

YouGov / ITV London Survey Results

Sample Size: 1139

Fieldwork: 23rd - 25th February 2004

Taking everything into account, do you think life in London has got better or worse in the last four years?

Much better	4
Slightly better	28
Neither better nor worse	25
Slightly worse	23
Much worse	14
Don't know	5

If you had the chance to move out of London, would you move away or would you remain in London?

Move out	49
Remain in London	38
Don't know	13

Do you agree or disagree with the following statements?

'London is the best place in Britain to live'

Agree	27
Disagree	59
Don't know	14

'London is the worst place in Britain to live'

Agree	11
Disagree	80
Don't know	9

Which of the following would most improve your life in London?

Less crime	71
More police on the streets	59
Cheaper housing	56
More efficient tube system	53
Less litter	48
Cheaper public transport	48
Better healthcare	39
Cleaner air	38
A ban on smoking in public places	31
Less graffiti	31
More green spaces	24
Less noise	24
More buses	23
Better race relations	20
Abolish the congestion charge	18
Longer drinking hours	13
More cabs at night	13
More cycle paths	12
Cheaper beer	11
Better architecture	8
More public art	6
Widen the congestion charge zone	5
None of these	1

How does London make you feel? Please tick all that apply:

Frustrated	43
Cosmopolitan	42
Tired	41
Fortunate	35
Excited	28
Cynical	28
Poor	27
Happy	25
Modern	24
Inspired	21
Frightened	19
Trendy	15
Resentful	13
Lonely	13
Unhappy	12
Unwell	12
Fulfilled	11
Rich	5
None of these	6

Imagine the election for Mayor of London contained the following candidates. Which one of them would you vote for?

Richard Branson (the head of the Virgin group)	24
Ken Livingstone (current London Mayor)	22
Rudolph Guiliani (former Mayor of New York)	22
Greg Dyke (former director-general of the BBC)	6
Sir John Stevens (current Commissioner of the Metropolitan Police)	5
Alfie Moon (the character in Eastenders)	4
Barbara Cassani (leader of London's campaign to host the 2012 Olympics)	2
Mick Jagger (the pop singer)	1
Tara Palmer-Tomkinson (celebrity and former it girl)	1
Charles Saachi (art collector and advertising guru)	0
Would not vote	8
Don't know	5

Do you think smoking should or should not be banned in each of the following places?

Bars and pubs

Smoking should be banned	42
Smoking should be allowed	53
Don't know	4

Restaurants

Smoking should be banned	74
Smoking should be allowed	23
Don't know	3

Offices

Smoking should be banned	88
Smoking should be allowed	9
Don't know	3

Shops and shopping centres

Smoking should be banned	85
Smoking should be allowed	12
Don't know	2

Parks

Smoking should be banned	30
Smoking should be allowed	64
Don't know	6

All public places

Smoking should be banned	41
Smoking should be allowed	30
Don't know	29

On average, how often do you eat out at a restaurant (excluding work-related meals)?

At least twice a week	8
Once a week	18
Two or three times a month	18
Once a month	22
A few times a year	21
Once or twice a year	9
Less often	3
Don't know	0

How much do you spend on average per month on eating out?

£20 or less	12
£21-£30	11
£31-£50	22
£51-£75	17
£76-£100	13
£101-£150	10
£151-£200	6
£201-£300	4
£301-£500	2
£501-£1,000	1
More than £1,000	0
Don't know	1

Which of these, if any, do you particularly dislike about eating out in London? Please tick up to three:

When restaurants add 12.5% service charge to the bill	57
The high price of food	44
Poor service	43
The mark-up on wine	41
Rude staff	35
The price of water	32
Cover charges	20
Pub grub masquerading as gastro-pub food	18
Restaurants that operate 2 sittings	15
Children in restaurants	14
Having to leave credit card details to book a table	13
Lack of children's facilities	11
None of these	5

Which one of these do you most like?

Chinese crispy duck	22
Roast beef	21
Fish and Chips	15
Thai curry	12
Caesar salad	8
Chicken tikka masala	7
None of these	7
Sushi	5
Burger and chips	3
Don't know	1