



What is a Londoner?

2nd April 2004

Research for the Commission on
London Governance



How the survey was conducted

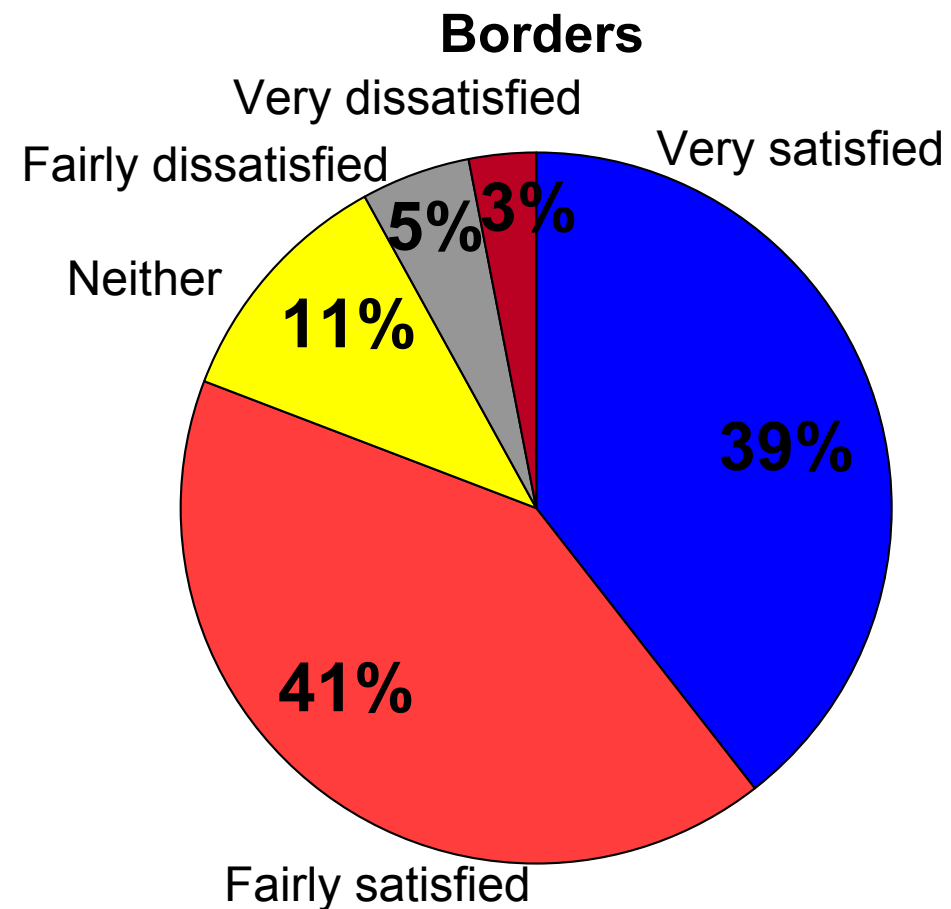
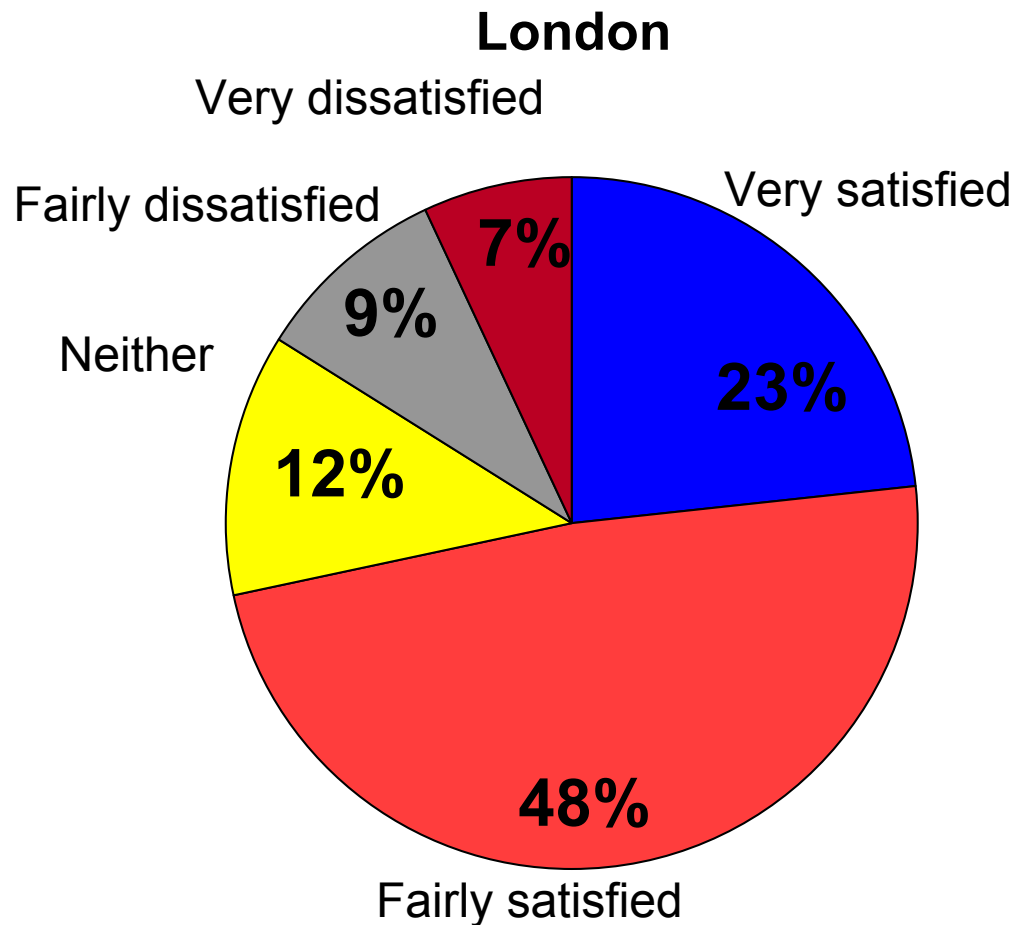
- **1,221 adults aged 16+ interviewed by telephone 17-24th March**
- **1,017 interviews conducted in the Greater London area**
- **204 interviews in the London 'Borders' – outside of London and inside M25 area**
- **Data are weighted by gender, age, work status, ethnicity and area to the known population profile**
- **Significant differences for some questions are highlighted in shaded yellow boxes**

Living in London

Satisfaction: Local Area

MOR

Q Overall how satisfied are you with living in your local area? Are you...

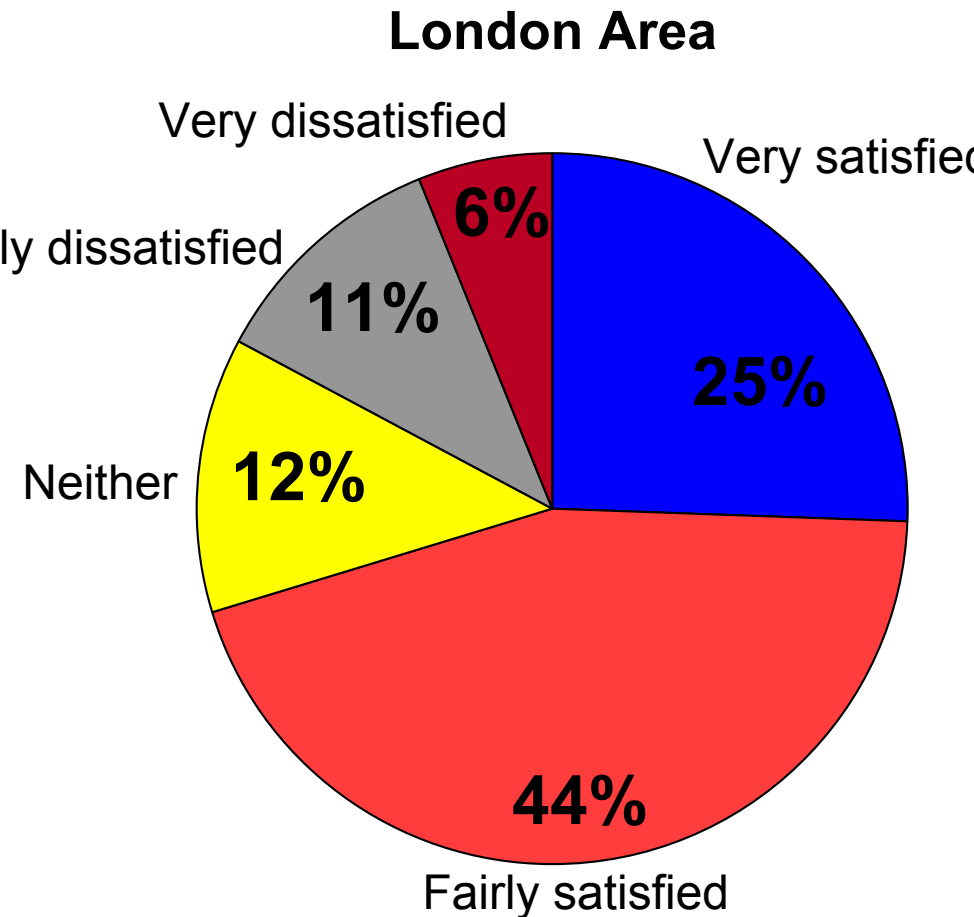
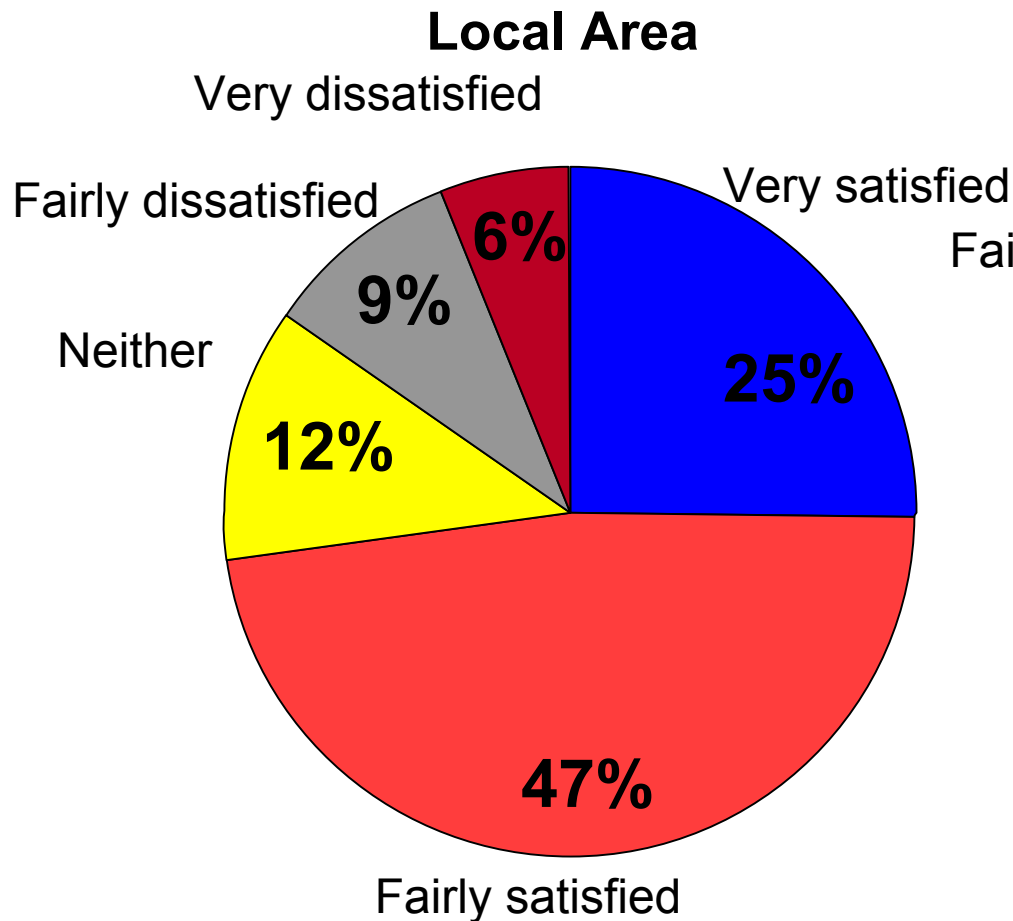


Base: London 1,017, Borders 204

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Satisfaction: Local Area / London Area **MORE**

Q *Overall how satisfied are you with living in your local area/ London area
Are you...*



Base: All respondents 1,221

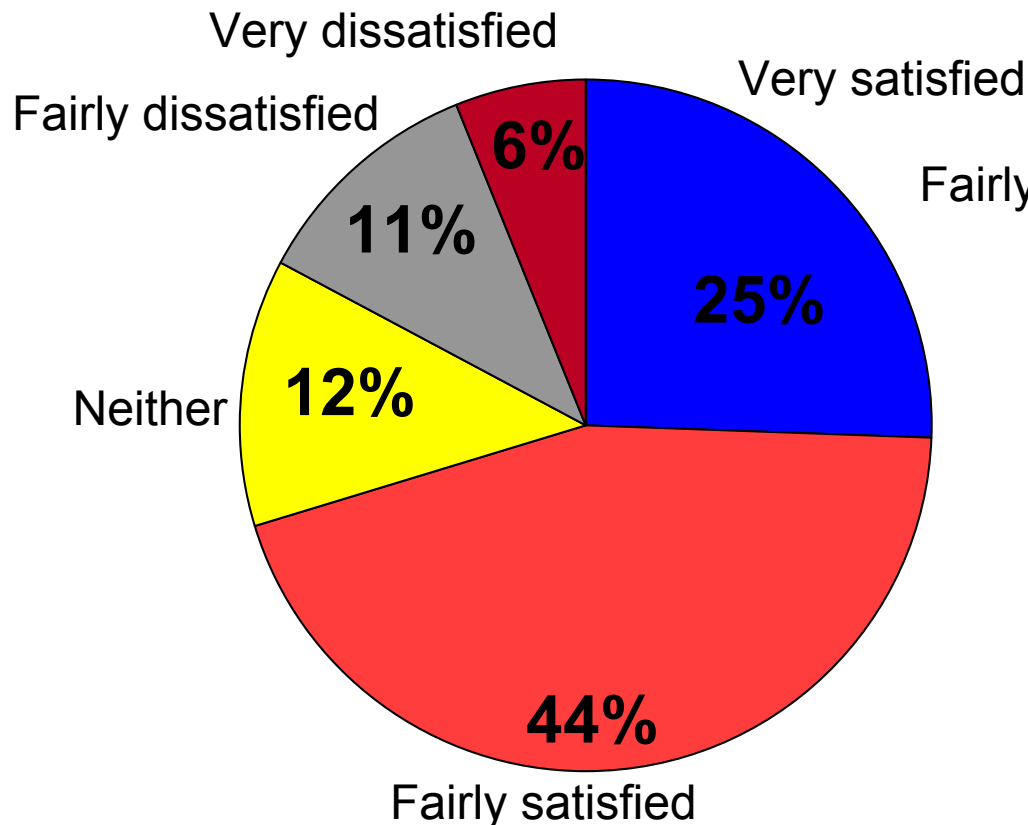
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Satisfaction: London Area

