

YouGov / Mayor Of London Survey Results

Sample Size: 1058 London Adults
Fieldwork: 26th February - 1st March 2018

	Gender		Age				Social Grade		London Region				
Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
1058	516	542	122	576	215	146	624	434	209	146	203	326	173
1058	429	629	131	498	236	193	702	356	220	149	219	300	170
%	%	%	%	%	%	%	%	%	%	%	%	%	%

Satisfaction

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

Very satisfied	9	10	9	11	9	12	5	11	7	10	10	10	9	8
Fairly satisfied	35	34	37	41	40	27	23	41	27	41	28	35	34	39
TOTAL SATISFIED	45	43	46	52	50	39	28	52	35	51	37	45	43	47
Neither satisfied nor dissatisfied	26	26	27	19	29	26	24	24	29	21	30	26	29	24
Fairly dissatisfied	11	12	11	12	6	14	28	12	11	10	10	14	10	13
Very dissatisfied	12	14	9	8	10	15	15	8	17	12	11	10	14	10
TOTAL DISSATISFIED	23	26	20	19	16	29	43	20	27	21	21	24	24	23
Don't know	6	5	8	10	5	7	5	4	9	7	12	5	4	6

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

Very sure	20	24	16	17	16	27	25	18	22	23	20	24	19	13
Quite sure	39	40	39	43	42	32	35	43	34	42	31	44	37	41
TOTAL SURE	59	64	55	60	59	59	60	61	56	66	50	68	56	54
Not quite sure	26	23	29	26	26	29	25	27	25	21	27	21	31	32
Not sure at all	6	6	7	2	7	4	11	6	7	4	7	7	6	9
TOTAL NOT SURE	33	29	37	28	33	33	35	33	33	25	34	27	37	40
Don't know	8	7	9	13	8	8	5	6	11	9	16	4	7	6

Personal Finance

Do you or do you not currently have a bank account?

I do have a bank account	93	93	92	91	94	90	94	95	89	91	91	94	93	96
I do not currently have a bank account	2	2	2	5	1	2	1	1	3	2	3	0	2	1
Prefer not to say	5	5	6	4	5	7	5	3	8	6	6	5	5	3

Which of the following do you use most regularly for making payments? (This might include things like paying for goods and services, or giving money to a friend)

A debit or credit card	65	63	67	70	63	66	66	66	63	66	76	63	62	63
A banking app or website	17	18	16	11	21	13	11	19	13	19	14	20	16	14
Cash	13	14	11	14	10	17	17	10	17	10	8	12	16	15
Cheque	1	1	1	0	1	1	2	1	1	0	0	1	2	0
Telephone banking	1	1	0	0	1	0	0	0	1	0	1	1	1	1
Text message payments	0	1	0	0	1	0	0	0	1	0	0	0	0	2
A paper bank book or passbook	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other [See sheet 3]	1	1	2	1	1	1	2	2	1	0	1	2	2	2
None of these	0	0	1	1	1	0	0	1	0	1	0	1	0	1
Don't know	2	1	2	3	2	1	1	1	2	2	1	1	1	3

Thinking about what you learnt at school about how to manage your money, which of the following comes closest to your view?

I learnt a lot at school about how to manage my money	3	4	2	4	3	5	2	3	4	3	1	3	4	3
I learnt a little bit at school about how to manage my money	19	22	16	26	22	15	11	20	18	17	20	17	21	22
I didn't learn anything at school about how to manage my money	67	63	71	62	67	69	71	70	63	71	65	71	64	67
Don't know / Can't remember	10	10	11	8	9	12	17	7	15	9	15	9	11	8

Youth engagement

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

To what extent do you support or oppose 16 and 17 year olds being able to vote in London elections? (This might include London Mayoral elections or Local government elections.)

Strongly support	17	20	15	16	20	16	11	21	12	21	17	10	20	17
Tend to support	26	25	27	34	28	25	13	28	24	26	21	26	28	27
TOTAL SUPPORT	44	45	43	51	48	41	24	49	35	47	38	37	48	44
Tend to oppose	25	22	27	25	24	25	31	25	26	23	19	32	25	24
Strongly oppose	20	23	18	12	14	27	41	19	22	16	26	22	19	19
TOTAL OPPOSE	45	45	45	38	37	51	72	43	48	39	45	54	44	43
Don't know	11	10	12	12	15	8	4	7	17	14	18	9	7	13

What is the main reason you think this?

