Managing Director, Public Affairs and Chairman, Social Research Institute, Ipsos MORI, London

Urban Age São Paulo Survey

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A tale of two world cities......

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Ipsos MORI
Measurement matters!!

- To really understand what matters, and where to focus investment for maximum effect, need detailed surveys of residents – 1,400 interviews across Sao Paulo

- What gets measured gets done

- In the UK all local authorities are required to undertake a structured survey of residents every two years – used by both local and national government to measure progress

Where is litter worst in London?
### Tracking quality of life in the poorest areas of Britain....

**Q** How satisfied are you with this area as a place to live?

<table>
<thead>
<tr>
<th>Year</th>
<th>NDC AREAS</th>
<th>Change +%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>60%</td>
<td>11</td>
</tr>
<tr>
<td>2004</td>
<td>66%</td>
<td></td>
</tr>
<tr>
<td>2006</td>
<td>71%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>National 00/01</th>
<th>National 02/03</th>
<th>National 05/06</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>87%</td>
<td>86%</td>
<td>87%</td>
</tr>
<tr>
<td>2004</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2006</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Ipsos MORI**


National: Survey of English Housing
Quality of life in Sao Paulo?

Q How satisfied or dissatisfied are you with ... as a place to live in?

% Net Satisfied

29% Sao Paulo

60% London

Base: London (1.400). Sao Paulo (metropolitan region, 1.000)

Ipsos MORI
Income is the strongest factor

Average Neighbourhood Income

Satisfaction with area

50% 70% 100% 60% 80% 90%

£10,000 £15,000 £20,000 £25,000 £30,000 £35,000 £40,000

R = 0.7
Satisfaction and Safety

R² = 0.4837

Feel Safe

Satisfaction with City as a place to live

Stockholm

Amsterdam

Barcelona

R² = 0.4837

Rotterdam

Berlin

London

Paris

Glasgow

Rome

Manchester

Antwerp

Brussels

Dublin

Ipsos MORI  Base: 300 interviews in each city
What are the two or three best things about living in...

**Job opportunities**
- Sao Paulo: 27%
- London: 39%

**Range of shops**
- Sao Paulo: 27%
- London: 34%

**Schools**
- Sao Paulo: 22%
- London: 17%

**Sports and leisure**
- Sao Paulo: 0%
- London: 21%

**Transport**
- Sao Paulo: 18%
- London: 31%

**Parks/open spaces**
- Sao Paulo: 13%
- London: 21%

**Health services**
- Sao Paulo: 13%
- London: 18%

**Nightlife**
- Sao Paulo: 7%
- London: 25%

**Diversity of people**
- Sao Paulo: 6%
- London: 32%

**Museums/art galleries**
- Sao Paulo: 3%
- London: 29%

Base: London (1,400). Sao Paulo (metropolitan region, 1,000)
What are the biggest problems...

- **Health services**: Sao Paulo 44%, London 10%
- **Safety/crime rates**: Sao Paulo 43%, London 41%
- **Transport**: Sao Paulo 33%, London 15%
- **Traffic**: Sao Paulo 17%, London 15%
- **Cost of living**: Sao Paulo 16%, London 53%
- **Cost of housing**: Sao Paulo 7%, London 42%
- **Range of housing available**: Sao Paulo 8%, London 2%

*Base: London (1.400). Sao Paulo (metropolitan region, 1.000)*
But Londoners feel much safer...

Q  How safe do you feel walking outside in this neighborhood in the evening by yourself?

