



Topline Results

- Results are based on interviews with 1,003 London residents aged 18+.
- Interviews were carried out by telephone between 10-13th December 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 eighth 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.

⇒ **ASK ALL**

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

	%
Very satisfied	11
Fairly satisfied	43
Neither satisfied nor dissatisfied	25
Fairly dissatisfied	11
Very dissatisfied	8
Don't know	2
Satisfied	53
Dissatisfied	20
NET satisfaction	+33

Q2 How much would you say you know about what the Mayor is doing? READ OUT. SINGLE CODE

A lot	23%
A little	67%
Nothing at all	10%
Don't know	1%

Fighting London's Corner

Q3 Imagine for a moment you were Mayor of London. Which two or three of the following would you make your main priorities? ROTATE. READ OUT. CODE MAX THREE

Providing a reliable and comprehensive public transport system	52%
Making London safer	45%
Providing opportunities to help develop 'life skills' for young people in London	39%
Improving people's quality of life in London	32%
Making sure everyone has a home that meets their need	32%
Improving the environment such as parks, streets and squares	23%
Fighting London's corner in a time of cuts	12%
Helping Londoners to enjoy healthy and active lives	12%
Ensuring a successful Olympic and Paralympic Games	8%
Something else	3%
DK	1%

Q4 Can you think of anything specific that the Mayor has done recently to fight London's corner during this period of government cuts? DO NOT PROMPT. CODE TO LIST

Ensure that Crossrail is built	3%
Upgrade the tube to ensure a more frequent and reliable service	1%
Make sure that the numbers of police on the streets are not cut	1%
Improve the ability of Londoners to have a real say in the nature and delivery of local public services	1%
Supporting the financial sector	1%
Promote London abroad	1%
Other specify	17%
He's done nothing	20%
Don't know	58%

Q5 And if you were Mayor, which one of the following would you do to fight London's corner in the time of cuts? READ OUT. CODE ONE

Make sure that the numbers of police on the streets are not cut	43%
Upgrade the tube to ensure a more frequent, reliable service	23%
Improve the ability of Londoners to have a real say in the nature and delivery of local public services	17%
Supporting the financial sector	9%
Ensure that Crossrail is built	6%
Don't know	2%

Q6 And do you think the Mayor is or is not doing enough to....

- 1 – is doing enough
- 2 – is not doing enough

		Net
Ensure that Crossrail is built	38% 22% DK=40%	+16
Upgrade the tube to ensure a more frequent and reliable service	35% 46% DK=19%	-11
Make sure that the numbers of police on the streets are not cut	32% 39% DK=29%	-7
Improve the ability of Londoners to have a real say in the nature and delivery of local public services	28% 49% DK=23%	-21
Supporting the financial sector	44% 27% DK=29%	+17
Promote London abroad	51% 24% DK=25%	+27

Q7 Do you think the Mayor should support or oppose.....READ OUT

- 1 – support
- 2 - oppose

The planned changes to housing benefits announced by the government	44% 42% DK=14%
The proposed cap on the number of immigrants allowed to come and live and work in London	58% 33% DK = 8%
Increased stop and search powers for the Metropolitan police	61% 34% DK=5%

Making London safer

Q8 Can you think of anything specific that the Mayor has done recently to make London a safer place to live? DO NOT PROMPT. CODE TO LIST

Reduce the number of dangerous dogs	*%
Reduce youth crime	*%
Reduce the number of young people who reoffend after release from young offenders institutions	*%
Reduce violence in schools	*%
Take more knives off the streets	1%
Provide more support for women who are victims of violence	*%
Stop people using alcohol on public transport	1%
Make sure transport hubs are well policed	1%
Other specify	11%
He's done nothing	22%
Don't know	63%

Q9 And if you were Mayor, which one of the following would you do to make London a safer place to live? READ OUT. CODE ONE

Reduce youth crime	22%
Take more knives off the streets	18%
Reduce the number of young people who re-offend after release from young offenders institutions	18%
Put more police on public transport hubs	18%
Provide more support for women who are victims of violence	10%
Reduce violence in schools	9%
Reduce the number of dangerous dogs	5%
Don't know	2%

Q10 And do you think the Mayor is or is not doing enough to....

- 1 – is doing enough
- 2 – is not doing enough

		Net
Reduce the number of dangerous dogs	23% 41% DK=36%	-18
Reduce youth crime	25% 58% DK=17%	-33
Reduce the number of young people who reoffend after release from young offenders institutions	12% 60% DK=29%	-48
Reduce violence in schools	23% 48% DK=29%	-25
Take more knives off the streets	36% 48% DK=15%	-12
More support for women who are victims of violence	20% 47% DK=33%	-27
Stop people using alcohol on	58% 31%	+17

public transport	DK=11%	
Make sure transport hubs are well policed	40% 43% DK=17%	-3

Improving opportunities for youth

Q11 Can you think of anything specific that the Mayor has done recently to improve opportunities for young people in London? DO NOT PROMPT. CODE TO LIST

Provide more mentors for young people	1%
Increase opportunities to get involved in uniformed activities such as scouts and cadets	1%
Provide more apprenticeships for young people	1%
Provide more sporting opportunities for young people	3%
Other specify	7%
He's done nothing	24%
Don't know	64%

Q12 And if you were Mayor, which one of the following would you do to improve opportunities for young people in London? READ OUT. CODE ONE

Provide more apprenticeships for young people	64%
Provide more sporting opportunities for young people	16%
Provide more mentors for young people	10%
Increase opportunities to get involved in uniformed activities such as scouts and cadets	8%
Don't know	1%

Q13 And do you think the Mayor is or is not doing enough to....

