



Topline Results - Telephone Poll June 2011

- Results are based on interviews with 1,000 London residents aged 18+.
- Interviews were carried out by telephone between 24-27th June 2011
- 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 ninth 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.

HOUSING

Q2 Do you think that..... in London have become more or less affordable over the last 12 months, or has there been no change?

- 1 = A lot more affordable
- 2 = A little more affordable
- 3 = No change
- 4 = A little less affordable
- 5 = A lot less affordable

Homes to buy outright or with a mortgage	1% 4% 27% 18% 34% DK = 15%
Homes to rent privately	2% 4% 23% 22% 28% DK = 22%
Social housing homes to rent	3% 4% 28% 10% 11% DK = 44%

Q3 Do you think that there are more available in London now than there was 12 months ago, less, or about the same number?

- 1 = More
- 2 = About the same number
- 3 = Less

Homes to buy outright or with a mortgage	17% 34% 30% DK = 19%
Homes to rent privately	28% 30% 19% DK= 22%
Social housing homes to rent	9% 23% 30% DK= 38%

Q4 Which two or three of the following would you say are the biggest barriers to people getting on the housing ladder in London, or upgrading to a better/more suitable home? READ OUT. CODE MAX 3

Price of housing	61%
Difficulty in getting a mortgage	57%
Saving for a deposit	45%
Fear of a job loss	41%
Lack of affordable, family sized housing	22%
Cost of moving – stamp duty, fees, moving costs etc	18%
Fear of price falls/negative equity	10%
Lack of 'part buy, part rent' schemes	6%
Cost of living	1%
Other	2%
Nothing	-
Don't know	3%

Q5 Which two or three of the following would you say are the biggest barriers to YOUNG people getting on the housing ladder in London, or upgrading to a better/more suitable home? READ OUT. CODE MAX 3

Difficulty in getting a job and therefore affording either rent or ownership	48%
Difficulty in getting finance	47%
High house prices	45%
Affordability of rental housing	40%
High student debt	31%
Availability of rental homes	15%
Lack of intermediate housing schemes such as shared ownership	15%
Quality of rental homes available	9%
Difficulty in getting mortgage	1%
Saving for deposit	1%
Other	1%
There are no problems	-
Don't know	2%

Q6. Thinking about the following areas, how much responsibility do you think the Mayor has for each?

- 1 = A lot
- 2 = A little
- 3 = Not very much
- 4 = None at all

The number of houses built	35% 34% 19% 6% DK=6%
Funding of affordable housing	33% 33% 19% 8% DK=8%
Accessing social housing	35% 30% 16% 6% DK=12%
Improving the quality of housing	33% 36% 17% 9% DK=6%
Helping first time buyers	22% 34% 20% 18% DK=6%
Regeneration	50% 27% 8% 4% DK=10%

Q7 What one thing do you think the Mayor should be doing to improve access to the housing market in London? READ OUT. CODE ONE

Improving the planning system to ensure more housing can be built	28%
Making it easier for people to meet deposit requirements through loan programmes	27%
Providing more shared ownership schemes	19%
Providing more social housing	18%
Lower cost of housing/make mortgages more affordable	1%
Help local people first	1%
Other (specify)	4%
Nothing	2%
Don't know	2%

ECONOMY AND EMPLOYMENT

Q8 Which of the following best describes how you think London's economy will fare over the next 12 months?

Significantly improve	5%
Improve a little bit	31%
Stay the same	31%
Worsen a little	19%
Significantly worsen	12%
Don't know	2%

Q9 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.

Very confident (5)	10%
4	14%
3	21%
2	20%
Not confident at all (1)	28%
Don't know	7%

Q10 How do you think your personal financial situation has fared over the past 12 months? Would you say it has...READ OUT

Got better	16%
Stayed the same	39%
Got worse	45%
Don't know	*%

Q11 Recent survey work has shown education and training is important to Londoners in improving London as a place to live. What would you say is your top priority to improve education and training in London? READ OUT. CODE ONE

More apprenticeships for young people	37%
Better education system for children and young people	28%
Employers offering more training opportunities	26%
More opportunities for everyone	9%

THE MAYOR AND THE ECONOMY

Q12 Thinking about the following areas, how much responsibility do you believe the Mayor has for each? ...READ OUT

- 1 = A lot
- 2 = A little
- 3 = Not very much
- 4 = None at all

Delivering training programmes to get people back into work	36% 37% 17% 7% DK=3%
Persuading more tourists to visit London and more businesses to locate in London	65% 22% 6% 3% DK=3%
Helping small businesses access finance and giving them advice	36% 39% 13% 7% DK=5%
Lobbying Government for more investment in London	69% 17% 6% 4% DK=5%
Building more affordable housing	49% 32% 10% 6% DK=4%
Delivering apprentice schemes for young people	46% 34% 10% 6% DK=3%
Encouraging entrepreneurial behaviour	42% 36% 11% 7% DK=5%
Relieving your tax burden	30% 33% 15% 17% DK=4%

Q13 Do you agree strongly, tend to agree, neither agree nor disagree, tend to disagree or disagree strongly that the Mayor is doing enough to....**READ OUT**

