



London in 2008

Ipsos MORI London Briefing Pack

Ipsos MORI



**For more information on these and any other
survey data contact:**

**Ben.Page@ipsos-mori.com
Julia.Clark@ipsos-mori.com**

020 7347 3000

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Introduction -The Mayor's Inbox

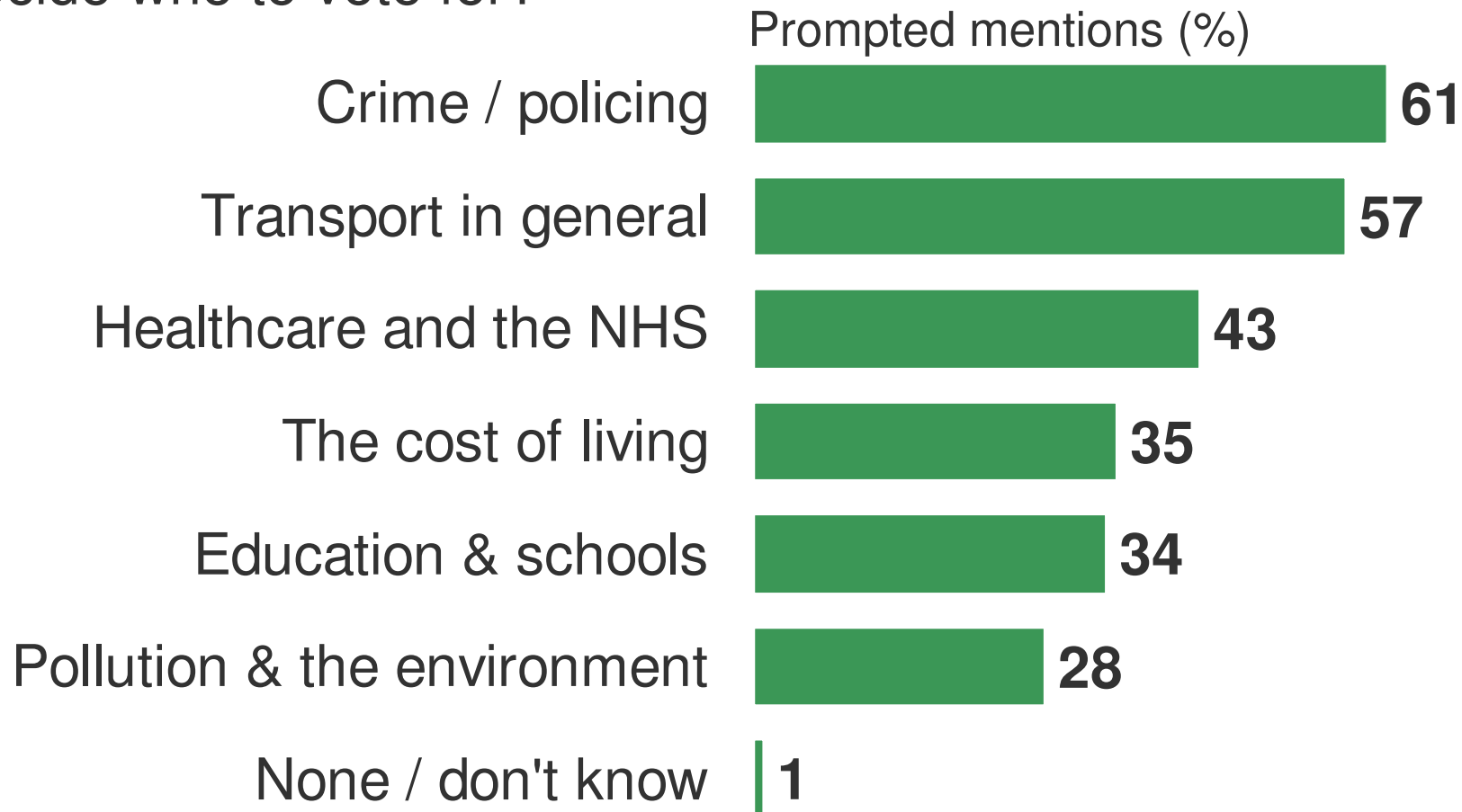
- At the time of writing votes are being counted – this analysis of 41,000 interviews from the Boroughs' BVPI surveys and thousands of interviews each year in the Annual London Survey highlights the key issues. Whichever candidate wins tonight (and our poll a week ago suggested it was statistically too close to call with a fifth who could change their minds), they will have to deal with some very real issues facing London.
- While Londoners are extremely positive about many aspects of their city, including its diversity (Londoners are least concerned about migration of any region in the UK), there are huge pressures on infrastructure of all sorts, and in particular outer London (which early reports suggest voted for a new Mayor in large numbers) is now more concerned about a whole range of issues than traditionally more deprived inner London.

The Issues facing Londoners

- In particular Londoners are concerned about:
 - The cost of living & housing – now seen as key issues, and ones the Mayor will find hard to address
 - Safety and crime rates – despite feeling safer in their own neighbourhoods than seven years ago, there is major concern about overall crime levels and in particular violent crime
 - Traffic congestion – although overall concern about transport is falling, congestion and congestion charging remains a huge issue
 - Health services – London hospitals overall, despite some world class ones, are among the worst rated in Britain
 - The range of housing available
- These are the issues Londoners considered as they went to the polls yesterday; the next Mayor will need to be seen to tackle these as a matter of priority – where he can...

The issues Londoners voted on

Thinking about the Mayoral Elections, which two or three issues, if any, do you think will be most important to you in helping you to decide who to vote for?



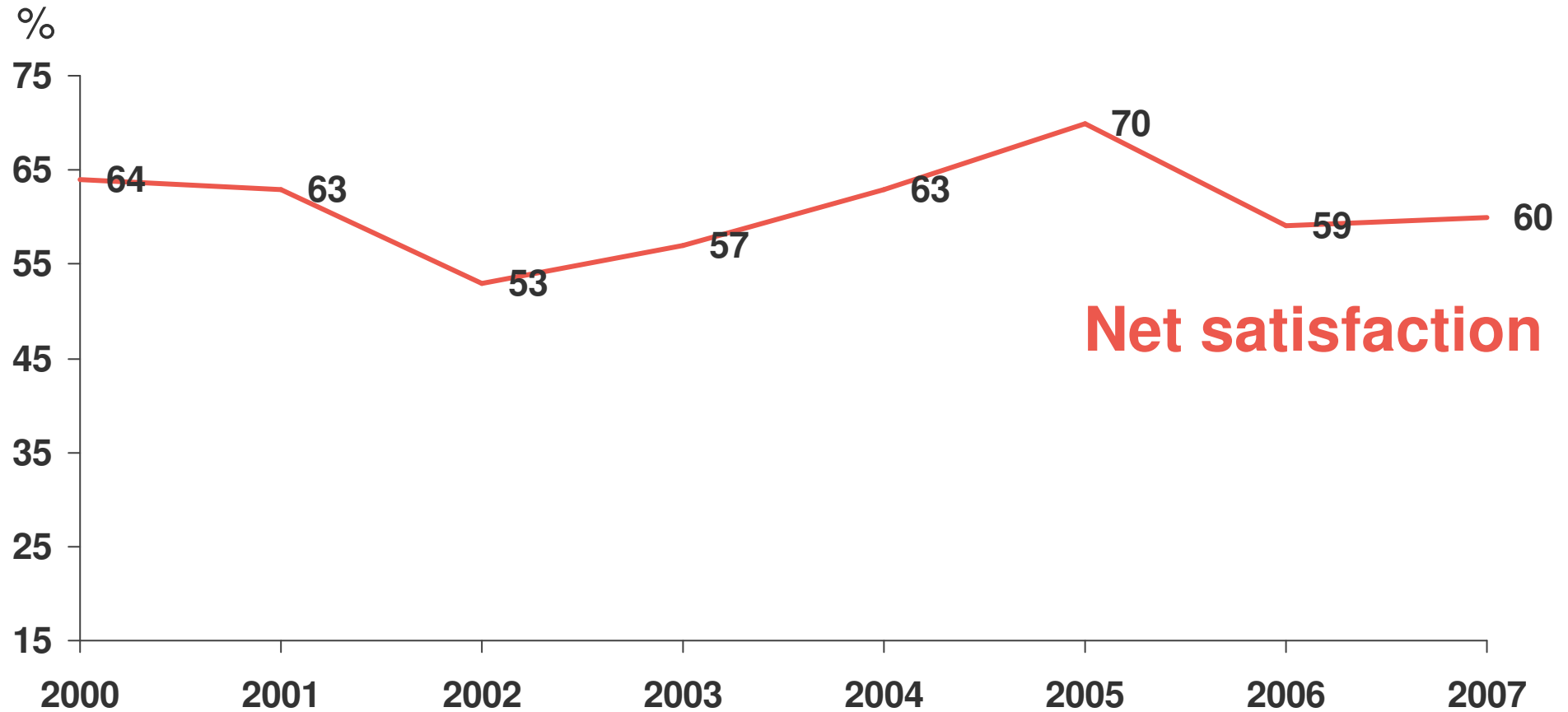
Base: 1,010 London adults 18+ by telephone, 23-24 April 2008.

Source: Ipsos MORI

Londoners' views on London, local areas and Councils

Satisfaction with London 2000 – 2007

How satisfied or dissatisfied are you with London as a city to live in?

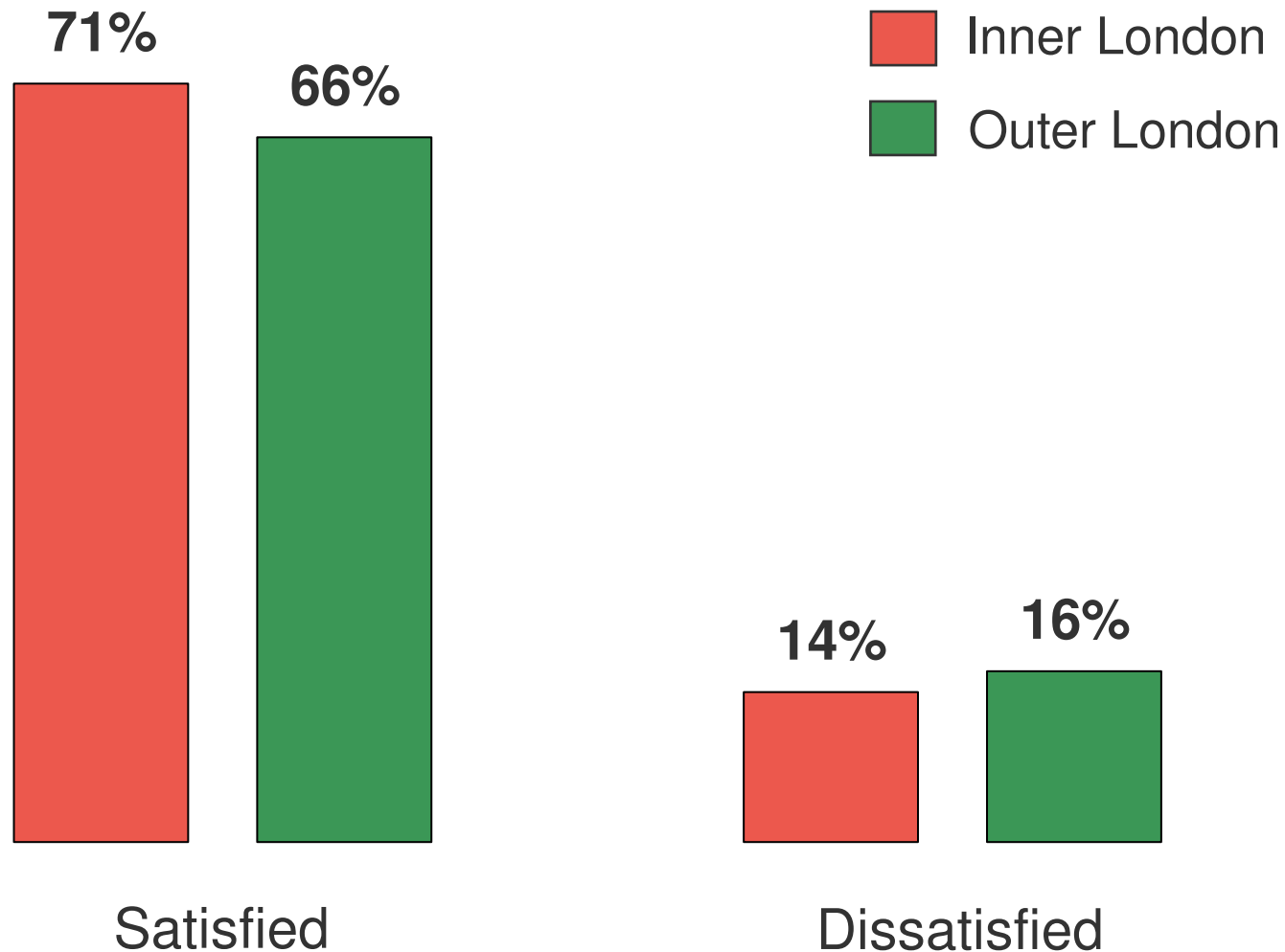


Base: All respondents in London, 2000 to 2007 (circa 1,400 each year)

Source: Ipsos MORI / GLA Annual London Survey

People in Inner London are happier with their area

% satisfied / dissatisfied with the local area as a place to live



Base: BVPI 2006 (33 London Boroughs)

