

Topline Results - Telephone Poll October 2012

- Results are based on interviews with 1002 London residents aged 18+.
- Interviews were carried out by telephone between 4th - 10th October 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 15th 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.

FULL TOPLINE

Mayoral satisfaction

Q1. Are you satisfied or dissatisfied with the job that Boris Johnson is doing as Mayor of London?

BASE	1002
NET: Satisfied	64%
Very satisfied	19%
Fairly satisfied	46%
Neither satisfied nor dissatisfied	18%
Fairly dissatisfied	9%
Very dissatisfied	7%
NET: Dis-satisfied	16%
Don't know	2%

Economy

Q2. Which of the following best describes how you think London's economy will fare over the next 12 months?

BASE	1002
NET: Improve	35%
Significantly improve	3%
Improve a little bit	32%
Stay the same	35%
Worsen a little	20%
Significantly worsen	9%
NET: Worsen	29%
Don't know	1%

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.

BASE	1002
NET: Confident	23%
Very confident (5)	9%
4	13%
3	22%
2	19%
Not confident at all (1)	28%
NET: Not Confident	47%
Don't know	8%

Q4. How do you think your personal financial situation has fared over the past 12 months? Would you say it has...READ OUT

BASE	1002
Got better	14%
Stayed the same	43%
Got worse	43%
NET: Better minus worse	-29%
Don't know	1%

Mayoral responsibility

Q5. 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

1 = Total responsibility

2 = Some responsibility

3 = No responsibility

BASE=1002 All percentages	Total responsibility	Some responsibility	No responsibility	DK
Economic development	15	71	11	2
Policing and safety	36	57	5	1
Housing	20	62	15	3
Public Transport	52	43	3	1
London's main roads	36	53	9	2
Attracting tourism and business to London	30	62	7	2
Lobbying government for more investment London	45	47	5	3
London's Fire services	34	52	11	4
Education	17	55	25	3
Health Service	13	46	40	1
Approving major planning applications	24	58	14	4
Improving London's environment	33	61	5	1
Regeneration legacy of the London 2012 Games	37	56	6	2
Setting budgets for transport, development, the police and fire authorities	42	50	5	3
Setting the GLA rate of Tax	29	48	15	9
Representing London abroad	35	54	9	2

Awareness of Mayoral activities

Q6 How aware are you, if at all, of the Mayor of London's work in..... Would you say you are.....ROTATE IN GROUPED SECTIONS. READ OUT. CODE ONE FOR EACH.

BASE = 1002. All percentages	Very aware	Quite aware	Not very aware	Not aware at all
	1	2	3	4
Economy				
The creation of apprenticeships	17	33	24	24
Supporting small businesses	15	34	27	22
The creation of more jobs	16	34	28	22
Encouraging international investment	17	36	23	22
Encouraging more companies to offer the London Living wage	13	26	28	31
Regeneration				
Securing the Olympic Park Legacy, creating jobs and new homes	30	43	14	13
Ensuring Cross Rail is delivered on time and on budget	21	33	21	21
Supporting town centres and high streets	16	34	26	23
Housing				
Supporting home ownership for first time buyers	13	30	30	26
Encouraging landlords to improve their conditions	11	23	33	31
Improving the housing offer for working Londoners	12	27	29	29
Transport				
Investing more in the road network	14	37	26	22
Investing in public transport	34	46	11	9
Improving customer experience on public transport	24	38	19	17
Policing and Safety				
Maintaining the number of police officers on the street	26	41	20	13
Preventing youth violence	21	36	24	19
Involving the public in helping to fight crime (volunteering, special constables, cadets)	18	36	26	18
Tackling violence against women and girls	14	22	31	31
Tackling gangs	20	36	20	22
Environment				
Tackling air pollution	14	30	29	25
Investing in green spaces and street trees to improve the urban realm	13	33	28	24
Reducing the amount of energy used in the home	14	26	29	29
Education				
Improving school attainment, (higher qualifications)	12	29	28	30
Equipping school children with the skills to work	12	28	28	30
Supporting the growth of free schools to create more places	12	30	26	29
Health				
Encouraging Londoners to look after their health	16	30	28	25
Encouraging people to be more active and do sports	27	44	15	14
Encouraging people to go for regular check ups	14	25	26	33
Communities				
Taking actions to get more Londoners volunteering	17	37	24	21
Supporting festivals and celebrations that bring Londoners together	27	44	15	13

Q7 To what extent do you agree or disagree that the Mayor is doing enough to..... Do you...ROTATE IN GROUPED SECTIONS. READ OUT. CODE ONE.

