



# London Councils 2017: Survey of Londoners

## Summary report of findings



**Ipsos Public Affairs**

**October 2017**

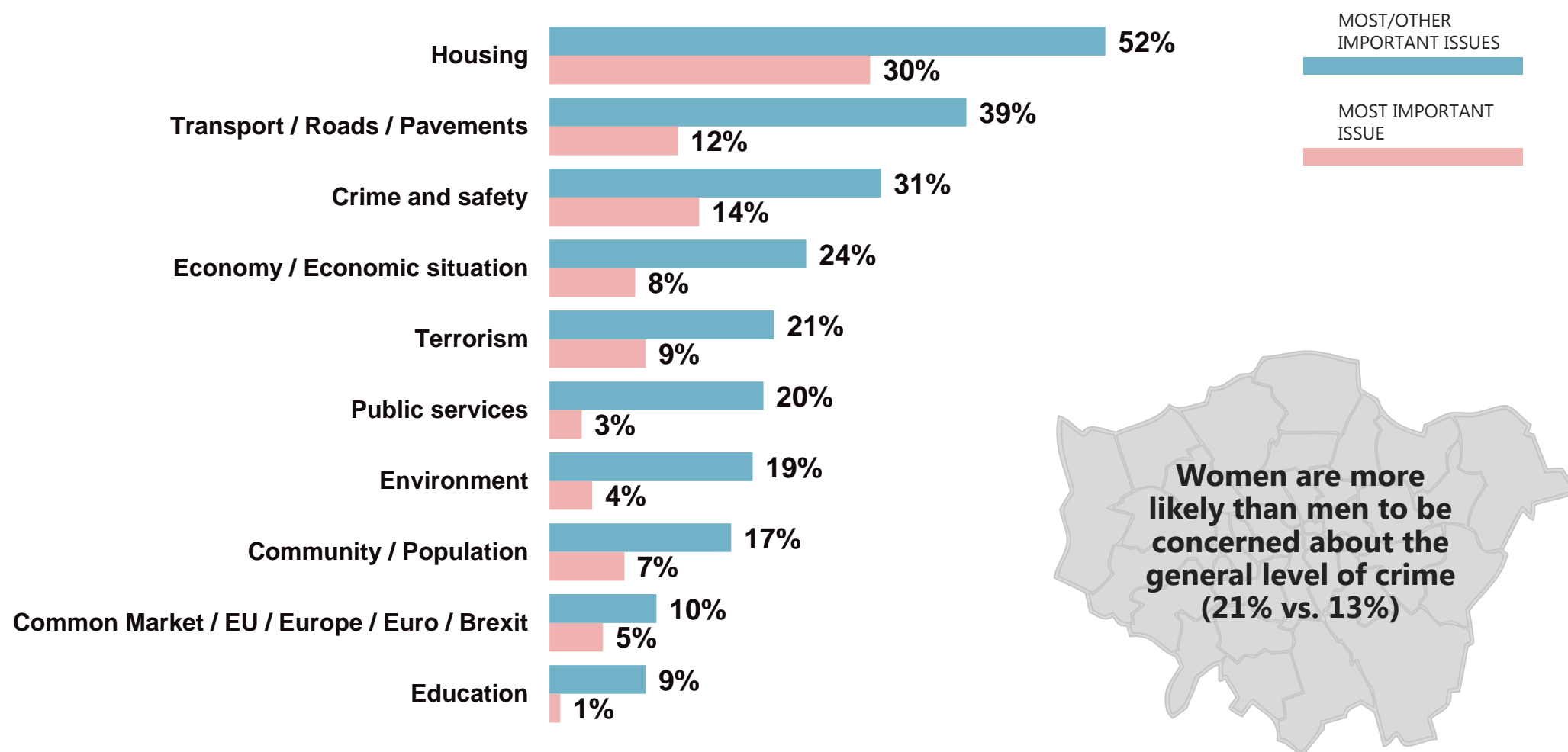
# Background and methodology

- **London Councils commissioned independent researchers Ipsos MORI to conduct a poll of Londoners, with particular focus on housing, public health, financial resilience and devolution. Some questions asked in similar polling in 2013 and 2015 were included to look at how views of Londoners may have changed over time.**
- **A telephone survey of 1,004 residents aged 18+ living in Greater London using Computer-Assisted Telephone Interviewing (CATI).**
- **Fieldwork took place between 14<sup>th</sup> September and 4<sup>th</sup> October 2017. Fieldwork was paused over the 15<sup>th</sup> – 