



## Annual London Survey Toplines

### TECHNICAL DETAILS

- Results are based on interviews with 3,861 London residents aged 18+.
- Interviews were carried out online via the Talk London community between 3rd November and 1 December.
- Participants were not randomly sampled, but self-selecting via a number of known databases. This achieved a non-representative sample of Londoners.
- The data has been weighted by age, gender and ethnicity to reflect that of the London population.
- A minimum number of responses were achieved for each key demographic group to maintain a robust sample for weighting.
- Where results do not sum to 100% this may be due to multiple responses, computer rounding or the exclusion of don't knows/not stated.
- The qualitative coding of the open-ended questions 28, 29 and 30 was undertaken by TNS Research Ltd. Top level themes and sub themes are reported as a percentage of the overall base number of respondents.
- This is the second London Survey conducted by Talk London for City Hall.

## Life in London

### 1) How long have you been living in London?

	%
Less than a year	5
1 to 2 years	8
3 to 5 years	13
6 to 10 years	11
11 to 15 years	7
16 to 20 years	6
21 years or more	23
All my life / born in London	27
Don't know / can't remember	0

### 2) How long have you been living in your local area? This means within a 15 minutes' walk of your current home.

	%
Less than a year	12
1 to 2 years	16
3 to 5 years	16
6 to 10 years	12
11 to 15 years	8
16 to 20 years	9
21 years or more	19
All my life / born in London	9
Don't know / can't remember	0

### 3) How satisfied or dissatisfied are you with London as a place to live?

	%
Very satisfied	21
Satisfied	54
Neither satisfied nor dissatisfied	11
Dissatisfied	10
Very dissatisfied	3
Don't know	0

### 4) How satisfied or dissatisfied are you with your local area as a place to live?

	%
Very satisfied	24
Satisfied	48
Neither satisfied nor dissatisfied	13
Dissatisfied	12
Very dissatisfied	4
Don't know	0

**5) Thinking about your local area, please tell us how strongly you agree or disagree with the following statements:**

	<b>Strongly agree</b>	<b>Agree</b>	<b>Neither agree nor disagree</b>	<b>Disagree</b>	<b>Strongly disagree</b>	<b>Don't know</b>
	%	%	%	%	%	%
There are good relations between older and younger people	5	37	33	13	3	9
There are good relations between different ethnic and religious communities	8	45	26	11	4	6
People are willing to help their neighbours	8	44	25	15	4	4
I am aware of ways in which I can influence decisions affecting my local area	6	35	21	25	9	4
There are opportunities for me to volunteer	13	42	21	8	2	15

## Building a London for the future

**6) Thinking about the following issues, please put them all in the order you think they improve life in London, starting with the most important.**

Averaged ranking:

- 1 That new homes built are affordable for a range of people
- 2 Ensuring new developments include provision for services such as transport, schools or hospitals
- 3 Ensuring new developments are built where they can best meet the needs of the local population
- 4 People having a say in what is built and where
- 5 While building housing to meet London's growing population we also create places for business and culture to help create jobs
- 6 Access to high quality, attractive and vibrant public spaces like high streets, squares and parks
- 7 Ensuring new developments cater to the needs of all types of people
- 8 Ensuring new development is well-designed and attractive

**7) Still thinking about the built environment, how satisfied or dissatisfied are you with the following in your local area?**

	<b>Very satisfied</b>	<b>Satisfied</b>	<b>Neither satisfied nor dissatisfied</b>	<b>Dissatisfied</b>	<b>Very dissatisfied</b>	<b>Don't know</b>
	%	%	%	%	%	%
That high streets, squares and parks are attractive and vibrant	8	34	25	22	10	1
Where new homes are being built there is also space for business and culture to help provide jobs	2	22	35	24	8	9
That services like transport,	4	24	25	26	14	7

schools, or hospitals are built to support new developments						
That new developments cater to the needs of all types of people	2	16	28	29	18	8
That new developments are built where they meet the needs of the local population	2	20	32	24	14	8
That new developments are well-designed and attractive	4	35	31	19	8	3
The opportunities that people have to comment on what is built and where	2	17	27	27	17	10
That new housing being built is affordable for a range of people	1	9	16	27	42	5

**8) Overall, how satisfied or dissatisfied would you say you are with the built environment in London?**

	%
Very satisfied	2
Satisfied	29
Neither satisfied nor dissatisfied	29
Dissatisfied	28
Very dissatisfied	11
Don't know	1

