

YouGov / QMUL Survey Results

Sample Size: 1113 adults in London
Fieldwork: 12th - 19th February 2024

	Westminster VI			Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Region (1)						
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West	
Weighted Sample	1113	129	396	73	218	328	103	473	309	544	569	127	578	240	168	656	455	232	152	210	346	172	
Unweighted Sample	1113	123	428	69	225	376	113	506	245	440	673	99	562	267	185	758	352	232	157	220	330	174	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	12-17 Oct '23	12-19 Feb '24																					
In general, how much trust, if any, do you have in the Metropolitan Police Service?																							
A great deal of trust	6	5	11	4	3	9	3	5	3	6	8	2	11	5	3	4	4	6	5	3	4	7	5
A fair amount of trust	35	39	47	43	49	42	32	45	39	39	38	40	38	36	39	50	42	35	36	47	42	38	36
TOTAL GREAT DEAL/FAIR AMOUNT	41	44	58	47	52	51	35	50	42	45	46	42	49	41	42	54	46	41	41	50	46	45	41
Not very much trust	37	36	33	37	39	40	42	38	38	36	35	37	40	34	39	36	37	34	37	22	43	36	40
No trust at all	17	14	9	10	3	8	18	5	15	17	13	15	4	19	13	9	11	19	16	23	9	13	13
TOTAL NOT MUCH/NONE AT ALL	54	50	42	47	42	48	60	43	53	53	48	52	44	53	52	45	48	53	53	45	52	49	53
Don't know	5	5	0	6	5	1	4	7	5	2	5	5	7	7	5	1	5	5	5	5	2	7	6

	Imagine that the Mayor of London was given increased powers over government money currently spent in London. Do you think this would...?																					
Improve things in London	37	29	50	52	23	54	56	48	24	42	33	39	40	35	29	41	32	43	35	31	39	36
Keep things about the same in London	23	28	23	27	18	20	21	22	20	23	24	30	25	18	20	25	21	19	27	20	27	24
Make things worse in London	23	32	12	10	47	11	7	13	45	22	24	16	18	30	35	19	30	23	26	30	17	23
Don't know	16	11	16	10	12	14	16	17	11	13	19	15	16	17	16	16	17	15	12	18	17	17

Do you think the following have got better or worse in London over the last 12 months, or have they stayed about the same?																						
Housing																						
Got better	4	6	4	2	4	3	1	2	2	6	1	10	4	1	1	4	3	6	3	0	5	2
Got worse	65	58	68	54	64	69	58	65	67	59	71	66	67	59	67	64	67	70	68	66	64	60
Stayed about the same	21	28	20	31	21	20	30	23	20	26	17	17	22	24	22	22	21	18	21	23	23	21
Don't know	10	9	8	13	11	8	11	10	11	9	11	7	7	16	10	10	9	6	8	11	8	17
Public transport																						
Got better	13	12	15	22	11	12	14	12	11	17	10	16	14	12	10	14	12	12	10	18	13	12
Got worse	37	38	33	30	40	35	30	31	39	32	42	53	36	35	28	37	36	44	36	36	32	39
Stayed about the same	44	47	47	46	45	50	49	51	44	48	41	26	43	49	57	44	44	42	49	41	49	38
Don't know	6	3	5	2	4	3	7	5	6	4	7	5	6	5	5	4	8	3	4	4	6	11
The environment																						
Got better	15	16	15	24	14	16	19	15	12	18	12	22	17	9	9	16	13	20	12	12	16	13
Got worse	32	27	33	24	25	37	18	33	27	29	35	41	31	31	28	32	31	38	30	29	30	32
Stayed about the same	45	53	43	50	54	37	55	45	51	45	44	29	43	48	58	44	45	34	50	54	46	39
Don't know	9	4	9	2	7	9	8	7	11	9	9	8	9	12	5	8	10	8	9	5	9	17

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Sample Size: 1113 adults in London
Fieldwork: 12th - 19th February 2024

	Region (2)		Ethnicity	
	Inner London	Outer London	White	BME
Weighted Sample	410	703	626	471
Unweighted Sample	415	698	723	369
	%	%	%	%

	12-17 Oct '23	12-19 Feb '24				
In general, how much trust, if any, do you have in the Metropolitan Police Service?						
A great deal of trust	6	5	7	4	4	6
A fair amount of trust	35	39	37	40	42	35
TOTAL GREAT DEAL/FAIR AMOUNT	41	44	44	44	46	41
Not very much trust	37	36	34	37	39	33
No trust at all	17	14	15	14	11	19
TOTAL NOT MUCH/NONE AT ALL	54	50	49	51	50	52
Don't know	5	5	8	4	4	7

Imagine that the Mayor of London was given increased powers over government money currently spent in London. Do you think this would...?