16<sup>th</sup> September due to the terror attack that occurred in London on the 15<sup>th</sup> September. This incident will have some impact on results for this work.**
- **Participants selected for interview at random using Random Digit Dialling, with quotas set by age, gender, work status, ethnicity and inner/outer London (with final data also weighted to these profiles, plus tenure).**

# In London, housing still the most important issue facing the capital in London. Comparatively fewer see Brexit as a *London* issue

## What do you see as the most/other important issues facing London today?

### Top mentions %



Source: Ipsos MORI / London Councils

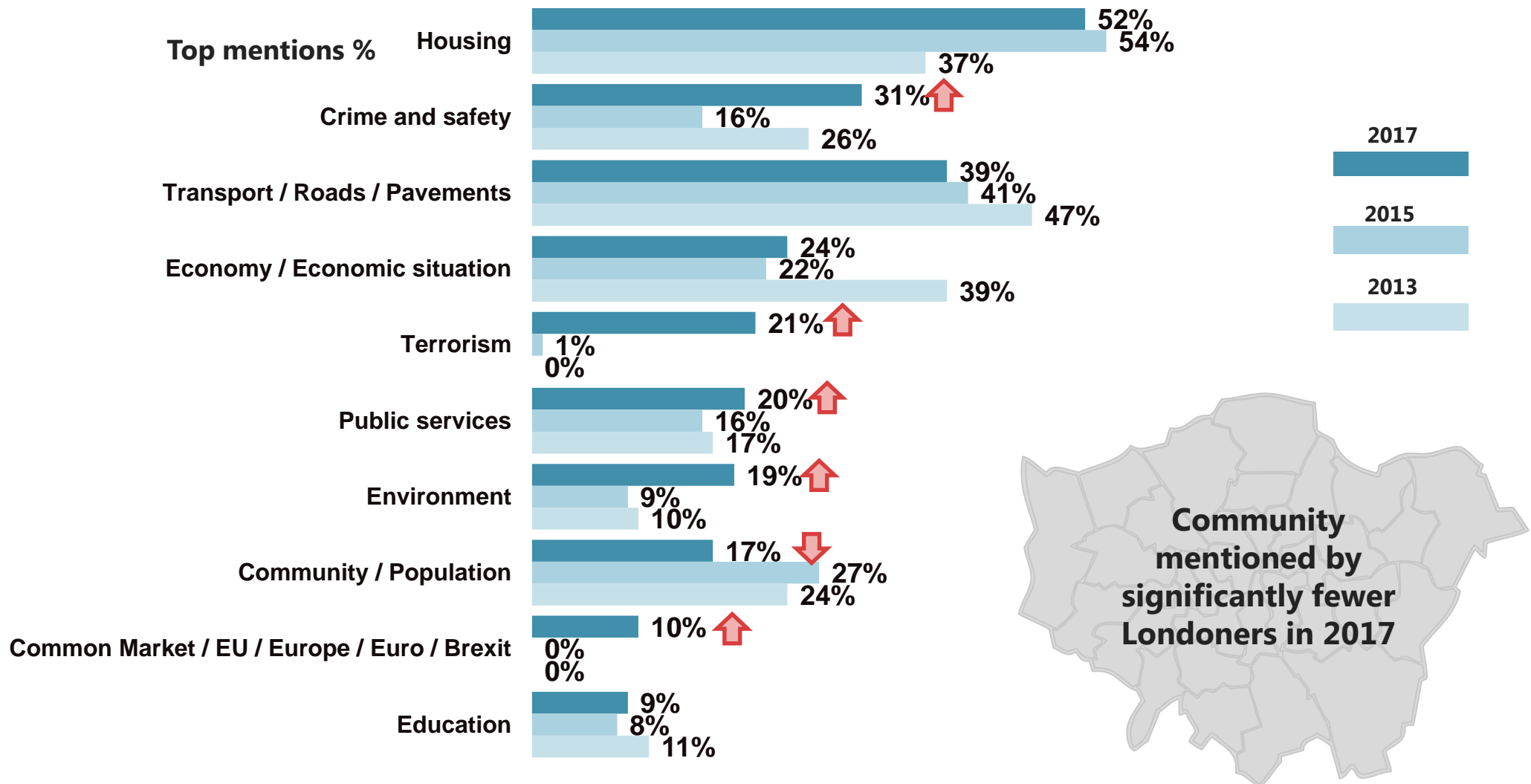
Base: 1,004 adults aged 18+ across London, 14th September and 4th October 2017