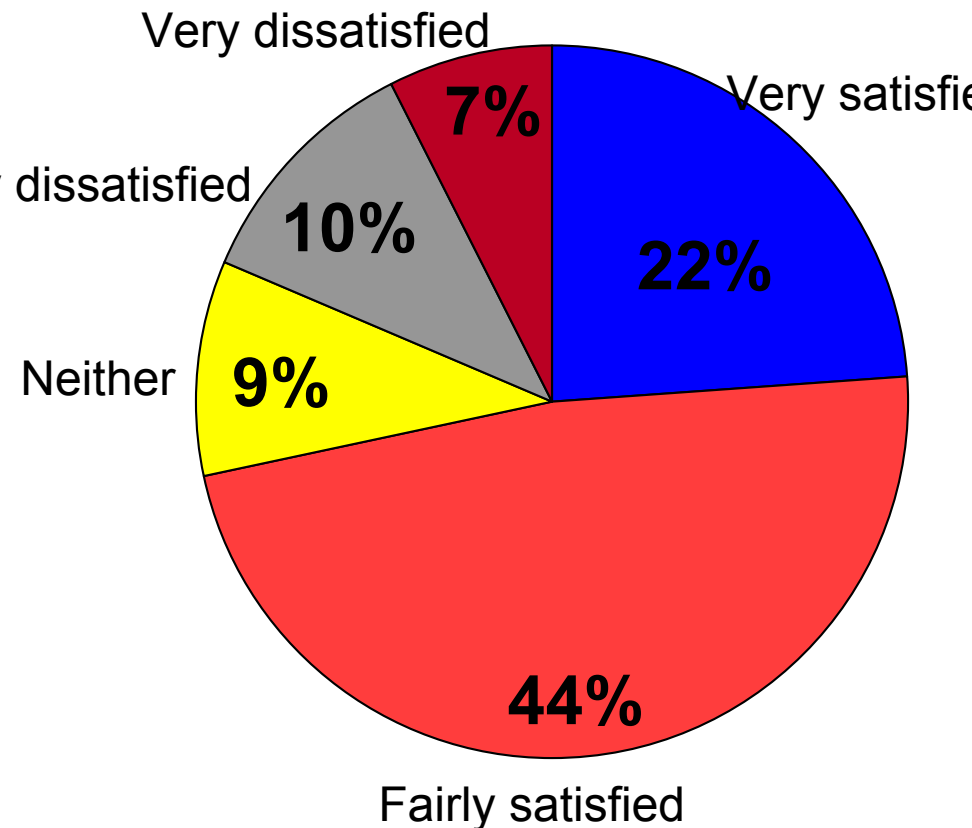
MOR

Q *Overall how satisfied are you with living in London / the London area?
Are you...*

London



Borders



Base: London 1,017, Borders 204

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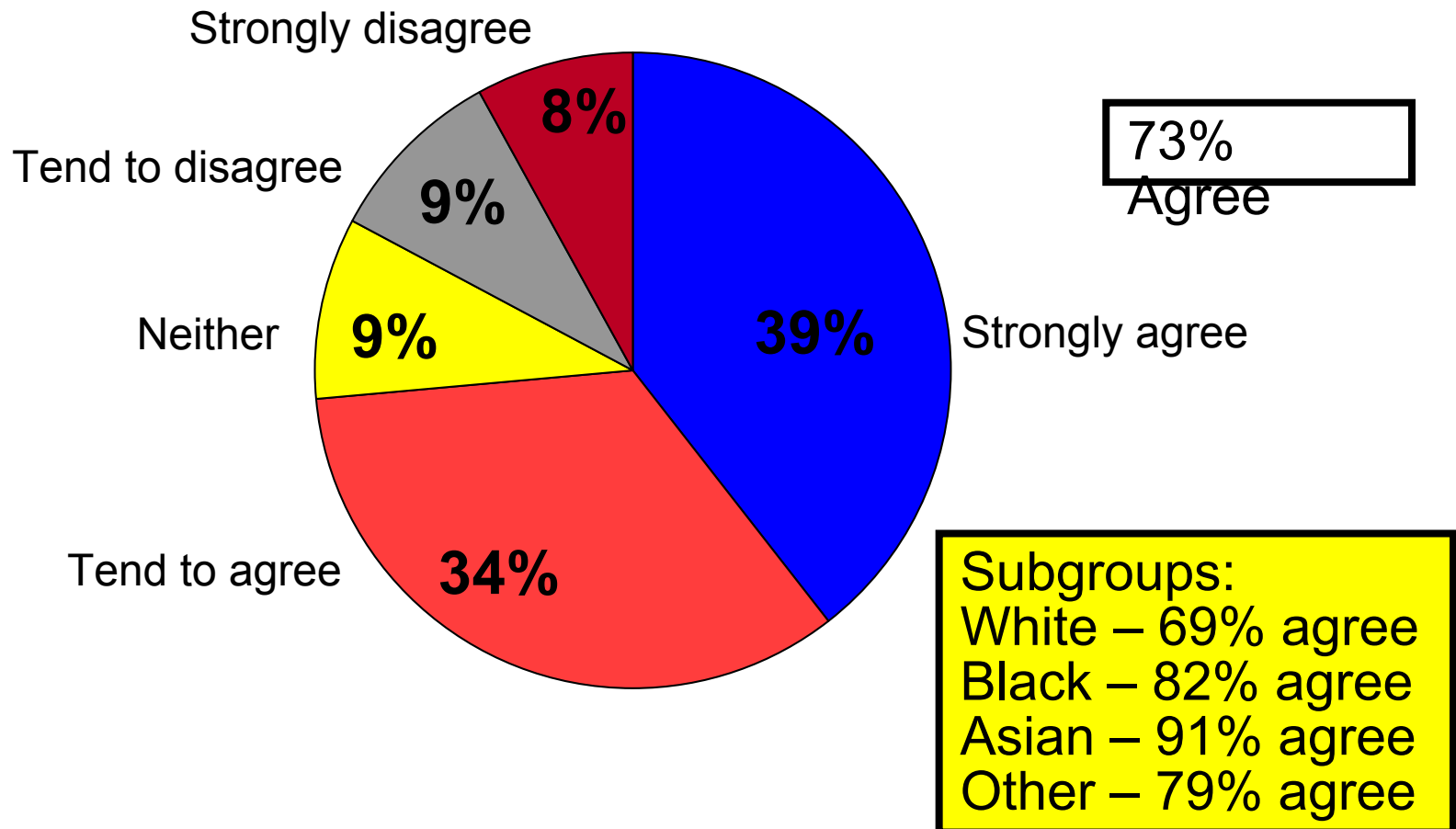
Who is satisfied?

MOR

- Young people aged 16-24 most likely to say they are 'very satisfied' with living in London/London Area: 32% compared with 25% overall
- Asians also most likely to say they are 'very satisfied' 35% compared with 22% for white people
- Those who identify with London more satisfied than those who don't: 75% compared with 39%

London is a place I like living in

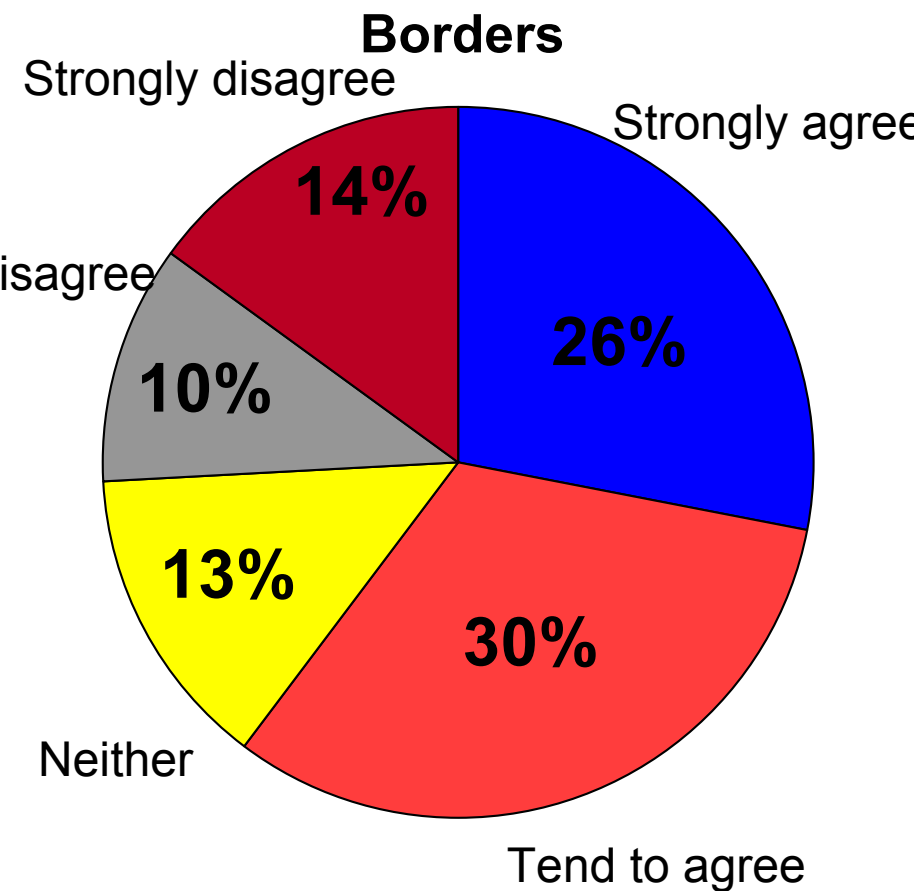
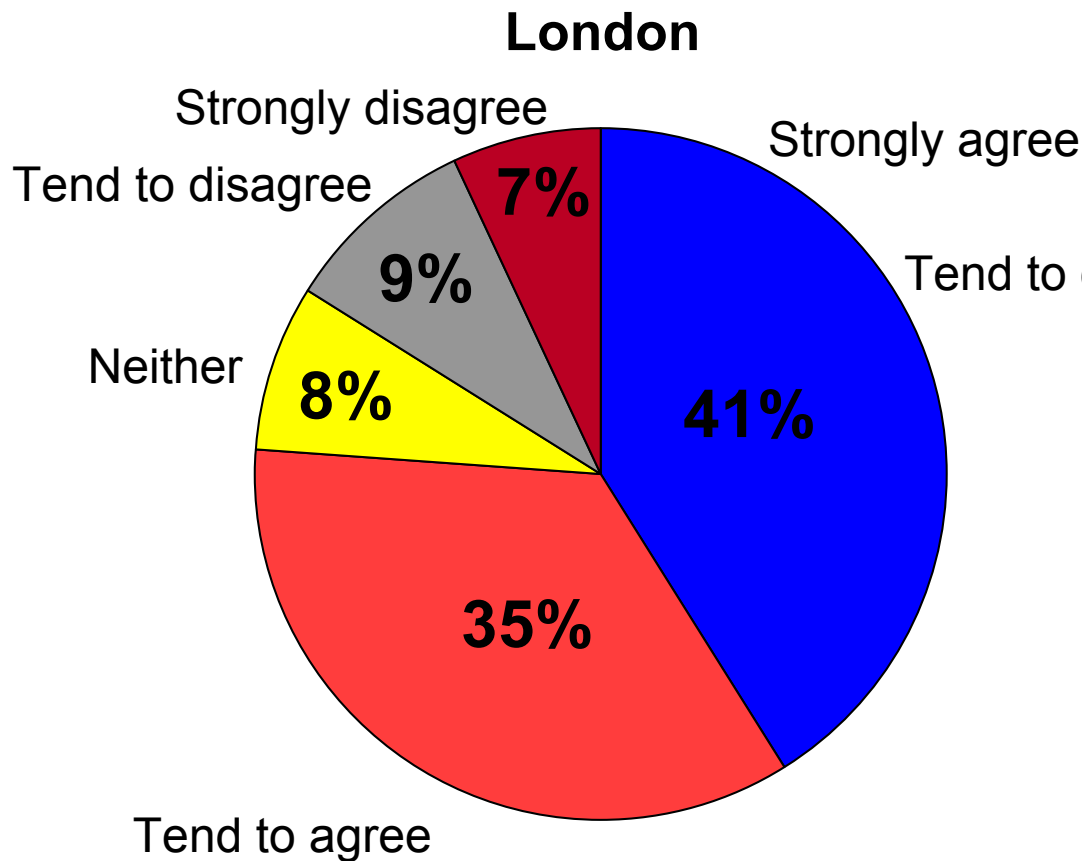
Q *I am now going to read out some statements. I would like you to tell me how strongly you agree or disagree with each of them...London is a place I like living in*



London is a place I like living in

MOR

Q *I am now going to read out some statements. I would like you to tell me how strongly you agree or disagree with each of them...London is a place I like living in*



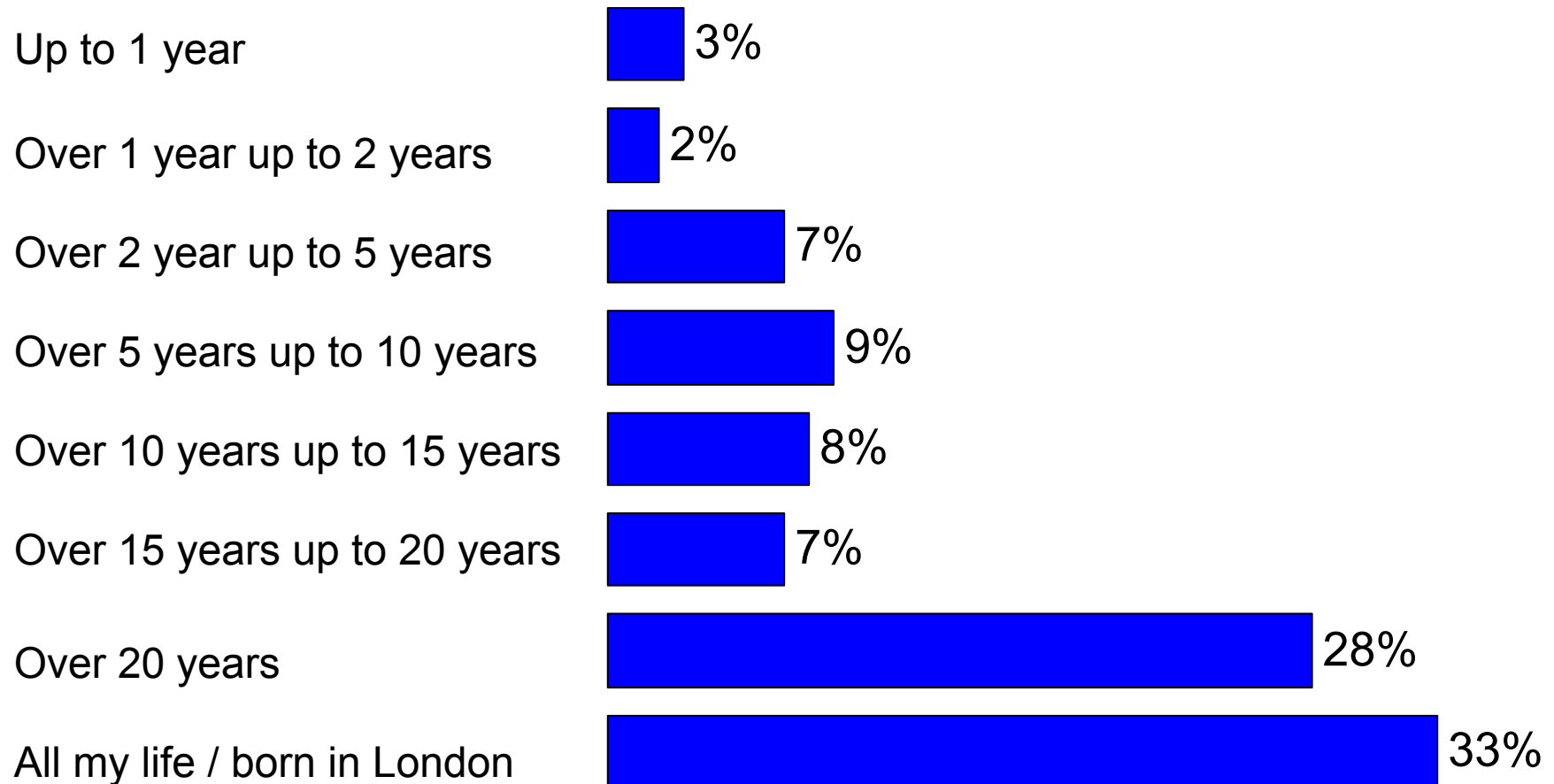
Who likes living in London?

