

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

#### Q1 Are you satisfied or dissatisfied with the way Boris Johnson is doing his job as Mayor of London?

Base: All respondents

		Gender		Age						Social Class				Tenure				
		Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out-right (m)	Own with mort-gage (n)	Council rent (o)	Other (p)
Unweighted Base		1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base		1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
NET: Satisfied		547 55% <sup>c</sup>	276 57%	271 52%	49 38%	113 49%	119 57% <sup>c</sup>	78 52%	71 59% <sup>c</sup>	116 72% <sup>x</sup> cdef	170 53%	176 57%	86 57%	115 52%	138 62% <sup>x</sup> no	197 53%	81 50%	130 53%
Very satisfied	(+2)	128 13% <sup>d</sup>	75 16% <sup>b</sup>	53 10%	15 11%	17 7%	23 11%	22 15% <sup>d</sup>	14 12%	37 23% <sup>x</sup> cdeg	42 13%	32 10%	30 20% <sup>j</sup>	25 11%	36 16%	43 12%	18 11%	31 13%
Fairly satisfied	(+1)	419 42% <sup>c</sup>	201 42%	218 42%	35 27%	97 42% <sup>c</sup>	96 46% <sup>c</sup>	56 37%	56 47% <sup>c</sup>	79 49% <sup>c</sup> f	128 40%	145 47%	56 38%	90 41%	103 46%	154 41%	64 39%	98 41%
Neither/ nor	(0)	272 27% <sup>h</sup>	115 24%	157 30% <sup>a</sup>	50 38% <sup>egh</sup>	75 33% <sup>gh</sup>	52 25% <sup>h</sup>	44 30% <sup>h</sup>	26 22%	25 15%	87 27%	90 29%	33 22%	62 28%	51 23%	111 30%	49 31%	61 25%
Fairly dissatisfied	(-1)	88 9%	40 8%	47 9%	14 10%	20 9%	18 9%	13 9%	14 11%	9 6%	40 13% <sup>x</sup> j	17 6%	10 7%	20 9%	16 7%	34 9%	13 8%	25 10%
Very dissatisfied	(-2)	47 5%	24 5%	23 4%	10 8%	8 4%	12 5%	6 4%	7 6%	4 3%	17 5%	12 4%	8 6%	10 5%	10 4%	16 4%	6 3%	16 6%
NET: Dissatisfied		135 13%	65 13%	70 13%	24 18% <sup>h</sup>	28 12%	30 14%	19 13%	20 17% <sup>h</sup>	13 8%	57 18% <sup>j</sup>	29 9%	19 12%	30 14%	26 12%	50 13%	18 11%	41 17%
Don't know		48 5% <sup>i</sup>	25 5%	23 4%	7 5%	13 6%	10 5%	9 6%	3 2%	6 4%	7 2%	15 5%	13 8% <sup>i</sup>	13 6% <sup>i</sup>	8 4%	16 4%	13 8%	11 5%
Mean		0.52 <sup>c</sup>	0.57	0.46	0.24	0.43	0.50	0.53	0.49	0.88 <sup>x</sup> cde fg	0.44	0.57	0.64	0.48	0.65 <sup>p</sup>	0.48	0.50	0.45
Standard Deviation		1.00	1.04	0.96	1.07	0.91	1.01	1.00	1.04	0.94	1.05	0.91	1.09	0.99	0.99	0.98	0.94	1.07
Standard Error		0.03	0.05	0.04	0.12	0.06	0.07	0.08	0.09	0.07	0.05	0.06	0.10	0.07	0.06	0.06	0.09	0.07

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p

\* small base

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#### Q1 Are you satisfied or dissatisfied with the way Boris Johnson is doing his job as Mayor of London?

Base: All respondents

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
NET: Satisfied	547 55%ln	241 53%	53 54%	249 58%	429 57%f	7 35%	48 44%	49 51%	10 54%	204 53%	342 56%	547 100%xl	-	265 58%n	75 39%	506 54%	33 73%xo
Very satisfied (+2)	128 13%l	56 12%	12 12%	58 13%	99 13%	3 17%	8 7%	16 17%	1 7%	51 13%	77 13%	128 23%xl	-	68 15%n	15 8%	111 12%	16 35%xo
Fairly satisfied (+1)	419 42%ln	186 41%	42 42%	190 44%	330 44%	4 18%	41 37%	32 34%	9 47%	153 40%	265 43%	419 77%xl	-	196 43%n	60 31%	394 42%	17 38%
Neither/ nor (0)	272 27%kl	133 29%	29 30%	103 24%	197 26%	7 34%	40 36%	22 23%	5 27%	103 27%	169 27%	-	-	125 28%	65 34%	257 28%	7 15%
Fairly dissatisfied (-1)	88 9%k	43 9%	8 8%	33 8%	60 8%	2 9%	14 12%	8 8%	2 9%	43 11%j	44 7%	-	88 65%xk	30 7%	23 12%m	83 9%	2 5%
Very dissatisfied (-2)	47 5%k	17 4%	6 6%	24 6%	31 4%	2 10%	2 2%	11 11%xdf	1 6%	19 5%	28 5%	-	47 35%xk	18 4%	17 9%xm	45 5%	2 4%
NET: Dissatisfied	135 13%k	59 13%	14 14%	58 13%	91 12%	4 19%	16 14%	18 19%	3 15%	63 16%	72 12%	-	135 100%xk	48 11%	40 21%xm	128 14%	4 8%
Don't know	48 5%kl	22 5%	2 2%	22 5%	31 4%	2 12%	6 6%	7 7%	1 4%	15 4%	33 5%	-	-	14 3%	13 7%m	41 4%	2 4%
Mean	0.52ln	0.51	0.46	0.55	0.57	0.25	0.36	0.40	0.41	0.47	0.55	1.23xl	-1.35	0.61n	0.18	0.50	1.00xo
Standard Deviation	1.00	0.97	1.02	1.02	0.97	1.24	0.88	1.23	1.01	1.04	0.98	0.42	0.48	0.97	1.07	0.99	1.03
Standard Error	0.03	0.05	0.09	0.05	0.04	0.23	0.09	0.14	0.16	0.06	0.04	0.02	0.04	0.05	0.08	0.03	0.16

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p

\* small base; \*\* very small base (under 30) ineligible for sig testing

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

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

**Base: All respondents**

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
NET: Improve	452 45%gl	231 48%	222 43%	78 60%xfgh	108 47%g	97 46%	61 41%	42 35%	66 41%	155 48%l	162 52%l	63 42%	72 33%	93 42%	189 50%mo	57 35%	113 47%
Significantly improve (+2)	44 4%g	27 6%	17 3%	9 7%g	11 5%g	9 4%g	7 5%g	- -	8 5%g	17 5%	12 4%	8 5%	7 3%	7 3%	14 4%	5 3%	18 7%g
Improve a little bit (+1)	408 41%l	204 42%	205 39%	68 53%fgh	97 42%	89 42%	54 36%	42 35%	58 36%	139 43%l	149 48%l	56 37%	65 30%	86 38%	175 47%o	53 33%	95 39%
Stay the same (0)	323 32%	143 30%	180 35%	29 22%	76 33%	76 36%g	42 28%	41 35%	59 37%g	93 29%	88 28%	49 33%	93 42%xij	73 33%	110 29%	64 40%	76 31%
Worsen a little (-1)	117 12%	50 10%	66 13%	14 11%	25 11%	19 9%	29 19%xcdeh	15 12%	15 10%	45 14%	31 10%	13 8%	29 13%	33 15%p	45 12%	18 11%	20 8%
Significantly worsen (-2)	77 8%	40 8%	37 7%	6 4%	15 6%	15 7%	14 10%	16 13%xcd	11 7%	23 7%	20 6%	14 10%	19 9%	16 7%	24 7%	11 7%	25 10%
NET: Worsen	193 19%	90 19%	104 20%	20 15%	40 17%	34 16%	43 29%xcdeh	31 26%e	26 16%	68 21%	50 16%	27 18%	48 22%	49 22%	70 19%	30 18%	45 18%
Don't know	33 3%	17 4%	15 3%	4 3%	7 3%	3 1%	4 3%	6 5%	9 6%e	4 1%	11 3%	11 7%xi	7 3%	7 3%	6 1%	10 6%n	9 4%
Mean	0.23gl	0.28	0.19	0.49xfg	0.29g	0.27g	0.07	-0.04	0.25g	0.26l	0.35l	0.21	0.05	0.16	0.29	0.14	0.27
Standard Deviation	0.99	1.02	0.96	0.94	0.96	0.95	1.08	1.03	0.96	1.01	0.95	1.04	0.97	0.98	0.96	0.94	1.08
Standard Error	0.03	0.05	0.04	0.11	0.07	0.07	0.08	0.09	0.07	0.05	0.06	0.10	0.07	0.06	0.05	0.09	0.07

**Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

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

**Base: All respondents**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
NET: Improve	452 45%n	224 49%c	48 48%	175 41%	325 44%	9 44%	60 55%	49 51%	7 39%	170 44%	282 46%	265 48%l	48 36%	452 100%xn	-	422 45%	23 51%
Significantly improve (+2)	44 4%n	16 4%	6 6%	22 5%	24 3%	2 10%	10 9%xd	7 7%	1 7%	23 6%	21 3%	31 6%	3 2%	44 10%xn	-	37 4%	6 14%xo
Improve a little bit (+1)	408 41%n	207 45%c	42 42%	154 36%	301 40%	7 34%	50 45%	42 44%	6 32%	148 38%	261 42%	233 43%	45 34%	408 90%xn	-	385 41%	17 37%
Stay the same (0)	323 32%mn	144 32%	28 28%	148 34%	260 35%	2 12%	29 26%	25 26%	4 23%	128 33%	195 32%	195 36%	42 31%	-	-	305 33%	13 28%
Worsen a little (-1)	117 12%m	54 12%	11 11%	49 11%	82 11%	3 13%	12 11%	12 12%	4 22%	48 12%	69 11%	48 9%	16 12%	-	117 60%xm	106 11%	5 10%
Significantly worsen (-2)	77 8%m	25 6%	11 11%a	39 9%	58 8%	6 29%	6 6%	4 4%	2 12%	26 7%	50 8%	27 5%	24 18%xk	-	77 40%xm	67 7%	5 10%
NET: Worsen	193 19%km	79 17%	21 22%	87 20%	140 19%	9 43%	19 17%	16 17%	6 34%xdfg	74 19%	119 19%	75 14%	40 30%xk	-	193 100%xm	173 19%	9 21%
Don't know	33 3%mn	9 2%	2 2%	21 5%a	22 3%	* 2%	2 2%	6 6%	1 4%	13 3%	20 3%	12 2%	4 3%	-	-	32 3%	-
Mean	0.23ln	0.30	0.22	0.17	0.21	-0.19	0.42h	0.39	*	0.25	0.22	0.36xl	-0.10	1.10xn	-1.40	0.24	0.35
Standard Deviation	0.99	0.93	1.09	1.03	0.97	1.47	1.01	0.96	1.20	1.00	0.99	0.91	1.14	0.30	0.49	0.98	1.17
Standard Error	0.03	0.04	0.09	0.05	0.04	0.26	0.10	0.11	0.18	0.05	0.04	0.04	0.10	0.01	0.03	0.03	0.18

**Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

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### CATI Fieldwork Dates: 27th - 31st November 2009

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**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?**

**Base: All applicable**

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	880	408	472	75	218	200	170	122	95	373	240	109	158	213	316	105	246
Weighted Base	884	434	450	116*	227	202	146	105	87*	295	291	136*	162	163	363	137*	220
Confident	213 24%go	109 25%	103 23%	33 29%g	63 28%gh	55 27%g	32 22%	15 15%	14 16%	77 26%	73 25%	33 25%	29 18%	39 24%o	98 27%o	17 12%	60 27%o
Very Confident	(5) 86 10%	50 11%	36 8%	16 13%	19 8%	13 7%	23 15%xd	7 7%	9 10%	30 10%	23 8%	17 13%	16 10%	16 10%	32 9%	10 8%	27 12%
	(4) 127 14%fho	60 14%	67 15%	18 15%f	44 20%fgh	42 21%xfgh	9 6%	9 8%	5 6%	47 16%l	50 17%l	16 12%	13 8%	22 14%o	65 18%o	6 5%	33 15%o
	(3) 211 24%ghl	96 22%	115 25%	31 27%gh	63 28%gh	56 28%gh	35 24%gh	14 13%	11 13%	81 28%l	84 29%l	27 20%	19 12%	30 19%	107 30%mo	22 16%	51 23%
	(2) 187 21%	95 22%	92 20%	25 22%	52 23%	38 19%	37 25%	20 19%	15 18%	65 22%	66 23%	26 19%	30 19%	38 23%	76 21%	27 20%	46 21%
Not confident at all	(1) 255 29%dijn	122 28%	133 30%	26 23%	47 21%	51 25%	43 29%	49 47%xcdef	40 45%xcdef	67 23%	63 22%	46 34%ij	80 49%xijk	44 27%	79 22%	71 52%xmnp	62 28%
NET: Not confident	443 50%n	217 50%	225 50%	52 44%	99 43%	89 44%	80 55%d	69 66%xcde	55 63%xcde	132 45%	129 44%	72 53%	110 68%xijk	82 50%	154 43%	98 72%xmnp	108 49%
Don't know	18 2%	11 3%	7 2%	- -	2 1%	2 1%	- -	7 6%xcdef	7 8%xcdef	5 2%	5 2%	4 3%	4 2%	12 7%xnop	4 1%	- -	2 1%
Mean	2.54ghlo	2.57	2.51	2.75gh	2.72gh	2.64gh	2.53gh	2.03	2.11	2.68l	2.66l	2.49l	2.09	2.53o	2.71o	1.96	2.62o
Standard Deviation	1.31	1.35	1.28	1.33	1.23	1.25	1.38	1.28	1.38	1.27	1.22	1.41	1.37	1.34	1.24	1.25	1.36
Standard Error	0.04	0.07	0.06	0.15	0.08	0.09	0.11	0.12	0.15	0.07	0.08	0.14	0.11	0.09	0.07	0.12	0.09

**Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

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**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?**

**Base: All applicable**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)	
Unweighted Base	880	443	133	289	606	32	105	77	42	335	545	469	134	396	193	823	35	
Weighted Base	884	451	96	325	647	20**	104*	88*	18*	353	531	469	129	413	175	823	38**	
Confident	213	136	25	50	159	7	24	20	2	88	125	118	26	106	28	200	10	
	24%chn	30%xc	26%c	16%	25%h	38%	23%	23%	9%	25%	23%	25%	20%	26%n	16%	24%	26%	
Very Confident	(5)	86	53	8	24	3	13	6	1	33	53	50	11	41	9	77	6	
		10%	12%	8%	7%	10%	15%	13%	6%	5%	9%	11%	8%	10%	5%	9%	16%	
	(4)	127	83	17	26	5	11	15	1	55	72	68	16	65	19	123	4	
		14%c	18%c	18%c	8%	15%	24%	10%	17%	16%	13%	14%	12%	16%	11%	15%	10%	
	(3)	211	126	25	58	1	31	23	6	78	133	115	33	124	28	201	4	
		24%n	28%c	26%	18%	23%	7%	29%	26%	32%	22%	24%	25%	30%xn	16%	24%	11%	
	(2)	187	109	13	63	4	18	15	4	84	103	108	22	83	39	172	10	
		21%	24%b	14%	19%	22%	20%	17%	17%	24%	19%	23%	17%	20%	22%	21%	27%	
Not confident at all	(1)	255	76	34	138	179	7	32	28	7	98	157	117	47	92	78	234	12
		29%am	17%	35%a	43%xa	28%	35%	30%	31%	38%	28%	30%	25%	37%k	22%	44%xm	28%	32%
NET: Not confident		443	185	47	202	324	11	49	43	11	182	260	225	69	175	116	406	23
		50%am	41%	49%	62%xab	50%	55%	48%	48%	59%	52%	49%	48%	54%	67%xm	49%	60%	
Don't know		18	4	-	14	16	-	-	2	5	13	11	1	8	2	16	1	
		2%	1%	-	4%ab	2%	-	-	3%	1%	2%	2%	1%	2%	1%	2%	3%	
Mean		2.54cn	2.84xbc	2.50c	2.14	2.55	2.62	2.58	2.48	2.18	2.54	2.54	2.62	2.38	2.70n	2.09	2.55	2.49
Standard Deviation		1.31	1.25	1.34	1.29	1.31	1.55	1.36	1.28	1.17	1.30	1.32	1.30	1.32	1.26	1.24	1.31	1.48
Standard Error		0.04	0.06	0.12	0.08	0.05	0.27	0.13	0.15	0.18	0.07	0.06	0.11	0.06	0.09	0.05	0.25	

**Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

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#### Q4 To what extent do you think it is important to recycle your household waste?

Base: All respondents

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
NET: Important	932 93%	436 91%	496 95%a	119 92%	219 95%	201 96%	136 90%	110 92%	147 92%	296 92%	296 95%k	132 88%	208 95%k	203 91%	353 94%	149 92%	227 93%
Very important (+2)	721 72%a	314 65%	407 78%xa	91 70%	184 80%xfh	151 72%	99 66%	89 74%	106 67%	247 77%kl	232 75%l	100 66%	143 65%	156 70%	270 72%	116 71%	180 74%
Fairly important (+1)	211 21%i	122 25%b	89 17%	28 21%	35 15%	50 24%d	36 24%d	22 18%	41 25%d	49 15%	64 21%	32 21%	66 30%xij	47 21%	84 22%	34 21%	47 19%
Neither/ nor (0)	24 2%	13 3%	11 2%	6 5%	2 1%	3 1%	8 5%de	3 3%	2 1%	9 3%	5 2%	6 4%	3 1%	5 2%	8 2%	4 2%	7 3%
Not very important (-1)	29 3%	22 5%b	7 1%	5 4%	7 3%	4 2%	4 2%	3 2%	8 5%	13 4%	6 2%	7 4%	4 2%	10 5%	8 2%	6 4%	5 2%
Not important at all (-2)	16 2%	9 2%	6 1%	- -	3 1%	2 1%	3 2%	4 3%	3 2%	2 1%	3 1%	5 4%i	5 2%	4 2%	4 1%	3 2%	4 2%
NET: Not important	45 5%	32 7%b	13 3%	5 4%	10 4%	7 3%	7 5%	6 5%	11 7%	15 5%	9 3%	12 8%j	9 4%	15 7%	12 3%	9 6%	9 4%
Don't know	* *	* *	- -	- -	- -	- -	- -	* *	- -	* *	- -	- -	- -	- -	* *	- -	- -
Mean	1.59a	1.48	1.70xa	1.58	1.69fh	1.63	1.50	1.57	1.50	1.64k	1.66k	1.42	1.53	1.53	1.62	1.56	1.62
Standard Deviation	0.81	0.90	0.69	0.75	0.75	0.72	0.87	0.90	0.90	0.79	0.70	1.02	0.80	0.90	0.74	0.86	0.79
Standard Error	0.03	0.04	0.03	0.08	0.05	0.05	0.07	0.08	0.07	0.04	0.04	0.09	0.05	0.05	0.04	0.08	0.05

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p

\* small base

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

### Q4 To what extent do you think it is important to recycle your household waste?

Base: All respondents

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
NET: Important	932 93%p	425 93%	92 93%	402 93%	689 92%	19 95%	107 97%	92 96%	17 92%	357 93%	575 93%	506 92%	128 95%	422 93%	173 90%	932 100%xp	-
Very important (+2)	721 72%p	337 74%	76 76%	301 70%	523 70%	18 88%	86 78%	76 79%	14 76%	292 76%	429 70%	391 72%	105 78%	338 75%n	127 65%	721 77%xp	-
Fairly important (+1)	211 21%p	88 19%	17 17%	101 24%	166 22%	1 7%	21 19%	16 17%	3 16%	65 17%	146 24%i	114 21%	23 17%	83 18%	47 24%	211 23%p	-
Neither/ nor (0)	24 2%o	14 3%	1 1%	9 2%	17 2%	1 5%	2 2%	3 3%	* 2%	6 2%	17 3%	8 1%	3 2%	8 2%	11 6%xm	-	-
Not very important (-1)	29 3%o	12 3%	4 4%	14 3%	28 4%	-	1 1%	-	-	16 4%	14 2%	24 4%	3 2%	16 4%	6 3%	-	29 65%xo
Not important at all (-2)	16 2%o	5 1%	2 2%	6 1%	14 2%	-	-	1 1%	1 5%f	7 2%	9 1%	9 2%	1 1%	7 2%	4 2%	-	16 35%xo
NET: Not important	45 5%o	17 4%	6 6%	20 5%	41 6%	-	1 1%	1 1%	1 5%	22 6%	23 4%	33 6%	4 3%	23 5%	9 5%	-	45 100%xo
Don't know	* *	- -	* *	- -	- -	- -	- -	- -	* 1%xd	- -	* *	- -	- -	- -	- -	- -	- -
Mean	1.59p	1.62	1.61	1.57	1.55	1.82	1.74d	1.73	1.59	1.61	1.58	1.56	1.70	1.61	1.48	1.77xp	-1.35
Standard Deviation	0.81	0.77	0.88	0.81	0.86	0.52	0.54	0.63	0.98	0.85	0.78	0.86	0.68	0.82	0.87	0.42	0.48
Standard Error	0.03	0.04	0.08	0.04	0.03	0.09	0.05	0.07	0.15	0.04	0.03	0.04	0.06	0.04	0.06	0.01	0.07

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q5 Which one of the following best describes what you have to do with your household's recyclable waste?**

**Base: All respondents**

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
<b>NET: Doorstep</b>	<b>856</b>	<b>414</b>	<b>442</b>	<b>97</b>	<b>193</b>	<b>176</b>	<b>136</b>	<b>113</b>	<b>141</b>	<b>277</b>	<b>263</b>	<b>128</b>	<b>188</b>	<b>202</b>	<b>325</b>	<b>123</b>	<b>207</b>
	86%co	86%	85%	75%	84%	84%	91% <b>c</b>	94% <b>xcde</b>	88% <b>c</b>	87%	85%	85%	85%	91% <b>xo</b>	87% <b>o</b>	76%	85% <b>o</b>
Leave it on the doorstep for collection after having sorted it into separate containers	636 63%	304 63%	332 64%	72 55%	133 58%	132 63%	99 66%	87 73% <b>cd</b>	113 70% <b>cd</b>	198 62%	189 61%	97 65%	152 69%	156 70% <b>no</b>	231 62%	93 57%	156 64%
Leave it on the doorstep without having to sort it	221 22%	110 23%	110 21%	26 20%	60 26%	43 21%	37 25%	25 21%	29 18%	80 25% <b>l</b>	74 24%	31 21%	36 16%	46 21%	94 25%	30 19%	51 21%
<b>NET: Take-to</b>	<b>135</b>	<b>61</b>	<b>74</b>	<b>33</b>	<b>34</b>	<b>33</b>	<b>14</b>	<b>7</b>	<b>14</b>	<b>39</b>	<b>46</b>	<b>21</b>	<b>29</b>	<b>18</b>	<b>47</b>	<b>36</b>	<b>35</b>
	14% <b>gm</b>	13%	14%	25% <b>x<sub>fgh</sub></b>	15% <b>g</b>	15% <b>g</b>	9%	6%	9%	12%	15%	14%	13%	8%	13%	22% <b>x<sub>mn</sub></b>	14% <b>m</b>
Take it to nearby recycling facilities	115 11%	49 10%	66 13%	22 17% <b>fg</b>	31 14% <b>g</b>	30 14% <b>fg</b>	11 7%	7 6%	14 8%	34 11%	40 13%	15 10%	25 12%	16 7%	42 11%	31 19% <b>x<sub>mp</sub></b>	26 11%
Take it to recycling facilities some distance away	21 2%	12 3%	8 2%	11 8% <b>x<sub>degh</sub></b>	3 1%	3 1%	3 2%	- -	1 1%	5 1%	7 2%	7 4%	3 1%	1 1%	5 1%	5 3%	9 4% <b>m</b>
Don't know	9 1%	5 1%	4 1%	- -	3 1%	2 1%	- -	- -	4 3% <b>xf</b>	4 1%	1 *	1 *	4 2%	3 1%	2 1%	4 2%	1 *

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

\* small base

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q5 Which one of the following best describes what you have to do with your household's recyclable waste?**

**Base: All respondents**

	Working Status			Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
<b>NET: Doorstep</b>	<b>856</b>	<b>385</b>	<b>84</b>	<b>375</b>	<b>647</b>	<b>16</b>	<b>97</b>	<b>73</b>	<b>16</b>	<b>318</b>	<b>538</b>	<b>478</b>	<b>115</b>	<b>395</b>	<b>156</b>	<b>798</b>	<b>38</b>
	<b>86%g</b>	<b>85%</b>	<b>85%</b>	<b>87%</b>	<b>87%g</b>	<b>81%</b>	<b>88%</b>	<b>76%</b>	<b>82%</b>	<b>83%</b>	<b>87%</b>	<b>87%</b>	<b>85%</b>	<b>87%n</b>	<b>81%</b>	<b>86%</b>	<b>84%</b>
Leave it on the doorstep for collection after having sorted it into separate containers	636	274	54	297	475	12	74	57	12	209	427	358	89	286	117	594	27
	63%i	60%	54%	69%ab	64%	59%	67%	60%	65%	54%	69%xi	65%	66%	63%	61%	64%	59%
Leave it on the doorstep without having to sort it	221	112	30	78	171	4	23	16	3	110	111	120	25	109	39	204	11
	22%	24%c	31%xc	18%	23%	21%	21%	17%	18%	29%xj	18%	22%	19%	24%	20%	22%	25%
<b>NET: Take-to</b>	<b>135</b>	<b>67</b>	<b>14</b>	<b>51</b>	<b>93</b>	<b>4</b>	<b>13</b>	<b>22</b>	<b>3</b>	<b>64</b>	<b>72</b>	<b>65</b>	<b>18</b>	<b>55</b>	<b>34</b>	<b>126</b>	<b>7</b>
	<b>14%</b>	<b>15%</b>	<b>15%</b>	<b>12%</b>	<b>12%</b>	<b>19%</b>	<b>12%</b>	<b>23%xd</b>	<b>16%</b>	<b>16%</b>	<b>12%</b>	<b>12%</b>	<b>13%</b>	<b>12%</b>	<b>18%</b>	<b>13%</b>	<b>14%</b>
Take it to nearby recycling facilities	115	57	14	41	81	3	9	19	2	52	63	55	15	50	30	107	6
	11%	12%	14%	10%	11%	17%	8%	20%xdf	12%	13%	10%	10%	11%	11%	15%	11%	13%
Take it to recycling facilities some distance away	21	11	1	9	12	*	5	3	1	12	9	10	2	5	4	19	*
	2%	2%	1%	2%	2%	2%	4%	3%	4%	3%	1%	2%	2%	1%	2%	2%	1%
Don't know	9	3	1	5	8	-	-	1	*	3	6	4	2	2	3	8	1
	1%	1%	1%	1%	1%	-	-	1%	2%	1%	1%	1%	2%	*	2%	1%	1%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**

**-Summary**

**Base: All respondents**

	Q6 Summary													
	Paper	Glass	Cardboard	Cans	Textiles	Plastics	Garden waste	Poly-styrene	Cellophane	Food waste	Tin foil	Cartons/tetra pack	Furniture	Batteries
Unweighted Base	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001
Weighted Base	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001
Collected from your doorstep for recycling	816 82%	754 75%	785 78%	800 80%	280 28%	760 76%	585 58%	318 32%	344 34%	599 60%	567 57%	605 60%	334 33%	260 26%
Recycled at a local facility, only if taken there by you	144 14%	205 20%	168 17%	163 16%	545 54%	175 17%	232 23%	243 24%	199 20%	120 12%	151 15%	179 18%	450 45%	413 41%
Not recyclable at all in your borough	18 2%	18 2%	22 2%	13 1%	61 6%	28 3%	37 4%	125 12%	110 11%	107 11%	78 8%	63 6%	50 5%	81 8%
Not recyclable anywhere	10 1%	9 1%	15 2%	8 1%	34 3%	16 2%	27 3%	131 13%	146 15%	94 9%	90 9%	77 8%	46 5%	100 10%
Don't know	13 1%	15 1%	12 1%	17 2%	82 8%	22 2%	121 12%	185 18%	201 20%	81 8%	114 11%	77 8%	121 12%	146 15%

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**

**-Paper**

**Base: All respondents**

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
Collected from your doorstep for recycling	816 82%co	399 83%	417 80%	91 70%	178 77%	173 82%c	124 82%c	110 92%xcdef	139 87%cd	273 85%	250 81%	118 78%	175 79%	195 87%xop	318 85%op	118 73%	186 77%
Recycled at a local facility, only if taken there by you	144 14%gh	59 12%	84 16%	32 24%xfgh	42 18%gh	31 15%g	19 13%	7 6%	13 8%	35 11%	52 17%i	23 15%	34 16%	22 10%	47 13%	32 20%m	43 18%m
Not recyclable at all in your borough	18 2%	10 2%	8 2%	5 4%	3 1%	4 2%	6 4%gh	-	1 1%	6 2%	4 1%	4 3%	4 2%	2 1%	6 2%	4 2%	7 3%
Not recyclable anywhere	10 1%	5 1%	5 1%	2 1%	5 2%e	-	1 *	1 1%	1 *	1 *	3 1%	3 2%	3 1%	* *	1 *	5 3%mn	4 2%
Don't know	13 1%	8 2%	6 1%	-	2 1%	3 1%	1 1%	2 1%	6 4%x	6 2%	1 *	3 2%	4 2%	3 2%	3 1%	3 2%	4 1%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**  
**-Paper**

**Base: All respondents**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
Collected from your doorstep for recycling	816 82%ghi	370 81%	81 82%	352 82%	629 84%gh	16 77%	89 81%gh	63 66%	12 62%	290 75%	526 85%i	448 82%	105 78%	375 83%	152 79%	768 82%	32 71%
Recycled at a local facility, only if taken there by you	144 14%	69 15%	16 16%	58 13%	93 12%	2 11%	14 13%	29 30%xdf	5 24%d	77 20%xj	67 11%	78 14%	21 15%	63 14%	28 15%	131 14%	7 16%
Not recyclable at all in your borough	18 2%	8 2%	2 2%	8 2%	8 1%	2 11%	4 4%d	2 3%	2 10%xd	7 2%	11 2%	6 1%	7 5%yk	4 1%	8 4%m	14 2%	2 4%
Not recyclable anywhere	10 1%	4 1%	- -	6 1%	5 1%	- -	2 2%	2 2%	* 3%	6 1%	4 1%	4 1%	2 1%	5 1%	3 1%	8 1%	* 1%
Don't know	13 1%	5 1%	- -	7 2%	13 2%	- -	1 *	- -	* 2%	6 1%	8 1%	10 2%	1 1%	5 1%	3 1%	10 1%	3 7%xo

