

Topline Results - Telephone Poll January 2013

- Results are based on interviews with 1003 London residents aged 18+.
- Interviews were carried out by telephone between 18th - 24th January 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 16th 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	1003
NET: Satisfied	62%
Very satisfied	16%
Fairly satisfied	46%
Neither satisfied nor dissatisfied	21%
Fairly dissatisfied	7%
Very dissatisfied	9%
NET: Dis-satisfied	16%
Don't know	2%

Economy

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

BASE	1003
NET: Improve	32%
Significantly improve	2%
Improve a little bit	29%
Stay the same	34%
Worsen a little	21%
Significantly worsen	11%
NET: Worsen	32%
Don't know	3%

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	1003
NET: Confident	22%
Very confident (5)	10%
4	12%
3	23%
2	17%
Not confident at all (1)	29%
NET: Not Confident	46%
Don't know	9%

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

BASE	1003
Got better	13%
Stayed the same	44%
Got worse	43%
NET: Better minus worse	-30%

Don't know	1%
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Awareness of Mayoral activities

Q5 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 = 1003. All percentages	Very aware	Quite aware	Not very aware	Not aware at all
	1	2	3	4
Economy				
The creation of apprenticeships	16	37	20	25
Supporting small businesses	14	31	26	28
The creation of more jobs	13	37	25	25
Encouraging international investment	19	30	22	27
Encouraging more companies to offer the London Living wage	18	31	22	28
Housing				
Supporting home ownership for first time buyers	15	32	23	28
Encouraging landlords to improve their conditions	13	26	24	35
Improving the housing offer for working Londoners	11	25	25	37
Policing and Safety				
Maintaining the number of police officers on the street	23	43	18	16
Preventing youth violence	19	38	21	21
Involving the public in helping to fight crime (volunteering, special constables, cadets)	20	34	24	22
Tackling violence against women and girls	16	25	25	33
Tackling gangs	22	38	17	21
Education				
Improving school attainment, (higher qualifications)	14	29	27	28
Supporting schools to help young people go on to further education/apprenticeships	13	30	25	30
Supporting the growth of free schools to create more places	18	32	23	25

Q6 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.

BASE = 1003. All percentages	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree
Economy	1	2	3	4	5
Create apprenticeships	19	31	20	11	11
Support small businesses	18	30	19	13	10
Create more jobs	17	27	15	16	18
Encourage international investment	23	30	23	7	7
Encourage more companies to offer the London Living wage	21	27	21	11	9
Housing					
Support home ownership for first time buyers	17	26	24	12	13
Encourage landlords to improve their conditions	16	24	22	13	13
Improve the housing offer for working Londoners	16	23	22	13	15
Policing and Safety					
Maintain the number of police officers on the street	24	27	15	13	16
Prevent youth violence	22	28	16	14	13
Involve the public in helping to fight crime (volunteering, special constables, cadets)	21	28	20	13	12
Tackle violence against women and girls	21	21	19	15	13
Tackle gangs	23	28	16	11	16
Education					
Improve school attainment, (higher qualifications)	16	26	25	13	10
Equip school children with the skills to work	16	28	22	14	11
Support the growth of free schools to create more places	22	27	20	12	9

Apprenticeships

Q7 Apprentices earn a wage and work alongside experienced staff to gain job-specific skills. Apprenticeships are open to anyone, whether they have just left school, been working for years, or want a change of career. They are designed with the help of employers in the industry so they offer a structured programme to help the apprentice do a job well. To what extent do you agree or disagree with the following statements?

- 1 = Agree strongly
- 2 = Tend to agree
- 3 = Neither agree nor disagree
- 4 = Tend to disagree
- 5 = Disagree strongly

BASE = 1003. All percentages	Agree strongly	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree strongly
	1	2	3	4	5
Apprenticeships lead to good careers	44	38	8	5	3
Apprenticeships are of a high standard	21	29	20	9	6
I know where to get information on apprenticeships	19	21	11	19	22
I would encourage someone to do an apprenticeship	54	28	8	5	3
The success of apprenticeships is celebrated	22	26	15	18	10
There is a wide range of apprenticeships available	18	16	19	15	15
Apprenticeships benefit businesses	49	37	6	3	3

Q8 In which, if any, of the following ways do you think businesses benefit from employing apprentices? READ OUT. CODE ANY 'YES'

BASE = 1003.	
A scheme that supports progression and grows talent	86%
A workforce with skills better able to meet London's future needs	86%
More cost-effectiveness by growing relevant workplace skills	85%
Improved company reputation	84%
Reduced recruitment costs	80%
Government contribution to cost of staff training	78%
Increased productivity & efficiency	78%
Better staff retention rates and increased company loyalty	74%

