



Topline Results - Telephone Poll March 2011

- Results are based on interviews with 1,003 London residents aged 18+.
- Interviews were carried out by telephone between 25-28th March 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.

READ OUT: Volunteering is an unpaid activity where someone gives their time to help an organisation or individual who they are not related to, or to benefit their community or environment.

Q2 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?

Very important	53%
Fairly important	37%
Neither important nor unimportant	5%
Not very important	3%
Not important at all	1%
Don't know	1%

⇒ **IF VERY/FAIRLY IMPORTANT, ASK:**

Q3 Why do you think volunteering is important? **DO NOT PROMPT.**

It helps bring communities together	44%
It helps people out when they are in need	39%
It gives people a sense of self-satisfaction/self worth	15%
Gives people skills they can use in new job	9%
It fills a gap in service provision that the government cannot provide	8%
It's worthwhile	6%
Things just would not get done	6%
Other (specify)	17%
Don't know	3%

⇒ **IF NOT VERY/NOT AT ALL IMPORTANT AT Q1, ASK:**

Q4 Why do you think volunteering is not important? **DO NOT PROMPT.**

It doesn't really help to achieve much/doesn't make a difference	24%
People/organisations have to take responsibility for themselves	13%
People are not able to give enough time/takes up time that people need for themselves	10%
Unpaid/abuse of people's good nature	9%
Government spending is the only thing that makes a difference	6%
The voluntary sector does a bad job / can't organise volunteers	5%
People who volunteer are not as good at anything as those who do it for a living	2%
Other (specify)	20%
Don't know	4%

Q5 Many people we have spoken to have not volunteered before. Thinking about the last 12 months, have you done any of the following activities, unpaid, to help someone who isn't a member of your family? **READ OUT. CODE ANY YES.**

Helping with shopping	34%
Writing letters or filling out forms for someone	30%
Unpaid babysitting or looking after children	29%
Household chores like cooking, cleaning, gardening etc	28%
Driving or escorting someone	25%
Paying bills or collecting a pension	11%
Household or car repairs	9%
Providing personal care like washing or dressing someone who is sick or frail	8%
No -none	36%
Don't know	-

⇒ **FOR EACH YES AT Q5, ASK:**

Q6 How often did you.....Q5....during the last 12 months? Would you say daily, weekly, fortnightly, about once a month or less often?

- 1 – Daily
- 2 – Weekly
- 3 – Fortnightly
- 4 – Once a month
- 5 – Less often

Help with shopping	2 23 12 24 38 1
Pay bills or collect a pension	0 18 6 46 28 2
Help with household chores like cooking, cleaning, gardening etc	12 15 11 21 40 1
Help with household or car repairs	2 10 7 17 64 1
Provide unpaid babysitting or looking after children	3 18 11 28 39 2
Provide personal care like washing or dressing someone who is sick or frail	15 15 7 21 41 3
Write letters or fill out forms for someone	2 12 3 27 54 2
Drive or escort someone	2 19 13 28 37 1

⇒ **ASK ALL**

Q7 And still thinking about the last 12 months, have you done any of the following activities, unpaid, to help a charity, voluntary organisation or any other type of organisation? **READ OUT. CODE ANY YES.**

Helped out with the elderly	21%
Helped out with community or neighbourhood groups	18%
Helped people with health, disability or social welfare issues	17%
Helped out in a school environment eg classroom assistance, escorting children on a trip etc	16%
Helped out with youth/children's activities (outside of schools)	15%
Helped out with sporting activities or clubs	12%
Helped out with recreation/cultural/arts/social clubs	11%
Environmental work	6%
Helped out with a political or lobbying group	6%
Trade union activity	3%
Other (please specify)	4%
No – none	46%

⇒ **FOR EACH YES AT Q7, ASK:**

Q8 How often did you.....Q7....during the last 12 months? Would you say daily, weekly, fortnightly, about once a month or less often?

- 1 – Daily
- 2 – Weekly
- 3 – Fortnightly
- 4 – Once a month
- 5 – Less often

Help out in a school environment eg classroom assistance, escorting children on a trip etc	2 25 3 19 50
Help out with youth/children's activities (outside of schools)	2 35 8 23 33
Help out with sporting activities or clubs	2 35 11 20 32
Help out with recreation/cultural/arts/social clubs	1 30 9 22 37
Help out with community or neighbourhood groups	3 18 7 32 40
Do environmental work	9 17 * 1 24 49
Help out with a political or lobbying group	4 7 11 22 57
Help out with the elderly	7 23 14 26 31
Help people with health, disability or social welfare issues	11 25 9 18 37
Help with trade union activity	11 12 – 24 53
Other from Q6	9 25 1 23 41