[For full list of responses see Sheet 2]

Typically, how often do you use the following types of social media?

WhatsApp

Several times a day	45	41	48	55	55	30	19	51	35	45	46	43	46	44
Once a day	7	7	8	7	9	7	3	9	6	7	8	8	7	8
4-6 times a week	6	7	5	6	7	5	3	6	6	7	5	3	7	6
2-3 times a week	7	5	8	7	6	7	9	7	7	9	8	9	4	5
Once a week	6	7	4	7	5	6	5	5	7	7	4	4	6	8
Less often than once a week	7	7	7	8	5	9	9	6	9	5	3	10	7	8
Never	21	23	19	8	11	35	50	16	27	18	25	21	21	19
Don't know	2	2	2	4	2	0	2	1	3	2	1	1	2	2

Facebook (not including Facebook Messenger)

Several times a day	36	33	39	45	37	34	25	34	39	35	36	38	36	35
Once a day	16	14	18	22	15	13	20	18	14	17	19	18	14	15
4-6 times a week	7	8	6	6	9	4	4	8	6	7	5	7	9	5
2-3 times a week	6	8	4	5	4	9	7	6	5	6	5	3	5	9
Once a week	5	6	3	3	6	4	3	4	5	5	7	3	3	7
Less often than once a week	8	6	9	5	7	9	9	9	5	8	7	10	7	6
Never	21	23	20	11	19	27	31	20	23	21	20	20	24	21
Don't know	2	2	2	3	2	0	1	1	3	1	1	2	2	2

Facebook Messenger

Several times a day	15	14	15	38	14	10	6	16	14	18	14	13	15	14
Once a day	8	8	8	13	8	5	5	8	7	10	10	4	8	7
4-6 times a week	6	7	5	10	7	5	4	5	8	8	4	5	5	9
2-3 times a week	9	9	8	5	10	9	6	9	8	6	8	8	7	15
Once a week	9	9	9	6	9	9	8	10	7	9	10	7	10	7
Less often than once a week	16	13	20	8	18	18	16	18	15	14	17	22	15	15
Never	35	36	34	17	32	42	53	34	37	33	35	39	37	30
Don't know	2	3	2	4	2	2	2	1	4	2	2	2	3	2

Twitter

Several times a day	14	17	12	25	16	10	3	17	10	17	9	17	13	14
Once a day	6	7	4	7	7	4	1	6	5	5	3	6	8	5
4-6 times a week	3	3	3	1	5	0	1	4	1	2	2	2	4	2
2-3 times a week	6	7	4	7	7	6	2	7	4	8	3	4	5	9
Once a week	4	5	4	5	5	4	2	4	5	2	4	3	7	5
Less often than once a week	12	9	15	16	14	10	5	13	11	15	16	9	8	17
Never	52	48	56	36	44	64	81	46	60	45	60	56	53	45
Don't know	3	3	2	4	3	1	4	2	4	4	3	2	2	2

Snapchat

Several times a day	7	5	8	36	4	0	0	8	5	10	4	8	5	6
Once a day	4	4	4	10	4	3	1	5	3	3	2	1	5	7
4-6 times a week	1	1	2	4	1	1	0	2	1	1	1	1	2	3
2-3 times a week	3	2	3	1	4	1	1	2	3	1	1	4	3	3
Once a week	2	3	1	8	2	1	0	2	2	3	1	1	2	4
Less often than once a week	7	6	7	8	8	4	3	7	6	8	7	4	6	9
Never	75	76	73	29	74	90	94	73	77	70	84	81	75	64
Don't know	2	3	2	4	2	1	2	2	3	4	1	1	2	2

