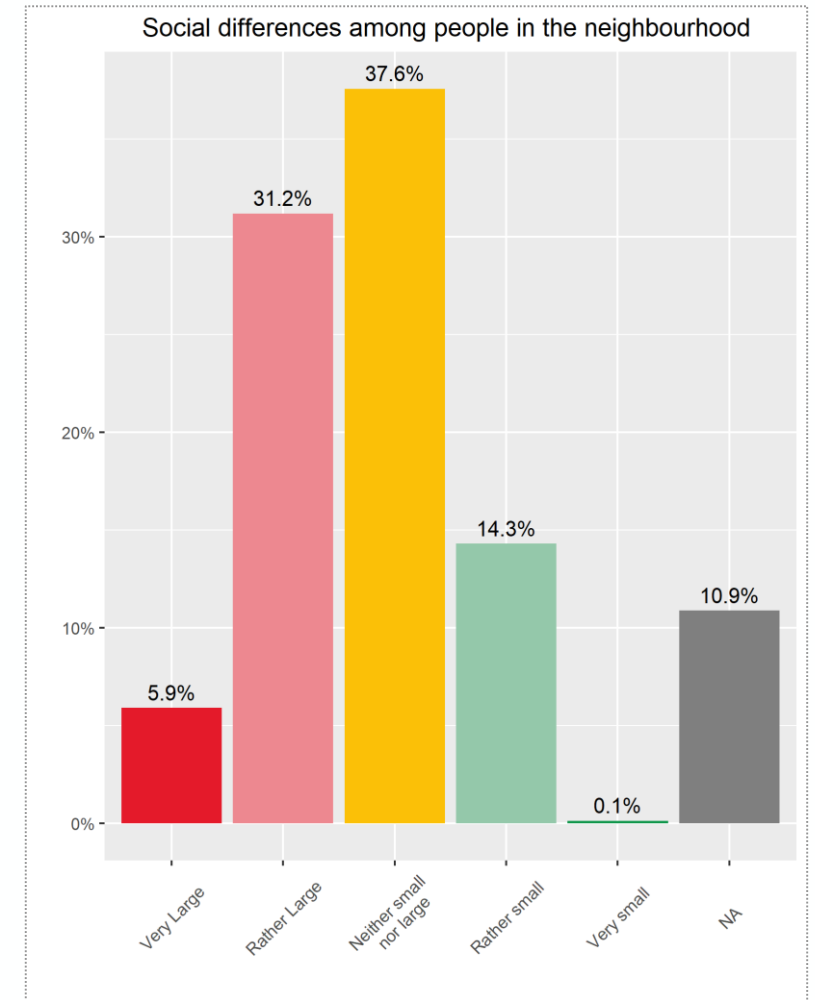
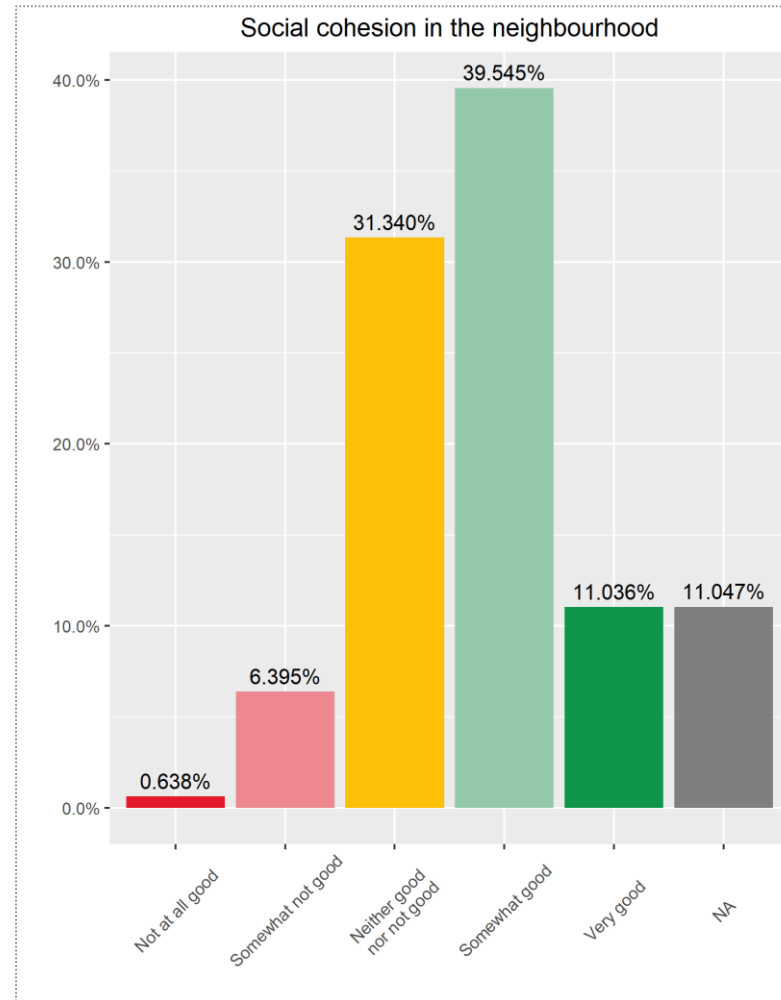
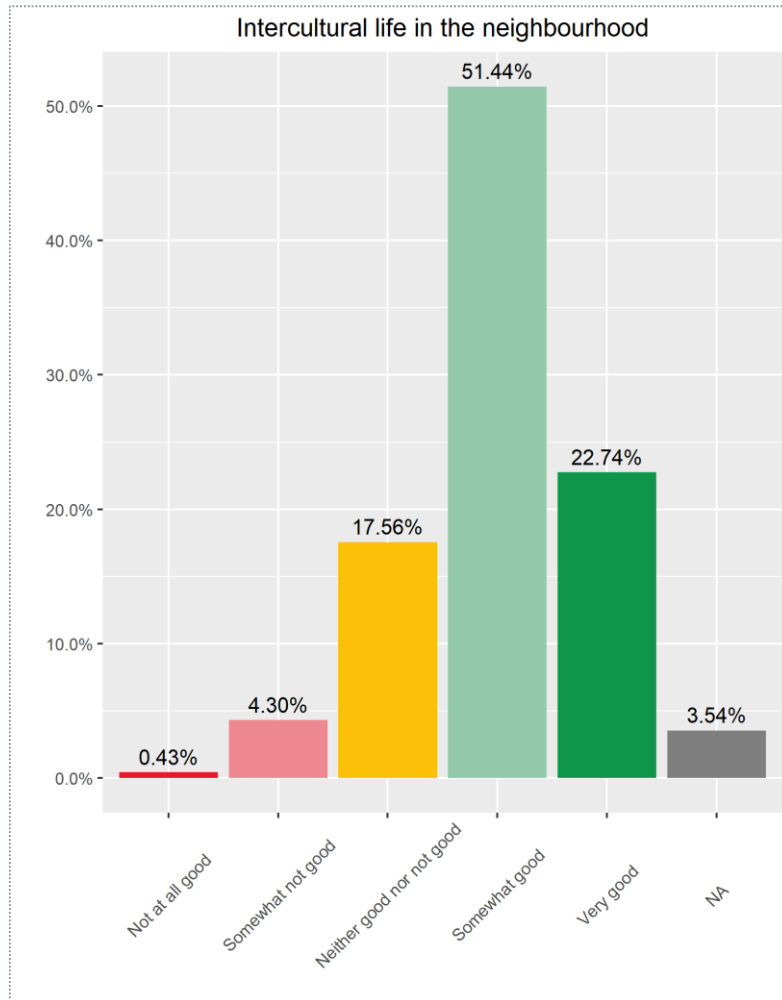
Free Associations of the Mirke Neighbourhood



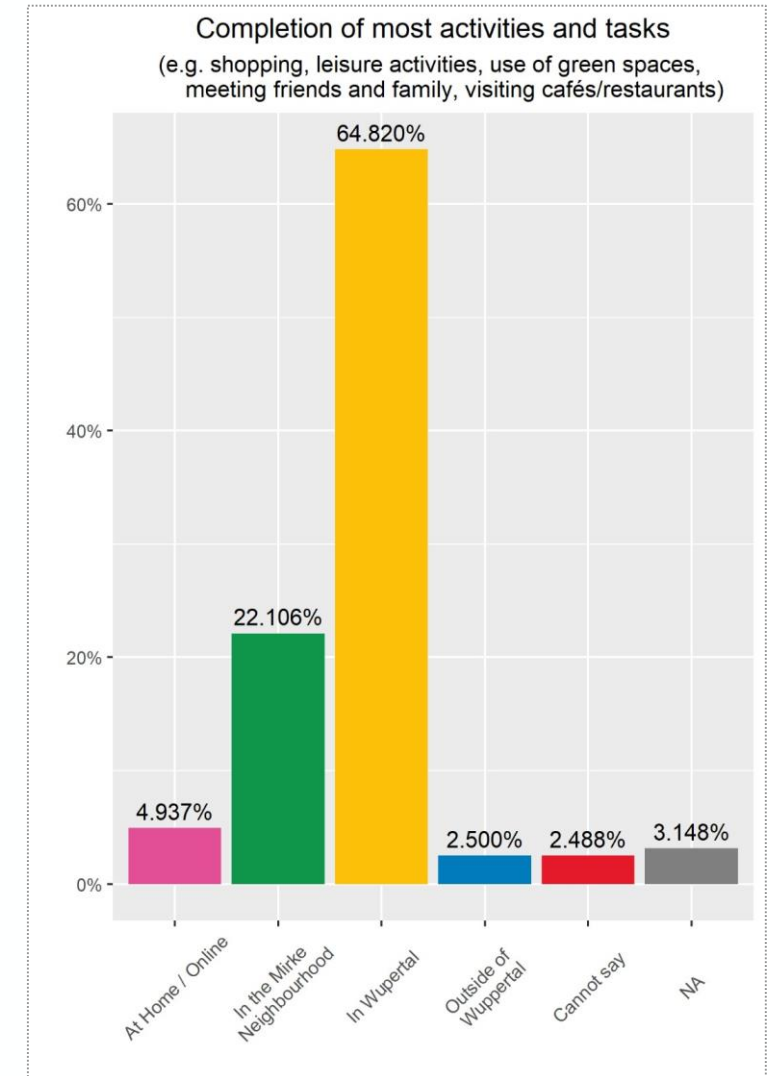
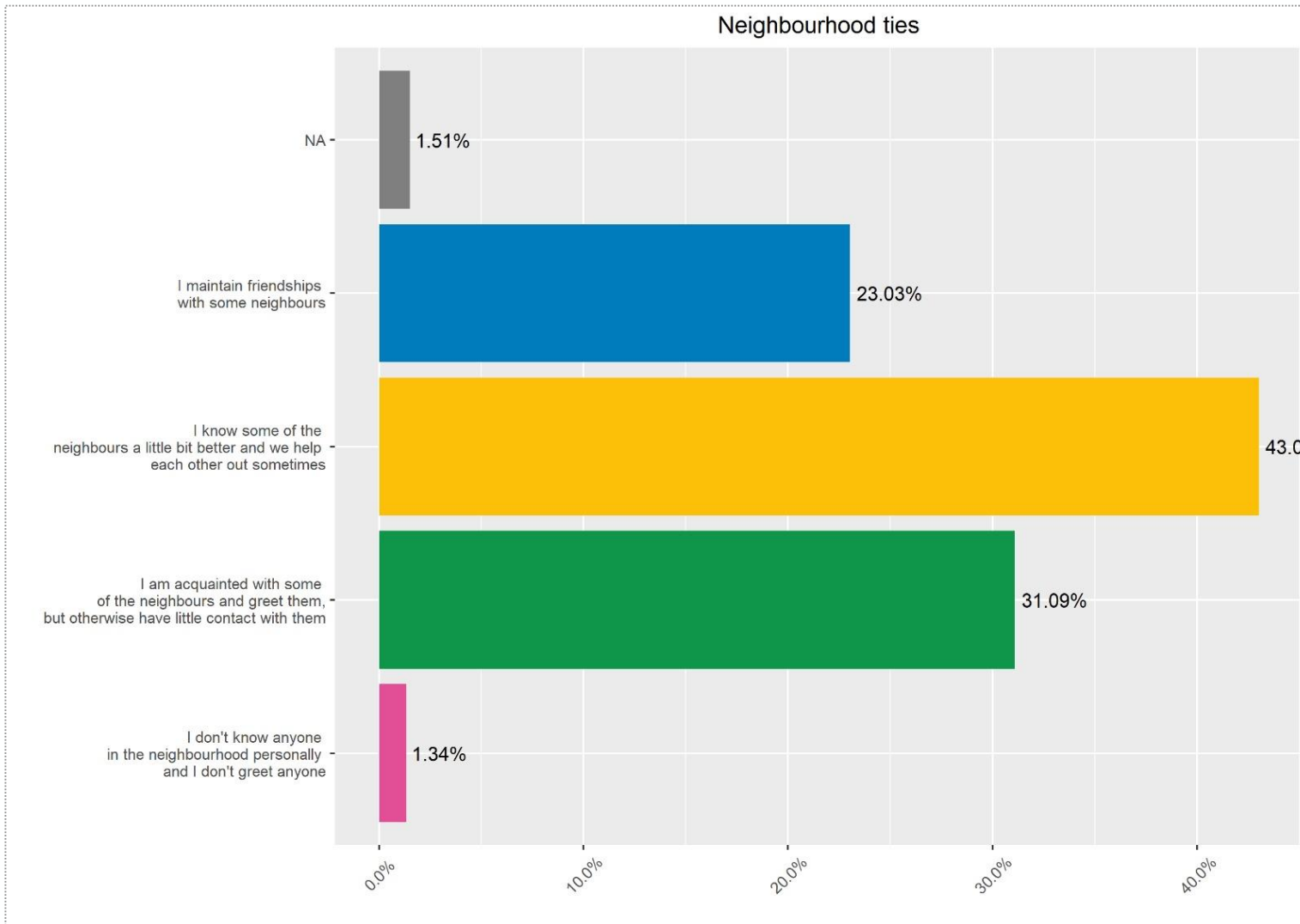
Place attachment & General satisfaction with the neighbourhood



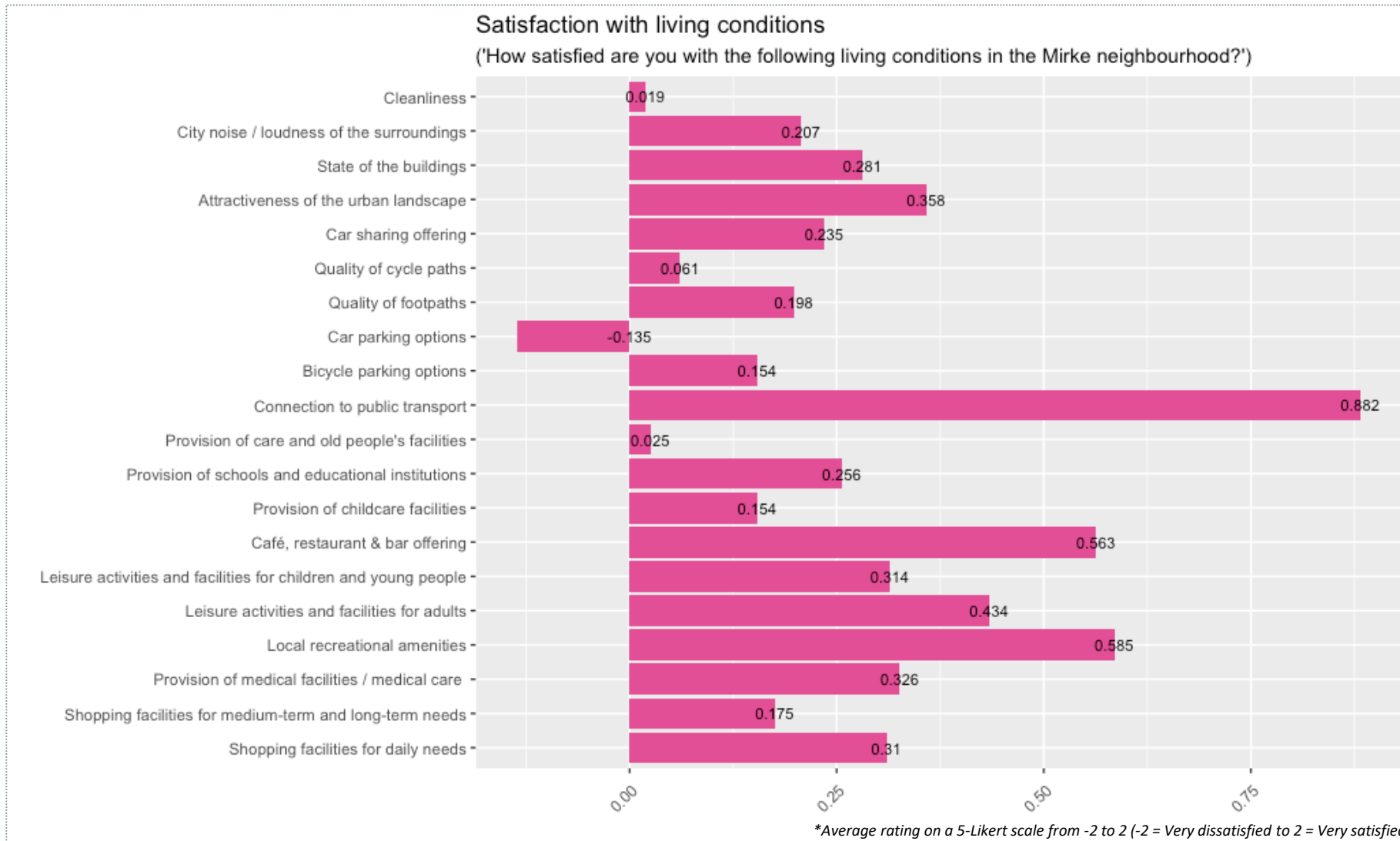
Intercultural life, social cohesion & social differences



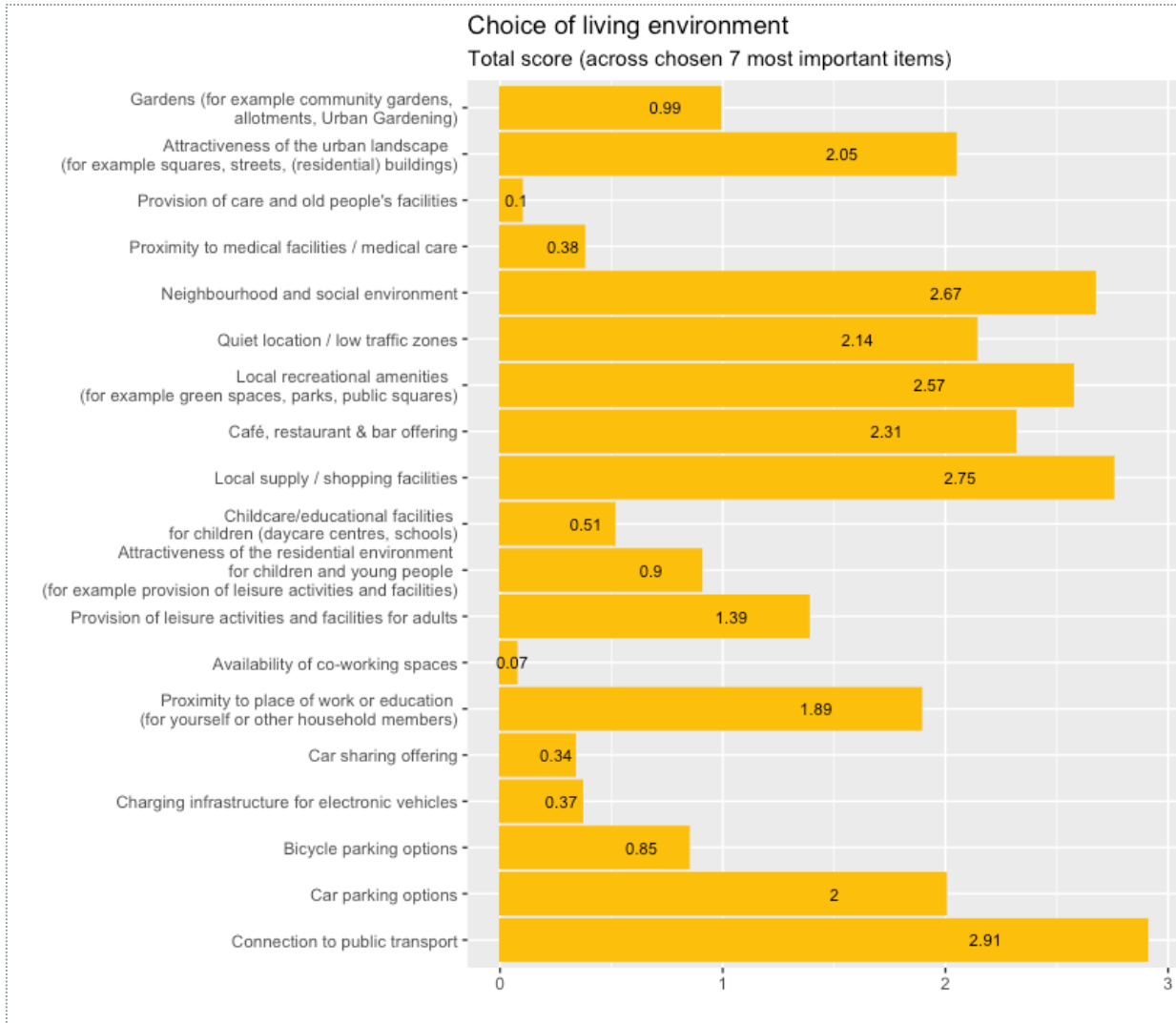
Neighbourhood relations & Completion of most activities