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Source: Ipsos MORI

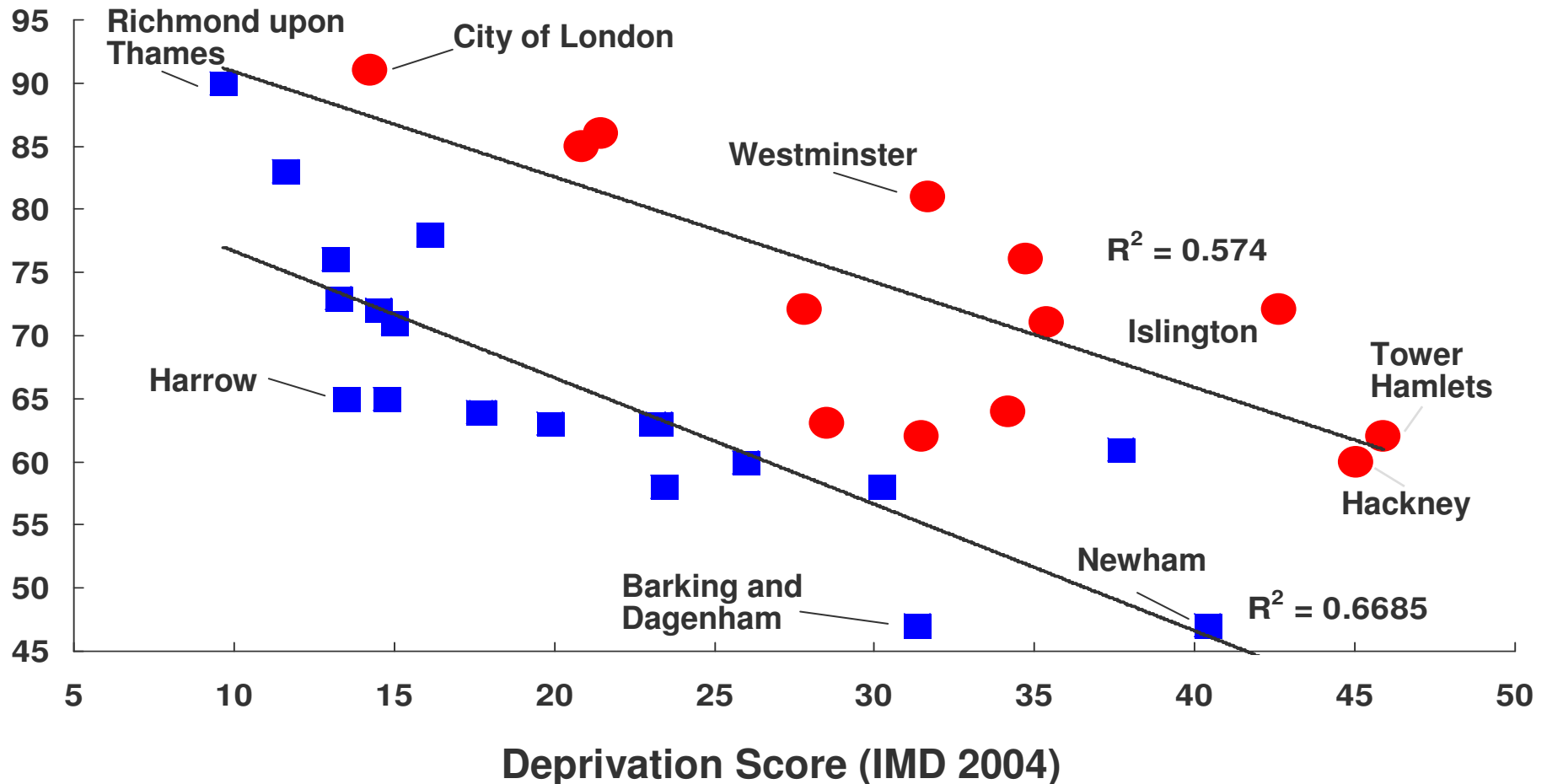


How satisfied are you with your area as a place to live?



Satisfaction with area: inner vs. outer London

Satisfaction with area (%)



Base: BVPI 2006 (32 London Boroughs and City of London); 13 Inner London and 20 Outer London

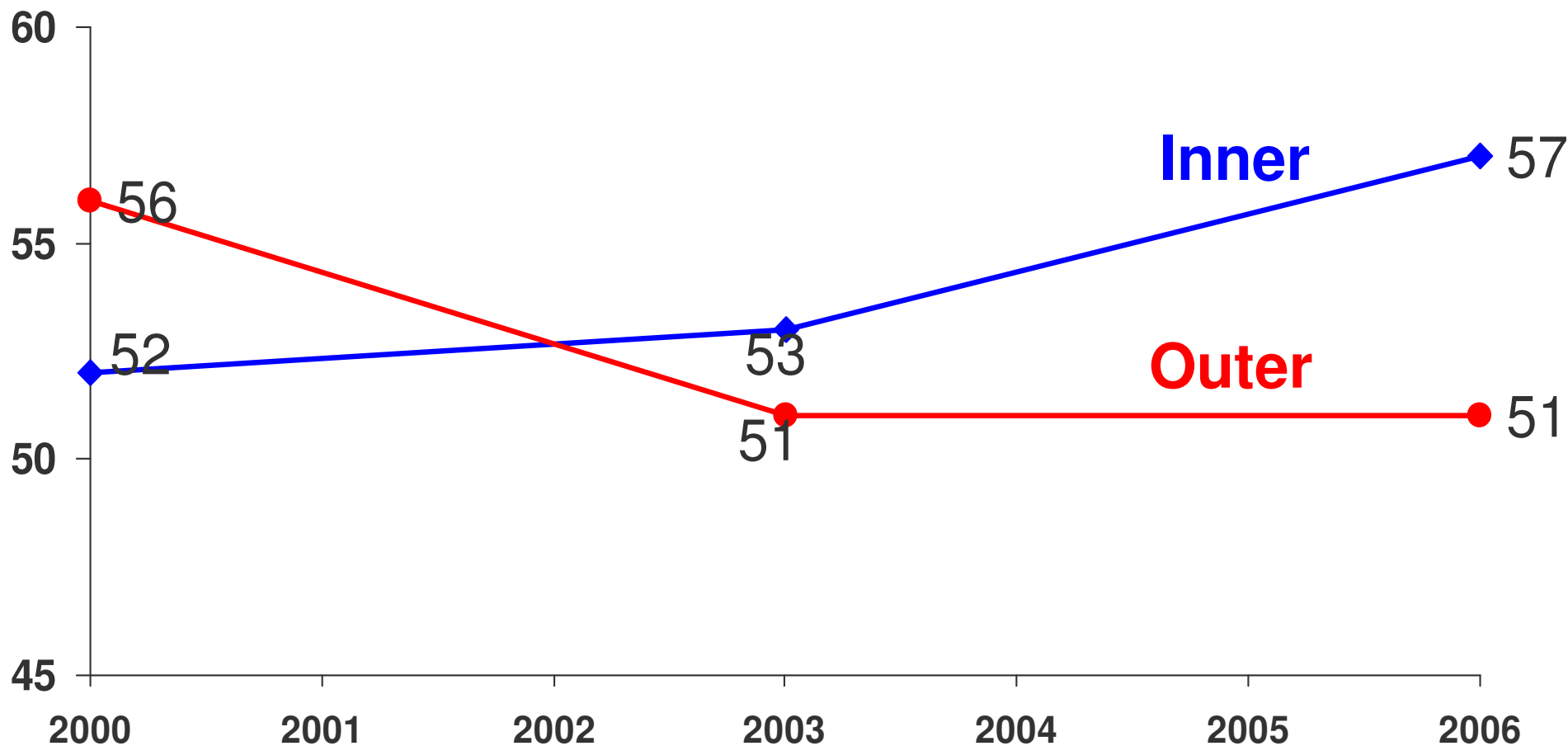
Source: Ipsos MORI

What drives satisfaction with area at the resident level?



Inner Londoners are happier with their councils

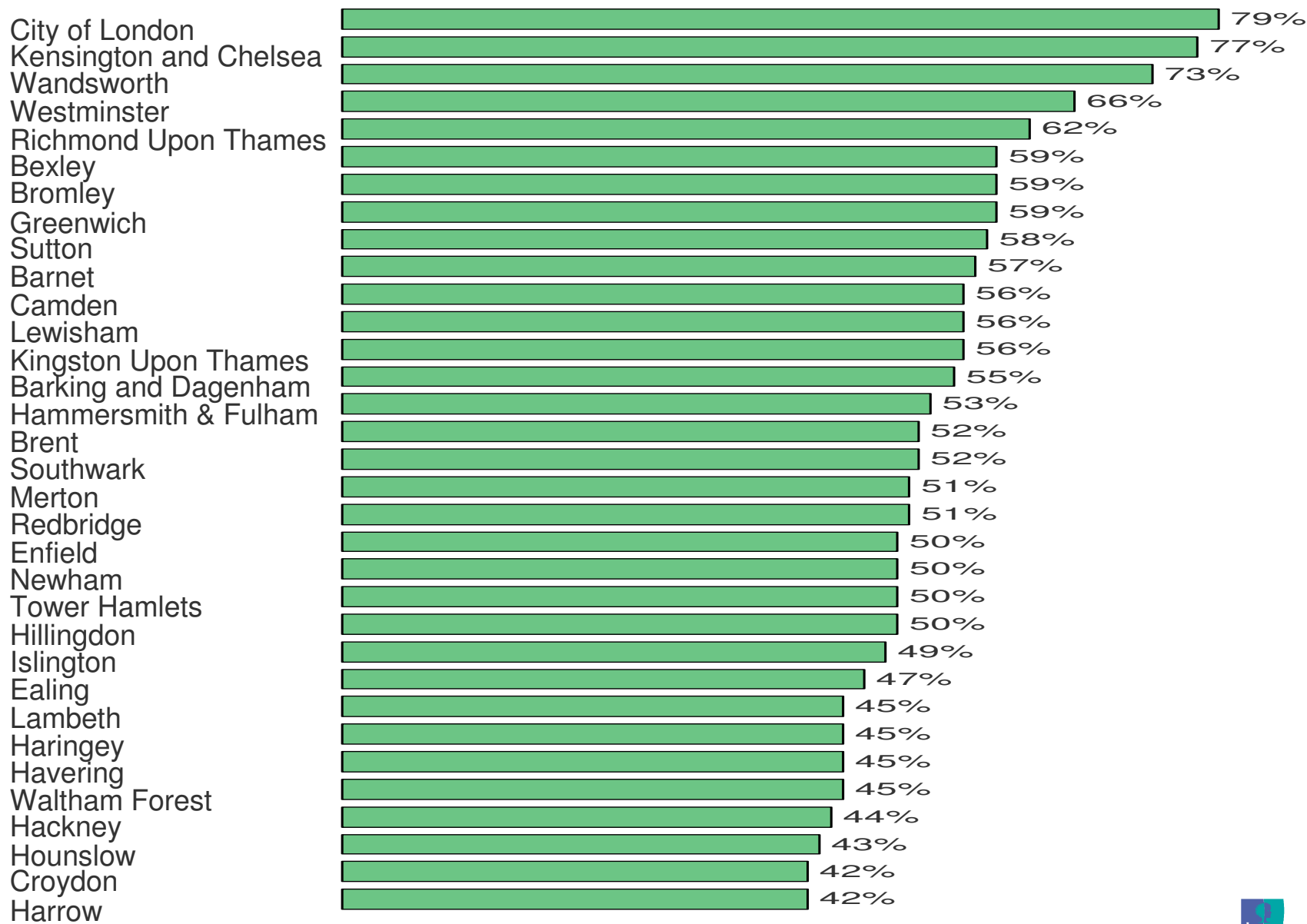
How satisfied or dissatisfied are you with the way your local council runs things?



Base: All respondents in London, 2000 to 2007 (circa 1,400 each year)

