YouGov / Mayor of London Survey Results

Sample Size: 1140 London Adults
Fieldwork: 12th - 16th November 2021

	Total	Gender		Age				Social Grade		Region (1)				
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Weighted Sample	**1140**	561	579	123	605	236	176	673	467	213	147	239	332	209
Unweighted Sample	1140	472	668	125	561	252	202	743	397	222	149	234	330	205

Which of the following policy areas, if any, do you think should be the main priorities for London? Please rank your top three.

Making public transport more affordable

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Ranked first	**5**	6	4	4	6	3	4	6	3	7	8	4	3	3
Ranked second	**7**	6	8	8	5	11	8	6	8	7	8	8	5	7
Ranked third	**8**	9	7	4	7	10	9	8	8	5	9	8	9	7
Don't know	**8**	8	8	9	11	3	4	6	11	10	4	7	9	8
Not ranked	**73**	72	73	74	72	73	74	74	70	70	71	74	73	74

Making walking and cycling safer and easier

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Ranked first	**2**	1	3	3	1	4	0	2	2	3	0	1	2	3
Ranked second	**3**	3	3	1	3	3	3	3	2	2	4	4	2	3
Ranked third	**3**	5	2	4	3	4	3	4	3	3	4	3	4	4
Don't know	**8**	8	8	9	11	3	4	6	11	10	4	7	9	8
Not ranked	**84**	83	85	83	81	87	89	85	82	81	88	86	83	83

Building more genuinely affordable homes

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Ranked first	**13**	14	11	13	12	14	13	12	13	16	10	13	11	13
Ranked second	**13**	13	13	15	14	12	13	14	12	14	11	14	14	12
Ranked third	**7**	7	7	10	6	10	6	6	9	7	6	6	6	12
Don't know	**8**	8	8	9	11	3	4	6	11	10	4	7	9	8
Not ranked	**59**	57	60	53	57	62	64	62	55	53	69	61	60	54

Giving renters a better deal

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Ranked first	**4**	4	5	4	4	4	6	4	5	8	3	3	4	4
Ranked second	**6**	7	5	8	6	6	3	6	7	9	9	5	4	6
Ranked third	**4**	3	4	2	5	3	2	4	3	1	5	4	5	4
Don't know	**8**	8	8	9	11	3	4	6	11	10	4	7	9	8
Not ranked	**78**	77	79	77	74	84	84	81	74	72	79	81	79	79

A real push to tackle homelessness

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Ranked first	**6**	7	5	10	6	5	5	5	8	4	8	4	6	8
Ranked second	**8**	6	9	4	8	10	5	8	8	7	6	3	8	13
Ranked third	**10**	8	12	10	9	10	12	10	9	13	11	14	8	4
Don't know	**8**	8	8	9	11	3	4	6	11	10	4	7	9	8
Not ranked	**69**	71	66	67	66	72	73	71	65	65	71	73	68	67

Strengthening relationships between Londoners from different backgrounds

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Ranked first	**1**	1	1	1	1	1	0	1	1	1	1	1	1	1
Ranked second	**2**	3	1	1	3	1	1	1	3	2	0	2	2	3
Ranked third	**3**	3	3	0	3	5	2	4	2	1	4	4	4	1
Don't know	**8**	8	8	9	11	3	4	6	11	10	4	7	9	8
Not ranked	**86**	85	87	88	82	91	92	88	83	85	91	87	82	87

Making London safer for women and girls

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Ranked first	**10**	8	12	14	11	8	7	10	10	9	11	7	12	9
Ranked second	**10**	10	11	13	9	12	10	12	8	11	13	10	11	7
Ranked third	**10**	7	12	7	9	11	11	8	12	10	10	8	10	10
Don't know	**8**	8	8	9	11	3	4	6	11	10	4	7	9	8
Not ranked	**62**	67	57	57	60	66	68	64	59	59	63	68	57	65

Protecting jobs, supporting new skills and development opportunities

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Ranked first	**5**	5	6	2	6	5	7	5	6	6	5	8	5	3
Ranked second	**7**	9	5	2	8	10	3	7	7	4	11	9	7	6
Ranked third	**10**	9	11	15	10	8	9	10	9	10	10	11	10	9
Don't know	**8**	8	8	9	11	3	4	6	11	10	4	7	9	8
Not ranked	**70**	69	71	72	65	74	77	72	67	70	71	65	69	75