Satisfaction with living conditions

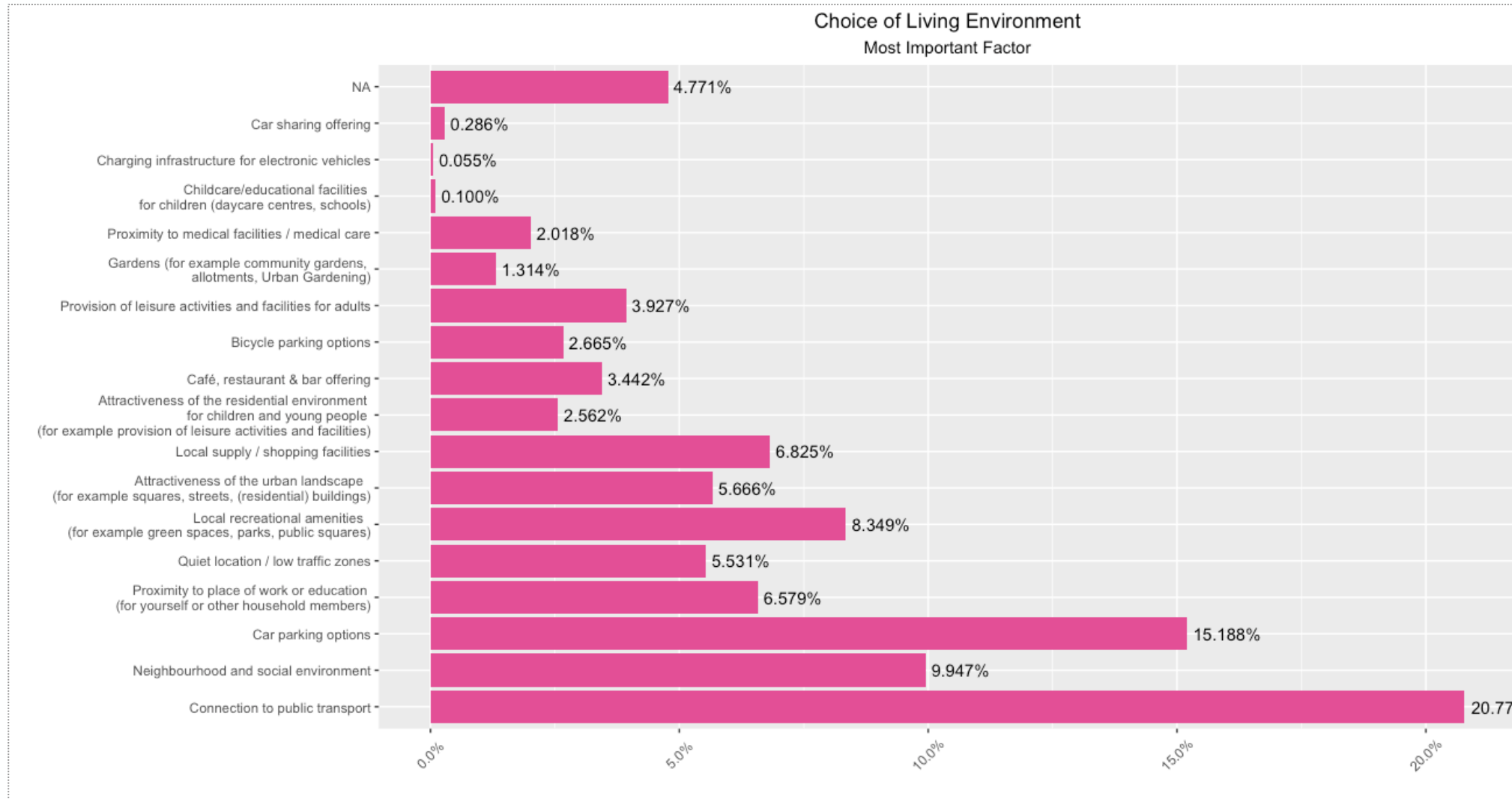


Choice of living environment

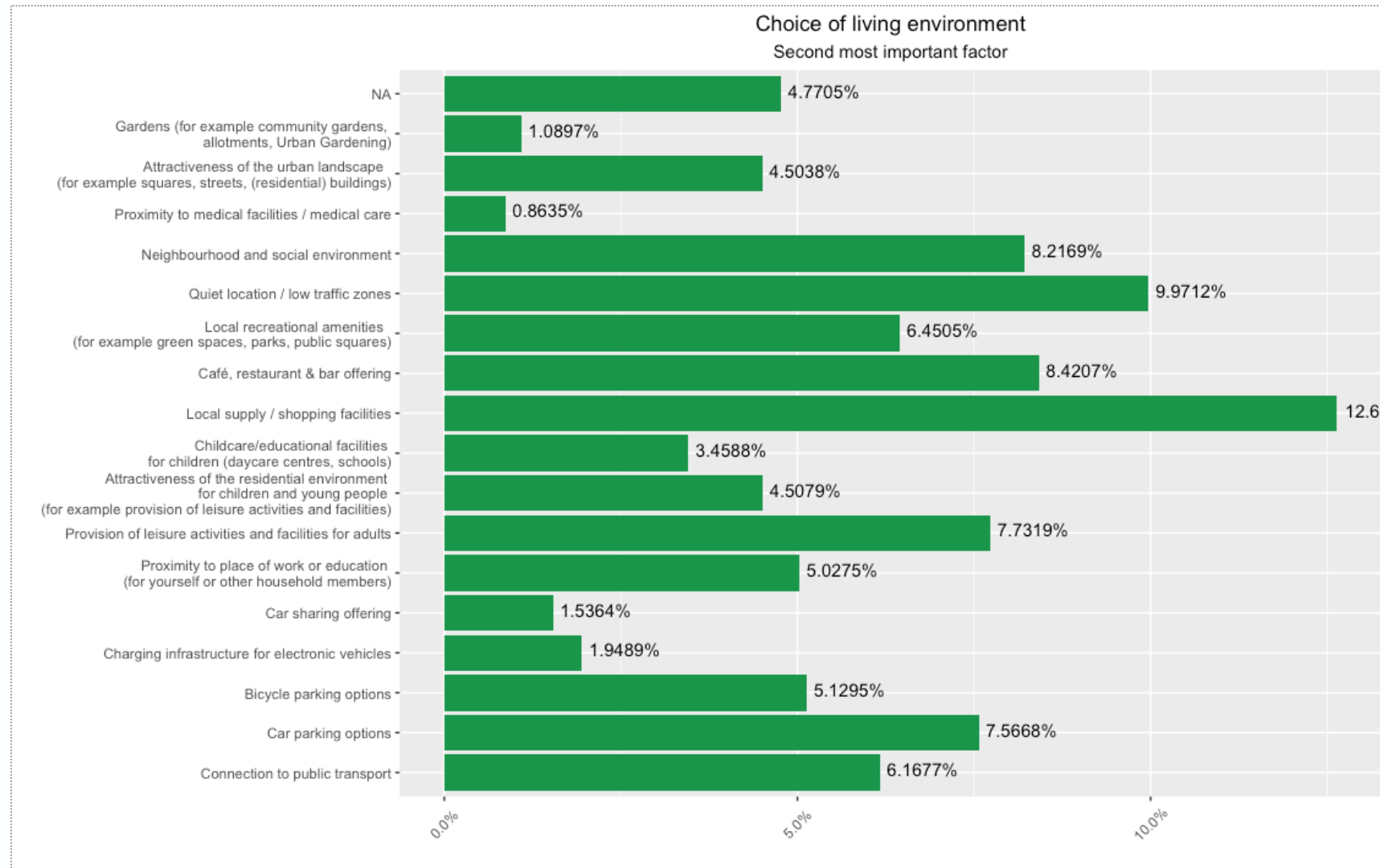


**Average total score (assigned based on the number of times an aspect was selected among the seven most important factors when choosing one's living environment and its rank);
Question text: "We would now like to know which factors are important to you personally. Imagine that you were to move home now: Which factors would be most important to you when choosing your living environment? Please select a maximum of 7 aspects and number them in order of importance."*

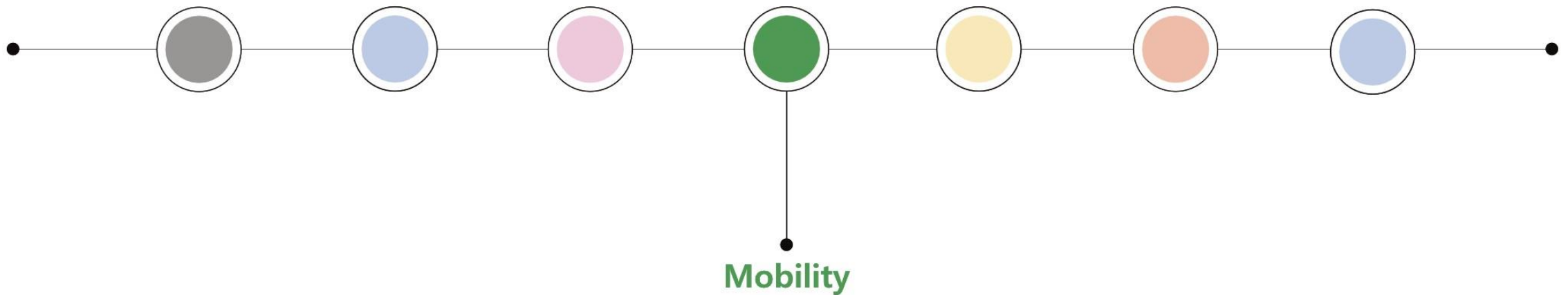
Choice of living environment



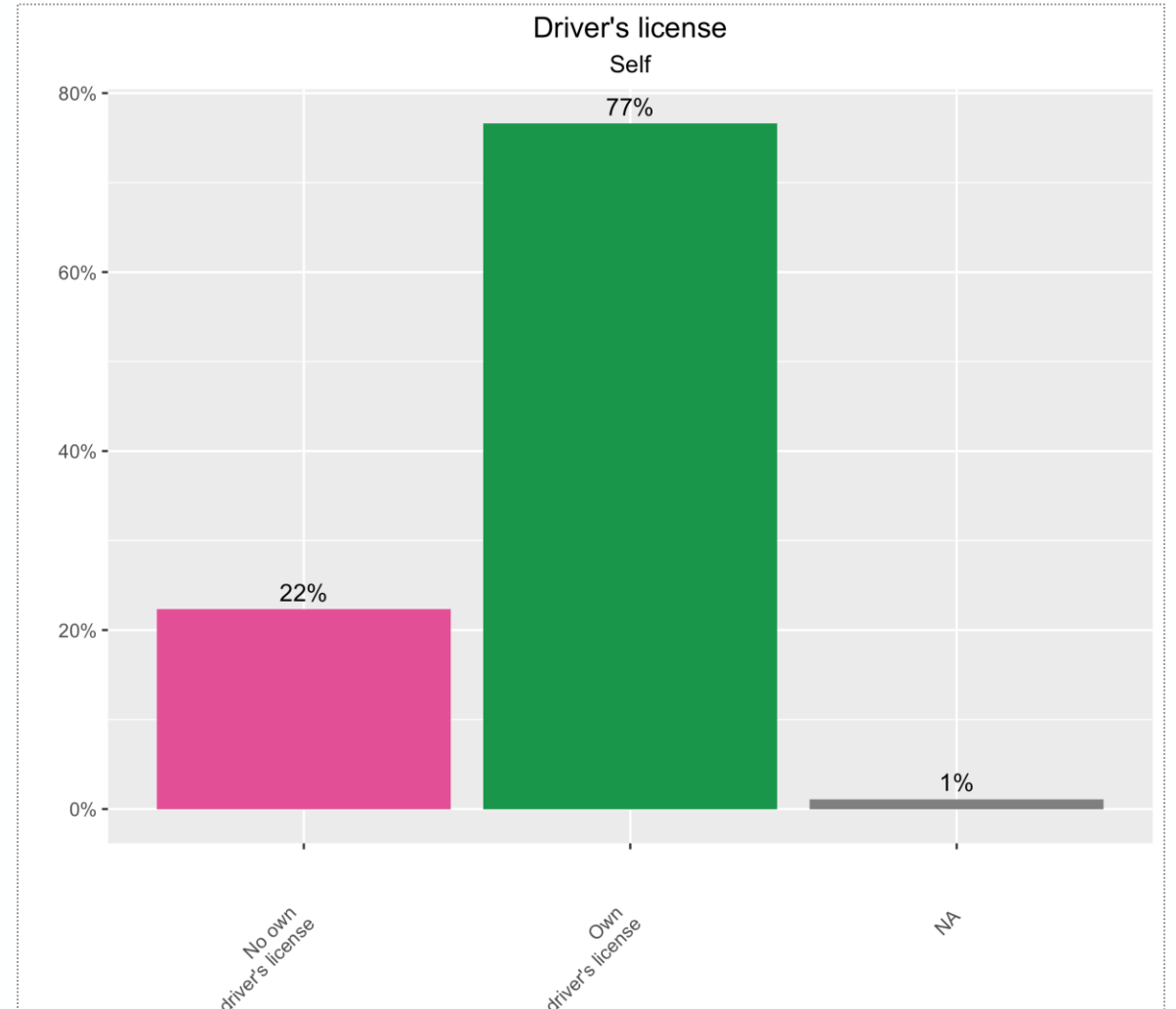
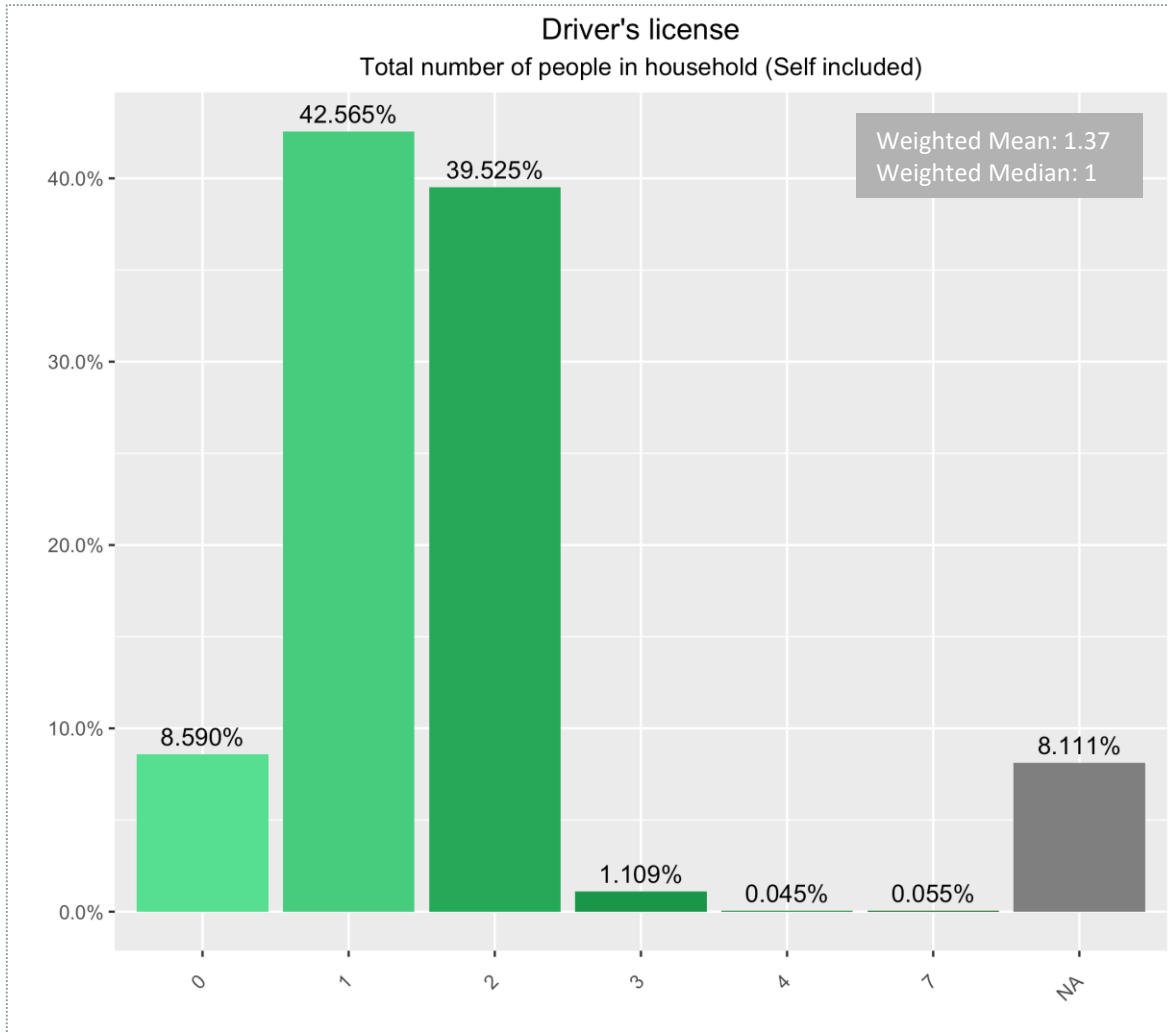
Choice of living environment



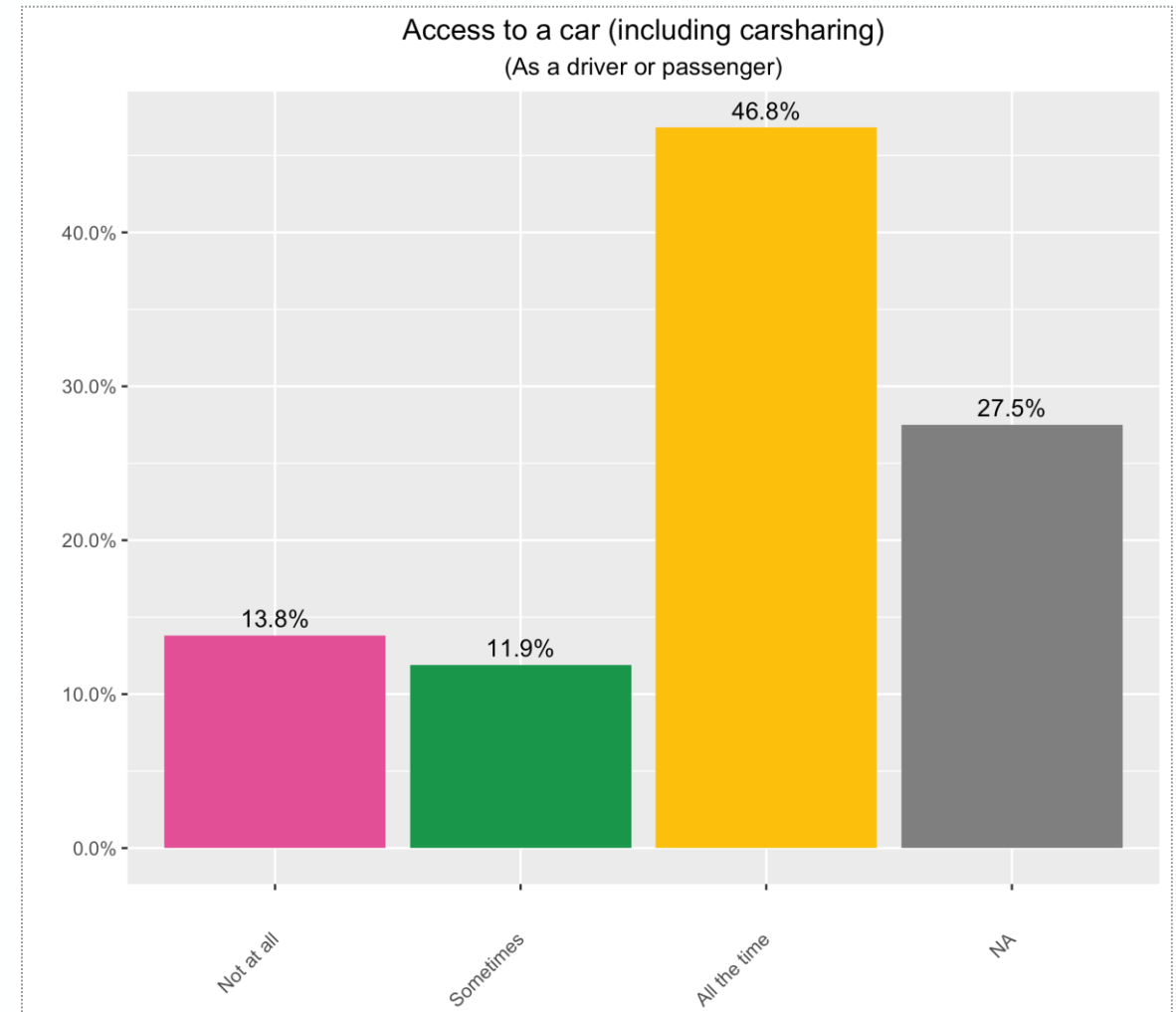
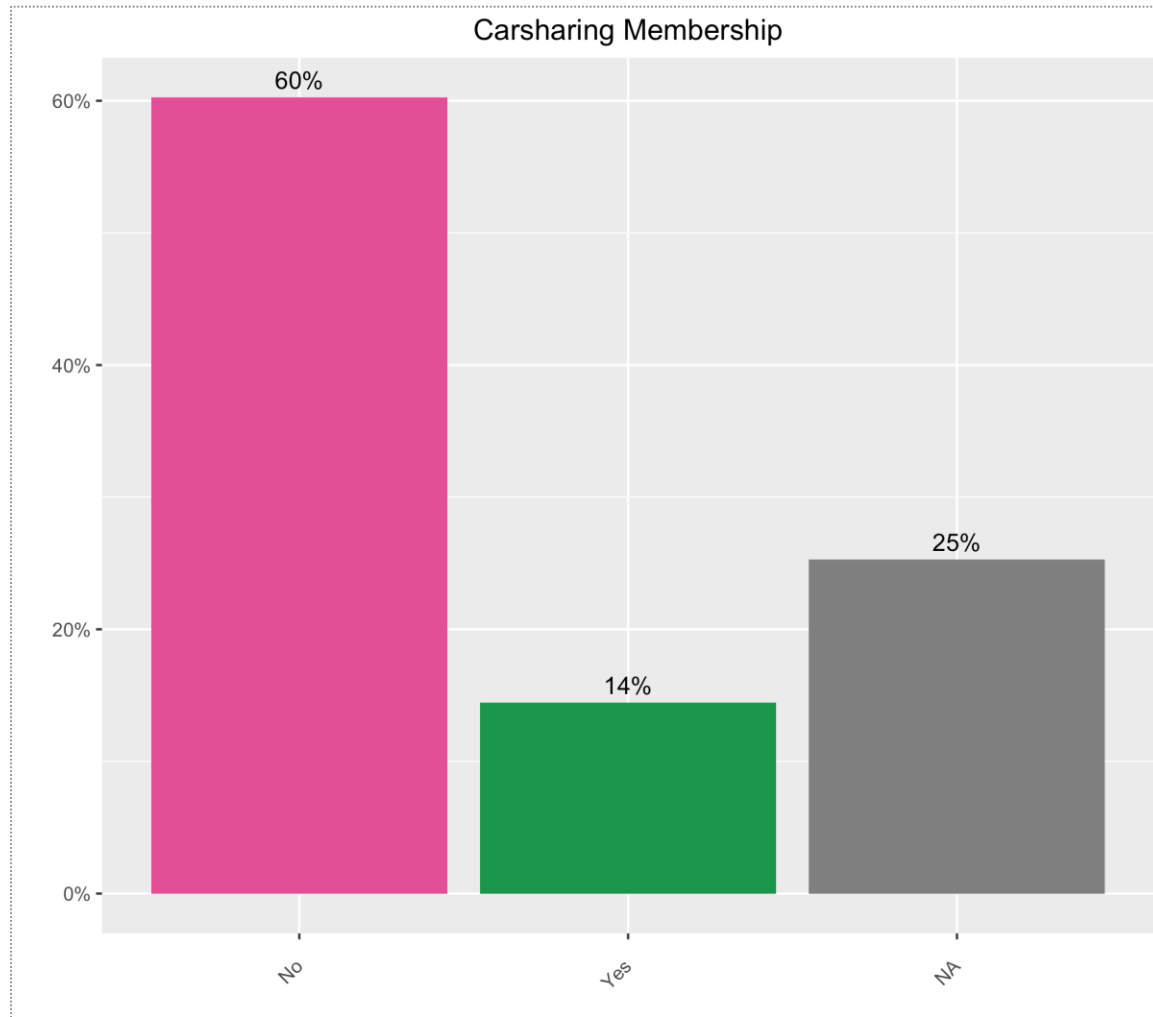
mobility



