

## YouGov / Centre for London Survey Results

Sample Size: 1883 GB Adults / 1710 GB Adults excluding those who live in London

Fieldwork: 3rd - 4th September 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					visits London at least once		
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	South	Midlands	Wales	North	Scotland	Yes	No
<b>Weighted Sample</b>	<b>1883</b>	<b>646</b>	<b>618</b>	<b>115</b>	<b>740</b>	<b>804</b>	<b>911</b>	<b>972</b>	<b>211</b>	<b>795</b>	<b>446</b>	<b>431</b>	<b>1073</b>	<b>810</b>	<b>610</b>	<b>311</b>	<b>92</b>	<b>454</b>	<b>164</b>	<b>704</b>	<b>927</b>
<b>Unweighted Sample</b>	<b>1883</b>	<b>649</b>	<b>568</b>	<b>127</b>	<b>806</b>	<b>769</b>	<b>835</b>	<b>1048</b>	<b>165</b>	<b>794</b>	<b>461</b>	<b>463</b>	<b>1139</b>	<b>744</b>	<b>648</b>	<b>324</b>	<b>104</b>	<b>461</b>	<b>173</b>	<b>773</b>	<b>937</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[This survey was shown only to respondents who do not live in London; n=1710]

For which, if any, of the following reasons do you ever visit London? Please tick all that apply

For work (once a year or more)	<b>5</b>	5	5	4	7	4	6	4	4	7	7	0	7	3	6	6	5	4	2	12	0
For leisure (once a year or more)	<b>38</b>	38	42	54	48	31	37	39	43	43	35	31	43	32	51	37	34	30	19	88	0
I never visit London, or visit less often than once a year	<b>50</b>	54	46	40	42	59	51	50	41	43	52	65	47	55	40	52	54	57	68	0	89
I have never been to London at all	<b>7</b>	3	7	2	4	6	6	7	12	7	6	4	3	10	3	6	7	10	11	0	11

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

Expensive	<b>47</b>	47	47	45	46	48	46	48	45	47	48	48	47	47	45	54	48	45	50	45	49
Crowded	<b>43</b>	50	39	39	39	47	42	44	41	42	45	43	45	40	44	52	44	38	36	38	47
Diverse	<b>20</b>	19	23	22	26	16	18	23	29	22	19	15	23	17	24	19	24	18	17	27	15
Chaotic	<b>20</b>	20	17	14	17	20	22	18	24	22	18	15	17	23	19	19	17	22	19	16	22
Cosmopolitan	<b>17</b>	21	14	31	21	16	16	17	7	11	17	29	19	14	17	15	20	16	19	20	14
Cultural	<b>16</b>	12	21	21	21	12	11	21	12	17	19	14	19	12	19	15	11	14	16	24	11
Dirty	<b>15</b>	16	14	15	12	17	17	12	7	15	18	14	14	15	17	12	12	13	13	12	17
Impersonal	<b>14</b>	15	16	9	14	17	15	13	1	10	20	19	14	14	10	18	9	18	15	10	17
Lively	<b>12</b>	12	12	15	15	10	10	14	15	13	12	9	13	11	15	12	5	12	6	20	6
Too big	<b>8</b>	7	8	11	9	9	10	7	5	9	6	11	8	9	6	9	5	10	14	5	11
Elitist	<b>8</b>	8	9	7	7	9	10	5	6	7	11	6	8	7	4	9	11	9	15	6	9
Dynamic	<b>7</b>	6	8	8	9	5	7	7	7	8	6	7	8	6	8	5	10	6	7	10	5
Global	<b>7</b>	8	5	6	8	6	8	5	9	7	6	5	7	7	9	5	4	5	7	10	4
Selfish	<b>6</b>	5	8	3	5	9	8	5	4	6	10	4	6	7	3	7	8	8	12	4	8
Traditional	<b>6</b>	8	4	2	5	7	4	8	6	3	4	12	5	8	9	3	6	6	3	7	5
Rich	<b>5</b>	5	5	4	4	5	6	4	6	7	3	4	5	5	3	6	7	5	7	4	6
Modern	<b>5</b>	3	7	4	6	3	6	3	9	7	2	1	5	5	3	3	10	6	4	6	4
Competitive	<b>2</b>	1	3	2	2	2	2	2	3	2	2	1	2	3	2	1	4	3	1	2	2
Innovative	<b>1</b>	1	1	1	2	0	1	1	2	2	0	1	1	1	1	1	2	1	1	2	1
None of these	<b>1</b>	1	2	1	0	2	1	1	3	1	1	1	1	2	1	0	2	2	2	1	2
Don't know	<b>3</b>	1	2	4	3	2	3	3	9	4	2	2	2	5	4	2	2	3	3	2	4