MOR

- **Asians and Black people most positive about living in London than other groups**
- **Those living in Inner London also more positive than Outer London residents**

Length of time living in London

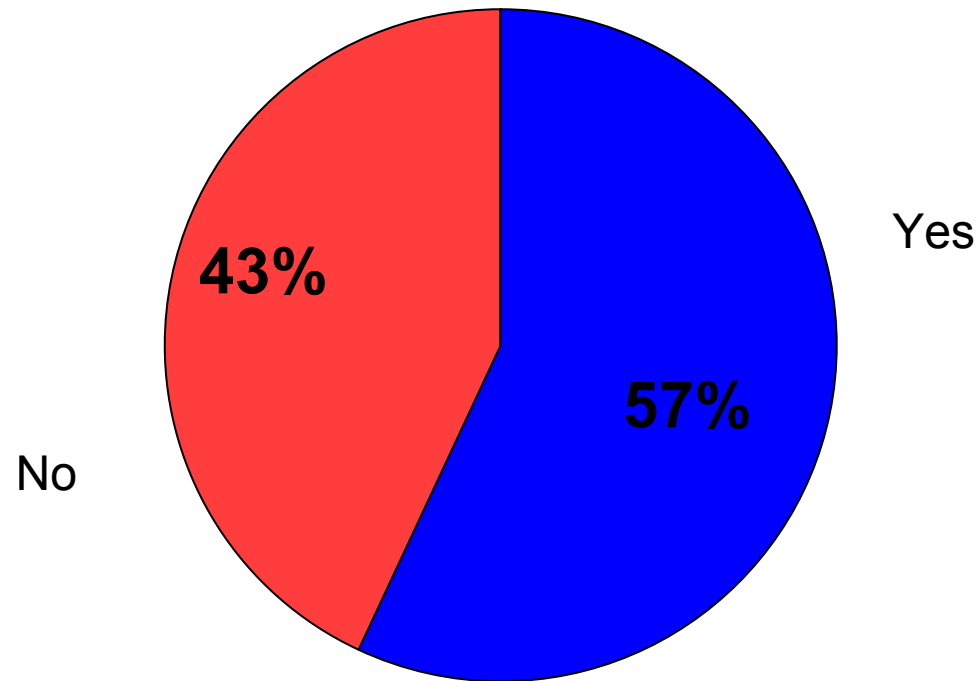
Q *How long have you been living in London?*



Borders: Ever lived in London

MOR

Q *Have you ever lived in London?*

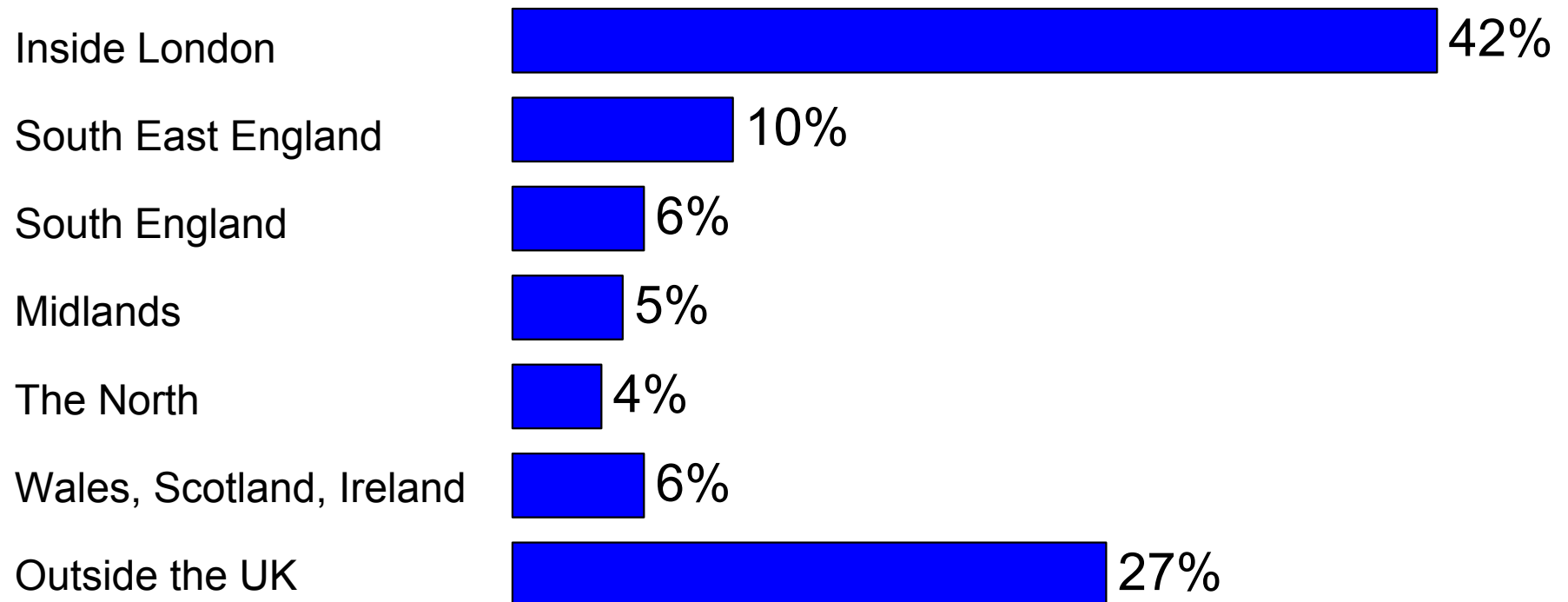


Where were people
born?

