



Topline Results - Telephone Poll June 2009

- Results are based on interviews with 1,000 London residents aged 18+.
- Interviews were carried out by telephone between 19th June and 22nd June 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 second in a series of telephone polls conducted for the GLA by ICM. Where questions were asked in the previous poll, results are included for comparison.
- 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. Poll 2 data is based on interviews with 1,000 residents between 19th and 22nd June 2009. All polls use the same methodology. When comparing results between Polls 1 and 2 based on the full sample, differences need to be at least 4.38 percentage points to be considered statistically significant (± 4.38).
- 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. SINGLE CODE

	%
Very satisfied	13
Fairly satisfied	46
Neither satisfied nor dissatisfied	21
Fairly dissatisfied	7
Very dissatisfied	7
Don't know	6

Q2. How satisfied or dissatisfied are you with this neighbourhood as a place to live? Would you say...? READ OUT. SINGLE CODE

	%
Very satisfied	31
Fairly satisfied	46
Neither satisfied nor dissatisfied	7
Fairly dissatisfied	10
Very dissatisfied	6
Don't know	1

Safety & Policing

Q3. How safe do you feel in your neighbourhood in the evening? Is that...? READ OUT. SINGLE CODE

	%
Very safe	21
Quite safe	51
Neither safe nor unsafe	7
Quite unsafe	14
Very unsafe	6
Don't know – DO NOT READ OUT	1

**Q4. Thinking about safety, for what reasons, if any, do you feel unsafe in your local area?
DO NOT PROMPT. MULTICODE**

	% ¹
Teenagers hanging around on the streets	30
Fear of being mugged or physically attacked	11
People being drunk or rowdy in the streets	9
Fear of burglary	7
Knife crime	7
Lack of police presence	6
People using drugs	4
Fear of going out at night/in the dark	4
Lack of adequate street lighting	4
People dealing drugs	3
Gun crime	3
Vandalism and other deliberate damage to property	2
General feelings/walking in the parks/on the streets/the people in general	2
I do not feel unsafe in my local area	30
Don't know	*

The Economy

Q5. Which of the following best describes how you think London's economy will fare over the next 12 months? READ OUT. SINGLE CODE

	%
Significantly improve	4
Improve a little bit	40
Stay the same	25
Worsen a little	18
Significantly worsen	9
Don't know	4

Q6. 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. SINGLE CODE

	%
5 – Very confident	9
4	15
3	23
2	19
1 – Not confident at all	31
Don't know	3

¹ All responses of 2% and above. For responses below 2%, please see tables.

Q7. Thinking about your local economy and how it might be improved, please rank the following in order of importance, putting the most important first. READ OUT.

	1 st mention	2 nd mention	3 rd mention	4 th mention	No mention
Providing better training opportunities	19	31	28	14	7
Doing more to attract tourism and business	7	10	23	52	8
Helping small business access finance and advice	35	28	22	8	7
Providing more affordable housing	35	23	18	17	7

The Environment

Q8. Which of the following do you think best describes the quality of the environment in your local area? READ OUT. SINGLE CODE.

	%
Very good	17
Fairly good	55
Neither good nor bad	16
Fairly bad	8
Very bad	3
Don't know	*

Q9. Thinking about improving the quality of the environment in your local neighbourhood, which two or three things would be your priority? READ OUT. MULTICODE UP TO THREE.

	%
Conserving and improving the quality and provision of parks and green spaces	49
Reducing pollution from traffic	43
Dealing with litter	34
Reducing noise from traffic and transport	26
Reducing the amount of fly tipping	22
Increasing recycling	20
Protecting plants and wildlife	14
Reducing pollution of rivers and canals	14
Conserving energy usage	11
Addressing Climate change	9
Other	4
None of these	1
Don't know	2

Transport

Q10. Which of the following do you think best describes the quality of your local transport system? READ OUT. SINGLE CODE.

