

# Pre-Survey member Results

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This Pre-Survey was issued to members to provide us with valuable insights and feedback.

- These are the results of the Pre-Survey for Ethical Reading members.
- Total number of responses: 53
- Members were asked to share their views on how Reading is perceived and ways in which Reading can climb out of the Covid-19 recession.

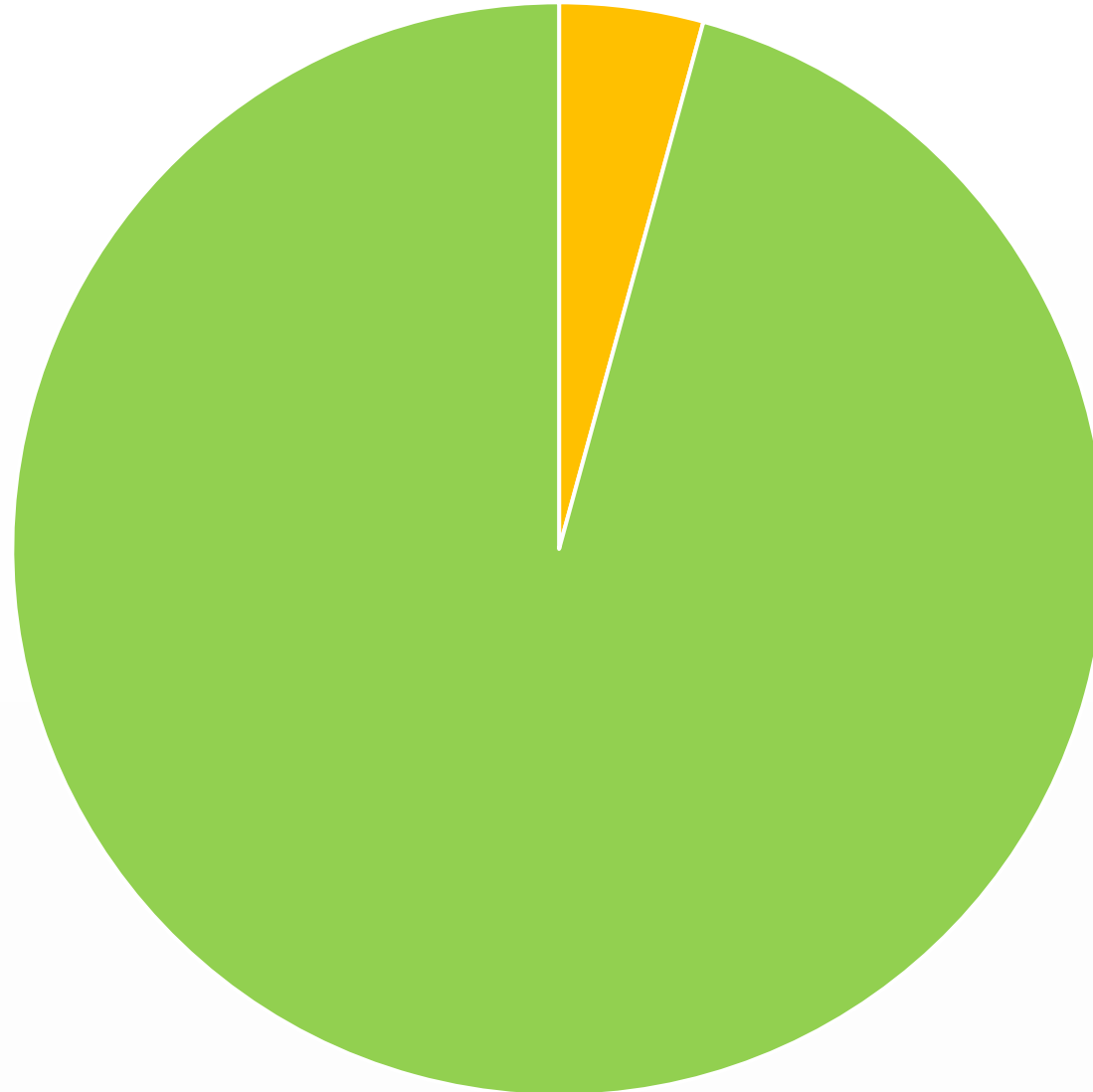
# Summary of Results

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- The majority of members viewed Reading as a commuter town and part of the silicon corridor.
- Most members think that Covid-19 will have a positive to neutral effect on Reading.
- When asked what they would like to return to, most members said that they want to go back to connecting with people, working in an office space and going to community events.
- 32% would like to see less cars on the roads in the future.
- 92% of members agree that through compassionate behaviours, a vibrant after-work centre and more green spaces, a better Reading can be achieved.