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**

**-Glass**

**Base: All respondents**

	Gender		Age						Social Class				Tenure				
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
Collected from your doorstep for recycling	754 75%o	366 76%	388 75%	85 65%	162 70%	161 76%	115 77%	103 86%xcd	130 81%cd	257 80%l	233 75%	107 71%	158 72%	183 82%xop	297 79%op	103 63%	171 71%
Recycled at a local facility, only if taken there by you	205 20%hm	92 19%	113 22%	38 30%gh	57 25%gh	45 21%h	30 20%	16 13%	19 12%	54 17%	65 21%	36 24%	50 23%	31 14%	68 18%	48 30%xmn	58 24%m
Not recyclable at all in your borough	18 2%	11 2%	7 1%	7 5%eh	4 2%	2 1%	3 2%	2 1%	1 1%	2 1%	9 3%	5 3%	2 1%	3 2%	6 2%	3 2%	6 3%
Not recyclable anywhere	9 1%	3 1%	6 1%	- -	3 1%	3 1%	1 *	- -	3 2%	1 *	1 *	2 1%	5 2%i	2 1%	2 *	3 2%	2 1%
Don't know	15 1%	8 2%	6 1%	- -	5 2%	1 *	2 1%	- -	7 4%xeg	6 2%	3 1%	1 1%	4 2%	3 1%	2 *	5 3%n	5 2%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**

**-Glass**

**Base: All respondents**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
Collected from your doorstep for recycling	754 75%fh	336 74%	78 79%	329 76%	584 78%fgh	15 76%	72 65%	65 67%	10 54%	270 70%	484 79%i	415 76%	98 73%	334 74%	139 72%	705 76%	33 73%
Recycled at a local facility, only if taken there by you	205 20%	98 22%	17 17%	87 20%	132 18%	5 24%	30 27%d	31 32%xd	7 35%xd	95 25%j	109 18%	112 21%	28 21%	105 23%	43 22%	192 21%	7 15%
Not recyclable at all in your borough	18 2%	14 3%c	3 3%c	2 *	13 2%	-	4 4%	1 1%	1 6%	7 2%	12 2%	7 1%	4 3%	7 1%	7 3%	16 2%	2 4%
Not recyclable anywhere	9 1%	1 *	1 1%	8 2%a	6 1%	-	2 2%	-	* 3%	5 1%	4 1%	5 1%	2 2%	2 1%	3 2%	8 1%	1 3%
Don't know	15 1%	8 2%	-	7 2%	13 2%	-	1 1%	-	* 3%	8 2%	6 1%	8 1%	2 2%	4 1%	2 1%	11 1%	2 5%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**

**-Cardboard**

**Base: All respondents**

	Gender		Age						Social Class				Tenure				
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
Collected from your doorstep for recycling	785 78%o	378 79%	407 78%	92 71%	171 74%	169 80%	115 77%	101 84%cd	136 85%cd	259 81%	241 78%	119 79%	166 75%	192 86%xnop	299 80%o	111 69%	182 75%
Recycled at a local facility, only if taken there by you	168 17%hm	75 16%	93 18%	25 19%	46 20%h	36 17%h	29 19%h	17 14%	15 9%	45 14%	56 18%	24 16%	43 19%	24 11%	60 16%	41 26%xm	42 17%
Not recyclable at all in your borough	22 2%	14 3%	8 2%	7 5%	3 1%	4 2%	4 3%	2 1%	2 1%	8 3%	8 3%	2 2%	3 1%	2 1%	10 3%	1 1%	8 3%
Not recyclable anywhere	15 2%	8 2%	7 1%	4 3%	7 3%	1 *	1 1%	- -	3 2%	4 1%	3 1%	4 3%	5 2%	1 1%	4 1%	4 2%	6 3%
Don't know	12 1%	6 1%	6 1%	2 2%	3 1%	1 1%	1 1%	* *	4 3%	5 2%	2 1%	1 1%	4 2%	2 1%	1 *	4 3%n	4 2%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**  
**\* small base**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**

**-Cardboard**

**Base: All respondents**

	Working Status			Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
Collected from your doorstep for recycling	785 78%g	355 78%	76 76%	341 79%	610 82%gh	12 58%	86 78%g	57 59%	13 66%	285 74%	500 81%i	439 80%	100 74%	357 79%	141 73%	734 79%	35 77%
Recycled at a local facility, only if taken there by you	168 17%	81 18%	18 18%	68 16%	106 14%	7 33%	19 17%	32 33%xdf	4 19%	78 20%j	90 15%	86 16%	24 18%	77 17%	39 20%	156 17%	6 12%
Not recyclable at all in your borough	22 2%	11 3%	3 3%	7 2%	12 2%	1 5%	3 3%	4 4%	1 7%xd	9 2%	12 2%	9 2%	6 4%	10 2%	7 4%	18 2%	2 5%
Not recyclable anywhere	15 2%	5 1%	1 1%	10 2%	10 1%	- -	1 1%	4 4%	1 4%	5 1%	10 2%	6 1%	4 3%	4 1%	5 3%	13 1%	1 3%
Don't know	12 1%	4 1%	2 2%	6 1%	9 1%	1 3%	2 2%	- -	* 3%	8 2%	4 1%	6 1%	1 1%	4 1%	1 1%	11 1%	1 3%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**

**-Cans**

**Base: All respondents**

	Gender		Age							Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
Collected from your doorstep for recycling	800 80%do	380 79%	420 81%	95 73%	167 73%	169 80%	122 81%	106 89%xcd	141 88%xcd	262 82%	241 78%	122 81%	174 79%	193 87%xop	310 83%o	111 69%	186 77%
Recycled at a local facility, only if taken there by you	163 16%hm	81 17%	82 16%	30 23%gh	49 21%gh	35 17%h	26 17%h	12 10%	11 7%	47 15%	56 18%	23 16%	36 16%	23 10%	53 14%	43 27%xmn	44 18% m
Not recyclable at all in your borough	13 1%	8 2%	5 1%	3 3%	1 1%	3 2%	2 1%	2 1%	2 1%	3 1%	5 2%	2 1%	3 1%	2 1%	6 2%	1 1%	4 2%
Not recyclable anywhere	8 1%	3 1%	5 1%	2 1%	4 2%	- -	- -	- -	2 1%	2 1%	- -	2 1%	4 2%j	1 1%	2 1%	2 1%	3 1%
Don't know	17 2%	8 2%	9 2%	- -	8 4%	3 1%	1 1%	* *	4 2%	6 2%	7 2%	* *	3 2%	3 1%	2 1%	4 3%	7 3%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**

**-Cans**

**Base: All respondents**

	Working Status			Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
Collected from your doorstep for recycling	800 80%g	352 77%	81 82%	355 82%	612 82%g	14 71%	90 82%g	64 67%	13 69%	288 75%	512 83%i	438 80%	103 77%	367 81%	144 74%	748 80%	35 78%
Recycled at a local facility, only if taken there by you	163 16%	87 19%	15 15%	60 14%	108 15%	5 24%	18 16%	27 28%xd	5 24%	77 20%j	86 14%	88 16%	21 15%	76 17%	38 20%	153 16%	4 9%
Not recyclable at all in your borough	13 1%	8 2%	2 2%	3 1%	9 1%	1 5%	2 1%	1 1%	* 2%	6 2%	7 1%	7 1%	5 4%	2 *	6 3% <sup>m</sup>	11 1%	2 4%
Not recyclable anywhere	8 1%	4 1%	- -	4 1%	8 1%	- -	- -	- -	* 3% <sup>f</sup>	4 1%	4 1%	5 1%	2 1%	3 1%	2 1%	5 1%	3 6% <sup>xo</sup>
Don't know	17 2%	5 1%	1 1%	10 2%	11 1%	- -	1 1%	4 4%	* 3%	11 3%	6 1%	10 2%	4 3%	5 1%	3 2%	15 2%	1 3%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**  
**-Textiles (like clothing or curtains)**

**Base: All respondents**

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
Collected from your doorstep for recycling	280 28%	139 29%	141 27%	31 24%	69 30%	56 27%	41 28%	35 29%	48 30%	84 26%	82 27%	48 32%	66 30%	71 32% <sub>n</sub>	89 24%	37 23%	82 34% <sub>n</sub>
Recycled at a local facility, only if taken there by you	545 54%	251 52%	293 56%	66 51%	124 54%	121 57%	87 58%	66 55%	81 51%	172 54%	179 58%	80 53%	113 51%	118 53%	217 58% <sub>p</sub>	92 57%	118 49%
Not recyclable at all in your borough	61 6% <sub>m</sub>	25 5%	36 7%	12 9%	14 6%	17 8%	7 5%	6 5%	5 3%	22 7%	21 7%	7 5%	10 5%	6 3%	28 7% <sub>m</sub>	11 7%	16 7%
Not recyclable anywhere	34 3%	17 4%	16 3%	6 5%	8 4%	7 3%	3 2%	4 4%	5 3%	7 2%	8 2%	7 5%	12 5% <sub>i</sub>	5 2%	9 2%	8 5%	12 5%
Don't know	82 8%	48 10%	34 7%	15 12%	15 7%	11 5%	12 8%	9 7%	20 13% <sub>e</sub>	35 11%	20 6%	7 5%	19 9%	22 10%	32 8%	14 8%	15 6%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**  
**\* small base**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**  
**-Textiles (like clothing or curtains)**

**Base: All respondents**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
Collected from your doorstep for recycling	280 28%	107 23%	26 26%	139 32%a	190 25%	6 30%	36 33%	40 42%xd	5 28%	97 25%	183 30%	167 30%	35 26%	121 27%	49 25%	263 28%	11 25%
Recycled at a local facility, only if taken there by you	545 54%g	272 60%c	51 52%	216 50%	423 57%g	11 53%	57 52%	39 41%	10 50%	209 54%	335 54%	296 54%	70 52%	256 57%	109 56%	507 54%	23 50%
Not recyclable at all in your borough	61 6%	30 7%	11 11%c	20 5%	42 6%	- -	8 7%	9 9%	1 7%	30 8%	31 5%	29 5%	16 12%xk	36 8%	10 5%	60 6%	1 3%
Not recyclable anywhere	34 3%	12 3%	3 3%	18 4%	25 3%	1 3%	2 2%	5 5%	* 3%	15 4%	19 3%	16 3%	5 4%	9 2%	7 4%	31 3%	2 5%
Don't know	82 8%	35 8%	8 8%	38 9%	67 9%	3 14%	7 6%	2 3%	2 12%g	34 9%	48 8%	40 7%	9 7%	31 7%	19 10%	72 8%	7 16%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**

**-Plastics**

**Base: All respondents**

	Gender		Age						Social Class				Tenure				
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
Collected from your doorstep for recycling	760 76%o	366 76%	394 76%	86 66%	171 74%	162 77%	114 76%	103 86%xcdf	124 77%	241 75%	233 75%	118 79%	167 76%	178 80%o	293 78%o	107 66%	183 75%
Recycled at a local facility, only if taken there by you	175 17%g	80 17%	95 18%	30 23%gh	45 20%g	40 19%g	29 19%g	12 10%	19 12%	57 18%	60 19%	25 17%	33 15%	31 14%	66 18%	34 21%	44 18%
Not recyclable at all in your borough	28 3%	11 2%	17 3%	6 4%	4 2%	5 2%	5 3%	3 2%	6 4%	9 3%	9 3%	3 2%	7 3%	6 3%	8 2%	7 4%	8 3%
Not recyclable anywhere	16 2%	7 2%	8 2%	- -	8 3%	2 1%	1 1%	2 1%	4 2%	5 2%	3 1%	2 1%	6 3%	4 2%	5 1%	3 2%	3 1%
Don't know	22 2%	16 3%b	6 1%	9 7%xdeg	2 1%	2 1%	2 1%	* *	7 5%deg	8 3%	5 2%	1 1%	7 3%	3 1%	3 1%	11 7%xmn	5 2%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**

**-Plastics**

**Base: All respondents**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
Collected from your doorstep for recycling	760 76%i	336 74%	79 80%	333 77%	579 77%	12 61%	82 74%	69 71%	12 64%	270 70%	491 80%i	422 77%	104 77%	343 76%	135 70%	714 77%	31 69%
Recycled at a local facility, only if taken there by you	175 17%	95 21%c	14 14%	63 15%	122 16%	7 36%	19 17%	20 21%	5 26%	87 22%j	88 14%	94 17%	21 16%	84 18%	43 22%	161 17%	6 13%
Not recyclable at all in your borough	28 3%	13 3%	3 3%	12 3%	20 3%	1 3%	4 4%	2 2%	1 4%	11 3%	17 3%	12 2%	8 6%k	7 2%	6 3%	26 3%	2 4%
Not recyclable anywhere	16 2%	6 1%	1 1%	9 2%	13 2%	- -	- -	2 2%	* 3%f	8 2%	8 1%	9 2%	2 1%	7 2%	6 3%	12 1%	3 8%xo
Don't know	22 2%	6 1%	2 2%	14 3%	13 2%	- -	5 4%	4 4%	1 4%	10 3%	12 2%	10 2%	1 1%	11 3%	4 2%	19 2%	3 6%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**

**-Garden waste**

**Base: All respondents**

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
Collected from your doorstep for recycling	585 58%dp	289 60%	296 57%	67 51%	110 48%	127 61%d	92 61%d	83 69%xcd	106 66%cd	183 57%	186 60%	84 56%	133 60%	156 70%xnop	229 61%p	82 50%	118 49%
Recycled at a local facility, only if taken there by you	232 23%l	110 23%	121 23%	35 27%	54 24%	55 26%	38 25%	21 17%	29 18%	76 24%l	79 26%l	41 27%l	35 16%	44 20%	91 24%	34 21%	63 26%
Not recyclable at all in your borough	37 4%	20 4%	17 3%	10 8%eg	14 6%eg	3 2%	4 3%	1 1%	4 2%	10 3%	16 5%	4 2%	7 3%	4 2%	12 3%	9 6%	12 5%
Not recyclable anywhere	27 3%	10 2%	17 3%	7 5%	8 4%	4 2%	4 3%	1 1%	2 1%	6 2%	4 1%	3 2%	14 6%xij	2 1%	10 3%	10 6%m	5 2%
Don't know	121 12%	52 11%	68 13%	11 9%	43 19%xef	21 10%	12 8%	14 11%	19 12%	45 14%j	26 8%	19 12%	32 14%j	17 8%	31 8%	27 17%mn	45 18%xmn

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**

**-Garden waste**

**Base: All respondents**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
Collected from your doorstep for recycling	585 58%i	242 53%	54 54%	280 65%xab	441 59%	10 48%	64 58%	55 57%	10 54%	180 47%	405 66%xi	333 61%l	67 50%	263 58%	105 54%	555 60%	23 51%
Recycled at a local facility, only if taken there by you	232 23%c	137 30%xc	25 25%c	67 16%	178 24%	4 21%	20 18%	23 24%	4 22%	91 24%	141 23%	118 22%	36 27%	111 25%	47 24%	212 23%	8 18%
Not recyclable at all in your borough	37 4%	22 5%c	6 6%c	9 2%	25 3%	3 13%	4 4%	3 3%	2 8%	21 6%j	15 3%	22 4%	10 7%	14 3%	10 5%	33 4%	2 5%
Not recyclable anywhere	27 3%	9 2%	4 4%	13 3%	19 3%	1 4%	6 6%	1 1%	1 4%	14 4%	13 2%	10 2%	2 2%	14 3%	3 2%	23 3%	2 6%
Don't know	121 12%j	46 10%	10 10%	62 14%	84 11%	3 14%	15 14%	14 14%	2 12%	79 21%xj	41 7%	64 12%	20 15%	51 11%	28 15%	108 12%	10 22%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**

**-Polystyrene**

**Base: All respondents**

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
Collected from your doorstep for recycling	318 32%	169 35%b	149 29%	37 29%	75 33%	59 28%	43 28%	41 34%	63 39%ef	94 29%	80 26%	57 38%j	88 40%xij	76 34%	103 27%	54 33%	86 35%
Recycled at a local facility, only if taken there by you	243 24%hl	119 25%	124 24%	36 28%h	58 25%h	67 32%xgh	34 23%	23 19%	25 16%	71 22%	92 30%il	44 29%l	36 16%	43 19%	102 27%m	38 23%	60 25%
Not recyclable at all in your borough	125 12%	59 12%	66 13%	21 16%	22 9%	23 11%	20 13%	17 14%	22 14%	44 14%	44 14%	10 7%	26 12%	32 14%	45 12%	17 11%	31 13%
Not recyclable anywhere	131 13%	52 11%	78 15%	19 14%	27 12%	30 14%	24 16%	15 12%	17 10%	54 17%	34 11%	15 10%	27 12%	30 13%	60 16%p	17 10%	24 10%
Don't know	185 18%	81 17%	104 20%	17 13%	49 21%	32 15%	30 20%	24 20%	33 21%	58 18%	60 19%	24 16%	43 19%	42 19%	64 17%	36 22%	43 18%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**

**-Polystyrene**

**Base: All respondents**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
Collected from your doorstep for recycling	318 32%	126 28%	25 25%	159 37%ab	216 29%	5 25%	47 43%xd	41 43%d	7 37%	127 33%	191 31%	163 30%	46 34%	142 31%	68 35%	299 32%	13 28%
Recycled at a local facility, only if taken there by you	243 24%c	134 29%c	31 31%c	75 17%	176 23%	6 32%	27 24%	28 29%	6 31%	91 24%	152 25%	142 26%	33 25%	116 26%	45 23%	224 24%	12 26%
Not recyclable at all in your borough	125 12%g	47 10%	18 18%a	60 14%	103 14%g	2 12%	13 12%g	2 2%	2 11%g	46 12%	78 13%	69 13%	17 12%	59 13%	24 12%	119 13%	3 8%
Not recyclable anywhere	131 13%	61 13%	9 9%	59 14%	108 14%	3 14%	10 9%	6 6%	1 4%	56 15%	74 12%	74 14%	17 13%	59 13%	25 13%	119 13%	9 19%
Don't know	185 18%	87 19%	16 16%	80 19%	144 19%	3 16%	13 12%	20 20%	3 17%	65 17%	120 20%	98 18%	22 16%	76 17%	32 17%	171 18%	9 19%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**

**-Cellophane**

**Base: All respondents**

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
Collected from your doorstep for recycling	344 34%c	187 39%b	157 30%	27 21%	78 34%c	69 33%	51 34%	48 40%c	71 45%xcde	99 31%	89 29%	73 49%xij	83 38%	80 36%	119 32%	54 33%	91 37%
Recycled at a local facility, only if taken there by you	199 20%h	93 19%	106 20%	37 29%gh	47 20%	48 23%gh	30 20%	16 14%	20 13%	61 19%	77 25%l	30 20%	32 14%	40 18%	78 21%	28 17%	53 22%
Not recyclable at all in your borough	110 11%	44 9%	67 13%	13 10%	21 9%	20 9%	20 14%	15 12%	21 13%	37 12%	39 13%	11 7%	23 11%	25 11%	44 12%	17 11%	24 10%
Not recyclable anywhere	146 15%k	60 13%	86 17%	20 15%	30 13%	37 18%	21 14%	20 17%	18 11%	56 17%k	45 15%	11 7%	35 16%k	32 14%	56 15%	27 17%	31 13%
Don't know	201 20%	97 20%	104 20%	32 25%	54 23%	36 17%	28 19%	21 17%	30 19%	68 21%	60 19%	26 17%	47 22%	45 20%	77 20%	36 22%	44 18%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**

**-Cellophane**

**Base: All respondents**

	Working Status			Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
Collected from your doorstep for recycling	344 34%	153 34%	29 30%	154 36%	245 33%	6 30%	45 41%	41 42%	7 34%	137 36%	207 34%	189 35%	49 36%	149 33%	73 38%	323 35%	12 27%
Recycled at a local facility, only if taken there by you	199 20%	104 23% <sup>c</sup>	26 27% <sup>c</sup>	68 16%	142 19%	7 35%	24 22%	20 21%	5 28%	67 17%	133 22%	108 20%	28 21%	94 21%	36 19%	180 19%	13 29%
Not recyclable at all in your borough	110 11%	39 8%	17 17% <sup>a</sup>	54 13%	87 12%	2 10%	10 9%	7 8%	2 10%	47 12%	63 10%	57 10%	19 14%	49 11%	21 11%	106 11%	3 7%
Not recyclable anywhere	146 15%	64 14%	9 10%	72 17%	125 17% <sup>f</sup>	1 3%	9 8%	9 9%	1 7%	64 17%	83 13%	84 15%	18 14%	67 15%	27 14%	133 14%	9 19%
Don't know	201 20%	96 21%	17 17%	83 19%	149 20%	5 23%	23 21%	19 20%	4 21%	71 18%	131 21%	109 20%	21 15%	94 21%	35 18%	190 20%	8 18%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**

**-Food waste**

**Base: All respondents**

	Gender		Age						Social Class				Tenure				
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
Collected from your doorstep for recycling	599 60%	308 64%b	290 56%	72 55%	125 54%	126 60%	94 63%	76 63%	105 66%d	176 55%	180 58%	102 68%i	141 64%	144 65%	225 60%	89 55%	140 58%
Recycled at a local facility, only if taken there by you	120 12%hm	57 12%	64 12%	26 20%fgh	35 15%gh	27 13%h	14 9%	9 7%	10 6%	37 11%	48 16%l	20 13%	16 7%	13 6%	41 11%m	27 17%m	39 16%m
Not recyclable at all in your borough	107 11%ak	34 7%	74 14%a	14 11%	24 10%	24 12%	11 7%	15 12%	20 12%	43 13%k	32 10%	6 4%	27 12%k	30 14%p	41 11%	18 11%	18 8%
Not recyclable anywhere	94 9%	41 9%	53 10%	14 11%	32 14%eh	15 7%	12 8%	13 11%	8 5%	30 9%	27 9%	14 9%	23 11%	17 8%	37 10%	16 10%	24 10%
Don't know	81 8%	41 8%	40 8%	5 4%	15 6%	18 9%	18 12%c	8 7%	17 11%	35 11%	23 7%	9 6%	14 6%	18 8%	30 8%	12 7%	21 9%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**

**-Food waste**

**Base: All respondents**

	Working Status			Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
Collected from your doorstep for recycling	599 60%i	252 55%	61 62%	273 63%a	436 58%	10 50%	71 65%	65 67%	12 62%	204 53%	394 64%i	327 60%	79 59%	267 59%	115 60%	557 60%	28 61%
Recycled at a local facility, only if taken there by you	120 12%	66 15%c	15 15%c	38 9%	79 11%	5 25%	15 13%	17 18%	3 17%	50 13%	70 11%	67 12%	13 9%	52 12%	22 12%	110 12%	5 11%
Not recyclable at all in your borough	107 11%	52 11%	11 11%	45 10%	92 12%	1 5%	7 6%	5 6%	2 9%	50 13%	58 9%	61 11%	17 13%	52 11%	15 8%	106 11%	1 3%
Not recyclable anywhere	94 9%	46 10%	7 7%	41 10%	73 10%	2 8%	14 13%g	3 4%	1 8%	48 12%j	47 8%	51 9%	14 10%	45 10%	19 10%	83 9%	7 16%
Don't know	81 8%	40 9%	5 5%	34 8%	68 9%	3 13%	4 3%	5 6%	1 4%	33 9%	47 8%	41 7%	12 9%	36 8%	22 11%	76 8%	4 9%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**

**-Tin foil**

**Base: All respondents**

	Gender		Age						Social Class				Tenure				
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
Collected from your doorstep for recycling	567 57%	291 61% <sup>b</sup>	276 53%	61 47%	120 52%	117 55%	88 59%	75 62% <sup>c</sup>	107 67% <sup>x</sup> <sub>cde</sub>	182 57%	173 56%	86 58%	126 57%	138 62%	216 58%	83 51%	131 54%
Recycled at a local facility, only if taken there by you	151 15% <sup>hm</sup>	72 15%	79 15%	33 25% <sup>xefgh</sup>	44 19% <sup>h</sup>	29 14%	18 12%	15 13%	12 7%	44 14%	50 16%	29 20%	27 12%	21 9%	55 15%	27 17%	48 20% <sup>m</sup>
Not recyclable at all in your borough	78 8%	25 5%	54 10% <sup>a</sup>	11 9%	12 5%	21 10%	8 6%	9 8%	17 11%	23 7%	21 7%	11 7%	23 10%	23 11%	24 7%	11 7%	20 8%
Not recyclable anywhere	90 9%	34 7%	56 11%	10 8%	24 10%	17 8%	16 10%	12 10%	12 8%	29 9%	25 8%	9 6%	28 13%	18 8%	32 9%	21 13%	19 8%
Don't know	114 11%	59 12%	55 11%	15 11%	31 13%	28 13%	20 13%	9 8%	12 8%	42 13%	40 13%	14 10%	18 8%	23 10%	47 13%	20 13%	24 10%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**

**-Tin foil**

**Base: All respondents**

	Working Status			Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
Collected from your doorstep for recycling	567 57%	249 55%	60 61%	247 57%	422 56%	9 46%	65 59%	55 57%	11 57%	196 51%	372 60%i	316 58%	71 53%	253 56%	105 54%	535 57%	22 49%
Recycled at a local facility, only if taken there by you	151 15%	84 18%c	14 14%	52 12%	102 14%	4 20%	20 18%	21 21%	3 14%	64 17%	87 14%	78 14%	25 19%	72 16%	32 16%	133 14%	10 23%
Not recyclable at all in your borough	78 8%g	27 6%	6 6%	46 11%a	64 9%g	2 12%	9 8%g	1 1%	2 10%g	27 7%	52 8%	49 9%	13 10%	22 5%	17 9%	75 8%	2 5%
Not recyclable anywhere	90 9%	39 8%	5 5%	46 11%	68 9%	3 13%	9 8%	8 9%	1 7%	52 14%xj	38 6%	48 9%	13 9%	40 9%	20 10%	84 9%	4 10%
Don't know	114 11%	57 13%	15 15%	42 10%	91 12%	2 9%	8 7%	11 12%	2 12%	47 12%	67 11%	55 10%	12 9%	64 14%	20 10%	106 11%	6 13%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**  
**-Cartons/tetra pack**

**Base: All respondents**

	Gender		Age						Social Class				Tenure				
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
Collected from your doorstep for recycling	605 60%	290 60%	315 61%	75 57%	141 61%	114 54%	85 57%	74 62%	116 72%	186 58%	189 61%	97 65%	132 60%	149 67%	210 56%	96 59%	150 62%
Recycled at a local facility, only if taken there by you	179 18%h	89 19%	90 17%	36 28% <sup>xgh</sup>	40 18%h	47 22% <sup>gh</sup>	27 18%h	16 13%	13 8%	58 18%	57 18%	27 18%	37 17%	29 13%	66 18%	31 19%	53 22% <sup>m</sup>
Not recyclable at all in your borough	63 6%	22 5%	41 8%	6 5%	13 6%	18 9%	10 7%	9 7%	6 4%	24 8%	18 6%	8 5%	13 6%	11 5%	28 7%	11 7%	13 6%
Not recyclable anywhere	77 8%	39 8%	38 7%	5 4%	23 10%	12 6%	16 10%	12 10%	9 5%	31 10%	20 6%	9 6%	17 8%	17 7%	37 10%	9 6%	14 6%
Don't know	77 8%	40 8%	37 7%	8 6%	13 6%	19 9%	12 8%	9 8%	16 10%	21 6%	27 9%	9 6%	21 9%	17 8%	33 9%	16 10%	12 5%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**  
**\* small base**

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**  
**-Cartons/tetra pack**

**Base: All respondents**

	Working Status			Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
Collected from your doorstep for recycling	605 60%	266 58%	55 55%	272 63%	457 61%	11 56%	71 64%	53 55%	10 53%	230 60%	375 61%	342 63%	87 65%	286 63%	110 57%	563 60%	27 60%
Recycled at a local facility, only if taken there by you	179 18%	91 20%	21 21%	67 15%	115 15%	6 32%	21 19%	30 31%xd	5 28% <sup>d</sup>	71 18%	108 18%	92 17%	25 18%	78 17%	36 19%	167 18%	7 15%
Not recyclable at all in your borough	63 6%	28 6%	7 7%	27 6%	47 6%	1 6%	8 7%	3 3%	2 9%	20 5%	42 7%	30 5%	12 9%	21 5%	16 8%	62 7%	* 1%
Not recyclable anywhere	77 8%	38 8%	7 8%	32 7%	68 9% <sup>f</sup>	- -	3 2%	5 5%	* 3%	31 8%	46 7%	44 8%	5 4%	33 7%	19 10%	66 7%	8 18% <sup>xo</sup>
Don't know	77 8%	34 7%	9 9%	33 8%	61 8%	1 7%	8 7%	5 6%	1 7%	33 9%	45 7%	39 7%	6 4%	35 8%	12 6%	75 8%	2 6%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**

**-Furniture**

**Base: All respondents**

	Gender		Age						Social Class				Tenure				
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
Collected from your doorstep for recycling	334 33%	154 32%	179 34%	32 25%	78 34%	60 29%	48 32%	50 42% <sup>ce</sup>	66 41% <sup>ce</sup>	114 35%	90 29%	51 34%	79 36%	80 36%	105 28%	62 39%	86 36%
Recycled at a local facility, only if taken there by you	450 45% <sup>hl</sup>	225 47%	226 43%	65 50% <sup>h</sup>	102 44%	107 51% <sup>gh</sup>	74 49% <sup>h</sup>	45 37%	57 36%	142 44%	163 53% <sup>xl</sup>	66 44%	79 36%	96 43%	195 52% <sup>xmop</sup>	62 39%	97 40%
Not recyclable at all in your borough	50 5%	23 5%	27 5%	10 8%	9 4%	11 5%	7 5%	5 4%	9 5%	12 4%	12 4%	8 5%	18 8% <sup>i</sup>	9 4%	20 5%	10 6%	12 5%
Not recyclable anywhere	46 5%	17 3%	29 6%	5 4%	13 6%	10 5%	8 5%	5 4%	4 3%	12 4%	9 3%	12 8% <sup>j</sup>	13 6%	9 4%	20 5%	8 5%	8 3%
Don't know	121 12%	61 13%	60 11%	18 14%	29 12%	21 10%	14 9%	14 12%	25 15%	40 13%	36 11%	13 9%	31 14%	28 13%	34 9%	19 12%	40 16% <sup>n</sup>

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**

**-Furniture**

**Base: All respondents**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
Collected from your doorstep for recycling	334 33%	135 30%	29 30%	162 38%a	242 32%	7 36%	33 29%	44 46%xdf	7 36%	158 41%xj	176 29%	188 34%	48 36%	140 31%	58 30%	313 34%	13 29%
Recycled at a local facility, only if taken there by you	450 45%ci	235 52%xc	48 49%	167 39%	350 47%g	8 41%	50 46%	33 34%	6 34%	141 37%	309 50%i	253 46%	54 40%	229 51%n	80 41%	420 45%	19 42%
Not recyclable at all in your borough	50 5%	20 4%	9 9%	21 5%	37 5%	1 6%	6 6%	3 3%	2 9%	22 6%	28 5%	27 5%	12 9%	17 4%	14 7%	46 5%	4 9%
Not recyclable anywhere	46 5%	16 3%	4 4%	24 6%	30 4%	1 5%	9 8%	3 4%	1 8%	17 4%	29 5%	20 4%	8 6%	11 2%	18 9%xm	41 4%	3 7%
Don't know	121 12%	50 11%	9 9%	57 13%	88 12%	2 12%	12 11%	13 14%	3 13%	47 12%	74 12%	58 11%	13 10%	54 12%	24 12%	112 12%	6 14%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**