Place of birth

MORI

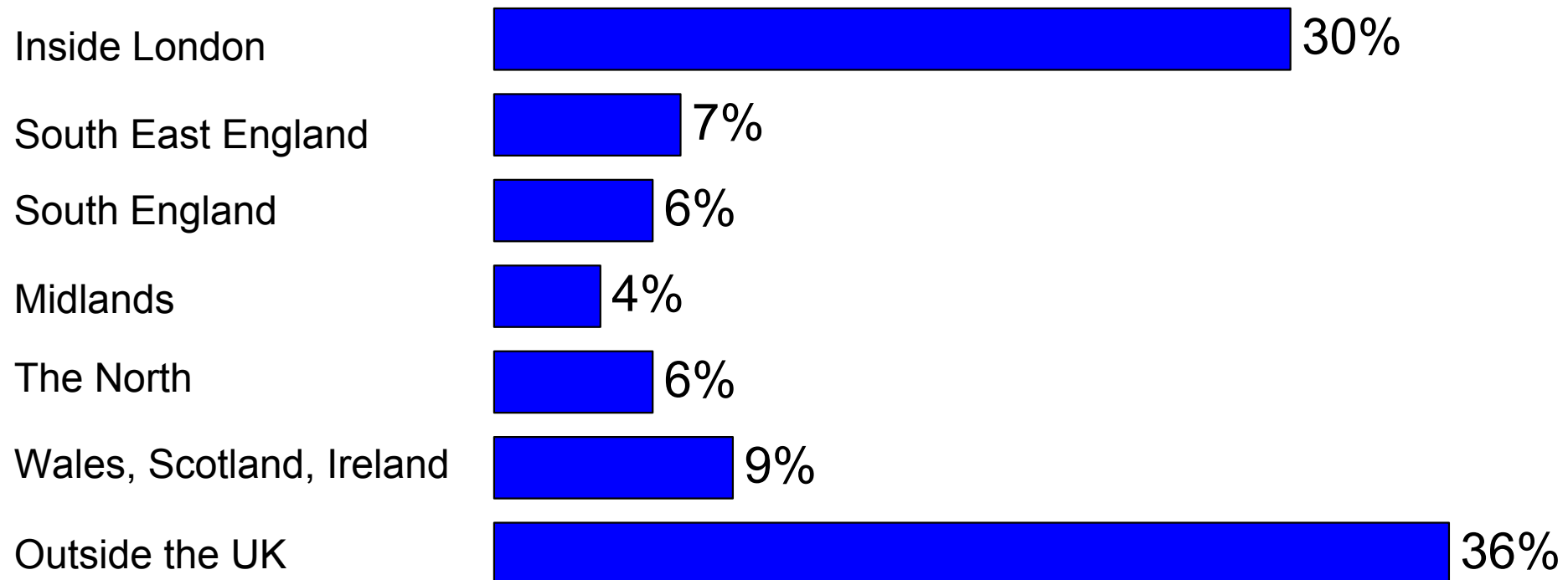
Q *Where were you born?*



Mothers place of birth

MORI

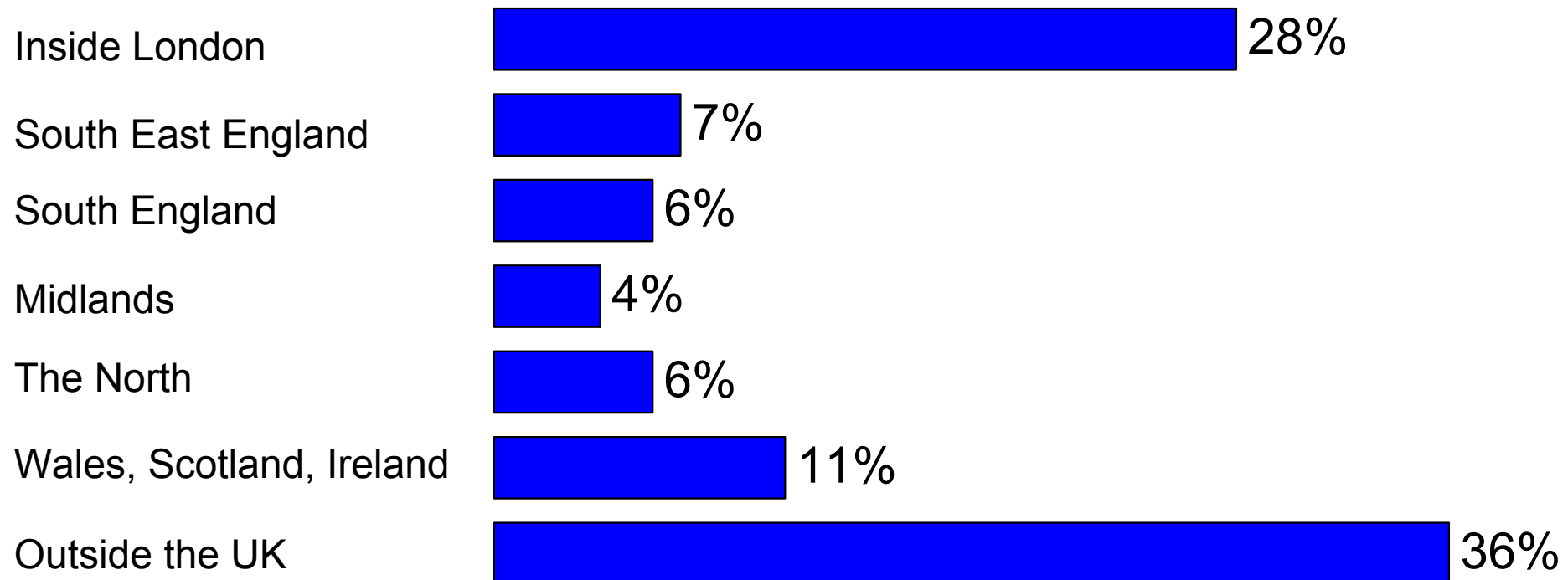
Q *Where was your mother born?*



Fathers place of birth

MOR

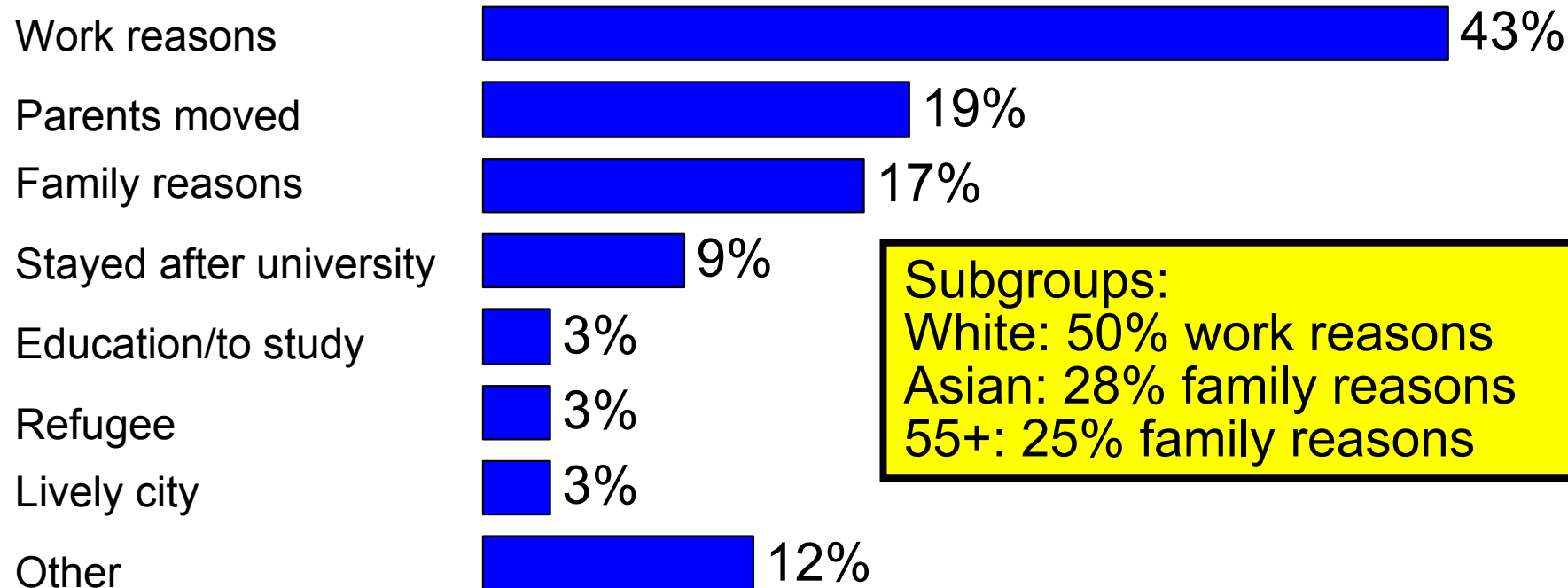
Q *Where was your father born?*



Reasons for moving to London

MOR

Q *For what reasons, if any, did you move to London*

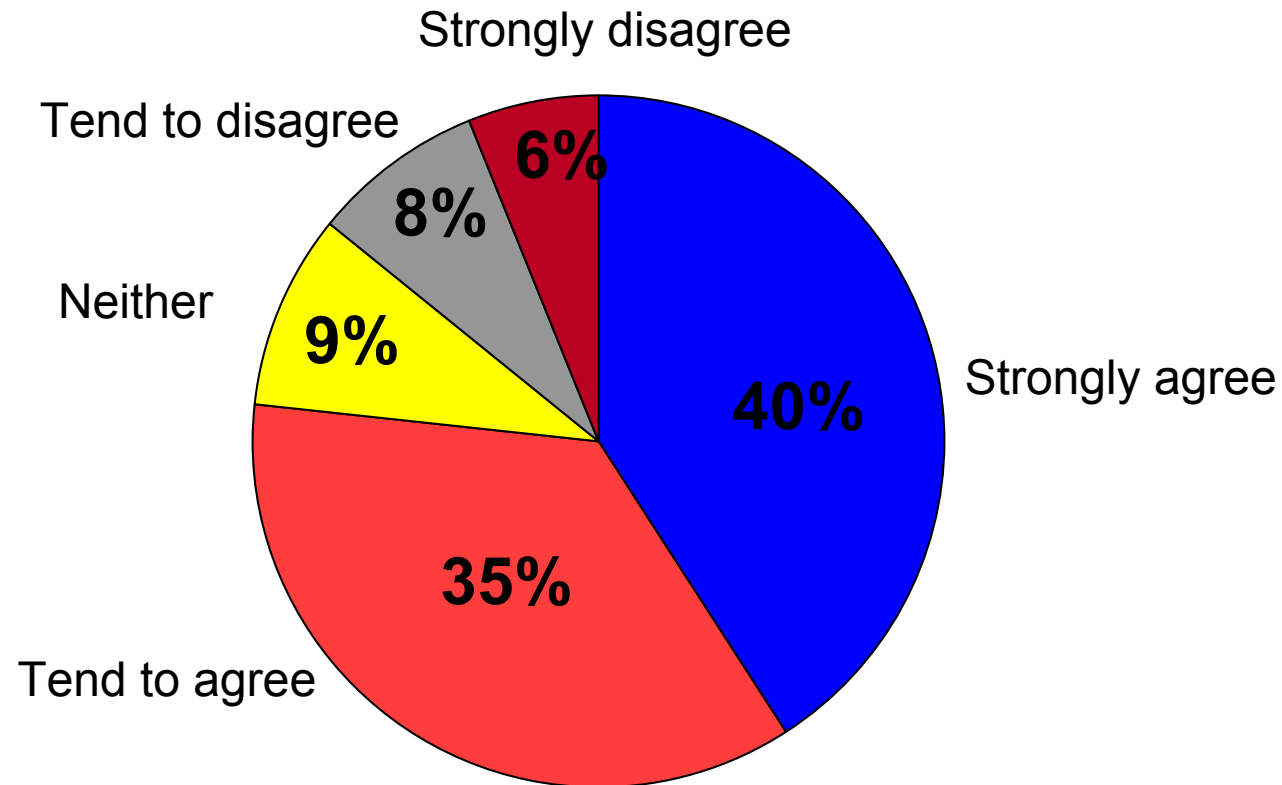


Identity

London is a place I identify with

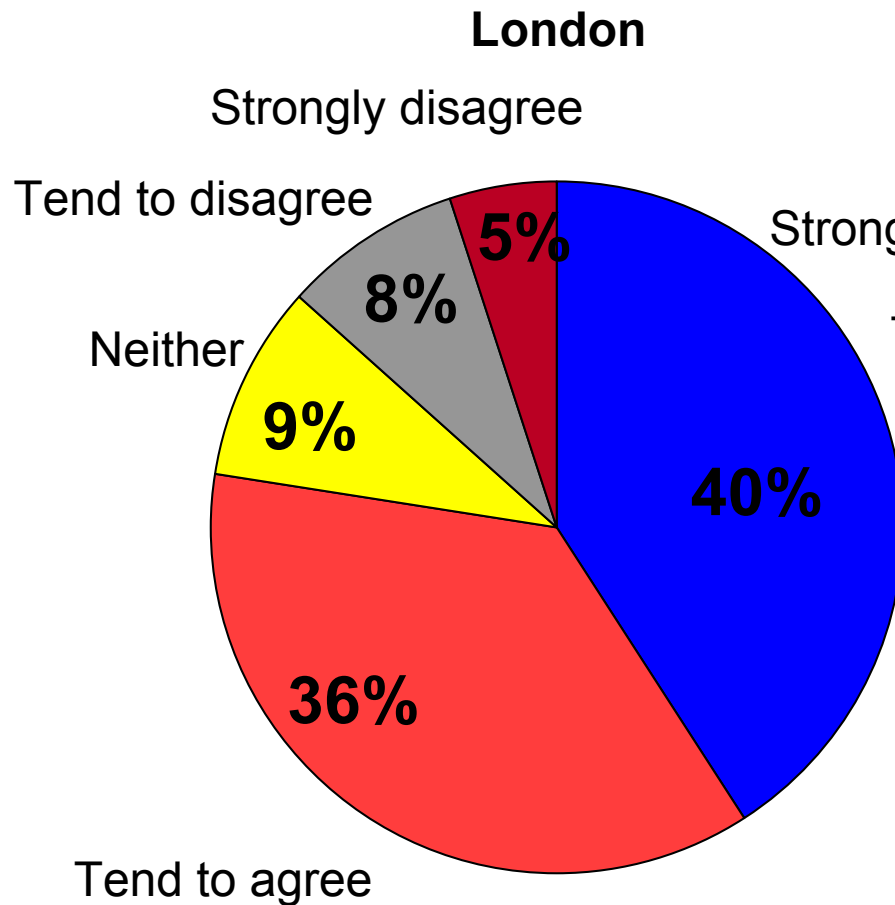
MOR

Q *I am now going to read out some statements. I would like you to tell me how strongly you agree or disagree with each of them...London is a place I identify with*

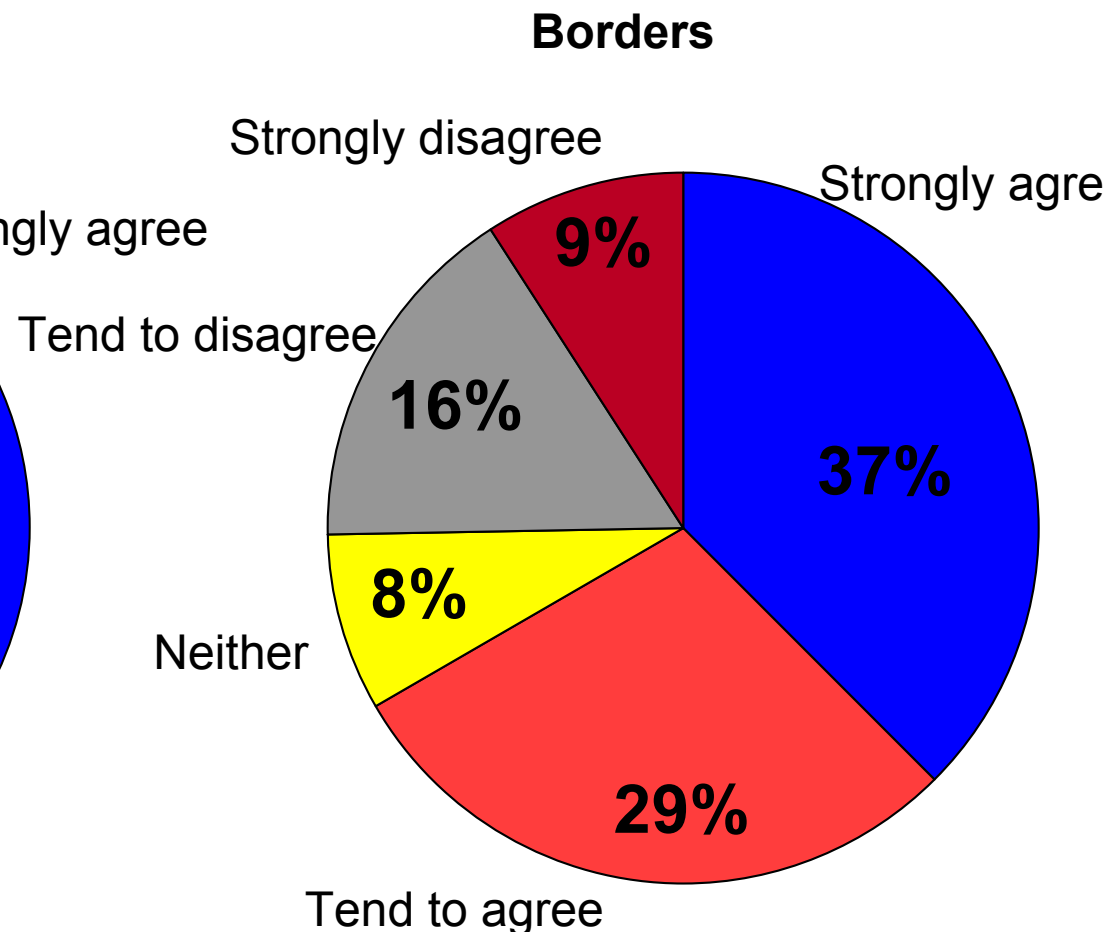


London is a place I identify with

Q *I am now going to read out some statements. I would like you to tell me how strongly you agree or disagree with each of them...London is a place I identify with*



Base: London 1017, Borders 204



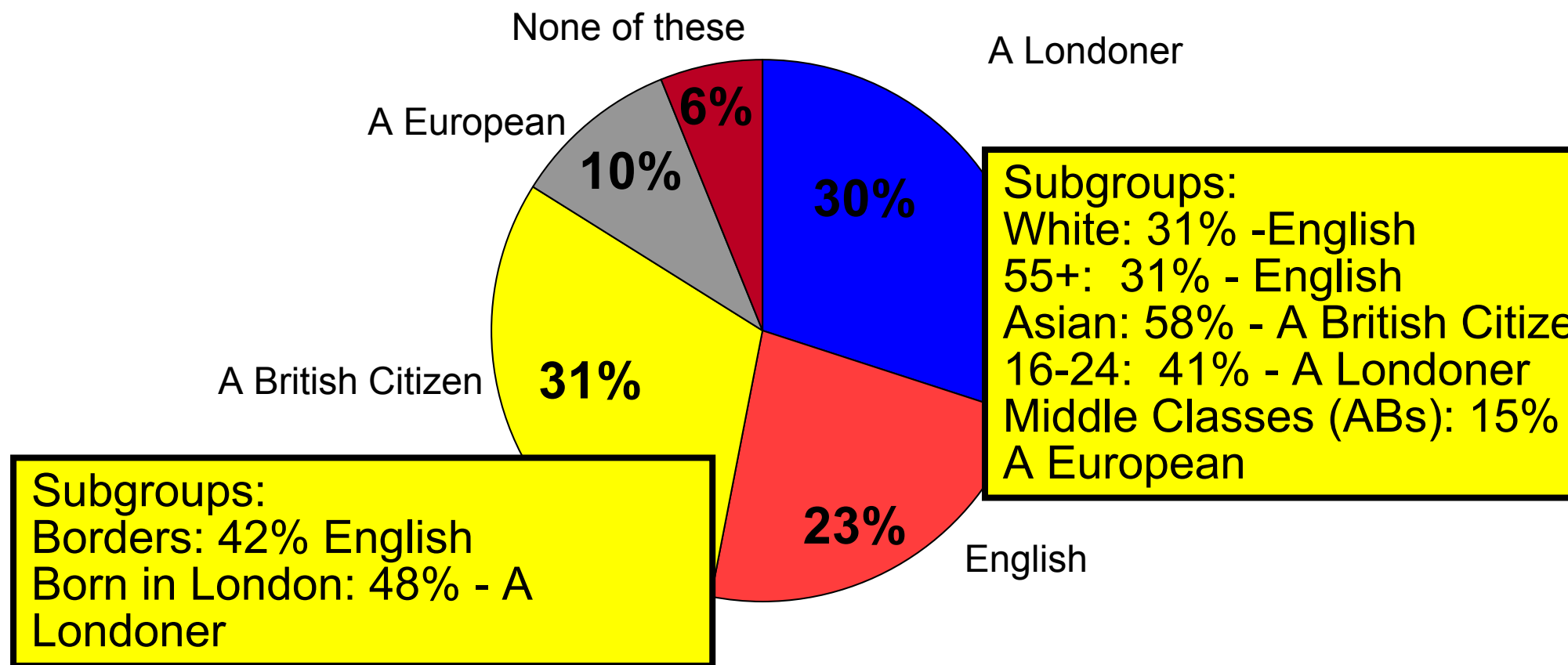
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- **Black peoples most likely to agree that they identify with London**
- **Strong association with London – among Londoners (76%) and those living in the borders (66%)**
- **Those born in London and those living in Inner London also more likely to identify with London**

Identity

MOR

Q Which one of these, do you think best describes you...

