

The Spirit of London

Fieldwork: 16th-20th February 2011

Absolutes/col percents 21 Feb 2011

Table 1

Q1 As far as you are aware, how would you rate what London has to offer in terms of each of the following?

- Summary Table

Base: All respondents

		'Cultural heritage - e.g. monarchy, free museums'	The political stability	'Its values - e.g. diversity, fairness, openness, tolerance'	Global business centre or hub	Easy access to Europe and the world	The can-do attitude of its people	Friendliness of its people	Community life	Ease of doing business	Competitiveness	'Entertainment - e.g. sporting venues, music events and theatres'	Architecture and public realm	The regulatory and tax system	Cycle-friendliness	'Easiness to move around the city - e.g. buses, tube, taxis'
Unweighted base		1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
Weighted base		1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
NET	(9:10)	612 61%	210 21%	215 21%	442 44%	567 57%	136 14%	66 7%	60 6%	177 18%	303 30%	638 64%	467 47%	61 6%	100 10%	407 41%
NET	(6:8)	312 31%	451 45%	551 55%	410 41%	349 35%	558 56%	453 45%	440 44%	541 54%	509 51%	301 30%	424 42%	447 45%	512 51%	460 46%
NET	(1:5)	58 6%	270 27%	206 21%	79 8%	57 6%	252 25%	467 47%	469 47%	179 18%	116 12%	50 5%	69 7%	391 39%	316 32%	124 12%
10 - Outstanding		352 35%	98 10%	97 10%	202 20%	341 34%	65 7%	28 3%	23 2%	58 6%	135 14%	361 36%	240 24%	33 3%	36 4%	190 19%
9		260 26%	112 11%	118 12%	240 24%	226 23%	71 7%	38 4%	37 4%	119 12%	167 17%	277 28%	227 23%	29 3%	64 6%	217 22%
8		188 19%	170 17%	255 25%	215 22%	197 20%	190 19%	123 12%	132 13%	243 24%	235 23%	183 18%	220 22%	110 11%	143 14%	230 23%
7		89 9%	171 17%	163 16%	119 12%	104 10%	195 20%	152 15%	151 15%	173 17%	174 17%	84 8%	130 13%	157 16%	205 21%	148 15%
6		35 3%	110 11%	132 13%	75 8%	49 5%	173 17%	177 18%	157 16%	125 12%	100 10%	34 3%	74 7%	180 18%	163 16%	82 8%
5		32 3%	118 12%	103 10%	43 4%	27 3%	129 13%	183 18%	172 17%	91 9%	63 6%	26 3%	30 3%	149 15%	140 14%	58 6%
4		8 1%	57 6%	36 4%	16 2%	11 1%	60 6%	114 11%	124 12%	32 3%	18 2%	12 1%	20 2%	90 9%	67 7%	29 3%
3		12 1%	37 4%	25 3%	4 *	8 1%	23 2%	85 9%	79 8%	27 3%	18 2%	4 *	11 1%	55 5%	44 4%	11 1%
2		4 *	26 3%	23 2%	7 1%	10 1%	18 2%	48 5%	53 5%	12 1%	6 1%	2 *	1 *	39 4%	36 4%	11 1%
1 - Very poor		3 *	32 3%	18 2%	9 1%	1 *	22 2%	37 4%	40 4%	17 2%	11 1%	5 1%	7 1%	58 6%	29 3%	15 2%
Don't know		18 2%	70 7%	29 3%	69 7%	27 3%	54 5%	14 1%	32 3%	103 10%	72 7%	11 1%	40 4%	101 10%	72 7%	9 1%
Mean Score		8.59	6.68	7.01	8.06	8.49	6.58	5.57	5.53	6.98	7.57	8.66	8.16	5.62	6.14	7.76
Standard Deviation		1.61	2.30	2.06	1.76	1.66	1.99	2.10	2.13	1.94	1.85	1.55	1.72	2.19	2.08	1.96
Standard Error		0.05	0.08	0.07	0.06	0.05	0.06	0.07	0.07	0.06	0.06	0.05	0.06	0.07	0.07	0.06

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Table 2

Q1 As far as you are aware, how would you rate what London has to offer in terms of each of the following?

- 'Cultural heritage - e.g. monarchy, free museums'

Base: All respondents

	Total	Job title								Age						Gender		Area		
		Self- emplo- yed	Owner/ propr- ietor of a busi- ness	Part- ner in a busi- ness	Empl- -yed as a direc- -tor	Empl- -yed as a mana- -ger	Empl- -yed other	Not work- -ing	Busi- -ness owners or mana- -gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	
Unweighted base	1000	119	24	9	18	153	380	314	200	85	250	237	186	150	92	446	554	333	667	
Weighted base	1000	112	23	8	13	114	371	374	155	130	230	210	150	120	160	480	520	332	668	
NET	(9:10)	612 61%	81 72%	15 64%	5 57%	10 76%	69 60%	201 54%	245 65%	95 61%	57 43%	136 59%	114 54%	100 67%	84 70%	123 77%	288 60%	325 62%	212 64%	401 60%
NET	(6:8)	312 31%	24 22%	6 27%	4 43%	2 19%	39 34%	140 38%	100 27%	51 33%	56 43%	73 32%	80 38%	40 27%	33 28%	30 19%	162 34%	149 29%	97 29%	215 32%
NET	(1:5)	58 6%	7 6%	2 9%	- -	1 5%	7 6%	22 6%	20 5%	9 6%	13 10%	19 8%	12 6%	7 5%	3 3%	4 2%	23 5%	35 7%	18 5%	40 6%
10 - Outstanding		352 35%	45 40%	11 48%	3 35%	7 57%	36 32%	117 31%	143 38%	54 35%	31 24%	80 35%	66 32%	61 41%	45 37%	69 43%	147 31%	205 39%	120 36%	232 35%
9		260 26%	36 32%	4 16%	2 23%	3 20%	33 29%	84 23%	102 27%	41 26%	25 19%	56 24%	48 23%	38 26%	39 33%	54 34%	141 29%	120 23%	92 28%	169 25%
8		188 19%	16 15%	4 15%	2 29%	2 14%	27 24%	81 22%	59 16%	35 22%	30 23%	46 20%	47 23%	20 13%	22 18%	24 15%	113 24%	75 14%	54 16%	134 20%
7		89 9%	4 4%	2 9%	- -	1 5%	7 7%	45 12%	29 8%	10 7%	16 12%	20 8%	23 11%	14 9%	9 8%	6 4%	38 8%	51 10%	30 9%	59 9%
6		35 3%	4 4%	1 3%	1 14%	- -	4 4%	14 4%	11 3%	6 4%	10 8%	7 3%	9 4%	6 4%	2 2%	- -	12 2%	23 4%	13 4%	22 3%
5		32 3%	3 3%	- -	- -	1 5%	4 4%	10 3%	14 4%	5 3%	8 6%	12 5%	6 3%	4 3%	2 1%	- -	10 2%	21 4%	12 3%	20 3%
4		8 1%	1 *	2 9%	- -	- -	1 1%	3 1%	1 *	3 2%	2 2%	1 1%	1 *	- -	1 *	4 2%	6 1%	2 *	3 1%	5 1%
3		12 1%	2 2%	- -	- -	- -	1 1%	5 1%	4 1%	1 1%	3 2%	4 2%	3 2%	2 1%	- -	- -	3 1%	9 2%	3 1%	9 1%
2		4 *	- -	- -	- -	- -	1 1%	3 1%	- -	1 *	- -	1 1%	- -	1 1%	1 1%	- -	3 1%	1 *	1 *	3 *
1 - Very poor		3 *	1 1%	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	2 1%	1 *	- -	- -	1 *	2 *	1 *	2 *
Don't know		18 2%	- -	- -	- -	- -	9 2%	9 2%	- -	4 3%	3 1%	4 2%	3 2%	- -	4 2%	7 1%	11 2%	5 1%	13 2%	
Mean Score		8.59	8.76	8.61	8.64	9.14	8.57	8.43	8.71	8.60	8.04	8.49	8.42	8.71	8.85	9.09	8.59	8.58	8.64	8.56
Standard Deviation		1.61	1.65	1.87	1.41	1.33	1.52	1.66	1.55	1.56	1.75	1.71	1.70	1.65	1.32	1.15	1.50	1.71	1.56	1.63
Standard Error		0.05	0.15	0.38	0.47	0.31	0.12	0.09	0.09	0.11	0.19	0.11	0.11	0.12	0.11	0.12	0.07	0.07	0.09	0.06

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Table 3

Q1 As far as you are aware, how would you rate what London has to offer in terms of each of the following?

- The political stability

Base: All respondents

	Total	Job title							Age						Gender		Area			
		Self- em- plo- yed	Owner/ pro- pri- -et- or of a busi- -ness	Part- -ner in a busi- -ness	Em- plo- -yed as a direc- -tor	Em- plo- -yed as a mana- -ger	Em- plo- -yed other	Not work- -ing	Busi- -ness own- ers or mana- -gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	
Unweighted base	1000	119	24	9	18	153	380	314	200	85	250	237	186	150	92	446	554	333	667	
Weighted base	1000	112	23	8	13	114	371	374	155	130	230	210	150	120	160	480	520	332	668	
NET	(9:10)	210 21%	21 18%	5 22%	2 25%	3 24%	30 26%	67 18%	86 26%	41 15%	50 22%	38 18%	31 21%	29 24%	43 27%	129 27%	80 15%	79 24%	131 20%	
NET	(6:8)	451 45%	54 48%	9 40%	3 41%	7 56%	57 49%	176 47%	154 41%	73 47%	56 43%	99 43%	84 40%	74 49%	52 43%	85 53%	231 48%	220 42%	146 44%	305 46%
NET	(1:5)	270 27%	32 29%	9 38%	3 34%	2 15%	28 24%	102 27%	98 26%	41 32%	42 28%	64 32%	67 26%	39 28%	34 15%	24 22%	107 22%	163 31%	85 25%	185 28%
10 - Outstanding		98 10%	8 7%	3 13%	1 8%	3 20%	13 12%	32 9%	40 11%	20 13%	11 9%	26 11%	15 7%	13 9%	14 12%	19 12%	59 12%	39 8%	35 10%	63 9%
9		112 11%	13 12%	2 9%	1 17%	1 4%	17 15%	35 9%	46 12%	21 13%	8 6%	24 11%	22 11%	18 12%	15 12%	24 15%	71 15%	41 8%	44 13%	68 10%
8		170 17%	21 18%	5 23%	3 41%	4 32%	17 15%	66 18%	62 17%	26 17%	22 17%	37 16%	23 11%	21 14%	25 21%	42 26%	85 18%	85 16%	50 15%	120 18%
7		171 17%	23 21%	3 12%	- -	2 19%	25 22%	63 17%	55 15%	30 19%	19 14%	40 17%	37 18%	26 17%	17 14%	32 20%	99 21%	72 14%	60 18%	111 17%
6		110 11%	10 9%	1 5%	- -	1 6%	15 13%	47 13%	36 10%	17 11%	15 12%	22 10%	25 12%	27 18%	10 8%	11 7%	47 10%	63 12%	36 11%	74 11%
5		118 12%	13 12%	3 12%	1 14%	1 5%	12 10%	43 12%	46 12%	16 10%	23 18%	28 12%	33 16%	11 7%	14 12%	8 5%	53 11%	65 12%	33 10%	84 13%
4		57 6%	7 6%	3 11%	1 8%	1 5%	7 6%	22 6%	17 5%	11 7%	12 9%	14 6%	16 7%	9 6%	7 6%	- -	14 3%	43 8%	17 5%	40 6%
3		37 4%	6 5%	4 15%	1 12%	- -	2 2%	13 4%	13 3%	7 4%	2 1%	7 3%	10 5%	8 5%	4 3%	7 4%	15 3%	22 4%	13 4%	24 4%
2		26 3%	4 3%	- -	- -	- -	2 2%	11 3%	8 2%	2 2%	2 1%	5 2%	4 2%	5 4%	5 4%	5 3%	13 3%	13 3%	9 3%	16 2%
1 - Very poor		32 3%	2 2%	- -	- -	1 5%	4 3%	12 3%	14 4%	4 2%	4 3%	9 4%	4 2%	6 4%	5 4%	4 3%	12 3%	20 4%	12 4%	21 3%
Don't know		70 7%	5 4%	- -	- -	1 5%	- -	27 7%	37 10%	1 *	13 10%	17 7%	21 10%	6 4%	5 4%	8 5%	13 3%	57 11%	23 7%	47 7%
Mean Score		6.68	6.58	6.58	7.00	7.43	6.87	6.56	6.76	6.88	6.44	6.68	6.43	6.49	6.76	7.29	7.03	6.33	6.74	6.65
Standard Deviation		2.30	2.23	2.42	2.38	2.27	2.24	2.28	2.36	2.25	2.18	2.36	2.17	2.37	2.44	2.18	2.21	2.33	2.35	2.27
Standard Error		0.08	0.21	0.49	0.79	0.55	0.18	0.12	0.14	0.16	0.25	0.15	0.15	0.18	0.20	0.23	0.11	0.10	0.13	0.09

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Table 4

**Q1 As far as you are aware, how would you rate what London has to offer in terms of each of the following?
- 'Its values - e.g. diversity, fairness, openness, tolerance'**

Base: All respondents

	Total	Job title								Age						Gender		Area	
		Self- emplo- yed	Owner/ propr- ietor of a busi- ness	Part- ner in a busi- ness	Empl- o- yed as a direc- tor	Empl- o- yed as a mana- ger	Empl- o- yed other	Not work- ing	Busi- ness owners or mana- gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer
Unweighted base	1000	119	24	9	18	153	380	314	200	85	250	237	186	150	92	446	554	333	667
Weighted base	1000	112	23	8	13	114	371	374	155	130	230	210	150	120	160	480	520	332	668
NET	(9:10)	215 21%	25 22%	7 30%	3 31%	4 27%	34 29%	79 21%	70 44	26 20%	58 25%	40 19%	36 24%	19 16%	36 23%	113 24%	101 19%	76 23%	139 21%
NET	(6:8)	551 55%	66 59%	13 56%	5 55%	7 50%	61 53%	204 55%	205 83	83 64%	121 52%	116 55%	74 49%	71 59%	86 54%	259 54%	291 56%	194 58%	357 53%
NET	(1:5)	206 21%	20 18%	3 15%	1 14%	2 18%	20 18%	79 21%	81 22%	17 13%	48 21%	45 21%	37 24%	28 23%	31 19%	99 21%	107 21%	58 17%	148 22%
10 - Outstanding		97 10%	9 8%	4 19%	- -	1 5%	16 14%	33 9%	34 21	10 8%	33 14%	17 8%	12 8%	8 7%	17 10%	44 9%	53 10%	31 9%	66 10%
9		118 12%	16 14%	3 11%	3 31%	3 22%	17 15%	46 12%	36 23	16 12%	24 11%	23 11%	24 16%	10 9%	20 12%	69 14%	48 9%	45 14%	73 11%
8		255 25%	28 25%	8 34%	2 29%	5 35%	32 28%	101 27%	85 23%	39 30%	50 22%	55 26%	42 28%	38 31%	31 19%	115 24%	140 27%	97 29%	158 24%
7		163 16%	15 14%	3 14%	1 15%	2 15%	17 15%	72 19%	54 14%	20 16%	49 21%	27 13%	19 12%	19 16%	29 18%	80 17%	83 16%	50 15%	113 17%
6		132 13%	23 20%	2 8%	1 12%	- -	11 10%	31 8%	66 18%	24 18%	21 9%	34 16%	13 9%	14 12%	25 16%	64 13%	68 13%	46 14%	86 13%
5		103 10%	10 8%	2 10%	- -	1 5%	12 11%	39 10%	40 11%	9 7%	26 11%	22 11%	18 12%	14 11%	13 8%	50 10%	53 10%	33 10%	70 11%
4		36 4%	5 4%	1 4%	1 14%	1 5%	4 3%	9 2%	16 4%	6 4%	5 2%	7 4%	9 6%	9 7%	6 3%	13 3%	23 4%	5 2%	31 5%
3		25 3%	2 2%	- -	- -	1 9%	3 2%	10 3%	10 3%	4 2%	3 2%	9 4%	5 2%	4 2%	2 1%	12 2%	13 3%	9 3%	16 2%
2		23 2%	1 1%	- -	- -	- -	- -	16 4%	7 2%	4 3%	3 1%	5 2%	2 1%	2 2%	8 5%	12 2%	11 2%	7 2%	16 2%
1 - Very poor		18 2%	3 3%	- -	- -	- -	2 1%	6 2%	8 2%	2 1%	4 2%	5 2%	4 3%	1 1%	2 1%	11 2%	7 1%	4 1%	15 2%
Don't know		29 3%	1 1%	- -	- -	1 5%	- -	9 3%	18 5%	3 3%	4 2%	9 4%	3 2%	2 2%	7 4%	9 2%	20 4%	5 1%	24 4%
Mean Score		7.01	7.01	7.71	7.37	7.38	7.42	7.02	6.83	7.15	7.15	6.88	7.01	6.91	6.93	7.01	7.01	7.18	6.92
Standard Deviation		2.06	2.00	1.72	1.77	2.02	1.93	2.11	2.07	1.89	1.89	2.08	2.09	2.14	1.91	2.10	2.02	1.93	2.11
Standard Error		0.07	0.18	0.35	0.59	0.49	0.16	0.11	0.12	0.21	0.13	0.14	0.16	0.16	0.23	0.10	0.09	0.11	0.08

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Table 5

Q1 As far as you are aware, how would you rate what London has to offer in terms of each of the following?

