



Topline Results - Telephone Poll August 2010

- Results are based on interviews with 1,002 London residents aged 18+.
- Interviews were carried out by telephone between 28th and 31st August 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 seventh 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? Would you say...? READ OUT. SINGLE CODE

	Aug 2010
	%
Very satisfied	10
Fairly satisfied	45
Neither satisfied nor dissatisfied	24
Fairly dissatisfied	10
Very dissatisfied	5
Don't know	6
Satisfied	55
Dissatisfied	15

Park Safety

Q2. How often do you use parks or green spaces in your local area? READ OUT. SINGLE CODE.

	%
Every day	13
Two or three times a week	21
Once a week	21
Once a fortnight	9
Once a month	11
Once every few months	9
Once every 6 months	3
Once a year	2
Less often	3
Never	8
Don't know (DO NOT READ OUT)	*
Not applicable (DO NOT READ OUT)	*

Q3. How satisfied or dissatisfied are you with the quality of your local parks and green spaces? READ OUT. SINGLE CODE.

	%
Very satisfied	33
Fairly satisfied	47
Neither satisfied nor dissatisfied	7
Fairly dissatisfied	6
Very dissatisfied	5
Don't know (DO NOT READ OUT)	1
Not applicable (DO NOT READ OUT)	1

Q4. In which, if any of the following ways, do you use the parks or green spaces in your local area? READ OUT. MULTICODE.

	% ¹
NET: Any mention	95
To go for a walk	81
To go to events/ festivals	49
To travel through on the way to somewhere else	48
To exercise	47
To hang out with friends	46
To play sport informally (e.g. kicking a ball around on the grass)	38
To go to a café/ restaurant in the park	35
To use sports facilities – e.g. a tennis court or football pitch	28
Go with the children/ family days	5
Walk the dog	2
Playground	2
Other	2
Not applicable (DO NOT READ OUT)	5

Q5. How safe do you feel when using local parks and green spaces alone during the day? Do you feel... READ OUT. SINGLE CODE

	2004	2010
Very safe	16	38
Fairly safe	44	50
Fairly unsafe	17	7
Very unsafe	11	3
Don't know (DO NOT READ OUT)	10	3

Q6. How safe do you feel when using local parks and green spaces alone after dark? Do you feel... READ OUT. SINGLE CODE

	%
Very safe	4
Fairly safe	26
Fairly unsafe	27
Very unsafe	29
Don't know (DO NOT READ OUT)	13

¹ For responses of below 2%, please see data tables.

Q7. Thinking about safety, for what reasons, if any, do you feel unsafe in the parks or green spaces in your local area? DO NOT PROMPT. MULTICODE

	% ²
NET: Any mention	79
Teenagers hanging around	27
Fear of being mugged or physically attacked	26
Lack of adequate lighting	25
People being drunk or rowdy	10
Nuisance / dangerous dogs	10
Lack of police presence	9
People using drugs	9
Knife crime	9
People dealing drugs	8
Fear of sexual attack or harassment	5
Gun crime	4
Fear of attack or harassment due to race or religious beliefs	4
Fear of bullying	3
People sleeping rough or begging	3
Pickpockets	2
Not enough people around	2
Nuisance cyclists	2
Don't like the dark	2
I do not feel unsafe in my local park	12
Other	6
Don't know (DO NOT READ OUT)	4
Not applicable (DO NOT READ OUT)	4

Q8. I am going to read out a number of hypothetical changes to parks and green spaces. Which, if any, of these would do most to make you feel safer when using your local parks and green spaces? READ OUT. MULTICODE UP TO TWO.

	%
More parks staff/ wardens	57
Dogs under control/well behaved	39
More people about	21
A better maintained park	19
More organised events	16
More community projects in the park	14
Better information about what happens in the park	12
I do not feel unsafe in my local park	3
Better lighting	1
Higher police presence	*
Other	2
Don't know	2

² For responses of below 2%, please see data tables.

Q9. Thinking about your local parks, how much of a problem do you think are...? READ OUT. SINGLE CODE EACH. ROTATE STARTING STATEMENT FROM (A) TO (C)

- a) Muggings and/or physical attack
- b) People using or dealing drugs or drug paraphernalia being left around
- c) Dangerous or nuisance dogs

	(a)	(b)	(c)
	%	%	%
A very big problem	11	13	12
A fairly big problem	25	21	31
Not a very big problem	37	31	35
Not a problem at all	18	23	18
Don't know/no opinion	9	11	4

Q10. Are there parks or green spaces in your local area that you avoid because you do not think they are safe? SINGLE CODE

	%
Yes	27
No	72
Don't know (DO NOT READ OUT)	1

Q11. How often do you use parks or green spaces in London, but outside of your local area? SINGLE CODE.

	%
Every day	1
Two or three times a week	6
Once a week	11
Once a fortnight	6
Once a month	22
Once every few months	15
Once every 6 months	8
Once a year	8
Less often	7
Never	16

Q12. In which, if any of the following ways, do you use the parks or green spaces in London, but outside of your local area? READ OUT. MULTICODE.

	% ³
NET: Any mention	88
To go for a walk	63
To go to events/ festivals	55
To hang out with friends	50
To travel through on the way to somewhere else	48
To go to a cafe/ restaurant in the park	47
To exercise	26
To play sport informally (e.g. kicking a ball around on the grass)	24
To use sports facilities – e.g. a tennis court or football pitch	14
Go with the children/ family days	2
Picnic	1
Playground	1
Lunchbreaks/sit & eat	1
Other	1
Not applicable (DO NOT READ OUT)	12

³ For responses of below 1%, please see data tables.