Instagram

Several times a day	15	12	18	39	17	4	2	19	10	17	8	13	18	15
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	1058	429	629	131	498	236	193	702	356	220	149	219	300	170
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Once a day	9	8	9	10	12	5	2	9	8	11	5	9	10	6
4-6 times a week	4	5	4	2	6	3	2	5	3	3	4	6	4	6
2-3 times a week	3	3	4	2	5	3	0	4	3	4	6	3	2	4
Once a week	5	4	5	2	7	2	1	3	7	5	3	6	3	6
Less often than once a week	7	6	7	7	7	6	7	8	6	8	8	5	7	7
Never	55	58	51	33	44	77	84	52	59	48	65	56	54	52
Don't know	2	3	2	4	3	0	2	2	3	4	1	2	2	3
Reddit														
Several times a day	2	3	1	5	3	0	0	3	0	3	3	2	1	2
Once a day	2	2	1	6	1	1	0	1	2	2	0	3	1	2
4-6 times a week	2	3	0	7	2	0	0	2	1	3	2	0	1	3
2-3 times a week	1	2	0	1	2	1	0	2	1	4	0	0	0	2
Once a week	1	3	0	3	2	1	0	1	1	0	2	0	2	2
Less often than once a week	7	9	6	10	10	2	1	9	5	10	5	8	7	5
Never	82	74	88	65	77	93	95	78	86	74	85	84	84	79
Don't know	3	3	2	5	3	1	3	2	4	4	3	2	2	4
Periscope														
Several times a day	0	0	0	0	1	0	0	1	0	1	0	0	0	0
Once a day	0	1	0	1	0	1	0	1	0	0	0	0	1	0
4-6 times a week	0	1	0	1	0	1	0	0	1	0	0	0	1	1
2-3 times a week	1	1	0	0	1	1	0	1	0	1	0	0	0	3
Once a week	1	1	0	1	1	0	1	0	1	0	0	0	0	4
Less often than once a week	2	3	1	0	4	0	1	2	3	5	1	3	0	3
Never	92	89	95	91	90	97	94	93	92	90	96	95	94	86
Don't know	3	4	3	6	3	0	4	3	4	4	3	2	3	4
LinkedIn														
Several times a day	3	4	1	4	3	2	0	3	2	3	0	5	3	1
Once a day	4	4	4	4	6	2	1	6	2	6	2	2	4	5
4-6 times a week	4	6	3	9	5	2	0	6	1	3	2	3	5	7
2-3 times a week	5	6	4	1	6	5	2	6	3	6	1	3	3	10
Once a week	6	6	5	5	7	6	2	8	3	6	7	2	7	5
Less often than once a week	20	21	19	21	23	18	8	23	14	27	20	18	17	15
Never	56	49	62	49	48	63	85	45	71	43	64	65	58	52
Don't know	3	4	3	7	3	2	3	3	4	5	3	2	2	5
Tumblr														
Several times a day	1	2	0	3	1	0	0	0	2	2	1	0	1	0
Once a day	1	1	1	4	1	1	0	1	1	1	1	0	2	0
4-6 times a week	1	2	0	2	1	2	0	1	0	1	0	1	1	1
2-3 times a week	2	2	1	4	2	1	0	2	2	3	2	0	0	3
Once a week	2	3	1	3	2	1	0	2	1	0	1	2	1	5
Less often than once a week	6	7	5	9	7	3	2	8	4	7	3	10	5	5
Never	84	80	89	70	83	90	94	82	87	80	89	83	86	83
Don't know	3	4	3	6	3	3	3	3	4	5	4	3	4	2
Pinterest														
Several times a day	1	0	2	1	1	1	1	1	1	1	4	0	1	1
Once a day	2	1	2	3	1	2	1	2	1	2	0	2	2	1
4-6 times a week	2	2	2	1	2	5	1	2	2	3	2	1	3	3
2-3 times a week	3	3	4	3	4	3	2	4	3	2	2	3	4	6
Once a week	4	4	4	6	4	3	1	4	3	3	3	4	3	6
Less often than once a week	16	10	21	16	18	14	7	18	13	16	16	16	15	16
Never	69	77	62	65	66	71	83	67	73	70	70	71	71	62
Don't know	3	3	2	4	3	1	3	2	4	3	3	2	2	4
Myspace														
Several times a day	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Once a day	0	0	0	0	0	0	0	0	0	1	0	0	0	0
4-6 times a week	0	1	0	1	0	0	0	1	0	0	0	0	1	0
2-3 times a week	1	1	0	3	1	1	0	1	0	1	0	0	2	2
Once a week	1	1	0	1	1	0	0	1	1	0	1	0	0	4
Less often than once a week	1	2	1	0	2	1	1	1	1	1	1	1	2	2
Never	93	91	95	89	93	96	95	93	93	91	96	98	93	89
Don't know	3	3	3	6	3	1	4	2	4	7	2	1	3	3
Google+														
Several times a day	5	4	7	2	4	8	8	5	6	1	7	7	6	5
Once a day	4	5	3	6	3	3	5	4	3	6	0	3	4	5