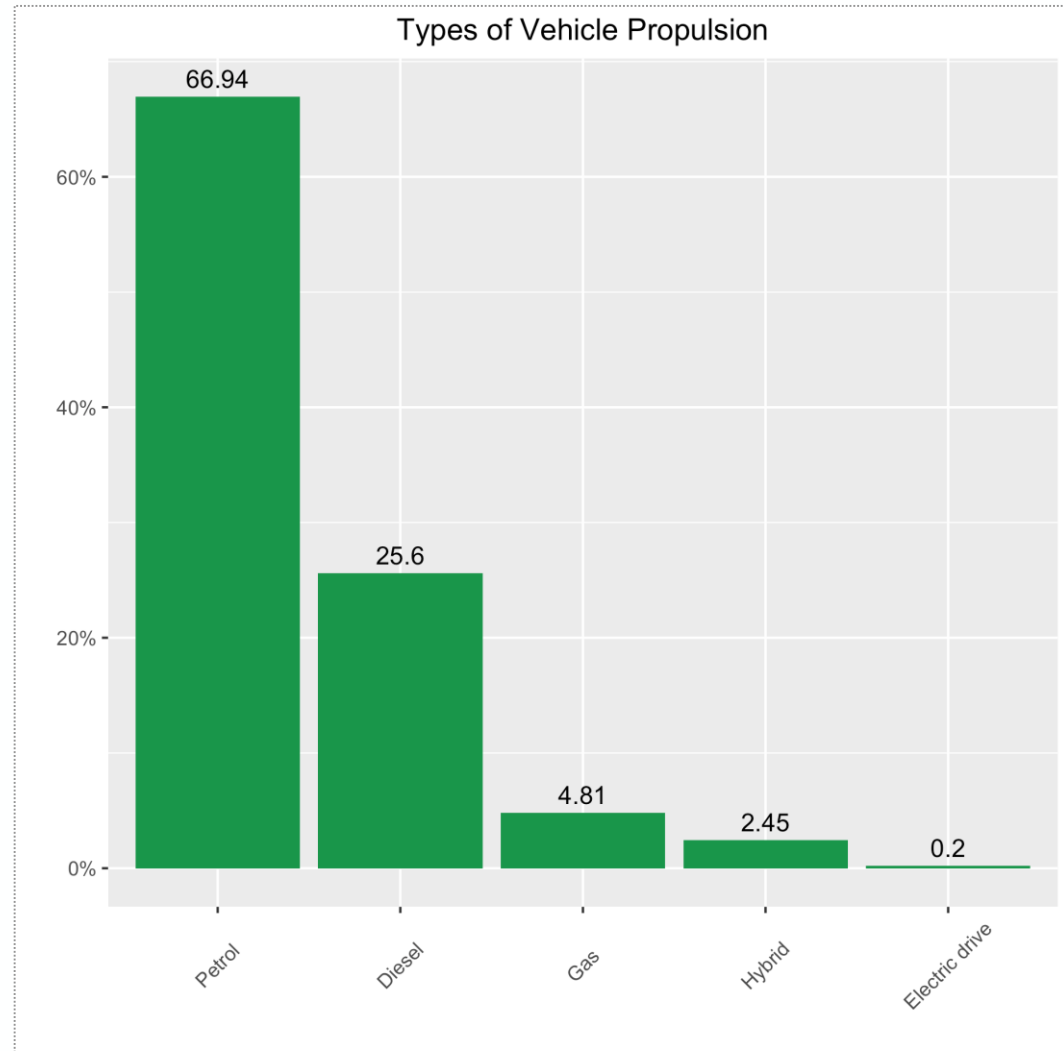
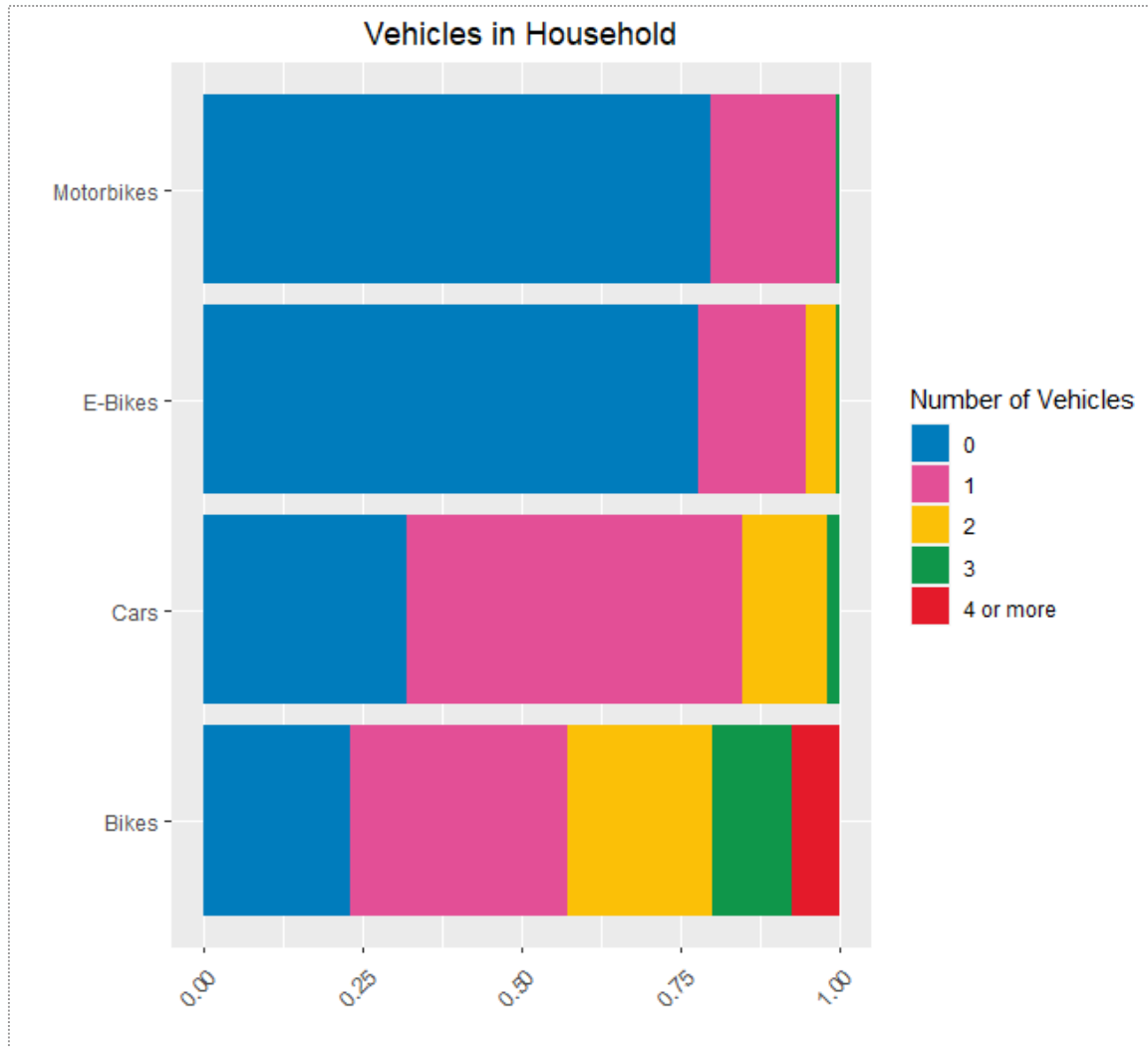
Driver`s license



