

YouGov / Mayor of London Survey Results

Sample Size: 1070 London Adults
Fieldwork: 29th October - 1st November 2018

	Gender			Age			Social Grade		London Region (1)					London Region (2)		
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West	Inner London	Outer London
Weighted Sample	1070	522	548	123	582	217	148	631	439	147	113	150	250	150	277	532
Unweighted Sample	1070	530	531	141	490	244	195	721	349	142	116	173	237	148	276	540
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Satisfaction

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

Very satisfied	8	3	4	3	5	2	6	2	3	3	2	3	3	5	2	5	2
Fairly satisfied	28	28	25	30	41	29	22	20	32	22	34	33	21	25	22	34	23
TOTAL SATISFIED	35	31	29	33	47	31	28	22	35	26	36	36	23	31	24	39	25
Neither satisfied nor dissatisfied	25	31	28	35	24	33	32	31	30	34	30	29	32	32	37	29	33
Fairly dissatisfied	10	13	15	11	6	12	17	16	14	11	16	9	14	14	14	14	14
Very dissatisfied	21	15	18	11	7	12	17	26	13	17	10	17	21	13	17	9	18
TOTAL DISSATISFIED	31	28	33	22	13	24	34	43	27	28	26	25	35	28	31	23	32
Don't know	8	10	10	10	16	12	6	4	8	12	8	10	10	7	8	10	10

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

Very sure	26	19	23	14	13	16	23	29	16	22	15	20	23	19	19	17	21
Quite sure	36	39	38	39	36	41	37	36	43	33	49	35	34	38	38	45	36
TOTAL SURE	63	57	61	53	48	56	60	65	59	55	64	55	58	57	56	62	56
Not quite sure	23	26	24	28	34	25	27	24	27	25	22	29	26	24	33	23	28
Not sure at all	5	5	4	7	4	5	7	5	4	6	4	3	6	8	2	6	5
TOTAL NOT SURE	28	31	28	35	39	30	34	28	32	31	27	32	32	32	35	29	33
Don't know	10	11	10	12	13	14	5	6	9	14	9	13	10	11	8	11	11

Awareness

The London Assembly consists of 25 members who are elected at the same time as the Mayor. How much, if anything, would you say you know about what the London Assembly is doing for London?

A great deal	2	2	2		2	2	3	1	2	3	1	2	2	1	1	1	1
A fair amount	12	14	11	10	13	13	13		14	10	13	10	17	13	8	13	12
TOTAL A GREAT DEAL / FAIR AMOUNT	15	16	13	12	15	16	14	16	13	14	12	19	14	8	14	13	13
Not very much	45	46	43	32	41	52	60	43	46	54	43	41	42	50	46	45	45
Nothing at all	29	27	31	39	30	25	22	31	25	21	29	31	29	36	28	30	30
TOTAL NOT VERY MUCH / NOTHING AT ALL	73	73	74	70	71	77	81	75	72	75	72	72	71	86	74	76	76
Don't know	12	11	13	17	15	7	4	10	16	11	17	9	15	6	12	11	11

How well informed do you think the Mayor of London and the London Assembly keeps you about the services that they have responsibility for?

Very well informed	2	2	2	3	1	3	2	2	3	2	2	1	2	1	2	1	1
Fairly well informed	15	16	14	19	16	15	6	16	14	17	13	11	14	12	18	11	11
TOTAL WELL INFORMED	17	18	16	23	17	19	9	17	16	19	14	12	16	14	20	12	12
Not very well informed	48	48	49	45	45	51	59	51	44	46	51	50	50	49	47	51	51
Not informed at all	20	22	19	9	21	20	26	18	23	17	19	25	20	28	17	24	24
TOTAL NOT WELL INFORMED	68	69	67	55	66	72	85	70	66	63	70	75	70	77	64	75	75
Don't know	15	13	16	23	17	10	7	13	17	18	16	13	14	9	16	13	13

Have you been involved in any of the following activities, in the last 12 months? Please only include those activities that were unpaid. Please select all that apply.

