YouGov / Centre for London Survey Results

Sample Size: 1883 GB Adults / 1710 GB Adults excluding those who live in London
Fieldwork: 3rd - 4th September 2018

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	South	Midlands	Wales	North	Scotland	Yes	No
		Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					Visits London at least once	
Weighted Sample	1883	646	618	115	740	804	911	972	211	795	446	431	1073	810	610	311	92	454	164	704	927
Unweighted Sample	1883	649	568	127	806	769	835	1048	165	794	461	463	1139	744	648	324	104	461	173	773	937
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[This survey was shown only to respondents who do not live in London; n=1710]

For which, if any, of the following reasons do you ever visit London? Please tick all that apply

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	South	Midlands	Wales	North	Scotland	Yes	No
For work (once a year or more)	5	5	5	4	7	4	6	4	4	7	7	0	7	3	6	6	5	4	2	12	0
For leisure (once a year or more)	38	38	42	54	48	31	37	39	43	43	35	31	43	32	51	37	34	30	19	88	0
I never visit London, or visit less often than once a year	50	54	46	40	42	59	51	50	41	43	52	65	47	55	40	52	54	57	68	0	89
I have never been to London at all	7	3	7	2	4	6	6	7	12	7	6	4	3	10	3	6	7	10	11	0	11

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	South	Midlands	Wales	North	Scotland	Yes	No
Expensive	47	47	47	45	46	48	46	48	45	47	48	48	47	47	45	54	48	45	50	45	49
Crowded	43	50	39	39	39	47	42	44	41	42	45	43	45	40	44	52	44	38	36	38	47
Diverse	20	19	23	22	26	16	18	23	29	22	19	15	23	17	24	19	24	18	17	27	15
Chaotic	20	20	17	14	17	20	22	18	24	22	18	15	17	23	19	19	17	22	19	16	22
Cosmopolitan	17	21	14	31	21	16	16	17	7	11	17	29	19	14	17	15	20	16	19	20	14
Cultural	16	12	21	21	21	12	11	21	12	17	19	14	19	12	19	15	11	14	16	24	11
Dirty	15	16	14	15	12	17	17	12	7	15	18	14	14	15	17	12	12	13	13	12	17
Impersonal	14	15	16	9	14	17	15	13	1	10	20	19	14	14	10	18	9	18	15	10	17
Lively	12	12	12	15	15	10	10	14	15	13	12	9	13	11	15	12	5	12	6	20	6
Too big	8	7	8	11	9	9	10	7	5	9	6	11	8	9	6	9	5	10	14	5	11
Elitist	8	8	9	7	7	9	10	5	6	7	11	6	8	7	4	9	11	9	15	6	9
Dynamic	7	6	8	8	9	5	7	7	7	8	6	7	8	6	8	5	10	6	7	10	5
Global	7	8	5	6	8	6	8	5	9	7	6	5	7	7	9	5	4	5	7	10	4
Selfish	6	5	8	3	5	9	8	5	4	6	10	4	6	7	3	7	8	8	12	4	8
Traditional	6	8	4	2	5	7	4	8	6	3	4	12	5	8	9	3	6	6	3	7	5
Rich	5	5	5	4	4	5	6	4	6	7	3	4	5	5	3	6	7	5	7	4	6
Modern	5	3	7	4	6	3	6	3	9	7	2	1	5	5	3	3	10	6	4	6	4
Competitive	2	1	3	2	2	2	2	2	3	2	2	1	2	3	2	1	4	3	1	2	2
Innovative	1	1	1	1	2	0	1	1	2	2	0	1	1	1	1	1	2	1	1	2	1
None of these	1	1	2	1	0	2	1	1	3	1	1	1	1	2	1	0	2	2	2	1	2
Don't know	3	1	2	4	3	2	3	3	9	4	2	2	2	5	4	2	2	3	3	2	4