Carsharing Membership & Access to a car

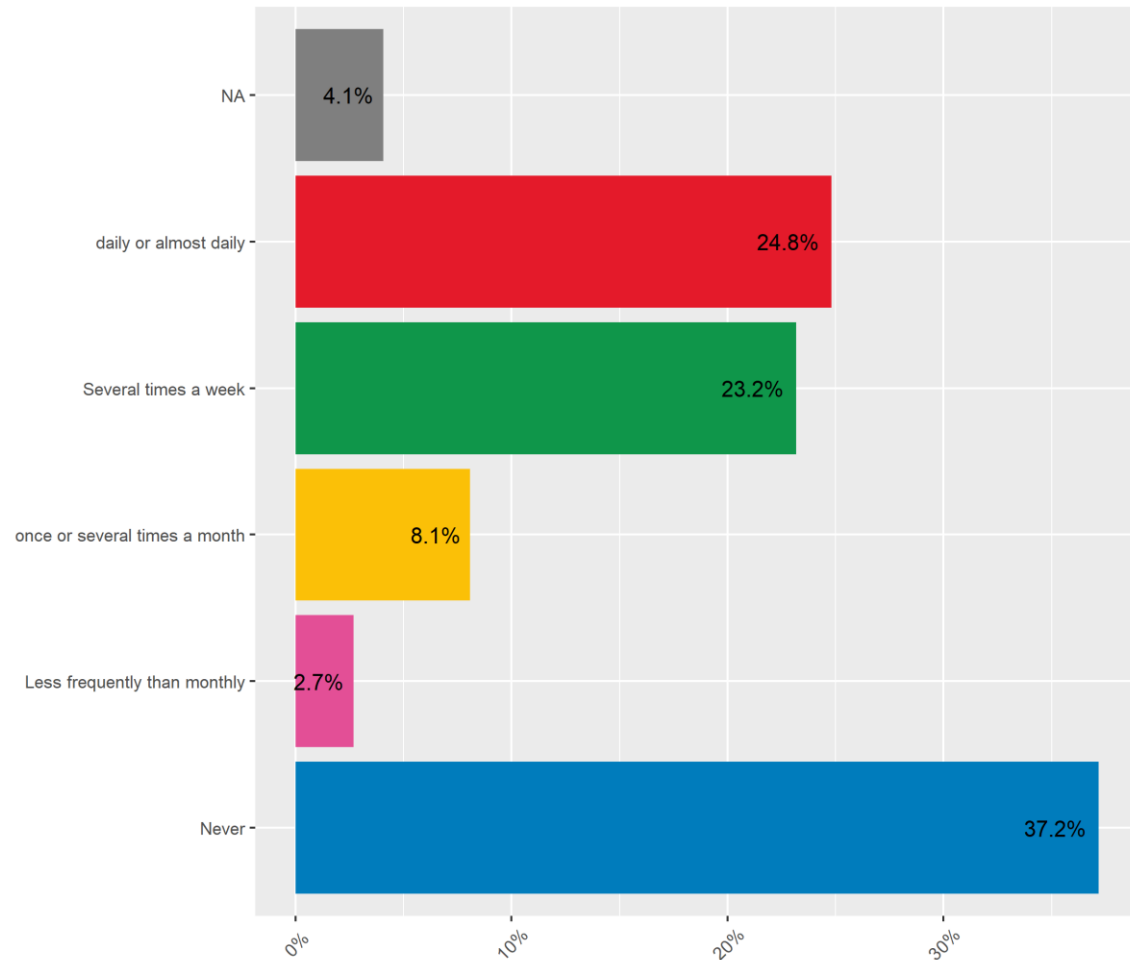


Vehicles in the household & Type of propulsion

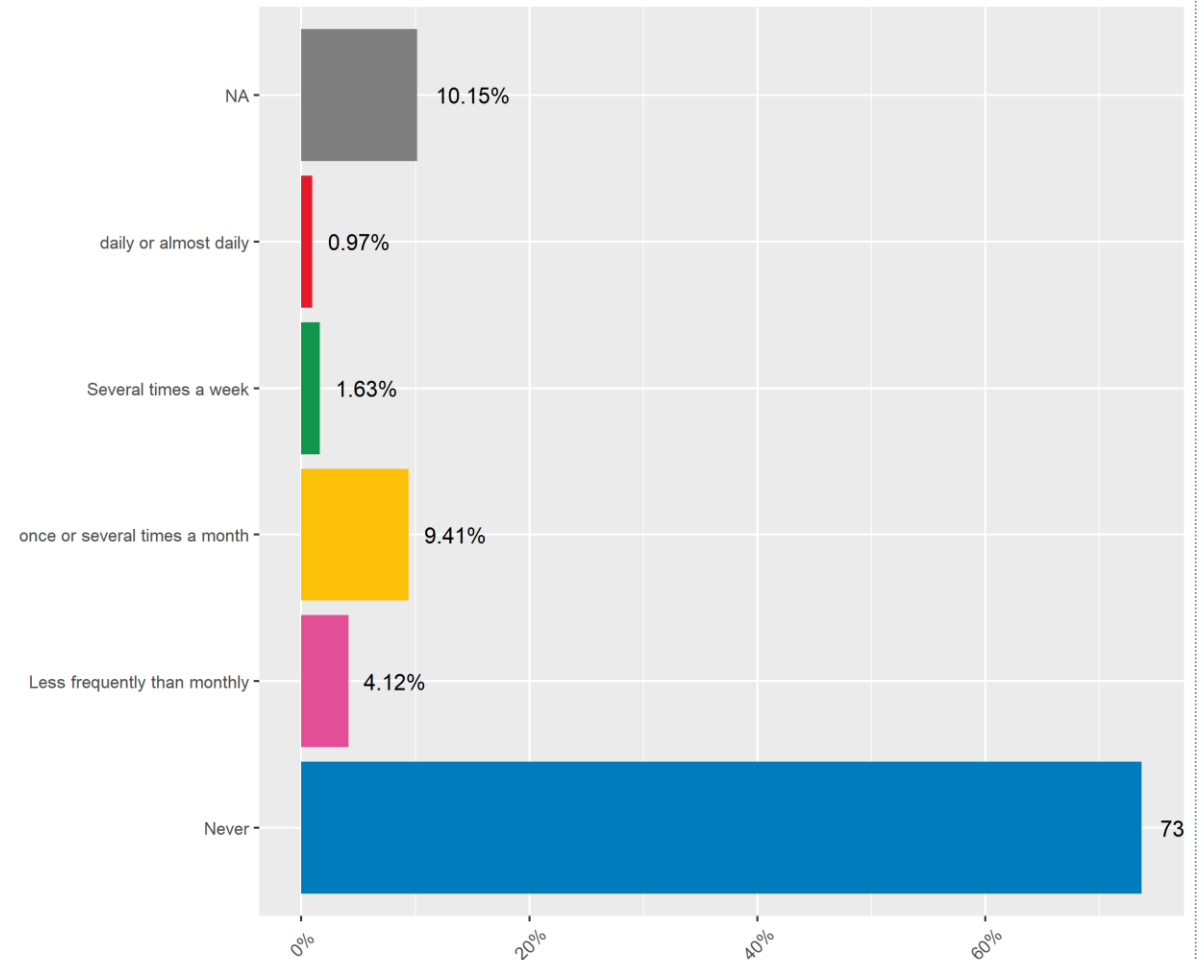


Usage of different means of transport – Car & Carsharing

Usage of Car/Motorbike/Moped - Currently

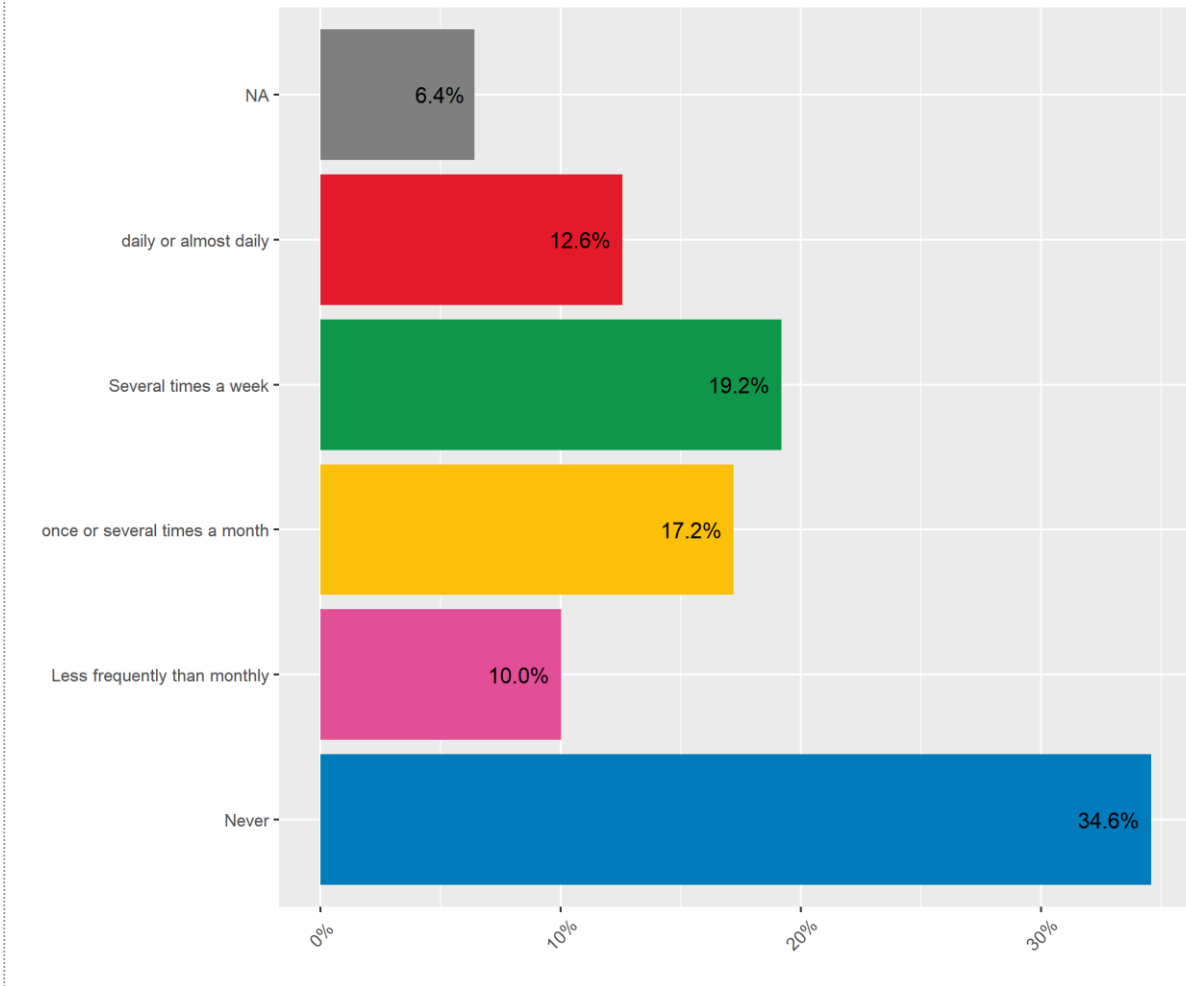


Usage of Carsharing - Currently

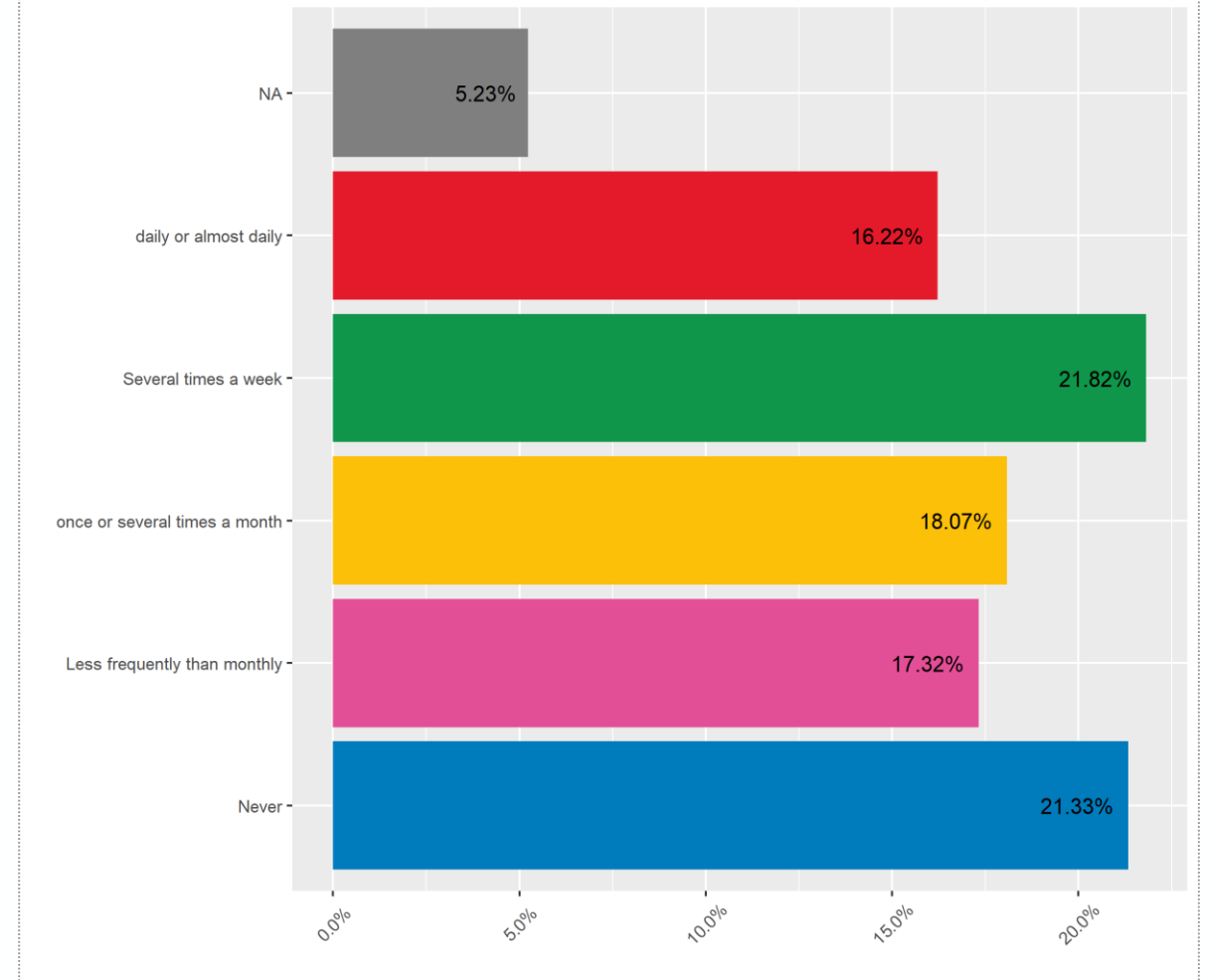


Usage of different means of transport – Bicycle & Public transport

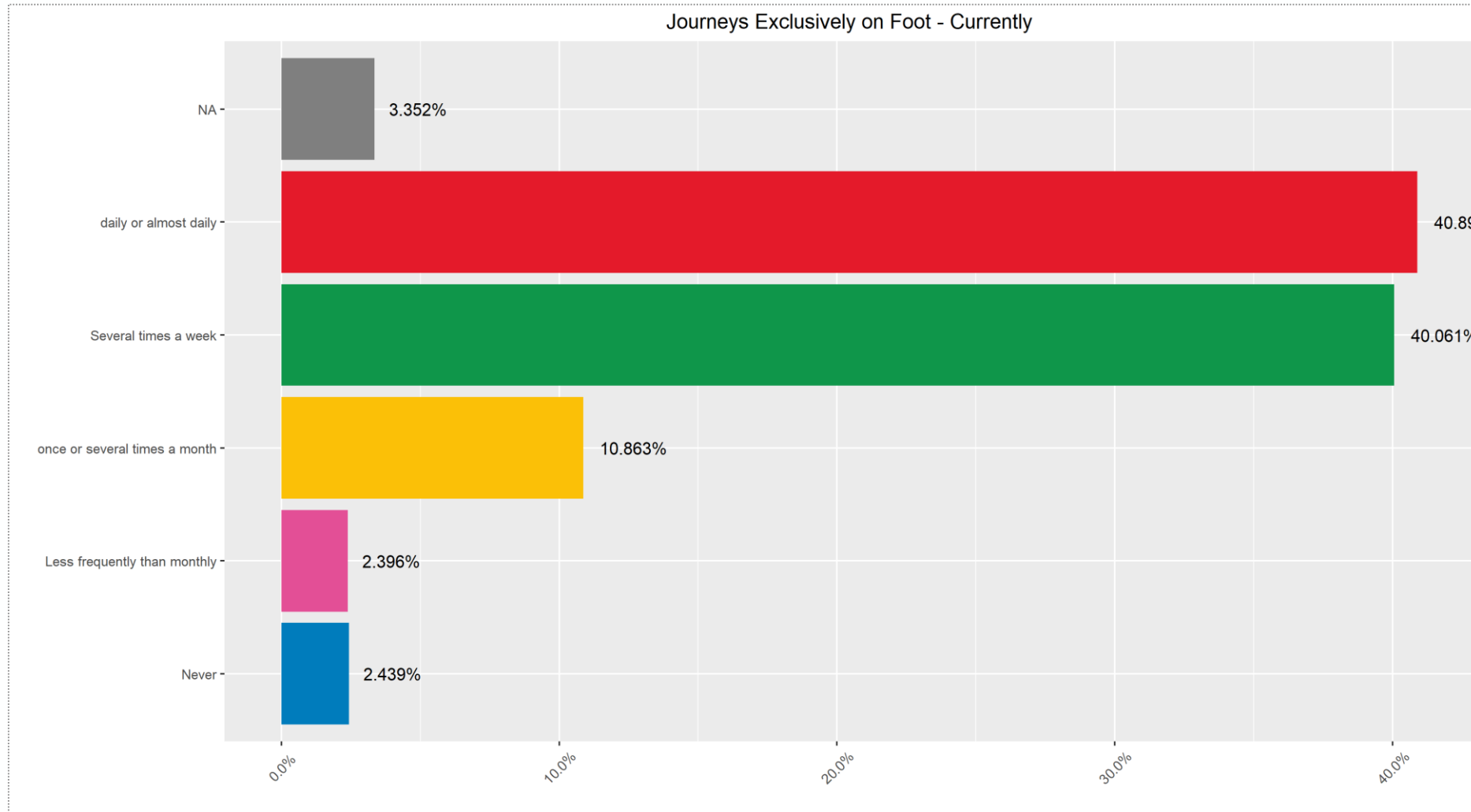
Usage of Bicycle/E-Bike/E-Scooter - Currently



Usage of Public Transport - Currently



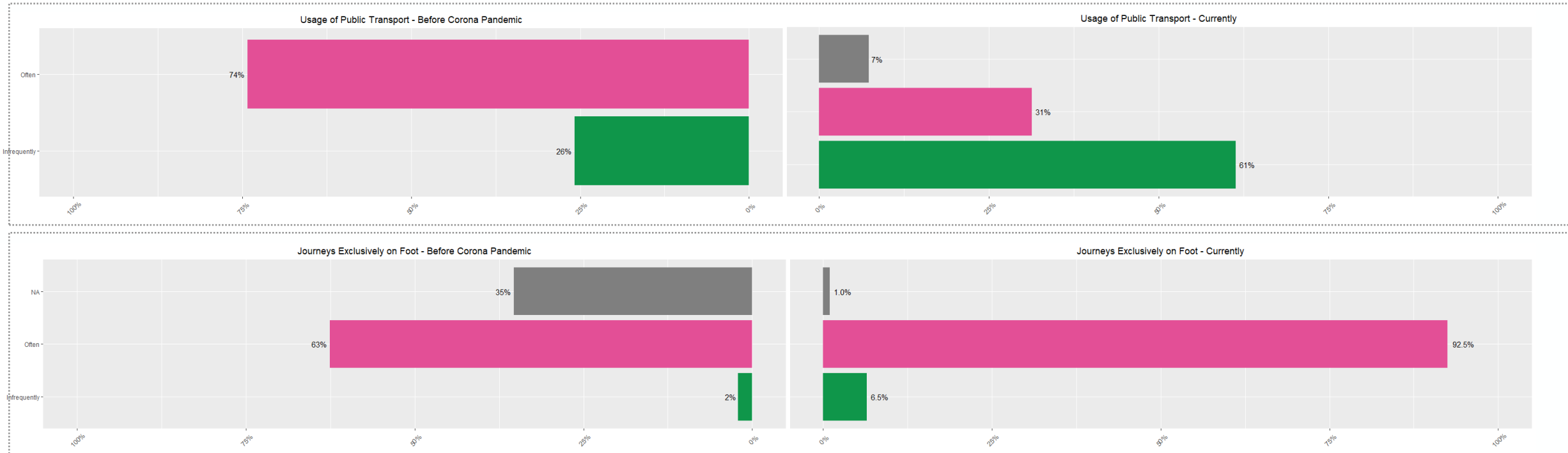
Usage of different means of transport – Journeys on foot



Usage of different means of transport – Before Corona & Currently



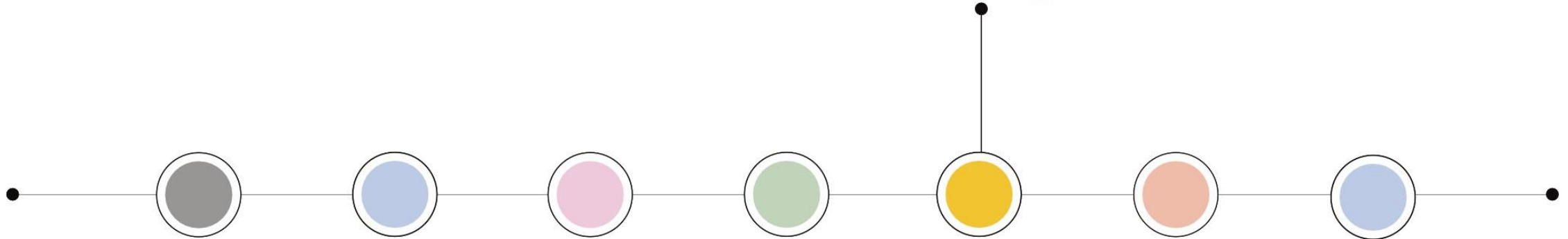
Usage of different means of transport - Before Corona & Currently



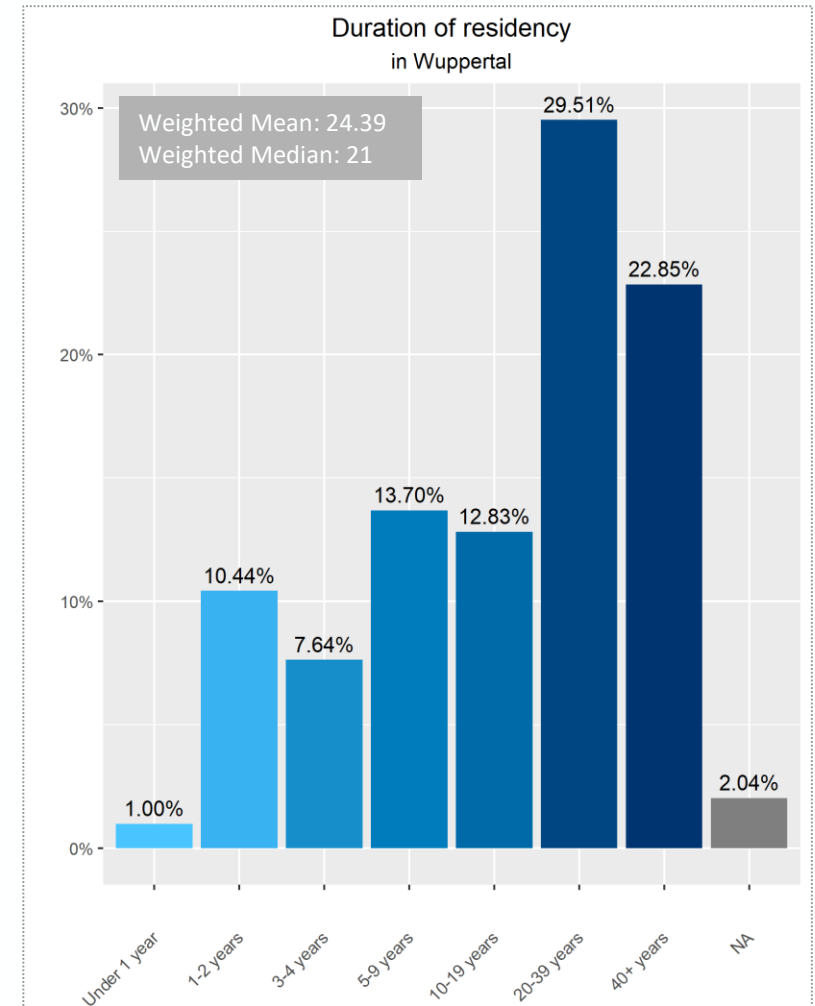
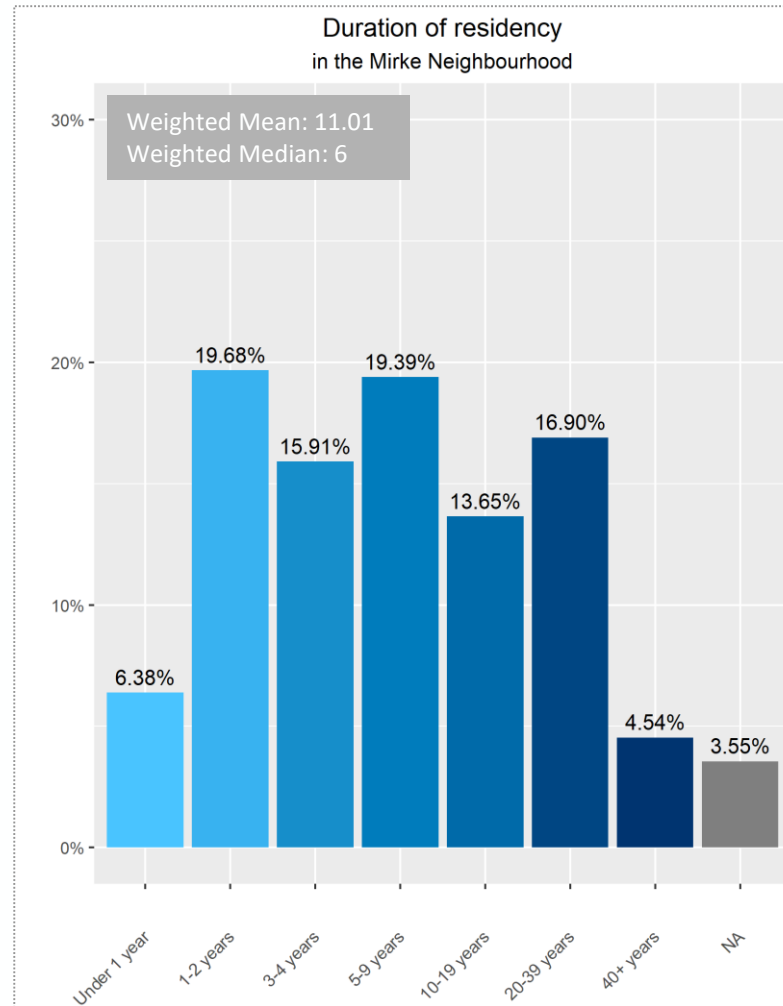
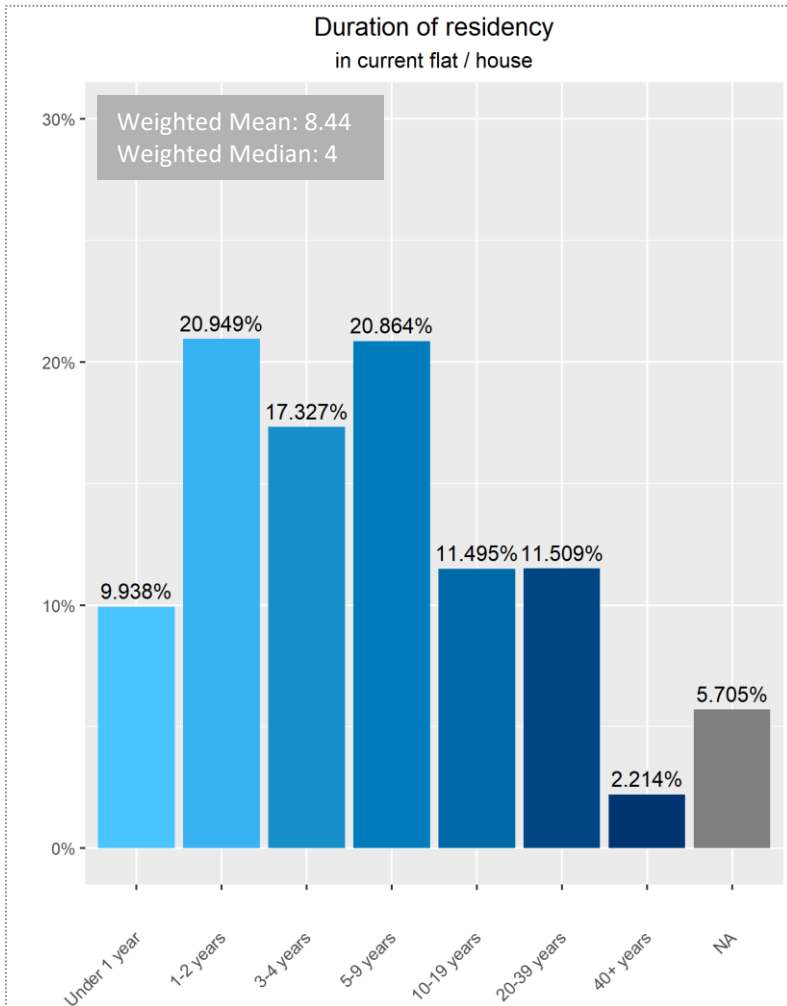
**The graphs on this slide represent only those survey participants who indicated that there was a difference in their mobility behaviour before Corona and currently (N=110).*

housing & living

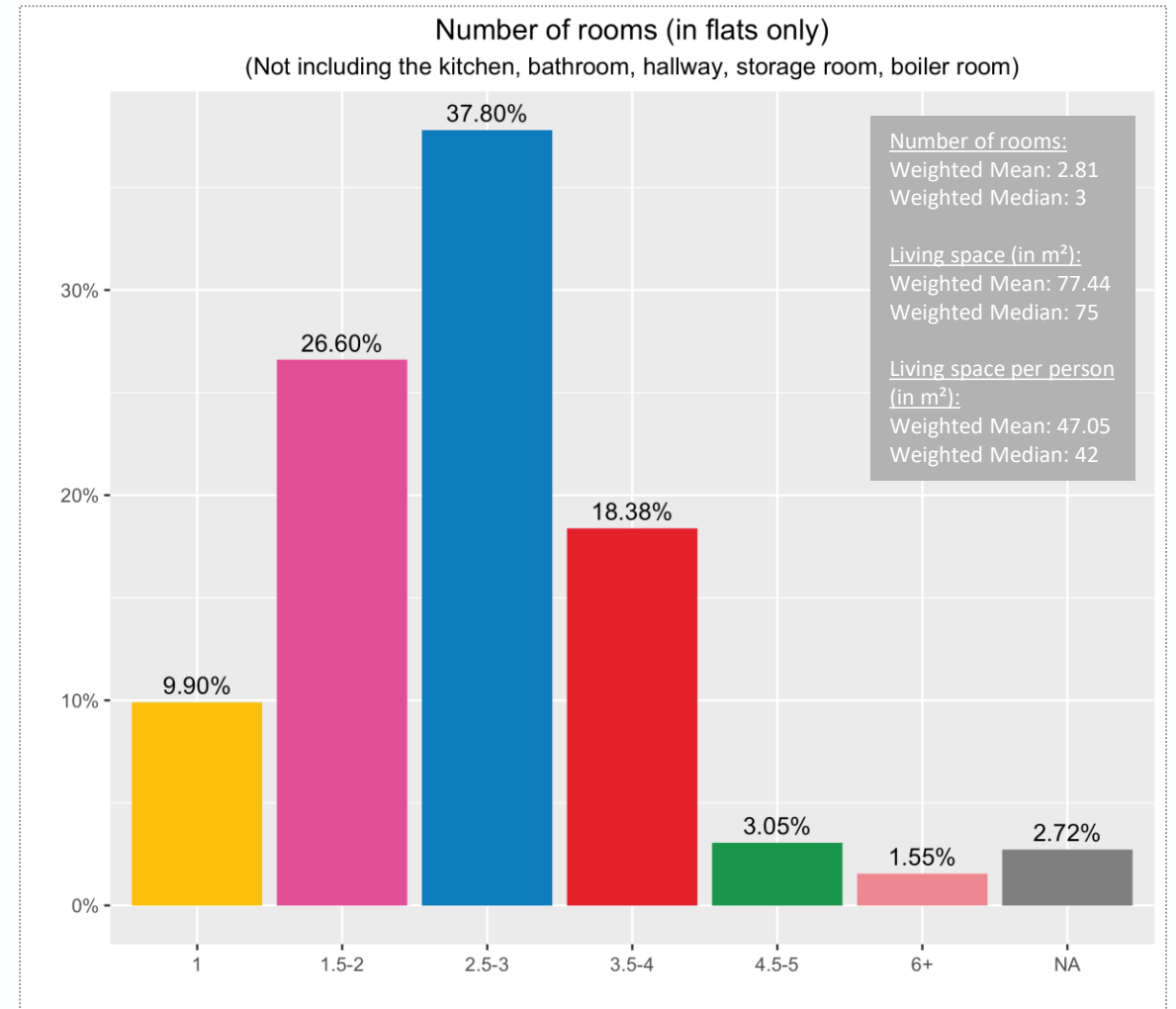
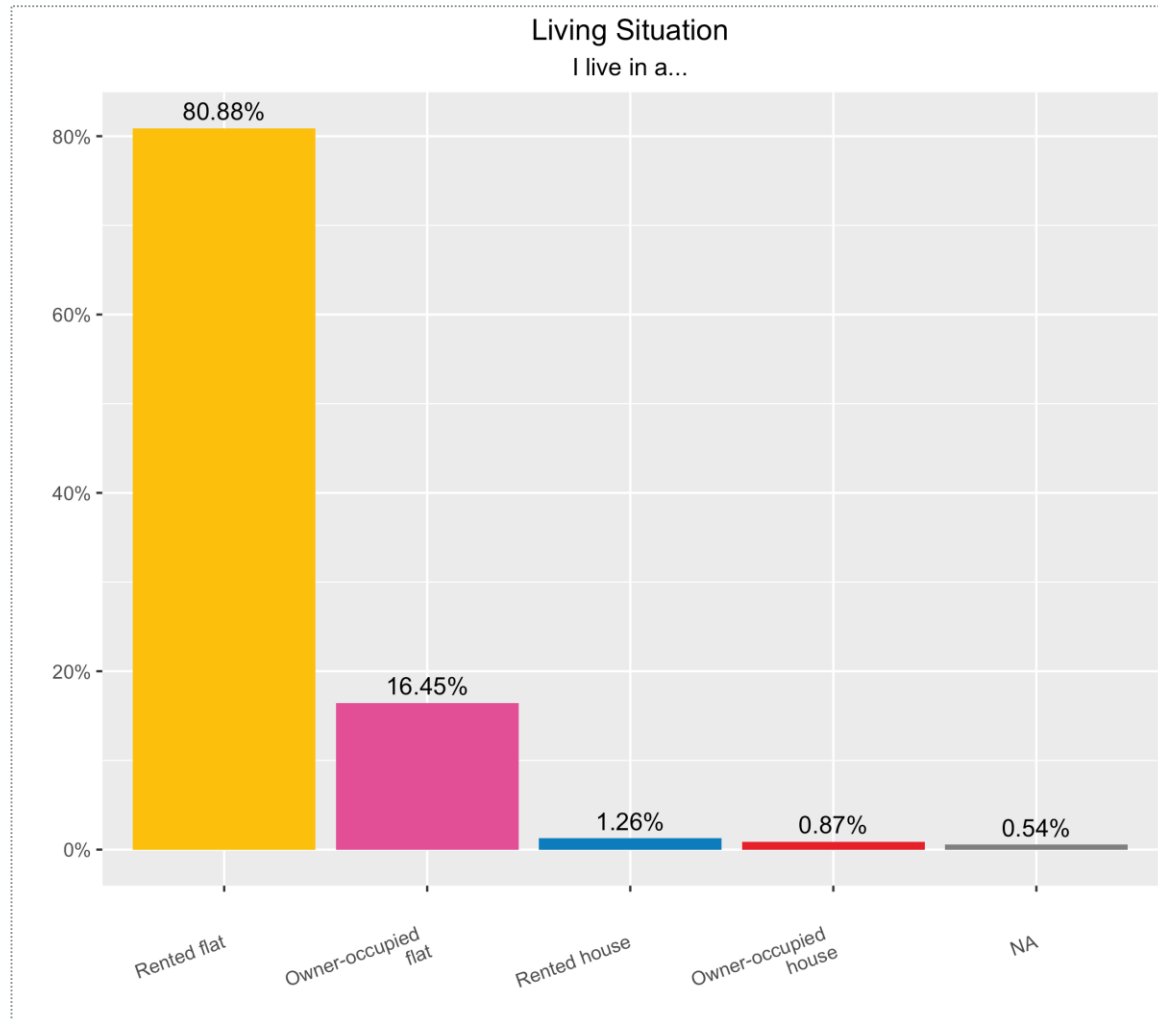
Housing
& Living