Volunteering	17	16	18	22	17	18	14	20	14	15	16	22	15	15	17	17	17
Contacting a local official such as a local councillor, MP, government official, mayor, or public official working for the local council (Please do not include any contact for personal reasons e.g. housing repairs or contact through work)	15	16	13	10	13	20	19	18	10	13	17	21	15	13	14	16	16
Attending a public meeting or rally, taking part in a public demonstration or protest	9	11	8	14	10	9	5	11	7	12	8	6	9	9	11	8	8
Trying to stop something else happening in my local area	7	8	7	6	7	10	8	8	6	10	8	6	6	7	9	6	6
Trying to stop the closure of a service/amenity	5	5	6	6	4	9	5	6	4	5	2	4	7	5	4	5	5
Organising a community event (e.g. street party)	4	4	3	9	4	2	2	4	3	3	1	5	2	4	3	3	3
Campaigning on behalf of a political party	2	4	1	5	2	3	1	3	1	1	0	8	2	1	2	3	3
Trying to set up a new service/amenity for local residents	2	2	2	3	2	2	1	2	1	1	2	1	2	0	2	1	1
None of these	63	63	63	58	66	59	63	59	70	64	64	61	63	67	62	65	65

How much, if at all, do you think you can influence the decisions of the Mayor of London and the London Assembly?

A great deal	1	1	0	1	0	2	1	1	0	0	1	0	1	1	1	0	0
A fair amount	11	11	11	15	14	8	1	11	11	14	8	7	9	10	13	7	7
TOTAL A GREAT DEAL / FAIR AMOUNT	12	12	11	16	14	10	2	12	11	14	9	7	9	11	14	8	8
Not very much	48	48	48	48	46	52	53	51	45	49	52	44	47	52	50	48	48
Nothing at all	26	27	25	16	23	28	40	25	26	20	22	35	30	27	22	30	30
TOTAL NOT VERY MUCH / NOTHING AT ALL	74	75	73	64	69	80	93	76	71	69	74	79	77	79	72	78	78
Don't know	14	13	16	20	17	10	4	12	18	17	17	14	14	11	14	14	14

High Streets

How often, if at all, do you visit a high street in London?

Every day	13	16	10	11	13	13	12	15	10	16	10	13	15	13	17	12	12
A couple of times a week	22	23	21	20	21	27	20	24	18	27	23	18	19	17	24	19	19
Once a week	19	17	20	17	17	21	25	19	19	21	18	17	17	26	19	19	19
Once a fortnight	11	12	10	15	12	7	6	12	9	8	12	9	12	8	9	11	11
Once a month	10	8	11	15	10	6	9	10	10	7	7	13	5	15	8	10	10
Less often than once a month	17	14	20	11	17	17	19	14	20	15	20	17	20	14	17	17	17
Never	5	4	5	3	4	7	8	3	8	2	7	9	7	4	3	7	7
Don't know	5	7	3	9	6	1	1	4	6	4	5	4	5	2	4	4	4

Which, if any, of the following do you visit the high street for? Please tick all that apply.

[This question excluded those who said they never visit the high street; n=1023]

Shopping at a supermarket or other chain shop	67	60	74	59	65	75	72	69	64	69	66	63	69	67	70	66	66
Shopping at a street market or independent shop	50	48	52	46	48	57	53	50	50	48	51	46	51	53	47	51	51
Just passing through	45	49	41	53	48	42	27	47	42	49	40	40	39	51	49	41	41
To meet people I know	21	19	23	30	21	20	15	24	16	19	26	17	16	20	19	19	19
To go to work	21	23	19	27	26	15	4	24	16	21	20	23	17	21	20	20	20
To enjoy the public space	15	17	14	18	18	12	7	19	9	13	15	15	11	16	14	13	13
To use the library	12	7	17	9	11	16	11	11	13	9	11	12	10	13	9	12	12
To go to the community centre	3	3	3	4	3	4	3	3	3	2	2	3	3	3	3	2	2
Other (see Tab 1)	5	5	5	3	3	8	9	5	5	7	4	5	6	4	6	5	5
Don't know	5	7	4	10	6	2	2	4	7	5	5	4	6	3	5	5	5

To what extent, if at all, do you think high streets in London are different to high streets in the rest of the UK?

