



GLA Telephone Poll November 2009 Topline Results (Tuesday 1st December 2009)

- Results are based on interviews with 1,001 London residents aged 18+.
- Interviews were carried out by telephone between 27th November and 30th November 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 fourth in a series of telephone polls conducted for the GLA by ICM. Where questions were asked in any of the three previous polls, 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. Poll 3 data is based on interviews with 1,000 residents between 4th and 7th September 2009. All polls use the same methodology. When comparing results between Polls 1, 2, 3 or 4 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	42
Neither satisfied nor dissatisfied	27
Fairly dissatisfied	9
Very dissatisfied	5
Don't know	5
Satisfied	55
Dissatisfied	13

The Economy

Q2. 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	41
Stay the same	32
Worsen a little	12
Significantly worsen	8
Don't know	3
Improve	45
Worsen	19

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. SINGLE CODE

Base: All Applicable

	%
<i>Base:</i>	880
5 – Very confident	10
4	14
3	24
2	21
1 – Not confident at all	29
Don't know	2
Confident	21
Not confident	44

Waste

Q4. To what extent do you think it is important to recycle your household waste? Is it....? READ OUT. SINGLE CODE

	%
Very important	72
Fairly important	21
Neither important nor unimportant	2
Not very important	3
Not important at all	2
Don't know – DO NOT READ OUT	*
Important	93
Not important	5

Q5. Which one of the following best describes what you have to do with your household's recyclable waste? READ OUT. SINGLE CODE.

	%
Doorstep	86
Leave it on the doorstep for collection after having sorted it into separate containers	63
Leave it on the doorstep without having to sort it	22
Take-to	14
Take it to nearby recycling facilities	11
Take it to recycling facilities some distance away	2
Don't know	1

Q6. For each of the following materials I read out, do you think they are....? READ OUT. SINGLE CODE EACH.

- a) Collected from your doorstep for recycling
- b) Recycled at a local facility, only if taken there by you
- c) Not recyclable at all in your borough
- d) Not recyclable anywhere
- e) Don't know

		(a) Doorstep	(b) Local facility	(c) Not in borough	(d) Not anywhere	(e) Don't know
Paper	%	82	14	2	1	1
Glass	%	75	20	2	1	1
Cardboard	%	78	17	2	2	1
Cans	%	80	16	1	1	2
Textiles (like clothing or curtains)	%	28	54	6	3	8
Plastics	%	76	17	3	2	2
Garden waste	%	58	23	4	3	12
Polystyrene	%	32	24	12	13	18
Cellophane	%	34	20	11	15	20
Food waste	%	60	12	11	9	8
Tin foil	%	57	15	8	9	11
Cartons/tetra pack	%	60	18	6	8	8
Furniture	%	33	45	5	5	12
Batteries	%	26	41	8	10	15

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...? Would you say a lot more likely, a little more likely or would it make no difference one way or the other? READ OUT. SINGLE CODE EACH.

		A lot more likely	A little more likely	No difference	Don't know
A wider number of recyclable materials collected from your doorstep	%	59	14	26	*
Clearer information about what you can and can't recycle	%	54	22	23	1
Better information about where you can recycle materials that aren't collected from your doorstep	%	47	23	28	2
More information about why recycling is important	%	36	20	43	1
Smaller bins for non-recyclable rubbish	%	31	17	49	3
Less frequent collections of non-recyclable rubbish	%	22	19	56	3
Financial rewards from your local council for recycling over a certain amount	%	46	17	35	1

Q8. Which, if any, of the following would you be prepared to do to ensure your household waste is recycled? If yes, is that definitely or probably? READ OUT. SINGLE CODE EACH.

		Yes, definitely	Yes, probably	No	Don't know
Leave your recyclable waste for doorstep collection, without sorting it yourself.	%	50	21	28	2
Leave your recyclable waste for doorstep collection, having sorted it yourself.	%	62	25	12	1
Make sure the waste you recycle is properly cleaned first (for example, washing out cans/bottles).	%	65	18	16	*
Take your less commonly recyclable waste to a recycling bank in your local area.	%	33	31	34	2
Take your less commonly recyclable waste to a recycling bank somewhere else in London, outside of your local area.	%	5	11	83	1

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? READ OUT. SINGLE CODE.