	%
Very good	30
Fairly good	49
Neither good nor bad	9
Fairly bad	7
Very bad	3
Don't know	2

**Q11. Which two or three things do you think would most improve your local transport?
READ OUT. MULTICODE UP TO THREE.**

	%
Cheaper bus and tube fares	44
More reliable buses and tubes	28
Reduced overcrowding on the buses	27
Reduced overcrowding on the tube	26
Reduced traffic congestion	21
Improved personal safety on buses, the tube and trains	21
More investment in improving London as a place to cycle	19
A more joined-up/integrated transport system	19
Reduced overcrowding on the trains	18
Less pollution from traffic	9
More investment in improving London as a place to walk	9
Other	5
Don't know	3

Olympics

Q12. In July 2005, the International Olympic Committee announced that London will host the 2012 Olympic and Paralympic Games. From what you have seen or heard, how strongly do you agree or disagree that the Games will be good for your local area? READ OUT. SINGLE CODE.

	%
Strongly agree	23
Tend to agree	19
Neither agree or disagree	20
Tend to disagree	15
Strongly disagree	20
Don't know/No opinion	4

Q13. For each of the following, please tell me whether you think it is already happening in your local area, will happen in your local area at some point in the future, or won't happen at all as a result of London hosting the Olympic Games in 2012? READ OUT. SINGLE CODE EACH.

	Will happen	Already happening	Will not happen	Don't know
More children participating in sport	52	19	21	7
More adults participating in sport	39	12	39	9
Better leisure facilities	42	15	37	6
Increased business and job opportunities	53	7	35	5
Improved transport	49	10	36	4
More tourists	66	6	26	2
Regeneration of East London	54	28	10	8
Economic benefits	59	7	27	7
More affordable housing	30	7	52	11

About the Mayor

Q14. How much would you say you know about what the Mayor is doing? READ OUT. SINGLE CODE

	%
A lot	14
A little	70
Nothing at all	15
Don't know	1

Q15. 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..... READ OUT. SINGLE CODE EACH

The Mayor is doing enough to:

	Strongly agree	Tend to agree	Neither/nor	Tend to disagree	Strongly disagree	Don't know
Ensure your neighbourhood is safe and crime free	10	29	27	18	12	4
Ensure London has a strong, prosperous economy	11	32	23	15	10	8
Ensure London has enough jobs	6	23	21	21	20	9
Ensure your neighbourhood is clean and litter free	15	30	18	19	15	4
Ensure your neighbourhood can work in an environmentally friendly way, conserving energy and recycling waste	18	36	16	12	11	6
Ensure the 2012 Olympic and Paralympic Games are delivered successfully	24	40	14	8	5	9
Ensure the 2012 Olympic and Paralympic Games provide benefits for all	17	33	17	15	10	6
Ensure a comprehensive, efficient and accessible transport system is available to all	19	42	11	15	9	5
Ensure high quality education is available in your neighbourhood	15	23	19	18	14	12
Ensure there is enough good quality, affordable housing in your neighbourhood	9	18	16	25	22	9
Reduce his costs and provide a service which represents value for money	12	27	20	18	12	11

Q16. 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

	%
National television	76
National newspaper	63
London wide papers (such as the Metro, London Lite, Evening Standard etc)	58
Local / regional television	57
Radio	50
The internet	45
Local newspaper	43
Other	4
Nowhere	1
Don't know	*

Demographics

⇒ **ASK ALL**

SEX:		
	Male	48
	Female	52
AGE:		
	18-24	13
	25-34	23
	35-44	21
	45-54	15
	55-64	12
	65+	16
TENURE:		
	Own outright	22
	Own with mortgage	37
	Council rent	16
	Private rent/other	21
	Refused	4
WORKING STATUS:		
	Full time	46
	Part time	10
	Not working	43
SOCIAL CLASS:		
	AB	32
	C1	31
	C2	15
	DE	22

QS1 To which of these ethnic groups do you consider you belong? READ OUT

	%
White	75
Mixed	2
Asian or Asian British	11
Black or Black British	10
Chinese	*
Other ethnic group	2

QS2 And to which of these ethnic groups do you consider you belong? READ OUT

IF WHITE CHOSEN:	%
British	60
Irish	2
Other white background	12
IF MIXED CHOSEN:	
White and black Caribbean	*
White and black African	*
White and Asian	1
Another mixed background	1
IF ASIAN OR ASIAN BRITISH CHOSEN:	
Indian	5
Pakistani	2
Bangladeshi	2
Another Asian background	2
IF BLACK OR BLACK BRITISH CHOSEN:	
Caribbean	3
African	6
Another black background	*