- 1 – is doing enough
2 – is not doing enough

		Net
Provide more mentors for young people	18% 49% DK=33%	-31
Increase opportunities to get involved in uniformed activities such as scouts and cadets	20% 49% DK=31%	-29
Provide more apprenticeships for young people	17% 62% DK=21%	-45
Provide more sporting opportunities for young people	41% 44% DK=15%	-3

people		
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Improving Life in London

Q14 Can you think of anything specific that the Mayor has done recently to generally improve life in London? DO NOT PROMPT. CODE TO LIST

Support mass cycling initiatives	26%
Plant more trees in streets, transform parks and create growing spaces	1%
Abolish the Western Extension Zone of the congestion charge	1%
Ease roadworks	1%
Invest in streets and squares	1%
Provide enough sheltered accommodation that no-one needs to sleep rough at night	*%
Deliver more affordable homes	*%
Make London the electric car capital of the world	*%
Other specify	15%
He's done nothing	17%
Don't know	43%

Q15 And if you were Mayor, which one of the following would you do to improve life in London? READ OUT. CODE ONE

Provide enough sheltered accommodation that no-one needs to sleep rough at night	32%
Deliver more affordable homes	31%
Ease roadworks	9%
Plant more trees in streets, transform parks and create growing spaces	8%
Abolish the Western Extension Zone of the congestion charge	7%
Invest in streets and squares	5%
Make London the electric car capital of the world	4%
Support mass cycling initiatives	3%
Don't know	2%

Q16 And do you think the Mayor is or is not doing enough to....

- 1 – is doing enough
- 2 – is not doing enough

		Net
Deliver more affordable homes	21% 63% DK=17%	-42
Abolish the Western Extension Zone of the congestion charge	27% 46% DK=27%	-19
Ease roadworks	23% 64% DK=14%	-41
Provide enough sheltered accommodation that no-one needs to sleep rough at night	15% 65% DK=20%	-50
Support mass cycling initiatives	77% 14% DK=9%	+63
Make London the electric car capital of the world	29% 47% DK=24%	-18
Plant more trees in streets, transform parks and create growing spaces	36% 47% DK=17%	-11
Make congestion charge payments automatic so there are no more fines for late payment	26% 44% DK=30%	-18
Invest in streets and squares	33% 44% DK=23%	-11

Olympic and Paralympic Games

Q17 Can you think of anything specific that the Mayor has done recently to make the most of the Olympic and Paralympic Games? DO NOT PROMPT. CODE TO LIST

Use the opportunity to promote London as a destination	3%
Ensure there is a sporting legacy with more adults and young people taking part in sport	2%
Make the most of the 2012 volunteering by making sure it continues afterwards	2%
Regenerate East London and provide a vision for its future	2%
Deliver an Olympic Arts Festival	*%
Deliver a games to be proud of	*%
He's done nothing	15%
Don't know	62%

Q18 And if you were Mayor, which one of the following would you do to make the most of the Olympic & Paralympic Games? READ OUT. CODE ONE

Regenerate East London and provide a vision for its future	34%
Ensure there is a sporting legacy with more adults and young people taking part in sport	22%
Use the opportunity to promote London as a destination	18%
Make the most of the 2012 volunteering by making sure it continues afterwards	13%
Deliver a games to be proud of	6%
Deliver an Olympic Arts Festival	2%
Don't know	5%

Q19 And do you think the Mayor is or is not doing enough to....

- 1 – is doing enough
- 2 – is not doing enough

		Net
Ensure there is a sporting legacy with more adults and young people taking part in sport	41% 42% DK=17%	-1
Make the most of the 2012 volunteering by making sure it continues afterwards	36% 33% DK=32%	+3
Deliver an Olympic Arts Festival	28% 31% DK=41%	-3
Deliver a games to be proud of	63% 18% DK=19%	+45
Regenerate East London and provide a vision for its future	49% 35% DK=15%	+14
Use the opportunity to promote London as a destination	61% 26% DK=14%	+35

Q20 From which, if any, of the following sources do you get most of your information about the Mayor of London? READ OUT. CODE ANY YES

National newspaper	76%
National television	61%
London wide papers (such as the Metro, London Lite, Evening Standard etc)	60%
Local / regional television	60%
The internet	51%
Local newspaper	48%
Radio	48%
Other (specify)	6%

.....	
Don't know	*%

⇒ **ASK ALL**

SEX:		
	Male	48%
	Female	52%
AGE:		
	18-24	13%
	25-34	23%
	35-44	21%
	45-54	15%
	55-64	12%
	65+	16%
TENURE:		
	Own outright	22%
	Own with mortgage	37%
	Council rent	16%
	Private rent/other	24%
WORKING STATUS:		
	Full time	46%
	Part time	10%
	Not working	29%
	Unemployed	16%
SOCIAL CLASS:		
	AB	32%
	C1	31%
	C2	15%
	DE	22%

QS1 To which of these ethnic groups do you consider you belong? READ OUT

	White	75%
	Mixed	2%
	Asian or Asian British	11%
	Black or Black British	10%
	Chinese	*%
	Other ethnic group	1%