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# Londoners are far more concerned about the environment in 2017 than in 2015. Increase in those reporting crime and safety as a issue.

## What do you see as the most/other important issues facing London today?



Source: Ipsos MORI / London Councils

Base (2017): 1,004 adults aged 18+ across London, 14th September and 4th October 2017 / (2015): 1,000 adults in London 18+, 27 August – 7 September 2015 / Base (2013): 1,000 adults in London 18+, 18 – 29 October 2013. Red arrow denotes a significant increase/decrease since 2015.

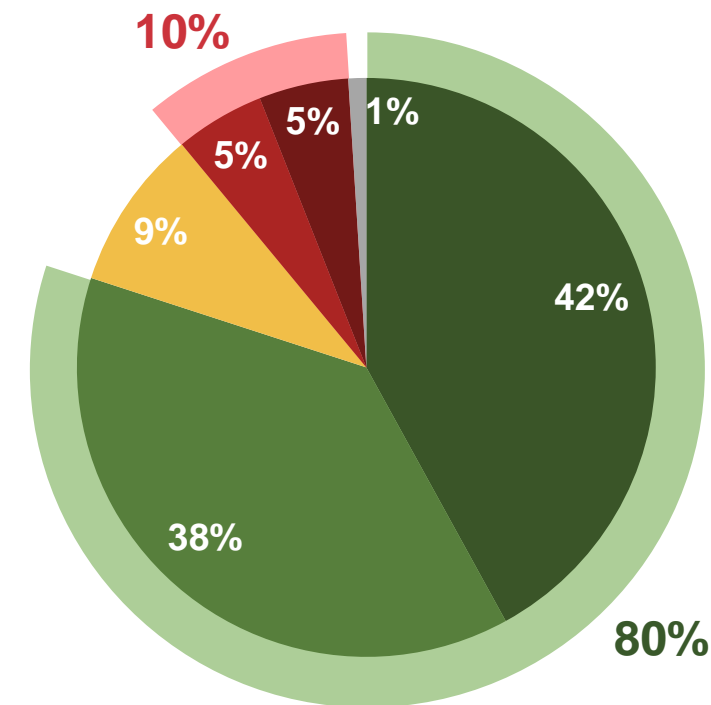


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# Londoners still feel strongly that they live in a cohesive community. Social renters and those in outer London very slightly more negative

To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together? By getting on well together, we mean living alongside each other with respect.



## By tenure

|                 |     |      |
|-----------------|-----|------|
| Social renters  | 75% | 15%↑ |
| Private renters | 76% | 10%  |
| Owner occupiers | 84% | 8%   |

## By inner or outer London

|              |     |      |
|--------------|-----|------|
| Outer London | 77% | 11%↑ |
| Inner London | 85% | 7%   |

## Community Life 2016-17 Survey\* (% agree)



84% (London)



81% (England)

Base: 1,004 adults aged 18+ across London, 14th September and 4th October 2017. Community Life 2016-17 survey: n=9,963 adults in England aged 16+ (conducted between 2016 and 2017). \*Note interviews were conducted postally and online, so findings are not directly comparable.

