



London Assembly Children in London Polling

October 2025

Methodology



This survey was carried out by YouGov for the GLA between 17th Oct to 3rd Nov 2025, with a response of 1,416 London residents aged 18+.



The figures have been weighted to be representative of all London adults.



Respondents completed the surveys online from an email link.



Data is analysed by parents of children aged 0 to 16, gender, age, ethnicity, social grade, home ownership, disability, and inner/outer London. Where these are not mentioned there are no significant differences.

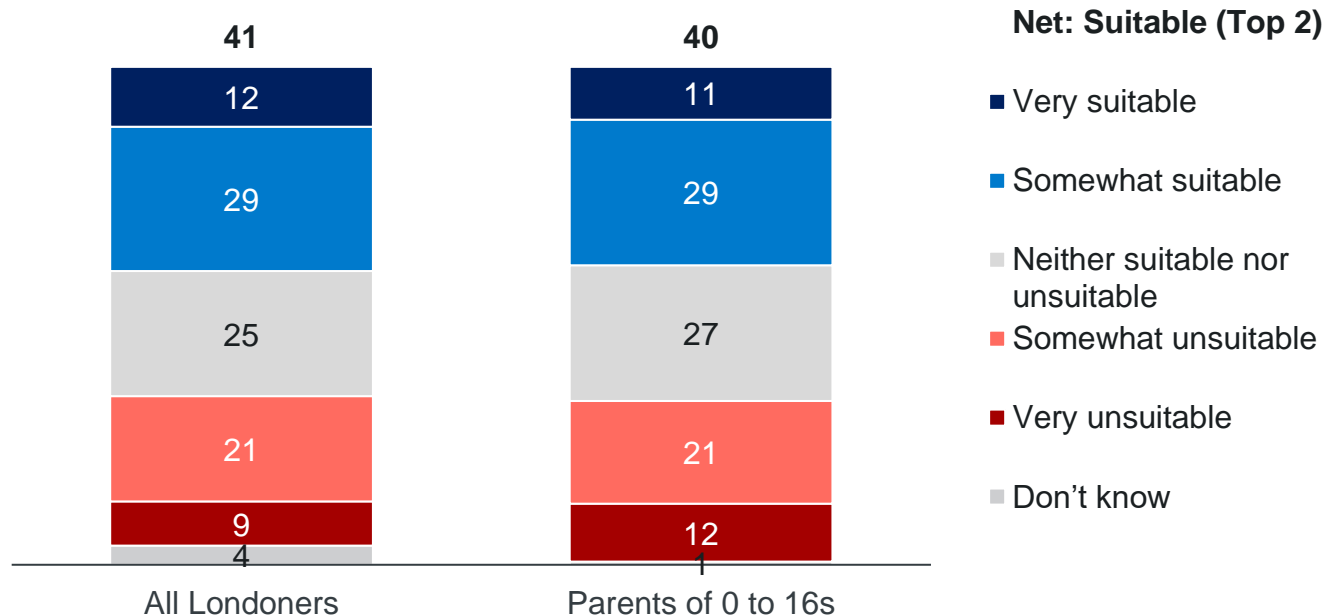


Summary

- Four in ten Londoners (41%) consider the city to be a suitable place to raise children.
- When choosing a place to raise children, Londoners are most likely to consider schools (52%), crime and safety (41%) and proximity to family and social networks (31%).
- Four in ten Londoners aged between 18 and 50 who don't have children (39%) say they **plan to have children** in future. The most common reason, amongst those who do not plan to have children, is that they **don't want them** (59%).
- Three quarters of current London parents (73%) expect to **continue raising their children here**, compared to 55% of those who plan to have **children in the future**.

Four in ten Londoners (41%) as well as parents (40%) think that London is a **suitable place to raise children**.

London's suitability for raising children (%)



Demographics

Londoners aged **18 to 24**, **ABC1** Londoners, **Black** Londoners, Londoners **without disabilities**, and **homeowners** are most likely to consider London a suitable place to raise children.

