

## YouGov Survey Results

Sample Size: 1228  
Fieldwork: 7th - 9th June 2011

Total	Gender		Age					Social Grade		Working Status						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

Which ONE of the following best describes your home?

	Unweighted Base	1228	630	598	69	218	177	178	586	825	403	731	111	842	26	266	28	66
<b>All London Adults</b>		1228	585	643	146	313	229	196	344	737	491	810	93	903	60	165	25	74
Own outright		21%	18%	24%	10%	5%	7%	17%	53%	24%	17%	13%	41%	16%	3%	65%	9%	8%
Buying with a mortgage/ loan		35%	35%	35%	20%	30%	53%	54%	23%	42%	25%	43%	30%	42%	24%	7%	23%	27%
Rented from local authority		8%	8%	7%	2%	4%	7%	11%	11%	6%	10%	6%	5%	6%	1%	11%	12%	17%
Rented from private landlord		21%	21%	20%	25%	42%	20%	10%	6%	19%	23%	25%	9%	23%	33%	3%	18%	16%
Rented from housing association		5%	5%	6%	5%	6%	3%	6%	6%	5%	7%	4%	6%	4%	-	5%	27%	21%
Live rent-free (including rent-free in relative/ friend's property)		7%	8%	7%	29%	9%	6%	2%	1%	4%	13%	6%	6%	6%	29%	8%	4%	6%
Other		3%	4%	2%	9%	4%	4%	0%	1%	1%	6%	2%	3%	3%	10%	2%	8%	5%

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

House prices in London represent good value for money :

	Unweighted Base	793	402	391	17	77	114	127	458	599	194	458	84	542	6	206	11	28
<b>All London Adults who own a house</b>		689	307	382	44	111	136	138	260	483	206	455	66	521	16	118	8	25
Strongly agree		1%	1%	1%	-	3%	-	1%	1%	1%	1%	1%	1%	1%	-	1%	-	-
Agree		9%	16%	4%	25%	9%	6%	11%	7%	8%	10%	9%	10%	9%	36%	6%	-	-
Neither agree nor disagree		20%	23%	17%	8%	23%	17%	20%	21%	22%	14%	20%	16%	19%	-	22%	60%	9%
Disagree		41%	33%	47%	15%	32%	46%	43%	45%	43%	36%	39%	58%	41%	22%	44%	14%	45%
Strongly disagree		27%	25%	29%	48%	32%	26%	25%	24%	24%	35%	29%	14%	27%	31%	24%	21%	45%
Don't know		2%	3%	2%	4%	1%	6%	0%	2%	1%	4%	2%	1%	2%	10%	2%	6%	2%

The cost of renting in London represents good value for money :

	Unweighted Base	358	185	173	29	115	48	46	120	198	160	231	22	253	12	47	13	33
<b>All London Adults who pay rent</b>		410	205	205	47	163	70	53	78	218	192	286	19	305	21	31	14	40
Strongly agree		2%	3%	2%	3%	1%	1%	5%	4%	1%	3%	1%	-	1%	-	4%	-	10%
Agree		4%	4%	5%	-	4%	1%	3%	12%	6%	3%	2%	17%	3%	-	17%	23%	1%
Neither agree nor disagree		16%	18%	15%	27%	14%	22%	6%	16%	14%	19%	16%	13%	16%	22%	20%	4%	18%
Disagree		32%	33%	31%	26%	41%	28%	21%	29%	37%	27%	33%	42%	34%	46%	34%	33%	11%
Strongly disagree		42%	42%	43%	36%	39%	47%	61%	36%	41%	43%	47%	27%	45%	18%	17%	32%	53%
Don't know		3%	1%	5%	8%	2%	-	5%	3%	1%	5%	1%	-	1%	15%	8%	8%	6%

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At the moment, I wouldn't want to live anywhere else in the UK :

