

**Internal
Political**

LONDON Sample : 13th - 15th October 2015



Total	Local Education Authority					Marital Status					
Base	Central	North	South	East	West	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

opilon5. Would you say your neighbourhood is undergoing 'gentrification', the process of renewal and rebuilding that comes with increasing numbers of affluent people?

Unweighted base	1258	244	174	261	376	203	499	166	110	51	432	-
Base: All London Adults	1258	223	192	263	386	194	475	167	105	46	465	-
Yes, it is gentrifying	35%	53%	35%	22%	35%	31%	30%	49%	39%	25%	35%	-
No, it is not gentrifying	38%	15%	42%	49%	41%	38%	42%	31%	42%	45%	34%	-
No, it is already gentrified	13%	17%	10%	18%	6%	19%	13%	14%	8%	22%	13%	-
Don't know	14%	14%	12%	11%	18%	12%	15%	6%	11%	7%	18%	-

opilon6. Do you tend to think 'gentrification' is a good thing or a bad thing?

Unweighted base	1258	244	174	261	376	203	499	166	110	51	432	-
Base: All London Adults	1258	223	192	263	386	194	475	167	105	46	465	-
Good thing	42%	43%	42%	42%	41%	41%	40%	56%	32%	48%	40%	-
Bad thing	22%	22%	24%	20%	19%	24%	17%	21%	35%	20%	23%	-
Don't know	37%	35%	34%	37%	40%	34%	42%	23%	33%	32%	37%	-

opilon7. Which of the following overall directions for London would you prefer?

Unweighted base	1258	244	174	261	376	203	499	166	110	51	432	-
Base: All London Adults	1258	223	192	263	386	194	475	167	105	46	465	-
London continues to attract more and more international investment and people, becoming an even richer and more dynamic global metropolis, even if it makes it more difficult for ordinary UK citizens to live in	24%	25%	25%	24%	20%	28%	23%	24%	20%	14%	27%	-
London focuses on being affordable to live in for ordinary UK residents and strengthening its communities and local culture, even if it means less wealth, investment or economic growth	57%	54%	63%	51%	63%	51%	53%	62%	68%	68%	56%	-
Neither	12%	11%	8%	14%	10%	16%	16%	11%	7%	17%	8%	-
Don't know	7%	10%	5%	10%	7%	5%	8%	3%	4%	1%	10%	-

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Political**

LONDON Sample : 13th - 15th October 2015



Total	Working status							Children in Household				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	0	1	2	3+	Refused

opilon5. Would you say your neighbourhood is undergoing 'gentrification', the process of renewal and rebuilding that comes with increasing numbers of affluent people?

Unweighted base	1258	596	149	745	74	274	53	112	933	138	109	38	40
Base: All London Adults	1258	640	148	788	80	218	50	122	890	147	117	66	38
Yes, it is gentrifying	35%	41%	39%	40%	29%	21%	33%	29%	36%	33%	34%	20%	38%
No, it is not gentrifying	38%	36%	39%	36%	22%	47%	34%	43%	38%	34%	33%	53%	26%
No, it is already gentrified	13%	13%	12%	13%	23%	14%	11%	10%	14%	10%	14%	10%	10%
Don't know	14%	10%	11%	11%	26%	18%	21%	19%	11%	23%	19%	16%	26%

opilon6. Do you tend to think 'gentrification' is a good thing or a bad thing?

Unweighted base	1258	596	149	745	74	274	53	112	933	138	109	38	40
Base: All London Adults	1258	640	148	788	80	218	50	122	890	147	117	66	38
Good thing	42%	46%	41%	45%	39%	37%	37%	33%	42%	38%	46%	36%	39%
Bad thing	22%	21%	22%	21%	18%	23%	26%	24%	23%	18%	14%	24%	19%
Don't know	37%	33%	37%	34%	42%	41%	38%	42%	34%	44%	40%	40%	42%

opilon7. Which of the following overall directions for London would you prefer?

Unweighted base	1258	596	149	745	74	274	53	112	933	138	109	38	40
Base: All London Adults	1258	640	148	788	80	218	50	122	890	147	117	66	38
London continues to attract more and more international investment and people, becoming an even richer and more dynamic global metropolis, even if it makes it more difficult for ordinary UK citizens to live in	24%	29%	24%	28%	26%	13%	15%	15%	22%	35%	30%	14%	23%
London focuses on being affordable to live in for ordinary UK residents and strengthening its communities and local culture, even if it means less wealth, investment or economic growth	57%	53%	57%	54%	59%	65%	68%	61%	59%	48%	50%	70%	56%
Neither	12%	12%	10%	11%	4%	16%	11%	10%	12%	9%	12%	10%	7%
Don't know	7%	6%	8%	7%	11%	6%	6%	14%	7%	8%	7%	6%	14%

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Political**

LONDON Sample : 13th - 15th October 2015



Total	Social Media (monthly or more)											
Base	Facebook	LinkedIn	Google+	Twitter	Myspace	None of these	Twice a week or more	Once a week	Once a fortnight	Once a month	Once every 2 months	

opilon5. Would you say your neighbourhood is undergoing 'gentrification', the process of renewal and rebuilding that comes with increasing numbers of affluent people?