- Global business centre or hub

Base: All respondents

	Total	Job title							Age						Gender		Area			
		Self- em- plo- yed	Owner/ pro- pri- -et- or of a busi- -ness	Part- -ner in a busi- -ness	Em- plo- -yed as a direc- -tor	Em- plo- -yed as a mana- -ger	Em- plo- -yed other	Not work- -ing	Busi- -ness own- ers or mana- -gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	
Unweighted base	1000	119	24	9	18	153	380	314	200	85	250	237	186	150	92	446	554	333	667	
Weighted base	1000	112	23	8	13	114	371	374	155	130	230	210	150	120	160	480	520	332	668	
NET	(9:10)	442 44%	48 42%	10 41%	2 27%	8 63%	59 52%	152 41%	170 45%	78 50%	49 37%	94 41%	88 42%	74 50%	51 42%	87 54%	227 47%	215 41%	142 43%	300 45%
NET	(6:8)	410 41%	52 46%	9 40%	5 59%	4 32%	47 41%	162 44%	140 37%	63 40%	60 46%	103 45%	86 41%	50 33%	55 46%	55 35%	192 40%	218 42%	145 44%	264 40%
NET	(1:5)	79 8%	9 8%	4 19%	1 14%	1 5%	8 7%	29 8%	29 8%	14 9%	13 10%	25 11%	19 9%	12 8%	6 5%	5 3%	38 8%	41 8%	18 5%	61 9%
10 - Outstanding		202 20%	22 20%	5 22%	1 8%	5 36%	30 27%	64 17%	77 21%	40 26%	28 21%	46 20%	44 21%	31 20%	20 17%	34 21%	105 22%	96 19%	68 21%	133 20%
9		240 24%	26 23%	4 19%	2 19%	3 27%	29 25%	87 23%	92 25%	39 25%	21 16%	48 21%	45 21%	44 29%	30 25%	53 33%	121 25%	119 23%	74 22%	167 25%
8		215 22%	30 27%	6 25%	2 26%	2 12%	28 25%	83 22%	71 19%	36 23%	25 20%	49 21%	49 23%	27 18%	32 26%	34 21%	105 22%	110 21%	79 24%	137 20%
7		119 12%	10 9%	- -	2 21%	2 15%	12 10%	48 13%	47 13%	16 10%	22 17%	33 14%	23 11%	12 8%	18 15%	11 7%	57 12%	62 12%	41 12%	78 12%
6		75 8%	12 11%	3 15%	1 12%	1 5%	7 6%	31 8%	22 6%	11 7%	12 9%	21 9%	15 7%	11 7%	6 5%	10 6%	30 6%	46 9%	26 8%	49 7%
5		43 4%	4 4%	- -	1 14%	1 5%	4 3%	17 5%	16 4%	6 4%	8 6%	15 6%	10 5%	8 5%	3 2%	- -	17 4%	26 5%	9 3%	35 5%
4		16 2%	2 2%	- -	- -	- -	4 4%	6 1%	4 1%	4 3%	3 2%	6 3%	3 1%	2 1%	1 1%	1 1%	8 2%	8 2%	2 1%	14 2%
3		4 *	- -	2 9%	- -	- -	- -	2 1%	- -	2 1%	2 2%	1 *	- -	1 1%	- -	- -	3 1%	1 *	4 1%	1 *
2		7 1%	- -	1 4%	- -	- -	- -	2 1%	3 1%	1 1%	- -	- -	2 1%	1 1%	2 2%	1 1%	3 1%	3 1%	2 1%	4 1%
1 - Very poor		9 1%	2 2%	1 5%	- -	- -	- -	2 *	5 1%	1 1%	- -	3 1%	4 2%	- -	- -	2 1%	7 1%	2 *	1 *	8 1%
Don't know		69 7%	4 4%	- -	- -	- -	- -	29 8%	36 10%	- -	9 7%	9 4%	16 8%	14 9%	8 7%	13 8%	23 5%	46 9%	27 8%	42 6%
Mean Score		8.06	7.98	7.25	7.49	8.61	8.31	7.99	8.11	8.13	7.86	7.86	8.00	8.19	8.15	8.41	8.11	8.01	8.14	8.02
Standard Deviation		1.76	1.83	2.81	1.58	1.51	1.57	1.69	1.81	1.84	1.75	1.84	1.89	1.71	1.54	1.65	1.83	1.70	1.65	1.82
Standard Error		0.06	0.17	0.57	0.53	0.36	0.13	0.09	0.11	0.13	0.20	0.12	0.13	0.13	0.13	0.18	0.09	0.08	0.09	0.07

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Table 6

Q1 As far as you are aware, how would you rate what London has to offer in terms of each of the following?

- Easy access to Europe and the world

Base: All respondents

	Total	Job title							Age						Gender		Area			
		Self- em- plo- yed	Owner/ pro- pri- -et- or of a busi- -ness	Part- -ner in a busi- -ness	Em- plo- -yed as a direc- -tor	Em- plo- -yed as a mana- -ger	Em- plo- -yed other	Not work- -ing	Busi- -ness own- ers or mana- -gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	
Unweighted base	1000	119	24	9	18	153	380	314	200	85	250	237	186	150	92	446	554	333	667	
Weighted base	1000	112	23	8	13	114	371	374	155	130	230	210	150	120	160	480	520	332	668	
NET	(9:10)	567 57%	69 62%	9 38%	6 72%	10 75%	66 58%	203 55%	215 58%	87 56%	59 45%	136 59%	110 52%	85 57%	67 56%	110 69%	259 54%	308 59%	190 57%	378 57%
NET	(6:8)	349 35%	36 32%	11 47%	2 28%	2 15%	42 37%	137 37%	125 33%	57 37%	52 40%	78 34%	86 41%	53 36%	38 32%	42 26%	179 37%	170 33%	122 37%	228 34%
NET	(1:5)	57 6%	6 5%	4 16%	- -	1 5%	6 6%	21 6%	19 5%	11 7%	16 12%	10 5%	9 4%	8 5%	10 8%	4 2%	32 7%	25 5%	16 5%	40 6%
10 - Outstanding		341 34%	34 31%	6 28%	2 19%	5 36%	38 34%	123 33%	137 37%	50 32%	37 29%	83 36%	58 28%	51 34%	41 34%	71 45%	150 31%	191 37%	115 35%	226 34%
9		226 23%	35 31%	2 10%	4 53%	5 39%	27 24%	80 22%	78 21%	37 24%	22 17%	53 23%	52 25%	34 23%	26 22%	39 24%	109 23%	117 23%	74 22%	152 23%
8		197 20%	23 20%	8 35%	1 14%	1 5%	26 23%	79 21%	64 17%	36 23%	26 20%	49 21%	45 21%	35 23%	20 17%	22 14%	100 21%	97 19%	72 22%	125 19%
7		104 10%	13 12%	3 12%	1 14%	1 5%	9 8%	33 9%	45 12%	14 9%	18 14%	21 9%	28 13%	11 7%	13 11%	13 8%	59 12%	45 9%	37 11%	67 10%
6		49 5%	1 1%	- -	- -	1 5%	7 6%	26 7%	16 4%	7 5%	8 6%	8 4%	13 6%	8 5%	5 4%	6 4%	20 4%	29 6%	13 4%	36 5%
5		27 3%	4 4%	3 11%	- -	1 5%	2 2%	6 2%	11 3%	6 4%	8 6%	5 2%	4 2%	2 1%	8 7%	- -	13 3%	13 3%	9 3%	17 3%
4		11 1%	1 *	1 4%	- -	- -	2 2%	3 1%	4 1%	3 2%	4 3%	1 1%	1 1%	3 2%	2 1%	- -	9 2%	2 *	3 1%	8 1%
3		8 1%	- -	- -	- -	- -	8 2%	1 *	- *	- -	2 1%	1 *	2 1%	2 1%	- -	2 1%	2 *	6 1%	1 *	7 1%
2		10 1%	1 1%	- -	- -	2 2%	4 1%	2 1%	2 1%	2 1%	3 2%	4 2%	1 *	1 1%	- -	1 1%	6 1%	4 1%	3 1%	7 1%
1 - Very poor		1 *	- -	- -	- -	- -	- -	1 *	- *	- -	- -	1 1%	- -	- -	- -	1 *	- -	- -	- *	1 *
Don't know		27 3%	1 1%	- -	- -	1 5%	- -	10 3%	15 4%	1 *	3 2%	5 2%	5 2%	4 3%	5 4%	5 3%	10 2%	17 3%	5 1%	22 3%
Mean Score		8.49	8.62	8.02	8.77	8.87	8.47	8.41	8.56	8.44	7.99	8.61	8.36	8.53	8.47	8.87	8.38	8.59	8.55	8.46
Standard Deviation		1.66	1.43	1.78	0.97	1.43	1.70	1.74	1.63	1.67	1.97	1.60	1.62	1.63	1.61	1.50	1.71	1.61	1.55	1.72
Standard Error		0.05	0.13	0.36	0.32	0.35	0.14	0.09	0.09	0.12	0.22	0.10	0.11	0.12	0.13	0.16	0.08	0.07	0.09	0.07

The Spirit of London

Fieldwork: 16th-20th February 2011

Absolutes/col percents 21 Feb 2011

Table 7

Q1 As far as you are aware, how would you rate what London has to offer in terms of each of the following?

- The can-do attitude of its people

Base: All respondents

	Total	Job title							Age						Gender		Area			
		Self- emplo- yed	Owner/ propr- ietor of a busi- ness	Part- ner in a busi- ness	Empl- o- yed as a direc- tor	Empl- o- yed as a mana- ger	Empl- o- yed other	Not work- ing	Busi- ness owners or mana- gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	
Unweighted base	1000	119	24	9	18	153	380	314	200	85	250	237	186	150	92	446	554	333	667	
Weighted base	1000	112	23	8	13	114	371	374	155	130	230	210	150	120	160	480	520	332	668	
NET	(9:10)	136 14%	17 15%	2 7%	3 39%	2 16%	18 16%	50 13%	46 12%	25 16%	15 12%	33 14%	29 14%	23 15%	17 14%	20 12%	63 13%	73 14%	37 11%	99 15%
NET	(6:8)	558 56%	61 55%	16 70%	5 55%	9 66%	69 60%	208 56%	202 54%	95 61%	73 56%	134 58%	114 54%	75 50%	67 56%	95 59%	284 59%	274 53%	193 58%	365 55%
NET	(1:5)	252 25%	32 28%	5 23%	1 6%	1 9%	28 24%	97 26%	91 24%	34 22%	39 30%	53 23%	52 25%	42 28%	29 24%	36 23%	112 23%	139 27%	86 26%	165 25%
10 - Outstanding		65 7%	6 5%	1 4%	- 10%	1 8%	9 7%	25 7%	23 6%	11 7%	9 7%	16 7%	14 6%	13 9%	5 4%	8 5%	26 5%	39 8%	20 6%	45 7%
9		71 7%	11 10%	1 3%	3 39%	1 6%	9 8%	25 7%	23 6%	14 9%	6 4%	16 7%	15 7%	10 6%	12 10%	12 8%	36 8%	34 7%	17 5%	54 8%
8		190 19%	18 16%	4 19%	1 12%	4 32%	30 26%	72 19%	68 18%	36 23%	29 22%	44 19%	35 17%	32 21%	22 18%	28 18%	89 18%	101 19%	71 21%	119 18%
7		195 20%	25 22%	8 34%	4 42%	2 15%	20 17%	71 19%	72 19%	33 21%	23 18%	45 20%	44 21%	21 14%	23 19%	39 24%	101 21%	94 18%	61 18%	134 20%
6		173 17%	18 16%	4 17%	- 19%	2 17%	20 17%	66 18%	63 17%	26 17%	22 17%	44 19%	35 16%	22 15%	22 18%	28 17%	94 20%	79 15%	61 18%	111 17%
5		129 13%	17 16%	3 11%	- 11%	1 5%	18 16%	44 12%	47 12%	21 14%	19 15%	25 11%	26 12%	17 11%	21 18%	21 13%	50 10%	80 15%	44 13%	85 13%
4		60 6%	7 6%	3 12%	1 6%	1 5%	3 3%	25 7%	24 6%	6 4%	9 7%	16 7%	9 4%	12 8%	6 5%	7 4%	32 7%	27 5%	19 6%	41 6%
3		23 2%	5 5%	- -	- -	- -	4 4%	5 1%	8 2%	4 3%	3 2%	5 2%	7 3%	6 4%	1 1%	1 1%	10 2%	13 2%	10 3%	13 2%
2		18 2%	2 2%	- -	- -	- -	- -	13 3%	4 1%	- -	5 4%	4 2%	4 2%	3 2%	- -	2 1%	12 2%	7 1%	6 2%	13 2%
1 - Very poor		22 2%	- -	- -	- -	2 2%	11 3%	9 2%	2 1%	3 2%	3 1%	6 3%	5 3%	- -	5 3%	9 2%	13 2%	8 2%	14 2%	
Don't know		54 5%	2 2%	- -	- -	1 9%	- -	16 4%	35 9%	1 1%	3 2%	10 4%	16 7%	10 6%	8 6%	9 6%	21 4%	33 6%	15 4%	40 6%
Mean Score	6.58	6.56	6.62	7.71	7.35	6.83	6.49	6.56	6.87	6.41	6.65	6.54	6.52	6.74	6.61	6.56	6.60	6.51	6.61	
Standard Deviation	1.99	1.87	1.51	1.41	1.61	1.90	2.10	1.97	1.82	2.10	1.93	2.05	2.24	1.62	1.90	1.95	2.03	1.97	1.99	
Standard Error	0.06	0.17	0.31	0.47	0.40	0.15	0.11	0.12	0.13	0.23	0.12	0.14	0.17	0.14	0.20	0.09	0.09	0.11	0.08	

The Spirit of London

Fieldwork: 16th-20th February 2011

Absolutes/col percents 21 Feb 2011

Table 8

Q1 As far as you are aware, how would you rate what London has to offer in terms of each of the following?