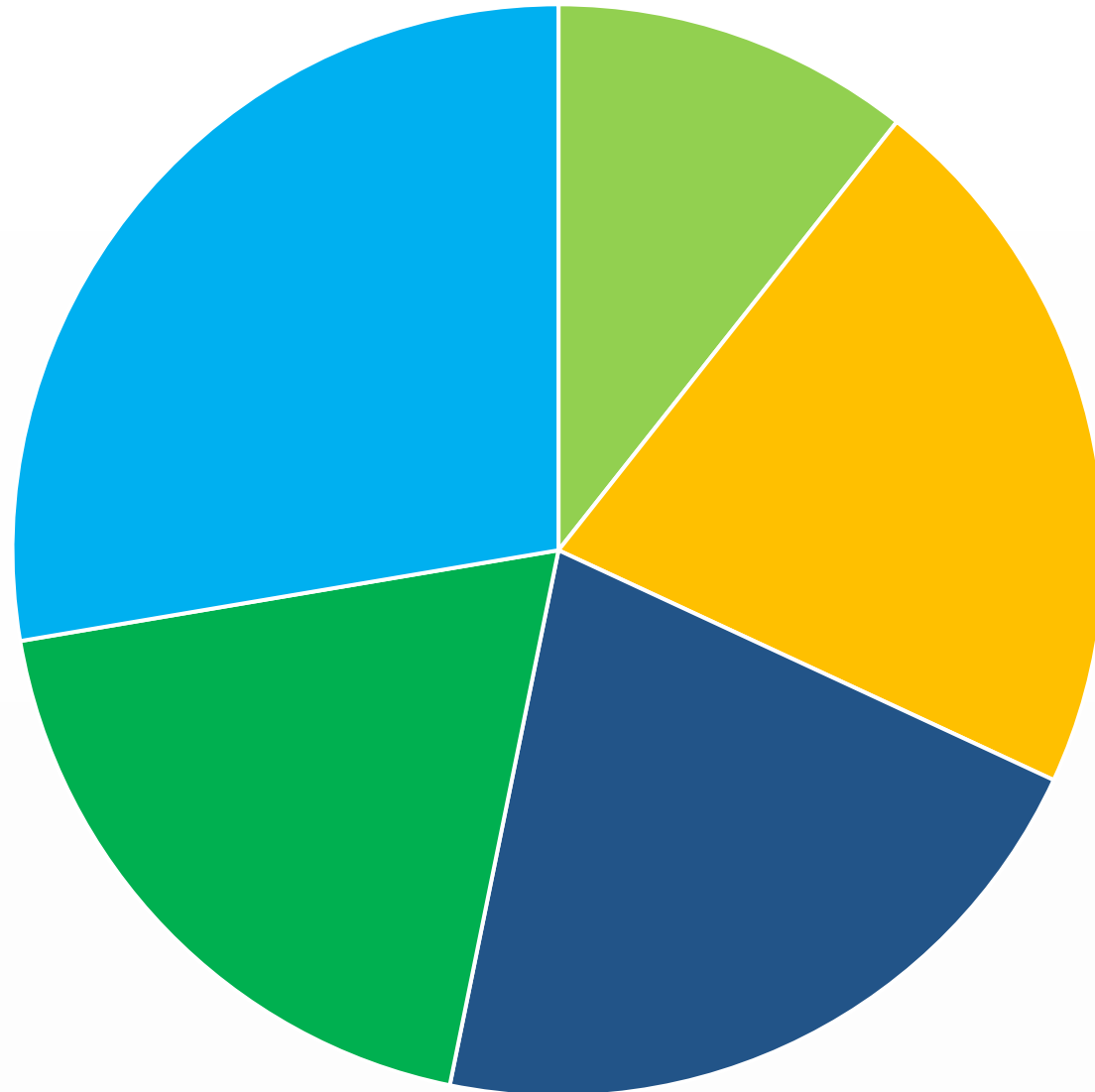
# What is your age range?