Unweighted base	1258	881	362	140	444	12	275	273	81	38	38	22
Base: All London Adults	1258	895	389	151	439	9	243	273	81	47	43	26
Yes, it is gentrifying	35%	39%	48%	41%	44%	30%	21%	35%	46%	28%	39%	41%
No, it is not gentrifying	38%	35%	30%	30%	30%	44%	49%	40%	37%	39%	38%	23%
No, it is already gentrified	13%	12%	15%	13%	14%	9%	15%	15%	16%	26%	17%	34%
Don't know	14%	14%	7%	16%	12%	17%	15%	10%	2%	7%	7%	2%

opilon6. Do you tend to think 'gentrification' is a good thing or a bad thing?

Unweighted base	1258	881	362	140	444	12	275	273	81	38	38	22
Base: All London Adults	1258	895	389	151	439	9	243	273	81	47	43	26
Good thing	42%	44%	47%	42%	44%	18%	37%	47%	54%	27%	53%	50%
Bad thing	22%	19%	22%	17%	21%	31%	26%	16%	17%	47%	17%	11%
Don't know	37%	37%	31%	41%	35%	51%	38%	37%	29%	26%	30%	39%

opilon7. Which of the following overall directions for London would you prefer?

Unweighted base	1258	881	362	140	444	12	275	273	81	38	38	22
Base: All London Adults	1258	895	389	151	439	9	243	273	81	47	43	26
London continues to attract more and more international investment and people, becoming an even richer and more dynamic global metropolis, even if it makes it more difficult for ordinary UK citizens to live in	24%	26%	28%	29%	26%	24%	16%	29%	28%	18%	40%	9%
London focuses on being affordable to live in for ordinary UK residents and strengthening its communities and local culture, even if it means less wealth, investment or economic growth	57%	58%	55%	58%	59%	51%	55%	52%	64%	69%	45%	72%
Neither	12%	10%	12%	8%	8%	13%	18%	13%	7%	8%	5%	9%
Don't know	7%	6%	5%	6%	7%	12%	11%	5%	1%	5%	10%	9%

Cell Contents (C)

**Internal
Political**

LONDON Sample : 13th - 15th October 2015



Total	Approximately, how often, if at all, do you drive in London?										
Base	Once every 4 months	Once every 6 months	Once a year	Less than once a year	Never	Don't know	Not applicable - I don't have a driver's license	Once a week or more	Between once and twice a month	Between twice and six times a year	Once a year or less

opilon5. Would you say your neighbourhood is undergoing 'gentrification', the process of renewal and rebuilding that comes with increasing numbers of affluent people?

Unweighted base	1258	18	38	23	86	314	35	292	354	76	78	109
Base: All London Adults	1258	21	40	18	84	285	34	306	354	89	87	102
Yes, it is gentrifying	35%	18%	22%	7%	33%	36%	4%	40%	37%	33%	27%	28%
No, it is not gentrifying	38%	38%	41%	64%	50%	40%	15%	32%	39%	38%	35%	53%
No, it is already gentrified	13%	17%	19%	21%	5%	15%	8%	6%	15%	21%	23%	8%
Don't know	14%	27%	19%	9%	12%	9%	72%	22%	8%	7%	16%	11%

opilon6. Do you tend to think 'gentrification' is a good thing or a bad thing?

Unweighted base	1258	18	38	23	86	314	35	292	354	76	78	109
Base: All London Adults	1258	21	40	18	84	285	34	306	354	89	87	102
Good thing	42%	58%	59%	63%	31%	44%	16%	34%	48%	40%	56%	36%
Bad thing	22%	13%	13%	22%	27%	23%	6%	26%	17%	32%	12%	26%
Don't know	37%	29%	28%	16%	43%	33%	78%	40%	35%	28%	32%	38%

opilon7. Which of the following overall directions for London would you prefer?

Unweighted base	1258	18	38	23	86	314	35	292	354	76	78	109
Base: All London Adults	1258	21	40	18	84	285	34	306	354	89	87	102
London continues to attract more and more international investment and people, becoming an even richer and more dynamic global metropolis, even if it makes it more difficult for ordinary UK citizens to live in	24%	18%	25%	10%	22%	25%	22%	18%	29%	29%	19%	20%
London focuses on being affordable to live in for ordinary UK residents and strengthening its communities and local culture, even if it means less wealth, investment or economic growth	57%	48%	52%	61%	57%	54%	48%	64%	55%	58%	57%	57%
Neither	12%	11%	14%	29%	11%	15%	2%	10%	12%	6%	12%	14%
Don't know	7%	23%	9%	-	11%	6%	28%	9%	4%	7%	12%	9%

Cell Contents (C)