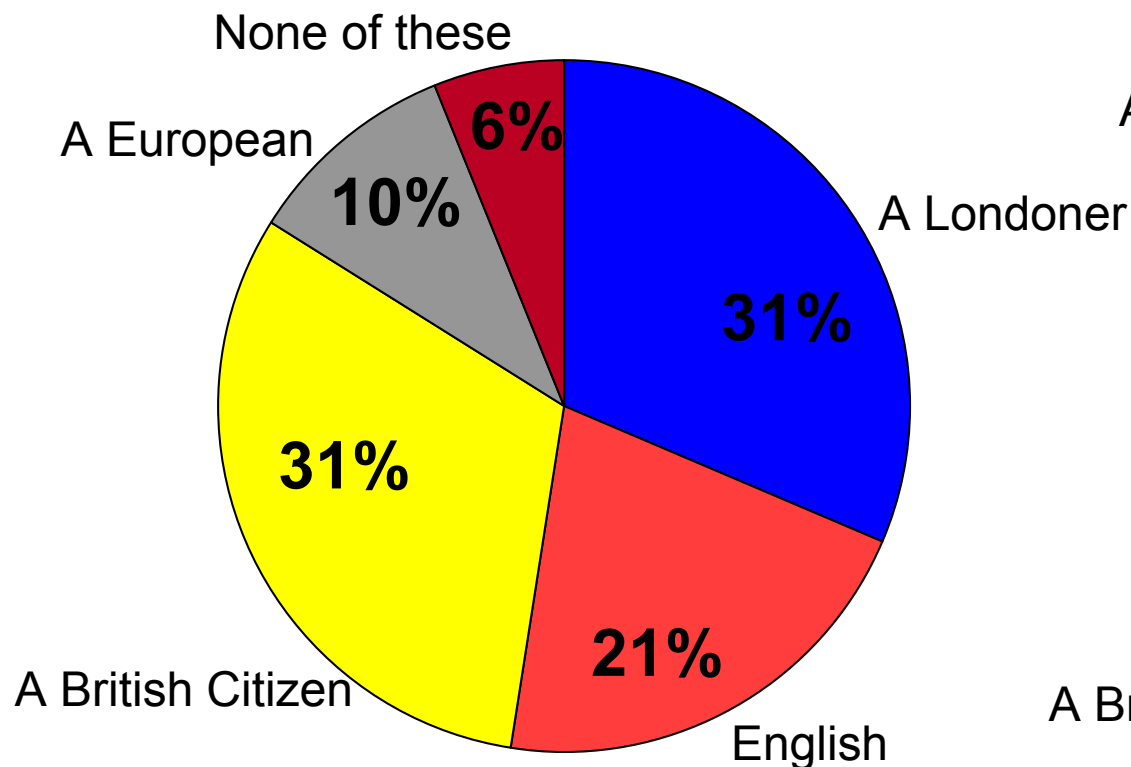


Identity

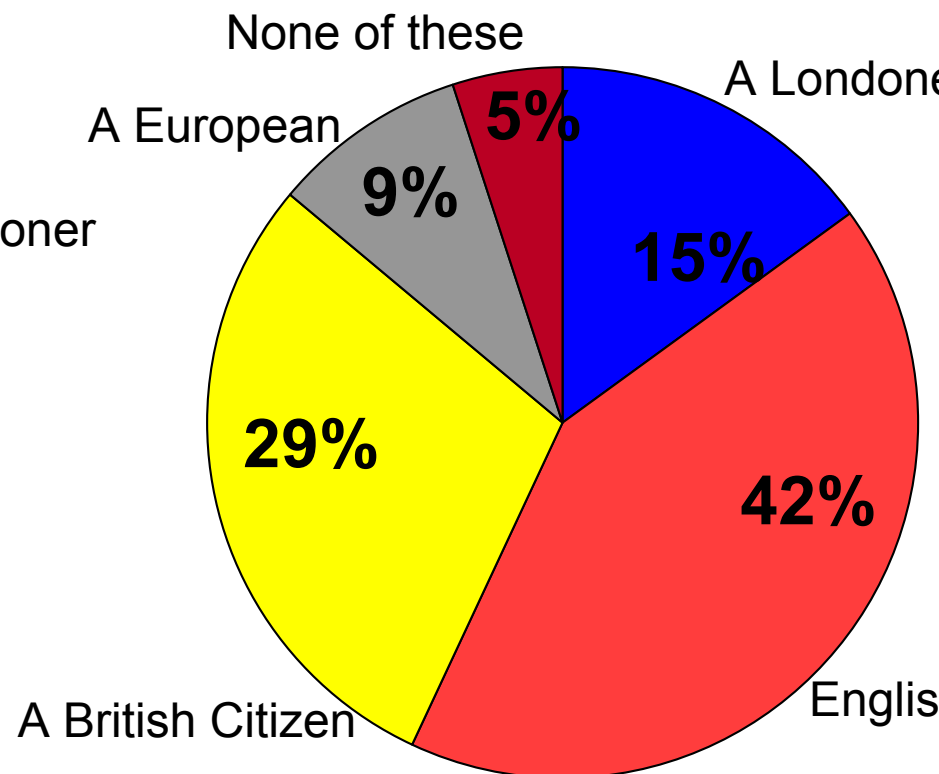
MOR

Q Which one of these, do you think best describes you...

London



Borders



Base: London 1,017, Borders 204

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- Findings show that strong identification with London among Londoners (31%). Equally strong identification with Britain (31%)
 - No significant difference among different ethnic groups
 - Young people (aged 16-24ys) more likely to say they are Londoners than other groups
- London and Britain seen as distinct identities but ‘all encompassing’
- BME groups most likely to identify with Britain
 - Illustrating people have right to multiple identities

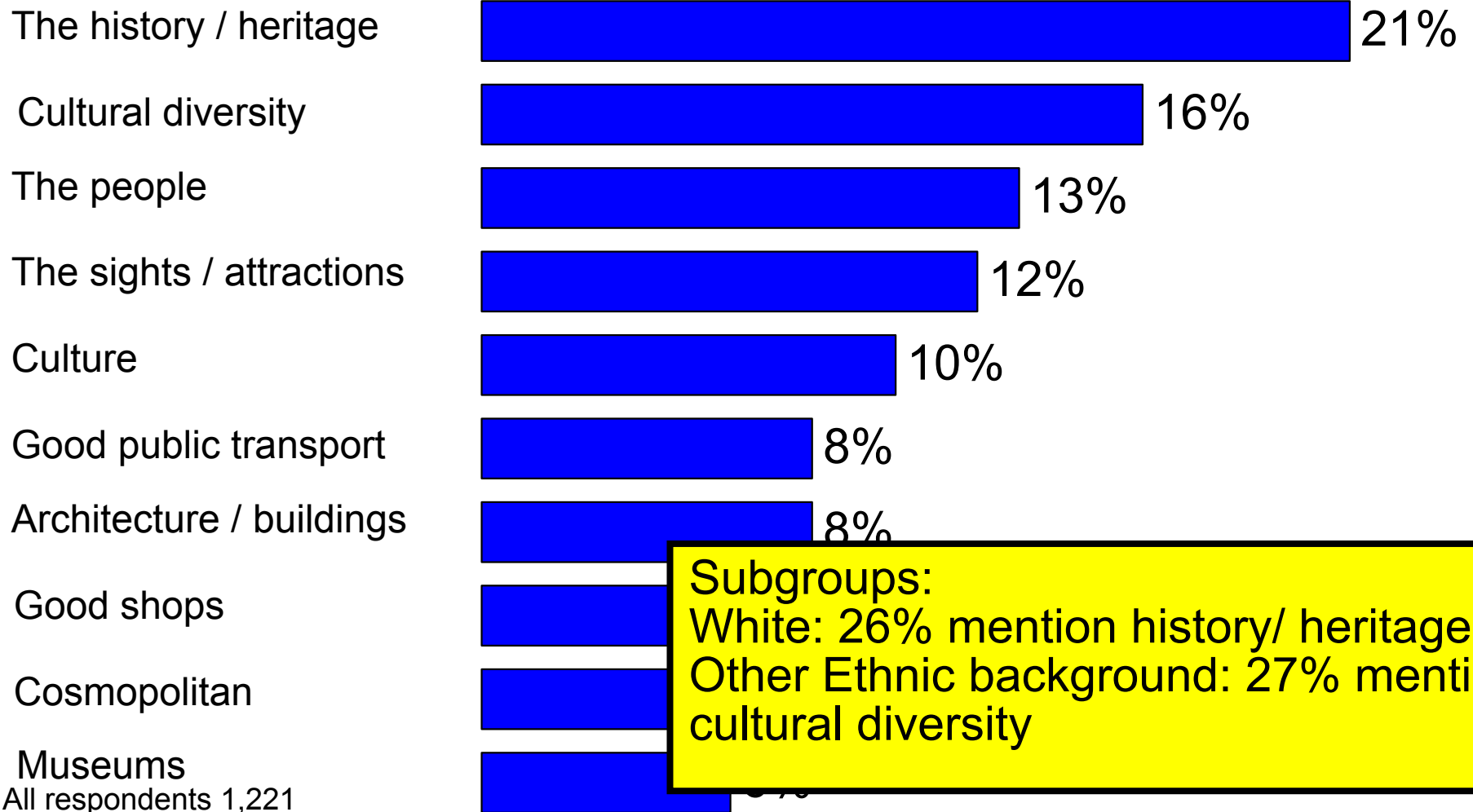
Likes and dislikes about London

Proud of London because.....

MOR

Q *What, if anything, would you say are the two or three things that make you proud of London?*

Top 10 spontaneous mentions



Subgroups:

White: 26% mention history/ heritage

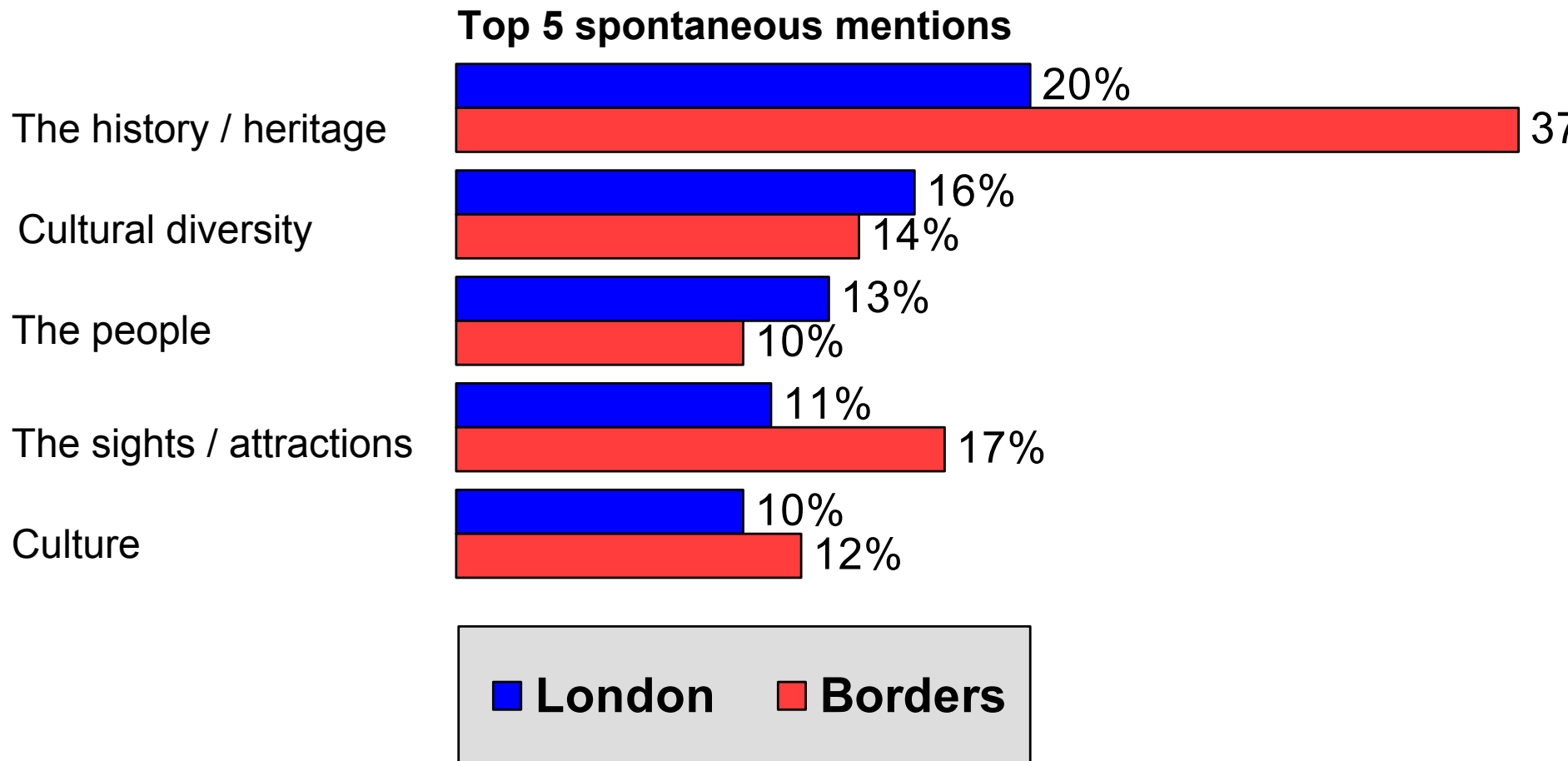
Other Ethnic background: 27% mention cultural diversity

Base: All respondents 1,221

Proud of London because.....

MOR

Q *What, if anything, would you say are the two or three things that make you proud of London?*

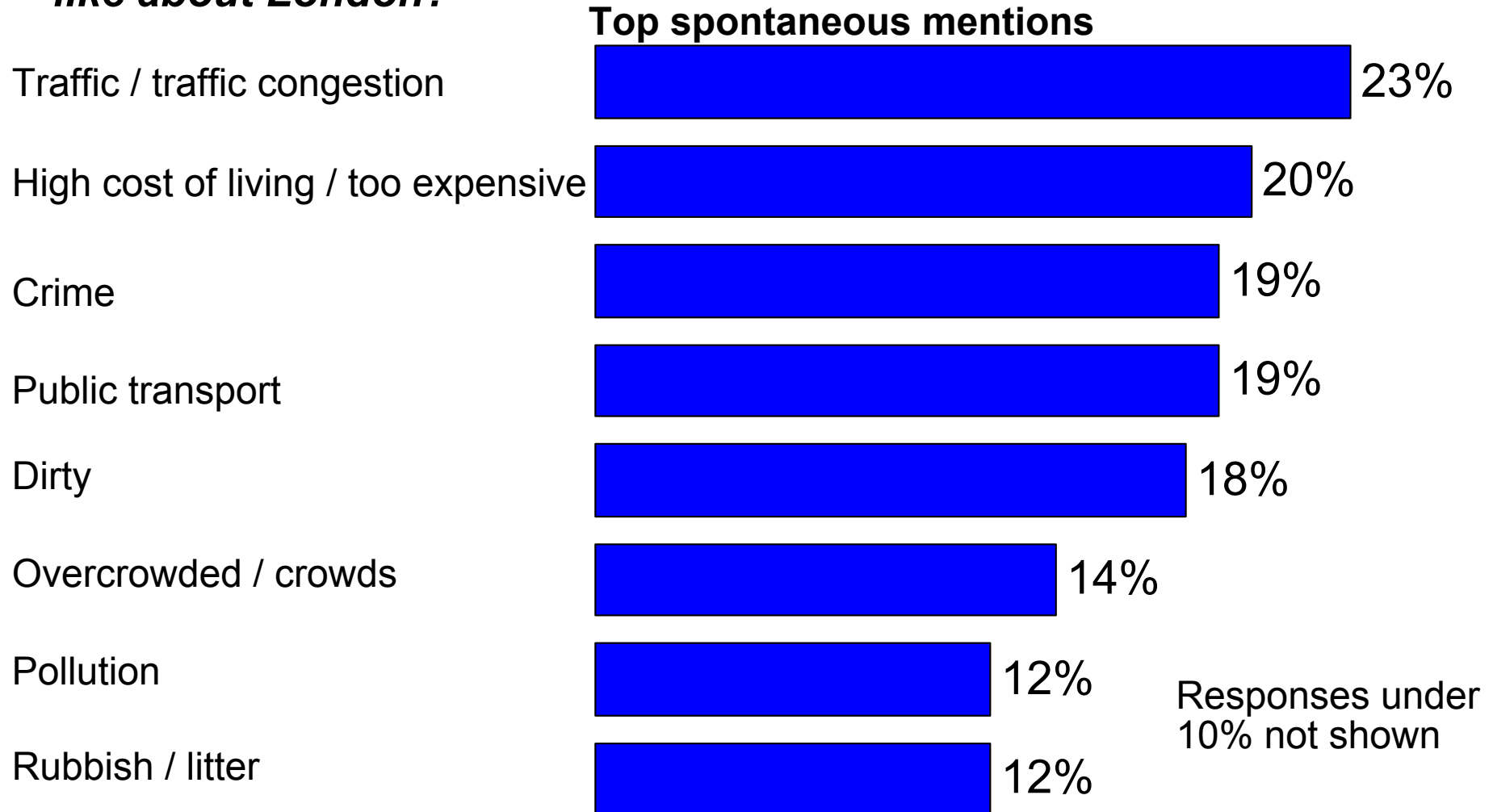


- **London's history and cultural heritage most positively valued**
 - **those living in borders more likely to mention history and heritage than those living in London**
- **London recognised for its diversity and cosmopolitan nature**

Dislike London because.....