Very different	14	15	13	14	16	9	11	11	17	13	12	7	13	12	14	10	10
Fairly different	29	28	30	38	30	26	23	32	24	26	26	30	29	29	27	29	29
TOTAL DIFFERENT	43	43	43	52	46	35	34	44	41	39	38	37	42	41	41	39	39
Not very different	35	37	34	24	32	43	47	37	33	33	32	42	34	40	33	38	38
Not at all different	6	5	6	1	5	9	7	5	7	4	7	8	6	6	5	7	7
TOTAL NOT DIFFERENT	41	42	40	25	37	52	55	41	40	37	39	50	41	46	38	45	45
Don't know	16	15	18	23	17	13	11	15	19	24	23	13	17	13	20	16	16

Some people say that high streets are becoming redundant with the growth of out of town retail and online shopping, whilst others say high streets perform an important social and economic role. How important, if at all, do you think it is to have shops on London's high streets today?

Very important	46	40	51	36	39	58	64	47	45	45	46	50	46	41	45	46	46
Fairly important	37	38	37	38	41	33	29	38	36	40	34	38	38	47	38	40	40
TOTAL IMPORTANT	83	78	88	74	80	91	93	85	81	84	80	88	84	88	83	86	86
Not very important	8	11	5	13	9	7	2	8	7	7	7	5	7	7	8	6	6
Not at all important	1	2	1	1	2	0	1	1	1	2	0	1	1	2	1	1	1
TOTAL NOT IMPORTANT	9	13	6	15	11	7	3	10	8	8	7	6	8	8	9	7	7
Don't know	8	9	6	11	9	2	5	5	11	8	13	6	8	4	8	7	7

Mayoral Events

The Mayor of London organises or supports events for different celebrations in London. Before taking this survey, were you aware that the Mayor of London organises or supports events for different celebrations?

Yes, I knew that that Mayor of London organises or supports events in London and know a lot about them	14	15	13	8	16	14	10	15	13	21	8	11	16	16	22	11	11
Yes, I knew that that Mayor of London organises or supports events in London but don't know a lot about them	49	51	48	47	46	52	62	55	42	48	53	52	49	46	47	51	51