## YouGov / Centre for London Survey I

Sample Size: 1883 GB Adults / 1710 GB Adults excluding those  
Fieldwork: 3rd - 4th September 2018

		For which, if any, of the following reasons do you ever visit London?			
		For work (once a year or more)	For leisure (once a year or more)	I never visit London, or visit less often than once a year	I have never been to London at all
<b>Weighted Sample</b>	<b>1883</b>	82	622	821	106
<b>Unweighted Sample</b>	<b>1883</b>	91	682	838	99
		%	%	%	%

[This survey was shown only to respondents who do not live in London; n=1710]

### For which, if any, of the following reasons do you ever visit London? Please tick all that apply

For work (once a year or more)	<b>5</b>	100	0	0	0
For leisure (once a year or more)	<b>38</b>	0	100	0	0
I never visit London, or visit less often than once a year	<b>50</b>	0	0	100	0
I have never been to London at all	<b>7</b>	0	0	0	100

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

Expensive	<b>47</b>	47	45	50	47
Crowded	<b>43</b>	35	38	48	39
Diverse	<b>20</b>	26	27	16	9
Chaotic	<b>20</b>	19	15	23	16
Cosmopolitan	<b>17</b>	16	20	16	4
Cultural	<b>16</b>	14	25	11	6
Dirty	<b>15</b>	15	11	17	12
Impersonal	<b>14</b>	18	9	19	6
Lively	<b>12</b>	16	20	7	4
Too big	<b>8</b>	9	5	10	15
Elitist	<b>8</b>	10	6	8	10
Dynamic	<b>7</b>	9	10	5	4
Global	<b>7</b>	13	10	4	4
Selfish	<b>6</b>	8	4	8	6
Traditional	<b>6</b>	3	8	6	1
Rich	<b>5</b>	6	4	6	6
Modern	<b>5</b>	3	6	3	8
Competitive	<b>2</b>	1	2	3	14
Innovative	<b>1</b>	5	2	2	2
None of these	<b>1</b>	1	2	1	0
Don't know	<b>3</b>	2	1	1	7

Sample Size: 1883 GB Adults / 1710 GB Adults excluding those who live in London  
Fieldwork: 3rd - 4th September 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					visits London at least once		
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	South	Midlands	Wales	North	Scotland	Yes	No
<b>Weighted Sample</b>	<b>1883</b>	<b>646</b>	<b>618</b>	<b>115</b>	<b>740</b>	<b>804</b>	<b>911</b>	<b>972</b>	<b>211</b>	<b>795</b>	<b>446</b>	<b>431</b>	<b>1073</b>	<b>810</b>	<b>610</b>	<b>311</b>	<b>92</b>	<b>454</b>	<b>164</b>	<b>704</b>	<b>927</b>
<b>Unweighted Sample</b>	<b>1883</b>	<b>649</b>	<b>568</b>	<b>127</b>	<b>806</b>	<b>769</b>	<b>835</b>	<b>1048</b>	<b>165</b>	<b>794</b>	<b>461</b>	<b>463</b>	<b>1139</b>	<b>744</b>	<b>648</b>	<b>324</b>	<b>104</b>	<b>461</b>	<b>173</b>	<b>773</b>	<b>937</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Diverse	41	46	42	47	49	40	39	43	33	43	38	44	47	33	45	42	36	35	42	48	36
Arrogant	29	29	29	22	24	32	34	24	29	33	30	22	30	28	20	30	30	38	37	25	32
Insular	18	21	20	22	19	19	22	15	5	16	22	22	21	14	14	19	14	22	20	18	18
Normal	17	19	18	22	19	17	14	20	17	16	15	22	19	15	22	14	27	14	12	23	13
Different	12	13	15	9	14	12	12	13	9	12	12	14	14	10	13	16	7	11	11	14	11
Rich	12	11	12	9	11	12	13	11	16	13	11	9	12	12	10	11	13	15	11	11	13
Liberal	9	9	9	19	11	7	10	8	11	11	6	8	10	7	12	7	12	6	6	12	6
Friendly	8	9	7	7	7	8	7	9	6	6	9	11	8	8	10	10	6	4	7	12	5
Conservative	5	3	8	6	5	5	5	5	5	6	4	5	5	5	3	5	3	7	8	5	5
Poor	4	5	4	2	3	5	4	4	6	4	4	3	4	4	5	4	2	3	3	4	4
None of these	5	5	5	3	5	5	4	6	6	4	6	5	5	5	5	5	1	4	8	4	6
Don't know	16	12	13	14	13	16	14	18	26	15	16	16	12	22	17	16	21	15	16	11	21

