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| Committee(s): Communications & Corporate Affairs Sub Committee – For information Policy and Resources Committee – For information | Dated: 14 February 2023 23 February 2023 |
| Subject: Results of survey of City residents and workers | Public |
| Which outcomes in the City Corporation’s Corporate Plan does this proposal aim to impact directly? | 1-12 |
| Does this proposal require extra revenue and/or capital spending? | No |
| If so, how much? | N/A |
| What is the source of Funding? | N/A |
| Has this Funding Source been agreed with the Chamberlain’s Department? | N/A |
| Report of: Bob Roberts, Deputy Town Clerk and Executive Director of Communications and External Affairs | For Discussion |
| Report authors: Yassar Abbas, Town Clerk’s Department Mark Gettleson, Town Clerk’s Department | |

Summary

In June 2022, Members agreed that a polling organisation be commissioned to carry out a survey of 500 City residents and 1,000 City workers.

The aim of the survey was to help determine satisfaction levels with the services we provide and perceptions of the City as a place to live and work, to see how well we are delivering against the Corporate Plan and help shape future versions.

This report summarises some of the key findings from the survey, which was conducted between October and December 2022 by DJS Research.

Recommendation(s)

Members are asked to note this report summarising key findings from the survey and the detailed report compiled by DJS Research attached as Appendix 1.

Main Report

Background

1. The City of London Corporation last carried out surveys of four key City stakeholders (workers, residents, businesses, and senior executives) in 2013.
2. In June 2022, Members agreed that a polling organisation be commissioned to carry out a survey of City residents and workers.
3. A competitive tendering process was undertaken between July and August 2022, which was won by DJS Research.

Current Position

4. Polling was successfully conducted by DJS Research between October and December 2022, with results now available. A summary of some of the key findings is provided below and the full survey is attached.
5. This poll broadly presents a positive picture of the Square Mile and the City Corporation. It shows:
 - 90% of residents are satisfied (very or fairly) with the City as a place to live and 90% of workers are satisfied with the City as a place to work.
 - The vast majority of residents (around 90%) also agree that the City of London is safe, clean, visually attractive, has good shops, bars and restaurants, and is enjoyable to walk around. Slightly less workers agree on each of these points.
 - Over two thirds of residents (69%) and workers (74%) are satisfied with the way the City Corporation performs its functions.
 - 12% of residents are unfavourable towards the City Corporation – and 13% are not satisfied with the way it performs its functions.
 - Satisfaction levels with the way the City Corporation performs its functions have dropped since 2013 when they were for 87% for residents and 75% for workers. This is however, in line with LGA polling which shows satisfaction levels with local councils currently averaging just over 60% and steadily going down over the last year from just over 70%.

Proposals

6. We intend to share the findings with Chief Officers for them to consider the findings and what they mean for their service areas.

Key Data

7. The survey was completed by 1,523 individuals. This consists of 416 residents, 979 workers, and 128 who both live and work in the City of London, providing a robust sample size with a low margin of error for residents and workers. Quotas were set to help ensure the views of a diverse range of people were obtained.

Corporate & Strategic Implications

Strategic implications – The full survey results will contain findings relevant to many areas of the City Corporation’s work. They will assist Chief Officers in determining how well the organisation is performing against the aims of our current Corporate Plan. They also offer an opportunity to understand how important different policies are to residents and workers.

Financial implications - None

Resource implications - None

Legal implications - None

Risk implications - None

Equalities implications – The results of the survey help indicate the diverse resident and worker demographics of the City. This will assist the City Corporation in ensuring the services it provides meet the needs of all those who live and work here.

Climate implications - None

Security implications - None

Conclusion

8. Nearly a decade has passed since the City Corporation commissioned an independent polling company to survey key City stakeholders. Since then, there have been major changes in the way people live and work, and in how businesses operate, many of which have been spurred on by the COVID-19 pandemic.
9. The results of this survey provide a valuable and timely insight into satisfaction levels with the services we provide and perceptions of the City of London and the City Corporation, amongst residents and workers.
10. The results of this survey will be used as a baseline on which to measure future performance.

Appendices

- Appendix 1 – Residents and Workers Report: City of London prepared by DJS

Background Papers

Survey of City residents and workers report of the Deputy Town Clerk - 7 June 2022

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Appendix 1 – Residents and Workers Report: City of London prepared by DJS

Prepared for:



Residents & Workers Report:

City of London

December 2022

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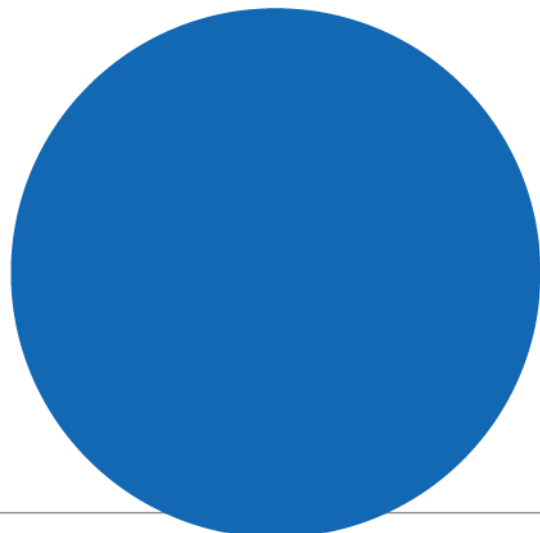
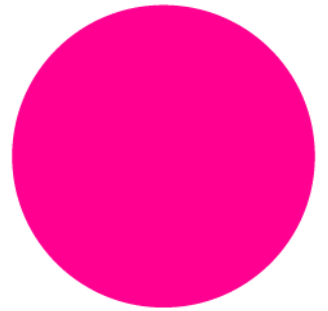
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Introduction



Background and context

The City of London Corporation is the governing body of the City of London, or Square Mile which is the major business and financial centre within London. The City boundaries reach from Temple to the Tower of London on the River Thames, including west to east, Chancery Lane and Liverpool Street.

The City has an estimated resident population of c.9,401 (ONS 2016 estimate) and over 500,000 workers.

The City Corporation are looking to investigate residents' and workers' satisfaction levels of the City and the City Corporation's work, and the services provided in order to measure how well these were being delivered against the current City Corporate plan as well as to help shape future plans.

As a result, the City Corporation commissioned DJS Research Ltd, an independent market research agency to conduct surveys on its behalf for both its residents and workers.

Research Methodology

The research was conducted via two methodologies:

- Face to face interviews
- Online survey

In total, 1,523 interviews were completed.

Face to face interviews

Interviews were conducted across various locations within the City Boundary.

Interviewing shifts were carried out between 13th October and 6th December 2022 with a mix of interviews during the week and weekend. In order to achieve surveys with residents, a door-to-door approach was adopted where possible. Where it was not possible to conduct interviews this way with residents, in-street interviews were conducted instead close to local amenities within a residential vicinity.

In-street interviews were primarily used to obtain feedback from City workers with interviewers located near coffee shops and business premises within the City.

In total, **1,243** face to face interviews were conducted with residents (373), workers (814) and those who both lived and worked in the City (56).

All the interviewers used for the research project were fully trained to IQCS (i.e. the Market Research Industry) Standards and abided by the Market Research Society Code of Conduct.

Online Survey

In order to boost the interview numbers, an online version of the survey was set up and sent out to panelists located in the City to complete.

The online survey was live between 1st and 15th November 2022 and in total **280** surveys were completed with residents (43), workers (166) and those who both lived and worked in the City (72).

The below table shows the total split by methodology:

Table 1: Methodology
(all responses: Total=1,523).

| Respondent type | No. responses | % responses |
|------------------------|----------------------|--------------------|
| CAPI (Face to Face) | 1243 | 82% |
| Online | 280 | 18% |

A similar satisfaction study was also conducted in 2013. Where applicable, we have included references to 2013 scores for tracking/comparison purposes. While a lot will have changed over the past decade, not least the impact of the Covid-19 pandemic, there are still interesting comparisons that can be made from the 2022 survey and 2013 survey where questions were the same.

*Please note that some percentages throughout may be out by 1 or 2 percent when comparing net scores to individual percentage scores added together, this is due to rounding.

Preface

This poll broadly presents a very positive picture of the Square Mile and the City Corporation – which is remarkably consistent with when it was last conducted in 2013 and with previous years. The majority of residents and workers like living and working in the City, especially it's great transport links, are satisfied with the job we do and believe the policies we are pursuing are important. The City itself is seen positively across a series of metrics, though is not seen as especially "fun". This is in line with LGA polling which shows the vast majority of people across the country are currently satisfied with their local area and their local authority.

There is more of a feeling of optimism than pessimism about where the City is headed, and more people feel it's changed for the better over the past five years than changed for the worse. This correlates with a recent YouGov poll which showed almost all authorities nationwide, where more people felt their area had improved, were in inner London.

As has been seen in previous years, residents are significantly more familiar with the City Corporation than workers, reflecting the fact they have no other local authority and we make a more direct impact on their daily lives. A small but significant minority of residents are unfavourable towards the City Corporation (12%) – and not satisfied with the way it performs its functions (13%). Those who have been here longer are less satisfied – either meaning they've had longer to build up a bad picture, or more likely that they don't have anywhere else to compare it with (3% of new arrivals rising to 17% of those here more than twenty years). About 1 in 5 residents think we do a bad job on consultation and shaping the built environment. Despite strong scores across a range of topics, 36% of residents do not see us as "listening" and 33% as "caring about people like me". However, while listening more to residents is very important to the most residents (62%) – all other policies tested were also seen as important, including ensuring the City remains attractive to business, improving footfall in local SMEs, as well as achieving net zero by 2040.

Whilst a sizeable proportion of residents continue to give us a top rating for providing value for money (44%), this has dropped by 29 points since 2013. This reflects the

results of recent LGA polling which show a downward trajectory on this metric nationwide over the last year and may reflect a broader economic picture amid a cost-of-living crisis. This may also be a driver behind the decrease in satisfaction levels with how the City Corporation performs its functions.

Among workers, there is more indifference to us than among residents and they are less likely to have had a direct interaction with the City Corporation (20% of workers have had no interaction at all vs 3% of residents). Visits to physical spaces, including the Barbican Centre and open spaces, are the most common interaction both workers and residents have had with us. Along with support for business, workers see achieving net zero as the most important City policy tested.

Media habits of residents and workers likely reflect their respective age profile. Quality traditional media is extremely important for our residents, with half following BBC News most days, 4 in 10 looking at a broadsheet newspaper, and notably few reading tabloids regularly. While social media is of high importance in reaching workers, with almost half using Instagram most days (3 in 10 every day), use of both Instagram and Facebook is also significant among residents.

2022 vs 2013 survey

In 2022, 72% of residents feel they know the City Corporation either very or fairly well vs 67% in 2013. Workers saw a significant increase in how well they knew the City Corporation, with 51% stating they know them well vs 36% in 2013.

90% of residents are satisfied with the City as a place to live vs 95% in 2013 and 90% of workers say they are satisfied with the City as a place to work vs 92% in 2013.

69% of residents are either very or fairly satisfied with the way the City Corporation performs its functions which is a significant drop when compared to 87% in 2013. 74% of workers are satisfied in 2022 and this practically mirrors 2013's score of 75%.

2022 has seen a significant drop in residents agreeing that the City Corporation represents good value for money, with 45% rating 1 or 2 (with 1 being great extent and 5 being not at all) compared to 73% in 2013. 49% of workers in 2022 agree they provide value for money, giving them a rating of 1 or 2 which is similar to 2013, where 50% of workers gave a rating of 1 or 2.

Executive Summary

Both workers and residents were interviewed either face to face or online to gauge their views on the City (also known as the Square Mile) and the City Corporation.

Knowledge

The majority of residents (91%) know the City well (very or fairly well) with just 4% stating they know it not well or not at all well. Just under three quarters (72%) said they know the City Corporation either very or fairly well. In comparison, eight out of ten (83%) of workers say they know the City either very or fairly well and around half (51%) said they know the City Corporation (very or fairly well)

Favourability

Nine in ten of all residents are favourable (either very or somewhat) towards the City (91%) and two thirds (67%) of all residents favorable towards the City Corporation. 88% of workers feel favourable towards the City, which is similar to residents. Workers are also similar to residents when it comes to how favourable they are with the City Corporation, with 64% being very or somewhat favourable.

Place to live and work

Around six in ten (59%) of all residents are very satisfied with the City as a place to live, whereas 45% of workers are very satisfied with the City as a place to work. Around half (47%) of residents who also work in the City are very satisfied. In comparison, just over half (52%) of those who live and work in the City are very satisfied with the City as a place to work. Those who are 65+ tend to be the most satisfied with the City as a place to live (74% are very satisfied), and those in Socio-Economic Group (SEG) AB tend to be the most satisfied with the City as a place to work (48% = very satisfied).

Attribute ratings for the City as a place

Almost all residents (97%) and workers (94%) either strongly or somewhat agree that the City has good transport connections. Around 9 out of 10 residents would strongly or somewhat agree that the City is safe, clean, visually attractive, has good transport connections, enjoyable to walk around and has good shops, bars and restaurants (between 88% and 92%). The lowest rated attribute from workers and residents is seeing the City as fun, with 75% of workers and 77% of residents in the City stating they either strongly agree or somewhat agree with the statement.

The City Corporation

Around two out of three (69%) of residents are satisfied (very or fairly) with the way the City Corporation performs its functions whereas three quarters (74%) of workers tend to be very or fairly satisfied.

32% of residents feel to a great extent, that the City Corporation is committed to the success of the UK economy. This is followed by an effective method of local Government with a quarter (27%) giving this the highest rating. The highest rated attribute for the City Corporation amongst workers is also being committed to the success of the UK economy, with 27% rating this 1 - Great extent. This is again followed by an effective method of local Government with a quarter (26%) giving this the highest rating.

Ensuring the City remains an attractive place for businesses to locate is considered the most important policy for the City Corporation by workers, with 9 in 10 (90%) choosing this. Achieving net zero in the City by 2040 was the second policy considered important by those who work in the City (89%). The top policy for residents when asked how important they considered them to be was for the City Corporation to listen more to the views of local residents, with 91% saying this was important (very or somewhat).

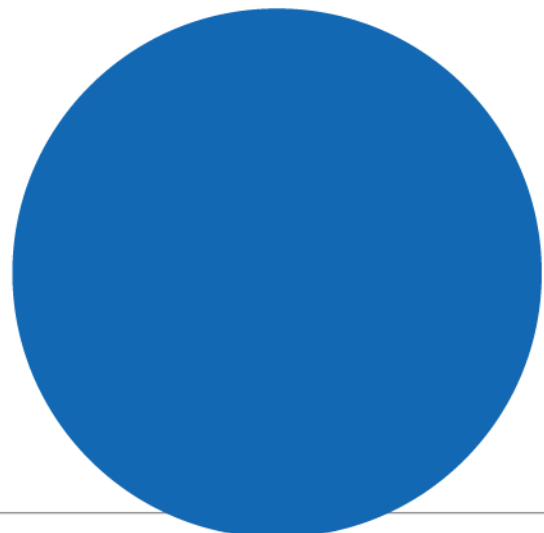
NPS score for City as a place to live or work

When recommending the City as a place to live or work to a friend or colleague, 47% of everyone surveyed said they would recommend the City (giving a score of 9 or 10 out of 10) and are classed as a promoter. Only 14% would not recommend it (scoring between 0 and 6) and are classed as a detractor. When you take the detractor figure away from the promoter figure, you are given a net promoter score (NPS), which in this case equals 33%, this is considered a good score. Residents NPS is at 38% and workers NPS is at 30%. The NPS is a number from -100 through to +100, scores higher than 0 are typically considered good, above 50 are considered excellent. Residents, workers and the two combined all have NPS ratings that are good.

Interactions with the City Corporation

Three quarters of residents (76%) have visited the Barbican Centre while half (50%) have visited the Mansion House, whilst social media was their least popular way of interacting with the City Corporation (22%). Visiting the Barbican Centre was also the most popular interaction for workers, with 53% saying they had done this. Two fifths of workers (42%) Visited a City managed open space.

General attitudes

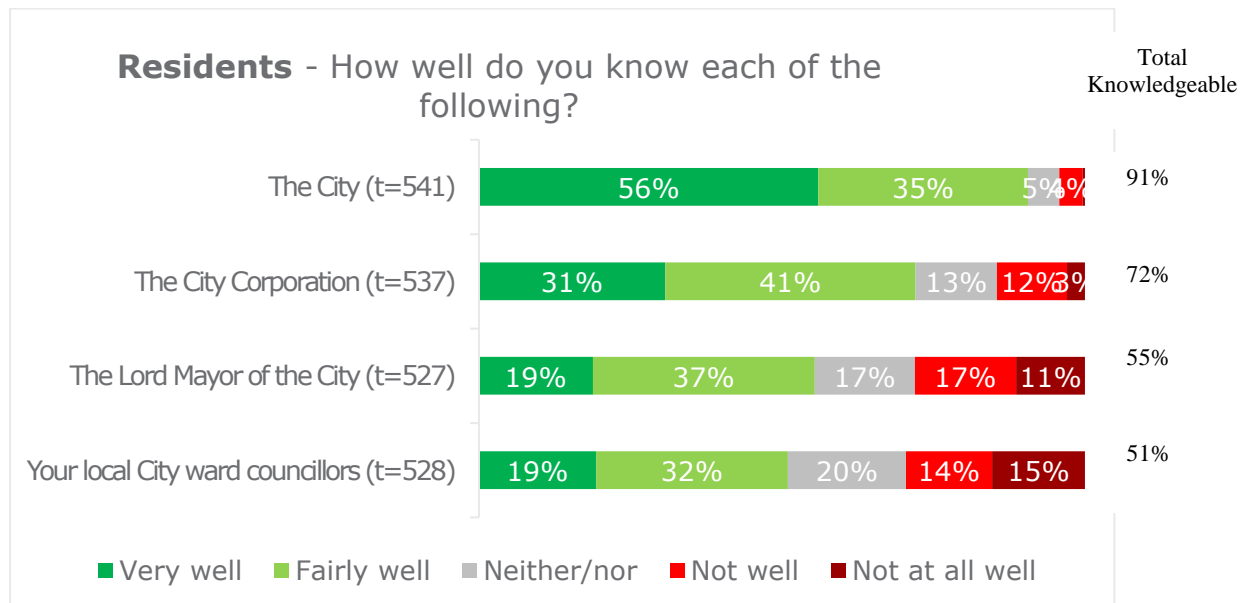


Q09. How well do you feel you know each of the following?

When asking residents how well they know certain aspects of the City, 91% said they know the City either very or fairly well.

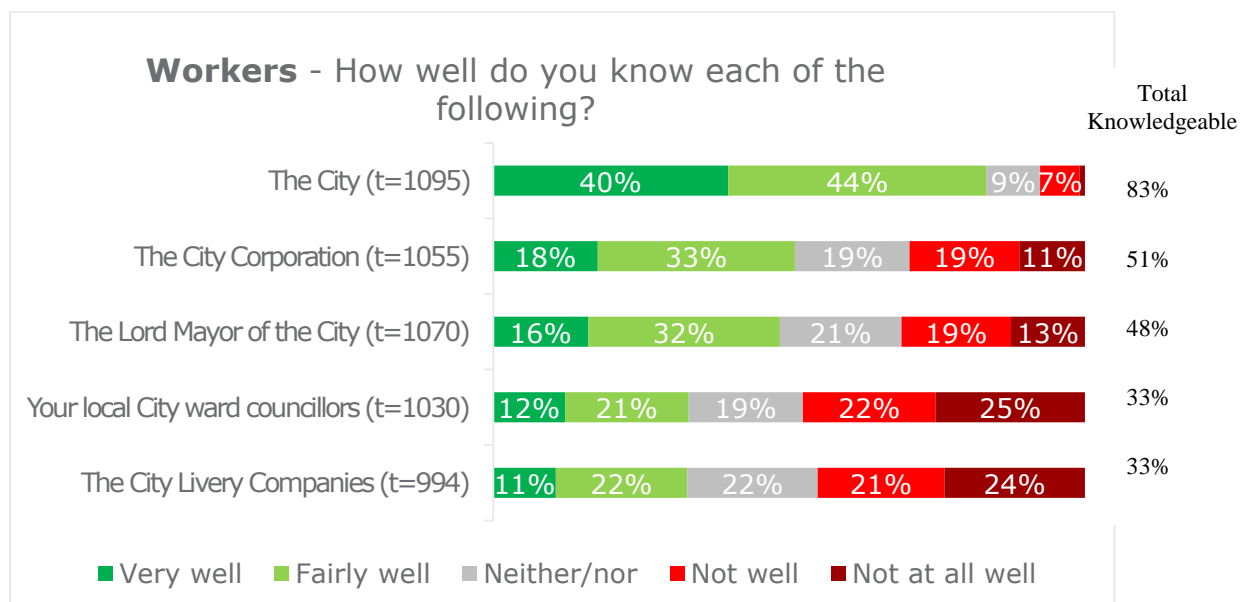
Just under three quarters (72%) said they know the City Corporation either very or fairly well, an increase since the research was conducted in 2013 where 67% of residents said they knew the City Corporation either very or fairly well.

Around half (55%) are knowledgeable of the Lord Mayor and 51% also know their local ward councillors, stating they know them either very or fairly well.



8 out of 10 workers (83%) say they know the City either very or fairly well.

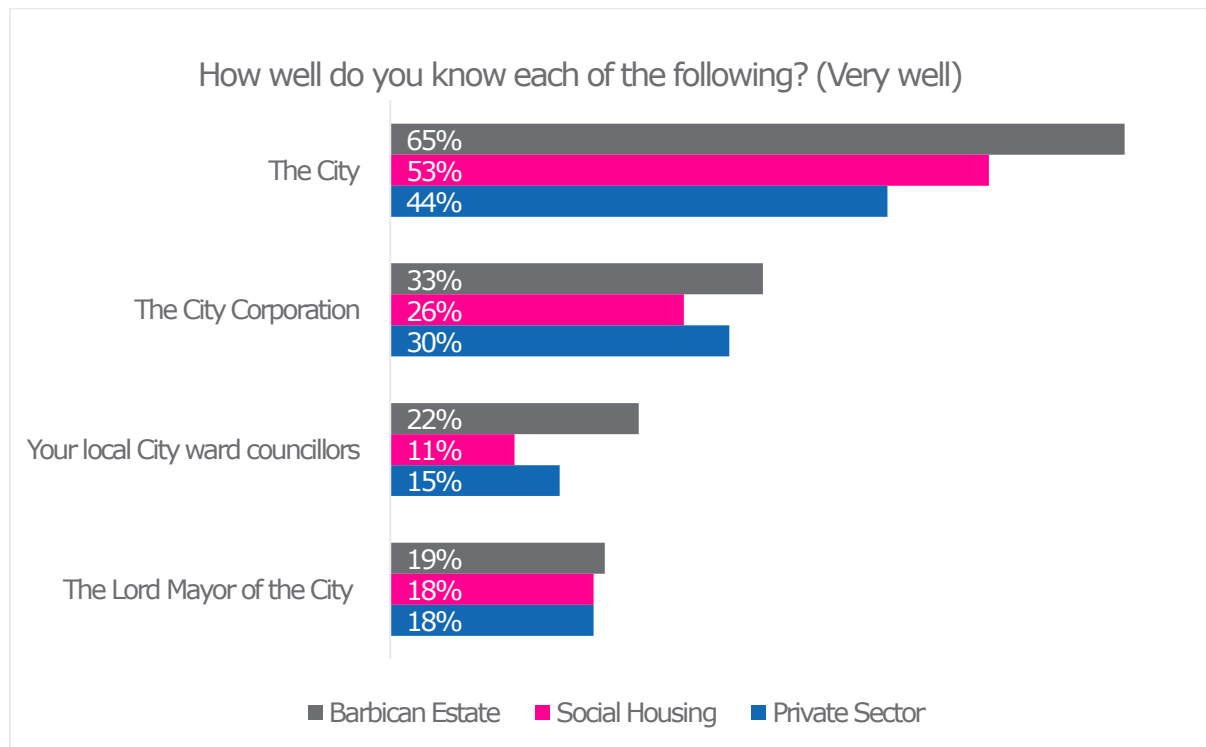
Around half (51%) said they are knowledgeable (very or fairly) of the City Corporation; this is an increase on 2013 where 36% of workers said they know the City Corporation either very or fairly well.



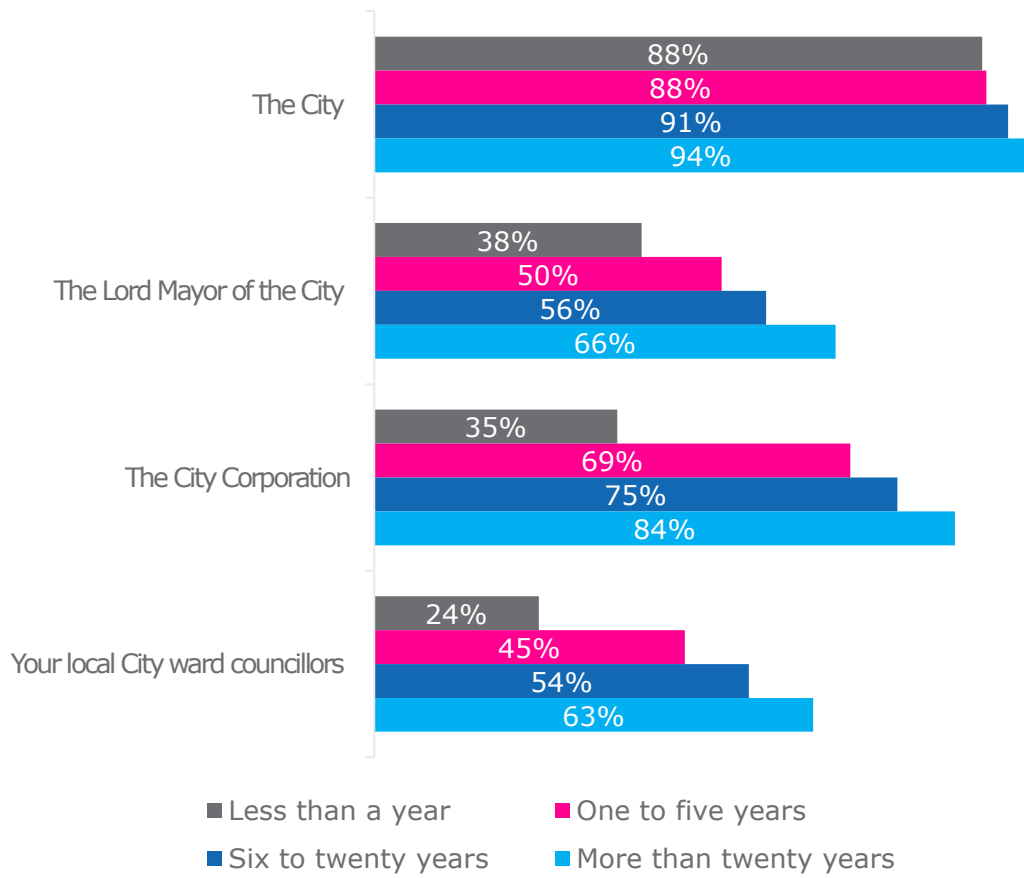
Those at the Barbican Estate (22%) tend to know their local ward councillors very well, more than residents in the Private Sector (15%) or Social Housing (11%).