- Friendliness of its people

Base: All respondents

	Total	Job title							Age						Gender		Area			
		Self- emplo- yed	Owner/ propi- etor of a busi- ness	Part- ner in a busi- ness	Empl- o- yed as a direc- tor	Empl- o- yed as a mana- ger	Empl- o- yed other	Not work- ing	Busi- ness owners or mana- gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	
Unweighted base	1000	119	24	9	18	153	380	314	200	85	250	237	186	150	92	446	554	333	667	
Weighted base	1000	112	23	8	13	114	371	374	155	130	230	210	150	120	160	480	520	332	668	
NET	(9:10)	66 7%	7 6%	2 7%	1 8%	1 10%	11 9%	19 5%	27 7%	14 9%	6 4%	17 8%	14 7%	8 5%	9 8%	12 8%	32 7%	34 7%	15 5%	51 8%
NET	(6:8)	453 45%	47 42%	14 60%	7 85%	5 42%	54 48%	169 45%	168 45%	77 50%	64 49%	106 46%	80 38%	70 47%	57 47%	75 47%	218 45%	235 45%	177 53%	276 41%
NET	(1:5)	467 47%	58 52%	8 34%	1 6%	6 43%	49 43%	180 48%	170 46%	63 40%	60 47%	103 45%	112 53%	71 48%	53 44%	68 43%	227 47%	240 46%	137 41%	331 50%
10 - Outstanding		28 3%	3 3%	1 4%	- -	1 5%	5 4%	8 2%	11 3%	6 4%	4 3%	10 4%	5 2%	4 3%	3 2%	3 2%	13 3%	16 3%	4 1%	24 4%
9		38 4%	4 4%	1 3%	1 8%	1 5%	6 5%	11 3%	16 4%	8 5%	2 1%	7 3%	9 4%	3 2%	6 5%	9 6%	19 4%	19 4%	11 3%	26 4%
8		123 12%	15 13%	2 9%	2 28%	- -	11 10%	37 10%	59 16%	15 10%	12 9%	25 11%	16 8%	23 15%	15 13%	32 20%	58 12%	65 13%	42 13%	81 12%
7		152 15%	15 13%	5 22%	3 38%	5 42%	22 19%	50 14%	60 16%	33 21%	25 19%	35 15%	28 13%	19 13%	19 16%	25 16%	69 14%	83 16%	69 21%	83 12%
6		177 18%	17 15%	7 28%	2 20%	- -	21 19%	82 22%	49 13%	29 19%	27 21%	46 20%	35 17%	28 18%	23 19%	19 12%	91 19%	87 17%	66 20%	112 17%
5		183 18%	22 20%	4 15%	- -	2 16%	20 18%	72 19%	64 17%	26 17%	20 16%	42 18%	39 19%	26 17%	24 20%	33 20%	99 21%	84 16%	46 14%	136 20%
4		114 11%	16 14%	3 13%	1 6%	2 15%	11 10%	41 11%	43 12%	16 10%	19 14%	21 9%	24 12%	20 13%	14 12%	16 10%	49 10%	65 13%	25 8%	89 13%
3		85 9%	9 8%	1 2%	- -	1 4%	8 7%	33 9%	34 9%	9 6%	12 9%	18 8%	28 13%	12 8%	7 6%	9 5%	38 8%	48 9%	35 10%	51 8%
2		48 5%	6 5%	1 3%	- -	1 9%	7 6%	20 6%	13 3%	9 6%	4 3%	14 6%	10 5%	9 6%	5 4%	6 4%	27 6%	21 4%	14 4%	33 5%
1 - Very poor		37 4%	5 4%	- -	- -	- -	3 3%	13 3%	17 4%	3 2%	6 5%	9 4%	11 5%	5 4%	2 2%	5 3%	15 3%	22 4%	16 5%	21 3%
Don't know		14 1%	- -	- -	- -	1 5%	- -	4 1%	9 3%	1 *	- -	3 1%	4 2%	1 *	1 1%	4 2%	3 1%	11 2%	3 1%	11 2%
Mean Score	5.57	5.47	6.06	7.05	5.84	5.75	5.43	5.68	5.85	5.48	5.61	5.23	5.54	5.78	5.93	5.58	5.57	5.59	5.57	
Standard Deviation	2.10	2.15	1.71	1.25	2.18	2.12	2.02	2.18	2.06	2.02	2.16	2.15	2.12	1.97	2.08	2.07	2.14	2.09	2.11	
Standard Error	0.07	0.20	0.35	0.42	0.53	0.17	0.10	0.12	0.15	0.22	0.14	0.14	0.16	0.16	0.22	0.10	0.09	0.12	0.08	

The Spirit of London

Fieldwork: 16th-20th February 2011

Absolutes/col percents 21 Feb 2011

Table 9

Q1 As far as you are aware, how would you rate what London has to offer in terms of each of the following?

- Community life

Base: All respondents

	Total	Job title							Age						Gender		Area			
		Self- emplo- yed	Owner/ propi- etor of a busi- ness	Part- ner in a busi- ness	Empl- -yed as a direc- -tor	Empl- -yed as a mana- -ger	Empl- -yed other	Not work- -ing	Busi- -ness owners or mana- -gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	
Unweighted base	1000	119	24	9	18	153	380	314	200	85	250	237	186	150	92	446	554	333	667	
Weighted base	1000	112	23	8	13	114	371	374	155	130	230	210	150	120	160	480	520	332	668	
NET	(9:10)	60 6%	9 8%	1 4%	1 8%	2 15%	11 9%	21 6%	17 9%	14 5%	7 8%	20 7%	14 9%	4 2%	7 6%	8 5%	33 7%	27 5%	23 7%	37 6%
NET	(6:8)	440 44%	48 43%	13 56%	5 61%	7 51%	51 44%	147 40%	181 48%	72 46%	59 45%	102 45%	82 39%	55 37%	57 48%	84 52%	218 45%	222 43%	160 48%	280 42%
NET	(1:5)	469 47%	54 48%	9 40%	3 31%	4 33%	52 46%	190 51%	160 43%	68 44%	58 45%	97 42%	108 51%	87 58%	53 44%	66 41%	220 46%	249 48%	140 42%	328 49%
10 - Outstanding		23 2%	1 1%	-	-	1 10%	3 2%	12 3%	6 2%	4 3%	4 3%	9 4%	4 2%	1 *	4 3%	1 1%	13 3%	10 2%	8 2%	15 2%
9		37 4%	8 8%	1 4%	1 8%	1 5%	8 7%	8 2%	11 3%	10 7%	11 2%	11 4%	3 5%	3 2%	7 4%	21 4%	16 3%	15 5%	22 3%	
8		132 13%	14 12%	2 9%	-	1 5%	14 12%	41 11%	61 16%	16 11%	21 16%	24 10%	21 10%	20 13%	10 8%	36 23%	64 13%	68 13%	51 15%	80 12%
7		151 15%	18 16%	7 29%	3 38%	2 18%	18 16%	50 13%	61 16%	27 17%	20 15%	37 16%	25 12%	20 13%	23 19%	27 17%	68 14%	83 16%	54 16%	97 14%
6		157 16%	16 14%	4 17%	2 23%	4 29%	19 16%	56 15%	59 16%	29 18%	18 14%	41 18%	36 17%	16 11%	25 21%	20 13%	87 18%	70 14%	54 16%	103 15%
5		172 17%	19 17%	5 20%	2 25%	1 10%	18 15%	69 19%	61 16%	26 16%	20 15%	39 17%	31 15%	36 24%	16 13%	31 19%	87 18%	85 16%	54 16%	118 18%
4		124 12%	9 8%	2 11%	1 6%	1 5%	15 13%	50 13%	48 13%	18 12%	22 17%	15 7%	31 15%	23 15%	18 15%	15 10%	48 10%	77 15%	32 10%	92 14%
3		79 8%	8 7%	2 8%	-	-	10 9%	35 9%	25 7%	12 8%	6 5%	21 9%	22 10%	10 7%	13 11%	7 4%	37 8%	43 8%	26 8%	53 8%
2		53 5%	13 11%	1 2%	-	2 14%	6 5%	19 5%	13 3%	8 5%	5 3%	12 5%	16 7%	10 7%	2 1%	8 5%	32 7%	21 4%	16 5%	37 6%
1 - Very poor		40 4%	6 5%	-	-	1 5%	4 3%	17 5%	13 4%	4 3%	5 4%	10 4%	9 4%	7 5%	5 4%	5 3%	17 4%	23 4%	12 4%	28 4%
Don't know		32 3%	1 1%	-	-	-	1 1%	13 4%	17 4%	1 *	6 5%	11 5%	6 3%	4 3%	2 2%	2 1%	9 2%	23 4%	9 3%	22 3%
Mean Score		5.53	5.40	5.85	6.25	5.87	5.65	5.36	5.69	5.72	5.66	5.65	5.27	5.17	5.56	5.92	5.58	5.48	5.73	5.43
Standard Deviation		2.13	2.32	1.67	1.33	2.57	2.18	2.16	2.04	2.10	2.12	2.22	2.18	2.05	2.02	2.04	2.15	2.12	2.14	2.13
Standard Error		0.07	0.21	0.34	0.44	0.60	0.18	0.11	0.12	0.15	0.24	0.14	0.14	0.15	0.17	0.21	0.10	0.09	0.12	0.08

The Spirit of London

Fieldwork: 16th-20th February 2011

Absolutes/col percents 21 Feb 2011

Table 10

Q1 As far as you are aware, how would you rate what London has to offer in terms of each of the following?

- Ease of doing business

Base: All respondents

	Total	Job title								Age						Gender		Area		
		Self- emplo- yed	Owner/ propi- etor of a busi- ness	Part- ner in a busi- ness	Empl- o- yed as a direc- tor	Empl- o- yed as a mana- ger	Empl- o- yed other	Not work- ing	Busi- ness owners or mana- gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	
Unweighted base	1000	119	24	9	18	153	380	314	200	85	250	237	186	150	92	446	554	333	667	
Weighted base	1000	112	23	8	13	114	371	374	155	130	230	210	150	120	160	480	520	332	668	
NET	(9:10)	177 18%	22 19%	3 12%	1 8%	3 19%	32 28%	47 13%	71 25%	17 13%	44 19%	32 15%	27 18%	21 17%	37 23%	85 18%	92 18%	60 18%	117 18%	
NET	(6:8)	541 54%	65 58%	17 75%	7 78%	8 59%	63 55%	219 59%	176 47%	91 60%	78 53%	122 57%	74 49%	65 54%	81 51%	268 56%	273 52%	181 54%	360 54%	
NET	(1:5)	179 18%	22 20%	3 13%	1 14%	3 22%	17 15%	71 19%	63 17%	25 19%	42 18%	36 17%	36 24%	18 15%	22 14%	89 18%	90 17%	53 16%	125 19%	
10 - Outstanding		58 6%	2 2%	1 4%	1 8%	1 5%	11 10%	17 5%	25 7%	13 9%	7 5%	20 9%	8 4%	9 6%	5 4%	10 6%	24 5%	34 7%	19 6%	39 6%
9		119 12%	19 17%	2 8%	- -	2 14%	21 19%	29 8%	46 12%	25 16%	10 8%	25 11%	24 11%	18 12%	15 13%	27 17%	61 13%	58 11%	41 12%	78 12%
8		243 24%	34 30%	7 29%	3 36%	1 5%	25 22%	98 26%	79 21%	36 23%	29 22%	57 25%	47 22%	36 24%	26 21%	49 31%	124 26%	119 23%	87 26%	156 23%
7		173 17%	14 13%	7 30%	1 6%	4 31%	26 22%	69 19%	57 15%	36 23%	33 25%	42 18%	35 17%	18 12%	25 21%	21 13%	91 19%	82 16%	60 18%	113 17%
6		125 12%	17 15%	4 16%	3 35%	3 22%	12 11%	53 14%	40 11%	20 13%	17 13%	24 10%	38 18%	20 14%	14 12%	12 7%	52 11%	72 14%	34 10%	91 14%
5		91 9%	10 9%	1 3%	1 14%	1 9%	8 7%	36 10%	33 9%	11 7%	13 10%	19 8%	16 8%	22 15%	10 8%	10 6%	46 10%	45 9%	29 9%	62 9%
4		32 3%	5 4%	- -	- -	1 5%	4 4%	18 5%	5 1%	4 3%	6 5%	9 4%	9 4%	2 2%	4 3%	2 1%	16 3%	17 3%	13 4%	20 3%
3		27 3%	4 4%	2 7%	- -	1 9%	1 1%	7 2%	11 3%	4 3%	2 1%	5 2%	7 3%	6 4%	3 3%	4 3%	12 2%	15 3%	3 1%	23 3%
2		12 1%	- -	1 3%	- -	- -	1 1%	9 2%	2 1%	2 1%	2 1%	8 4%	2 1%	- -	- -	- -	6 1%	6 1%	3 1%	9 1%
1 - Very poor		17 2%	2 2%	- -	- -	- -	2 1%	2 1%	11 3%	2 1%	1 1%	1 1%	6 4%	2 2%	5 3%	9 2%	8 2%	5 1%	12 2%	
Don't know		103 10%	4 3%	- -	- -	- -	2 2%	34 9%	64 17%	2 1%	10 8%	22 9%	22 11%	13 9%	16 13%	20 12%	38 8%	65 12%	38 11%	65 10%
Mean Score		6.98	6.96	6.92	6.98	6.60	7.33	6.84	7.01	7.22	6.83	7.05	6.87	6.78	7.03	7.32	6.99	6.98	7.12	6.91
Standard Deviation		1.94	1.90	1.81	1.51	1.89	1.88	1.83	2.08	1.86	1.81	2.00	1.80	2.11	1.81	2.01	1.92	1.95	1.85	1.98
Standard Error		0.06	0.18	0.37	0.50	0.45	0.15	0.10	0.13	0.13	0.21	0.13	0.12	0.16	0.16	0.22	0.09	0.09	0.11	0.08

The Spirit of London

Fieldwork: 16th-20th February 2011

Absolutes/col percents 21 Feb 2011

Table 11

Q1 As far as you are aware, how would you rate what London has to offer in terms of each of the following?

