

YouGov / Mayor of London Survey Results

Sample Size: 1141 London Adults
Fieldwork: 15th - 18th April 2019

	Gender		Age				Social Grade		London Region				
Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
1141	558	583	124	613	230	173	673	468	218	159	226	313	226
1141	471	670	132	548	284	176	799	342	228	166	234	312	201
%	%	%	%	%	%	%	%	%	%	%	%	%	%

Short-Term Letting

Generally speaking, do you think short-term letting – where a property owner lets out their property (or part of their property) through sites such as Airbnb, Homestay etc. – is or is not acceptable?

Is acceptable	65	66	65	73	75	51	44	74	53	67	67	72	65	58
Is not acceptable	15	17	13	9	10	21	25	12	19	14	18	9	15	19
Don't know	20	17	22	18	14	28	31	14	29	20	16	19	21	23

And do you think short-term letting is or is not acceptable in the following situations?
When a business rents out one or more properties they own

Is acceptable	60	59	62	63	63	59	50	65	54	60	62	68	59	55
Is not acceptable	20	24	17	14	18	22	29	20	20	25	20	16	17	24
Don't know	19	17	22	24	18	19	21	15	26	15	19	16	24	21

When a person goes away and lets their property out during this period

Is acceptable	78	76	81	80	83	71	72	86	68	81	78	86	76	73
Is not acceptable	9	13	5	1	8	11	17	6	14	10	10	6	9	12
Don't know	12	11	14	19	9	18	11	8	18	10	12	9	14	15

And thinking about short-term letting in London (through Airbnb, Homestay etc.)...
Do you think it is generally good or bad for London?

Is generally good for London	43	41	45	54	47	39	28	48	36	45	43	47	42	39
Is generally bad for London	14	18	11	9	15	13	16	13	16	16	12	11	15	16
Make no real difference	26	26	25	17	23	28	40	25	27	27	25	28	26	23
Don't know	17	15	18	20	15	20	16	14	20	12	20	14	17	21

Do you think short-term letting has a positive or negative impact on each of the following, or does it make no real difference?

The cost of buying or renting a house in London

Very positive impact	3	3	3	2	3	3	3	3	3	2	5	1	3	4
Fairly positive impact	8	8	9	9	8	8	10	8	10	6	7	8	9	12
TOTAL POSITIVE	11	11	12	10	11	11	13	11	12	8	12	9	12	16
No real difference	36	35	37	33	36	36	40	34	39	38	31	45	34	32
Fairly negative impact	21	24	18	17	20	21	26	21	20	27	28	12	20	19
Very negative impact	12	11	14	11	12	12	13	13	12	11	10	11	13	17
TOTAL NEGATIVE	33	35	31	28	32	33	39	34	31	39	37	23	33	35
Don't know	20	19	20	28	21	21	8	21	17	16	20	23	21	17

Availability of housing to rent in London

Very positive impact	4	4	3	2	5	4	2	5	2	4	4	2	4	5
Fairly positive impact	12	13	12	13	12	11	16	12	13	9	14	15	9	16
TOTAL POSITIVE	16	17	15	15	16	15	18	16	16	13	18	16	14	21
No real difference	32	33	31	30	32	33	32	33	31	31	28	36	35	28
Fairly negative impact	24	23	24	22	25	20	26	22	25	29	26	18	24	22
Very negative impact	13	12	13	11	11	15	14	14	11	14	13	12	11	13
TOTAL NEGATIVE	36	35	37	33	36	35	40	36	36	43	39	30	35	36
Don't know	16	16	16	22	16	17	11	15	17	13	16	18	17	15

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

Noise, rubbish and upkeep of the local area

Very positive impact	2	2	2	0	3	1	2	2	2	1	3	2	2	3
Fairly positive impact	5	4	6	2	6	3	8	5	6	5	3	4	4	9
TOTAL POSITIVE	7	6	8	3	9	4	9	6	8	6	5	6	7	12
No real difference	41	40	42	36	46	35	35	43	39	42	48	49	39	31
Fairly negative impact	22	23	22	36	17	24	29	26	17	24	19	23	21	25
Very negative impact	11	12	10	6	8	16	17	8	15	13	12	6	10	15
TOTAL NEGATIVE	33	35	32	42	26	40	45	35	32	37	31	29	31	40
Don't know	18	19	18	20	19	21	10	16	21	16	16	17	23	17

Safety in the local area

Very positive impact	3	3	2	3	3	3	2	3	2	1	5	2	3	4
Fairly positive impact	9	8	9	5	10	9	6	9	8	12	9	7	9	6
TOTAL POSITIVE	11	12	11	8	13	12	8	12	10	13	14	9	11	11
No real difference	49	49	49	53	49	47	52	52	45	56	50	55	47	39
Fairly negative impact	16	14	18	11	15	18	20	13	19	14	15	14	16	19
Very negative impact	6	6	5	3	4	7	11	4	7	7	5	4	5	8
TOTAL NEGATIVE	21	20	22	13	19	24	31	18	26	21	20	18	20	27
Don't know	19	19	18	26	20	18	9	18	19	11	17	18	22	23