**-Batteries**

**Base: All respondents**

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
Collected from your doorstep for recycling	260 26%	121 25%	139 27%	27 21%	56 24%	60 29%	29 19%	28 23%	60 37% <small>xcd</small>	72 23%	75 24%	41 27%	72 33% <small>i</small>	68 31% <small>o</small>	88 24%	30 19%	74 30% <small>o</small>
Recycled at a local facility, only if taken there by you	413 41% <small>hl</small>	219 46% <small>b</small>	194 37%	40 31%	86 38%	99 47% <small>ch</small>	74 50% <small>cdh</small>	61 51% <small>cdh</small>	53 33%	137 43% <small>l</small>	145 47% <small>l</small>	64 43% <small>l</small>	67 30%	83 37%	188 50% <small>xmop</small>	51 31%	92 38%
Not recyclable at all in your borough	81 8%	33 7%	49 9%	18 14% <small>eg</small>	23 10%	10 5%	11 7%	6 5%	14 9%	25 8%	26 8%	15 10%	15 7%	16 7%	28 7%	17 10%	21 9%
Not recyclable anywhere	100 10% <small>h</small>	45 9%	55 11%	23 17% <small>egh</small>	31 14% <small>eh</small>	15 7%	15 10%	8 7%	8 5%	33 10%	24 8%	9 6%	34 16% <small>xjk</small>	20 9%	25 7%	31 19% <small>xmnp</small>	24 10%
Don't know	146 15%	62 13%	84 16%	23 17%	34 15%	26 12%	21 14%	17 14%	26 16%	53 17%	40 13%	21 14%	32 14%	35 16%	45 12%	33 20% <small>n</small>	33 13%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q6 For each of the following materials I read out, do you think they are ...**

**-Batteries**

**Base: All respondents**

	Working Status			Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
Collected from your doorstep for recycling	260 26%a	94 21%	25 25%	134 31%a	169 23%	3 17%	43 39%xd	34 35%d	8 40%d	90 23%	170 28%	152 28%	28 20%	110 24%	48 25%	244 26%	11 24%
Recycled at a local facility, only if taken there by you	413 41%cfh	218 48%xc	46 47%c	147 34%	336 45%fh	8 40%	30 27%	32 34%	4 19%	137 36%	276 45%i	236 43%	60 45%	196 43%	75 39%	384 41%	18 40%
Not recyclable at all in your borough	81 8%	37 8%	11 11%	34 8%	59 8%	2 9%	13 12%	5 5%	3 16%g	45 12%j	36 6%	45 8%	18 14%	33 7%	21 11%	78 8%	3 7%
Not recyclable anywhere	100 10%	40 9%	5 5%	53 12%b	75 10%	2 11%	14 13%	7 7%	1 7%	49 13%j	51 8%	46 8%	10 8%	44 10%	20 10%	93 10%	4 9%
Don't know	146 15%	67 15%	12 12%	63 15%	109 15%	5 23%	10 9%	18 19%	3 18%	64 17%	82 13%	67 12%	19 14%	69 15%	29 15%	134 14%	9 20%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q7 I would like to read out a number of things that might make people recycle more of their household waste. How much more likely would you be to recycle household waste if there were...**

#### -Summary

**Base: All respondents**

	Q7 Summary						
	A wider number of recyclable materials collected from your doorstep	Clearer information about what you can and can't recycle	Better information about where you can recycle materials that aren't collected from your doorstep	More information about why recycling is important	Smaller bins for non- recyclable rubbish	Less frequent collections of non-recyclable rubbish	Financial rewards from your local council for recycling over a certain amount
Unweighted Base	1001	1001	1001	1001	1001	1001	1001
Weighted Base	1001	1001	1001	1001	1001	1001	1001
NET: More likely	734 73%	762 76%	707 71%	562 56%	479 48%	413 41%	638 64%
A lot more likely	593 59%	542 54%	472 47%	360 36%	312 31%	221 22%	464 46%
A bit more likely	141 14%	220 22%	235 23%	201 20%	168 17%	192 19%	174 17%
No difference	263 26%	232 23%	276 28%	433 43%	494 49%	557 56%	352 35%
Don't know	5 *	7 1%	18 2%	6 1%	28 3%	31 3%	11 1%

**Prepared for the Greater London Authority by ICM Research**

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q7 I would like to read out a number of things that might make people recycle more of their household waste. How much more likely would you be to recycle household waste if there were...**

**-A wider number of recyclable materials collected from your doorstep**

**Base: All respondents**

	Gender		Age						Social Class				Tenure				
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out-right (m)	Own with mort-gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
NET: More likely	734	340	394	99	187	164	114	76	94	238	239	111	145	143	292	118	181
	73%ghlm	71%	76%	76%h	81%xgh	78%gh	76%gh	64%	58%	74%l	77%l	74%	66%	64%	78%m	73%	75%m
A lot more likely	593	261	332	75	157	133	91	62	75	185	194	94	119	111	234	102	146
	59%hm	54%	64%a	57%	68%xgh	63%h	61%h	52%	47%	58%	63%	62%	54%	50%	63%m	63%m	60%m
A bit more likely	141	79	62	24	30	31	23	14	19	53	45	17	25	32	58	16	35
	14%	16%	12%	19%	13%	15%	15%	12%	12%	17%	15%	12%	11%	14%	16%	10%	15%
No difference	263	138	125	31	43	46	37	43	62	81	71	38	73	76	82	44	62
	26%d	29%	24%	24%	19%	22%	24%	36%xcdef	39%xcdef	25%	23%	25%	33%j	34%xnp	22%	27%	25%
Don't know	5	3	2	-	-	-	-	*	4	1	-	1	3	4	-	*	-
	*	1%	*	-	-	-	-	*	3%xcdef	*	-	1%	1%	2%xnp	-	*	-

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q7 I would like to read out a number of things that might make people recycle more of their household waste. How much more likely would you be to recycle household waste if there were...**

**-A wider number of recyclable materials collected from your doorstep**

**Base: All respondents**

	Working Status			Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Import-ant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
NET: More likely	734 73%cp	351 77%c	80 81%c	291 67%	522 70%	17 83%	93 84%xd	83 87%xd	15 78%	308 80%xj	426 69%	393 72%	96 71%	342 76%	138 72%	700 75%p	23 50%
A lot more likely	593 59%p	277 61%	65 66%	241 56%	417 56%	15 72%	81 73%xdh	68 71%dh	9 49%	255 66%xj	337 55%	308 56%	78 58%	280 62%	107 56%	575 62%p	9 20%
A bit more likely	141 14%	73 16%	15 15%	49 11%	104 14%	2 10%	12 11%	16 16%	5 28%xdf	52 14%	89 14%	84 15%	18 14%	62 14%	31 16%	124 13%	14 31%xo
No difference	263 26%fgi	105 23%	19 19%	136 32%ab	221 30%fg	3 15%	17 16%	13 13%	4 22%	76 20%	186 30%i	150 27%	39 29%	109 24%	53 27%	228 24%	22 50%xo
Don't know	5 *	-	-	5 1%a	4 1%	* 2%	-	-	-	1 *	3 1%	4 1%	-	1 *	2 1%	5 1%	-

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q7 I would like to read out a number of things that might make people recycle more of their household waste. How much more likely would you be to recycle household waste if there were...**

**-Clearer information about what you can and can't recycle**

**Base: All respondents**

	Gender		Age						Social Class				Tenure				
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out-right (m)	Own with mort-gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
NET: More likely	762	356	406	112	189	165	119	80	96	244	251	117	149	149	300	123	190
	76%ghlm	74%	78%	86%gh	82%gh	78%gh	79%gh	67%	60%	76%l	81%l	78%	68%	67%	80%m	76%	78%m
A lot more likely	542	234	308	74	135	122	84	59	69	179	177	72	114	96	220	99	127
	54%hm	49%	59%a	57%	59%h	58%h	56%h	49%	43%	56%	57%	48%	52%	43%	59%m	61%m	52%
A bit more likely	220	122	98	39	54	43	35	21	28	65	74	45	35	52	80	25	63
	22%	25%b	19%	30%h	23%	21%	24%	18%	17%	20%	24%l	30%il	16%	23%	21%	15%	26%o
No difference	232	120	112	15	41	44	31	39	61	76	59	28	70	69	74	37	53
	23%c	25%	22%	12%	18%	21%	21%	32%xcdef	38%xcdef	24%	19%	18%	32%xijk	31%xnp	20%	23%	22%
Don't know	7	4	3	3	-	1	-	1	2	1	-	5	1	5	-	2	-
	1%	1%	1%	2%	-	*	-	1%	2%	*	-	3%xij	*	2%xnp	-	1%	-

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q7 I would like to read out a number of things that might make people recycle more of their household waste. How much more likely would you be to recycle household waste if there were...**

**-Clearer information about what you can and can't recycle**

**Base: All respondents**

	Working Status			Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Import-ant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
NET: More likely	762 76%p	366 80%c	76 76%	308 71%	552 74%	18 90%	93 85%d	80 84%	14 76%	302 78%	460 75%	403 74%	101 75%	359 79%n	136 71%	723 78%p	24 54%
A lot more likely	542 54%p	253 56%	55 56%	227 53%	386 52%	18 87%	73 66%xd	54 56%	10 53%	223 58%	319 52%	286 52%	67 49%	258 57%	98 51%	528 57%p	9 21%
A bit more likely	220 22%	113 25%	20 20%	81 19%	167 22%	1 3%	21 19%	27 28%	4 22%	79 21%	141 23%	118 22%	34 25%	101 22%	39 20%	195 21%	15 33%
No difference	232 23%	89 19%	22 22%	119 28%a	189 25%f	2 10%	16 14%	16 16%	5 24%	80 21%	152 25%	138 25%	33 25%	92 20%	55 29%m	204 22%	21 46%xo
Don't know	7 1%	1 *	2 2%a	4 1%	6 1%	-	1 1%	-	-	3 1%	4 1%	5 1%	1 1%	2 *	2 1%	5 1%	-

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q7 I would like to read out a number of things that might make people recycle more of their household waste. How much more likely would you be to recycle household waste if there were...**

**-Better information about where you can recycle materials that aren't collected from your doorstep**

**Base: All respondents**

	Gender		Age							Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out-right (m)	Own with mort-gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
NET: More likely	707	326	381	111	176	149	108	76	87	235	234	94	144	140	267	118	182
	71%hm	68%	73%	85%xefgh	77%gh	71%h	72%h	63%	54%	73%k	75%kl	63%	65%	63%	71%lm	73%	75%lm
A lot more likely	472	203	270	68	118	101	68	57	61	157	152	66	97	86	183	84	120
	47%hm	42%	52%a	53%h	51%h	48%	45%	47%	38%	49%	49%	44%	44%	39%	49%lm	52%lm	49%lm
A bit more likely	235	123	112	42	58	49	40	19	26	78	82	29	46	55	84	34	62
	23%h	26%	21%	33%gh	25%h	23%	27%gh	16%	16%	24%	27%	19%	21%	25%	22%	21%	26%
No difference	276	145	131	15	54	56	41	43	67	80	74	50	71	75	103	38	59
	28%c	30%	25%	11%	23%c	27%c	27%c	35%cd	42%xcdef	25%	24%	34%	32%	34%p	28%	23%	24%
Don't know	18	10	8	4	-	5	1	2	6	6	2	5	5	7	4	6	2
	2%	2%	2%	3%d	-	2%d	1%	1%	4%d	2%	1%	3%	2%	3%	1%	3%	1%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q7 I would like to read out a number of things that might make people recycle more of their household waste. How much more likely would you be to recycle household waste if there were...**

**-Better information about where you can recycle materials that aren't collected from your doorstep**

**Base: All respondents**

	Working Status			Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Import-ant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
NET: More likely	707 71%p	334 73%c	75 76%	287 66%	512 69%	14 71%	88 80%d	75 78%	13 67%	292 76%j	415 67%	382 70%	100 74%	334 74%	129 66%	671 72%p	22 49%
A lot more likely	472 47%p	222 49%	50 50%	192 44%	348 47%	10 47%	54 49%	50 52%	8 40%	194 50%	278 45%	269 49%	65 48%	220 49%	82 43%	450 48%p	13 29%
A bit more likely	235 23%	112 25%	26 26%	95 22%	164 22%	5 23%	34 31%	25 26%	5 26%	98 25%	137 22%	113 21%	35 26%	114 25%	46 24%	221 24%	9 20%
No difference	276 28%	120 26%	21 21%	131 30%	219 29%	6 29%	22 20%	21 22%	6 30%	88 23%	188 30%i	157 29%	34 25%	114 25%	60 31%	244 26%	23 51%xo
Don't know	18 2%	2 *	3 3%a	14 3%a	16 2%	-	1 1%	-	1 3%g	5 1%	13 2%	8 1%	1 1%	4 1%	4 2%	17 2%	-

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q7 I would like to read out a number of things that might make people recycle more of their household waste. How much more likely would you be to recycle household waste if there were...**

**-More information about why recycling is important**

**Base: All respondents**

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out-right (m)	Own with mort-gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
NET: More likely	562 56%gim	261 54%	301 58%	85 66%g	125 54%	124 59%g	88 59%g	53 44%	87 54%	155 48%	183 59%i	93 62%i	131 59%i	100 45%	201 54% <i>m</i>	106 66% <i>mn</i>	154 63% <i>mn</i>
A lot more likely	360 36%im	163 34%	198 38%	54 41%	78 34%	80 38%	51 34%	37 31%	61 38%	90 28%	105 34%	70 47% <i>xij</i>	95 43%i	60 27%	116 31%	81 50% <i>xmn</i>	104 43% <i>mn</i>
A bit more likely	201 20%	98 20%	103 20%	32 24%	47 20%	44 21%	37 25% <i>g</i>	16 13%	26 16%	64 20%	78 25% <i>l</i>	23 16%	36 16%	40 18%	86 23%	26 16%	50 20%
No difference	433 43%	216 45%	217 42%	45 34%	106 46%	84 40%	62 41%	67 56% <i>xcefh</i>	70 44%	164 51% <i>xjkl</i>	127 41%	54 36%	88 40%	119 53% <i>xop</i>	172 46% <i>op</i>	55 34%	87 36%
Don't know	6 1%	4 1%	2 *	- -	- -	2 1%	* *	- -	3 2% <i>xd</i>	2 1%	- -	3 2% <i>j</i>	1 *	3 1%	1 *	- -	2 1%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q7 I would like to read out a number of things that might make people recycle more of their household waste. How much more likely would you be to recycle household waste if there were...**

**-More information about why recycling is important**

**Base: All respondents**

	Working Status			Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Import-ant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
NET: More likely	562	247	56	246	381	16	77	73	13	219	343	314	81	261	105	528	18
	56%	54%	56%	57%	51%	77%	70%xd	76%xd	70%xd	57%	56%	57%	60%	58%	54%	57%	41%
A lot more likely	360	146	35	170	237	12	55	48	7	143	218	206	54	162	66	345	6
	36%p	32%	35%	39%a	32%	59%	50%xd	50%xd	37%	37%	35%	38%	40%	36%	34%	37%p	14%
A bit more likely	201	101	21	76	144	4	22	26	6	76	125	108	26	99	38	183	12
	20%	22%	21%	18%	19%	18%	20%	27%	32%	20%	20%	20%	20%	22%	20%	20%	27%
No difference	433	207	43	182	362	5	33	23	6	163	270	229	53	189	86	399	27
	43%fg	45%	43%	42%	48%fgh	23%	30%	24%	30%	42%	44%	42%	40%	42%	45%	43%	59%
Don't know	6	1	1	4	5	-	1	-	-	3	3	3	1	2	3	5	-
	1%	*	1%	1%	1%	-	1%	-	-	1%	1%	1%	1%	*	1%	1%	-

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q7 I would like to read out a number of things that might make people recycle more of their household waste. How much more likely would you be to recycle household waste if there were...**

**-Smaller bins for non-recyclable rubbish**

**Base: All respondents**

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out-right (m)	Own with mort-gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
NET: More likely	479	224	256	87	123	104	63	47	56	133	149	88	109	79	175	80	145
	48%him	47%	49%	67%xefgh	54%fgh	49%h	42%	39%	35%	41%	48%	59%xi	50%	36%	47% <sup>m</sup>	49% <sup>m</sup>	60% <sup>xmn</sup>
A lot more likely	312	133	178	59	76	68	38	31	39	78	89	65	80	53	110	54	94
	31%im	28%	34% <sup>a</sup>	46% <sup>xefgh</sup>	33%	32%	25%	25%	25%	24%	29%	43% <sup>xij</sup>	36% <sup>i</sup>	24%	29%	33%	39% <sup>xmn</sup>
A bit more likely	168	90	77	27	48	36	25	16	16	55	60	24	30	26	65	25	51
	17% <sup>h</sup>	19%	15%	21% <sup>h</sup>	21% <sup>h</sup>	17%	17%	13%	10%	17%	19%	16%	13%	12%	17%	16%	21% <sup>m</sup>
No difference	494	243	251	43	100	103	85	68	95	175	157	55	107	135	189	78	93
	49% <sup>ckp</sup>	51%	48%	33%	43%	49% <sup>c</sup>	57% <sup>cd</sup>	56% <sup>cd</sup>	59% <sup>xcd</sup>	55% <sup>k</sup>	50% <sup>k</sup>	37%	49%	61% <sup>xnop</sup>	50% <sup>p</sup>	48%	38%
Don't know	28	14	14	-	7	3	2	6	9	13	5	7	4	8	10	5	5
	3%	3%	3%	-	3%	2%	1%	5% <sup>c</sup>	6% <sup>xcef</sup>	4%	1%	4%	2%	4%	3%	3%	2%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q7 I would like to read out a number of things that might make people recycle more of their household waste. How much more likely would you be to recycle household waste if there were...**

**-Smaller bins for non-recyclable rubbish**

**Base: All respondents**

	Working Status			Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Import-ant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
NET: More likely	479 48%dp	215 47%	48 49%	208 48%	303 41%	15 75%	78 71%xd	71 73%xd	11 59%d	198 51%	281 46%	262 48%	65 49%	213 47%	94 49%	452 48%p	13 30%
A lot more likely	312 31%dp	131 29%	29 29%	147 34%	192 26%	10 52%	55 50%xd	46 48%xd	7 36%	131 34%	181 29%	170 31%	39 29%	141 31%	58 30%	296 32%p	6 13%
A bit more likely	168 17%	84 18%	19 19%	62 14%	111 15%	5 23%	23 21%	24 25%d	4 23%	67 18%	100 16%	92 17%	26 20%	72 16%	36 19%	156 17%	7 16%
No difference	494 49%fg	230 50%	49 49%	209 49%	420 56%xfg	5 23%	30 27%	26 27%	8 41%	171 44%	323 52%i	269 49%	67 49%	228 50%	91 47%	456 49%	29 65%
Don't know	28 3%	12 3%	2 2%	14 3%	25 3%	* 2%	3 2%	- -	- -	16 4%	12 2%	15 3%	3 2%	11 2%	8 4%	24 3%	2 5%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**  
**\* small base; \*\* very small base (under 30) ineligible for sig testing**

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## Greater London Authority Telephone Poll

CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q7 I would like to read out a number of things that might make people recycle more of their household waste. How much more likely would you be to recycle household waste if there were...**

**-Less frequent collections of non-recyclable rubbish**

**Base: All respondents**

	Gender		Age						Social Class				Tenure				
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out-right (m)	Own with mortgage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
NET: More likely	413	195	218	69	107	91	46	47	53	109	139	75	89	75	154	70	114
	41% <sup>fim</sup>	41%	42%	53% <sup>fh</sup>	46% <sup>fh</sup>	43% <sup>f</sup>	31%	39%	33%	34%	45% <sup>i</sup>	50% <sup>i</sup>	41%	34%	41%	43%	47% <sup>m</sup>
A lot more likely	221	102	119	34	52	49	26	28	32	57	65	51	47	43	78	39	61
	22%	21%	23%	26%	23%	23%	18%	23%	20%	18%	21%	34% <sup>xijl</sup>	21%	19%	21%	24%	25%
A bit more likely	192	93	99	36	55	42	20	19	21	52	74	24	42	32	76	30	54
	19%	19%	19%	27% <sup>fh</sup>	24% <sup>fh</sup>	20%	13%	16%	13%	16%	24% <sup>i</sup>	16%	19%	14%	20%	19%	22% <sup>m</sup>
No difference	557	268	289	61	119	113	93	67	104	197	168	66	126	138	204	91	125
	56% <sup>k</sup>	56%	55%	47%	51%	54%	62% <sup>c</sup>	56%	65% <sup>xcde</sup>	61% <sup>k</sup>	54%	44%	57% <sup>k</sup>	62% <sup>p</sup>	55%	56%	51%
Don't know	31	17	14	-	5	6	10	7	3	15	3	9	5	9	16	2	4
	3%	4%	3%	-	2%	3%	7% <sup>xcdh</sup>	5% <sup>c</sup>	2%	5% <sup>j</sup>	1%	6% <sup>j</sup>	2%	4%	4%	1%	2%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q7 I would like to read out a number of things that might make people recycle more of their household waste. How much more likely would you be to recycle household waste if there were...**

**-Less frequent collections of non-recyclable rubbish**

**Base: All respondents**

	Working Status			Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Import-ant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
NET: More likely	413 41%	184 40%	41 41%	179 41%	274 37%	9 43%	63 57%xd	55 57%xd	12 61%xd	164 43%	248 40%	229 42%	56 42%	188 42%	85 44%	380 41%	18 40%
A lot more likely	221 22%	98 22%	22 22%	97 23%	143 19%	3 17%	35 31%d	32 33%xd	7 37%xd	81 21%	140 23%	124 23%	28 21%	94 21%	49 25%	204 22%	8 17%
A bit more likely	192 19%	85 19%	19 19%	81 19%	131 18%	5 26%	28 25%	23 24%	5 24%	84 22%	108 18%	104 19%	28 21%	94 21%	37 19%	176 19%	10 22%
No difference	557 56%fgh	256 56%	55 55%	242 56%	452 60%fgh	11 55%	42 38%	39 41%	7 35%	208 54%	349 57%	301 55%	75 55%	254 56%	98 50%	525 56%	25 55%
Don't know	31 3%	16 4%	4 4%	11 3%	22 3%	* 2%	5 5%	2 3%	1 4%	13 3%	19 3%	17 3%	4 3%	10 2%	11 5%m	27 3%	3 6%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**  
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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q7 I would like to read out a number of things that might make people recycle more of their household waste. How much more likely would you be to recycle household waste if there were...**

**-Financial rewards from your local council for recycling over a certain amount**

**Base: All respondents**

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out-right (m)	Own with mort-gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
NET: More likely	638	317	322	105	170	140	93	63	67	195	213	106	125	109	252	97	180
	64%ghm	66%	62%	81%xefgh	74%xfgh	67%gh	62%h	53%	42%	61%	69%l	71%l	57%	49%	67%nm	60%	74%xmo
A lot more likely	464	232	232	79	126	107	68	41	43	142	150	82	90	78	188	72	127
	46%ghm	48%	45%	61%xfgh	55%xgh	51%gh	45%h	34%	27%	44%	48%	55%l	41%	35%	50%nm	44%	52%mo
A bit more likely	174	85	90	26	44	33	25	22	24	53	63	24	34	32	64	26	53
	17%	18%	17%	20%	19%	16%	17%	18%	15%	17%	20%	16%	16%	14%	17%	16%	22%mo
No difference	352	159	192	25	56	69	57	55	90	122	97	42	91	109	121	64	58
	35%cdp	33%	37%	19%	24%	33%c	38%cd	46%xcde	56%xcdef	38%	31%	28%	41%jk	49%xnp	32%p	39%p	24%
Don't know	11	5	7	-	4	1	1	2	3	3	1	3	5	4	2	1	5
	1%	1%	1%	-	2%	1%	*	2%	2%	1%	*	2%	2%j	2%	*	*	2%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q7 I would like to read out a number of things that might make people recycle more of their household waste. How much more likely would you be to recycle household waste if there were...**

**-Financial rewards from your local council for recycling over a certain amount**

**Base: All respondents**

	Working Status			Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Import-ant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
NET: More likely	638 64%	312 68% <sup>c</sup>	68 68% <sup>c</sup>	250 58%	458 61%	14 72%	77 70%	70 73%	14 74%	264 68% <sup>j</sup>	375 61%	367 67%	83 62%	302 67%	122 63%	596 64%	28 62%
A lot more likely	464 46%	232 51% <sup>c</sup>	46 46%	180 42%	326 44%	13 66%	59 54%	52 54%	12 62% <sup>d</sup>	188 49%	275 45%	267 49%	68 51%	217 48%	93 48%	430 46%	23 51%
A bit more likely	174 17%	80 18%	22 22%	70 16%	132 18%	1 6%	18 17%	18 19%	2 12%	75 20%	99 16%	100 18%	15 11%	85 19%	29 15%	165 18%	5 11%
No difference	352 35%	140 31%	31 32%	174 40% <sup>a</sup>	283 38% <sup>g</sup>	5 25%	32 29%	24 25%	4 22%	116 30%	236 38% <sup>i</sup>	173 32%	49 36%	147 33%	71 37%	326 35%	17 38%
Don't know	11 1%	4 1%	-	7 2%	7 1%	1 3%	1 1%	2 2%	1 3%	6 2%	5 1%	7 1%	3 2%	3 1%	1 *	10 1%	-

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q8 Which, if any, of the following would you be prepared to do to ensure your household waste is recycled?**

**-Summary**

**Base: All respondents**

	Q28 Summary				
	Leave your recyclable waste for doorstep collection, without sorting it yourself	Leave your recyclable waste for doorstep collection, having sorted it yourself	Make sure the waste you recycle is properly cleaned first (for example, washing out cans/bottles)	Take your less commonly recyclable waste to a recycling bank in your local area	Take your less commonly recyclable waste to a recycling bank somewhere else in London, outside of your local area
Unweighted Base	1001	1001	1001	1001	1001
Weighted Base	1001	1001	1001	1001	1001
NET: Yes	709 71%	871 87%	840 84%	639 64%	155 15%
Yes, definitely	499 50%	621 62%	655 65%	333 33%	49 5%
Yes, probably	210 21%	250 25%	185 18%	307 31%	106 11%
No	276 28%	123 12%	158 16%	343 34%	833 83%
Don't know	16 2%	7 1%	3 *	19 2%	13 1%

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q8 Which, if any, of the following would you be prepared to do to ensure your household waste is recycled?**  
**-Leave your recyclable waste for doorstep collection, without sorting it yourself.**

**Base: All respondents**

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
NET: Yes	709 71%hm	341 71%	367 71%	94 72%h	167 73%h	157 75%h	114 76%h	85 71%h	91 57%	231 72%	224 72%	106 70%	148 67%	143 64%	274 73% m	113 70%	178 73% m
Yes, definitely	499 50%ch	233 49%	266 51%	49 37%	120 52% ch	121 58% ch	84 56% ch	67 56% ch	58 36%	171 53%	155 50%	70 47%	103 47%	101 45%	200 54%	72 44%	126 52%
Yes, probably	210 21%	108 23%	101 19%	46 35% xdefg h	47 20%	36 17%	31 20%	18 15%	33 21%	60 19%	69 22%	35 24%	45 20%	42 19%	74 20%	42 26%	52 22%
No	276 28%	130 27%	146 28%	36 28%	63 27%	50 24%	31 20%	35 29%	62 39% xdef	84 26%	80 26%	44 30%	69 31%	75 34% n	95 25%	44 27%	62 26%
Don't know	16 2%	9 2%	7 1%	- -	- -	4 2%	5 3% dg	- -	7 4% xcdg	5 2%	6 2%	- -	4 2%	4 2%	5 1%	4 2%	2 1%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**  
**\* small base**

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q8 Which, if any, of the following would you be prepared to do to ensure your household waste is recycled?**  
**-Leave your recyclable waste for doorstep collection, without sorting it yourself.**

**Base: All respondents**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
NET: Yes	709	337	78	282	537	14	81	58	12	287	422	370	101	330	133	660	32
	71%	74% <sup>c</sup>	78% <sup>c</sup>	65%	72% <sup>g</sup>	72%	73%	61%	63%	74%	69%	68%	75%	73%	69%	71%	72%
Yes, definitely	499	252	54	186	384	12	48	42	7	195	304	272	72	233	91	470	19
	50% <sup>c</sup>	55% <sup>c</sup>	54% <sup>c</sup>	43%	51%	62%	44%	43%	38%	51%	49%	50%	53%	51%	47%	50%	41%
Yes, probably	210	85	24	96	153	2	33	17	5	91	118	98	29	98	43	190	14
	21%	19%	25%	22%	20%	10%	29%	17%	25%	24%	19%	18%	22%	22%	22%	20%	30%
No	276	113	21	139	196	6	30	38	5	91	185	165	33	117	58	256	13
	28%	25%	21%	32% <sup>ab</sup>	26%	28%	27%	39% <sup>xd</sup>	29%	24%	30%	30%	24%	26%	30%	27%	28%
Don't know	16	5	1	10	14	-	-	-	2	7	9	12	1	5	3	16	-
	2%	1%	1%	2%	2%	-	-	-	9% <sup>xdfg</sup>	2%	1%	2%	1%	1%	1%	2%	-

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**  
**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q8 Which, if any, of the following would you be prepared to do to ensure your household waste is recycled?**  
**-Leave your recyclable waste for doorstep collection, having sorted it yourself.**

**Base: All respondents**

	Gender		Age						Social Class				Tenure				
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
NET: Yes	871 87%	416 87%	455 87%	116 89%	198 86%	191 91%fh	124 83%	107 89%	134 84%	280 87%	274 88%	131 87%	186 85%	198 89%	326 87%	136 84%	211 87%
Yes, definitely	621 62% <sup>c</sup>	295 62%	326 63%	64 49%	130 57%	146 69% <sup>cd</sup>	91 60%	85 71% <sup>cd</sup>	105 65% <sup>c</sup>	204 64%	188 61%	96 64%	133 60%	148 67%	237 63%	94 58%	142 59%
Yes, probably	250 25%	121 25%	129 25%	51 40% <sup>xefgh</sup>	68 30% <sup>gh</sup>	46 22%	34 22%	22 18%	29 18%	75 24%	86 28%	35 23%	53 24%	50 22%	89 24%	43 26%	68 28%
No	123 12%	60 13%	62 12%	14 11%	32 14%	18 9%	25 16% <sup>e</sup>	13 11%	21 13%	36 11%	36 12%	19 13%	31 14%	24 11%	46 12%	22 13%	31 13%
Don't know	7 1%	4 1%	3 1%	- -	- -	1 *	1 1%	* *	5 3% <sup>xd</sup>	5 1% <sup>j</sup>	- -	- -	3 1%	1 *	2 1%	4 2%	1 *

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q8 Which, if any, of the following would you be prepared to do to ensure your household waste is recycled?**  
**-Leave your recyclable waste for doorstep collection, having sorted it yourself.**

**Base: All respondents**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
NET: Yes	871	399	88	374	651	17	97	84	16	327	544	478	116	400	161	823	31
	87%p	87%	89%	87%	87%	87%	88%	87%	81%	85%	88%	88%	86%	88%	83%	88%p	69%
Yes, definitely	621	285	67	260	472	12	58	62	11	210	411	349	81	297	114	593	16
	62%ip	63%	67%	60%	63%	58%	53%	65%	60%	55%	67%i	64%	60%	66%	59%	64%p	36%
Yes, probably	250	114	21	114	179	6	39	21	4	117	133	130	34	103	47	230	15
	25%	25%	21%	26%	24%	28%	35%xd	22%	21%	30%j	22%	24%	26%	23%	24%	25%	33%
No	123	55	11	52	90	2	13	13	4	52	71	62	19	51	30	104	13
	12%	12%	11%	12%	12%	11%	12%	13%	19%	14%	11%	11%	14%	11%	16%	11%	29%xo
Don't know	7	2	-	5	7	*	-	-	-	6	1	6	-	2	2	6	1
	1%	*	-	1%	1%	2%	-	-	-	2%j	*	1%	-	*	1%	1%	2%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**  
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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q8 Which, if any, of the following would you be prepared to do to ensure your household waste is recycled?**  
**-Make sure the waste you recycle is properly cleaned first (for example, washing out cans/bottles).**