Improve things in London	37	42	34	36	40
Keep things about the same in London	23	22	25	20	27
Make things worse in London	23	19	25	28	17
Don't know	16	17	16	16	16

Do you think the following have got better or worse in London over the last 12 months, or have they stayed about the same?

Housing

Got better	4	7	2	3	5
Got worse	65	67	65	64	67
Stayed about the same	21	20	22	21	21
Don't know	10	7	11	12	7

Public transport

Got better	13	13	13	9	19
Got worse	37	38	36	35	38
Stayed about the same	44	45	44	50	37
Don't know	6	4	7	6	6

The environment

Got better	15	19	12	11	20
Got worse	32	33	31	30	33
Stayed about the same	45	40	47	50	37
Don't know	9	8	9	9	9

Sample Size: 1113 adults in London
Fieldwork: 12th - 19th February 2024

	Westminster VI				Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Region (1)					
	Con	Lab	Lib Dem		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West	
Total	1113	129	396	73	218	328	103	473	309	544	569	127	578	240	168	656	455	232	152	210	346	172	
Weighted Sample	1113	123	428	69	225	376	113	506	245	440	673	99	562	267	185	758	352	232	157	220	330	174	
Unweighted Sample																							
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Crime in general																							
Got better	3	4	3	2	2	4	1	2	4	5	2	2	4	2	1	4	2	6	5	0	3	1	
Got worse	58	68	55	49	77	51	43	50	78	55	61	50	54	65	72	55	63	50	57	64	59	62	
Stayed about the same	30	23	35	45	19	36	45	40	14	32	27	33	33	25	23	32	27	32	33	28	28	31	
Don't know	9	5	7	4	2	8	12	8	5	8	9	15	9	9	3	9	8	12	6	7	10	6	
NHS and other public health services																							
Got better	4	5	3	4	3	2	1	2	1	6	1	14	4	1	1	3	5	5	1	1	7	3	
Got worse	67	61	72	62	72	73	68	72	75	61	73	50	63	77	79	65	71	60	74	77	64	65	
Stayed about the same	23	33	21	28	21	18	28	21	18	28	18	26	26	16	18	25	19	28	18	18	23	24	
Don't know	6	1	4	6	4	7	3	5	7	5	7	10	7	6	1	7	5	6	7	4	6	8	
Schools and education																							
Got better	6	12	6	6	5	3	6	4	2	9	3	16	7	1	1	7	4	11	0	2	9	1	
Got worse	32	27	29	12	37	32	20	31	39	26	37	32	26	42	38	28	38	33	25	34	34	31	
Stayed about the same	38	44	40	50	36	40	41	38	37	44	33	41	41	34	33	40	36	30	52	41	37	37	
Don't know	24	17	25	31	23	24	33	27	21	21	27	12	26	22	28	25	22	25	22	23	20	32	
Looking forward, do you think you will or will not be living in London in 5 years' time?																							
I probably will be living in London in 5 years' time	60	72	69	63	64	65	64	66	61	66	55	48	61	61	67	59	63	57	66	62	58	63	
I probably will not be living in London in 5 years' time	24	19	21	23	32	18	22	21	25	22	26	30	24	21	25	28	19	24	18	27	25	24	
Don't know	15	9	11	14	4	17	14	13	14	12	18	22	15	17	8	13	18	19	16	10	17	13	
Why will you probably not be living in London in 5 years time? Please tick up to three of the following options.																							
<i>[Asked only to those who said 'probably will not be living in London in 5 years' time'; n=288]</i>																							
To move somewhere less expensive	54	38	62	68	23	66	52	56	44	47	59	66	60	37	42	51	59	53	71	40	57	55	
To live somewhere safer, or less affected by crime	28	45	13	16	41	16	11	18	42	29	27	5	28	39	36	25	36	12	32	35	32	30	
To have a change in lifestyle	28	30	39	25	17	38	38	37	22	31	25	14	29	40	22	27	29	28	13	15	39	32	
To move to a more rural environment	27	33	33	38	30	17	44	29	33	37	19	13	29	36	26	25	33	23	39	25	32	17	
To buy a first home	19	2	27	27	6	31	38	23	9	17	21	31	28	2	0	23	11	19	44	9	17	22	
To be closer to family and/or friends	17	36	10	2	25	11	9	13	26	17	18	13	14	13	39	14	24	16	6	26	16	17	
To buy a larger home	13	9	22	12	11	26	15	20	8	12	13	5	20	8	0	14	9	6	14	9	13	24	
To live somewhere cleaner	13	17	8	17	20	12	8	20	11	16	11	4	13	18	16	14	11	9	8	22	9	18	
To live somewhere less affected by pollution	12	7	10	12	10	16	1	10	10	9	14	2	19	1	10	16	4	17	2	3	20	7	
To retire	10	9	7	18	18	5	20	8	21	8	11	0	2	24	29	10	10	3	8	17	12	7	
To take up a new job or occupation	7	2	10	15	0	4	22	5	0	8	7	25	5	5	0	9	3	5	9	8	7	9	
To travel	4	0	5	7	2	7	5	4	5	3	5	2	5	6	1	5	2	3	8	6	3	3	
To be nearer good schools	3	0	3	0	1	3	0	2	3	3	2	0	5	1	0	2	4	1	0	4	2	6	
Other	8	9	4	0	17	3	0	2	15	7	8	11	1	20	14	8	8	7	5	17	4	5	
Don't know	2	0	0	0	1	3	0	2	2	1	2	0	2	2	0	1	2	5	3	1	0	0	