Source: Ipsos MORI / GLA Annual London Survey

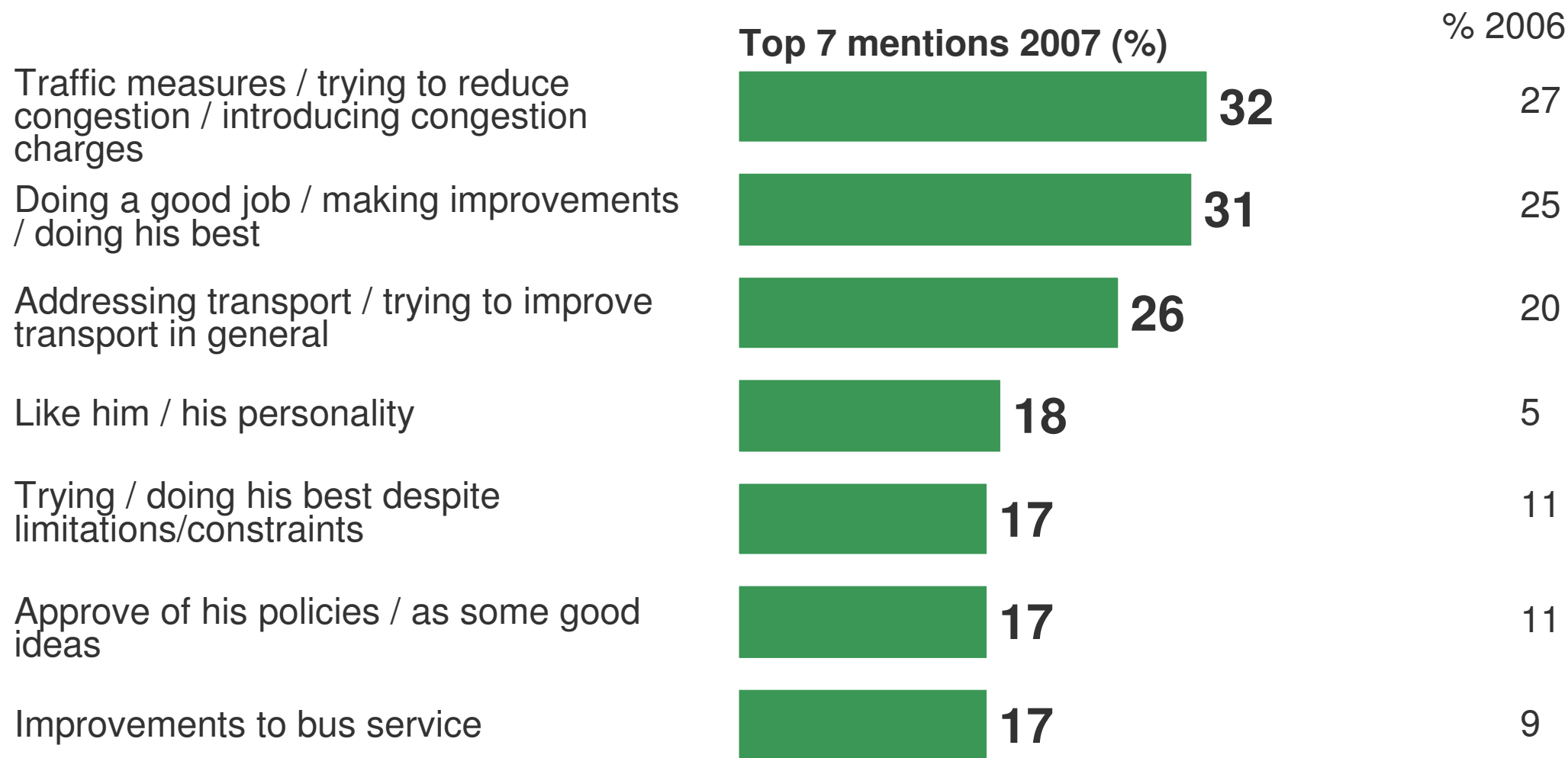
Overall satisfaction with councils



Attitudes towards The Mayor

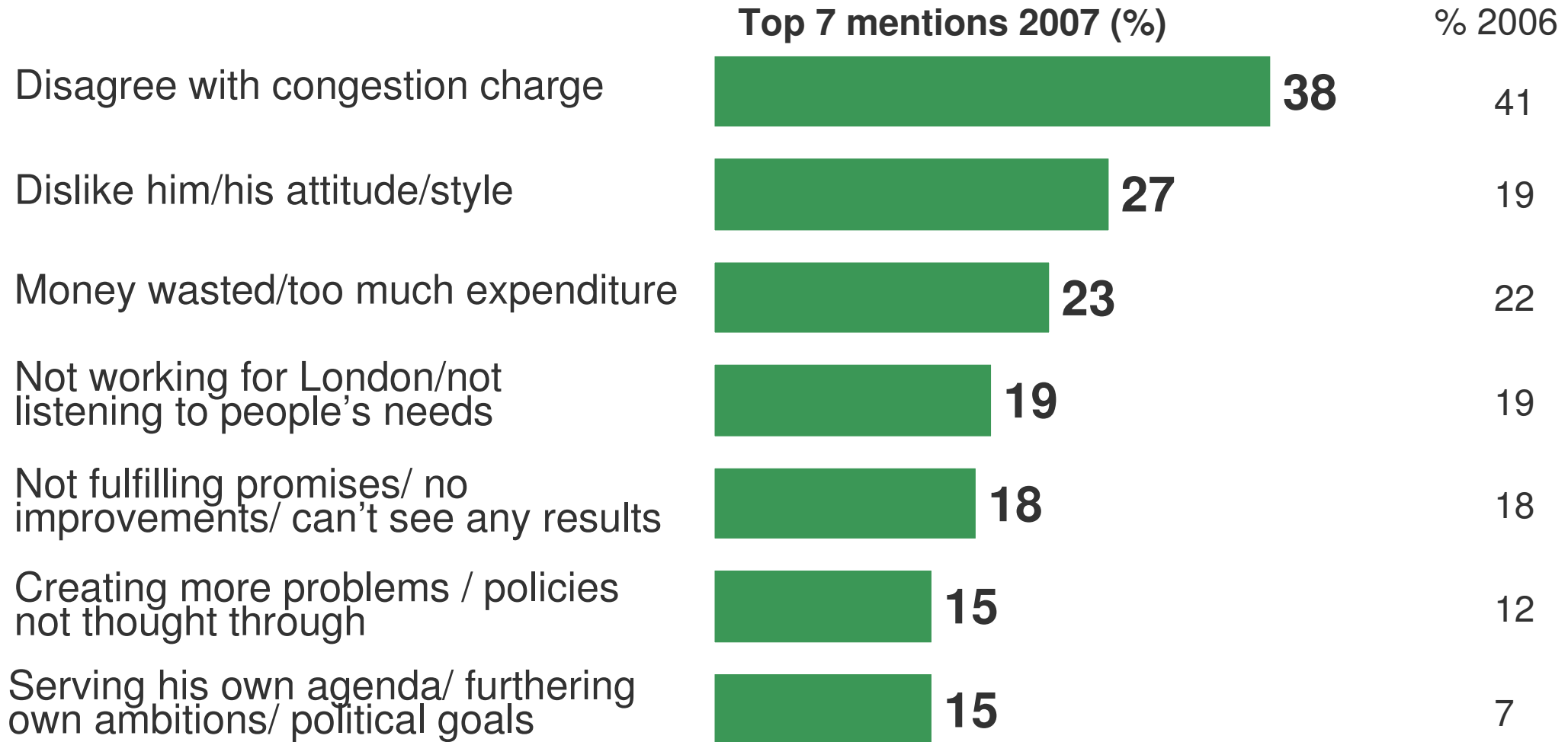
Satisfaction with Ken Livingstone was dominated by congestion charging

You said you are satisfied with the way Ken Livingstone is doing his job as Mayor of London. Why is that?



... as was dissatisfaction...

You said you are dissatisfied with the way Ken Livingstone is doing his job as Mayor of London. Why is that?



Good and Bad things about living in London

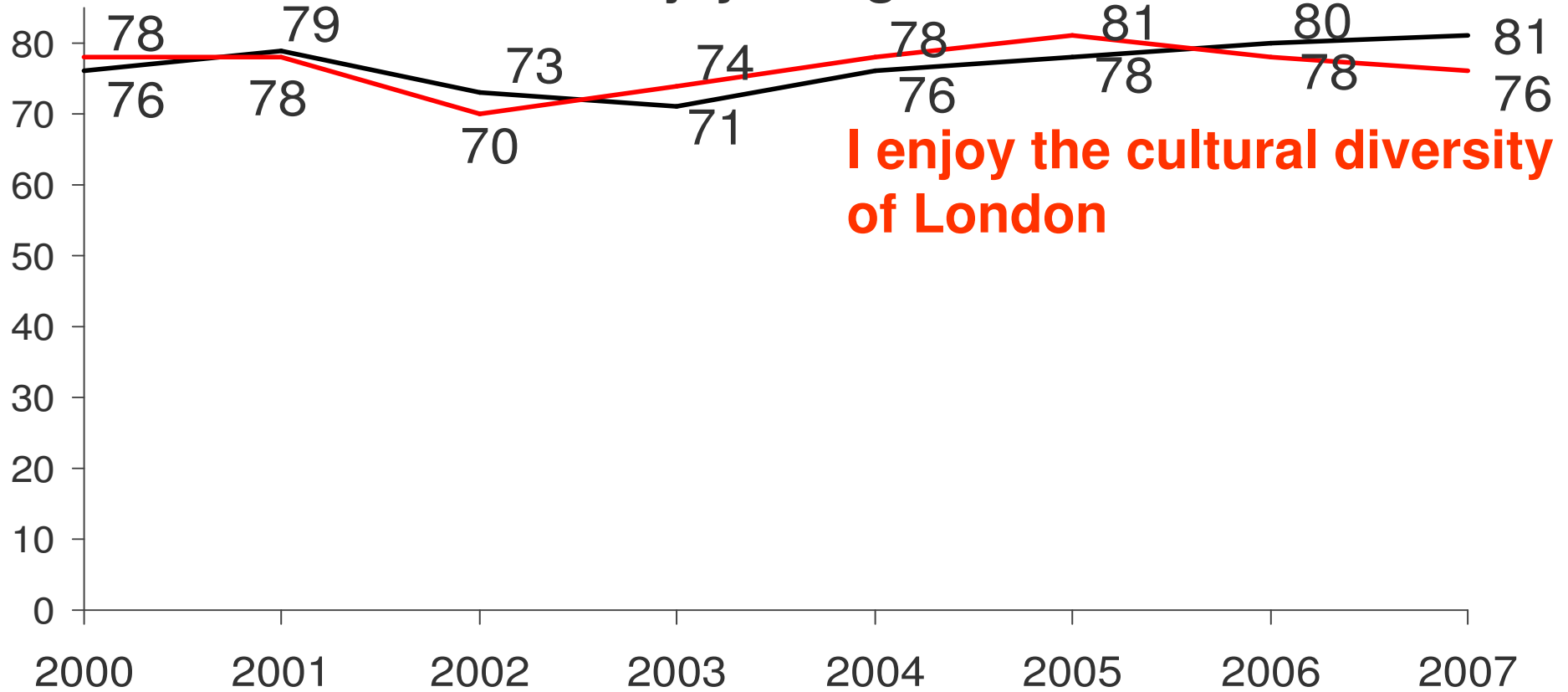
Londoners' attitudes to their city – pragmatism and enjoyment of diversity

Please tell me whether you agree or disagree with the following statements?

Net agree +/-

London may not be perfect but I enjoy living here

I enjoy the cultural diversity of London

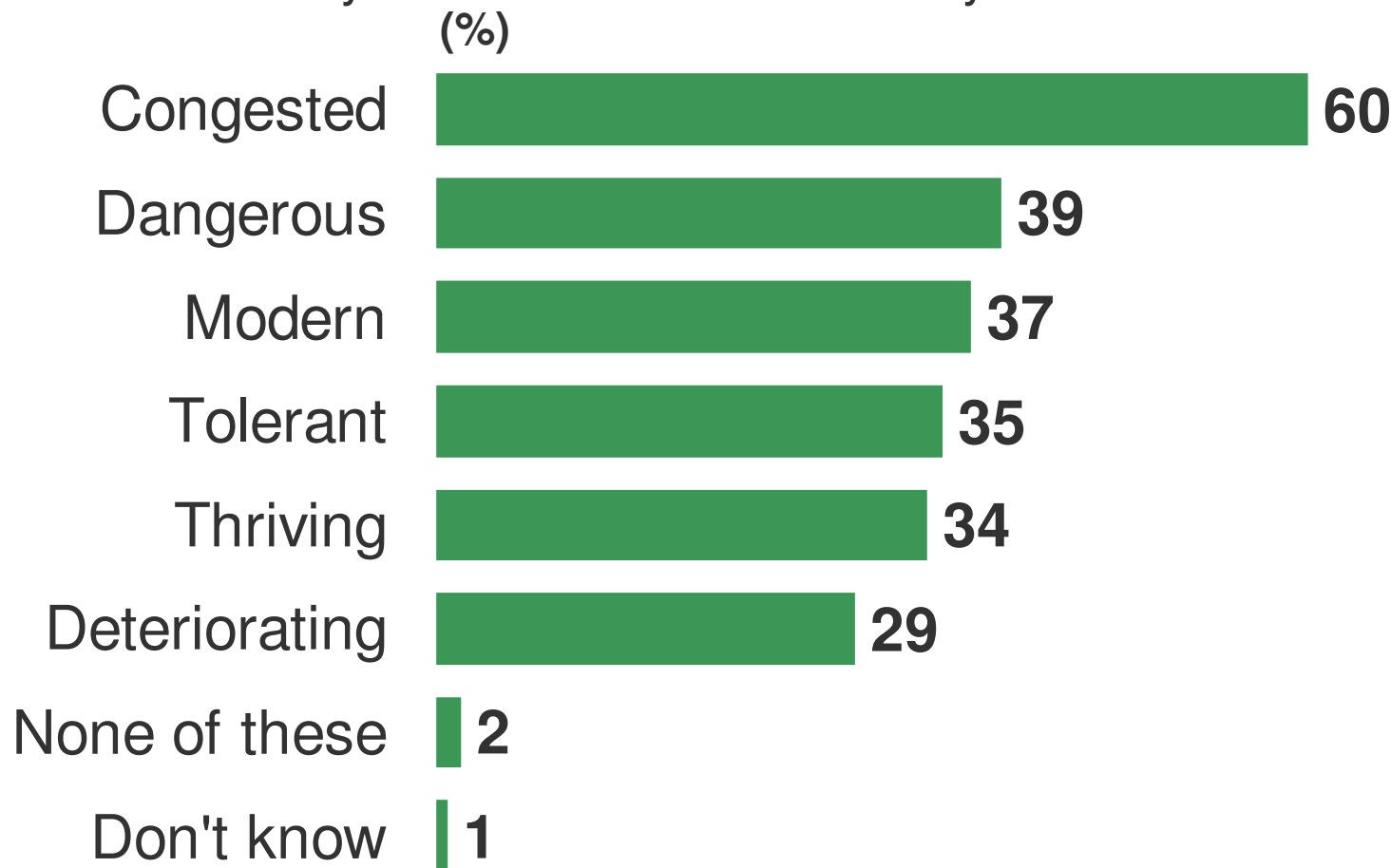


Base: All respondents in London, 2000 to 2007 (circa 1,400 each year)

Source: Ipsos MORI / GLA Annual London Survey

Congested and dangerous?

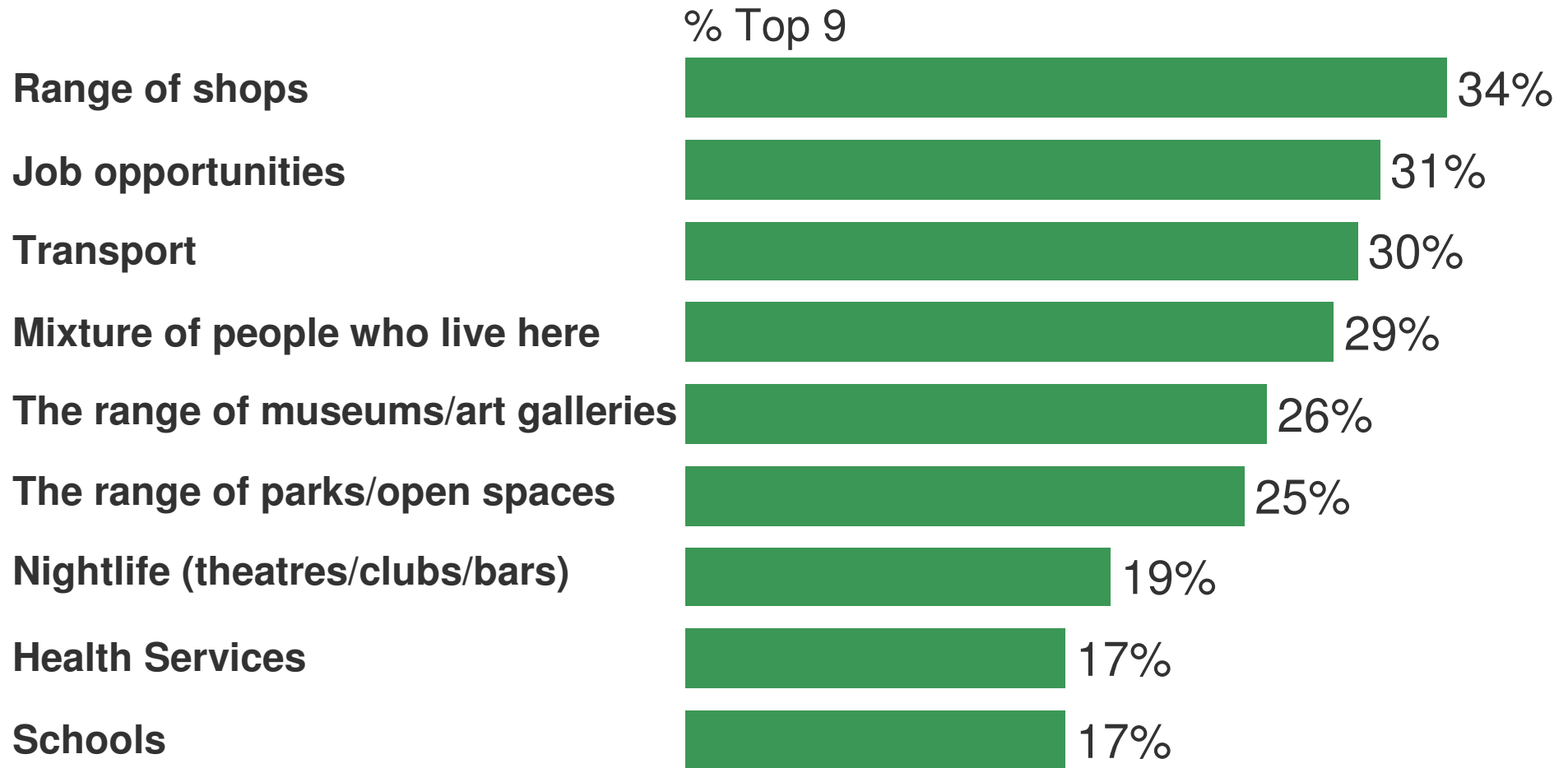
I am now going to read out a list of six characteristics both favourable and unfavourable that have been used to describe London. I would like you to pick out the two or three that you feel best fit the London you know.



