

YouGov Survey Results

Sample Size: 1107 London Respondents / 1281 GB Respondents from Outside London
Fieldwork: 9th - 13th November 2012

All Adults
Unweighted Sample

All London	Gender		Age				Would choose to stay in London	Would choose to leave London	All Outside London
	Male	Female	18-24	25-39	40-59	60+			
1107	527	580	132	394	353	228	533	574	1368
1107	572	535	114	293	368	332	525	582	1281
%	%	%	%	%	%	%	%	%	%

What issues do you think it is most important for the Mayor of London to focus on? (Please choose up to two issues)

Tackling crime	39	44	34	31	33	44	45	32	45
Cost of living in London	37	31	43	42	39	36	33	39	35
Affordable housing	31	25	36	33	28	31	33	29	32
Creating jobs	30	27	34	31	26	34	33	30	30
Improving transport	29	34	24	30	34	26	22	32	25
Making the Olympics legacy a success	7	7	7	7	6	6	10	8	6
Promoting London abroad	4	5	3	1	5	3	4	6	2
Don't know	1	2	1	3	2	1	0	1	2

If you could choose to live in any region of Britain, which one of the following areas would you choose?

Would choose to stay in London [/ Respondent's region]	48	45	51	67	59	37	36	100	0	55
Would choose to leave London [/ Respondent's region]	52	55	49	33	41	63	64	0	100	45
East Midlands	1	1	0	1	1	0	0	0	1	1
East of England	3	4	2	1	2	3	5	0	5	4
Greater London	48	45	51	67	59	37	36	100	0	6
North East England	1	1	1	1	2	1	0	0	2	3
North West England	2	3	2	0	2	3	2	0	4	4
South East England	16	15	18	14	14	14	26	0	32	9
South West England	15	16	14	4	10	22	19	0	29	35
West Midlands	1	1	1	1	0	2	0	0	2	0
Yorkshire and the Humber	2	2	2	1	1	4	1	0	4	8
Scotland	3	4	3	3	2	5	3	0	7	8
Wales	2	1	2	1	2	3	2	0	4	6
Don't know	5	6	5	5	5	6	5	0	10	18

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If you had to guess, what percentage of Britain's total economic output (GDP) is produced by London? Please say by clicking on the scale below.

Mean	54		52	56		57	54	53	55		56	53		48
Less than 10 percent	0		1	0		0	0	1	1		1	0		2
10 to 15 percent	1		1	0		0	0	1	1		0	1		3
15 to 20 percent	3		4	1		7	1	4	2		2	4		4
20 to 25 percent	5		7	4		5	9	3	2		7	4		6
25 to 50 percent	29		28	31		21	25	34	35		26	32		37
More than 50 percent	61		59	64		67	65	56	59		64	59		48

Taking everything into account, which of the following statements comes closest to your view:

London [/ Respondent's region] has become a better place to live in the last 25 years.	32		38	27		37	39	27	26		43	23		39
London [/ Respondent's region] has become a worse place to live in the last 25 years.	43		44	43		24	34	51	57		31	54		28
Neither	14		11	17		11	15	14	15		18	11		23
Don't know	10		7	13		28	12	7	3		8	13		10

And now thinking forward, which of the following statements comes closest to your view:

London [/ Respondent's region] will become a better place to live in the next 25 years.	30		37	23		36	40	22	21		39	21		29
London [/ Respondent's region] will become a worse place to live in the next 25 years.	43		44	41		38	34	47	52		30	54		32
Neither	13		8	16		12	15	10	14		18	8		22
Don't know	15		10	20		13	12	21	13		13	17		18

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%	%	%	%	%	%	%	%	%	%

Which of the following do you think best describe what life in London [/ Respondent's region] is like these days? (Please tick up to three)