- Competitiveness

Base: All respondents

	Total	Job title							Age						Gender		Area			
		Self- emplo- yed	Owner/ propi- -etor of a busi- -ness	Part- -ner in a busi- -ness	Empl- -yed as a direc- -tor	Empl- -yed as a mana- -ger	Empl- -yed other	Not work- -ing	Busi- -ness owners or mana- -gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	
Unweighted base	1000	119	24	9	18	153	380	314	200	85	250	237	186	150	92	446	554	333	667	
Weighted base	1000	112	23	8	13	114	371	374	155	130	230	210	150	120	160	480	520	332	668	
NET	(9:10)	303 30%	32 29%	5 23%	1 17%	2 14%	40 35%	108 29%	116 31%	45 35%	72 31%	55 26%	49 33%	35 29%	47 29%	129 27%	173 33%	99 30%	204 31%	
NET	(6:8)	509 51%	62 55%	16 69%	6 70%	8 59%	58 51%	193 52%	180 48%	84 54%	70 54%	114 53%	66 44%	64 53%	83 52%	264 55%	245 47%	180 54%	329 49%	
NET	(1:5)	116 12%	12 11%	1 5%	1 14%	2 18%	14 13%	50 13%	35 9%	19 12%	11 9%	35 15%	27 13%	20 14%	11 9%	12 7%	61 13%	55 11%	34 10%	83 12%
10 - Outstanding		135 14%	11 10%	2 7%	1 8%	1 5%	19 16%	53 14%	51 14%	23 18%	35 15%	25 12%	21 14%	15 12%	16 10%	54 11%	81 16%	51 15%	84 13%	
9		167 17%	21 19%	4 16%	1 8%	1 9%	21 18%	55 15%	65 17%	22 17%	37 16%	30 14%	28 18%	20 17%	31 19%	75 16%	92 18%	48 14%	120 18%	
8		235 23%	34 30%	10 42%	3 36%	4 31%	26 22%	86 23%	81 22%	35 27%	48 21%	52 25%	30 20%	27 22%	43 27%	134 28%	101 19%	91 28%	143 21%	
7		174 17%	15 13%	5 22%	3 33%	2 19%	19 16%	68 18%	68 18%	27 17%	25 19%	44 19%	29 14%	28 18%	23 19%	83 16%	91 17%	51 15%	123 18%	
6		100 10%	13 12%	1 5%	- -	1 10%	14 12%	39 10%	32 9%	16 11%	10 8%	22 10%	31 15%	8 5%	14 12%	14 9%	47 10%	53 10%	37 11%	63 9%
5		63 6%	7 6%	1 3%	- -	1 5%	8 7%	26 7%	21 6%	10 6%	8 7%	17 8%	17 8%	11 7%	6 5%	5 3%	30 6%	33 6%	23 7%	40 6%
4		18 2%	1 1%	- -	1 14%	1 5%	2 2%	13 3%	1 *	3 2%	3 2%	7 3%	3 1%	1 1%	2 2%	1 1%	12 2%	6 1%	6 2%	12 2%
3		18 2%	5 4%	1 3%	- -	1 9%	2 2%	4 1%	5 1%	4 3%	- 2%	4 2%	7 4%	1 1%	3 2%	9 2%	9 2%	2 1%	16 2%	
2		6 1%	- -	- -	- -	- -	1 1%	4 1%	- -	1 1%	- -	4 2%	1 *	- -	1 1%	- -	5 1%	1 *	2 1%	4 1%
1 - Very poor		11 1%	1 1%	- -	- -	- -	- -	2 1%	8 2%	- -	- -	3 1%	2 1%	2 1%	1 1%	2 1%	4 1%	6 1%	1 *	10 1%
Don't know		72 7%	6 5%	1 3%	- -	1 9%	2 2%	20 6%	42 11%	4 3%	4 3%	10 4%	16 8%	15 10%	10 8%	18 11%	26 5%	46 9%	20 6%	53 8%
Mean Score		7.57	7.55	7.74	7.36	6.94	7.62	7.49	7.66	7.59	7.89	7.44	7.40	7.57	7.59	7.69	7.48	7.66	7.69	7.51
Standard Deviation		1.85	1.77	1.35	1.71	1.96	1.84	1.86	1.86	1.78	1.55	2.01	1.85	1.98	1.74	1.74	1.83	1.86	1.69	1.92
Standard Error		0.06	0.17	0.28	0.57	0.49	0.15	0.10	0.11	0.13	0.17	0.13	0.13	0.15	0.15	0.19	0.09	0.08	0.10	0.08

The Spirit of London

Fieldwork: 16th-20th February 2011

Absolutes/col percents 21 Feb 2011

Table 12

Q1 As far as you are aware, how would you rate what London has to offer in terms of each of the following?

- 'Entertainment - e.g. sporting venues, music events and theatres'

Base: All respondents

	Total	Job title							Age						Gender		Area			
		Self- emplo- yed	Owner/ propr- ietor of a busi- ness	Part- ner in a busi- ness	Empl- -yed as a direc- -tor	Empl- -yed as a mana- -ger	Empl- -yed other	Not work- -ing	Busi- -ness owners or mana- -gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	
Unweighted base	1000	119	24	9	18	153	380	314	200	85	250	237	186	150	92	446	554	333	667	
Weighted base	1000	112	23	8	13	114	371	374	155	130	230	210	150	120	160	480	520	332	668	
NET	(9:10)	638 64%	77 69%	13 56%	5 58%	9 67%	82 71%	230 62%	233 62%	105 68%	71 55%	146 63%	122 58%	83 69%	113 71%	312 65%	326 63%	219 66%	419 63%	
NET	(6:8)	301 30%	28 25%	8 35%	4 42%	3 24%	29 25%	118 32%	118 32%	44 28%	48 37%	74 29%	39 35%	30 26%	42 25%	141 26%	160 29%	95 31%	206 29%	
NET	(1:5)	50 5%	6 6%	2 9%	- -	1 9%	4 3%	18 5%	18 5%	7 4%	10 8%	12 5%	11 5%	7 5%	5 4%	5 3%	24 5%	26 5%	15 5%	34 5%
10 - Outstanding		361 36%	43 39%	8 36%	3 31%	7 50%	46 40%	119 32%	141 38%	63 40%	39 30%	81 35%	73 35%	60 40%	42 35%	65 41%	171 36%	190 36%	117 35%	244 37%
9		277 28%	34 30%	5 20%	2 27%	2 17%	35 31%	111 30%	92 25%	42 27%	32 25%	65 28%	49 23%	43 29%	40 34%	48 30%	141 29%	136 26%	102 31%	175 26%
8		183 18%	15 13%	5 20%	1 15%	3 24%	18 16%	61 16%	85 23%	27 17%	27 20%	31 13%	49 23%	21 14%	24 20%	32 20%	92 19%	91 18%	60 18%	124 19%
7		84 8%	12 11%	4 15%	1 14%	- -	5 4%	38 10%	27 7%	10 6%	14 11%	26 11%	17 8%	14 9%	4 3%	10 6%	35 7%	50 10%	26 8%	59 9%
6		34 3%	1 1%	- -	1 14%	- -	6 5%	19 5%	6 2%	7 5%	8 6%	11 5%	8 4%	4 3%	2 2%	- -	14 3%	20 4%	10 3%	24 4%
5		26 3%	5 4%	2 9%	- -	1 9%	3 3%	7 2%	8 2%	6 4%	9 7%	6 3%	6 3%	2 2%	2 1%	1 1%	14 3%	12 2%	8 3%	17 3%
4		12 1%	2 2%	- -	- -	- -	5 1%	5 1%	- -	2 1%	1 1%	1 1%	2 1%	3 2%	3 2%	5 1%	7 1%	3 1%	9 1%	
3		4 *	- -	- -	- -	- -	4 1%	- -	- -	- -	2 1%	1 1%	1 1%	- -	- -	1 *	3 1%	3 1%	1 *	
2		2 *	- -	- -	- -	- -	1 *	1 *	- -	- -	2 1%	- -	- -	- -	- -	2 *	- -	- -	2 *	
1 - Very poor		5 1%	- -	- -	- -	1 1%	1 *	3 1%	1 *	- -	- -	3 1%	2 1%	- -	- -	2 *	3 1%	1 *	5 1%	
Don't know		11 1%	1 1%	- -	- -	- -	5 1%	5 1%	- -	- -	4 2%	3 2%	- -	3 2%	- -	3 1%	8 2%	2 1%	9 1%	
Mean Score		8.66	8.76	8.50	8.46	8.89	8.85	8.54	8.69	8.79	8.36	8.58	8.56	8.71	8.85	8.94	8.69	8.63	8.70	8.63
Standard Deviation		1.55	1.44	1.57	1.50	1.55	1.41	1.60	1.57	1.44	1.58	1.63	1.66	1.68	1.30	1.23	1.52	1.58	1.47	1.59
Standard Error		0.05	0.13	0.32	0.50	0.37	0.11	0.08	0.09	0.10	0.17	0.10	0.11	0.12	0.11	0.13	0.07	0.07	0.08	0.06

The Spirit of London

Fieldwork: 16th-20th February 2011

Absolutes/col percents 21 Feb 2011

Table 13

Q1 As far as you are aware, how would you rate what London has to offer in terms of each of the following?

- Architecture and public realm

Base: All respondents

	Total	Job title							Age						Gender		Area			
		Self- emplo- yed	Owner/ propr- ietor of a busi- ness	Part- ner in a busi- ness	Empl- -yed as a direc- -tor	Empl- -yed as a mana- -ger	Empl- -yed other	Not work- -ing	Busi- -ness owners or mana- -gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	
Unweighted base	1000	119	24	9	18	153	380	314	200	85	250	237	186	150	92	446	554	333	667	
Weighted base	1000	112	23	8	13	114	371	374	155	130	230	210	150	120	160	480	520	332	668	
NET	(9:10)	467 47%	58 52%	13 56%	4 51%	9 71%	58 50%	153 41%	183 49%	81 52%	37 29%	94 41%	95 45%	76 50%	69 58%	96 60%	216 45%	251 48%	152 46%	315 47%
NET	(6:8)	424 42%	41 37%	9 39%	3 35%	3 19%	54 47%	172 46%	148 40%	68 44%	77 59%	103 45%	89 43%	58 39%	43 36%	54 34%	217 45%	207 40%	138 42%	286 43%
NET	(1:5)	69 7%	9 8%	1 4%	1 14%	1 5%	3 3%	30 8%	24 7%	6 4%	11 8%	20 9%	16 8%	12 8%	5 4%	6 4%	30 6%	39 7%	31 9%	38 6%
10 - Outstanding	240 24%	28 25%	7 31%	2 20%	5 42%	31 27%	70 19%	101 27%	44 28%	19 15%	45 20%	45 21%	44 29%	32 27%	55 34%	102 21%	138 27%	76 23%	164 25%	
9	227 23%	30 27%	6 25%	3 31%	4 29%	27 23%	83 22%	82 22%	37 24%	18 14%	49 21%	51 24%	31 21%	37 31%	41 25%	114 24%	113 22%	76 23%	151 23%	
8	220 22%	24 22%	2 10%	1 15%	2 14%	30 26%	73 20%	91 24%	34 22%	36 28%	48 21%	41 20%	29 19%	27 22%	39 24%	120 25%	101 19%	73 22%	147 22%	
7	130 13%	13 12%	3 15%	1 14%	1 5%	15 13%	64 17%	34 9%	20 13%	26 20%	34 15%	30 14%	22 15%	10 9%	8 5%	70 15%	60 12%	36 11%	94 14%	
6	74 7%	4 3%	3 14%	1 6%	- -	9 8%	35 9%	24 6%	13 8%	15 12%	21 9%	18 9%	7 5%	6 5%	7 4%	27 6%	47 9%	29 9%	45 7%	
5	30 3%	4 3%	- -	- -	1 5%	1 1%	14 4%	11 3%	1 1%	5 4%	9 4%	9 4%	6 4%	1 1%	- -	13 3%	17 3%	16 5%	14 2%	
4	20 2%	5 5%	- -	1 14%	- -	1 1%	8 2%	5 1%	2 1%	5 3%	7 3%	6 3%	1 1%	1 1%	- -	6 1%	15 3%	9 3%	12 2%	
3	11 1%	- -	1 4%	- -	- -	- -	7 2%	4 1%	1 1%	- -	2 1%	1 *	3 2%	2 2%	4 2%	8 2%	3 1%	4 1%	8 1%	
2	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	1 *	- -	1 *	
1 - Very poor	7 1%	- -	- -	- -	- -	1 1%	2 *	4 1%	1 1%	1 1%	2 1%	- -	1 1%	1 *	2 1%	4 1%	3 1%	3 1%	4 1%	
Don't know	40 4%	4 3%	- -	- -	1 5%	- -	17 5%	18 5%	1 *	5 4%	14 6%	9 4%	5 3%	3 2%	5 3%	17 3%	23 4%	11 3%	29 4%	
Mean Score	8.16	8.30	8.22	7.89	8.98	8.35	7.92	8.28	8.33	7.67	7.94	8.09	8.24	8.48	8.62	8.14	8.17	8.04	8.21	
Standard Deviation	1.72	1.62	1.85	2.06	1.32	1.56	1.73	1.74	1.63	1.64	1.77	1.63	1.82	1.56	1.69	1.66	1.77	1.81	1.67	
Standard Error	0.06	0.15	0.38	0.69	0.32	0.13	0.09	0.10	0.12	0.18	0.12	0.11	0.14	0.13	0.18	0.08	0.08	0.10	0.07	

The Spirit of London

Fieldwork: 16th-20th February 2011

Absolutes/col percents 21 Feb 2011

Table 14

Q1 As far as you are aware, how would you rate what London has to offer in terms of each of the following?