	% ¹
How much the service would cost	43
Whether the organisation was reliable	20
Who your sofa would be given to	12
Whether your sofa was still in good enough condition to be passed on	10
Nothing – you wouldn't consider this as an option	9
Don't know	4

¹ Please see data tables for answers of 1% and below.

Q10. To what extent do you agree or disagree with the following statements? READ OUT. SINGLE CODE EACH.

		Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
I prefer to know something is being used again rather than thrown away	%	69	20	7	1	2	*
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	%	58	25	10	3	2	1
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	%	77	17	3	2	2	*
I try to reduce waste by purchasing products with less packaging	%	50	22	15	7	5	1
I try to reduce waste by purchasing reusable or refillable items	%	45	26	17	6	4	1
I plan my meals and use up leftovers in order to reduce food waste	%	53	21	11	9	5	1

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? READ OUT. SINGLE CODE.

	%
Very likely	58
Fairly likely	23
Neither likely nor unlikely	4
Fairly unlikely	6
Very unlikely	8
Don't know – DO NOT READ OUT	1
Likely	81
Unlikely	14

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?

	%
Strongly agree	67
Tend to agree	20
Neither agree nor disagree	6
Tend to disagree	2
Strongly disagree	3
Don't know – DO NOT READ OUT	2
Agree	87
Disagree	5

Q13. If you needed to get information about recycling, where would you most like to get your information from? DO NOT READ OUT. CODE ALL THAT APPLY.

	%
Online	68
Local council website	44
Other internet sources	21
Blogs/social networking sites/search engines	8
Recycling for London website	5
The GLA website	2
Newspaper websites	*
Local council	35
Direct contact with the council (phoning them)	26
Newsletter/newspaper from local council	10
Newspaper	15
Local newspaper	12
National newspapers	3
London newspapers (Metro and Evening Standard)	2
Television	6
Local television	4
National television	3
Radio	1
Local radio	1
National radio	1
Leaflets delivered to door	8
Notice boards/information points in libraries etc.	5
Library	4
A local community group	3
Friends and family	3
Local council/town hall	3
Poster campaigns	2
Don't know	4

Q14. Have you heard about Big Dance London? SINGLE CODE.

	%
Yes	4
No	96
Don't know	*

Q15. Have you done any of the following over the last year? READ OUT. SINGLE CODE EACH.

		No, not at all	NET: Yes	Yes 1 – 2 times	Yes 3 – 5 times	Yes 6 – 10 times	Yes 11 – 20 times	Yes 20+ times
Watched any form of live dance. That is, in person not on television. For example, at the theatre.	%	71	29	17	9	2	1	1
Watched dance on television	%	42	58	14	13	11	7	14
Watched dance on the web	%	86	14	5	3	2	1	3
Attended dance classes	%	92	8	2	1	2	1	3
Attended events that include dancing	%	64	36	16	10	3	2	4

Demographics

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	24
WORKING STATUS:		%
	Full time	46
	Part time	10
	Not working	35
	Unemployed	8
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
Asian or Asian British	11
Black or Black British	10
Mixed	2
Chinese	*
Other ethnic group	2
Refused	1

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

	%
IF WHITE CHOSEN:	
British	62
Irish	2
Other white background	10
IF MIXED CHOSEN:	
White and black Caribbean	*
White and black African	*
White and Asian	*
Another mixed background	1
IF ASIAN OR ASIAN BRITISH CHOSEN:	
Indian	5
Pakistani	3
Bangladeshi	2
Another Asian background	2
IF BLACK OR BLACK BRITISH CHOSEN:	
Caribbean	4
African	4
Another black background	1
IF CHINESE CHOSEN:	
No further question	-
Refused	3