Duration of residency

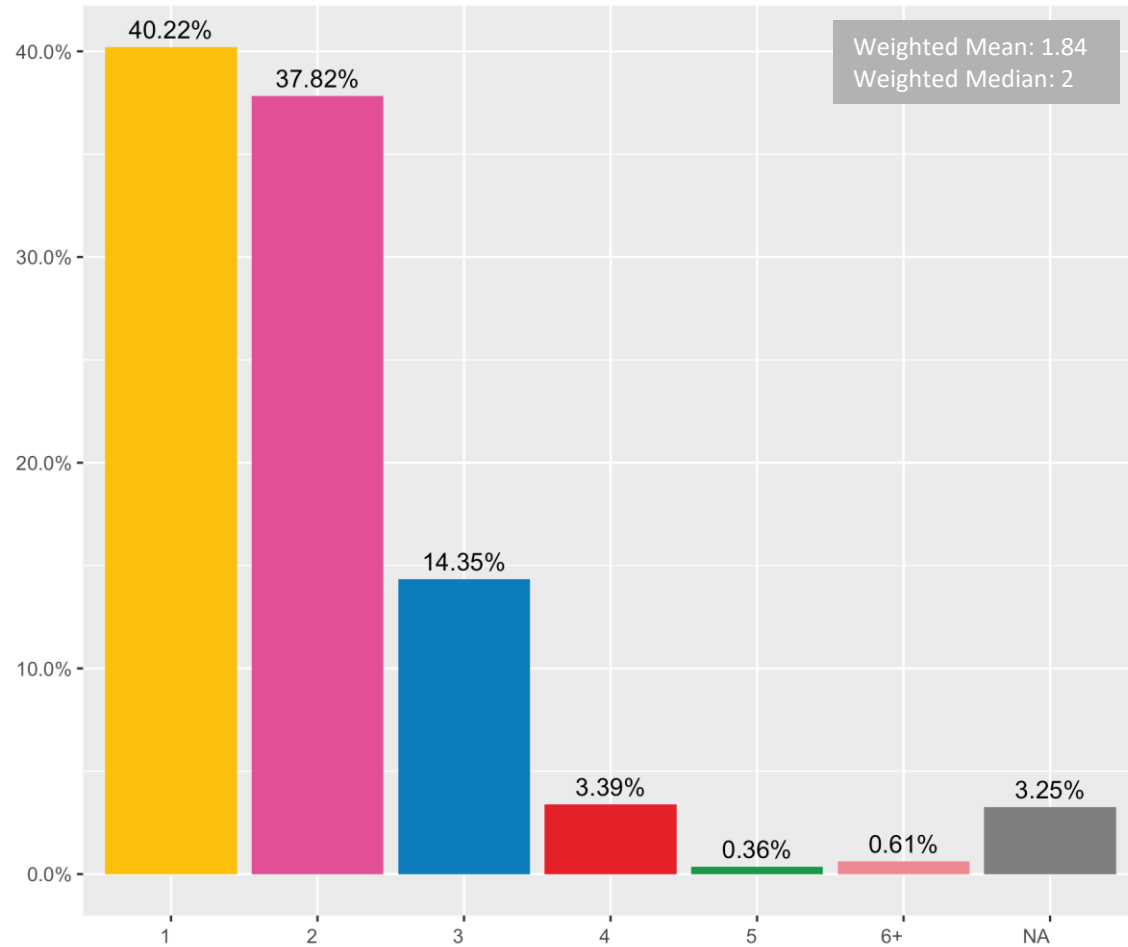


Living situation & Number of rooms

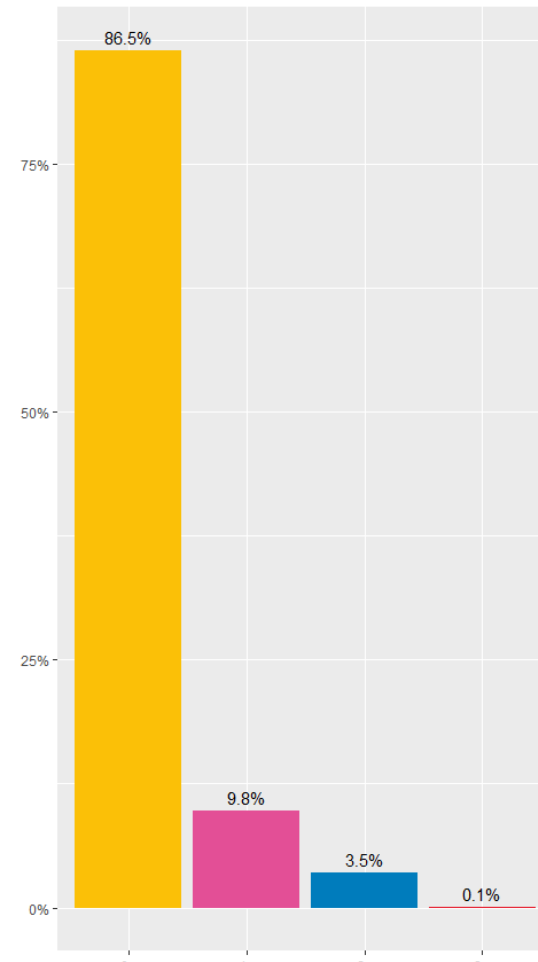


Household size

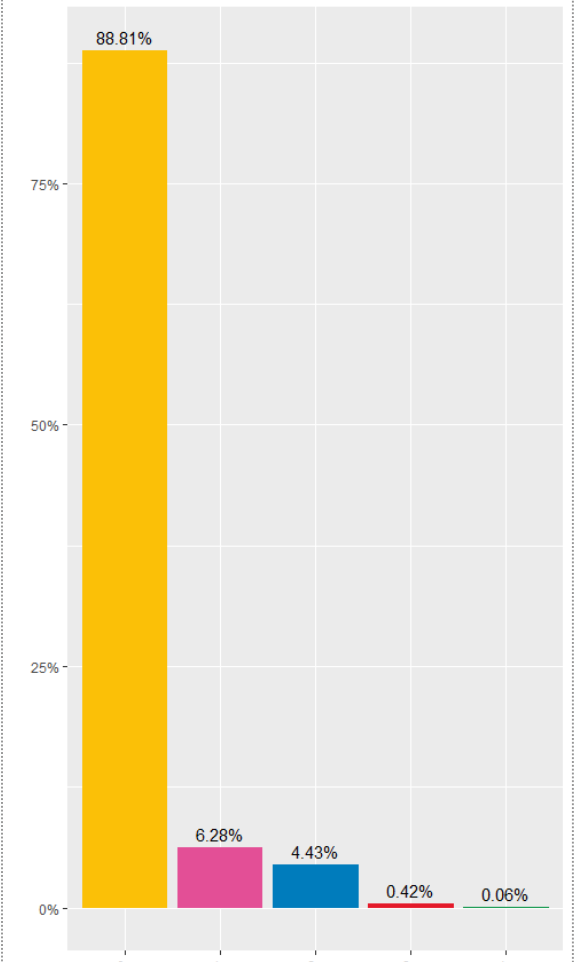
Total household size



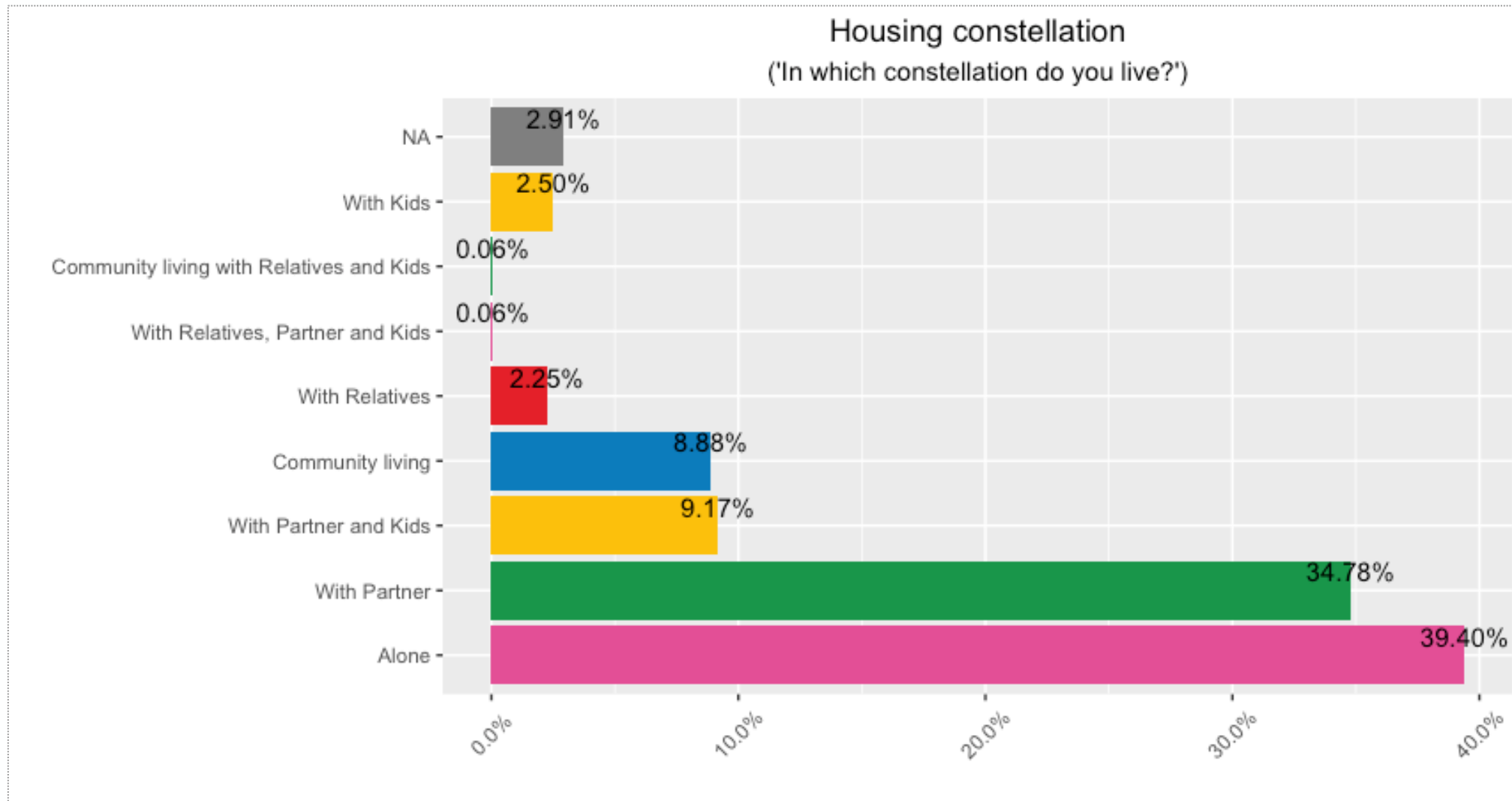
Number of people 65 or older



Number of children



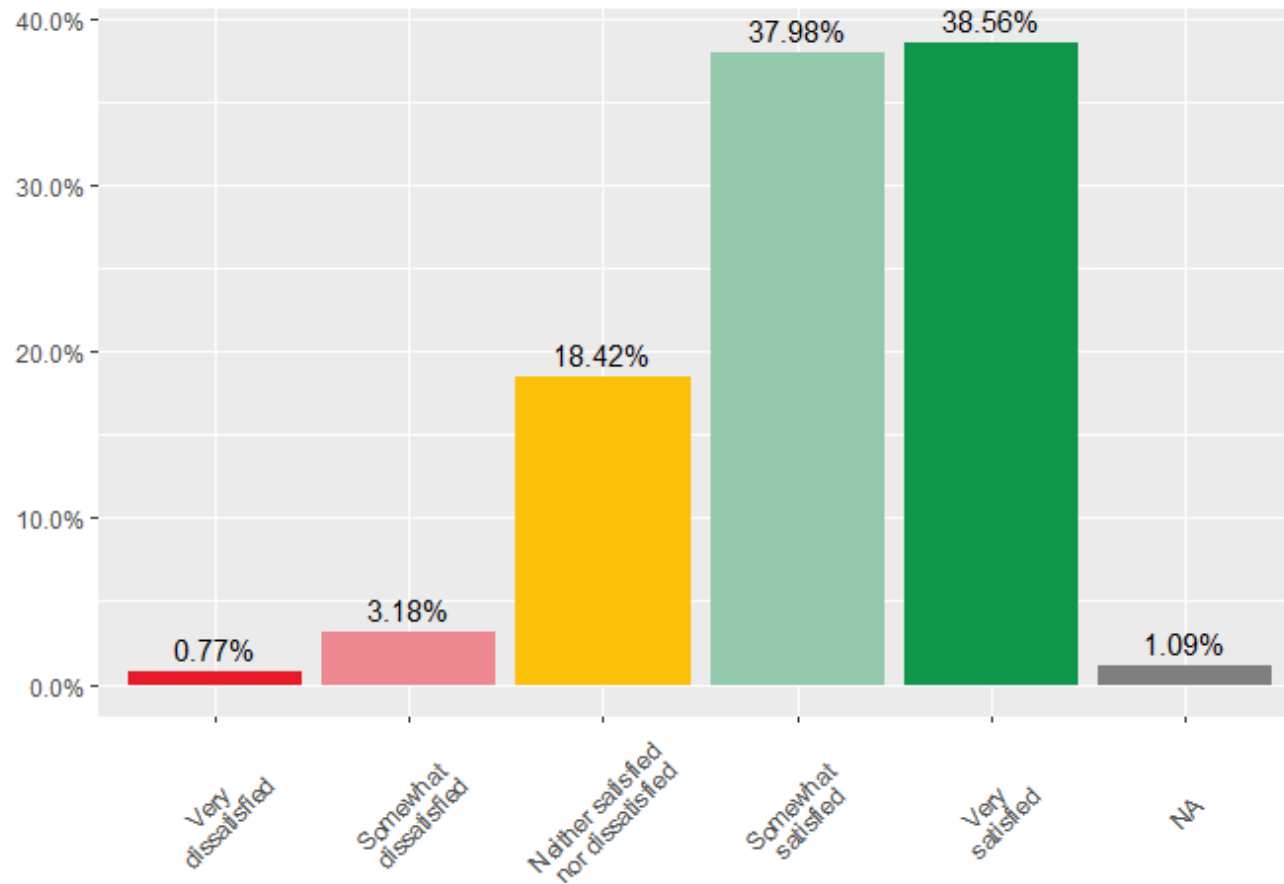
Living constellation



Satisfaction with living situation

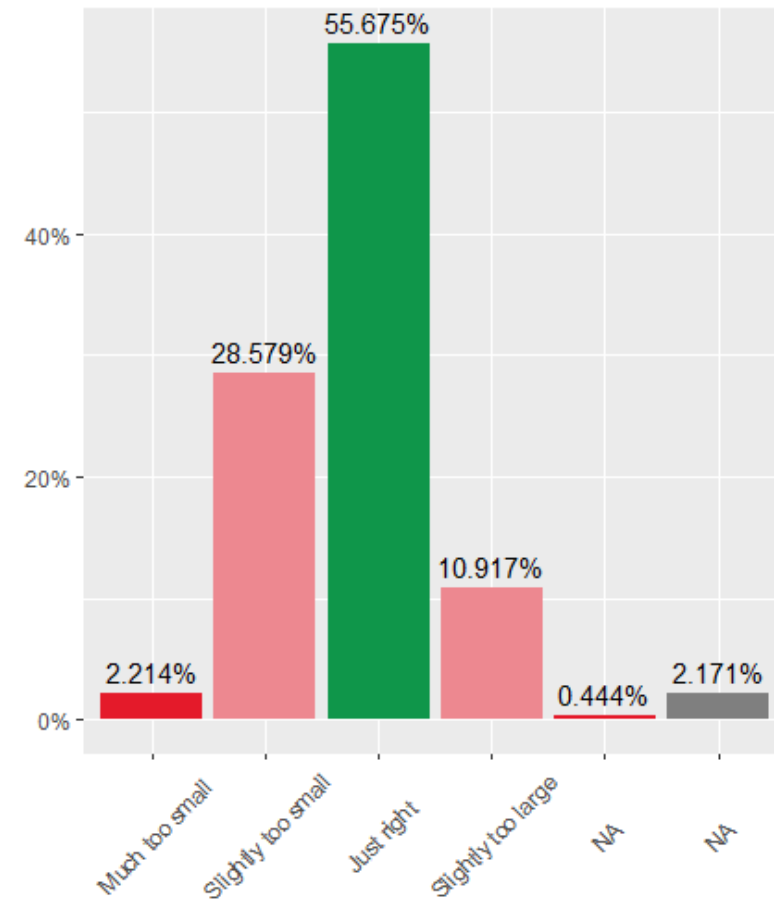
Satisfaction with living situation

Currently

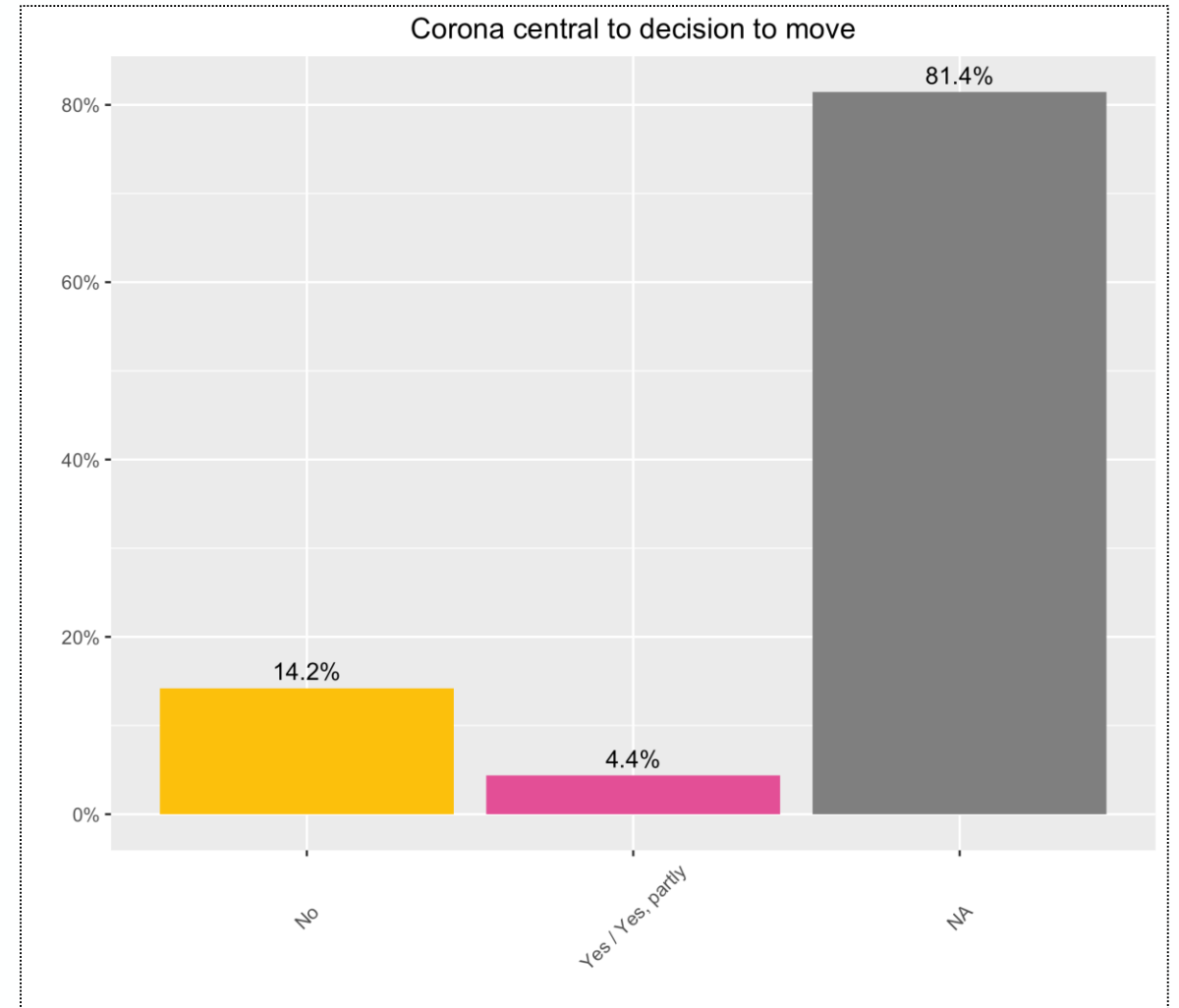
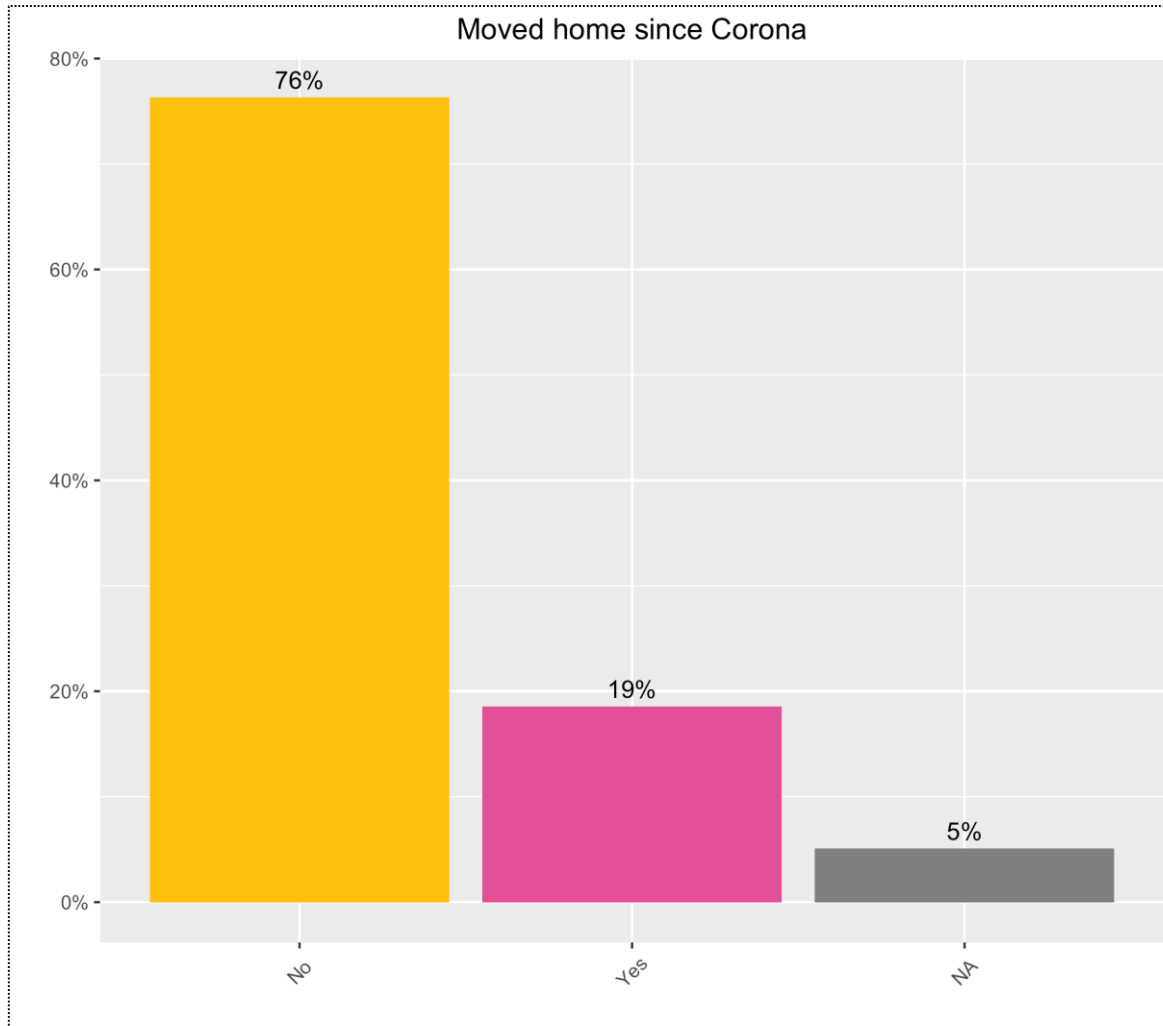