Base: 600 London adults 18+ by telephone, 8-9 April 2008.

But Londoners like their shops, job opportunities and transport

What, if anything, would you say are the two or three best things about living in London?



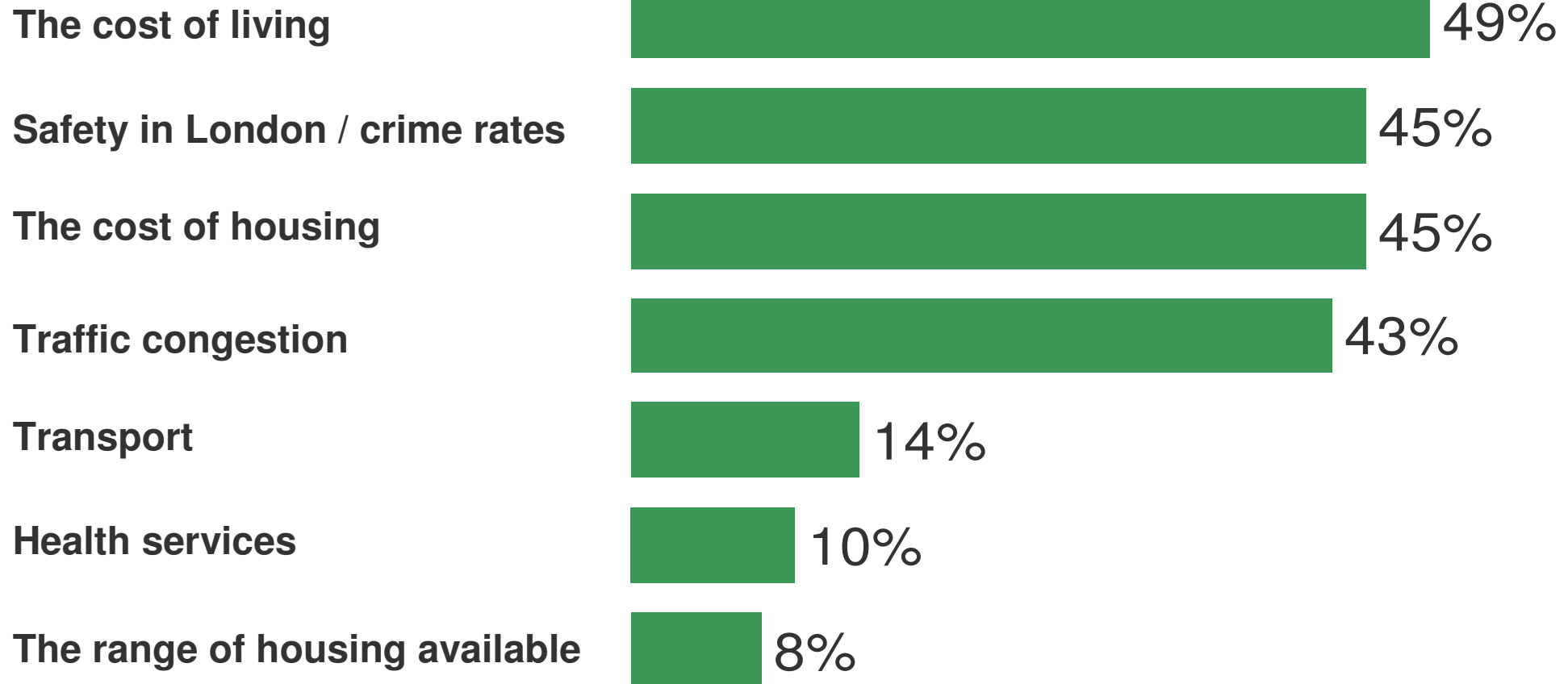
Base: All respondents in London, 2007 (1,434)

Source: Ipsos MORI / GLA Annual London Survey

The cost of living is the most frequently mentioned negative aspect of London...

What, if anything, would you say are the two or three worst things about living in London?

% Top 7



Base: All respondents in London, 2007 (1,434)

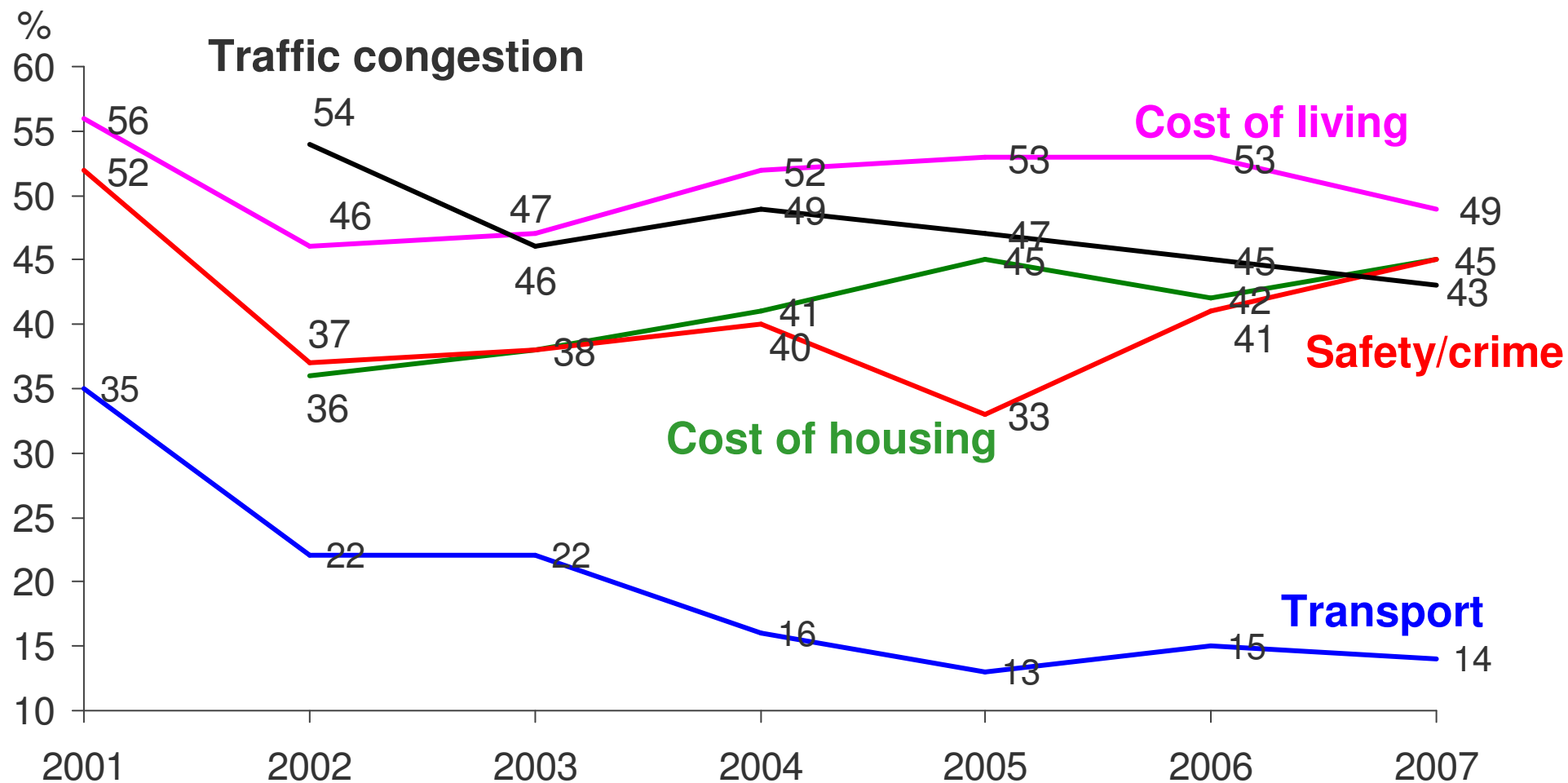
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Source: Ipsos MORI / GLA Annual London Survey



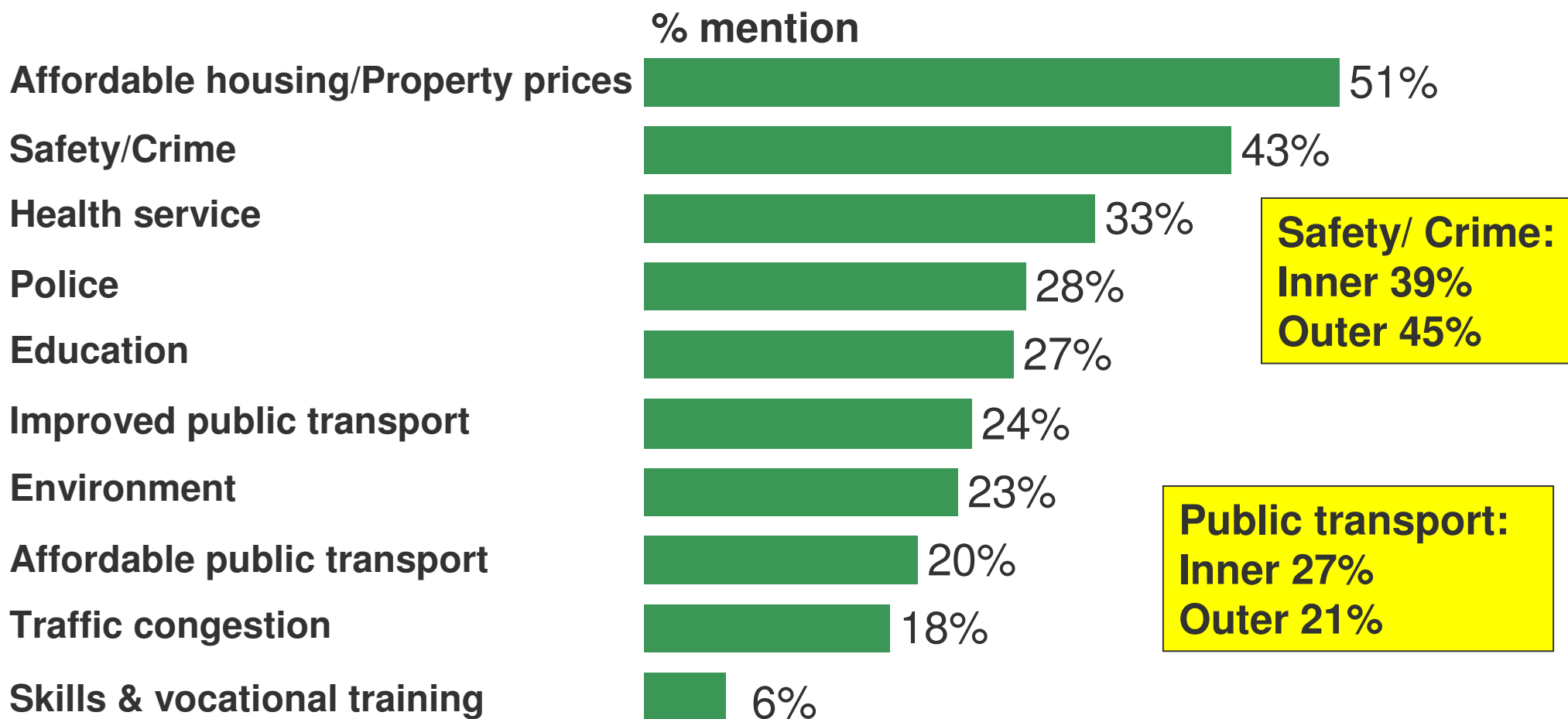
...and there is increasing concern about crime, although transport is now less of an issue

What, if anything, would you say are the two or three worst things about living in London?



Londoners' overall priorities: housing and crime

And finally, what two or three things do you think should be the top priorities to improve London as a place to live?