- 30 or under
- Over 30



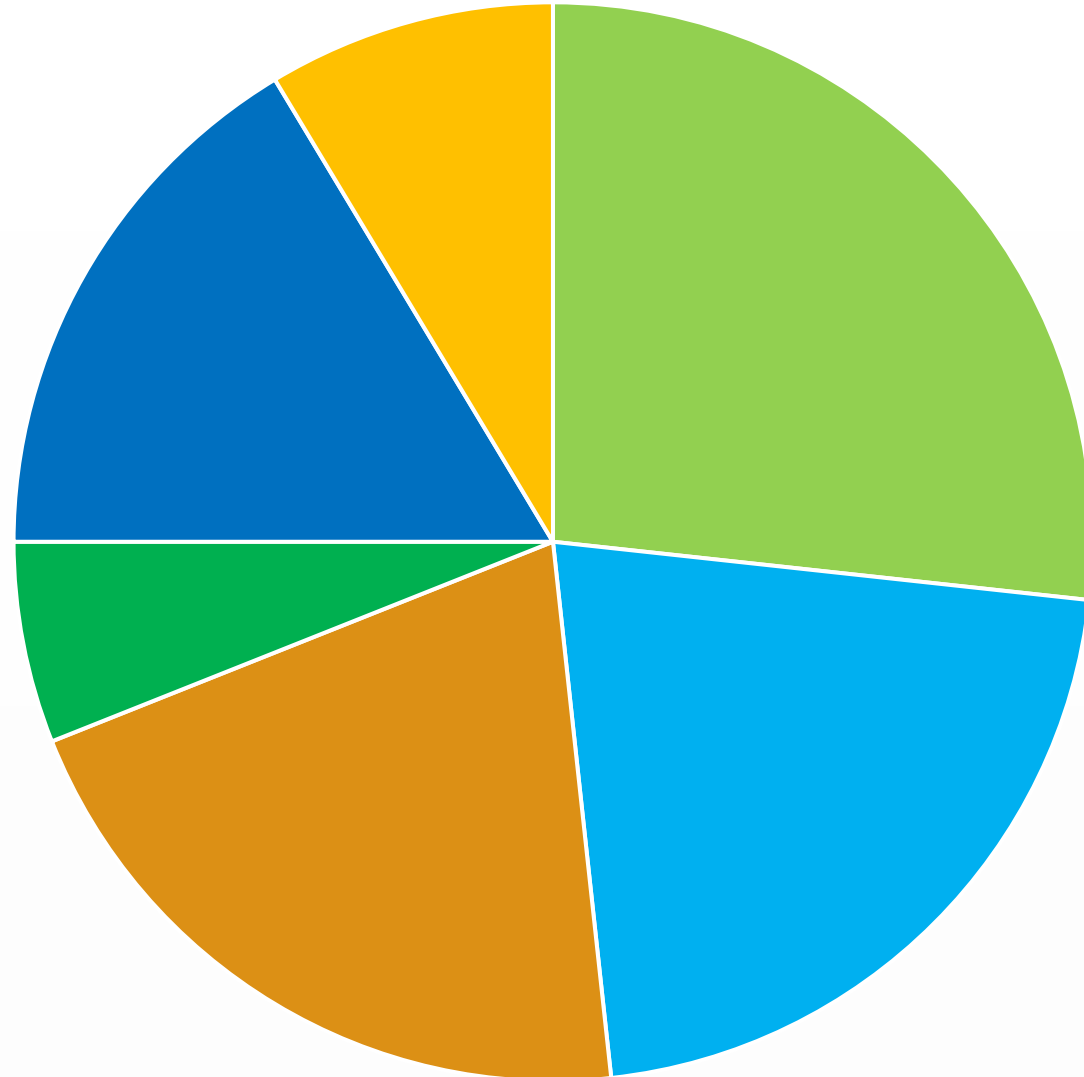
# What is the size of the organisation you are part of?

