



GLA Telephone Polls May 2010 Topline Results

- Results are based on interviews with 1,000 London residents aged 18+.
- Interviews were carried out by telephone between 12th May and 19th May 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 fourth in a series of telephone polls conducted for the GLA by ICM. Where questions were asked in any of the three previous polls, results 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? Would you say.....READ OUT

Very satisfied	13%
Fairly satisfied	43%
Neither satisfied nor dissatisfied	22%
Fairly dissatisfied	10%
Very dissatisfied	6%
Don't know	6%

Q2 To what extent, if at all, are you concerned about climate change? Would you say you are...

Very concerned	32%
Quite concerned	43%
Neither concerned nor unconcerned	6%
Not very concerned	11%
Not concerned at all	8%
Don't know	1%

Q3 Would you say that you are more, less, or as concerned about the threat of climate change and global warming compared to a year ago? Would you say you are...? READ OUT

Significantly more concerned	13%
Slightly more concerned	23%
About the same as a year ago	54%
Slightly less concerned	6%
Significantly less concerned	3%
Don't know	1%

Q4 I would like to read out a number of statements about climate change. Can you tell me which one best describes how you feel about it? READ OUT.

I don't believe climate change is happening	3%
I believe that climate change is happening, but naturally; not as a consequence of man's actions	13%
I believe that climate change is happening both as a result of natural and man-made causes	67%
I believe that climate change is happening only as a result of man-made causes	17%

Q5 You said you believe that [answer Q3], can you tell us what action best describes how you think we should tackle this? Do you think we should...READ OUT., CODE ONE

Take no action	3%
Act to do all we can to prevent climate change by saving energy and reducing greenhouse gas emissions	37%
Accept the change and adapt to it by conserving water and making London safer from the threat of flood	15%
Both adapt to expected changes and work to prevent climate change in the future	42%

Q6 How much of a concern to you are each of the following...

1 = A great concern

2 = A slight concern
3 = No concern at all

	1	2	3	DK
Flooding	24%	47%	28%	*%
Drought	28%	46%	25%	1%
Heat-wave	23%	45%	32%	*%
Rising energy bills	64%	30%	6%	*%
Rising water bills	56%	35%	9%	*%

Q7 ...and how about as a concern for London?

	1	2	3	DK
Flooding	38%	47%	14%	1%
Drought	26%	48%	25%	1%
Heatwave	26%	46%	28%	1%

Q8 How interested would you be in a service that does the following?

1 = Very interested
2 = Somewhat interested
3 = Not very interested
4 = Not interested at all

	1	2	3	4	DK
Helps you save money on your utility bills	37%	37%	12%	14%	1%
Manages flood risk in your neighbourhood	22%	29%	24%	25%	1%
Helps you keep your property cool in summer	22%	30%	20%	27%	*%
Helps you save water	39%	37%	10%	14%	*%

Q9 How important do you think each of the following are in terms of adapting to the effects of climate change for London? READ OUT. CODE ONE

1 = Very important
2 = Quite important
3 = Neither important not unimportant
4 = Quite unimportant
5 = Very unimportant

%	1	2	3	4	5	DK
Managing flood risk in homes and communities by raising flood defences and improving drainage	43	44	7	4	1	1
Managing drought risk by making homes and communities more water efficient (storing rain water, maintaining water pipes, fitting water saving devices in homes)	50	40	5	4	1	*
Reducing heat-wave risks by increasing green space for cooling and making	42	40	6	6	5	1

sure that new buildings are designed to withstand higher temperatures)						
--	--	--	--	--	--	--

Q10 What would you say are the main things that might stop you from adapting your home to reduce the risk of the impacts of flooding, heat-waves or drought? READ OUT. CODE ALL MENTIONS

Cost	84%
Lack of information about what I can do	52%
Time	47%
Impact on your lifestyle	39%
I don't consider myself to be at risk	32%
I don't believe in climate change	9%
Other (specify)	4%
Don't know	3%