Source: Ipsos MORI / London Councils

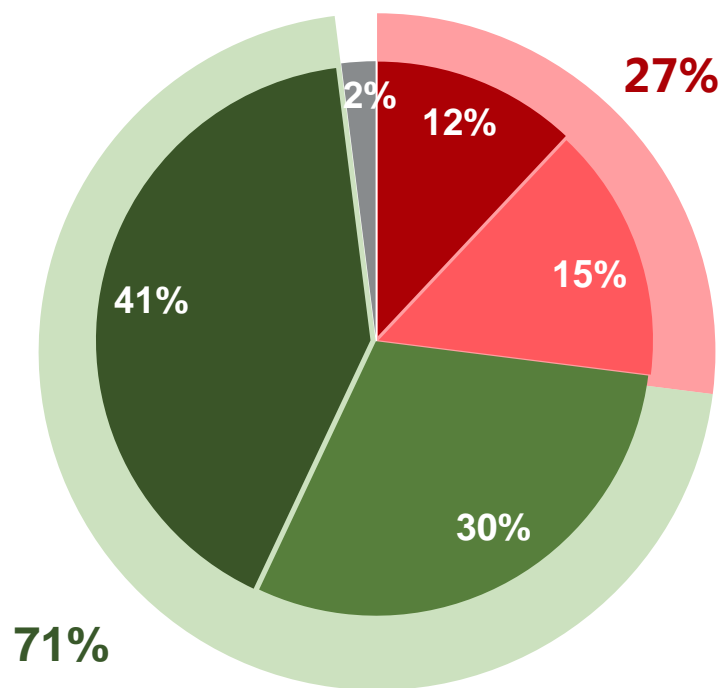


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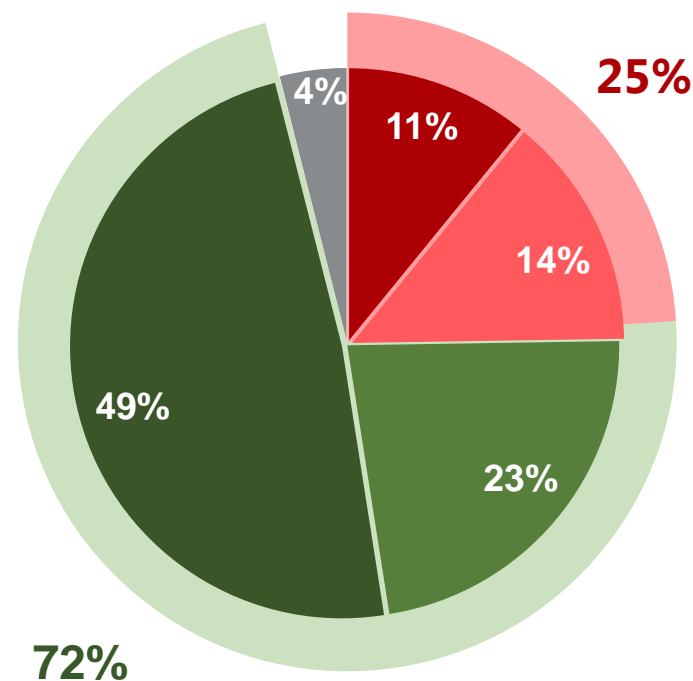
# ...but a significant minority are concerned about their financial security over the next year

## How concerned, if at all are you about....

Being made redundant or becoming unemployed during the next 12 months?



Falling behind on your mortgage or rent payments during the next 12 months?