How much do you think London contributes to the UK economy as a whole?

A lot	33	39	31	45	40	30	38	28	28	33	30	38	37	28	40	31	32	26	31	42	26
A fair amount	44	46	47	48	45	46	42	46	39	43	47	44	46	42	43	43	34	48	43	44	44
<b>TOTAL A LOT/ A FAIR AMOUNT</b>	<b>77</b>	<b>85</b>	<b>78</b>	<b>93</b>	<b>85</b>	<b>76</b>	<b>80</b>	<b>74</b>	<b>67</b>	<b>76</b>	<b>77</b>	<b>82</b>	<b>83</b>	<b>70</b>	<b>83</b>	<b>74</b>	<b>66</b>	<b>74</b>	<b>74</b>	<b>86</b>	<b>70</b>
Not very much	7	7	6	0	5	8	7	7	8	7	7	6	6	8	4	8	9	7	12	5	8
Nothing at all	1	1	2	0	1	1	2	1	2	0	2	1	1	1	1	1	1	2	0	0	2
<b>TOTAL NOT VERY MUCH/ NOTHING AT ALL</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>0</b>	<b>6</b>	<b>9</b>	<b>9</b>	<b>8</b>	<b>10</b>	<b>7</b>	<b>9</b>	<b>7</b>	<b>7</b>	<b>9</b>	<b>5</b>	<b>9</b>	<b>10</b>	<b>9</b>	<b>12</b>	<b>5</b>	<b>10</b>
Don't know	15	8	15	7	9	15	11	19	23	16	15	10	11	21	12	18	24	17	14	8	21

How much do you think London contributes to the economy of the city/town/area where you live?

A lot	4	5	4	7	6	3	5	3	5	4	3	4	4	3	7	2	2	2	2	7	2
A fair amount	12	13	11	17	14	12	13	11	19	14	8	9	14	9	18	11	11	7	6	17	8
<b>TOTAL A LOT/ A FAIR AMOUNT</b>	<b>16</b>	<b>18</b>	<b>15</b>	<b>24</b>	<b>20</b>	<b>15</b>	<b>18</b>	<b>14</b>	<b>24</b>	<b>18</b>	<b>11</b>	<b>13</b>	<b>18</b>	<b>12</b>	<b>25</b>	<b>13</b>	<b>13</b>	<b>9</b>	<b>8</b>	<b>24</b>	<b>10</b>
Not very much	37	39	38	43	41	35	39	36	38	36	38	40	39	35	36	44	30	36	37	41	35
Nothing at all	31	32	32	23	27	36	32	31	19	27	39	35	29	34	23	27	44	39	41	22	38
<b>TOTAL NOT VERY MUCH/ NOTHING AT ALL</b>	<b>68</b>	<b>71</b>	<b>70</b>	<b>66</b>	<b>68</b>	<b>71</b>	<b>71</b>	<b>67</b>	<b>57</b>	<b>63</b>	<b>77</b>	<b>75</b>	<b>68</b>	<b>69</b>	<b>59</b>	<b>71</b>	<b>74</b>	<b>75</b>	<b>78</b>	<b>63</b>	<b>73</b>
Don't know	16	11	15	9	12	14	12	20	19	19	12	13	13	19	16	17	14	16	14	14	17