The Barbican Estate, Social Housing and Private Sector residents seem to all be on par when it comes to knowing the Lord Mayor, with between 18% and 19% stating they know the Lord Mayor very well.

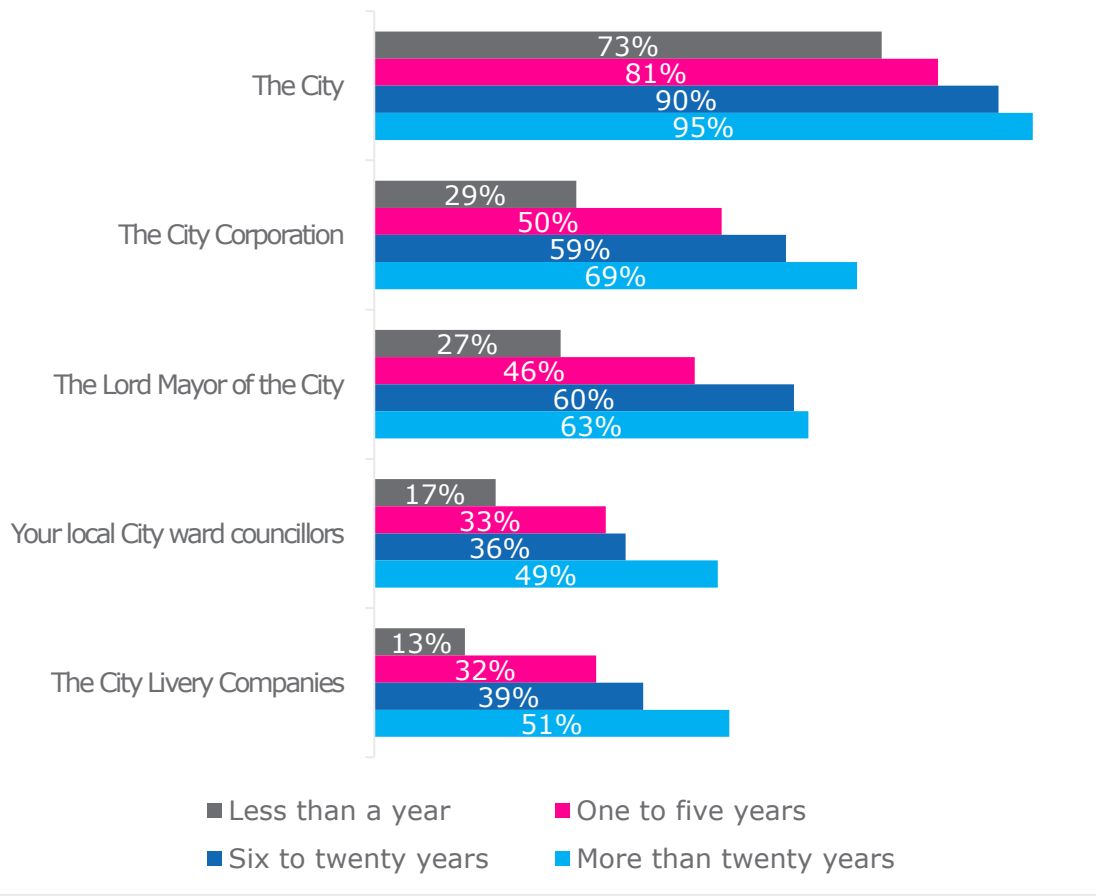
Barbican Estate and Private Sector residents are similar when it comes to knowing the City Corporation, with 33% at Barbican Estate and 30% of Private Sector residents saying they know it very well.



Length of time **living** in the City - How well do you know each of the following?
 (total = knowledgeable)



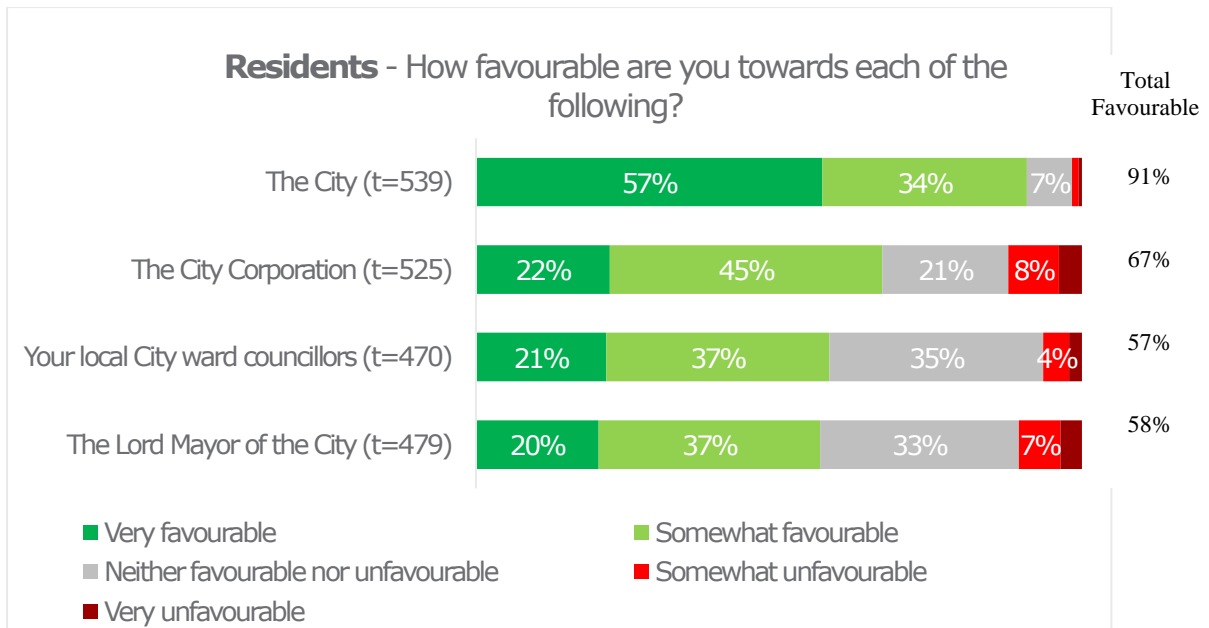
Length of time **working** in the City - How well do you know each of the following?
(total = knowledgeable)



Q10. Overall, how favourable are you towards each of the following?

91% of residents are either very or somewhat favourable towards the City.

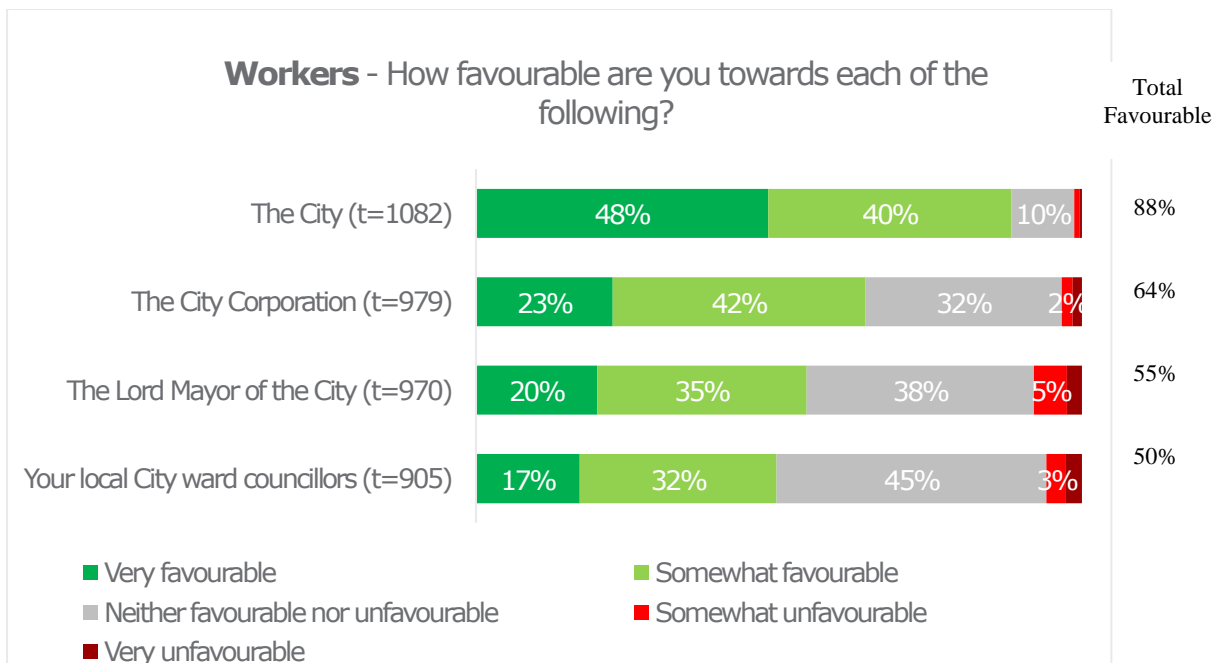
One fifth are very favourable towards the Lord Mayor (20%) and local ward councillors (21%).



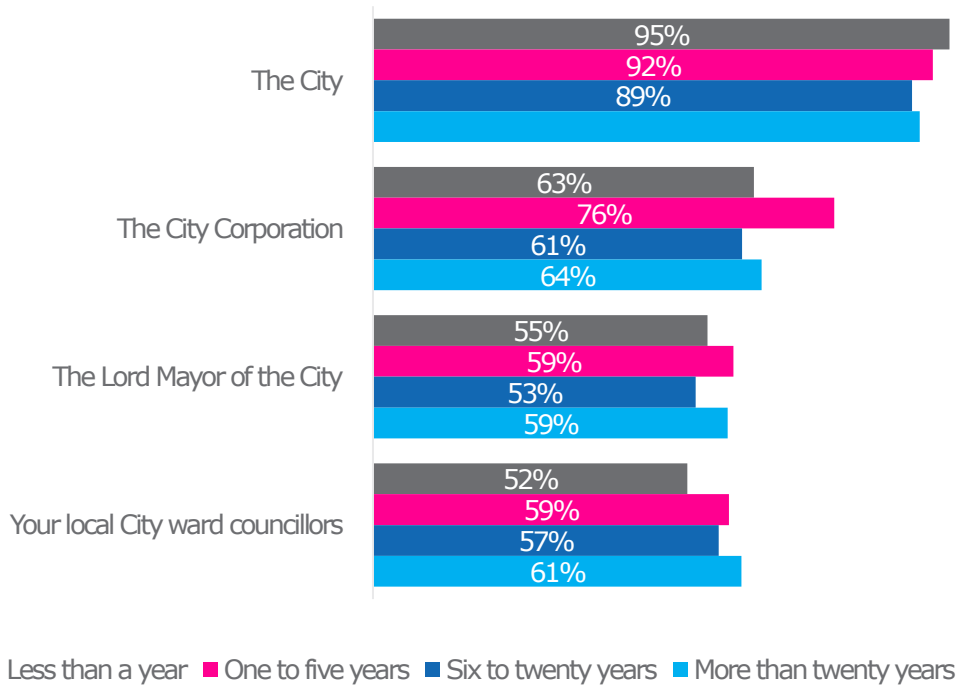
88% of workers are very or somewhat favourable towards the City, a similar score to residents (91%).

Almost two thirds (64%) are very or somewhat favourable towards the City Corporation, this is also similar to residents, of which two thirds (67%) also said they were favourable towards the City Corporation.

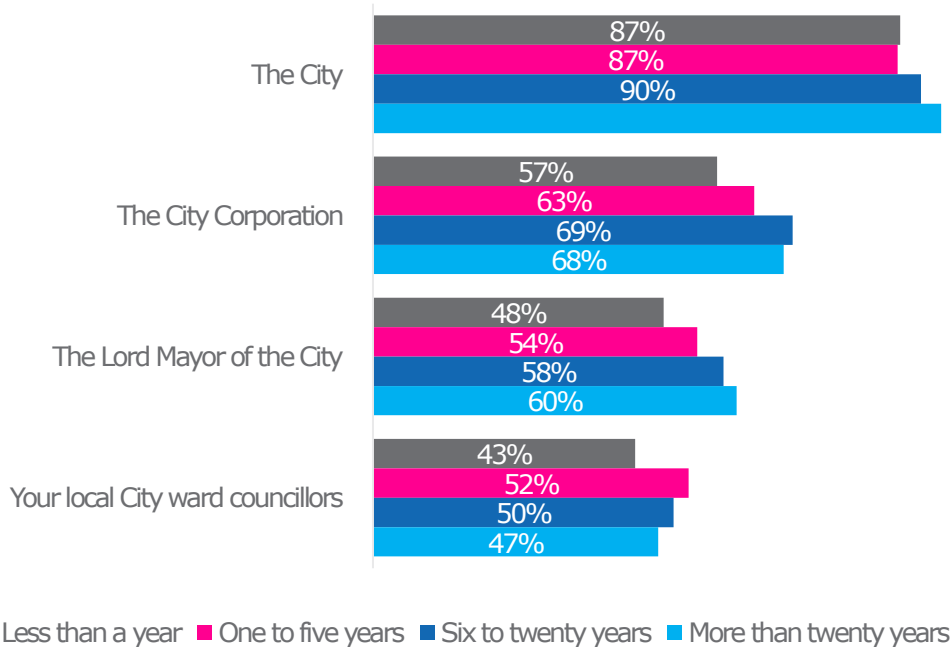
Only 17% are very favourable towards the City local ward councillors.



Length of time **living** in the City - How favourable are you towards each of the following?



Length of time **working** in the City - How favourable are you towards each of the following?



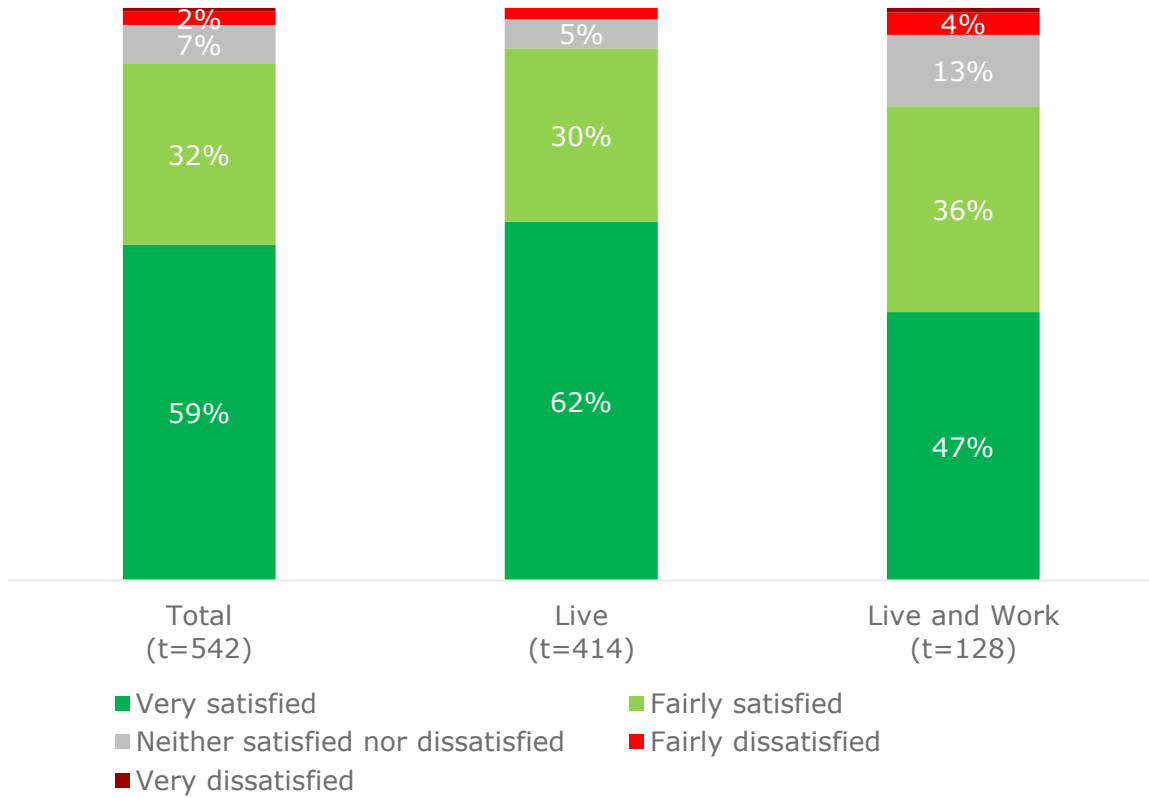
Q11a. How satisfied are you with the City as a place to live?

Overall, three fifths (59%) of those who live in the City are very satisfied. Of those who both live and work there, nearly half (47%) are very satisfied with the City as a place to live.

Compared to 2013, there has been a slight decrease in the total satisfaction (very and fairly) with the City as a place to live, 90% in 2022 vs 95% in 2013, although this is still a very similar score.

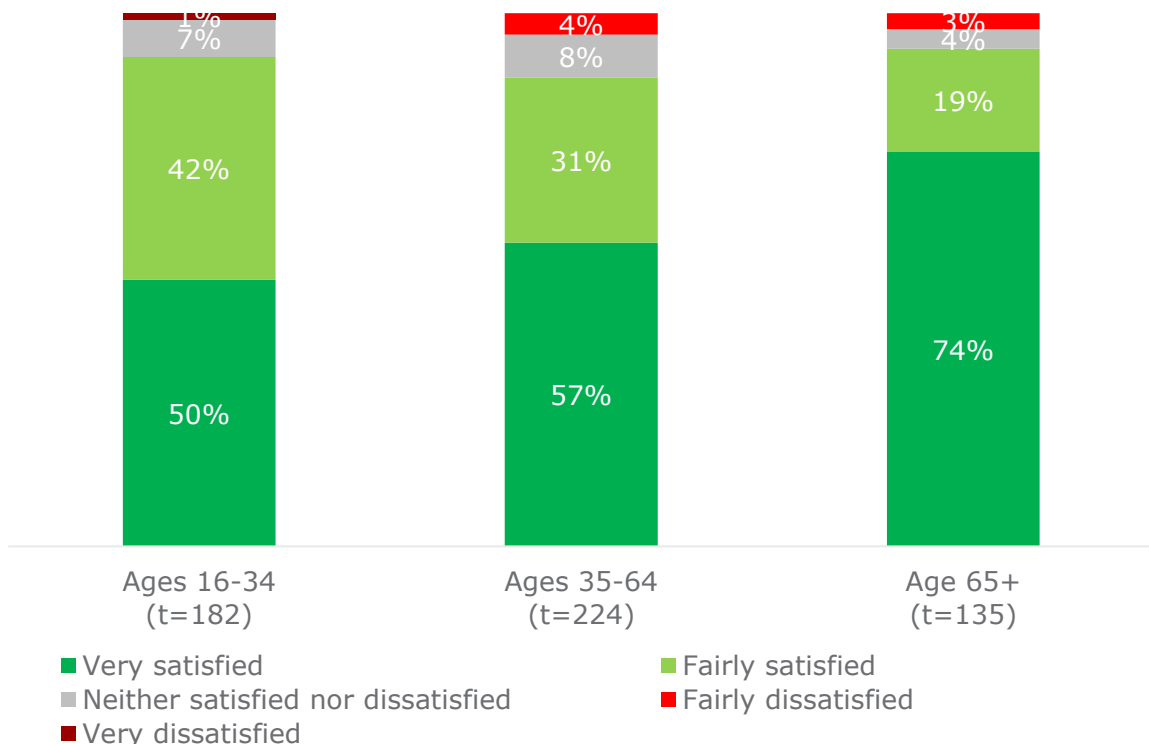
Although these results are very positive, they are in line with LGA polling which shows most people (80%) are satisfied with their local area across the country.

How satisfied are you living in the City?



Three quarters (74%) of residents aged 65+ are very satisfied with the City as a place to live, this is significantly greater compared to residents who are aged 16-34 (50%) and 35-64 (57%).

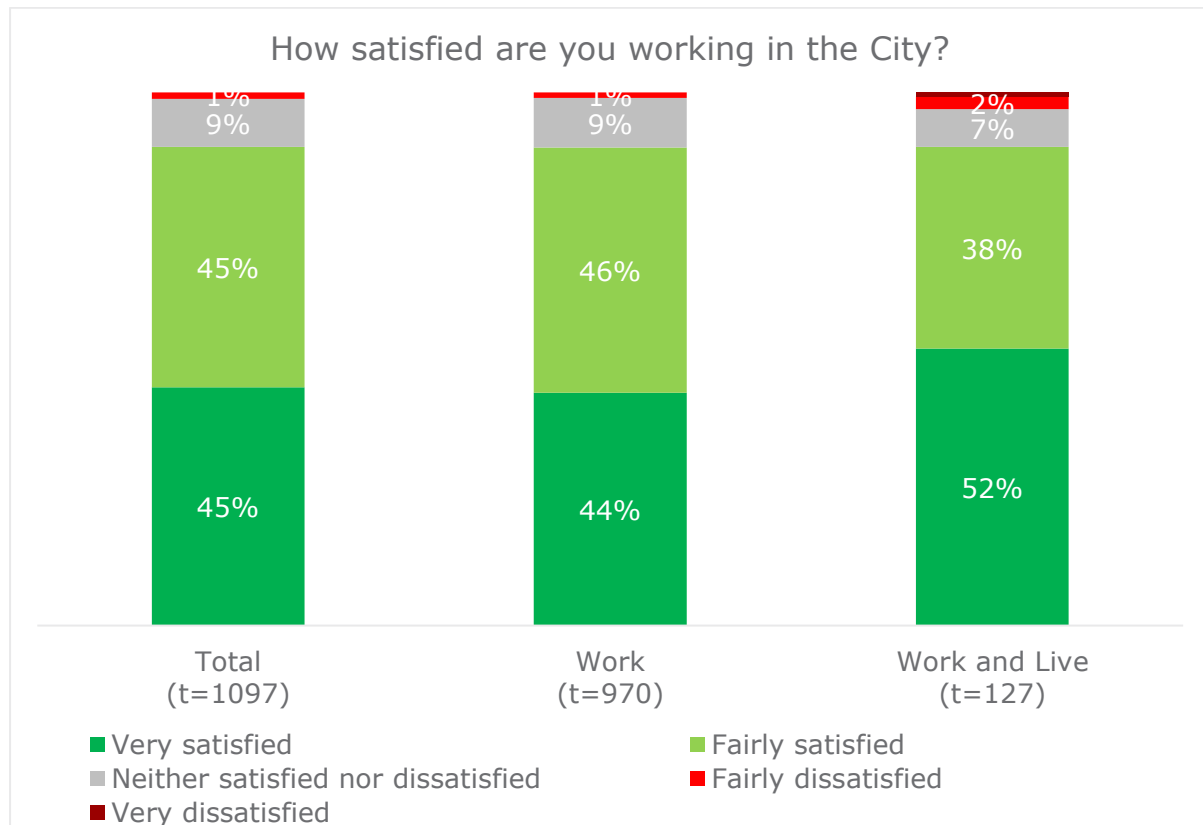
Residents - How satisfied are you living in the City?



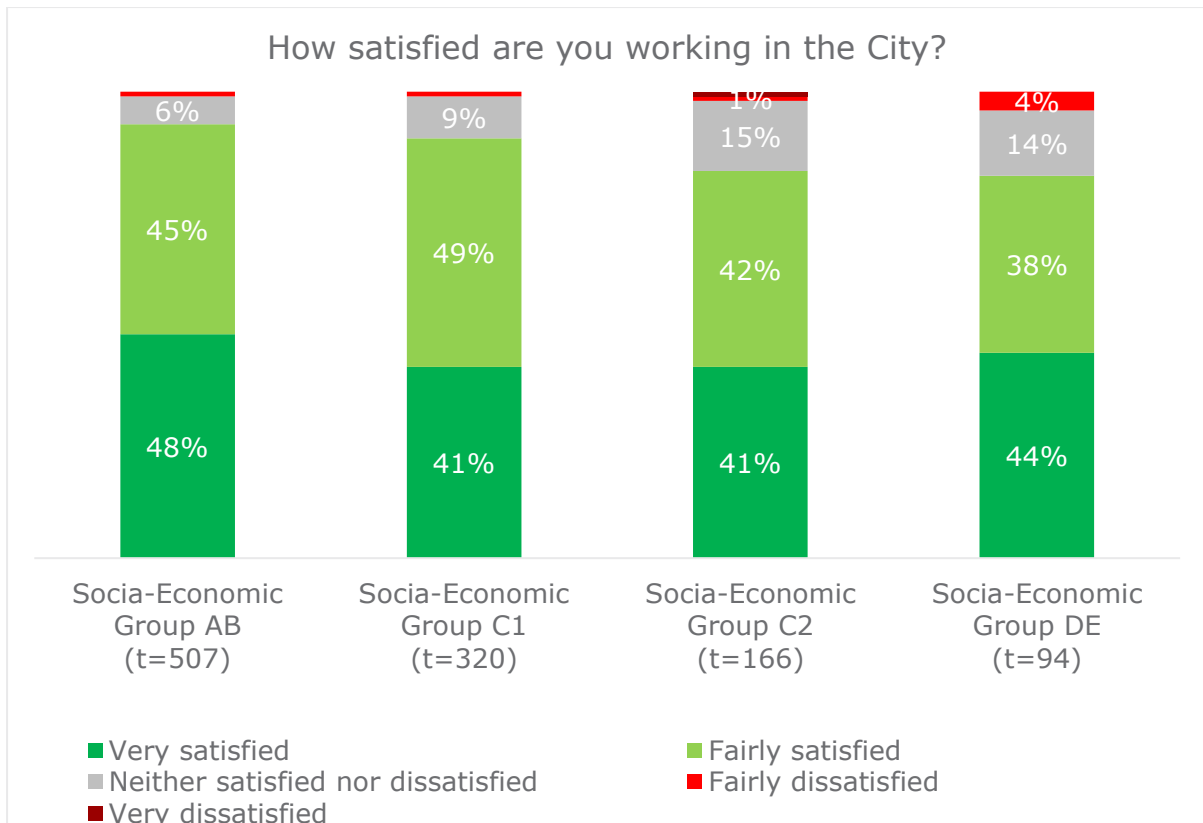
Q11b. How satisfied are you with the City as a place to work?

Overall, 90% of those who work in the City are either very or fairly satisfied, a very slight decrease from 2013 (92%).