MOR

Q *What, if anything, would you say are the two or three that you don't like about London?*



Base: All respondents 1,221

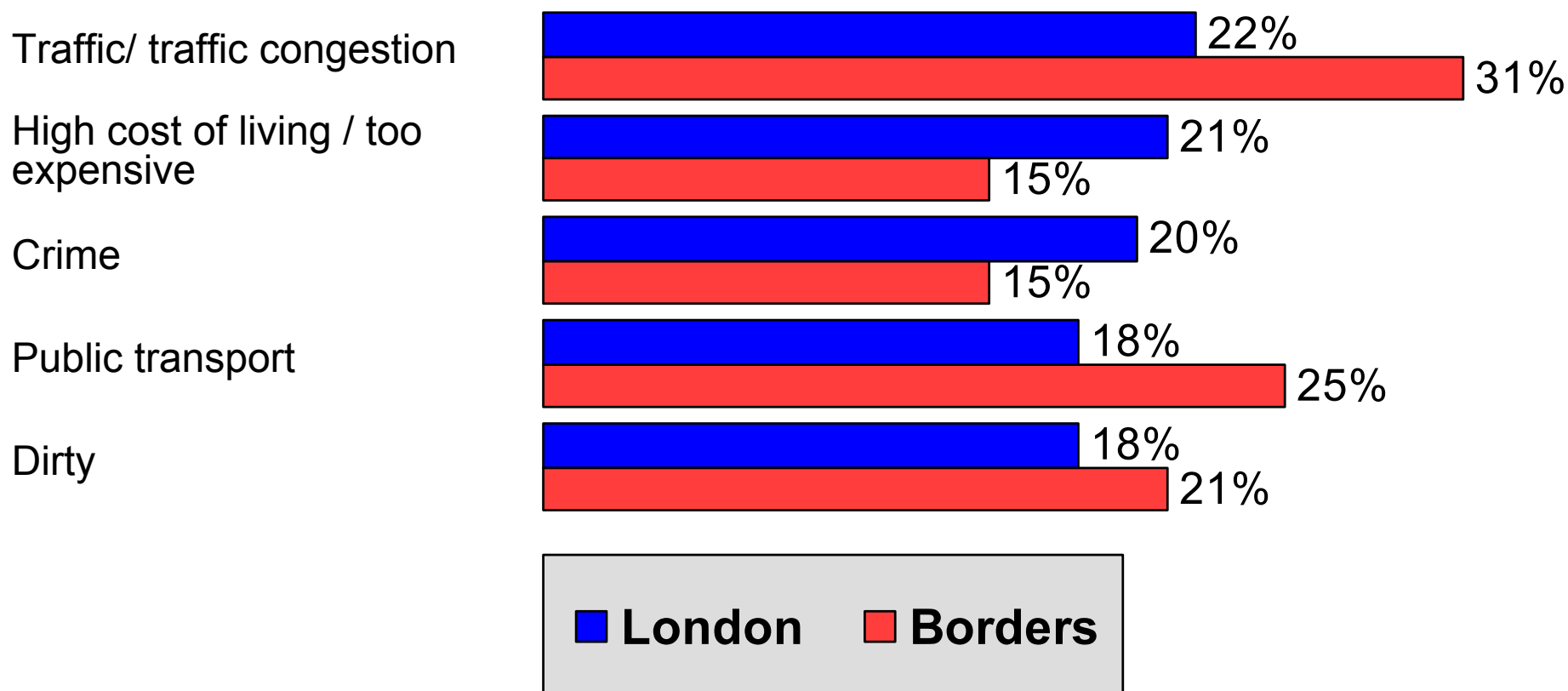
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Dislike of London because.....

MOR

Q *What, if anything, would you say are the two or three that you don't like about London?*

Top 5 spontaneous mentions



Dislike London because...

MOR

- **Quality of life issues are key dislikes about the Capital**
 - **Traffic congestion**
 - **Cost of living**
 - **Safety**
 - **Public transport**
 - **London not being Clean**

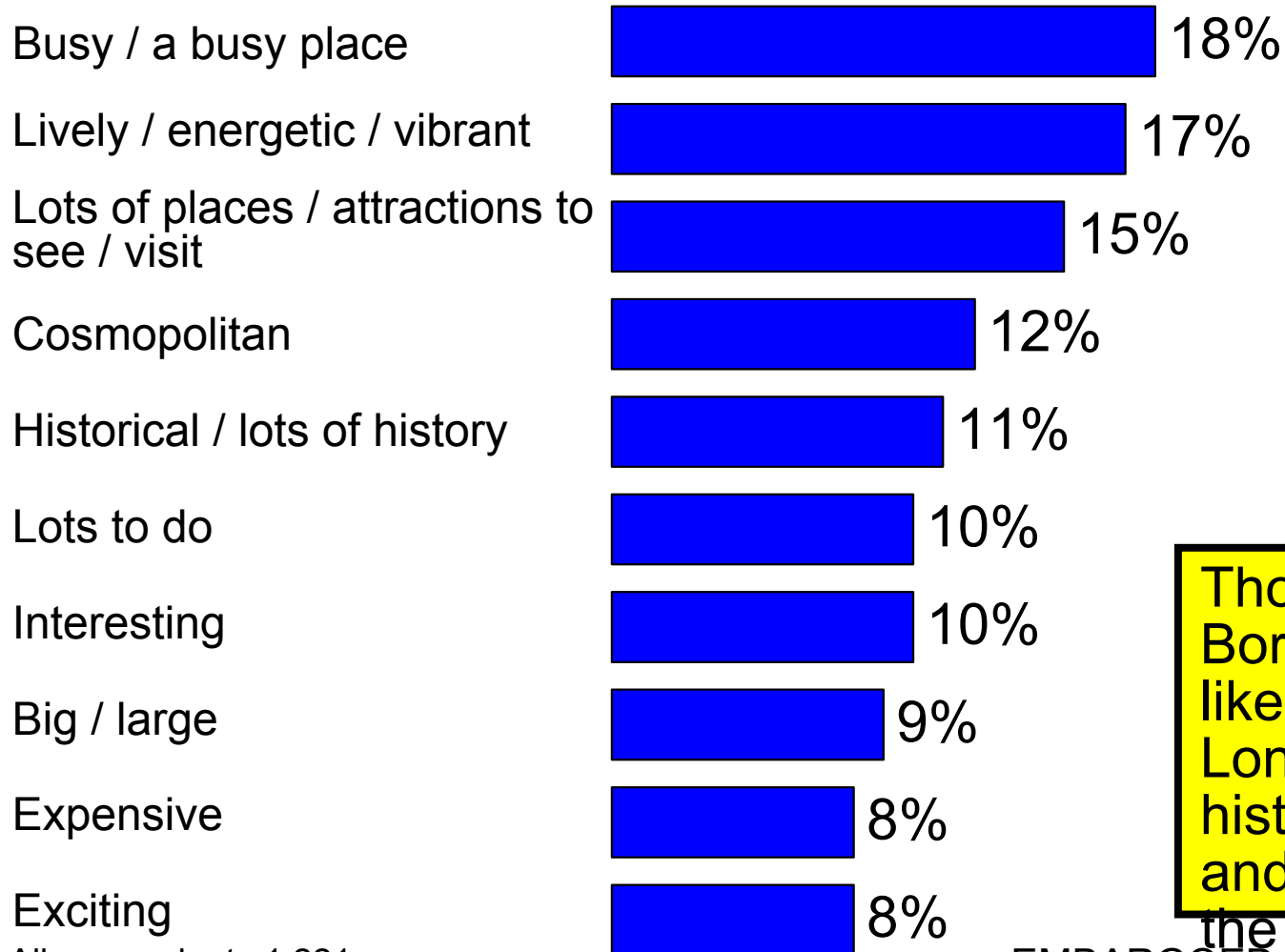
Describing London

Descriptions of London

MOR

Q *If you were to describe London to somebody, what words or phrases would you use?*

Top 10 spontaneous mentions



Those in the Borders are more likely to describe London as: historical, cultural and the best city in the world

Base: All respondents 1,221

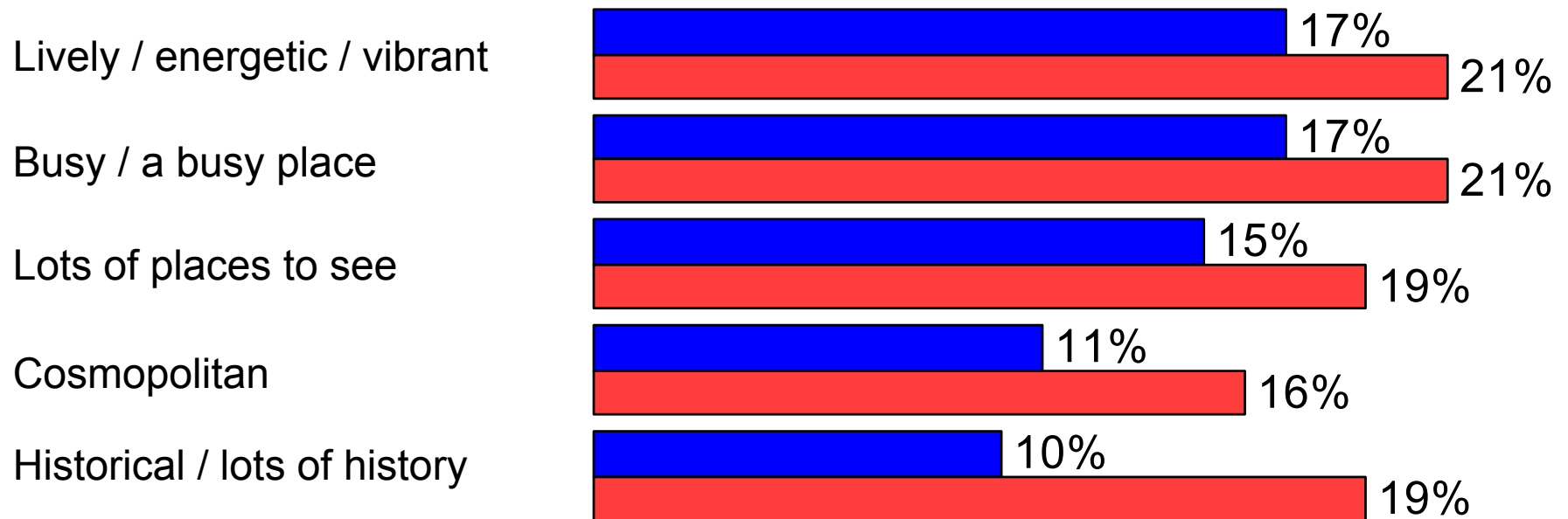
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Descriptions of London

MOR

Q *If you were to describe London to somebody, what words or phrases would you use?*

Top 5 spontaneous mentions

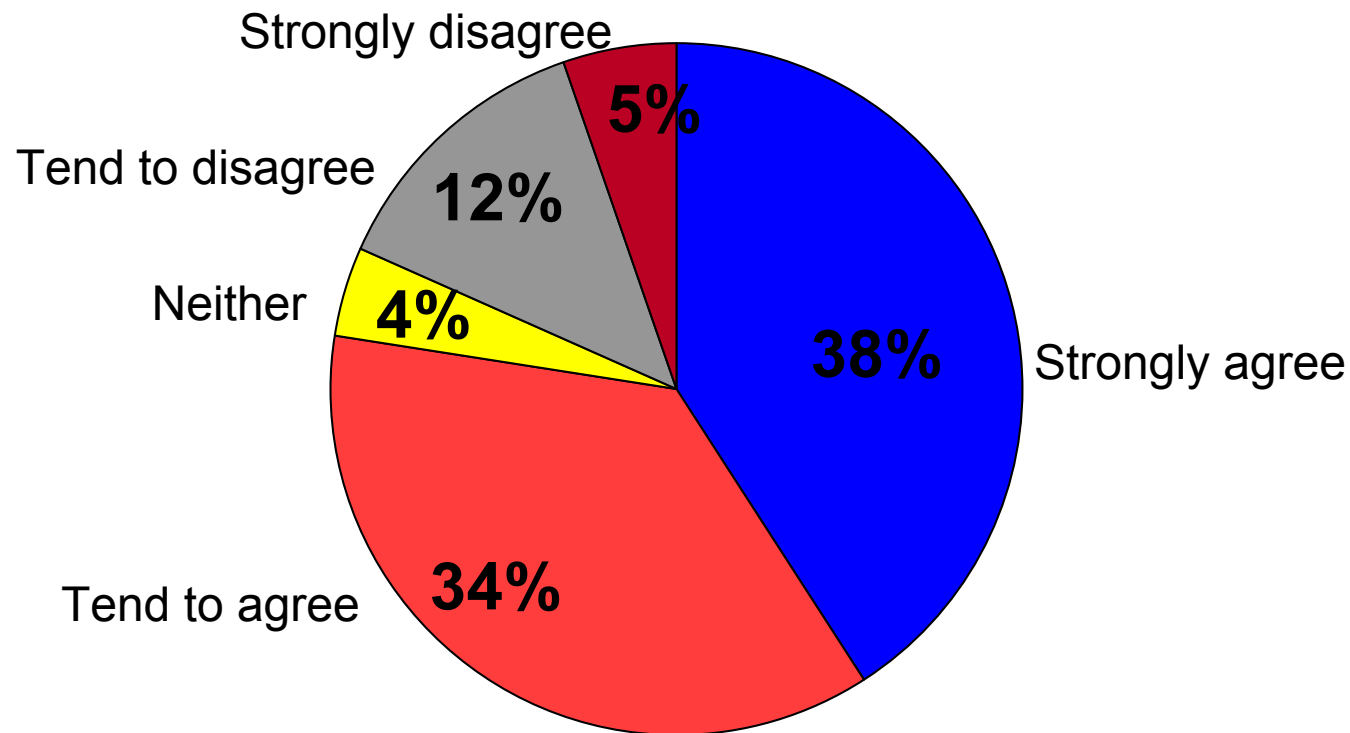


■ London ■ Borders

Londoners' Outlook

MORI

Q *Some people say that people in London have a different outlook to people in the rest of the country. Do you agree or disagree with that statement?*

