

YouGov / Mayor Of London Survey Results

Sample Size: 1191 London Adults
Fieldwork: 30th July - 2nd August 2018

	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	1191	581	610	137	648	242	164	703	488	230	155	218	331	181
Unweighted Sample	1191	486	705	121	556	306	208	811	380	238	154	232	316	176
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Satisfaction

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

Very satisfied	6	6	6	6	6	6	7	7	6	4	4	8	7	4
Fairly satisfied	27	29	25	32	29	25	17	32	19	36	26	20	26	22
TOTAL SATISFIED	33	36	31	38	35	31	25	39	25	40	31	28	33	26
Neither satisfied nor dissatisfied	27	23	30	26	29	24	22	27	26	20	34	28	28	30
Fairly dissatisfied	12	12	12	9	10	12	20	11	13	12	9	16	12	9
Very dissatisfied	20	22	18	9	17	28	28	16	25	20	20	20	17	25
TOTAL DISSATISFIED	31	34	29	18	27	40	48	27	37	32	28	35	29	34
Don't know	9	7	11	17	10	5	6	7	12	8	7	9	10	9

Construction Skills

Which of the following do you associate with
working in each of these industries? (Please tick up
to three in each column)

Media and marketing industry

Long hours	21	18	24	18	24	16	17	24	17	23	18	22	18	23
Unsociable hours (i.e. working very early or very late)	18	18	18	16	19	15	19	19	15	17	20	18	17	15
Limited ethnic diversity in the workforce	14	14	15	12	15	14	14	15	14	15	12	14	17	11
Lack of job security	14	15	13	14	15	14	12	16	12	16	14	10	14	14
Limited gender diversity in the workforce	6	4	8	8	5	6	8	6	5	5	11	7	4	6
Hard work for little reward	6	6	5	7	7	1	5	6	5	5	4	3	6	5
No transferrable skills	5	5	5	7	5	4	7	4	7	4	5	6	4	4
Little job satisfaction	5	6	4	5	6	2	4	4	7	5	6	1	5	8
Poor career prospects	5	5	4	3	6	4	2	4	6	2	10	4	4	5
Low pay	4	4	4	6	5	2	4	4	4	5	6	3	3	6
I don't associate any of these with this industry	21	20	22	25	17	26	24	23	18	21	18	21	22	20
Don't know	29	30	27	27	27	32	31	24	35	29	31	32	29	31

Which of the following do you associate with
working in each of these industries? (Please tick up
to three in each column)

Government and public sector

Little job satisfaction	20	22	17	16	21	20	18	22	17	23	19	18	19	16
Low pay	19	20	18	8	22	20	16	21	17	14	22	18	21	18
Long hours	17	17	17	24	19	12	13	19	15	19	17	14	19	14
Hard work for little reward	15	14	15	20	14	15	12	16	12	12	16	14	14	16
Limited ethnic diversity in the workforce	14	13	15	27	15	9	6	16	10	18	10	10	16	8
Unsociable hours (i.e. working very early or very late)	12	9	14	19	10	12	15	11	12	9	7	16	13	12
Limited gender diversity in the workforce	9	5	13	23	8	6	5	9	9	14	8	7	7	6
Lack of job security	6	7	5	6	6	6	4	5	7	4	9	4	6	7
No transferrable skills	6	7	5	3	5	9	7	6	6	5	6	7	5	5
Poor career prospects	4	4	4	1	4	4	5	4	4	3	3	4	6	3
I don't associate any of these with this industry	18	16	20	13	16	23	26	18	19	19	23	16	14	24
Don't know	24	25	23	22	24	23	28	20	30	25	22	29	24	25

Which of the following do you associate with
working in each of these industries? (Please tick up
to three in each column)

Construction industry

Limited gender diversity in the workforce	38	36	39	30	42	33	33	42	31	37	33	38	40	32
Long hours	21	22	21	29	24	18	10	21	23	17	20	16	23	28
Lack of job security	19	18	20	14	16	27	24	19	18	19	17	21	20	15
Unsociable hours (i.e. working very early or very late)	17	14	19	17	19	14	10	19	14	16	26	9	16	17
Hard work for little reward	14	13	14	11	16	14	6	15	12	14	14	14	12	12
Limited ethnic diversity in the workforce	12	13	11	10	12	10	12	12	11	13	11	9	14	9
Low pay	12	11	12	18	12	11	5	12	10	10	10	9	9	21
Poor career prospects	10	9	10	14	9	7	14	11	7	8	7	9	11	8