Making London's arts and culture the best in the world

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Ranked first	**1**	0	1	1	1	0	1	1	0	0	1	0	2	0
Ranked second	**1**	1	1	0	1	1	2	1	2	1	1	1	1	1
Ranked third	**2**	2	2	2	2	3	2	2	2	2	0	2	3	1
Don't know	**8**	8	8	9	11	3	4	6	11	10	4	7	9	8
Not ranked	**88**	89	88	87	86	93	91	90	85	86	94	90	85	89

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Fieldwork: 12th - 16th November 2021

		Gender		Age				Social Grade		Region (1)				
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Weighted Sample	1140	561	579	123	605	236	176	673	467	213	147	239	332	209
Unweighted Sample	1140	472	668	125	561	252	202	743	397	222	149	234	330	205

Making London a truly 24 hour city

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Ranked first	2	2	2	2	2	2	1	2	2	1	1	1	2	4
Ranked second	2	3	1	2	3	1	1	2	3	2	3	0	4	1
Ranked third	3	4	2	2	4	2	2	3	2	3	1	2	3	4
Don't know	8	8	8	9	11	3	4	6	11	10	4	7	9	8
Not ranked	85	83	87	85	81	92	92	87	82	83	91	90	82	83

Tackling air pollution in London

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Ranked first	5	5	5	3	4	6	7	5	5	6	3	4	5	4
Ranked second	7	6	9	9	7	7	8	9	6	9	8	8	6	8
Ranked third	6	7	6	7	6	7	7	8	5	8	7	6	5	7
Don't know	8	8	8	9	11	3	4	6	11	10	4	7	9	8
Not ranked	73	74	73	72	72	78	73	73	74	66	78	75	75	73

Tackling crime and making London safer

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Ranked first	23	23	22	15	20	30	27	21	24	11	30	30	22	23
Ranked second	12	12	13	17	10	12	18	11	14	12	11	13	13	12
Ranked third	12	13	11	10	11	12	16	13	11	14	12	12	9	14
Don't know	8	8	8	9	11	3	4	6	11	10	4	7	9	8
Not ranked	45	44	46	49	48	43	34	49	40	53	43	39	47	44

Supporting businesses and promoting economic growth in London

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Ranked first	5	6	4	4	5	6	6	7	3	4	3	6	7	4
Ranked second	6	7	5	4	5	8	9	6	6	3	5	8	6	7
Ranked third	6	8	5	10	6	5	6	6	7	3	7	6	7	9
Don't know	8	8	8	9	11	3	4	6	11	10	4	7	9	8
Not ranked	75	71	78	74	74	78	74	75	74	79	81	74	71	72

Tackling the climate emergency and improving the environment

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Ranked first	11	11	12	14	11	10	12	14	8	13	14	11	9	13
Ranked second	7	6	8	9	7	4	11	8	6	6	4	10	8	7
Ranked third	8	8	8	8	9	7	7	9	7	7	10	9	8	6
Don't know	8	8	8	9	11	3	4	6	11	10	4	7	9	8
Not ranked	65	67	64	61	62	75	65	63	68	63	69	64	65	66

And which of the following policy areas, if any, do you think Sadiq Khan, the Mayor of London, is prioritising at the moment? Please rank your top three.

Making public transport more affordable

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Ranked first	4	4	3	6	5	2	1	4	3	5	5	4	3	3
Ranked second	3	2	3	2	3	2	3	2	3	2	4	2	4	1
Ranked third	3	3	3	2	3	2	5	3	3	3	1	3	4	2
Don't know	40	41	39	51	41	35	36	40	40	41	32	42	39	45
Not ranked	51	49	52	40	48	59	54	50	51	49	58	49	51	48

Making walking and cycling safer and easier

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Ranked first	7	7	7	2	6	9	10	8	6	7	12	7	7	4
Ranked second	10	10	10	3	10	13	14	11	10	9	12	13	10	8
Ranked third	6	5	8	6	6	7	6	6	6	4	11	6	8	3
Don't know	40	41	39	51	41	35	36	40	40	41	32	42	39	45
Not ranked	36	36	36	37	37	36	34	35	38	39	34	33	36	40