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

Delivering training programmes to get people back into work	6% 21% 22% 19% 18% DK=14%
Persuading more tourists to visit London and more businesses to locate in London	24% 37% 15% 10% 6% DK=8%
Helping small businesses access finance and giving them advice	12% 21% 22% 15% 12% DK=17%
Lobbying Government for more investment in London	27% 31% 13% 11% 9% DK=10%
Building more affordable housing	18% 22% 15% 17% 18% DK=11%
Deliver apprentice schemes for young people	19% 22% 15% 16% 14% DK=13%
Encouraging entrepreneurial behaviour	16% 28% 17% 13% 10% DK=16%
Relieve your tax burden	12% 12% 18% 21% 25% DK=11%

BANKING SECTOR

Q14 Please tell me which of the following statements comes closest to your opinion...**READ OUT. CODE ONE**

The government should increase taxes on banks, even if it makes the British banking sector much less competitive	45%
The government should not increase taxes on banks because they are important to Britain's economic recovery	48%
Don't know	7%

SPORTS

Q15 Moderate intensity exercise noticeably raises your heart and breathing rates, you may sweat, but you can still have a conversation. How often would you say you take part in moderate intensity exercise for 30 minutes or more?

Never	14%
Less than once a month	8%
One to three times a month	11%
Once a week	17%
Twice a week	16%
Three or more times a week	32%
Don't know	1%

IF TAKE PART IN EXERCISE:

Q16 Would you like to do or take part in more exercise or sport?

BASE: all ever taking part in exercise: 857	
Yes	61%
No	39%
Don't know	1%

IF YES AT Q16 OR NEVER AT Q15, ASK:

Q17 Generally speaking, what stops you doing any or more exercise or sport? **CODE ALL MENTIONS**

BASE: all doing no exercise/like to do more (663)	
Lack of time	54%
Too expensive	22%
I can't be bothered/too lazy	13%
Health reasons	13%
Work or family commitment	8%
Age reasons	6%
Facilities are too far away	6%
Poor facilities	5%
Childcare/looking after kids	4%
Not interested	3%
Not enough provision to make it practical	2%
Weather	2%
There is no transport to my local facilities	1%
Lack of information on how to get involved	1%
Lack of activities/option of exercises	1%
Too tired	1%
Safety issues	1%
Location/lack of facilities	1%
Other (specify)	3%
Nothing	2%
Don't know	1%

Q18 Which one change would make you more likely to do or take part in more exercise or sport? DO NOT READ OUT

BASE: all doing no exercise/like to do more (663)	
Having more time/less work/personal commitments	22%
Make it cheaper	18%
More facilities close by	10%
Having better health/fitter body	5%
More child care facilities	4%
Greater range of sports on offer	3%
Affordability/if it had a job/earned more	3%
Better quality facilities	2%
More discipline/better attitude to sport	2%
Motivation/encouragement	2%
Better information on how to get involved	2%
If health deteriorated/put on weight/doctor recommended	1%
Ease of access/better facilities for disabled	1%
Better transport to sports facilities	1%
Make it free	1%
More cycling facilities/safer cycle routes	1%
Greater range of sports on offer	1%
Lifestyle changes	1%
If I was more social/friends involved	1%
Greater flexibility	1%
Better information about how to get involved	1%
Other	2%
None	11%
Don't know	8%

ASK ALL

Q19 The Mayor of London is undertaking a number of initiatives to encourage participation in sports. How much would you say you know about the following? Would you say a lot, a little, or nothing at all?

**1 = A lot
2 = A little
3 = Nothing at all**

Free sporting opportunities being funded by the Mayor	6% 27% 67% DK=1%
New and improved sporting facilities across London, funded by the Mayor	8% 32% 57% DK=2%
Discounted sports coaching/training courses provided by the Mayor	5% 21% 71% DK= 3%

Q20 If you wished to find out about sporting opportunities in your area, where would you go first to look for this information? PROMPT IF NECESSARY

Online search engine	37%
Local authority website	14%
Go to a sports centre or club	12%
Look in the local community building	9%
Look in local media – newspapers	4%
Call the local authority	3%
Use social media	*%
Ask a friend/family member	1%
Other	11%
Don't know	7%

OLYMPICS

Q21 For each of the following, please tell me whether you think it is already happening in your local area, will happen in your local area at some point in the future, or won't happen at all as a result of London hosting the Olympic and Paralympic Games in 2012? READ OUT. SINGLE CODE EACH.

**1 = Already happening
2 = Will happen
3 = Will not happen**

More children participating in sport	29% 46% 17% DK=7%
More adults participating in sport	17% 43% 30% DK=10%
Better leisure facilities	22% 38% 32% DK=8%
Increased business and job opportunities	13% 4% 35% DK=8%
Improved transport	26% 38% 33% DK=4%
More tourists	18% 65% 14% DK=3%
Regeneration of East London	45% 37% 10% DK=8%
Economic benefits	17% 50% 24% DK=10%
More affordable housing	8% 26% 52% DK=14%
Promoting London as a cultural centre	41% 40% 14% DK=5%