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%
No transferrable skills	9	8	10	13	9	8	9	10	8	10	9	9	10	7
Little job satisfaction	9	11	7	11	9	7	7	10	7	8	6	9	10	6
I associate these with this industry	9	7	10	5	7	13	14	9	8	8	10	11	6	12
Don't know	23	24	21	23	22	22	25	19	28	27	26	25	22	20

Which of the following do you associate with working in each of these industries? (Please tick up to three in each column)

Retail industry

Low pay	57	57	56	49	57	59	56	59	54	55	60	53	59	51
Long hours	27	27	27	19	25	30	36	28	25	31	34	22	27	20
Little job satisfaction	26	24	29	35	26	26	23	29	23	24	25	33	21	28
Unsociable hours (i.e. working very early or very late)	24	22	26	19	23	26	25	25	22	23	35	21	22	20
Hard work for little reward	18	16	20	21	18	17	20	19	17	19	11	16	21	21
Poor career prospects	18	18	17	15	20	17	13	20	14	18	16	13	20	18
Lack of job security	16	17	16	13	17	16	15	19	13	14	13	16	19	15
No transferrable skills	6	6	7	4	8	4	7	7	6	6	9	4	7	6
Limited gender diversity in the workforce	2	1	3	2	3	2	0	3	1	2	1	1	3	1
Limited ethnic diversity in the workforce	1	2	1	2	2	1	0	2	1	2	0	1	3	1
I don't associate any of these with this industry	5	5	6	4	5	6	7	6	4	6	4	8	3	7
Don't know	20	22	18	22	19	20	22	15	26	23	19	23	19	21

Which of the following do you associate with working in each of these industries? (Please tick up to three in each column)

Art and design industry

Lack of job security	25	22	27	30	26	23	18	26	22	31	22	19	22	25
Low pay	18	16	19	24	19	15	8	22	11	17	23	17	14	18
Poor career prospects	12	12	13	18	12	10	11	14	11	10	17	9	14	10
Unsociable hours (i.e. working very early or very late)	10	12	9	10	12	8	4	11	8	12	13	5	11	10
Limited ethnic diversity in the workforce	10	10	9	7	12	7	8	11	8	12	9	8	12	6
Long hours	10	10	10	4	11	11	6	10	9	13	9	10	9	10
Hard work for little reward	8	6	10	11	8	7	8	7	10	10	6	9	7	7
No transferrable skills	8	9	7	6	9	6	7	8	6	6	10	7	8	5
Limited gender diversity in the workforce	6	6	6	5	6	4	4	5	6	3	7	5	7	3
Little job satisfaction	3	4	1	4	2	2	2	2	4	4	3	1	3	2
I don't associate any of these with this industry	18	17	19	18	14	24	26	18	19	17	13	22	18	22
Don't know	28	29	27	25	27	28	35	24	34	29	28	32	29	28

Please rate the following job types on a scale of 1-5, where 1 is very attractive and 5 is very unattractive.

Government or public sector

1 - Very attractive	9	8	9	8	9	8	9	9	8	8	13	3	8	12
2	19	17	20	18	19	17	20	20	16	25	21	14	18	14
3	36	38	34	39	36	38	34	36	37	36	36	38	40	34
4	17	17	17	20	18	13	16	18	16	15	14	19	16	13
5 - Very unattractive	11	10	11	5	10	13	15	10	12	8	8	12	10	18
Don't know	9	10	8	10	9	11	7	7	12	9	9	14	9	9

Construction

1 - Very attractive	3	2	3	2	2	3	5	2	3	3	2	2	3	3
2	10	11	10	7	9	12	17	11	10	6	16	11	8	14
3	32	35	29	26	34	28	35	30	36	30	27	24	40	35
4	23	25	22	27	22	25	21	25	20	25	25	27	19	21
5 - Very unattractive	21	16	26	27	21	20	15	23	18	23	20	21	20	19
Don't know	11	11	11	10	12	13	7	9	14	13	11	15	10	10