Over half (52%) of those who both live and work in the City are very satisfied with working in the City compared to those who just work, at 44%.



9 in 10 of those who fall into Socio-Economic Groups A, B, and C1 are either very or fairly satisfied with City as a place to work, this is significantly greater than those in C2 (83%) and those in group D and E (82%) that are either very or fairly satisfied with the City as a place to work.



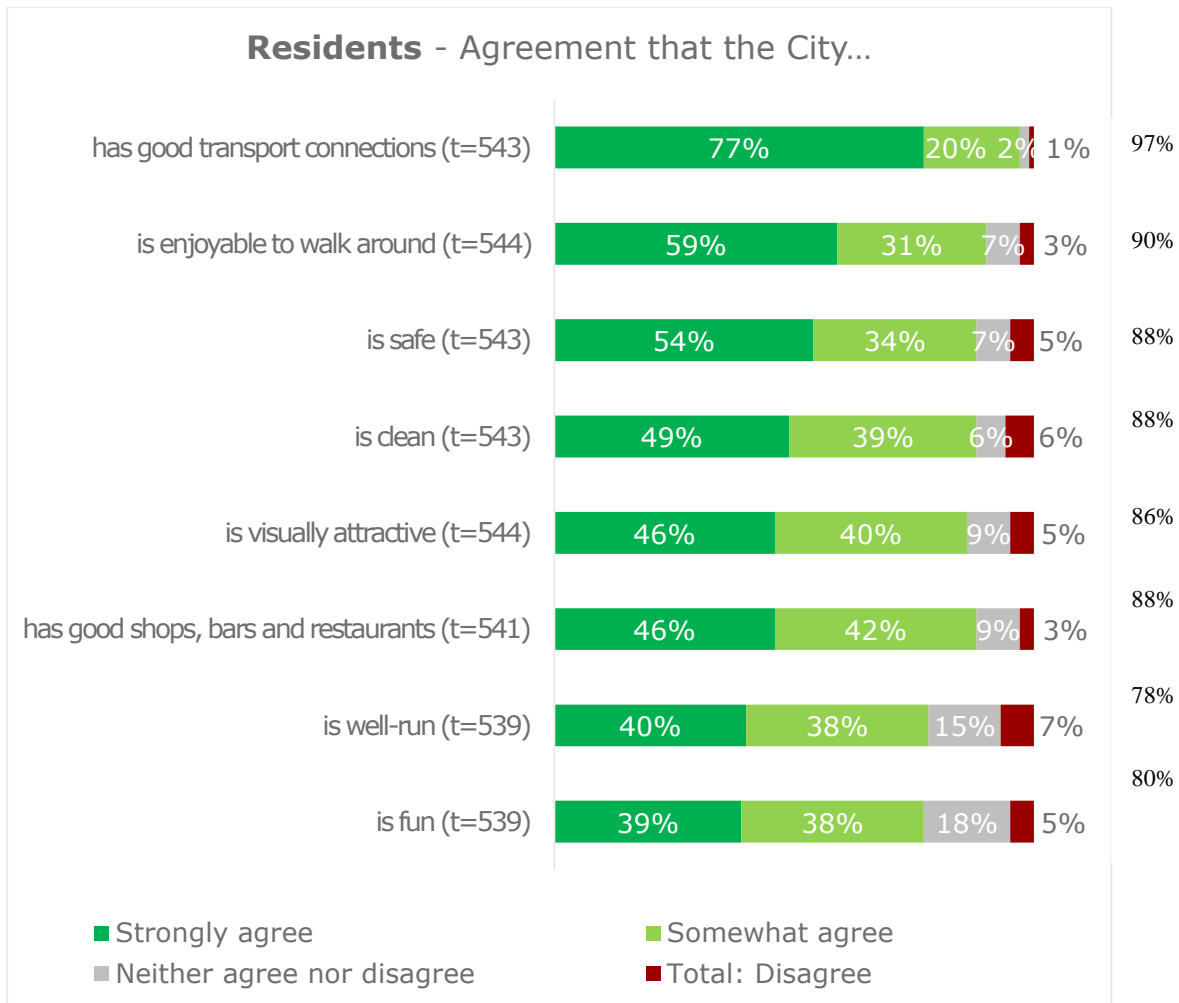
Q12. How much do you agree that the City as a place is...

Good transport links was the highest rated attribute of the City, with 81% of residents and 77% of residents who also work in the City strongly agreeing that the City has good transport connections.

Around 9 out of 10 would strongly or somewhat agree that the City is safe, clean, visually attractive, has good transport connections, enjoyable to walk around and has good shops, bars and restaurants (between 88% and 92%).

Almost two in five residents (37%) and residents who also work in the City (39%), strongly agree that the City is fun, while 40% strongly agree that it is well-run.

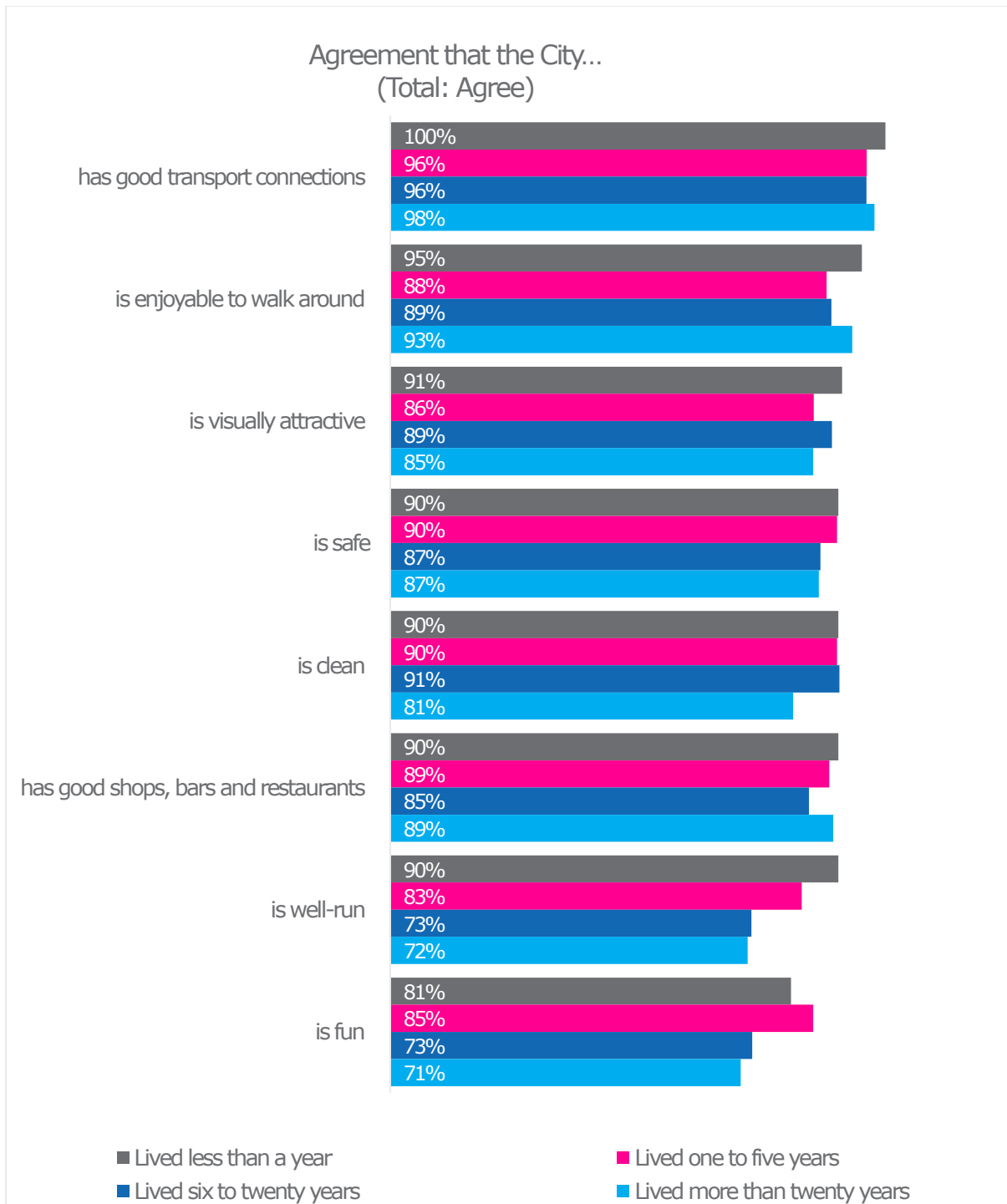
Total Agree



Those who have lived in the City between one and twenty years are significantly more likely to agree that the City is clean compared to those who have lived there for more than 20 Years.

Those who have lived in the City for six to twenty years are significantly less likely to agree that the City is visually attractive, compared to those who have lived there for five years or less.

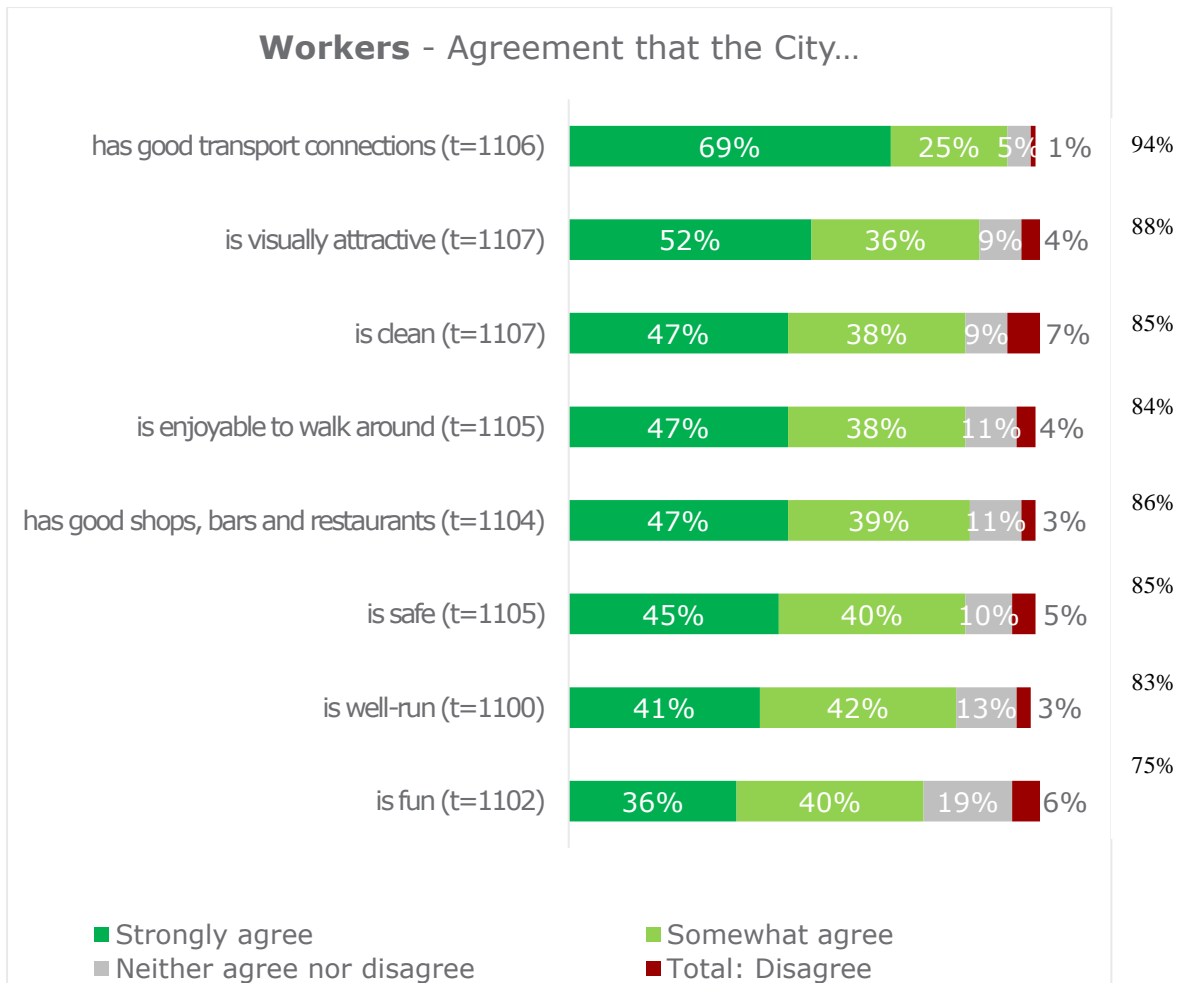
Those who have lived in the City for five years or less are significantly more likely to think of the City is well run compared to those who have lived there for six or more years.



As with residents, good transport connections is the highest rated attribute among workers, with seven in ten stating strongly agree and 69% of workers who live in the City strongly agreeing.

The lowest rated attribute from workers, but still significantly high, is seeing the City as fun, with 75% of workers in the City stating they either strongly agree or somewhat agree with the statement.

Total
Agree

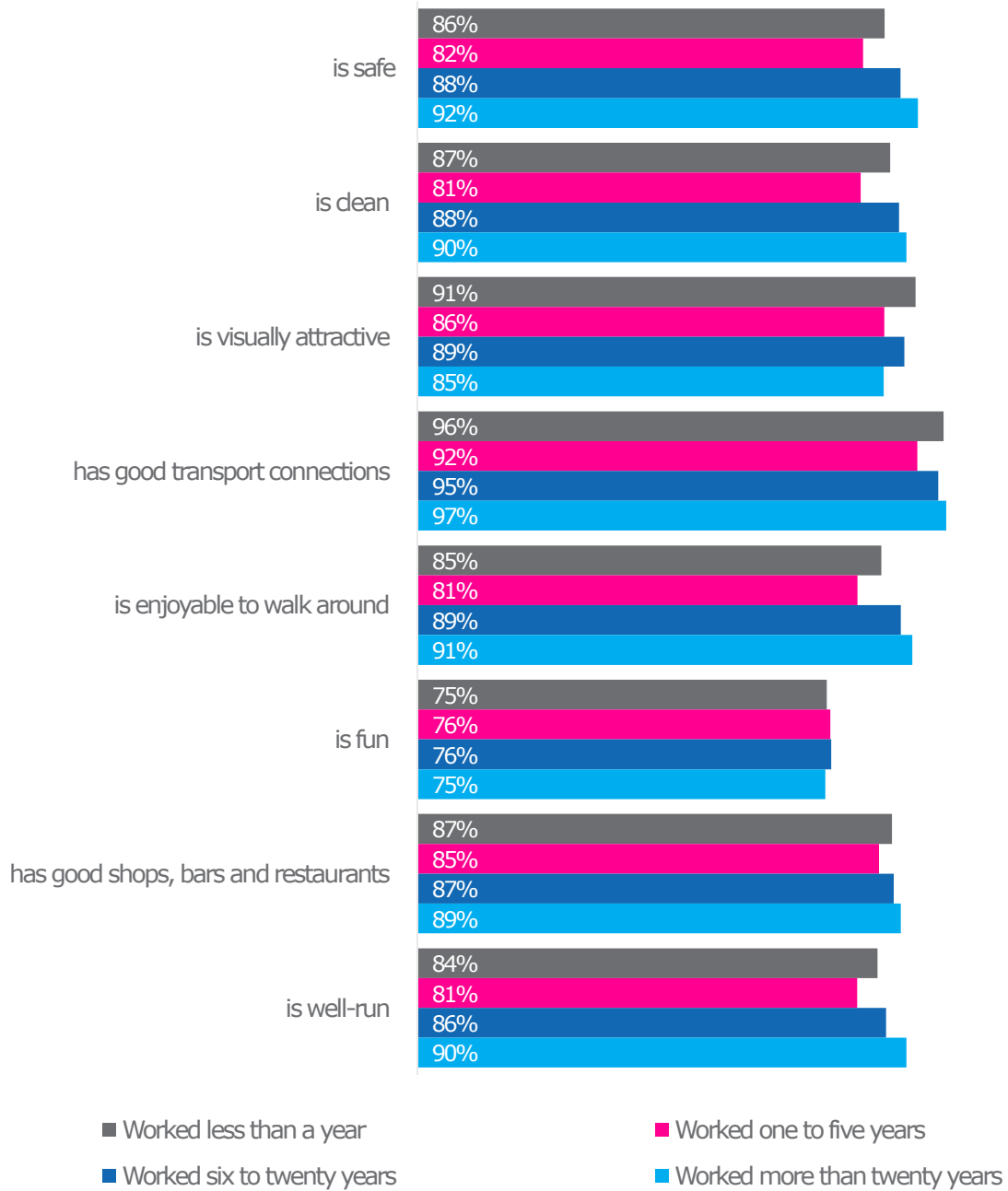


Those who have worked in the City for one to five years are significantly less likely to agree that its safe and clean compared to those who have worked in the City for six or more years.

New workers to the City who have held their position for less than a year are significantly more likely to agree that transport connections are good, compared to those who have worked in the City between one and five years.

Those who have worked in the City for more than twenty years are significantly more likely to agree the City is well run compared to those who have worked between one and five years.

Agreement that the City...
(Total: Agree)



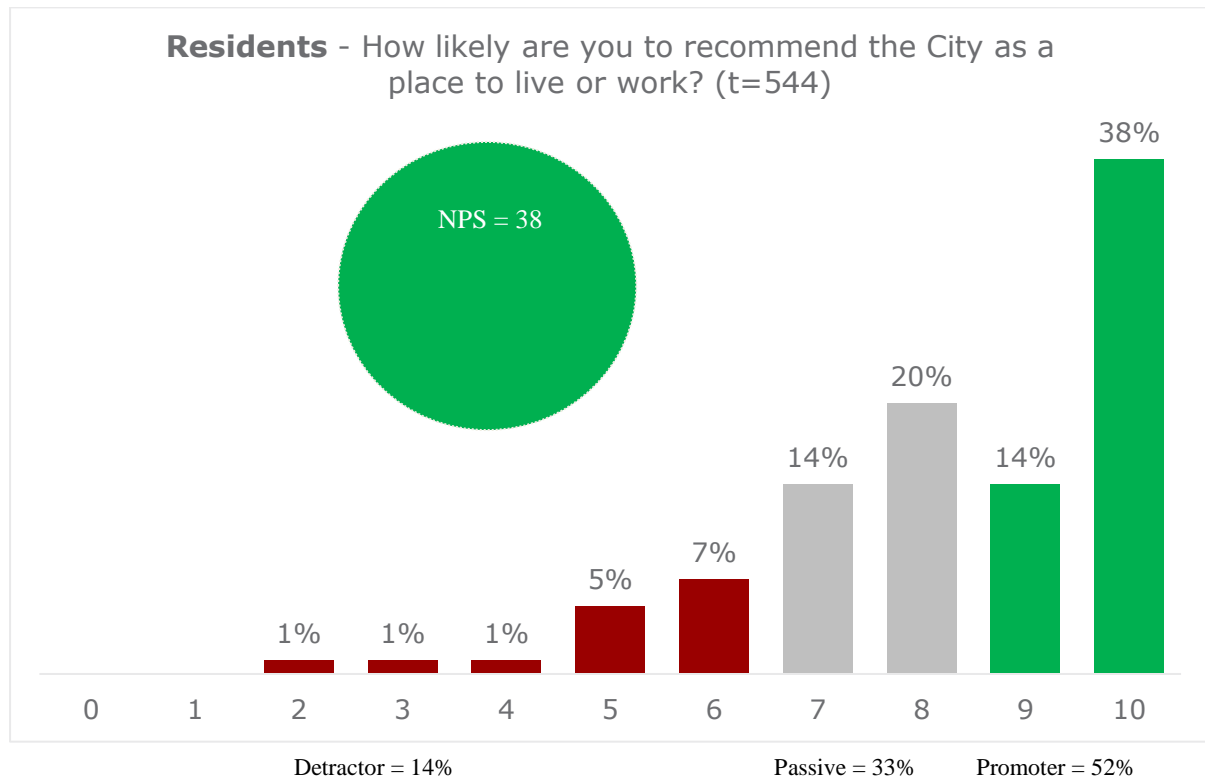
Q13. On a scale of 0 to 10, how likely are you to recommend the City to a friend as a place to live or work?

Over half (52%) of residents gave a score of either 9 or 10 when rating how likely they would be to recommend the City as a place to live.

14% of residents scored between 0 and 6, meaning they are unlikely to recommend the City as a place to live.

One third of residents (33%) rated either 7 or 8 as place to live or work and therefore would neither likely nor unlikely recommend the City.

When you take the detractor score away from the promoter score you are left with the overall Net Promoter Score, for residents this is 38% which is considered good.

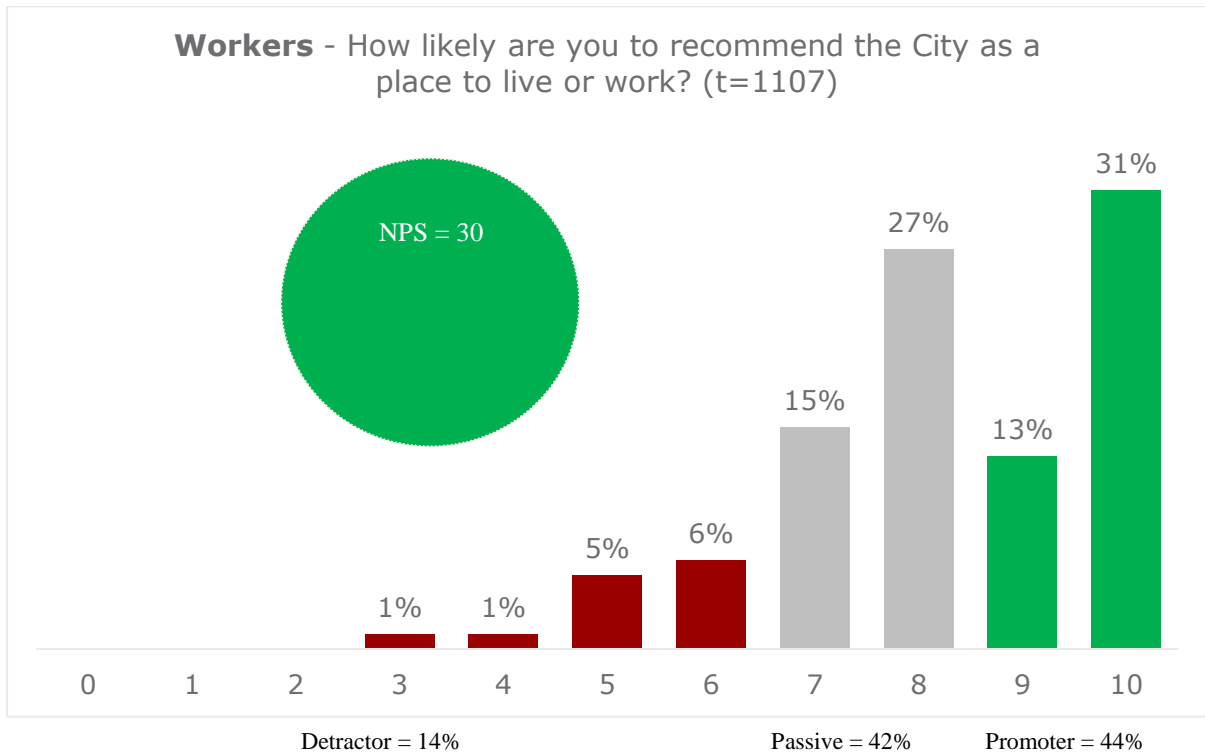


44% of workers gave a score of either 9 or 10 when rating how likely they would be to recommend the City as a place to live.

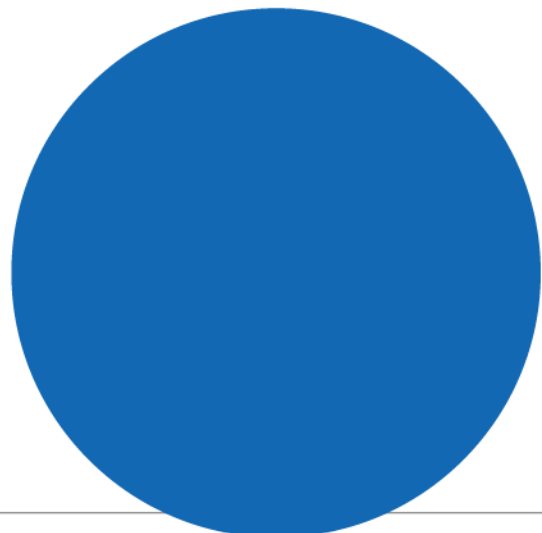
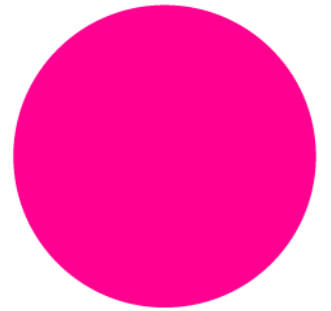
14% of workers scored between 0 and 6.

42% of workers scored 7 or 8 as place to live or work.

