

YouGov / Mayor of London Survey Results

Sample Size: 1051 London Adults
Fieldwork: 21st - 24th August 2017

	Gender		Age				Social Grade		London Region					
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Weighted Sample	1051	513	538	121	572	213	145	620	431	225	130	226	289	180
Unweighted Sample	1051	484	567	108	554	247	142	725	326	237	133	214	282	185
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Satisfaction

Are you satisfied or dissatisfied with the job that Sadiq Khan is doing as Mayor of London?

Very satisfied	14	15	13	17	17	9	10	16	12	16	20	12	11	16
Fairly satisfied	32	34	30	37	35	28	26	35	28	33	35	33	32	30
TOTAL SATISFIED	47	50	44	54	51	37	36	51	40	49	54	45	43	45
Neither satisfied nor dissatisfied	27	25	29	16	27	35	25	24	31	26	22	28	26	33
Fairly dissatisfied	9	10	9	11	5	14	15	8	10	10	8	10	10	7
Very dissatisfied	10	11	9	6	10	9	18	10	11	9	10	11	10	11
TOTAL DISSATISFIED	19	21	18	16	15	23	33	18	21	19	18	21	21	17
Don't know	7	4	9	14	7	5	5	7	7	6	6	6	10	5

How sure or unsure are you about your opinion of how Sadiq Khan is doing as Mayor of London?

Very sure	21	26	17	11	23	20	26	22	20	21	25	22	19	21
Quite sure	40	43	38	50	40	40	36	43	36	43	48	37	36	43
TOTAL SURE	62	69	55	61	63	59	62	65	56	64	73	60	55	64
Not quite sure	24	20	27	23	22	26	28	22	26	25	13	26	26	25
Not sure at all	6	5	7	7	6	6	5	5	7	4	5	4	10	4
TOTAL NOT SURE	30	25	34	31	28	33	34	28	33	29	18	30	36	29
Don't know	8	6	11	9	9	8	5	7	10	7	9	10	9	7

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

Housing

To keep up with demand, [LONDON BOROUGH] will need to build around 2,000 homes each year. To achieve this they might need to enact some but not all of the following policies.

Given that, to what extent do you support or oppose the following in [LONDON BOROUGH]?

Increasing the density of new developments (e.g. by making new buildings higher or closer together)

Strongly support	7	9	4	9	7	5	6	8	6	6	6	5	8	8
Tend to support	17	18	16	19	21	11	10	19	14	20	14	14	16	21
TOTAL SUPPORT	24	27	20	28	28	15	15	26	20	26	20	18	25	29
Neither support nor oppose	26	27	24	25	26	24	26	25	27	28	28	29	23	21
Tend to oppose	25	23	26	23	23	27	32	26	24	25	31	26	22	23
Strongly oppose	18	15	21	7	15	29	21	16	21	14	19	21	18	19
TOTAL OPPOSE	43	38	47	30	38	56	53	41	45	39	50	47	40	42
Don't know	8	7	8	17	7	5	5	7	8	7	2	6	12	8

Building more on brownfield land, including developments that mix homes and workplaces

Strongly support	31	38	24	23	30	34	34	31	30	31	38	27	27	35
Tend to support	32	29	34	23	32	35	33	32	31	32	30	35	33	26
TOTAL SUPPORT	62	67	58	47	62	69	67	63	61	63	69	62	59	61
Neither support nor oppose	20	18	22	26	20	17	19	19	21	19	17	19	23	20
Tend to oppose	6	4	8	6	6	6	6	6	6	7	6	5	6	8
Strongly oppose	3	4	3	3	3	3	5	4	3	2	6	5	1	4
TOTAL OPPOSE	9	8	10	9	9	9	11	10	9	8	12	11	7	11
Don't know	9	7	10	19	9	5	2	8	9	10	3	8	11	8

Creating more homes in existing residential areas close to train stations and town centres

Strongly support	25	24	25	23	25	23	25	25	24	27	27	20	24	27
Tend to support	36	35	36	42	36	34	33	39	32	41	37	34	31	38
TOTAL SUPPORT	60	60	61	65	61	57	58	63	56	68	64	54	55	65
Neither support nor oppose	21	24	19	13	22	23	21	19	24	18	19	23	23	21
Tend to oppose	8	7	9	5	6	12	12	7	10	5	11	12	6	8
Strongly oppose	5	4	5	2	5	3	7	5	5	3	2	6	6	5
TOTAL OPPOSE	13	11	14	7	11	16	20	11	14	8	13	18	12	12
Don't know	6	6	6	15	6	4	1	6	5	6	4	4	9	2

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

Requiring developers to include more genuinely affordable homes in their developments

Strongly support	58	54	62	52	60	62	52	56	61	60	63	54	57	60
Tend to support	24	25	23	25	22	22	34	27	21	26	23	24	24	23
TOTAL SUPPORT	82	79	86	77	82	84	86	83	82	86	86	78	81	84
Neither support nor oppose	9	10	7	6	8	9	11	8	9	7	11	11	7	9
Tend to oppose	3	4	2	3	4	2	2	3	3	2	2	4	3	3
Strongly oppose	1	1	1	1	1	1	0	1	1	1	0	2	0	0
TOTAL OPPOSE	4	5	3	4	5	4	2	4	4	3	2	7	4	4
Don't know	5	6	4	12	5	3	1	5	5	4	1	5	9	4

Increasing the number of part-buy/part-rent homes

Strongly support	22	19	24	17	21	25	21	22	21	22	20	21	21	24
Tend to support	33	32	34	31	31	36	40	34	33	32	33	33	35	33
TOTAL SUPPORT	55	52	58	48	52	61	61	55	54	54	53	55	55	57
Neither support nor oppose	24	26	22	24	25	22	26	23	26	22	27	24	24	24
Tend to oppose	7	8	7	6	8	7	6	8	6	12	8	8	5	6
Strongly oppose	5	6	3	1	6	5	1	5	4	2	7	4	6	5
TOTAL OPPOSE	12	14	10	7	15	12	7	13	10	14	14	11	11	10
Don't know	9	8	9	22	8	5	6	9	9	9	6	10	10	8

