

## Topline Results - Poll 22 June 2014

- Results are based on interviews with 1002 London residents aged 18+.
- Interviews were carried out by telephone on 27-30<sup>th</sup> June, 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 22<sup>nd</sup> 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.

## 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

Very satisfied	13%
Fairly satisfied	41%
Neither satisfied nor dissatisfied	23%
Fairly dissatisfied	11%
Very dissatisfied	8%
Don't know	4%

## ECONOMY

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

Significantly improve	11%
Improve a little bit	40%
Stay the same	31%
Worsen a little	9%
Significantly worsen	6%
Don't know	4%

**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? Please use a scale of 1 to 5, where 5 means you are very confident and 1 means you are not confident at all. CODE ONE

Very confident (5)	13%
4	17%
3	22%
2	15%
Not confident at all (1)	25%
Don't know	8%

**Q4.** How do you think your personal financial situation has fared over the past 12 months? Would you say it has...READ OUT

Got better	20%
Stayed the same	44%
Got worse	35%
Don't know	1%

**Q5.** Thinking about the **last** 12 months, would you say the cost of living has....

Significantly increased	45%
Increased a little	40%
Stayed the same	11%
Decreased a little	1%

Significantly decreased	2%
Don't know	1%

**Q6.** Thinking about the **next** 12 months, do you expect the cost of living to...

Significantly increase	29%
Increased a little	49%
Stayed the same	16%
Decrease a little	3%
Significantly decrease	1%
Don't know	1%

**Q7** All things considered (the jobs market, the economy, the cost of living), thinking about the **next** 12 months, which of the following statements do you agree with the most?

I expect to have to cut back a little on spending	39%
I won't need to make any changes to my spending	26%
I expect to have to cut back a lot on spending	21%
I expect to be able to spend a little bit more	10%
I expect to be able to spend a lot more	3%
Don't know	1%

## PAY DAY LOANS

**Q8a.** If you have ever needed extra money quickly, which, if any, of the following have you ever done? READ OUT. MULTICODE OK, APART FROM CODE 9 & 10

Used my savings	69%
Used a credit card	50%
Used my bank for an overdraft	43%
Asked friends or family to help	42%
Taken out a bank loan	18%
Taken out a payday loan	4%
Used a credit union	2%
Used peer-to-peer loans	1%
Have not needed extra money	7%
Don't know	1%

⇒ ASK ALL WHO HAVE USED A PAYDAY LOAN (Q8a CODE 2)

**Q8b.** Thinking about your experience of using payday loans, can you tell me why you decided to use that service?

OPEN ENDED QUESTION. WRITE IN RESPONSE. PROBE FULLY

⇒ ASK ALL WHO HAVE USED A CREDIT UNION (Q8a CODE 3)

**Q8c.** Thinking about your experience of using credit unions, can you tell me why you decided to use that service?

OPEN ENDED QUESTION. WRITE IN RESPONSE. PROBE FULLY

⇒ ASK ALL WHO HAVE USED A CREDIT CARDS (Q8a CODE 5)

**Q8d.** Thinking about your experience of using credit cards, can you tell me why you decided to use that service?

OPEN ENDED QUESTION. WRITE IN RESPONSE. PROBE FULLY

⇒ ASK ALL WHO HAVE USED PEER-TO-PEER LOANS (Q8a CODE 8)

**Q8e.** Thinking about your experience of using peer-to-peer loans, can you tell me why you decided to use that service?

OPEN ENDED QUESTION. WRITE IN RESPONSE. PROBE FULLY

⇒ ASK ALL

**Q9.** London government currently knows that it will get a definite 7% of Londoners' taxes. The other 93% goes straight to central government who decide how much more London then gets back and how much is given to the rest of the country. London government invests what it gets back in services and infrastructure.

Some people say that increasing the amount London definitely gets back to 12% would mean there is more certainty so London can make long-term spending plans for infrastructure.

Do you think London government should or should not get a definite 12% of Londoners' taxes rather than the current 7%?

SINGLE CODE

Yes – London government should get a definite 12% of Londoners' taxes rather than the current 7%	52%
No – London government should not get a definite 12% of Londoners' taxes rather than the current 7%	37%
Don't know	11%

## HOUSING

**Q10.** 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

Support home ownership for first time buyers	15%	34%	25%	25%	DK: 1%
Increase house building in London, and address the housing shortage	22%	40%	20%	16%	DK: 1%

**Q11.** 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

Increase house building in London and address the housing shortage	9% 24% 25% 16% 22% DK: 4%
Support home ownership for first time buyers	15% 24% 24% 14% 15% DK:8%

**LONDON RENTAL STANDARD**

**Q12.** Have you heard of the London Rental Standard?  
 SINGLE CODE

Yes	16%
No	83%
Don't know	*%

London Rental Standard accreditation is about getting Landlords and letting agents to sign up to a set of commitments to give tenants a good service. This means things like protecting deposits, no surprise fees and making sure their flats are safety checked.

**Q13.** If you were looking for a rental property in London, how important, if at all, would it be to you that your landlord/letting agent is accredited?  
 READ OUT. SINGLE CODE

Very important	66%
Fairly important	22%
Not very important	5%
Not at all important	4%
Don't know	2%

**AIRPORT**

**Q14.** Are you aware that the Government is currently considering where to build a new runway/s in the south east of England?  
 SINGLE CODE

Yes	73%
No	27%
Don't know	1%

**Q15.** To what extent do you think additional runway capacity is needed in the south east of England?  
 READ OUT. CODE ONE

Needed a lot	35%
Needed a little	33%
Not needed at all	21%
Don't know	11%

In 2012 the Prime Minister set up an Independent body to decide whether the UK needs more runways and if so where they should be built. In 2013 the person in charge announced that the UK DOES need additional runway capacity in the south east of England to boost jobs, growth and investment. They have shortlisted a number of options and are now considering in detail where this additional airport capacity should be built.

**Q16.** To what extent do you support or oppose the following locations for additional runways to be built? Is that strongly support, tend to support, neither support nor oppose, tend to oppose, strongly oppose.

READ OUT. SINGLE CODE FOR EACH OPTION.

A third runway at the existing Heathrow site	25% 22% 23% 11% 16% DK: 2%
An extended runway at the existing Heathrow site to effectively give the capacity of an additional third runway	24% 28% 22% 10% 14% DK: 3%
A second runway at the existing Gatwick site	27% 29% 21% 9% 10% DK: 3%
A four runway hub airport in the Thames Estuary	16% 18% 18% 13% 28% DK: 7%

**Q17.** Which, if any, of the following issues do you think are the most important things that the Government should be considering when deciding where to build new runway/s?

READ OUT/ CODE UP TO 3 RESPONSES

Minimising harm to the environment	56%
Minimising the number of people exposed to aircraft noise	53%
Bringing economic benefits to Londoners	49%
Ensuring value for money for the tax payer	38%
Minimising delays at airports	27%
Having flights to more places from London	21%