## A London with things to see and do

**9) Thinking about the following issues, please put them all in the order you think they improve life in London, beginning with the most important.**

Averaged ranking:

- 1 A wide range of cultural attractions including museums, galleries, live music and theatre
- 2 Opportunities for people to take part in sport and physical activities
- 3 Art and heritage in public spaces like streets and parks
- 4 Opportunities to learn skills for jobs in the creative and cultural industries like design, fashion and music
- 5 Opportunities to take part in cultural activities, like language or dance classes
- 6 A cultural scene that encourages tourists to visit the city
- 7 Celebrating cultural diversity at public events
- 8 Hosting major world sporting events in London

**10) Still thinking about culture and sport in London, how satisfied or dissatisfied would you say you are with the following?**

	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	Don't know
	%	%	%	%	%	%
That there are opportunities for people to gain skills to work in creative and cultural industries	5	29	32	18	5	11
The range of cultural attractions like museums, galleries, live music and theatre	43	44	9	3	1	1
That cultural diversity is	15	46	26	8	3	2

celebrated						
Art and heritage in public spaces, like streets and parks	12	44	27	12	3	2
London's ability to attract major world sporting events	25	48	20	3	2	3
Work to attract tourism in London	19	50	23	4	2	3
Opportunities for people to take part in sport and physical activities	9	40	28	16	4	4

**11) Overall, how satisfied would you say you are with culture and sport in London?**

	%
Very satisfied	16
Satisfied	57
Neither satisfied nor dissatisfied	18
Dissatisfied	6
Very dissatisfied	2
Don't know	1

## Homes for all

**12) Thinking about the following issues, please put them all in the order you think they would improve life in London, beginning with the most important.**

Averaged ranking:

- 1 Providing a range of options to make buying a home more affordable, like shared ownership, self-build, and cooperative housing
- 2 Measures to make private rented housing more affordable
- 3 Ensuring new homes are well designed and meet the needs of a range of people such as young people, families, older people and disabled people
- 4 Improving the quality of private rented homes and tackling bad landlords
- 5 Supporting vulnerable Londoners, such as those who are homeless and people sleeping on the streets
- 6 Building more social housing
- 7 Building more homes for sale and purchase
- 8 Building more homes for private rent

**13) Still thinking about housing in London, how satisfied or dissatisfied are you with the following?**

	<b>Very satisfied</b>	<b>Satisfied</b>	<b>Neither satisfied nor dissatisfied</b>	<b>Dissatisfied</b>	<b>Very dissatisfied</b>	<b>Don't know</b>
	%	%	%	%	%	%
The availability and affordability of homes for private rent	1	7	16	30	41	5
The availability and affordability of homes being built for social housing	2	7	18	22	37	15
The	1	7	19	29	38	6



availability of options that make buying a new home more affordable						
The quality of homes, landlords and letting agents in the private rental sector	2	9	21	31	30	7
That new homes are designed to meet the needs of a range of people	2	14	27	27	22	9
Action being taken to support Londoners who are homeless or sleeping on the streets	1	7	20	31	29	11

**14) Overall, how satisfied or dissatisfied are you with housing in London?**

	%
Very satisfied	1
Satisfied	7
Neither satisfied nor dissatisfied	16
Dissatisfied	33
Very dissatisfied	42
Don't know	1

## Keeping London moving

**15) Thinking about the following issues, please put them all in the order you think they would improve life in London, beginning with the most important.**

Averaged ranking:

- 1 Public transport that is affordable for all
- 2 More reliable public transport
- 3 Expanding the public transport network to serve more parts of London
- 4 More frequent transport services
- 5 Transport options that are better for the environment, like cleaner buses and taxis, or better cycling and walking facilities
- 6 Reducing road traffic congestion
- 7 Public transport that is available 24 hours a day
- 8 Public transport that is accessible for disabled people or families with pushchairs
- 9 Better personal safety on public transport

**16) Still thinking about transport in London, how satisfied or dissatisfied are you with the following?**

	<b>Very satisfied</b>	<b>Satisfied</b>	<b>Neither satisfied nor dissatisfied</b>	<b>Dissatisfied</b>	<b>Very dissatisfied</b>	<b>Don't know</b>
	%	%	%	%	%	%
Clean, green transport, like low emission buses and taxis	4	25	31	25	10	5
Expansion of the public transport network to serve more parts of London	2	25	35	24	8	5
The amount of road	1	5	18	40	33	3

traffic congestion						
The reliability of public transport services	5	39	23	22	11	0
The accessibility of public transport options for disabled people or families with pushchairs	3	20	31	25	9	1
The frequency of public transport services	7	45	23	18	7	1
The affordability of public transport	4	15	19	36	26	1
24 hour public transport	4	17	31	27	17	4
Provision for cycling and walking	6	29	26	23	13	3

