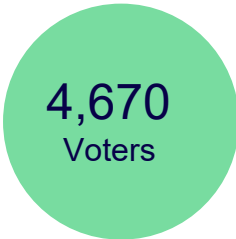




Platform used: Give My View



Voter Segmentation



Key Insights

Pre-March 2020, 50% of voters said they would work in the Square Mile every working day. When rules allow this drops to just 15%.

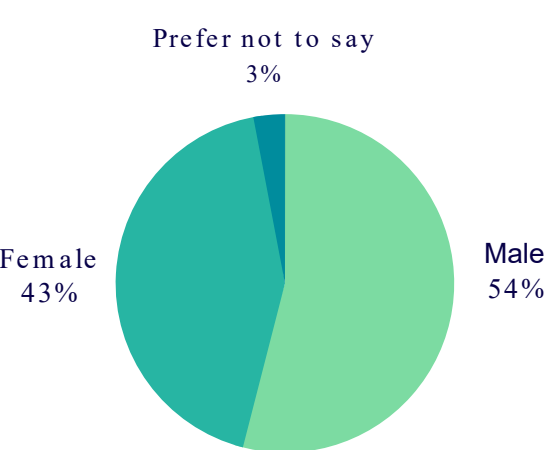


Pre-March 2020, just 17% of voters said they would work in the Square Mile some days. When rules allow, the number of voters increases to 52%. Perceptions have switched and flexible working is now the new normal.

Interestingly attitudes to leisure activity have stayed the same. Eating & drinking out scored 81% and 85%. This indicates that when people are in the Square Mile they will enjoy the City's sights in the same way as pre-March 2020.



Gender breakdown



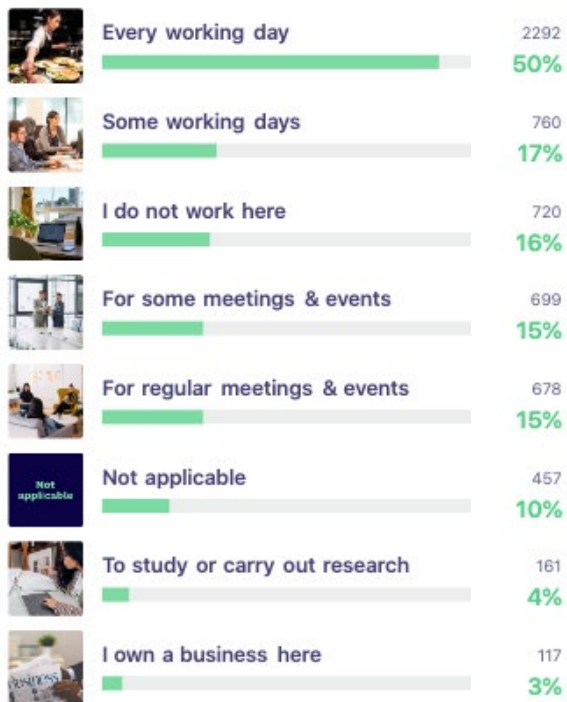
Digital Engagement
1st – 25th Feb 2021

Voter locations

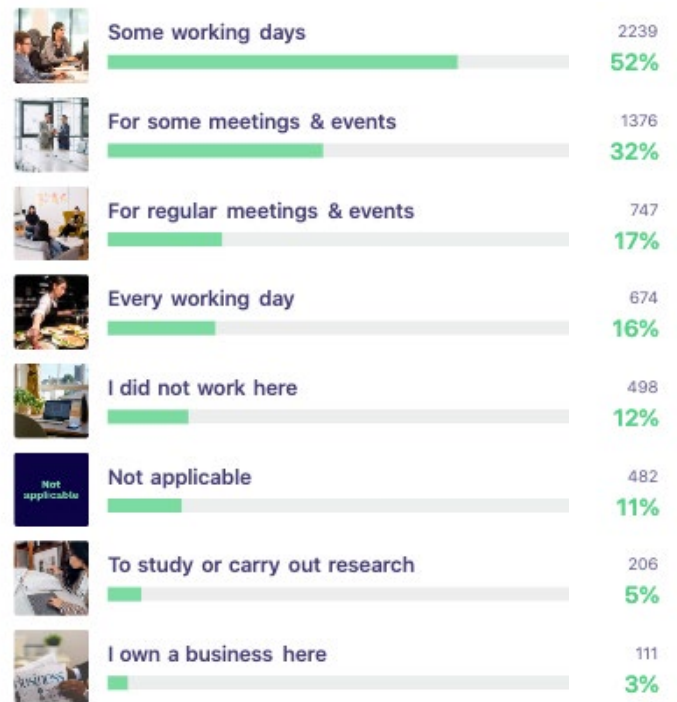


How did/would you use the Square Mile for work?

Before March 2020



When rules allow



Data-Driven Insight:

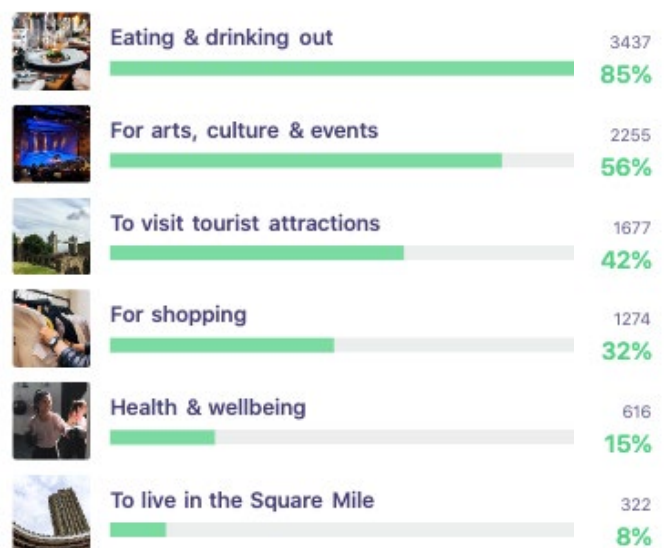
The two questions above allow us to see a clear intention to change the frequency people are in the Square Mile for work. 'Some working days' and 'for some meetings & events' rose to the top 'when rules allow'. 'Every working day' dropped from first place at 50% to fourth place at 16%.

How did/would you use the Square Mile for leisure?

Before March 2020



When rules allow



The leisure results are very different from the working activity of the Square Mile's voters in that the order of answers does not change. It seems that people are just as, if not more, keen to use the Square Mile to enjoy themselves, whether eating, drinking or seeing art and culture. Therefore, it seems that people still want to utilise the City's offer and attractions. Sub-group analysis shows that the groups using the Square Mile for leisure are likely to change, with some less likely and some more likely, with no net effect.

N.B. The percentages quoted on this page relate only to those who chose to answer these questions, rather than all survey respondents. Percentages quoted in the paper however relate to all survey respondents.