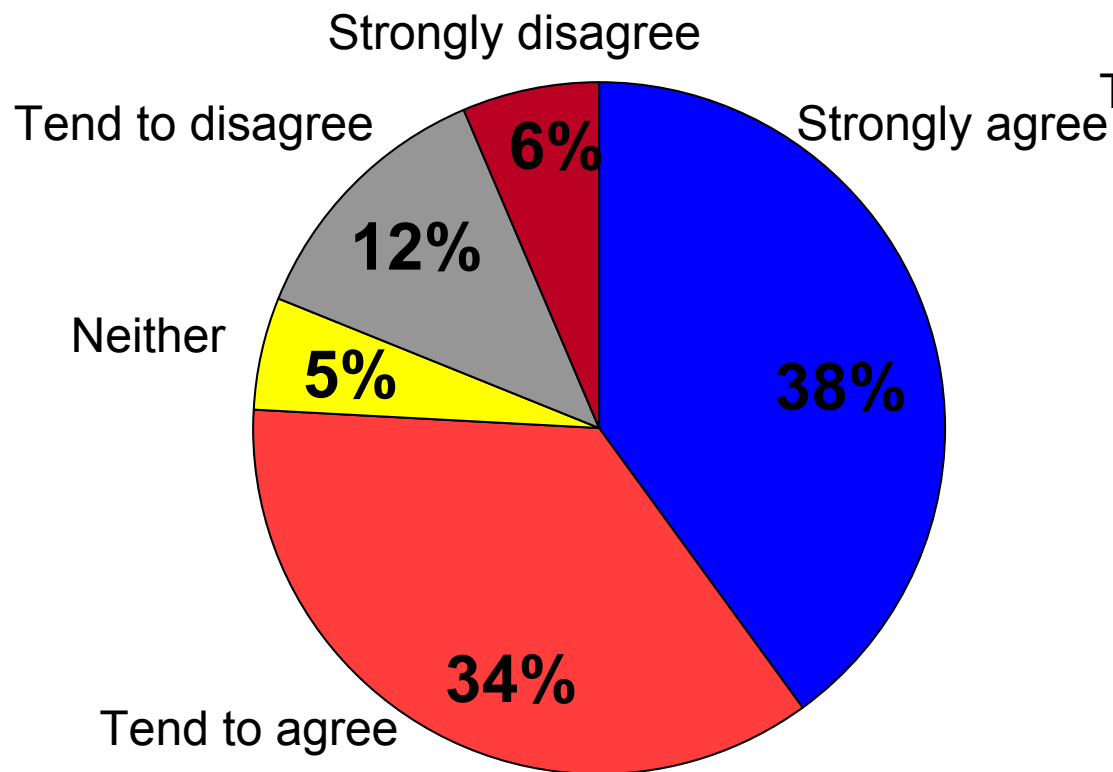


Londoners' Outlook

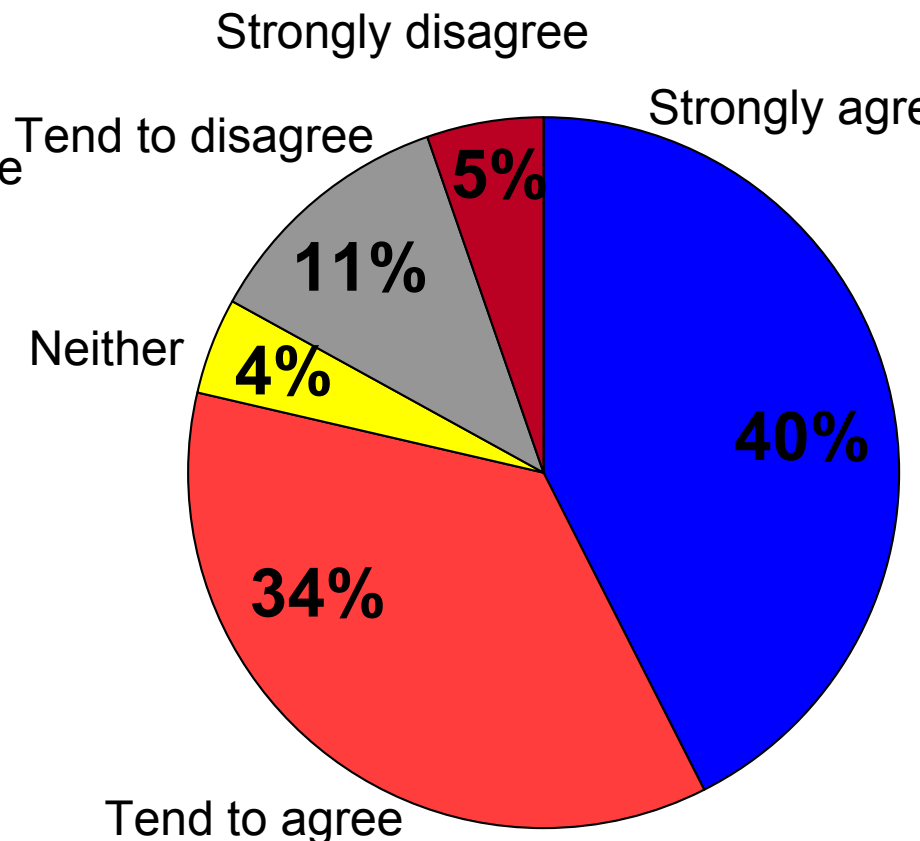
MOR

Q *Some people say that people in London have a different outlook to people in the rest of the country. Do you agree or disagree with that statement?*

London



Borders



Reasons for different outlook

MOR

Q *Why do you think people in London have a different outlook to people in the rest of the country?*

Life is faster / busier / always in a rush

It's a different way of life

It's multicultural

They are not as friendly / keep themselves to themselves

They think they are more superior

It's cosmopolitan

Higher cost of living

They are money orientated / have more money

Broader/less narrow minded / more open minded

It's the capital city

Top 10 spontaneous mentions



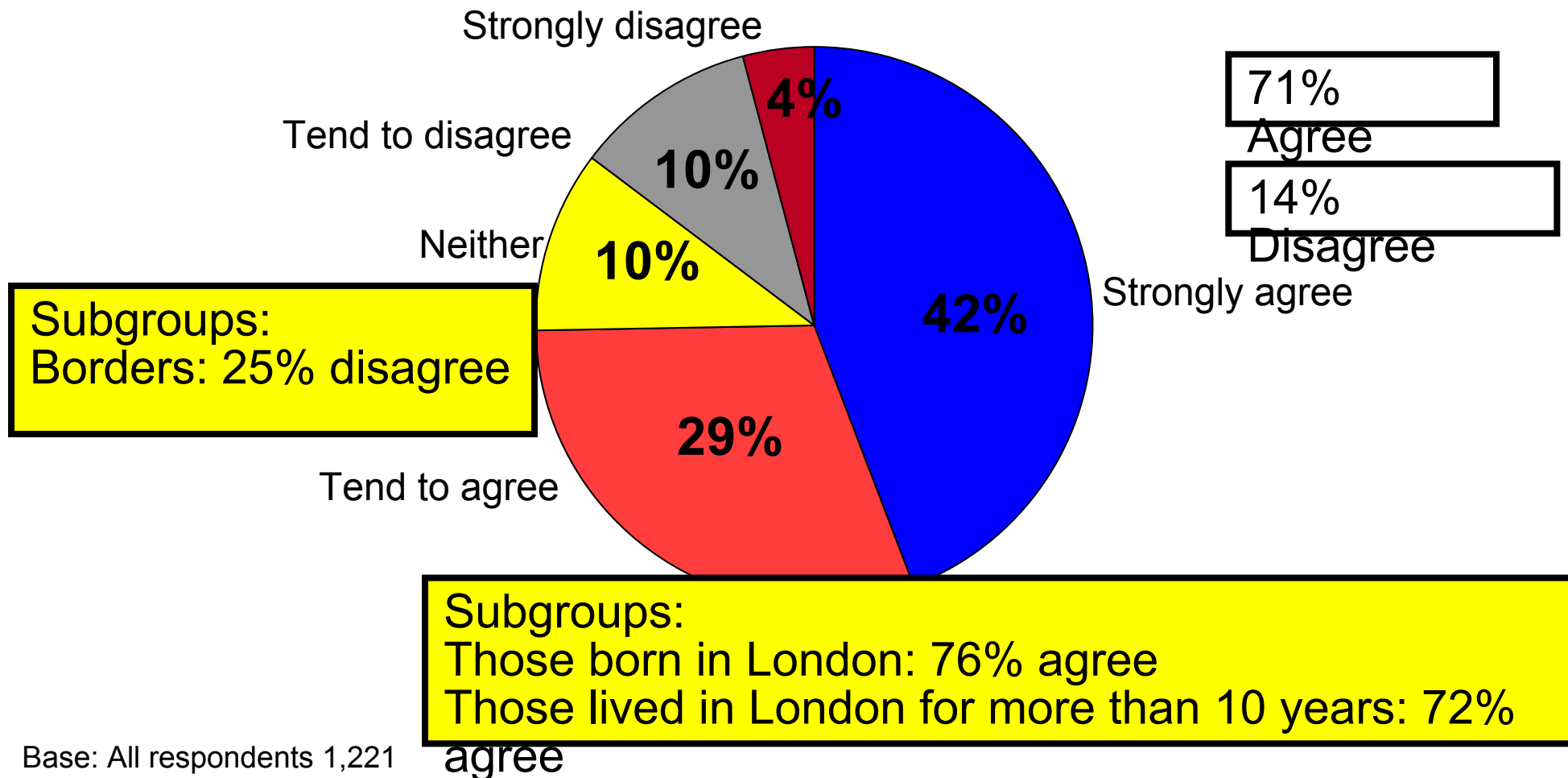
Subgroups: 'it's a different way of life'
16-24 years: 23%
25-34 years: 24%

London Governance

Control of Affairs

MOR

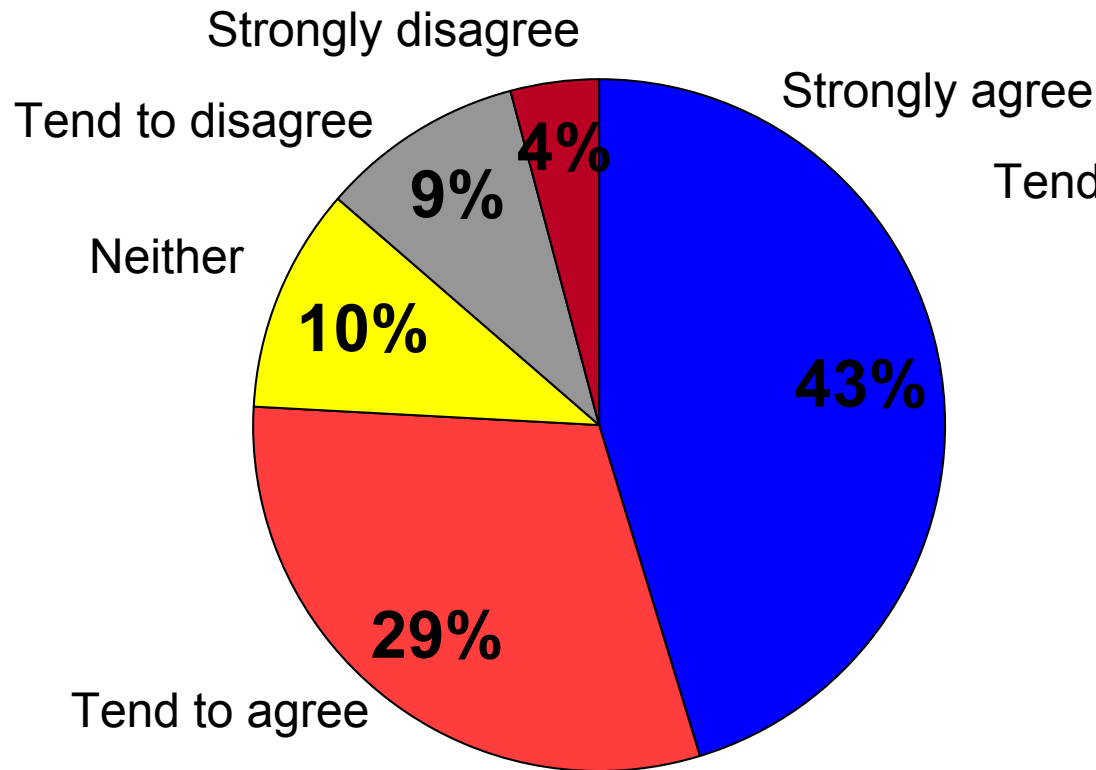
Q *I would like you to tell me how strongly you agree or disagree with the statement...London, like Scotland and Wales, should have greater control over its affairs*



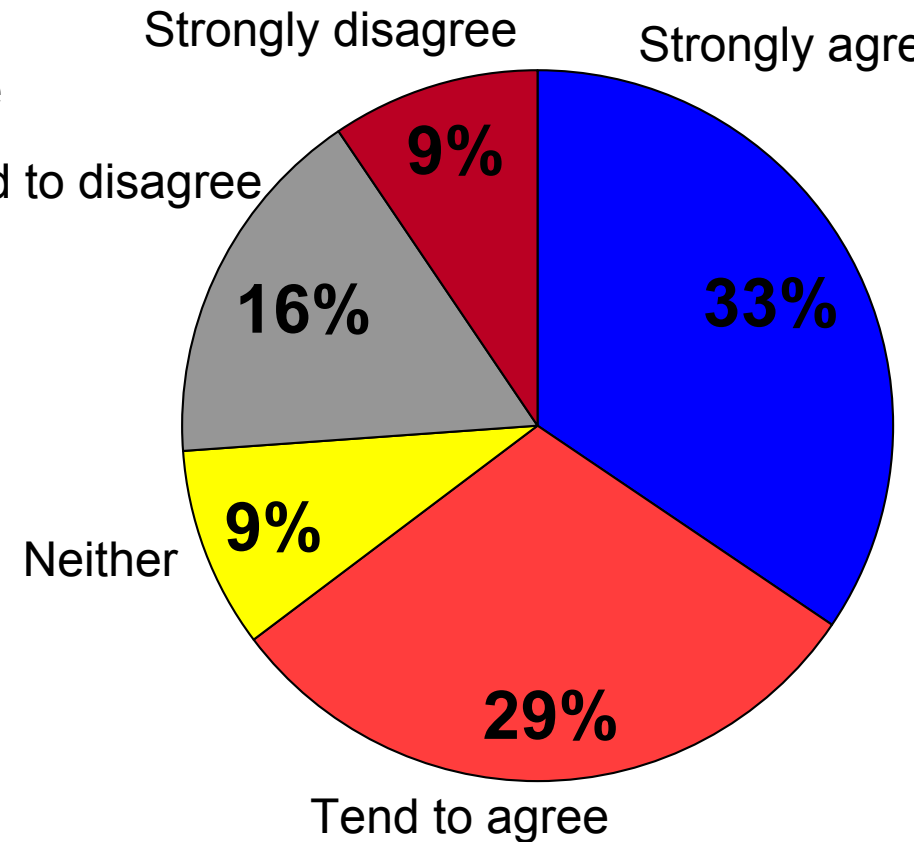
Control of Affairs

Q *I would like you to tell me how strongly you agree or disagree with the statement...London, like Scotland and Wales, should have greater control over its affairs*