- The regulatory and tax system

Base: All respondents

	Total	Job title							Age						Gender		Area			
		Self- emplo- yed	Owner/ propi- -etor of a busi- -ness	Part- -ner in a busi- -ness	Empl- -yed as a direc- -tor	Empl- -yed as a mana- -ger	Empl- -yed other	Not work- -ing	Busi- -ness owners or mana- -gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	
Unweighted base	1000	119	24	9	18	153	380	314	200	85	250	237	186	150	92	446	554	333	667	
Weighted base	1000	112	23	8	13	114	371	374	155	130	230	210	150	120	160	480	520	332	668	
NET	(9:10)	61 6%	3 3%	2 7%	-	1 10%	12 10%	22 6%	22 6%	15 9%	4 3%	25 11%	12 6%	5 4%	7 6%	7 4%	24 5%	37 7%	14 4%	47 7%
NET	(6:8)	447 45%	50 44%	12 53%	6 74%	8 63%	56 49%	162 44%	165 44%	80 51%	57 44%	104 45%	80 38%	69 46%	57 47%	80 50%	231 48%	216 42%	163 49%	284 43%
NET	(1:5)	391 39%	50 45%	9 38%	2 26%	2 18%	43 38%	146 39%	141 38%	56 36%	54 41%	83 36%	92 44%	58 38%	46 38%	58 36%	191 40%	200 38%	123 37%	268 40%
10 - Outstanding		33 3%	1 1%	1 3%	-	1 5%	5 5%	15 4%	10 3%	7 4%	4 3%	13 6%	6 3%	2 1%	4 4%	3 2%	17 3%	16 3%	8 2%	25 4%
9		29 3%	2 2%	1 4%	-	1 5%	6 5%	6 2%	12 3%	8 5%	-	12 5%	6 3%	3 2%	3 2%	5 3%	8 2%	21 4%	7 2%	22 3%
8		110 11%	6 5%	3 14%	2 22%	2 15%	15 13%	31 8%	56 15%	21 14%	13 10%	22 9%	19 9%	13 8%	13 11%	31 20%	59 12%	51 10%	41 12%	69 10%
7		157 16%	17 15%	4 18%	3 38%	2 17%	19 17%	65 17%	52 14%	26 17%	25 19%	43 19%	23 11%	22 15%	20 17%	25 16%	81 17%	75 14%	56 17%	101 15%
6		180 18%	27 24%	5 20%	1 14%	4 31%	22 20%	67 18%	57 15%	32 21%	20 15%	40 17%	39 18%	34 23%	24 20%	24 15%	90 19%	90 17%	65 20%	115 17%
5		149 15%	19 17%	3 12%	-	1 5%	17 15%	55 15%	54 15%	21 13%	20 15%	34 15%	35 17%	23 15%	21 18%	17 11%	75 16%	74 14%	46 14%	103 15%
4		90 9%	13 12%	1 5%	-	1 5%	10 9%	34 9%	32 9%	11 7%	14 11%	14 6%	22 10%	12 8%	11 9%	18 11%	42 9%	48 9%	28 9%	62 9%
3		55 5%	7 6%	2 8%	2 18%	1 9%	3 3%	22 6%	20 5%	8 5%	10 8%	12 5%	15 7%	8 5%	3 2%	8 5%	26 5%	29 6%	25 7%	30 4%
2		39 4%	3 3%	2 8%	-	-	4 3%	15 4%	16 4%	6 4%	5 3%	7 3%	11 5%	6 4%	4 3%	7 4%	17 4%	22 4%	11 3%	28 4%
1 - Very poor		58 6%	8 7%	1 4%	1 8%	-	9 7%	20 5%	19 5%	10 7%	6 5%	16 7%	11 5%	9 6%	7 6%	8 5%	30 6%	27 5%	12 4%	45 7%
Don't know		101 10%	9 8%	1 3%	-	1 9%	3 3%	41 11%	46 12%	5 3%	15 11%	18 8%	25 12%	18 12%	10 8%	15 10%	34 7%	67 13%	32 10%	69 10%
Mean Score		5.62	5.22	5.69	5.86	6.46	5.86	5.56	5.71	5.85	5.49	5.84	5.38	5.44	5.71	5.79	5.62	5.61	5.69	5.58
Standard Deviation		2.19	1.96	2.30	2.37	1.85	2.30	2.18	2.22	2.27	2.09	2.35	2.18	2.07	2.13	2.19	2.17	2.21	2.04	2.26
Standard Error		0.07	0.19	0.48	0.79	0.46	0.19	0.12	0.13	0.16	0.24	0.15	0.15	0.16	0.18	0.24	0.11	0.10	0.12	0.09

The Spirit of London

Fieldwork: 16th-20th February 2011

Absolutes/col percents 21 Feb 2011

Table 15

Q1 As far as you are aware, how would you rate what London has to offer in terms of each of the following?

- Cycle-friendliness

Base: All respondents

	Total	Job title							Age						Gender		Area			
		Self- emplo- yed	Owner/ propr- ietor of a busi- ness	Part- ner in a busi- ness	Empl- o- yed as a direc- tor	Empl- o- yed as a mana- ger	Empl- o- yed other	Not work- ing	Busi- ness owners or mana- gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer	
Unweighted base	1000	119	24	9	18	153	380	314	200	85	250	237	186	150	92	446	554	333	667	
Weighted base	1000	112	23	8	13	114	371	374	155	130	230	210	150	120	160	480	520	332	668	
NET	(9:10)	100 10%	9 8%	-	2 23%	3 20%	16 14%	42 11%	32 8%	20 13%	8 6%	33 14%	19 9%	12 8%	9 7%	19 12%	47 10%	53 10%	41 12%	59 9%
NET	(6:8)	512 51%	63 57%	13 56%	4 49%	5 39%	55 48%	188 51%	194 52%	74 48%	77 59%	128 56%	105 50%	73 48%	56 47%	72 45%	231 48%	280 54%	162 49%	349 52%
NET	(1:5)	316 32%	32 28%	9 39%	2 29%	5 36%	40 35%	119 32%	113 30%	56 36%	39 30%	60 26%	69 33%	55 37%	44 37%	49 31%	168 35%	148 29%	117 35%	200 30%
10 - Outstanding		36 4%	2 2%	-	-	1 11%	4 4%	17 5%	12 3%	6 4%	3 2%	11 5%	6 3%	4 3%	4 4%	8 5%	17 4%	19 4%	9 3%	27 4%
9		64 6%	7 6%	-	2 23%	1 10%	11 10%	24 7%	20 5%	15 9%	5 4%	22 10%	13 6%	8 5%	4 4%	12 7%	30 6%	34 7%	32 9%	32 5%
8		143 14%	15 13%	3 15%	1 14%	3 21%	19 17%	53 14%	53 14%	25 16%	12 10%	48 21%	29 14%	20 13%	13 11%	21 13%	67 14%	76 15%	45 14%	98 15%
7		205 21%	31 27%	5 24%	3 35%	2 13%	24 21%	75 20%	70 19%	32 21%	47 36%	50 22%	36 17%	28 19%	21 17%	23 14%	89 19%	116 22%	60 18%	145 22%
6		163 16%	18 16%	4 18%	-	1 4%	12 10%	60 16%	71 19%	16 11%	18 14%	30 13%	40 19%	25 16%	22 18%	29 18%	76 16%	87 17%	57 17%	106 16%
5		140 14%	15 13%	6 24%	1 14%	3 23%	20 17%	50 14%	49 13%	29 19%	22 17%	26 11%	29 14%	19 12%	23 19%	23 14%	70 15%	70 13%	51 15%	89 13%
4		67 7%	6 5%	1 3%	1 8%	-	4 4%	29 8%	27 7%	6 4%	6 5%	14 6%	12 6%	15 10%	9 7%	12 7%	36 7%	32 6%	21 6%	46 7%
3		44 4%	6 5%	1 3%	1 6%	1 4%	7 6%	14 4%	17 4%	9 6%	4 3%	8 3%	10 5%	12 8%	3 2%	7 4%	26 5%	19 4%	19 6%	26 4%
2		36 4%	3 3%	1 2%	-	-	7 6%	15 4%	11 3%	7 5%	7 6%	7 3%	9 4%	6 4%	5 4%	1 1%	17 4%	19 4%	17 5%	19 3%
1 - Very poor		29 3%	3 2%	2 7%	-	1 9%	3 2%	11 3%	10 3%	5 4%	-	5 2%	9 4%	4 3%	5 4%	6 4%	20 4%	9 2%	8 2%	21 3%
Don't know		72 7%	8 7%	1 5%	-	1 5%	3 3%	23 6%	35 9%	5 3%	5 4%	9 4%	17 8%	10 7%	11 9%	20 12%	34 7%	39 7%	12 4%	60 9%
Mean Score	6.14	6.19	5.69	6.81	6.50	6.22	6.17	6.11	6.18	6.19	6.57	5.96	5.85	5.85	6.19	5.99	6.28	6.07	6.18	
Standard Deviation	2.08	1.93	1.97	1.95	2.64	2.22	2.13	2.01	2.22	1.76	2.06	2.18	2.12	2.09	2.12	2.17	1.99	2.13	2.06	
Standard Error	0.07	0.18	0.41	0.65	0.64	0.18	0.11	0.12	0.16	0.20	0.13	0.15	0.16	0.18	0.24	0.11	0.09	0.12	0.08	

The Spirit of London

Fieldwork: 16th-20th February 2011

Absolutes/col percents 21 Feb 2011

Table 16

Q1 As far as you are aware, how would you rate what London has to offer in terms of each of the following?
- 'Easiness to move around the city - e.g. buses, tube, taxis'

Base: All respondents

	Total	Job title							Age						Gender		Area		
		Self- emplo- yed	Owner/ propi- etor of a busi- ness	Part- ner in a busi- ness	Empl- -yed as a direc- -tor	Empl- -yed as a mana- -ger	Empl- -yed other	Not work- -ing	Busi- -ness owners or mana- -gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer
Unweighted base	1000	119	24	9	18	153	380	314	200	85	250	237	186	150	92	446	554	333	667
Weighted base	1000	112	23	8	13	114	371	374	155	130	230	210	150	120	160	480	520	332	668
NET	(9:10)	407 41%	46 41%	6 27%	3 35%	6 44%	47 41%	144 39%	161 39%	59 45%	99 43%	66 32%	68 45%	39 33%	75 47%	176 37%	231 44%	139 42%	268 40%
NET	(6:8)	460 46%	49 43%	11 46%	4 52%	7 52%	55 48%	183 49%	162 43%	74 45%	59 42%	97 52%	66 44%	63 53%	65 41%	237 49%	223 43%	156 47%	304 45%
NET	(1:5)	124 12%	17 15%	6 27%	1 14%	1 5%	13 11%	40 11%	47 13%	12 9%	32 14%	31 15%	16 11%	16 14%	17 11%	63 13%	61 12%	36 11%	88 13%
10 - Outstanding		190 19%	17 15%	2 8%	1 12%	2 15%	19 16%	70 19%	80 21%	25 19%	49 21%	27 13%	32 21%	20 16%	37 23%	70 15%	120 23%	67 20%	123 18%
9		217 22%	29 26%	4 19%	2 23%	4 29%	29 25%	74 20%	81 22%	34 26%	50 22%	39 19%	36 24%	20 16%	38 24%	106 22%	111 21%	72 22%	146 22%
8		230 23%	27 24%	6 24%	3 33%	6 46%	27 24%	81 22%	89 24%	48 17%	60 21%	36 28%	27 24%	27 22%	37 23%	126 26%	103 20%	77 23%	152 23%
7		148 15%	12 10%	2 8%	2 19%	1 6%	18 15%	71 19%	45 12%	20 15%	29 12%	34 16%	22 14%	21 18%	23 14%	72 15%	75 15%	49 15%	99 15%
6		82 8%	10 9%	3 14%	- -	- -	10 9%	31 8%	28 7%	16 13%	20 9%	16 8%	9 6%	16 13%	6 3%	38 8%	44 8%	30 9%	53 8%
5		58 6%	5 4%	3 11%	- -	1 5%	4 3%	25 7%	23 6%	7 6%	17 7%	16 8%	6 4%	6 5%	6 4%	29 6%	29 6%	17 5%	41 6%
4		29 3%	5 5%	2 9%	1 14%	- -	5 4%	5 1%	10 3%	4 3%	4 2%	8 4%	6 4%	3 3%	4 2%	12 2%	17 3%	9 3%	20 3%
3		11 1%	1 1%	- -	- -	- -	2 2%	5 1%	3 1%	- -	5 2%	2 1%	2 1%	2 2%	- -	5 1%	6 1%	3 1%	8 1%
2		11 1%	2 2%	- -	- -	- -	2 2%	4 1%	4 1%	1 1%	4 2%	2 1%	2 1%	1 1%	1 1%	7 1%	4 1%	4 1%	7 1%
1 - Very poor		15 2%	4 3%	2 7%	- -	- -	- -	2 1%	8 2%	- -	2 1%	2 1%	1 1%	4 4%	6 4%	11 2%	5 1%	3 1%	12 2%
Don't know		9 1%	1 1%	- -	- -	- -	- -	4 1%	4 1%	- -	3 1%	3 2%	- -	1 1%	2 1%	4 1%	5 1%	1 *	8 1%
Mean Score		7.76	7.58	6.82	7.72	8.39	7.78	7.80	7.84	7.91	7.78	7.55	7.97	7.41	7.97	7.62	7.89	7.85	7.72
Standard Deviation		1.96	2.19	2.42	1.86	1.15	1.86	1.80	2.03	1.72	2.03	1.87	1.87	2.15	2.07	2.00	1.92	1.88	2.00
Standard Error		0.06	0.20	0.49	0.62	0.27	0.15	0.09	0.11	0.14	0.19	0.13	0.12	0.14	0.18	0.22	0.09	0.08	0.10

The Spirit of London

Fieldwork: 16th-20th February 2011

Absolutes/col percents 21 Feb 2011

Table 17
Q2 Are there any other unique attributes that London has to offer?
Base: All respondents

	Total	Job title							Age						Gender		Area		
		Self- em- -yed	Owner/ pro- -etor of a busi- -ness	Part- -ner in a busi- -ness	Em- -yed as a direc- -tor	Em- -yed as a mana- -ger	Em- -yed other	Not work- -ing	Busi- -ness own- ers or mana- -gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer
Unweighted base	1000	119	24	9	18	153	380	314	200	85	250	237	186	150	92	446	554	333	667
Weighted base	1000	112	23	8	13	114	371	374	155	130	230	210	150	120	160	480	520	332	668
Multicultural society/ cosmopolitan	127 13%	21 19%	6 25%	2 28%	1 9%	18 15%	39 11%	41 11%	27 17%	13 10%	34 15%	23 11%	23 15%	14 12%	20 13%	59 12%	67 13%	46 14%	81 12%
Diversity/lots to see/ do/visit	74 7%	6 6%	1 6%	2 26%	2 19%	11 10%	28 8%	26 7%	15 10%	7 5%	24 11%	12 6%	9 6%	9 7%	13 8%	30 6%	44 8%	26 8%	48 7%
Public parks/green/open spaces	66 7%	6 5%	1 3%	1 11%	1 9%	5 5%	18 5%	35 9%	8 5%	- -	7 3%	12 6%	14 9%	14 11%	20 12%	28 6%	38 7%	33 10%	33 5%
History/historical heritage	48 5%	3 2%	1 6%	1 14%	1 5%	6 5%	16 4%	21 6%	9 6%	3 2%	12 5%	10 5%	8 5%	9 8%	6 4%	21 4%	27 5%	13 4%	34 5%
Art galleries/theatre/ museums/cinemas	34 3%	3 2%	- -	- -	1 5%	3 3%	10 3%	19 5%	4 2%	3 2%	4 2%	7 3%	5 3%	9 7%	5 3%	6 1%	28 5%	9 3%	25 4%
Tourism/tourist attractions	30 3%	2 2%	- -	- -	1 6%	3 3%	13 3%	11 3%	4 3%	8 6%	10 4%	8 4%	3 2%	- -	1 1%	11 2%	19 4%	10 3%	20 3%
Great shops/shopping centres/markets	29 3%	1 1%	- -	- 15%	- -	3 3%	9 2%	16 4%	4 3%	3 2%	4 2%	1 1%	9 6%	5 4%	8 5%	6 1%	23 4%	3 1%	26 4%
Diversity/variety of food	27 3%	7 6%	1 2%	- -	- -	4 3%	6 2%	10 3%	4 3%	- -	8 3%	6 3%	5 3%	5 4%	3 2%	7 2%	20 4%	9 3%	18 3%
Vibrant/lively/ exciting/fun city	23 2%	3 3%	2 9%	1 14%	- -	4 4%	9 2%	5 1%	8 5%	7 5%	4 2%	5 2%	1 1%	2 2%	3 2%	11 2%	12 2%	9 3%	14 2%
Royal family/buckingham palace	22 2%	- -	- -	- -	- -	3 3%	8 2%	12 3%	3 2%	2 1%	1 *	4 2%	7 4%	2 2%	7 4%	8 2%	14 3%	4 1%	18 3%
Good choice of restaurants	19 2%	3 3%	1 5%	- -	- -	4 4%	6 2%	5 1%	5 3%	2 1%	5 2%	5 2%	3 2%	3 3%	1 1%	10 2%	9 2%	6 2%	13 2%
Olympics 2012/olympic stadium	17 2%	3 3%	1 4%	1 12%	1 8%	1 1%	2 1%	11 3%	2 2%	3 2%	- -	3 1%	4 3%	1 *	7 4%	13 3%	4 1%	3 1%	14 2%
Freedom of living/ freedom of speech	16 2%	3 3%	1 4%	- -	- -	2 2%	2 1%	9 2%	3 2%	2 1%	5 2%	1 *	1 1%	1 1%	7 5%	8 2%	9 2%	8 2%	8 1%
Pleasant/friendly/ tolerant/open minded attitude	16 2%	5 4%	1 5%	- -	- -	1 *	7 2%	3 1%	2 1%	2 1%	5 2%	5 2%	- -	1 1%	3 2%	9 2%	7 1%	6 2%	10 2%
The river thames	15 2%	5 4%	- -	- -	- -	1 1%	2 *	7 2%	1 1%	2 1%	2 1%	2 1%	3 2%	4 3%	2 1%	8 2%	7 1%	7 2%	8 1%
Diverse style of buildings/landmarks/ different architecture through the ages	14 1%	2 1%	- -	- -	- -	3 2%	6 2%	4 1%	3 2%	3 2%	3 1%	1 1%	3 2%	4 3%	1 1%	1 *	13 2%	6 2%	8 1%

