



## Topline Results - Telephone Poll March 2010

- Results are based on interviews with 1,004 London residents aged 18+.
- Interviews were carried out by telephone between 19<sup>th</sup> and 22<sup>nd</sup> March 2010.
- A representative sample was interviewed, with quotas set by age, gender and borough.
- The data has been weighted by age, gender, social class, work status, ethnicity and borough.
- Where results do not sum to 100%, this may be due to multiple responses, computer rounding or the exclusion of don't knows/not stated.
- This poll is the fifth in a series of telephone polls conducted for the GLA by ICM. Where questions were asked in any of the previous polls, results from those polls are included for comparison.
- Results are based on all respondents unless otherwise stated.
- All polls use the same methodology. When comparing results between polls, based on the full sample and assuming a 95% confidence interval, differences need to be between 2.6 and 4.4 percentage points (depending on the percentage giving a certain answer) to be considered statistically significant.
- An asterisk (\*) represents a value of less than one half or one percent, but not zero.
- Study undertaken by ICM on behalf of the Greater London Authority.

Q1 Are you satisfied or dissatisfied with the way Boris Johnson is doing his job as Mayor of London? READ OUT

Net satisfied	49
Very satisfied	10
Fairly satisfied	39
Neither/nor	26
Fairly dissatisfied	13
Very dissatisfied	6
Net dissatisfied	19
Don't know	6

Q2. Which of the following best describes how you think London's economy will fare over the next 12 months?

	March %
Significantly improve	3
Improve a little bit	39
Stay the same	27
Worsen a little	18
Significantly worsen	8
All improve	42
All worsen	27
Net score	15

Q3. If you were to lose your job tomorrow, or already have, how confident do you feel about being able to get another similar job quickly?

	March %
Very confident (5)	9
4	14
3	27
2	21
Not confident at all (1)	28
All confident	23
All not confident	49
Net score	-26

Q4. Do you agree strongly, tend to agree, neither agree nor disagree, tend to disagree or disagree strongly that the Mayor is doing enough to... READ OUT

	Deliver training programmes	Attract tourists and business	Support small business	Lobby Government for investment	Build more affordable housing
Agree strongly	7	15	9	16	12
Tend to agree	19	32	19	28	22
Neither/nor	21	18	17	19	12
Tend to disagree	17	15	19	12	20
Disagree strongly	13	7	13	8	24
Don't know	23	13	22	17	10
All agree	26	47	28	44	34
All disagree	30	22	32	20	44
Net score	-4	25	-4	24	-10

Q5. How often, if at all, would you say you visit or attend leisure activities/events outside your home? By this I mean visiting the cinema, art galleries, museums, sports

events, music and dance concerts, nightclubs and cultural festivals such as the Notting Hill carnival?

	%
More than once a week	17
Once a week	22
Once a fortnight	14
Once a month	16
Once every few months	8
Once every 6 months	5
Once a year	4
Less often	4
Never	11

Q6. Why do you not visit or attend leisure activities/events such as cinema, art galleries, museums, music and dance concerts, nightclubs, sports events and cultural festivals more often? DO NOT PROMPT

	%
No time/too busy	44
Cost/too expensive	35
Not that interested	9
Not easy to get to/get back from	8
Have to look after the family	8
Don't really want to	5
Health reasons	4
They are not put on in my area	4
There's nothing that's relevant to my interests	3
Other interests/don't like it	3
Not the right age	3
Don't fit in there	2

Q7. Generally speaking do you think that the quality of cultural venues and events in London is... READ OUT

	%
All high	78
Very high	36
Quite high	42
Neither/nor	11
Quite low	4
Very low	2
All low	6
Don't know	4

Q8. And do you think the quality of cultural venues and events in your own local area is... READ OUT

	%

Net high	39
Very high	9
Quite high	30
Neither/nor	23
Quite low	24
Very low	12
Net low	36
Don't know	3

Q9. Why do say that the quality of cultural venues and events in London and/or your local area is low? WRITE IN

	%
Not much going on/no interest by the council to invest in it	67
Badly organised/hard to find info on events	8
A lot of different cultures/too different from each others	5
People not interested/I am not interested	4
Transport is bad/not easy to travel around	4
Dangerous area/not safe to hang around	2
Things too expensive	2
Other	4

Q10. Generally speaking do you think that the availability of cultural education or training opportunities for young people in your area is...

