

## Topline Results - Telephone Poll November 2013

- Results are based on interviews with 1003 London residents aged 18+.
- Interviews were carried out by telephone between 29<sup>th</sup>-2<sup>nd</sup> November 2013.
- 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 20<sup>th</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

	Base: all 1,003
Very satisfied	14%
Fairly satisfied	37%
Neither satisfied nor dissatisfied	25%
Fairly dissatisfied	13%
Very dissatisfied	9%
Don't know	3%

## 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

	Base: all 1,003
Significantly improve	9%
Improve a little bit	39%
Stay the same	31%
Worsen a little	10%
Significantly worsen	9%
Don't know	2%

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

	Base: all 1,003
Very confident (5)	12%
4	16%
3	22%
2	18%
Not confident at all (1)	24%
Don't know	7%

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

	Base: all 1,003
Got better	16%
Stayed the same	43%
Got worse	40%
Don't know	1%

**COST OF LIVING**

Q5. Thinking about the last 12 months, would you say the cost of living has...READ OUT. CODE ONE

	Base: all 1,003
Significantly increased	51%
Increased a little	37%
Stayed the same	8%
Decreased a little	2%
Significantly decreased	2%
Don't know	1%

Q6. Thinking about the next 12 months, do you expect the cost of living to...READ OUT. CODE ONE

	Base: all 1,003
Significantly increased	38%
Increased a little	48%
Stayed the same	10%
Decreased a little	2%
Significantly decreased	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...READ OUT. CODE ONE

	Base: all 1,003
I expect to have to cut back a lot on spending	27%
I expect to have to cut back a little on spending	37%
I won't need to make any changes to my spending	24%
I expect to be able to spend a little bit more	8%
I expect to be able to spend a lot more	4%

**ROLE OF THE MAYOR**

Q8. How aware are you, if at all, of the Mayor of London's work in...Would you say you are...READ OUT

	Very aware	Quite aware	Not very aware	Not aware at all	DK
<b>Economy</b>					
Encouraging international investment	17%	34%	22%	25%	2%
Encouraging more companies to offer the London Living wage	18%	33%	22%	26%	1%
<b>Housing</b>					
Supporting home ownership for first	22%	37%	21%	19%	2%

time buyers					
Encouraging landlords to improve their conditions	12%	23%	30%	34%	1%
Improving the housing offer for working Londoners	9%	31%	28%	30%	2%
<b>Transport</b>					
Investing in public transport	34%	41%	14%	10%	1%
Improving customer experience on public transport	20%	34%	26%	20%	43%
<b>Education</b>					
Improving school attainment	11%	22%	33%	32%	2%
Supporting schools to deliver high quality teaching in core subjects to improve literacy and numeracy	14%	26%	27%	31%	2%
Supporting the growth of free schools to create more places	13%	31%	28%	25%	2%

Q9. To what extent do you agree or disagree that the Mayor is going enough to...READ OUT

Economy	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly Disagree	DK
Encourage international investment	20%	29%	28%	8%	6%	9%
Encourage more companies to offer the London Living wage	21%	26%	25%	11%	11%	6%
<b>Housing</b>						
Support home ownership for first time buyers	19%	29%	27%	10%	10%	6%
Encourage landlords to improve their conditions	17%	19%	30%	12%	14%	8%
Improve the housing offer for working Londoners	13%	24%	28%	12%	14%	8%
<b>Transport</b>						
Invest in public transport	29%	34%	15%	9%	10%	3%
Improve customer experience on public transport	20%	29%	23%	11%	12%	5%
<b>Education</b>						
Improve school attainment	13%	22%	31%	13%	11%	10%
Support schools to deliver high quality teaching in core subjects to improve literacy and numeracy	15%	25%	28%	13%	11%	9%
Support the growth of free schools to create more places	14%	26%	32%	8%	10%	10%

## SMART LONDON MEASURES

Q10. Thinking specifically about the use of new technology, to what extent do you agree or disagree that it has improved London as a city to live in?...READ OUT

	Base: all 1,003
Strongly agree	31%
Agree	37%
Neither agree nor disagree	17%
Disagree	7%
Strongly disagree	7%
Don't know	2%

Q11. How much, if at all, have you used digital technology to access information about London (for example the internet, apps etc.)? ...READ OUT

	Base: all 1,003
A great deal	40%
A little	40%
Not at all	19%
Don't know	1%

Q12. How much, if at all, have you used digital technology to try to influence policy in London (for example online voting, surveys, consultation etc.)? ...READ OUT

	Base: all 1,003
A great deal	9%
A little	29%
Not at all	61%
Don't know	1%

## AIRPORT

Q13. Are you aware that the Government is currently considering where to build a new runway/s in the south east of England?

	Base: all 1,003
Yes	74%
No	26%

Q14. To what extent do you think additional runway capacity is needed in the south east of England? ...READ OUT

	Base: all 1,003
Needed a lot	35%
Needed a little	32%
Not needed at all	23%
Don't know	10%

Q15. If the equivalent of three additional new runways are needed, to what extent do you support or oppose the following locations for them to be built? ...READ OUT

	Strongly support	Tend to support	Neither support nor oppose	Tend to oppose	Strongly oppose	Don't know
Added to create a large hub airport at Heathrow	22%	25%	21%	12%	18%	2%
Added to create a large hub airport at Stansted	20%	32%	24%	9%	13%	3%
Placed in a new hub airport in the Thames Estuary	18%	19%	21%	12%	25%	4%
Added by having one new runway at each of Heathrow, Stansted and Gatwick	26%	31%	19%	9%	14%	2%

Q16. 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.

	Base: all 1,003
Bringing economic benefits to Londoners	60%
Minimising harm to the environment	60%
Minimising the number of people exposed to aircraft noise	55%
Having flights to more places from London	41%
Ensuring value for money for the tax payer	32%
Minimising delays at airports	18%