Sample Size: 1883 GB Adults / 1710 GB Adults excluding those  
Fieldwork: 3rd - 4th September 2018

		For which, if any, of the following reasons do you ever visit London?			
		For work (once a year or more)	For leisure (once a year or more)	I never visit London, or visit less often than once a year	I have never been to London at all
Weighted Sample	1883	82	622	821	106
Unweighted Sample	1883	91	682	838	99
		%	%	%	%

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

Diverse	41	53	47	38	17
Arrogant	29	36	24	33	27
Insular	18	18	18	18	18
Normal	17	18	24	13	10
Different	12	17	14	12	5
Rich	12	14	10	13	14
Liberal	9	13	12	6	5
Friendly	8	9	12	5	1
Conservative	5	7	4	5	3
Poor	4	5	4	4	3
None of these	5	2	4	6	7
Don't know	16	12	11	18	39

How much do you think London contributes to the UK economy as a whole?

A lot	33	49	41	28	13
A fair amount	44	35	46	45	31
<b>TOTAL A LOT/ A FAIR AMOUNT</b>	<b>77</b>	<b>84</b>	<b>87</b>	<b>73</b>	<b>44</b>
Not very much	7	7	5	7	12
Nothing at all	1	0	0	2	1
<b>TOTAL NOT VERY MUCH/ NOTHING AT ALL</b>	<b>8</b>	<b>7</b>	<b>5</b>	<b>9</b>	<b>13</b>
Don't know	15	10	8	18	43

How much do you think London contributes to the economy of the city/town/area where you live?

A lot	4	11	6	2	1
A fair amount	12	15	18	8	5
<b>TOTAL A LOT/ A FAIR AMOUNT</b>	<b>16</b>	<b>26</b>	<b>24</b>	<b>10</b>	<b>6</b>
Not very much	37	46	40	37	21
Nothing at all	31	17	22	38	41
<b>TOTAL NOT VERY MUCH/ NOTHING AT ALL</b>	<b>68</b>	<b>63</b>	<b>62</b>	<b>75</b>	<b>62</b>
Don't know	16	11	14	15	32

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Fieldwork: 3rd - 4th September 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					visits London at least once			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	South	Midlands	Wales	North	Scotland	Yes	No	
<b>Weighted Sample</b>	<b>1883</b>	<b>646</b>	<b>618</b>	<b>115</b>	<b>740</b>	<b>804</b>	<b>911</b>	<b>972</b>	<b>211</b>	<b>795</b>	<b>446</b>	<b>431</b>	<b>1073</b>	<b>810</b>	<b>610</b>	<b>311</b>	<b>92</b>	<b>454</b>	<b>164</b>	<b>704</b>	<b>927</b>	
<b>Unweighted Sample</b>	<b>1883</b>	<b>649</b>	<b>568</b>	<b>127</b>	<b>806</b>	<b>769</b>	<b>835</b>	<b>1048</b>	<b>165</b>	<b>794</b>	<b>461</b>	<b>463</b>	<b>1139</b>	<b>744</b>	<b>648</b>	<b>324</b>	<b>104</b>	<b>461</b>	<b>173</b>	<b>773</b>	<b>937</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**To what extent do you think living and working in London is a realistic option for people like you?**

Very realistic	<b>3</b>	3	2	2	4	2	3	3	3	4	2	1	4	1	5	1	0	2	3	6	1
Fairly realistic	<b>12</b>	10	12	17	14	9	11	12	19	15	8	7	13	10	16	10	10	8	12	20	6
<b>TOTAL REALISTIC</b>	<b>15</b>	<b>13</b>	<b>14</b>	<b>19</b>	<b>18</b>	<b>11</b>	<b>14</b>	<b>15</b>	<b>22</b>	<b>19</b>	<b>10</b>	<b>8</b>	<b>17</b>	<b>11</b>	<b>21</b>	<b>11</b>	<b>10</b>	<b>10</b>	<b>15</b>	<b>26</b>	<b>7</b>
Not very realistic	<b>25</b>	23	27	25	29	20	27	23	43	25	21	20	28	21	26	25	33	23	22	32	19
Not realistic at all	<b>53</b>	59	53	52	50	62	53	53	27	46	62	66	50	57	47	54	49	59	58	37	65
<b>TOTAL NOT REALISTIC</b>	<b>78</b>	<b>82</b>	<b>80</b>	<b>77</b>	<b>79</b>	<b>82</b>	<b>80</b>	<b>76</b>	<b>70</b>	<b>71</b>	<b>83</b>	<b>86</b>	<b>78</b>	<b>78</b>	<b>73</b>	<b>79</b>	<b>82</b>	<b>82</b>	<b>80</b>	<b>69</b>	<b>84</b>
Don't know	<b>8</b>	5	6	3	3	8	6	9	8	10	6	5	5	11	7	9	8	9	5	6	9