Building more genuinely affordable homes

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Ranked first	2	1	3	0	2	4	2	2	2	3	1	2	2	2
Ranked second	2	2	2	3	1	3	3	2	2	3	1	3	2	2
Ranked third	2	1	3	1	2	3	2	2	2	2	2	2	1	2
Don't know	40	41	39	51	41	35	36	40	40	41	32	42	39	45
Not ranked	54	54	54	45	54	56	56	53	54	50	64	51	56	50

Giving renters a better deal

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Ranked first	1	2	1	2	1	1	1	1	1	1	1	0	1	3
Ranked second	2	1	2	2	2	3	2	1	3	2	2	1	2	2
Ranked third	2	1	2	2	2	1	1	2	2	3	2	1	1	2
Don't know	40	41	39	51	41	35	36	40	40	41	32	42	39	45
Not ranked	55	55	56	42	54	60	59	56	54	53	64	56	56	48

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	Total	Gender		Age				Social Grade		Region (1)				
		Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Weighted Sample	**1140**	561	579	123	605	236	176	673	467	213	147	239	332	209
Unweighted Sample	1140	472	668	125	561	252	202	743	397	222	149	234	330	205

A real push to tackle homelessness

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Ranked first	**1**	1	1	5	1	0	2	0	3	1	1	0	2	3
Ranked second	**1**	1	1	0	1	2	1	1	1	0	2	1	1	0
Ranked third	**2**	2	2	4	1	2	1	2	2	0	1	3	3	1
Don't know	**40**	41	39	51	41	35	36	40	40	41	32	42	39	45
Not ranked	**56**	55	56	40	55	61	60	57	54	58	64	55	55	50

Strengthening relationships between Londoners from different backgrounds

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Ranked first	**3**	3	2	1	2	3	5	1	4	3	2	5	2	2
Ranked second	**3**	3	4	4	3	4	3	4	2	4	4	5	1	3
Ranked third	**5**	6	5	9	5	5	3	6	5	7	7	3	5	6
Don't know	**40**	41	39	51	41	35	36	40	40	41	32	42	39	45
Not ranked	**49**	48	49	34	48	54	52	49	49	45	56	46	53	44

Making London safer for women and girls

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Ranked first	**3**	3	4	2	3	3	4	3	4	3	7	3	2	3
Ranked second	**4**	6	2	4	4	3	4	4	4	5	4	3	3	4
Ranked third	**4**	4	4	2	4	3	6	4	4	2	3	4	4	7
Don't know	**40**	41	39	51	41	35	36	40	40	41	32	42	39	45
Not ranked	**49**	46	51	41	48	56	50	49	48	49	54	48	52	40

Protecting jobs, supporting new skills and development opportunities

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Ranked first	**3**	3	2	4	3	3	1	3	2	4	1	4	1	3
Ranked second	**3**	2	3	2	3	1	3	2	3	4	3	2	3	2
Ranked third	**2**	2	3	2	3	2	2	3	2	3	1	2	3	3
Don't know	**40**	41	39	51	41	35	36	40	40	41	32	42	39	45
Not ranked	**52**	52	53	40	50	60	59	52	53	48	63	52	54	47

Making London's arts and culture the best in the world

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Ranked first	**1**	1	1	1	1	2	1	1	2	0	3	0	2	1
Ranked second	**2**	2	3	7	2	2	1	2	3	2	2	2	2	3
Ranked third	**4**	4	3	6	3	3	4	4	2	3	3	4	4	3
Don't know	**40**	41	39	51	41	35	36	40	40	41	32	42	39	45
Not ranked	**53**	52	53	35	53	58	58	52	53	53	60	52	53	47

Making London a truly 24 hour city

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Ranked first	**4**	4	4	5	5	4	2	4	4	3	1	4	6	3
Ranked second	**5**	6	5	2	5	8	6	5	7	4	6	7	6	3
Ranked third	**6**	4	7	2	6	5	8	5	7	5	7	7	5	5
Don't know	**40**	41	39	51	41	35	36	40	40	41	32	42	39	45
Not ranked	**45**	44	46	41	43	49	48	47	42	46	54	41	44	43