Local sense of community

Very positive impact	2	2	2	1	3	2	2	2	2	1	1	2	4	1
Fairly positive impact	8	7	9	9	10	4	6	7	9	8	12	8	6	10
TOTAL POSITIVE	10	9	11	10	12	6	8	10	11	9	14	10	9	11
No real difference	34	35	33	33	36	31	33	35	34	37	32	37	35	29
Fairly negative impact	28	26	30	30	25	31	35	31	24	32	28	29	25	27
Very negative impact	12	13	11	7	11	16	15	12	13	10	14	12	10	17
TOTAL NEGATIVE	40	39	42	37	36	47	50	42	37	42	42	41	36	44
Don't know	15	16	14	21	15	17	9	13	18	12	13	13	20	17

Local economy

Very positive impact	9	8	9	10	9	10	4	10	7	11	8	8	7	10
Fairly positive impact	39	38	41	38	45	33	27	44	32	37	42	44	40	33
TOTAL POSITIVE	48	45	50	47	54	43	31	54	39	48	50	51	47	42
No real difference	29	31	27	28	25	29	45	26	33	36	28	27	27	27
Fairly negative impact	6	6	6	1	5	7	11	4	9	4	4	3	7	11
Very negative impact	2	3	2	1	2	2	3	2	2	3	2	1	2	3
TOTAL NEGATIVE	8	9	8	1	8	9	14	6	11	7	7	5	9	14
Don't know	15	15	15	23	13	19	10	14	16	9	15	17	17	17

Which one or two, if any, of the following is your biggest concern about short-term letting? Please tick up to two.

Anti-social behaviour	34	35	33	29	31	33	51	33	36	33	31	33	33	39
Impact on the cost of buying or renting a house in London	33	34	32	36	35	28	26	34	31	38	39	26	31	32
Landlords renting their properties out for longer than allowed	15	15	16	14	14	20	17	15	16	14	23	14	15	15
Noise	15	14	16	10	14	21	16	16	15	21	13	16	13	14
Rubbish	14	13	15	7	10	19	24	14	14	12	12	19	11	15
Sense of community	13	14	11	13	11	15	14	15	9	14	12	9	12	16
Other	1	1	1	3	1	0	2	1	1	1	2	0	1	1
Don't know	6	5	6	11	5	7	3	5	7	6	5	6	7	4
Not applicable – I don't have any concerns about short term letting	23	24	23	25	26	20	17	23	23	21	18	26	28	19

Currently, landlords in London cannot let property for more than 90 days a year on a short-term let (through Airbnb, Homestay etc.) without first requesting planning permission. Before taking this survey, were you aware of this 90-day limit on short-term let

I was aware	17	18	16	10	15	21	21	19	13	22	19	16	16	12
I was not aware	83	82	84	90	85	79	79	81	87	78	81	84	84	88

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

And thinking about this 90-day limit on short term lets, do you think this should be stricter, less strict or remain the same?

Should be stricter	24	25	22	14	21	27	37	21	27	20	20	19	25	32
Should be less strict	14	17	11	24	15	12	8	16	11	20	16	10	14	11
Remain the same	36	34	39	36	36	36	38	40	32	39	37	44	34	29
Don't know	26	24	28	27	29	25	17	23	30	22	26	26	27	28

Have you ever stayed in a property booked through a short-term letting site such as Airbnb, Homestay etc.?

I have	30	26	34	36	40	16	8	38	18	33	32	29	32	23
I have not	70	74	66	64	60	84	92	62	82	67	68	71	68	77

Ultra-Low Emission Zone

How much, if anything, do you know about the Ultra-Low Emission Zone (ULEZ)?

Know a lot	9	14	5	10	8	12	9	9	10	12	10	8	8	9
Know a little	51	55	47	42	52	52	53	55	45	45	56	49	53	52
Know not very much	22	17	28	17	23	20	28	22	23	22	22	26	20	24
Know nothing at all	12	10	15	16	12	14	7	10	15	15	11	12	12	11
Don't know	5	5	6	14	5	2	3	4	8	7	2	5	8	3

Before taking this survey, had you seen or heard anything about the Ultra-Low Emission Zone being introduced in London?

I had	81	84	77	73	79	85	85	83	76	82	84	85	79	74
I had not	19	16	23	27	21	15	15	17	24	18	16	15	21	26

The Ultra-Low Emission Zone in London will set minimum exhaust emission standards for vehicles, and if the vehicle doesn't meet the emission standards then drivers will be charged to enter the specified area. The ULEZ is being introduced in two stages. Which area of London do you think the first stage of the Ultra-Low Emission Zone covers?

[Seen only by respondents who said that they knew a lot, a little or not very much about the ULEZ; n=968]

Within the congestion charge zone	56	61	51	52	52	64	60	53	60	55	61	63	57	45
Areas across London with the highest air	13	7	18	24	12	8	13	14	11	18	11	9	11	15
The West End	6	4	7	5	7	6	4	7	4	5	8	4	5	7
Up to and including the north/south circular	5	5	5	2	6	3	3	7	2	6	5	7	3	4
Up to the north/south circular	5	6	3	2	5	6	2	5	4	2	6	4	4	6
All London boroughs	4	5	4	1	4	4	7	3	7	4	2	3	6	5
Within the M25	3	4	3	4	4	3	1	3	3	2	3	1	2	8
Other	1	1	1	3	0	0	3	1	1	3	0	0	1	0
Don't know	8	7	9	6	9	6	7	9	7	5	4	8	10	10

And which area of London do you think the second stage of the Ultra-Low Emission Zone will cover?