The NPS for workers is at 30%



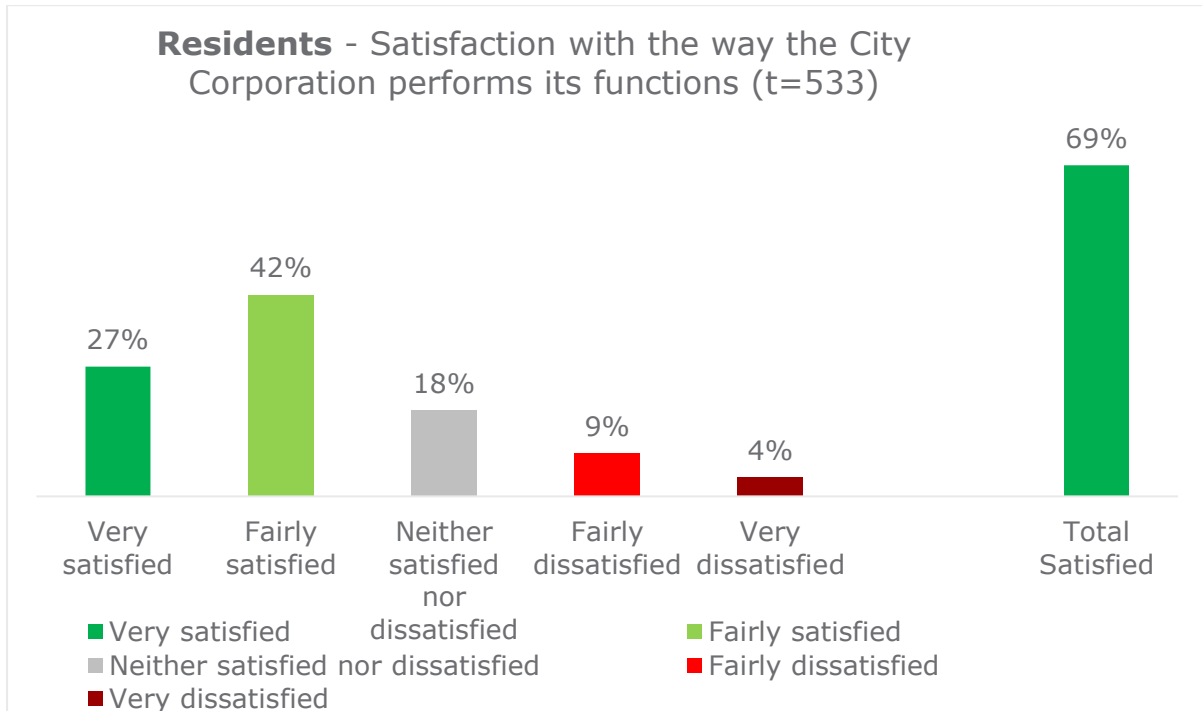
The City Corporation



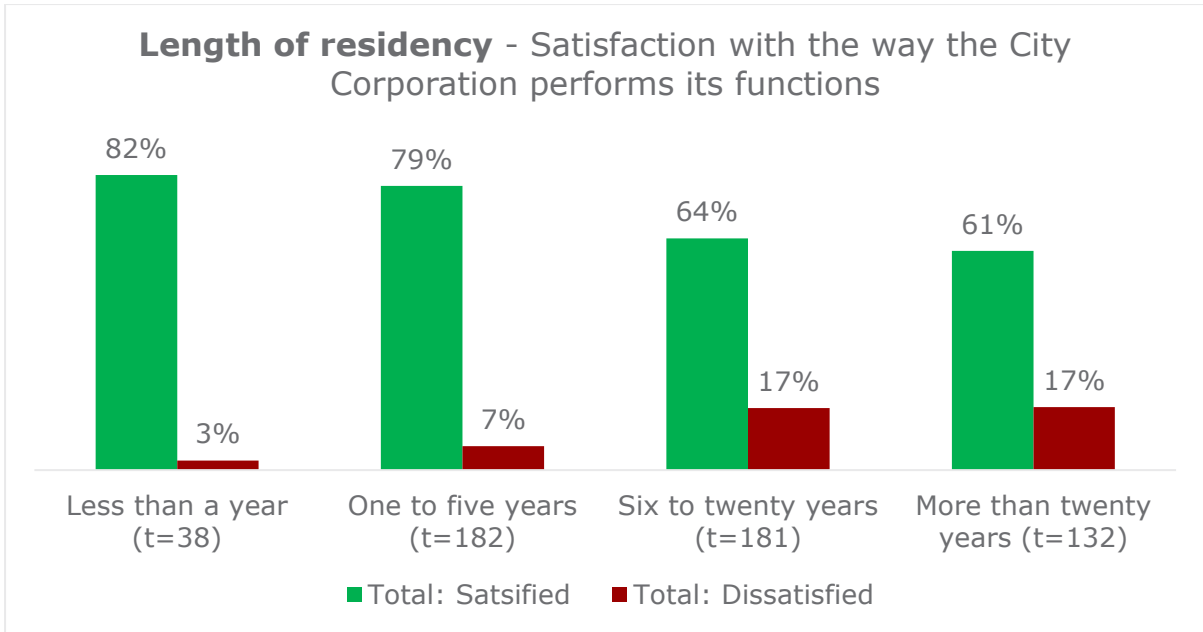
Q14. Overall, how satisfied or dissatisfied are you with the way the City Corporation performs its functions?

Around two out of three residents (69%) are either very or fairly satisfied with the way the City Corporation performs its functions. This is a significant drop when compared to 2013 where 87% of residents were either very or fairly satisfied with the way the City Corporation performs its functions.

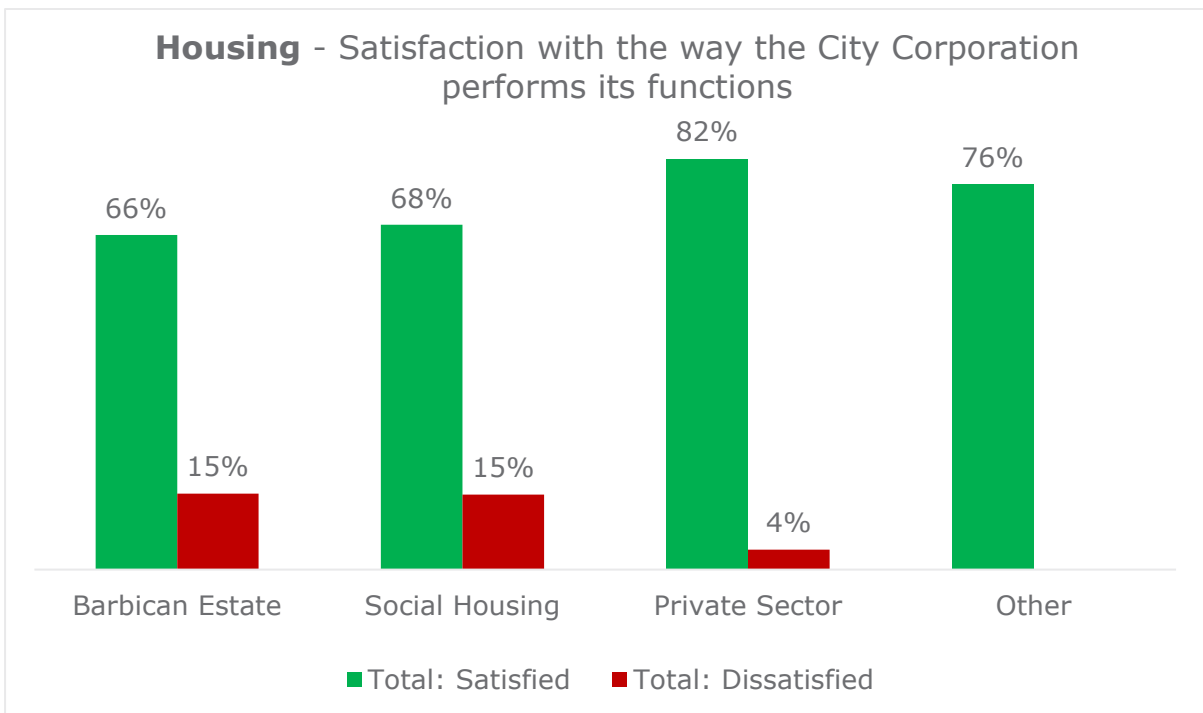
This is in line with LGA polling shows satisfaction levels with local councils currently averaging just over 60% and steadily going down over the last year from just over 70%.



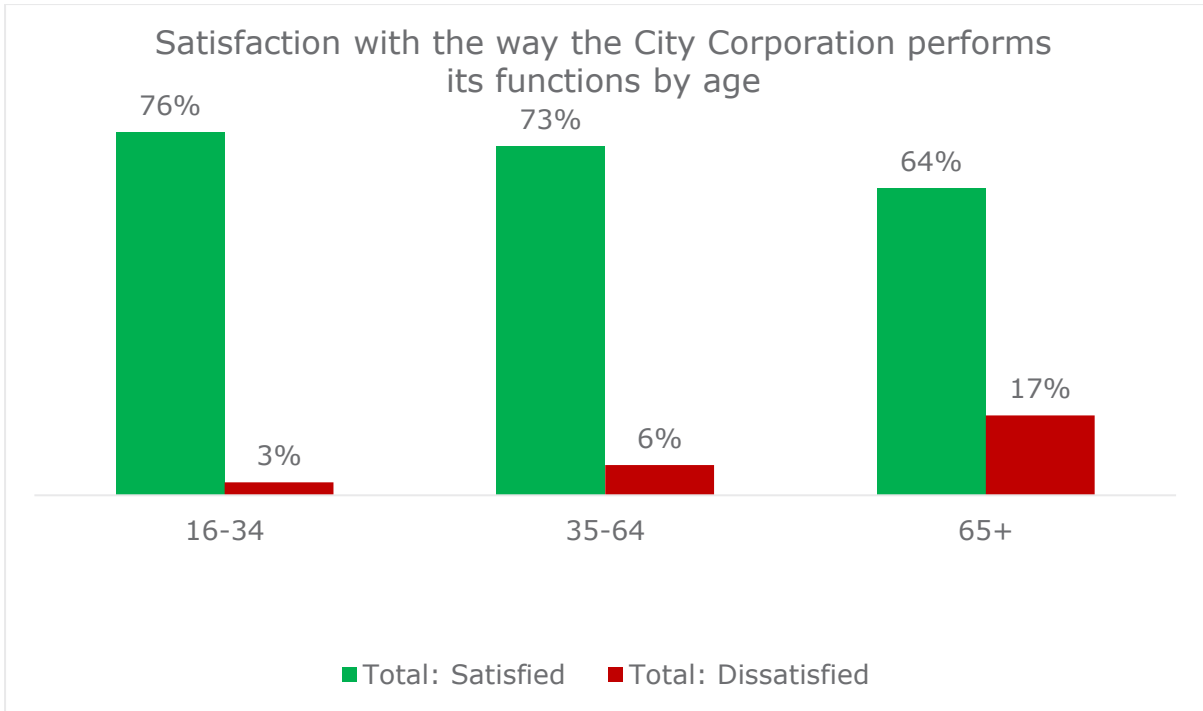
New residents to the City tend to be more satisfied with the way the City Corporation performs its functions compared to those who have lived in the City for longer. By contrast, those who have lived in the City for longer tend to become more dissatisfied with the way the City of London Corporation performs its functions.



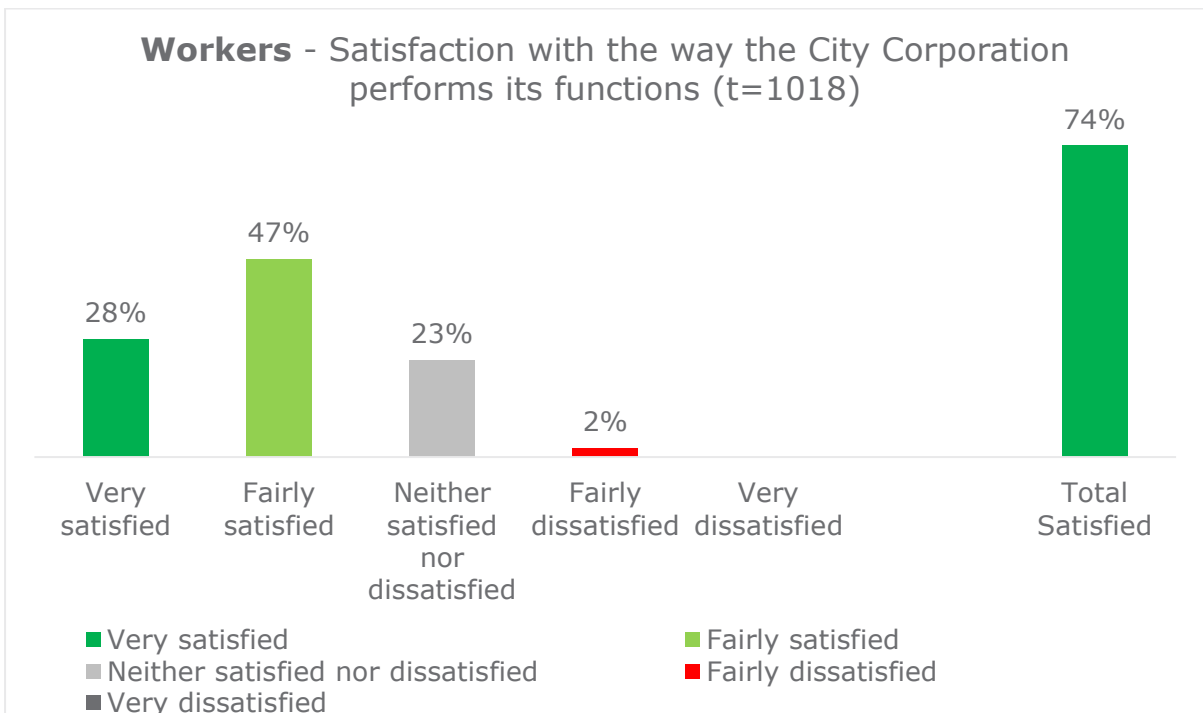
Those in the Private Sector (82%) are significantly more satisfied than those in Social Housing (68%) or the Barbican Estate (66%).



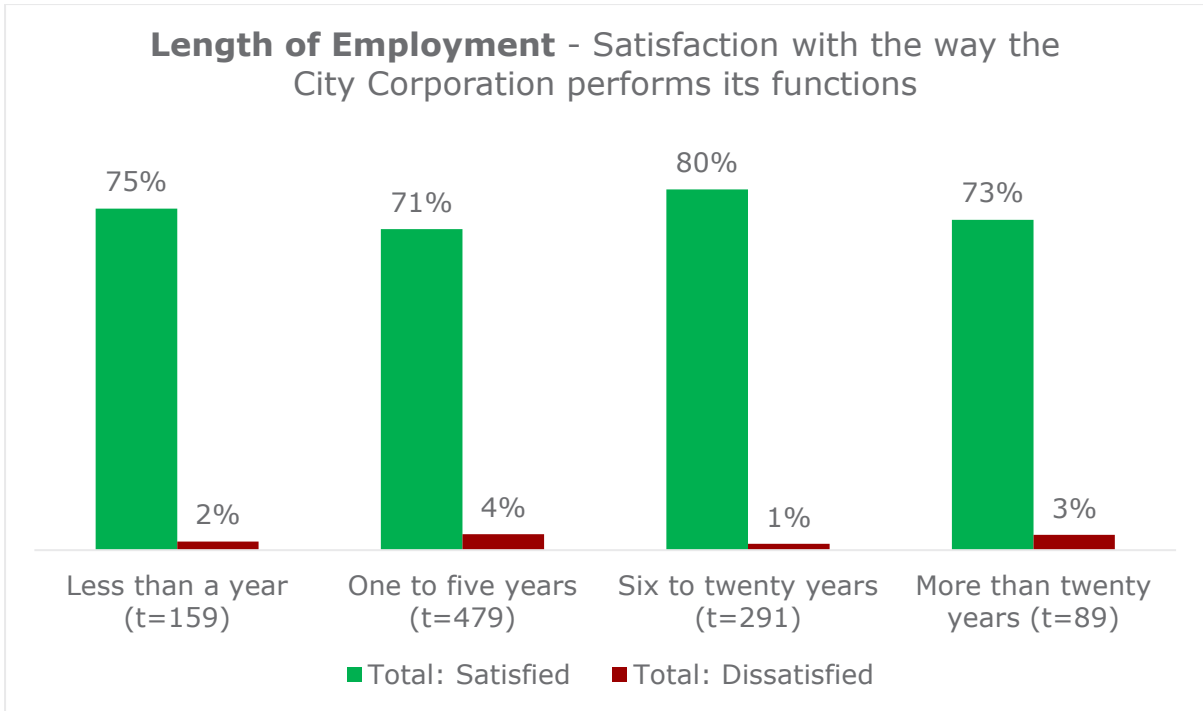
Those who are under 65 years of age (16-34 = 76% and 35-64 = 73%) are more satisfied with the way the City Corporation performs its functions compared to those who are 65 and over (64%).



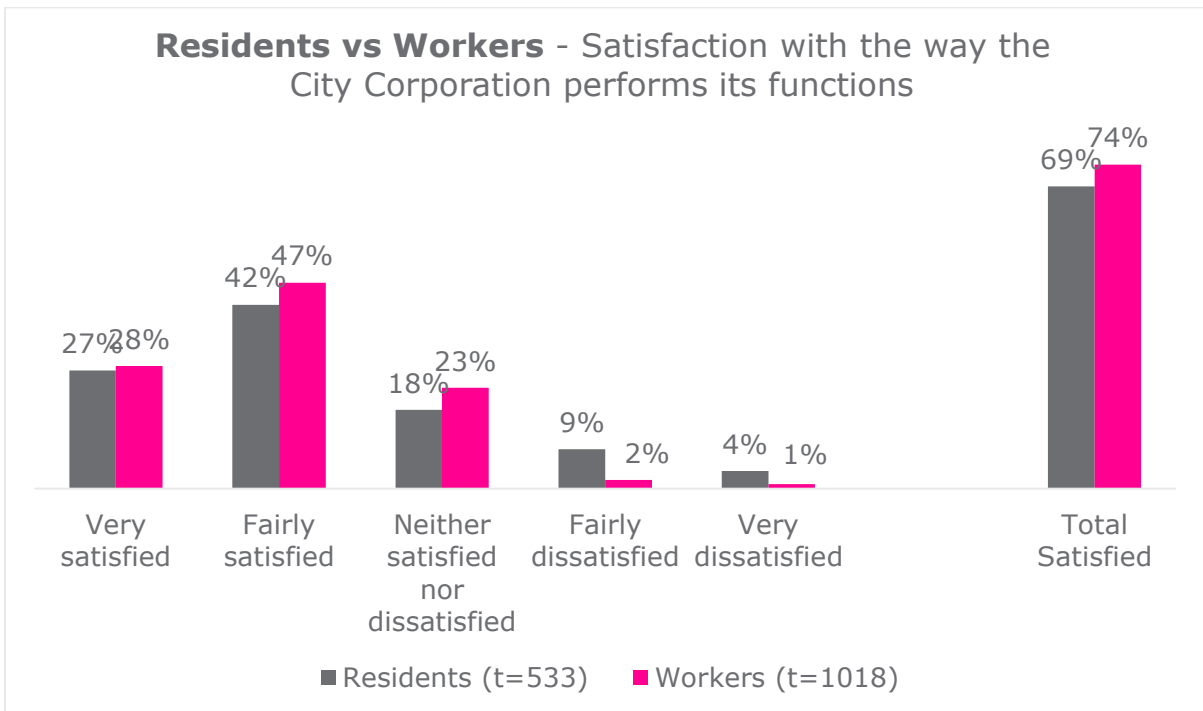
Three quarters of workers (74%) are either very or fairly satisfied with the way the City Corporation performs its functions, this mirrors 2013's score.



Those that have worked in the City for six to twenty years tend to be most satisfied with how the City Corporation performs its functions, with 80% being either very or fairly satisfied.



Workers tend to be more satisfied with the way the City Corporation performs its functions compared to residents, with three quarters of workers (74%) being either very or fairly satisfied vs just over two thirds (69%) of residents.



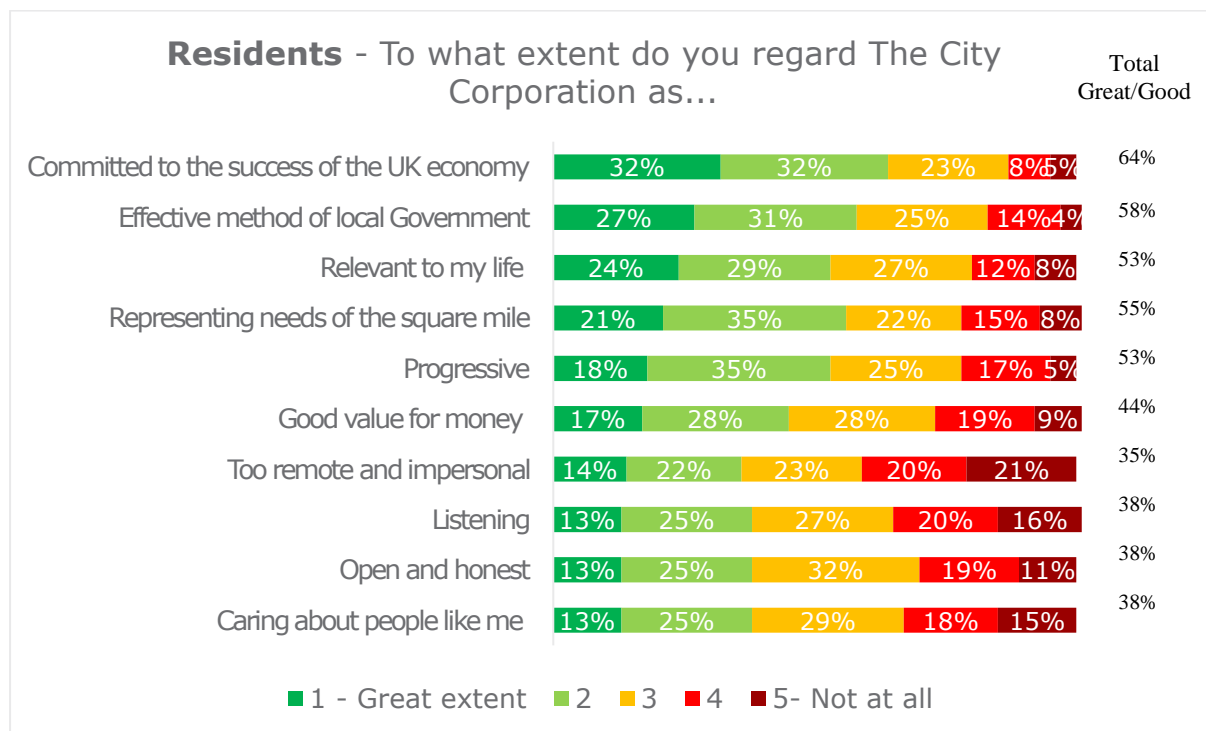
Q15. On a scale of 1 to 5 (with 1 being Great extent and 5 being Not at all) what extent do you regard the City Corporation as...?

The highest rated attribute for the City Corporation amongst the residents of the City is being committed to the success of the UK economy, with 32% rating this 1 - Great

extent. This is followed by an effective method of local Government with a quarter (27%) giving this the highest rating.

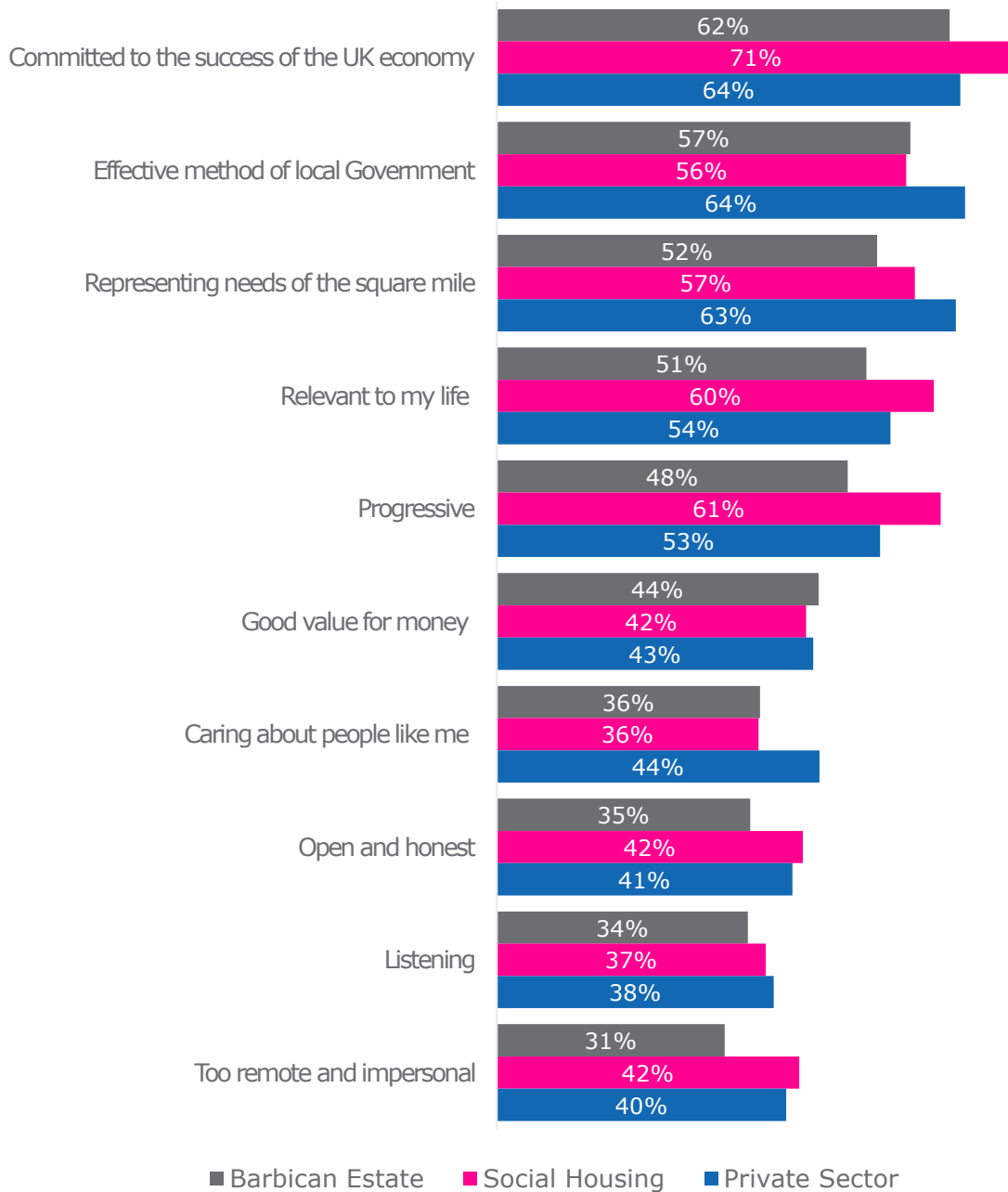
In 2013, 73% of residents scoring agreed the City Corporation provides value for money giving it a rating of 1 or 2 on a scale of 1 to 5. 2022 has seen a significant drop with 45% of residents giving a rating of 1 or 2 for providing good value for money.

LGA polling shows that currently around 46% of people across the country feel their local council provides value for money, declining over the last year from over 57%. Nearly two-fifths of residents do not regard the City Corporation as listening giving a low rating (4 or 5 out of 5). Again, this is in line with LGA polling which shows that currently around 40% of people feel their local council acts on their concerns.