Tackling air pollution in London

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Ranked first	**16**	16	17	7	15	19	23	17	15	17	19	14	17	15
Ranked second	**9**	9	8	5	9	11	9	9	8	8	11	9	9	6
Ranked third	**7**	8	6	4	8	9	6	8	7	5	12	10	7	5
Don't know	**40**	41	39	51	41	35	36	40	40	41	32	42	39	45
Not ranked	**28**	26	29	33	27	26	27	26	30	29	26	25	29	29

Tackling crime and making London safer

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Ranked first	**6**	6	6	5	6	6	4	5	6	4	5	7	6	5
Ranked second	**4**	3	5	4	5	3	5	4	5	2	5	3	5	6
Ranked third	**5**	6	4	4	4	6	8	5	5	9	8	2	4	4
Don't know	**40**	41	39	51	41	35	36	40	40	41	32	42	39	45
Not ranked	**45**	44	46	36	44	50	48	46	44	45	50	46	46	40

Supporting businesses and promoting economic growth in London

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Ranked first	**4**	3	5	3	4	5	4	5	3	4	2	4	5	3
Ranked second	**5**	6	5	4	6	5	4	6	5	6	5	3	6	7
Ranked third	**6**	7	6	4	7	9	3	6	6	8	6	5	7	5
Don't know	**40**	41	39	51	41	35	36	40	40	41	32	42	39	45
Not ranked	**44**	43	45	38	42	47	52	43	46	40	55	46	44	40

Tackling the climate emergency and improving the environment

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Ranked first	**5**	5	5	5	5	5	4	5	5	5	7	4	5	4
Ranked second	**6**	6	6	8	4	8	7	6	5	7	6	6	5	6
Ranked third	**5**	5	5	2	4	8	9	5	6	4	5	6	5	7
Don't know	**40**	41	39	51	41	35	36	40	40	41	32	42	39	45
Not ranked	**44**	43	45	34	45	45	44	44	43	43	50	44	45	38

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	Total	Gender		Age				Social Grade		Region (1)				
		Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Weighted Sample	**1140**	561	579	123	605	236	176	673	467	213	147	239	332	209
Unweighted Sample	1140	472	668	125	561	252	202	743	397	222	149	234	330	205

To what extent do you think coronavirus poses a risk to...

...people in London?

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Major risk	**17**	15	19	15	19	17	13	17	18	14	20	18	16	19
Significant risk	**37**	33	41	31	32	46	47	36	38	38	32	39	37	37
TOTAL MAJOR/SIGNIFICANT RISK	**54**	**49**	**59**	**46**	**51**	**62**	**60**	**53**	**56**	**52**	**52**	**56**	**54**	**56**
Moderate risk	**32**	34	30	35	35	25	30	33	30	33	35	34	32	26
Minor risk	**9**	11	7	11	8	10	9	9	8	10	9	7	8	11
TOTAL MODERATE/MINOR RISK	**41**	**45**	**37**	**46**	**42**	**36**	**39**	**42**	**39**	**43**	**44**	**41**	**41**	**37**
No risk at all	**2**	2	1	3	2	1	1	2	2	2	1	1	2	2
Don't know	**3**	4	2	5	5	0	0	3	4	3	4	1	3	5

...you personally?

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Major risk	**11**	11	11	7	12	12	9	10	12	9	9	11	14	9
Significant risk	**21**	20	23	8	22	24	25	20	23	24	21	24	15	26
TOTAL MAJOR/SIGNIFICANT RISK	**32**	**31**	**34**	**15**	**34**	**36**	**35**	**30**	**36**	**33**	**30**	**35**	**29**	**35**
Moderate risk	**32**	29	34	28	30	34	36	33	29	26	34	35	36	26
Minor risk	**27**	30	24	40	25	26	26	29	24	31	29	25	25	27
TOTAL MODERATE/MINOR RISK	**59**	**59**	**59**	**68**	**56**	**60**	**62**	**62**	**54**	**57**	**63**	**60**	**61**	**53**
No risk at all	**5**	6	4	12	5	3	3	5	6	5	3	3	6	6
Don't know	**4**	3	4	5	5	1	0	3	5	4	4	1	3	5

Are you currently doing any of the following?