NOT VERY CONCERNED

NOT AT ALL CONCERNED

VERY CONCERNED

FAIRLY CONCERNED

DON'T KNOW

Base 613 (All participants who work), 14th September and 4th October 2017

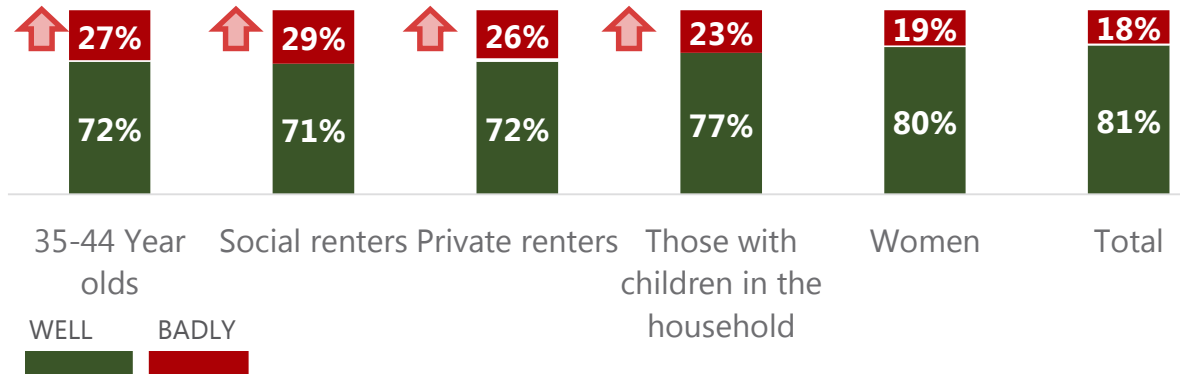
Base: 1,004 adults aged 18+ across London, 14th September and 4th October 2017



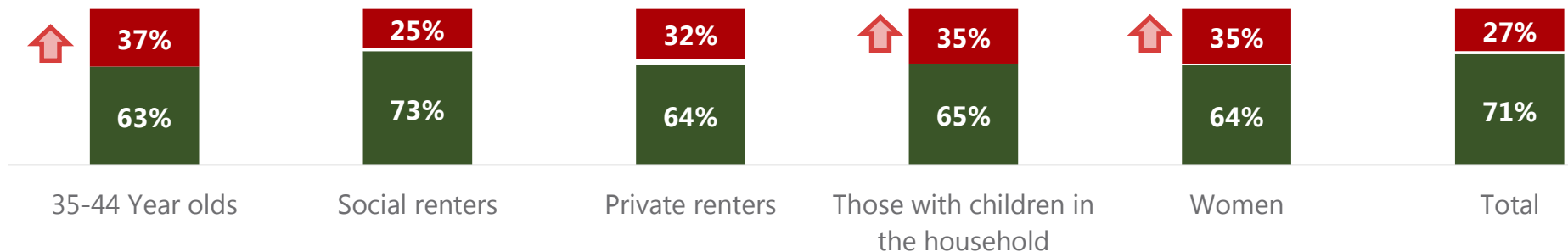
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# Financial resilience: which groups feel most vulnerable?

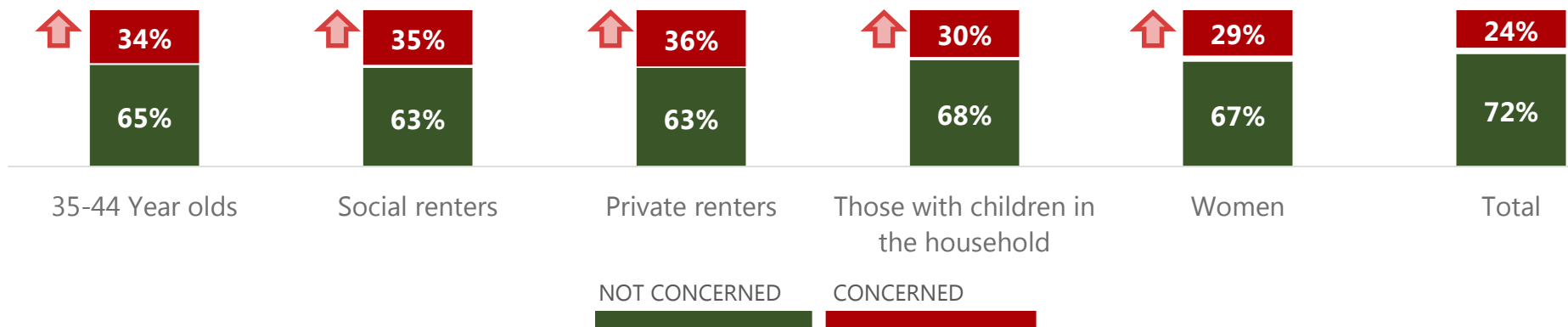
## How well or badly your household is coping financially these days?