Q9 Thinking back, how did it come about that you started helping out this/these groups **DO NOT PROMPT. CODE ALL MENTIONS**

To help out a friend/community member who was involved	29%
To help out a family member who was involved	18%
Opportunity through employer	8%
Volunteer bureau/organisation	5%
Local appeal for help	5%
Community centre	5%
Part of my religious beliefs	3%
To learn new skills/help with my career	3%
Flyer/leaflet/poster	2%
Online search	1%
Website	1%
There is an expectation/social pressure to help out	1%
It was mentioned in the newspaper	-
It was mentioned in the radio/on TV	*
Other	34%
Don't know	2%

⇒ **ASK ALL**

Q10 As far as you are aware, does your employer offer any kind of support to get you involved in volunteering?

Yes	17%
No	45%
N/A / Don't know	38%

⇒ **IF YES, ASK**

Q11 Which of the following kinds of support does your employer offer? **READ OUT. CODE ANY YES**

Providing information about volunteering activities	63%
Providing direct access to volunteering activities	58%
Unpaid time off work to undertake voluntary activity	48%
Paid time off work to undertake voluntary activity	45%
None of these	4%
Don't know	4%

⇒ **IF 'NO – NONE' AT Q7, ASK:**

Q12 What would you say stops you from volunteering? **DO NOT PROMPT**

Lack of time	58%
Health issue/disability	14%
Age issues	6%
Have other commitments	5%
I don't know where to find opportunities/lack of opportunities	4%
There's a lack of information about how I can volunteer or help	4%
The options are not flexible enough	3%
Work commitments	3%
I don't think I will get anything from it myself	2%
I think it would be menial work – I would want something skilled	1%
Too lazy	1%
Too tired	1%
Lack of financial reward	1%
Other (specify)	3%
Nothing	6%
Don't know	1%

⇒ **ASK ALL**

Q13 If you wanted to find out about voluntary work that you could get involved with, where would you look first or be most likely to get information from? **PROMPT TO LIST**

Website search	35%
Local public buildings such as libraries and schools	20%
Local authority website or newsletter	13%
Friends and family	
Directly from an organisation you were interested in helping	8%
Local forums/micro sites/community sites	3%
Look for a centrally run volunteer resource or website	2%
Would not look	9%
Don't know	6%

Q14 How likely would you yourself be to volunteer or do more volunteering if....**READ OUT.** Would you say very likely, quite likely, not very likely or not likely at all?

- 1 = Very likely
- 2 = Quite likely
- 3 = Not very likely
- 4 = Not likely at all

Celebrities endorsed local opportunities	8	17	30	42
A community member like a shopkeeper or pub landlord told you what's going on where, and how to get involved	12	44	22	19
Friends or family introduced you to it	32	44	10	12
There were a named contact in your Borough council who could tell you what's going on where, and how to get involved	16	34	27	20
There were a point of contact for volunteers within voluntary organisations	18	36	24	18
There was a central website with resources and opportunities on	22	36	18	22
There was a central/pan London contact who could give you information?	16	34	26	22

Q15 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**

Help out in a school environment eg classroom assistance, escorting children on a trip etc	34%
Help out with youth/children's activities (outside of schools)	31%
Help out with sporting activities or clubs	22%
Help out with recreation/cultural/arts/social clubs	22%
Help out with community or neighbourhood groups	24%
Do environmental work	23%
Help out with a political or lobbying group	9%
Help out with the elderly	35%
Help people with health, disability or social welfare issues	18%
Help with trade union activity	4%
Other from Q6	3%
No – none	7%
Don't know	1%

Q16 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	20%
Less than once a month	9%
One to three times a month	9%
Once a week	13%
Twice a week	11%
Three or more times a week	38%
Don't know	1%

Q17. The Mayor of London spends £13.1 billion a year, most of which is for transport and the police. The majority of this spending is funded by government grants and transport fares. A proportion (7%) comes from your council tax. The Mayor has frozen this rate of tax for the last three years. To what extent do you support or oppose the freeze in this tax for Londoners?

Strongly support	42%
Tend to support	17%
Neither support nor oppose	21%
Tend to oppose	6%
Strongly oppose	7%
Don't know	6%

Q18 Are you aware or unaware that consumption of alcohol has been banned on public transport in London (buses, tube, London overground)?

Aware	87%
Unaware	12%
Don't know	*%

Q19. What is your attitude to this ban? Would you say you...

Strongly support	77%
Tend to support	10%
Neither support nor oppose	7%
Tend to oppose	2%
Strongly oppose	3%
Don't know	1%