▲▼ Significant difference vs. all Londoners

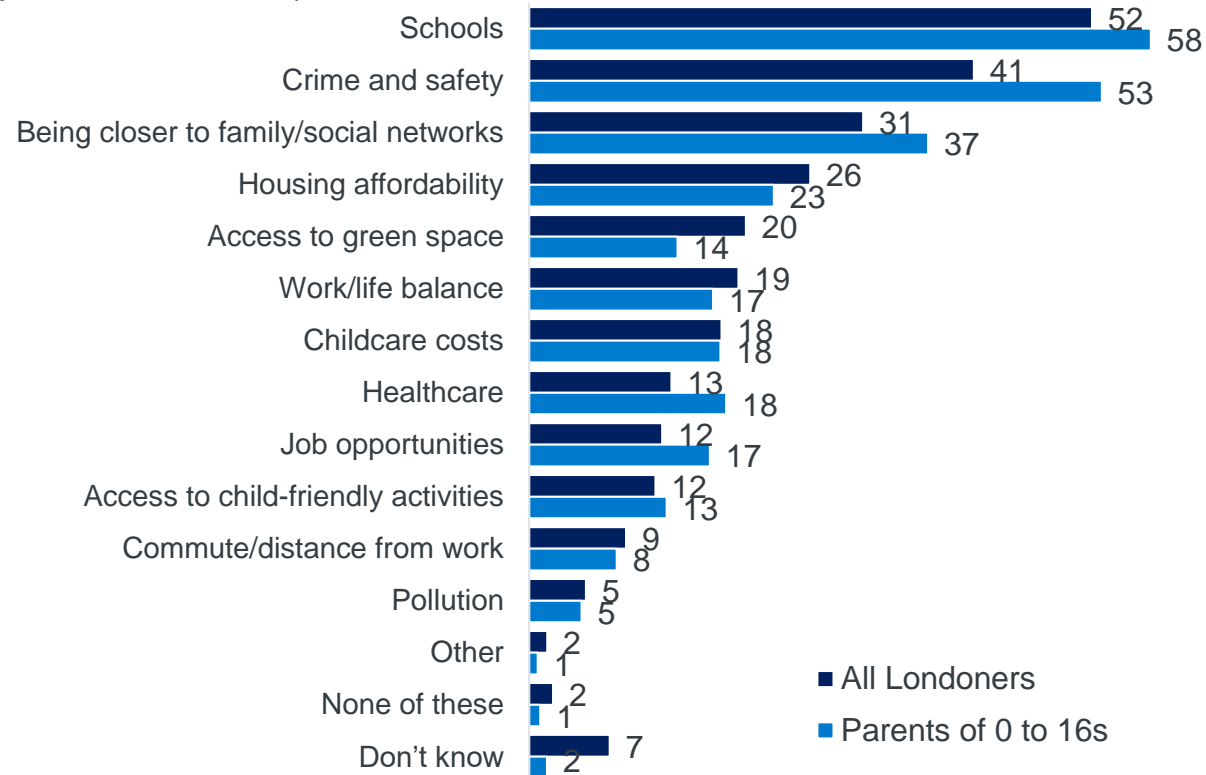
Question: Generally speaking, how suitable or unsuitable do you think London is as a place to raise children?

Base: Oct 25 All Londoners (1416), Parents of children aged 0 to 16 (202)

CITY INTELLIGENCE

Schools, crime and safety, and **nearby family and social networks** are the most common important factors for both Londoners generally and current parents when deciding where to raise children.

Important factors when deciding where to raise children (%, up to three choices)



Demographics

- **Schools** are more likely to be considered an important factor by those aged 65 and over, White Londoners, homeowners, and outer Londoners.
- **Crime and safety** is a higher priority among Asian Londoners, those currently living with family and friends, and outer Londoners, as well as current parents of children aged 0 to 16.
- **Being close to family and social networks** is more likely to be a priority for women, those aged 25 to 49, ABC1 Londoners, those without disabilities, homeowners, as well as parents of children aged 0 to 16.