- Not part of one
- Just myself
- Less than 10 people
- 10-250 people



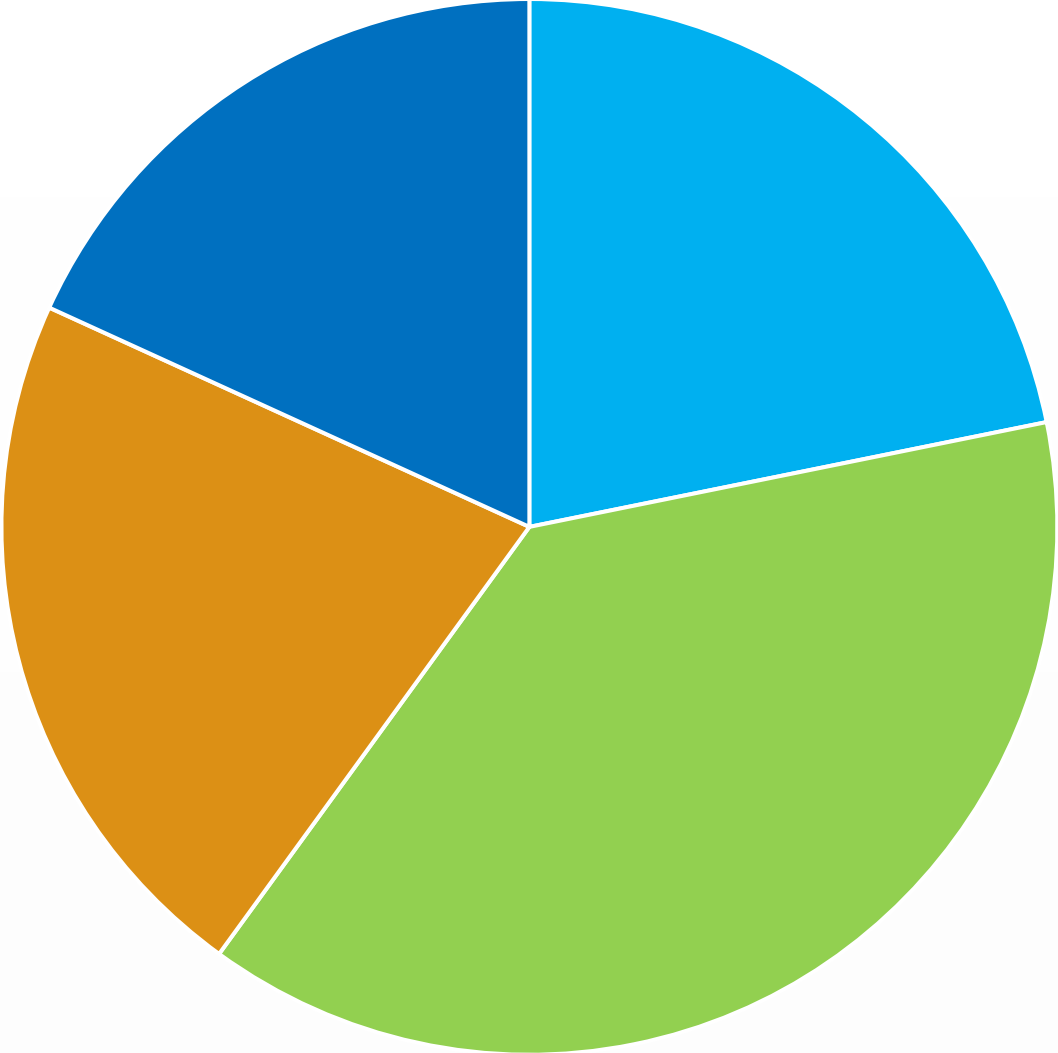
### 3. How do you think Reading is perceived?

