

Topline Results - Telephone Poll April 2009

- Results are based on interviews with 1,028 London residents aged 18+.
- Interviews were carried out by telephone between 3rd April and 6th April 2009.
- 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 first in a series of telephone polls conducted for the GLA by ICM.
- Results are based on all respondents unless otherwise stated.
- Poll 1 data is based on interviews with 1,028 residents between 3rd and 6th April 2009.
- 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.

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

	%
Very satisfied	11
Fairly satisfied	43
Neither satisfied nor dissatisfied	25
Fairly dissatisfied	11
Very dissatisfied	6
Don't know	4

Q2 Thinking about what you have seen or heard about Boris Johnson in his first year as Mayor of London, which issues do you feel he has focussed on most? WRITE IN FULLY

Issue	%
Improving public transport	44
Congestion/parking charges	13
Olympics	10
Reducing crime/knife crime	9
Police/more Police	5
Environment/emissions	4
Banning alcohol on public transport	3
Safety issues	2
Education	2
Not doing much/focusing on himself	2
Housing/affordable housing	2

Q3 Which two or three things do you think would most improve London as a place to live and work? WRITE IN FULLY

Issue	%
Improve the transport system/make transport more accessible to everyone	43
Better Policing/reduce crime	25
Reduce cost of transport/free transport	14
Cleaner/tidier streets	12
Improved housing/provide more homes/more affordable homes	12
Safety/security issues	9
Reduce traffic congestion	9
(Un)employment issues	8
Congestion charges	6
Rising cost of living/the economy	5
Gang culture/gun crime/stabbings/bullying	5
Environmental issues	5

Q4 Which of the following best describes how you think London's economy will fare over the next 12 months?

	%
Significantly improve	3
Improve a little bit	31
Stay the same	21
Worsen a little	26
Significantly worsen	17
Don't know	1

Q5 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.

	%
5 – Very confident	10
4	13
3	23
2	22
1 – Not confident at all	30
Don't know	2

Q6 Thinking about the following areas, how much responsibility do you believe the Mayor has for each?

- 1 = A lot
- 2 = A little
- 3 = Not very much
- 4 = None at all

	1	2	3	4	DK
	%	%	%	%	%
Delivering training programmes to get people back into work	28	32	24	10	5
Persuading more tourists to visit London and more businesses to locate in London	60	22	11	4	3
Helping small businesses access finance and giving them advice	34	30	20	10	6
Lobbying Government for more investment in London	64	19	9	3	4
Building more affordable housing	55	23	13	6	3

Q7 To what extent do you agree or disagree with the following statement. Do you agree strongly, tend to agree, neither agree nor disagree, tend to disagree or disagree strongly that.....

The Mayor is doing enough to:

- 1 = Strongly agree
- 2 = Tend to agree
- 3 = Neither agree nor disagree
- 4 = Tend to disagree
- 5 = Strongly disagree

	1	2	3	4	5	DK
	%	%	%	%	%	%
Delivering training programmes to get people back into work	10	18	25	22	15	11
Persuading more tourists to visit London and more businesses to locate in London	17	33	19	15	8	7
Helping small businesses access finance and giving them advice	12	17	22	18	15	15
Lobbying Government for more investment in London	22	32	14	13	8	10
Building more affordable housing	19	21	14	18	18	10

Q8 Since his election, the Mayor has introduced a number of new policies. How much would you say you know about each of the following?

- 1 = A lot
- 2 = A little
- 3 = Not very much
- 4 = Nothing at all

	1	2	3	4	DK
	%	%	%	%	%
The First Steps affordable housing scheme	5	28	28	39	*
The freeze on the GLA precept (the GLA's share of London council tax)	7	23	22	47	1
The East London Line extension phase two	16	41	17	26	*
The Priority Parks initiative	6	20	17	56	1
Suspending phase 3 of the Low Emission Zone (LEZ)	12	36	15	36	1
New Police teams for buses	14	35	14	36	*
24 hour freedom pass	25	27	9	38	1
50 extra officers for suburban stations	12	27	12	48	1

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

	%
Local newspaper	50
National television	82
Local / regional television	64
National newspaper	65
London wide papers (such as the Metro, London Lite, Evening Standard etc)	60
The internet	42
Radio	49
Don't know	2

Sample Profile

	Number of people Unweighted	Unweighted %	Weighted %
Total	1,028	100	100
Gender			
Male	493	504	48
Female	535	524	52
Age			
18-24	95	9	13
25-34	208	20	23
35-44	243	24	21
45-54	161	16	15
55-64	135	13	12
65+	186	18	16
Tenure			
Owned outright	242	24	22
Owned on a mortgage	372	36	37
Council rent	147	14	16
Private rent/other	267	26	22
Work Status			
Working full time	489	48	46
Working part time	129	13	10
Not working	402	39	44
Social class			
AB	418	41	32
C1	255	25	31
C2	137	13	15
DE	218	21	22
London location			
Inner London	389	38	39
Outer London	639	62	61
Ethnicity			
White	695	68	75
Black, Asian & Minority Ethnic	305	30	25

Source: ICM Research