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March 2010

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%	%	%	%	%	%	%	%	%	%	%	%	%	%	
4-6 times a week	3	4	3	2	3	3	3	2	4	5	4	2	2	3
2-3 times a week	3	3	3	0	3	2	4	2	4	2	2	3	2	6
Once a week	3	4	3	5	4	3	2	4	3	2	2	4	3	6
Less often than once a week	13	13	13	14	15	10	10	12	14	9	10	14	15	16
Never	63	63	64	60	63	65	65	66	59	71	66	62	62	55
Don't know	5	5	5	10	4	5	3	4	7	5	9	4	5	3

Police front counters

Recently, the Metropolitan police has had to close some police station front counters, merge back office functions and reduce the number of police officers. Who do you think is mostly responsible for these changes?

The national government	58	57	59	59	60	55	50	62	51	60	59	57	61	47
The Mayor of London	15	18	13	7	12	21	28	15	16	14	13	15	12	24
The metropolitan police	9	12	7	11	10	7	8	10	8	9	7	9	10	11
Someone else [See sheet 1]	1	2	0	0	1	1	1	1	1	1	3	0	1	0
Don't know	17	12	22	23	17	16	14	12	24	16	18	19	15	17

Housing

In the following question, by 'affordable' we mean houses to buy or rent at below market rates. Which of the following do you think is more important in tackling London's housing crisis?

A greater number of new homes being built	7	11	4	8	8	5	7	9	5	7	4	8	7	9
A greater proportion of new homes built being affordable	50	47	52	50	50	45	54	49	51	57	46	49	48	49
They are both equally important	33	31	34	29	29	41	35	34	31	27	32	34	37	31
Don't know	10	11	9	13	12	9	3	8	14	9	18	9	8	11

Apprenticeships

How likely are you to apply for work as an apprentice in the next few years?

Very likely	2	3	2	3	3	2	0	3	1	2	1	3	3	2
Fairly likely	5	6	4	13	6	1	0	4	6	4	2	2	8	4
TOTAL LIKELY	7	9	6	16	9	2	0	7	7	6	3	5	11	6
Fairly unlikely	8	10	7	19	10	4	0	8	9	7	4	8	10	10
Very unlikely	77	76	79	53	72	90	98	80	73	75	83	81	73	77
TOTAL UNLIKELY	86	86	86	72	82	94	98	88	81	82	88	90	84	87
Don't know	7	6	9	12	9	4	1	4	11	12	10	5	5	6

Thinking about the options young people have for working and studying, do you have a positive or negative impression of the following career paths?
Studying for a degree at university

Positive	71	67	74	81	71	71	60	78	59	76	73	67	68	71
Negative	14	17	12	10	12	16	20	11	19	8	10	17	15	18
Don't know	15	16	15	9	17	13	19	11	22	15	17	16	17	11

Going into full work straight after college (post A-Levels)

Positive	67	65	69	67	66	68	72	70	63	66	64	67	68	71
Negative	13	13	13	17	13	13	10	14	12	11	11	13	13	18
Don't know	20	21	18	16	21	19	18	15	25	23	25	20	19	11

Going into full time work straight after school (post GCSE)

Positive	50	49	50	32	48	59	55	49	50	45	51	52	51	47
Negative	30	29	31	49	30	21	25	34	24	33	26	29	26	37
Don't know	21	22	20	19	22	19	20	17	27	22	23	18	23	15

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

Going into an apprenticeship scheme with an employer

Positive	76	75	76	79	73	79	80	81	69	76	77	74	77	75
Negative	8	9	7	9	10	6	4	7	10	8	5	8	8	12
Don't know	16	16	16	11	17	15	17	13	21	16	17	18	15	13

You have said that you have a [Positive / Negative] impression of apprenticeships. Why do you think that?