Satisfaction with living space

Currently

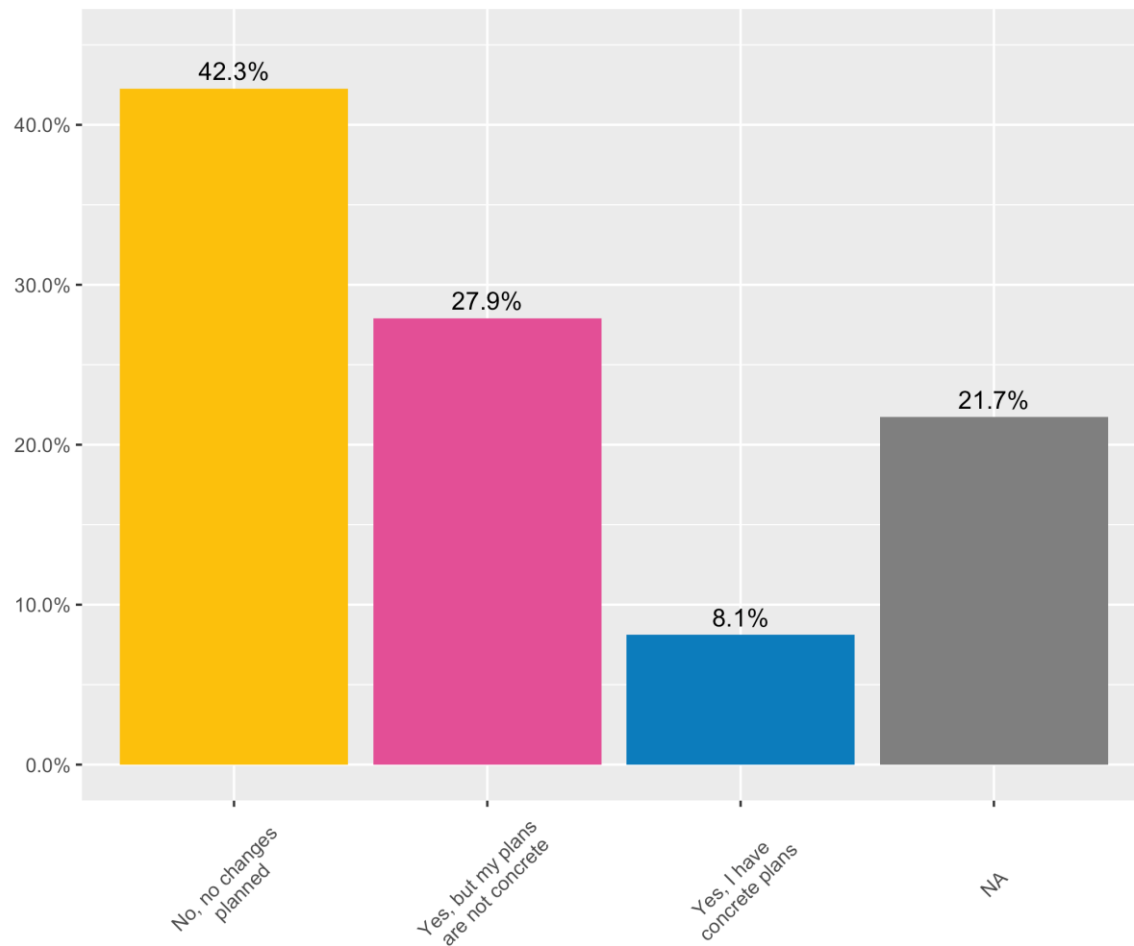


Role of Corona in housing choices

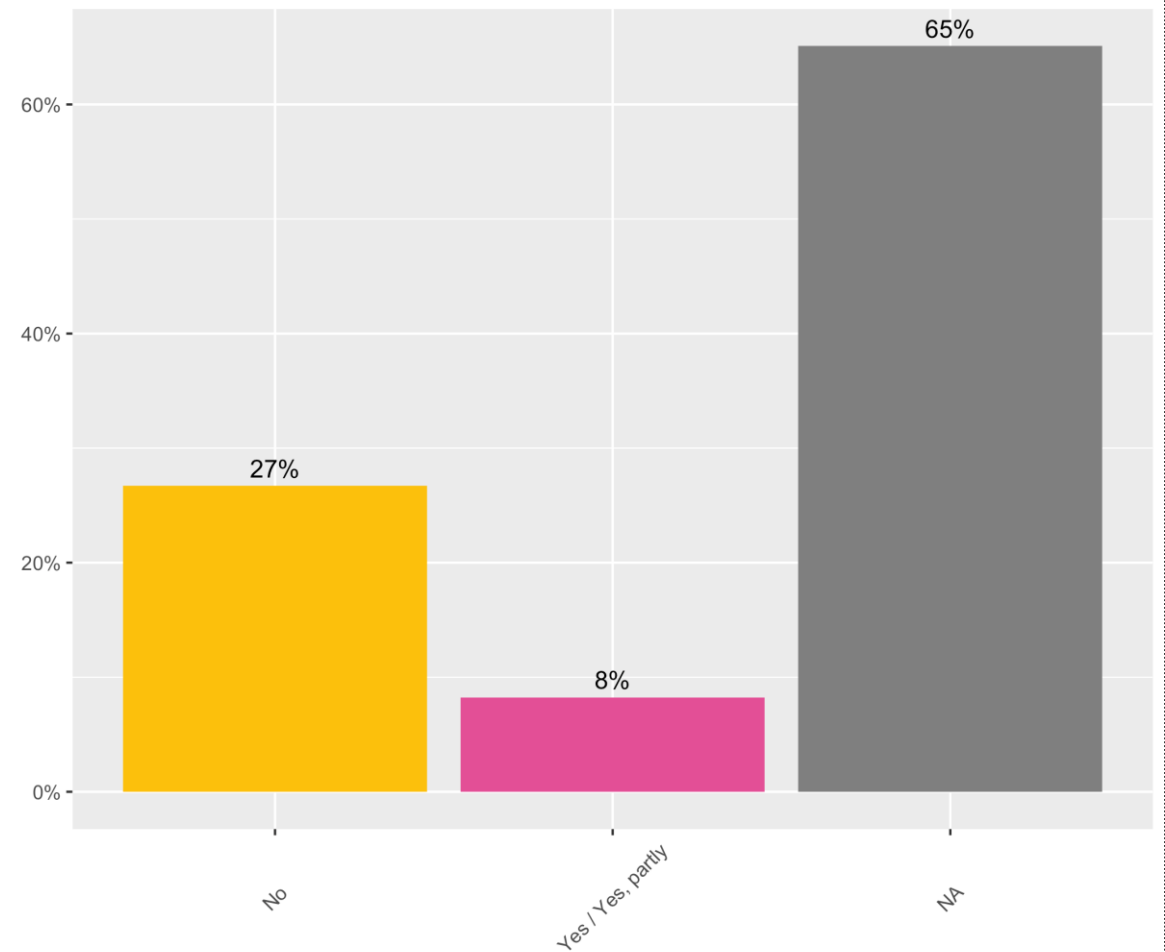


Role of Corona in housing choices

Plans to move

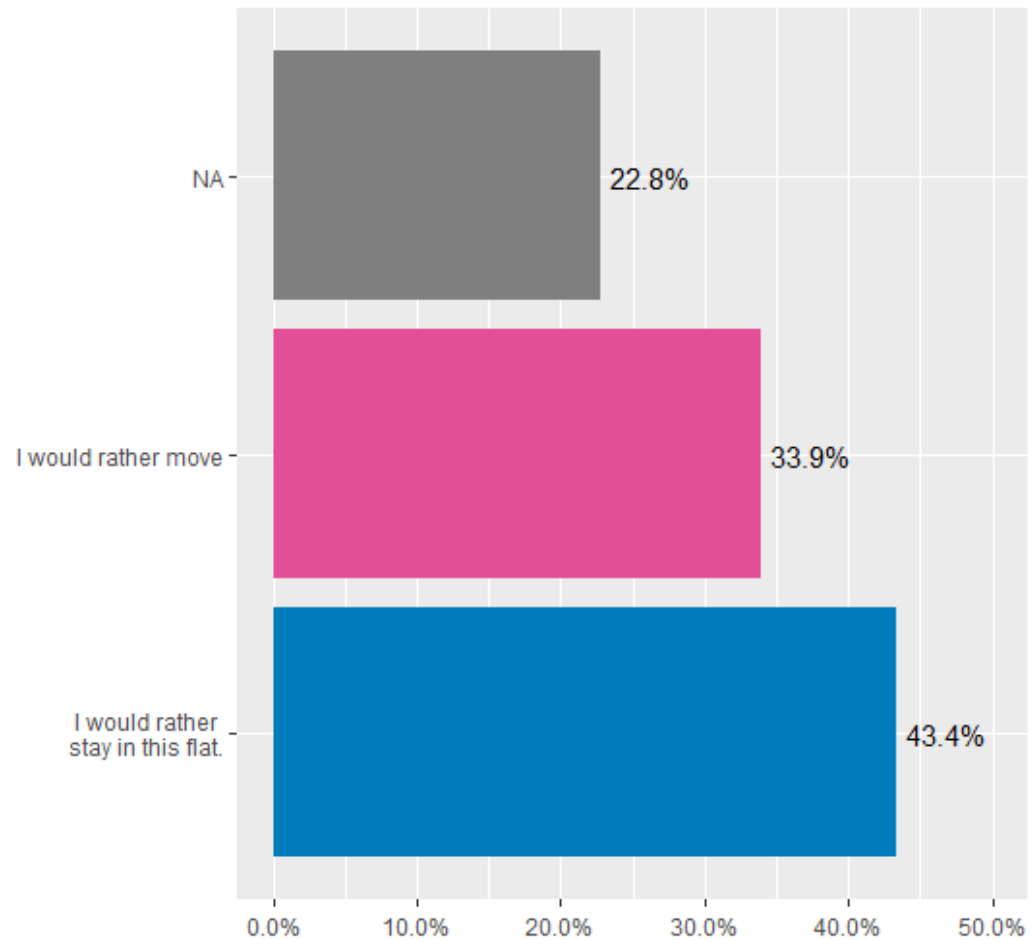


Corona central reason for plans to move

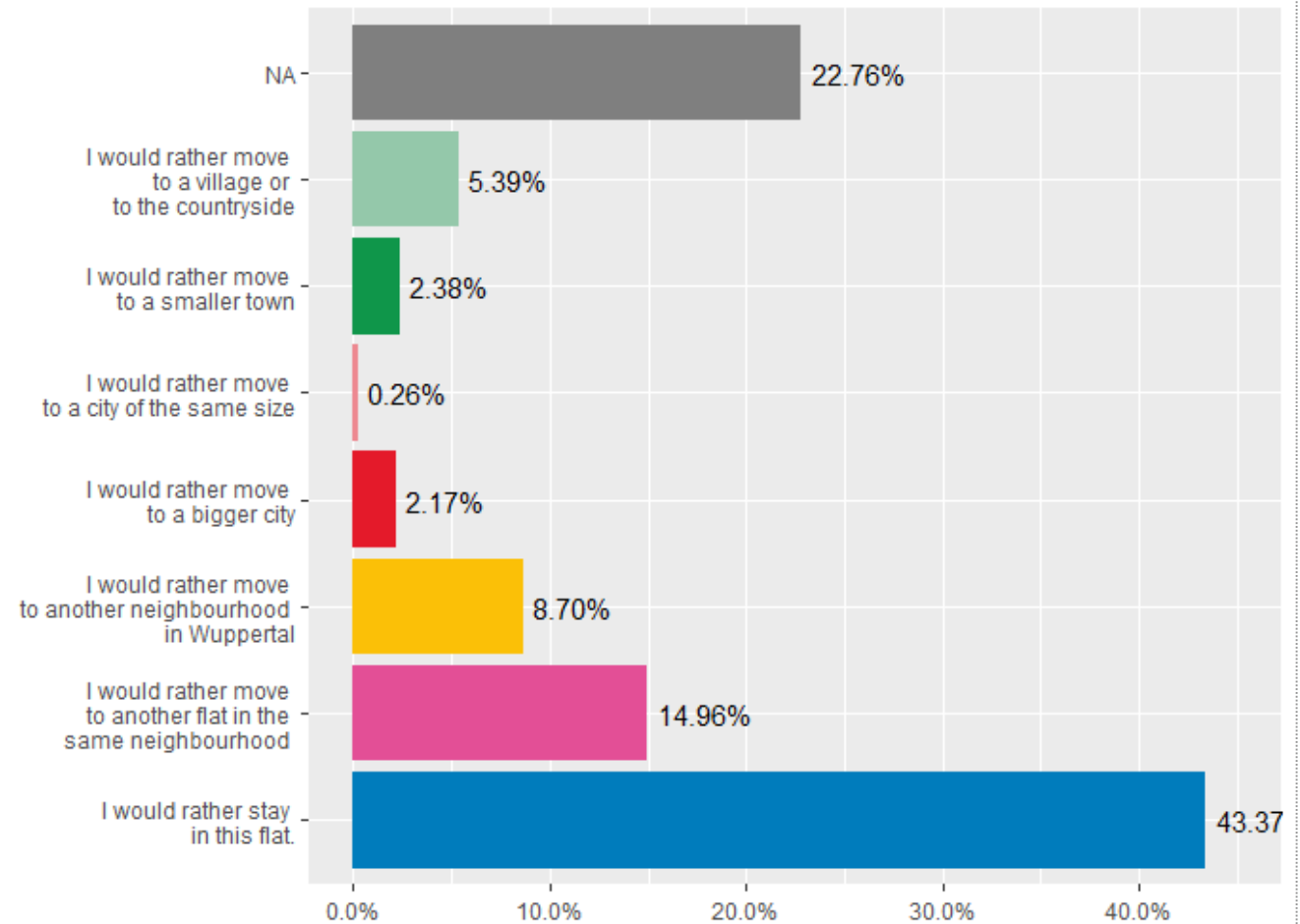


Preferred living situation

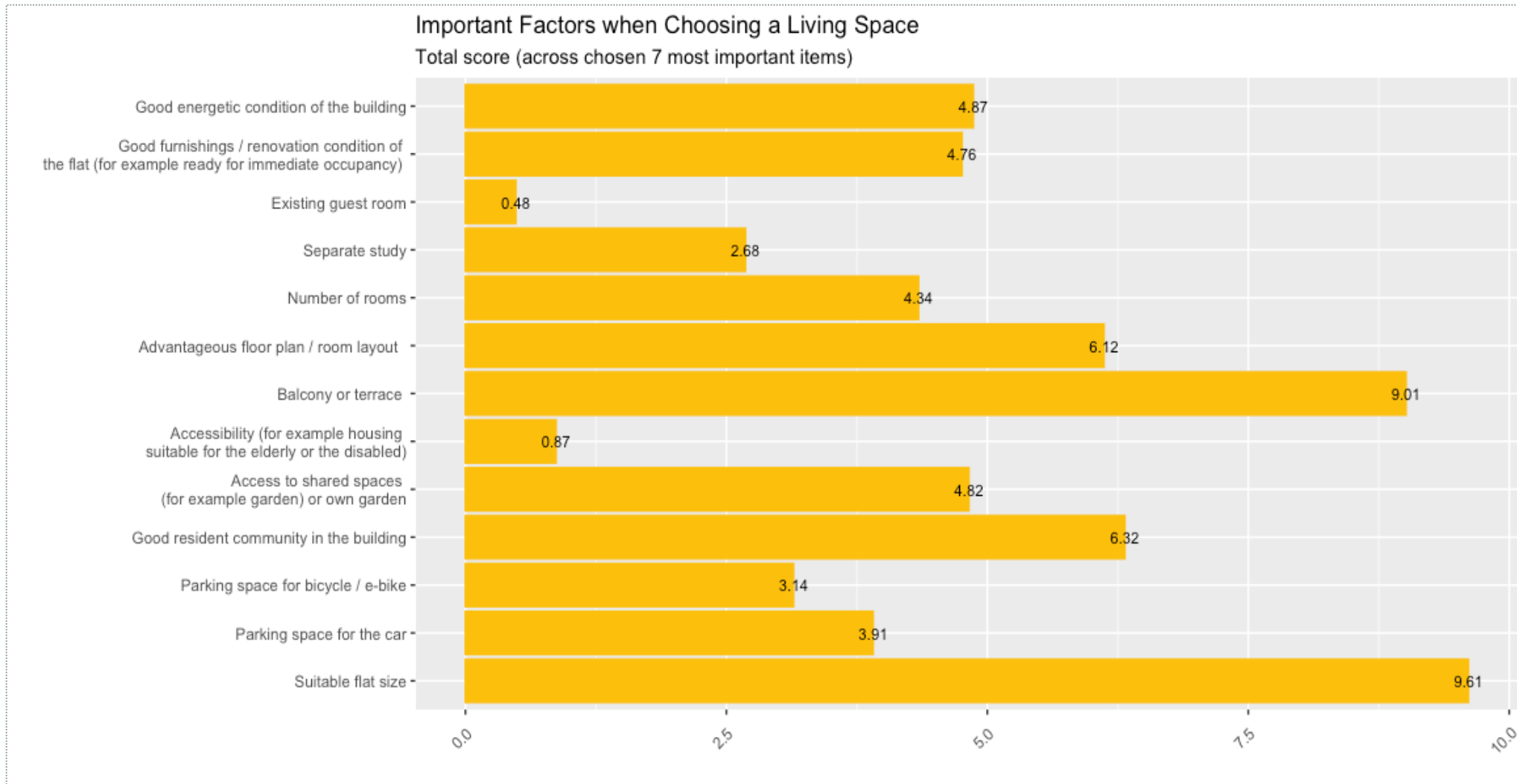
Preferred living situation (Overview)



Preferred living situation (Detailed)