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	Total	For which, if any, of the following reasons do you ever visit London?			
		For work (once a year or more)	For leisure (once a year or more)	I never visit London, or visit less often than once a year	I have never been to London at all
Weighted Sample	1883	82	622	821	106
Unweighted Sample	1883	91	682	838	99
	%	%	%	%	%

[This survey was shown only to respondents who do not live in London; n=1710]

For which, if any, of the following reasons do you ever visit London? Please tick all that apply

For work (once a year or more)	5	100	0	0	0
For leisure (once a year or more)	38	0	100	0	0
I never visit London, or visit less often than once a year	50	0	0	100	0
I have never been to London at all	7	0	0	0	100

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

Expensive	47	47	45	50	47
Crowded	43	35	38	48	39
Diverse	20	26	27	16	9
Chaotic	20	19	15	23	16
Cosmopolitan	17	16	20	16	4
Cultural	16	14	25	11	6
Dirty	15	15	11	17	12
Impersonal	14	18	9	19	6
Lively	12	16	20	7	4
Too big	8	9	5	10	15
Elitist	8	10	6	8	10
Dynamic	7	9	10	5	4
Global	7	13	10	4	4
Selfish	6	8	4	8	6
Traditional	6	3	8	6	1
Rich	5	6	4	6	6
Modern	5	3	6	3	8
Competitive	2	1	2	3	14
Innovative	1	5	2	2	2
None of these	1	1	2	1	0
Don't know	3	2	1	1	7

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Sample Size: 1883 GB Adults / 1710 GB Adults excluding those who live in London
Fieldwork: 3rd - 4th September 2018

		Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					Visits London at least once	
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	South	Midlands	Wales	North	Scotland	Yes	No
Weighted Sample	1883	646	618	115	740	804	911	972	211	795	446	431	1073	810	610	311	92	454	164	704	927
Unweighted Sample	1883	649	568	127	806	769	835	1048	165	794	461	463	1139	744	648	324	104	461	173	773	937
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	South	Midlands	Wales	North	Scotland	Yes	No
Diverse	41	46	42	47	49	40	39	43	33	43	38	44	47	33	45	42	36	35	42	48	36
Arrogant	29	29	29	22	24	32	34	24	29	33	30	22	30	28	20	30	30	38	37	25	32
Insular	18	21	20	22	19	19	22	15	5	16	22	22	21	14	14	19	14	22	20	18	18
Normal	17	19	18	22	19	17	14	20	17	16	15	22	19	15	22	14	27	14	12	23	13
Different	12	13	15	9	14	12	12	13	9	12	12	14	14	10	13	16	7	11	11	14	11
Rich	12	11	12	9	11	12	13	11	16	13	11	9	12	12	10	11	13	15	11	11	13
Liberal	9	9	9	19	11	7	10	8	11	11	6	8	10	7	12	7	12	6	6	12	6
Friendly	8	9	7	7	7	8	7	9	6	6	9	11	8	8	10	10	6	4	7	12	5
Conservative	5	3	8	6	5	5	5	5	5	6	4	5	5	5	3	5	3	7	8	5	5
Poor	4	5	4	2	3	5	4	4	6	4	4	3	4	4	5	4	2	3	3	4	4
None of these	5	5	5	3	5	5	4	6	6	4	6	5	5	5	5	5	1	4	8	4	6
Don't know	16	12	13	14	13	16	14	18	26	15	16	16	12	22	17	16	21	15	16	11	21

How much do you think London contributes to the UK economy as a whole?