[See sheet 5]

You have previously said you are not likely to want to pursue an apprenticeship scheme, what are the main reasons for this? (Tick all that apply)

[Only asked to respondents who are not likely to want to pursue an apprenticeship scheme; n=932]

I already have a full-time job	42	46	39	28	57	41	4	50	31	44	44	39	45	38
I am retired	18	15	20	0	0	22	80	14	23	12	16	23	18	19
I'm intending to go, or have been, to university	13	11	15	45	14	7	0	16	9	14	13	14	12	14
There aren't apprenticeships available for the types of work I'm interested in	6	3	8	13	7	3	1	7	4	7	4	4	8	3
Apprenticeships tend to be in lower skilled jobs than I am looking for	5	6	5	15	7	1	0	7	3	7	7	6	4	4
Lack of paid opportunities	5	4	6	9	6	4	0	5	5	6	4	3	5	7
I am already in further education and see apprenticeships as a lower qualification than I am studying for	4	5	4	25	4	1	0	6	2	4	5	5	4	4
I don't know much about what apprenticeship schemes available	3	4	3	6	5	1	0	3	3	2	2	1	5	4
I think I'll earn less in the long run	3	3	3	9	4	0	0	3	3	4	5	2	2	3
It won't be useful in long term	2	2	3	6	3	2	1	2	3	2	3	2	3	2
Already completed an apprenticeship	2	2	1	2	2	2	1	1	3	0	0	2	2	4
I'm not ready to commit to a career path through an apprenticeship yet	2	1	2	4	2	0	1	1	2	3	3	0	1	2
Other [See sheet 6]	13	10	15	7	9	24	13	10	17	13	12	12	11	17
None of these	7	7	8	2	9	8	4	4	12	9	10	8	5	7
Don't know	3	5	2	1	5	3	0	2	5	4	5	2	3	3

Looking at the following statements about apprenticeships, which of the following do you think would most encourage you to take up an apprenticeship? (Please select one or two options.)

If apprenticeships offered higher salaries that reflect the higher living costs in London	18	17	20	31	23	8	5	18	20	19	13	21	19	19
If apprentices were able to earn whilst gaining a qualification	17	17	18	25	19	11	13	19	14	15	18	16	16	24
If more employers viewed real world experience as of equal importance to academic qualifications	15	13	17	20	17	11	9	17	13	15	16	14	16	14
If apprentices were given the same career opportunities within companies as graduates	13	14	12	25	14	8	8	13	13	19	14	15	9	11
If apprentices earned more than graduates over the course of their working lives	6	7	5	15	6	2	2	8	3	7	6	4	6	6
If apprenticeships offered the opportunity to develop good professional networks	5	6	5	6	7	2	3	6	4	7	7	5	3	7
If apprentices could access student loans to help cover living costs while doing their apprenticeship	5	6	5	4	6	4	3	5	5	5	6	4	5	6
If apprentices received holidays to study	2	2	2	3	2	1	1	3	1	2	2	2	2	1
Other [See sheet 7]	3	3	4	0	2	4	9	2	5	2	4	2	3	5
Not applicable – nothing could encourage me to take up an apprenticeship	27	22	32	12	20	45	39	28	26	23	23	30	29	29
None of these	12	13	10	5	7	17	25	10	14	14	13	12	10	10
Don't know	11	14	7	11	14	6	4	9	13	10	12	8	14	6

Which of the following industries do you think apprenticeships are most suited to?