BASE = 1002. All percentages	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree
Economy	1	2	3	4	5
Create apprenticeships	19	27	21	14	11
Support small businesses	17	29	21	15	10
Create more jobs	18	26	18	17	16
Encourage international investment	22	34	21	10	6
Encourage more companies to offer the London Living wage	17	22	22	16	13
Regeneration					
Secure the Olympic Park Legacy, creating jobs and new homes	31	37	12	9	6
Ensure that Cross Rail is delivered on time and on budget	20	32	21	11	8
Support town centres and high streets	17	33	18	15	11
Housing					
Support home ownership for first time buyers	15	25	23	17	13
Encourage landlords to improve their conditions	16	22	24	16	15
Improve the housing offer for working Londoners	14	22	23	18	15
Transport					
Invest more in the road network	19	30	22	14	9
Invest in public transport	32	37	10	10	9
Improve customer experience on public transport	23	35	15	12	10
Policing and Safety					
Maintain the number of police officers on the street	23	31	16	14	13
Prevent youth violence	20	30	17	16	13
Involve the public in helping to fight crime (volunteering, special constables, cadets)	21	30	21	14	11
Tackle violence against women and girls	18	19	24	16	15
Tackle gangs	21	27	17	14	16
Environment					
Tackle air pollution	16	30	21	14	11
Invest in green spaces and street trees to improve the urban realm	18	29	22	13	11
Reduce the amount of energy used in the home	14	28	23	16	12
Education					
Improve school attainment, (higher qualifications)	16	26	26	14	11
Equip school children with the skills to work	16	25	23	15	14
Support the growth of free schools to create more places	16	29	24	12	10
Health					
Encourage Londoners to look after their health	19	30	23	14	10
Encourage people to be more active and do sports to reduce obesity	29	35	15	11	7

Encourage people to go for regular check ups	18	24	25	16	11
Communities					
Take actions to get more Londoners volunteering	21	34	20	13	8
Support festivals and celebrations that bring Londoners together	33	39	12	7	5

Sources of information

Q8a. From which, if any, of the following sources do you get most of your information about the Mayor of London and the Greater London Authority? READ OUT. CODE ANY YES

BASE = 1002. All percentages	
National television	83
National newspaper	69
Local / regional television	66
Metro	52
Local newspaper	50
National radio	49
Friends/ neighbours / family	46
Evening Standard	44
Posters	38
Newspapers websites	36
Leaflets	35
Local/ regional radio	31
Other websites	29
Twitter/ Facebook / Blogs/ other social media	19
Contact from Mayor of London or Greater London Authority	15
Greater London Authority website	14
Don't get information	1
Other (specify)	1

Q8b In what ways, if any, would you prefer to obtain information about the Mayor of London and the Greater London Authority? READ OUT IF NECESSARY. CODE MAX THREE

BASE = 1002. All percentages	
National newspaper	37
National television	33
Local newspaper	26
Local / regional television	20
Leaflets	14
Metro	11
National radio	10
Other websites	10
Evening Standard	7
Newspapers websites	7
Posters	6
Twitter/ Facebook / Blogs/ other social media	6
Other (specify)	6
Local/ regional radio	5
Greater London Authority website	5
Contact from Mayor of London or Greater London Authority (email, letter, phone, event)	5
None of these	5
Friends/ neighbours / family	2
Don't know	2

London 2012 questions

Q9 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.

Base:1002. All percentages	Already happening	Will happen	Will not happen	DK
More children participating in sport	41	40	14	4
More adults participating in sport	36	33	26	5
Better leisure facilities	23	37	33	6
Increased business and job opportunities	10	33	48	9
Improved transport	29	27	40	3
More tourists	25	33	38	5
Regeneration of East London	47	35	12	6
Economic benefits	22	39	31	8
More affordable housing	7	29	56	7
Promoting London as a cultural centre	51	31	15	3

Q10. Which, if any, of the following do you think is responsible for ensuring London and Londoners benefit from the Games? READ OUT. CODE ALL THAT APPLY

Base:1002. All percentages

Mayor of London/ Greater London Authority	86
The government	76
London Boroughs	76
London Organising Committee of the Olympic Games (LOCOG)	69
London Legacy Development Corporation (LLDC)	65
British Olympic Association (BOA)	65
The International Olympic Committee (IOC)	55
Olympic Delivery Authority (ODA)	54
Other	6
Don't know	2