▲ ▼ Significant difference vs. all Londoners

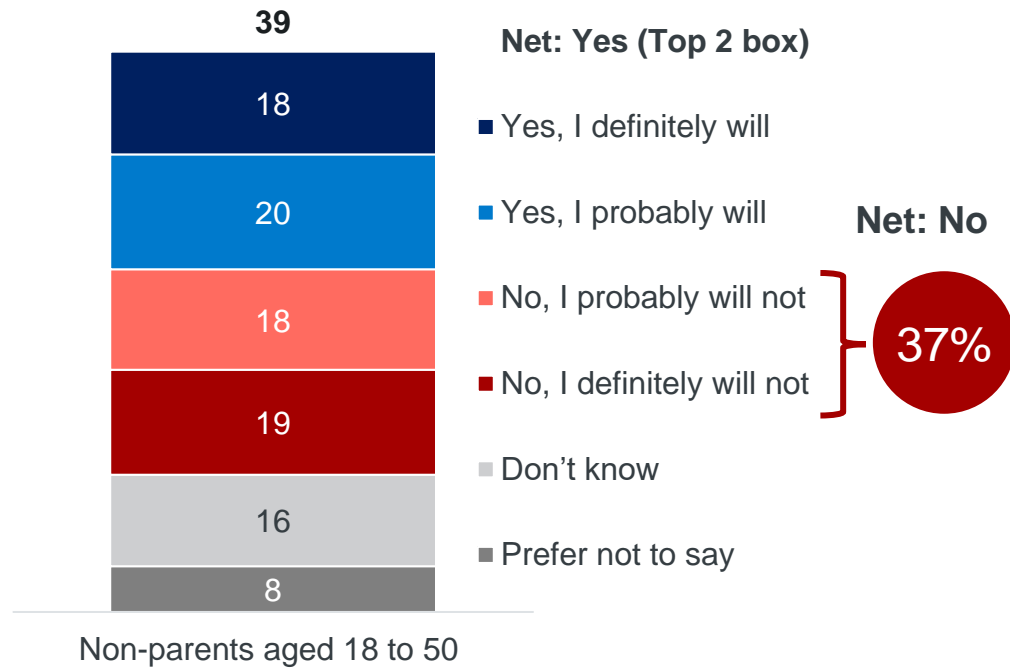
Question: What factors, if any, do you think are most important when deciding where to raise children? Select up to three options.

Base: Oct 25 All Londoners (1416), Parents of children aged 0 to 16 (202)

Four in ten Londoners aged between 18 and 50 who don't currently have children (39%) **plan to have them in the future**. The most common reason for not having them, among those who do not plan to, is that **they don't want them** (59%).

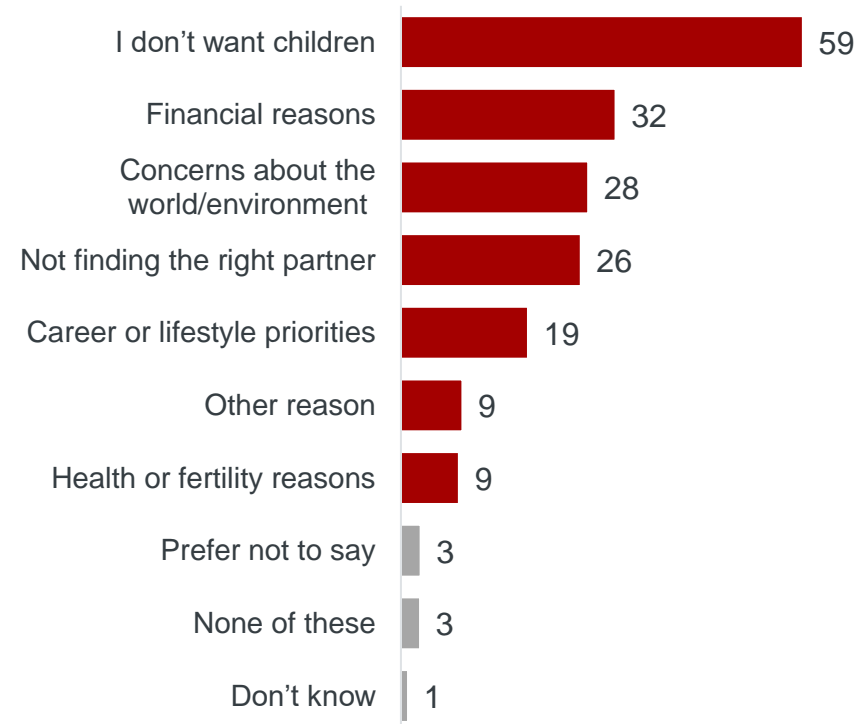
Plans to have children in future

(% of non-parents aged 18 to 50)



Why they do not plan to have children

(% of non-parents 18 to 50 who will not have children)