**17) Overall, how satisfied or dissatisfied are you with London's transport services?**

	%
Very satisfied	4
Satisfied	36
Neither satisfied nor dissatisfied	26
Dissatisfied	25
Very dissatisfied	8
Don't know	0

## Creating a clean, green, healthy London

**18) Thinking about the following issues, please put them all in the order you think they improve life in London, beginning with the most important.**

Averaged ranking:

- 1 Having clean air
- 2 Keeping our streets clean and tidy
- 3 Ensuring access to good parks and green spaces
- 4 Using energy efficiently
- 5 Saving resources by reusing and recycling waste
- 6 Providing new, affordable and secure energy sources
- 7 Ensuring plants and animals can thrive
- 8 Making sure there is protection in place against flooding and drought

**19) Still thinking about the environment, how satisfied or dissatisfied are you with the following in your local area?**

	<b>Very satisfied</b>	<b>Satisfied</b>	<b>Neither satisfied nor dissatisfied</b>	<b>Dissatisfied</b>	<b>Very dissatisfied</b>	<b>Don't know</b>
	%	%	%	%	%	%
Prevention and protection against flooding and drought	4	25	34	9	3	25
How clean the air is	3	18	21	34	23	1
Ways to help people use less energy	2	15	33	32	10	9
New ways to provide affordable, secure energy in London	2	8	34	28	10	19

The number of good parks and green spaces	18	53	14	11	4	1
The availability of local reuse and recycling services	8	41	21	20	8	3
The cleanliness of streets, free from litter and waste	5	28	20	30	18	1
That there are places where plants and animals can thrive	5	38	30	16	5	5

**20) Overall, how satisfied or dissatisfied are you with the environment in London?**

	%
Very satisfied	2
Satisfied	29
Neither satisfied nor dissatisfied	36
Dissatisfied	27
Very dissatisfied	6
Don't know	1

## Keeping London's economy growing

21) Thinking about the following issues, please put them all in the order you think they improve life in London, beginning with the most important.

Averaged ranking:

- 1 Ensuring employers offer a fair living wage
- 2 Building the transport, schools and hospitals to support a growing population
- 3 Ensuring Londoners have opportunities to get the skills they need for jobs and career development
- 4 Ensuring London continues to be at the forefront of technological development and innovation
- 5 Supporting industries and businesses with high growth and value, like tourism, finance, technology, medicine and culture
- 6 Working with government to ensure that London's businesses can compete in the global economy
- 7 Attracting national and international business and investment

22) Still thinking about London's economy and business how satisfied or dissatisfied are you with the following?

	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	Don't know
	%	%	%	%	%	%
Opportunities to help Londoners get the skills they need for jobs and careers	2	21	30	28	8	10
The fairness of people's wages	1	11	19	38	29	3
Progress towards building the transport, schools and hospitals needed to	3	17	23	37	15	5

support a growing population						
Support to ensure high growth and high value industries can thrive	3	29	36	13	3	17
Work with government to keep London's businesses competitive	3	29	36	11	3	17
Innovation and technological development	5	39	33	10	2	12

**23) Overall, how satisfied or dissatisfied are you with the economy and business in London?**

	%
Very satisfied	2
Satisfied	32
Neither satisfied nor dissatisfied	39
Dissatisfied	20
Very dissatisfied	5
Don't know	3

## Helping Londoners stay free from harm

Now we would like to know what you think about safety and crime in your local area.