## Being made redundant or becoming unemployed during the next 12 months?



## Falling behind on your mortgage or rent payments during the next 12 months?



# Appendix 1

## Technical information



- Ipsos MORI interviewed a representative sample of 1,004 adults aged 18+ across London. Interviews were conducted by telephone between 14<sup>th</sup> September and 4<sup>th</sup> October 2017.
- Where comparable, results from a survey of 1,000 Londoners aged 18+ in 2013 and a survey of 1,000 Londoners in 2015 are included for reference (interviews conducted by telephone between 18 and 29 October 2013 and 27<sup>th</sup> August and 7<sup>th</sup> September 2015 respectively).
- Data for all surveys are weighted by age, gender, work status, ethnicity and those in inner and outer London to match the profile of the wider London population. The 2015 and 2017 surveys are weighted additionally by tenure, reflecting the focus on questions relating to housing in the 2015 and 2017 polls.
- Where percentages do not sum to 100 this may be due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. An asterisk (\*) denotes any value of less than half a per cent. Data are based on all adults unless otherwise stated.
- Significant differences (either between 2015 and 2017, or sub-groups in 2015 as described on relevant slides) are denoted by red arrows: ↓ ↑



# Appendix 2

## Statistical Reliability



The residents who took part in the surveys are only a sample of the total "population" of London residents, so we cannot be certain that the figures obtained are exactly those that would have been reached if everyone had responded (the "true" values). We can, however, predict the variation between the sample results and the "true" values from knowledge of the size of the samples on which the results to each question is based, and the number of times a particular answer is given.

The confidence with which we can make this prediction is usually chosen to be 95% - that is, the chances are 95 in 100 that the "true" value will fall within a specified range. The following illustrates the predicted ranges for different sample sizes and percentage results at the "95% confidence interval":

| Size of sample on which survey result is based | Approximate sampling tolerances applicable to percentages at or near these levels |                 |          |
|--|---|-----------------|----------|
|  | 10% or 90%<br>±   | 30% or 70%<br>± | 50%<br>± |
| 100 responses                                  | 6   | 9               | 10       |
| 200 responses                                  | 4   | 6               | 7        |
| 500 responses                                  | 3   | 4               | 4        |
| <b>1,000 responses</b>                         | <b>2</b>  | <b>3</b>        | <b>3</b> |

For example, with a sample size of 1,000 where 70% give a particular answer, the chances are, 19 in 20 that the "true" value (i.e. the one which would have been obtained if the whole population had been interviewed) will fall within the range of  $\pm 3$  percentage points from the survey result (i.e. between 67% and 73%).

NB: Strictly speaking the tolerances shown here apply only to random samples; in practice good quality quota sampling has been found to be as accurate.



# Appendix 2

## Statistical Reliability (cont'd)



When results are compared between separate groups within a sample (e.g. males versus females, or 2015 versus 2017), different results may be obtained. The difference may be "real," or it may occur by chance (because not everyone in the population has been interviewed). To test if the difference is a real one - i.e. if it is "statistically significant" - we again have to know the size of the samples, the percentage giving a certain answer and the degree of confidence chosen.

If we once again assume a "95% confidence interval", the differences between the results of two separate groups must be greater than the values given in the following table:

| Size of sample on which survey result is based | Differences required for significance at or near these percentage levels |                 |          |
|--|--|-----------------|----------|
|  | 10% or 90%<br>±  | 30% or 70%<br>± | 50%<br>± |
| 100 vs. 100                                    | 8  | 13              | 14       |
| 200 vs. 200                                    | 6  | 9               | 10       |
| 500 vs. 500                                    | 4  | 6               | 6        |
| 2015 vs. 2017 (1,000 vs. 1,000)                | 3  | 4               | 4        |



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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252:2006 and with the Ipsos MORI Terms and Conditions which can be found [here](#)