	%
Net high	32
Very high	7
Quite high	26
Neither/nor	23
Quite low	16
Very low	10
Net low	26
Don't know	19

Q11. How often, if at all, would you say you get involved in helping to organise or run cultural events, or volunteer at cultural venues?

	%
More than once a week	3
Once a week	4
Once a fortnight	2
Once a month	6
Once every few months	6
Once every six months	5
Once a year	6
Less often	8
Never	60
Don't know	5

Q12. What would make you do more volunteering for cultural events or venues? READ OUT, CODE ONE

	%

More time	67
More information about how and where to get involved	61
Less red tape	47
More local cultural activity	46
Healthier/more energetic	1
Too old/not the right age	1
More funding from Government	1
No interest/I do enough	1
Depends on the cause/something that interests me	1
If there was opportunity/if they asked	*
When my kids are better/need help with childcare	*

Q13. Which, if any do you think should be the priority in improving cultural opportunities in London?

	%
Better information about what's going on	34
Cheaper costs to attend	27
Better transport links	13
Increased provision in my local area	11
Tackling red-tape and over-regulation	10
None of these	1
More time for me	*
Other	1
Invest more money on it	*

Q14. If you were to go to a..., could you go to one in your local area, or would you have to go to central London or somewhere else in London?

	Cinema	Theatre	Museum	Concert	Exhibition	Sports facility	Sports ground
In local area	79	41	25	31	27	92	60
Central London	7	46	64	45	58	2	11
Somewhere else in London	12	8	6	14	7	5	18
Either central London or somewhere else	1	4	4	7	5	*	4
Net not in local area	20	58	74	65	71	7	33

Q15. How important would you say London's cultural scene is in ensuring a strong London economy?

	%
Net important	87
Very important	51
Quite important	37
Neither/nor	7
Quite unimportant	3
Very unimportant	1
Net unimportant	4
Don't know	2

Q16. How important would you say London's cultural scene is in ensuring a high quality of life for Londoners?

	%
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Net important	84
Very important	44
Quite important	40
Neither/nor	7
Quite unimportant	4
Very unimportant	2
Net unimportant	7
Don't know	2

Q17. How important do you think it is that taxpayer's money continues to be invested in London's culture during these difficult economic times?

	%
Net important	71
Very important	32
Quite important	39
Neither/nor	12
Quite unimportant	10
Very unimportant	6
Net unimportant	16
Don't know	1

Q18. How important do you think it is that private money from individuals and business continues to be invested in London's culture during these difficult economic times?

	%
Net important	80
Very important	41
Quite important	39
Neither/nor	10
Quite unimportant	5
Very unimportant	3
Net unimportant	8
Don't know	2

Q19. Would you say the quality of London's built environment - that is the appearance of buildings, streets and civic amenities is... READ OUT

	%
Net good	59
Very good	12
Quite good	47
Neither/nor	23
Quite bad	10
Very bad	5
Net bad	15
Don't know	3

Q20. Have you heard about Big Dance London?

Yes	8
No	91

Don't know	*
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Q21. Have you don any of the following over the last year? READ OUT, SINGLE CODE EACH

	Watched dance live	Watched dance on television	Watched dance on the web	Attended dance classes	Attended events that include dancing
No, not at all	81	37	88	91	63
Yes 1-2 times	12	10	3	2	14
Yes 3-5 times	4	12	3	1	12
Yes 6-10 times	1	13	2	2	4
Yes 11-20 times	1	9	1	1	2
Yes 21+ times	1	16	3	3	5
Net yes	18	60	11	9	37
Don't know	*	2	*	*	*