

YouGov / Queen Mary University London Survey Results

Sample Size: 1218 London-based Adults
Fieldwork: 3rd - 7th September 2018

	Vote 2017			Voting intention			EU Ref		Gender		Age				Social Grade		Inner / outer London		Ethnicity			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Inner London	Outer London	White	BAME	
Weighted Sample	1218	323	532	86	281	406	115	583	391	597	621	135	658	242	183	719	499	377	660	854	349	
Unweighted Sample	1218	260	530	92	242	447	137	618	323	472	746	345	475	232	166	815	403	377	660	854	349	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following words do you think best describe London? Please tick up to three.

Expensive	43	43	44	45	41	46	40	45	45	42	44	42	45	42	40	41	45	46	41	44	42
Diverse	36	28	44	45	29	44	42	47	24	34	39	45	36	38	29	41	30	39	34	34	40
Crowded	31	42	26	24	37	23	19	24	41	27	35	21	30	34	37	30	32	25	34	35	24
Cultural	25	25	27	24	20	26	29	28	20	21	29	22	23	25	35	27	22	21	26	26	23
Cosmopolitan	23	23	24	19	25	24	31	23	22	26	21	15	20	27	37	25	22	28	23	25	20
Global	15	12	19	20	13	18	22	17	12	21	9	18	17	9	11	16	13	12	17	13	18
Lively	14	13	15	20	15	16	19	16	13	12	17	17	14	14	15	15	14	17	13	16	13
Dirty	13	19	7	12	15	7	10	10	17	13	12	5	10	23	12	12	14	11	13	15	9
Dynamic	11	10	13	10	9	12	15	14	9	10	13	11	10	13	13	14	8	14	10	12	10
Chaotic	10	10	9	12	8	8	7	10	12	9	11	11	12	7	6	10	10	8	11	11	8
Traditional	6	9	4	3	12	3	4	4	9	7	5	2	5	6	9	4	7	4	6	6	4
Modern	6	5	7	5	7	7	7	5	6	7	5	12	5	6	4	5	7	5	6	5	7
Impersonal	5	8	3	5	8	3	5	5	6	6	3	5	3	8	6	5	4	4	5	6	2
Competitive	5	4	5	6	6	5	5	6	3	5	5	9	5	3	3	6	2	6	4	4	6
Innovative	4	4	5	1	4	5	2	5	3	4	5	4	4	3	4	5	3	4	5	3	7
Too big	3	3	3	8	4	3	6	4	4	4	3	2	3	2	5	5	2	3	3	3	2
Rich	3	4	3	3	6	3	1	3	4	4	3	4	3	6	1	2	5	3	3	4	3
Selfish	3	2	2	8	1	4	6	3	3	5	1	1	5	1	2	4	2	4	4	3	4
Elitist	3	1	3	1	1	5	2	3	3	3	2	5	3	1	3	3	3	4	3	3	3
None of these	1	2	1	0	2	1	0	1	2	2	1	1	2	1	0	1	2	2	1	1	2
Don't know	4	3	3	6	2	2	4	2	3	5	3	5	6	0	1	2	6	5	4	3	4

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

Which of the following words do you think best describe Londoners themselves? Please tick up to three.

Diverse	60	58	65	68	58	64	75	70	51	60	60	56	59	60	65	66	51	64	58	60	59
Normal	25	26	27	20	27	27	25	27	21	23	26	24	22	29	30	25	25	28	22	26	23
Liberal	21	14	25	33	14	26	42	28	10	23	18	27	22	17	14	25	14	24	18	18	25
Friendly	18	20	20	15	22	18	20	19	18	17	20	16	16	16	31	16	21	23	16	16	21
Different	16	18	15	10	19	17	13	15	17	17	15	12	15	21	19	16	17	18	14	17	16
Insular	14	18	12	20	17	12	14	15	14	16	11	12	11	20	14	15	12	12	14	15	10
Arrogant	14	13	12	17	14	12	13	12	19	15	14	14	16	17	3	14	14	14	13	14	15
Rich	7	4	9	3	7	10	2	5	8	6	7	10	7	5	6	7	7	4	8	4	10
Poor	7	7	8	6	5	8	4	6	9	7	7	8	6	7	8	7	7	6	8	6	9
Conservative	5	4	4	3	5	5	2	3	6	4	6	9	4	4	4	5	5	4	4	4	5
None of these	4	6	3	5	5	3	2	4	6	4	4	3	4	5	5	4	5	4	5	5	2
Don't know	8	10	6	10	8	4	7	7	8	9	8	8	11	5	3	6	12	8	9	9	8

How proud, if at all, are you of London as the capital city of the United Kingdom?

Very proud	40	43	43	26	48	42	40	42	40	38	42	45	37	40	46	43	36	42	37	40	39
Fairly proud	40	41	40	50	36	41	45	40	39	39	40	34	41	38	43	40	39	40	41	40	39
TOTAL PROUD	80	84	83	76	84	83	85	82	79	77	82	79	78	78	89	83	75	82	78	80	78
Not very proud	8	10	6	8	10	6	3	8	10	9	7	8	7	13	5	7	9	6	9	9	7
Not proud at all	4	3	4	3	2	5	2	3	5	5	3	3	4	7	1	3	5	4	4	4	4
TOTAL NOT PROUD	12	13	10	11	12	11	5	11	15	14	10	11	11	20	6	10	14	10	13	13	11
Don't know	8	3	7	13	3	6	10	7	6	9	7	9	11	2	5	7	11	9	9	7	11

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

Please imagine you could move each of the following institutions out of London
Which, if any, of the following do you think would do the most to make the UK a fairer place, if they were moved outside of London? Please tick up to three

None of these - I don't think moving anything out of London would make the UK fairer	42	54	37	36	52	38	39	39	50	40	44	37	38	47	56	42	43	42	43	44	38
Londoners (by building 'New Towns' and encouraging people to move out)	14	12	16	15	10	16	13	13	14	15	14	9	17	10	13	15	14	11	16	12	18
Government departments (The Treasury, Home Office etc)	13	12	14	16	12	15	18	16	9	14	12	12	13	14	13	15	10	15	13	15	9
Parliament	10	5	13	9	6	14	10	12	9	11	10	8	11	11	8	10	10	12	10	11	8
National news media (print and/or television)	10	10	12	13	10	11	9	13	8	13	8	12	11	8	9	13	7	9	10	10	11
Financial services and the City of London	10	4	14	16	8	13	13	13	8	11	9	11	12	7	7	11	8	12	9	10	11
The civil service	9	13	9	12	11	9	13	10	10	11	8	6	8	11	17	11	7	10	10	9	10
The UK's main airport (Heathrow)	9	8	10	14	11	8	11	12	7	11	7	6	9	7	13	8	10	5	11	9	9
National stadium (currently Wembley)	9	10	9	14	10	9	12	11	8	10	9	7	8	10	12	9	10	7	10	9	9
The Royal Family (Buckingham Palace)	6	1	8	6	4	10	4	6	6	6	6	6	7	6	1	5	7	7	6	4	9
National museums and galleries (British Museum, National Portrait Gallery)	5	2	8	6	3	7	7	7	3	5	5	9	6	4	1	6	4	5	5	4	7
Other	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	0	1	1
Don't know	13	9	12	10	9	10	10	10	11	11	15	16	14	12	6	10	16	15	12	12	14