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
I'm self-isolating because I or a member of my household has coronavirus symptoms or has had a positive test result (e.g. I'm/we're staying at home, avoiding other people, other people bring us/me supplies)	**1**	1	1	1	1	1	1	1	1	1	1	0	2	1
I'm self-isolating because I am in a category of people more vulnerable to coronavirus	**3**	3	2	4	2	1	4	2	4	2	1	5	0	6
I'm self-isolating because I am required to (e.g. contacted by NHS Test and Trace, pinged by NHS COVID-19 App, returning from a country not on the green list)	**1**	1	1	3	1	1	0	1	1	1	1	1	2	1
I'm carrying out social distancing (e.g. limiting who I meet up with, wearing masks in crowded places or staying two metres apart from those I don't live with)	**30**	31	29	15	26	41	41	29	32	23	30	33	30	34
I'm carrying out some safety measures but not completely social distancing (e.g. reducing my contact with other people or wearing masks in crowded places)	**36**	33	39	36	35	39	34	39	31	41	39	37	33	32
I'm carrying on as normal	**27**	29	26	36	32	17	21	26	29	31	22	24	30	27
Don't know	**2**	2	2	6	2	0	0	2	2	1	6	1	2	1

Which of the following describes your personal situation in regard to vaccination for COVID-19?

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
I have received one dose of a coronavirus vaccine	**2**	2	2	3	2	2	1	1	3	4	2	1	2	1
I have received two doses of a coronavirus vaccine	**61**	63	60	66	75	61	12	67	53	62	56	63	61	63
I have received two doses of a coronavirus vaccine and a booster	**26**	26	25	7	9	35	82	23	30	24	33	29	23	22
I have not received any coronavirus vaccine	**7**	7	7	15	8	1	4	6	8	9	4	5	7	9
Don't know	**1**	1	2	1	2	0	0	1	1	0	0	0	3	2
Prefer not to say	**3**	3	4	8	4	1	1	3	5	2	6	1	4	4

How likely or unlikely are you to take the coronavirus vaccine?

[Only asked to those who have not yet had any coronavirus vaccine; n=66]

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Very likely	**6**	9	4	4	9	0	0	11	2	15	0	6	7	0
Fairly likely	**9**	9	8	3	12	0	5	13	4	3	0	0	13	16
TOTAL LIKELY	**15**	**19**	**12**	**7**	**21**	**0**	**5**	**24**	**5**	**18**	**0**	**6**	**20**	**16**
Fairly unlikely	**11**	12	11	23	9	0	0	8	15	5	0	8	23	9
Very unlikely	**57**	50	65	40	58	100	76	53	62	71	85	52	57	41
TOTAL UNLIKELY	**69**	**61**	**76**	**64**	**68**	**100**	**76**	**61**	**77**	**76**	**85**	**60**	**80**	**51**
Don't know	**16**	20	13	29	12	0	19	15	18	6	15	34	0	33

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Sample Size: 1140 London Adults
Fieldwork: 12th - 16th November 2021

	Total	Gender		Age				Social Grade		Region (1)				
		Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Weighted Sample	**1140**	561	579	123	605	236	176	673	467	213	147	239	332	209
Unweighted Sample	1140	472	668	125	561	252	202	743	397	222	149	234	330	205

If you were offered a booster vaccine for the coronavirus on the NHS, how likely or unlikely would you be to take it?

[Only asked to those who have not had the booster vaccine; n=820]

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Very likely	**55**	58	52	41	52	76	*57*	59	49	56	54	65	50	52
Fairly likely	**19**	19	18	27	20	9	*9*	19	17	21	15	18	18	20
TOTAL LIKELY	**74**	**78**	**70**	**68**	**72**	**85**	**66**	**78**	**67**	**77**	**69**	**83**	**68**	**72**
Fairly unlikely	**6**	5	7	10	6	4	*2*	6	6	7	3	4	9	5
Very unlikely	**11**	10	12	14	11	5	*21*	9	13	11	11	6	11	15
TOTAL UNLIKELY	**17**	**15**	**18**	**24**	**17**	**9**	**23**	**15**	**19**	**18**	**15**	**10**	**20**	**20**
Don't know	**10**	7	12	8	11	7	*12*	7	14	6	17	7	12	9

Which of the following statements about climate change comes closest to your view?