Base: All respondents in London, 2007 (1,434)

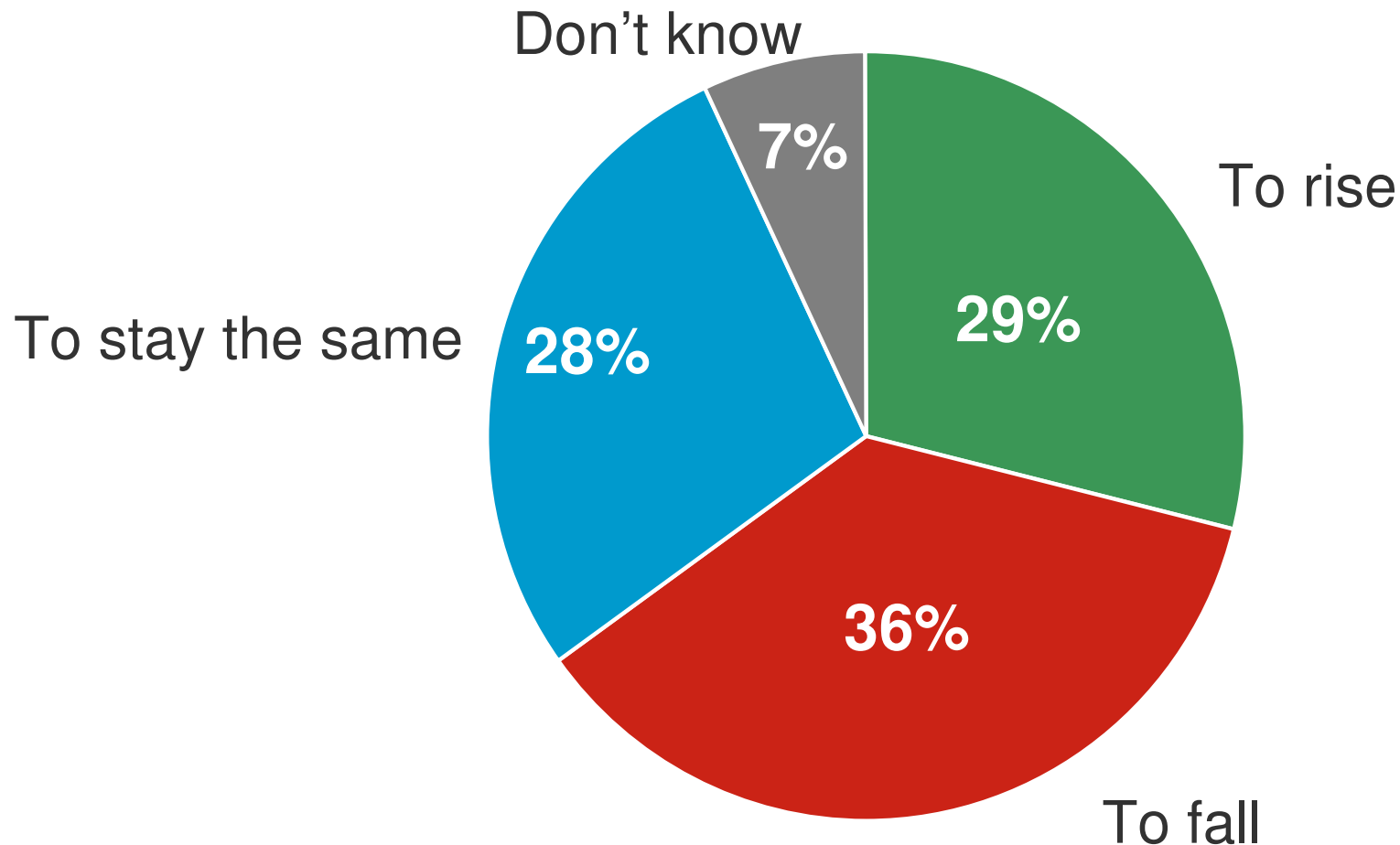
Ipsos MORI

Source: Ipsos MORI / GLA Annual London Survey



Expectations about property prices

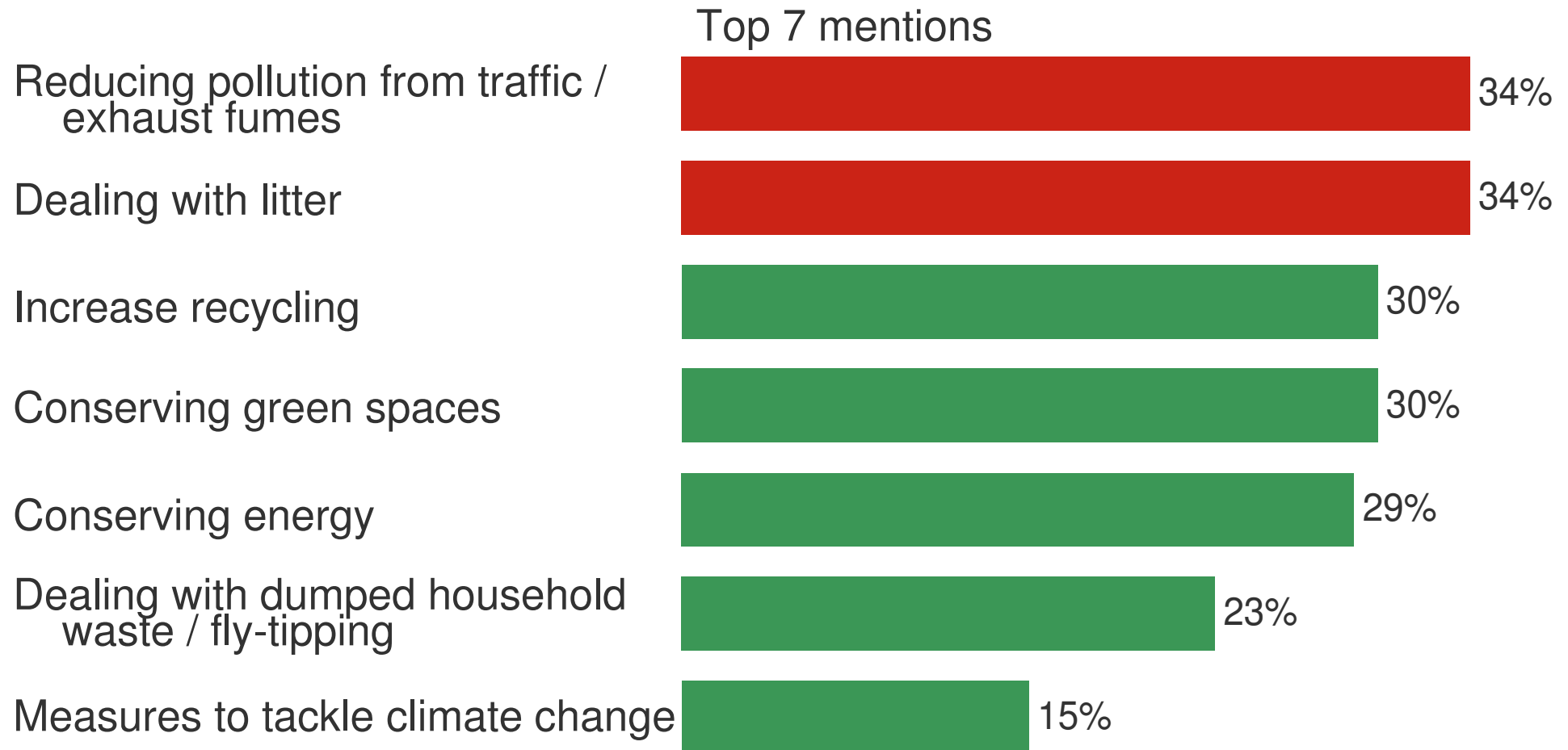
Do you expect general property prices in London to rise, fall or stay the same in the next year?



Base: 600 London adults 18+ by telephone, 8-9 April 2008.

Londoners' top priorities for improving the environment

Thinking about improving the quality of the environment in London, which two or three of these, do you think should be a priority?



Base: All respondents in London, 2007 (1,434)

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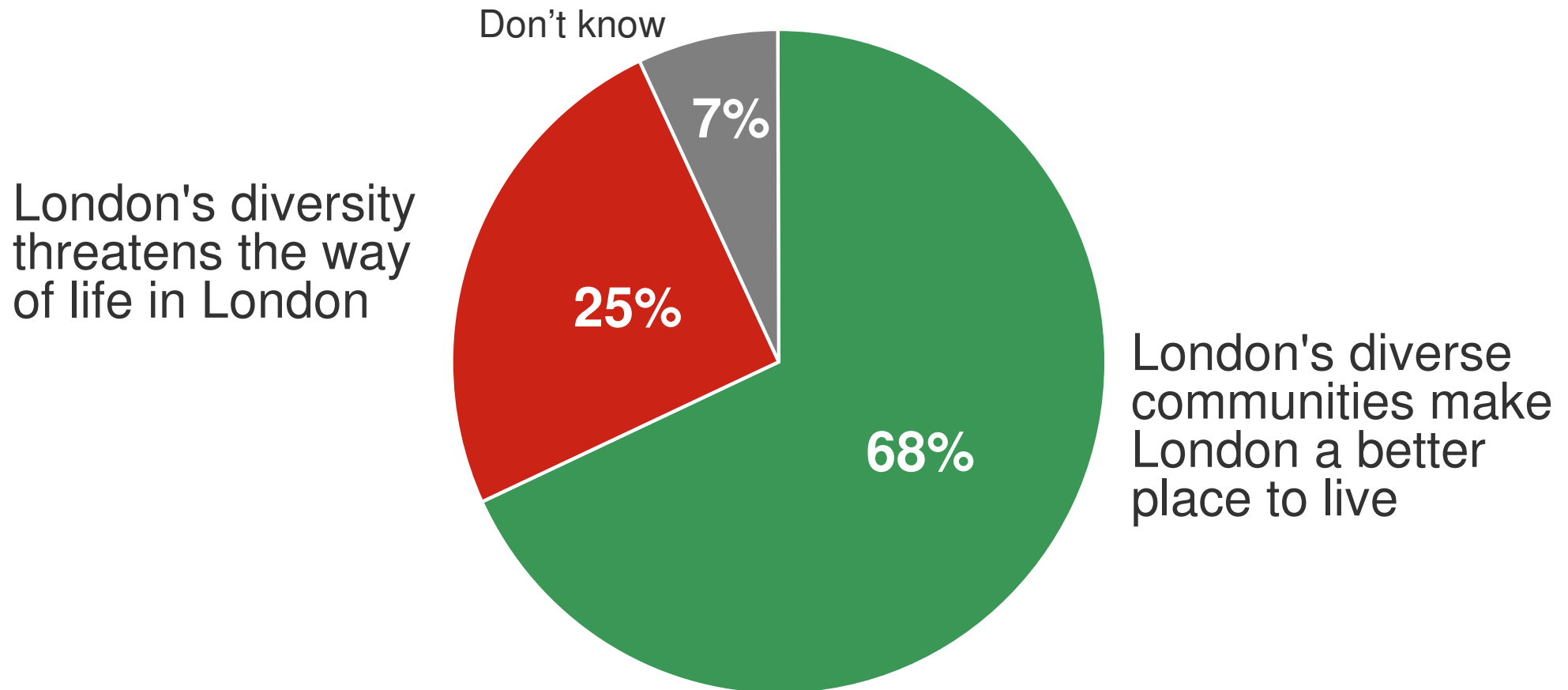
Source: Ipsos MORI / GLA Annual London Survey



Diversity and Cohesion

London's diversity is valued

Which of the following statements would you say comes closest to your view?

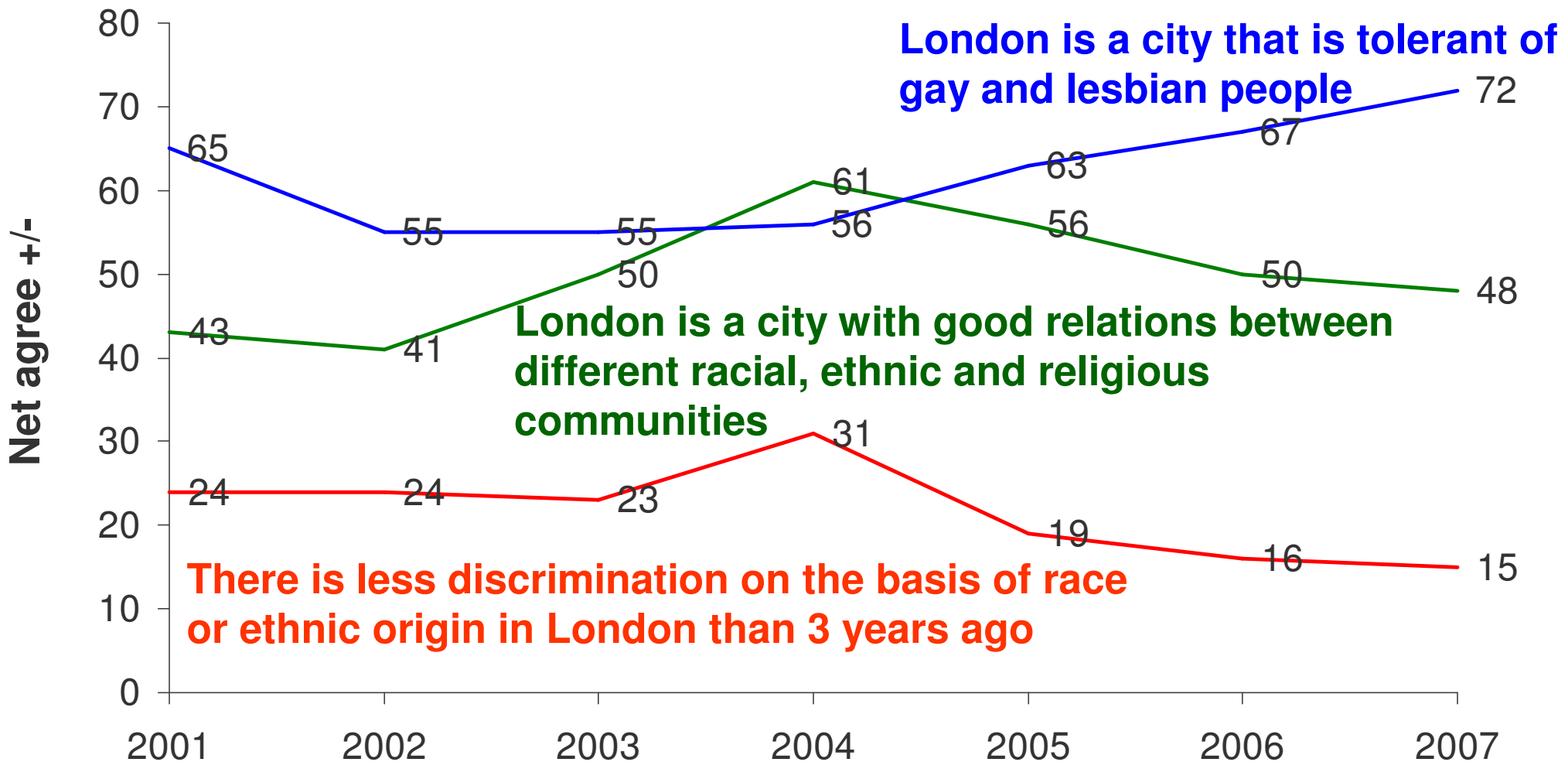


Base: 1,000 London adults 18+ by telephone, 1-7 April 2008.