**Base: All respondents**

	Gender		Age						Social Class				Tenure				
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out-right (m)	Own with mortgage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
NET: Yes	840	394	446	112	188	171	115	105	149	257	264	127	192	194	304	139	204
	84%f	82%	86%	86%	81%	81%	77%	88%f	93%xcdef	80%	85%	84%	87%i	87%	81%	86%	84%
Yes, definitely	655	283	372	72	130	143	84	96	131	199	199	94	163	162	234	112	147
	65%adf	59%	71%xa	55%	56%	68%df	56%	80%xcdef	82%xcdef	62%	64%	63%	74%xijk	73%xnp	63%	69%	61%
Yes, probably	185	111	74	41	58	27	31	10	18	58	65	33	29	32	70	27	56
	18%gh	23%b	14%	31%xegh	25%xegh	13%	20%gh	8%	12%	18%	21%l	22%	13%	14%	19%	17%	23%m
No	158	84	74	18	43	40	33	15	10	62	46	22	27	27	69	22	39
	16%h	17%	14%	14%	19%h	19%h	22%gh	12%	6%	19%l	15%	15%	12%	12%	18%	14%	16%
Don't know	3	3	*	-	-	-	2	-	1	1	-	1	1	1	1	1	-
	*	1%	*	-	-	-	1%	-	1%	*	-	1%	*	1%	*	*	-

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q8 Which, if any, of the following would you be prepared to do to ensure your household waste is recycled?**  
**-Make sure the waste you recycle is properly cleaned first (for example, washing out cans/bottles).**

**Base: All respondents**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
NET: Yes	840	367	81	379	632	20	87	80	16	318	522	475	108	385	152	800	25
	84%p	81%	82%	88%a	84%	100%	79%	83%	83%	83%	85%	87%	80%	85%	79%	86%p	56%
Yes, definitely	655	285	61	299	502	14	62	61	11	235	421	379	79	292	124	626	17
	65%p	63%	62%	69%	67%f	69%	56%	64%	59%	61%	68%i	69%l	59%	65%	64%	67%p	38%
Yes, probably	185	82	20	80	129	6	26	19	5	83	102	96	29	93	28	174	8
	18%	18%	20%	18%	17%	31%	23%	19%	24%	22%	17%	18%	21%	21%	14%	19%	17%
No	158	87	18	52	114	-	23	16	3	65	93	70	27	67	40	129	20
	16%	19%c	18%	12%	15%	-	21%	17%	14%	17%	15%	13%	20%k	15%	21%	14%	44%xo
Don't know	3	2	-	1	2	-	-	-	1	2	1	1	-	-	2	3	*
	*	*	-	*	*	-	-	-	3%xdfg	1%	*	*	-	-	1%	*	1%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**  
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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q8 Which, if any, of the following would you be prepared to do to ensure your household waste is recycled?**  
**-Take your less commonly recyclable waste to a recycling bank in your local area.**

**Base: All respondents**

	Gender		Age						Social Class				Tenure				
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
NET: Yes	639	318	322	86	141	149	95	87	82	214	198	96	132	143	247	97	152
	64%h	66%	62%	66%h	61%	71%h	64%h	72%h	51%	67%	64%	64%	60%	64%	66%	60%	63%
Yes, definitely	333	163	170	41	51	72	53	59	57	117	89	55	72	89	118	51	75
	33%d	34%	33%	31%	22%	34%d	36%d	49%xcdef h	36%d	36%	29%	37%	33%	40%np	32%	32%	31%
Yes, probably	307	155	151	45	90	77	42	28	24	97	109	41	60	54	129	46	77
	31%h	32%	29%	35%h	39%xfgh	37%gh	28%h	23%	15%	30%	35%	27%	27%	24%	35%m	28%	32%
No	343	150	193	43	86	59	51	29	74	97	107	54	85	76	122	60	85
	34%g	31%	37%	33%	37%g	28%	34%	24%	46%xefg	30%	34%	36%	39%	34%	33%	37%	35%
Don't know	19	13	6	2	3	2	3	4	5	10	6	-	3	4	4	5	5
	2%	3%	1%	1%	1%	1%	2%	3%	3%	3%	2%	-	1%	2%	1%	3%	2%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**  
**\* small base**

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q8 Which, if any, of the following would you be prepared to do to ensure your household waste is recycled?**  
**-Take your less commonly recyclable waste to a recycling bank in your local area.**

**Base: All respondents**

	Working Status			Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
NET: Yes	639	295	68	267	484	15	65	60	11	246	393	355	85	295	122	611	16
	64%p	65%	68%	62%	65%	75%	59%	62%	58%	64%	64%	65%	63%	65%	63%	66%p	36%
Yes, definitely	333	132	40	152	250	9	33	33	6	109	224	201	38	139	70	317	10
	33%	29%	41%a	35%	33%	43%	29%	35%	32%	28%	36%i	37%	28%	31%	36%	34%	22%
Yes, probably	307	163	27	115	234	6	33	26	5	138	169	154	47	157	52	294	7
	31%p	36%c	28%	27%	31%	32%	29%	27%	26%	36%j	27%	28%	35%	35%	27%	32%p	14%
No	343	157	31	150	252	5	43	33	8	131	212	183	45	148	69	302	29
	34%	34%	31%	35%	34%	25%	39%	34%	42%	34%	34%	33%	33%	33%	36%	32%	64%xo
Don't know	19	4	*	14	12	-	3	4	-	8	10	9	5	9	2	19	-
	2%	1%	*	3%a	2%	-	2%	4%	-	2%	2%	2%	4%	2%	1%	2%	-

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**  
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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q8 Which, if any, of the following would you be prepared to do to ensure your household waste is recycled?**  
**-Take your less commonly recyclable waste to a recycling bank somewhere else in London, outside of your local area.**

**Base: All respondents**

	Gender		Age						Social Class				Tenure				
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
NET: Yes	155 15%	78 16%	77 15%	25 19%	33 14%	39 18%h	20 13%	23 19%h	16 10%	49 15%	48 16%	22 15%	35 16%	26 12%	45 12%	36 22%mn	48 20%mn
Yes, definitely	49 5%	18 4%	31 6%	6 5%	11 5%	13 6%	4 3%	7 5%	8 5%	12 4%	18 6%	2 1%	17 8%k	8 3%	13 3%	16 10%xmn	12 5%
Yes, probably	106 11%h	60 12%	46 9%	19 14%h	22 10%	26 12%h	15 10%	17 14%h	8 5%	37 12%	30 10%	20 14%	18 8%	18 8%	32 9%	20 12%	36 15%mn
No	833 83%	397 83%	436 84%	104 80%	194 84%	169 80%	129 86%	94 78%	143 90%xeg	265 83%	261 84%	126 84%	181 82%	193 87%op	325 87%op	124 77%	191 79%
Don't know	13 1%	5 1%	8 1%	2 1%	3 1%	3 1%	1 1%	3 3%	1 1%	6 2%j	1 *	2 1%	4 2%	4 2%	4 1%	2 1%	3 1%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q8 Which, if any, of the following would you be prepared to do to ensure your household waste is recycled?**  
**-Take your less commonly recyclable waste to a recycling bank somewhere else in London, outside of your local area.**

**Base: All respondents**

	Working Status			Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
NET: Yes	155	67	22	65	107	4	20	20	3	66	89	84	23	72	28	150	2
	15%	15%	22%	15%	14%	19%	18%	21%	17%	17%	14%	15%	17%	16%	14%	16%	5%
Yes, definitely	49	22	6	20	28	1	10	10	1	15	34	36	4	20	7	47	1
	5%	5%	6%	5%	4%	4%	9% <sup>d</sup>	10% <sup>d</sup>	3%	4%	5%	6%	3%	4%	4%	5%	3%
Yes, probably	106	45	16	45	80	3	11	10	3	51	55	49	20	52	21	103	1
	11%	10%	16%	10%	11%	15%	10%	10%	14%	13%	9%	9%	15%	11%	11%	11%	2%
No	833	386	77	358	632	16	88	74	16	312	522	457	108	378	162	770	43
	83%	85%	77%	83%	85%	81%	80%	77%	83%	81%	85%	84%	80%	83%	84%	83%	95%
Don't know	13	3	1	9	8	-	2	2	-	8	5	5	3	3	3	12	-
	1%	1%	1%	2%	1%	-	2%	2%	-	2%	1%	1%	2%	1%	2%	1%	-

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**  
**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q9 If there were an organisation that would pick up things like your old sofa and pass it on to someone else, which of the following would be the first thing you would want to know to help you decide whether to use them or not?**

**Base: All respondents**

	Gender		Age						Social Class				Tenure				
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out-right (m)	Own with mortgage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
How much the service would cost	428 43%h	198 41%	231 44%	54 41%h	123 54%xegh	89 42%h	74 49%gh	44 36%	44 28%	147 46%kl	151 49%kl	52 35%	79 36%	80 36%	176 47% <sup>m</sup>	68 42%	104 43%
Whether the organisation was reliable	201 20%	97 20%	104 20%	35 27% <sup>f</sup>	37 16%	42 20%	22 15%	28 23%	38 24% <sup>f</sup>	68 21%	64 21%	35 23%	35 16%	53 24%	67 18%	32 20%	49 20%
Who my sofa would be given to	121 12%	62 13%	59 11%	14 11%	25 11%	35 17% <sup>h</sup>	16 11%	16 13%	15 9%	46 14%	39 13%	18 12%	19 9%	25 11%	58 15%	14 9%	25 10%
Whether my sofa was still in good enough condition to be passed on	96 10%	43 9%	54 10%	5 4%	20 9%	23 11%	15 10%	11 9%	22 14% <sup>c</sup>	20 6%	30 10%	16 11%	30 14% <sup>i</sup>	22 10%	35 9%	13 8%	28 11%
Take it to charity/give to a good cause	6 1%	3 1%	3 1%	-	-	-	2 1%	* *	4 3% <sup>xde</sup>	* *	-	1 1%	5 2% <sup>xij</sup>	5 2% <sup>xnp</sup>	-	1 1%	* *
Don't want to pay/free of charge	4 *	1 *	2 *	-	1 1%	1 *	1 1%	-	1 1%	1 *	1 *	-	1 1%	1 1%	-	-	2 1%
This service already exists	3 *	3 1%	-	2 1%	-	-	-	1 1%	-	2 1%	-	1 1%	-	1 1%	-	2 1%	-
Would need to know more about it/check on the authenticity of company	3 *	1 *	1 *	-	-	* *	1 1%	-	1 1%	* *	-	1 1%	1 1%	-	2 *	1 1%	-
Already done by the council	2 *	1 *	1 *	-	-	-	1 1%	1 *	1 *	1 *	-	1 1%	1 *	2 1%	-	-	-
No objection/would use it	9 1%	6 1%	3 1%	4 3% <sup>d</sup>	-	2 1%	1 1%	2 2%	-	3 1%	2 1%	-	4 2%	2 1%	2 1%	4 3%	1 *
Other	5 *	-	5 1%	-	-	4 2% <sup>x</sup>	-	1 1%	-	1 *	2 1%	2 2%	-	-	5 1%	-	-

**Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

\* small base

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q9 If there were an organisation that would pick up things like your old sofa and pass it on to someone else, which of the following would be the first thing you would want to know to help you decide whether to use them or not?**

**Base: All respondents**

	Gender		Age						Social Class				Tenure				
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out-right (m)	Own with mort-gage (n)	Council rent (o)	Other (p)
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
Nothing - I wouldn't consider this as an option	86 9% <sup>n</sup>	44 9%	42 8%	11 8%	16 7%	11 5%	11 7%	11 9%	26 16% <sup>xdef</sup>	22 7%	15 5%	15 10%	34 15% <sup>xij</sup>	28 13% <sup>xn</sup>	18 5%	16 10%	24 10% <sup>n</sup>
Don't know	35 4%	20 4%	15 3%	4 3%	7 3%	3 1%	6 4%	6 5%	9 5% <sup>e</sup>	9 3%	7 2%	8 5%	11 5%	3 1%	12 3%	11 7% <sup>m</sup>	10 4%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q9 If there were an organisation that would pick up things like your old sofa and pass it on to someone else, which of the following would be the first thing you would want to know to help you decide whether to use them or not?**

**Base: All respondents**

	Working Status			Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
How much the service would cost	428 43%	222 49% <sup>c</sup>	39 40%	161 37%	324 43%	7 37%	47 43%	38 40%	9 46%	166 43%	262 43%	220 40%	58 43%	200 44%	84 44%	388 42%	29 64% <sup>xo</sup>
Whether the organisation was reliable	201 20%	87 19%	23 23%	87 20%	153 21%	5 26%	22 20%	16 16%	4 23%	81 21%	120 20%	114 21%	36 26%	99 22%	39 20%	193 21%	5 10%
Who my sofa would be given to	121 12%	64 14%	13 13%	44 10%	90 12%	2 12%	12 11%	14 14%	2 9%	50 13%	72 12%	72 13%	17 13%	48 11%	22 12%	117 13%	3 7%
Whether my sofa was still in good enough condition to be passed on	96 10%	36 8%	13 13%	46 11%	71 10%	3 14%	10 9%	12 12%	* 2%	34 9%	63 10%	55 10%	11 8%	42 9%	22 11%	94 10%	1 2%
Take it to charity/give to a good cause	6 1%	1 *	- -	5 1%	6 1%	- -	- -	- -	* 2%	1 *	5 1%	2 *	- -	1 *	2 1%	6 1%	- -
Don't want to pay/free of charge	4 *	1 *	1 1%	2 1%	3 *	- -	- -	- -	1 3% <sup>xdfg</sup>	1 *	3 *	1 *	1 *	1 *	- -	4 *	- -
This service already exists	3 *	- -	- -	3 1%	3 *	- -	- -	- -	- -	2 *	1 *	3 1%	- -	1 *	- -	3 *	- -
Would need to know more about it/check on the authenticity of company	3 *	1 *	* *	1 *	3 *	- -	- -	- -	* 1%	1 *	1 *	- -	1 1% <sup>k</sup>	* *	- -	1 *	- -
Already done by the council	2 *	1 *	1 1%	1 *	2 *	- -	- -	- -	- -	2 *	1 *	1 *	1 1%	1 *	2 1%	2 *	- -
No objection/would use it	9 1%	3 1%	2 2%	4 1%	5 1%	- -	4 4% <sup>xd</sup>	- -	- -	6 2%	3 1%	4 1%	- -	8 2%	2 1%	9 1%	- -
Other	5 *	1 *	- -	4 1%	5 1%	- -	- -	- -	- -	3 1%	2 *	4 1%	- -	2 *	- -	5 1%	- -

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

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## Greater London Authority Telephone Poll

CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q9 If there were an organisation that would pick up things like your old sofa and pass it on to someone else, which of the following would be the first thing you would want to know to help you decide whether to use them or not?**

**Base: All respondents**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
Nothing - I wouldn't consider this as an option	86 9%	27 6%	6 6%	51 12%a	54 7%	2 9%	12 11%	14 14%d	3 15%	26 7%	61 10%	51 9%	9 7%	39 9%	14 7%	77 8%	8 17%
Don't know	35 4%	13 3%	2 2%	21 5%	28 4%	* 2%	4 3%	3 3%	- -	14 4%	21 3%	20 4%	2 1%	11 2%	7 3%	33 3%	- -

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**  
**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

#### Q10 To what extent do you agree or disagree with the following statements?

##### -Summary

Base: All respondents

		Q10 Summary					
		I prefer to know something is being used again rather than thrown away	When I buy something new, for example a new sofa, I try to make sure that the old one is reused and not thrown away	If there was a service that picked up things that I no longer needed but that could be used by others I would use it	I try to reduce waste by purchasing products with less packaging	I try to reduce waste by purchasing reusable or refillable items	I plan my meals and use up leftovers in order to reduce food waste
Unweighted Base		1001	1001	1001	1001	1001	1001
Weighted Base		1001	1001	1001	1001	1001	1001
NET: Agree		893 89%	836 83%	939 94%	718 72%	716 72%	743 74%
Strongly agree	(+2)	690 69%	585 58%	770 77%	498 50%	455 45%	530 53%
Tend to agree	(+1)	203 20%	251 25%	169 17%	220 22%	261 26%	213 21%
Neither/ nor	(0)	70 7%	96 10%	27 3%	148 15%	174 17%	114 11%
Tend to disagree	(-1)	14 1%	35 3%	15 2%	74 7%	65 6%	89 9%
Strongly disagree	(-2)	20 2%	23 2%	18 2%	52 5%	37 4%	49 5%
NET: Disagree		33 3%	58 6%	33 3%	126 13%	102 10%	138 14%
Don't know		5 *	12 1%	1 *	9 1%	9 1%	6 1%
Mean		1.54	1.35	1.66	1.05	1.04	1.09
Standard Deviation		0.84	0.96	0.77	1.19	1.11	1.20
Standard Error		0.03	0.03	0.02	0.04	0.04	0.04

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q10 To what extent do you agree or disagree with the following statements?**  
**-I prefer to know something is being used again rather than thrown away**

**Base: All respondents**

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
NET: Agree	893 89%	430 89%	464 89%	108 83%	203 88%	189 90%	137 91%	110 91%	147 92% <sup>c</sup>	292 91% <sup>l</sup>	285 92% <sup>l</sup>	129 86%	188 85%	202 91%	342 91%	139 86%	212 87%
Strongly agree	(+2) 690 69% <sup>c</sup>	317 66%	373 72%	69 53%	155 67% <sup>c</sup>	152 72% <sup>c</sup>	108 72% <sup>c</sup>	79 66%	128 80% <sup>xcdg</sup>	233 73%	211 68%	95 63%	151 69%	162 73%	258 69%	110 68%	159 66%
Tend to agree	(+1) 203 20% <sup>h</sup>	112 23% <sup>b</sup>	90 17%	38 30% <sup>eh</sup>	48 21% <sup>h</sup>	38 18%	29 19%	31 26% <sup>h</sup>	19 12%	59 18%	74 24%	33 22%	37 17%	39 18%	83 22%	28 17%	52 22%
Neither/ nor	(0) 70 7% <sup>m</sup>	32 7%	38 7%	17 13% <sup>fgh</sup>	22 10% <sup>h</sup>	14 7%	6 4%	5 4%	5 3%	21 7%	20 6%	9 6%	20 9%	7 3%	24 6%	18 11% <sup>m</sup>	20 8% <sup>m</sup>
Tend to disagree	(-1) 14 1%	6 1%	8 1%	1 *	2 1%	2 1%	4 2%	1 1%	4 3%	3 1%	2 *	3 2%	6 3%	4 2%	3 1%	2 1%	5 2%
Strongly disagree	(-2) 20 2%	10 2%	9 2%	2 2%	4 2%	5 2%	3 2%	3 2%	2 1%	4 1%	4 1%	8 5% <sup>ij</sup>	4 2%	5 2%	5 1%	3 2%	6 2%
NET: Disagree	33 3%	16 3%	17 3%	3 2%	6 3%	7 3%	7 5%	4 4%	6 4%	7 2%	6 2%	10 7% <sup>ij</sup>	10 5%	9 4%	8 2%	5 3%	11 4%
Don't know	5 *	3 1%	2 *	3 2%	- -	- -	- -	1 1%	1 1%	- -	- -	3 2% <sup>i</sup>	2 1%	4 2% <sup>xn</sup>	- -	- -	* *
Mean	1.54	1.51	1.56	1.34	1.51	1.57	1.56	1.52	1.68 <sup>xcd</sup>	1.61 <sup>k</sup>	1.57	1.39	1.49	1.60	1.57	1.49	1.46
Standard Deviation	0.84	0.85	0.84	0.86	0.84	0.84	0.86	0.85	0.77	0.76	0.75	1.04	0.91	0.84	0.77	0.89	0.91
Standard Error	0.03	0.04	0.04	0.10	0.06	0.06	0.07	0.07	0.06	0.04	0.05	0.10	0.06	0.05	0.04	0.08	0.06

**Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q10 To what extent do you agree or disagree with the following statements?**  
**-I prefer to know something is being used again rather than thrown away**

**Base: All respondents**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
NET: Agree	893 89%fgp	410 90%	91 92%	379 88%	684 92%fg	19 96%	89 81%	77 80%	16 84%	345 90%	548 89%	504 92%	119 88%	406 90%	166 86%	840 90%p	34 74%
Strongly agree (+2)	690 69%fp	316 69%	70 71%	295 68%	534 71%f	16 79%	61 56%	61 64%	12 64%	266 69%	424 69%	391 72%	103 76%	311 69%	126 65%	660 71%p	16 35%
Tend to agree (+1)	203 20%l	94 21%	20 20%	84 19%	150 20%	3 17%	28 26%	16 16%	4 21%	79 20%	124 20%	113 21%l	16 12%	95 21%	40 21%	180 19%	18 39%xo
Neither/ nor (0)	70 7%k	36 8%	5 5%	29 7%	41 5%	* 2%	16 14%xd	11 11%	2 9%	30 8%	39 6%	16 3%	14 11%k	29 6%	19 10%	61 7%	7 14%
Tend to disagree (-1)	14 1%	5 1%	2 2%	7 2%	10 1%	* 2%	2 2%	1 1%	- -	5 1%	9 1%	10 2%	* *	8 2%	3 1%	9 1%	3 7%xo
Strongly disagree (-2)	20 2%	5 1%	2 2%	12 3%	9 1%	- -	3 3%	6 7%xd	1 6% d	4 1%	15 3%	12 2%	* *	8 2%	5 3%	17 2%	2 4%
NET: Disagree	33 3%	10 2%	3 3%	19 4%	19 3%	* 2%	5 5%	7 7% d	1 6%	9 2%	25 4%	22 4%	1 1%	16 4%	8 4%	26 3%	5 11% xo
Don't know	5 *	- -	* *	4 1%	3 *	- -	- -	1 1%	- -	1 *	4 1%	4 1%	* *	1 *	* *	5 1%	- -
Mean	1.54fgp	1.56	1.58	1.51	1.60fg	1.72	1.29	1.32	1.36	1.56	1.52	1.59	1.64	1.54	1.45	1.57p	0.94
Standard Deviation	0.84	0.78	0.81	0.91	0.76	0.63	0.98	1.14	1.11	0.78	0.88	0.83	0.71	0.84	0.93	0.81	1.09
Standard Error	0.03	0.04	0.07	0.05	0.03	0.11	0.09	0.13	0.17	0.04	0.03	0.04	0.06	0.04	0.06	0.03	0.17

**Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**  
**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q10 To what extent do you agree or disagree with the following statements?**

**-When I buy something new, for example a new sofa, I try to make sure that the old one is reused and not thrown away**

**Base: All respondents**

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
NET: Agree	836 83%	386 80%	450 86%a	103 79%	197 86%	178 85%	122 82%	95 79%	139 87%	263 82%	264 85%	119 80%	189 86%	181 81%	316 85%	148 91%xmp	191 79%
Strongly agree	(+2) 585 58%	257 53%	328 63%a	67 51%	130 57%	127 60%	86 57%	67 56%	108 67%xcdg	179 56%	180 58%	83 55%	143 65%i	128 58%	220 59%	105 65%	132 55%
Tend to agree	(+1) 251 25%	129 27%	121 23%	36 28%	67 29%h	51 24%	36 24%	29 24%	31 20%	84 26%	84 27%	36 24%	46 21%	53 24%	96 26%	43 27%	59 24%
Neither/ nor	(0) 96 10%	50 10%	46 9%	11 8%	21 9%	21 10%	12 8%	16 14%	15 9%	30 9%	30 10%	14 9%	22 10%	26 12%o	36 10%	7 4%	26 11%o
Tend to disagree	(-1) 35 3%	21 4%	14 3%	8 6%h	6 2%	4 2%	13 9%xdegh	3 2%	1 1%	13 4%	12 4%	7 4%	3 2%	6 3%	12 3%	5 3%	13 5%
Strongly disagree	(-2) 23 2%	14 3%	9 2%	2 1%	6 3%	5 3%	3 2%	4 4%	2 1%	11 3%j	2 1%	4 3%	5 2%	4 2%	8 2%	2 1%	9 4%
NET: Disagree	58 6%	35 7%	23 4%	10 8%	12 5%	10 5%	16 11%xeh	7 6%	3 2%	24 8%	14 5%	11 7%	9 4%	9 4%	19 5%	7 4%	22 9%m
Don't know	12 1%	9 2%	3 1%	6 5%xdf	-	2 1%	-	1 1%	2 1%	3 1%	2 1%	6 4%xij	*	6 3%n	2 1%	*	4 1%
Mean	1.35	1.26	1.44a	1.28	1.34	1.39	1.27	1.26	1.53xfg	1.28	1.38	1.31	1.45	1.37	1.37	1.50p	1.22
Standard Deviation	0.96	1.02	0.89	0.97	0.94	0.93	1.05	1.04	0.81	1.03	0.87	1.02	0.91	0.92	0.93	0.83	1.09
Standard Error	0.03	0.05	0.04	0.11	0.06	0.07	0.08	0.09	0.06	0.05	0.05	0.09	0.06	0.05	0.05	0.07	0.07

**Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

\* small base

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q10 To what extent do you agree or disagree with the following statements?**

**-When I buy something new, for example a new sofa, I try to make sure that the old one is reused and not thrown away**

**Base: All respondents**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
NET: Agree	836 83%np	377 83%	80 81%	366 85%	632 85%	17 84%	90 82%	76 79%	15 76%	331 86%	505 82%	463 85%	119 88%	396 87%n	148 77%	788 85%p	26 57%
Strongly agree (+2)	585 58%fp	254 56%	61 61%	260 60%	448 60%f	11 56%	52 47%	57 60%	11 58%	223 58%	362 59%	334 61%	86 64%	271 60%	111 57%	557 60%p	14 30%
Tend to agree (+1)	251 25%	122 27%	20 20%	106 25%	184 25%	6 29%	38 34%g	19 19%	3 18%	108 28%	143 23%	129 24%	33 24%	125 28%n	37 19%	231 25%	12 27%
Neither/ nor (0)	96 10%	48 11%	14 14%c	32 7%	73 10%	1 5%	10 9%	7 7%	2 12%	28 7%	67 11%	40 7%	11 8%	36 8%	26 13%m	88 9%	8 17%
Tend to disagree (-1)	35 3%	16 4%	1 1%	17 4%	22 3%	1 5%	4 4%	6 6%	1 8%	16 4%	19 3%	23 4%	3 2%	7 2%	12 6%m	29 3%	6 13%xo
Strongly disagree (-2)	23 2%	12 3%	2 2%	8 2%	12 2%	1 4%	4 4%	5 5%	1 4%	8 2%	15 2%	14 3%	1 1%	11 2%	5 3%	17 2%	4 9%xo
NET: Disagree	58 6%	29 6%	4 4%	25 6%	34 5%	2 9%	9 8%	11 11%d	2 11%	24 6%	34 6%	37 7%	4 3%	18 4%	17 9%m	47 5%	10 21%xo
Don't know	12 1%	2 *	1 1%	9 2%	8 1%	* 2%	1 1%	2 2%	- -	2 1%	10 2%	6 1%	1 1%	3 1%	2 1%	9 1%	2 4%
Mean	1.35p	1.30	1.38	1.40	1.40f	1.29	1.19	1.26	1.19	1.36	1.35	1.38	1.49	1.42n	1.24	1.39p	0.60
Standard Deviation	0.96	0.98	0.94	0.93	0.90	1.07	1.03	1.16	1.18	0.94	0.97	0.98	0.81	0.89	1.07	0.92	1.31
Standard Error	0.03	0.05	0.08	0.05	0.03	0.19	0.10	0.13	0.18	0.05	0.04	0.04	0.07	0.04	0.07	0.03	0.20

**Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Prepared for the Greater London Authority by ICM Research**

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q10 To what extent do you agree or disagree with the following statements?**

**-If there was a service that picked up things that I no longer needed but that could be used by others I would use it**

**Base: All respondents**

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
NET: Agree	939 94%	445 93%	494 95%	119 91%	213 92%	206 98% <small>xcd</small>	140 94%	109 91%	152 95%	303 95% <small>k</small>	295 95% <small>k</small>	134 89%	208 94%	205 92%	358 96% <small>p</small>	157 97% <small>p</small>	220 91%
Strongly agree	(+2) 77%	354 74%	416 80% <small>a</small>	94 73%	179 78%	163 77%	118 78%	90 75%	126 79%	252 79%	240 77%	113 75%	165 75%	172 78%	291 78%	134 83% <small>p</small>	172 71%
Tend to agree	(+1) 17%	91 19%	79 15%	24 19%	34 15%	44 21%	23 15%	19 16%	25 16%	51 16%	55 18%	21 14%	43 19%	33 15%	67 18%	23 14%	47 19%
Neither/ nor	(0) 3%	11 2%	17 3%	1 1%	9 4% <small>e</small>	1 *	7 4% <small>e</small>	7 6% <small>e</small>	4 2%	7 2%	8 3%	6 4%	7 3%	8 4%	10 3%	3 2%	7 3%
Tend to disagree	(-1) 2%	13 3% <small>b</small>	3 1%	4 3%	4 2%	1 1%	1 1%	3 2%	3 2%	4 1%	2 1%	7 5% <small>xijl</small>	2 1%	5 2%	5 1%	1 *	5 2%
Strongly disagree	(-2) 2%	12 3%	6 1%	7 5%	5 2%	2 1%	1 1%	1 1%	2 1%	5 2%	6 2%	4 2%	3 1%	3 1%	2 1%	2 1%	11 4% <small>xmn</small>
NET: Disagree	33 3%	25 5% <small>b</small>	9 2%	11 8% <small>xef</small>	9 4%	3 1%	3 2%	4 3%	5 3%	9 3%	8 2%	11 7% <small>xj</small>	5 2%	8 4%	7 2%	3 2%	16 7% <small>xn</small>
Don't know	1 *	- -	1 *	- -	- -	- -	* *	1 1%	- -	1 *	- -	- -	- -	1 *	- -	- -	- -
Mean	1.66 <small>p</small>	1.59	1.72 <small>a</small>	1.50	1.64	1.73 <small>c</small>	1.70	1.63	1.69	1.69	1.68	1.55	1.65	1.66	1.71 <small>p</small>	1.77 <small>p</small>	1.51
Standard Deviation	0.77	0.86	0.66	1.04	0.81	0.59	0.68	0.76	0.72	0.73	0.73	0.95	0.72	0.77	0.63	0.62	0.99
Standard Error	0.02	0.04	0.03	0.11	0.05	0.04	0.05	0.06	0.05	0.04	0.05	0.09	0.05	0.05	0.03	0.06	0.06

**Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q10 To what extent do you agree or disagree with the following statements?**

**-If there was a service that picked up things that I no longer needed but that could be used by others I would use it**