The Spirit of London

Fieldwork: 16th-20th February 2011

Absolutes/col percents 21 Feb 2011

Table 17
Q2 Are there any other unique attributes that London has to offer?
Base: All respondents

	Total	Job title							Age						Gender		Area		
		Self- em- plo- -yed	Owner/ pro- pri- -etor of a busi- -ness	Part- -ner in a busi- -ness	Em- plo- -yed as a direc- -tor	Em- plo- -yed as a mana- -ger	Em- plo- -yed other	Not work- -ing	Busi- -ness own- ers or mana- -gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer
Weighted base	1000	112	23	8	13	114	371	374	155	130	230	210	150	120	160	480	520	332	668
Good nightlife/social life/entertainment	13 1%	1 1%	-	-	-	2 2%	7 2%	3 1%	2 1%	2 1%	3 2%	3 2%	2 1%	1 1%	2 1%	3 1%	10 2%	4 1%	9 1%
Central/capital/hub/ heart of everything	12 1%	1 1%	-	-	-	2 2%	5 1%	5 1%	2 1%	3 2%	1 1%	3 2%	1 1%	4 3%	-	5 1%	8 2%	4 1%	8 1%
Diversity - better job opportunities/ availability of work	12 1%	1 1%	1 3%	-	-	2 2%	5 1%	3 1%	3 2%	4 3%	4 2%	1 *	2 1%	1 1%	1 1%	7 2%	5 1%	6 2%	6 1%
Mixture of old & modern	12 1%	1 *	-	-	1 5%	1 1%	5 1%	5 1%	1 1%	2 1%	4 2%	1 1%	1 1%	-	3 2%	5 1%	6 1%	6 2%	6 1%
Music/variety of music/ great music scene	10 1%	1 1%	-	-	-	-	3 1%	7 2%	-	2 1%	4 2%	-	2 2%	1 1%	-	3 1%	7 1%	6 2%	4 1%
Public transport/good transport links	10 1%	-	-	-	1 4%	1 1%	5 1%	3 1%	2 1%	3 2%	2 1%	3 1%	1 1%	-	1 1%	4 1%	6 1%	3 1%	7 1%
Fashion/style	9 1%	2 2%	2 9%	-	-	1 1%	1 *	4 1%	3 2%	2 2%	-	-	3 2%	2 2%	2 1%	2 *	7 1%	4 1%	5 1%
Pubs/bars/nightclubs	8 1%	-	-	-	-	1 1%	5 1%	2 1%	1 1%	2 1%	3 1%	2 1%	2 1%	-	-	4 1%	4 1%	5 2%	3 *
Good educational facilities	7 1%	-	-	-	-	1 1%	2 *	5 1%	1 1%	-	3 1%	-	-	1 1%	4 2%	5 1%	3 1%	1 *	7 1%
The weather	6 1%	1 1%	-	-	-	1 1%	2 *	2 1%	1 1%	1 1%	1 1%	2 1%	-	1 1%	1 1%	6 1%	-	1 *	5 1%
Expensive/high cost of living	6 1%	1 1%	-	-	-	1 1%	-	4 1%	1 1%	-	1 *	1 *	-	3 3%	1 1%	4 1%	3 1%	3 1%	4 1%
Progressive/innovative attitude/always seeking new ways to improve the city	6 1%	1 1%	-	-	-	-	1 *	4 1%	-	2 1%	2 1%	-	-	-	3 2%	4 1%	2 *	4 1%	2 *
London eye	6 1%	-	-	-	-	-	3 1%	3 1%	-	2 1%	-	3 2%	1 1%	-	-	-	6 1%	-	6 1%
Lots of things to do for free	5 1%	-	-	-	-	1 1%	1 *	3 1%	1 *	-	2 1%	1 1%	-	2 1%	-	1 *	4 1%	2 1%	3 *
Overcrowded	5 *	2 2%	-	-	-	-	3 1%	-	-	2 1%	1 1%	-	-	2 2%	-	1 *	4 1%	3 1%	2 *
Something to do 24/7	4 *	1 1%	-	-	-	1 1%	3 1%	-	1 *	3 2%	1 *	1 *	-	-	-	3 1%	2 *	2 *	3 *

The Spirit of London

Fieldwork: 16th-20th February 2011

Absolutes/col percents 21 Feb 2011

Table 17
Q2 Are there any other unique attributes that London has to offer?
Base: All respondents

	Total	Job title							Age						Gender		Area		
		Self- em- p- lo- y- ed	Owner/ pro- pri- e- tor of a busi- ness	Part- ner in a busi- ness	Em- plo- y- ed as a direc- tor	Em- plo- y- ed as a mana- ger	Em- plo- y- ed other	Not work- ing	Busi- ness own- ers or mana- gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer
Weighted base	1000	112	23	8	13	114	371	374	155	130	230	210	150	120	160	480	520	332	668
Safe/secure/relatively safe place to live compared to other countries	4 *	- -	- -	- -	- -	1 1%	- -	3 1%	1 1%	- -	1 *	- -	1 *	1 *	2 1%	3 1%	1 *	- -	4 1%
Financial hub	4 *	1 1%	- -	- -	- -	1 1%	1 *	1 *	1 1%	- -	1 1%	1 *	1 1%	1 1%	- -	2 *	2 *	- -	4 1%
Beautiful/prett city	4 *	- -	- -	- -	- -	1 1%	1 *	2 1%	1 *	- -	1 *	- -	- -	1 1%	2 1%	3 1%	1 *	1 *	3 1%
Ease of access/easy to get around	4 *	1 *	- -	- -	- -	1 1%	1 *	1 *	1 1%	- -	1 *	2 1%	1 *	1 *	- -	1 *	2 *	1 *	2 *
Great place to live	4 *	- -	- -	- -	1 5%	1 1%	1 *	1 *	2 1%	- -	2 1%	1 1%	- -	1 *	- -	1 *	3 1%	1 *	2 *
English speaking	3 *	1 1%	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	1 1%	1 1%	1 1%	2 *	1 *	- -	3 *
Best city in the world/ the worlds capital	3 *	- -	- -	- -	- -	2 1%	1 *	1 *	2 1%	1 1%	- -	- -	1 1%	1 1%	- -	1 *	2 *	1 *	2 *
Festivals/free festivals	2 *	- -	- -	- -	1 5%	- -	1 *	- -	1 *	- -	1 1%	1 *	- -	- -	- -	1 *	1 *	1 *	1 *
Good business/ networking opportunities	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *	1 *	- -
Diverse mix of businesses/ organisations	1 *	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	1 *
Other	106 11%	16 15%	4 19%	- -	1 11%	8 7%	27 7%	52 14%	14 9%	16 12%	20 9%	16 8%	14 9%	15 13%	26 16%	65 13%	41 8%	38 11%	68 10%
No/none	321 32%	34 30%	5 21%	1 6%	3 20%	32 28%	148 40%	99 27%	40 26%	55 42%	78 34%	73 35%	50 33%	31 26%	34 21%	161 33%	160 31%	104 31%	216 32%
Don't know	92 9%	4 4%	1 3%	- -	1 5%	11 9%	37 10%	39 10%	12 8%	12 9%	15 6%	29 14%	16 10%	11 9%	10 6%	41 8%	52 10%	24 7%	68 10%

The Spirit of London

Fieldwork: 16th-20th February 2011

Absolutes/col percents 21 Feb 2011

Table 21

Q4 What is the best thing about working in London?**Base: All respondents who agree that London is the best city to work in**

	Total	Job title							Age						Gender		Area		
		Self- em- p- lo- y- ed	Owner/ pro- pri- e- tor of a busi- ness	Part- ner in a busi- ness	Em- plo- y- ed as a direc- tor	Em- plo- y- ed as a mana- ger	Em- plo- y- ed other	Not work- ing	Busi- ness own- ers or mana- gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer
Unweighted base	539	67	14	6	12	92	217	144	121	53	153	127	91	66	49	239	300	204	335
Weighted base	539	64	14	6	9	71	217	172	96	79	139	112	72	52	86	257	283	201	338
Diversity - better job opportunities/availability of work	183 34%	25 39%	5 37%	3 52%	2 28%	23 32%	71 33%	58 34%	32 34%	28 35%	53 38%	31 27%	21 29%	18 35%	33 39%	80 31%	102 36%	78 39%	104 31%
Better pay & condition of service	106 20%	8 13%	2 12%	1 16%	-	18 26%	50 23%	28 17%	21 22%	23 29%	27 19%	24 21%	16 23%	4 7%	12 14%	56 22%	50 18%	46 23%	60 18%
Public transport/good transport links	92 17%	12 18%	1 6%	-	-	11 15%	30 14%	38 22%	12 12%	7 9%	20 14%	14 12%	14 20%	9 17%	29 34%	47 18%	45 16%	28 14%	64 19%
Ease of access/easy to get around	78 14%	6 10%	-	-	-	6 8%	38 17%	28 16%	6 6%	12 15%	17 12%	17 15%	10 14%	7 14%	15 17%	30 12%	47 17%	28 14%	49 15%
Good nightlife/social life/entertainment	39 7%	4 6%	-	-	-	6 8%	16 7%	13 8%	6 6%	3 4%	12 9%	7 6%	5 6%	3 6%	9 10%	18 7%	20 7%	9 4%	30 9%
Vibrant/lively/exciting/fun city	37 7%	3 5%	1 5%	-	1 7%	1 1%	19 9%	13 8%	2 2%	9 11%	3 2%	11 10%	4 5%	5 9%	5 6%	10 4%	26 9%	13 7%	23 7%
Diverse mix of businesses/organisations	35 6%	6 9%	1 8%	-	1 15%	3 4%	8 4%	15 9%	5 6%	9 11%	10 7%	2 2%	3 4%	2 3%	8 10%	13 5%	21 8%	14 7%	20 6%
Diversity/lots to see/do/visit	28 5%	1 1%	2 12%	-	1 6%	2 3%	14 6%	10 6%	4 4%	6 8%	6 5%	4 3%	4 6%	4 8%	3 4%	15 6%	13 5%	7 4%	21 6%
Multicultural society/cosmopolitan	25 5%	2 4%	-	1 15%	-	2 3%	13 6%	7 4%	3 3%	6 7%	4 3%	3 2%	6 8%	4 8%	2 3%	12 5%	12 4%	7 3%	18 5%
Central/capital/hub/heart of everything	21 4%	3 5%	1 7%	1 17%	3 33%	3 4%	7 3%	6 3%	6 6%	4 5%	2 1%	7 6%	3 4%	2 5%	3 4%	8 3%	13 5%	6 3%	15 4%
Great shops/shopping centres/markets	18 3%	1 1%	-	-	-	2 3%	10 5%	5 3%	2 3%	5 6%	2 2%	3 3%	2 3%	1 3%	4 5%	6 2%	12 4%	3 2%	15 4%
Pleasant/friendly/tolerant/open minded attitude	11 2%	2 3%	-	-	-	5 7%	1 *	3 2%	5 5%	-	3 2%	2 2%	-	2 3%	4 4%	8 3%	3 1%	7 3%	4 1%
Good business/networking opportunities	9 2%	2 3%	-	-	-	3 4%	1 *	3 2%	3 3%	1 1%	3 2%	3 3%	2 2%	-	-	3 1%	5 2%	4 2%	5 1%
Good choice of restaurants	9 2%	-	-	-	-	2 3%	5 2%	1 1%	2 3%	-	2 1%	3 2%	1 1%	3 7%	-	4 2%	5 2%	1 *	8 2%
Public parks/green/open spaces	6 1%	1 2%	-	-	-	2 2%	2 1%	1 *	2 2%	1 1%	1 1%	2 1%	1 2%	1 2%	-	3 1%	2 1%	2 1%	4 1%

The Spirit of London

Fieldwork: 16th-20th February 2011

Absolutes/col percents 21 Feb 2011

Table 21

Q4 What is the best thing about working in London?**Base: All respondents who agree that London is the best city to work in**

	Total	Job title							Age						Gender		Area		
		Self- em- p- lo- - y- ed	Owner/ pro- pri- - e- tor of a busi- - ness	Part- - ner in a busi- - ness	Em- p- lo- - y- ed as a direc- - tor	Em- p- lo- - y- ed as a mana- - ger	Em- p- lo- - y- ed other	Not work- - ing	Busi- - ness own- ers or mana- - gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer
Weighted base	539	64	14	6	9	71	217	172	96	79	139	112	72	52	86	257	283	201	338
Diversity/variety of food	6 1%	-	-	-	-	1 1%	3 1%	2 1%	1 1%	2 2%	-	1 1%	1 1%	-	2 2%	2 1%	4 1%	-	6 2%
Beautiful/pretty city	4 1%	-	-	-	-	-	1 *	3 2%	-	1 1%	1 1%	-	-	-	2 2%	-	4 1%	-	4 1%
Diverse style of buildings/landmarks/ different architecture through the ages	4 1%	-	-	-	-	1 1%	3 1%	-	1 1%	1 1%	2 1%	-	-	1 2%	-	2 1%	2 1%	2 1%	2 1%
Pubs/bars/nightclubs	4 1%	-	-	-	-	1 1%	3 1%	-	1 1%	-	1 1%	2 2%	-	-	-	3 1%	1 *	1 *	3 1%
Art galleries/theatre/ museums/cinemas	3 1%	-	-	-	-	-	1 1%	2 1%	-	2 2%	-	1 1%	-	1 2%	-	2 1%	1 1%	1 *	3 1%
Best city in the world/ the worlds capital	3 1%	1 2%	1 7%	1 17%	1 12%	-	-	2 1%	1 1%	2 3%	-	-	1 1%	-	-	3 1%	-	-	3 1%
Great place to live	3 1%	-	1 8%	-	-	1 2%	-	1 *	2 2%	-	1 1%	2 2%	-	-	-	1 *	2 1%	2 1%	1 *
The weather	2 *	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	2 3%	2 1%	-	2 1%	-
Freedom of living/ freedom of speech	2 *	1 2%	-	-	-	-	2 1%	-	-	-	1 1%	1 1%	-	-	-	-	2 1%	1 *	1 *
Good educational facilities	2 *	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	2 2%	-	2 1%	-	2 1%
Expensive/high cost of living	2 *	-	-	-	-	-	2 1%	-	-	-	2 1%	-	-	-	-	1 *	1 *	1 1%	1 *
History/historical heritage	2 *	-	-	-	-	1 1%	-	1 1%	1 1%	-	1 *	-	-	-	1 1%	1 *	1 *	-	2 1%
It's home/family/self have always lived here	1 *	-	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	-	1 *	-	1 1%	-
Lots of things to do for free	1 *	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	1 *	-	-	1 *
Progressive/innovative attitude/always seeking new ways to improve the city	1 *	-	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	-	-	-	1 *	-	1 *	-
Tourism/tourist attractions	1 *	-	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	-	-	-	1 *	-	1 *	-