Source: Ipsos MORI

Tolerance in London

Do you agree or disagree with the following statements?

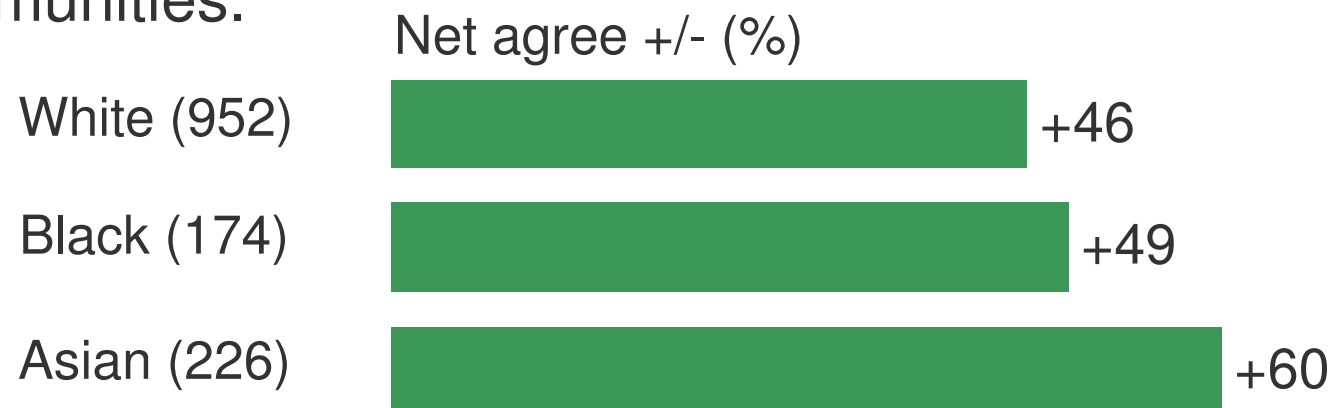


Ethnic and religious minorities still more positive on cohesion than white people

Do you agree or disagree with the following statement?

“London is a city with good relations between different racial, ethnic and religious communities.”

Ethnicity

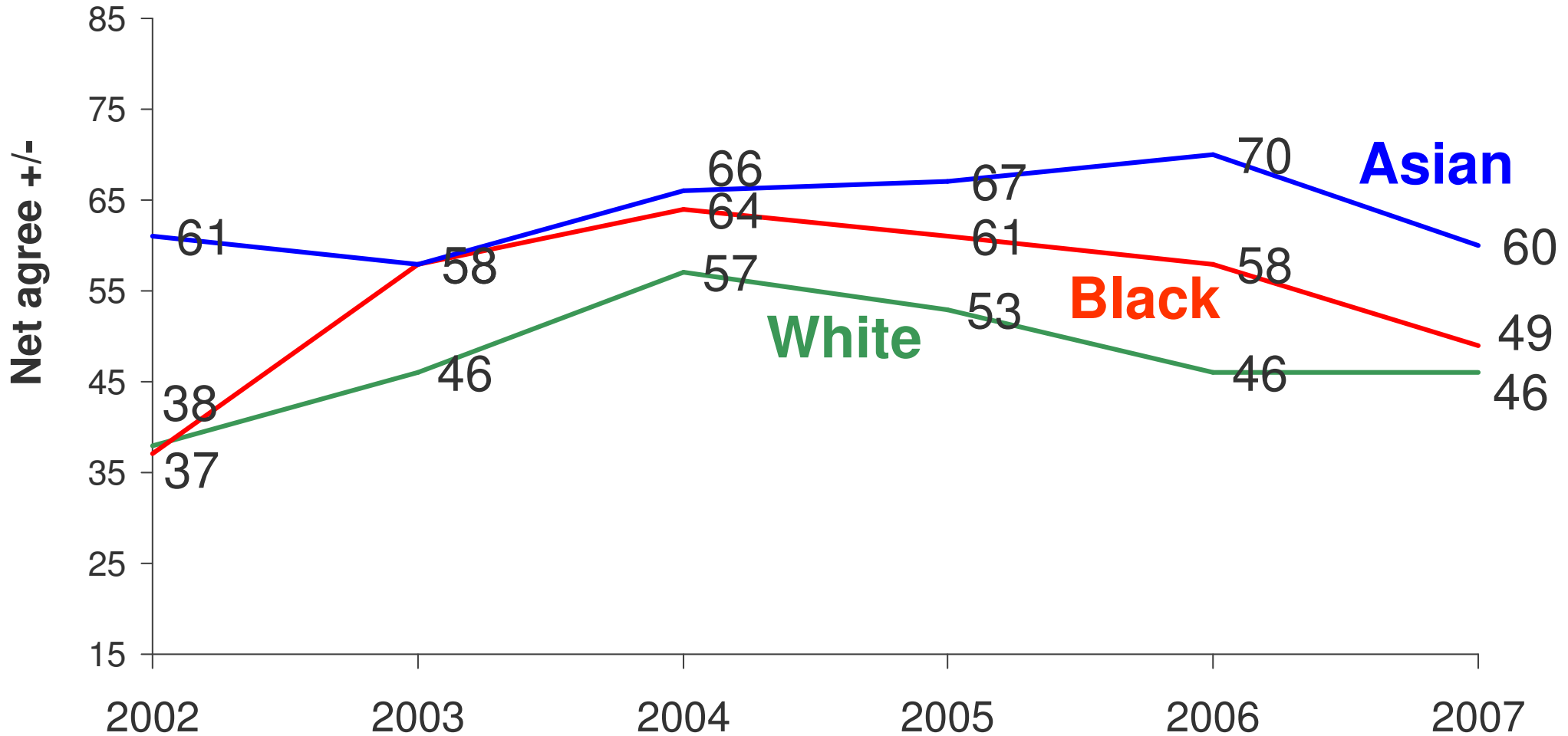


Religion



...but are less positive than in previous years

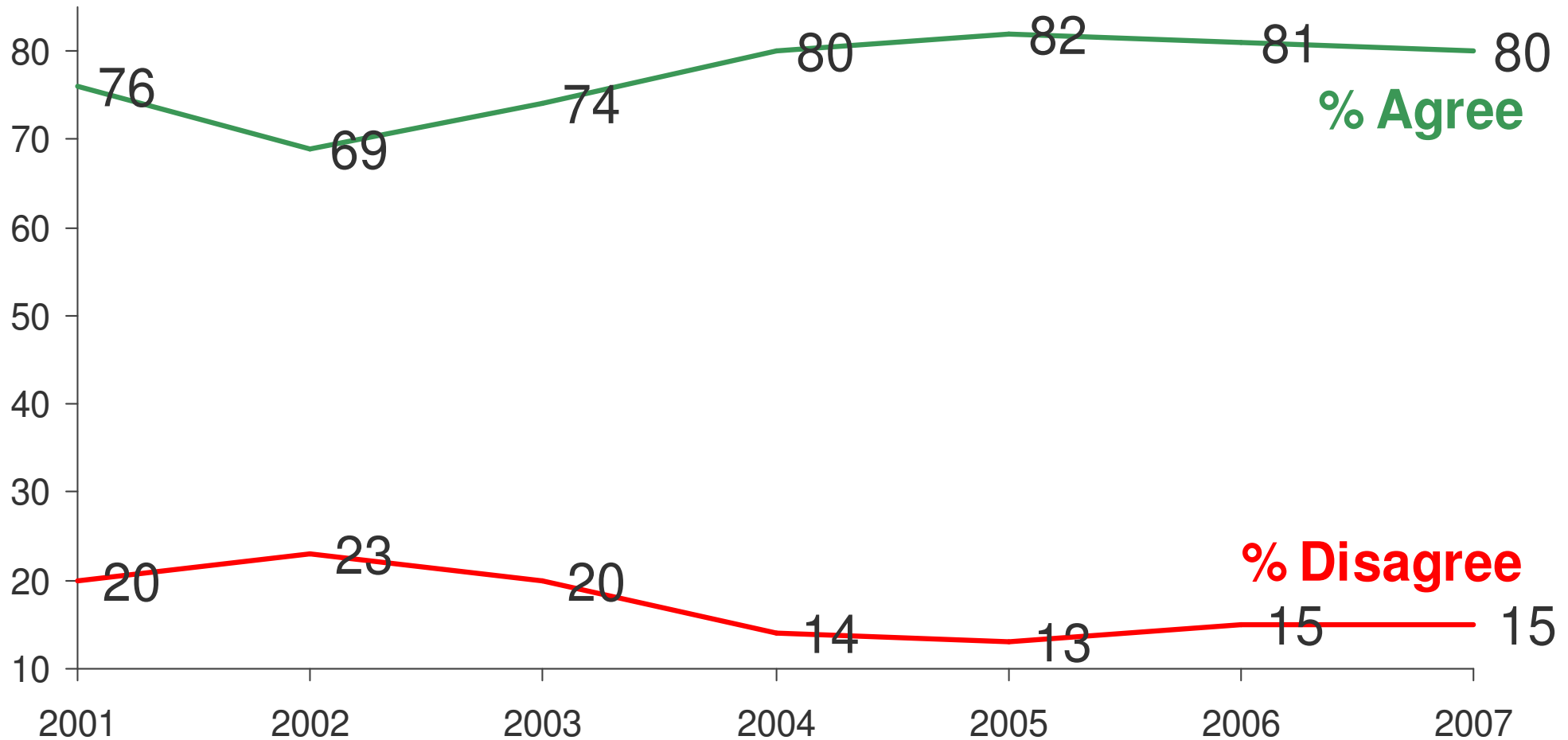
London is a city with good relations between different racial, ethnic and religious communities.



Transport

London is seen as easy to get around

London is a city that is easy to get around.

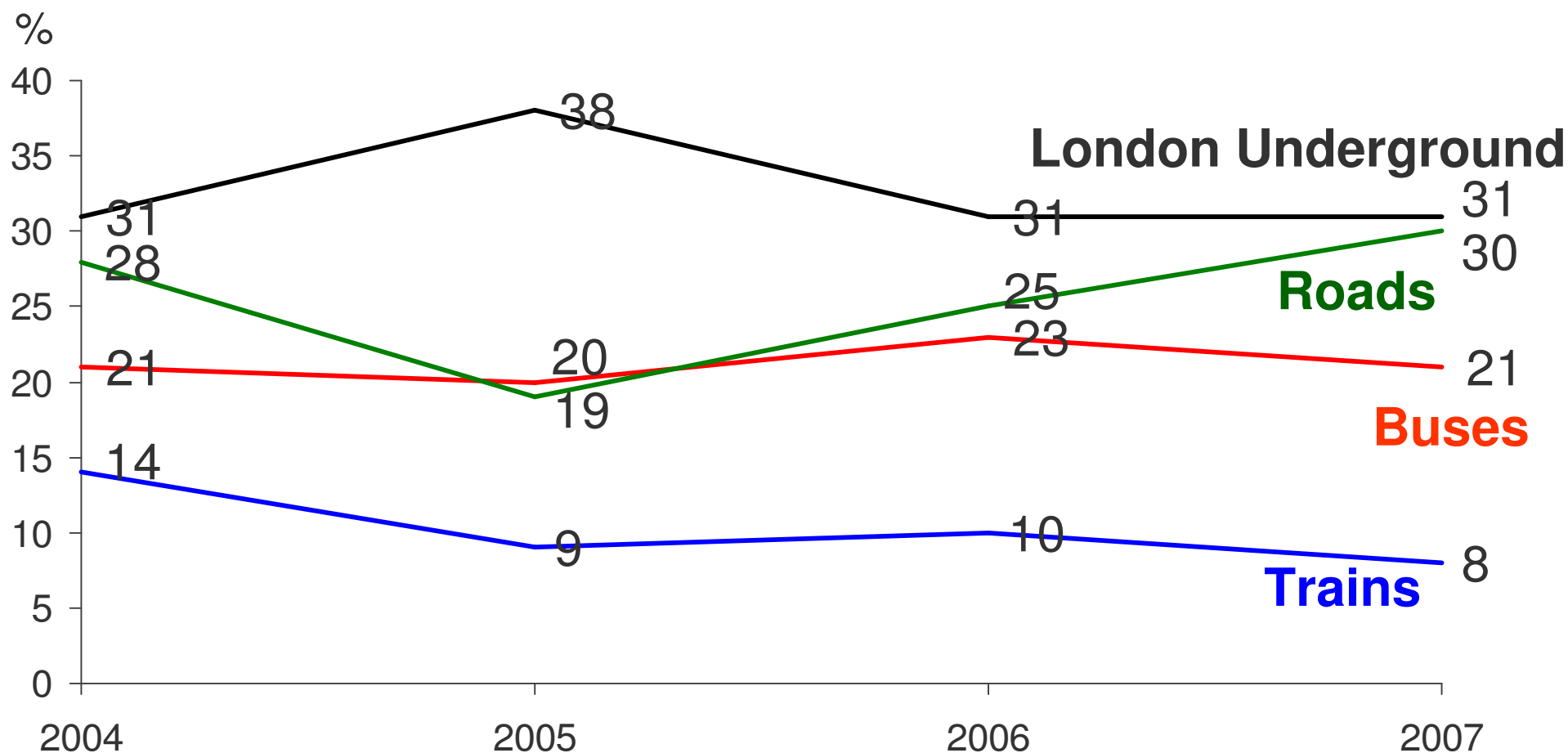


Base: All respondents in London, 2001 to 2007 (circa 1,400 each year)

Source: Ipsos MORI / GLA Annual London Survey

Though roads are becoming more of an issue

Which of these types of transport in London do you think is most in need of improvement?