**Base: All respondents**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
NET: Agree	939 94%gp	437 96%b	88 89%	401 93%	712 95%g	19 95%	102 92%	82 86%	17 91%	360 94%	579 94%	515 94%	127 94%	431 95%	184 95%	884 95%p	34 76%
Strongly agree (+2)	770 77%hp	356 78%	73 73%	328 76%	590 79%gh	17 86%	78 71%	66 69%	11 60%	287 74%	483 78%	424 78%	104 77%	355 79%	144 75%	725 78%p	27 61%
Tend to agree (+1)	169 17%	81 18%	15 16%	72 17%	121 16%	2 9%	23 21%	17 17%	6 31%xd	73 19%	96 16%	92 17%	23 17%	76 17%	40 21%	159 17%	7 15%
Neither/ nor (0)	27 3%	8 2%	6 6%a	13 3%	17 2%	1 3%	3 3%	6 6%	1 4%	14 4%	14 2%	9 2%	7 5%k	8 2%	6 3%	25 3%	2 5%
Tend to disagree (-1)	15 2%i	5 1%	1 1%	10 2%	12 2%	- -	1 1%	3 3%	- -	* *	15 2%i	10 2%	1 1%	4 1%	- -	9 1%	5 11%xo
Strongly disagree (-2)	18 2%	5 1%	4 4%a	8 2%	6 1%	* 2%	5 5%d	5 5%xd	1 5%d	10 3%	7 1%	13 2%	- -	9 2%	3 1%	13 1%	4 8%xo
NET: Disagree	33 3%	10 2%	5 5%	18 4%	18 2%	* 2%	6 5%	8 8%xd	1 5%	11 3%	22 4%	23 4%	1 1%	13 3%	3 1%	22 2%	9 19%xo
Don't know	1 *	* *	- -	1 *	1 *	- -	- -	- -	- -	* *	1 *	- -	- -	* *	1 *	1 *	- -
Mean	1.66ghp	1.71b	1.53	1.63	1.71fgh	1.76	1.53	1.41	1.40	1.63	1.68	1.65	1.71	1.69	1.68	1.69p	1.09
Standard Deviation	0.77	0.67	0.96	0.80	0.67	0.74	0.95	1.09	1.00	0.80	0.74	0.81	0.59	0.74	0.67	0.70	1.36
Standard Error	0.02	0.03	0.08	0.04	0.02	0.13	0.09	0.12	0.15	0.04	0.03	0.03	0.05	0.04	0.05	0.02	0.21

**Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

#### Q10 To what extent do you agree or disagree with the following statements?

-I try to reduce waste by purchasing products with less packaging

Base: All respondents

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
NET: Agree	718 72%	338 70%	380 73%	83 64%	157 68%	158 75%	108 72%	90 75%	122 76%	235 73%	222 72%	106 71%	156 71%	164 74%	263 70%	113 70%	177 73%
Strongly agree	(+2) 498 50% <sup>c</sup>	233 48%	265 51%	46 36%	107 46%	106 50% <sup>c</sup>	77 51% <sup>c</sup>	68 56% <sup>c</sup>	95 59% <sup>xcd</sup>	144 45%	155 50%	84 56% <sup>i</sup>	115 52%	114 51%	176 47%	87 54%	120 49%
Tend to agree	(+1) 220 22%	105 22%	115 22%	37 28%	50 22%	52 25%	31 21%	22 19%	28 17%	91 28% <sup>xkl</sup>	67 22%	22 15%	40 18%	50 22%	87 23%	26 16%	57 24%
Neither/ nor	(0) 148 15%	69 14%	79 15%	20 16%	40 17%	33 16%	21 14%	17 14%	17 11%	41 13%	51 16%	20 13%	37 17%	25 11%	64 17%	29 18%	30 12%
Tend to disagree	(-1) 74 7%	40 8%	34 7%	15 12%	19 8%	12 6%	13 9%	7 6%	8 5%	28 9%	21 7%	15 10%	10 5%	18 8%	30 8%	10 6%	16 7%
Strongly disagree	(-2) 52 5%	32 7%	20 4%	11 9%	12 5%	6 3%	7 5%	5 4%	10 7%	16 5%	14 4%	9 6%	13 6%	15 7%	13 4%	8 5%	16 6%
NET: Disagree	126 13%	72 15%	54 10%	26 20% <sup>e</sup>	31 14%	17 8%	20 14%	12 10%	19 12%	44 14%	35 11%	24 16%	23 11%	32 15%	44 12%	18 11%	32 13%
Don't know	9 1%	2 *	7 1%	- -	3 1%	2 1%	1 1%	1 1%	2 1%	1 *	3 1%	- -	4 2%	1 *	3 1%	1 1%	3 1%
Mean	1.05 <sup>c</sup>	0.98	1.11	0.71	0.97	1.16 <sup>c</sup>	1.05	1.18 <sup>c</sup>	1.19 <sup>c</sup>	1.00	1.07	1.05	1.09	1.05	1.03	1.09	1.04
Standard Deviation	1.19	1.25	1.13	1.30	1.21	1.06	1.21	1.14	1.22	1.17	1.16	1.28	1.20	1.24	1.14	1.20	1.22
Standard Error	0.04	0.06	0.05	0.14	0.08	0.07	0.09	0.10	0.09	0.06	0.07	0.12	0.08	0.07	0.06	0.11	0.07

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p

\* small base

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q10 To what extent do you agree or disagree with the following statements?**  
**-I try to reduce waste by purchasing products with less packaging**

**Base: All respondents**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
NET: Agree	718 72%p	325 71%	72 72%	313 73%	549 73%f	14 72%	70 63%	68 70%	12 61%	281 73%	437 71%	419 77%	95 71%	336 74%	134 69%	683 73%p	24 52%
Strongly agree (+2)	498 50%f	211 46%	54 54%	227 53%	379 51%f	11 54%	41 37%	52 54%f	9 49%	182 47%	316 51%	296 54%	68 50%	222 49%	99 51%	469 50%	19 42%
Tend to agree (+1)	220 22%	114 25%	18 18%	86 20%	169 23%	3 17%	29 26%	15 16%	2 12%	99 26%j	121 20%	123 23%	27 20%	114 25%	35 18%	214 23%	5 10%
Neither/ nor (0)	148 15%	67 15%	19 20%	58 13%	104 14%	4 20%	22 20%	14 15%	3 18%	55 14%	93 15%	66 12%	16 12%	53 12%	31 16%	132 14%	10 22%
Tend to disagree (-1)	74 7%	39 9%	4 4%	29 7%	53 7%	1 4%	11 10%	6 7%	3 17%xd	26 7%	48 8%	27 5%	14 10%k	35 8%	17 9%	67 7%	5 11%
Strongly disagree (-2)	52 5%	20 4%	4 4%	26 6%	37 5%	1 3%	9 8%	5 5%	1 3%	19 5%	33 5%	31 6%	7 5%	25 6%	9 5%	43 5%	6 14%xo
NET: Disagree	126 13%	60 13%	8 8%	55 13%	91 12%	1 7%	19 17%	11 12%	4 20%	45 12%	81 13%	58 11%	21 15%	60 13%	26 13%	111 12%	11 25%xo
Don't know	9 1%	4 1%	-	5 1%	5 1%	* 1%	-	3 4%xd	* 2%	4 1%	4 1%	3 1%	3 2%	3 1%	2 1%	7 1%	-
Mean	1.05fp	1.01	1.14	1.08	1.08f	1.17	0.75	1.12	0.88	1.05	1.04	1.15	1.02	1.05	1.03	1.08p	0.55
Standard Deviation	1.19	1.17	1.12	1.22	1.18	1.11	1.26	1.20	1.32	1.16	1.21	1.17	1.24	1.20	1.21	1.17	1.49
Standard Error	0.04	0.06	0.10	0.06	0.04	0.20	0.12	0.13	0.20	0.06	0.05	0.05	0.10	0.06	0.08	0.04	0.23

**Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q10 To what extent do you agree or disagree with the following statements?**  
**-I try to reduce waste by purchasing reusable or refillable items**

**Base: All respondents**

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
NET: Agree	716 72%	347 72%	369 71%	85 66%	164 71%	153 73%	112 74%	87 73%	115 72%	232 72%	234 76%	103 68%	147 67%	158 71%	267 71%	109 68%	182 75%
Strongly agree	(+2) 45%	211 44%	245 47%	44 34%	106 46%	92 44%	74 50% <sub>c</sub>	59 50% <sub>c</sub>	79 49% <sub>c</sub>	141 44%	147 47%	68 45%	100 45%	97 44%	167 45%	76 47%	115 47%
Tend to agree	(+1) 26%	137 28%	124 24%	41 32%	58 25%	60 29%	37 25%	28 23%	36 23%	91 28%	88 28%	35 23%	47 22%	60 27%	100 27%	34 21%	67 28%
Neither/ nor	(0) 17%	73 15%	101 19%	29 22%	42 18%	41 19%	20 13%	19 16%	24 15%	48 15%	50 16%	28 19%	48 22% <sub>i</sub>	29 13%	73 19%	37 23% <sub>m</sub>	35 14%
Tend to disagree	(-1) 6%	37 8%	28 5%	7 5%	17 7%	11 5%	13 9%	6 5%	10 6%	26 8%	16 5%	12 8%	12 5%	23 11% <sub>xnop</sub>	22 6%	6 3%	14 6%
Strongly disagree	(-2) 4%	20 4%	17 3%	7 6%	5 2%	6 3%	5 3%	6 5%	8 5%	15 5%	8 3%	6 4%	7 3%	9 4%	12 3%	8 5%	8 3%
NET: Disagree	102 10%	57 12%	45 9%	14 11%	22 10%	17 8%	18 12%	12 10%	18 11%	40 13%	25 8%	17 12%	19 9%	32 14%	34 9%	14 9%	21 9%
Don't know	9 1%	3 1%	6 1%	2 2%	2 1%	-	-	2 2%	3 2%	*	1 *	2 1%	6 3% <sub>xij</sub>	4 2% <sub>n</sub>	-	1 1%	4 2% <sub>n</sub>
Mean	1.04	1.01	1.07	0.84	1.07	1.06	1.08	1.09	1.07	0.99	1.12	0.99	1.03	0.98	1.04	1.01	1.12
Standard Deviation	1.11	1.13	1.09	1.13	1.07	1.04	1.14	1.14	1.17	1.15	1.04	1.15	1.11	1.17	1.08	1.15	1.07
Standard Error	0.04	0.05	0.05	0.13	0.07	0.07	0.09	0.10	0.09	0.06	0.07	0.11	0.08	0.07	0.06	0.10	0.07

**Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

\* small base

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q10 To what extent do you agree or disagree with the following statements?**  
**-I try to reduce waste by purchasing reusable or refillable items**

**Base: All respondents**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
NET: Agree	716 72%p	327 72%	77 78%	301 70%	539 72%f	16 80%	68 62%	71 74%	15 77%	274 71%	442 72%	408 75%	105 78%	335 74%	143 74%	680 73%p	21 47%
Strongly agree (+2)	455 45%p	200 44%	57 57% <sup>xac</sup>	194 45%	339 45%	11 56%	41 38%	50 52%	10 54%	183 47%	273 44%	270 49%	62 46%	196 43%	95 49%	435 47%p	11 25%
Tend to agree (+1)	261 26%	128 28%	20 21%	108 25%	200 27%	5 24%	27 24%	22 23%	4 23%	91 24%	169 27%	137 25%	43 32%	139 31%	47 24%	245 26%	10 23%
Neither/ nor (0)	174 17% <sup>k</sup>	76 17%	16 16%	78 18%	122 16%	2 12%	28 25%	18 18%	3 17%	73 19%	101 16%	70 13%	20 15%	73 16%	33 17%	159 17%	10 21%
Tend to disagree (-1)	65 6% <sup>b</sup>	36 8% <sup>b</sup>	2 2%	27 6%	55 7% <sup>g</sup>	- -	8 7%	1 1%	1 6%	21 5%	44 7%	38 7%	6 4%	29 6%	11 6%	53 6%	10 22% <sup>xo</sup>
Strongly disagree (-2)	37 4%	16 4%	4 4%	16 4%	28 4%	1 6%	5 5%	2 2%	- -	14 4%	23 4%	27 5%	2 1%	15 3%	6 3%	32 3%	4 8%
NET: Disagree	102 10% <sup>g</sup>	52 11%	6 6%	43 10%	83 11% <sup>g</sup>	1 6%	14 12% <sup>g</sup>	3 3%	1 6%	34 9%	67 11%	66 12% <sup>l</sup>	8 6%	44 10%	17 9%	84 9%	14 31% <sup>xo</sup>
Don't know	9 1%	- -	- -	9 2% <sup>a</sup>	3 *	* 2%	1 1%	4 4% <sup>xd</sup>	- -	4 1%	6 1%	4 1%	2 2%	1 *	* *	9 1%	* 1%
Mean	1.04 <sup>p</sup>	1.01	1.25 <sup>a</sup>	1.03	1.03	1.27	0.83	1.26 <sup>f</sup>	1.24	1.07	1.02	1.08	1.19	1.05	1.11	1.08 <sup>p</sup>	0.33
Standard Deviation	1.11	1.11	1.06	1.11	1.12	1.09	1.17	0.95	0.97	1.10	1.12	1.16	0.94	1.07	1.08	1.08	1.31
Standard Error	0.04	0.05	0.09	0.06	0.04	0.19	0.11	0.11	0.15	0.06	0.04	0.05	0.08	0.05	0.07	0.04	0.20

**Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

#### Q10 To what extent do you agree or disagree with the following statements?

**-I plan my meals and use up leftovers in order to reduce food waste**

**Base: All respondents**

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
NET: Agree	743 74% <sup>c</sup>	335 70%	408 78% <sup>a</sup>	73 56%	178 77% <sup>c</sup>	159 76% <sup>c</sup>	115 77% <sup>c</sup>	95 79% <sup>c</sup>	122 76% <sup>c</sup>	242 76%	225 73%	101 67%	175 79% <sup>k</sup>	170 77%	268 72%	120 74%	185 76%
Strongly agree	(+2) 53% <sup>c</sup>	234 49%	296 57% <sup>a</sup>	44 34%	116 51% <sup>c</sup>	113 54% <sup>c</sup>	83 55% <sup>c</sup>	76 64% <sup>xcd</sup>	98 61% <sup>cd</sup>	171 53%	164 53%	73 49%	122 55%	131 59%	193 51%	78 48%	129 53%
Tend to agree	(+1) 21%	101 21%	112 21%	29 22%	61 27% <sup>gh</sup>	46 22%	33 22%	19 16%	24 15%	71 22%	61 20%	28 19%	53 24%	40 18%	75 20%	41 26%	57 23%
Neither/ nor	(0) 11%	62 13%	52 10%	24 18% <sup>fg</sup>	22 10%	28 13%	10 7%	9 8%	21 13%	34 11%	38 12%	20 13%	22 10%	22 10%	41 11%	19 12%	32 13%
Tend to disagree	(-1) 9% <sup>p</sup>	52 11%	37 7%	14 11%	22 10%	19 9%	18 12% <sup>h</sup>	8 7%	8 5%	26 8%	35 11% <sup>l</sup>	16 10%	12 6%	16 7%	49 13% <sup>xmp</sup>	14 9%	10 4%
Strongly disagree	(-2) 5%	29 6%	20 4%	18 14% <sup>xdefh</sup>	8 4%	4 2%	5 3%	7 6%	7 4%	15 5%	10 3%	14 9% <sup>j</sup>	10 5%	12 6%	14 4%	9 5%	13 6%
NET: Disagree	138 14%	81 17% <sup>b</sup>	57 11%	32 25% <sup>xdeh</sup>	31 13%	23 11%	22 15%	15 13%	14 9%	41 13%	45 14%	29 20% <sup>l</sup>	23 10%	29 13%	63 17% <sup>p</sup>	23 14%	23 10%
Don't know	6 1%	3 1%	3 1%	1 1%	-	-	2 1%	-	3 2%	3 1%	2 1%	-	1 *	2 1%	2 1%	-	2 1%
Mean	1.09 <sup>c</sup>	0.96	1.21 <sup>a</sup>	0.52	1.11 <sup>c</sup>	1.17 <sup>c</sup>	1.15 <sup>c</sup>	1.24 <sup>c</sup>	1.27 <sup>c</sup>	1.13	1.09	0.87	1.20 <sup>k</sup>	1.18	1.03	1.03	1.15
Standard Deviation	1.20	1.27	1.13	1.42	1.14	1.09	1.18	1.22	1.13	1.18	1.18	1.36	1.13	1.21	1.23	1.20	1.15
Standard Error	0.04	0.06	0.05	0.16	0.08	0.08	0.09	0.10	0.09	0.06	0.07	0.12	0.08	0.07	0.07	0.11	0.07

**Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q10 To what extent do you agree or disagree with the following statements?**

**-I plan my meals and use up leftovers in order to reduce food waste**

**Base: All respondents**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
NET: Agree	743 74%p	337 74%	73 73%	322 75%	560 75%	15 74%	78 70%	70 73%	14 74%	295 77%	448 73%	416 76%	103 77%	331 73%	147 76%	703 75%p	25 56%
Strongly agree (+2)	530 53%	231 51%	59 60%	232 54%	400 54%	13 62%	47 42%	54 56%	12 61%	202 52%	329 53%	308 56%	76 56%	234 52%	111 57%	498 53%	21 46%
Tend to agree (+1)	213 21%	106 23%b	14 14%	90 21%	159 21%	2 11%	31 28%	17 17%	2 13%	94 24%	119 19%	108 20%	28 21%	96 21%	36 19%	205 22%	4 9%
Neither/ nor (0)	114 11%	46 10%	15 16%	52 12%	80 11%	3 13%	16 15%	12 12%	2 11%	38 10%	76 12%	46 8%	14 10%	52 11%	17 9%	105 11%	7 15%
Tend to disagree (-1)	89 9%	54 12%c	6 7%	28 7%	70 9%	2 10%	5 5%	9 9%	2 9%	28 7%	60 10%	50 9%	12 9%	42 9%	18 9%	81 9%	6 13%
Strongly disagree (-2)	49 5%	17 4%	5 5%	27 6%	32 4%	1 3%	11 10%d	4 5%	1 6%	22 6%	27 4%	30 6%	5 4%	24 5%	11 6%	37 4%	7 15%xo
NET: Disagree	138 14%	70 15%	11 11%	55 13%	102 14%	3 13%	16 15%	13 14%	3 16%	50 13%	88 14%	81 15%	18 13%	66 15%	28 15%	118 13%	13 29%xo
Don't know	6 1%	2 *	- -	3 1%	5 1%	- -	- -	1 1%	- -	2 *	4 1%	4 1%	- -	4 1%	1 1%	6 1%	- -
Mean	1.09p	1.06	1.17	1.10	1.11	1.20	0.88	1.12	1.13	1.11	1.08	1.13	1.16	1.06	1.14	1.13p	0.58
Standard Deviation	1.20	1.19	1.19	1.22	1.18	1.21	1.28	1.21	1.32	1.19	1.21	1.23	1.17	1.22	1.23	1.16	1.55
Standard Error	0.04	0.06	0.10	0.06	0.04	0.21	0.12	0.13	0.20	0.06	0.05	0.05	0.10	0.06	0.08	0.04	0.24

**Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q11 If there were on-street recycling bins in London - just like normal litter bins but for recyclable materials such as cans, glass, plastic, paper and cardboard, how likely or unlikely is it that you would use them?**

**Base: All respondents**

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out-right (m)	Own with mortgage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
NET: Likely	814 81%hlm	390 81%	424 81%	120 92%xfgh	213 92%xfgh	173 82%h	116 77%h	89 74%	103 64%	272 85%l	264 85%l	116 77%	162 74%	157 70%	322 86%m	136 84%m	199 82%m
Very likely (+2)	581 58%hlm	270 56%	311 60%	70 54%	165 72%xcefg h	123 58%	82 54%	64 53%	78 49%	199 62%l	199 64%kl	79 52%	104 47%	110 50%	234 62%m	94 58%	143 59%m
Fairly likely (+1)	233 23%h	119 25%	113 22%	50 38%xdefg h	48 21%	51 24%	34 23%	25 21%	25 16%	73 23%	65 21%	37 25%	58 26%	46 21%	88 24%	43 26%	56 23%
Neither/ nor (0)	41 4%	17 4%	24 5%	5 4%	10 4%	8 4%	5 3%	6 5%	7 5%	9 3%	11 4%	5 3%	16 7%i	6 3%	15 4%	8 5%	13 5%
Fairly unlikely (-1)	56 6%d	24 5%	32 6%	1 1%	4 2%	16 8%cd	13 9%cd	7 6%d	14 9%cd	16 5%	13 4%	12 8%	16 7%	16 7%	22 6%	8 5%	11 4%
Very unlikely (-2)	84 8%dn	47 10%	37 7%	4 3%	4 2%	13 6%d	15 10%d	16 13%cde	32 20%xcdef	22 7%	20 6%	18 12%	24 11%	42 19%xnop	16 4%	7 5%	18 8%
NET: Unlikely	140 14%cd	71 15%	69 13%	5 4%	8 3%	29 14%cd	28 19%cd	23 19%cd	47 29%xcdef	38 12%	32 10%	29 20%ij	40 18%ij	58 26%xnop	37 10%	16 10%	29 12%
Don't know	7 1%	3 1%	4 1%	- -	- -	- -	1 1%	2 2%d	3 2%de	2 *	3 1%	- -	2 1%	2 1%	- -	2 1%	2 1%
Mean	1.18hlm	1.13	1.22	1.40fgh	1.59xefg h	1.21h	1.04h	0.97	0.64	1.29kl	1.34kl	0.98	0.92	0.76	1.34xm	1.29m	1.23m
Standard Deviation	1.26	1.29	1.22	0.85	0.80	1.21	1.36	1.43	1.63	1.18	1.14	1.39	1.36	1.58	1.08	1.09	1.21
Standard Error	0.04	0.06	0.05	0.09	0.05	0.08	0.10	0.12	0.13	0.06	0.07	0.13	0.09	0.09	0.06	0.10	0.07

**Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

**Prepared for the Greater London Authority by ICM Research**

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q11 If there were on-street recycling bins in London - just like normal litter bins but for recyclable materials such as cans, glass, plastic, paper and cardboard, how likely or unlikely is it that you would use them?**

**Base: All respondents**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
NET: Likely	814 81%cp	398 87%xbc	76 77%	326 76%	601 80%	17 84%	93 84%	80 83%	16 86%	323 84%	491 80%	447 82%	117 87%	383 85%n	147 76%	771 83%p	26 58%
Very likely (+2)	581 58%cp	294 64%xc	60 60%	218 51%	434 58%	15 76%	55 50%	62 65%	10 53%	248 64%j	333 54%	317 58%	84 62%	269 59%	111 57%	553 59%p	17 38%
Fairly likely (+1)	233 23%	104 23%	17 17%	108 25%	166 22%	2 9%	38 34%xdg	18 18%	6 33%	75 19%	158 26%i	130 24%	33 25%	114 25%	36 19%	218 23%	9 21%
Neither/ nor (0)	41 4%	13 3%	7 7%a	20 5%	30 4%	- -	4 3%	6 6%	* 3%	17 4%	24 4%	14 3%	3 3%	12 3%	10 5%	36 4%	5 11%xo
Fairly unlikely (-1)	56 6%	20 4%	7 7%	29 7%	44 6%	1 6%	5 5%	4 5%	1 4%	14 4%	42 7%	33 6%	5 4%	18 4%	16 8%m	46 5%	6 14%o
Very unlikely (-2)	84 8%a	24 5%	8 8%	51 12%a	67 9%	2 8%	8 8%	4 5%	1 7%	28 7%	56 9%	48 9%	9 7%	37 8%	20 10%	72 8%	7 16%
NET: Unlikely	140 14%a	44 10%	15 15%	80 19%a	112 15%	3 14%	14 12%	9 9%	2 12%	42 11%	97 16%	81 15%	14 11%	55 12%	36 19%m	119 13%	13 30%xo
Don't know	7 1%	1 *	1 1%	5 1%	5 1%	* 2%	- -	1 1%	- -	3 1%	4 1%	4 1%	- -	3 1%	* *	6 1%	* 1%
Mean	1.18cp	1.37xc	1.14	0.97	1.15	1.41	1.14	1.35	1.19	1.31j	1.10	1.17	1.31	1.25	1.05	1.22p	0.51
Standard Deviation	1.26	1.09	1.31	1.38	1.29	1.29	1.18	1.10	1.20	1.19	1.29	1.28	1.15	1.21	1.38	1.22	1.52
Standard Error	0.04	0.05	0.11	0.07	0.05	0.23	0.11	0.12	0.18	0.06	0.05	0.05	0.10	0.06	0.09	0.04	0.23

**Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q12 Currently much of London's waste that can't be recycled is either incinerated or taken to landfill outside London. There are now technologies that mean we can treat this non-recyclable waste to generate energy. To what extent do you agree or disagree that we should be developing sites in London where non-recyclable waste can be treated to generate energy?**

Base: All respondents

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out-right (m)	Own with mort-gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
NET: Agree	871 87%d	432 90%b	439 84%	116 89%	183 79%	194 92%xdf	127 85%	105 87%	146 91%d	282 88%	255 82%	137 91%j	196 89%	194 87%	327 87%	142 88%	208 86%
Strongly agree (+2)	675 67%d	334 70%	341 65%	90 69%	136 59%	151 72%d	93 62%	78 65%	128 80%xdfg	230 72%j	192 62%	100 67%	152 69%	158 71%	252 67%	108 67%	156 64%
Tend to agree (+1)	196 20%h	98 20%	98 19%	26 20%	47 20%h	44 21%h	34 23%h	27 22%h	18 12%	52 16%	64 21%	36 24%	44 20%	36 16%	74 20%	34 21%	52 21%
Neither/ nor (0)	65 6%	21 4%	44 8%a	11 8%	22 10%eh	8 4%	13 9%eh	6 5%	5 3%	21 6%	28 9%k	4 2%	12 6%	15 7%	18 5%	14 9%	18 7%
Tend to disagree (-1)	23 2%	10 2%	12 2%	2 2%	12 5%xeh	2 1%	2 1%	3 3%	2 1%	6 2%	11 3%	5 3%	1 1%	2 1%	11 3%	1 1%	9 4%
Strongly disagree (-2)	27 3%	13 3%	14 3%	2 2%	9 4%h	4 2%	7 4%h	5 4%h	1 1%	7 2%	8 3%	5 3%	7 3%	5 2%	13 3%	4 3%	5 2%
NET: Disagree	50 5%	24 5%	26 5%	4 3%	21 9%xeh	6 3%	9 6%	8 7%h	3 2%	13 4%	19 6%	10 6%	8 4%	7 3%	24 6%	6 4%	13 5%
Don't know	15 2%	3 1%	12 2%a	-	4 2%	2 1%	1 1%	2 2%	6 4%xf	4 1%	8 3%	-	3 1%	5 2%	6 2%	-	4 2%
Mean	1.49d	1.53	1.45	1.53	1.27	1.62df	1.38	1.44	1.76xcdf	1.56j	1.39	1.49	1.53	1.56	1.47	1.48	1.45
Standard Deviation	0.92	0.90	0.94	0.83	1.10	0.76	1.01	1.00	0.62	0.88	0.98	0.94	0.89	0.86	0.97	0.90	0.92
Standard Error	0.03	0.04	0.04	0.09	0.07	0.05	0.08	0.09	0.05	0.04	0.06	0.09	0.06	0.05	0.05	0.08	0.06

**Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

\* small base

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q12 Currently much of London's waste that can't be recycled is either incinerated or taken to landfill outside London. There are now technologies that mean we can treat this non-recyclable waste to generate energy. To what extent do you agree or disagree that we should be developing sites in London where non-recyclable waste can be treated to generate energy?**

**Base: All respondents**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
NET: Agree	871 87%	390 86%	89 90%	380 88%	657 88%	19 93%	96 87%	80 83%	16 85%	332 86%	539 88%	499 91% <sub>x</sub>	117 87%	405 90%	165 85%	816 88%	36 79%
Strongly agree (+2)	675 67%	300 66%	62 62%	305 71%	511 68%	14 71%	68 62%	65 68%	12 66%	266 69%	409 66%	400 73% <sub>xl</sub>	84 63%	311 69%	123 64%	631 68%	29 65%
Tend to agree (+1)	196 20%	91 20%	27 27% <sub>c</sub>	75 17%	145 19%	4 22%	27 25%	14 15%	4 19%	66 17%	130 21%	99 18%	33 24%	95 21%	42 22%	185 20%	6 14%
Neither/ nor (0)	65 6% <sub>k</sub>	35 8%	5 5%	23 5%	45 6%	* 2%	8 7%	8 8%	2 13%	29 8%	35 6%	19 4%	10 7%	25 5%	13 7%	54 6%	6 14% <sub>o</sub>
Tend to disagree (-1)	23 2%	11 2%	2 2%	9 2%	14 2%	* 2%	4 3%	4 4%	* 1%	7 2%	15 2%	9 2%	3 2%	5 1%	6 3%	21 2%	2 3%
Strongly disagree (-2)	27 3%	16 4%	1 1%	10 2%	20 3%	- -	2 1%	5 5%	* 1%	12 3%	16 3%	10 2%	5 4%	8 2%	6 3%	25 3%	1 3%
NET: Disagree	50 5%	27 6%	3 3%	19 4%	34 5%	* 2%	5 5%	8 9%	* 2%	19 5%	31 5%	20 4%	8 6%	13 3%	12 6%	46 5%	3 6%
Don't know	15 2%	3 1%	2 2%	10 2%	12 2%	1 3%	2 2%	- -	- -	5 1%	10 2%	9 2%	- -	10 2%	3 2%	15 2%	* 1%
Mean	1.49	1.43	1.51	1.56	1.51	1.68	1.45	1.37	1.47	1.49	1.49	1.62 <sub>xl</sub>	1.39	1.57	1.42	1.50	1.37
Standard Deviation	0.92	0.99	0.78	0.88	0.90	0.62	0.88	1.11	0.88	0.94	0.91	0.80	1.00	0.80	0.98	0.92	1.03
Standard Error	0.03	0.05	0.07	0.04	0.03	0.11	0.08	0.12	0.13	0.05	0.04	0.03	0.08	0.04	0.07	0.03	0.16

**Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q13 If you needed to get information about recycling, where would you most like to get your information from?**