Ensuring that when public land is sold off it includes a high proportion of affordable housing

Strongly support	45	45	46	39	45	52	43	45	47	46	54	42	43	47
Tend to support	28	27	29	28	29	26	28	30	26	29	24	27	30	29
TOTAL SUPPORT	74	72	75	67	74	78	72	74	72	74	79	69	73	76
Neither support nor oppose	13	14	12	12	13	10	18	13	13	16	12	15	10	12
Tend to oppose	4	5	3	6	4	4	4	4	3	2	3	6	3	6
Strongly oppose	2	2	2	0	2	3	2	2	2	1	2	4	2	1
TOTAL OPPOSE	6	7	5	6	6	7	6	6	6	3	5	10	5	7
Don't know	7	7	7	15	7	5	4	6	8	6	5	6	12	4

Increasing the number of low-rent homes for Londoners on low incomes

Strongly support	47	43	50	40	46	51	49	44	52	57	46	39	48	43
Tend to support	28	29	28	31	29	27	25	31	25	25	29	33	24	33
TOTAL SUPPORT	75	73	78	72	75	79	74	75	77	83	76	72	72	76
Neither support nor oppose	13	15	11	11	13	12	16	13	13	11	16	11	14	14
Tend to oppose	4	5	4	4	4	5	5	6	3	2	4	7	5	3
Strongly oppose	3	3	2	1	4	2	2	3	3	1	1	5	2	4
TOTAL OPPOSE	7	8	6	5	7	7	8	8	6	3	6	12	8	7
Don't know	4	4	5	12	4	2	2	4	4	3	2	4	7	3

Improving standards in the private rented sector (e.g. by promoting more secure tenancies)

Strongly support	43	41	46	37	45	46	38	43	44	53	49	40	40	38
Tend to support	33	32	33	28	32	36	36	33	32	28	28	33	38	33
TOTAL SUPPORT	76	73	79	66	77	82	74	76	76	81	76	73	78	71
Neither support nor oppose	14	16	12	14	12	12	20	13	14	12	18	14	9	18
Tend to oppose	2	3	1	3	2	1	2	2	1	1	3	3	1	3
Strongly oppose	1	2	1	0	2	2	1	2	1	0	1	3	1	1
TOTAL OPPOSE	3	4	2	3	3	3	3	4	2	1	4	6	1	4
Don't know	7	7	8	18	7	3	3	7	8	6	1	6	11	7

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	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Weighted Sample	513	538	121	572	213	145	620	431	225	130	226	289	180
Unweighted Sample	484	567	108	554	247	142	725	326	237	133	214	282	185
	%	%	%	%	%	%	%	%	%	%	%	%	%

Ensuring that all new homes worth up to £350,000 are available to Londoners first, ahead of overseas buyers

Strongly support	58	56	61	46	58	63	65	58	59	58	62	59	54	63
Tend to support	24	24	24	26	25	18	26	25	23	28	23	21	26	19
TOTAL SUPPORT	82	79	85	72	82	82	91	83	82	86	85	80	80	82
Neither support nor oppose	9	11	7	8	9	11	6	9	9	7	11	11	8	9
Tend to oppose	2	2	1	6	1	1	1	2	1	2	2	2	2	1
Strongly oppose	2	2	1	2	3	1	0	2	2	1	0	3	1	5
TOTAL OPPOSE	4	5	3	8	4	2	1	4	3	3	3	5	3	5
Don't know	5	5	6	13	4	5	1	5	6	4	1	5	9	4

Experts say that around 60,000 homes need to be built across London each year to tackle the housing crisis. To achieve this they might need to enact some but not all of the following policies.

Given that, to what extent do you support or oppose the following activities in London?

Increasing the density of new developments (e.g. by making new buildings higher or closer together)

Strongly support	12	14	9	17	12	9	8	12	11	13	12	9	11	14
Tend to support	20	24	17	25	23	15	14	23	17	21	20	14	21	26
TOTAL SUPPORT	32	38	27	42	36	24	22	35	28	34	32	24	32	40
Neither support nor oppose	24	23	24	20	24	20	29	22	26	22	23	29	26	16
Tend to oppose	21	21	22	16	20	23	28	23	20	24	23	22	17	23
Strongly oppose	15	12	18	5	13	25	17	13	17	11	20	18	14	13
TOTAL OPPOSE	36	33	40	21	33	49	45	36	37	35	43	41	32	36
Don't know	8	7	9	17	7	7	5	8	8	9	2	7	11	8

Building more on brownfield land, including developments that mix homes and workplaces

Strongly support	30	36	23	28	28	33	32	31	28	31	41	27	25	31
Tend to support	32	31	34	25	33	32	36	34	30	32	27	37	34	29
TOTAL SUPPORT	62	67	57	53	61	65	68	65	58	62	67	63	59	61
Neither support nor oppose	20	18	22	19	21	16	22	18	23	21	22	17	20	19
Tend to oppose	6	6	7	6	7	8	3	6	7	4	4	7	7	9
Strongly oppose	3	2	3	3	2	3	2	3	2	3	2	4	2	2
TOTAL OPPOSE	9	8	10	9	9	12	6	9	9	7	6	11	8	11
Don't know	9	7	11	20	9	7	5	8	11	9	4	8	12	9

Creating more homes in existing residential areas close to train stations and town centres

