

Topline Results - Telephone Poll February 2014

- Results are based on interviews with 1000 London residents aged 18+.
- Interviews were carried out by telephone between 28th February - 4th March 2014.
- A representative sample was interviewed, with quotas set by age, gender and borough.
- The data has been weighted by age, gender, social class, work status, ethnicity and borough.
- Where results do not sum to 100%, this may be due to multiple responses, computer rounding or the exclusion of don't knows/not stated.
- This poll is the 20th in a series of telephone polls conducted for the GLA by ICM. Where questions were asked in any of the previous polls, results from those polls are included for comparison.
- Results are based on all respondents unless otherwise stated.
- All polls use the same methodology. When comparing results between polls, based on the full sample and assuming a 95% confidence interval, differences need to be between 2.6 and 4.4 percentage points (depending on the percentage giving a certain answer) to be considered statistically significant.
- An asterisk (*) represents a value of less than one half or one percent, but not zero.
- Study undertaken by ICM on behalf of the Greater London Authority.

MAYORAL SATISFACTION

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

	Base: all 1,000
Very satisfied	10%
Fairly satisfied	42%
Neither satisfied nor dissatisfied	25%
Fairly dissatisfied	11%
Very dissatisfied	9%
Don't know	3%

ECONOMY

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

	Base: all 1,000
Significantly improve	11%
Improve a little bit	43%
Stay the same	26%
Worsen a little	10%
Significantly worsen	5%
Don't know	4%

Q3. If you were to lose your job tomorrow, or already have, how confident do you feel about being able to get another similar job quickly? Please use a scale of 1 to 5, where 5 means you are very confident and 1 means you are not confident at all. CODE ONE

	Base: all 1,000
Very confident (5)	12%
4	16%
3	22%
2	20%
Not confident at all (1)	23%
Don't know	7%

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

	Base: all 1,000
Got better	19%
Stayed the same	45%
Got worse	35%
Don't know	1%

COST OF LIVING

Q5. Thinking about the last 12 months, would you say the cost of living has...READ OUT. CODE ONE

	Base: all 1,000
Significantly increased	47%
Increased a little	42%
Stayed the same	8%
Decreased a little	2%
Significantly decreased	1%
Don't know	1%

Q6. Thinking about the next 12 months, do you expect the cost of living to...READ OUT. CODE ONE

	Base: all 1,000
Significantly increased	30%
Increased a little	50%
Stayed the same	15%
Decreased a little	3%
Significantly decreased	*%
Don't know	2%

Q7. All things considered (the jobs market, the economy, the cost of living), thinking about the next 12 months, which of the following statements do you agree with the most...READ OUT. CODE ONE

	Base: all 1,000
I expect to have to cut back a lot on spending	22%
I expect to have to cut back a little on spending	37%
I won't need to make any changes to my spending	27%
I expect to be able to spend a little bit more	12%
I expect to be able to spend a lot more	2%

PRIORITIES FOR LONDON

Q8a. Thinking generally about London, which ONE of the following would be your main priority to help improve London as a place to live and work? READ OUT. CODE ONE

Q8b. Which would be your second priority? CODE ONE

Q8c. Which would be your third priority? CODE ONE

	First priority	Second priority	Third priority
Jobs and the economy	29%	18%	13%
Transport	13%	15%	13%
The environment	5%	8%	10%
Safety and policing	10%	15%	15%
Housing	25%	17%	10%
Health	7%	12%	18%
Education	10%	14%	20%
None of these	1%	*%	*%
Don't know	*%	1%	2%

Q9. Which two or three of the following would you say should be the priority for improving the environment in London? READ OUT. CODE MAX THREE

	Base: all 1,000
Keeping London clean and litter free	62%
Reducing pollution	55%
Reducing the amount of energy we use at home	41%
Maintaining and increasing the amount of green space	32%
Addressing flood, drought and over-heating	27%
Improving existing parks	26%
Increasing the number of street trees	21%
None of these	*%
Don't know	1%

Q10. Which of the following sentences most closely matches your attitude towards the environment? READ OUT. CODE ONE

	Base: all 1,000
The environment is an issue beyond my control as an individual	32%
My actions can make a real difference to the environment	67%
Don't know	2%

Q11. To what extent do you think it is important to recycle your household waste?
Would you say it is....READ OUT. CODE ONE