- Commuter Town
- Part of Silicon Corridor
- Ethnically Diverse
- Healthy Place to Live
- University town
- Other



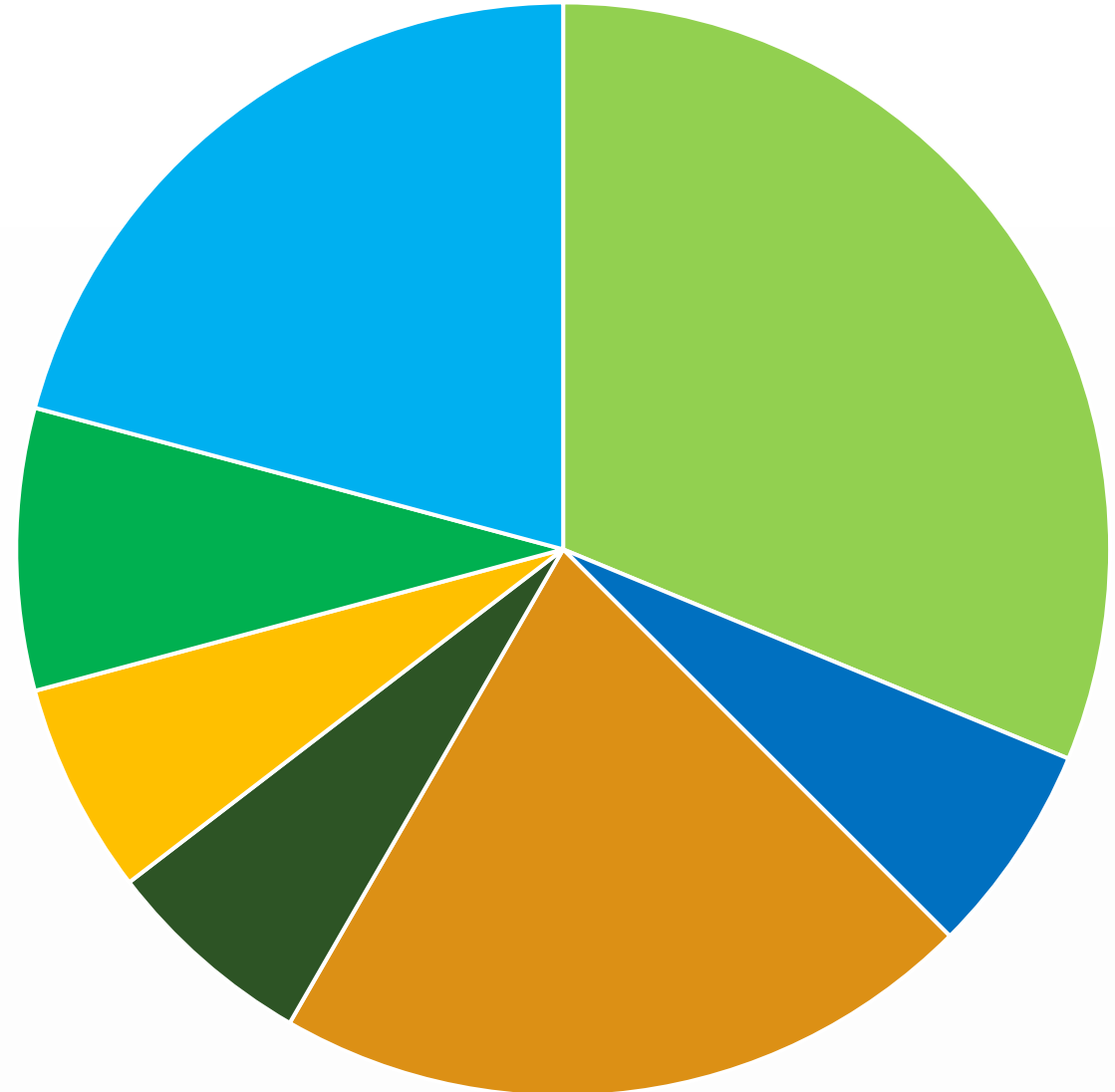
# 4. What do you think will be the long term impact of Covid-19 on Reading?

