

Topline Results - Telephone Poll March 2013

- Results are based on interviews with 1001 London residents aged 18+.
- Interviews were carried out by telephone between 7th - 12th March 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 17th 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.

FULL TOPLINE

Mayoral satisfaction

Q1. Are you satisfied or dissatisfied with the job that Boris Johnson is doing as Mayor of London?

	BASE	1001
	NET: Satisfied	53%
	Very satisfied	13%
	Fairly satisfied	41%
	Neither satisfied nor dissatisfied	24%
	Fairly dissatisfied	11%
	Very dissatisfied	9%
	NET: Dis-satisfied	20%
	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?

	BASE	1001
	NET: Improve	28%
	Significantly improve	2%
	Improve a little bit	26%
	Stay the same	36%
	Worsen a little	21%
	Significantly worsen	13%
	NET: Worsen	34%
	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.

	BASE	1001
	NET: Confident	24%
	Very confident (5)	11%
	4	14%
	3	20%
	2	19%
	Not confident at all (1)	30%
	NET: Not Confident	49%
	Don't know	6%

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

	BASE	1001
	Got better	14%
	Stayed the same	40%
	Got worse	46%
	NET: Better minus worse	-32%

Don't know	*%
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Mayoral activities

Q5. Which ONE of the following roles do you think is the most important role of the Mayor of London?

	BASE	1001
Ensuring accountable and efficient use of tax payers' money to improve London such as regenerating East London, maintaining police officers and upgrading public transport		29%
Setting a vision for the future of London such as creating conditions for jobs and economic growth		24%
Setting the strategic direction and budgets for London services such as policing, transport and housing		19%
Bringing boroughs, organisations and people together to make improvements in London		13%
Standing up for London such as lobbying government for funding		9%
Being a spokesperson for the city representing Londoners at home and abroad		4%
Don't know		2%

Q6. To what extent do you agree or disagree that the Mayor is doing enough for the following roles... Do you...ROTATE. READ OUT. CODE ONE.

BASE = 1001. All percentages	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree
	1	2	3	4	5
Ensuring accountable and efficient use of tax payers' money	12	26	20	18	20
Setting a vision for the future of London	19	36	17	13	12
Setting the strategic direction and budgets for London services	14	31	22	15	13
Bringing people together to make improvements to London	17	29	21	18	12
Standing up for London	32	35	12	9	10
Being a spokesperson for the city representing Londoners at home and abroad	26	35	14	12	10

Q7. How aware are you, if at all, of the Mayor of London's work in.....Would you say you are.....ROTATE IN GROUPED SECTIONS. READ OUT. CODE ONE FOR EACH.

BASE = 1001. All percentages	Very aware	Quite aware	Not very aware	Not aware at all
	1	2	3	4
Policing and Safety				
Maintaining the number of police officers on the street	19	38	25	18
Preventing youth violence	16	35	30	19
Involving the public in helping to fight crime (volunteering, special constables, cadets)	16	32	31	21
Tackling violence against women and girls	12	21	32	36
Tackling gangs	18	33	25	23
Education				
Supporting schools to deliver high quality teaching in core subjects to improve literacy and numeracy	15	27	27	31
Supporting schools to help young people go on to further education/apprenticeships	13	34	26	27
Economy				
The creation of apprenticeships	15	30	29	27
Housing				
Improving the housing offer for working Londoners	10	29	31	30
Environment				
Tackling air pollution	12	34	25	29

Q8. To what extent do you agree or disagree that the Mayor is doing enough to...? Do you?... ROTATE IN GROUPED SECTIONS. READ OUT. CODE ONE FOR EACH.

BASE = 1001. All percentages	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree
	1	2	3	4	5
Policing and Safety					
Maintain the number of police officers on the street	13	27	21	19	20
Prevent youth violence	12	27	26	17	17
Involve the public in helping to fight crime (volunteering, special constables, cadets)	12	27	28	18	15
Tackle violence against women and girls	12	16	34	17	21
Tackle gangs	14	26	25	16	19
Education					
Support schools to deliver high quality teaching in core subjects to improve literacy and numeracy	15	24	31	16	14
Support schools to help young people go on to further education/apprenticeships	15	26	29	15	15
Economy					
Create apprenticeships	14	25	34	13	15
Housing					
Improve the housing offer for working Londoners	9	20	27	18	26
Environment					
Tackle air pollution	13	28	33	14	13

Volunteering

Q9. How important do you think volunteering is in bringing communities together to improve quality of life? Would you say it is very important, fairly important, neither important nor unimportant, not very important or not important at all?

BASE	1001
Very important	61%
Fairly important	30%
Neither important nor unimportant	4%
Not very important	3%
Not important at all	2%
Don't know	*%

Q10. How important a role do you think volunteering plays in helping people to develop skills for work? Would you say it is very important, fairly important, neither important nor unimportant, not very important or not important at all?