	Base: all 1,000
Very important	73%
Quite important	22%
Neither important nor unimportant	3%
Not very important	2%
Not at all important	1%
Don't know	*%

Q12. Some people think that the production of greenhouse gases such as carbon dioxide leads directly to climate change, while others are not so sure that the link is real and that human beings don't necessarily need to radically change their behaviours. How about you? How important do you think it is that people like you take action to reduce greenhouse gases such as carbon dioxide? READ OUT. CODE ONE

	Base: all 1,000
Very important	56%
Quite important	31%
Neither important nor unimportant	5%
Not very important	4%
Not at all important	2%
Don't know	1%

CULTURE IN THE CAPITAL

Q13. Which one of the following do you think is responsible for managing Trafalgar Square in Central London? READ OUT. ROTATE. CODE ONE

	Base: all 1,000
Mayor of London	24%
The Queen	2%
The government	10%
Westminster Council	56%
Someone or some other body	3%
Don't know	5%

Q14. How much, if anything, would you say you know about the Mayor of London's events programme? Would you say....READ OUT. CODE ONE

	Base: all 1,000
A lot	3%
A little	25%
Not very much	30%
Nothing at all	42%
Don't know	*%

Q15. Which events are you aware of? DO NOT PROMPT. MULTICODE OK

	Base: all who know about the Mayor's events programme 616
New Year's Eve Fireworks	22%
St. Patrick's Day	12%
St. George's Day	8%
Diwali	10%
Liberty	2%
Pride	9%
EID	6%
Vaisakhi	1%
Thames Festival	8%
The Olympics	18%
Other (please specify)	28%
Don't know	46%

Q16. Which of the following, if any, have you heard of?

	Base: all 1,000
The Mayor's New Year's Eve Fireworks	74%
The Cultural Olympiad	30%
Rhythm of London Festival	22%
The Fourth Plinth	43%
The Busking Underground Competition/Gigs	20%
Big Dance	10%
The Liberty Festival	14%
None of these	13%
Don't know	*%

Q17. Have you heard of or attended any of the following events?

	Heard of - not attended	Heard of - attended	Not heard of
St Patrick's Day Parade and festival in Trafalgar Square	49%	8%	43%
St George's Day in Trafalgar Square	37%	3%	59%
Vaisakhi in Trafalgar Square	10%	1%	89%
EID in Trafalgar Square	21%	3%	77%
Diwali in Trafalgar Square	32%	3%	65%

Q18. For the events we have just mentioned (St Patrick's Day, St George's Day, Vaisakhi, EID and Diwali), how much of a role do you think the Mayor of London's Office has? Does it...READ OUT. CODE ONE

	Base: all 1,000
Own and organise the events	10%
Support the events - either through funding or use of Trafalgar Square	67%
Have no involvement at all	9%
Don't know	14%

Q19. Which, if any, of the following, if any, do you think should be the priorities for improving London's cultural scene? Please select up to three.

	Base: all 1,000
Helping more children to attend cultural events and develop their creative skills	52%
Making it cheaper to attend cultural events/activities	39%
Increasing ambition and high quality arts provision in the local area	17%
Maintaining local library provision	41%
Better information about what's going on	36%
Better transport links	26%
Investing more money in cultural activities	12%
Maintaining London's reputation as a world-leader in arts and culture	21%
Increased cultural provision in my local area	9%
Tackling red-tape so that it is easier to put on a cultural event	14%
None of these	1%
Other	1%
Don't know	1%

Q21. Please tell me how you feel about London hosting major sporting events such as the Rugby World Cup, EuroHockey Championships and the World Athletics Championships at some point in the future? Would you say you...READ OUT. CODE ONE

	Base: all 1,000
Strongly support it	57%
Slightly support it	18%
Are slightly against it	2%
Are strongly against it	3%
Or do you have no strong opinions either way	19%
Don't know	1%

Q22. Please tell me how you feel about London bidding to host the 2020 UEFA European Football Championships? Would you say you strongly support it, slightly support it, are slightly against it, are strongly against it, or have no strong feelings either way?

	Base: all 1,000
Strongly support it	52%
Slightly support it	19%
Are slightly against it	3%
Are strongly against it	6%
Or do you have no strong opinions either way	19%
Don't know	*%