



Survey Insights Report

Demographic, Satisfaction, Ownership & Sentiment Analysis



ARCHANA MANIVANNAN

Demographic Overview

- **Balanced gender mix across 10,000 respondents.**
- **Education mostly Secondary or Tertiary.**
- **Majority are Married or Single.**
- **Age skewed toward 20–40 years.**

Life Satisfaction & Employment

- Life satisfaction rated on 1–10 scale.
- Employed individuals show higher satisfaction.
- Unemployed respondents have more varied satisfaction scores.

Income vs Education

- Tertiary education shows highest median income.
- Primary education linked to lower, less variable income.
- Higher education increases earning potential.

Home and Car Ownership

- **Married and Widowed more likely to own homes.**
- **Singles and Divorced tend to rent more.**
- **Car ownership is low overall — possibly due to urban settings.**

Sentiment Analysis Summary

- **Neighborhood sentiment is slightly positive overall.**
- **Future concerns show neutral to slightly negative tone.**
- **Word cloud themes: jobs, health, climate, noise, traffic.**

Strategic Insights & Recommendations

- **Promote tertiary education for economic growth.**
- **Housing support for singles and divorced individuals.**
- **Improve neighborhood infrastructure (traffic, noise).**
- **Address public anxiety with economic stability policies.**