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	South	Midlands	Wales	North	Scotland	Yes	No
A lot	33	39	31	45	40	30	38	28	28	33	30	38	37	28	40	31	32	26	31	42	26
A fair amount	44	46	47	48	45	46	42	46	39	43	47	44	46	42	43	43	34	48	43	44	44
TOTAL A LOT/ A FAIR AMOUNT	**77**	**85**	**78**	**93**	**85**	**76**	**80**	**74**	**67**	**76**	**77**	**82**	**83**	**70**	**83**	**74**	**66**	**74**	**74**	**86**	**70**
Not very much	7	7	6	0	5	8	7	7	8	7	7	6	6	8	4	8	9	7	12	5	8
Nothing at all	1	1	2	0	1	1	2	1	2	0	2	1	1	1	1	1	1	2	0	0	2
TOTAL NOT VERY MUCH/ NOTHING AT ALL	**8**	**8**	**8**	**0**	**6**	**9**	**9**	**8**	**10**	**7**	**9**	**7**	**7**	**9**	**5**	**9**	**10**	**9**	**12**	**5**	**10**
Don't know	15	8	15	7	9	15	11	19	23	16	15	10	11	21	12	18	24	17	14	8	21

How much do you think London contributes to the economy of the city/town/area where you live?

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	South	Midlands	Wales	North	Scotland	Yes	No
A lot	4	5	4	7	6	3	5	3	5	4	3	4	4	3	7	2	2	2	2	7	2
A fair amount	12	13	11	17	14	12	13	11	19	14	8	9	14	9	18	11	11	7	6	17	8
TOTAL A LOT/ A FAIR AMOUNT	**16**	**18**	**15**	**24**	**20**	**15**	**18**	**14**	**24**	**18**	**11**	**13**	**18**	**12**	**25**	**13**	**13**	**9**	**8**	**24**	**10**
Not very much	37	39	38	43	41	35	39	36	38	36	38	40	39	35	36	44	30	36	37	41	35
Nothing at all	31	32	32	23	27	36	32	31	19	27	39	35	29	34	23	27	44	39	41	22	38
TOTAL NOT VERY MUCH/ NOTHING AT ALL	**68**	**71**	**70**	**66**	**68**	**71**	**71**	**67**	**57**	**63**	**77**	**75**	**68**	**69**	**59**	**71**	**74**	**75**	**78**	**63**	**73**
Don't know	16	11	15	9	12	14	12	20	19	19	12	13	13	19	16	17	14	16	14	14	17

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Sample Size: 1883 GB Adults / 1710 GB Adults excluding those
Fieldwork: 3rd - 4th September 2018

		For which, if any, of the following reasons do you ever visit London?			
	Total	**For work (once a year or more)**	**For leisure (once a year or more)**	**I never visit London, or visit less often than once a year**	**I have never been to London at all**
Weighted Sample	1883	82	622	821	106
Unweighted Sample	1883	91	682	838	99
	%	%	%	%	%

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

Diverse	**41**	53	47	38	17
Arrogant	**29**	36	24	33	27
Insular	**18**	18	18	18	18
Normal	**17**	18	24	13	10
Different	**12**	17	14	12	5
Rich	**12**	14	10	13	14
Liberal	**9**	13	12	6	5
Friendly	**8**	9	12	5	1
Conservative	**5**	7	4	5	3
Poor	**4**	5	4	4	3
None of these	**5**	2	4	6	7
Don't know	**16**	12	11	18	39

How much do you think London contributes to the UK economy as a whole?

A lot	**33**	49	41	28	13
A fair amount	**44**	35	46	45	31
TOTAL A LOT/ A FAIR AMOUNT	**77**	**84**	**87**	**73**	**44**
Not very much	**7**	7	5	7	12
Nothing at all	**1**	0	0	2	1
TOTAL NOT VERY MUCH/ NOTHING AT ALL	**8**	**7**	**5**	**9**	**13**
Don't know	**15**	10	8	18	43

How much do you think London contributes to the economy of the city/town/area where you live?