[Seen only by respondents who said that they knew a lot, a little or not very much about the ULEZ; n=968]

Up to the north/south circular	19	24	14	22	17	23	19	19	20	20	23	16	20	19
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	%	%	%	%	%	%	%	%	%	%	%	%	%	
Up to and including the north/south circular	18	21	14	3	17	23	23	19	16	17	23	19	15	17
Within the M25	13	15	11	18	14	13	8	15	10	12	12	10	17	12
All London boroughs	11	9	13	15	9	9	18	10	13	16	6	14	11	7
Areas across London with the highest air	8	6	11	17	7	9	5	8	9	7	8	9	8	9
Within the congestion charge zone	8	7	9	6	11	4	4	8	8	11	7	6	8	8
The West End	5	4	6	6	5	2	8	3	7	1	2	3	7	10
Other	1	1	1	2	0	0	4	1	1	3	0	0	1	0
Don't know	17	13	20	12	19	17	11	16	17	14	19	22	13	18

The first stage of the Ultra-Low Emission Zone applies to central London. From what you have seen or heard, do you think the first stage of the Ultra-Low Emission Zone has or has not come into force yet? If you are unsure, please tick don't know.

[Seen only by respondents who said that they knew a lot, a little or not very much about the ULEZ; n=968]

The first stage of the Ultra-Low Emission Zone has started	73	79	68	67	72	78	78	72	75	79	69	76	75	67
The first stage of the Ultra-Low Emission Zone has not started	8	7	8	13	8	8	4	9	5	9	10	7	3	11
Don't know	19	15	24	20	21	14	18	19	20	13	21	17	21	22

The second stage of the Ultra-Low Emission Zone will apply to Inner London. When do you think the Inner London Ultra-Low Emission Zone is going to come into force?

Apr-19	10	12	9	7	12	11	9	9	13	10	9	14	9	11
May-19	6	4	8	6	6	7	5	5	7	5	4	7	4	10
Jun-19	3	2	4	6	3	3	1	4	2	5	2	2	4	3
Jul-19	3	2	4	5	4	1	3	4	2	1	5	1	3	5
Aug-19	2	2	3	3	2	1	4	2	2	4	1	2	2	2
Sep-19	3	1	4	7	2	2	4	3	3	1	5	5	3	2
Oct-19	2	1	4	4	2	2	2	2	3	2	2	3	2	2
Nov-19	0	0	0	1	0	0	0	1	0	1	0	1	0	1
Dec-19	1	1	1	4	0	2	0	1	1	3	0	0	1	1
Jan-20	6	6	6	12	6	5	4	8	4	4	7	5	6	9
Feb-20	1	2	0	0	2	0	1	2	0	1	0	1	1	2
Mar-20	2	1	2	2	1	2	3	2	2	1	0	1	1	5
Apr-20	11	12	10	5	9	16	13	10	11	10	13	11	13	7
May-20	1	1	1	0	2	1	0	2	0	1	0	0	3	1
Jun-20	1	0	1	1	1	1	1	1	1	0	1	0	1	2
Jul-20	1	1	0	0	0	0	3	0	1	2	1	0	0	0
Aug-20	0	0	0	0	0	0	0	0	0	0	0	1	1	0
Sep-20	0	0	1	0	1	0	0	0	0	0	0	0	1	1
Oct-20	1	1	0	2	0	2	0	1	1	1	2	0	1	1
Nov-20	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Dec-20	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Jan-21	3	4	2	0	4	2	4	4	2	0	5	2	4	4
Feb-21	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mar-21	1	0	1	0	0	1	0	0	1	0	1	1	0	0
Apr-21	5	8	2	7	4	4	8	6	4	3	11	5	3	4
May-21	0	1	0	0	1	0	0	0	1	2	0	0	0	0
Jun-21	0	0	0	0	0	1	0	0	1	0	0	0	0	1
Jul-21	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Aug-21	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sep-21	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Oct-21	4	6	3	3	5	4	4	3	6	6	3	5	5	1
Nov-21	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Dec-21	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Jan-22	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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	%	%	%	%	%	%	%	%	%	%	%	%	%
Feb-22	0	0	0	0	0	0	0	0	0	0	0	0	0
Mar-22	0	0	0	0	0	0	0	0	0	0	0	0	0
Apr-22	1	2	0	11	0	0	0	2	0	6	0	0	0
May-22	0	0	0	2	0	0	0	0	0	0	0	1	0
Jun-22	0	0	0	0	0	0	0	0	0	0	0	0	0
Jul-22	0	0	0	0	0	0	0	0	0	0	0	1	0
Don't know	29	29	29	10	30	31	30	27	32	30	27	35	24