**Base: All respondents**

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out-right (m)	Own with mortgage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
<b>NET: Online</b>	<b>677</b>	<b>327</b>	<b>350</b>	<b>103</b>	<b>184</b>	<b>162</b>	<b>107</b>	<b>72</b>	<b>49</b>	<b>249</b>	<b>238</b>	<b>87</b>	<b>103</b>	<b>120</b>	<b>293</b>	<b>86</b>	<b>178</b>
	68%hlmo	68%	67%	79%xgh	80%xgh	77%xgh	72%gh	60%h	31%	78%xkl	77%xkl	58%	47%	54%	78%xmo	53%	73%mo
Local council website	444	217	227	53	106	116	70	59	39	170	144	55	75	92	192	58	102
	44%hl	45%	44%	41%h	46%h	55%xch	47%h	49%h	24%	53%xkl	46%l	37%	34%	41%	51%xmop	36%	42%
Other internet sources	214	110	104	35	75	45	36	15	8	74	90	26	24	21	90	26	78
	21%ghlm	23%	20%	27%gh	32%xegh	21%h	24%gh	12%h	5%	23%l	29%xkl	17%	11%	9%	24%lm	16%	32%xmno
Blogs/social networking sites/search engines	75	28	47	23	22	13	12	3	3	34	26	7	9	12	37	9	18
	8%h	6%	9%	18%xefgh	10%gh	6%h	8%h	3%	2%	11%l	8%	5%	4%	5%	10%	5%	7%
Recycling for London website	45	18	27	5	19	11	4	5	2	18	13	8	6	8	14	10	13
	5%	4%	5%	4%	8%xh	5%	3%	4%	1%	6%	4%	5%	3%	3%	4%	6%	5%
The GLA website	23	12	11	-	8	7	4	3	1	12	5	5	2	2	9	5	7
	2%	3%	2%	-	3%	3%	3%	3%	1%	4%	1%	3%	1%	1%	2%	3%	3%
Newspaper websites	2	1	1	-	*	1	*	-	-	2	-	-	-	*	1	*	-
	*	*	*	-	*	1%	*	-	-	1%	-	-	-	*	*	*	-
<b>NET: Local council</b>	<b>346</b>	<b>154</b>	<b>191</b>	<b>34</b>	<b>57</b>	<b>54</b>	<b>44</b>	<b>56</b>	<b>100</b>	<b>89</b>	<b>103</b>	<b>46</b>	<b>107</b>	<b>99</b>	<b>90</b>	<b>79</b>	<b>77</b>
	35%dein	32%	37%	26%	25%	26%	29%	46%xcdef	63%xcdefg	28%	33%	31%	49%xijk	45%xnp	24%	49%xnp	32%
Direct contact with the council (phoning them)	263	113	150	26	40	47	36	38	77	69	82	33	78	75	70	59	60
	26%dn	24%	29%	20%	18%	22%	24%	31%dg	48%xcdefg	22%	27%	22%	36%xik	34%xnp	19%	36%xnp	25%
Local Borough newsletter/newspaper	97	47	50	8	16	15	10	20	27	24	26	15	31	28	24	23	22
	10%	10%	10%	6%	7%	7%	6%	17%xcdef	17%xcdef	8%	9%	10%	14%i	13%n	6%	14%n	9%
<b>NET: Newspapers</b>	<b>153</b>	<b>65</b>	<b>88</b>	<b>19</b>	<b>28</b>	<b>51</b>	<b>19</b>	<b>17</b>	<b>19</b>	<b>36</b>	<b>47</b>	<b>35</b>	<b>35</b>	<b>34</b>	<b>57</b>	<b>28</b>	<b>34</b>
	15%	14%	17%	15%	12%	24%xdfgh	13%	14%	12%	11%	15%	23%xi	16%	15%	15%	17%	14%
Local newspaper	118	54	64	11	20	44	15	13	17	27	34	26	32	26	43	21	28
	12%	11%	12%	8%	9%	21%xcdfg	10%	11%	10%	8%	11%	17%i	15%i	12%	12%	13%	12%

**Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

\* small base

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q13 If you needed to get information about recycling, where would you most like to get your information from?**

**Base: All respondents**

	Gender		Age							Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out-right (m)	Own with mortgage (n)	Council rent (o)	Other (p)
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
National newspapers	33 3%	12 3%	21 4%	6 5%	8 3%	7 4%	5 3%	3 2%	4 2%	7 2%	10 3%	8 5%	8 4%	10 4%	6 2%	12 7% <sup>n</sup>	6 2%
London newspapers (Metro and Evening Standard)	20 2%	3 1%	18 3% <sup>a</sup>	2 2%	7 3%	4 2%	1 1%	4 3%	2 1%	5 1%	9 3%	3 2%	3 2%	4 2%	10 3%	3 2%	4 1%
Leaflets delivered to door	75 8%	36 7%	40 8%	13 10%	23 10% <sup>h</sup>	15 7%	9 6%	9 7%	7 4%	22 7%	27 9%	16 11% <sup>l</sup>	10 5%	9 4%	30 8%	20 12% <sup>m</sup>	17 7%
<b>NET: Television</b>	<b>63</b> <b>6%</b>	<b>36</b> <b>7%</b>	<b>28</b> <b>5%</b>	<b>10</b> <b>7%</b>	<b>16</b> <b>7%</b>	<b>15</b> <b>7%</b>	<b>7</b> <b>5%</b>	<b>5</b> <b>4%</b>	<b>11</b> <b>7%</b>	<b>21</b> <b>7%</b>	<b>20</b> <b>6%</b>	<b>11</b> <b>7%</b>	<b>12</b> <b>5%</b>	<b>12</b> <b>5%</b>	<b>24</b> <b>6%</b>	<b>10</b> <b>6%</b>	<b>17</b> <b>7%</b>
Local television	44 4%	25 5%	20 4%	5 4%	9 4%	10 5%	7 5%	3 3%	10 6%	13 4%	17 5%	6 4%	8 4%	10 5%	19 5%	6 4%	9 4%
National television	33 3% <sup>f</sup>	18 4%	15 3%	5 4%	11 5% <sup>f</sup>	12 6% <sup>f</sup>	- -	2 2%	4 2%	14 4%	9 3%	7 5%	4 2%	5 2%	10 3%	6 4%	12 5%
Notice boards/information points in libraries etc.	50 5%	19 4%	31 6%	8 6%	9 4%	9 4%	13 9%	4 4%	7 4%	14 4%	16 5%	10 6%	11 5%	11 5%	18 5%	9 5%	12 5%
Library	38 4%	24 5%	14 3%	9 7% <sup>d</sup>	4 2%	10 5%	6 4%	3 3%	6 4%	11 3%	10 3%	6 4%	12 5%	6 3%	20 5%	6 4%	6 2%
A local community group	33 3%	17 3%	16 3%	7 5%	4 2%	9 4%	5 3%	2 2%	6 4%	11 4%	11 4%	7 5%	3 1%	8 4%	11 3%	4 3%	9 4%
Friends or family	30 3%	16 3%	14 3%	8 6%	5 2%	6 3%	4 2%	3 3%	4 2%	7 2%	11 3%	7 5%	5 2%	8 3%	8 2%	5 3%	9 4%
Local council/town hall	29 3%	15 3%	14 3%	4 3%	6 2%	2 1%	5 3%	8 7% <sup>xe</sup>	6 4%	6 2%	10 3%	3 2%	11 5% <sup>i</sup>	8 4%	8 2%	4 2%	9 4%
Poster campaigns	17 2%	9 2%	8 2%	2 1%	6 3%	5 2%	2 2%	2 1%	1 *	8 2%	4 1%	4 3%	1 1%	1 1%	6 2%	5 3%	5 2%
<b>NET: Radio</b>	<b>13</b> <b>1%</b>	<b>8</b> <b>2%</b>	<b>5</b> <b>1%</b>	- -	<b>4</b> <b>2%</b>	<b>3</b> <b>2%</b>	<b>3</b> <b>2%</b>	<b>1</b> <b>1%</b>	<b>1</b> <b>1%</b>	<b>4</b> <b>1%</b>	<b>7</b> <b>2%</b>	<b>1</b> <b>1%</b>	<b>1</b> <b>*</b>	<b>2</b> <b>1%</b>	<b>8</b> <b>2%</b>	<b>1</b> <b>1%</b>	<b>2</b> <b>1%</b>

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q13 If you needed to get information about recycling, where would you most like to get your information from?**

**Base: All respondents**

	Gender		Age							Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out-right (m)	Own with mortgage (n)	Council rent (o)	Other (p)
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
Local radio	10 1%	7 1%	3 1%	-	3 1%	2 1%	3 2%	* *	1 1%	3 1%	5 2%	-	1 *	2 1%	5 1%	1 1%	1 1%
National Radio	5 1%	1 *	4 1%	-	1 *	3 2%	-	1 1%	-	1 *	3 1%	1 1%	-	-	4 1%	-	1 *
Magazines (spec/unspec)	13 1%	3 1%	10 2%	1 1%	3 1%	4 2%	4 3%h	1 1%	-	2 1%	6 2%	2 1%	4 2%	1 *	6 2%	2 1%	4 2%
Other recycling sources	13 1%	9 2%	3 1%	3 3%	2 1%	3 1%	1 1%	3 2%	-	3 1%	5 2%	1 1%	2 1%	1 1%	6 1%	3 2%	3 1%
Leaflets/posters/flyers/billboards	8 1%	4 1%	4 1%	-	1 *	4 2%	2 1%	-	2 1%	2 1%	1 *	5 4%xijl	-	-	6 2%	-	1 1%
(Local) shops/supermarket	8 1%	4 1%	4 1%	-	4 2%	2 1%	-	1 1%	1 *	4 1%	1 *	-	2 1%	1 *	4 1%	-	3 1%
Direct mail/letters through the post	6 1%	5 1%b	* *	-	1 *	3 1%	-	2 1%	-	2 *	1 *	3 2%	-	-	3 1%	2 1%	1 *
Schools/colleges	5 1%	-	5 1%a	2 2%	2 1%	1 1%	-	-	-	1 *	3 1%	-	2 1%	-	1 *	4 2%xm	* *
Yellow pages/local directories	5 1%	4 1%	2 *	-	1 *	2 1%	2 1%	* *	-	2 1%	3 1%	-	-	1 *	3 1%	-	1 *
City/town centre	4 *	1 *	3 1%	-	1 *	2 1%	1 1%	-	1 1%	-	3 1%	-	2 1%	2 1%	3 1%	-	-
Post Office	3 *	2 *	1 *	2 2%	-	1 *	-	-	-	3 1%	-	-	-	-	1 *	-	2 1%
Other	17 2%	10 2%	7 1%	7 5%eh	7 3%eh	* *	2 1%	1 *	-	9 3%	4 1%	-	4 2%	1 1%	4 1%	3 2%	8 3% m
Nothing	* *	* *	-	-	-	-	* *	-	-	* *	-	-	-	* *	-	-	-

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

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**Greater London Authority Telephone Poll**  
**CATI Fieldwork Dates: 27th - 31st November 2009**

Absolutes/col percents 2 Dec 2009

**Q13 If you needed to get information about recycling, where would you most like to get your information from?**

**Base: All respondents**

	Gender		Age						Social Class				Tenure				
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
Don't know	38 4%	23 5%	15 3%	8 6%	6 3%	5 2%	8 6%	4 3%	7 4%	5 2%	10 3%	9 6% <sup>i</sup>	14 7% <sup>i</sup>	11 5%	11 3%	8 5%	8 3%

**Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**  
**\* small base**

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q13 If you needed to get information about recycling, where would you most like to get your information from?**

**Base: All respondents**

	Working Status			Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
<b>NET: Online</b>	<b>677</b>	<b>371</b>	<b>71</b>	<b>229</b>	<b>488</b>	<b>16</b>	<b>87</b>	<b>66</b>	<b>16</b>	<b>283</b>	<b>395</b>	<b>353</b>	<b>101</b>	<b>337</b>	<b>131</b>	<b>636</b>	<b>25</b>
	<b>68%<sub>c</sub></b>	<b>81%<sub>abc</sub></b>	<b>72%<sub>c</sub></b>	<b>53%<sub>c</sub></b>	<b>65%<sub>d</sub></b>	<b>80%<sub>e</sub></b>	<b>78%<sub>xd</sub></b>	<b>69%<sub>g</sub></b>	<b>84%<sub>xd</sub></b>	<b>73%<sub>ij</sub></b>	<b>64%<sub>j</sub></b>	<b>65%<sub>k</sub></b>	<b>75%<sub>kl</sub></b>	<b>75%<sub>x</sub></b>	<b>68%<sub>n</sub></b>	<b>68%<sub>o</sub></b>	<b>56%<sub>p</sub></b>
Local council website	444	242	47	153	318	8	62	43	12	180	264	244	60	223	87	421	13
	44% <sub>c</sub>	53% <sub>xc</sub>	47% <sub>c</sub>	35% <sub>c</sub>	42% <sub>d</sub>	38% <sub>e</sub>	56% <sub>xd</sub>	45% <sub>g</sub>	61% <sub>xd</sub>	47% <sub>i</sub>	43% <sub>j</sub>	45% <sub>k</sub>	44% <sub>l</sub>	49% <sub>m</sub>	45% <sub>n</sub>	45% <sub>po</sub>	28% <sub>p</sub>
Other internet sources	214	131	21	59	149	5	21	31	5	95	120	119	30	116	36	200	11
	21% <sub>c</sub>	29% <sub>xc</sub>	22% <sub>c</sub>	14% <sub>c</sub>	20% <sub>d</sub>	27% <sub>e</sub>	19% <sub>f</sub>	32% <sub>xd</sub>	24% <sub>h</sub>	25% <sub>i</sub>	19% <sub>j</sub>	22% <sub>k</sub>	22% <sub>l</sub>	26% <sub>m</sub>	19% <sub>n</sub>	21% <sub>o</sub>	24% <sub>p</sub>
Blogs/social networking sites/ search engines	75	39	9	27	56	3	4	10	2	34	41	32	16	38	18	67	4
	8% <sub>c</sub>	8% <sub>c</sub>	9% <sub>c</sub>	6% <sub>c</sub>	8% <sub>d</sub>	15% <sub>e</sub>	3% <sub>f</sub>	10% <sub>g</sub>	10% <sub>h</sub>	9% <sub>i</sub>	7% <sub>j</sub>	6% <sub>k</sub>	12% <sub>kl</sub>	8% <sub>m</sub>	9% <sub>n</sub>	7% <sub>o</sub>	8% <sub>p</sub>
Recycling for London website	45	22	4	19	29	2	12	3	-	24	21	20	9	15	9	42	2
	5% <sub>c</sub>	5% <sub>c</sub>	4% <sub>c</sub>	4% <sub>c</sub>	4% <sub>d</sub>	12% <sub>e</sub>	10% <sub>xd</sub>	3% <sub>g</sub>	-	6% <sub>i</sub>	3% <sub>j</sub>	4% <sub>k</sub>	7% <sub>l</sub>	3% <sub>m</sub>	4% <sub>n</sub>	5% <sub>o</sub>	4% <sub>p</sub>
The GLA website	23	16	2	5	16	1	4	2	1	13	11	10	7	10	3	23	-
	2% <sub>c</sub>	4% <sub>xc</sub>	2% <sub>c</sub>	1% <sub>c</sub>	2% <sub>d</sub>	3% <sub>e</sub>	4% <sub>f</sub>	2% <sub>g</sub>	5% <sub>h</sub>	3% <sub>i</sub>	2% <sub>j</sub>	2% <sub>k</sub>	6% <sub>xl</sub>	2% <sub>m</sub>	2% <sub>n</sub>	2% <sub>o</sub>	-
Newspaper websites	2	2	-	-	1	1	-	-	*	-	2	*	1	2	-	2	-
	* <sub>c</sub>	1% <sub>c</sub>	-	-	* <sub>d</sub>	3% <sub>e</sub>	-	-	2% <sub>hd</sub>	-	* <sub>j</sub>	* <sub>k</sub>	1% <sub>l</sub>	1% <sub>m</sub>	-	* <sub>o</sub>	-
<b>NET: Local council</b>	<b>346</b>	<b>117</b>	<b>36</b>	<b>186</b>	<b>271</b>	<b>7</b>	<b>33</b>	<b>27</b>	<b>4</b>	<b>120</b>	<b>225</b>	<b>196</b>	<b>42</b>	<b>158</b>	<b>71</b>	<b>322</b>	<b>15</b>
	<b>35%<sub>a</sub></b>	<b>26%<sub>b</sub></b>	<b>36%<sub>a</sub></b>	<b>43%<sub>xa</sub></b>	<b>36%<sub>d</sub></b>	<b>35%<sub>e</sub></b>	<b>30%<sub>f</sub></b>	<b>28%<sub>g</sub></b>	<b>23%<sub>h</sub></b>	<b>31%<sub>i</sub></b>	<b>37%<sub>j</sub></b>	<b>36%<sub>k</sub></b>	<b>31%<sub>l</sub></b>	<b>35%<sub>m</sub></b>	<b>37%<sub>n</sub></b>	<b>35%<sub>o</sub></b>	<b>34%<sub>p</sub></b>
Direct contact with the council (phoning them)	263	83	25	148	208	5	25	19	4	86	177	137	35	125	56	244	11
	26% <sub>a</sub>	18% <sub>b</sub>	26% <sub>c</sub>	34% <sub>xa</sub>	28% <sub>d</sub>	24% <sub>e</sub>	22% <sub>f</sub>	20% <sub>g</sub>	20% <sub>h</sub>	22% <sub>i</sub>	29% <sub>ij</sub>	25% <sub>k</sub>	26% <sub>l</sub>	28% <sub>m</sub>	29% <sub>n</sub>	26% <sub>o</sub>	25% <sub>p</sub>
Local Borough newsletter/newspaper	97	38	12	46	75	2	10	9	1	37	60	66	10	37	18	92	4
	10% <sub>c</sub>	8% <sub>c</sub>	12% <sub>c</sub>	11% <sub>c</sub>	10% <sub>d</sub>	11% <sub>e</sub>	9% <sub>f</sub>	9% <sub>g</sub>	3% <sub>h</sub>	10% <sub>i</sub>	10% <sub>j</sub>	12% <sub>k</sub>	7% <sub>l</sub>	8% <sub>m</sub>	9% <sub>n</sub>	10% <sub>o</sub>	10% <sub>p</sub>
<b>NET: Newspapers</b>	<b>153</b>	<b>65</b>	<b>22</b>	<b>62</b>	<b>106</b>	<b>4</b>	<b>17</b>	<b>24</b>	<b>2</b>	<b>58</b>	<b>95</b>	<b>89</b>	<b>17</b>	<b>63</b>	<b>30</b>	<b>146</b>	<b>5</b>
	<b>15%<sub>c</sub></b>	<b>14%<sub>c</sub></b>	<b>22%<sub>a</sub></b>	<b>14%<sub>c</sub></b>	<b>14%<sub>d</sub></b>	<b>18%<sub>e</sub></b>	<b>16%<sub>f</sub></b>	<b>25%<sub>xd</sub></b>	<b>9%<sub>h</sub></b>	<b>15%<sub>i</sub></b>	<b>15%<sub>j</sub></b>	<b>16%<sub>k</sub></b>	<b>13%<sub>l</sub></b>	<b>14%<sub>m</sub></b>	<b>16%<sub>n</sub></b>	<b>16%<sub>o</sub></b>	<b>11%<sub>p</sub></b>
Local newspaper	118	52	17	46	82	4	14	17	1	42	76	70	10	44	24	116	1
	12% <sub>c</sub>	11% <sub>c</sub>	17% <sub>c</sub>	11% <sub>c</sub>	11% <sub>d</sub>	18% <sub>e</sub>	13% <sub>f</sub>	18% <sub>hg</sub>	3% <sub>h</sub>	11% <sub>i</sub>	12% <sub>j</sub>	13% <sub>k</sub>	8% <sub>l</sub>	10% <sub>m</sub>	12% <sub>n</sub>	12% <sub>o</sub>	2% <sub>p</sub>

**Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Prepared for the Greater London Authority by ICM Research**

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q13 If you needed to get information about recycling, where would you most like to get your information from?**

**Base: All respondents**

	Working Status			Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
National newspapers	33 3%	10 2%	3 3%	19 4%	21 3%	1 3%	1 1%	9 9%xdf	1 6%	15 4%	19 3%	20 4%	5 4%	16 4%	5 2%	29 3%	4 8%
London newspapers (Metro and Evening Standard)	20 2%	8 2%	2 2%	10 2%	15 2%	- -	2 2%	4 4%	- -	10 3%	11 2%	8 2%	6 4%	11 2%	5 3%	20 2%	1 2%
Leaflets delivered to door	75 8%	35 8%	10 10%	30 7%	55 7%	2 12%	12 11%	5 5%	1 4%	29 8%	47 8%	43 8%	11 8%	25 6%	16 8%	73 8%	2 3%
<b>NET: Television</b>	<b>63 6%</b>	<b>26 6%</b>	<b>7 7%</b>	<b>28 7%</b>	<b>39 5%</b>	<b>1 5%</b>	<b>8 7%</b>	<b>13 14%xd</b>	<b>2 13%</b>	<b>27 7%</b>	<b>36 6%</b>	<b>38 7%</b>	<b>9 6%</b>	<b>32 7%</b>	<b>13 7%</b>	<b>59 6%</b>	<b>4 10%</b>
Local television	44 4%	17 4%	6 6%	21 5%	26 4%	- -	5 5%	11 11%xd	2 8%	20 5%	24 4%	26 5%	7 5%	22 5%	11 6%	41 4%	3 7%
National television	33 3%	15 3%	3 3%	16 4%	23 3%	1 5%	5 4%	2 3%	10%xd	15 4%	18 3%	20 4%	3 2%	16 3%	7 4%	30 3%	3 8%
Notice boards/ information points in libraries etc.	50 5%	19 4%	6 7%	24 6%	32 4%	1 3%	4 4%	12 13%xdf	1 5%	16 4%	34 6%	28 5%	7 5%	16 4%	16 8% <sub>m</sub>	46 5%	4 8%
Library	38 4%	13 3%	4 4%	21 5%	28 4%	* 1%	3 3%	5 5%	1 6%	19 5%	18 3%	21 4%	3 2%	16 3%	10 5%	38 4%	- -
A local community group	33 3%	14 3%	1 1%	16 4%	20 3%	2 11%	5 4%	4 5%	* 2%	13 3%	19 3%	18 3%	4 3%	11 2%	8 4%	29 3%	4 8%
Friends or family	30 3%	8 2%	2 2%	20 5% <sub>a</sub>	20 3%	1 5%	4 4%	4 4%	* 2%	15 4%	14 2%	16 3%	2 2%	16 4%	4 2%	27 3%	3 6%
Local council/town hall	29 3%	13 3%	3 3%	13 3%	18 2%	- -	3 3%	7 7%xd	1 3%	10 3%	19 3%	18 3%	4 3%	9 2%	6 3%	24 3%	4 9% <sub>xo</sub>
Poster campaigns	17 2%	10 2%	1 1%	6 1%	9 1%	1 4%	2 2%	3 3%	1 7%xd	7 2%	10 2%	11 2%	1 1%	5 1%	3 1%	16 2%	1 2%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

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Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q13 If you needed to get information about recycling, where would you most like to get your information from?**

**Base: All respondents**

	Working Status			Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Import-ant (o)	Unimpor-tant (p)
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
<b>NET: Radio</b>	<b>13</b>	<b>7</b>	<b>*</b>	<b>6</b>	<b>7</b>	<b>-</b>	<b>1</b>	<b>5</b>	<b>*</b>	<b>9</b>	<b>5</b>	<b>10</b>	<b>1</b>	<b>10</b>	<b>3</b>	<b>9</b>	<b>4</b>
	1%	1%	*	1%	1%	-	1%	5%xd	1%	2%	1%	2%	1%	2%	1%	1%	9%xo
Local radio	10	4	*	5	6	-	1	2	*	7	2	6	1	6	3	8	2
	1%	1%	*	1%	1%	-	1%	3%	1%	2%j	*	1%	1%	1%	1%	1%	4%o
National Radio	5	3	-	3	3	-	-	3	-	3	3	5	-	5	-	3	2
	1%	1%	-	1%	*	-	-	3%xd	-	1%	*	1%	-	1%	-	*	4%xo
Magazines (spec/unspec)	13	6	2	5	5	*	1	7	-	4	9	6	2	6	5	13	-
	1%	1%	2%	1%	1%	2%	1%	7%xdf	-	1%	1%	1%	2%	1%	2%	1%	-
Other recycling sources	13	9	2	2	9	2	-	1	*	4	9	3	1	7	3	13	-
	1%	2%	2%	*	1%	9%	-	1%	1%	1%	1%	1%	*	2%	1%	1%	-
Leaflets/posters/flyers/billboards	8	2	-	6	6	1	-	2	-	1	7	5	2	3	2	7	1
	1%	*	-	1%	1%	3%	-	2%	-	*	1%	1%	1%	1%	1%	1%	2%
(Local) shops/supermarket	8	4	*	3	4	1	1	2	1	5	2	3	2	3	2	8	-
	1%	1%	*	1%	*	3%	*	2%	5%xdf	1%	*	1%	2%	1%	1%	1%	-
Direct mail/letters through the post	6	4	-	2	5	-	1	-	*	3	3	4	-	4	-	6	-
	1%	1%	-	*	1%	-	1%	-	2%	1%	1%	1%	-	1%	-	1%	-
Schools/colleges	5	1	*	4	4	-	-	1	*	*	5	*	3	2	3	5	-
	1%	*	*	1%	1%	-	-	1%	1%	*	1%	*	2%k	1%	1%	1%	-
Yellow pages/local directories	5	4	-	1	5	-	-	-	*	2	4	2	-	1	*	5	-
	1%	1%	-	*	1%	-	-	-	2%f	*	1%	*	-	*	*	1%	-
City/town centre	4	3	-	1	4	-	-	-	1	1	4	1	1	1	2	2	-
	*	1%	-	*	*	-	-	-	3%xdfg	*	1%	*	1%	*	1%	*	-
Post Office	3	-	1	2	2	-	-	1	-	-	3	1	1	1	-	2	-
	*	-	1%a	1%	*	-	-	1%	-	-	1%	*	1%	*	-	*	-
Other	17	9	2	6	8	-	6	3	-	11	6	8	4	6	4	17	*
	2%	2%	2%	1%	1%	-	5%xd	3%	-	3%	1%	1%	3%	1%	2%	2%	1%

**Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

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Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q13 If you needed to get information about recycling, where would you most like to get your information from?**

**Base: All respondents**

	Working Status			Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
Nothing	*	*	-	-	-	*	-	-	-	*	-	*	-	-	*	*	-
	*	*	-	-	-	1%	-	-	-	*	-	*	-	-	*	*	-
Don't know	38	10	2	25	26	*	7	4	*	12	26	18	4	16	5	34	2
	4%	2%	2%	6%a	3%	2%	7%	4%	1%	3%	4%	3%	3%	4%	3%	4%	6%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

#### Q14 Have you heard about Big Dance London?

	Gender		Age							Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
Yes	36 4% <sub>m</sub>	16 3%	21 4%	7 5%	8 4%	8 4%	9 6% <sub>gh</sub>	1 1%	3 2%	10 3%	11 4%	8 6%	6 3%	3 1%	11 3%	11 7% <sub>m</sub>	12 5% <sub>m</sub>
No	964 96%	465 97%	499 96%	124 95%	221 96%	202 96%	141 94%	119 99% <sub>f</sub>	158 98% <sub>f</sub>	310 97%	299 96%	142 94%	213 97%	220 99% <sub>xop</sub>	363 97%	151 93%	230 95%
Don't know	1 *	-	1 *	-	1 *	-	-	-	-	-	-	-	1 *	-	-	-	1 *

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**  
 \* small base

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

#### Q14 Have you heard about Big Dance London?

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Import-ant (o)	Unimport-ant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
Yes	36 4%	14 3%	5 5%	16 4%	24 3%	1 4%	6 5%	5 5%	* 1%	13 3%	23 4%	21 4%	1 1%	16 3%	7 3%	33 4%	2 6%
No	964 96%	442 97%	94 95%	414 96%	723 97%	19 96%	103 94%	91 95%	19 99%	371 96%	592 96%	526 96%	134 99%	437 97%	186 96%	898 96%	43 94%
Don't know	1 *	-	-	1 *	-	-	1 1% <sup>d</sup>	-	-	1 *	-	-	-	-	1 *	1 *	-

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**  
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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

#### Q15 Have you done any of the following over the least year?

##### -Summary

Base: All respondents

	Q15 Summary				
	Watched dance live	Watched dance on television	Watched dance on the web	Attended dance classes	Attended events that include dancing
Unweighted Base	1001	1001	1001	1001	1001
Weighted Base	1001	1001	1001	1001	1001
No, not at all	709 71%	418 42%	864 86%	917 92%	642 64%
NET: Yes	292 29%	583 58%	137 14%	84 8%	359 36%
Yes 1 - 2 times	168 17%	142 14%	47 5%	15 2%	162 16%
Yes 3 - 5 times	92 9%	127 13%	34 3%	11 1%	101 10%
Yes 6 - 10 time	16 2%	106 11%	18 2%	20 2%	32 3%
Yes 11 - 20 times	9 1%	66 7%	6 1%	7 1%	20 2%
Yes 20+ times (30)	7 1%	143 14%	32 3%	31 3%	44 4%
Mean	1.09	6.82	1.41	1.26	2.52
Standard Deviation	3.17	10.28	5.50	5.42	6.46
Standard Error	0.10	0.32	0.17	0.17	0.20

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

#### Q15 Have you done any of the following over the least year?

**-Watched dance live**

**Base: All respondents**

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out-right (m)	Own with mortgage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
No, not at all	709 71%in	354 74%	355 68%	86 66%	161 70%	144 69%	103 69%	82 68%	133 83%xcdefg	201 63%	208 67%	116 77%i	184 83%xij	158 71%	239 64%	132 82%xmn	180 74%n
NET: Yes	292 29%hlo	127 26%	165 32%	44 34%h	69 30%h	66 31%h	47 31%h	38 32%h	28 17%	119 37%xkl	102 33%l	34 23%	37 17%	64 29%o	135 36%xop	30 18%	63 26%
Yes 1 - 2 times	168 17%h	70 15%	98 19%	18 14%	32 14%	48 23%dh	24 16%	29 25%xdh	16 10%	71 22%xkl	53 17%	19 13%	25 11%	39 17%	83 22%xop	18 11%	30 12%
Yes 3 - 5 times	92 9%hl	41 9%	51 10%	25 19%xefgh	27 12%h	14 7%	11 8%	8 7%	6 4%	36 11%l	36 12%l	12 8%	8 3%	18 8%	38 10%	9 6%	27 11%
Yes 6 - 10 time	16 2%	7 2%	9 2%	- -	3 1%	3 1%	5 4%	1 1%	4 3%	7 2%	7 2%	1 1%	2 1%	6 3%	7 2%	2 1%	1 *
Yes 11 - 20 times	9 1%	5 1%	3 1%	1 1%	3 1%	- -	4 2%e	- -	1 1%	3 1%	5 1%	- -	1 *	1 *	3 1%	- -	4 2%
Yes 20+ times (30)	7 1%	3 1%	4 1%	- -	4 2%	1 *	3 2%	- -	- -	2 1%	1 *	2 1%	2 1%	1 *	4 1%	1 1%	1 1%
Mean	1.09	1.02	1.15	1.09	1.49h	0.83	1.69xegh	0.68	0.61	1.28l	1.25	0.98	0.67	0.94	1.37	0.68	1.07
Standard Deviation	3.17	3.07	3.26	1.97	4.39	2.18	4.64	1.25	1.89	3.12	3.03	3.70	3.00	2.44	3.71	2.72	3.11
Standard Error	0.10	0.14	0.14	0.22	0.30	0.15	0.35	0.11	0.14	0.15	0.19	0.34	0.20	0.14	0.21	0.24	0.19

**Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

Q15 Have you done any of the following over the least year?