Airport Expansion

Q9 Some people think that we need a hub airport in the South East of England to provide additional airport capacity. Supporters say this will help the economy by improving access to business abroad and creating jobs. Opponents think that it will damage the environment and alternative ways of reaching these markets should be found. Would you support or oppose a new hub airport being built within close proximity to London? Is that strongly support or tend to support / oppose?...READ OUT. CODE ONE

BASE = 1003.	Feb 2012	Jan 2013	Change
Strongly support	28	23%	-5
Tend to support	20	19%	-1
Neither support nor oppose	9	9%	0
Tend to oppose	16	15%	-1
Strongly oppose	25	31%	+6
Don't know	2	2%	0

⇒ **ASK THOSE WHO STRONGLY/TEND TO SUPPORT:**

Q10 Why would you support/oppose a new hub airport being built in close proximity to London? DO NOT READ OUT. CODE ALL MENTIONS

BASE = 425. All who support.	Feb 2012	Jan 2012	Change
Create more jobs	31	27%	-4
Demand for air travel is increasing	37	26%	-11
Improve London's economy	32	20%	-12
Better for business	3	18%	+15
Ease burden on other airports	5	18%	+13
Convenience	3	13%	+10
Improve connections to other leading world cities/ better links	26	15%	-9
Cut congestion	1	10%	+9
Creates more options/ choices	5	8%	+3
Increase tourism	18	7%	-11
Close proximity	4	5%	+1
Improve connections to other leading world cities		4%	
Other	12	16%	+4

BASE = 465. All who oppose.	Feb 2012	Jan 2013	Change
Enough airports in London already/ should use existing capacity	58	48%	-10
Environmental reasons	50	45%	-5
Noise	6	16%	+10
Don't need it	2	14%	+12
Increased congestion	5	12%	+7

Waste of money/ costs too much	13	9%	-4
Disturbs people	3	8%	+5
Other transport priorities - improved rail/ bus/ tube	6	5%	-1
Other	12	13%	+1
Don't know		1%	

Q11 Which of the following statements do you agree with most? SINGLE CODE

BASE = 1003.	
London does not need to increase its air capacity, other transport links should be improved to existing airports with spare capacity in other parts of the country	25%
London should increase its air capacity by developing an existing airport to the East such as Stansted	19%
London should increase its air capacity by building a third runway at Heathrow	18%
London should increase its air capacity by developing a new hub airport to the East of London	17%
The UK should increase its air capacity in other parts of the country	9%
Air capacity should not be increased anywhere	9%
Other	*%
Don't know	3%

Housing

Q12 A growing number of Londoners live in privately rented accommodation, but some people think that a small number of landlords use questionable practices which call into question the whole rental sector's reputation. Which two or three of the following actions do you think are the most important in ensuring that tenants get a fair deal?

BASE = 1003.	
Advance warning of any rent increases	53%
A protected deposit held in a tenancy deposit guarantee scheme to secure my money	46%
Landlords and letting agents who treat renters poorly to face punishments (e.g. losing their accreditation).	43%
The option of a longer term tenancy so I can settle in my home	33%
A clear outline up front of all letting agent fees being charged	29%
The chance to make small improvements to my home (such as hanging pictures)	22%
A voice in any big decisions made by the Mayor on the future of London's renting	12%
Don't know	5%

Re-negotiation of EU relationship

Q14 Which one of the following do you think would best help London's businesses and economy to be successful? CODE ONE

BASE = 1003.	
Britain remaining in the EU but reducing the impact of EU laws on	35%

UK businesses and NOT joining the Euro	
Britain remaining in the EU and working towards more unity but NOT joining the Euro	33%
Britain leaving the EU altogether	21%
Britain joining the Euro	6%
Do not read out: Other	*%
Don't know	4%

Q15 Some people think that international students and businessmen bring skills that are valuable to London's economy and that both should be offered visa exemptions to allow them to stay in London (the UK?). Other people think the system is open to abuse by people that don't contribute positively and that as a result, visa restrictions need to be tightened.

- a. For international businessmen, which ONE of the following do you most agree with?

BASE = 1003.	
Visa restrictions DO need tightening, but International businessmen should be given visa exemptions to allow them to work easily in London	43%
Visa restrictions DO need tightening, and International businessmen should NOT be given visa exemptions to allow them to work easily in London	31%
Visa restrictions DO NOT need tightening, and International businessmen should be given visa exemptions to allow them to work easily in London	21%
Other	*%
No answer	*%
Don't know	4%

- b. And for international students, which ONE of the following of you most agree with?

BASE = 1003.	
Visa restrictions DO need tightening, and International students should NOT be given visa exemptions to allow them to stay after their studies have ended	46%
Visa restrictions DO need tightening, but International students should be given visa exemptions to allow them to stay after their studies have ended	34%
Visa restrictions DO NOT need tightening, and International students should be given visa exemptions to allow them to stay after their studies have ended	16%
Other	*%
No answer	*%
Don't know	3%