

**YouGov Survey Results**

Sample Size: 1136 London adults (aged 18+)  
Fieldwork: 11th - 14th March 2014

	Voting Intention					2010 Vote			Gender		Age				Social Grade	
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
<b>Weighted Sample</b>	<b>1136</b>	x	x	x	x	317	359	193	560	576	136	407	365	228	686	450
<b>Unweighted Sample</b>	<b>1136</b>	266	408	86	88	334	317	211	550	586	98	285	436	317	743	393
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, where 0 is 'Very poor' and 10 is 'Very good', how would you rate your overall quality of life AT PRESENT, taking everything into account?

0	1	1	2	0	2	1	0	0	2	0	1	1	2	0	1	1
1	1	2	1	0	5	1	0	1	1	1	3	1	1	1	1	1
2	4	1	3	6	8	2	3	3	3	4	3	4	5	2	3	5
3	6	4	7	1	8	5	8	3	5	7	6	6	7	5	5	8
4	6	4	7	7	4	5	7	7	6	6	5	6	7	5	6	6
5	11	11	12	5	10	12	10	8	11	11	10	11	11	12	11	11
6	14	9	17	18	9	11	17	16	13	15	12	15	16	12	14	15
7	22	26	20	33	25	24	22	24	22	21	18	21	23	23	25	18
8	21	27	22	22	21	27	20	24	23	20	26	18	20	25	22	20
9	6	9	5	3	7	7	6	6	5	7	0	7	5	8	7	5
10	2	2	2	1	1	2	2	2	2	2	1	2	2	4	3	1
Don't know	6	4	3	4	0	4	5	6	6	6	16	9	1	2	4	9

Generally speaking, do you think London is a good or a bad place to do each of the following?

**Find a job**

Good place	70	75	71	75	68	75	70	75	69	70	63	72	72	66	74	63
Bad place	17	15	18	14	24	16	18	13	16	18	11	16	17	21	16	18
Don't know	13	10	10	12	9	9	12	12	15	12	27	12	11	13	10	19

**Go to school**

Good place	50	48	58	43	43	43	57	46	46	53	44	47	48	58	51	47
Bad place	29	29	27	39	38	37	25	34	31	28	30	32	30	23	31	27
Don't know	21	23	15	17	18	20	18	20	23	19	26	21	21	18	18	26

**Bring up children**

Good place	37	43	40	40	32	35	42	36	32	42	26	36	36	47	38	36
Bad place	43	40	46	44	53	49	41	44	45	42	40	45	47	37	45	40
Don't know	20	17	14	16	16	16	17	20	23	16	34	19	17	16	17	24

**Grow old**

Good place	30	38	31	30	29	37	27	30	29	31	17	29	26	47	31	29
Bad place	52	43	54	58	62	47	54	58	52	52	60	53	58	38	55	49
Don't know	18	19	15	12	9	16	19	12	18	17	23	18	16	15	14	23

**Receive medical care**

Good place	68	67	75	68	67	72	72	68	69	67	60	65	71	72	67	68
Bad place	18	20	17	17	24	18	16	16	15	22	13	18	17	23	21	14
Don't know	14	13	9	14	9	10	12	16	17	12	28	17	12	5	12	18

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

**Learn a new skill**

Good place	77	83	79	82	74	82	81	79	73	80	66	77	81	75	82	69
Bad place	9	6	9	11	14	9	8	6	12	7	12	10	7	10	8	11
Don't know	14	11	12	7	12	9	12	16	15	13	22	13	12	15	10	20

**Make friends**

Good place	61	66	61	67	60	63	58	65	56	67	53	62	63	62	62	61
Bad place	23	21	27	21	28	25	27	20	27	20	23	23	26	22	27	18
Don't know	15	13	13	12	12	12	14	14	17	13	24	15	12	16	11	21

**Fall in love**

Good place	54	64	54	65	56	62	48	62	55	54	46	56	59	49	57	50
Bad place	17	16	20	15	14	15	23	11	20	15	17	23	16	11	19	15
Don't know	28	21	26	21	31	23	29	27	25	31	38	21	25	40	24	35

**Make money**

Good place	74	82	76	75	76	80	75	75	72	76	62	73	78	78	78	67
Bad place	11	9	11	12	13	11	10	9	12	10	12	13	11	7	11	11
Don't know	15	9	13	12	11	9	15	16	16	14	27	15	12	15	11	22

**Go to university**

Good place	63	65	66	62	63	64	63	67	60	66	62	65	59	68	66	59
Bad place	17	14	19	23	16	19	18	14	19	15	14	17	22	12	17	17
Don't know	20	21	14	15	21	16	19	19	21	19	24	18	20	20	17	24

**Start a new hobby**

Good place	74	77	74	86	70	76	75	74	70	77	65	79	76	65	80	64
Bad place	10	9	10	7	14	11	10	9	12	7	13	9	9	10	8	12
Don't know	17	14	16	7	16	14	15	18	18	16	23	12	15	25	12	24

**Improve your quality of life**

Good place	47	56	48	58	37	49	47	48	46	48	44	48	45	49	50	42
Bad place	32	30	36	18	50	37	34	26	33	32	22	32	37	32	33	31
Don't know	20	14	16	24	13	14	19	27	21	20	34	20	17	18	16	27

**Imagine you were a child growing up in Britain today. If you had to choose, would you prefer to grow up in London or would you prefer to grow up outside London in another part of the country?**