-Watched dance live

Base: All respondents

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
No, not at all	709 71%	297 65%	62 63%	339 78%xab	522 70%	13 65%	91 83%xdg	63 66%	13 67%	259 67%	450 73%	386 71%	98 72%	307 68%	136 70%	659 71%	32 71%
NET: Yes	292 29%cf	159 35%c	37 37%c	93 22%	225 30%f	7 35%	19 17%	33 34%f	6 33%	126 33%	166 27%	161 29%	37 28%	145 32%	58 30%	273 29%	13 29%
Yes 1 - 2 times	168 17%	89 20%c	19 19%	58 13%	129 17%	3 15%	14 13%	18 19%	3 17%	72 19%	96 16%	100 18%	21 15%	81 18%	36 19%	155 17%	9 20%
Yes 3 - 5 times	92 9%f	49 11%	12 13%c	29 7%	72 10%f	4 21%	2 2%	11 11%f	2 11%f	37 10%	55 9%	43 8%	13 9%	48 11%	16 8%	89 9%	3 6%
Yes 6 - 10 time	16 2%	10 2%	2 2%	4 1%	14 2%	- -	1 1%	1 2%	- -	7 2%	9 1%	10 2%	2 1%	11 2%	1 1%	15 2%	1 2%
Yes 11 - 20 times	9 1%	6 1%	1 1%	2 *	6 1%	- -	- -	2 2%	1 3%f	7 2%j	2 *	5 1%	2 1%	3 1%	3 1%	8 1%	* 1%
Yes 20+ times (30)	7 1%	4 1%	3 3%xc	- -	4 1%	- -	2 2%	1 1%	* 2%	4 1%	3 1%	3 1%	* *	2 1%	1 *	6 1%	- -
Mean	1.09c	1.38c	1.90xc	0.62	1.08	1.05	0.81	1.36	1.66	1.36	0.92	1.04	0.99	1.14	1.04	1.08	0.85
Standard Deviation	3.17	3.64	5.20	1.63	2.99	1.64	3.85	3.54	4.76	3.72	2.76	2.95	2.72	2.93	2.95	3.06	2.08
Standard Error	0.10	0.17	0.44	0.08	0.11	0.29	0.37	0.39	0.72	0.19	0.11	0.13	0.23	0.14	0.20	0.10	0.32

**Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

#### Q15 Have you done any of the following over the least year? -Watched dance on television

Base: All respondents

	Gender		Age						Social Class				Tenure				
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
No, not at all	418 42%b	252 52%xb	166 32%	41 31%	97 42%	88 42%	71 47%c	53 44%	69 43%	145 45%	123 40%	62 41%	88 40%	90 41%	147 39%	65 40%	116 48%
NET: Yes	583 58%a	229 48%	354 68%xa	89 69%f	134 58%	122 58%	79 53%	67 56%	91 57%	176 55%	187 60%	88 59%	132 60%	132 59%	227 61%	97 60%	127 52%
Yes 1 - 2 times	142 14%	67 14%	75 14%	31 24%xgh	32 14%	32 15%	21 14%	12 10%	15 9%	46 14%	40 13%	24 16%	33 15%	26 12%	50 13%	35 22%xm	32 13%
Yes 3 - 5 times	127 13%	46 10%	81 15%a	21 16%	28 12%	24 12%	22 14%	11 9%	20 13%	45 14%	42 14%	14 10%	25 11%	29 13%	59 16%p	16 10%	22 9%
Yes 6 - 10 time	106 11%f	48 10%	58 11%	15 12%	26 11%f	19 9%	7 5%	22 18%xefh	16 10%	33 10%	29 9%	19 12%	25 12%	27 12%	45 12%	14 9%	20 8%
Yes 11 - 20 times	66 7%	25 5%	40 8%	5 4%	16 7%	10 5%	9 6%	10 9%	15 10%	21 7%	24 8%	5 4%	15 7%	16 7%	23 6%	11 7%	16 7%
Yes 20+ times	(30) 14%ai	42 9%	100 19%xa	17 13%	31 13%	37 17%	20 14%	13 11%	25 15%	31 10%	52 17%i	26 17%i	33 15%	36 16%	49 13%	21 13%	37 15%
Mean	6.82ai	4.82	8.66xa	6.48	6.69	7.33	6.19	6.42	7.50	5.45	7.71i	7.36	7.19i	7.48	6.67	6.35	6.76
Standard Deviation	10.28	8.73	11.22	9.82	10.10	11.05	10.22	9.34	10.65	8.96	10.90	10.99	10.52	10.67	9.92	10.07	10.62
Standard Error	0.32	0.41	0.48	1.08	0.68	0.77	0.77	0.79	0.81	0.44	0.68	1.00	0.71	0.63	0.55	0.90	0.65

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p

\* small base

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q15 Have you done any of the following over the least year?**  
**-Watched dance on television**

**Base: All respondents**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Import-ant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
No, not at all	418 42%f	202 44%	40 41%	170 39%	334 45%f	9 46%	31 28%	34 35%	6 29%	166 43%	252 41%	210 38%	65 48%k	169 37%	88 46%	382 41%	25 55%
NET: Yes	583 58%	254 56%	59 59%	261 61%	414 55%	11 54%	79 72%xd	62 65%	14 71%	219 57%	364 59%	337 62%l	70 52%	283 63%	105 54%	550 59%	20 45%
Yes 1 - 2 times	142 14%	64 14%	10 10%	65 15%	84 11%	3 13%	30 27%xd	24 24%xd	2 11%	53 14%	90 15%	78 14%	18 14%	62 14%	29 15%	134 14%	5 11%
Yes 3 - 5 times	127 13%	53 12%	11 11%	61 14%	86 11%	4 20%	19 17%	13 14%	4 22%d	49 13%	78 13%	72 13%	18 13%	53 12%	33 17%	123 13%	4 9%
Yes 6 - 10 time	106 11%	47 10%	12 12%	45 10%	79 11%	- -	16 14%	9 9%	2 8%	38 10%	68 11%	65 12%	8 6%	65 14%n	15 8%	99 11%	6 13%
Yes 11 - 20 times	66 7%f	29 6%	10 10%	26 6%	56 8%f	2 10%	1 *	5 5%	1 6%f	26 7%	40 6%	43 8%	6 4%	37 8%n	6 3%	63 7%	1 2%
Yes 20+ times	(30) 143 14%	61 13%	16 16%	63 15%	108 15%	2 11%	14 13%	12 12%	4 23%	54 14%	89 14%	80 15%	20 15%	67 15%	22 11%	132 14%	5 11%
Mean	6.82	6.45	8.05	6.93	6.95	5.74	6.11	6.11	9.59	6.71	6.89	7.22	6.25	7.48n	5.41	6.85	4.99
Standard Deviation	10.28	10.08	10.84	10.33	10.40	9.71	9.56	9.73	12.14	10.25	10.30	10.32	10.48	10.35	9.42	10.25	9.29
Standard Error	0.32	0.48	0.93	0.52	0.39	1.69	0.91	1.07	1.83	0.54	0.41	0.44	0.88	0.49	0.65	0.34	1.42

**Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Prepared for the Greater London Authority by ICM Research**

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q15 Have you done any of the following over the least year?**  
**-Watched dance on the web**

**Base: All respondents**

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
No, not at all	864 86%cp	417 87%	447 86%	81 63%	192 83% <sup>c</sup>	184 88% <sup>c</sup>	136 90% <sup>c</sup>	116 97% <sup>xcdef</sup>	154 96% <sup>xcdef</sup>	280 88% <sup>j</sup>	253 81%	130 86%	201 91% <sup>j</sup>	204 92% <sup>xnp</sup>	318 85%	148 92% <sup>p</sup>	193 80%
NET: Yes	137 14%ghm	63 13%	74 14%	49 37% <sup>xdefgh</sup> h	38 17% <sup>gh</sup>	26 12% <sup>gh</sup>	14 10% <sup>gh</sup>	4 3%	6 4%	40 12%	58 19% <sup>il</sup>	20 14%	19 9%	18 8%	56 15% <sup>m</sup>	13 8%	49 20% <sup>xmo</sup>
Yes 1 - 2 times	47 5% <sup>h</sup>	24 5%	22 4%	17 13% <sup>xdefgh</sup>	10 4% <sup>h</sup>	10 5% <sup>h</sup>	6 4% <sup>h</sup>	4 3%	1 1%	16 5%	17 6%	8 5%	6 3%	4 2%	17 4%	2 1%	24 10% <sup>xmno</sup>
Yes 3 - 5 times	34 3% <sup>g</sup>	14 3%	20 4%	13 10% <sup>xefgh</sup>	10 4% <sup>g</sup>	5 2%	3 2%	- -	3 2%	11 3%	14 5% <sup>l</sup>	6 4%	2 1%	7 3%	14 4%	6 4%	6 3%
Yes 6 - 10 time	18 2%	10 2%	8 2%	5 4% <sup>f</sup>	4 2%	7 3% <sup>f</sup>	- -	- -	2 1%	4 1%	8 3%	2 1%	4 2%	4 2%	5 1%	- -	9 4% <sup>o</sup>
Yes 11 - 20 times	6 1%	4 1%	2 *	- -	4 2%	- -	2 1%	- -	- -	2 1%	2 *	1 1%	1 1%	1 *	3 1%	- -	3 1%
Yes 20+ times (30)	32 3% <sup>h</sup>	11 2%	21 4%	13 10% <sup>xefgh</sup>	10 4% <sup>gh</sup>	5 2%	4 3% <sup>h</sup>	- -	- -	6 2%	17 5% <sup>i</sup>	4 3%	5 2%	2 1%	17 5% <sup>m</sup>	5 3%	8 3%
Mean	1.41ghm	1.17	1.63	3.96 <sup>xefgh</sup> h	2.00gh	1.11gh	1.10gh	0.05	0.18	1.03	2.15i	1.19	1.07	0.65	1.82m	1.12	1.66m
Standard Deviation	5.50	4.80	6.06	8.98	6.51	4.73	5.06	0.27	1.05	4.50	6.87	4.94	4.89	3.37	6.42	5.31	5.60
Standard Error	0.17	0.23	0.26	0.99	0.44	0.33	0.38	0.02	0.08	0.22	0.43	0.45	0.33	0.20	0.36	0.48	0.34

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

#### Q15 Have you done any of the following over the least year?

**-Watched dance on the web**

**Base: All respondents**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
No, not at all	864 86%fh	383 84%	87 88%	379 88%	671 90%xfgh	14 71%	83 76%	76 79%	13 66%	323 84%	540 88%	487 89%	117 87%	378 84%	169 88%	809 87%	38 85%
NET: Yes	137 14%d	73 16%	12 12%	52 12%	77 10%	6 29%	27 24%xd	20 21%d	6 34%xd	62 16%	75 12%	59 11%	18 13%	74 16%	24 12%	123 13%	7 15%
Yes 1 - 2 times	47 5%	22 5%	6 6%	18 4%	30 4%	1 4%	8 7%	6 6%	2 11%d	20 5%	27 4%	25 5%	1 1%	24 5%	7 4%	42 4%	3 6%
Yes 3 - 5 times	34 3%	14 3%	1 1%	18 4%	18 2%	2 10%	9 8%xd	4 5%	1 3%	15 4%	19 3%	11 2%	5 4%	22 5%	6 3%	30 3%	2 5%
Yes 6 - 10 time	18 2%	10 2%	2 2%	6 1%	10 1%	1 6%	3 2%	3 3%	* 3%	5 1%	13 2%	9 2%	4 3%	9 2%	3 2%	16 2%	2 3%
Yes 11 - 20 times	6 1%	6 1%	- -	1 *	2 *	- -	1 1%	2 2%d	* 1%	5 1%	2 *	4 1%	1 1%	4 1%	1 1%	6 1%	- -
Yes 20+ times	(30) 3%	20 4%	3 3%	9 2%	17 2%	2 8%	6 6%	4 4%	3 16%xdfg	17 5%	15 2%	10 2%	7 5%k	15 3%	7 4%	29 3%	- -
Mean	1.41	1.88c	1.21	0.99	0.98	3.51	2.51d	2.22d	5.58xdg	1.88	1.12	0.93	2.04k	1.56	1.45	1.37	0.58
Standard Deviation	5.50	6.40	5.33	4.47	4.61	8.56	7.16	6.56	11.32	6.46	4.78	4.29	6.81	5.65	5.73	5.42	1.70
Standard Error	0.17	0.30	0.46	0.22	0.17	1.49	0.68	0.72	1.71	0.34	0.19	0.18	0.57	0.27	0.39	0.18	0.26

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

#### Q15 Have you done any of the following over the least year?

##### -Attended dance classes

Base: All respondents

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
No, not at all	917 92%bd	461 96%xb	457 88%	114 87%	198 86%	194 92%	146 97%xcd	113 94%d	154 96%cd	293 91%	273 88%	144 96%j	207 94%j	213 96%xnp	341 91%	149 92%	215 88%
NET: Yes	84 8%afm	20 4%	64 12%xa	17 13%fh	33 14%xfgh	16 8%	4 3%	7 6%	6 4%	28 9%	37 12%kl	6 4%	13 6%	10 4%	33 9%m	13 8%	28 12%m
Yes 1 - 2 times	15 2%	5 1%	10 2%	2 2%	4 2%	5 2%	* *	2 2%	2 1%	7 2%	5 2%	- -	3 1%	3 1%	3 1%	2 2%	7 3%n
Yes 3 - 5 times	11 1%	4 1%	7 1%	1 1%	3 1%	5 2%	1 *	1 1%	1 *	4 1%	2 1%	2 1%	3 1%	3 1%	4 1%	* *	4 2%
Yes 6 - 10 time	20 2%	7 1%	13 2%	5 4%h	11 5%xefh	1 *	1 *	2 2%	- -	6 2%	7 2%	4 2%	3 2%	1 *	7 2%	4 2%	8 3%m
Yes 11 - 20 times	7 1%	1 *	6 1%	2 1%	3 1%	3 1%	- -	- -	- -	3 1%	4 1%	- -	- -	- -	5 1%	1 1%	1 *
Yes 20+ times	(30) 3%a	3 1%	28 5%xa	6 5%	13 5%e	3 2%	3 2%	2 2%	4 2%	8 2%	19 6%xikl	1 *	4 2%	4 2%	15 4%	5 3%	7 3%
Mean	1.26a	0.37	2.08xa	2.06	2.26xefg h	0.83	0.59	0.70	0.78	1.12	2.24xikl	0.37	0.69	0.59	1.59m	1.31	1.34
Standard Deviation	5.42	2.59	7.00	6.82	7.09	4.16	4.01	3.95	4.69	4.98	7.37	2.30	3.94	3.89	6.14	5.54	5.35
Standard Error	0.17	0.12	0.30	0.75	0.48	0.29	0.30	0.33	0.35	0.25	0.46	0.21	0.27	0.23	0.34	0.50	0.33

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p

\* small base

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q15 Have you done any of the following over the least year?**

**-Attended dance classes**

**Base: All respondents**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Import-ant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
No, not at all	917 92%	413 91%	88 89%	401 93%	686 92%	15 73%	102 93%	90 94%	17 89%	345 90%	572 93%	508 93%	129 96%	416 92%	176 91%	851 91%	44 98%
NET: Yes	84 8%	43 9%	11 11%	30 7%	62 8%	5 27%	8 7%	6 6%	2 11%	40 10%	44 7%	38 7%	5 4%	36 8%	18 9%	81 9%	1 2%
Yes 1 - 2 times	15 2%	5 1%	2 2%	7 2%	9 1%	1 4%	1 1%	4 4%	- -	7 2%	8 1%	6 1%	2 2%	8 2%	2 1%	15 2%	- -
Yes 3 - 5 times	11 1%	4 1%	2 2%	5 1%	7 1%	1 5%	2 2%	- -	1 5%xdg	3 1%	8 1%	7 1%	- -	7 2%	3 1%	11 1%	- -
Yes 6 - 10 time	20 2%	11 2%	2 2%	7 2%	15 2%	1 7%	1 1%	2 2%	- -	14 4%j	5 1%	9 2%	1 1%	6 1%	5 3%	20 2%	- -
Yes 11 - 20 times	7 1%	5 1%	- -	2 *	5 1%	- -	- -	- -	1 6%xdfg	2 1%	5 1%	3 1%	- -	4 1%	- -	7 1%	- -
Yes 20+ times	(30) 3%	17 4%	4 4%	10 2%	26 3%	2 11%	3 3%	- -	- -	13 3%	18 3%	13 2%	2 2%	11 2%	8 4%	28 3%	1 2%
Mean	1.26	1.54	1.57	0.93	1.35	4.18	0.97	0.24	1.14g	1.47	1.12	1.03	0.57	1.05	1.52	1.26	0.73
Standard Deviation	5.42	5.99	6.16	4.64	5.68	9.65	4.87	1.24	3.79	5.73	5.22	4.86	3.86	4.88	6.07	5.37	4.68
Standard Error	0.17	0.28	0.53	0.23	0.21	1.68	0.46	0.14	0.57	0.30	0.21	0.21	0.32	0.23	0.42	0.18	0.71

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

#### Q15 Have you done any of the following over the least year? -Attended events that include dancing

Base: All respondents

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
No, not at all	642 64%ci	324 68%	318 61%	67 52%	133 58%	133 63%	94 63%	84 70%cd	131 82%xcdefg	172 54%	197 63%i	110 73%i	163 74%xij	156 70%n	217 58%	114 70%n	155 64%
NET: Yes	359 36%hl	156 32%	203 39%	63 48%xgh	97 42%gh	78 37%h	56 37%h	36 30%h	29 18%	148 46%xjkl	113 37%l	40 27%	57 26%	66 30%	157 42%mo	48 30%	88 36%
Yes 1 - 2 times	162 16%h	72 15%	90 17%	26 20%h	42 18%h	30 14%	26 17%	22 18%	16 10%	67 21%xkl	53 17%	15 10%	27 12%	38 17%	60 16%	30 19%	34 14%
Yes 3 - 5 times	101 10%g	45 9%	55 11%	15 11%	24 10%	28 14%gh	19 13%g	5 4%	10 6%	39 12%	32 10%	12 8%	18 8%	19 9%	47 13%	13 8%	22 9%
Yes 6 - 10 time	32 3%	12 3%	20 4%	5 4%	11 5%	4 2%	6 4%	4 3%	2 1%	18 6%xk	8 3%	1 1%	5 2%	7 3%	14 4%	1 1%	11 4%
Yes 11 - 20 times	20 2%m	11 2%	10 2%	3 2%	7 3%h	6 3%h	1 1%	3 3%h	- -	8 2%	4 1%	6 4%	2 1%	- -	12 3%m	1 1%	8 3%m
Yes 20+ times (30)	44 4%hm	15 3%	28 5%	14 10%xfgh	14 6%h	9 4%h	4 2%	3 2%	1 *	16 5%	17 5%	6 4%	6 3%	3 1%	25 7%m	3 2%	14 6%m
Mean	2.52hmo	2.11	2.91	4.55xfgh	3.33h	2.65h	1.95h	1.79h	0.64	3.12l	2.70	2.26	1.58	1.21	3.50xmo	1.24	3.07mo
Standard Deviation	6.46	5.75	7.04	9.17	7.46	6.53	5.01	5.20	2.42	6.86	6.95	6.33	5.03	3.69	7.72	4.12	7.26
Standard Error	0.20	0.27	0.30	1.01	0.50	0.45	0.38	0.44	0.18	0.34	0.43	0.58	0.34	0.22	0.43	0.37	0.44

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p

\* small base

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Q15 Have you done any of the following over the least year?**  
**-Attended events that include dancing**

**Base: All respondents**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
No, not at all	642 64% <sup>ai</sup>	265 58%	59 59%	306 71% <sup>xab</sup>	487 65%	10 50%	69 63%	58 61%	12 61%	220 57%	422 69% <sup>ai</sup>	357 65%	91 68%	268 59%	129 67%	591 63%	36 80% <sup>o</sup>
NET: Yes	359 36% <sup>c</sup>	191 42% <sup>xc</sup>	40 41% <sup>c</sup>	125 29%	261 35%	10 50%	41 37%	38 39%	7 39%	166 43% <sup>xj</sup>	194 31%	190 35%	43 32%	184 41%	64 33%	341 37% <sup>p</sup>	9 20%
Yes 1 - 2 times	162 16%	79 17%	15 15%	68 16%	122 16%	3 13%	18 16%	15 15%	4 19%	80 21% <sup>j</sup>	82 13%	92 17%	18 13%	87 19%	26 13%	155 17%	3 6%
Yes 3 - 5 times	101 10%	54 12% <sup>c</sup>	15 15% <sup>c</sup>	30 7%	74 10%	4 19%	10 9%	11 11%	2 13%	38 10%	62 10%	55 10%	7 5%	47 10%	24 12%	98 10%	3 6%
Yes 6 - 10 time	32 3%	23 5% <sup>c</sup>	2 2%	7 2%	25 3%	1 5%	3 2%	4 4%	- -	13 3%	19 3%	15 3%	8 6%	14 3%	7 3%	31 3%	1 3%
Yes 11 - 20 times	20 2%	14 3% <sup>c</sup>	4 4% <sup>c</sup>	2 1%	14 2%	1 4%	3 2%	1 1%	1 4%	9 2%	11 2%	10 2%	2 1%	13 3%	3 1%	18 2%	1 3%
Yes 20+ times	(30) 4%	22 5%	5 5%	17 4%	26 3%	2 10%	8 7%	8 8%	1 3%	25 6% <sup>j</sup>	19 3%	18 3%	9 7%	22 5%	5 3%	40 4%	1 2%
Mean	2.52	3.02 <sup>c</sup>	3.07	1.94	2.22	4.93	3.35	3.54	2.35	3.28 <sup>j</sup>	2.05	2.14	3.08	2.87	1.98	2.50	1.71
Standard Deviation	6.46	6.79	7.01	6.02	5.86	9.29	8.01	8.18	5.97	7.57	5.62	5.76	7.66	6.86	5.28	6.37	5.36
Standard Error	0.20	0.32	0.60	0.30	0.22	1.62	0.76	0.90	0.90	0.40	0.22	0.25	0.64	0.33	0.36	0.21	0.82

**Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Demographics****Base: All respondents**

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out-right (m)	Own with mortgage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
<b>Gender</b>																	
Male	480 48%b	480 100%xb	-	67 51%	94 41%	97 46%	80 53% <sup>d</sup>	67 56% <sup>d</sup>	75 47%	164 51% <sup>l</sup>	137 44%	91 61% <sup>xj</sup>	89 40%	112 50% <sup>o</sup>	181 48%	63 39%	125 52% <sup>o</sup>
Female	521 52% <sup>ak</sup>	-	521 100% <sup>xa</sup>	63 49%	136 59% <sup>fg</sup>	113 54%	70 47%	53 44%	85 53%	156 49%	174 56% <sup>k</sup>	59 39%	131 60% <sup>ik</sup>	111 50%	193 52%	99 61% <sup>mp</sup>	117 48%
<b>Age</b>																	
18 - 24	130 13% <sup>defgh</sup> m	67 14%	63 12%	130 100% <sup>xdefgh</sup>	-	-	-	-	-	39 12%	50 16%	20 13%	21 10%	17 8%	34 9%	26 16% <sup>m</sup>	52 22% <sup>xmn</sup>
25 - 34	230 23% <sup>cefg</sup> lm	94 20%	136 26% <sup>a</sup>	-	230 100% <sup>xcefg</sup>	-	-	-	-	86 27% <sup>l</sup>	90 29% <sup>l</sup>	30 20% <sup>l</sup>	24 11%	11 5%	101 27% <sup>m</sup>	33 21% <sup>m</sup>	85 35% <sup>xmno</sup>
35 - 44	210 21% <sup>cdfgh</sup> m	97 20%	113 22%	-	-	210 100% <sup>xcdfgh</sup>	-	-	-	86 27% <sup>xkl</sup>	63 20%	25 16%	37 17%	23 11%	123 33% <sup>xmop</sup>	23 14%	41 17% <sup>m</sup>
45 - 54	150 15% <sup>cdegh</sup> p	80 17%	70 14%	-	-	-	150 100% <sup>xcdegh</sup>	-	-	38 12%	55 18%	28 19%	28 13%	27 12%	76 20% <sup>xmp</sup>	25 15%	22 9%
55 - 64	120 12% <sup>cdefh</sup>	67 14%	53 10%	-	-	-	-	120 100% <sup>xcdefh</sup>	-	40 13%	25 8%	25 17% <sup>j</sup>	29 13%	47 21% <sup>xnp</sup>	30 8%	22 13%	21 9%
65+	160 16% <sup>cdefg</sup> ijnp	75 16%	85 16%	-	-	-	-	-	160 100% <sup>xcdef</sup> g	30 10%	26 9%	22 15%	81 37% <sup>xijk</sup>	97 43% <sup>xnop</sup>	9 2%	33 20% <sup>np</sup>	22 9% <sup>n</sup>
Mean age	44 44% <sup>cdeijn</sup> p	45	43	21	30	40	50 <sup>x</sup>	60 60% <sup>xdef</sup>	70 <sup>x</sup>	42	40	45 <sup>ij</sup>	52 52% <sup>xijk</sup>	57 57% <sup>xnop</sup>	40	45 <sup>np</sup>	38

**Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

\* small base

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Demographics****Base: All respondents**

	Gender		Age						Social Class				Tenure				
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
<b><u>Social Class</u></b>																	
AB	320 32%hjklo	164 34%	156 30%	39 30%	86 37%fh	86 41%xfh	38 25%	40 34%h	30 19%	320 100%xjkl	-	-	-	69 31%o	158 42%xmop	22 14%	71 29%o
C1	310 31%ghikl	137 28%	174 33%	50 39%gh	90 39%xgh	63 30%h	55 37%gh	25 21%	26 17%	-	310 100%xikl	-	-	55 25%	127 34%m	40 25%	88 36%mo
C2	150 15%ijl	91 19%b	59 11%	20 15%	30 13%	25 12%	28 19%	25 21%e	22 14%	-	-	150 100%xijl	-	30 14%	58 15%	27 17%	35 14%
DE	220 22%dijkn	89 18%	131 25%a	21 16%	24 11%	37 17%	28 19%d	29 24%d	81 50%xcdefg	-	-	-	220 100%xijk	67 30%xnp	32 9%	72 45%xmnp	48 20%n

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

\* small base

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Demographics****Base: All respondents**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
<b>Gender</b>																	
Male	480 48%b	268 59%xbc	27 28%	180 42%b	352 47%	12 58%	63 57%h	44 46%	6 32%	174 45%	306 50%	276 50%	65 48%	231 51%	90 46%	436 47%	32 70%xo
Female	521 52%ap	188 41%	72 72%xac	252 58%a	396 53%	8 42%	48 43%	52 54%	13 68%f	211 55%	310 50%	271 50%	70 52%	222 49%	104 54%	496 53%p	13 30%
<b>Age</b>																	
18 - 24	130 13%adk	39 8%	10 11%	78 18%xa	65 9%	6 29%	35 32%xd	21 22%xd	3 18%	51 13%	79 13%	49 9%	24 18%k	78 17%n	20 10%	119 13%	5 11%
25 - 34	230 23%cj	165 36%xbc	18 18%c	45 10%	163 22%	3 15%	32 29%	25 26%	5 25%	132 34%xj	98 16%	113 21%	28 21%	108 24%	40 21%	219 23%	10 21%
35 - 44	210 21%c	112 25%c	34 35%xac	60 14%	157 21%	6 29%	18 17%	20 21%	6 33%f	64 17%	147 24%i	119 22%	30 22%	97 21%	34 18%	201 22%	7 15%
45 - 54	150 15%c	92 20%xc	16 16%c	40 9%	111 15%	4 22%	12 11%	20 21%	2 10%	53 14%	98 16%	78 14%	19 14%	61 14%	43 22%xm	136 15%	7 15%
55 - 64	120 12%g	45 10%	15 15%	58 14%	107 14%g	* 2%	7 7%	3 3%	1 7%	41 11%	79 13%	71 13%	20 15%	42 9%	31 16%m	110 12%	6 14%
65+	160 16%abfg	3 1%	6 6%a	150 35%xab	145 19%fg	1 3%	6 5%	6 7%	1 8%	44 11%	116 19%i	116 21%xl	13 10%	66 15%	26 13%	147 16%	11 24%
Mean age	44afgi	39	43a	50xab	46xfgh	37	35	38	39	41	46xi	47xl	42	42	45m	44	47

**Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Prepared for the Greater London Authority by ICM Research**

## Greater London Authority Telephone Poll

CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Demographics****Base: All respondents**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
<b>Social Class</b>																	
AB	320 32%c	191 42%xc	31 32%c	92 21%	247 33%	6 30%	32 29%	27 28%	6 31%	132 34%	188 31%	170 31%	57 42% <small>xk</small>	155 34%	68 35%	296 32%	15 34%
C1	310 31%cl	170 37%xc	36 37%c	102 24%	237 32%	7 37%	28 25%	30 31%	6 31%	120 31%	190 31%	176 32%l	29 22%	162 36%n	50 26%	296 32%	9 20%
C2	150 15%	64 14%	21 21%	62 14%	103 14%	3 14%	27 24% <small>xd</small>	14 15%	3 14%	50 13%	100 16%	86 16%	19 14%	63 14%	27 14%	132 14%	12 27% <small>o</small>
DE	220 22%abm	31 7%	10 11%	175 41% <small>xab</small>	161 21%	4 20%	23 21%	26 27%	5 25%	83 22%	137 22%	115 21%	30 22%	72 16%	48 25% <small>m</small>	208 22%	9 19%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Working status****Base: All respondents**

	Gender		Age						Social Class				Tenure				
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
Working full time (30+ hrs a week)	456 46% o	268 bchlm 56% xb	188 36%	39 30% h	165 72% x h	112 53% c efg	92 61% x cgh	45 37% h	3 2%	191 60% xkl	170 55% xkl	64 42% l	31 14%	67 30%	245 66% x mop	37 23%	106 44% mo
Working part time (8-29 hrs a week)	99 10% ahl	27 6%	72 14% xa	10 8%	18 8%	34 16% x dh	16 11% h	15 12% h	6 4%	31 10% l	36 12% l	21 14% l	10 5%	15 7%	53 14% m p	12 8%	19 8%
Not working but seeking work or temporarily unemployed/sick	88 9% hm	32 7%	56 11% a	10 8% h	17 8% h	32 15% x dgh	21 14% x gh	6 5% h	1 1%	18 6%	21 7%	16 11%	32 15% x ij	5 2%	26 7% m	30 19% x mn	26 11% m
Not working/Not seeking work-EXCLUDING RETIRED/STUDENT	80 8% ah	15 3%	65 13% xa	9 7%	19 8% h	23 11% h	17 11% h	9 8% h	3 2%	16 5%	19 6%	9 6%	36 16% x ijk	12 6%	24 6%	24 15% x mn	19 8%
Retired	195 20% c defi jnp	94 20%	101 19%	4 3% d	- -	1 *	1 1%	43 36% x cdef	146 91% x cdef g	41 13%	35 11%	27 18%	94 43% x ijk	114 51% x nop	10 3%	38 23% n p	33 14% n
Student	68 7% efgh	39 8%	29 6%	54 41% x defgh	8 4% gh	4 2%	1 1%	- -	- -	18 6%	27 9%	10 7%	13 6%	8 4%	14 4%	19 12% m n	26 11% x mn
Refused	14 1%	5 1%	9 2%	3 2%	2 1%	4 2%	3 2%	2 2%	* *	5 2%	2 1%	4 3%	3 2%	- -	1 *	- -	13 5% x mno

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**  
**\* small base**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Working status****Base: All respondents**

	Working Status			Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
Working full time (30+ hrs a week)	456 46%bc	456 100%xbc	-	-	350 47%	8 41%	51 46%	36 37%	9 45%	188 49%	268 43%	241 44%	59 44%	224 49%	79 41%	425 46%	17 37%
Working part time (8-29 hrs a week)	99 10%ac	-	99 100%xac	-	75 10%	3 14%	8 7%	12 12%	1 6%	41 11%	58 9%	53 10%	14 10%	48 11%	21 11%	92 10%	6 13%
Not working but seeking work or temporarily unemployed/sick	88 9%ab	-	-	88 20%xab	67 9%	4 22%	9 8%	4 5%	2 9%	25 6%	63 10%	40 7%	20 15%xk	29 7%	32 16%xm	82 9%	2 5%
Not working/Not seeking work-EXCLUDING RETIRED/STUDENT	80 8%ab	-	-	80 19%xab	47 6%	1 5%	17 15%xd	13 13%d	2 8%	36 9%	44 7%	43 8%	9 7%	30 7%	16 9%	78 8%	2 3%
Retired	195 20%abfghi	-	-	195 45%xab	178 24%fgh	1 3%	6 5%	9 9%	1 6%	53 14%	143 23%i	143 26%xl	17 13%	71 16%	35 18%	180 19%	12 26%
Student	68 7%abdn	-	-	68 16%xab	23 3%	2 12%	20 18%xd	19 20%xd	4 19%xd	38 10%j	30 5%	23 4%	11 8%	45 10%n	4 2%	62 7%	5 11%
Refused	14 1%ac	-	-	-	8 1%	* 2%	-	4 4%d	1 5%df	5 1%	10 2%	3 1%	4 3%k	6 1%	6 3%	13 1%	2 4%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Tenure****Base: All respondents**