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Table 21

Q4 What is the best thing about working in London?**Base: All respondents who agree that London is the best city to work in**

	Total	Job title							Age						Gender		Area		
		Self- em- p- lo- - yed	Owner/ pro- pri- - etor of a busi- - ness	Part- - ner in a busi- - ness	Em- plo- - yed as a direc- - tor	Em- plo- - yed as a mana- - ger	Em- plo- - yed other	Not work- - ing	Busi- - ness own- ers or mana- - gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer
Weighted base	539	64	14	6	9	71	217	172	96	79	139	112	72	52	86	257	283	201	338
Overcrowded	1 *	-	-	-	-	-	1 *	-	-	-	-	1 1%	-	-	-	1 *	-	1 *	-
Financial hub	1 *	-	-	-	-	-	-	1 *	-	-	1 *	-	-	-	-	-	1 *	-	1 *
London eye	1 *	-	-	-	-	-	1 *	-	-	-	-	-	1 1%	-	-	1 *	-	-	1 *
Something to do 24/7	1 *	-	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1 *	-	-	1 *
Music/variety of music/ great music scene	1 *	-	-	-	-	-	1 *	-	-	-	-	1 1%	-	-	-	-	1 *	1 *	-
The river thames	1 *	-	-	-	-	-	-	1 *	-	-	-	-	-	1 1%	-	-	1 *	-	1 *
Other	31 6%	5 7%	1 10%	-	3 39%	4 6%	8 4%	12 7%	8 8%	4 5%	9 6%	4 3%	4 5%	4 8%	7 8%	19 7%	12 4%	11 5%	20 6%
No/none	10 2%	2 4%	3 24%	-	-	1 2%	4 2%	1 1%	5 5%	3 4%	4 3%	2 2%	-	1 2%	-	6 2%	4 2%	5 2%	6 2%
Don't know	16 3%	2 3%	-	-	1 8%	3 4%	3 1%	7 4%	3 3%	1 1%	2 1%	6 5%	2 3%	1 2%	4 4%	4 2%	11 4%	5 3%	10 3%

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Table 22

Q5 What do you think is the best thing about living in London?**Base: All respondents who agree that London is the best city to live in**

	Total	Job title								Age						Gender		Area	
		Self- emp- -yed	Owner/ propr- -etor of a busi- -ness	Part- -ner in a busi- -ness	Empl- -yed as a direc- -tor	Empl- -yed as a mana- -ger	Empl- -yed other	Not work- -ing	Busi- -ness owners or mana- -gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer
Unweighted base	494	68	10	5	9	78	184	150	101	37	129	113	86	76	53	221	273	183	311
Weighted base	490	63	10	4	6	58	178	182	77	58	116	99	67	60	90	237	253	176	314
Diversity/lots to see/ do/visit	160 33%	22 35%	7 72%	1 16%	3 40%	20 34%	58 32%	56 31%	29 37%	18 30%	43 37%	27 27%	23 35%	22 36%	28 31%	82 35%	78 31%	60 34%	101 32%
Ease of access/easy to get around	84 17%	11 17%	2 23%	- -	1 21%	9 15%	32 18%	32 18%	11 14%	6 11%	17 15%	18 18%	12 18%	15 25%	15 17%	30 12%	54 21%	29 16%	55 18%
Multicultural society/ cosmopolitan	75 15%	11 17%	2 21%	1 20%	3 41%	15 26%	20 11%	27 15%	19 25%	6 11%	21 18%	18 18%	10 15%	7 12%	12 14%	43 18%	32 13%	37 21%	37 12%
Good nightlife/social life/entertainment	56 12%	8 13%	1 9%	- -	- -	5 8%	22 12%	20 11%	6 7%	10 18%	13 11%	9 9%	6 9%	2 4%	16 18%	28 12%	28 11%	24 14%	33 10%
Art galleries/theatre/ museums/cinemas	43 9%	7 11%	- -	1 20%	1 9%	3 6%	13 7%	20 11%	5 6%	- -	6 5%	6 6%	9 14%	7 12%	15 16%	16 7%	27 11%	14 8%	29 9%
Public transport/good transport links	43 9%	4 7%	- -	- -	2 29%	4 7%	16 9%	17 9%	6 8%	5 9%	12 10%	8 8%	6 8%	4 6%	9 10%	23 10%	20 8%	11 6%	32 10%
Great shops/shopping centres/markets	22 4%	2 4%	- -	1 16%	1 8%	1 1%	13 7%	5 3%	2 2%	2 4%	4 3%	5 5%	4 6%	6 9%	1 1%	6 3%	16 6%	7 4%	15 5%
Vibrant/lively/ exciting/fun city	21 4%	3 4%	- -	- -	- -	3 6%	14 8%	2 1%	3 4%	6 10%	4 4%	6 6%	3 4%	1 2%	1 1%	12 5%	9 4%	13 7%	8 3%
Pleasant/friendly/ tolerant/open minded attitude	20 4%	2 4%	- -	- -	- -	1 2%	5 3%	13 7%	1 2%	1 2%	4 3%	2 2%	2 4%	2 3%	9 10%	9 4%	11 4%	13 7%	8 2%
Public parks/green/open spaces	19 4%	1 1%	1 9%	1 16%	- -	3 4%	7 4%	8 4%	4 5%	- -	2 2%	3 3%	4 6%	3 5%	7 8%	4 2%	15 6%	4 2%	15 5%
Diverse style of buildings/landmarks/ different architecture through the ages	18 4%	1 2%	- -	- -	- -	1 2%	6 4%	9 5%	1 2%	2 3%	4 4%	3 3%	2 3%	3 4%	4 5%	4 2%	13 5%	3 2%	15 5%
Central/capital/hub/ heart of everything	16 3%	3 4%	- -	- -	- -	- -	10 5%	4 2%	- -	2 3%	3 3%	4 4%	1 1%	5 8%	2 2%	7 3%	10 4%	3 2%	13 4%
History/historical heritage	16 3%	2 3%	- -	- -	- -	4 8%	3 2%	6 3%	4 6%	3 6%	2 2%	2 2%	1 4%	5 2%	7 5%	9 4%	6 3%	10 3%	
Good choice of restaurants	15 3%	- -	- -	1 16%	- -	4 7%	6 3%	4 2%	5 6%	3 6%	5 5%	2 2%	2 4%	1 2%	1 1%	5 2%	10 4%	4 2%	12 4%
Diversity - better job opportunities/ availability of work	13 3%	1 2%	- -	- -	- -	1 1%	3 2%	8 4%	1 1%	5 8%	- -	2 2%	1 1%	- -	5 5%	6 3%	6 3%	5 3%	8 3%

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Table 22

Q5 What do you think is the best thing about living in London?**Base: All respondents who agree that London is the best city to live in**

	Total	Job title								Age						Gender		Area	
		Self- em- p- lo- - yed	Owner/ pro- pri- - etor of a busi- - ness	Part - ner in a busi- - ness	Em- plo- - yed as a direc- - tor	Em- plo- - yed as a mana- - ger	Em- plo- - yed other	Not work- - ing	Busi- - ness own- ers or mana- - gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer
Weighted base	490	63	10	4	6	58	178	182	77	58	116	99	67	60	90	237	253	176	314
Lots of things to do for free	11 2%	1 1%	-	1 20%	-	1 2%	4 2%	5 3%	2 2%	1 2%	1 1%	-	4 6%	3 5%	2 2%	4 2%	7 3%	7 4%	4 1%
Great place to live	11 2%	2 3%	1 12%	-	-	1 1%	2 1%	6 3%	2 2%	1 2%	2 2%	1 1%	2 2%	1 2%	4 4%	2 1%	8 3%	1 1%	10 3%
It's home/family/self have always lived here	9 2%	-	-	-	-	1 1%	2 1%	6 3%	1 1%	2 3%	1 1%	2 2%	1 1%	3 5%	-	6 3%	3 1%	2 1%	7 2%
Diversity/variety of food	7 1%	5 7%	1 14%	-	1 21%	-	1 *	2 1%	1 2%	-	2 2%	-	-	1 1%	4 5%	5 2%	2 1%	4 2%	3 1%
Pubs/bars/nightclubs	6 1%	-	-	-	-	1 1%	4 2%	2 1%	1 1%	2 3%	2 1%	2 2%	-	1 2%	-	1 *	5 2%	1 *	5 2%
Something to do 24/7	6 1%	1 1%	-	-	-	1 1%	4 2%	-	1 1%	-	2 2%	2 2%	-	2 3%	-	3 1%	3 1%	3 2%	3 1%
Freedom of living/freedom of speech	5 1%	1 2%	-	2 49%	-	2 3%	1 1%	-	4 5%	-	3 3%	1 1%	1 1%	-	-	1 *	4 2%	2 1%	3 1%
Best city in the world/the worlds capital	4 1%	1 2%	-	-	-	-	2 1%	1 *	-	-	1 1%	2 2%	1 2%	1 1%	-	2 1%	2 1%	2 1%	2 1%
Expensive/high cost of living	3 1%	1 2%	-	-	-	1 1%	1 1%	-	1 1%	-	2 2%	1 1%	-	-	-	-	3 1%	1 1%	2 1%
Better pay & condition of service	3 1%	-	-	-	1 12%	-	2 1%	-	1 1%	2 4%	1 1%	-	-	-	-	3 1%	-	-	3 1%
Good educational facilities	2 *	-	-	-	-	-	2 1%	-	-	-	2 2%	-	-	-	-	1 1%	1 *	2 1%	-
Safe/secure/relatively safe place to live compared to other countries	2 *	-	-	-	-	1 2%	1 *	-	1 1%	-	1 1%	1 1%	1 1%	-	-	1 *	1 *	-	2 1%
Beautiful/pretty city	2 *	1 2%	-	-	-	-	1 *	-	-	-	1 1%	1 1%	-	-	-	1 *	1 *	-	2 1%
The river thames	2 *	1 1%	-	-	-	1 1%	-	-	1 1%	-	-	-	2 2%	-	-	1 *	1 *	1 *	1 *
Financial hub	1 *	-	-	-	-	1 1%	1 *	-	1 1%	-	-	-	1 2%	-	-	1 *	1 *	1 *	1 *
Tourism/tourist attractions	1 *	-	-	-	-	-	1 *	1 *	-	-	-	-	-	1 2%	-	1 *	1 *	-	1 *

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Table 22

Q5 What do you think is the best thing about living in London?**Base: All respondents who agree that London is the best city to live in**

	Total	Job title							Age						Gender		Area		
		Self- em- p- lo- - yed	Owner/ pro- pri- - et- or of a busi- - ness	Part- - ner in a busi- - ness	Em- plo- - yed as a direc- - tor	Em- plo- - yed as a mana- - ger	Em- plo- - yed other	Not work- - ing	Busi- - ness own- ers or mana- - gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer
Weighted base	490	63	10	4	6	58	178	182	77	58	116	99	67	60	90	237	253	176	314
Diverse mix of businesses/ organisations	1 *	-	-	-	-	-	1 1%	-	-	-	-	-	1 2%	-	-	1 *	-	1 1%	-
Progressive/innovative attitude/always seeking new ways to improve the city	1 *	-	-	-	-	-	1 1%	-	-	-	-	1 1%	-	-	-	-	1 *	1 1%	-
Overcrowded	1 *	-	-	-	-	-	1 1%	-	-	1 2%	-	-	-	-	-	-	1 *	1 1%	-
Music/variety of music/ great music scene	1 *	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	1 *	-	1 *
The weather	1 *	-	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	-	-	-	-	1 *	-	1 *
Festivals/free festivals	1 *	-	-	-	1 9%	-	-	-	1 1%	-	-	1 1%	-	-	-	-	1 *	-	1 *
Mixture of old & modern	1 *	-	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	1 *	1 *	-
Other	33 7%	6 10%	-	-	1 20%	4 6%	8 5%	15 8%	5 6%	8 14%	6 5%	9 9%	3 4%	2 3%	6 7%	20 9%	13 5%	11 6%	23 7%
No/none	8 2%	-	-	-	-	1 2%	6 3%	2 1%	1 2%	1 2%	4 3%	2 2%	1 1%	-	-	5 2%	4 2%	4 2%	4 1%
Don't know	9 2%	2 3%	-	-	1 11%	3 5%	2 1%	1 1%	4 5%	-	1 1%	5 5%	1 2%	1 2%	-	6 3%	3 1%	3 2%	5 2%

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Table 23

Q6 Which of the following best describes your employment?**Base: All respondents**

	Total	Job title							Age						Gender		Area		
		Self-employed	Owner/proprietor of a business	Partner in a business	Employed as a director	Employed as a manager	Employed other	Not working	Business owners or managers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer
Unweighted base	1000	119	24	9	18	153	380	314	200	85	250	237	186	150	92	446	554	333	667
Weighted base	1000	112	23	8	13	114	371	374	155	130	230	210	150	120	160	480	520	332	668
Self-employed	112	112	6	2	2	-	2	-	7	9	33	23	22	15	10	56	56	39	73
	11%	100%	27%	26%	18%	-	*	-	5%	7%	14%	11%	15%	13%	6%	12%	11%	12%	11%
Owner or proprietor of a business	23	6	23	1	2	-	1	-	23	4	4	4	6	4	-	19	4	12	11
	2%	6%	100%	12%	18%	-	*	-	15%	3%	2%	2%	4%	4%	-	4%	1%	4%	2%
Partner in a business	8	2	1	8	1	-	3	-	8	-	4	1	3	-	-	4	5	2	6
	1%	2%	4%	100%	8%	-	1%	-	5%	-	2%	1%	2%	-	-	1%	1%	1%	1%
Employed as a director	13	2	2	1	13	1	-	-	13	-	3	5	3	1	-	10	3	6	7
	1%	2%	10%	12%	100%	1%	-	-	8%	-	2%	2%	2%	1%	-	2%	1%	2%	1%
Employed as a manager	114	-	-	-	1	114	-	-	114	2	37	40	21	12	2	72	42	47	68
	11%	-	-	-	5%	100%	-	-	74%	1%	16%	19%	14%	10%	1%	15%	8%	14%	10%
Employed other	371	2	1	3	-	-	371	-	3	60	123	84	66	31	9	163	208	131	240
	37%	2%	3%	32%	-	-	100%	-	2%	46%	53%	40%	44%	25%	6%	34%	40%	40%	36%
Not working currently	374	-	-	-	-	-	-	374	-	56	32	55	35	58	139	167	207	103	272
	37%	-	-	-	-	-	-	100%	-	43%	14%	26%	23%	48%	87%	35%	40%	31%	41%

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Table 24
Age
Base: All respondents

