



Topline Results - Telephone Poll February 2012

- Results are based on interviews with 1000 London residents aged 18+.
- Interviews were carried out by telephone between 10-15th February 2012
- 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 13th 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.

⇒ **ASK ALL**

Q2 Which two or three things do you think would most improve London as a place to live and work? What else? **WRITE IN FULLY?**

Improved transport system	40%
Cheaper transport costs	28%
Lower crime/more police	23%
Road improvements/reduce congestion	13%
Better/more affordable housing	10%
More jobs/better	9%
Cleaner streets	9%
Improved parking/lower charges	5%
Improvements to education system	5%
Economy/lower cost of living	5%
More activities for younger people	5%
Improved safety/security	4%
More cycle lanes	4%
Others (3% or less mentions)	57%

ECONOMY

Q3 Which of the following best describes how you think London's economy will fare over the next 12 months?

Significantly improve	4%
Improve a little bit	28%
Stay the same	34%
Worsen a little	19%
Significantly worsen	11%
Don't know	4%

Q4 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)	9%
4	14%
3	20%
2	17%
Not confident at all (1)	31%
Don't know	9%

Q5 How do you think your personal financial situation has fared over the past 12 months? Would you say it has...**READ OUT**

Got better	12%
Stayed the same	42%
Got worse	46%
Don't know	*%

VOLUNTEERING

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

Q6 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	54%
Fairly important	37%
Neither important nor unimportant	5%
Not very important	2%
Not important at all	2%
Don't know	*%

⇒ **IF VERY/FAIRLY IMPORTANT, ASK:**

Q7a Why do you think volunteering is important? **DO NOT PROMPT.**

	Base: 907
It helps bring communities together	48%
It helps people out when they are in need	45%
It gives people a sense of self-satisfaction/self worth	23%
It gives people skills that they can use in finding a job/new job	14%
It fills a gap in service provision that the government cannot provide	12%
Things just would not get done	5%
Giving something back to the community	3%
Helps build relationships between different cultures/generations	3%
Other (specify)	15%
Don't know	2%

⇒ **IF NOT VERY/NOT AT ALL IMPORTANT AT Q6, ASK:**

Q7b Why do you think volunteering is not important? **DO NOT PROMPT.**

	Base: 41
It doesn't really help to achieve much/doesn't make a difference	27%
Takes away proper paid jobs	13%
People/organisations have to take responsibility for themselves	11%
The voluntary sector does a bad job / can't organise volunteers	10%
People who volunteer are not as good at anything as those who do it for a living	10%

Free/cheap labour	10%
Other	36%
Don't know	2%

⇒ **ASK ALL**

Q8 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	37%
Writing letters or filling out forms for someone	34%
Unpaid babysitting or looking after children	31%
Driving or escorting someone	31%
Household chores like cooking, cleaning, gardening etc	31%
Paying bills or collecting a pension	12%
Household or car repairs	12%
Providing personal care like washing or dressing someone who is sick or frail	7%
No - none	32%

⇒ **FOR EACH YES AT Q8, ASK:**

Q9 How often did you.....Q8....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

	Base: various
Help with shopping	4% 22% 15% 21% 38%
Pay bills or collect a pension	2% 24% 7% 35% 30%
Help with household chores like cooking, cleaning, gardening etc	8% 22% 13% 26% 31%
Help with household or car repairs	7% 12% 11% 19% 51%
Provide unpaid babysitting or looking after children	3% 22% 7% 25% 42%
Provide personal care like washing or dressing someone who is sick or frail	14% 19% 10% 17% 38%
Write letters or fill out forms for someone	1% 11% 7% 24% 56%
Drive or escort someone	4% 23% 11% 29% 33%

⇒ **ASK ALL**

Q10 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	24%
Helped out with community or neighbourhood groups	17%
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	15%
Helped out with youth/children's activities (outside of schools)	15%
Helped out with sporting activities or clubs	15%
Helped out with recreation/cultural/arts/social clubs	13%
Environmental work	9%
Helped out with a political or lobbying group	7%
Trade union activity	3%
Other (please specify)	6%
No – none	42%
Don't know	-

⇒ **FOR EACH YES AT Q10, ASK:**

Q11 How often did you.....Q10....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

	Base: various
Help out in a school environment eg classroom assistance, escorting children on a trip etc	5% 26% 5% 22% 43%
Help out with youth/children's activities (outside of schools)	5% 36% 9% 17% 33%
Help out with sporting activities or clubs	5% 46% 10% 18% 22%
Help out with recreation/cultural/arts/social clubs	1% 29% 8% 27% 32%
Help out with community or neighbourhood groups	3% 16% 10% 34% 36%
Do environmental work	4% 17% 5% 25% 47%
Help out with a political or lobbying group	3% 17% 6% 31% 42%
Help out with the elderly	5% 32% 11% 24% 27%
Help people with health, disability or social welfare issues	9% 27% 10% 22% 31%
Help with trade union activity	8% 15% 7% 22% 46%

⇒ **IF 'NO – NONE' AT Q8, ASK:**

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

	Base: 322
Lack of time	57%
I don't know where to find opportunities/lack of opportunities	9%
There's a lack of information about how I can volunteer or help	5%
I don't think I will get anything from it myself	2%
The options are not flexible enough	2%
I think it will be boring	1%
I think it would be menial work – I would want something skilled	1%
Other	38%
Nothing	5%
Don't know	1%

Q13 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 with the elderly	39%
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)	26%
Help out with community or neighbourhood groups	25%
Help out with recreation/cultural/arts/social clubs	23%
Help out with sporting activities or clubs	22%
Do environmental work	19%
Help out with a political or lobbying group	6%
Help people with health, disability or social welfare issues	20%
Help with trade union activity	2%
Other	7%
No – none	7%
Don't know	1%

BIG DANCE

⇒ **ASK ALL**

Q14 Have you heard of Big Dance London?

