

## London Marketing

LONDON Sample: 5th - 7th October 2016

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Which THREE, if any, of the following are your **\*\*favourite\*\*** things about living in London? (Please select up to three options)

	Unweighted base	1016	487	529	115	169	187	182	363	712	304
<b>Base: All London adults</b>	<b>1016</b>	<b>484</b>	<b>532</b>	<b>121</b>	<b>225</b>	<b>207</b>	<b>179</b>	<b>284</b>	<b>610</b>	<b>406</b>	
Nightlife	8%	8%	8%	14%	16%	5%	5%	3%	8%	8%	
Art and culture	32%	25%	38%	36%	25%	31%	35%	35%	36%	26%	
Food and drink	28%	26%	30%	26%	37%	38%	24%	18%	34%	19%	
Diversity	29%	29%	29%	25%	30%	35%	29%	24%	30%	27%	
The number of people	1%	2%	1%	3%	1%	3%	1%	1%	1%	2%	
History	35%	34%	35%	31%	26%	31%	40%	42%	33%	38%	
Schools	2%	1%	2%	-	3%	3%	1%	1%	2%	1%	
Parks	18%	20%	16%	10%	14%	17%	20%	26%	16%	21%	
Shopping	15%	13%	18%	12%	14%	15%	16%	18%	14%	17%	
Transport	29%	35%	24%	38%	26%	19%	27%	37%	28%	31%	
Londoners	9%	8%	11%	9%	9%	7%	8%	12%	9%	10%	
Good place to do business	5%	6%	5%	3%	6%	6%	6%	4%	6%	3%	
Ease of getting abroad	7%	8%	7%	1%	8%	4%	8%	10%	9%	6%	
Quality of life	13%	14%	12%	13%	13%	13%	14%	12%	14%	11%	
Career opportunities	23%	24%	21%	34%	28%	31%	20%	9%	26%	17%	
Something else	2%	1%	2%	0%	3%	2%	1%	2%	3%	0%	
Don't know	1%	1%	1%	4%	0%	-	1%	1%	0%	2%	
Not applicable - I don't have any favourite things about living in London	8%	9%	6%	7%	5%	5%	9%	10%	4%	12%	

Which THREE, if any, of the following are your **\*\*least favourite\*\*** things about living in London? (Please select up to three options)

	Unweighted base	1016	487	529	115	169	187	182	363	712	304
<b>Base: All London adults</b>	<b>1016</b>	<b>484</b>	<b>532</b>	<b>121</b>	<b>225</b>	<b>207</b>	<b>179</b>	<b>284</b>	<b>610</b>	<b>406</b>	
Cost of housing	64%	63%	66%	71%	72%	67%	60%	55%	64%	65%	
Transport	16%	15%	16%	12%	22%	25%	16%	5%	18%	12%	
Cost of living (excluding housing)	44%	46%	43%	58%	52%	49%	40%	33%	42%	49%	
Air quality	29%	27%	31%	25%	24%	24%	27%	41%	33%	24%	
Diversity	8%	10%	6%	9%	6%	6%	11%	9%	7%	9%	
The number of people	30%	28%	31%	25%	24%	31%	32%	34%	31%	28%	
Londoners	2%	4%	1%	3%	4%	3%	1%	1%	2%	2%	
Crime	34%	32%	35%	27%	25%	26%	37%	47%	32%	37%	
Tourists	6%	6%	5%	5%	11%	5%	5%	3%	7%	4%	
Weather	6%	4%	8%	4%	4%	9%	10%	4%	6%	6%	
Gentrification (i.e. The process of renovating and improving a house or district so that it conforms to middle-class taste)	14%	12%	15%	9%	13%	9%	19%	17%	14%	13%	
Quality of life	5%	6%	3%	5%	3%	6%	5%	5%	5%	4%	
Something else	3%	3%	4%	1%	0%	7%	5%	3%	5%	2%	
Don't know	1%	1%	0%	3%	0%	-	1%	0%	0%	1%	
Not applicable - I don't have any least favourite things about living in London	5%	5%	4%	5%	4%	1%	2%	9%	3%	7%	

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Do you think house prices in your area are going up or down?