Climate Change

Moving on, I would like you to think about measures that can be taken to improve the energy efficiency of a property.

Q13. I am now going to read out a number of measures designed to improve energy efficiency in your home. For each, please tell me whether you..... READ OUT EACH. SINGLE CODE EACH.

			Have done it/ already doing it	Very interested in doing it	Quite interested in doing it	Not very interested in doing it	Not at all interested in doing it	Not applicable to property (DO NOT READ OUT)	Don't know (DO NOT READ OUT)
a)	Installing low energy light bulbs	%	82	5	4	3	4		1
b)	Installing a monitor to tell you how much energy your appliances are using	%	13	19	27	20	17	1	2
c)	Blocking gaps to reduce heat loss	%	49	18	14	5	6	6	2
d)	Installing a hot water tank jacket	%	40	8	8	7	10	23	3
e)	Fitting radiator panels	%	26	9	15	13	20	6	11
f)	Topping up or replacing loft insulation	%	40	14	11	5	10	19	1
g)	Putting in cavity wall insulation	%	25	11	11	11	16	21	4
h)	Putting in solid wall insulation	%	11	11	13	13	24	16	12
i)	Installing double glazing	%	73	8	6	3	6	3	1
j)	Upgrading your boiler for a more efficient one	%	52	16	10	7	9	6	1
k)	Installing solar panels	%	1	19	18	17	30	14	2
l)	Installing a ground source heat pump	%	1	9	13	15	34	13	14

Q14. If you were considering taking any of the measures just mentioned, to improve energy efficiency in your home, which, if any, of the following, would you most like to carry out the installation? READ OUT. SINGLE CODE.

	%
Your local council	33
A Government-approved tradesman	32
A private company (for example a building firm)	15
An energy supplier	9
None of these	4
Don't know	7

Q15. From which information sources, if any, would you most like to hear about measures to improve energy efficiency in your home? READ OUT. MULTICODE UP TO TWO.

	%
Online	39
Local magazines and newspapers	29
Local television	26
Leaflet	23
Word of mouth	21
Direct mail	19
Face- to-face at your home	14
Posters	7
Via the council	1
Phone	1
Email	1
Other	1

Q16. If there was a programme of support to help you install energy saving measures in your home, what kind of things would you want to know about in order to make a decision about whether to install such measures? READ OUT. MULTICODE UP TO TWO.

	%
The cost of the measure	77
The amount of money the measure could save you	43
How easy the measure was to install and the amount of disruption it would cause	35
The criteria you would have to fulfil to get support	15
Whether the measure would impact on your lifestyle	7
Who was administering the programme	6
Other	2
Not applicable - wouldn't consider (DO NOT READ OUT)	3
None of these	1
Don't know (DO NOT READ OUT)	2

Q17. Fitting your home with energy saving measures costs money, but over time can save you money on your energy bills. If you were to take measures to improve energy efficiency in your home, and needed to take out a loan to do so, who would you most like to receive finance from? READ OUT. SINGLECODE. ROTATE ORDER OF STATEMENTS.

	%
I would pay the full amount up-front	29
Your local council	25
A high street bank	20
Direct from your energy suppliers	9
Loan from relative/ parent	*
Other	2
Not Applicable	6
None of these	3
Don't know	5

⇒ **ASK ALL WHO STATE A PREFERRED SUPPLIER (1, 2 OR 3) AT Q17**

Q18. Why would you prefer [INSERT ANSWER AT Q17] as opposed to another option? READ OUT. MULTICODE.

	Total	Direct from energy suppliers	Local council	A high street bank
	%	%	%	%
They're accessible	82	79	79	87
I think they'd be the most convenient	74	74	68	82
They provide me with good, clear information	74	75	74	74
I think I'd get a better service from them	71	77	66	73
I trust them more than the others	68	55	72	68
I think they'd be fairer than the others	65	53	74	60
Have used them before	2	1	0	6
Low interest rates	2	0	2	2
The council should fund it	1	0	3	0
Non profit making	1	0	1	0
Would offer the best deal	1	0	1	1
Other	5	5	6	5
None of these	*	1	0	*
Don't know	1	3	*	*

⇒ **ASK ALL WHO WORK**

Q19. As far as you are aware, which, if any, of the following measures has your employer already taken to reduce energy use and CO2 emissions? Or, if you are self-employed, which measures have you taken? READ OUT. ROTATE ORDER. MULTICODE.

	%
Turn off the office lights at night	86
Encourage employees to turn off their PCs when not in use	75
Minimise the amount of printing and photocopying done	71
Ensure the building is energy efficient e.g. is double glazed, insulated and has windows that open	63
Install energy saving appliances where possible	60
Install devices such as solar panels, wind turbines or ground source heat pumps in the building	14
Recycling	4
Conserve water	1
Automated lighting	1
Other	4
None of these	5
Don't know	1

Q20. Do you think your employer is doing enough to reduce energy use and CO2 emissions? Or, if you are self-employed, do you think you are doing enough to reduce energy use and CO2 emissions at your place of work? SINGLE CODE.

	%
Yes	62
No	34
Don't know (DO NOT READ OUT)	3
Not applicable (DO NOT READ OUT)	1

Demographics

⇒ **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	21
WORKING STATUS:		%
	Full time	46
	Part time	10
	Not working	8
	Unemployed	7
	Retired	21
	Student	8
SOCIAL CLASS:		%
	AB	32
	C1	31
	C2	15
	DE	22
CHILDREN IN H'H		%
	Yes – under 5	12
	Yes – 5-10	11
	Yes -11-15	14
	Yes 16-18	7
	No	68

Q51 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