

Topline Results - Telephone Poll September 2013

- Results are based on interviews with 1001 London residents aged 18+.
- Interviews were carried out by telephone between 11-18th September 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.
- 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 1,001
Very satisfied	15%
Fairly satisfied	43%
Neither satisfied nor dissatisfied	22%
Fairly dissatisfied	9%
Very dissatisfied	7%
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

	Base: all 1,001
Significantly improve	7%
Improve a little bit	46%
Stay the same	29%
Worsen a little	8%
Significantly worsen	6%
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. CODE ONE

	Base: all 1,001
Very confident (5)	11%
4	16%
3	24%
2	20%
Not confident at all (1)	23%
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: all 1,001
Got better	15%
Stayed the same	45%
Got worse	40%
Don't know	*%

ROLE OF THE MAYOR

Q5. How much, if anything would you say you know about what the Mayor of London is doing for London?...READ OUT

	Base: all 1,001
A great deal	6%
A fair amount	51%
Not very much	34%
Nothing at all	8%
Don't know	1%

Q6. 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

	Base: all 1,001
A great deal	2%
A fair amount	17%
Not very much	45%
Nothing at all	33%
Don't know	2%

Q7. How well informed do you think the Mayor and the Greater London Authority keeps you about the services that they have responsibility for?... READ OUT

	Base: all 1,001
Keeps us very well informed	4%
Keeps us fairly well informed	27%
Gives us only a limited amount of information	46%
Doesn't tell us much at all about what they do	21%
Don't know	2%

Q8. Please tell me which of these, if any, you think the Mayor of London has responsibility for? Would you say he has...total/some/no responsibility when it comes to....READ OUT. CODE ONE FOR EACH. ROTATE

	Total responsibility	Some responsibility	No responsibility	DK
Economic development	17%	71%	8%	4%
Policing and safety	37%	56%	6%	2%
Housing	20%	65%	12%	4%
Public Transport	58%	39%	2%	1%
London's main roads	38%	52%	6%	3%
Attracting tourism and business to London	29%	63%	6%	2%
Lobbying government for more investment London	45%	49%	2%	4%
London's Fire services	42%	45%	9%	4%
Education	19%	56%	22%	3%
Health Service	15%	48%	34%	3%
Approving major planning applications	25%	60%	10%	5%
Improving London's environment	35%	60%	3%	1%
Regeneration legacy of the London 2012 Games	36%	55%	5%	3%
Setting budgets for transport, development, the police and fire authorities	47%	47%	4%	2%
Setting the GLA rate of Tax	30%	45%	13%	11%
Representing London abroad	36%	53%	8%	3%

Q9. 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
Economy					
The creation of apprenticeships	13%	31%	29%	25%	2%
Supporting small businesses	13%	34%	30%	21%	2%
The creation of more jobs	15%	34%	29%	21%	2%
Encouraging international investment	20%	34%	23%	20%	4%
Encouraging more companies to offer the London Living wage	13%	29%	27%	27%	4%
Regeneration					
Securing the Olympic Park Legacy, creating jobs and new homes	28%	42%	16%	12%	2%
Ensuring Cross Rail is delivered on time and on budget	19%	36%	23%	18%	4%
Supporting town centres and high streets	13%	32%	29%	24%	2%
Housing					

