

YouGov Survey Results

Sample Size: 1047 London adults (aged 18+)

Fieldwork: 30th June - 2nd July 2015

	Vote in 2015					Gender		Age				Social Grade		London region				
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	Central	North	South	East	West
Weighted Sample	1047	327	410	74	74	516	531	126	375	336	210	598	449	177	143	206	342	178
Unweighted Sample	1047	336	367	76	82	499	548	127	246	376	298	661	386	183	152	219	315	178
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, do you agree or disagree with this statement?

'I'd rather be poor in London than rich in Hull'

Generally agree	31	36	30	31	26	29	33	32	34	29	27	31	31	29	28	37	27	37
Generally disagree	44	37	52	43	49	47	42	38	40	49	50	46	42	50	46	34	49	41
Don't know	25	28	17	25	25	24	25	30	26	22	23	22	27	21	27	29	24	23

Thinking about living in London, which of the following comes closer to your opinion?

I wouldn't really want to be anywhere else – I love being where the action is	46	50	54	40	32	49	44	49	46	46	45	48	44	60	50	44	42	41
I'd probably be better off somewhere else – it isn't really worth the effort and expense	36	36	31	43	50	36	37	26	35	40	40	37	36	27	35	35	38	45
Don't know	17	14	15	17	17	15	19	26	18	14	15	15	20	13	15	21	20	13

How stressful, if at all, do you find London to live in?

Very stressful	14	7	18	2	22	14	13	7	17	16	8	12	16	23	12	7	13	14
Fairly stressful	38	38	36	44	32	38	38	38	41	38	33	38	37	33	40	36	42	35
TOTAL STRESSFUL	52	45	54	46	54	52	51	45	58	54	41	50	53	56	52	43	55	49
Not very stressful	35	41	33	44	30	34	36	36	32	31	45	39	29	33	40	42	31	31
Not at all stressful	9	10	8	9	11	10	7	7	5	11	13	8	9	7	4	6	9	16
TOTAL NOT STRESSFUL	44	51	41	53	41	44	43	43	37	42	58	47	38	40	44	48	40	47
Don't know	5	3	4	1	5	5	6	13	6	4	2	3	8	4	4	9	4	5

How expensive, if at all, do you find London to live in?

Very expensive	48	39	54	38	48	50	45	48	53	50	33	46	50	55	49	44	47	45
Fairly expensive	41	48	37	56	40	38	43	32	35	41	54	44	35	37	41	43	39	43
TOTAL EXPENSIVE	89	87	91	94	88	88	88	80	88	91	87	90	85	92	90	87	86	88
Not very expensive	5	9	3	6	4	5	6	3	5	4	9	7	4	4	6	6	5	7
Not at all expensive	1	1	0	1	2	1	0	1	0	0	1	0	1	1	0	0	1	1
TOTAL NOT EXPENSIVE	6	10	3	7	6	6	6	4	5	4	10	7	5	5	6	6	6	8
Don't know	6	3	5	0	6	6	6	16	7	3	2	3	10	3	5	7	8	4

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think London is a good or bad place to bring up children?

Very good	6	8	6	8	3	5	8	8	4	9	6	7	6	6	7	4	5	11
Fairly good	47	48	53	59	29	49	45	43	47	46	50	47	46	42	55	53	43	46
TOTAL GOOD	53	56	59	67	32	54	53	51	51	55	56	54	52	48	62	57	48	57
Fairly bad	24	26	21	17	31	25	24	25	27	22	23	24	25	28	23	23	26	22
Very bad	9	5	7	3	23	9	9	5	9	9	8	9	8	9	3	8	11	9
TOTAL BAD	33	31	28	20	54	34	33	30	36	31	31	33	33	37	26	31	37	31
Don't know	14	13	13	12	13	13	15	20	12	14	13	13	15	16	12	12	15	13

Generally speaking, are you proud to live in London?

Yes, I am proud to live in London	73	79	77	84	53	74	73	79	70	74	76	76	71	77	75	76	69	73
No, I'm not proud to live in London	17	14	15	11	37	16	17	6	19	16	18	16	17	12	9	17	20	20
Don't know	10	7	8	5	10	10	10	15	10	10	6	8	12	10	15	7	11	7