I would prefer to grow up in London	38	36	42	48	29	32	39	39	40	35	43	38	35	39	37	39
I would prefer to grow up outside London	52	59	51	45	67	62	49	45	51	53	44	50	56	53	55	46
Don't know	11	5	8	7	5	5	13	16	9	12	13	13	9	8	7	15

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

**What age do you think is the best age to live in London?**

As a child	3	6	2	2	1	2	3	0	3	3	3	5	2	2	3	3
As a teenager	3	0	4	2	8	1	5	1	3	3	5	2	4	1	2	4
In your 20s	40	39	42	54	38	41	36	47	38	43	55	47	34	30	45	34
In your 30s	19	19	21	14	22	20	21	18	21	17	12	16	23	19	18	21
In your 40s	4	4	4	9	2	4	4	5	4	4	0	4	6	4	5	3
In your 50s	1	1	1	1	2	2	1	1	2	1	2	1	1	2	1	1
In your 60s	1	1	2	1	2	1	1	2	2	1	2	0	1	3	1	2
In your 70s	0	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0
In your 80s or older	1	2	0	0	0	1	1	0	1	1	1	1	1	1	1	1
No one age in particular	21	26	20	14	19	26	19	23	19	22	12	14	24	34	22	19
Don't know	6	3	4	2	5	3	8	3	7	6	8	9	5	4	3	12

**All things considered, which of the following comes closest to your own views?**

Young people in London today have a BETTER life than young people in London did 20 years ago	40	53	34	47	42	48	33	41	44	36	35	43	40	37	42	37
Young people in London today have a WORSE life than young people in London did 20 years ago	40	35	47	32	48	41	45	40	40	40	28	38	44	45	42	38
Don't know	20	12	19	21	10	11	23	20	16	24	37	20	16	18	16	26

**All things considered, which of the following comes closest to your own views?**

Old people in London today have a BETTER life than old people in London did 20 years ago	31	36	33	40	24	31	31	32	37	26	32	24	31	45	34	28
Old people in London today have a WORSE life than old people in London did 20 years ago	46	47	49	35	69	52	45	45	44	48	36	49	49	41	46	45
Don't know	23	17	19	25	7	17	24	24	19	26	32	27	20	14	20	27

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

**Taking everything into account, which of the following statements comes closest to your own view?**

The number of people in London is growing far too fast	<b>54</b>	63	49	48	77	66	47	51	50	57	44	45	60	63	54	53
The number of people in London is growing slightly too fast	<b>22</b>	21	26	21	14	20	24	22	22	22	28	22	20	21	22	21
The number of people in London is growing at the right speed	<b>10</b>	6	14	17	6	6	15	13	13	8	7	13	10	8	13	7
The number of people in London is growing slightly too slowly	<b>1</b>	0	1	2	0	1	0	2	1	1	0	1	2	0	0	2
The number of people in London is growing far too slowly	<b>1</b>	2	0	5	0	1	1	2	1	1	1	3	1	0	1	1
The number of people in London is not growing	<b>2</b>	1	1	3	1	1	0	2	3	1	4	3	0	0	2	2
Don't know	<b>10</b>	7	8	4	1	6	13	8	10	10	16	13	7	7	7	14

**How well or badly prepared do think London is to manage the change in its population over the next few decades?**

Very well prepared	<b>2</b>	4	1	0	0	1	1	0	2	1	2	4	0	0	2	1
Quite well prepared	<b>12</b>	11	10	25	8	9	11	15	11	12	14	17	8	7	13	9
<b>TOTAL WELL PREPARED</b>	<b>14</b>	<b>15</b>	<b>11</b>	<b>25</b>	<b>8</b>	<b>10</b>	<b>12</b>	<b>15</b>	<b>13</b>	<b>13</b>	<b>16</b>	<b>21</b>	<b>8</b>	<b>7</b>	<b>15</b>	<b>10</b>
Quite badly prepared	<b>45</b>	53	44	52	28	48	45	48	46	44	47	37	49	53	46	44
Very badly prepared	<b>27</b>	18	34	16	64	27	28	25	26	27	16	22	33	33	26	28
<b>TOTAL BADLY PREPARED</b>	<b>72</b>	<b>71</b>	<b>78</b>	<b>68</b>	<b>92</b>	<b>75</b>	<b>73</b>	<b>73</b>	<b>72</b>	<b>71</b>	<b>63</b>	<b>59</b>	<b>82</b>	<b>86</b>	<b>72</b>	<b>72</b>
Don't know	<b>15</b>	14	11	7	1	14	15	11	14	15	21	21	10	7	12	18

**Which of the following do you believe is the bigger issue facing London?**

Skills and employment opportunities for young people in London	<b>49</b>	47	56	51	43	47	52	46	52	46	55	50	45	50	49	49
Care and support for older people living in London	<b>38</b>	41	37	36	53	43	37	41	38	39	23	35	45	44	40	35
Don't know	<b>13</b>	12	7	13	4	10	11	13	11	14	22	15	10	6	10	16

**Which of the following do you think should be the top priority for the Mayor of London at the present time?**

Housing	<b>53</b>	50	64	53	49	50	60	55	52	55	46	55	51	60	55	50
Public transport	<b>20</b>	24	16	30	26	24	17	23	23	18	20	20	25	14	22	18
Roads	<b>8</b>	11	9	4	14	11	9	6	10	7	8	5	12	9	7	11
Energy	<b>4</b>	4	4	4	2	4	2	5	4	4	6	3	3	6	3	6
Water and sewage	<b>4</b>	5	2	2	6	4	2	3	3	5	5	3	3	5	5	3
Don't know	<b>10</b>	6	4	6	3	7	9	9	9	11	16	14	6	6	8	12