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

Very proud	<b>16</b>	22	14	20	17	16	14	18	17	13	17	20	17	14	22	16	13	11	7	23	11
Fairly proud	<b>40</b>	44	41	48	45	40	37	43	37	41	37	45	44	36	45	39	31	40	32	49	34
<b>TOTAL PROUD</b>	<b>56</b>	<b>66</b>	<b>55</b>	<b>68</b>	<b>62</b>	<b>56</b>	<b>51</b>	<b>61</b>	<b>54</b>	<b>54</b>	<b>54</b>	<b>65</b>	<b>61</b>	<b>50</b>	<b>67</b>	<b>55</b>	<b>44</b>	<b>51</b>	<b>39</b>	<b>72</b>	<b>45</b>
Not very proud	<b>16</b>	16	17	11	14	18	19	13	15	16	18	15	17	15	12	17	23	17	23	11	20
Not proud at all	<b>12</b>	10	12	11	11	14	15	9	8	9	18	12	11	14	7	15	13	14	19	5	17
<b>TOTAL NOT PROUD</b>	<b>28</b>	<b>26</b>	<b>29</b>	<b>22</b>	<b>25</b>	<b>32</b>	<b>34</b>	<b>22</b>	<b>23</b>	<b>25</b>	<b>36</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>19</b>	<b>32</b>	<b>36</b>	<b>31</b>	<b>42</b>	<b>16</b>	<b>37</b>
Don't know	<b>16</b>	8	16	10	13	11	15	16	23	21	11	8	12	21	14	14	20	18	19	12	18

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		For which, if any, of the following reasons do you ever visit London?			
		For work (once a year or more)	For leisure (once a year or more)	I never visit London, or visit less often than once a year	I have never been to London at all
Weighted Sample	1883	82	622	821	106
Unweighted Sample	1883	91	682	838	99
		%	%	%	%

To what extent do you think living and working in London is a realistic option for people like you?

Very realistic	3	11	5	1	0
Fairly realistic	12	17	20	6	1
<b>TOTAL REALISTIC</b>	<b>15</b>	<b>28</b>	<b>25</b>	<b>7</b>	<b>1</b>
Not very realistic	25	30	32	20	14
Not realistic at all	53	34	37	66	58
<b>TOTAL NOT REALISTIC</b>	<b>78</b>	<b>64</b>	<b>69</b>	<b>86</b>	<b>72</b>
Don't know	8	8	5	7	27

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

Very proud	16	20	23	12	2
Fairly proud	40	41	50	35	25
<b>TOTAL PROUD</b>	<b>56</b>	<b>61</b>	<b>73</b>	<b>47</b>	<b>27</b>
Not very proud	16	21	9	20	17
Not proud at all	12	4	5	17	17
<b>TOTAL NOT PROUD</b>	<b>28</b>	<b>25</b>	<b>14</b>	<b>37</b>	<b>34</b>
Don't know	16	14	12	16	39