15-18
April

The Ultra-Low Emission Zone in London sets minimum exhaust emission standards for vehicles and if the vehicle doesn't meet the emission standards then drivers will be charged to enter the specified area.
Do you think the introduction of the Ultra-Low Emission Zone in London is positive or negative for London?*

Very positive	29	28	30	31	30	26	29	32	25	35	32	26	30	24
Fairly positive	35	36	35	36	35	34	36	36	34	37	34	38	31	37
TOTAL POSITIVE	64	64	65	67	65	61	65	68	59	71	66	64	61	61
Fairly negative	11	13	9	15	11	11	10	12	10	12	13	9	12	12
Very negative	11	11	10	3	9	15	14	8	15	7	7	13	12	12
TOTAL NEGATIVE	22	25	19	18	21	26	24	20	25	19	20	22	24	23
Don't know	14	12	16	15	14	13	11	12	16	9	14	14	15	16

Do you think the introduction of the Ultra-Low Emission Zone (ULEZ) will have a positive or negative effect on...?
Air pollution

Very positive effect	26	20	32	36	25	26	20	26	25	27	22	23	25	31
Fairly positive effect	41	41	41	35	42	36	47	43	38	38	54	44	38	37
TOTAL POSITIVE EFFECT	67	61	73	72	67	63	67	70	63	65	76	67	62	68
No real effect	23	29	18	14	23	28	25	23	24	25	15	24	27	22
Fairly negative effect	2	3	2	1	2	3	3	1	5	4	1	1	3	2
Very negative effect	1	0	1	0	1	1	2	1	1	2	1	0	1	0
TOTAL NEGATIVE EFFECT	3	4	3	1	3	4	5	1	6	6	2	1	5	2
Don't know	7	7	6	13	7	6	3	6	7	4	7	8	6	8

The health of Londoners

Very positive effect	23	18	27	28	22	25	18	24	20	24	21	25	21	22
Fairly positive effect	39	39	40	34	42	32	45	40	39	40	45	38	37	40
TOTAL POSITIVE EFFECT	62	57	67	62	64	56	63	64	59	65	65	63	58	62
No real effect	28	34	23	24	26	36	31	27	31	27	24	29	30	29
Fairly negative effect	2	1	2	1	2	1	2	1	2	3	3	0	2	0
Very negative effect	1	0	1	1	1	1	2	1	1	2	1	0	1	0
TOTAL NEGATIVE EFFECT	2	2	3	1	3	1	4	2	3	5	4	0	3	0
Don't know	7	8	6	13	7	7	2	7	7	3	7	8	8	9

Congestion

Very positive effect	13	10	15	11	14	11	13	13	12	14	10	11	13	17
Fairly positive effect	30	27	32	37	33	23	22	33	25	29	38	28	27	31
TOTAL POSITIVE EFFECT	43	38	47	48	47	35	35	47	37	43	48	38	39	48
No real effect	39	42	37	32	36	48	45	38	41	41	39	47	38	32
Fairly negative effect	5	6	4	5	4	5	10	4	6	7	5	3	5	5
Very negative effect	3	3	4	1	2	5	5	2	5	2	1	1	6	3
TOTAL NEGATIVE EFFECT	8	8	8	6	6	9	15	6	11	9	6	4	11	9
Don't know	10	12	8	14	11	8	6	9	11	7	7	10	12	11

Combating climate change

Very positive effect	15	10	20	22	16	13	10	15	15	17	14	14	16	16
Fairly positive effect	31	30	31	41	32	27	24	34	26	33	34	27	25	37
TOTAL POSITIVE EFFECT	46	40	51	63	48	40	34	49	41	49	48	41	40	53
No real effect	40	45	35	23	37	46	56	40	41	41	37	45	42	34
Fairly negative effect	2	3	2	1	3	1	3	1	4	3	3	0	4	1

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	1141	471	670	132	548	284	176	799	342	228	166	234	312	201
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very negative effect	2	3	2	1	1	5	4	1	4	2	3	3	2	2
TOTAL NEGATIVE EFFECT	5	5	4	2	4	6	7	2	8	5	6	3	7	3
Don't know	9	9	9	12	11	8	3	8	10	4	9	11	11	9
The environment														
Very positive effect	23	19	27	29	24	23	17	23	23	25	19	20	23	28
Fairly positive effect	40	38	41	38	42	34	40	43	36	35	49	41	36	42
TOTAL POSITIVE EFFECT	63	57	68	67	66	57	57	65	59	60	68	61	59	70
No real effect	26	30	22	19	24	32	30	26	26	29	22	29	28	19
Fairly negative effect	2	2	2	1	2	2	2	1	3	1	2	0	2	2
Very negative effect	2	2	2	1	1	2	5	1	4	4	1	1	2	1
TOTAL NEGATIVE EFFECT	4	4	3	3	3	4	8	2	7	5	4	1	5	3
Don't know	8	8	7	12	7	8	5	7	8	6	7	8	9	8
The pleasantness of Central London														
Very positive effect	21	16	25	18	22	22	17	20	21	28	13	17	21	22
Fairly positive effect	35	35	34	40	34	31	39	39	29	34	48	30	33	33
TOTAL POSITIVE EFFECT	55	51	59	58	55	53	57	59	50	62	61	47	55	55
No real effect	31	34	29	28	30	34	35	30	33	30	29	38	29	30
Fairly negative effect	2	3	2	3	2	3	1	2	3	1	3	1	4	1
Very negative effect	3	3	2	1	2	4	4	1	5	4	0	4	2	3
TOTAL NEGATIVE EFFECT	5	6	4	3	4	7	5	3	7	5	3	4	6	4
Don't know	8	9	8	11	10	6	3	7	10	3	7	10	10	11

Through which, if any, of the following is
how you heard about the Ultra-Low Emission
Zone? Please tick all that apply.