**24) Thinking about the following issues, please put them all in the order you think they would improve safety in your local area, beginning with the most important.**

Averaged ranking:

- 1 A visible, reliable and responsive police presence
- 2 Good relations between people in the community
- 3 Preventing crime through working with people at risk of offending
- 4 Reliable and secure transport services
- 5 Street lighting
- 6 Keeping places busy and streets well used
- 7 Better urban design, like anti-vandalism measures and fewer alleyways

**25) How satisfied or dissatisfied are you with issues of safety and crime prevention in your local area?**

	<b>Very satisfied</b>	<b>Satisfied</b>	<b>Neither satisfied nor dissatisfied</b>	<b>Dissatisfied</b>	<b>Very dissatisfied</b>	<b>Don't know</b>
	%	%	%	%	%	%
Urban design initiatives to prevent crime	2	13	35	23	7	21
Programmes for groups at risk of offending	1	6	28	19	8	39
Street lighting	7	50	20	17	6	1
That streets and spaces are well-used and feel safe	4	40	30	20	5	1
That there	3	31	31	17	5	12



are good relations between different communities						
Reliable and secure transport services	6	46	24	18	6	1

**26) Overall, how satisfied or dissatisfied are you with safety in London?**

	%
Very satisfied	2
Satisfied	37
Neither satisfied nor dissatisfied	34
Dissatisfied	21
Very dissatisfied	6
Don't know	0

## Overall experience of London

**27) Which THREE of the following areas would you say are the most important issues facing London today? Please rank 1 to 3 in order of importance, where 1 is the most important.**

Averaged ranking:

- 1 Housing
- 2 Cost of living
- 3 Economy
- 4 Population growth
- 5 Environment
- 6 Policing and safety
- 7 Health services
- 8 Transport
- 9 Education and schools
- 10 Jobs and employment
- 11 Culture
- 12 Regeneration and development

## 28) What do you think is the best thing about living in London?

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The most commonly mentioned areas considered the best thing about London:

- Variety/range of things to do (26%)  
*"There are so many things to do on your doorstep, museums, art, galleries, live music and great places to eat"*
- Diversity (21%)  
*"Racial diversity and cultural/social diversity – and the general buzz"*
- The arts (15%)  
*"The availability of top notch arts and culture"*
- Transport services (15%)  
*"There are great transport links"*
- Business/employment opportunities (15%)  
*"There are better opportunities for employment in London than in other parts of the country"*

- Cultural scene (15%)  
*"The culture: London's cultural scene makes it a global city and a reason for people to visit. We must ensure that investment continues to support the arts so London maintains its cultural heart and global attractiveness"*
- Multiculturalism (13%)  
*"It's a fantastic multicultural metropolitan society!"*

*NB: Percentages are of the number of responses mentioning specific issues as opposed to the percentage of respondents mentioning specific issues. This nuance is important as some respondents mentioned up to 10 different issues in their response to the best thing about London*

## **29) What do you think is the worst thing about living in London?**

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The most commonly mentioned areas considered the worst thing about London:

- Cost of accommodation (31%)
- Cost of living (28%)  
*"The cost of living, especially for housing, whether renting or the price of property to buy"*
- Pollution/air quality (14%)  
*"The pollution is health-wreckingly awful - wouldn't want to have kids here"*
- Traffic/congestion (11%)  
*"Congestion and pollution from taxis and buses"*
- Lack of affordable housing (10%)  
*"Nothing is done by government at any level to increase the stock of affordable housing or to stop investment for profit"*
- Overcrowding (9%)  
*"The never ending population increases. No part of this city can cope with it on top of the thousands more tourists we attract every year"*
- Quality of housing (8%)  
*"Poor quality housing at high prices, both when renting or buying"*

*NB: Percentages are of the number of responses mentioning specific issues as opposed to the percentage of respondents mentioning specific issues. This nuance is important as some respondents mentioned up to 10 different issues in their response to the worst thing about London*

### 30) What do you think is the biggest challenge facing London in the future?

The most commonly mentioned areas considered the biggest challenge for London in the future:

- Affordable housing (27%)  
*"Influx of private developers building luxury housing for non-Londoners pushing up property prices and forcing Londoners out of the city"*
- Other housing references (32%)  
*"The housing strategy (if there is one) is a huge threat to the diversity and vibrancy"*
  
- Population growth (27%)  
*"Constantly too many people and not enough space or facilities for all of us"*
  
- Health services capacity (11%)  
*"The health services are under severe strain and won't manage much longer"*
  
- Transport capacity (10%)  
*"To provide a transport network that copes with increasing numbers of pedestrians, buses, cars & bicycles fairly rather than favouring one (minority) group"*
  
- Inequality (9%)  
*"Inequality between the haves and have nots"*

*NB: Percentages are of the number of responses mentioning specific issues as opposed to the percentage of respondents mentioning specific issues. This nuance is important as some respondents mentioned up to 10 different issues in their response to the question of London's biggest challenge*

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