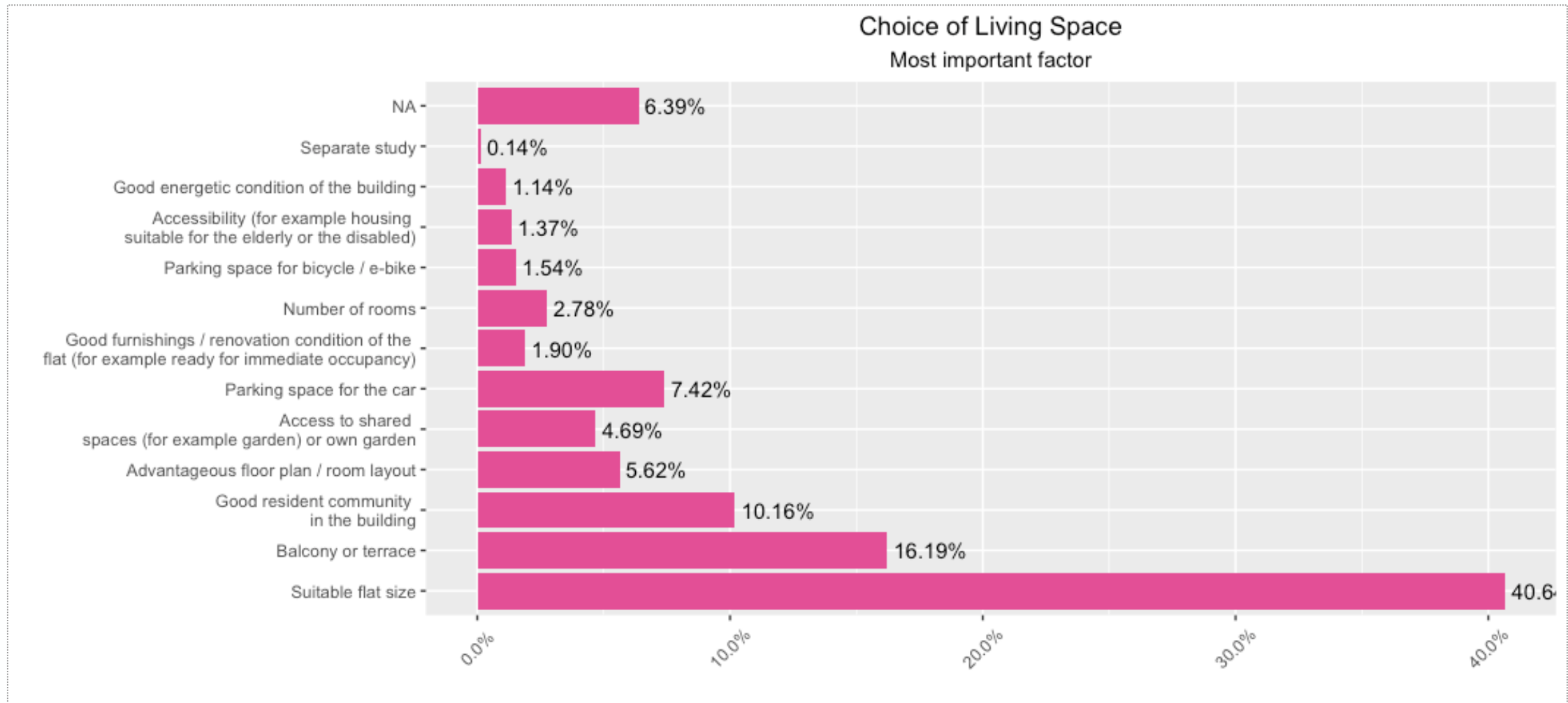


Choice of living space

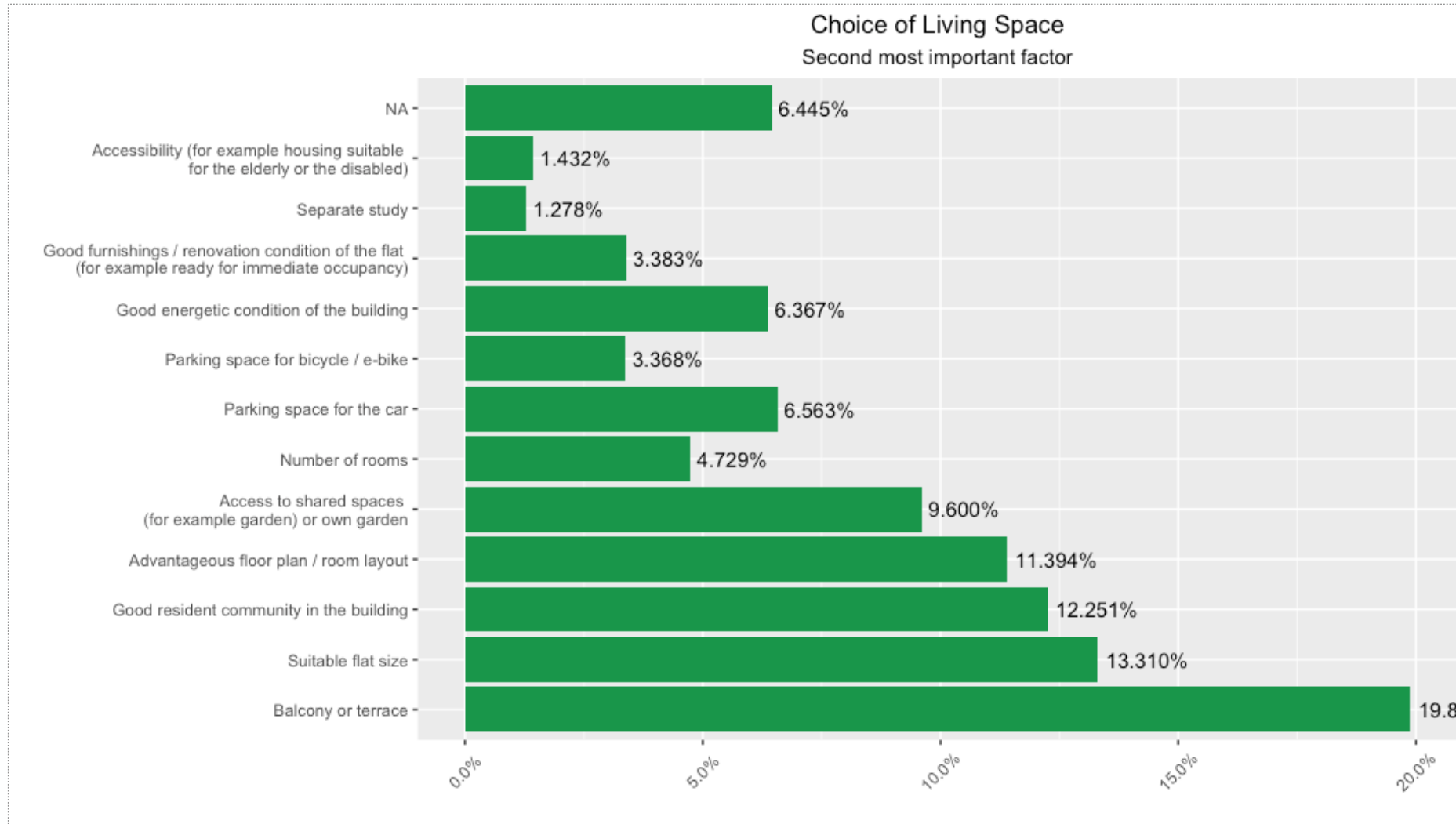


**Average total score (assigned based on the number of times an aspect was selected as one of the seven most important factors when choosing one's living environment and its rank); Question text: „We would like to know which factors are important to you personally when it comes to your living space (aside from the rental/purchase budget). Imagine again that you were to move home now: Which factors would be most important to you when choosing your living space?“*

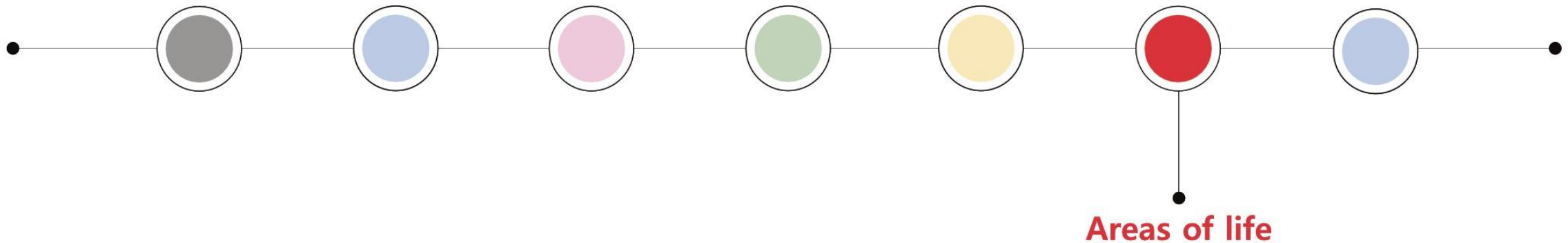
Choice of living space



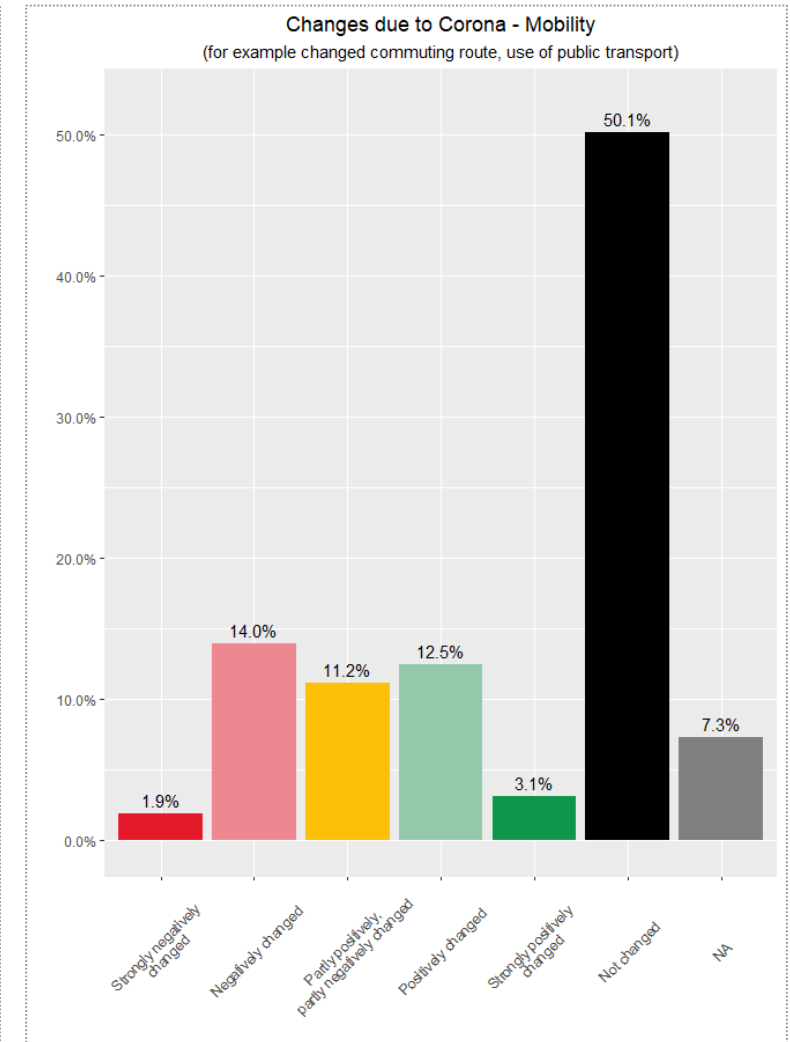
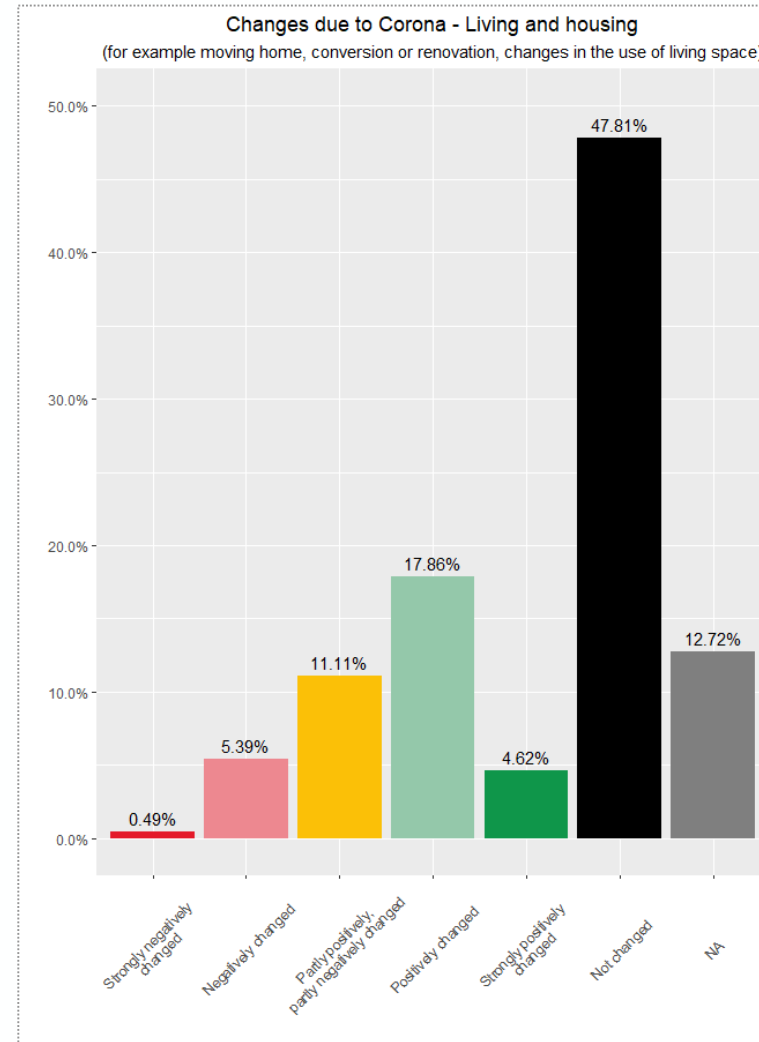
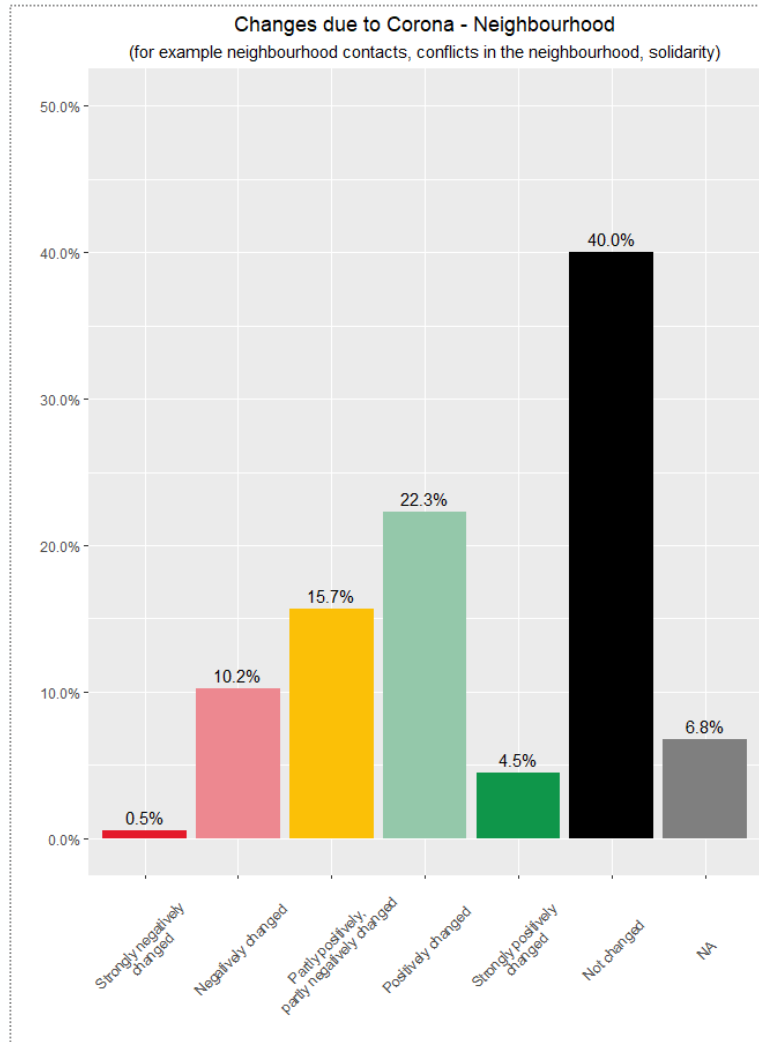
Choice of living space



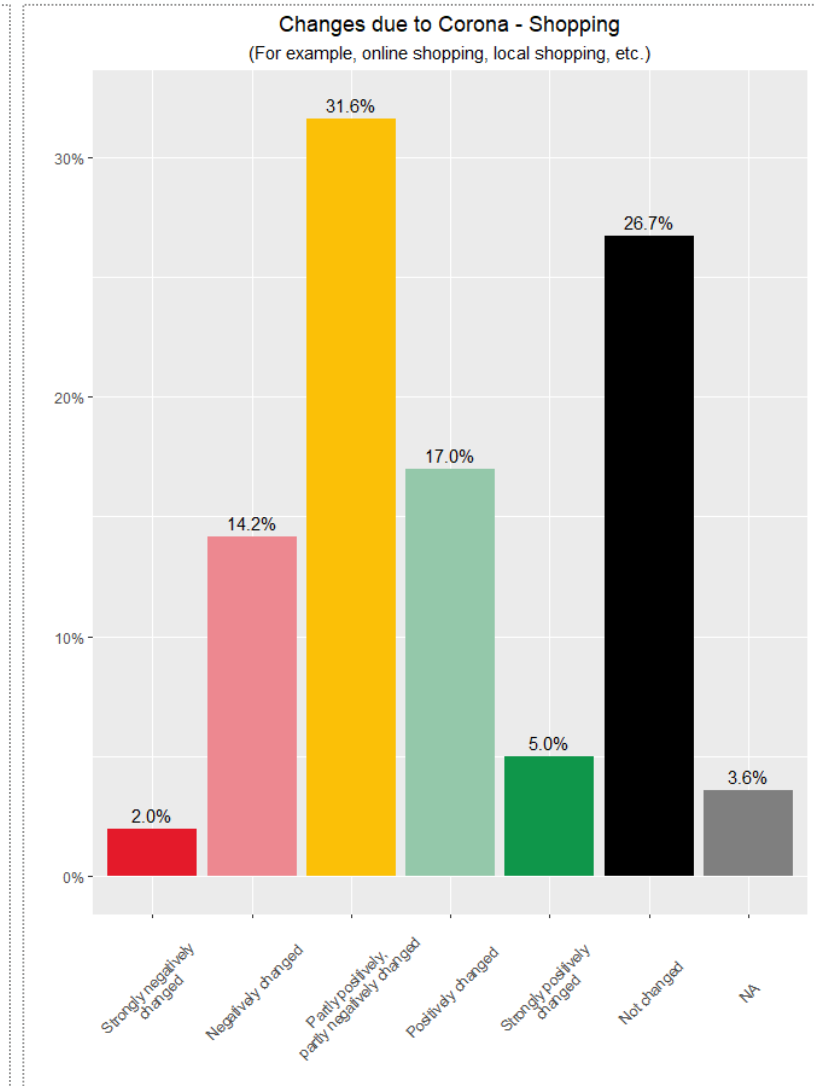
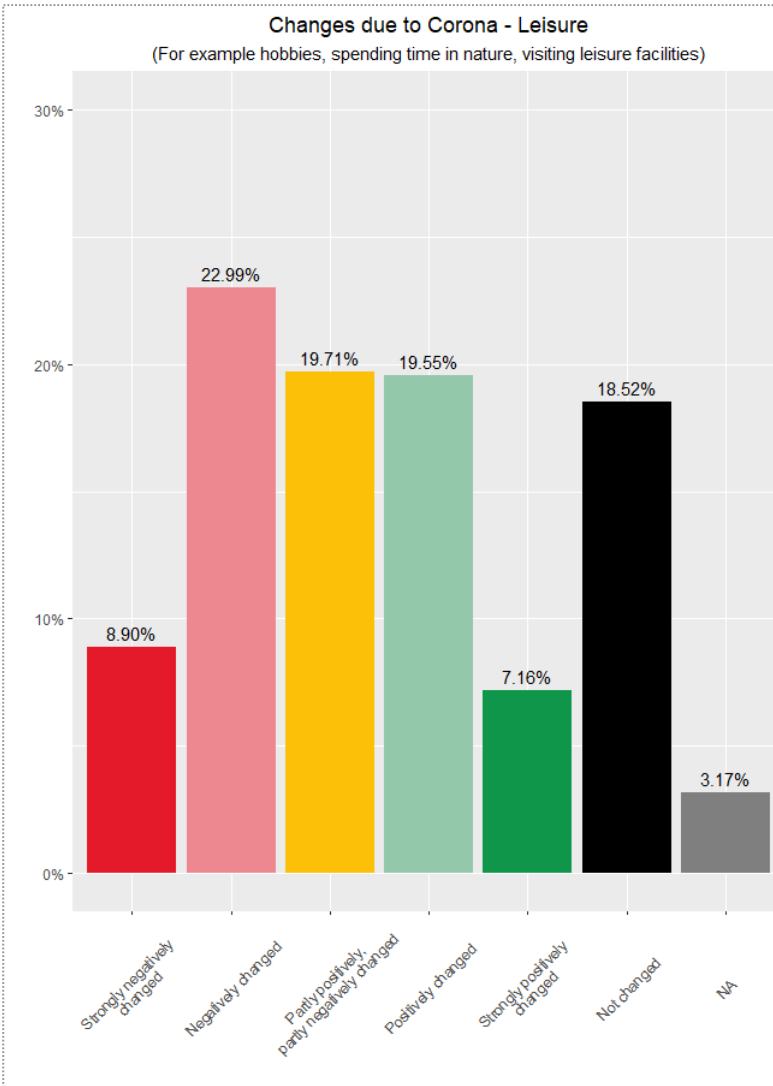
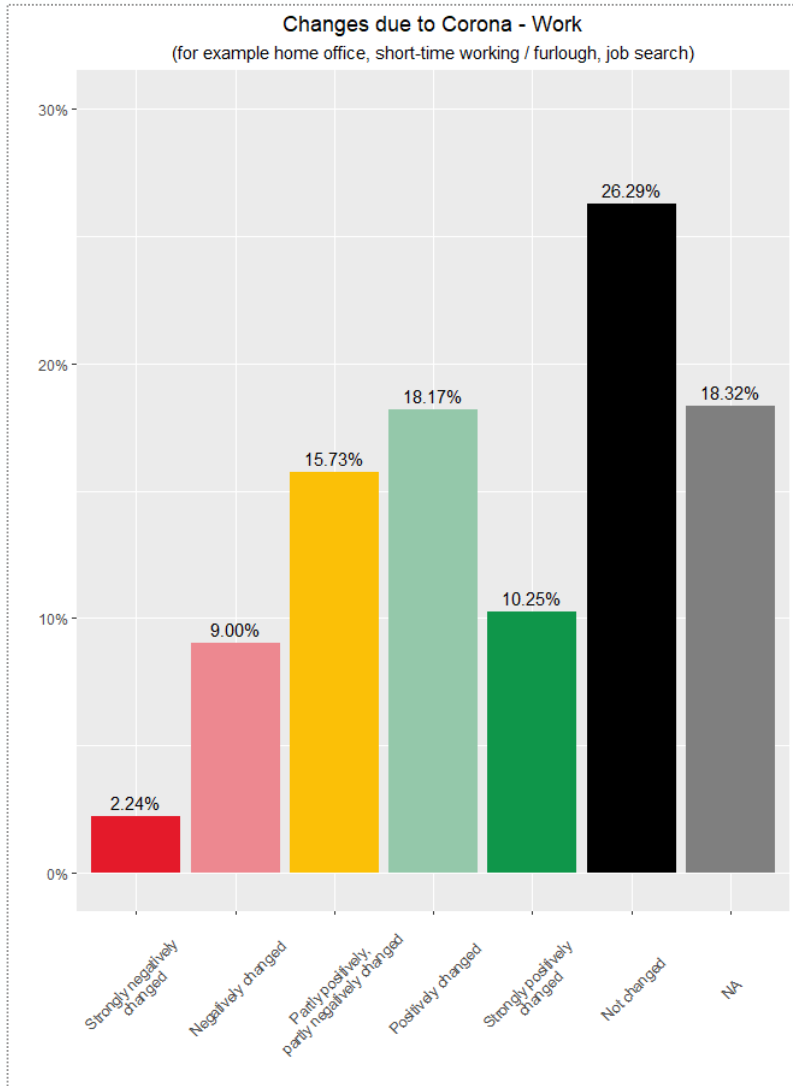
areas of life