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
I know of lots of things I can do to help protect the environment	**21**	21	21	24	19	26	17	24	16	22	31	21	16	21
I know of some things I can do to help protect the environment	**65**	63	67	60	63	68	72	64	66	69	55	70	67	58
I don't know of any things I can do to help protect the environment	**7**	9	5	8	7	5	5	6	8	2	4	5	8	13
Don't know	**8**	8	7	8	11	2	6	6	11	7	10	4	9	8

Thinking about your habits and everyday life. Which, if any, of the following things do you do?

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Regularly choose to walk, cycle or use public transport more instead of using a car	**54**	53	54	61	47	65	55	59	46	67	49	56	47	52
Avoid\eat less meat	**35**	25	44	35	32	41	38	40	28	41	39	35	31	32
Avoid\eat less dairy produce	**20**	18	23	24	22	21	11	24	16	24	22	14	19	24
Avoid\minimise throwing away food	**64**	60	67	46	57	78	78	66	60	65	56	70	61	65
Avoid\minimise use of single-use plastics	**47**	41	53	36	42	59	54	52	40	43	49	52	43	50
Drive an electric or hybrid car	**8**	10	5	4	11	5	4	8	8	5	10	9	8	8
Think about the environmental impact of products and appliances when making a purchase (for example where it's made / locally sourced, organic, sustainable, reusable, energy efficiency)	**27**	22	31	30	25	30	26	32	19	26	25	26	29	25
Think about the environmental impact when disposing of products and appliances (for example donating to charity, re-selling, using sites such as Free-cycle)	**45**	38	51	32	41	57	52	49	39	47	47	47	44	40
Recycle paper, plastic, card, tins or foil, garden or food waste	**77**	76	78	59	72	88	92	79	73	71	74	87	74	79
Minimise the amount of energy you use at home (for example washing at a lower temperature, switching off lights)	**62**	58	65	44	57	76	72	65	57	61	64	70	59	55
Choose renewable energy options (e.g. have 100% renewable electricity supplier, have installed solar panels or heat pump)	**18**	18	18	14	18	20	16	22	11	18	22	15	19	16
Avoid\minimise air travel	**29**	30	29	19	24	38	43	31	27	26	37	32	25	32
None of the above	**3**	4	3	6	4	0	2	3	3	4	2	1	4	5
Don't know	**4**	3	4	6	5	1	0	2	6	1	4	2	6	3

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Sample Size: 1140 London Adults
Fieldwork: 12th - 16th November 2021

		Gender		Age				Social Grade		Region (1)				
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Weighted Sample	**1140**	561	579	123	605	236	176	673	467	213	147	239	332	209
Unweighted Sample	1140	472	668	125	561	252	202	743	397	222	149	234	330	205

Taking into account the personal costs or changes to lifestyle that would be required, please say whether you would or would not be willing to do each of the following to address climate change?

Regularly choose to walk, cycle or use public transport more instead of using a car

I would be willing to do this	**37**	38	36	39	38	39	28	40	33	41	39	33	36	37
I would not be willing to do this	**10**	10	10	10	9	11	12	9	12	5	14	9	12	11
Don't know	**9**	9	8	8	11	6	5	8	10	5	8	13	10	6
Not Applicable – This does not apply to me	**6**	6	6	3	5	4	12	4	9	3	3	5	7	10
Not Applicable – I am already doing this	**39**	37	41	40	36	41	43	40	36	46	36	41	34	37

Avoid\Eat less meat

I would be willing to do this	**31**	28	34	32	31	30	33	33	29	31	27	30	31	35
I would not be willing to do this	**30**	37	23	31	29	30	30	28	32	31	30	33	28	28
Don't know	**11**	13	8	13	13	7	8	11	11	9	9	12	13	9
Not Applicable – This does not apply to me	**4**	4	3	4	4	3	3	3	5	1	3	2	5	8
Not Applicable – I am already doing this	**25**	17	31	20	23	31	26	26	22	28	30	23	23	20