BASE	1001
Very important	55%
Fairly important	32%
Neither important nor unimportant	5%
Not very important	5%
Not important at all	3%
Don't know	1%

Q11a. Thinking about the last 12 months how often, if at all, would you say you have done the following activities, unpaid, to help a charity, voluntary organisation or any other type of organisation? Would you say daily, weekly, fortnightly, about once a month, less often or not at all ?

BASE = 1001. All percentages	Daily	Weekly	Fortnightly	Once a month	Less often	Not at all
Helped out in a school environment eg. classroom assistance, escorting children on a trip etc	3	6	2	8	12	69
Helped out with youth/children's activities (outside of schools) eg. uniformed youth groups, sports clubs	1	7	2	6	10	73
Helped out with adult sporting/recreation/cultural/arts/social clubs/community groups	2	7	2	8	10	71
Helped with environmental work eg. community gardens, tree planting, cleaning streets	*	2	1	5	10	83
Helped to support the elderly and other groups needing support	5	9	2	9	11	63
Welcomed visitors (outside of the London 2012 Games) providing them with help and advice at locations	3	3	1	5	7	81

around London						
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Q11b. Thinking back, did you...

BASE = 1001. All percentages	Yes	No
Help with the delivery of the London 2012 Games e.g. Gamesmaker, Team London Ambassador, involved in ceremonies etc.	8	92
Help with other sporting, cultural and business events in London e.g. NFL International Series, New Years Eve Fireworks	6	94

Q12. Thinking about the future, if you were going to volunteer, which type of work would you be most interested in? READ OUT. CODE MAX THREE

	BASE	1001
Help to support the elderly and other groups needing support		45%
Help out in a school environment e.g. classroom assistance, escorting children on a trip etc.		37%
Help out with youth/children's activities (outside of schools) e.g. uniformed youth groups, sports clubs		29%
Help with environmental work e.g. community gardens, tree planting, cleaning streets		27%
Help out with adult sporting/recreation/cultural/arts/social clubs/community groups		22%
Welcome visitors to London providing them with help and advice at locations around London		17%
Help out with events and activities taking place in the Olympic Park		11%
Help with other sporting, cultural and business events in London e.g. NFL International Series, New Years Eve Fireworks		11%

Q13. To what extent do you agree or disagree that seeing and hearing about the volunteers that helped deliver the 2012 Games, such as the Team London Ambassadors and the Gamesmakers, has made you ...READ OUT

BASE = 1001. All percentages	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree
	1	2	3	4	5
More interested in volunteering	23	24	25	12	16
More aware of volunteering opportunities	26	27	17	15	15
Motivated to volunteer for the first time or more often	18	25	19	18	20
Motivated to volunteer more often	18	26	17	18	20

Housing - Stamp Duty

Q14. If you buy a property that costs over a certain amount you have to pay a Stamp Duty Land Tax. The more expensive the property the higher the rate of tax. It is estimated that property sales in London generate around £1.3 billion a year and currently this money goes to central government.

Do you think that the money from Stamp Duty on London properties should....READ OUT. CODE ONE

	BASE	1001
Go into the general pool of tax receipts to pay for all public services across the country, as now		37%
Be used solely in London to build more homes		57%
Don't know		5%

Environment - ULEZ

Q15. Since 2008 London has been a Low Emission Zone, whereby vehicles that don't meet certain emission standards have to pay a charge to drive within London. Some people now think that by 2020 central London should become an Ultra Low Emission Zone. This would mean that almost all vehicles driving in the centre of the capital during working hours would have to be zero or low emission, such as electric or hybrid cars.

Would you support or oppose a new Ultra-Low emission zone in central London? Is that strongly support etc

	BASE	1001
Strongly support		36%
Tend to support		21%
Neither support nor oppose		10%
Tend to oppose		11%
Strongly oppose		20%
Don't know		1%

Cycling

Q16 Which, if any, of the following modes of transport do you use regularly to get around London? By regularly we mean at least once a month.

	BASE	1001
Bus		72%
Tube/ The Underground		69%
Trains, The Overground, Docklands Light Railway		56%
Car or Van		55%
Taxis/cabs		26%
Bicycle		21%
Tram		7%
River		5%
Motorbike, moped or scooter		3%
None of these		1%

Q17 Which THREE, if any, of the following cycling measures do you think would most improve conditions for cyclists, pedestrians and all other road users in London?

	BASE	1001
Segregate cycle routes with barriers that separate cyclists from traffic		47%
Provide cycle training and improved road safety education for all with better enforcement against antisocial road use behaviour		35%
Create safer, wider junctions with bypasses for cyclists, along with early start traffic lights to allow cyclists to set off before vehicles		29%
Create more joined up networks of cycle routes with clear and frequent signs		27%
Build more off road greenway routes through parks and along waterways		26%
Build continuous 'quietways' on roads with less traffic, along with bridges/bypasses to help cyclists avoid busy places		23%
Create more cycle super highways linking outer London to central London		22%
Provide more cycle parking across London at stations, workplaces and in residential areas		22%
None of these		3%