Strongly support	26	26	26	26	27	27	24	25	28	31	24	20	26	29
Tend to support	34	34	35	40	35	29	35	37	31	36	40	35	31	34
TOTAL SUPPORT	61	60	62	66	62	56	59	61	60	66	64	55	57	62
Neither support nor oppose	22	25	19	14	22	24	26	22	22	22	20	22	23	21
Tend to oppose	7	7	7	3	7	10	9	7	8	1	7	12	7	9
Strongly oppose	4	3	5	2	3	5	6	3	4	4	4	5	3	3
TOTAL OPPOSE	11	10	12	5	10	15	15	10	12	5	11	17	10	13
Don't know	7	6	8	15	7	6	1	7	7	7	5	5	10	4

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

Requiring developers to include more genuinely affordable homes in their developments

Strongly support	53	51	55	50	53	59	46	53	53	59	58	48	50	54
Tend to support	28	26	30	25	27	25	37	29	26	23	32	29	28	27
TOTAL SUPPORT	81	76	85	75	80	84	83	82	79	82	89	77	78	81
Neither support nor oppose	11	14	7	12	10	10	13	9	13	10	8	11	11	14
Tend to oppose	2	2	2	1	2	1	2	2	2	2	1	4	0	2
Strongly oppose	1	1	1	0	1	1	0	1	1	0	0	2	1	0
TOTAL OPPOSE	3	3	3	1	4	2	2	3	3	3	2	7	1	2
Don't know	6	6	5	12	6	4	3	6	6	5	2	5	10	3

Increasing the number of part-buy/part-rent homes

Strongly support	25	23	27	24	23	29	27	24	26	25	25	25	22	29
Tend to support	34	34	34	30	33	36	40	34	34	36	37	33	36	29
TOTAL SUPPORT	59	58	61	53	57	65	67	59	60	61	63	58	59	58
Neither support nor oppose	21	21	22	22	22	21	21	22	21	16	23	22	22	24
Tend to oppose	7	9	6	5	9	4	6	8	7	11	4	9	4	9
Strongly oppose	3	5	2	1	4	4	1	4	2	2	7	3	3	3
TOTAL OPPOSE	11	14	8	6	14	8	7	11	10	13	11	12	7	12
Don't know	9	8	9	20	8	6	5	8	9	10	3	8	12	6

Ensuring that when public land is sold off it includes a high proportion of affordable housing

Strongly support	44	44	44	39	44	49	43	44	45	49	52	37	43	42
Tend to support	32	30	34	33	32	32	34	34	30	31	26	38	33	30
TOTAL SUPPORT	76	74	78	72	75	81	77	77	75	80	78	76	75	73
Neither support nor oppose	11	13	10	6	12	9	16	10	14	9	14	11	10	15
Tend to oppose	3	4	2	4	3	3	0	4	2	3	1	2	2	5
Strongly oppose	2	1	3	1	2	3	3	2	3	1	3	3	2	2
TOTAL OPPOSE	5	5	5	5	5	5	3	5	4	4	4	5	4	6
Don't know	8	8	8	17	8	5	4	8	8	8	4	8	10	6

Increasing the number of low-rent homes for Londoners on low incomes

Strongly support	47	44	51	48	46	52	46	44	52	58	47	41	47	43
Tend to support	28	28	29	26	28	29	32	31	25	26	26	32	27	30
TOTAL SUPPORT	76	72	79	74	74	81	77	76	76	83	73	74	75	73
Neither support nor oppose	12	15	10	9	12	13	15	11	13	9	16	12	11	14
Tend to oppose	4	5	3	3	5	2	5	5	3	3	6	5	4	4
Strongly oppose	2	2	1	1	2	1	1	2	1	0	3	4	0	2
TOTAL OPPOSE	6	7	5	4	8	3	5	8	4	3	9	9	5	6
Don't know	6	6	6	13	6	3	2	6	6	4	2	5	10	6

Improving standards in the private rented sector (e.g. by promoting more secure tenancies)

Strongly support	44	42	47	40	45	46	41	44	44	49	49	42	42	41
Tend to support	33	32	33	30	33	34	33	33	32	31	29	34	35	32
TOTAL SUPPORT	77	74	80	69	78	80	73	77	76	81	78	76	76	73
Neither support nor oppose	13	15	11	10	11	11	23	11	15	11	16	12	12	14
Tend to oppose	2	3	1	4	2	3	2	3	1	1	2	4	1	5
Strongly oppose	1	1	1	0	1	1	0	2	0	1	2	2	0	0
TOTAL OPPOSE	3	4	2	4	3	4	2	5	1	2	4	6	1	6
Don't know	7	7	8	17	8	4	1	7	8	6	2	6	11	8

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

Ensuring that all new homes worth up to £350,000 are available to Londoners first, ahead of overseas buyers

Strongly support	56	52	60	40	55	64	63	55	58	59	63	56	51	58
Tend to support	25	26	23	30	25	20	27	26	23	25	22	24	29	20
TOTAL SUPPORT	81	78	83	70	80	83	91	81	81	84	85	80	79	78
Neither support nor oppose	9	11	8	11	10	9	6	9	10	6	12	10	9	12
Tend to oppose	2	3	1	3	2	1	1	2	1	2	1	3	2	1
Strongly oppose	2	2	2	2	2	1	0	2	1	2	0	3	1	3
TOTAL OPPOSE	4	5	3	5	4	2	2	4	3	4	1	6	2	4
Don't know	6	6	6	14	6	5	1	6	7	5	2	5	10	6

Which two or three, if any, of the following proposals would you MOST like to see the Mayor of London deliver? (Please select up to three)