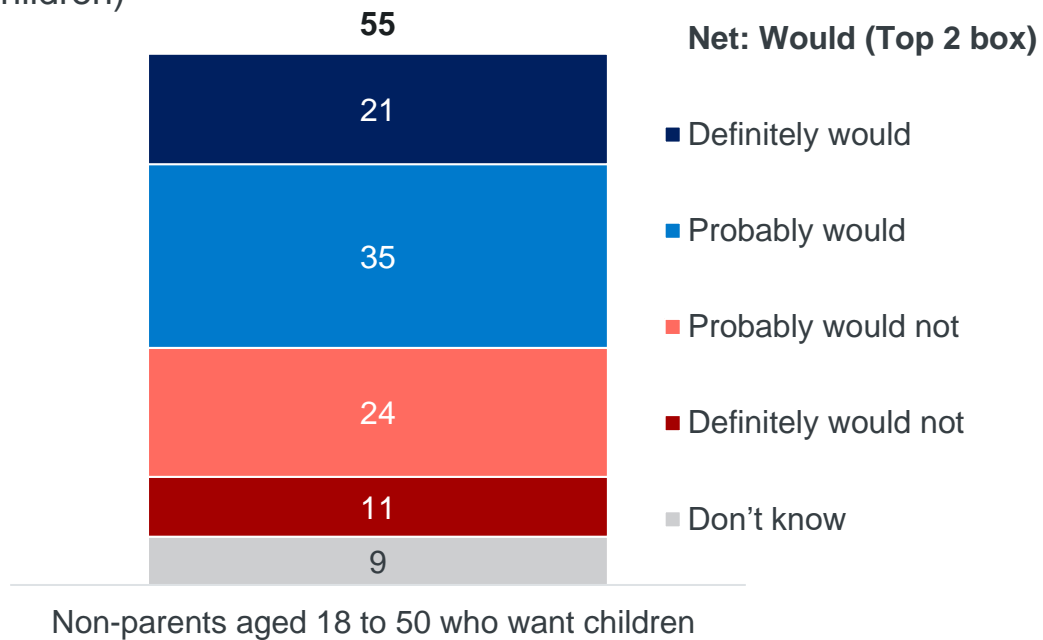


Question: Are you considering having children in the future? Which of the following, if any, are reasons why you are not considering having children? Select up to three options. **Base:** Oct 25 Non-parents aged 18 to 50 (758), Non-parents aged 18 to 50 who do not want children (208)

Over half of Londoners who plan to have children in future (55%) say that they would **want to raise them in London**. Of London parents currently raising children, three quarters (73%) plan to **continue raising them here**.

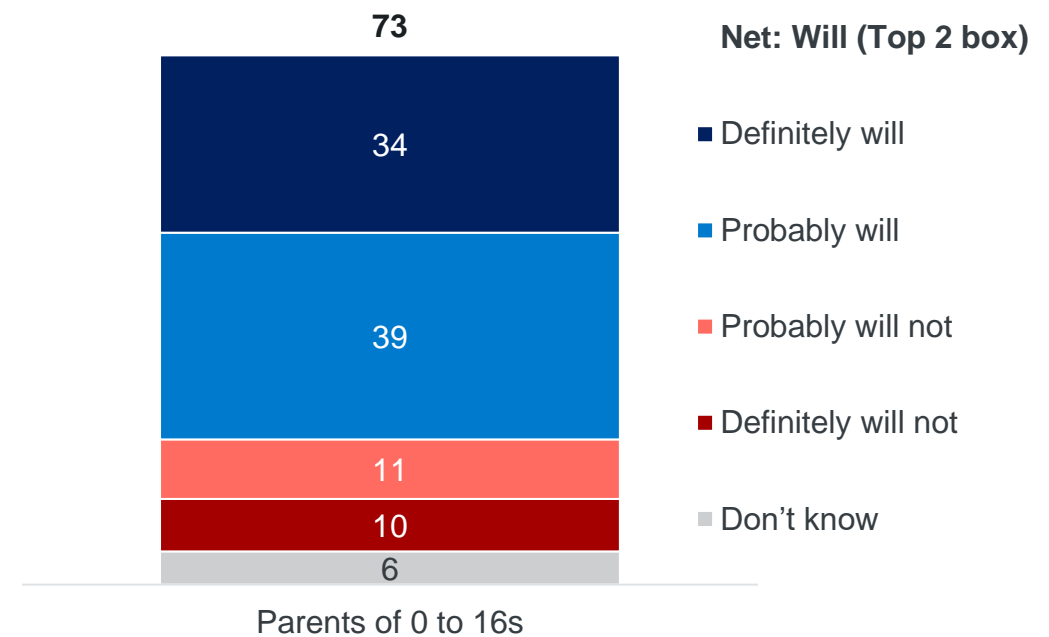
Whether would raise future children in London

(% of non-parents aged 18 to 50 planning to have children)



Whether would continue raising children in London

(% of parents of 0 to 16s)



Question: If you do have children in the future, do you think you would or would not raise them in London?/Thinking about the child(ren) in your household aged 0-16, do you expect to continue raising them in London until they reach 18?

Base: Oct 25 Non-parents aged 18 to 50 who want children (378), Parents of children aged 0 to 16 (202)



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