Sample Size: 1883 GB Adults / 1710 GB Adults excluding those who live in London  
Fieldwork: 3rd - 4th September 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					visits London at least once			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	South	Midlands	Wales	North	Scotland	Yes	No	
<b>Weighted Sample</b>	<b>1883</b>	<b>646</b>	<b>618</b>	<b>115</b>	<b>740</b>	<b>804</b>	<b>911</b>	<b>972</b>	<b>211</b>	<b>795</b>	<b>446</b>	<b>431</b>	<b>1073</b>	<b>810</b>	<b>610</b>	<b>311</b>	<b>92</b>	<b>454</b>	<b>164</b>	<b>704</b>	<b>927</b>	
<b>Unweighted Sample</b>	<b>1883</b>	<b>649</b>	<b>568</b>	<b>127</b>	<b>806</b>	<b>769</b>	<b>835</b>	<b>1048</b>	<b>165</b>	<b>794</b>	<b>461</b>	<b>463</b>	<b>1139</b>	<b>744</b>	<b>648</b>	<b>324</b>	<b>104</b>	<b>461</b>	<b>173</b>	<b>773</b>	<b>937</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Government departments (The Treasury, Home Office etc)	19	19	22	25	24	18	22	16	8	19	23	20	23	13	15	21	19	22	22	20	18
Parliament	14	9	19	22	19	11	19	10	9	16	16	11	15	13	11	14	12	16	18	14	14
The civil service	13	15	14	15	17	14	16	11	3	9	18	20	18	8	11	14	16	13	20	15	12
Financial services and the City of London	13	14	14	13	16	12	13	12	10	14	14	11	16	9	11	13	7	14	19	13	13
National museums and galleries (British Museum, National Portrait Gallery)	12	11	14	17	15	11	12	12	7	15	12	9	13	10	9	16	11	15	6	15	10
National stadium (currently Wembley)	11	12	12	11	13	13	16	7	6	11	14	11	13	9	10	16	4	13	10	12	11
National news media (print and/or television)	11	11	11	15	14	8	10	11	11	10	11	12	13	8	9	13	14	10	13	14	8
The UK's main airport (Heathrow)	10	10	11	11	11	10	13	8	13	13	8	7	11	10	8	14	9	11	11	10	11
Londoners (by building 'New Towns' and encouraging people to move out)	7	6	8	7	8	5	6	7	12	5	6	7	7	6	8	7	7	6	3	8	5
The Royal Family (Buckingham Palace)	4	4	5	3	5	4	4	4	6	5	4	2	4	4	4	3	3	6	2	6	3
Other	1	1	1	0	1	0	1	0	2	1	0	0	0	1	1	0	1	0	0	1	0
None of these - I don't think moving anything out of London would make the UK fairer	40	47	35	32	33	46	34	45	33	34	42	51	35	46	47	37	36	34	39	36	43
Don't know	12	6	13	7	11	9	9	14	23	16	7	6	10	14	11	10	20	14	10	11	13

Sample Size: 1883 GB Adults / 1710 GB Adults excluding those  
Fieldwork: 3rd - 4th September 2018

		For which, if any, of the following reasons do you ever visit London?			
		For work (once a year or more)	For leisure (once a year or more)	I never visit London, or visit less often than once a year	I have never been to London at all
<b>Weighted Sample</b>	<b>1883</b>	82	622	821	106
<b>Unweighted Sample</b>	<b>1883</b>	91	682	838	99
		%	%	%	%

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

Government departments (The Treasury, Home Office etc)	<b>19</b>	29	19	19	15
Parliament	<b>14</b>	15	14	14	10
The civil service	<b>13</b>	23	14	13	4
Financial services and the City of London	<b>13</b>	12	13	13	8
National museums and galleries (British Museum, National Portrait Gallery)	<b>12</b>	14	15	10	4
National stadium (currently Wembley)	<b>11</b>	20	11	11	8
National news media (print and/or television)	<b>11</b>	20	13	8	5
The UK's main airport (Heathrow)	<b>10</b>	14	10	11	11
Londoners (by building 'New Towns' and encouraging people to move out)	<b>7</b>	5	8	6	0
The Royal Family (Buckingham Palace)	<b>4</b>	4	6	3	3
Other	<b>1</b>	2	1	0	0
None of these - I don't think moving anything out of London would make the UK fairer	<b>40</b>	28	37	43	46
Don't know	<b>12</b>	11	11	11	24