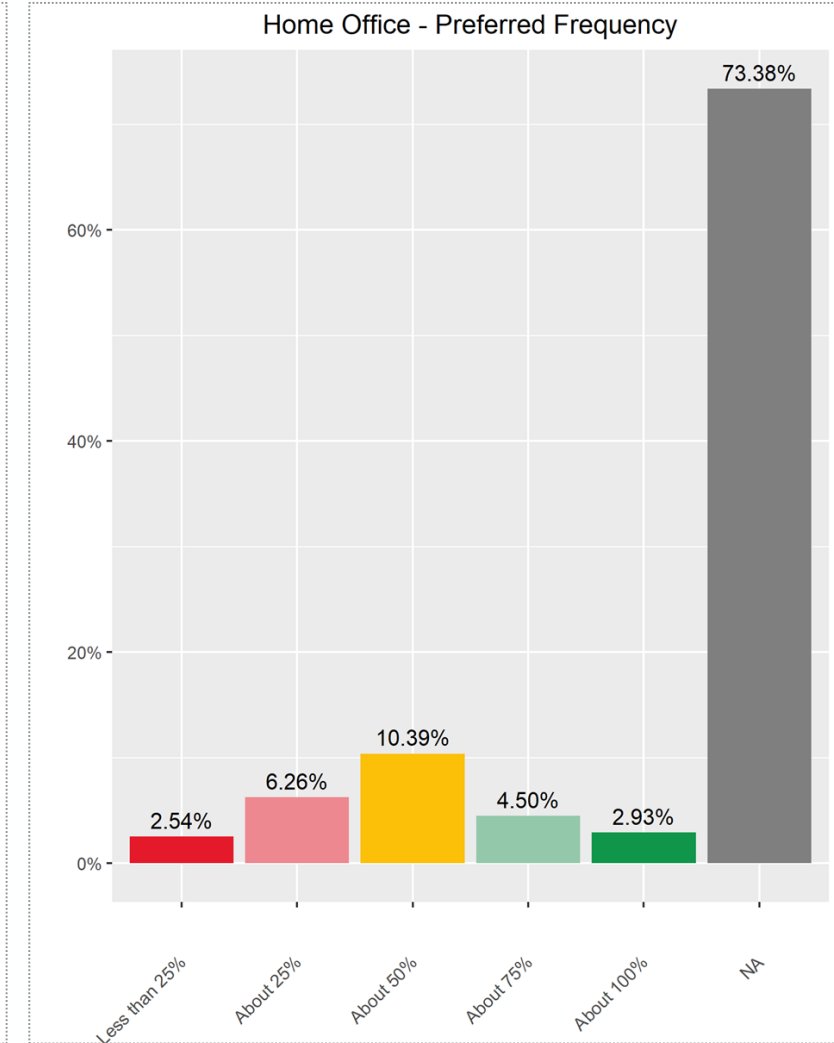
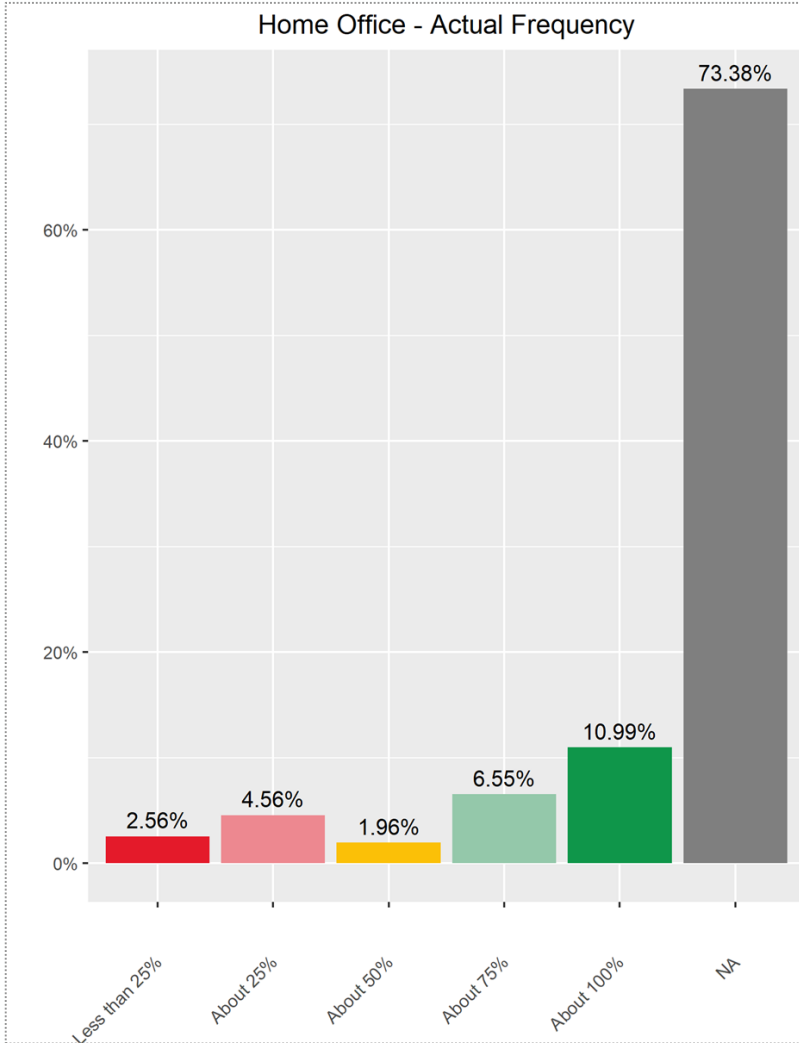
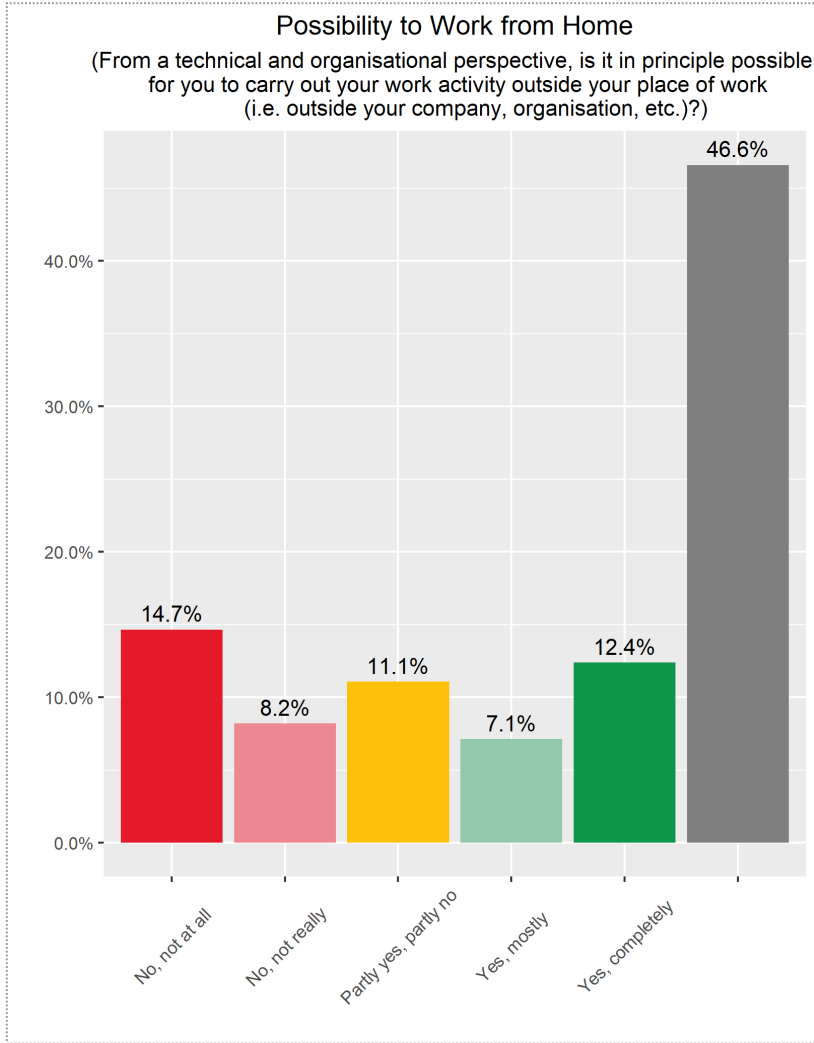
Changes due to Corona – Areas of life



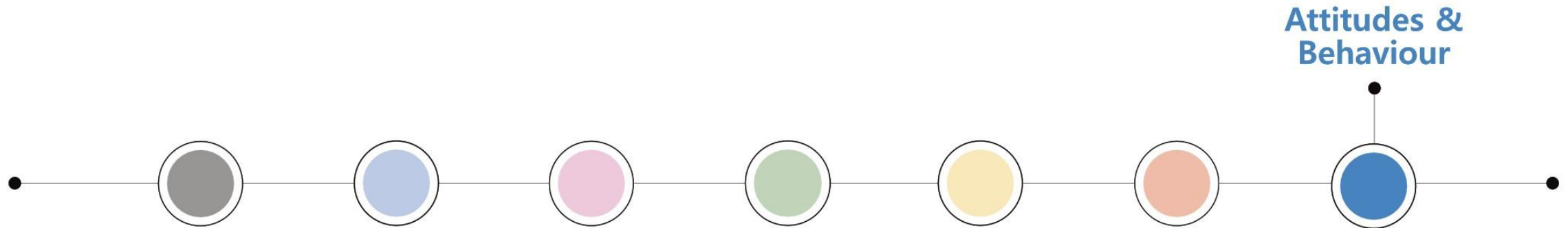
Changes due to Corona – Areas of life



Work - Home Office

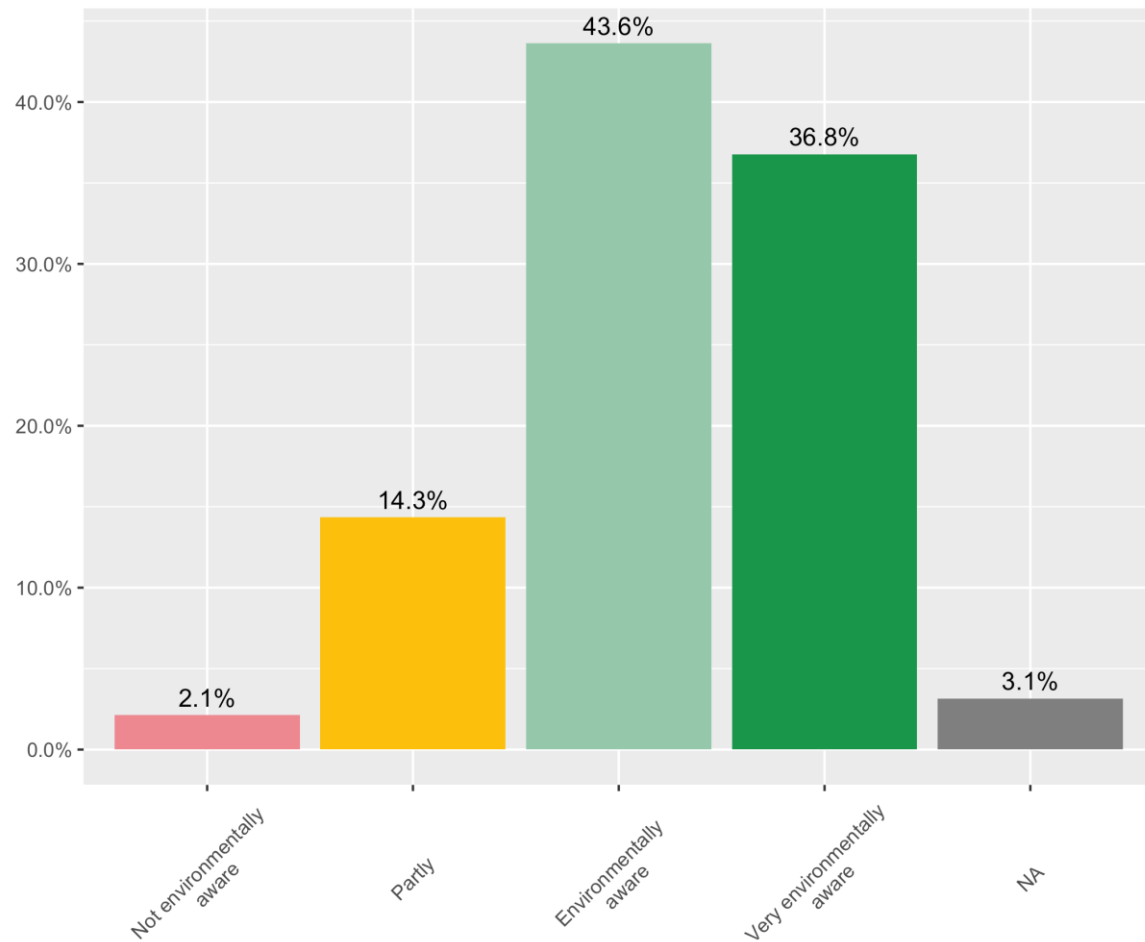


attitudes & behaviour



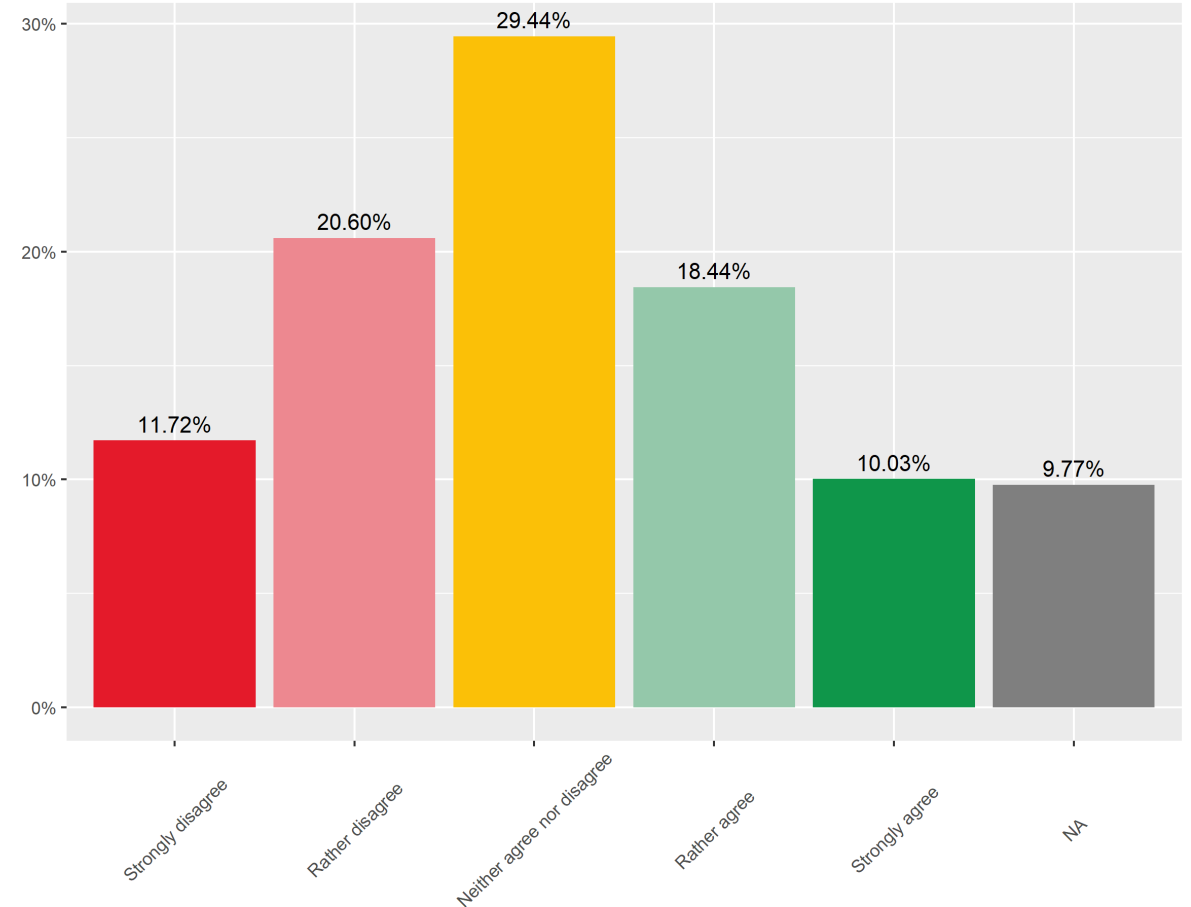
Environmental awareness & Space sufficiency

Enviromental Awareness

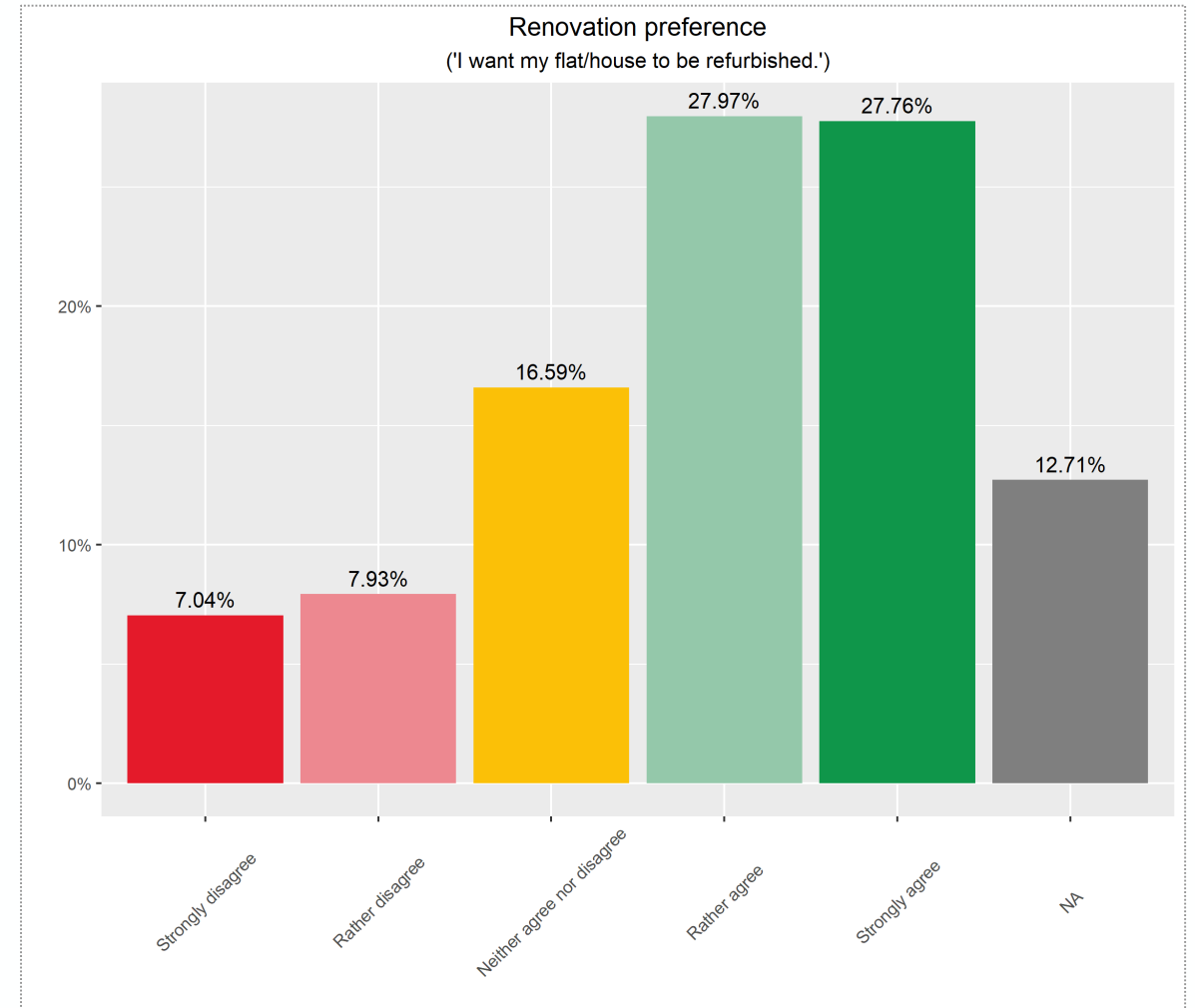
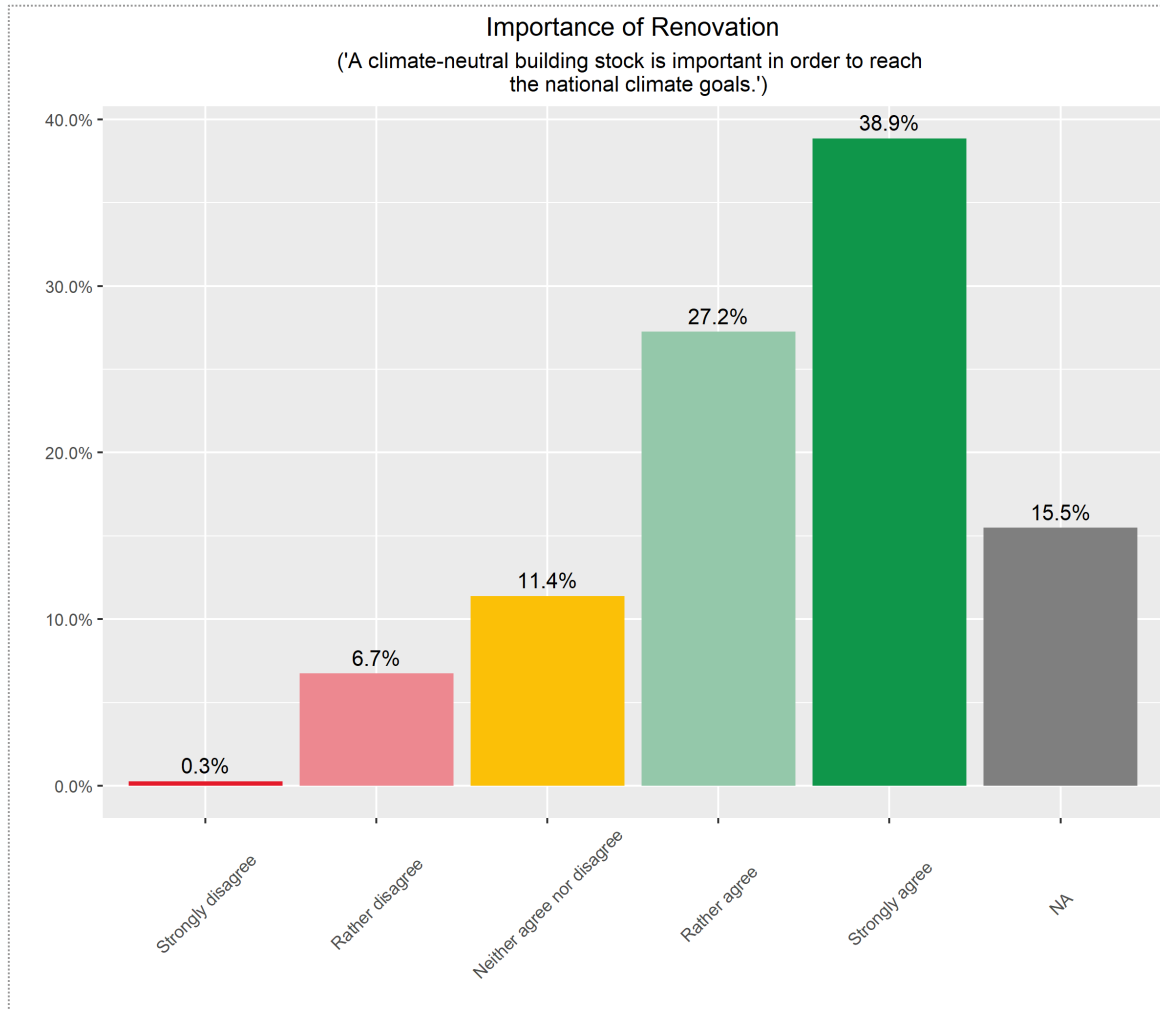


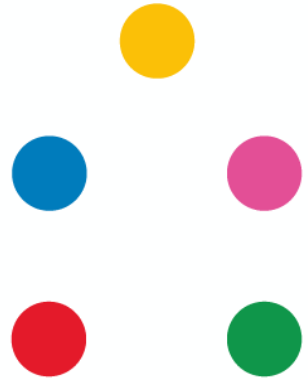
Importance of space sufficiency

('Reducing the size of one's own living space is an important contribution to climate protection and should be more widely recognised.')



Importance of renovation & Renovation preference





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