Ensuring that all new homes worth up to £350,000 are available to Londoners first, ahead of overseas buyers	45	41	49	39	44	44	56	46	44	42	46	52	42	45
Increasing the number of low-rent homes for Londoners on low incomes	42	34	49	36	39	48	46	37	49	50	30	38	45	39
Requiring developers to include more genuinely affordable homes in their developments	37	33	41	33	38	39	31	41	30	31	49	33	40	33
Ensuring that when public land is sold off it includes a higher proportion of affordable housing	27	29	25	32	25	29	29	25	29	28	29	27	28	23
Improving standards in the private rented sector (e.g. promoting more secure tenancies)	23	20	25	16	25	23	21	25	20	26	20	25	19	24
Doubling housebuilding to at least 60,000 new homes a year	20	24	15	15	23	14	16	19	20	20	20	13	22	24
Building more on brownfield land, including developments that mix homes and workplaces	19	24	14	20	15	21	32	19	19	18	24	23	17	17
Increasing the number of part-buy/part-rent homes	13	12	15	11	13	18	9	13	13	10	8	17	12	16
Creating more homes in existing residential areas close to train stations and town centres	12	13	10	14	10	12	14	13	10	13	13	9	10	14
Increasing the density of new developments (e.g. by making new buildings higher or closer together)	3	4	2	8	3	2	1	4	1	4	3	1	2	5
None of these	2	3	2	0	2	3	6	1	4	3	3	4	1	1
Don't know	7	8	6	14	7	5	3	5	9	4	3	6	9	9

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

What do you think are the two or three biggest problems with renting privately in London?
(Please select up to three)

The monthly rental cost	64	61	67	69	66	61	57	64	64	68	61	63	65	62
The condition and quality of the property (e.g. too damp, dark, draughty)	36	32	39	34	35	39	36	35	36	38	32	38	32	37
The up-front cost of tenancy deposits	35	30	40	24	39	35	29	33	38	35	42	39	30	34
Short-term contracts meaning renters don't know how long they will be able to stay in their property	29	28	30	20	28	33	37	28	30	30	23	32	33	22
Renters feeling that they have little power to improve their situation due to fear of eviction	28	27	30	25	27	34	28	28	28	33	29	25	28	25
Estate agency fees	26	29	23	30	32	15	17	31	19	24	24	26	27	29
The safety standards of the property	14	14	14	17	9	21	24	14	14	11	18	13	15	16
The process of getting deposits back	11	15	7	9	11	10	11	10	11	12	8	10	10	11
None of these	1	2	1	1	1	1	2	1	1	0	3	2	1	1
Don't know	9	10	8	14	8	8	11	8	10	7	7	8	11	11

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

Which two or three of the following do you think the Mayor should do next to improve private renting in London? (Please rank your top three)

Support councils to crack down on criminal landlords and agents locally	60	58	62	49	54	72	75	59	61	59	69	58	59	59
Ranked first	22	22	23	13	20	30	29	21	24	22	23	22	22	23
Ranked second	22	23	21	18	19	28	28	21	23	23	28	16	24	19
Ranked third	16	13	18	18	15	14	19	17	14	14	17	20	13	17
Not ranked	31	32	30	34	36	24	19	31	31	35	24	34	29	31
Persuade the Government to introduce landlord licensing and registration schemes	50	48	52	41	47	57	56	52	47	48	55	49	52	45
Ranked first	18	17	18	13	15	23	24	18	18	16	23	18	18	14
Ranked second	16	15	17	8	18	17	15	17	15	15	16	16	17	17
Ranked third	16	16	16	20	14	17	17	17	14	17	17	15	17	14
Not ranked	41	42	41	42	43	38	38	39	45	46	37	43	36	45
Call on the Government to review the financial support available for low and middle income renters	48	48	49	51	55	40	34	47	51	53	38	49	48	50
Ranked first	18	18	19	26	22	9	13	19	17	19	14	17	17	24
Ranked second	15	14	16	15	16	15	8	15	14	18	12	16	16	11
Ranked third	15	16	15	10	17	16	14	12	20	16	12	16	16	15
Not ranked	43	42	43	32	36	55	60	44	41	41	55	43	40	40
Launch an online database of criminal landlords and agents	40	43	36	35	35	48	51	39	41	36	42	40	43	38
Ranked first	9	9	9	7	8	9	12	9	9	7	10	8	11	10
Ranked second	14	15	13	15	11	14	23	13	15	13	16	13	15	13
Ranked third	17	19	15	13	15	25	16	16	18	16	17	18	17	15
Not ranked	51	47	56	48	56	48	44	52	51	59	50	52	46	52
Set up an independent London commission to decide how the rental sector should be reformed	38	39	37	38	40	34	37	39	37	43	39	40	31	39
Ranked first	12	13	11	10	12	14	11	12	13	15	13	14	11	8
Ranked second	12	12	12	16	13	8	11	13	11	13	11	13	8	16
Ranked third	14	13	14	12	15	11	16	14	13	16	15	13	12	15
Not ranked	53	51	55	45	51	62	57	52	55	51	53	52	57	51
Persuade businesses to offer their employees support with the cost of renting, for instance by offering tenancy deposit loans schemes	38	34	41	35	41	36	29	37	39	43	35	40	32	39
Ranked first	12	12	12	15	13	10	6	12	12	15	10	12	10	11
Ranked second	12	10	14	10	13	14	10	12	13	13	10	17	8	14
Ranked third	14	12	15	10	15	12	13	13	14	15	15	11	14	14
Not ranked	54	56	51	48	50	60	65	54	53	51	58	52	57	51
Don't know	9	10	8	17	9	5	6	9	8	6	7	8	12	10

	Gender		Age				Social Grade		London Region					
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Weighted Sample	1051	513	538	121	572	213	145	620	431	225	130	226	289	180
Unweighted Sample	1051	484	567	108	554	247	142	725	326	237	133	214	282	185
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Air Pollution

How willing, if at all, would you be to use the following to help you monitor air pollution?