Urban design

1 - Very attractive	15	16	15	10	16	17	15	14	17	15	17	12	18	13
2	23	25	22	22	23	24	27	27	18	29	25	25	20	20
3	28	28	28	33	28	25	26	28	26	24	25	29	29	29
4	12	12	12	16	12	11	9	11	12	13	13	9	10	15
5 - Very unattractive	6	6	6	5	6	7	4	7	5	5	5	5	8	5
Don't know	16	14	18	14	16	18	18	13	21	15	16	20	16	19

Architecture

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1 - Very attractive	25	24	25	13	25	26	33	26	22	27	22	23	27	23
2	30	33	28	31	31	27	31	31	29	30	31	28	31	31
3	21	19	23	32	20	21	18	20	23	19	27	22	21	17
4	7	7	8	12	6	8	6	8	6	8	7	6	6	10
5 - Very unattractive	5	6	5	2	6	6	3	5	5	6	3	5	5	7
Don't know	11	11	12	11	11	12	9	9	15	10	10	15	11	11
Bricklaying														
1 - Very attractive	3	3	3	2	2	4	5	3	3	3	1	3	3	6
2	8	8	8	4	7	10	13	8	8	6	13	8	5	8
3	25	27	23	18	24	26	30	25	25	23	18	22	30	23
4	25	27	22	29	27	18	24	26	23	29	31	19	24	30
5 - Very unattractive	28	24	32	35	28	30	19	29	26	30	23	32	26	22
Don't know	12	11	12	12	12	12	9	10	15	10	14	16	12	11
Retail														
1 - Very attractive	2	2	2	5	1	2	1	2	2	1	4	2	2	2
2	7	6	8	11	5	10	7	7	7	4	8	8	6	7
3	26	24	29	31	26	20	31	25	29	28	24	23	27	27
4	26	27	25	25	25	31	25	28	24	29	26	28	23	27
5 - Very unattractive	30	32	28	20	34	28	27	32	27	29	31	27	32	28
Don't know	9	9	9	9	9	9	9	7	12	9	7	13	10	9

And now thinking about the construction industry specifically.... Which two or three of the following would you find most appealing about working in the construction industry?

The salary	27	30	23	26	28	26	23	26	27	28	22	25	31	24
Opportunity to work outside	25	26	25	25	24	24	31	26	24	26	24	25	25	25
Opportunity to use creative skills	21	19	23	14	20	22	28	21	21	19	16	18	22	25
The job satisfaction	18	19	17	12	18	17	25	18	18	16	13	19	19	20
The transferable skills	15	16	14	14	14	16	18	15	16	13	20	16	15	12
Opportunities to travel	13	13	14	20	13	11	12	12	15	12	16	11	15	11
The working hours	9	9	8	9	9	7	7	7	10	11	10	9	8	6
The career prospects	7	7	7	7	8	4	8	7	7	7	7	6	5	12
The working conditions	4	3	4	4	4	4	2	3	5	2	2	6	4	5
Not applicable – I don't think there is anything appealing about working in the construction industry	27	23	30	23	24	32	31	27	26	27	30	30	22	28
Don't know	10	11	9	10	12	8	4	9	11	12	11	10	10	8

How likely or unlikely would you be to consider a job working in the construction industry if the opportunity was open to you?

Very likely	4	6	3	2	5	5	5	5	3	3	3	4	5	8
Fairly likely	12	15	8	15	12	8	10	11	13	15	9	9	9	14
TOTAL LIKELY	16	21	11	17	17	14	15	16	16	17	12	13	14	22
Fairly unlikely	20	20	20	22	23	16	10	21	17	20	28	14	21	19
Very unlikely	57	51	62	52	51	65	69	56	58	55	56	68	55	47
TOTAL UNLIKELY	76	70	82	74	74	81	79	77	75	75	84	82	76	66
Don't know	8	9	7	9	9	5	6	7	9	8	4	5	10	12

Future London

Thinking about living or working in London, how positive or negative are you towards London's future?