A lot	**4**	11	6	2	1
A fair amount	**12**	15	18	8	5
TOTAL A LOT/ A FAIR AMOUNT	**16**	**26**	**24**	**10**	**6**
Not very much	**37**	46	40	37	21
Nothing at all	**31**	17	22	38	41
TOTAL NOT VERY MUCH/ NOTHING AT ALL	**68**	**63**	**62**	**75**	**62**
Don't know	**16**	11	14	15	32

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Sample Size: 1883 GB Adults / 1710 GB Adults excluding those who live in London
Fieldwork: 3rd - 4th September 2018

		Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					Visits London at least once	
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	South	Midlands	Wales	North	Scotland	Yes	No
Weighted Sample	1883	646	618	115	740	804	911	972	211	795	446	431	1073	810	610	311	92	454	164	704	927
Unweighted Sample	1883	649	568	127	806	769	835	1048	165	794	461	463	1139	744	648	324	104	461	173	773	937
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent do you think living and working in London is a realistic option for people like you?

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	South	Midlands	Wales	North	Scotland	Yes	No
Very realistic	3	3	2	2	4	2	3	3	3	4	2	1	4	1	5	1	0	2	3	6	1
Fairly realistic	12	10	12	17	14	9	11	12	19	15	8	7	13	10	16	10	10	8	12	20	6
TOTAL REALISTIC	**15**	**13**	**14**	**19**	**18**	**11**	**14**	**15**	**22**	**19**	**10**	**8**	**17**	**11**	**21**	**11**	**10**	**10**	**15**	**26**	**7**
Not very realistic	25	23	27	25	29	20	27	23	43	25	21	20	28	21	26	25	33	23	22	32	19
Not realistic at all	53	59	53	52	50	62	53	53	27	46	62	66	50	57	47	54	49	59	58	37	65
TOTAL NOT REALISTIC	**78**	**82**	**80**	**77**	**79**	**82**	**80**	**76**	**70**	**71**	**83**	**86**	**78**	**78**	**73**	**79**	**82**	**82**	**80**	**69**	**84**
Don't know	8	5	6	3	3	8	6	9	8	10	6	5	5	11	7	9	8	9	5	6	9

How proud, if at all, are you of London as the capital city of the United Kingdom?

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	South	Midlands	Wales	North	Scotland	Yes	No
Very proud	16	22	14	20	17	16	14	18	17	13	17	20	17	14	22	16	13	11	7	23	11
Fairly proud	40	44	41	48	45	40	37	43	37	41	37	45	44	36	45	39	31	40	32	49	34
TOTAL PROUD	**56**	**66**	**55**	**68**	**62**	**56**	**51**	**61**	**54**	**54**	**54**	**65**	**61**	**50**	**67**	**55**	**44**	**51**	**39**	**72**	**45**
Not very proud	16	16	17	11	14	18	19	13	15	16	18	15	17	15	12	17	23	17	23	11	20
Not proud at all	12	10	12	11	11	14	15	9	8	9	18	12	11	14	7	15	13	14	19	5	17
TOTAL NOT PROUD	**28**	**26**	**29**	**22**	**25**	**32**	**34**	**22**	**23**	**25**	**36**	**27**	**28**	**29**	**19**	**32**	**36**	**31**	**42**	**16**	**37**
Don't know	16	8	16	10	13	11	15	16	23	21	11	8	12	21	14	14	20	18	19	12	18

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Sample Size: 1883 GB Adults / 1710 GB Adults excluding those
Fieldwork: 3rd - 4th September 2018

		For which, if any, of the following reasons do you ever visit London?			
	Total	For work (once a year or more)	For leisure (once a year or more)	I never visit London, or visit less often than once a year	I have never been to London at all
Weighted Sample	1883	82	622	821	106
Unweighted Sample	1883	91	682	838	99
	%	%	%	%	%

To what extent do you think living and working in London is a realistic option for people like you?

Very realistic	3	11	5	1	0
Fairly realistic	12	17	20	6	1
TOTAL REALISTIC	**15**	**28**	**25**	**7**	**1**
Not very realistic	25	30	32	20	14
Not realistic at all	53	34	37	66	58
TOTAL NOT REALISTIC	**78**	**64**	**69**	**86**	**72**
Don't know	8	8	5	7	27

How proud, if at all, are you of London as the capital city of the United Kingdom?