Use your smart phone to monitor air pollution

Very willing	30	28	32	40	33	25	21	34	25	29	34	26	31	33
Quite willing	31	32	31	25	34	31	27	31	32	31	29	32	31	33
TOTAL WILLING	62	60	63	65	67	56	48	65	57	60	63	58	62	66
Not very willing	14	15	12	16	13	14	13	13	14	14	13	17	13	11
Not willing at all	11	11	11	7	10	14	16	11	12	14	15	14	8	8
TOTAL NOT WILLING	25	27	24	23	23	28	30	24	26	28	28	31	21	19
Don't know	13	13	13	12	10	17	22	11	17	12	9	11	17	15

Carry an air pollution monitor about the size of a mobile phone when walking

Very willing	19	18	19	18	18	19	19	19	18	18	21	17	21	17
Quite willing	28	27	29	24	26	34	31	29	27	25	32	28	29	28
TOTAL WILLING	47	45	48	42	45	53	51	48	45	43	54	44	50	45
Not very willing	22	19	26	29	24	16	19	24	20	28	18	20	22	22
Not willing at all	18	21	15	19	19	18	14	18	18	20	20	25	11	18
TOTAL NOT WILLING	41	41	41	48	43	34	32	42	39	47	38	45	33	41
Don't know	13	14	11	10	12	13	17	10	16	9	8	11	17	14

Carry an air pollution monitor about the size of a mobile phone when cycling

Very willing	17	19	16	20	18	14	16	18	16	17	23	16	18	16
Quite willing	21	23	20	23	24	19	13	23	19	21	17	24	18	28
TOTAL WILLING	39	42	36	43	43	33	29	41	35	37	40	40	35	44
Not very willing	16	16	17	27	19	9	9	17	15	19	12	17	19	12
Not willing at all	19	18	19	11	16	27	21	17	20	18	23	20	16	18
TOTAL NOT WILLING	35	34	35	39	35	36	30	35	35	37	35	37	35	30
Don't know	26	24	29	18	22	31	41	24	29	25	25	23	30	26

Attach an air pollution monitor about the size of a mobile phone to your car

Very willing	26	26	25	31	26	24	22	26	25	23	33	23	26	27
Quite willing	29	28	30	29	31	27	27	30	28	25	24	31	31	32
TOTAL WILLING	55	55	55	60	57	50	49	57	53	48	56	54	58	59
Not very willing	11	11	11	15	11	10	13	12	11	11	13	12	9	13
Not willing at all	11	12	10	1	11	17	11	10	12	14	10	12	8	10
TOTAL NOT WILLING	22	23	21	16	22	27	24	22	23	25	24	24	18	23
Don't know	23	22	23	24	21	23	27	22	24	27	20	22	24	18

Install an air quality monitor about the size of a mobile phone in your home

Very willing	36	36	36	39	38	31	34	38	33	35	41	30	36	42
Quite willing	37	36	37	38	36	35	37	38	35	40	36	37	35	35
TOTAL WILLING	73	72	73	76	75	66	72	76	68	75	77	67	71	77
Not very willing	8	7	9	9	7	9	9	7	10	7	8	11	8	6
Not willing at all	8	9	7	2	8	13	7	8	8	8	9	10	7	6
TOTAL NOT WILLING	16	17	16	11	15	22	17	15	18	15	18	22	15	11
Don't know	11	11	11	13	10	12	12	9	14	10	5	11	14	12

	Gender		Age				Social Grade		London Region				
	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Weighted Sample	513	538	121	572	213	145	620	431	225	130	226	289	180
Unweighted Sample	484	567	108	554	247	142	725	326	237	133	214	282	185
	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following would most convince you to carry or use an air pollution monitor, or do you find neither of these arguments convincing?

If I knew it would help monitor and map air pollution across London	37	35	38	36	35	39	41	39	33	36	39	34	38	37
If I knew it would help measure my personal air pollution exposure	30	29	31	31	33	29	22	30	30	33	26	30	31	30
Neither of these would convince me to carry or use an air pollution monitor	21	22	19	20	19	21	26	21	20	20	22	25	16	23
Don't know	12	13	11	13	13	11	10	10	16	11	13	10	15	10

To what extent, if at all, would you say air pollution is a problem...?

...in your local area

Very big problem	20	20	21	17	22	22	13	19	23	30	16	12	22	20
Fairly big problem	38	35	41	43	40	32	33	41	33	40	42	32	39	38
TOTAL PROBLEM	58	54	62	60	62	54	46	60	56	70	58	44	60	57
Not a very big problem	25	26	24	23	23	27	32	25	24	17	27	32	23	27
Not a problem at all	4	6	3	1	4	5	9	3	6	3	4	8	3	5
TOTAL NOT A PROBLEM	29	32	27	24	26	32	41	29	30	20	31	40	27	31
Don't know	12	13	12	16	11	13	13	11	14	10	11	16	13	11

...in London

Very big problem	53	49	57	62	56	48	43	55	50	59	56	46	54	51
Fairly big problem	31	32	30	23	29	35	39	31	31	25	32	33	30	37
TOTAL PROBLEM	84	81	87	85	85	83	82	86	81	85	88	79	84	88
Not a very big problem	5	6	5	3	5	6	8	5	6	7	3	9	3	3
Not a problem at all	1	2	1	0	2	2	2	1	2	2	3	1	1	1
TOTAL NOT A PROBLEM	7	9	5	3	6	8	11	6	9	9	6	10	5	4
Don't know	9	10	8	12	9	10	8	8	10	6	6	11	11	8