Unweighted Base	1228	630	598	69	218	177	178	586	825	403	731	111	842	26	266	28	66
<b>All London Adults</b>	<b>1228</b>	<b>585</b>	<b>643</b>	<b>146</b>	<b>313</b>	<b>229</b>	<b>196</b>	<b>344</b>	<b>737</b>	<b>491</b>	<b>810</b>	<b>93</b>	<b>903</b>	<b>60</b>	<b>165</b>	<b>25</b>	<b>74</b>
Strongly agree	23%	20%	25%	22%	27%	17%	21%	25%	25%	19%	22%	27%	22%	15%	26%	23%	27%
Agree	30%	32%	27%	36%	30%	33%	28%	26%	29%	31%	30%	29%	30%	47%	28%	11%	25%
Neither agree nor disagree	20%	19%	20%	21%	19%	22%	15%	21%	19%	21%	20%	18%	20%	25%	19%	40%	8%
Disagree	15%	15%	15%	11%	14%	13%	18%	16%	16%	13%	16%	13%	15%	4%	17%	4%	17%
Strongly disagree	11%	10%	11%	5%	8%	11%	18%	10%	10%	11%	11%	11%	11%	3%	8%	15%	20%
Don't know	2%	2%	2%	5%	2%	3%	0%	2%	1%	5%	2%	1%	2%	5%	2%	7%	2%

Which, if any, of the following upcoming events are you planning on attending/ celebrating? (Please tick all that apply)

Unweighted Base	1228	630	598	69	218	177	178	586	825	403	731	111	842	26	266	28	66
<b>All London Adults</b>	<b>1228</b>	<b>585</b>	<b>643</b>	<b>146</b>	<b>313</b>	<b>229</b>	<b>196</b>	<b>344</b>	<b>737</b>	<b>491</b>	<b>810</b>	<b>93</b>	<b>903</b>	<b>60</b>	<b>165</b>	<b>25</b>	<b>74</b>
BBC Proms 2011	8%	7%	10%	9%	10%	5%	7%	9%	10%	5%	8%	6%	8%	15%	10%	1%	2%
Wimbledon 2011	12%	11%	13%	19%	18%	8%	4%	10%	13%	11%	12%	15%	12%	27%	10%	5%	4%
London 2012 Olympics	30%	36%	24%	33%	44%	30%	24%	17%	33%	24%	34%	20%	33%	28%	18%	20%	19%
Wireless Festival 2011	3%	3%	3%	6%	7%	1%	1%	1%	3%	4%	3%	1%	2%	6%	2%	-	9%
Notting Hill Carnival 2011	8%	8%	8%	14%	12%	6%	8%	3%	6%	11%	8%	12%	8%	23%	3%	18%	4%
Bonfire/ Guy Fawkes Night/ celebrations 2011	25%	24%	26%	46%	35%	20%	16%	15%	21%	31%	28%	22%	28%	34%	13%	11%	15%
New Year's Eve 2011-12	28%	28%	28%	56%	39%	20%	23%	16%	25%	33%	31%	27%	31%	51%	16%	15%	16%
None of these	41%	38%	44%	18%	23%	48%	51%	58%	42%	41%	36%	50%	38%	17%	59%	64%	59%

How excited, if at all, are you about the upcoming Wimbledon tennis tournament?

Unweighted Base	1228	630	598	69	218	177	178	586	825	403	731	111	842	26	266	28	66
<b>All London Adults</b>	<b>1228</b>	<b>585</b>	<b>643</b>	<b>146</b>	<b>313</b>	<b>229</b>	<b>196</b>	<b>344</b>	<b>737</b>	<b>491</b>	<b>810</b>	<b>93</b>	<b>903</b>	<b>60</b>	<b>165</b>	<b>25</b>	<b>74</b>
Very excited	7%	7%	6%	10%	9%	5%	3%	6%	8%	5%	7%	5%	7%	8%	5%	3%	2%
Fairly excited	26%	25%	26%	22%	31%	27%	29%	20%	26%	25%	26%	37%	27%	21%	22%	11%	22%
Not very excited	27%	27%	27%	21%	28%	27%	26%	30%	27%	27%	28%	23%	28%	26%	30%	10%	22%
Not at all excited	37%	37%	38%	41%	28%	37%	41%	43%	36%	39%	35%	35%	35%	37%	40%	70%	48%
Don't know	3%	4%	3%	6%	4%	5%	1%	2%	3%	4%	3%	-	3%	8%	4%	6%	5%