Very positive	7	8	7	6	6	8	10	8	6	9	5	9	9	3
Fairly positive	41	42	40	46	39	39	47	45	35	35	45	39	40	42
TOTAL POSITIVE	48	50	47	52	45	48	57	53	41	45	50	48	50	45
Fairly negative	27	25	28	21	28	27	23	27	26	29	27	28	25	23
Very negative	10	9	10	8	9	13	7	7	13	9	9	9	8	16
TOTAL NEGATIVE	36	34	38	29	38	40	31	34	39	39	36	37	33	38
Don't know	15	16	15	19	17	12	12	13	20	17	14	15	17	16

Policing

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2019														
	Gender			Age				Social Grade		London Region				
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following comes closest to your view?

For this question think specifically about violent crime, where the offender uses or threatens to use force upon a victim.

Violent crime in London is much higher than the rest of Britain	38	40	37	23	40	41	40	35	43	40	38	40	42	31
Violent crime in London is slightly higher than the rest of Britain	32	29	34	38	30	34	33	36	26	34	34	30	28	33
Levels of violent crime are roughly the same in Britain and London	14	16	14	13	14	16	15	14	15	11	16	12	13	21
Violent crime in Britain is slightly higher than in London	2	2	2	8	1	1	2	2	2	1	0	3	2	1
Violent crime in Britain is much higher than in London	1	1	1	2	1	1	1	1	1	1	0	1	3	0
Don't know	13	13	12	17	15	7	9	12	13	13	12	14	12	13

Which of the following, if any, do you think is the biggest reason for rising violent crime in London?

A reduction in police numbers	27	26	29	19	25	37	30	27	29	26	34	29	26	30
Less funding for preventative services, such as youth services, that aim to tackle the causes of violent crime	22	18	26	32	23	16	16	24	18	20	19	19	24	21
Decisions that central government has made	10	14	7	9	12	9	6	13	7	16	9	7	11	7
Police tactics not being tough enough	8	9	7	4	7	9	15	8	9	4	10	8	11	8
A reduction in the use of stop and search	7	8	6	4	5	8	14	7	6	6	9	9	6	5
Decisions the Mayor of London has made	4	5	4	4	4	5	4	4	5	6	3	4	3	8
Decisions that the Metropolitan Police have made	3	4	2	8	3	1	2	3	3	5	5	3	1	2
Something else [See Tab 1]	7	7	6	4	6	8	9	5	9	6	4	8	6	9
Don't know	11	10	13	17	14	8	3	10	14	11	7	14	13	10

What do you think is the biggest cause for rising violent crime in London?

A reduction in police numbers	35	35	34	23	35	43	33	34	35	37	37	34	33	36
Less funding for preventative services, such as youth services, that aim to tackle the causes of violent crime	27	24	30	38	28	21	21	31	21	29	29	25	25	24
A reduction in the use of stop and search by the police	11	11	10	8	8	13	18	10	11	13	7	12	9	13
Police tactics not being tough enough	12	13	11	6	11	11	18	11	12	7	19	10	14	10
Other	6	6	6	8	6	5	5	5	8	6	1	6	7	8
Don't know	10	11	10	17	12	7	5	9	13	9	6	13	12	9

Who do you think is most responsible for tackling the rise in violent crime in London?

The Prime Minister	25	24	25	20	31	20	14	26	23	26	22	18	30	26
The Home Secretary	17	21	13	11	16	20	21	18	15	12	22	14	21	14
The Mayor of London	23	26	20	25	19	28	29	22	24	27	19	25	18	27
The Met Commissioner	14	13	15	15	12	14	20	15	12	15	14	14	12	16
Someone else	3	3	3	4	3	3	4	3	3	3	5	5	2	1
Don't know	18	13	23	26	19	15	12	16	22	17	18	24	18	16

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	61	59	62	50	63	63	57	64	56	58	67	59	62	54
The Mayor of London	15	17	14	15	12	21	22	14	18	16	11	15	14	22
The Metropolitan Police	10	11	9	13	10	7	12	10	9	12	7	9	9	12
Someone else [See Tab 2]	1	1	1	0	1	1	1	1	1	3	0	0	1	0
Don't know	14	12	15	22	15	8	8	12	16	11	14	17	14	11