[Seen only by respondents who said that they
knew a lot, a little or not very much about the
ULEZ; n=968]

In the news	45	47	43	33	40	51	59	44	46	39	38	46	51	46
Online (eg social networks, websites, apps)	21	24	18	41	21	20	15	24	17	23	25	22	23	15
Friends and family	19	15	23	35	21	15	6	19	18	21	26	13	20	16
Print newspaper or magazine	18	22	13	26	12	21	26	19	16	29	27	15	13	10
Roadside traffic sign	16	19	13	31	13	16	19	18	13	23	14	17	16	10
Radio advert	15	17	13	9	14	20	15	14	16	11	12	16	19	15
Billboard	10	11	9	11	11	8	8	11	8	12	11	5	10	10
Television advert	9	10	9	2	8	14	12	9	10	8	7	14	7	11
London underground announcement	7	6	9	6	9	5	8	9	5	13	11	4	6	5
Advert on the side of a bus	7	9	5	9	8	7	2	7	7	11	9	4	6	7
Other (see Tab 5)	5	4	7	8	5	5	4	4	7	8	3	5	3	6
Don't know/can't remember	11	12	10	4	15	10	4	10	13	7	5	17	11	12

Since hearing about the Ultra-Low Emission
Zone (ULEZ), have you or have you not done
any of the following?

[Seen only by respondents who said that they
knew a lot, a little or not very much about the
ULEZ; n=968]

Checked to see whether my vehicle would be
subject to a charge

I have done this	34	41	27	34	30	45	33	34	35	30	32	38	40	28
I have not done this	66	59	73	66	70	55	67	66	65	70	68	62	60	72

Checked to see whether the Ultra-Low
Emission Zone (ULEZ) will apply where I
usually drive

I have done this	27	31	22	31	24	35	23	28	24	27	25	24	28	28
I have not done this	73	69	78	69	76	65	77	72	76	73	75	76	72	72

Changed my vehicle to one not subject to a
charge

Sample Size: 1141 London Adults
Fieldwork: 15th - 18th April 2019

	Gender		Age				Social Grade		London Region				
Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
1141	558	583	124	613	230	173	673	468	218	159	226	313	226
1141	471	670	132	548	284	176	799	342	228	166	234	312	201
I have done this	%	%	%	%	%	%	%	%	%	%	%	%	%
I have not done this	5	4	6	3	6	4	3	5	5	5	6	3	4
	95	96	94	97	94	96	97	95	95	95	94	97	96

Changed my travel plans to avoid the Ultra-Low Emission Zone (ULEZ)

I have done this	8	8	8	7	9	7	6	7	10	8	3	8	9	10
I have not done this	92	92	92	93	91	93	94	93	90	92	97	92	91	90

Changed how I plan to travel in the Ultra-Low Emission Zone (ULEZ), such as using public transport, walking or cycling

I have done this	9	8	10	6	9	9	9	8	10	10	8	5	11	10
I have not done this	91	92	90	94	91	91	91	92	90	90	92	95	89	90

Checked to see when the Ultra-Low Emission Zone (ULEZ) would come in to

I have done this	25	29	22	24	23	34	23	25	26	24	25	26	28	24
I have not done this	75	71	78	76	77	66	77	75	74	76	75	74	72	76

Checked to see what the Ultra-Low Emission Zone (ULEZ) is

I have done this	31	34	27	25	28	42	27	31	29	27	30	30	33	31
I have not done this	69	66	73	75	72	58	73	69	71	73	70	70	67	69

From what you have seen or heard, what do you think the operating hours of the Ultra-Low Emission Zone are? If you're unsure, please tick don't know.*

[Seen only by respondents who said that they knew a lot, a little or not very much about the ULEZ; n=968]

9am – 5pm - Monday to Friday	6	4	7	12	6	3	3	6	5	7	6	5	6	5
9am – 5pm - 7 days a week	3	3	3	13	3	2	1	3	3	1	3	1	2	9
7am – 6pm – Monday to Friday	6	4	8	4	7	6	3	8	3	8	7	5	6	4
7am – 6pm - 7 days a week	4	3	5	3	4	3	4	4	4	4	4	5	3	4
24hrs a day - Monday to Friday	1	2	1	1	2	1	0	1	2	4	1	0	1	2
24hrs a day - 7 days a week	44	52	35	42	39	55	45	43	44	45	42	47	44	41
Another operating period	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	36	32	40	25	38	30	43	34	39	31	37	37	39	36

Typically, how often, if at all, do you drive a car in the Congestion Charge zone?