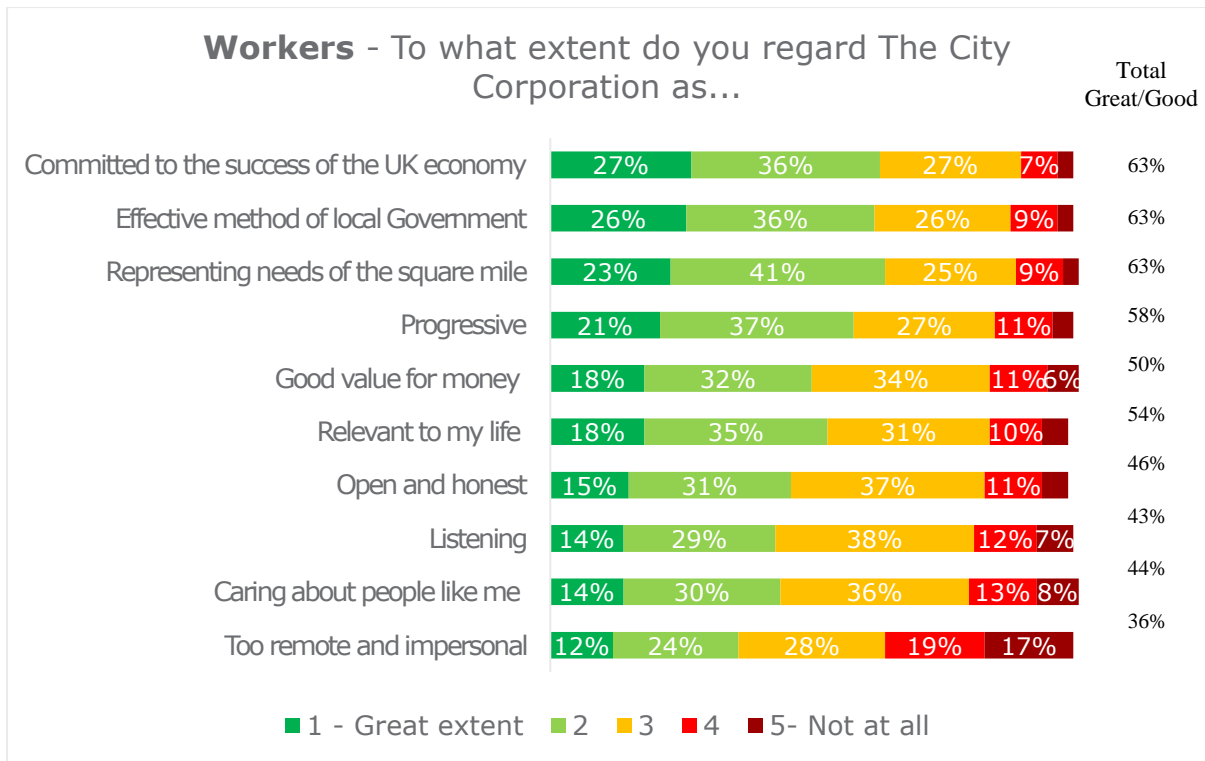
The City Corporation being committed to the success of the UK economy is the highest rated attribute (scoring 1 or 2) by the Barbican Estate residents (62%), Social Housing residents (71%) and Private Sector residents (64%), which tallies up with this being the top-rated attribute by residents overall.

Housing - To what extent do you regard The City Corporation as... (Score 1 or 2)



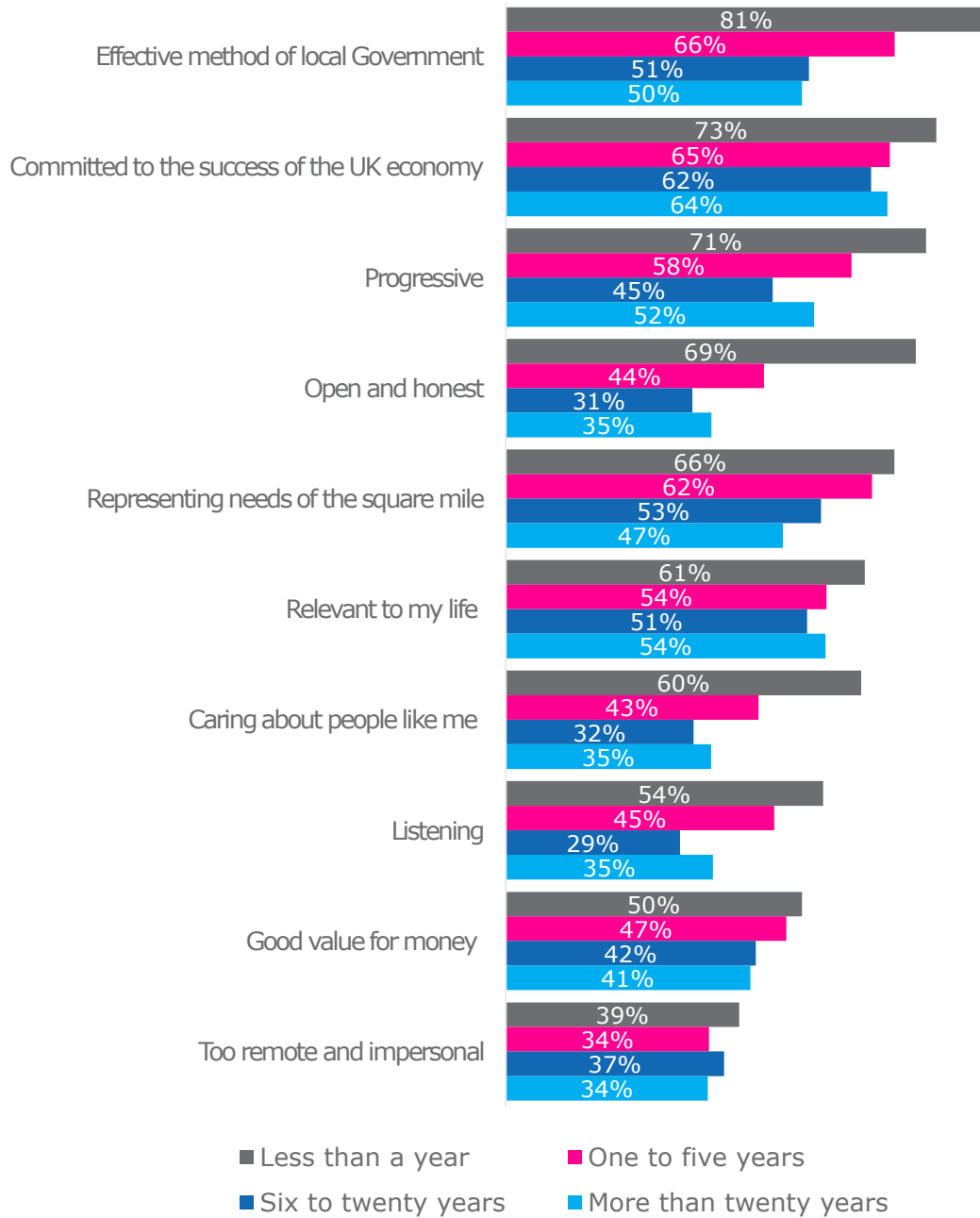
The highest rated attribute for the City Corporation amongst the Workers of the City is also being committed to the success of the UK economy, with 27% rating this 1 - Great extent. This is followed by an effective method of local Government with a quarter (26%) giving this the highest rating.

In 2013, 49% of workers agreed the City Corporation provides value for money giving it a rating of 1 or 2 on a scale of 1 to 5. In this regard workers views have remained broadly consistent, with 50% now giving a rating of 1 or 2. The highest rated attribute goes to representing the needs of the Square Mile, which stands at 64%.

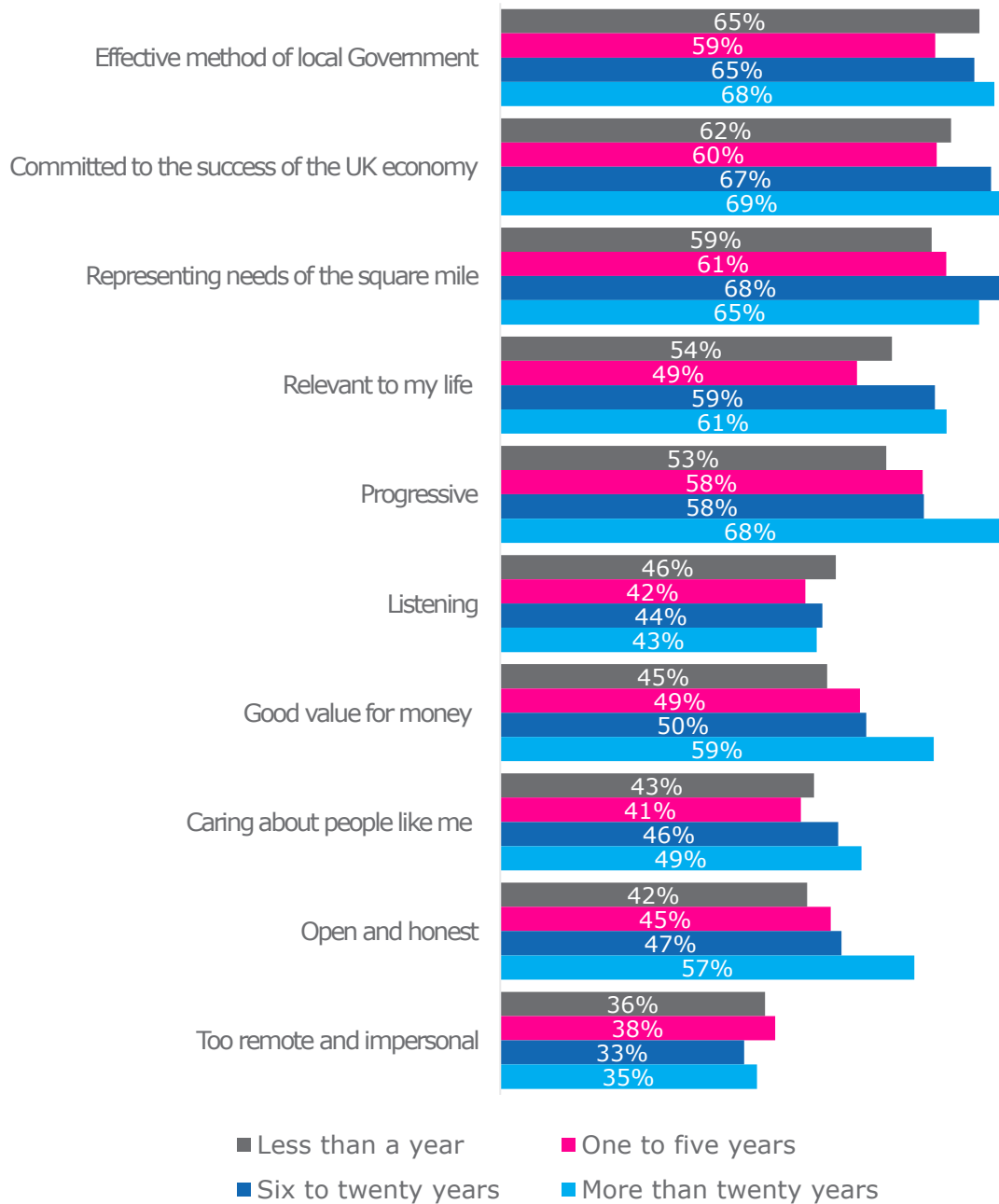


Residents who have been in the City for less than a year rate all attributes towards the City Corporation higher when compared to those who have only worked in the City for less than a year, whereas those who have worked in the City for more than twenty years rate all attributes higher than those who have lived in the City for more than twenty years

Length of time **living** in the City - To what extent do you regard The City Corporation as... (Score 1 or 2)



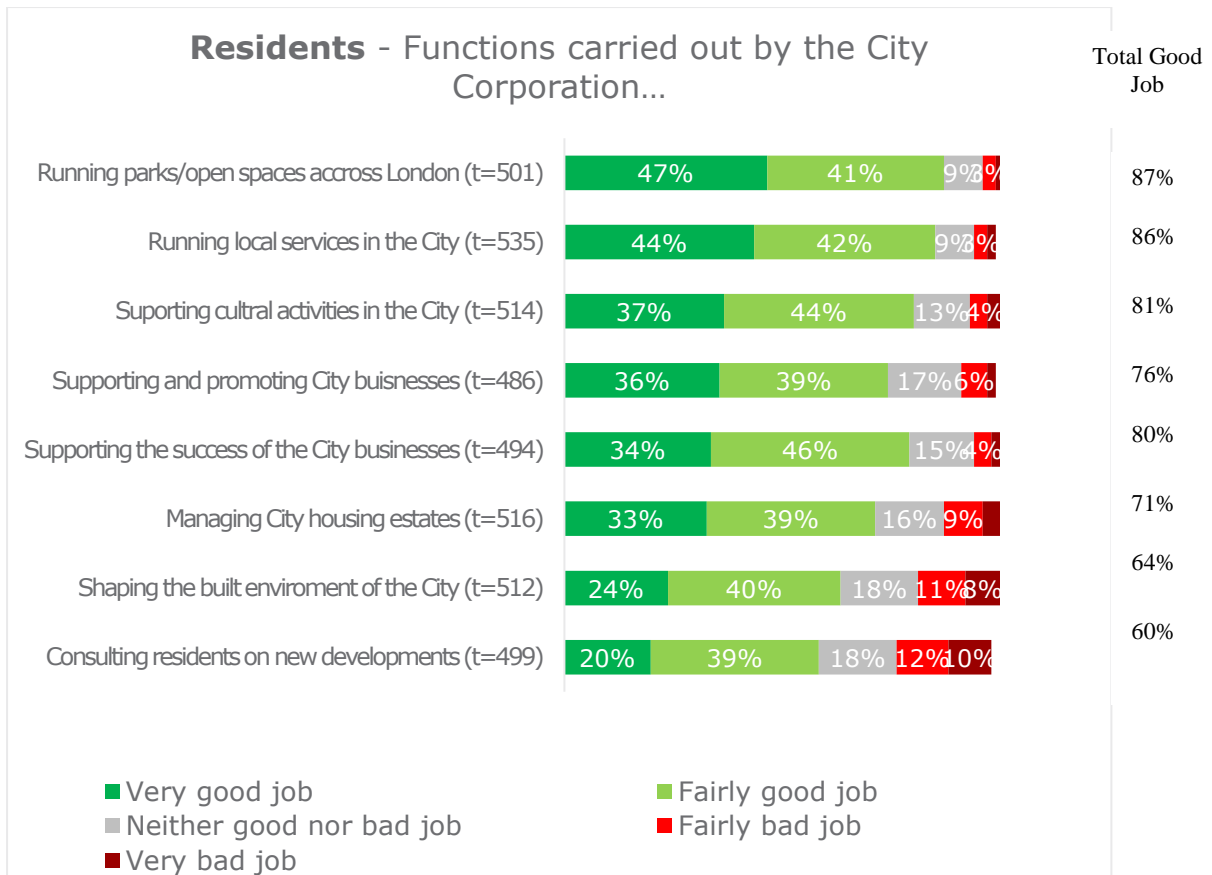
Length of time **working** in the City - To what extent do you regard The City Corporation as... (Score 1 or 2)



Q16. Thinking about functions carried out by the City Corporation, how good or bad a job do you feel they do of each of the following?

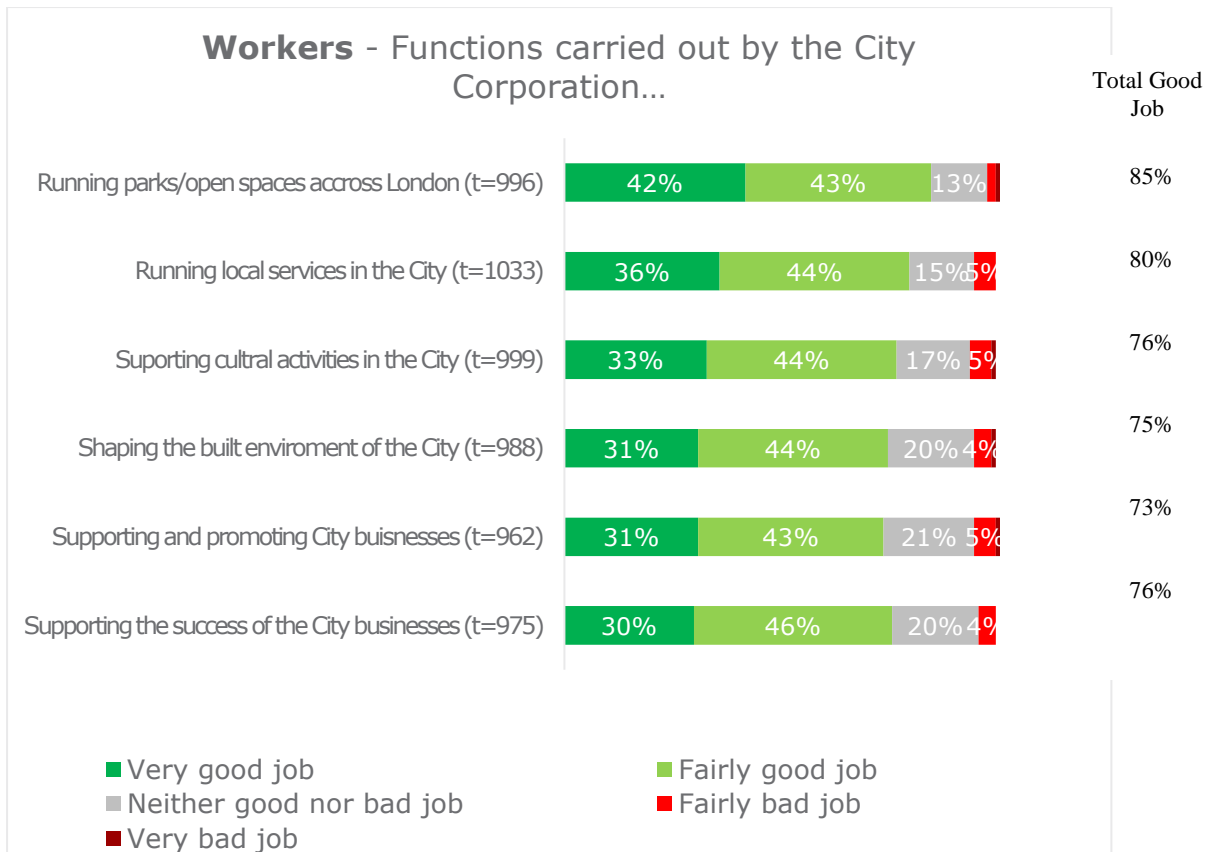
The highest rated function carried out by the City Corporation is running parks and open spaces across the City with 88% of residents saying they do a very or fairly good job.

The lowest rated function is consulting residents on new developments with 59% with residents rating them as either fairly or very good.



The highest rated function carried out by the City Corporation is running parks and open spaces across London with 85% of workers also saying they do a very or fairly good job.

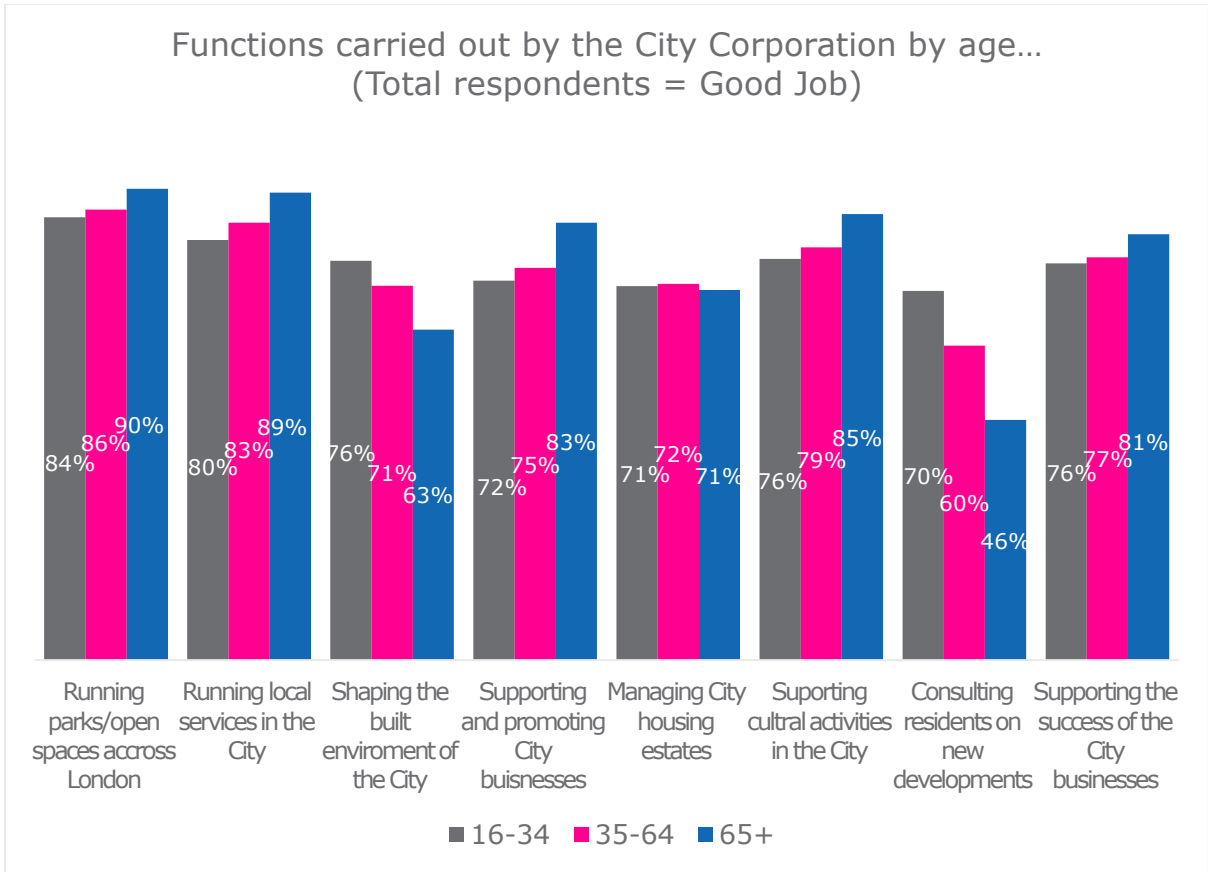
The lowest rated function is supporting and promoting City businesses, but still significantly high with 74% of residents rating them as either fairly or very good.



All respondents (residents and workers) age 16-34 are more likely to say the City Corporation does a good job shaping the built environment of the City (76%) compared to those age 65 and over (63%).

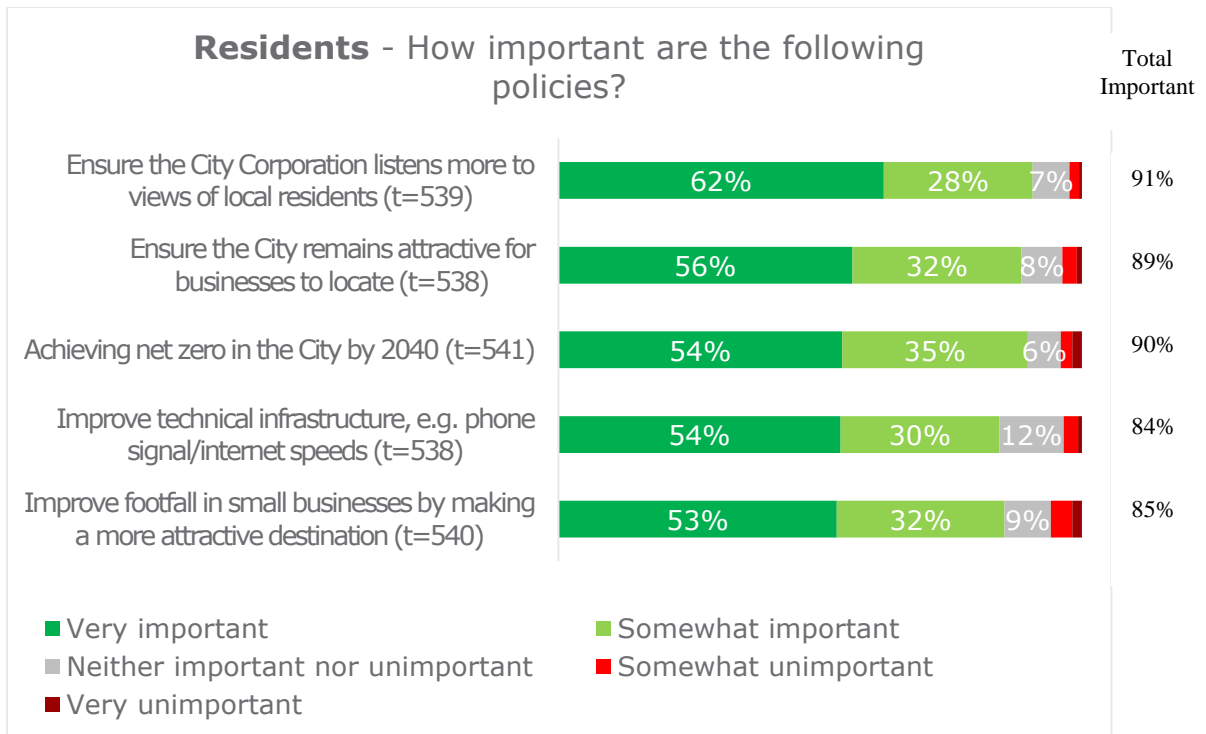
The same can be said for consulting residents on new developments, with 70% of 16-34-year-olds stating the City Corporation do a good job compared to just 46% of those 65 and over.

All age groups equally agree that the City Corporation do a good job managing housing estates (71-72%)

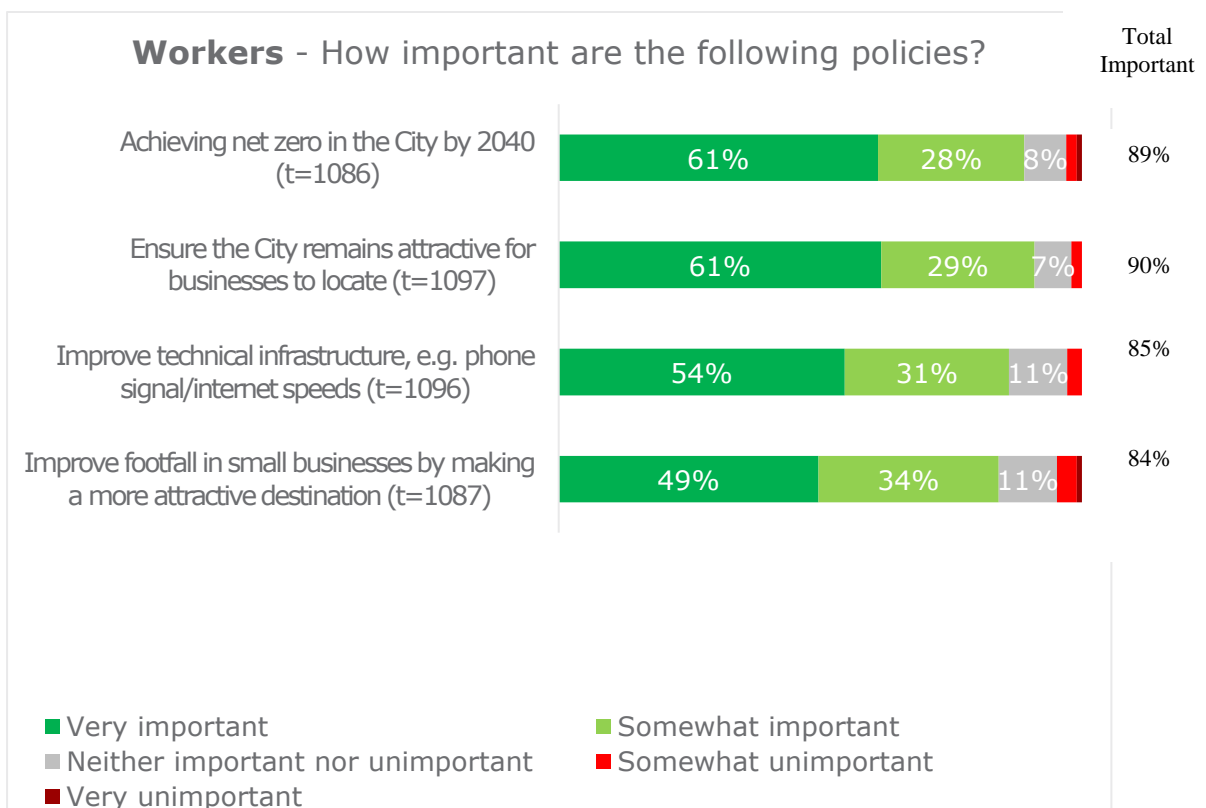


Q17. How important do you think each of the following policies should be for the City Corporation?