	Gender			Age			Social Grade		London Region (1)					London Region (2)	
	Total	Male	Female	18-24	25-49	50-64	ABC1	C2DE	Central	North	South	East	West	Inner London	Outer London
	1070	522	548	123	582	217	148	631	439	147	113	150	250	150	532
Weighted Sample	1070	430	631	141	490	244	150	721	349	142	116	173	237	148	540
Unweighted Sample	1070	430	631	141	490	244	150	721	349	142	116	173	237	148	540
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
No, I was not aware that the Mayor of London organises or supports events in London	26	23	29	32	25	25	25	24	29	19	24	29	26	34	21
Don't know	10	10	10	13	13	9	2	7	15	11	15	9	9	4	10
Thinking about these events in London, which of the following is most applicable to you?															
Eid Festival															
I have attended this event and am likely to again	3	4	3	4	4	2	0	2	4	5	1	1	3	1	3
I have attended this event but am unlikely to again	2	2	1	5	1	2	0	2	0	1	1	0	1	3	1
I have not attended this event but am likely to in the future	9	8	10	16	10	8	1	9	10	11	6	3	10	9	10
I have not attended this event and am unlikely to in the future	76	76	77	63	74	82	91	78	74	73	81	91	74	82	75
Don't know	10	10	10	13	11	6	8	8	12	10	10	5	11	5	11
Diwali Festival															
I have attended this event and am likely to again	5	6	4	4	6	4	3	6	3	3	5	2	3	6	2
I have attended this event but am unlikely to again	2	3	2	4	3	1	1	3	1	1	0	1	2	4	2
I have not attended this event but am likely to in the future	11	10	12	16	11	11	6	12	9	13	12	5	9	12	12
I have not attended this event and am unlikely to in the future	72	71	73	60	69	80	84	71	74	69	76	86	73	74	72
Don't know	10	11	9	17	11	5	7	8	13	15	7	4	12	4	13
Africa on the Square															
I have attended this event and am likely to again	2	2	2	4	2	2	2	3	2	2	4	2	1	0	1
I have attended this event but am unlikely to again	2	3	1	5	2	1	0	2	2	0	2	1	1	2	0
I have not attended this event but am likely to in the future	13	12	14	20	15	10	5	15	10	20	10	7	11	13	19
I have not attended this event and am unlikely to in the future	70	70	70	56	67	80	83	70	70	60	73	85	73	77	65
Don't know	13	13	12	16	14	7	10	10	16	18	11	5	13	9	15
Vaisakhi Festival															
I have attended this event and am likely to again	2	3	2	6	3	1	0	3	1	0	0	1	1	5	0
I have attended this event but am unlikely to again	1	1	1	3	2	0	0	1	1	3	0	0	2	0	1
I have not attended this event but am likely to in the future	6	8	5	7	8	6	3	7	6	6	5	3	7	6	5
I have not attended this event and am unlikely to in the future	76	74	77	68	71	84	87	75	76	73	81	89	74	80	76
Don't know	14	14	15	17	17	9	9	13	15	19	14	7	16	9	17
London St Patrick's Day Festival															
I have attended this event and am likely to again	4	4	4	3	6	2	3	5	3	3	2	1	3	5	4
I have attended this event but am unlikely to again	4	4	4	4	4	3	2	4	3	4	3	0	3	4	4
I have not attended this event but am likely to in the future	17	17	17	34	17	12	9	18	14	19	12	10	11	21	17
I have not attended this event and am unlikely to in the future	65	63	67	48	61	77	79	63	68	62	77	79	70	63	62
Don't know	10	12	9	11	12	6	7	10	11	12	6	9	12	7	12
Feast of St George															
I have attended this event and am likely to again	3	4	3	5	3	3	3	3	3	2	0	1	4	1	3
I have attended this event but am unlikely to again	1	1	1	2	1	1	0	2	0	0	2	0	1	2	1
I have not attended this event but am likely to in the future	15	15	15	13	16	16	12	14	16	15	13	17	15	13	12
I have not attended this event and am unlikely to in the future	67	66	68	63	64	70	74	69	64	66	74	72	62	75	66
Don't know	14	14	14	16	16	10	11	12	17	16	11	10	18	8	18
Pride London															
I have attended this event and am likely to again	10	10	10	13	12	6	4	12	8	18	7	3	11	5	19
I have attended this event but am unlikely to again	5	6	3	9	4	5	2	6	3	2	4	3	7	3	4
I have not attended this event but am likely to in the future	16	15	17	29	19	9	7	18	15	21	11	13	11	21	18
I have not attended this event and am unlikely to in the future	61	59	62	40	55	75	80	59	63	49	73	76	60	68	48
Don't know	8	9	8	9	10	5	7	6	12	10	5	5	11	3	11
London New Year's Eve fireworks display															
I have attended this event and am likely to again	9	9	8	16	8	7	6	10	7	6	4	2	7	5	8
I have attended this event but am unlikely to again	17	18	17	13	21	14	12	22	12	24	13	20	15	18	20
I have not attended this event but am likely to in the future	21	17	24	37	22	14	11	20	21	16	15	17	17	25	19
I have not attended this event and am unlikely to in the future	47	49	46	26	42	62	66	44	52	47	64	56	52	48	43
Don't know	6	7	5	9	7	4	5	4	9	7	5	4	9	4	9