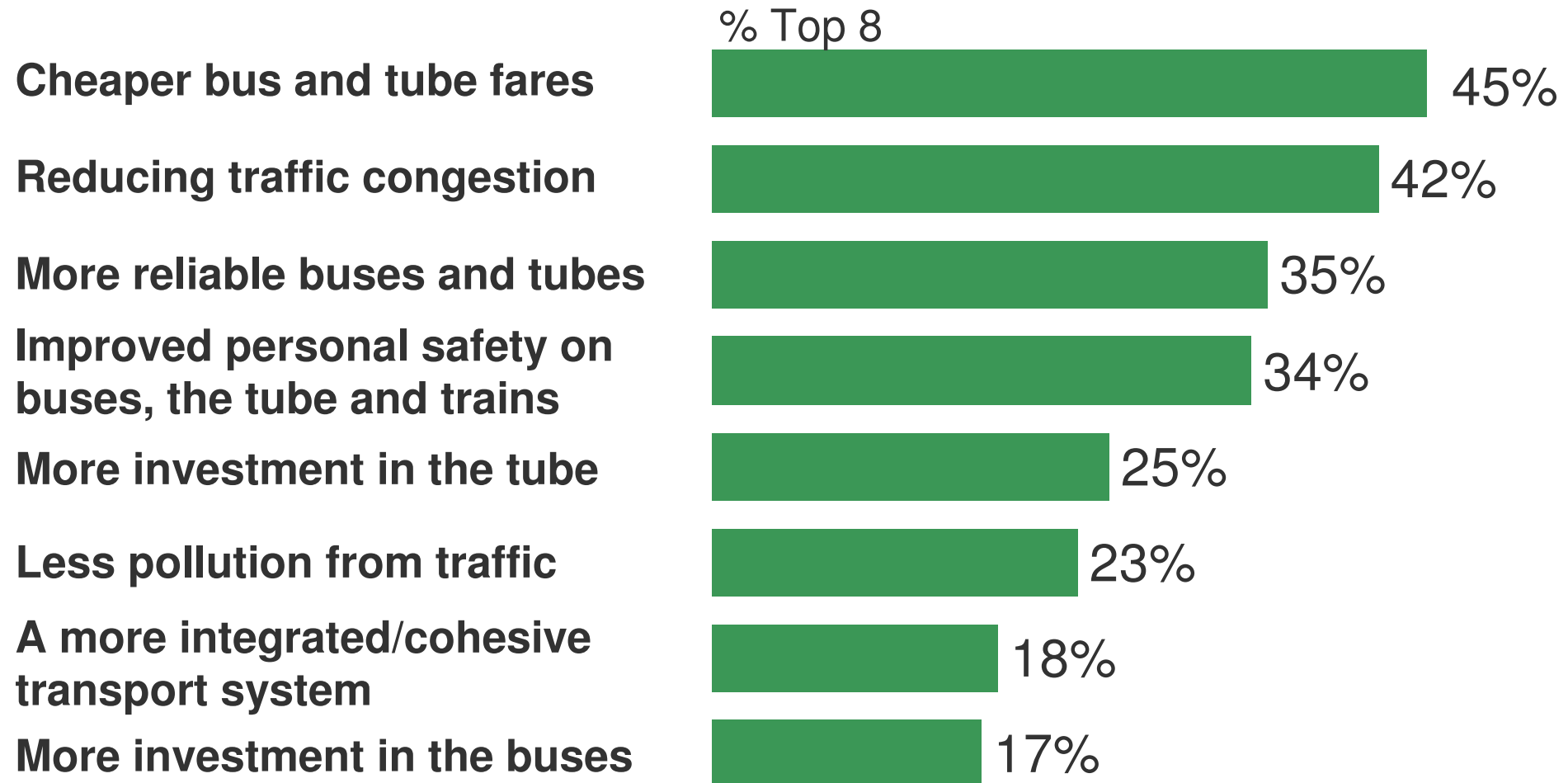


Base: All respondents in London, 2004 to 2007 (circa 1,400 each year)

Source: Ipsos MORI / GLA Annual London Survey

Reducing fares remains the main transport priority...

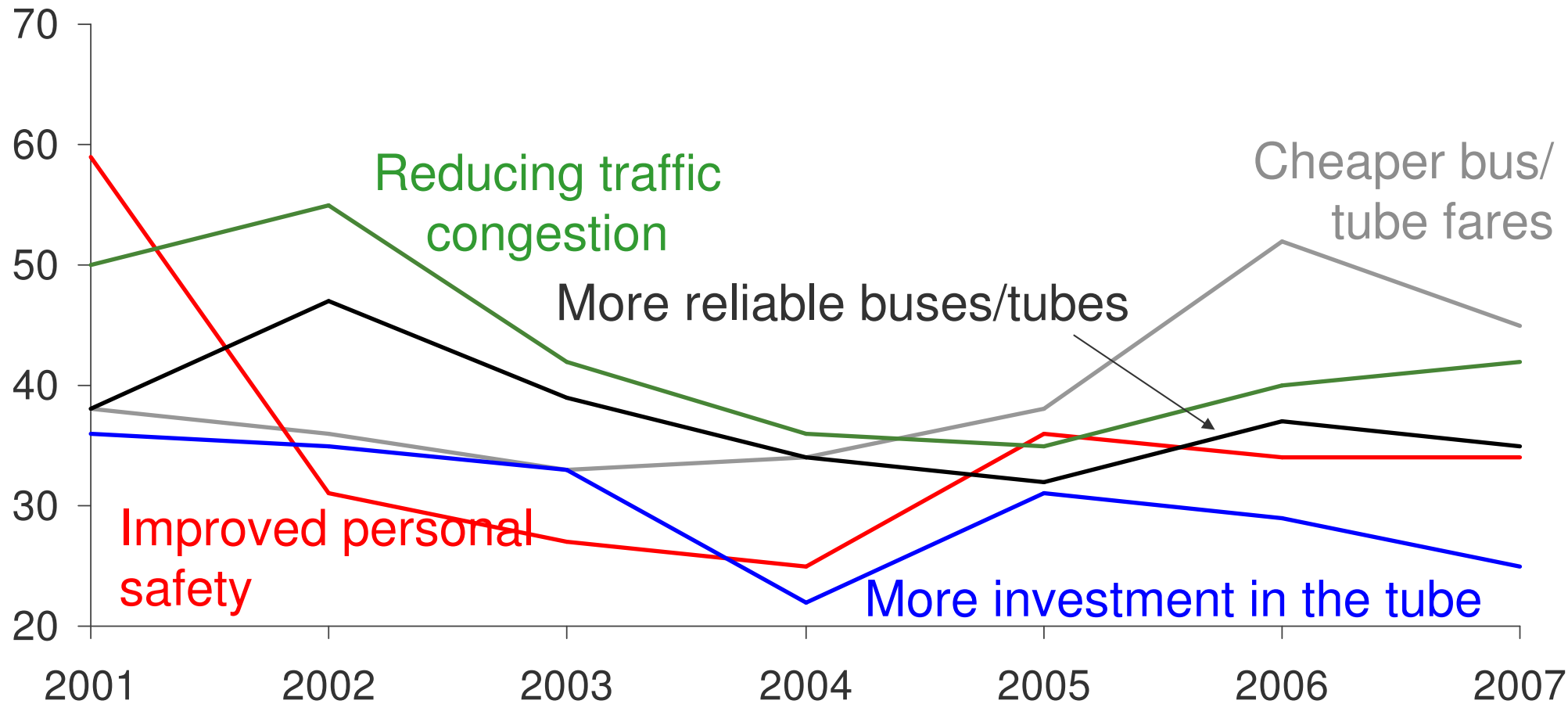
Can I just check which, if any, of these aspects of transport in London are most in need of improvement?



...but less salient than in 2006

Can I just check which, if any, of these aspects of transport in London are most in need of improvement?

% mention



Crime and Grime



**Anti-social
behaviour is a
major concern
and
impacts
on quality
of life**

Vandalism and Teenagers in Outer London

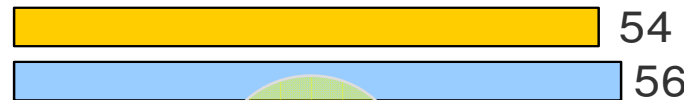
Drugs and Parties in Inner London

Thinking about this local area, how much of a problem do you think are...

Parents not taking responsibility for behaviour of their children



People not treating others with respect and consideration



Noisy neighbours or loud parties



Teenagers hanging round streets



Rubbish/litter lying around



People being drunk/rowdy in public places



Abandoned/burnt out cars



People using/dealing drugs



Vandalism/graffiti/deliberate damage



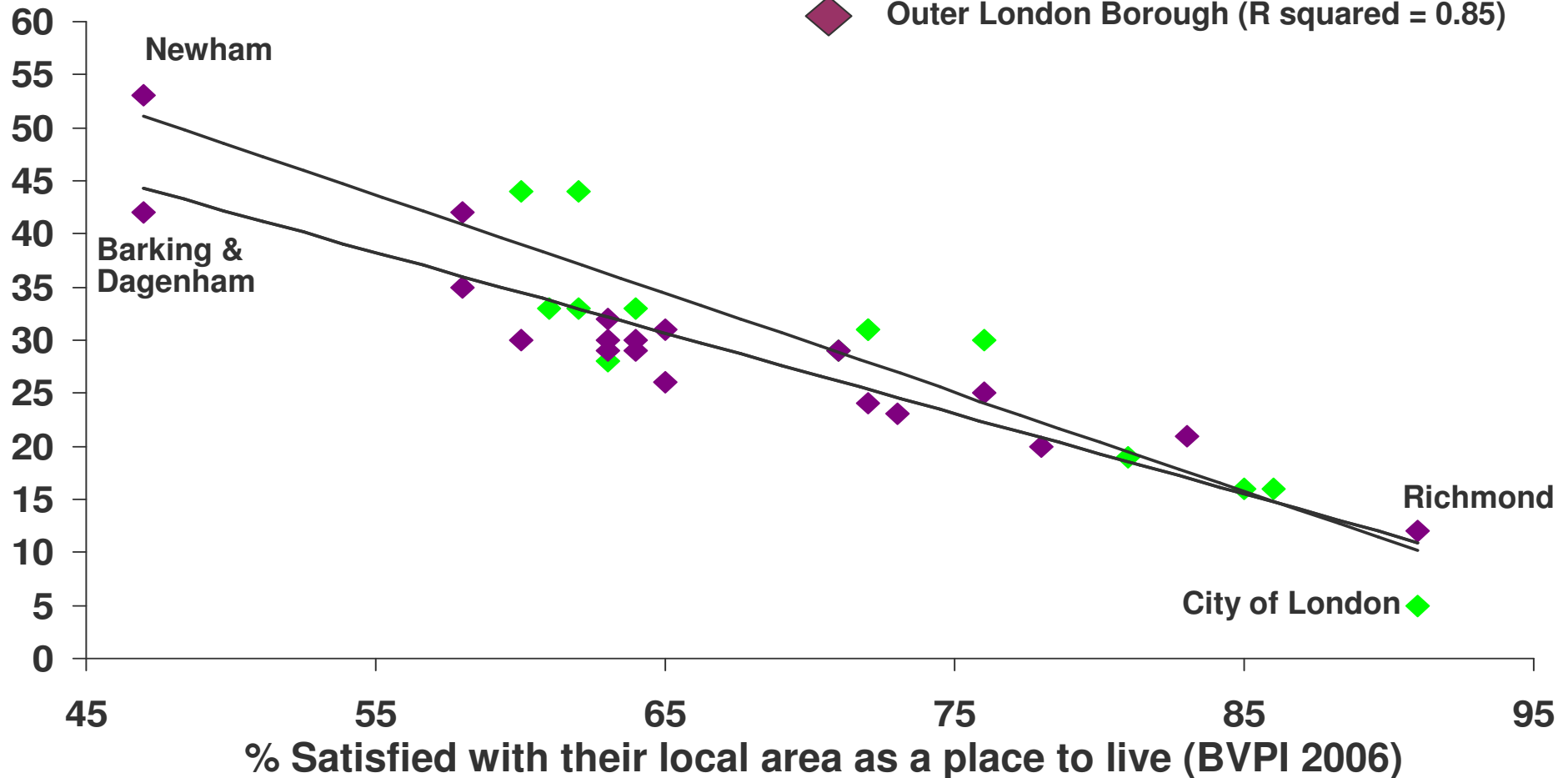
% very/fairly big problem

Inner London
Outer London

Anti-social behaviour has a big impact on quality of life

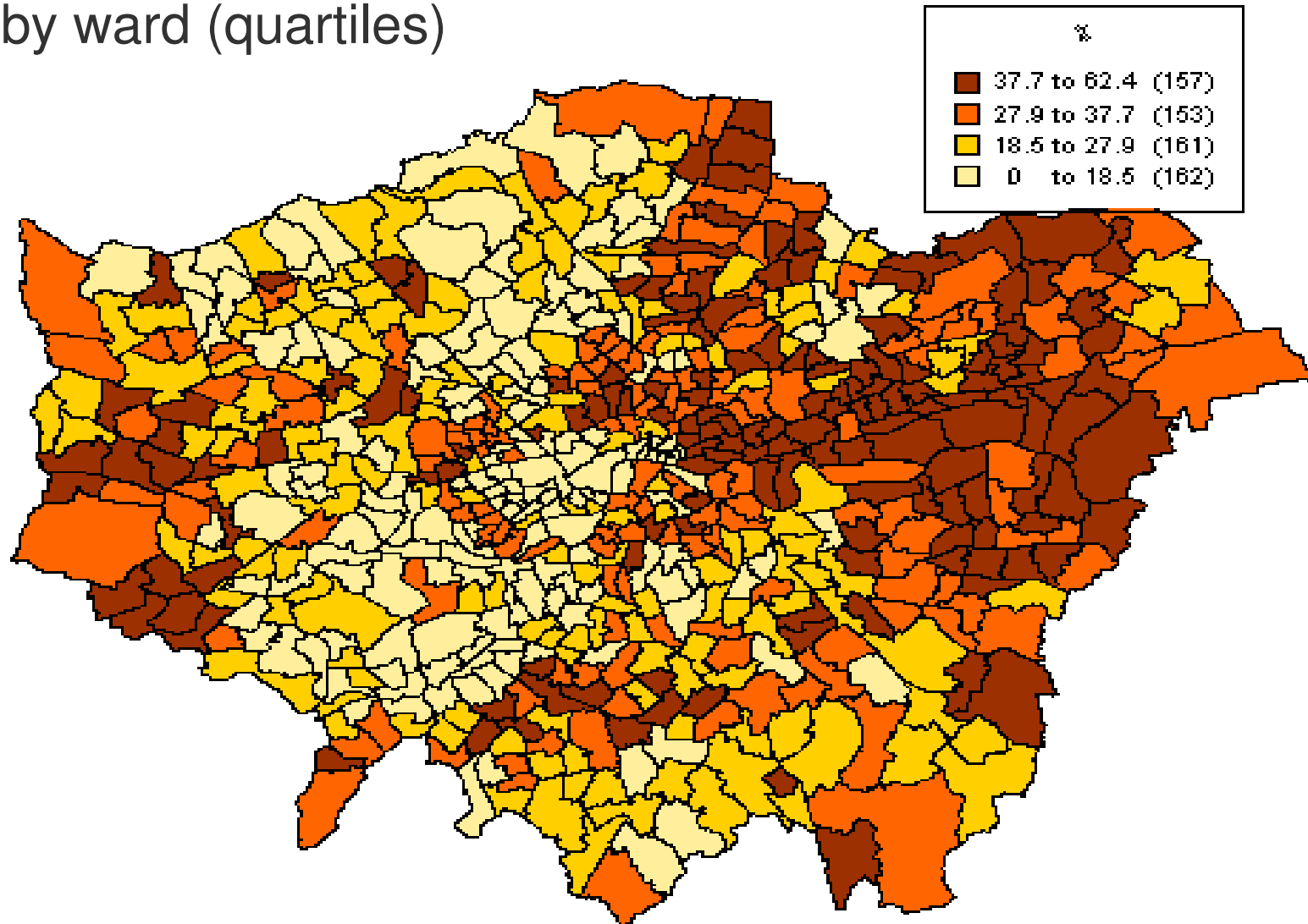
% perceive high level of ASB
(7-strand index)

◆ Inner London Borough (R squared = 0.82)
◆ Outer London Borough (R squared = 0.85)



Teenage Rampage: Where is the problem seen to be worst?