...in your home

Very big problem	5	7	4	4	6	5	5	4	7	5	7	4	5	7
Fairly big problem	17	15	18	9	19	21	10	19	13	23	15	13	15	18
TOTAL PROBLEM	22	22	22	13	24	26	15	23	20	28	22	17	20	25
Not a very big problem	43	42	44	57	42	37	43	44	42	41	43	46	44	39
Not a problem at all	20	21	18	9	17	25	31	18	21	15	22	21	20	22
TOTAL NOT A PROBLEM	63	63	62	66	59	62	74	62	63	56	66	67	64	61
Don't know	15	15	16	21	16	12	12	15	16	16	12	17	17	14

...in your car

Very big problem	9	10	8	7	9	11	7	8	10	6	10	5	12	11
Fairly big problem	19	18	21	20	19	22	16	21	17	20	16	20	20	18
TOTAL PROBLEM	28	28	28	27	28	32	22	29	27	26	27	25	32	29
Not a very big problem	27	26	28	33	24	26	35	28	26	22	23	29	26	37
Not a problem at all	15	16	14	8	15	15	18	13	17	18	18	14	13	12
TOTAL NOT A PROBLEM	42	42	42	41	39	42	53	41	43	39	41	43	39	49
Don't know	30	31	30	33	33	26	24	31	29	35	32	32	29	22

	Gender		Age				Social Grade		London Region					
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Weighted Sample	1051	513	538	121	572	213	145	620	431	225	130	226	289	180
Unweighted Sample	1051	484	567	108	554	247	142	725	326	237	133	214	282	185
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
...for your health														
Very big problem	33	31	34	28	33	37	31	31	35	33	37	27	34	36
Fairly big problem	37	36	39	41	39	36	31	39	35	37	35	35	40	38
TOTAL PROBLEM	70	68	73	69	71	73	63	71	70	71	72	61	74	74
Not a very big problem	17	17	18	17	16	17	24	18	17	20	15	21	15	16
Not a problem at all	3	5	2	3	3	4	5	3	4	2	5	6	2	4
TOTAL NOT A PROBLEM	21	22	20	20	19	21	29	21	21	22	19	27	17	19
Don't know	9	11	7	11	10	6	8	9	9	7	8	12	10	7
...for older people														
Very big problem	50	48	53	56	50	52	44	50	50	53	57	41	49	55
Fairly big problem	32	32	33	29	33	32	34	33	32	30	30	37	36	27
TOTAL PROBLEM	83	80	86	85	83	84	78	83	82	83	87	79	84	82
Not a very big problem	7	8	6	3	6	8	13	6	8	9	2	6	5	13
Not a problem at all	1	3	0	0	2	1	2	1	2	1	2	4	0	1
TOTAL NOT A PROBLEM	8	10	7	3	8	9	14	7	10	10	4	10	5	13
Don't know	9	10	8	12	9	7	7	10	8	7	9	11	10	5
...for children														
Very big problem	50	45	55	56	50	51	44	51	50	52	53	47	50	51
Fairly big problem	31	33	29	26	31	31	36	30	32	29	29	31	33	32
TOTAL PROBLEM	81	78	84	82	81	82	80	81	82	81	82	78	83	83
Not a very big problem	8	9	7	5	7	8	10	7	9	10	7	9	6	7
Not a problem at all	2	3	1	1	2	2	3	2	2	1	2	3	2	3
TOTAL NOT A PROBLEM	10	11	8	6	9	10	13	9	10	11	9	12	8	10
Don't know	9	11	7	12	9	8	6	10	7	8	9	10	9	7
...for people with pre-existing health problems														
Very big problem	58	54	61	58	58	59	53	57	59	63	61	52	55	60
Fairly big problem	28	26	30	27	26	28	36	30	26	25	26	27	32	29
TOTAL PROBLEM	86	81	90	86	84	87	89	87	84	88	87	79	87	89
Not a very big problem	6	8	3	2	6	6	5	4	8	5	4	8	5	6
Not a problem at all	0	1	0	0	0	1	1	1	0	0	1	1	0	1
TOTAL NOT A PROBLEM	6	8	4	2	7	7	5	5	8	5	5	9	5	6
Don't know	8	11	6	13	9	6	5	9	8	7	7	12	9	5

	Gender		Age				Social Grade		London Region					
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Weighted Sample	1051	513	538	121	572	213	145	620	431	225	130	226	289	180
Unweighted Sample	1051	484	567	108	554	247	142	725	326	237	133	214	282	185
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On 23rd October 2017 the Mayor of London will introduce a Toxicity Charge on the oldest, most polluting vehicles travelling in the centre of London.

Which of the following, if any, would best convince you that the Toxicity Charge is good for London? (Please rank your top three)

