

Topline Results - Telephone Poll June 2013

- Results are based on interviews with 1000 London residents aged 18+.
- Interviews were carried out by telephone between 14-17th June 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 18th 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 1,000
Very satisfied	14%
Fairly satisfied	46%
Neither satisfied nor dissatisfied	20%
Fairly dissatisfied	10%
Very dissatisfied	6%
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 1,000
Significantly improve	3%
Improve a little bit	37%
Stay the same	35%
Worsen a little	15%
Significantly worsen	7%
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 1,000
Very confident (5)	10%
4	15%
3	22%
2	20%
Not confident at all (1)	26%
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 1,000
Got better	17%
Stayed the same	43%
Got worse	39%
Don't know	1%

ROLE OF THE MAYOR

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.....BASE: All (1,000)

Economy	Very aware	Quite aware	Not very aware	Not aware at all	DK
The creation of apprenticeships	18%	38%	23%	19%	2%
Supporting small businesses	11%	32%	32%	23%	1%
The creation of more jobs	11%	35%	30%	23%	1%
Encouraging international investment	17%	32%	26%	21%	3%
Encouraging more companies to offer the London Living wage	13%	35%	23%	28%	1%
Regeneration					
Securing the Olympic Park Legacy, creating jobs and new homes	30%	42%	15%	12%	1%
Ensuring Cross Rail is delivered on time and on budget	19%	36%	24%	19%	3%
Supporting town centres and high streets	12%	31%	30%	24%	1%
Housing					
Supporting home ownership for first time buyers	17%	34%	26%	21%	1%
Improving the housing offer for working Londoners	10%	29%	34%	26%	2%
Transport					
Investing in public transport	34%	45%	12%	8%	1%
Policing and Safety					
Maintaining the number of police officers on the street	21%	37%	24%	16%	2%
Preventing youth violence	18%	34%	27%	20%	2%
Tackling gangs	16%	35%	27%	20%	2%
Environment					
Tackling air pollution	11%	31%	29%	28%	1%
Investing in green spaces and street trees to improve the urban realm	13%	30%	30%	26%	1%
Education					
Equipping school children with the skills to work	12%	25%	32%	29%	2%
Supporting the growth of free schools to create more places	18%	31%	24%	24%	2%
Health					
Encouraging people to be more active and do sports	29%	42%	18%	11%	1%
Communities					
Taking actions to get more Londoners volunteering	16%	33%	26%	24%	1%

Q6 To what extent do you agree or disagree that the Mayor is doing enough to..... Do you...BASE: All (1,000)

Economy	Strongly agree	Tend to agree	Neither	Tend to disagree	Strongly disagree	DK
Create apprenticeships	18%	31%	21%	12%	10%	8%
Support small businesses	16%	27%	23%	17%	9%	8%
Create more jobs	17%	28%	18%	19%	14%	5%
Encourage international investment	20%	32%	21%	10%	5%	11%
Encourage more companies to offer the London Living wage	18%	26%	20%	16%	9%	10%
Regeneration						
Secure the Olympic Park Legacy, creating jobs and new homes	25%	35%	15%	10%	8%	6%
Ensure that Cross Rail is delivered on time and on budget	20%	31%	25%	8%	7%	9%
Support town centres and high streets	15%	26%	23%	19%	10%	7%
Housing						
Support home ownership for first time buyers	16%	29%	24%	14%	10%	7%
Improve the housing offer for working Londoners	14%	22%	25%	18%	13%	8%
Transport						
Invest in public transport	30%	39%	11%	9%	8%	3%
Policing and Safety						
Maintain the number of police officers on the street	22%	28%	17%	15%	14%	4%
Prevent youth violence	18%	27%	18%	18%	13%	6%
Tackle gangs	18%	25%	18%	19%	13%	8%
Environment						
Tackle air pollution	14%	27%	24%	15%	11%	9%
Invest in green spaces and street trees to improve the urban realm	16%	31%	23%	12%	9%	9%
Education						
Equip school children with the skills to work	15%	24%	25%	16%	12%	9%
Support the growth of free schools to create more places	17%	32%	24%	10%	7%	11%
Health						
Encourage people to be more active and do sports	28%	37%	16%	9%	6%	4%
Communities						
Take actions to get more Londoners volunteering	18%	34%	25%	12%	6%	6%