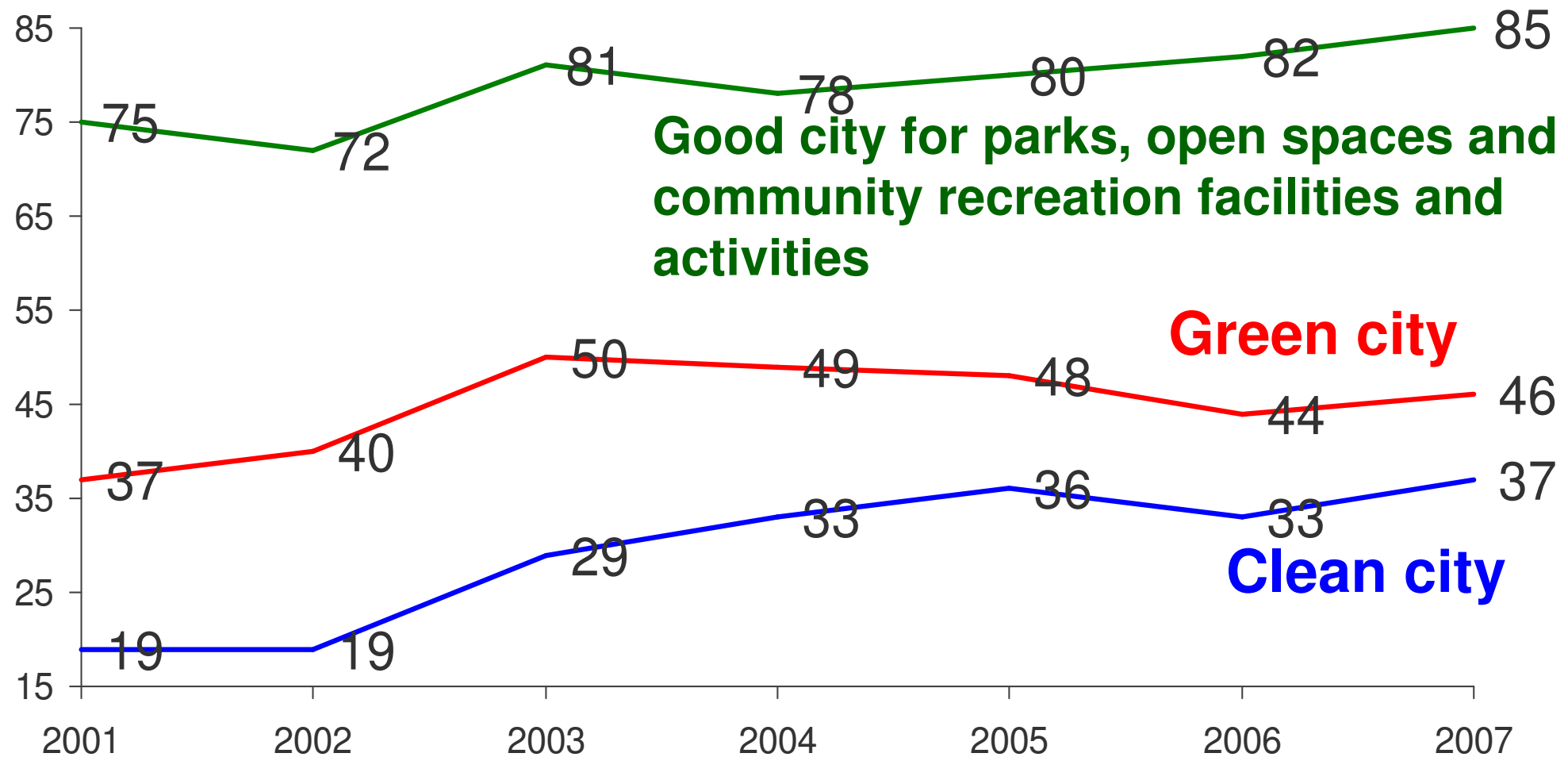
% saying teenagers a 'very big problem' in
area by ward (quartiles)



Grime

Steady long term increase on the environment

% who agree that London is a ...



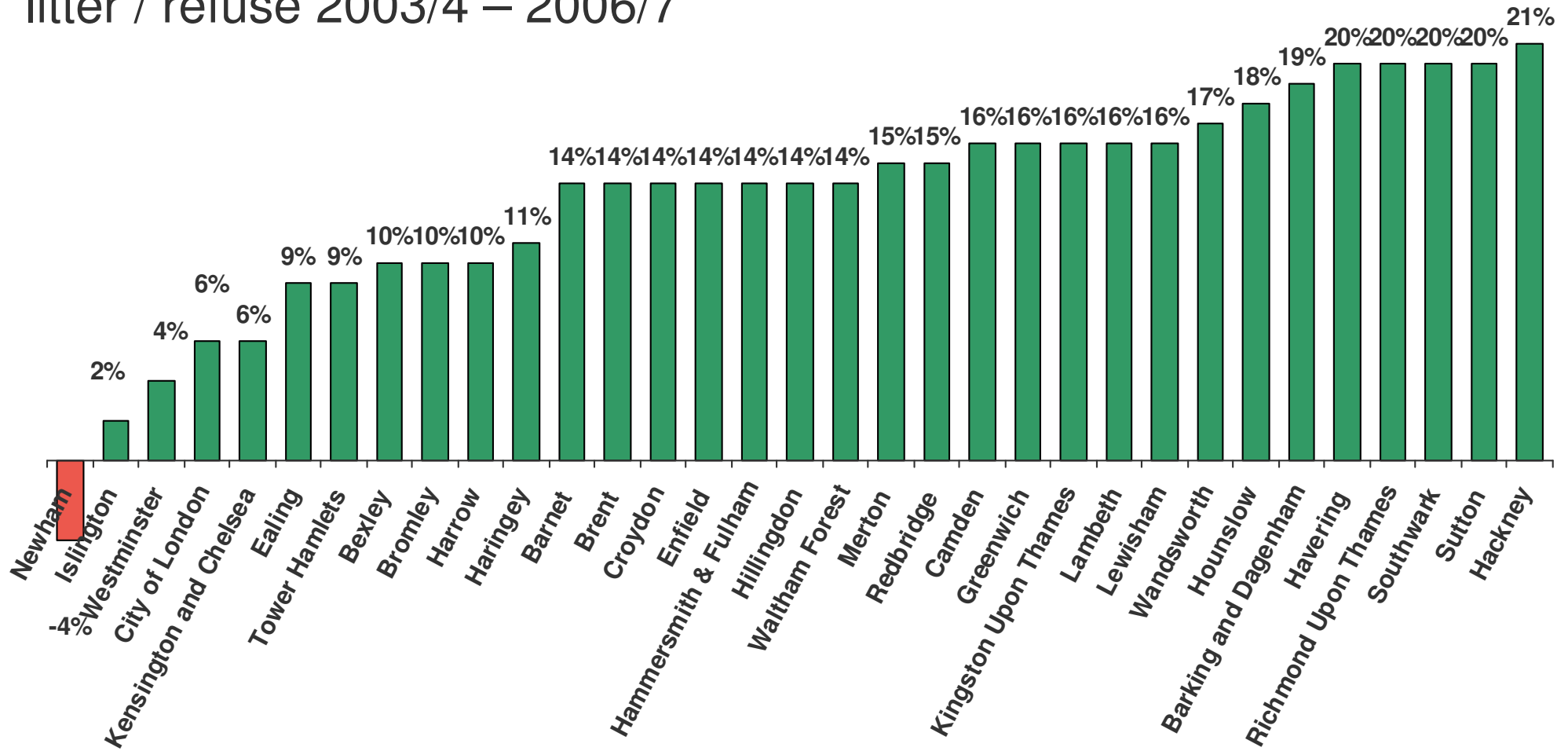
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Base: All respondents in London, 2001 to 2007 (circa 1,400 each year); new wording in 2006 Source: Ipsos MORI / GLA Annual London Survey

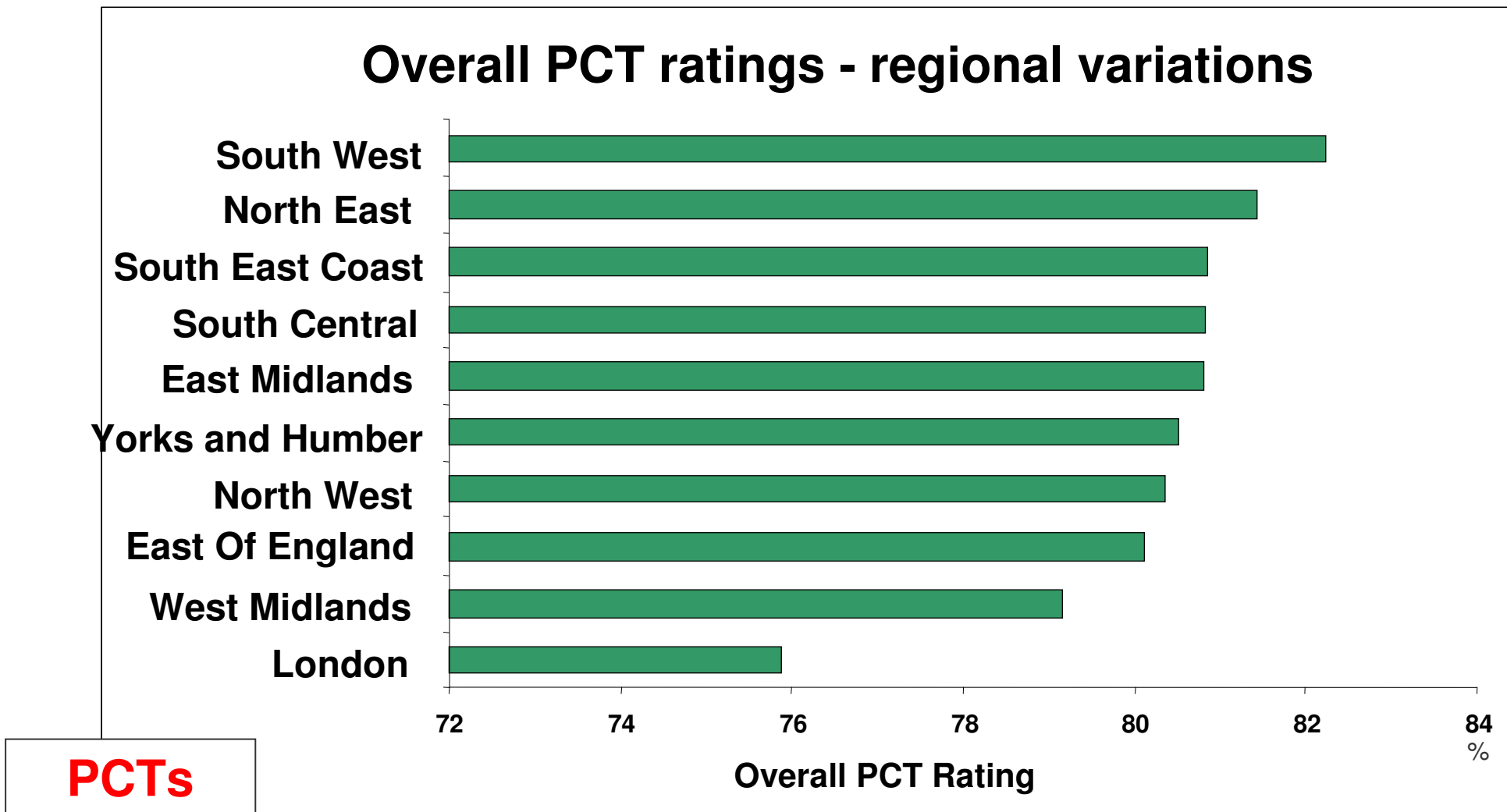
...cleanliness still an issue but London made more progress on this than the rest of England

Percentage point change in satisfaction that land is kept clear of litter / refuse 2003/4 – 2006/7



**The NHS is less well regarded
by patients in London than
anywhere else in England**

Londoners are most negative about both hospitals and primary care services



**For more information on these and any other
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Or come to our event on
25th June

020 7347 3000

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Ipsos MORI
Social Research Institute



Understanding London Life

Ipsos MORI Social Research Institute Event

25 June 2008, from 5.30pm

This event looks at the unique challenges facing the Mayor of London and London public services based on new Ipsos MORI analysis

Speakers include: Tony Travers, Ben Page, John O'Brien, Paul Corrigan