Air pollution damages children's lungs, with children in inner London having around 10 per cent less lung capacity than normal for this age	60	55	65	60	61	57	60	60	60	64	62	63	56	56
Ranked First	24	20	27	21	23	25	28	23	24	19	27	29	21	23
Ranked Second	25	23	27	28	26	23	22	25	24	27	23	24	26	22
Ranked Third	12	12	11	11	13	10	10	11	12	17	12	10	9	11
Not ranked	19	23	16	18	18	24	20	21	18	19	23	13	23	21
Air pollution causes 40,000 premature death a year in the UK, including over 9,000 in London,	57	54	60	61	57	61	51	61	52	60	65	51	56	57
Ranked First	25	25	25	30	25	29	16	28	21	29	24	19	27	25
Ranked Second	20	19	22	21	18	23	23	20	21	23	24	20	16	20
Ranked Third	12	11	14	11	13	10	12	14	10	8	17	13	13	12
Not ranked	22	24	21	17	22	19	29	20	25	22	20	25	22	20
As part of the scheme, small businesses and poorer residents will be able to scrap affected vehicles through a government funded vehicle scrappage fund	44	41	46	41	41	46	49	44	43	46	48	44	38	44
Ranked First	12	13	12	5	13	11	19	10	16	13	13	12	11	14
Ranked Second	11	11	11	13	11	11	12	12	10	8	13	11	12	12
Ranked Third	20	17	22	23	18	25	19	21	18	25	21	22	15	18
Not ranked	36	36	35	37	38	34	30	37	34	36	38	31	41	33
This is the just first step towards expanding the Ultra-Low Emission Zone up to the North/South Circular for all vehicles by 2021	35	39	32	36	36	32	35	37	33	40	39	29	38	30
Ranked First	9	10	7	10	10	7	6	9	8	8	13	7	9	8
Ranked Second	10	8	11	9	9	9	13	11	8	12	7	11	9	8
Ranked Third	17	20	14	17	17	16	17	17	17	20	18	12	20	14
Not ranked	44	39	49	42	43	49	45	44	45	43	46	46	41	47
Residents within the toxicity charge area will benefit from a discount to the charge	23	23	23	17	23	23	28	21	26	20	22	19	27	24
Ranked First	6	5	7	7	5	6	9	6	6	5	4	5	9	5
Ranked Second	7	8	6	3	7	7	8	6	9	7	7	6	7	8
Ranked Third	10	10	10	7	10	10	12	9	11	8	11	8	11	12
Not ranked	57	55	58	61	56	58	51	60	51	62	63	56	52	53
Only 8% vehicles will actually pay the charge	19	21	18	19	19	23	16	20	18	17	20	20	21	20
Ranked First	4	5	3	5	4	4	3	4	3	7	3	4	2	2
Ranked Second	7	9	5	5	8	9	2	7	6	5	10	4	8	7
Ranked Third	9	8	10	9	8	10	11	9	9	5	6	12	11	10
Not ranked	60	57	63	59	60	58	64	61	59	66	66	56	58	57
Don't know	21	22	19	22	21	20	20	19	23	18	15	24	21	23

	Gender		Age				Social Grade		London Region				
	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Weighted Sample	513	538	121	572	213	145	620	431	225	130	226	289	180
Unweighted Sample	484	567	108	554	247	142	725	326	237	133	214	282	185
	%	%	%	%	%	%	%	%	%	%	%	%	%

Water Meters

Some people have water meters that mean they only pay for the water they use. Other have a flat rate that is calculated based on the size of the household, regardless of how much water you use. Which of the following currently represents the way you pay for

I am on a water meter	26	26	22	24	26	38	28	23	18	24	29	29	29
I pay a flat rate	57	58	55	33	58	65	55	58	63	59	60	50	52
Don't know	17	16	19	45	18	9	17	18	19	16	11	21	20

How likely or unlikely are you to install a water meter in the future?

[Only asked to those not on a flat rate; n=611]

Very likely	8	6	10	14	5	12	6	8	7	4	13	4	13	5
Fairly likely	10	11	10	16	12	5	9	12	9	7	17	6	15	8
TOTAL LIKELY	18	16	19	30	17	18	15	20	16	11	30	11	28	13
Fairly unlikely	22	24	19	35	22	18	19	23	20	21	21	21	23	23
Very unlikely	35	34	36	22	33	37	45	32	39	37	20	42	32	38
TOTAL UNLIKELY	57	59	55	57	55	55	64	55	59	58	41	63	55	61
Don't know	25	25	26	13	27	27	21	25	25	31	29	26	17	26

Why are you unlikely to install a water metre in the future? (Please select up to two)

[Only asked to those who say they are unlikely to install a water metre; n=352]

I think it will increase my bills	43	45	41	52	37	54	45	42	44	40	33	49	39	50
It's not my decision	30	35	25	39	32	22	32	30	31	27	35	34	32	24
I don't think I can install one on my home	21	18	24	8	26	12	20	19	24	32	25	13	26	7
It's too inconvenient	13	13	12	18	13	12	11	14	11	11	8	21	9	11
I don't know how to get one installed	6	7	4	0	6	5	6	8	3	9	5	5	5	3
It's costs too much to get one installed	5	6	4	0	6	5	4	4	6	3	11	6	4	5
Don't know	5	5	5	0	3	9	7	4	7	2	8	3	5	10

Have you installed any of the following at home?

Tap diffusers, which reduce water flow from taps through aeration.

I have installed this	10	11	9	7	10	14	8	9	12	7	13	11	13	7
I haven't installed this but I would consider doing so	41	37	45	42	40	41	46	44	38	43	52	41	37	38
I haven't installed this and I wouldn't consider doing so	28	29	27	20	29	31	30	29	27	27	22	30	27	33
I have appliances that have this built in	4	4	4	2	4	2	4	3	4	5	2	2	4	6
Don't know	17	19	15	29	17	13	12	16	19	18	11	17	19	16

	Gender		Age				Social Grade		London Region					
Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West	
Weighted Sample	1051	513	538	121	572	213	145	620	431	225	130	226	289	180
Unweighted Sample	1051	484	567	108	554	247	142	725	326	237	133	214	282	185
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A smaller shower head to reduce water flow

I have installed this	16	17	16	10	14	23	22	14	20	10	18	20	19	13
I haven't installed this but I would consider doing so	25	20	29	23	28	21	20	27	22	26	28	21	27	24
I haven't installed this and I wouldn't consider doing so	39	41	37	37	40	38	39	41	36	42	38	40	34	43
I have appliances that have this built in	4	5	3	2	4	4	8	4	5	6	2	4	2	8
Don't know	16	17	15	28	14	15	11	14	18	16	14	15	18	13

Toilet 'hippos', used to reduce the volume of water in your toilet cistern

I have installed this	13	15	12	6	11	17	20	11	16	11	15	16	13	10
I haven't installed this but I would consider doing so	36	32	41	39	37	31	38	40	31	40	45	29	34	38
I haven't installed this and I wouldn't consider doing so	30	31	29	22	31	34	25	29	30	31	27	32	27	31
I have appliances that have this built in	5	6	4	3	5	3	9	4	7	6	1	6	5	5
Don't know	16	17	15	30	16	15	8	16	17	12	11	17	21	16