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	Region (2)		Ethnicity		
	Total	Inner London	Outer London	White	BME
Weighted Sample	1113	410	703	626	471
Unweighted Sample	1113	415	698	723	369

	%	%	%	%	%
Crime in general					
Got better	3	5	2	2	5
Got worse	58	48	64	60	56
Stayed about the same	30	36	26	30	30
Don't know	9	11	7	8	10

NHS and other public health services					
Got better	4	8	1	1	7
Got worse	67	60	72	72	61
Stayed about the same	23	27	20	21	26
Don't know	6	5	7	6	6

Schools and education					
Got better	6	11	3	2	11
Got worse	32	34	31	33	31
Stayed about the same	38	32	42	37	39
Don't know	24	23	25	28	19

Looking forward, do you think you will or will not be living in London in 5 years' time?					
I probably will be living in London in 5 years' time	60	56	63	63	58
I probably will not be living in London in 5 years' time	24	27	23	24	24
Don't know	15	17	14	13	18

Why will you probably not be living in London in 5 years time? Please tick up to three of the following options.

[Asked only to those who said 'probably will not be living in London in 5 years' time'; n=288]

To move somewhere less expensive	54	57	52	50	57
To live somewhere safer, or less affected by crime	28	14	37	31	26
To have a change in lifestyle	28	37	22	25	32
To move to a more rural environment	27	29	26	29	25
To buy a first home	19	20	19	17	22
To be closer to family and/or friends	17	13	20	22	11
To buy a larger home	13	11	13	10	15
To live somewhere cleaner	13	11	14	13	14
To live somewhere less affected by pollution	12	22	6	10	15
To retire	10	2	15	16	1
To take up a new job or occupation	7	8	7	5	10
To travel	4	4	4	4	5
To be nearer good schools	3	1	4	2	3
Other	8	5	9	11	4
Don't know	2	2	1	0	2

Sample Size: 1113 adults in London
Fieldwork: 12th - 19th February 2024

	Westminster VI			Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Region (1)					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West	
Weighted Sample 1113	129	396	73	218	328	103	473	309	544	569	127	578	240	168	656	455	232	152	210	346	172	
Unweighted Sample 1113	123	428	69	225	376	113	506	245	440	673	99	562	267	185	758	352	232	157	220	330	174	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And where are you likely to relocate to if you aren't living in London in 5 years' time?