	Gender			Age						Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
Owned outright (without mortgage)	222 22%denop	112 23%	111 21%	17 13%d	11 5%	23 11%d	27 18%d	47 39%xcdef	97 60%xcdefg	69 22%	55 18%	30 20%	67 31%xij	222 100%xnop	-	-	-
Owned with a mortgage or loan	374 37%ghlmo p	181 38%	193 37%	34 26%h	101 44%cgh	123 59%xcdgh	76 51%xcgh	30 25%h	9 6%	158 49%xl	127 41%l	58 38%l	32 15%	-	374 100%xmop	-	-
Rented from the council	162 16%imnp	63 13%	99 19%a	26 20%	33 14%	23 11%	25 17%	22 18%	33 20%e	22 7%	40 13%i	27 18%i	72 33%xijk	-	-	162 100%xmnp	-
Rented from someone else	180 18%fghmn o	94 20%	86 17%	32 24%fgh	79 34%xefgh	30 14%	13 9%	12 10%	14 9%	55 17%	66 21%	23 16%	37 17%	-	-	-	180 74%xmno
Rent free	16 2%n	9 2%	7 1%	4 3%	3 1%	4 2%	2 1%	2 2%	1 1%	5 1%	6 2%	-	5 2%	-	-	-	16 7%xmno
Refused	46 5%dmno	22 5%	24 5%	16 13%defh	3 1%	7 3%	6 4%	7 6%d	7 4%	12 4%	16 5%	12 8%	7 3%	-	-	-	46 19%xmno

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**  
 \* small base

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Tenure****Base: All respondents**

	Working Status			Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
Owned outright (without mortgage)	222 22%afgi	67 15%	15 15%	140 32%xab	197 26%fg	2 9%	14 13%	5 5%	4 20%g	51 13%	172 28%xi	138 25%	26 19%	93 20%	49 25%	203 22%	15 32%
Owned with a mortgage or loan	374 37%c	245 54%xc	53 53%xc	74 17%	284 38%	8 41%	41 38%	32 33%	5 26%	130 34%	244 40%	197 36%	50 37%	189 42%	70 36%	353 38%	12 27%
Rented from the council	162 16%a	37 8%	12 13%	112 26%xab	112 15%	2 11%	20 18%	23 24%d	4 21%	84 22%xj	78 13%	81 15%	18 14%	57 13%	30 15%	149 16%	9 20%
Rented from someone else	180 18%j	91 20%	14 14%	75 17%	118 16%	7 37%	27 25%d	23 24%	4 20%	99 26%xj	81 13%	103 19%	26 19%	92 20%	28 15%	166 18%	9 20%
Rent free	16 2%	6 1%	3 3%	7 2%	12 2%	- -	1 1%	3 3%	- -	9 2%	7 1%	5 1%	5 4%k	7 2%	6 3%	16 2%	- -
Refused	46 5%a	10 2%	2 2%	23 5%a	25 3%	* 2%	7 6%	10 10%xd	2 13%xd	12 3%	34 6%	22 4%	9 7%	14 3%	11 6%	45 5%	* 1%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**  
**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Ethnicity I****Base: All respondents**

	Gender		Age						Social Class				Tenure				
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
White	747 75%cp	352 73%	396 76%	65 50%	163 71%c	157 75%c	111 74%c	107 89%xcdef	145 91%xcdef	247 77%	237 76%	103 68%	161 73%	197 88%xnop	284 76%p	112 69%	155 64%
Asian or Asian British	110 11%hm	63 13%	48 9%	35 27%xcdefg h	32 14%gh	18 9%	12 8%	7 6%	6 4%	32 10%	28 9%	27 18%xij	23 11%	14 6%	41 11%	20 12%	35 14%hm
Black or Black British	96 10%ghm	44 9%	52 10%	21 16%gh	25 11%gh	20 10%gh	20 13%gh	3 3%	6 4%	27 8%	30 10%	14 9%	26 12%	5 2%	32 9%g	23 14%g	36 15%xmn
Mixed	20 2%	12 2%	8 2%	6 5%	3 1%	6 3%	4 3%	* *	1 *	6 2%	7 2%	3 2%	4 2%	2 1%	8 2%	2 1%	8 3%
Other ethnic group	15 2%	4 1%	11 2%	3 2%	4 2%	5 3%	2 1%	1 1%	1 1%	4 1%	5 2%	2 1%	4 2%	3 1%	4 1%	3 2%	5 2%
Chinese	4 *	2 *	2 *	1 1%	1 1%	1 *	- -	* *	* *	1 *	1 *	* *	1 1%	1 *	1 *	1 1%	1 *
Refused	8 1%	4 1%	4 1%	- -	2 1%	3 1%	1 1%	1 1%	1 *	3 1%	2 1%	1 1%	2 1%	1 1%	3 1%	* *	3 1%

**Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

\* small base

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## Greater London Authority Telephone Poll

CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Ethnicity I****Base: All respondents**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
White	747 75%fgh	350 77%	75 75%	315 73%	747 100%xfgh	-	-	-	-	273 71%	475 77%i	429 79%l	91 67%	325 72%	140 73%	689 74%	41 91%xo
Asian or Asian British	110 11%dgh	51 11%	8 8%	52 12%	-	-	110 100%xdgh	-	-	49 13%	61 10%	48 9%	16 12%	60 13%	19 10%	107 11%	1 2%
Black or Black British	96 10%df	36 8%	12 12%	45 10%	-	-	-	96 100%xdfh	-	42 11%	55 9%	49 9%	18 14%	49 11%	16 8%	92 10%	1 2%
Mixed	20 2%d	8 2%	3 3%	9 2%	-	20 100%	-	-	-	10 3%	10 2%	7 1%	4 3%	9 2%	9 4%	19 2%	- -
Other ethnic group	15 2%d	7 1%	1 1%	7 2%	-	-	-	-	15 81%xdfg	9 2%	6 1%	8 1%	2 2%	6 1%	6 3%	15 2%	* 1%
Chinese	4 *	2 *	-	1 *	-	-	-	-	4 19%xdfg	2 *	2 *	2 *	* *	2 *	-	3 *	* 1%
Refused	8 1%d	2 1%	1 1%	3 1%	-	-	-	-	-	1 *	7 1%	3 1%	3 2%	2 *	3 2%	7 1%	1 2%

**Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared for the Greater London Authority by ICM Research

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Ethnicity II****Base: All respondents**

	Gender		Age						Social Class				Tenure				
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
British	621 62%cdp	292 61%	329 63%	56 43%	104 45%	136 64%cd	100 66%cd	95 79%xcdef	130 81%xcdef	208 65%	186 60%	82 55%	145 66%	177 80%xnop	241 65%p	98 61%p	104 43%
Other white background	104 10%fgl	45 9%	59 11%	8 6%	56 24%xcefgh	14 7%	8 5%	5 4%	12 8%	34 11%l	43 14%l	15 10%	12 5%	15 7%	37 10%	11 7%	41 17%xmno
Indian	50 5%ho	34 7%b	15 3%	11 9%h	14 6%h	9 4%	7 4%	7 6%h	2 1%	20 6%	10 3%	12 8%	8 4%	7 3%	24 6%o	1 1%	18 7%mo
Caribbean	44 4%im	22 5%	22 4%	9 7%	10 4%	7 3%	13 8%kegh	2 2%	4 3%	6 2%	15 5%	10 7%i	13 6%i	2 1%	12 3%	13 8%im	16 7%im
African	43 4%hm	18 4%	25 5%	10 8%gh	14 6%gh	9 4%h	8 5%h	2 1%	1 1%	16 5%	13 4%	4 3%	9 4%	2 1%	18 5%im	8 5%im	16 7%im
Pakistani	27 3%	11 2%	15 3%	10 8%kegh	8 4%g	3 2%	4 2%	- -	1 1%	6 2%	6 2%	7 5%	8 4%	3 1%	9 3%	6 4%	8 3%
Another Asian background	17 2%	10 2%	7 1%	4 3%	4 2%	4 2%	1 1%	1 *	3 2%	4 1%	7 2%	4 2%	2 1%	3 1%	2 1%	4 2%	7 3%n
Irish	17 2%	10 2%	6 1%	- -	3 1%	5 2%	2 2%	5 5%xc	1 1%	4 1%	6 2%	4 3%	3 1%	4 2%	6 1%	1 1%	6 3%
Bangladeshi	17 2%	7 1%	10 2%	10 7%xefgh	5 2%	2 1%	- -	- -	- -	3 1%	4 1%	4 3%	5 2%	1 *	6 2%	9 6%xmnp	1 *
Another black background	9 1%	4 1%	5 1%	2 2%	* *	5 2%	- -	- -	1 1%	4 1%	2 1%	- -	3 2%	1 1%	2 *	3 2%	3 1%
Another mixed background	8 1%	7 1%	1 *	2 1%	2 1%	4 2%	1 1%	- -	- -	3 1%	3 1%	1 *	2 1%	2 1%	3 1%	- -	4 2%
White and black Caribbean	4 *	1 *	3 1%	2 2%	- -	* *	1 1%	- -	- -	1 *	2 1%	- -	1 *	- -	1 *	- -	3 1%
White and black African	4 *	3 1%	2 *	2 1%	1 *	- -	1 1%	- -	1 *	- -	2 1%	1 *	1 1%	- -	2 1%	1 1%	1 *

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

**Prepared for the Greater London Authority by ICM Research**

## Greater London Authority Telephone Poll

CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Ethnicity II****Base: All respondents**

	Gender		Age						Social Class				Tenure				
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out- right (m)	Own with mort- gage (n)	Council rent (o)	Other (p)
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
White and Asian	3 *	1 *	2 *	- -	1 *	2 1%	1 *	* *	- -	2 1%	- -	2 1%	- -	* *	2 *	1 1%	- -
Refused	33 3%	15 3%	18 4%	3 3%	8 3%	12 6%	4 2%	3 2%	3 2%	11 3%	10 3%	5 3%	7 3%	6 3%	8 2%	5 3%	14 6% <sup>n</sup>

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**  
 \* small base

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Ethnicity II****Base: All respondents**

	Working Status				Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)	
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
British	621 62%fghi	281 62%	64 65%	271 63%	621 83%xfgh	-	-	-	-	206 53%	416 68%xi	358 66%l	75 56%	269 59%	120 62%	572 61%	35 77%
Other white background	104 10%fgh	58 13%c	10 11%	34 8%	104 14%xfgh	-	-	-	-	58 15%xj	46 8%	58 11%	13 10%	48 11%	15 8%	99 11%	4 10%
Indian	50 5%d	35 8%bc	2 2%	13 3%	-	-	50 45%xdgh	-	-	14 4%	36 6%	24 4%	8 6%	22 5%	13 7%	48 5%	-
Caribbean	44 4%df	16 4%	3 3%	23 5%	-	-	-	44 46%xdfh	-	21 5%	23 4%	19 4%	8 6%	17 4%	11 6%	42 4%	1 2%
African	43 4%d	16 4%	7 7%	18 4%	-	-	-	43 45%xdfh	-	19 5%	24 4%	24 4%	9 7%	26 6%n	3 2%	41 4%	-
Pakistani	27 3%d	5 1%	4 4%a	17 4%a	-	-	27 24%xdgh	-	-	16 4%j	11 2%	16 3%	1 1%	16 3%	3 2%	27 3%	-
Another Asian background	17 2%d	6 1%	1 1%	10 2%	-	-	17 15%xdgh	-	-	4 1%	13 2%	5 1%	2 2%	11 3%n	-	16 2%	1 2%
Irish	17 2%	10 2%	-	6 1%	17 2%	-	-	-	-	6 1%	11 2%	11 2%	2 2%	7 2%	4 2%	14 2%	1 2%
Bangladeshi	17 2%dj	4 1%	1 1%	12 3%	-	-	17 15%xdgh	-	-	15 4%xj	2 *	3 1%	4 3%k	11 2%	2 1%	16 2%	-
Another black background	9 1%d	3 1%	1 1%	3 1%	-	-	-	9 9%xdf	-	2 *	7 1%	6 1%	-	6 1%	2 1%	9 1%	-
Another mixed background	8 1%d	4 1%	*	4 1%	-	8 41%	-	-	-	4 1%	4 1%	4 1%	1 1%	4 1%	4 2%	8 1%	-
White and black Caribbean	4 *	1 *	1 1%	1 *	-	4 21%	-	-	-	2 *	3 *	1 *	1 1%	1 *	2 1%	4 *	-
White and black African	4 *	1 *	1 1%	2 *	-	4 21%	-	-	-	3 1%	1 *	1 *	1 1%	3 1%	1 1%	3 *	-

**Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

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## Greater London Authority Telephone Poll

CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Ethnicity II****Base: All respondents**

	Working Status			Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
White and Asian	3*	2*	-	2*	-	3	-	-	-	2*	2*	1*	-	1*	2	3*	-
Refused	33	13	2	15	5	-	-	1	19	15	18	16	7	11	11	29	3
	3%d	3%	2%	4%	1%	-	-	1%	100%xdfg	4%	3%	3%	5%	2%	6%	3%	7%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Borough****Base: All respondents**

	Gender		Age							Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out-right (m)	Own with mortgage (n)	Council rent (o)	Other (p)
Unweighted Base	1001	454	547	82	221	207	175	141	175	408	256	120	217	283	325	124	269
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
Barking & Dagenham	23 2%	10 2%	13 2%	4 3%	6 3%	6 3%	2 1%	3 3%	3 2%	6 2%	5 2%	6 4%	6 3%	4 2%	9 2%	5 3%	5 2%
Barnet	44 4%	18 4%	26 5%	7 6%	3 1%	13 6% <sup>d</sup>	8 5% <sup>d</sup>	4 4%	8 5% <sup>d</sup>	12 4%	16 5%	9 6%	8 4%	15 7% <sup>p</sup>	16 4%	7 4%	6 2%
Bexley	30 3% <sup>p</sup>	13 3%	17 3%	- -	5 2%	8 4%	6 4%	3 2%	8 5% <sup>c</sup>	6 2%	12 4%	5 3%	8 3%	13 6% <sup>xp</sup>	14 4% <sup>p</sup>	2 1%	1 1%
Brent	37 4%	24 5%	13 2%	6 5%	4 2%	10 5%	6 4%	5 4%	7 4%	15 5%	10 3%	4 3%	9 4%	6 3%	10 3%	4 3%	16 7% <sup>mn</sup>
Bromley	41 4% <sup>o</sup>	22 5%	19 4%	2 1%	6 3%	11 5%	7 5%	11 9% <sup>xcdh</sup>	4 3%	14 4%	16 5%	5 3%	5 2%	12 5% <sup>o</sup>	20 5% <sup>o</sup>	-	9 4% <sup>o</sup>
Camden	28 3% <sup>j</sup>	21 4% <sup>b</sup>	7 1%	7 5% <sup>e</sup>	8 3% <sup>e</sup>	1 *	2 1%	5 4% <sup>e</sup>	6 4% <sup>e</sup>	15 5% <sup>j</sup>	1 *	2 1%	10 4% <sup>j</sup>	1 1%	5 1%	12 7% <sup>xmn</sup>	10 4% <sup>m</sup>
Croydon	46 5% <sup>k</sup>	28 6%	18 3%	6 5%	10 4%	12 6%	6 4%	6 5%	6 4%	18 6% <sup>k</sup>	19 6% <sup>k</sup>	-	9 4% <sup>k</sup>	11 5%	22 6%	6 4%	6 3%
Ealing	42 4%	14 3%	28 5%	5 4%	9 4%	12 6%	9 6%	2 2%	5 3%	13 4%	13 4%	6 4%	10 4%	11 5%	18 5%	3 2%	10 4%
Enfield	38 4%	15 3%	23 4%	- -	6 3%	9 4%	5 3%	11 9% <sup>xcd</sup>	7 5% <sup>c</sup>	10 3%	8 2%	8 5%	13 6%	12 5% <sup>p</sup>	16 4%	6 4%	4 2%
Greenwich	30 3%	17 4%	13 3%	3 3%	4 2%	9 4%	4 3%	5 4%	5 3%	15 5%	6 2%	5 3%	4 2%	9 4%	7 2%	9 5%	5 2%
Hackney	28 3%	13 3%	15 3%	9 7% <sup>xg</sup>	5 2%	6 3%	3 2%	1 1%	4 3%	7 2%	8 2%	4 2%	10 5%	2 1%	12 3%	7 5% <sup>m</sup>	6 3%
Hammersmith & Fulham	23 2%	4 1%	19 4% <sup>a</sup>	1 1%	7 3%	7 3%	5 3%	1 1%	2 1%	9 3%	11 4%	-	3 1%	5 2%	8 2%	4 3%	6 2%
Haringey	30 3%	18 4%	12 2%	2 1%	11 5% <sup>h</sup>	6 3%	4 3%	5 4%	2 1%	9 3%	13 4%	3 2%	5 2%	5 2%	14 4%	1 1%	10 4%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Borough****Base: All respondents**

	Gender		Age							Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out-right (m)	Own with mortgage (n)	Council rent (o)	Other (p)
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
Harrow	29 3%	17 4%	12 2%	4 3%	2 1%	6 3%	8 5% <sup>d</sup>	5 4% <sup>d</sup>	4 3%	7 2%	5 2%	10 6% <sup>ij</sup>	8 4%	12 5%	10 3%	2 1%	5 2%
Havering	31 3%	22 4% <sup>b</sup>	10 2%	5 4%	7 3%	8 4%	4 2%	4 3%	4 3%	7 2%	7 2%	11 7% <sup>xij</sup>	6 3%	7 3%	14 4%	6 4%	4 2%
Hillingdon	34 3%	11 2%	23 4%	10 8% <sup>df</sup>	4 2%	7 3%	2 1%	3 3%	8 5%	15 5%	9 3%	6 4%	4 2%	11 5%	13 4%	2 1%	8 3%
Hounslow	30 3%	15 3%	15 3%	5 4%	3 1%	8 4%	3 2%	3 3%	8 5%	7 2%	8 3%	4 3%	12 5%	8 4%	7 2%	7 4%	8 3%
Islington	25 3%	13 3%	12 2%	-	11 5% <sup>c</sup>	4 2%	4 3%	2 2%	3 2%	6 2%	10 3%	4 3%	4 2%	2 1%	4 1%	12 7% <sup>xmn</sup>	8 3%
Kensington & Chelsea	22 2% <sup>l</sup>	8 2%	14 3%	-	13 6% <sup>xcefh</sup>	3 1%	-	4 3% <sup>f</sup>	2 1%	8 3% <sup>l</sup>	11 4% <sup>l</sup>	3 2%	-	5 2%	8 2%	-	9 4% <sup>o</sup>
Kingston-Upon-Thames	21 2% <sup>d</sup>	10 2%	11 2%	4 3% <sup>d</sup>	-	4 2%	3 2%	2 2% <sup>d</sup>	8 5% <sup>xd</sup>	8 2%	8 3%	2 1%	4 2%	8 3% <sup>o</sup>	6 2%	-	8 3%
Lambeth	37 4%	21 4%	16 3%	3 2%	12 5%	8 4%	5 3%	3 3%	7 4%	11 3%	11 4%	6 4%	9 4%	6 3%	11 3%	6 4%	14 6%
Lewisham	35 4%	13 3%	22 4%	2 1%	14 6% <sup>g</sup>	8 4%	6 4%	1 1%	4 2%	12 4%	12 4%	5 3%	6 3%	6 3%	14 4%	10 6%	6 2%
Merton	26 3%	9 2%	17 3%	4 3%	8 3%	5 2%	2 2%	3 3%	3 2%	7 2%	12 4%	2 2%	5 2%	9 4% <sup>p</sup>	10 3%	5 3%	2 1%
Newham	34 3%	14 3%	20 4%	9 7%	12 5%	4 2%	3 2%	2 1%	4 2%	5 1%	5 2%	10 7% <sup>ij</sup>	14 6% <sup>ij</sup>	4 2%	7 2%	9 5%	14 6% <sup>mn</sup>
Redbridge	33 3%	24 5% <sup>b</sup>	9 2%	8 6% <sup>d</sup>	3 1%	7 3%	6 4%	3 2%	8 5% <sup>d</sup>	8 2%	10 3%	5 4%	10 4%	7 3%	16 4%	3 2%	7 3%
Richmond Upon Thames	24 2%	11 2%	14 3%	4 3%	5 2%	7 3%	3 2%	1 *	5 3%	7 2%	8 2%	2 2%	8 3%	7 3%	10 3%	3 2%	3 1%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

**\* small base**

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Borough****Base: All respondents**

	Gender		Age							Social Class				Tenure			
	Total (x)	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Own out-right (m)	Own with mortgage (n)	Council rent (o)	Other (p)
Weighted Base	1001	480	521	130*	230	210	150	120	160	320	310	150	220	222	374	162	243
Southwark	34 3% <sub>m</sub>	13 3%	21 4%	4 3%	15 7% <sub>xh</sub>	6 3%	3 2%	5 4% <sub>h</sub>	1 1%	15 5%	10 3%	7 5%	3 1%	1 1%	14 4% <sub>m</sub>	9 5% <sub>m</sub>	10 4% <sub>m</sub>
Sutton	25 3%	10 2%	15 3%	- -	6 3%	4 2%	4 3%	3 3%	6 4%	7 2%	10 3%	2 1%	6 3%	6 3%	16 4% <sub>p</sub>	1 1%	2 1%
Tower Hamlets	27 3% <sub>h</sub>	7 2%	20 4% <sub>a</sub>	2 2%	10 4% <sub>h</sub>	4 2%	4 3% <sub>h</sub>	6 5% <sub>h</sub>	- -	7 2%	8 3%	4 3%	8 3%	2 1%	5 1%	8 5% <sub>mn</sub>	11 5% <sub>mn</sub>
Waltham Forest	30 3%	16 3%	14 3%	3 2%	6 3%	3 1%	10 6% <sub>xeg</sub>	* *	8 5% <sub>g</sub>	9 3%	8 2%	9 6%	5 2%	4 2%	9 2%	7 4%	10 4%
Wandsworth	36 4%	14 3%	22 4%	6 5%	6 3%	8 4%	7 5%	2 2%	6 4%	17 5%	9 3%	2 2%	8 3%	7 3%	17 4%	5 3%	8 3%
Westminster	25 3% <sub>e</sub>	15 3%	10 2%	6 4% <sub>e</sub>	7 3% <sub>e</sub>	- -	5 4% <sub>e</sub>	4 3% <sub>e</sub>	3 2%	10 3%	12 4% <sub>k</sub>	- -	3 2%	3 1%	10 3%	1 1%	11 4%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n/o/p**

\* small base

## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Borough****Base: All respondents**

	Working Status			Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Unweighted Base	1001	449	137	398	710	33	111	82	44	367	634	548	142	441	213	934	43
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
Barking & Dagenham	23 2%i	11 2%	1 1%	10 2%	16 2%	* 2%	- -	7 7%xdf	- -	- -	23 4%i	15 3%	4 3%	12 3%	4 2%	20 2%	2 4%
Barnet	44 4%i	16 4%	6 6%	21 5%	30 4%	1 4%	7 6%	3 3%	2 13%xdg	- -	44 7%xi	18 3%	3 2%	17 4%	11 6%	40 4%	2 5%
Bexley	30 3%i	12 3%	5 5%	13 3%	28 4%	- -	- -	1 1%	1 4%f	- -	30 5%i	18 3%	3 2%	17 4%	5 2%	29 3%	1 3%
Brent	37 4%i	11 2%	4 4%	19 4%	15 2%	1 3%	12 11%xd	7 8%d	1 7%	- -	37 6%xi	18 3%	6 5%	22 5%	3 2%	35 4%	2 4%
Bromley	41 4%i	22 5%	5 5%	13 3%	39 5%g	- -	1 1%	- -	* 2%	- -	41 7%xi	24 4%	5 4%	19 4%	5 3%	39 4%	* 1%
Camden	28 3%j	9 2%	4 4%	15 3%	19 3%	- -	6 5%	2 2%	1 6%	28 7%xj	- -	14 3%	5 4%	17 4%	4 2%	24 3%	4 8%
Croydon	46 5%i	25 6%	6 6%	15 3%	33 4%	1 7%	4 3%	7 8%	* 2%	- -	46 7%xi	24 4%	4 3%	13 3%	13 7% <i>m</i>	46 5%	- -
Ealing	42 4%i	22 5%	2 2%	17 4%	28 4%	- -	7 6%	6 6%	* 2%	- -	42 7%xi	22 4%	4 3%	23 5%	7 3%	38 4%	1 2%
Enfield	38 4%i	16 3%	4 4%	18 4%	34 4%	- -	1 1%	2 3%	1 5%	- -	38 6%xi	20 4%	5 3%	13 3%	13 7% <i>m</i>	37 4%	1 2%
Greenwich	30 3%i	15 3%	2 2%	14 3%	24 3%	1 5%	3 3%	2 2%	1 3%	- -	30 5%i	16 3%	6 4%	13 3%	7 4%	25 3%	4 9% <i>xo</i>
Hackney	28 3%j	7 2%	2 2%	19 4% <i>a</i>	19 3%	- -	5 5%	4 4%	* 1%	28 7% <i>xj</i>	- -	11 2%	3 2%	16 4%	2 1%	27 3%	- -
Hammersmith & Fulham	23 2%j	13 3%	3 3%	7 2%	19 2%	1 3%	- -	3 3%	* 2%	23 6% <i>xj</i>	- -	18 3%	3 2%	12 3%	3 2%	21 2%	1 2%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

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## Greater London Authority Telephone Poll

### CATI Fieldwork Dates: 27th - 31st November 2009

Absolutes/col percents 2 Dec 2009

**Borough****Base: All respondents**

	Working Status			Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
Haringey	30 3%j	14 3%	4 4%	10 2%	22 3%	1 5%	2 1%	4 4%	2 11%xdf	30 8%xj	-	17 3%	4 3%	10 2%	8 4%	27 3%	3 6%
Harrow	29 3%i	12 3%	7 7%xac	11 2%	22 3%	* 2%	3 3%	4 4%	-	-	29 5%i	21 4%	2 2%	15 3%	5 3%	28 3%	-
Havering	31 3%i	17 4%	1 1%	13 3%	28 4%	* 1%	2 2%	2 2%	-	-	31 5%i	19 4%	4 3%	17 4%	7 3%	29 3%	1 2%
Hillingdon	34 3%i	12 3%	2 2%	18 4%	30 4%	* 2%	4 3%	-	-	-	34 6%i	16 3%	2 1%	14 3%	10 5%	32 3%	-
Hounslow	30 3%i	11 2%	-	18 4%b	21 3%	1 4%	5 5%	2 2%	1 3%	-	30 5%i	17 3%	1 *	14 3%	3 1%	30 3%	-
Islington	25 3%j	15 3%	1 1%	9 2%	18 2%	-	3 2%	3 3%	1 6%	25 7%xj	-	9 2%	7 5%k	9 2%	3 2%	25 3%	* 1%
Kensington & Chelsea	22 2%j	13 3%	4 4%c	5 1%	17 2%	1 6%	1 1%	2 2%	* 2%	22 6%xj	-	12 2%	2 1%	5 1%	8 4% m	20 2%	2 4%
Kingston-Upon-Thames	21 2%i	8 2%	1 1%	12 3%	19 3%	-	2 2%	-	-	-	21 3%i	16 3%	-	7 2%	5 3%	21 2%	-
Lambeth	37 4%j	17 4%	4 4%	15 3%	28 4%	2 9%	2 2%	5 5%	1 4%	37 10% xj	-	15 3%	12 9% xk	12 3%	11 6%	37 4%	-
Lewisham	35 4%j	18 4%	5 5%	11 3%	28 4%	1 7%	1 1%	4 4%	1 4%	35 9% xj	-	21 4%	5 4%	13 3%	4 2%	33 4%	1 2%
Merton	26 3%i	12 3%	2 2%	12 3%	23 3%	-	2 1%	1 1%	-	-	26 4%i	14 3%	5 4%	14 3%	4 2%	24 3%	1 3%
Newham	34 3%dj	13 3%	4 4%	17 4%	11 1%	-	17 15% xdg	5 5% d	1 7% d	34 9% xj	-	17 3%	3 2%	15 3%	7 4%	31 3%	2 5%
Redbridge	33 3%i	15 3%	4 4%	14 3%	19 3%	1 5%	7 6%	5 6%	* 2%	-	33 5%i	21 4%	5 4%	14 3%	7 4%	29 3%	3 6%

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

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**Borough****Base: All respondents**

	Working Status			Ethnicity					London Location		View of Mayor (Q1)		Economy (Q2)		Attitude to Recycling (Q4)		
	Total (x)	FT (a)	PT (b)	Not working (c)	White (d)	Mixed (e)	Asian (f)	Black (g)	Chinese/ other (h)	Inner London (i)	Outer London (j)	Satis-fied (k)	Dis-satis-fied (l)	Optim-istic (m)	Pessim-istic (n)	Impor-tant (o)	Unimpor-tant (p)
Weighted Base	1001	456	99	432	747	20**	110*	96*	19*	385	616	547	135	452	193	932	45*
Richmond Upon Thames	24 2%i	12 3%	2 2%	10 2%	23 3%	- -	1 1%	- -	* 1%	- -	24 4%i	15 3%	1 1%	13 3%	3 1%	20 2%	4 9%xo
Southwark	34 3%j	18 4%	3 3%	12 3%	22 3%	2 10%	1 1%	8 8%xdf	1 3%	34 9%xj	- -	18 3%	4 3%	19 4%	5 3%	32 3%	3 6%
Sutton	25 3%i	11 2%	2 2%	11 3%	21 3%	* 1%	1 1%	2 2%	- -	- -	25 4%i	11 2%	4 3%	15 3%n	1 1%	25 3%	* 1%
Tower Hamlets	27 3%j	13 3%	3 3%	11 3%	21 3%	- -	4 4%	1 1%	1 3%	27 7%xj	- -	15 3%	3 2%	10 2%	7 4%	25 3%	1 2%
Waltham Forest	30 3%i	8 2%	1 1%	21 5%a	21 3%	3 13%	2 2%	3 3%	- -	- -	30 5%i	16 3%	8 6%	6 1%	8 4%m	29 3%	- -
Wandsworth	36 4%j	25 6%c	1 2%	9 2%	30 4%	1 3%	4 3%	1 1%	1 3%	36 9%xj	- -	18 3%	10 7%	17 4%	7 4%	35 4%	1 3%
Westminster	25 3%j	13 3%	1 1%	11 2%	18 2%	2 8%	3 3%	1 1%	1 5%	25 7%xj	- -	19 3%	3 2%	16 3%	4 2%	19 2%	5 11%xo

**Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f/g/h - x/i/j - x/k/l - x/m/n - x/o/p**

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