[To all]

Every day	1	1	1	0	1	0	1	0	1	0	0	0	1	1
Most days	0	1	0	0	0	1	0	1	0	0	0	0	1	1
Two or three times a week	2	3	1	1	3	0	0	2	1	1	0	1	1	5
Once a week	2	2	2	0	3	2	0	2	2	3	3	1	2	3
Once a fortnight	2	2	1	1	2	1	0	1	2	1	3	3	0	2
Once a month	3	3	2	0	3	4	3	3	2	2	2	4	3	3
Less often than once a month	33	37	29	29	29	42	36	36	28	24	37	38	35	31
Don't know	6	7	4	5	6	6	4	6	5	6	2	6	7	6
Not applicable – I don't/can't drive	52	44	60	63	52	45	57	48	59	63	53	47	50	51

*Questions with * at end of question wording has been adapted slightly to reflect the fact that the ULEZ zone was introduced in April 2019

Social Media

Do you follow the Mayor of London on Twitter?

Sample Size: 1141 London Adults
Fieldwork: 15th - 18th April 2019

	Gender		Age				Social Grade		London Region				
Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
1141	558	583	124	613	230	173	673	468	218	159	226	313	226
1141	471	670	132	548	284	176	799	342	228	166	234	312	201

	%	%	%	%	%	%	%	%	%	%	%	%	%
I follow the Mayor of London on Twitter	5	4	5	3	6	4	2	7	2	5	7	2	6
I don't follow the Mayor of London on Twitter but have seen tweets from the account	14	16	12	13	18	12	5	16	11	15	13	11	17
I don't follow the Mayor of London on Twitter and haven't seen anything from the account	29	31	28	34	30	31	22	30	29	32	34	38	26
Not applicable – I am not on Twitter	46	42	50	37	39	52	71	43	50	42	41	45	47
Don't know	6	7	5	13	8	1	0	4	8	7	5	4	4

Do you “like” the Mayor of London’s account on Facebook?

I “like” the Mayor of London’s account on Facebook	4	4	4	5	6	2	2	4	4	6	3	2	5	5
I don’t “like” the Mayor of London’s account on Facebook but have seen posts or content from the account	6	6	6	8	8	4	1	7	4	7	7	4	5	7
I don’t “like” the Mayor of London’s account on Facebook and haven’t seen anything from the account	48	44	52	59	46	51	44	47	50	52	57	53	38	47
Not applicable – I am not on Facebook	29	31	27	15	29	30	37	31	25	20	24	30	36	29
Don't know	13	15	11	13	12	13	16	10	17	15	10	11	16	12

How much, if at all, do you trust content from each of the following sources?

Facebook														
Trust a lot	1	1	1	1	1	3	0	1	2	0	1	0	2	3
Trust a little	18	16	19	27	17	17	16	18	18	24	13	18	17	16
TOTAL TRUST	19	18	21	28	18	19	16	19	20	24	14	18	18	19
Do not trust much	31	27	35	30	32	28	35	32	31	29	42	29	31	29
Do not trust at all	33	38	28	29	34	36	29	35	29	34	25	35	32	36
TOTAL DO NOT TRUST	64	65	64	59	65	65	64	67	60	63	66	64	63	65
Don't know	17	18	16	13	17	16	20	14	20	12	19	17	18	16

Snapchat														
Trust a lot	2	2	2	2	2	1	1	2	1	1	0	1	3	3
Trust a little	8	7	10	23	8	4	5	9	8	14	9	4	7	9
TOTAL TRUST	10	8	12	25	10	5	5	10	10	14	10	5	10	11
Do not trust much	22	20	24	31	23	20	14	24	19	23	23	16	22	26
Do not trust at all	32	36	28	30	32	34	32	33	31	35	29	39	28	29
TOTAL DO NOT TRUST	54	56	52	61	55	54	46	56	51	59	52	55	50	55
Don't know	36	36	36	14	35	40	49	33	40	27	38	40	40	33

Instagram														
Trust a lot	2	3	1	4	2	2	0	3	1	1	3	1	3	3
Trust a little	18	17	19	28	20	12	8	17	19	28	21	12	12	18
TOTAL TRUST	20	20	20	32	23	14	8	20	20	29	24	13	15	21
Do not trust much	27	23	32	32	29	22	25	30	24	26	27	26	29	28
Do not trust at all	27	31	24	25	24	36	27	28	26	29	24	33	24	26
TOTAL DO NOT TRUST	55	54	55	57	54	58	52	58	50	55	51	59	54	54
Don't know	26	26	25	11	23	28	40	22	30	16	26	28	31	25

Twitter														
Trust a lot	2	2	2	2	2	2	0	2	1	0	2	0	2	4
Trust a little	23	24	22	37	26	17	11	23	22	30	22	20	21	21
TOTAL TRUST	25	25	24	39	28	19	11	25	24	30	24	21	23	25
Do not trust much	27	27	28	24	29	26	25	30	24	28	34	27	28	22
Do not trust at all	23	26	20	16	20	28	27	22	24	24	19	24	19	26
TOTAL DO NOT TRUST	50	53	47	40	50	54	52	52	48	52	53	52	47	48
Don't know	25	22	29	21	22	27	37	23	29	17	22	27	30	27