[Asked only to those who said 'probably will not be living in London in 5 years' time'; n=288]

North East	3	12	5	4	2	2	3	4	2	4	2	0	4	7	0	3	4	1	2	1	6	3
North West	1	0	4	0	1	5	0	2	0	2	1	4	1	0	0	1	1	2	0	0	1	4
Yorkshire and the Humber	1	0	3	0	1	4	2	2	0	0	2	3	2	0	1	1	1	4	0	2	0	1
East Midlands	1	0	1	6	4	0	4	0	3	2	1	0	2	2	0	2	0	0	5	0	3	0
West Midlands	2	5	2	0	2	3	0	2	2	1	3	5	2	3	0	2	2	3	2	2	0	4
East of England	7	4	5	8	4	4	6	6	10	7	6	2	5	6	16	5	11	4	3	1	15	4
South East	26	14	28	41	35	20	37	30	40	28	24	5	28	28	33	25	28	14	22	40	24	29
South West	9	24	7	0	13	12	4	10	14	10	8	4	9	8	17	9	10	12	10	17	3	8
Scotland	3	2	2	0	1	3	0	2	1	3	2	6	3	1	0	3	1	1	0	2	5	3
Wales	1	0	1	0	1	2	0	2	0	1	0	0	0	2	0	1	0	0	2	0	1	0
Northern Ireland	0	2	1	0	0	1	0	1	0	0	1	0	1	0	0	1	0	1	0	0	1	1
A European country	8	0	13	22	1	4	19	7	3	7	9	18	6	13	1	10	4	16	1	3	7	9
A country in the rest of world	14	17	9	16	14	15	9	8	12	15	13	14	14	16	11	17	6	12	14	11	16	17
Don't know	23	19	18	3	24	23	15	24	13	19	26	40	23	14	21	20	30	30	39	19	20	15

Which of the following words do you think best describe London? Please tick up to three.

Expensive	60	53	59	65	61	65	52	57	60	58	61	56	60	60	61	58	63	55	68	62	61	54
Diverse	38	28	42	45	28	50	53	48	28	35	40	29	41	38	34	44	28	35	36	40	37	42
Crowded	33	41	28	28	43	25	31	25	44	30	35	33	28	34	46	30	36	29	27	44	34	26
Cultural	21	16	28	30	16	28	36	29	15	19	22	13	20	22	27	22	19	20	22	24	17	23
Dirty	17	24	11	10	28	11	9	13	27	15	19	12	14	19	30	13	23	13	19	18	18	18
Cosmopolitan	16	17	18	17	16	14	23	22	12	16	16	10	16	17	20	19	12	19	18	16	12	19
Lively	13	12	15	17	10	15	18	15	7	14	13	10	15	13	11	15	12	15	15	12	12	14
Chaotic	13	11	11	9	15	11	7	12	17	12	15	13	14	12	13	13	14	15	9	11	14	16
Global	11	13	12	5	11	12	10	12	8	15	7	15	13	7	6	13	8	13	5	7	14	10
Dynamic	9	10	11	12	7	12	13	10	8	9	10	7	11	7	6	11	6	10	11	5	9	10
Modern	9	17	7	9	7	6	10	7	6	11	7	21	10	4	2	9	8	10	7	6	8	13
Impersonal	9	13	7	9	14	8	5	8	15	9	8	3	4	17	16	8	9	5	13	10	10	4
Selfish	8	6	8	3	8	10	6	7	10	8	8	9	8	10	3	7	9	9	7	10	5	9
Competitive	6	7	3	10	3	4	5	4	2	5	6	18	6	2	0	5	6	9	3	5	4	7
Elitist	6	3	6	5	4	4	4	5	4	6	7	11	6	5	4	5	8	9	2	8	7	3
Innovative	4	7	5	3	7	3	2	4	4	6	3	8	5	2	2	5	3	6	1	2	6	3
Rich	4	6	4	6	3	3	4	4	4	6	2	6	5	1	3	2	6	7	4	2	3	4
Too big	3	3	3	0	3	2	3	2	4	4	2	8	2	1	6	2	4	2	2	3	4	3
Traditional	1	2	1	0	2	1	1	2	1	1	2	1	2	2	1	2	1	0	2	2	2	2
None of these	1	0	2	2	0	1	0	0	3	1	2	2	1	2	1	1	2	1	5	0	1	0
Don't know	2	1	2	0	1	2	0	2	2	2	2	1	2	3	1	2	2	3	0	1	2	3

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	Inner London	Outer London	White	BME
Weighted Sample	1113	703	626	471
Unweighted Sample	1113	698	723	369
	%	%	%	%

And where are you likely to relocate to if you aren't living in London in 5 years' time?