Unweighted base	1016	487	529	115	169	187	182	363	712	304
<b>Base: All London adults</b>	<b>1016</b>	<b>484</b>	<b>532</b>	<b>121</b>	<b>225</b>	<b>207</b>	<b>179</b>	<b>284</b>	<b>610</b>	<b>406</b>
Going up	75%	75%	76%	78%	76%	72%	78%	74%	76%	74%
Going down	3%	2%	3%	1%	4%	3%	2%	2%	4%	1%
Staying about the same	14%	14%	15%	7%	12%	15%	16%	18%	15%	13%
Don't know	8%	10%	6%	13%	8%	10%	5%	6%	5%	12%

Would you prefer house prices in your area to go up or down?

Unweighted base	1016	487	529	115	169	187	182	363	712	304
<b>Base: All London adults</b>	<b>1016</b>	<b>484</b>	<b>532</b>	<b>121</b>	<b>225</b>	<b>207</b>	<b>179</b>	<b>284</b>	<b>610</b>	<b>406</b>
Prefer them to go up	21%	23%	20%	1%	26%	19%	25%	26%	26%	15%
Prefer them to go down	40%	42%	39%	67%	46%	39%	34%	29%	38%	44%
Prefer them to stay about the same	26%	25%	27%	14%	16%	26%	33%	34%	27%	24%
Don't know	12%	11%	14%	18%	12%	16%	8%	10%	9%	18%

Would you like to see more or fewer nightclubs in London?

Unweighted base	1016	487	529	115	169	187	182	363	712	304
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More nightclubs	13%	15%	11%	21%	20%	16%	11%	4%	15%	11%
Fewer nightclubs	24%	23%	25%	17%	22%	27%	23%	29%	24%	25%
About the same number of nightclubs	40%	40%	39%	43%	43%	35%	44%	36%	39%	41%
Don't know	23%	21%	24%	19%	15%	22%	23%	31%	23%	23%

Approximately when was the last time you went to a nightclub? (Please select the option that best applies)

Unweighted base	1016	487	529	115	169	187	182	363	712	304
<b>Base: All London adults</b>	<b>1016</b>	<b>484</b>	<b>532</b>	<b>121</b>	<b>225</b>	<b>207</b>	<b>179</b>	<b>284</b>	<b>610</b>	<b>406</b>
In the last week	4%	5%	4%	16%	7%	3%	2%	0%	4%	4%
In the last couple of weeks	4%	5%	3%	10%	6%	4%	3%	-	5%	3%
In the last month	4%	4%	5%	8%	8%	4%	2%	1%	5%	3%
In the last few months	7%	8%	6%	10%	15%	11%	1%	1%	7%	8%
In the last year	9%	10%	9%	18%	11%	13%	10%	1%	10%	9%
In the last few years	39%	39%	39%	14%	39%	44%	55%	37%	43%	34%
I have never been to a nightclub	21%	19%	22%	19%	8%	12%	17%	39%	17%	26%
Don't know	11%	10%	12%	6%	5%	8%	10%	21%	9%	14%

The 'City of London' is London's financial centre, and it brings thousands of bankers and other financial professionals to London. All things considered, which ONE, of the following comes closest to your view?

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I actively appreciate the City of London and the contribution it makes to London	46%	50%	43%	45%	51%	38%	47%	49%	49%	42%
I tolerate the City of London because it helps the economy but I can't say I like it	35%	36%	35%	31%	31%	41%	33%	38%	36%	34%
I can't stand the City of London and think London would be better without it	3%	4%	3%	1%	3%	3%	4%	4%	3%	3%
None of these	6%	3%	9%	7%	6%	8%	8%	5%	5%	8%
Don't know	9%	7%	11%	16%	9%	10%	8%	6%	6%	13%