Very proud	16	20	23	12	2
Fairly proud	40	41	50	35	25
TOTAL PROUD	**56**	**61**	**73**	**47**	**27**
Not very proud	16	21	9	20	17
Not proud at all	12	4	5	17	17
TOTAL NOT PROUD	**28**	**25**	**14**	**37**	**34**
Don't know	16	14	12	16	39

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Sample Size: 1883 GB Adults / 1710 GB Adults excluding those who live in London
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	Total	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					Visits London at least once	
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	South	Midlands	Wales	North	Scotland	Yes	No
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Unweighted Sample	1883	649	568	127	806	769	835	1048	165	794	461	463	1139	744	648	324	104	461	173	773	937
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please imagine you could move each of the following institutions out of London… Which, if any, of the following do you think would do the most to make the UK a fairer place, if they were moved outside of London? Please tick up to three

	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	South	Midlands	Wales	North	Scotland	Yes	No
Government departments (The Treasury, Home Office etc)	19	19	22	25	24	18	22	16	8	19	23	20	23	13	15	21	19	22	22	20	18
Parliament	14	9	19	22	19	11	19	10	9	16	16	11	15	13	11	14	12	16	18	14	14
The civil service	13	15	14	15	17	14	16	11	3	9	18	20	18	8	11	14	16	13	20	15	12
Financial services and the City of London	13	14	14	13	16	12	13	12	10	14	14	11	16	9	11	13	7	14	19	13	13
National museums and galleries (British Museum, National Portrait Gallery)	12	11	14	17	15	11	12	12	7	15	12	9	13	10	9	16	11	15	6	15	10
National stadium (currently Wembley)	11	12	12	11	13	13	16	7	6	11	14	11	13	9	10	16	4	13	10	12	11
National news media (print and/or television)	11	11	11	15	14	8	10	11	11	10	11	12	13	8	9	13	14	10	13	14	8
The UK's main airport (Heathrow)	10	10	11	11	11	10	13	8	13	13	8	7	11	10	8	14	9	11	11	10	11
Londoners (by building 'New Towns' and encouraging people to move out)	7	6	8	7	8	5	6	7	12	5	6	7	7	6	8	7	7	6	3	8	5
The Royal Family (Buckingham Palace)	4	4	5	3	5	4	4	4	6	5	4	2	4	4	4	3	3	6	2	6	3
Other	1	1	1	0	1	0	1	0	2	1	0	0	0	1	1	0	1	0	0	1	0
None of these - I don't think moving anything out of London would make the UK fairer	40	47	35	32	33	46	34	45	33	34	42	51	35	46	47	37	36	34	39	36	43
Don't know	12	6	13	7	11	9	9	14	23	16	7	6	10	14	11	10	20	14	10	11	13

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	%	%	%	%	%

Please imagine you could move each of the following institutions out of London… Which, if any, of the following do you think would do the most to make the UK a fairer place, if they were moved outside of London? Please tick up to three

Government departments (The Treasury, Home Office etc)	19	29	19	19	15
Parliament	14	15	14	14	10
The civil service	13	23	14	13	4
Financial services and the City of London	13	12	13	13	8
National museums and galleries (British Museum, National Portrait Gallery)	12	14	15	10	4
National stadium (currently Wembley)	11	20	11	11	8
National news media (print and/or television)	11	20	13	8	5
The UK's main airport (Heathrow)	10	14	10	11	11
Londoners (by building 'New Towns' and encouraging people to move out)	7	5	8	6	0
The Royal Family (Buckingham Palace)	4	4	6	3	3
Other	1	2	1	0	0
None of these - I don't think moving anything out of London would make the UK fairer	40	28	37	43	46
Don't know	12	11	11	11	24

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