<table>
<thead>
<tr>
<th></th>
<th>Safe</th>
<th>Unsafe</th>
</tr>
</thead>
<tbody>
<tr>
<td>London</td>
<td>59%</td>
<td>31%</td>
</tr>
<tr>
<td>São Paulo</td>
<td>35%</td>
<td>69%</td>
</tr>
</tbody>
</table>

Base: London (1,400). Sao Paulo (metropolitan region, 1,000)
Q. Which three of the following eleven topics do you find the most worrying in your country? – Crime and violence

% most cause for concern

<table>
<thead>
<tr>
<th>Country</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>53%</td>
</tr>
<tr>
<td>Brazil</td>
<td>53%</td>
</tr>
<tr>
<td>Italy</td>
<td>40%</td>
</tr>
<tr>
<td>USA</td>
<td>35%</td>
</tr>
<tr>
<td>France</td>
<td>33%</td>
</tr>
<tr>
<td>Germany</td>
<td>24%</td>
</tr>
<tr>
<td>Spain</td>
<td>23%</td>
</tr>
</tbody>
</table>

Source: Ipsos MORI Global Advisor, October 2007
Base: c.1,000 interviews in each country
Signal crimes, media coverage and police focus in part explain the UK position.

CRIME FIGURES SCANDAL

Grievous
Bloody
Hypocrisy

LABOUR ACCUSED

By Matthew Hickey
Home Affairs Correspondent

PUBLIC trust in crime statistics has been dealt a devastating blow after ministers admitted the figures have been downplaying serious violence for up to a decade.

The Home Office admitted that as many as one in five of the worst attacks has been wrongly classified in published figures.

As many as 4,000 serious assaults each week were missed or wrongly classified as minor assaults - and office workers did not know how bad the figures were.

The tightening of the rules has seen figures for serious violent crime as much as 15 per cent lower than previously published and exclusion over the figures makes impossible to say how much of the data is accurate.

Ministers blamed the blunders on police officers, who were not trained properly and who mixed up serious and minor assaults.

But if this is the case it is unclear why the police were able to maintain that there was an increase in serious violence.

Police forces have been placed under increasing pressure to maintain the level of serious violence in the street.

Critics may claim this pressure is lessening for offences to downplay the gravity of the assaults.

The Home Office is already planning to publish more detailed statistics to try to bring down the levels of serious crime.

The government has also announced plans to reduce the number of recorded crimes to try to bring down the levels of serious crime.

There are also plans to introduce new measures to make it easier to report crimes, including the introduction of a new crime reporting service.

18 police forces were asked to review their figures.
So what do residents most want to change?

<table>
<thead>
<tr>
<th>Category</th>
<th>Sao Paulo</th>
<th>London</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health services</td>
<td>31%</td>
<td>68%</td>
</tr>
<tr>
<td>Education</td>
<td>27%</td>
<td>54%</td>
</tr>
<tr>
<td>Safety/crime</td>
<td>38%</td>
<td>47%</td>
</tr>
<tr>
<td>Police</td>
<td>26%</td>
<td>37%</td>
</tr>
<tr>
<td>Improved public transport</td>
<td>22%</td>
<td>26%</td>
</tr>
<tr>
<td>Traffic</td>
<td>15%</td>
<td>20%</td>
</tr>
<tr>
<td>Affordable housing/property prices</td>
<td>12%</td>
<td>50%</td>
</tr>
<tr>
<td>Environment</td>
<td>12%</td>
<td>23%</td>
</tr>
<tr>
<td>Affordable transport</td>
<td>9%</td>
<td>25%</td>
</tr>
<tr>
<td>Skills and educational training</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

Base: London (1.400). Sao Paulo (metropolitan region, 1.000)
Crime matters most of all – as in London
Key impacts on quality of life in London

46% of variation in satisfaction with area explained

- Concern about crime/anti social behaviour: 32%
- Feel area cohesive: 14%
- Satisfied with housing, Education, planning: 13%
- Cleanliness score: 13%
- Parks and Open spaces: 10%
- How well Informed kept: 4%
- Feeling can influence council: 2%
Reasons for feeling unsafe