A shower timer

I have installed this	9	10	9	9	9	10	9	8	11	6	14	9	10	9
I haven't installed this but I would consider doing so	26	21	31	26	24	31	29	28	24	26	30	25	29	22
I haven't installed this and I wouldn't consider doing so	49	50	47	43	51	45	49	50	47	48	46	52	46	52
I have appliances that have this built in	1	1	0	0	1	0	1	1	0	1	0	0	1	1
Don't know	15	18	13	21	15	14	12	14	17	19	10	13	15	16

A system to collect and reuse rainwater, such as a water butt

I have installed this	12	13	11	13	7	17	20	10	14	8	10	14	13	12
I haven't installed this but I would consider doing so	41	38	44	40	43	41	38	45	35	40	50	41	37	43
I haven't installed this and I wouldn't consider doing so	30	32	28	24	33	27	27	30	30	33	22	28	31	31
I have appliances that have this built in	1	1	1	2	2	0	0	1	2	1	1	2	1	0
Don't know	16	17	16	21	16	15	16	14	19	17	17	15	17	14

	Gender		Age				Social Grade		London Region					
Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West	
Weighted Sample	1051	513	538	121	572	213	145	620	431	225	130	226	289	180
Unweighted Sample	1051	484	567	108	554	247	142	725	326	237	133	214	282	185
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

World Athletics Championships

Have you been following the following sporting events this summer?

World Athletics Championships

Yes – I've been following it closely	17	18	16	15	16	19	20	18	16	19	22	15	16	16
Yes - I've been following it in passing	28	29	28	29	29	29	26	32	24	32	24	29	28	28
TOTAL YES	45	47	44	44	45	48	46	49	40	51	46	43	44	43
No – I haven't been following it	51	46	55	46	51	50	54	47	55	47	53	54	50	51
Don't know	4	6	2	10	5	2	0	3	5	3	1	3	6	6

Wimbledon Tennis Championships

Yes – I've been following it closely	18	21	15	17	17	21	19	21	14	16	19	21	15	19
Yes - I've been following it in passing	23	25	22	27	23	22	25	27	19	27	23	21	21	27
TOTAL YES	42	46	37	45	40	43	44	48	33	43	42	43	36	46
No – I haven't been following it	54	47	61	46	55	55	55	49	62	54	56	54	57	48
Don't know	4	7	2	10	5	3	1	3	6	3	2	3	6	6

The Tour de France cycling

Yes – I've been following it closely	6	10	2	5	5	7	8	6	6	7	4	7	4	7
Yes - I've been following it in passing	11	15	8	16	10	12	12	12	10	11	11	13	10	12
TOTAL YES	17	25	9	20	15	18	20	18	16	17	14	20	15	19
No – I haven't been following it	78	68	88	70	79	79	80	78	78	80	85	77	78	73
Don't know	5	7	2	10	6	3	0	3	7	3	1	3	7	8

The British Open golf tournament

Yes – I've been following it closely	3	5	1	4	2	4	4	3	3	0	2	5	3	4
Yes - I've been following it in passing	5	8	3	4	6	8	3	7	4	6	6	7	3	7
TOTAL YES	8	13	4	8	8	11	8	9	7	6	8	12	6	11
No – I haven't been following it	87	81	94	82	88	86	91	87	88	91	91	86	87	82
Don't know	4	6	2	10	4	2	2	3	5	3	1	3	7	6

Women's EURO 2017 football tournament

Yes – I've been following it closely	4	6	3	7	4	4	4	4	5	5	9	2	5	3
Yes - I've been following it in passing	17	24	11	19	15	22	16	19	15	18	17	17	16	19
TOTAL YES	22	30	14	26	20	26	20	23	19	23	26	18	21	22
No – I haven't been following it	74	63	84	65	76	71	79	73	76	73	73	79	72	72
Don't know	4	7	2	9	5	3	1	4	5	4	1	3	7	6

Would you say you have been more or less inspired to take part in sport since watching World Athletics Championships, or has it made no difference?

[Only asked to those who said they had been following the World Athletics Championships; n=491]

I have taken part in more sport since the World Athletics Championships	4	4	4	11	5	1	0	4	4	6	6	1	5	3
I have taken part in less sport since the World Athletics Championships	2	3	0	2	2	1	0	2	0	0	1	0	3	4
No difference - I took part in sport before the World Athletics Championships and still do the same amount	33	40	25	41	35	30	19	37	25	38	24	37	29	33
No difference - I didn't take part in any sport before the World Athletics Championships and still don't	57	48	66	42	54	61	75	53	64	55	57	61	56	56
Not sure	5	5	5	4	4	6	6	3	7	2	11	1	7	3

Would you say you have become more or less proud in London because of the World Athletics Championships, or has it made no difference?

I am more proud of London because of the World Athletics Championships	15	15	15	19	16	14	12	18	11	13	13	13	19	17
I am less proud of London because of the World Athletics Championships	1	2	1	4	1	1	2	2	1	1	2	1	2	1
No difference - I was proud of London before and still am	57	53	61	44	54	64	69	58	56	61	62	57	50	60
No difference - I was not proud of London before and am still not	14	16	13	13	15	14	14	12	17	16	15	14	15	9
Not sure	13	14	11	20	15	8	4	11	15	10	8	15	14	14

What impact, if any, would you say the World Athletics Championships has had on community cohesion in London?

A positive impact	31	30	32	33	33	27	30	33	29	28	40	27	33	32
A negative impact	1	2	1	2	1	2	1	2	1	1	1	1	3	1
No real impact	43	46	40	35	42	52	37	42	43	51	37	45	40	38
Don't know	24	22	27	30	23	19	32	23	27	20	22	27	25	29