Supporting home ownership for first time buyers	11%	32%	29%	25%	2%
Encouraging landlords to improve their conditions	11%	24%	32%	32%	2%
Improving the housing offer for working Londoners	11%	24%	32%	32%	2%
Transport					
Investing in public transport	31%	46%	13%	9%	1%
Investing more in the road network	14%	37%	27%	20%	2%
Improving customer experience on public transport	21%	36%	22%	18%	3%
Policing and Safety					
Maintaining the number of police officers on the street	22%	40%	21%	15%	1%
Preventing youth violence	17%	37%	25%	18%	2%
Involving the public in helping to fight crime	17%	32%	28%	20%	2%
Tackling violence against women and girls	12%	24%	31%	31%	3%
Tackling gangs	17%	35%	25%	21%	2%
Environment					
Tackling air pollution	13%	31%	29%	23%	3%
Investing in green spaces and street trees to improve the urban realm	13%	33%	28%	24%	2%
Reducing the amount of energy used in the home	12%	29%	28%	30%	2%
Education					
Improving school attainment	12%	28%	28%	29%	4%
Supporting schools to help young people go on to further education/apprenticeships	17%	36%	24%	23%	1%
Creating opportunities for young people to get involved in sports, arts, volunteering and uniform youth groups	18%	39%	23%	19%	2%
Supporting schools to deliver high quality teaching in core subjects to improve literacy and numeracy	14%	29%	26%	27%	4%
Supporting the growth of free schools to create more places	16%	31%	27%	24%	2%
Health					
Encouraging Londoners to look after their health	23%	31%	27%	28%	2%
Encouraging people to be more active and do sports	22%	45%	19%	13%	1%
Encouraging people to go for regular check ups	13%	24%	28%	34%	2%
Communities					
Taking actions to get more Londoners volunteering	14%	35%	26%	23%	2%
Supporting festivals and celebrations that bring Londoners together	27%	42%	16%	14%	1%

Q10. To what extent do you agree or disagree that the Mayor is doing enough to...
Do you...READ OUT.

Economy	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree
Create apprenticeships	20%	30%	23%	13%	9%
Support small businesses	17%	29%	22%	16%	10%
Create more jobs	18%	30%	17%	16%	14%
Encourage international investment	25%	33%	20%	9%	5%
Encourage more companies to offer the London Living wage	19%	26%	22%	15%	10%
Regeneration					
Secure the Olympic Park Legacy, create jobs and new homes	27%	37%	16%	8%	7%
Ensure Cross Rail is delivered on time and on budget	21%	31%	23%	9%	8%
Support town centres and high streets	16%	33%	20%	15%	12%
Housing					
Support home ownership for first time buyers	18%	28%	22%	15%	12%
Encourage landlords to improve their conditions	14%	22%	25%	16%	16%
Improve the housing offer for working Londoners	15%	25%	22%	16%	15%
Transport					
Invest in public transport	31%	38%	10%	10%	8%
Invest more in the road network	19%	32%	21%	13%	10%
Improve customer experience on public transport	23%	35%	16%	13%	9%
Policing and Safety					
Maintain the number of police officers on the street	18%	34%	16%	12%	16%
Prevent youth violence	18%	29%	32%	13%	13%
Involve the public in helping to fight crime	17%	29%	23%	16%	10%
Tackle violence against women and girls	16%	20%	26%	17%	13%
Tackle gangs	18%	29%	20%	14%	15%
Environment					
Tackle air pollution	17%	28%	23%	14%	12%
Invest in green spaces and street trees to improve the urban realm	16%	33%	32%	13%	11%
Reduce the amount of energy used in the home	15%	28%	23%	15%	12%
Education					
Improve school attainment	15%	28%	25%	15%	11%
Support schools to help young people go on to further education/	22%	29%	19%	14%	10%

apprenticeships					
Create opportunities for young people to get involved in sports, arts, volunteering and uniform youth groups	25%	34%	17%	11%	8%
Support schools to deliver high quality teaching in core subjects to improve literacy and numeracy	23%	24%	22%	14%	11%
Support the growth of free schools to create more places	22%	28%	24%	11%	8%
Health					
Encourage Londoners to look after their health	19%	30%	24%	13%	9%
Encourage people to be more active and do sports	28%	39%	15%	10%	6%
Encourage people to go for regular check ups	16%	24%	27%	15%	11%
Communities					
Take action to get more Londoners volunteering	18%	34%	23%	13%	7%
Support festivals and celebrations that bring Londoners together	34%	38%	13%	7%	5%

CULTURE

Q11. Have you heard of Big Dance London?

Yes	9%
No	91%
Don't know	*%

Q12. How often, if at all do you do the following?

	Watch dance live	Watch dance on television	Watch dance online	Attend dance classes	Attend events that include dancing
At least once a week	5%	21%	5%	4%	3%
At least once a month	8%	20%	7%	3%	13%
At least once a year	18%	14%	4%	4%	27%
Never	69%	45%	84%	89%	57%
Don't know	*%	1%	*%	*%	*%