Sample Size: 1058 London Adults
Fieldwork: 26th February - 1st March 2018

February - 1st March 2010

	Gender			Age				Social Grade		London Region				
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
	1058	516	542	122	576	215	146	624	434	209	146	203	326	173
	1058	429	629	131	498	236	193	702	356	220	149	219	300	170
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Construction	60	55	64	56	52	73	75	64	54	59	56	67	60	57
Manufacturing	49	47	50	39	42	63	61	54	42	50	42	55	48	48
IT & telecoms	41	40	42	33	35	56	51	43	38	37	41	46	41	40
Hospitality and leisure	39	32	46	24	38	50	40	43	33	38	34	42	39	42
Transportation & distribution	37	33	40	30	32	52	40	42	29	35	37	41	33	41
Media/ marketing/ advertising/ PR & sales	31	31	32	31	31	38	23	33	30	28	27	34	34	30
Accountancy	29	27	31	30	26	40	27	31	26	24	29	26	32	34
Retail	28	22	34	18	25	44	29	32	23	28	28	32	26	32
Medical & health services	25	24	27	11	25	36	25	26	25	18	24	26	30	27
Financial services	24	21	27	22	22	32	22	26	21	18	24	23	26	29
Real estate	24	19	28	23	22	32	19	28	17	24	19	24	21	32
Education	23	21	24	21	22	29	18	24	21	19	20	21	25	27
Legal	22	21	23	15	20	30	22	22	21	18	19	21	24	25
Other public sector	16	16	16	7	13	29	14	18	12	15	14	15	19	12
Other [See sheet 8]	3	3	2	0	2	5	4	3	2	4	5	1	1	4
None of these	3	3	2	7	2	2	2	1	5	3	3	2	3	3
Don't know	17	18	17	17	21	11	14	14	22	19	21	23	15	10

Which, if any, of the following industries would you most like to work in?

Medical & health services	15	10	20	20	16	13	10	13	17	13	15	13	16	19
Education	14	11	18	17	17	10	7	14	14	15	14	10	16	14
IT & telecoms	11	17	5	13	12	10	5	13	6	11	10	11	11	9
Media/ marketing/ advertising/ PR & sales	10	10	11	18	13	5	4	13	7	11	9	11	11	9
Financial services	9	11	8	14	11	6	5	11	7	10	6	6	13	8
Hospitality and leisure	8	8	9	4	10	7	7	7	10	8	7	7	8	12
Legal	7	6	8	10	8	8	4	9	5	9	5	6	8	9
Other public sector	6	6	6	13	6	4	2	7	4	8	6	5	7	3
Transportation & distribution	6	8	3	7	7	4	3	6	5	3	1	5	9	7
Accountancy	5	5	6	5	5	5	5	6	4	5	5	4	4	8
Retail	4	5	4	7	5	2	2	4	5	5	1	3	5	6
Construction	4	6	2	4	4	3	5	4	4	3	3	6	4	2
Real estate	3	3	4	3	4	4	2	4	3	3	2	2	5	6
Manufacturing	1	2	1	1	1	1	4	1	2	0	0	2	2	2
Other <i>[See sheet 9]</i>	6	6	6	7	4	9	6	7	4	8	6	3	4	8
None of these	17	16	18	6	9	26	45	16	20	17	18	18	16	18
Don't know	16	15	16	12	19	14	9	13	20	18	19	17	13	12

Which of the following financial constraints, if any, would prevent you from taking an apprenticeship scheme?

Lower income than in my current job	26	27	25	27	35	16	3	28	23	28	29	24	26	21
Unable to live in London on an apprentice's salary	25	26	24	37	31	14	7	27	22	30	21	21	28	20
Travel costs	15	17	13	22	18	8	5	15	15	13	10	14	18	17
Unable to get a student loan whilst doing an apprenticeship	8	9	8	20	9	4	3	8	9	11	7	5	9	9
It would reduce my / my family's benefits entitlement	5	4	7	9	7	4	0	4	8	5	4	4	6	8
Other <i>[See sheet 10]</i>	3	3	3	0	2	4	9	2	4	1	5	2	3	5
None of these – there are no financial constraints to taking an apprenticeship	5	5	4	8	4	6	3	5	4	4	4	5	5	5
Not applicable – I would not be interested in taking an apprenticeship	39	35	43	20	27	59	75	39	40	36	36	47	36	44
Don't know	11	11	10	12	14	6	3	8	14	13	17	11	8	7