# YouGov / Centre for London Survey Results

Sample Size: 1883 GB Adults / 1710 GB Adults excluding those who live in London  
 Fieldwork: 3rd - 4th September 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					VISITS London at least once			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	South	Midlands	Wales	North	Scotland	Yes	No	
<b>Weighted Sample</b>	<b>1883</b>	<b>646</b>	<b>618</b>	<b>115</b>	<b>740</b>	<b>804</b>	<b>911</b>	<b>972</b>	<b>211</b>	<b>795</b>	<b>446</b>	<b>431</b>	<b>1073</b>	<b>810</b>	<b>610</b>	<b>311</b>	<b>92</b>	<b>454</b>	<b>164</b>	<b>704</b>	<b>927</b>	
<b>Unweighted Sample</b>	<b>1883</b>	<b>649</b>	<b>568</b>	<b>127</b>	<b>806</b>	<b>769</b>	<b>835</b>	<b>1048</b>	<b>165</b>	<b>794</b>	<b>461</b>	<b>463</b>	<b>1139</b>	<b>744</b>	<b>648</b>	<b>324</b>	<b>104</b>	<b>461</b>	<b>173</b>	<b>773</b>	<b>937</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

London plays many different roles as a city. Which, if any, of these roles do you think of FIRST when you think of London? (please select only one answer)

The home of Parliament and the UK's central government	<b>22</b>	29	17	27	22	26	23	21	12	15	26	34	22	21	20	24	15	22	30	17	26
A centre of culture (West End musicals, theatre, opera, museums, galleries etc.)	<b>14</b>	12	16	20	18	12	10	18	15	14	14	15	16	13	17	14	18	12	9	20	10
A capital city and an international symbol of 'the best of British'	<b>13</b>	16	12	13	11	15	10	15	14	14	11	11	13	12	16	9	16	12	7	18	9
A centre of business and finance	<b>11</b>	12	10	13	13	8	13	9	13	11	10	9	12	8	12	10	7	8	13	12	9
A place for international tourists to visit	<b>8</b>	7	8	6	8	8	7	9	6	11	5	7	8	8	9	8	6	8	5	8	8
A 'playground for the rich' and home to luxury apartments	<b>7</b>	5	9	3	5	7	8	5	5	7	8	7	6	8	6	7	13	7	7	5	8
A home for millions of Londoners	<b>5</b>	5	6	4	7	4	5	5	5	6	4	4	5	5	4	4	13	5	5	6	4
A place of extreme inequality and poverty	<b>5</b>	3	7	7	6	4	6	3	2	5	5	6	5	5	3	6	5	6	7	3	6
A place for UK residents to visit	<b>3</b>	1	4	2	3	2	2	3	1	4	3	2	2	3	2	3	2	4	0	4	1
A transport hub for air and land travel	<b>1</b>	1	1	3	1	1	1	1	1	1	2	1	1	1	1	1	0	2	3	1	1
None of these	<b>6</b>	5	6	2	4	7	6	6	5	7	6	3	5	7	4	8	2	7	6	3	8
Don't know	<b>6</b>	3	5	0	3	5	7	5	19	6	6	2	4	9	6	6	4	7	7	3	9

# YouGov / Centre for London Survey

Sample Size: 1883 GB Adults / 1710 GB Adults excluding those  
Fieldwork: 3rd - 4th September 2018

	For which, if any, of the following reasons do you ever visit London?			
Total	For work (once a year or more)	For leisure (once a year or more)	I never visit London, or visit less often than once a year	I have never been to London at all
<b>Weighted Sample</b> 1883	82	622	821	106
<b>Unweighted Sample</b> 1883	91	682	838	99
	%	%	%	%

London plays many different roles as a city. Which, if any, of these roles do you think of FIRST when you think of London? (please select only one answer)

The home of Parliament and the UK's central government	22	19	16	27	21
A centre of culture (West End musicals, theatre, opera, museums, galleries etc.)	14	9	22	11	3
A capital city and an international symbol of 'the best of British'	13	19	17	10	3
A centre of business and finance	11	24	10	10	5
A place for international tourists to visit	8	9	8	8	7
A 'playground for the rich' and home to luxury apartments	7	2	6	8	10
A home for millions of Londoners	5	7	5	4	5
A place of extreme inequality and poverty	5	4	3	7	2
A place for UK residents to visit	3	2	5	1	4
A transport hub for air and land travel	1	1	1	1	2
None of these	6	4	3	7	13
Don't know	6	0	4	7	24