	Job title									Age						Gender		Area	
	Total	Self- em- -yed	Owner/ pro- -prietor of a busi- -ness	Part- -ner in a busi- -ness	Em- -plo- -yed as a direc- -tor	Em- -plo- -yed as a mana- -ger	Em- -plo- -yed other	Not work- -ing	Busi- -ness owners or mana- -gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer
Unweighted base	1000	119	24	9	18	153	380	314	200	85	250	237	186	150	92	446	554	333	667
Weighted base	1000	112	23	8	13	114	371	374	155	130	230	210	150	120	160	480	520	332	668
18-24	130 13%	9 8%	4 18%	- -	- -	2 2%	60 16%	56 15%	6 4%	130 100%	- -	- -	- -	- -	- -	53 11%	77 15%	55 17%	75 11%
25-34	230 23%	33 30%	4 17%	4 42%	3 27%	37 32%	123 33%	32 9%	47 30%	- -	230 100%	- -	- -	- -	- -	104 22%	126 24%	89 27%	141 21%
35-44	210 21%	23 21%	4 19%	1 17%	5 39%	40 35%	84 23%	55 15%	50 33%	- -	- -	210 100%	- -	- -	- -	95 20%	115 22%	73 22%	137 21%
45-54	150 15%	22 19%	6 27%	3 41%	3 25%	21 19%	66 18%	35 9%	32 21%	- -	- -	- -	150 100%	- -	- -	71 15%	79 15%	56 17%	94 14%
55-64	120 12%	15 14%	4 19%	- -	1 9%	12 11%	31 8%	58 15%	17 11%	- -	- -	- -	- -	120 100%	- -	52 11%	68 13%	25 7%	95 14%
65-74	132 13%	10 9%	- -	- -	- -	2 2%	9 2%	111 30%	2 2%	- -	- -	- -	- -	- -	132 83%	90 19%	42 8%	28 8%	105 16%
75+	28 3%	- -	- -	- -	- -	- -	- -	28 7%	- -	- -	- -	- -	- -	- -	28 17%	14 3%	14 3%	7 2%	21 3%
Mean	43.74	42.64	41.47	39.82	41.41	40.41	37.37	51.61	40.52	21.81	29.76	39.47	49.32	59.23	70.43	45.59	42.04	40.17	45.52
Standard Error	0.52	1.27	2.81	3.46	2.46	0.87	0.62	1.07	0.78	0.19	0.17	0.19	0.21	0.21	0.45	0.80	0.67	0.82	0.65

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Table 25
Gender
Base: All respondents

	Total	Job title							Age						Gender		Area		
		Self- emplo- -yed	Owner/ propr- -etor of a busi- -ness	Part- -ner in a busi- -ness	Empl- -yed as a direc- -tor	Empl- -yed as a mana- -ger	Empl- -yed other	Not work- -ing	Busi- -ness owners or mana- -gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer
Unweighted base	1000	119	24	9	18	153	380	314	200	85	250	237	186	150	92	446	554	333	667
Weighted base	1000	112	23	8	13	114	371	374	155	130	230	210	150	120	160	480	520	332	668
Male	480	56	19	4	10	72	163	167	101	53	104	95	71	52	104	480	-	160	320
	48%	50%	83%	43%	74%	63%	44%	45%	65%	41%	45%	45%	47%	44%	65%	100%	-	48%	48%
Female	520	56	4	5	3	42	208	207	54	77	126	115	79	68	56	-	520	172	348
	52%	50%	17%	57%	26%	37%	56%	55%	35%	59%	55%	55%	53%	56%	35%	-	100%	52%	52%

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Absolutes/col percents 21 Feb 2011

Table 26
Which area of London - Inner or Outer?
Base: All respondents

	Total	Job title							Age						Gender		Area		
		Self- emplo- -yed	Owner/ propr- -etor of a busi- -ness	Part- -ner in a busi- -ness	Empl- -yed as a direc- -tor	Empl- -yed as a mana- -ger	Empl- -yed other	Not work- -ing	Busi- -ness owners or mana- -gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer
Unweighted base	1000	119	24	9	18	153	380	314	200	85	250	237	186	150	92	446	554	333	667
Weighted base	1000	112	23	8	13	114	371	374	155	130	230	210	150	120	160	480	520	332	668
Inner London	332	39	12	2	6	47	131	103	65	55	89	73	56	25	34	160	172	332	-
	33%	35%	52%	25%	43%	41%	35%	27%	42%	43%	39%	35%	37%	21%	21%	33%	33%	100%	-
Outer London	668	73	11	6	7	68	240	272	90	75	141	137	94	95	126	320	348	-	668
	67%	65%	48%	75%	57%	59%	65%	73%	58%	57%	61%	65%	63%	79%	79%	67%	67%	-	100%

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Table 27
S2 Which borough do you live in?
Base: All respondents

	Total	Job title								Age						Gender		Area	
		Self- em- p- lo- y- ed	Owner/ pro- pri- e- tor of a busi- ness	Part- ner in a busi- ness	Em- plo- y- ed as a direc- tor	Em- plo- y- ed as a mana- ger	Em- plo- y- ed other	Not work- ing	Busi- ness own- ers or mana- gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer
Unweighted base	1000	119	24	9	18	153	380	314	200	85	250	237	186	150	92	446	554	333	667
Weighted base	1000	112	23	8	13	114	371	374	155	130	230	210	150	120	160	480	520	332	668
Barking and Dagenham	21 2%	2 1%	-	-	-	1 1%	5 1%	12 3%	1 1%	1 1%	5 2%	4 2%	3 2%	5 4%	2 1%	14 3%	7 1%	-	21 3%
Barnet	69 7%	10 9%	4 15%	1 15%	-	6 6%	19 5%	32 9%	11 7%	5 4%	9 4%	14 7%	12 8%	11 9%	18 11%	35 7%	35 7%	-	69 10%
Bexley	21 2%	4 3%	-	-	-	1 *	5 1%	12 3%	1 *	2 1%	3 2%	5 2%	3 2%	4 3%	5 3%	6 1%	15 3%	-	21 3%
Brent	28 3%	7 6%	-	1 8%	-	1 1%	12 3%	7 2%	1 1%	7 5%	7 3%	6 3%	2 1%	5 4%	2 1%	12 3%	16 3%	-	28 4%
Bromley	37 4%	2 2%	-	1 14%	1 5%	5 4%	17 5%	10 3%	7 4%	3 2%	7 3%	8 4%	7 5%	6 5%	7 4%	18 4%	19 4%	-	37 5%
Camden	29 3%	2 2%	1 5%	-	1 6%	3 3%	13 4%	9 2%	5 3%	7 6%	8 3%	5 2%	3 2%	4 3%	3 2%	15 3%	14 3%	29 9%	-
City of London	8 1%	1 1%	-	-	-	2 1%	1 *	4 1%	2 1%	3 2%	1 *	-	-	-	4 3%	3 1%	5 1%	8 2%	-
Croydon	50 5%	3 3%	1 4%	2 24%	1 8%	4 3%	22 6%	20 5%	6 4%	12 9%	12 5%	10 5%	8 6%	3 2%	6 4%	18 4%	32 6%	-	50 8%
Ealing	37 4%	4 4%	-	-	-	4 3%	19 5%	10 3%	4 2%	3 2%	15 6%	6 3%	4 3%	5 4%	3 2%	17 4%	20 4%	-	37 5%
Enfield	40 4%	6 5%	1 5%	-	1 5%	2 2%	12 3%	18 5%	4 3%	2 1%	7 3%	11 5%	9 6%	2 2%	10 6%	20 4%	19 4%	-	40 6%
Greenwich	32 3%	3 3%	-	-	-	1 1%	18 5%	10 3%	1 *	5 4%	9 4%	4 2%	3 2%	6 5%	5 3%	16 3%	16 3%	-	32 5%
Hackney	24 2%	2 2%	-	1 11%	-	2 2%	12 3%	8 2%	3 2%	3 2%	11 5%	4 2%	5 3%	2 1%	-	11 2%	12 2%	24 7%	-
Hammersmith and Fulham	10 1%	1 1%	-	-	-	3 2%	5 1%	2 *	3 2%	-	5 2%	2 1%	1 1%	2 1%	-	2 *	8 1%	10 3%	-
Haringay	26 3%	9 8%	1 6%	-	2 19%	2 2%	10 3%	4 1%	5 3%	5 4%	10 4%	6 3%	3 2%	3 2%	-	13 3%	13 2%	26 8%	-
Harrow	33 3%	4 4%	2 7%	-	-	1 1%	15 4%	11 3%	3 2%	8 6%	8 4%	5 2%	3 2%	6 5%	3 2%	17 4%	16 3%	-	33 5%
Havering	32 3%	2 2%	-	-	-	3 2%	14 4%	13 3%	3 2%	3 2%	6 3%	7 3%	4 3%	5 4%	7 4%	13 3%	19 4%	-	32 5%
Hillingdon	36 4%	5 4%	-	-	-	6 6%	6 2%	19 5%	6 4%	-	9 4%	5 2%	2 2%	4 4%	16 10%	21 4%	15 3%	-	36 5%

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Table 27
S2 Which borough do you live in?
 Base: All respondents

	Total	Job title							Age						Gender		Area		
		Self- em- p- lo- - y- e- d	Owner/ pro- pri- e- t- o- r of a b- u- s- i- - n- e- s- s	Part- n- e- r in a b- u- s- i- - n- e- s- s	Em- p- lo- - y- e- d as a d- i- r- e- c- - t- o- r	Em- p- lo- - y- e- d as a m- a- n- a- - g- e- r	Em- p- lo- - y- e- d o- t- h- e- r	Not w- o- r- k- - i- n- g	Busi- - n- e- s- s o- w- n- e- r- s o- r m- a- n- a- - g- e- r- s	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer
Weighted base	1000	112	23	8	13	114	371	374	155	130	230	210	150	120	160	480	520	332	668
Hounslow	34 3%	3 3%	1 5%	-	2 15%	4 3%	14 4%	11 3%	6 4%	2 1%	10 4%	8 4%	5 3%	6 5%	5 3%	21 4%	14 3%	-	34 5%
Islington	34 3%	1 1%	3 13%	-	1 4%	6 5%	10 3%	13 3%	9 6%	4 3%	10 4%	11 5%	7 4%	2 2%	-	13 3%	21 4%	34 10%	-
Kensington and Chelsea	11 1%	1 1%	1 3%	-	1 5%	2 2%	5 1%	4 1%	3 2%	1 1%	1 1%	3 2%	1 1%	1 1%	4 2%	9 2%	2 *	11 3%	-
Kingston Upon Thames	26 3%	1 1%	-	-	1 5%	2 2%	9 2%	13 3%	3 2%	2 2%	4 2%	8 4%	2 2%	5 4%	5 3%	16 3%	10 2%	-	26 4%
Lambeth	40 4%	4 4%	3 13%	-	1 5%	3 3%	13 4%	17 4%	7 4%	10 8%	5 2%	8 4%	7 4%	1 1%	9 6%	24 5%	17 3%	40 12%	-
Lewisham	39 4%	6 6%	-	-	1 5%	2 2%	14 4%	16 4%	3 2%	3 3%	8 3%	10 5%	10 7%	3 3%	3 2%	19 4%	19 4%	39 12%	-
Merton	35 3%	5 5%	1 3%	-	1 5%	5 4%	11 3%	12 3%	6 4%	6 4%	10 4%	5 2%	4 3%	7 6%	3 2%	15 3%	20 4%	-	35 5%
Newham	27 3%	1 1%	-	1 15%	-	4 4%	10 3%	11 3%	6 4%	6 5%	6 3%	5 2%	5 3%	1 *	5 3%	8 2%	19 4%	27 8%	-
Redbridge	31 3%	-	1 4%	-	-	8 7%	8 2%	14 4%	9 6%	-	7 3%	11 5%	5 3%	3 3%	6 3%	13 3%	18 3%	-	31 5%
Richmond Upon Thames	33 3%	3 3%	-	1 14%	1 9%	5 5%	10 3%	14 4%	8 5%	1 1%	6 2%	5 2%	8 6%	5 4%	8 5%	16 3%	17 3%	-	33 5%
Southwark	29 3%	3 3%	1 3%	-	-	7 6%	15 4%	3 1%	8 5%	7 5%	10 4%	8 4%	4 3%	1 1%	-	12 3%	17 3%	29 9%	-
Sutton	39 4%	3 3%	-	-	-	5 5%	12 3%	18 5%	5 3%	5 3%	4 2%	8 4%	7 5%	7 6%	9 5%	18 4%	21 4%	-	39 6%
Tower Hamlets	18 2%	3 3%	1 3%	-	-	1 1%	9 3%	3 1%	2 1%	3 3%	10 4%	1 *	1 *	1 1%	2 1%	9 2%	8 2%	18 5%	-
Wandsworth	27 3%	2 2%	1 3%	-	-	5 4%	10 3%	10 3%	5 3%	2 2%	3 1%	7 3%	7 5%	3 3%	5 3%	15 3%	13 2%	27 8%	-
Waltham Forest	35 4%	5 4%	1 3%	-	1 5%	4 4%	11 3%	15 4%	6 4%	9 7%	5 2%	8 4%	3 2%	3 2%	7 4%	15 3%	21 4%	-	35 5%
Westminster	10 1%	3 2%	1 4%	-	-	4 3%	4 1%	-	5 3%	-	2 1%	4 2%	3 2%	2 1%	-	6 1%	4 1%	10 3%	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Absolutes/col percents 21 Feb 2011

Table 28
Social grade
Base: All respondents

	Total	Job title							Age						Gender		Area		
		Self- emplo- -yed	Owner/ propr- -etor of a busi- -ness	Part- -ner in a busi- -ness	Empl- -yed as a direc- -tor	Empl- -yed as a mana- -ger	Empl- -yed other	Not work- -ing	Busi- -ness owners or mana- -gers	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Inner	Outer
Unweighted base	1000	119	24	9	18	153	380	314	200	85	250	237	186	150	92	446	554	333	667
Weighted base	1000	112	23	8	13	114	371	374	155	130	230	210	150	120	160	480	520	332	668
A	89 9%	7 7%	1 3%	1 17%	4 34%	27 23%	15 4%	34 9%	33 21%	8 6%	23 10%	15 7%	13 8%	12 10%	18 11%	51 11%	38 7%	21 6%	68 10%
B	231 23%	30 27%	6 27%	1 6%	5 39%	53 47%	84 23%	54 15%	65 42%	21 16%	66 29%	55 26%	36 24%	25 21%	28 17%	125 26%	106 20%	80 24%	151 23%
C1	310 31%	35 31%	6 26%	3 38%	2 17%	28 25%	167 45%	76 20%	38 24%	58 44%	71 31%	75 36%	45 30%	32 27%	29 18%	137 29%	173 33%	119 36%	191 29%
C2	150 15%	27 24%	6 26%	1 12%	1 10%	4 3%	64 17%	52 14%	11 7%	19 15%	37 16%	34 16%	22 15%	16 13%	23 14%	72 15%	78 15%	41 12%	109 16%
D	67 7%	9 8%	4 18%	2 28%	- -	1 1%	38 10%	14 4%	8 5%	15 12%	17 7%	7 3%	12 8%	9 8%	7 4%	29 6%	37 7%	20 6%	46 7%
E	153 15%	4 3%	- -	- -	- -	1 1%	4 1%	144 39%	1 1%	9 7%	16 7%	24 12%	23 15%	26 21%	56 35%	65 14%	88 17%	49 15%	104 16%