The top policy that residents find important is to ensure the City listens more to views of residents (91% saying either very or somewhat important). Achieving net zero in the City by 2040 is the second most important policy for residents with 90% saying this is either very or somewhat important.



The top policy that workers find important is ensuring the City remains attractive for businesses to locate (90% saying either very or somewhat important), this is closely followed by achieving net zero in the City by 2040 with 89% saying this is either very or somewhat important.



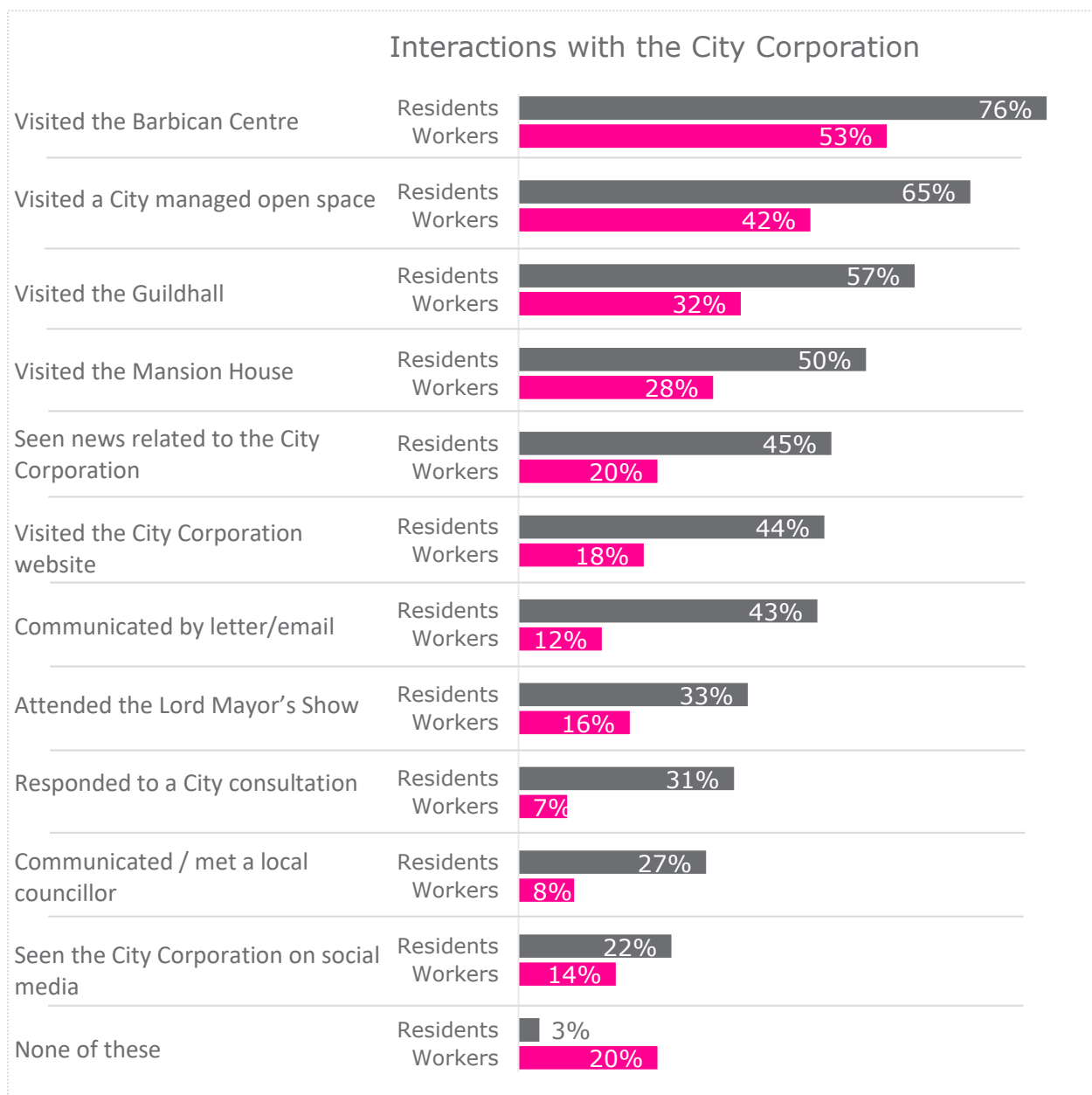
Q18a. Thinking about interactions with the City Corporation, which of the following have you done?

The most popular interaction for residents with the City Corporation is visiting the Barbican Centre, with 76% of residents having done this, a 10% increase since 2013 (66%). Half of those asked (50%) had also visited the Mansion House.

The least interaction with the City Corporation is seeing it on social media (22%).

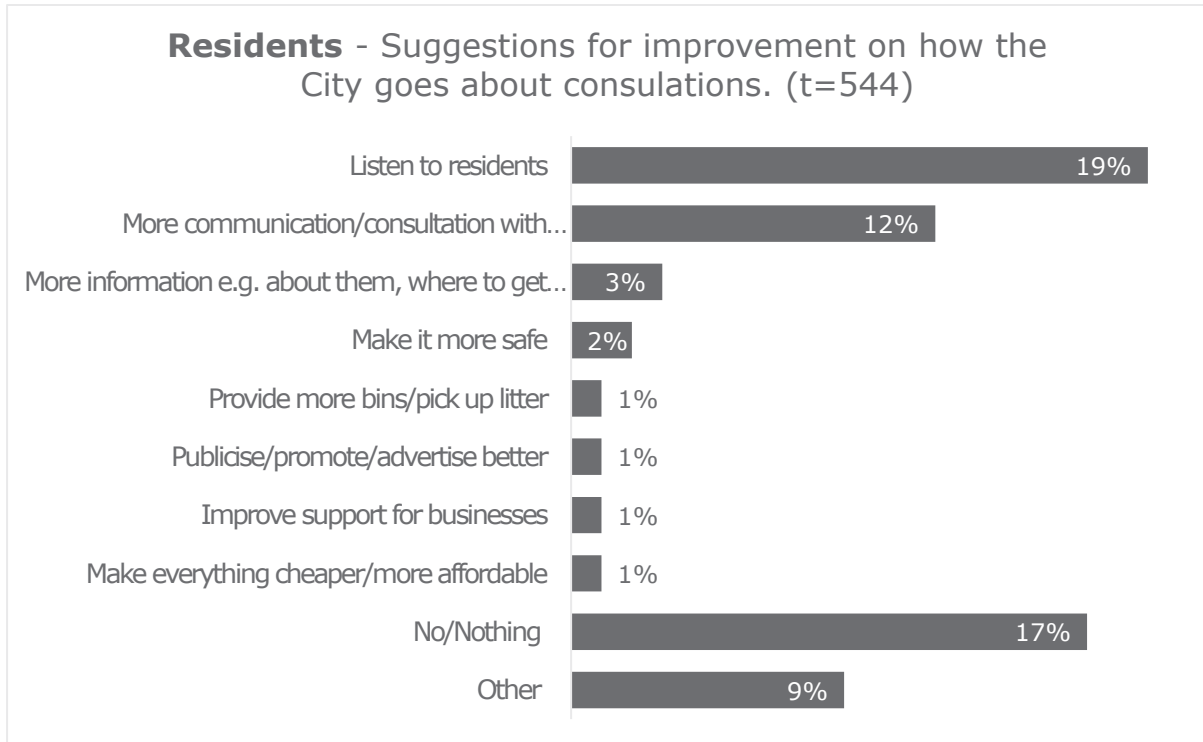
The most popular interaction workers have with the City Corporation is visiting the Barbican Centre, with 53% having done this. Two fifths of them (42%) also visited a City managed open space.

The least popular form of interaction for workers is responding to a City Corporation consultation (7%)

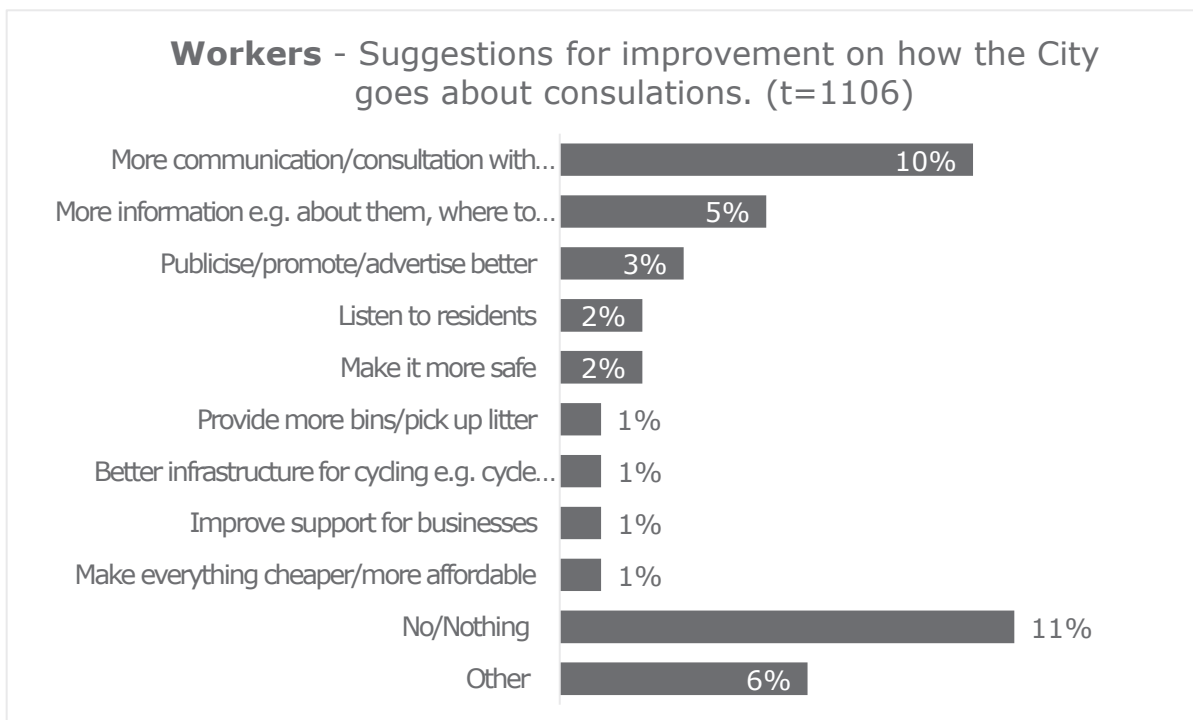


Q18b: Thinking about how the City Corporation goes about consultation, do you have any suggestions of how it could be improved?

The most suggested improvement from residents was listen more to residents, with 19% of them suggesting this.



The most suggested improvement from workers was more communication/consultation with residents/local business, with 10% of workers suggesting this.





Example comments:

Have drop-in clinics or workshops for residents and publicise them better.

Resident, female, 65+, living in Barbican Estate

They need to use social media more to promote their image.

Worker, Male, 25-34, Financial sector

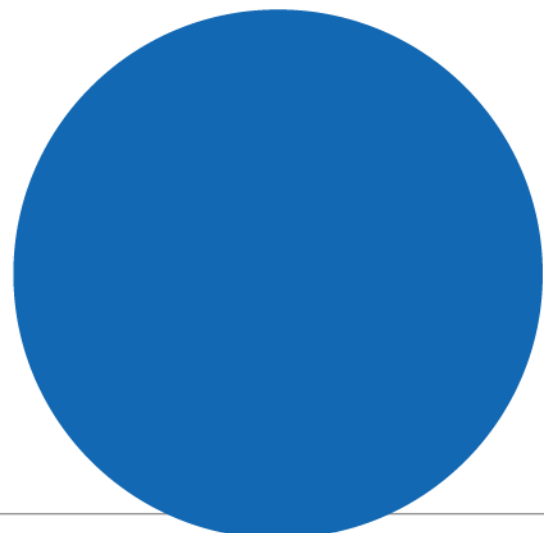
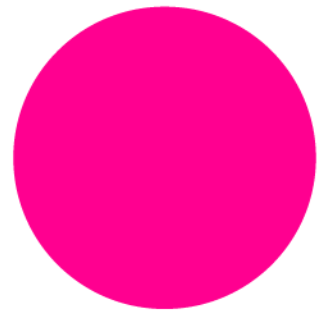
Give more power to the people to choose what's to be developed and make it affordable for locals.

Worker, Male, 25-34, Transport & Storage

More public consultation such as public surveys.

Resident, Male, 35-54, living in Barbican Estate

Working and visiting



Q19a: What would you say are the GOOD things about living in the City?

The top 3 comments with regards to the good things about living in the City are:

1. Transport links with 32% of residents stating this
2. Close to amenities with 24% suggesting this
3. Arts and Culture with 17% signifying this



Example comments:

It's a busy and vibrant part of London, centre of business and culture.

Female, 35-54, Student Accommodation

Easy access to work, and theatres. Good transport links.

Male, 25-34, Barbican Estate

Easy to get around, the combination of tubes and buses is a blessing. Good place to start a business.

Male, 25-34, Barbican Estate

Good parks and open spaces. It is safe and secure.

Male, 35-54, Barbican Estate

My community, interesting events to attend and the area has good transport.

Female, 35-54, Golden Lane Estate

The good things are that it's easy to find a job and beautiful.

Female, 16-24, Middlesex Street Estate

Q19b: What would you say are the GOOD things about working in the City?

The top 3 comments made with regards to the good things about working in the City are:

1. Transport links/connectivity/Access/Easy/Quick to get to with 38% mentioning this
2. Good amenities were mentioned by 12% of workers.
3. Good job opportunities was stated by 10% of workers.



Example comments:

It's a very social place and there's a lot of diverse people which is amazing. Everything is close by so you'll never have to travel too far for anything. A lot of opportunities work wise and you can really develop your experience and be on the top.

Female, 16-24, Health

Excellent transport links

**Male, 35-54,
Financial & Insurance**

Welcoming city. Full of opportunities. Promote and encourage small scale business.

Male, 25-34, Information & communication/Tech

The most passionate and career minded, forward thinking employees work for the country. A great place for networking, collaborative working cross industry. Great place to socialise and a great vibe and makes you proud to work here.

Female, 55-64, Financial & Insurance

It's brilliant. Lively, diverse, great transport links. Lots of restaurants and bars and I love walking around.

Female, 35-54, Public administration & defence

Example comments:

It is expensive to live here.

Male, 35-54, Middlesex Street Estate

The high crime rate's especially street theft and knife crime.

Female, 25-34, Barbican Estate

Too much construction noise, crowded pavements. Lack of understanding about what residents need from a local council.

Female, 65+, Barbican Estate

Busy, crime, expensive.

Male, 35-54, Owner occupier

Residents are completely overlooked in favour of business. Major repairs and improvements take far too long to implement. We haven't been painted in 20 years.

Male, 65+, Golden Lane Estate

Example comments:

Very congested and frequent train delays.

Female, 25-34, Health

The public transport such as trains are always very busy.

Male, 16-24, Information & communication/Tech

It's too expensive to visit cafes and restaurants in the area because of the high fees they pay just to open the door and not enough new business wants to come to the area.

Male, 35-54, Education

Stations can be overcrowded. Not enough green spaces to enjoy lunch outside in.

Female, 35-54, Financial & insurance

It is quite congested now.

Female, 25-34, Financial & insurance

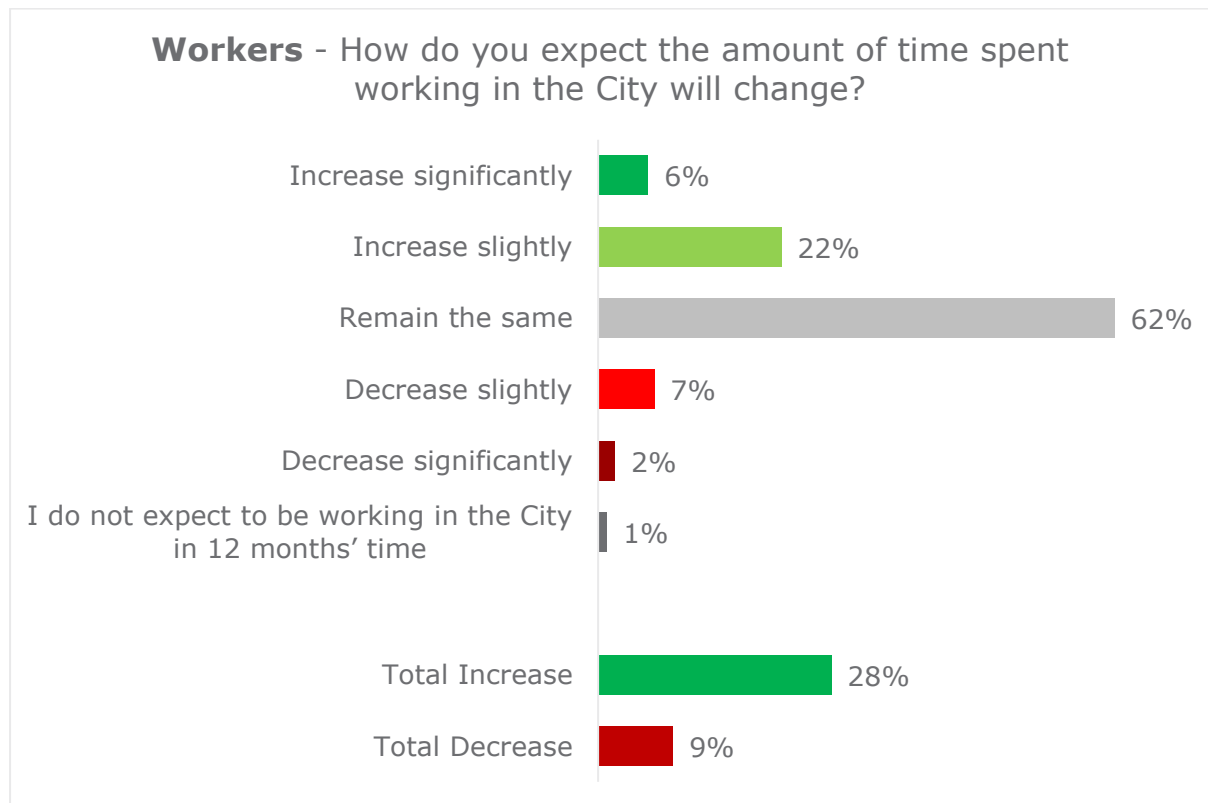
Fear of crime and it is too crowded or congested.

Male, 55-64, Health

Q22. Over the next 12 months, how do you expect the amount of time you spend working in the City to change? (all responses, excluding Don't know: t=1,040)

Workers mainly expect the amount time spent working in the City to remain the same (62%). 28% expect the amount of time working in the City to increase (6% increase significantly and 22% increase slightly).

9% expect the amount of time to decrease (7% decrease slightly and 2% decrease significantly). Just 1% (11 people) expect not to be working in the City at all in the next 12 months.

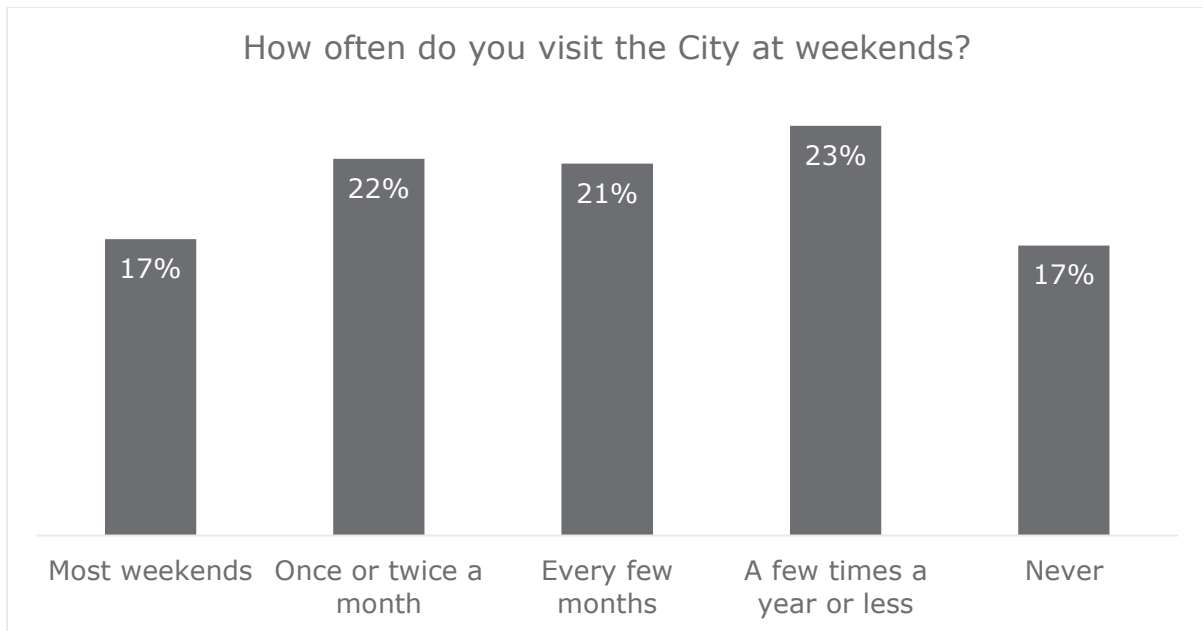


Q23. How often do you visit the City at weekends? (all responses: t=1,107).

Of all workers who answered if they visit the City at weekends, 923 (83%) said they do visit at some point during the year.

260 say they visit a few times a year or less (23%), 239 say they visit once or twice a month (25%), 236 say they visit every few months (21%) and 188 visit most weekends (17%).

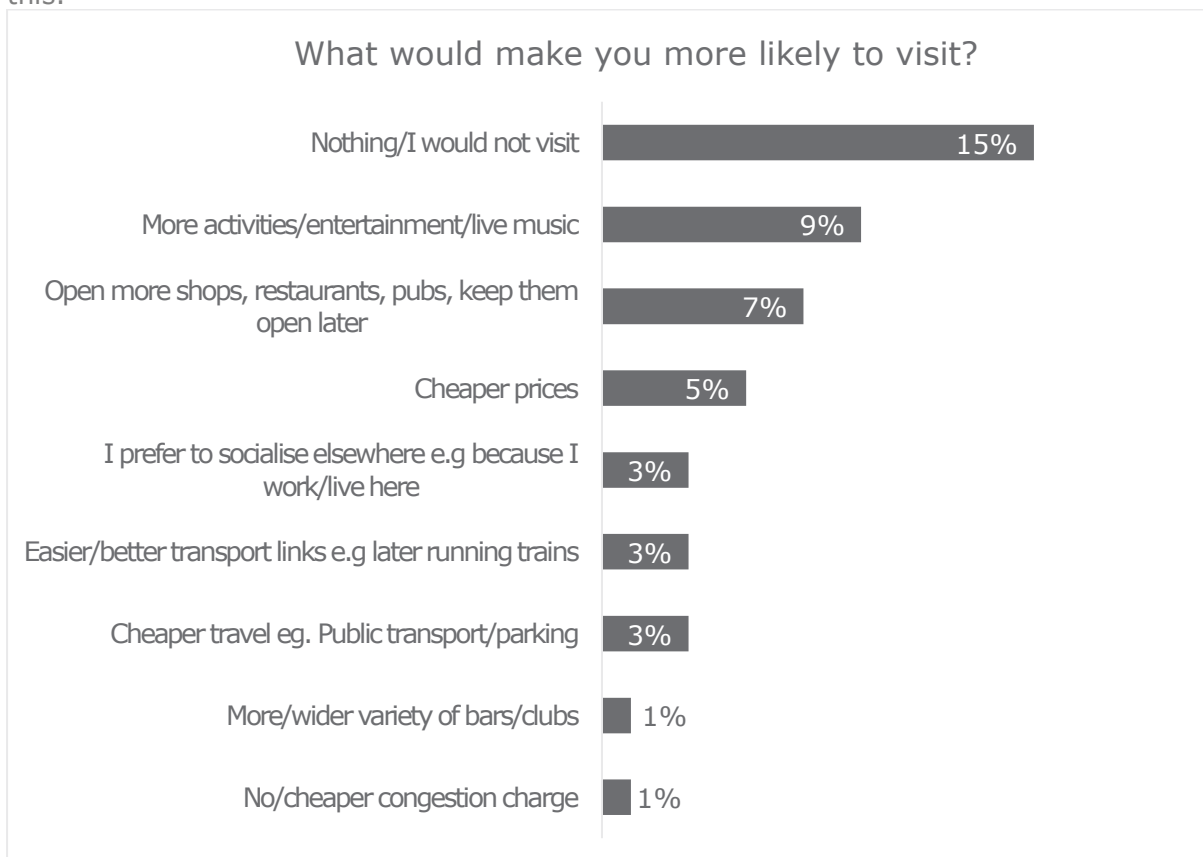
184 workers (17%) said they never visit the City at weekends.



Q24: What changes would be required to make you more likely to visit the City at weekends? (all responses: t=1,107).

15% (166) of workers said no changes are required to make them more likely to visit the City as they would not visit.

The most popular change to encourage workers to visit the City during weekends is more activities, events, entertainment and/or live music, with 9% (100) of those asked stating this.



Some comments from workers around what would make them more likely to visit during a weekend can be found below:

Remove the congestion charge and offer free parking.

Male, 55-64, Health

This part of London most places close at the weekend.

Male, 25-34, Property and real-estate

Discounts of train/tube tickets during the weekends or at least once a month.

Female, 25-34, Transport & storage

If I felt more safe, less busy and travel into London was less expensive, I would travel to the City of London more frequently.

Female, 25-34, Health

Communication and letting everybody know what's going on socially and encourage people to come.