Avoid\Eat less dairy produce

I would be willing to do this	**32**	30	34	36	35	28	26	34	30	32	36	32	35	27
I would not be willing to do this	**32**	34	31	24	29	38	42	34	30	33	29	37	30	33
Don't know	**15**	17	13	15	14	15	17	12	19	13	14	17	15	14
Not Applicable – This does not apply to me	**4**	4	3	5	5	1	2	3	5	4	3	1	4	7
Not Applicable – I am already doing this	**16**	15	18	21	16	18	12	17	15	17	18	13	17	19

Avoid\minimise throwing away food

I would be willing to do this	**45**	44	46	46	47	44	41	46	44	47	42	43	44	50
I would not be willing to do this	**3**	4	2	5	3	2	2	3	3	3	4	1	5	2
Don't know	**6**	7	5	11	7	2	3	5	7	4	6	7	7	5
Not Applicable – This does not apply to me	**1**	1	1	1	2	1	1	1	2	1	2	1	2	2
Not Applicable – I am already doing this	**45**	44	45	37	41	51	53	45	43	45	46	49	43	42

Avoid\minimise use of single-use plastics (for example plastic straws, coffee stirrers, cotton buds)

I would be willing to do this	**50**	50	50	49	50	50	52	54	44	58	45	49	50	48
I would not be willing to do this	**6**	7	5	18	6	4	1	5	8	5	11	4	5	8
Don't know	**8**	9	8	9	11	4	5	6	11	7	5	8	10	9
Not Applicable – This does not apply to me	**4**	5	4	4	4	3	6	3	6	1	5	1	7	5
Not Applicable – I am already doing this	**32**	29	34	21	29	39	36	32	31	29	34	39	28	30

Use a reusable coffee cup/water bottle

I would be willing to do this	**46**	47	44	44	47	45	44	48	42	48	40	43	49	46
I would not be willing to do this	**4**	5	3	5	4	2	3	2	5	3	7	2	4	3
Don't know	**7**	9	5	4	9	5	6	5	10	6	6	9	8	6
Not Applicable – This does not apply to me	**8**	8	7	9	4	12	14	7	9	10	6	6	7	9
Not Applicable – I am already doing this	**36**	31	41	38	36	36	33	37	33	34	40	39	32	36

Avoid/minimise buying of fast fashion (Inexpensive clothes produced rapidly by mass-market retailers)

I would be willing to do this	**42**	42	43	41	46	38	36	46	37	48	45	40	40	40
I would not be willing to do this	**9**	9	10	14	11	8	3	8	11	7	7	8	12	10
Don't know	**15**	16	15	18	18	10	9	13	18	13	18	15	17	13
Not Applicable – This does not apply to me	**9**	11	6	8	6	10	16	7	10	6	5	9	10	11
Not Applicable – I am already doing this	**25**	22	27	19	19	34	37	26	24	26	25	28	20	26

Buy sustainable products (for example energy saving light bulbs, energy efficient appliances)

I would be willing to do this	**50**	48	52	51	51	48	46	53	45	52	53	47	49	49
I would not be willing to do this	**4**	6	3	11	4	2	3	4	5	5	5	3	6	3
Don't know	**9**	11	7	17	10	5	4	6	12	9	7	11	8	9
Not Applicable – This does not apply to me	**2**	2	2	3	2	2	0	2	2	2	1	1	1	3
Not Applicable – I am already doing this	**35**	34	37	18	32	44	47	35	36	32	34	38	35	35

Recycle household waste including food and garden waste

I would be willing to do this	**45**	44	47	44	47	47	37	48	41	54	41	40	46	45
I would not be willing to do this	**4**	6	2	8	4	3	3	3	5	5	7	1	5	3
Don't know	**7**	9	6	15	9	3	2	6	10	6	3	10	9	7
Not Applicable – This does not apply to me	**4**	4	3	4	5	3	2	3	5	3	3	1	6	4
Not Applicable – I am already doing this	**39**	37	42	28	35	44	56	40	39	32	45	49	34	40

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Sample Size: 1140 London Adults
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Unweighted Sample	1140	472	668	125	561	252	202	743	397	222	149	234	330	205