- Fear of burglary: São Paulo 65%, London 36%
- Fear of being mugged or physically attacked: São Paulo 47%, London 38%
- Lack of police presence: São Paulo 41%, London 20%
- People using and dealing drugs: São Paulo 39%, London 25%
- Gun crime: São Paulo 34%, London 22%
- Car crime: São Paulo 20%, London 17%
- Lack of adequate street lighting: São Paulo 15%, London 11%
- Fear of sexual harassment or attack: São Paulo 13%, London 10%
- Pickpockets: São Paulo 12%, London 8%
- Knife crime: São Paulo 28%

Base: London (1,400). São Paulo (metropolitan region, 1,000)
Implement security cameras on the streets and public spaces
Build more prisons
Punish underage the same way as adults
Close all places that sell alcoholic beverages by 11pm
Rise the number of police posts in the city
Have a faster and more severe justice/law system
Give a better training and better equipment to the police
Implement security cameras on the streets and public spaces
Implement street patrolling on violent areas
Prohibit selling of gun to civil society
Increase the number of policemen on the streets
Raise public investment on fighting crime and violence
Better lighting on the streets

Key drivers for improvement in the safeness in the city, Sao Paulo
Most public services have ratings well below those of London

<table>
<thead>
<tr>
<th>Service</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banks, supermarkets, etc.</td>
<td>73%</td>
</tr>
<tr>
<td>Cinema</td>
<td>40%</td>
</tr>
<tr>
<td>Library</td>
<td>39%</td>
</tr>
<tr>
<td>Quality of public realm</td>
<td>37%</td>
</tr>
<tr>
<td>Day care</td>
<td>36%</td>
</tr>
<tr>
<td>Subway</td>
<td>36%</td>
</tr>
<tr>
<td>Private school</td>
<td>36%</td>
</tr>
<tr>
<td>Bus service</td>
<td>35%</td>
</tr>
<tr>
<td>Private parking</td>
<td>33%</td>
</tr>
<tr>
<td>Public schools</td>
<td>33%</td>
</tr>
<tr>
<td>Police stations</td>
<td>31%</td>
</tr>
<tr>
<td>Train</td>
<td>28%</td>
</tr>
<tr>
<td>Private health service</td>
<td>26%</td>
</tr>
<tr>
<td>Public parking</td>
<td>21%</td>
</tr>
<tr>
<td>Public Health service</td>
<td>19%</td>
</tr>
</tbody>
</table>

Base: Sao Paulo (metropolitan region, 1,000)
Londoners more worried about a wide range of environmental issues....

<table>
<thead>
<tr>
<th>Issue</th>
<th>Sao Paulo</th>
<th>London</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wasted water</td>
<td>30</td>
<td>6</td>
</tr>
<tr>
<td>Loss green space</td>
<td>30</td>
<td>15</td>
</tr>
<tr>
<td>Traffic fumes</td>
<td>35</td>
<td>65</td>
</tr>
<tr>
<td>Litter</td>
<td>50</td>
<td>54</td>
</tr>
<tr>
<td>Air quality</td>
<td>54</td>
<td>41</td>
</tr>
<tr>
<td>Climate change</td>
<td>8</td>
<td>44</td>
</tr>
</tbody>
</table>

Base: London (1.400). Sao Paulo (metropolitan region, 1.000)
Londoners markedly more positive about both their Mayor and local councils.

Sao Paulo (metropolitan region, 1.000)
- Satisfaction levels:
  - Sao Paulo: 29%
  - London Mayor: 44%
  - London Local Councils: 57%
Key reasons for dissatisfaction...

**Main reasons for dissatisfaction**

- Deficient public management: 9%
- Lack of employment programs: 9%
- Limited action in paving: 8%
- Not addressing need for additional: 8%

**Main reasons for satisfaction**

- Street maintenance and paving: 12%
- Making the city cleaner: 11%
- Building of schools and child care centres: 9%
- Improvements in public health: 6%

Base: São Paulo (metropolitan region, 1,000)
Some key challenges

- Londoners don’t always know how lucky they are
- Crime, crime, crime – and the inequality behind it
- Health infrastructure and funding
- Traffic slips behind as a key issue
- But – how do Paulistas expect things to change?
Thank you

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