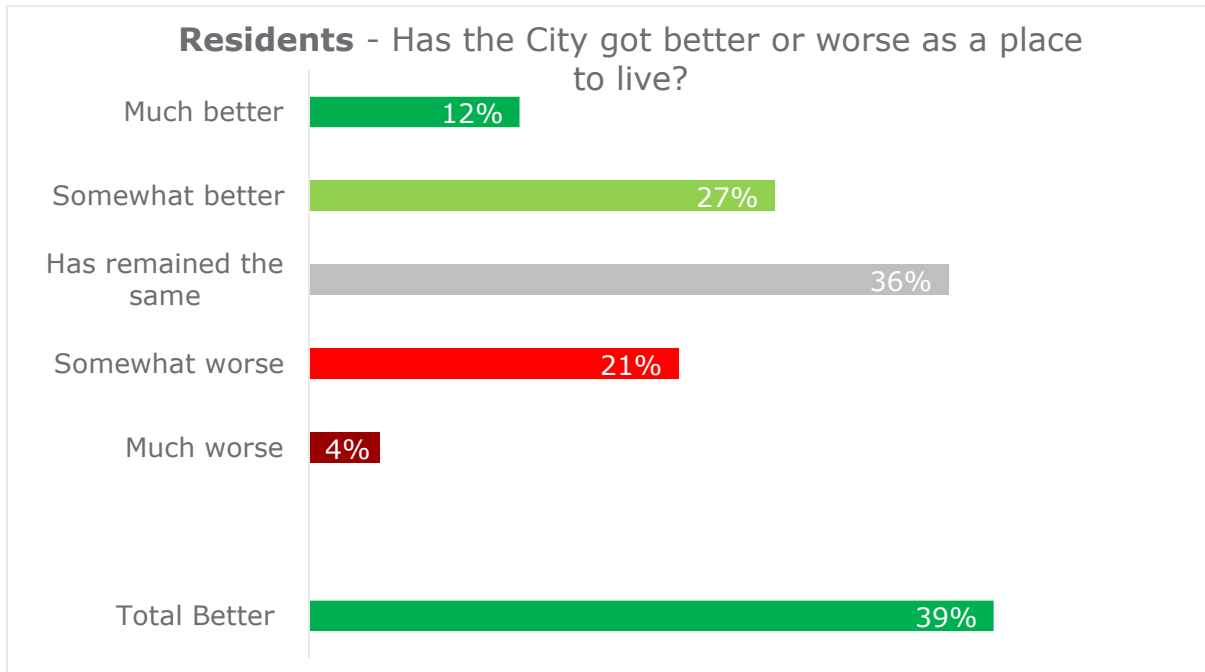
Female, 55-64, Financial & insurance

More pubs etc being open at weekends.

Male, 55-64, Public administration & defence

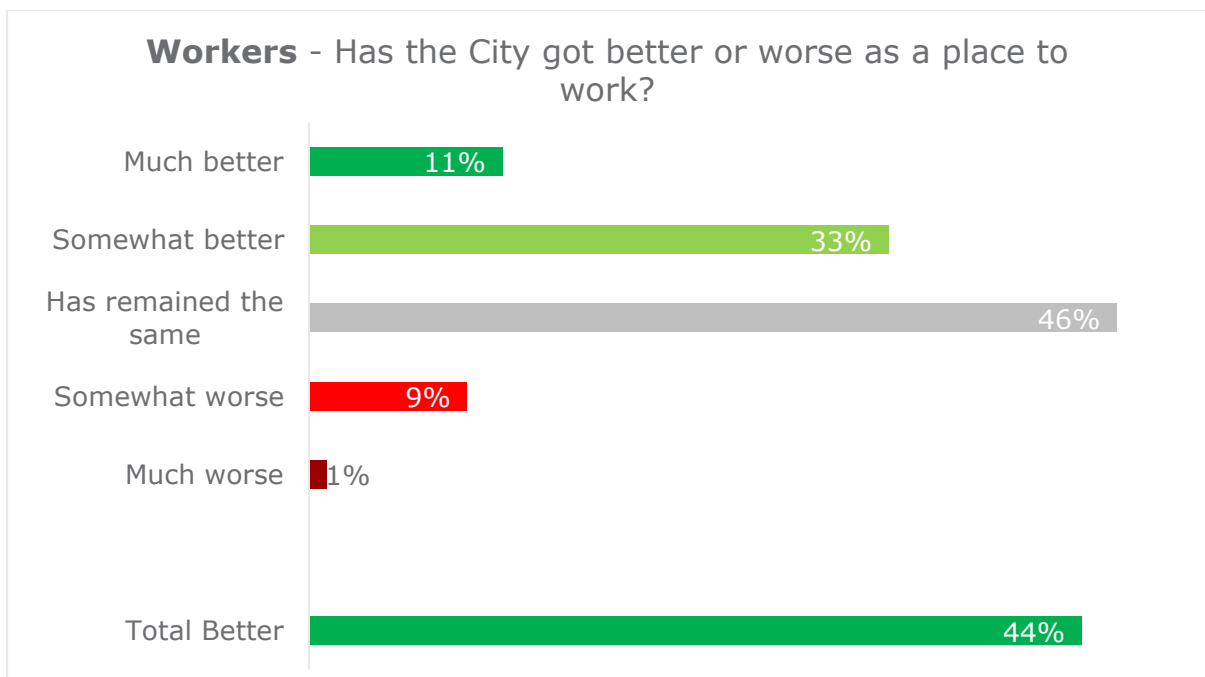
Q25a: Compared to five years ago, has the City got better or worse as a place to live? (all responses: t=475).

Two fifths of residents (39%) say that the City has gotten much or somewhat better as a place to live compared to 5 years ago. A quarter (25%) would say it has got either somewhat or much worse than it was 5 years ago.



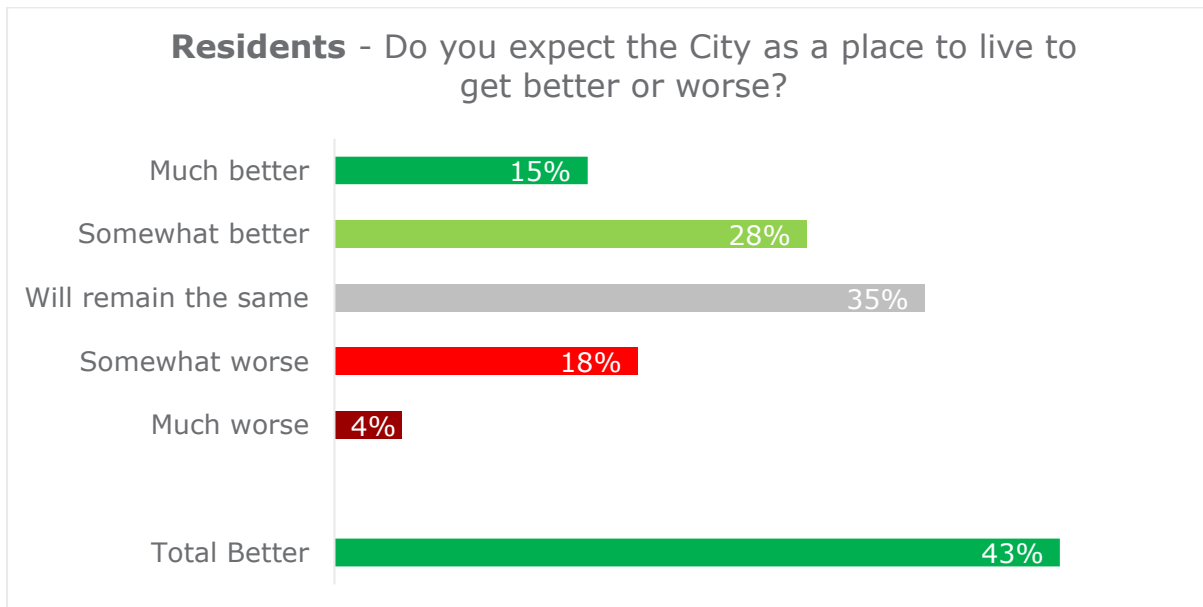
Q25b: Compared to five years ago, has the City got better or worse as a place to work? (all responses: n=901).

Only 11% of workers think the City is much better as a place to work. 46% of workers say it has remained the same. Just 1% of workers believe it is much worse.



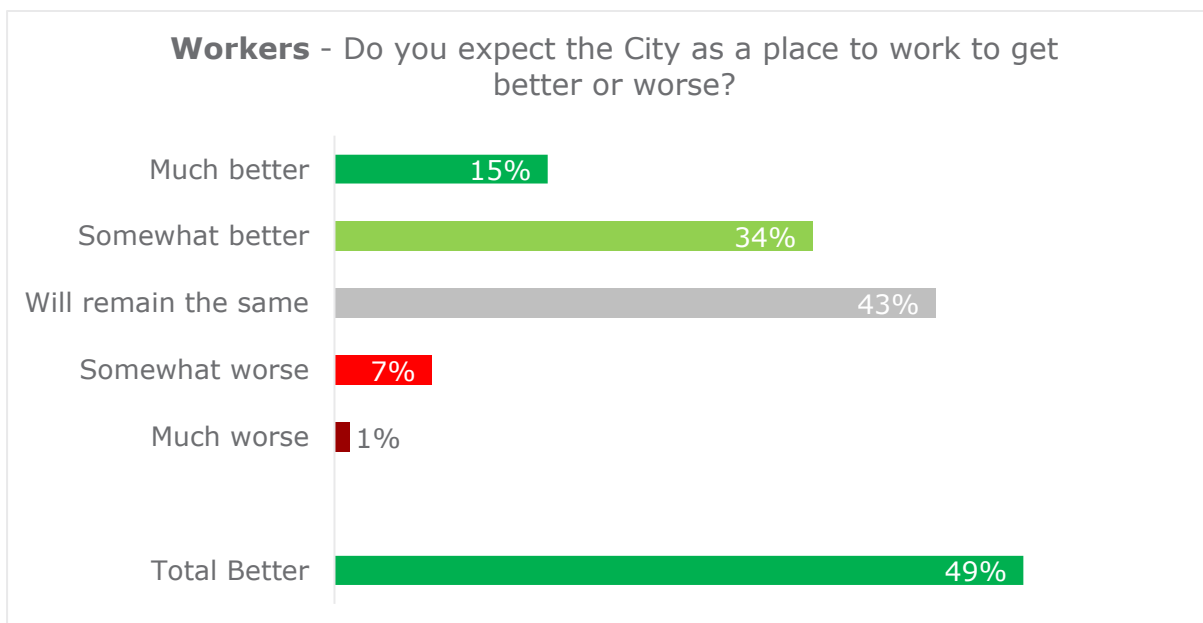
Q26a: Looking to the future, do you expect the City to be a better or worse place to live over the next few years? (all responses: t=482).

43% of residents expect the City to be better as a place to live over the next few years (much and somewhat better). Just over a third (35%) expect things to remain the same. 4% (18 people) of residents expect the City to become much worse as a place to live over the next few years.



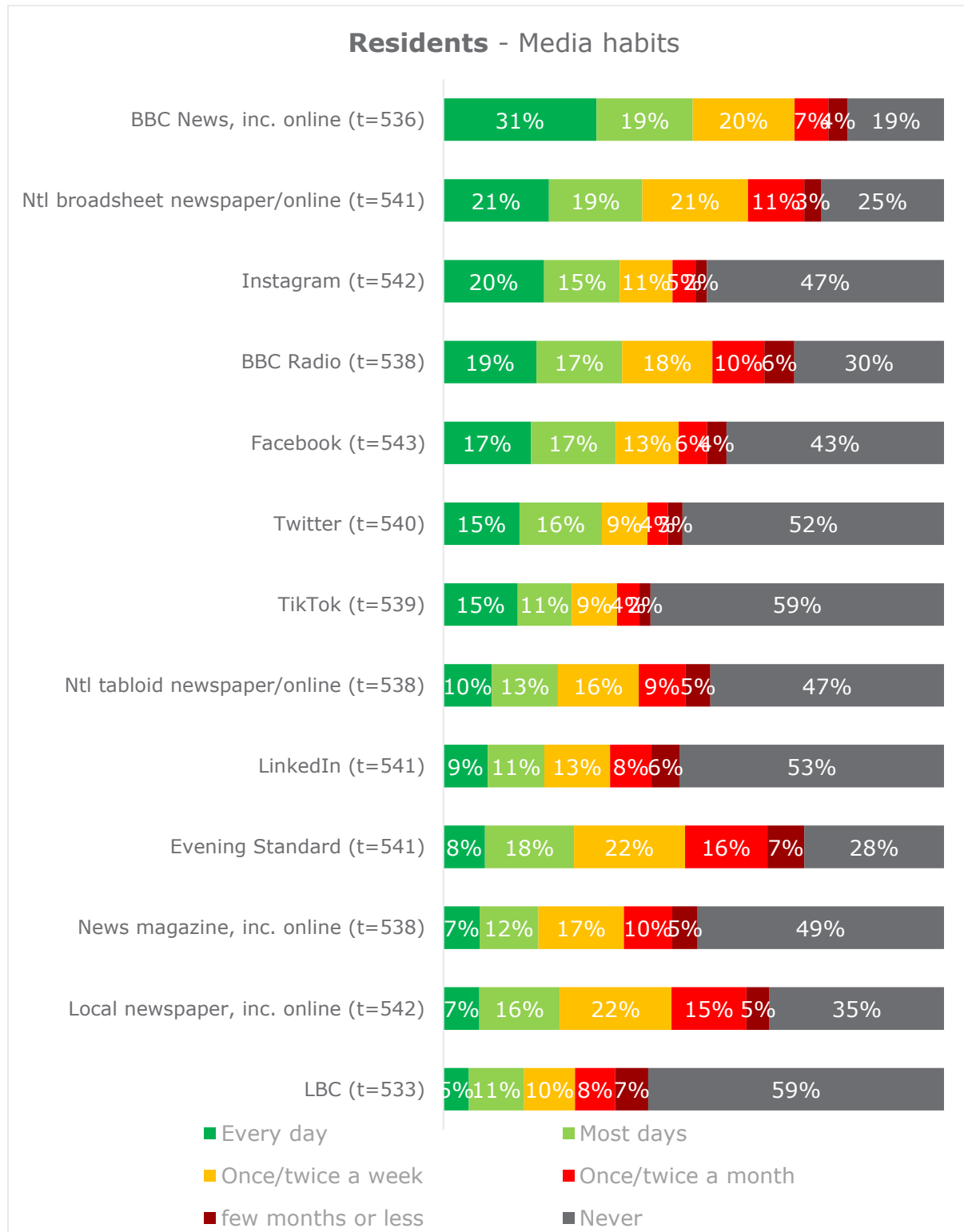
Q26b: Looking to the future, do you expect the City to be a better or worse place to work over the next few years? (all responses: t=982)

15% of workers think working in the City will get much better, with 34% believing it will be somewhat better. 43% think it will remain the same and 8% say it will get worse (7% somewhat worse and 1% much worse).

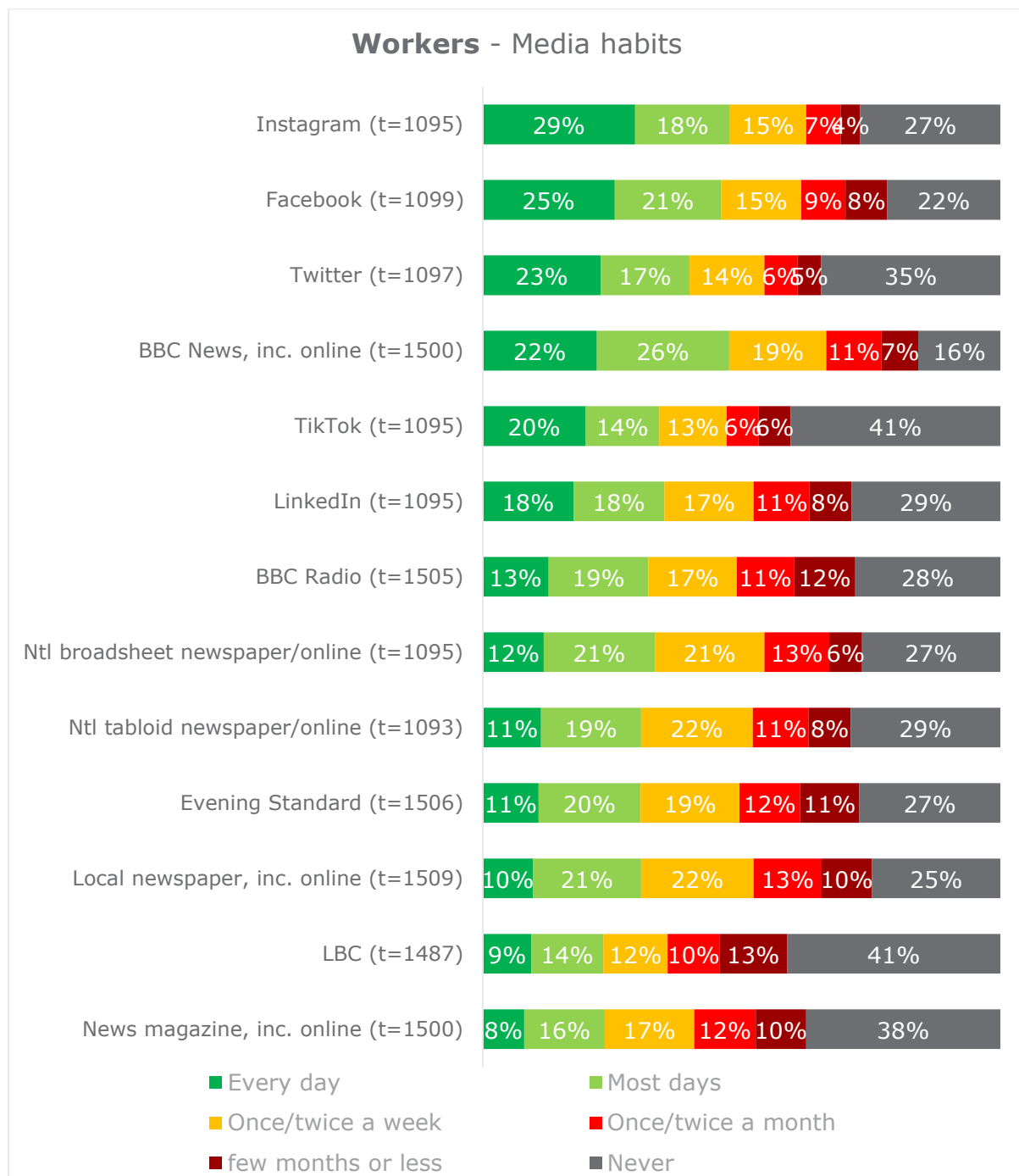


Q27: How often do you use, read or listen to each of the following?

Nearly a third of residents (31%) access BBC News (including online) every day, with 21% accessing national broadsheet newspapers every day. LBC is used rarely by residents; with 59% reporting they never use it. 59% of residents never use TikTok, closely followed by LinkedIn (53%) and Twitter (52%).

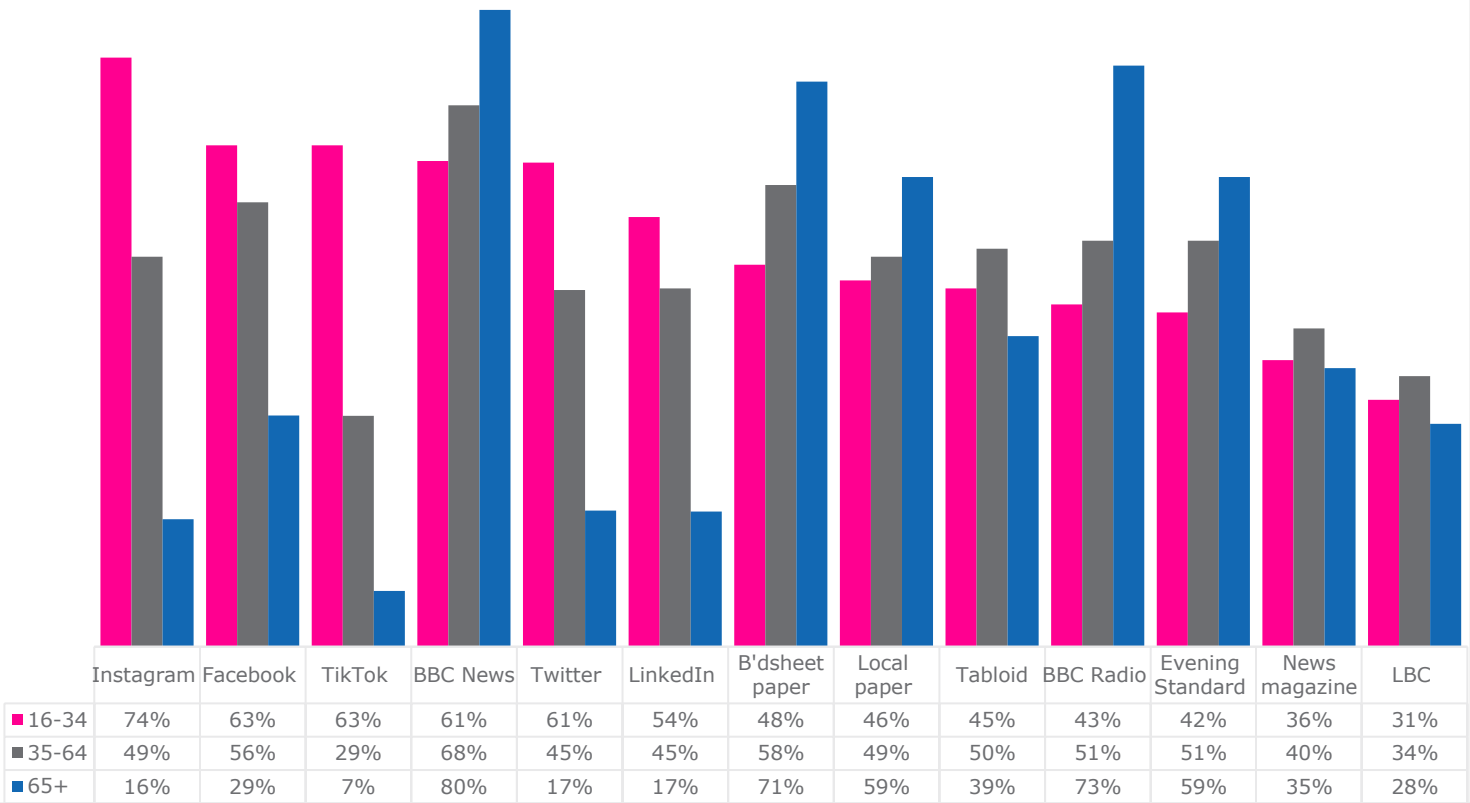


Over a quarter of workers (29%) use Instagram on a daily basis, followed by Facebook, with 25% using it every day. 41% of workers never use TikTok or LBC. Nearly half (49%) of workers interact with BBC News (including online) on a weekly basis or more often.



As expected, social media is significantly more likely to be used weekly (ranging from every day to at least 1 or 2 times a week) to interact with the City Corporation by residents and workers who are 16-34 and 35-64 compared to those who are 65+ whereas those who are 65+ are more likely to interact with the City Corporation via more traditional mediums such as national and local newspapers and BBC radio and BBC news, compared to those younger age groups.

Residents and Workers media habits by age (at least weekly)



Appendix 1: Respondent Profile

In total, the survey received 1,523 responses. A profile of the respondents to the survey is provided below.

Table 2: Q04. Do you live or work in the City?
(all responses: Total=1,523).

| Respondent type | No. responses | % responses |
|-----------------|---------------|-------------|
| Live | 416 | 27% |
| Work | 979 | 64% |
| Both | 128 | 8% |

Table 3: Q21. Average days per week currently working in the City?
(all responses: Total=1,107).

| Respondent type | No. responses | % responses |
|-----------------------|---------------|-------------|
| 5 days a week or more | 470 | 42% |
| 4 days a week | 181 | 16% |
| 3 days a week | 270 | 24% |
| 2 days a week | 146 | 13% |
| 1 day a week | 40 | 4% |

Table 4: Q01. Gender.
(all responses: Total=1,523).

| Respondent type | No. responses | % responses |
|-----------------|---------------|-------------|
| Male | 845 | 55% |
| Female | 678 | 45% |

Table 5: Q02. Age.
(all responses: Total=1,523).

| Respondent type | No. responses | % responses |
|-------------------|---------------|-------------|
| 16-24 | 237 | 16% |
| 25-34 | 411 | 27% |
| 35-54 | 426 | 28% |
| 55-64 | 259 | 17% |
| 65+ | 187 | 12% |
| Prefer not to say | 3 | 0% |

Table 6: Q03. Ethnicity.
(all responses: Total=1,523).

| Respondent type | No. responses | % responses |
|--|----------------------|--------------------|
| Asian or Asian British (Indian, Pakistani, Bangladeshi or any other Asian background) | 201 | 13% |
| Black or Black British (Caribbean, African, or any other Black background) | 164 | 11% |
| Chinese | 50 | 3% |
| Mixed (White and Black Caribbean, White and Black African, White and Asian and any other mixed background) | 86 | 6% |
| White (British, Irish, Scottish or any other white background) | 1004 | 66% |
| Other | 13 | 1% |
| Prefer not to say | 5 | 0% |
| NET: Ethnically diverse | 514 | 34% |

Table 7: Q05a. How long have you lived in the City?
(all responses: Total=544).

| Respondent type | No. responses | % responses |
|------------------------|----------------------|--------------------|
| Less than a year | 42 | 8% |
| One to two years | 83 | 15% |
| Three to five years | 102 | 19% |
| Six to ten years | 93 | 17% |
| Eleven to twenty years | 90 | 17% |
| More than twenty years | 134 | 25% |

Table 8: Q05b. How long have you worked in the City?
(all responses: Total=1,107).

| Respondent type | No. responses | % responses |
|------------------------|----------------------|--------------------|
| Less than a year | 194 | 18% |
| One to two years | 239 | 22% |
| Three to five years | 272 | 25% |
| Six to ten years | 186 | 17% |
| Eleven to twenty years | 120 | 11% |
| More than twenty years | 96 | 9% |

Table 9: Q06a. Where in the City do you live? (all responses: Total=510).

| Respondent type | No. responses | % responses |
|---|----------------------|--------------------|
| Barbican Estate | 295 | 58% |
| Golden Lane Estate | 51 | 10% |
| Middlesex Street Estate | 40 | 8% |
| Social rented accommodation elsewhere in the City of London | 27 | 5% |
| Private rented accommodation elsewhere in the City | 55 | 11% |
| Owner occupier elsewhere in the City | 23 | 5% |
| Student accommodation elsewhere in the City | 14 | 3% |
| Other | 5 | 1% |

Table 10: Q06b. Which of the following best describes the sector you work in? (all responses: Total=1,107).

| Respondent type | No. responses | % responses |
|--|----------------------|--------------------|
| Agriculture, forestry & fishing | 2 | 0% |
| Mining, quarrying & utilities | 3 | 0% |
| Manufacturing | 22 | 2% |
| Construction | 93 | 8% |
| Motor trades | 12 | 1% |
| Wholesale | 11 | 1% |
| Retail | 143 | 13% |
| Transport & storage (inc. postal) | 55 | 5% |
| Accommodation & food services | 71 | 6% |
| Information & communication/Tech | 98 | 9% |
| Financial & insurance | 229 | 21% |
| Property and real-estate | 59 | 5% |
| Professional, scientific & technical | 59 | 5% |
| Business administration & support services | 72 | 7% |
| Public administration & defence | 30 | 3% |
| Education | 34 | 3% |
| Health | 53 | 5% |
| Arts, entertainment, recreation & other services | 42 | 4% |
| Prefer not to say | 19 | 2% |

Table 11: Q06c. How would you describe the occupation of the chief income earner in your household? (all responses: Total=1,523).

| Respondent type | No. responses | % responses |
|--|----------------------|--------------------|
| Higher managerial / professional / administrative | 280 | 18% |
| Intermediate managerial / professional / administrative | 472 | 31% |
| Supervisory or clerical / junior managerial / professional / administrator | 376 | 25% |
| Skilled manual worker | 195 | 13% |
| Semi-skilled or unskilled manual worker | 81 | 5% |
| Student | 43 | 3% |
| Retired and living on state pension only | 37 | 2% |
| Unemployed for over 6 months or not working due to long term sickness | 18 | 1% |
| Prefer not to say | 21 | 1% |
| NET: AB | 752 | 49% |
| NET: C1C2 | 571 | 37% |
| NET: DE | 179 | 12% |

Table 12: Q07. Working status. (all responses: Total=1,107).

| Respondent type | No. responses | % responses |
|------------------------|----------------------|--------------------|
| Full-time | 906 | 82% |
| Part-time | 201 | 18% |

Table 13: Q08. Can you estimate the number of employees employed by your organisation within the City? (all responses: Total=1,110).

| Respondent type | No. responses | % responses |
|------------------------|----------------------|--------------------|
| 1-4 | 21 | 2% |
| 5-9 | 58 | 6% |
| 10-49 | 224 | 22% |
| 50-249 | 259 | 26% |
| 250-499 | 160 | 16% |
| 500-1000 | 142 | 14% |
| More than 1000 | 146 | 14% |

Appendix 2: 2022 vs previous years

The following tables show the results based on the total figures from previous surveys and the total figures from the 2022 survey for comparison.