Minimise the amount of energy you use at home (for example washing at a lower temperature, switching off lights) –

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
I would be willing to do this	43	43	43	45	44	45	37	44	42	44	41	37	46	45
I would not be willing to do this	6	8	5	9	6	6	6	6	7	7	10	5	5	6
Don't know	6	8	5	6	9	2	5	6	7	3	5	8	9	6
Not Applicable – This does not apply to me	1	1	2	2	2	1	1	2	1	0	2	0	3	2
Not Applicable – I am already doing this	43	40	45	39	39	46	52	43	43	45	42	50	37	41

Choose clean energy options (for example have green electricity supplier, installed solar panels or heat pump)

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
I would be willing to do this	46	49	43	51	50	43	30	51	39	45	49	42	46	49
I would not be willing to do this	12	13	11	13	9	11	20	11	12	13	12	15	10	9
Don't know	23	21	25	19	22	24	29	20	28	23	22	26	23	20
Not Applicable – This does not apply to me	9	7	11	10	8	11	9	6	13	10	6	6	10	12
Not Applicable – I am already doing this	10	9	11	7	10	10	12	12	8	9	11	10	11	9

Switching bank account to a green provider (for example one not directly invested in fossil fuels)

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
I would be willing to do this	33	32	34	33	39	29	19	38	26	39	35	29	33	31
I would not be willing to do this	25	28	22	23	21	27	35	25	25	22	27	25	27	22
Don't know	34	31	37	30	31	39	40	31	39	32	30	41	31	36
Not Applicable – This does not apply to me	6	7	5	10	6	3	5	4	8	5	2	3	6	10
Not Applicable – I am already doing this	2	3	2	4	2	2	1	3	2	1	5	2	3	1

And which of the following things do you think the Mayor of London should do to help address climate change? Please select up to three.

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
Promote walking and cycling in London	20	19	21	23	21	20	16	22	18	24	12	18	20	24
Promote use of public transport more	23	23	22	19	19	32	26	24	21	26	22	21	24	19
Encourage green banking (for example banks not directly invested in fossil fuels)	6	7	4	10	6	4	3	6	5	6	5	4	6	7
Provide more public recycling options	29	27	30	23	29	31	27	31	25	33	31	29	27	25
Ban the use of single-use plastics	20	18	23	18	20	21	22	22	17	20	19	26	20	16
Ensure all government owned vehicles (for example Metropolitan Police, London Fire brigade and Transport for London vehicles) are electric or hybrid	31	27	35	33	26	32	42	32	29	31	33	37	26	29
Provide green energy for all Londoners	24	28	20	23	26	23	16	22	25	26	24	22	24	23
Promote the purchasing of sustainable products	8	7	9	9	8	10	6	9	8	10	8	10	7	8
Promote energy/water saving tactics	13	14	11	10	12	12	20	12	14	14	8	14	13	11
Promote repurposing of existing buildings rather than building new ones	32	29	36	19	27	46	43	34	30	25	46	41	26	31
Commit to all bodies and entities that come under the Mayor of London's responsibility to have a NET Zero Carbon footprint	21	23	20	23	21	24	21	24	17	24	22	19	22	19
Promote less meat/dairy consumption	6	4	7	12	6	3	2	6	5	9	4	4	6	4
Other	2	2	2	1	2	1	2	2	2	1	2	1	4	2
None of the above	4	5	3	3	5	3	3	4	5	4	1	3	5	5
Don't know	10	10	10	10	11	6	10	7	14	7	11	9	11	11

Before taking this survey, how much, if anything, would you say you knew about the term 'retrofitting'?

	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West
I know what it is, and a lot about it	5	8	3	5	6	6	5	7	4	5	8	4	4	9
I know what it is, and a little bit about it	20	25	15	19	20	20	22	24	15	17	20	21	21	22
I have heard of it, but I don't know anything about it	25	28	21	31	25	27	18	26	23	27	24	23	24	27
I have never heard of it	49	39	60	45	49	47	55	44	58	52	47	51	52	42

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1,140 adults. Fieldwork was undertaken between 12th - 16th November 2 The survey was carried out online. The figures have been weighted and are representative of all London adults (aged 18+).

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