YouTube														
Trust a lot	3	3	3	2	4	4	1	2	4	1	4	4	3	3
Trust a little	27	30	25	39	27	26	24	27	28	33	23	21	27	31
TOTAL TRUST	30	33	28	41	30	29	25	29	32	35	27	25	30	34
Do not trust much	31	30	33	35	34	26	27	35	26	29	35	34	32	28
Do not trust at all	21	20	21	12	19	26	24	20	21	22	19	21	19	23
TOTAL DO NOT TRUST	52	50	54	46	53	52	51	56	47	50	54	55	51	51
Don't know	18	17	18	12	16	18	24	15	21	15	19	19	19	15

Sample Size: 1141 London Adults
Fieldwork: 15th - 18th April 2019

	Gender		Age				Social Grade		London Region				
Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
1141	558	583	124	613	230	173	673	468	218	159	226	313	226
1141	471	670	132	548	284	176	799	342	228	166	234	312	201
%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Guardian

Trust a lot	21	19	23	20	24	21	13	25	16	24	24	22	19	18
Trust a little	40	37	42	47	38	41	39	42	37	42	38	43	41	34
TOTAL TRUST	61	57	65	67	62	62	52	67	53	66	62	65	60	52
Do not trust much	13	16	10	5	14	12	19	14	13	8	12	10	16	19
Do not trust at all	8	9	6	9	7	10	6	6	9	10	10	4	7	8
TOTAL DO NOT TRUST	21	25	17	14	20	23	26	20	22	18	21	15	23	27
Don't know	18	18	18	19	18	15	22	13	25	16	16	21	17	21

The Times

Trust a lot	15	14	17	15	16	16	13	17	13	17	17	16	13	16
Trust a little	42	39	45	44	40	41	52	44	40	36	47	52	43	35
TOTAL TRUST	58	54	62	59	56	57	65	62	52	53	63	67	56	52
Do not trust much	16	17	15	12	16	19	12	16	16	19	12	10	19	16
Do not trust at all	9	12	6	11	9	10	7	9	9	12	7	4	8	15
TOTAL DO NOT TRUST	25	29	21	23	25	29	19	25	25	31	19	13	27	31
Don't know	17	17	17	17	19	14	16	14	23	15	17	19	17	17

The Daily Mail

Trust a lot	4	4	5	3	4	7	6	5	4	4	3	5	4	5
Trust a little	25	26	24	26	20	27	38	21	30	22	22	28	27	23
TOTAL TRUST	29	30	29	29	23	34	44	26	34	26	26	33	31	28
Do not trust much	22	22	22	22	20	23	26	23	20	21	25	20	23	20
Do not trust at all	37	36	37	35	43	32	23	41	30	40	38	31	34	41
TOTAL DO NOT TRUST	58	57	59	57	63	55	49	64	50	62	63	51	57	61
Don't know	12	13	12	15	14	11	7	9	16	12	11	15	12	11

The Mirror

Trust a lot	3	5	2	5	4	3	2	3	4	3	0	3	4	6
Trust a little	23	22	24	19	19	29	30	22	24	24	20	30	19	23
TOTAL TRUST	26	27	26	24	23	32	32	25	28	27	21	32	23	29
Do not trust much	32	33	32	32	31	35	36	33	32	28	39	28	39	28
Do not trust at all	25	25	25	29	29	19	16	29	20	30	25	22	23	28
TOTAL DO NOT TRUST	58	59	57	62	60	53	52	62	52	57	65	49	61	56
Don't know	16	14	18	15	17	14	16	13	20	16	15	18	16	15

Huffington Post UK (Huff Post)

Trust a lot	5	5	5	3	6	4	2	7	2	6	4	5	6	4
Trust a little	30	30	30	37	31	25	28	32	27	36	27	26	30	31
TOTAL TRUST	35	35	35	40	37	30	30	39	29	42	31	30	36	35
Do not trust much	19	20	17	19	18	22	16	20	17	16	24	18	18	20
Do not trust at all	11	12	10	14	10	13	10	11	11	12	12	8	9	14
TOTAL DO NOT TRUST	30	32	27	34	28	35	26	31	28	28	36	26	27	34
Don't know	36	34	37	27	35	36	45	30	43	30	33	44	37	31

The Evening Standard

Trust a lot	9	8	10	12	9	12	4	9	10	11	6	13	9	7
Trust a little	41	39	43	45	39	37	49	44	37	43	42	45	40	35
TOTAL TRUST	50	47	53	57	48	49	53	53	46	54	49	57	49	42
Do not trust much	20	24	17	10	23	17	22	20	20	19	29	14	18	24
Do not trust at all	13	15	12	12	13	17	10	13	14	15	9	8	15	16
TOTAL DO NOT TRUST	33	38	29	22	35	35	32	33	34	34	38	22	33	40
Don't know	17	15	19	21	17	16	15	14	20	12	13	21	18	18

