

Topline Results –Telephone Poll September 2014

- Results are based on interviews with 1006 London residents aged 18+.
- Interviews were carried out by telephone on 19 – 24 September 2014.
- 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 23rd 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.
- Conducted in accordance with ISO 20252 and ISO 27001.

MAYORAL SATISFACTION

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

Very satisfied	14%
Fairly satisfied	41%
Neither satisfied nor dissatisfied	23%
Fairly dissatisfied	9%
Very dissatisfied	9%
Don't know	3%

INFORMATION ON MAYOR OF LONDON AND LONDON ASSEMBLY

Q2. How much, if anything would you say you know about what the Mayor of London is doing for London? READ OUT. CODE ONE

A great deal	5%
A fair amount	57%
Not very much	31%
Nothing at all	5%
Don't know	1%

Q3. The London Assembly consists of 25 members who are elected at the same time as the Mayor. How much, if anything, would you say you know about what the London Assembly is doing for London? READ OUT. CODE ONE

A great deal	2%
A fair amount	19%
Not very much	47%
Nothing at all	31%
Don't know	1%

Q4. How well informed do you think the Mayor of London and the London Assembly keeps you about the services that they have responsibility for? READ OUT. CODE ONE

Keeps us very well informed	4%
Keeps us fairly well informed	25%
Gives us only a limited amount of information	45%
Doesn't tell us much at all about what they do	21%
Don't know	4%

Q5. How much do you think you can influence the decisions of the Mayor of London and London Assembly? READ OUT. CODE ONE

A great deal	4%
A fair amount	15%
Not very much	47%
Not at all	32%
Don't know	2%

Q6. Do you use any of the following media sources to hear about the work of the Mayor of London and London Assembly? READ OUT. CODE ALL THAT APPLY

Television	81%
National newspaper	61%
Local newspaper	54%
National Radio	44%
Local Radio	31%
Other media source	28%
None of these	3%

Q7. Do you use any of the following online sources to hear about the work of the Mayor of London and the London Assembly? READ OUT. CODE ALL THAT APPLY

Online news and newspaper sites	51%
Social media such as Facebook, Twitter	35%
Emails	23%
www.london.gov.uk	22%
Other online source	9%
None of these	30%

Q8. Do you use any of the following sources to hear about the work of the Mayor of London and the London Assembly? READ OUT. CODE ALL THAT APPLY

Word of mouth	51%
Posters/leaflets in tube stations/at bus stops/on the DLR	50%
Leaflets delivered to the door	41%
Leaflets/posters in community venues	21%
Attending Mayoral/ London Assembly events (e.g. People's Question Time)	5%
Other information source	6%
None of these	18%

AWARENESS OF MAYOR OF LONDON'S WORK

Q9. How aware are you, if at all, of the Mayor's work to...
 READ OUT. SINGLE CODE FOR EACH STATEMENT

- 1 = Very aware**
- 2 = Quite aware**
- 3 = Not very aware**
- 4 = Not aware at all**

Economy	1	2	3	4	DK
The creation of apprenticeships	14%	39%	24%	22%	2%
Supporting small businesses	9%	31%	31%	29%	1%
The creation of more jobs	10%	38%	29%	22%	1%
Encouraging international investment	14%	32%	24%	28%	2%
Encouraging more companies to offer the London Living Wage	11%	33%	28%	27%	1%
Regeneration					
Securing the Olympic Park Legacy, creating jobs and new homes	29%	43%	14%	13%	1%
Ensuring Cross Rail is delivered on time and on budget	17%	35%	21%	24%	3%
Supporting town centres and high streets	10%	30%	31%	27%	1%
Housing					
Supporting home ownership for first time buyers	16%	36%	23%	24%	2%
Encouraging landlords to improve their conditions	12%	26%	29%	31%	2%
Increase house building in London and addressing the housing shortage	22%	41%	18%	18%	1%
Transport					
Investing more in the road network	14%	34%	27%	23%	1%
Investing in public transport	33%	44%	11%	11%	1%
Improving customer experience on public transport	22%	40%	20%	17%	1%
Policing and Safety					
Maintaining the number of police officers on the street	15%	36%	26%	21%	1%
Preventing youth violence	15%	31%	28%	24%	2%
Involving the public in helping to fight crime (volunteering, special constables, cadets)	14%	32%	27%	25%	1%
Environment					
Tackling air pollution	15%	31%	25%	27%	1%
Investing in green spaces and street trees to improve the urban realm	10%	28%	28%	32%	2%
Reducing the amount of energy used in the home	11%	27%	27%	33%	2%
Education					
Supporting schools to help young people go on to further education/apprenticeships	19%	36%	20%	23%	2%
Creating opportunities for young people to get involved in sports, arts, volunteering and uniform youth groups	19%	32%	22%	25%	1%
Supporting schools to deliver high quality teaching in core subjects to improve literacy and numeracy	16%	30%	24%	28%	2%

Supporting the growth of free schools to create more places	18%	29%	22%	27%	3%
Health					
Enabling Londoners to look after their health	14%	28%	27%	28%	2%
Enabling people to be more active and do sports	17%	41%	20%	20%	1%
Communities					
Taking actions to get more Londoners volunteering	14%	29%	26%	29%	2%
Supporting festivals and celebrations that bring Londoners together	26%	41%	15%	17%	1%

Q10. To what extent do you agree or disagree that the Mayor is doing enough to...
READ OUT. SINGLE CODE FOR EACH STATEMENT

- 1 = Strongly agree
- 2 = Tend to agree
- 3 = Neither agree nor disagree
- 4 = Tend to disagree
- 5 = Strongly disagree