Expensive	65	63	67	68	57	67	74	62	69	25
Busy	43	39	46	40	47	44	35	39	47	16
Varied	23	18	28	22	24	26	19	27	20	21
Dirty	20	18	22	13	11	24	35	12	28	10
Dangerous	20	23	17	12	12	26	31	14	26	9
Fast	19	17	21	21	20	18	20	19	19	4
Exciting	18	18	18	23	19	17	15	24	13	4
Open minded	12	14	10	16	12	14	6	15	9	7
Modern	11	12	9	11	17	7	6	16	5	8
Lonely	8	8	8	8	9	7	7	5	10	2
Beautiful	6	6	6	13	4	4	6	8	3	28
Ugly	6	6	6	4	5	7	8	4	8	5
Traditional	3	3	4	6	4	1	6	4	3	5
Boring	2	2	1	0	2	3	1	1	2	4
Friendly	2	2	3	1	2	2	4	4	1	33
Slow	2	2	2	1	4	1	0	3	1	4
Happy	2	1	2	2	2	1	2	3	1	10
Sad	2	2	2	1	2	2	3	1	2	4
Young	2	1	3	2	3	1	2	2	2	2
Clean	1	2	1	2	2	0	2	2	1	6
All the same	1	1	1	1	1	1	0	1	1	3
Safe	1	2	0	0	2	1	1	2	1	13
Narrow minded	1	2	1	1	1	1	3	1	1	7
Old	1	1	1	0	1	1	1	1	1	3
Quiet	0	1	0	0	1	0	0	1	0	7
Cheap	0	0	0	0	1	0	0	0	0	7
Don't know	2	2	2	5	1	3	1	2	3	7

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%	%	%	%	%	%	%	%	%	%

Please say if you agree or disagree with the following statements:

I feel like a Londoner

Strongly agree	25	25	26	38	27	22	21	39	13
Agree	34	33	35	37	32	34	34	34	34
Agree (All)	59	58	61	75	59	56	55	73	47
Neither agree nor disagree	21	20	21	13	21	22	21	19	22
Disagree	12	14	10	4	14	10	15	7	17
Strongly disagree	7	7	7	5	4	11	8	1	12
Disagree (All)	19	21	17	9	18	21	23	8	29
Don't know	1	2	1	4	2	0	1	1	2

I am glad I live in London

Strongly agree	22	22	21	35	25	16	16	37	7
Agree	34	32	35	33	39	31	28	42	26
Agree (All)	56	54	56	68	64	47	44	79	33
Neither agree nor disagree	26	26	26	11	21	34	32	15	37
Disagree	11	11	11	12	7	12	15	4	17
Strongly disagree	6	8	4	5	6	6	7	1	10
Disagree (All)	17	19	15	17	13	18	22	5	27
Don't know	2	2	2	5	2	2	1	1	3

London is the best place to live in Britain

Strongly agree	14	15	12	26	17	9	9	26	2
Agree	25	26	23	28	33	19	16	34	16
Agree (All)	39	41	35	54	50	28	25	60	18
Neither agree nor disagree	26	22	29	18	21	29	32	26	26
Disagree	22	20	25	15	17	28	28	8	36
Strongly disagree	11	14	7	8	8	14	12	4	17
Disagree (All)	33	34	32	23	25	42	40	12	53
Don't know	3	3	3	7	4	1	2	2	4

London is some way behind other major world cities

Strongly agree	8	12	4	5	12	6	5	9	7
Agree	21	21	20	26	17	20	25	16	25
Agree (All)	29	33	24	31	29	26	30	25	32
Neither agree nor disagree	25	24	26	18	22	25	32	20	29
Disagree	31	25	36	34	31	34	24	35	27
Strongly disagree	12	15	9	13	13	11	12	16	8
Disagree (All)	43	40	45	47	44	45	36	51	35
Don't know	4	3	5	5	5	4	2	4	4

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%	%	%	%	%	%	%	%	%	%

You can only really enjoy living in London if you are rich

Strongly agree	20	23	17	18	20	24	15	20	21
Agree	31	31	32	31	33	29	34	25	37
Agree (All)	51	54	49	49	53	53	49	45	58
Neither agree nor disagree	21	20	23	14	21	21	27	23	20
Disagree	22	21	23	32	21	21	20	27	18
Strongly disagree	3	3	3	3	3	3	4	4	2
Disagree (All)	25	24	26	35	24	24	24	31	20
Don't know	2	1	2	2	2	2	0	1	2

London's best days are behind it

Strongly agree	11	15	7	7	11	9	16	9	13
Agree	19	18	20	14	12	25	24	15	23
Agree (All)	30	33	27	21	23	34	40	24	36
Neither agree nor disagree	24	23	26	18	28	21	28	24	25
Disagree	30	26	34	38	31	31	23	33	27
Strongly disagree	11	14	8	16	11	11	8	15	7
Disagree (All)	41	40	42	54	42	42	31	48	34
Don't know	4	4	5	8	7	3	0	4	4

All things considered, would you still like to be living in London [/ Respondent's region] in 10 years' time?

Yes	48	47	50	50	54	45	45	68	30	64
No	31	34	29	23	27	36	37	11	50	18
Don't know	20	19	22	27	20	19	19	21	20	19