- Positive
- Neutral
- Negative
- Other



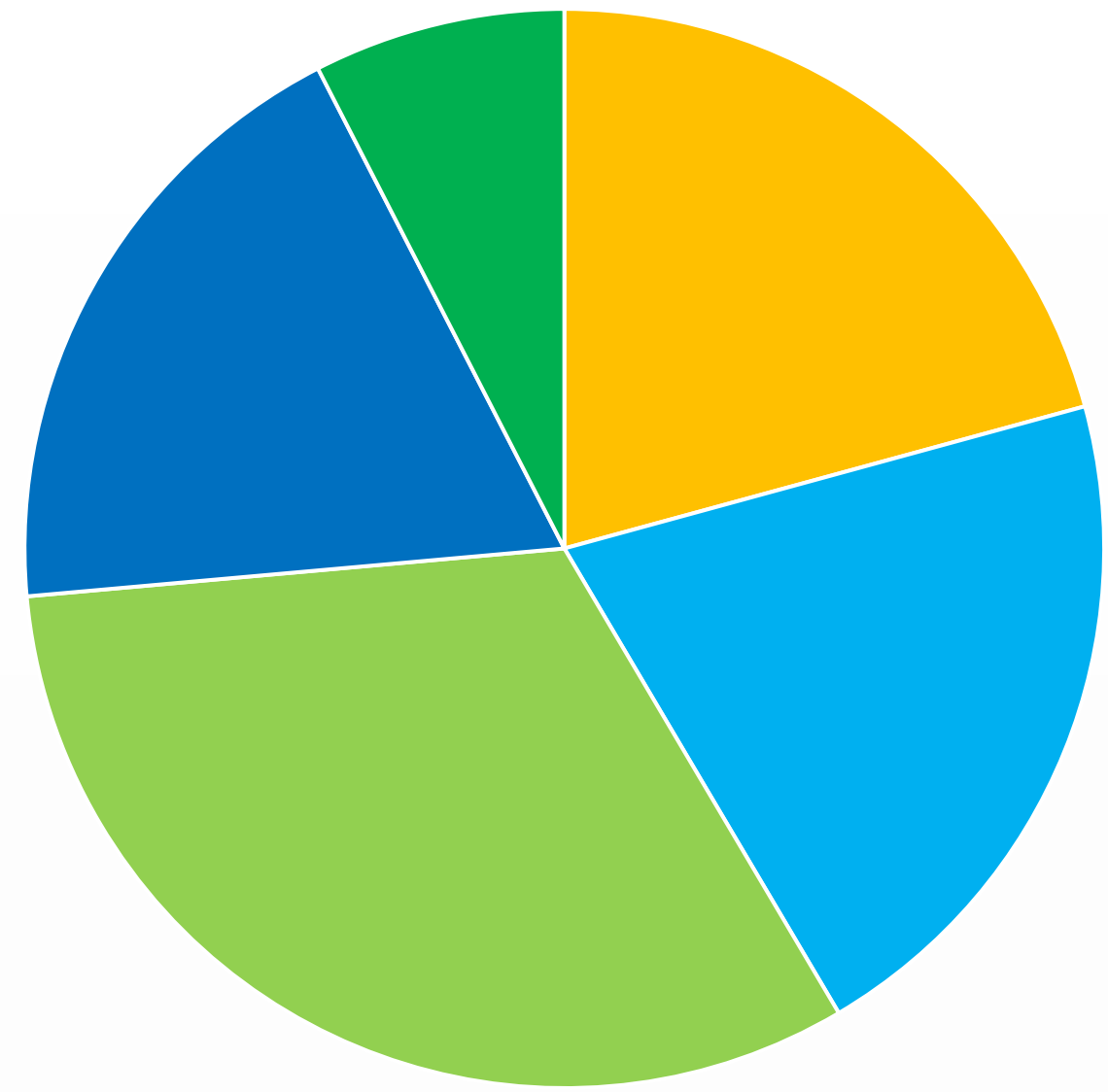
# 5. What is one thing you would like to go back to how it was prior Covid-19?