Yes	11%
No	89%
Don't know	*%

Q15 How often, if at all, do you do the following... **READ OUT. SINGLE CODE EACH**

- 1 = At least once a week
- 2 = At least once a month
- 3 = At least once a year
- 4 = Never

Watch dance live?	3% 6% 18% 72%
Watch dance on television?	22% 21% 15% 41%
Watch dance online?	5% 6% 3% 86%
Attend dance classes?	7% 2% 3% 87%
Attend events that include dancing?	4% 9% 26% 60%

CYCLE HIRE SCHEME

Q16 The cycle hire scheme is currently being extended beyond central London to areas in the East and West of London. To what extent do you support or oppose this expansion?

Strongly support	39%
Tend to support	29%
Neither support nor oppose	19%
Tend to oppose	3%
Strongly oppose	6%
Don't know	4%

Q17 To what extent would you support or oppose the expansion of the cycle hire scheme to other areas of London?

Strongly support	41%
Tend to support	27%
Neither support nor oppose	18%
Tend to oppose	3%
Strongly oppose	6%
Don't know	4%

THE MAYOR AND THE ECONOMY

Q18 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	41% 30% 15% 8% DK=6%
Persuading more tourists to visit London and more businesses to locate in London	67% 19% 7% 3% DK=4%
Helping small businesses access finance and giving them advice	42% 32% 12% 7% DK=7%
Lobbying Government for more investment in London	71% 15% 6% 2% DK=6%
Building more affordable housing	60% 22% 9% 5% DK=4%
Delivering apprentice schemes for young people	51% 29% 8% 6% DK=5%
Encouraging entrepreneurial behaviour	47% 31% 10% 5% DK=7%
Relieving your tax burden	35% 29% 13% 16% DK=6%

Q19 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	8% 18% 19% 21% 20% DK=15%
Persuading more tourists to visit London and more businesses to locate in London	24% 33% 14% 12% 7% DK=10%
Helping small businesses access finance and giving them advice	12% 19% 18% 17% 16% DK=18%
Lobbying Government for more investment in London	25% 29% 12% 13% 8% DK=13%
Building more affordable housing	14% 21% 10% 20% 23% DK=12%
Deliver apprentice schemes for young people	14% 22% 13% 16% 17% DK=18%
Encouraging entrepreneurial behaviour	14% 30% 14% 14% 11%

	DK=17%
Relieve your tax burden	9% 13% 14% 21% 28% DK=14%

BANKING SECTOR

Q20 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	49%
The government should not increase taxes on banks because they are important to Britain's economic recovery	42%
Don't know	10%

AVIATION

Q21 The government will be consulting on UK aviation in March, including plans for a new airport in the Thames Estuary. 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

Strongly support	28%
Tend to support	20%
Neither support nor oppose	9%
Tend to oppose	16%
Strongly oppose	25%
Don't know	2%

AT Q21, IF CODE 1-2 OR 4-5 THEN ASK:

Q22 Why would you support/oppose a new hub airport being built in close proximity to London? DO NOT READ OUT. CODE ALL MENTIONS

SUPPORT	Base: 464
Demand for air travel is increasing	37%
Improve London's economy	32%
Create more jobs	31%
Improve connections to other	26%

leading world cities/better links	
Improve connections to other leading world cities	26%
Increase tourism	18%
Ease burden on other airports	5%
Creates more options/choice	5%
Close proximity	4%
Better for business	3%
Convenience	3%
Cut congestion	1%
Other (write in)	12%

	11% DK=9%
Economic benefits	16% 48% 26% DK=10%
More affordable housing	7% 27% 55% DK=10%
Promoting London as a cultural centre	40% 38% 18% DK= 5%

OPPOSE	Base: 411
Enough airports in London already / should use existing capacity	58%
Environmental reasons	50%
Waste of money / costs too much	13%
Other transport priorities – improved rail/bus/tube	6%
Noise	6%
Increased congestion	5%
Disturbs people	3%
Don't need it	2%
Other (write in)	12%
DK	1%

OLYMPICS

Q23 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 this year? **READ OUT. SINGLE CODE EACH.**

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

More children participating in sport	28% 37% 24% DK=11%
More adults participating in sport	15% 36% 39% DK=11%
Better leisure facilities	22% 35% 36% DK=7%
Increased business and job opportunities	16% 43% 36% DK=5%
Improved transport	20% 29% 45% DK=6%
More tourists	12% 66% 19% DK=4%
Regeneration of East London	44% 36%