The Metro

Trust a lot	6	6	6	6	5	9	3	5	7	7	6	4	5	8
Trust a little	45	44	46	46	43	44	51	47	42	44	44	57	42	40
TOTAL TRUST	51	50	52	53	49	53	54	52	49	51	50	61	46	48
Do not trust much	23	25	21	15	26	21	20	24	22	23	28	15	25	23
Do not trust at all	11	10	11	14	11	12	5	11	10	11	8	7	12	14
TOTAL DO NOT TRUST	34	36	32	29	37	33	25	35	32	34	37	22	37	38
Don't know	15	14	16	18	14	13	21	13	19	15	13	17	17	15

The Sun

Trust a lot	1	1	1	0	2	1	1	1	1	0	0	1	2	3
Trust a little	14	14	15	24	11	16	16	12	17	15	15	15	14	13
TOTAL TRUST	16	15	16	24	13	17	17	14	18	15	15	15	17	16
Do not trust much	25	25	24	21	21	31	33	25	25	21	27	27	26	22
Do not trust at all	46	45	46	43	52	39	34	50	41	52	45	40	43	50

Sample Size: 1141 London Adults
Fieldwork: 15th - 18th April 2019

	Gender		Age				Social Grade		London Region				
Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
1141	558	583	124	613	230	173	673	468	218	159	226	313	226
1141	471	670	132	548	284	176	799	342	228	166	234	312	201
	%	%	%	%	%	%	%	%	%	%	%	%	%
TOTAL DO NOT TRUST	71	71	64	73	71	66	74	65	73	72	68	68	73
Don't know	14	15	13	12	14	12	16	12	16	11	13	17	15
The Independent													
Trust a lot	14	14	15	13	15	19	8	18	9	14	15	17	14
Trust a little	45	43	47	41	43	44	54	46	43	47	50	45	47
TOTAL TRUST	59	56	62	54	58	62	62	64	52	61	64	63	61
Do not trust much	15	17	14	12	17	13	17	14	18	14	13	10	16
Do not trust at all	6	7	6	12	5	8	4	6	7	10	4	5	8
TOTAL DO NOT TRUST	22	24	20	24	22	22	21	20	25	23	18	15	21
Don't know	19	20	18	22	20	16	17	16	23	15	18	22	18
BBC News													
Trust a lot	32	30	33	39	32	31	24	34	29	36	30	38	29
Trust a little	40	38	42	37	36	41	54	41	38	35	43	39	42
TOTAL TRUST	72	68	75	76	69	72	78	75	67	71	73	77	71
Do not trust much	12	16	9	9	13	14	10	12	12	12	11	7	13
Do not trust at all	8	9	7	6	8	11	8	7	11	10	6	8	10
TOTAL DO NOT TRUST	20	25	16	15	21	25	18	19	22	21	17	14	23
Don't know	8	7	9	9	11	3	4	6	11	8	10	9	6
ITV News													
Trust a lot	18	18	19	22	17	24	14	20	16	18	20	26	14
Trust a little	50	47	53	44	46	53	63	51	49	47	45	51	53
TOTAL TRUST	68	64	72	66	63	77	77	70	65	65	65	76	68
Do not trust much	12	15	9	11	14	9	8	13	10	14	10	9	14
Do not trust at all	6	6	5	8	5	7	3	5	7	9	1	4	7
TOTAL DO NOT TRUST	17	21	15	19	19	16	12	18	17	22	11	13	21
Don't know	14	15	13	15	18	7	11	12	18	13	24	11	12

LBOC Programme

Before doing this survey, how aware, if at all, were you of the London Borough of Culture programme?

I was aware of the programme and have paid close attention to the details	2	1	3	2	2	0	2	2	2	2	2	1	1	3
I was aware of the programme and have paid some attention to the details	5	6	4	7	5	6	2	7	3	3	9	3	5	6
I was aware of the programme but hadn't really paid much attention to the details	15	16	15	11	15	20	14	16	14	11	17	13	19	16
I was not aware of the programme at all	78	77	79	80	77	74	82	75	81	84	72	83	75	76

Waltham Forest is the London Borough of Culture this year. Does knowing this make you more or less likely to visit Waltham Forest, or does it make no difference?

A lot more likely to visit	3	3	3	2	3	3	1	3	2	4	4	1	3	2
A little more likely to visit	11	11	12	13	13	11	5	12	10	11	14	9	14	8
TOTAL MORE LIKELY	14	14	15	16	16	14	6	15	12	14	18	10	17	10
A little less more likely to visit	2	3	2	2	3	2	1	3	2	1	4	1	1	5
A lot less more likely to visit	1	2	1	3	1	2	0	1	2	1	1	1	1	3
TOTAL LESS LIKELY	4	5	3	5	4	4	1	3	4	2	5	1	2	8
No difference – I was planning on visiting Waltham Forest and still will	6	7	5	5	7	5	5	8	3	3	15	1	10	3
No difference – I wasn't planning on visiting Waltham Forest and still won't	65	62	68	61	58	73	83	65	65	68	52	81	55	69
Don't know	11	13	9	14	14	6	5	8	16	12	10	7	15	10