Economy	1	2	3	4	5	DK
The creation of apprenticeships	18%	30%	26%	11%	9%	7%
Supporting small businesses	15%	27%	26%	15%	9%	8%
The creation of more jobs	16%	29%	23%	17%	11%	4%
Encouraging international investment	22%	30%	26%	10%	5%	7%
Encouraging more companies to offer the London Living Wage	15%	29%	24%	13%	11%	7%
Regeneration						
Securing the Olympic Park Legacy, creating jobs and new homes	29%	37%	13%	9%	8%	5%
Ensuring Cross Rail is delivered on time and on budget	20%	30%	23%	8%	8%	10%
Supporting town centres and high streets	16%	26%	25%	15%	11%	7%
Housing						
Supporting home ownership for first time buyers	19%	27%	20%	15%	13%	6%
Encouraging landlords to improve their conditions	18%	22%	24%	16%	14%	7%
Increase house building in London and addressing the housing shortage	20%	29%	16%	14%	16%	4%
Transport						
Investing more in the road network	18%	31%	21%	12%	11%	7%
Investing in public transport	31%	37%	14%	8%	7%	4%
Improving customer experience on public transport	22%	34%	19%	11%	9%	5%
Policing and Safety						
Maintaining the number of police officers on the street	20%	25%	21%	16%	14%	5%
Preventing youth violence	19%	26%	22%	14%	13%	6%
Involving the public in helping to fight crime (volunteering, special constables, cadets)	17%	26%	25%	15%	10%	7%

Environment							
Tackling air pollution	17%	25%	23%	16%	13%	6%	
Investing in green spaces and street trees to improve the urban realm	19%	25%	22%	16%	11%	7%	
Reducing the amount of energy used in the home	16%	23%	25%	17%	12%	7%	
Education							
Supporting schools to help young people go on to further education/apprenticeships	25%	29%	21%	9%	9%	7%	
Creating opportunities for young people to get involved in sports, arts, volunteering and uniform youth groups	23%	30%	21%	12%	7%	7%	
Supporting schools to deliver high quality teaching in core subjects to improve literacy and numeracy	23%	23%	22%	12%	11%	8%	
Supporting the growth of free schools to create more places	20%	27%	25%	8%	12%	9%	
Health							
Enabling Londoners to look after their health	21%	27%	23%	14%	10%	5%	
Enabling people to be more active and do sports	21%	35%	19%	12%	7%	5%	
Communities							
Taking actions to get more Londoners volunteering	17%	28%	27%	14%	6%	8%	
Supporting festivals and celebrations that bring Londoners together	29%	38%	16%	6%	5%	4%	

SHOPPING AND SINGLE USE BAGS

Q11. Which of the following best describes how you do, or the main shopper in your house does, most of your food/ grocery shopping? READ OUT. CODE ONE

I do a regular big shop that lasts a while	42%
I shop as and when I need things, mostly popping out from the house to the shops	24%
I shop as and when I need things, mostly while on route to/ from work or other activities	24%
I shop online and get most of my shopping delivered	9%

Q12. Out of the following shop types, which one do you use most often? READ OUT. CODE ONE

Large supermarkets	77%
High street metro and local stores of the large supermarkets	16%
High street chains such as Costcutter, Nisa and Spa	3%
Independent convenience stores and off-licences	3%
Markets	2%

Q13. Thinking about the shops you use most often, when you shop there, how often do you use the free carrier bags? READ OUT. CODE ONE

Every time	22%
Almost every time	12%
Sometimes	20%
Rarely	18%
Never – I use the re-use hard-wearing bags (bag for life)	10%
Never – I use my own bag	16%

Q14. What would you say is the main reason you use free carrier bags when you are shopping? READ OUT. CODE ONE

Base: All respondents who use free bags (734)

My shopping is unplanned and so I don't have anything with me	39%
I like to have carrier bags so I can use them at home for other things such as rubbish	29%
I can't fit all my shopping in the bags I take with me	13%
I just don't think to reuse carrier bags	9%
Reused carrier bags break and aren't practical	4%
I throw out old carrier bags as I have nowhere to keep them	2%
Don't know	4%

Q15. Some people think it would be good to introduce a 5p charge for all carrier bags to discourage people from using them, helping to reduce the amount produced and sent as waste to landfill, where they can take years to break down. Other people think this is not practical in London to charge for carrier bags and is an unnecessary additional cost for shoppers.

To what extent would you support or oppose the introduction of a nominal charge of 5p per carrier bag in supermarkets, clothes shops and other retailers (such as homeware and electricals)? READ OUT. CODE ONE

Strongly support	42%
Tend to support	15%
Neither support nor oppose	9%
Tend to oppose	9%
Strongly oppose	24%
Don't know	*

Q16. If there were a 5p charge for single use/ disposable carrier bags, which only applied to the larger supermarket chains and their smaller local stores, but not smaller convenience stores, what difference do you think it would make to you? Would you... READ OUT. CODE ONE

Try to make sure you had your own bags with you so you didn't have to pay	70%
Just pay the charge and not think about it	17%
Shop somewhere where there wasn't a charge use their bags	11%
Don't know	2%

BIG DANCE LONDON

Q17. Have you heard of Big Dance London? READ OUT. CODE ONE

Yes	7%
No	93%
Don't know	1%

Q18. How often, if at all, do you do the following... READ OUT. SINGLE CODE

- 1 = At least once a week**
- 2 = At least once a month**
- 3 = At least once a year**
- 4 = Never**

	1	2	3	4	DK
Watch dance live?	3%	6%	16%	73%	1%
Watch dance on television?	17%	19%	14%	49%	1%
Watch dance online?	3%	9%	5%	82%	*
Attend dance classes?	4%	2%	3%	90%	1%
Attend events that include dancing?	3%	15%	31%	51%	1%