Table 1: Q09. How well do you know each of the following? (The City Corporation)

| Year | Resident (Total: Very and Fairly Well) | Worker (Total: Very and Fairly Well) |
|------|--|--------------------------------------|
| 2022 | 72% | 51% |
| 2013 | 67% | 36% |
| 2009 | 62% | 41% |

Table 2: Q11a/Q11b. How satisfied are you with the City as a place to live/work?

| Year | Resident (Total: Very and Fairly satisfied) | Worker (Total: Very and Fairly satisfied) |
|------|---|---|
| 2022 | 90% | 90% |
| 2013 | 95% | 92% |
| 2009 | 95% | 88% |

Table 3: Q14. Overall, how satisfied or dissatisfied are you with the way the City Corporation performs its functions?

| Year | Resident (Total: Very and Fairly Well) | Worker (Total: Very and Fairly Well) |
|------|--|--------------------------------------|
| 2022 | 69% | 74% |
| 2013 | 87% | 75% |
| 2009 | 83% | 71% |

Table 4: Q15. On a scale of 1 to 5 (with 1 being great extent and 5 being not at all) what extent do you regard the City Corporation as... Representing good value for money?

| Year | Resident (Total: score 1 and 2) | Worker (Total: score 1 and 2) |
|-------------|--|--------------------------------------|
| 2022 | 44% | 50% |
| 2013 | 73% | 49% |

Table 5: Q18a. Thinking about interactions with the City Corporation, which of the following have you done?

Visited the Barbican Centre

| Year | Resident | Worker |
|-------------|-----------------|---------------|
| 2022 | 76% | 53% |
| 2009 | 66% | N/A |

Visited a City managed open space, such as Hampstead Heath

| Year | Resident | Worker |
|-------------|-----------------|---------------|
| 2022 | 65% | 42% |
| 2009 | 74% | N/A |

Appendix 3: Questionnaire

| | |
|----------------------|----------------------------|
| Client name: | City of London Corporation |
| Project name: | Residents and Workers |
| Job number: | 8544 |
| Methodology: | Online and F2F |
| Version | 1 |

SCREENERS

Q04.

Base: All respondents

Please can you tell me if you live or work in the City of London (Sometimes known as the City or The Square Mile) or do both?

Please see the map to show the area we are talking about.

SINGLE RESPONSE

DP NOTE: PLEASE INCLUDE THE OPTION TO SHOW THE CITY OF LONDON MAP

| Code | Answer list | Scripting notes | Routing |
|------|-------------|-------------------|---------|
| 1 | Live | Class as Resident | |
| 2 | Work | Class as Worker | |
| 3 | Both | Class as Both | |
| 4 | Neither | | SCREEN |

Q21.

Base: All workers (Q04/2,3)

How many days per week do you currently work in the City of London, on average?

SINGLE RESPONSE

| Code | Answer list | Scripting notes | Routing |
|------|-----------------------|-----------------|---------|
| 1 | 5 days a week or more | - | |
| 2 | 4 days a week | - | |
| 3 | 3 days a week | - | |
| 4 | 2 days a week | - | |
| 5 | 1 day a week | - | |
| 6 | Less than once a week | - | SCREEN |

Demographics

Q01.

Base: All respondents

Please tell us your gender

SINGLE RESPONSE

| Code | Answer list | Scripting notes | Routing |
|------|-------------|-----------------|---------|
| 1 | Male | | |
| 2 | Female | | |

Q02.

Base: All respondents

Please can you tell me which age band you belong to?

SINGLE RESPONSE

| Code | Answer list | Scripting notes | Routing |
|------|-------------------|-----------------|---------|
| 1 | 16-24 | | |
| 2 | 25-34 | | |
| 3 | 35-54 | | |
| 4 | 55-64 | | |
| 5 | 65+ | | |
| 86 | Prefer not to say | | |

Q03.

Base: All respondents

Which of the following best describes your ethnicity?

SINGLE RESPONSE

| Code | Answer list | Scripting notes | Routing |
|------|--|-----------------|---------|
| 1 | Asian or Asian British (Indian, Pakistani, Bangladeshi or any other Asian background) | | |
| 2 | Black or Black British (Caribbean, African, or any other Black background) | | |
| 3 | Chinese | | |
| 4 | Mixed (White and Black Caribbean, White and Black African, White and Asian and any other mixed background) | | |
| 5 | White (British, Irish, Scottish or any other white background) | | |
| 80 | Other (please specify) | OPEN | |
| 86 | Prefer not to say | | |

Q05a.**Base: All residents (Q04/1,3)**

How long have you lived in the City of London (The City/The Square Mile)?

SINGLE RESPONSE

| Code | Answer list | Scripting notes | Routing |
|------|------------------------|-----------------|---------|
| 1 | Less than a year | | |
| 2 | One to two years | | |
| 3 | Three to five years | | |
| 4 | Six to ten years | | |
| 5 | Eleven to twenty years | | |
| 6 | More than twenty years | | |

Q05b.**Base: All workers (Q04/2,3)**

How long have you worked in the City of London (The City/The Square Mile)?

Please include any time spent working remotely due to the pandemic?

SINGLE RESPONSE

| Code | Answer list | Scripting notes | Routing |
|------|------------------------|-----------------|---------|
| 1 | Less than a year | | |
| 2 | One to two years | | |
| 3 | Three to five years | | |
| 4 | Six to ten years | | |
| 5 | Eleven to twenty years | | |
| 6 | More than twenty years | | |

Q06a.**Base: All residents (Q04/1,3)**

Where in the City of London (The City/The Square Mile) do you live?

SINGLE RESPONSE

| Code | Answer list | Scripting notes | Routing |
|------|--|-----------------|---------|
| 1 | Barbican Estate | | |
| 2 | Golden Lane Estate | | |
| 3 | Middlesex Street Estate | | |
| 4 | Social rented accommodation elsewhere in the City of London | | |
| 5 | Private rented accommodation elsewhere in the City of London | | |
| 6 | Owner occupier elsewhere in the City of London | | |
| 7 | Student accommodation elsewhere in the City of London | | |
| 80 | Other (please specify) | OPEN | |

Q06b.**Base: All workers (Q04/2,3)**

Which of the following best describes the sector you work in?

SINGLE RESPONSE

| Code | Answer list | Scripting notes | Routing |
|------|--|-----------------|---------|
| 1 | Agriculture, forestry & fishing | | |
| 2 | Mining, quarrying & utilities | | |
| 3 | Manufacturing | | |
| 4 | Construction | | |
| 5 | Motor trades | | |
| 6 | Wholesale | | |
| 7 | Retail | | |
| 8 | Transport & storage (inc. postal) | | |
| 9 | Accommodation & food services | | |
| 10 | Information & communication/Tech | | |
| 11 | Financial & insurance | | |
| 12 | Property and real-estate | | |
| 13 | Professional, scientific & technical | | |
| 14 | Business administration & support services | | |
| 15 | Public administration & defence | | |
| 16 | Education | | |
| 17 | Health | | |
| 18 | Arts, entertainment, recreation & other services | | |
| 86 | Prefer not to say | | |

Q06c.**Base: All respondents**

How would you describe the occupation <SHOW TO RESIDENTS ONLY: (or if retired the former occupation)> of the chief income earner in your household?

SINGLE RESPONSE

| Code | Answer list | Scripting notes | Routing |
|------|--|-----------------|---------|
| 1 | Higher managerial / professional / administrative | AB | |
| 2 | Intermediate managerial / professional / administrative | AB | |
| 3 | Supervisory or clerical / junior managerial / professional / administrator | C1 | |
| 4 | Skilled manual worker | C2 | |
| 5 | Semi-skilled or unskilled manual worker | DE | |
| 6 | Student | DE | |
| 7 | Retired and living on state pension only | DE | |
| 8 | Unemployed for over 6 months or not working due to long term sickness | DE | |
| 86 | Prefer not to say | | |

Q07.**Base: All workers (Q04/2,3)**

Please can you tell me your working status

SINGLE RESPONSE

| Code | Answer list | Scripting notes | Routing |
|------|-------------|-----------------|---------|
| 1 | Full-time | | |
| 2 | Part-time | | |

Q08.**Base: All workers (Q04/2,3)**

Can you estimate the number of employees employed by your organisation within the City of London?

SINGLE RESPONSE

| Code | Answer list | Scripting notes | Routing |
|------|----------------|-----------------|---------|
| 1 | 1-4 | | |
| 2 | 5-9 | | |
| 3 | 10-49 | | |
| 4 | 50-249 | | |
| 5 | 250-499 | | |
| 6 | 500-1000 | | |
| 7 | More than 1000 | | |
| 85 | Don't know | | |

General attitudes**Q09.****Base: All respondents**

How well do you feel you know each of the following?

SINGLE GRID

| Code | Answer list | Scripting notes | Routing |
|------|-----------------|-----------------|---------|
| 1 | Very well | - | |
| 2 | Fairly well | - | |
| 3 | Neither/nor | - | |
| 4 | Not well | - | |
| 5 | Not at all well | - | |
| 85 | Don't know | - | |

| Statement number | Statement | Scripting notes | Routing |
|------------------|---|------------------------|---------|
| 1 | The City of London, the area sometimes known as the City or the Square Mile | | |
| 2 | The City of London Corporation | | |
| 3 | The Lord Mayor of the City of London | | |
| 4 | Your local City of London ward councillors | | |
| 5 | The City Livery Companies | Workers only (Q04/2,3) | |

Q10.**Base: All respondents**

Overall, how favourable are you towards each of the following?

SINGLE GRID

| Code | Answer list | Scripting notes | Routing |
|------|-------------------------------------|-----------------|---------|
| 1 | Very favourable | - | |
| 2 | Somewhat favourable | - | |
| 3 | Neither favourable nor unfavourable | - | |
| 4 | Somewhat unfavourable | - | |
| 5 | Very unfavourable | - | |
| 85 | Don't know | - | |

| Statement number | Statement | Scripting notes | Routing |
|------------------|---|-----------------|---------|
| 1 | The City of London, the area sometimes known as the City or the Square Mile | | |
| 2 | The City of London Corporation | | |
| 3 | The Lord Mayor of the City of London | | |
| 4 | Your local City of London ward councillors | | |

Q11a.**Base: All residents (Q04/1,3)**

How satisfied are you with the City of London (The City/The Square Mile) as a place to live?

SINGLE RESPONSE

| Code | Answer list | Scripting notes | Routing |
|------|------------------------------------|-----------------|---------|
| 1 | Very satisfied | | |
| 2 | Fairly satisfied | | |
| 3 | Neither satisfied nor dissatisfied | | |
| 4 | Fairly dissatisfied | | |
| 5 | Very dissatisfied | | |
| 6 | Don't Know | | |

Q11b.**Base: All workers (Q04/2,3)**

How satisfied are you with the City of London (The City/The Square Mile) as a place to work?

SINGLE RESPONSE

| Code | Answer list | Scripting notes | Routing |
|------|------------------------------------|-----------------|---------|
| 1 | Very satisfied | | |
| 2 | Fairly satisfied | | |
| 3 | Neither satisfied nor dissatisfied | | |
| 4 | Fairly dissatisfied | | |
| 5 | Very dissatisfied | | |
| 6 | Don't Know | | |

Q12.**Base: All respondents**

Thinking about the City of London (The City/The Square Mile) as a place, to what extent do you agree the following apply?

SINGLE GRID, RANDOMISE

| Code | Answer list | Scripting notes | Routing |
|------|----------------------------|-----------------|---------|
| 1 | Strongly agree | - | |
| 2 | Somewhat agree | - | |
| 3 | Neither agree nor disagree | - | |
| 4 | Somewhat disagree | - | |
| 5 | Strongly disagree | - | |
| 85 | Don't know | - | |

| Statement number | Statement | Scripting notes | Routing |
|------------------|----------------------------------|-----------------|---------|
| 1 | Safe | | |
| 2 | Clean | | |
| 3 | Visually attractive | | |
| 4 | Good transport connections | | |
| 5 | Enjoyable to walk around | | |
| 6 | Fun | | |
| 7 | Good shops, bars and restaurants | | |
| 8 | Well-run | | |

Q13.**Base: All respondents**

On a scale of 0 to 10, how likely are you to recommend the City of London to a friend as a place to live or work?

SINGLE RESPONSE

| Code | Answer list | Scripting notes | Routing |
|------|-----------------------|-----------------|---------|
| 0 | 0 – not at all likely | | |
| 1 | 1 | | |
| 2 | 2 | | |
| 3 | 3 | | |
| 4 | 4 | | |
| 5 | 5 | | |
| 6 | 6 | | |
| 7 | 7 | | |
| 8 | 8 | | |
| 9 | 9 | | |
| 10 | 10 – Extremely likely | | |

Q14.**Base: All respondents**

Overall, how satisfied or dissatisfied are you with the way the City of London Corporation performs its functions?

SINGLE RESPONSE

| Code | Answer list | Scripting notes | Routing |
|------|------------------------------------|-----------------|---------|
| 1 | Very satisfied | | |
| 2 | Fairly satisfied | | |
| 3 | Neither satisfied nor dissatisfied | | |
| 4 | Fairly dissatisfied | | |
| 5 | Very dissatisfied | | |
| 6 | Don't Know | | |

Q15.**Base: All respondents**

On a scale of 1 to 5 (with 1 being great extent and 5 being not at all) what extent do you regard the City of London Corporation as...?

SINGLE GRID, RANDOMISE

| Code | Answer list | Scripting notes | Routing |
|------|------------------|-----------------|---------|
| 1 | 1 - Great extent | - | |
| 2 | 2 | - | |
| 3 | 3 | - | |
| 4 | 4 | - | |
| 5 | 5 - Not at all | - | |
| 85 | Don't know | - | |

| Statement number | Statement | Scripting notes | Routing |
|------------------|---|-----------------|---------|
| 1 | An effective method of local Government for the City of London? | | |
| 2 | Representing the needs of the square mile? | | |
| 3 | Representing good value for money? | | |
| 4 | Progressive and forward-looking in its services? | | |
| 5 | Too remote and impersonal? | | |
| 6 | Listening | | |
| 7 | Open and honest | | |
| 8 | Caring about people like me | | |
| 9 | Relevant to my life | | |
| 10 | Committed to the success of the UK economy | | |

Q16.**Base: All respondents**

Thinking about functions carried out by the City of London Corporation, how good or bad a job do you feel they do of each of the following?

SINGLE GRID, RANDOMISE

| Code | Answer list | Scripting notes | Routing |
|------|--------------------------|-----------------|---------|
| 1 | Very good job | - | |
| 2 | Fairly good job | - | |
| 3 | Neither good nor bad job | - | |
| 4 | Fairly bad job | - | |
| 5 | Very bad job | - | |
| 85 | Don't know | - | |

| Statement number | Statement | Scripting notes | Routing |
|------------------|--|--------------------------|---------|
| 1 | Running parks and open spaces across London, such as Hampstead Heath and Epping Forest | | |
| 2 | Running local services in the Square Mile, such as libraries and street cleaning | | |
| 3 | Shaping the built environment of the City of London, such as approving new developments | | |
| 4 | Supporting and promoting City businesses | | |
| 5 | Managing City of London Housing Estates, such as the Barbican Estate, Golden Lane and Middlesex Street | Residents only (Q04/1,3) | |
| 6 | Supporting cultural activities in the City/the Square Mile, such as the Barbican Arts Centre | | |
| 7 | Consulting residents on new developments or other issues | Residents only (Q04/1,3) | |
| 8 | Supporting the success of City of London businesses | | |

Q17.**Base: All respondents**

How important do you think each of the following policies should be for the City of London Corporation, the organisation that runs the Square Mile?

SINGLE GRID, RANDOMISE

| Code | Answer list | Scripting notes | Routing |
|------|-----------------------------------|-----------------|---------|
| 1 | Very important | - | |
| 2 | Somewhat important | - | |
| 3 | Neither important nor unimportant | - | |
| 4 | Somewhat unimportant | - | |
| 5 | Very unimportant | - | |
| 85 | Don't know | - | |

| Statement number | Statement | Scripting notes | Routing |
|------------------|---|--------------------------|---------|
| 1 | Achieving net zero in the City of London (The City/The Square Mile) by 2040 | | |
| 2 | Improving footfall in local small businesses by making The Square Mile a more attractive destination for visitors | | |
| 3 | Improving technical infrastructure in the City of London such as phone signal and internet speeds | | |
| 4 | Ensuring the City of London remains an attractive place for businesses to locate | | |
| 5 | Ensuring the City of London Corporation listens more to the views of local residents | Residents only (Q04/1,3) | |

Q18a.**Base: All respondents**

Thinking about interactions with the City of London Corporation, which of the following have you done?

Please tick any that apply.

MULTI RESPONSE

| Code | Answer list | Scripting notes | Routing |
|------|---|-----------------|---------|
| 1 | Visited the Guildhall | - | |
| 2 | Visited the Mansion House | - | |
| 3 | Visited the Barbican Centre | - | |
| 4 | Visited a City of London-managed open space, such as Hampstead Heath | - | |
| 5 | Communicated with the City of London Corporation by letter or email | - | |
| 6 | Seen a news item related to the City of London Corporation | - | |
| 7 | Communicated with or met a City of London local councillor | - | |
| 8 | Attended the Lord Mayor's Show | - | |
| 9 | Visited the City of London Corporation website | - | |
| 10 | Seen City of London Corporation content on social media | - | |
| 11 | Responded to a City of London Corporation consultation, such as for a new building or development | - | |
| 87 | None of these | EXCLUSIVE | |

Q18b.**Base: All respondents**

Thinking about how the City of London Corporation goes about consultation, do you have any suggestions of how it could be improved?

OPEN RESPONSE

| Code | Answer list | Scripting notes | Routing |
|------|-------------|-----------------|---------|
| 85 | Don't know | - | |

| |
|-----------------------------|
| Working and visiting |
|-----------------------------|

Q19a.**Base: All residents (Q04/1,3)**

What would you say are the **good** things about living in the City of London?

OPEN RESPONSE

| Code | Answer list | Scripting notes | Routing |
|------|-------------|-----------------|---------|
| 85 | Don't know | - | |

Q19b.**Base: All workers (Q04/2,3)**What would you say are the **good** things about working in the City of London?

OPEN RESPONSE

| Code | Answer list | Scripting notes | Routing |
|------|-------------|-----------------|---------|
| 85 | Don't know | - | |

Q20a.**Base: All residents (Q04/1,3)**What would you say are the **bad** things about living in the City of London?

OPEN RESPONSE

| Code | Answer list | Scripting notes | Routing |
|------|-------------|-----------------|---------|
| 85 | Don't know | - | |

Q20b.**Base: All workers (Q04/2,3)**What would you say are the **bad** things about working in the City of London?

OPEN RESPONSE

| Code | Answer list | Scripting notes | Routing |
|------|-------------|-----------------|---------|
| 85 | Don't know | - | |

Q22.**Base: All workers (Q04/2,3)**

Over the next 12 months, how do you expect the amount of time you spend working in the City of London to change?

SINGLE RESPONSE

| Code | Answer list | Scripting notes | Routing |
|------|--|-----------------|---------|
| 1 | Increase significantly | - | |
| 2 | Increase slightly | - | |
| 3 | Remain the same | - | |
| 4 | Decrease slightly | - | |
| 5 | Decrease significantly | - | |
| 6 | I do not expect to be working in the City of London in 12 months' time | - | |
| 85 | Don't know | - | |

Q23.**Base: All workers (Q04/2,3)**

How often do you visit the City of London at weekends?

SINGLE RESPONSE

| Code | Answer list | Scripting notes | Routing |
|------|----------------------------|-----------------|---------|
| 1 | Most weekends | - | |
| 2 | Once or twice a month | - | |
| 3 | Every few months | - | |
| 4 | A few times a year or less | - | |
| 5 | Never | - | |

Q24.**Base: All workers (Q04/2,3)**

What changes would be required to make you more likely to visit the City of London at weekends?

OPEN RESPONSE

| Code | Answer list | Scripting notes | Routing |
|------|-------------|-----------------|---------|
| 85 | Don't know | - | |

Q25a.**Base: All residents (Q04/1,3)**

Compared to five years ago, has the City of London got better or worse as a place to live?

SINGLE RESPONSE

| Code | Answer list | Scripting notes | Routing |
|------|-----------------------|-----------------|---------|
| 1 | Much better | | |
| 2 | Somewhat better | | |
| 3 | Has remained the same | | |
| 4 | Somewhat worse | | |
| 5 | Much worse | | |
| 85 | Don't know | | |

Q25b.**Base: All workers (Q04/2,3)**

Compared to five years ago, has the City of London got better or worse as a place to work?

SINGLE RESPONSE

| Code | Answer list | Scripting notes | Routing |
|------|-----------------------|-----------------|---------|
| 1 | Much better | | |
| 2 | Somewhat better | | |
| 3 | Has remained the same | | |
| 4 | Somewhat worse | | |
| 5 | Much worse | | |
| 85 | Don't know | | |

Q26a.**Base: All residents (Q04/1,3)**

Looking to the future, do you expect the City of London to be a better or worse place to live over the next few years?

SINGLE RESPONSE

| Code | Answer list | Scripting notes | Routing |
|------|-----------------------|-----------------|---------|
| 1 | Much better | | |
| 2 | Somewhat better | | |
| 3 | Has remained the same | | |
| 4 | Somewhat worse | | |
| 5 | Much worse | | |
| 85 | Don't know | | |

Q26b.**Base: All workers (Q04/2,3)**

Looking to the future, do you expect the City of London to be a better or worse place to work over the next few years?

SINGLE RESPONSE

| Code | Answer list | Scripting notes | Routing |
|------|-----------------------|-----------------|---------|
| 1 | Much better | | |
| 2 | Somewhat better | | |
| 3 | Has remained the same | | |
| 4 | Somewhat worse | | |
| 5 | Much worse | | |
| 85 | Don't know | | |

Behaviours**Q27.****Base: All respondents**

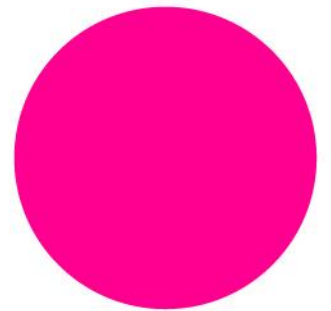
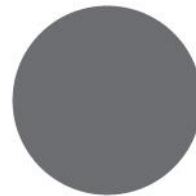
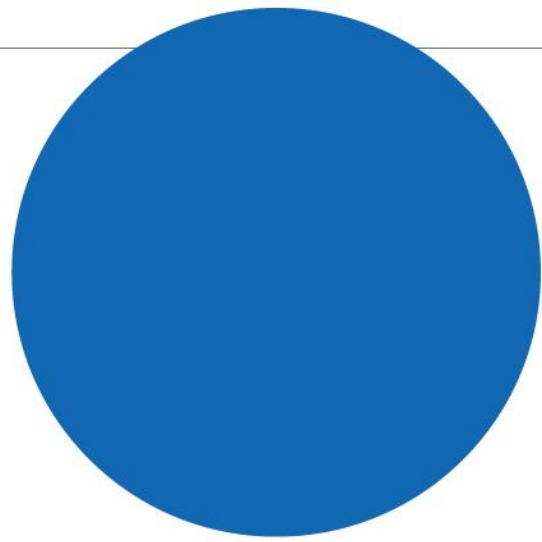
How often do you use, read or listen to each of the following?

SINGLE GRID

| Code | Answer list | Scripting notes | Routing |
|------|--------------------------|-----------------|---------|
| 1 | Every day | - | |
| 2 | Most days | - | |
| 3 | Once or twice a week | - | |
| 4 | Once or twice a month | - | |
| 5 | Every few months or less | - | |
| 6 | Never | - | |
| 85 | Don't know | - | |

| Statement number | Statement | Scripting notes | Routing |
|------------------|--|-----------------|---------|
| 1 | Twitter | | |
| 2 | LinkedIn | | |
| 3 | Facebook | | |
| 4 | Instagram | | |
| 5 | TikTok | | |
| 6 | National broadsheet newspaper, including online (e.g. The Guardian or Times) | | |
| 7 | National tabloid newspaper, including online (e.g. Daily Mail or Sun) | | |
| 8 | News magazine, including online (e.g. The Economist) | | |
| 9 | Local newspaper, including online | | |
| 10 | Evening Standard | | |
| 11 | LBC | | |
| 12 | BBC Radio | | |
| 13 | BBC News, including online | | |

For more information



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