CULTURE

Q7. In the last 12 months, how often have you done the following? BASE: All (1,000)

	Cinema	Theatre/ musical	Concert / gig	Art Gallery	Museum
More than once a week	1%	*%	*%	1%	1%
Once a week	3%	1%	*%	1%	1%
Once a fortnight	4%	1%	1%	2%	1%
Once a month	13%	6%	5%	9%	9%
Once every few months	25%	14%	15%	17%	21%
Once every six months	15%	12%	10%	11%	14%
Once a year	10%	16%	14%	13%	18%
Less often	6%	9%	10%	8%	9%
Never	22%	39%	43%	36%	25%
Don't know	-	-	*%	-	*%

	Library	Sports event	Cultural class or tuition	Amateur group performance	Volunteered on cultural activity
More than once a week	6%	2%	2%	*%	1%
Once a week	10%	5%	5%	3%	4%
Once a fortnight	7%	3%	1%	*%	1%
Once a month	14%	4%	5%	1%	2%
Once every few months	10%	10%	3%	2%	6%
Once every six months	5%	9%	3%	*%	4%
Once a year	5%	14%	4%	1%	7%
Less often	8%	8%	11%	11%	5%
Never	36%	44%	65%	80%	68%

Q8. How important would you say London's cultural scene is in ensuring a strong London economy?

	Base: all 1,000
Very important	58%
Quite important	30%
Neither/nor	6%
Not very important	4%
Not at all important	1%
Don't know	2%

Q9. How important would you say London's cultural scene is in ensuring a high quality of life for Londoners?

	Base: all 1,000
Very important	51%
Quite important	33%
Neither/nor	8%
Not very important	3%
Not at all important	3%
Don't know	2%

Q10. Which two or three of the following types of cultural activities would you like to see in the Olympic Park? READ OUT. CODE MAX THREE

	Base: all 1,000
Music performances by young people	51%
Community events	40%
Spectacular outdoor performances	35%
Outdoor film programme	24%
Talks/walks/trails	19%
Arts festivals	18%
Arts installations	18%
Large scale Theatre shows	17%
Dance/Circus workshops	16%
Big Top Circus	8%
None of them	3%
Don't know	2%

Q11. To what extent do you agree or disagree that it is important for schools to provide good arts education for all children such as art, drama, music and dance?

	Base: all 1,000
Strongly agree	66%
Tend to agree	22%
Neither	5%
Tend to disagree	4%
Strongly disagree	2%
Don't know	1%

COMMUNITY COHESION

Q12. How would you describe your attitude towards the community spirit in your local neighbourhood at the moment? Would you say you feel... READ OUT. SINGLE CODE

	Base: all 1,000
Very proud of the community spirit in your local neighbourhood	19%
Fairly proud	48%
Not very proud	19%
Not at all proud	10%
Don't know	4%

Q13 In your local area, do you think community spirit is improving, getting worse or staying the same? PROBE (improving a lot/ improving a little bit / staying the same / getting a bit worse / getting a lot worse). READ OUT EACH. SINGLE CODE EACH

	Base: all 1,000
Improving a lot	8%
Improving a little	15%
Staying the same	58%
Getting a bit worse	11%
Getting a lot worse	7%
Don't know	2%

Q14 TfL have around 1400 cameras on major roads, collecting number plate data which is currently used for identifying vehicles to receive congestion and low emission zone charges. In an effort to crack down on crime and track known offenders the police would like to be able to use this data too.

Do you think the police should or should not be given access to data collected by these cameras?

	Base: all 1,000
Yes -definitely	50%
Yes - probably	28%
No - probably not	7%
No - definitely not	12%
Don't know	3%