Q11 For each of the following please tell me whether you...READ OUT. CODE ONE FOR EACH

- 1 = Have done it/do it already
 2 = Would be prepared to do it
 3 = Would not be prepared to do it

	1	2	3	DK
Be conscious of water use – turning off taps when brushing your teeth, take a shower instead of a bath etc	90%	8%	2%	*%
Install water saving appliances such as water efficient dishwashers and dual flush loos	44%	43%	11%	1%
Get a water butt to capture rainwater for outdoor use, or use water permeable materials for patios and parking areas	29%	50%	18%	3%
Sign up to the Environment Agency's Free Floodline Warning Direct service so I get a warning if my property could be flooded	6%	54%	37%	3%
Close my curtains or blinds on sunny days when out of the house to keep rooms cool	62%	27%	11%	*%
Open windows on hot days on both sides of my home to get air flowing through for cooling	86%	10%	4%	*%

Q12 When it comes to dealing with the effects of climate change, how strongly would you support or oppose each of the following? Would you.... READ OUT. CODE ONE FOR EACH

Strongly support
Tend to support
Neither support nor oppose
Tend to oppose
Strongly oppose

Working to improve the drainage system in London	54% 36% 8% 1% 1% 1%
Identifying critical assets and vulnerable communities at flood risk	51% 36% 9% 1% 1% 1%
Encouraging and enabling water companies to deliver better water infrastructure such as piping	66% 25% 6% 1% 1% 1%
Retrofitting 1.2 million homes to improve their water efficiency	51% 33% 8% 2% 2% 4%
Planting more street trees	70% 18% 6% 3% 3% 1%
Creating more green roofs	58% 24% 9% 3% 2% 4%
Extending and improving parks	77% 17% 3% 2% 1% *%
Publishing design guidance for developers to reduce overheating risk	52% 30% 11% 3% 1% 3%

Q13 How important a role do you think each of the following has to play in ensuring that homes are prepared for increased risk of floods, droughts, heat waves? Would you say...READ OUT

1 = Very important
2 = Quite important
3 = Neither important nor unimportant
4 = Quite unimportant
5 = Very unimportant

The national government	57% 35% 4% 2% 1% 1%
The Mayor and GLA	51% 38% 6% 3% 1% 2%
Individuals	58% 32% 5% 3% 1% 1%
Environment groups such as Greenpeace and the WWF	46% 36% 7% 6% 4% 1%
Community and Voluntary sector groups	39% 44% 7% 6% 2% 3%
Private sector business	47% 35% 8% 6% 2% 3%
Local councils	66% 28% 3% 1% 1% 1%

Q14 If you needed to get information about climate change, including what you can do to help, where would you most like to get your information from? DO NOT READ OUT. CODE ALL THAT APPLY.

Other internet sources	41%
Blogs/social networking sites/search engines	24%
Local council website	20%
Direct contact with the council (phoning them)	13%
National television	10%
National newspapers	10%
Notice boards/information points in libraries etc.	9%
Local television	7%
Local newspaper	5%
The GLA website	5%
Friends or family	5%
Greenpeace/environmentally friendly groups	5%
Leaflets delivered to door	5%
A local community group	4%
London newspapers (Metro and Evening Standard)	4%
Library	4%
Local Borough newsletter/newspaper	4%
Newspaper websites	3%
Local radio	3%
Recycling for London website	3%
National Radio	3%
Poster campaigns	2%
Internet in general	2%
Government	2%
Magazines/journals	2%
Google it	2%
Town hall/council office	2%
Other	9%
Don't know	5%

Q15 Which sources of information on climate change do you most trust? READ OUT. CODE MAX 3

Independent scientists and academic institutions	58%
Environmental groups such as Greenpeace and WWF	46%
Central Government	37%
Local Government	33%
National media	22%
Friends and family	19%
The Mayor and GLA	14%
Local media	9%
None	3%
DK	2%