- Connecting with People
- Working in an Office Space
- Going to Restaurants and Community Events
- F2F Meetings and Classroom Teaching
- Economy
- Access to Public Transport
- Other



# 6. What is one thing you would want to stay the way it has been during lockdown?

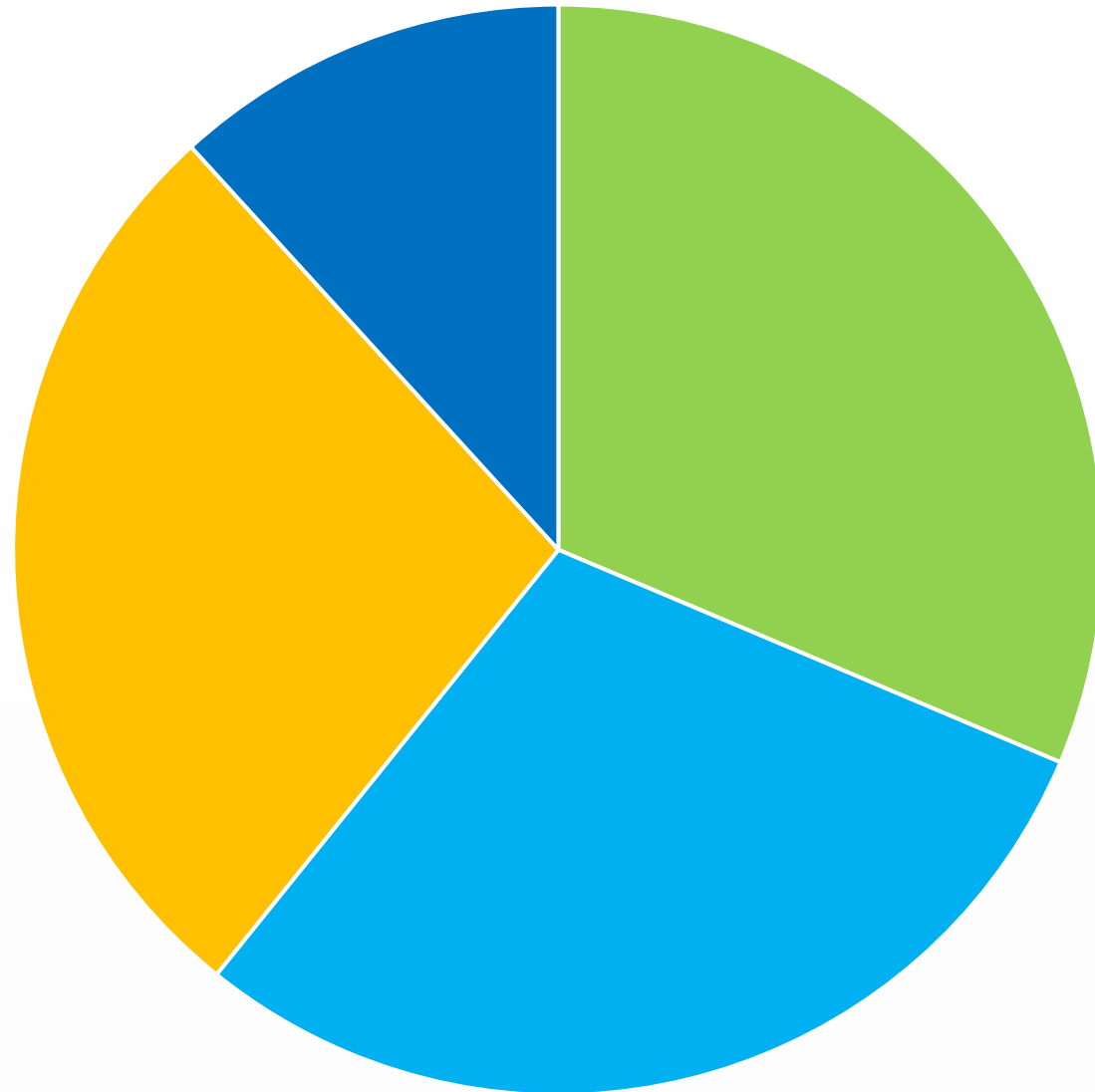
- Lower Pollution Levels
- Flexible Working
- Less Cars on the Roads
- Community Spirit
- Other





## 7. What would you like Reading to be?

- Smart Green City
- Desirable Place to Live and Work
- Recognised for Diverse Cultures
- Other



## 8. What Could Take us There?

- Vibrant after-work town centre
- More Green Spaces
- Inclusive and Caring Behaviours
- Festivals Building on Smart Green Innovations
- Other