London



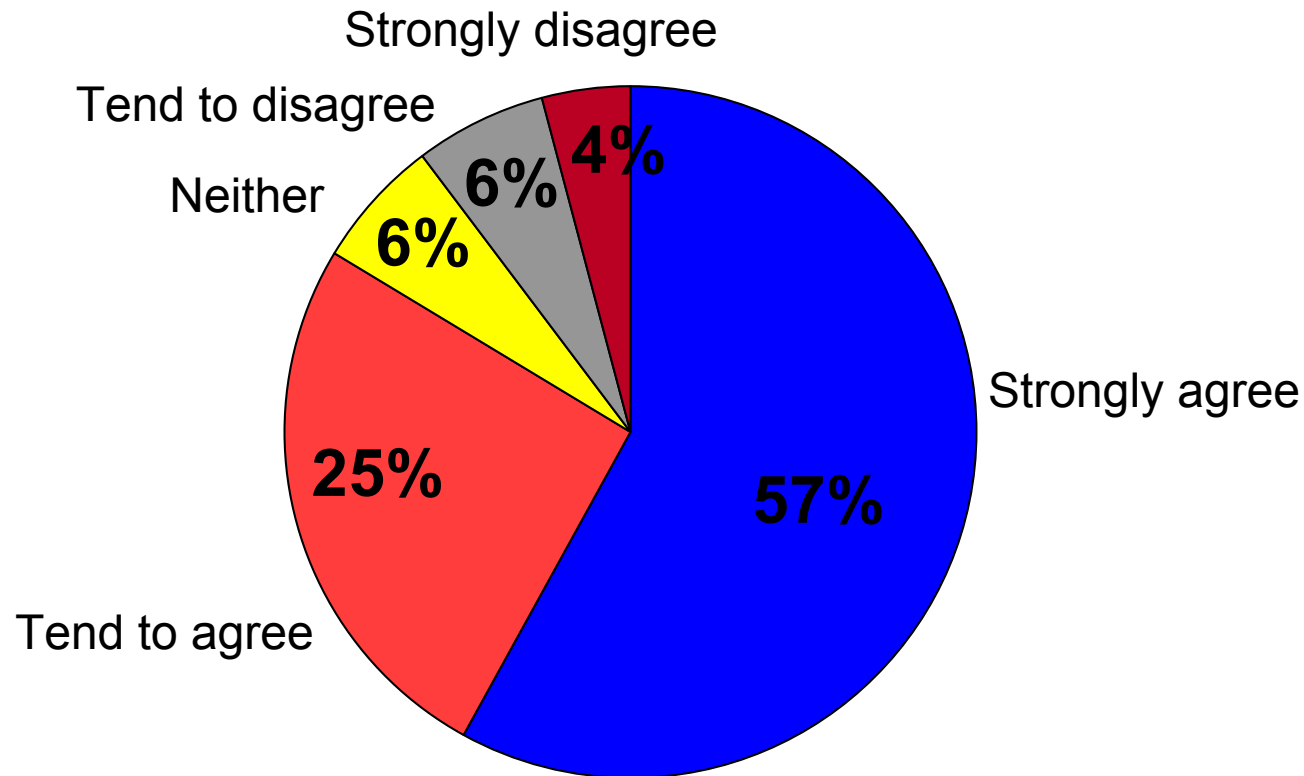
Borders



Public Spending

MORI

Q *I would like you to tell me how strongly you agree or disagree with the statement...I would be happier about the taxes I pay to the Government if more were spent on improving public services for all Londoners*

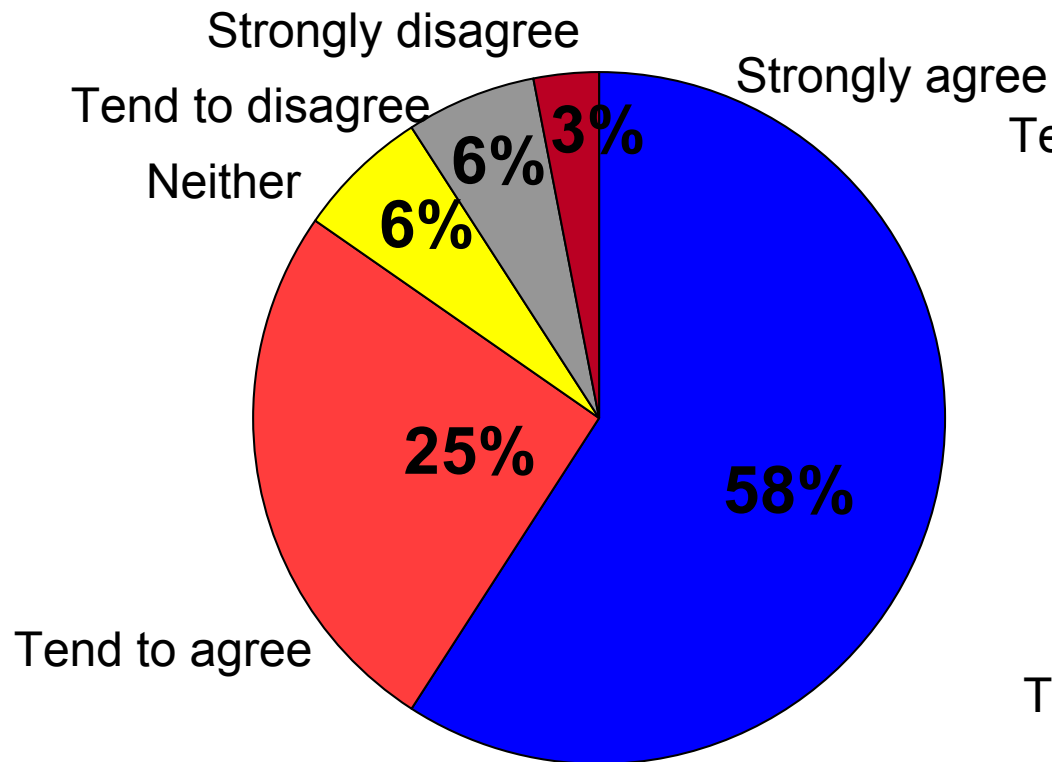


Public Spending

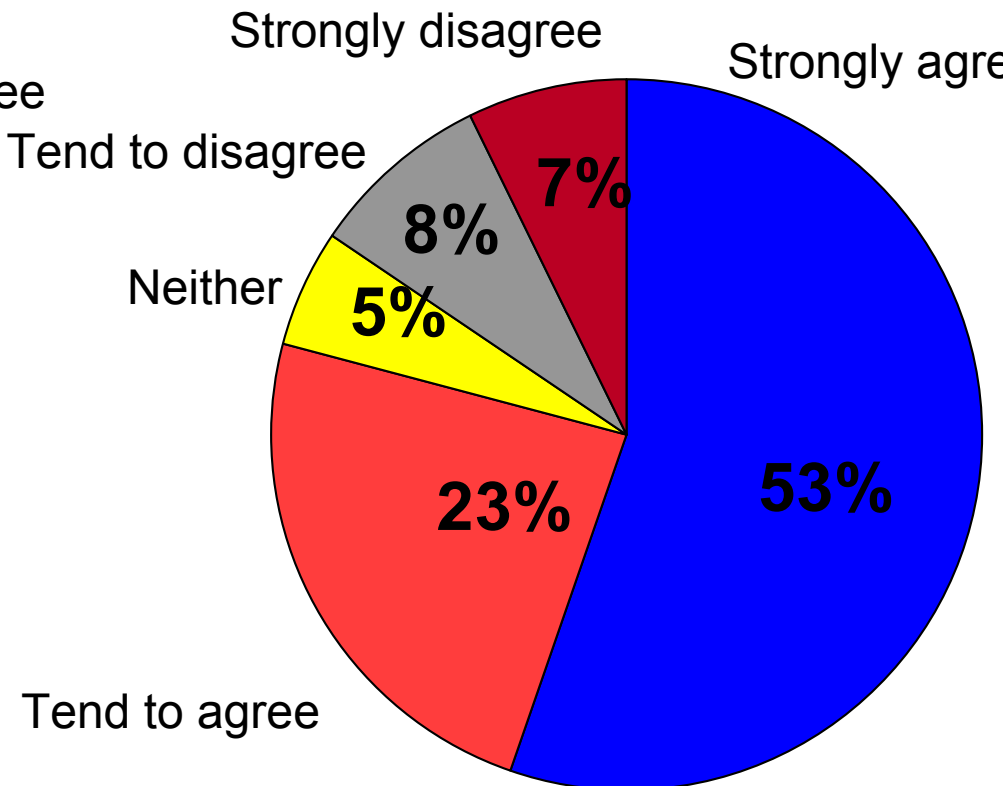
MORE

Q *I would like you to tell me how strongly you agree or disagree with the statement...I would be happier about the taxes I pay to the Government if more were spent on improving public services for all Londoners*

London



Borders



Public Spending

MOR

Q *At the moment the Government spends less in London than it collects in taxes from London's businesses and residents, and spends the rest on other areas of the country. Some people believe that London should receive more of the money it contributes while others believe that other regions across the UK need the money more. Which of the following comes closest to your view?*

London should receive more of the money it contributes to government than it does at the moment

58%

The amount of money London receives at the moment should stay the same

28%

London should receive less of the money it contributes to Government than it does at the moment

6%

Subgroups:

Born in London: 67% agree amount of money London receives should increase

Black people: 69% agree amount of money London receives should increase

- **Strong support for London to receive more of the money it generates and for greater control over its affairs**
 - **Support strongest among Londoners, but 62% of those living in borders agree**

London's boundaries

London's boundary

MOR

Q *I would like you to tell me how strongly you agree or disagree with the statement*

The M25 seems like the natural boundary of London

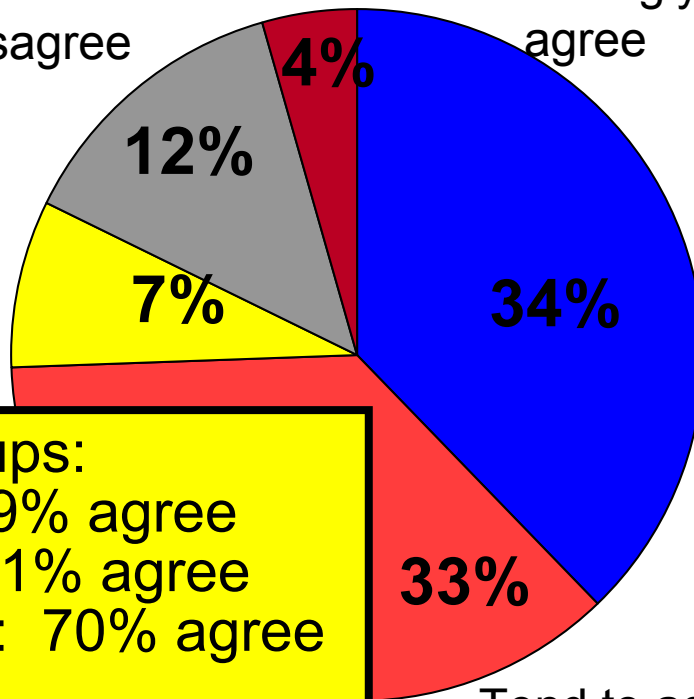
67%

Agree

Strongly disagree

Tend to disagree

Strongly agree



Subgroups:
Inner: 59% agree
Outer: 71% agree
Borders: 70% agree

Tend to agree

The M25 seems like the natural boundary of London, even though it includes part of different council areas

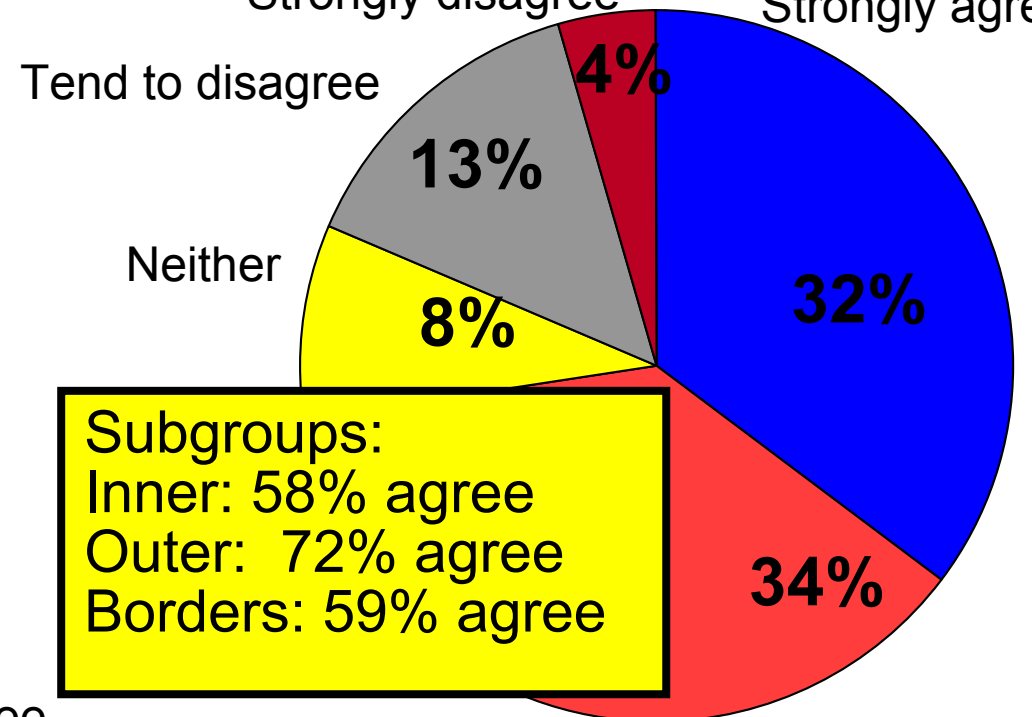
66%

Agree

Strongly disagree

Tend to disagree

Strongly agree



Subgroups:
Inner: 58% agree
Outer: 72% agree
Borders: 59% agree

Tend to agree

- **Strong agreement that London's natural boundary is the M25**
 - **Both among Londoners and those living in the borders**

Activities in London

MOR

Q *I am going to read out a list of activities that you may or may not have done in the last 4 weeks. For each of them, I'd like you to tell me where you did them. Was it local to your home, in Central London, somewhere else in London, outside of London or not at all?*

	Gone to work	Shopped for pleasure	To socialise / be entertained	To worship
Local	34%	53%	55%	23%
Central London	15%	12%	23%	2%
Elsewhere in London	7%	6%	9%	3%
Out of London	14%	26%	22%	10%
Did not do activity	37%	13%	9%	62%

Activities in London

Three in ten people (31%) living on the Borders of London still look to London to socialise and for entertainment

One in five people (22%) living on the Borders work in London. A similar proportion (18%) have shopped for pleasure in London in past 4 weeks