[Asked only to those who said 'probably will not be living in London in 5 years' time'; n=288]

North East	3	2	4	3	4
North West	1	2	1	2	0
Yorkshire and the Humber	1	3	1	1	2
East Midlands	1	1	1	0	3
West Midlands	2	2	2	1	3
East of England	7	4	8	9	4
South East	26	21	29	30	21
South West	9	8	10	14	4
Scotland	3	3	3	3	3
Wales	1	0	1	0	1
Northern Ireland	0	0	1	1	0
A European country	8	11	6	9	7
A country in the rest of world	14	19	10	9	21
Don't know	23	25	22	20	27

Which of the following words do you think best describe London? Please tick up to three.

Expensive	60	57	61	60	61
Diverse	38	38	37	39	37
Crowded	33	29	35	37	27
Cultural	21	21	20	26	13
Dirty	17	13	19	21	12
Cosmopolitan	16	16	16	14	18
Lively	13	16	12	13	15
Chaotic	13	14	13	13	14
Global	11	13	9	9	13
Dynamic	9	9	9	8	10
Modern	9	9	9	5	14
Impersonal	9	8	9	12	4
Selfish	8	6	9	8	8
Competitive	6	8	5	3	9
Elitist	6	9	5	6	7
Innovative	4	7	2	3	7
Rich	4	6	2	3	6
Too big	3	4	2	4	2
Traditional	1	0	2	1	2
None of these	1	1	2	2	1
Don't know	2	2	2	1	3

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Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West	
Weighted Sample 1113	129	396	73	218	328	103	473	309	544	569	127	578	240	168	656	455	232	152	210	346	172	
Unweighted Sample 1113	123	428	69	225	376	113	506	245	440	673	99	562	267	185	758	352	232	157	220	330	174	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In your own personal opinion, what do you consider to be the best things about living in London? Please tick up to three.

The access to public transportation	45	45	48	48	45	49	55	49	44	43	46	40	44	47	48	49	39	40	51	45	43	50
The range of activities and things to do	43	41	43	44	50	45	58	46	43	43	44	46	43	44	41	48	37	47	35	42	44	46
The diversity of its population and culture	37	29	48	38	20	55	44	49	19	37	37	37	41	35	24	43	29	37	36	32	42	35
The fact there is always something going on (e.g., social and cultural events)	33	31	41	29	33	39	37	41	26	30	37	24	35	35	34	37	28	41	35	40	27	27
The job market/employment opportunities in the city	31	23	38	37	33	35	30	32	26	35	26	35	38	26	7	37	21	31	35	25	32	30
The access to quality green space	12	17	12	15	11	13	13	14	14	14	11	9	9	14	24	10	14	10	12	17	10	12
The 'exciting' environment it provides	12	15	14	17	12	13	15	13	8	12	12	23	13	8	8	13	11	15	11	8	11	15
The cost of living	5	5	5	2	3	4	3	3	6	5	4	6	4	6	4	4	6	3	6	4	6	5
The people are friendly	5	9	5	6	5	3	5	3	4	7	3	12	4	2	5	5	5	6	3	4	5	5
The city feels safe	4	8	5	4	3	2	6	2	3	5	3	13	4	1	1	4	4	5	2	2	5	3
The weather/climate in the city	4	7	4	4	3	5	1	3	6	5	3	1	4	4	6	2	6	8	4	3	3	1
None of these	8	5	3	10	14	3	4	4	15	7	9	2	5	9	21	5	12	4	8	11	10	6
Don't know	4	4	1	0	2	2	0	2	5	3	4	7	4	4	3	1	8	5	3	1	3	7

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

Sample Size: 1113 adults in London
Fieldwork: 12th - 19th February 2024

	Region (2)		Ethnicity	
	Inner London	Outer London	White	BME
Weighted Sample	410	703	626	471
Unweighted Sample	415	698	723	369
	%	%	%	%

In your own personal opinion, what do you consider to be the best things about living in London? Please tick up to three.

The access to public transportation	45	39	48	48	42
The range of activities and things to do	43	48	40	48	37
The diversity of its population and culture	37	41	35	28	49
The fact there is always something going on (e.g., social and cultural events)	33	35	32	35	31
The job market/employment opportunities in the city	31	28	32	28	34
The access to quality green space	12	10	13	16	8
The 'exciting' environment it provides	12	14	11	10	15
The cost of living	5	5	4	3	6
The people are friendly	5	8	3	3	7
The city feels safe	4	7	2	1	8
The weather/climate in the city	4	5	3	2	6
None of these	8	6	9	12	3
Don't know	4	3	4	3	5

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*