

GLA Poll 25 – March 2015 Topline Results

- Results are based on interviews with 1,003 London residents aged 18+.
- Interviews were carried out by telephone on 20-26th March 2015.
- 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 25th 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.
- Conducted in accordance with ISO 20252 and ISO 27001.

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

Poll	Very satisfied	Fairly satisfied	Neither/nor	Fairly dissatisfied	Very dissatisfied	Don't know	Satisfied	Dis-satisfied	Net satisfied
	%	%	%	%	%	%	%	%	%
1	11	43	25	11	6	4	55	17	+38
2	13	46	21	7	7	6	59	14	+45
3	11	45	21	10	7	5	57	18	+39
4	13	42	27	9	5	5	55	13	+42
5	10	39	26	13	6	6	49	19	+30
6	13	43	22	10	6	6	56	16	+40
7	10	45	24	10	5	6	55	15	+40
8	11	43	25	11	8	2	53	20	+33
9	9	43	23	12	10	2	52	22	+30
10	12	46	23	9	7	2	58	16	+42
11	12	44	21	11	9	2	56	20	+36
12	10	44	23	11	8	4	54	19	+35
13	11	40	22	12	10	4	52	22	+30
14	15	42	19	9	9	5	57	19	+38
15	19	46	18	9	7	2	64	16	+48
16	16	46	21	7	9	2	62	16	+46
17	13	41	24	11	9	3	53	20	+33
18	14	46	20	10	6	4	59	16	+43
19	15	43	22	9	7	4	58	16	+42
20	14	37	25	13	9	3	50	22	+28
21	10	42	25	11	9	3	52	20	+32
22	13	41	23	11	8	4	54	19	+35
23	14	41	23	9	9	3	56	18	+38
24	15	41	24	8	7	5	55	15	+40
25	15	41	19	15	9	1	56	24	+32

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

Poll	Significantly improve	Improve a little bit	Stay the same	Worsen a little	Significantly worsen	Don't know	Improve	Worsen	Net improve
	%	%	%	%	%	%	%	%	%
1	3	31	21	26	17	1	34	43	-9
2	4	40	25	18	9	4	44	27	+17
3	6	41	29	14	7	3	47	21	+26
4	4	41	32	12	8	3	45	20	+25
5	3	39	27	18	8	4	42	26	+16
10	5	31	31	19	12	2	36	31	+5
11	4	22	27	27	17	3	26	44	-18
12	4	19	23	29	21	3	23	50	-27
13	4	28	34	19	11	4	32	30	+2
14	4	26	36	21	11	3	30	32	-2
15	3	32	35	20	9	1	35	29	+6
16	2	29	34	21	11	3	32	32	0
17	2	26	36	21	13	2	28	34	-6
18	3	37	35	15	7	3	41	22	+19
19	7	46	29	8	6	3	54	15	+39
20	9	39	31	10	9	2	48	19	+29
21	11	43	26	10	5	4	54	15	+39
22	11	40	31	9	6	4	51	14	+37
24	8	41	31	9	6	5	49	15	+34
25	-	-	-	-	-	-	-	-	-

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.

Poll	Very confident (5)	4	3	2	Not confident at all (1)	Don't know	Confident	Not confident	Net confident
	%	%	%	%	%	%	%	%	%
1	10	13	23	22	30	2	23	52	-29
2	9	15	23	19	31	3	24	50	-26
3	10	12	24	24	29	1	22	53	-31
4	10	14	24	21	29	2	24	50	-26
5	9	14	27	21	28	2	23	49	-26
10	10	14	21	20	28	7	24	48	-24
11	13	15	17	15	33	8	28	48	-20
12	10	10	20	19	33	6	20	52	-32
13	9	14	20	17	31	9	23	48	-25
14	11	14	21	19	26	9	25	45	-20
15	9	13	22	19	28	8	23	47	-24
16	10	12	23	17	29	9	22	46	-24
17	11	14	20	19	30	6	24	49	-25
18	10	15	22	20	26	7	25	46	-21
19	11	16	24	20	23	6	27	43	-16
20	12	16	22	18	24	7	28	43	-15
21	12	16	22	20	23	7	28	43	-15
22	13	17	22	15	25	8	30	40	-10
24	16	22	20	15	17	9	38	32	+6
25	-	-	-	-	-	-	-	-	-

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

Poll	Got better	Stayed the same	Got worse	Don't know	Net better
	%	%	%	%	%
10	16	39	45	*	-29
12	14	38	47	1	-33
14	13	43	44	1	-31
15	14	43	43	1	-29
16	13	44	43	1	-30
17	14	40	46	*	-32
18	17	43	39	1	-22
19	15	45	40	8	-25
20	16	43	40	1	-24
21	19	45	35	1	-16
22	20	44	35	1	-15
24	21	49	30	*	-9

MAYORAL SATISFACTION

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

	%
Very satisfied	15
Fairly satisfied	41
Neither satisfied nor dissatisfied	19
Fairly dissatisfied	15
Very dissatisfied	9
Don't know	1

ECONOMY

Q2. London's economy is creating more jobs, which is attracting people to the city. Meanwhile, births are higher than deaths. So the city is growing in many ways. We want to find out what this means to you. Which of the following statements best describes how you feel about how London is growing and changing? READ OUT. CODE ONE

	%
I strongly believe that growth is a positive development for London, and this opportunity should be embraced to help create more homes, jobs and better transport	26
I tend to believe that growth is a positive development for London, and this opportunity should be embraced to help create more homes, jobs and better transport	37
I tend to believe that growth is a negative development for London as the city will not be able to cope with the demands for more homes, jobs and better transport	22
I strongly believe that growth is a negative development for London as the city will not be able to cope with the demands for more homes, jobs and better transport	11
DO NOT READ OUT: Neither	2
Don't know	2

Q3. There are currently over 8.5 million people living in London. By 2030 the population is expected to grow to 10 million people. Bearing this in mind, which two or three of the following are you most concerned about? READ OUT. CODE MAX THREE

	%
Housing affordability	67
Health services and waiting times	58
Public transport (tube, train, bus) capacity	44
Enough jobs being created	31
Road congestion	24
Pressure on green space	20
The character of London's environment	11
High rise developments	9
None of these	*
Don't know	1

Q4. If you were living in a new housing development, or any kind of new development was being built near where you live, which one of the following would matter most to you? READ OUT. CODE MAX ONE

	%
Building hospitals to meet the needs of new communities.	19
Building a mix of new homes, for different types of people.	18
Building schools to meet the needs of new communities	17
Building the transport infrastructure to move people around and avoid congestion.	16
Building new places that create a mix of new jobs and business opportunities.	14
New buildings and places that are in-keeping with the surrounding environment.	9
Creating great new parks and public space	5
Don't know	3

Q5. To what extent do you agree or disagree that new developments in London will also help deliver...?

	Strongly agree	Tend to agree	Neither	Tend to disagree	Strongly disagree	DK
New buildings and places that are in-keeping with the surrounding environment.	23	30	17	17	10	3
Schools to meet the needs of new communities	33	26	13	12	11	4
Hospitals to meet the needs of new communities.	39	19	10	15	13	3
The transport infrastructure to move people around and avoid congestion.	33	27	12	14	12	3
Great new parks and public spaces	21	26	15	20	15	2
A mix of new homes, for different types of people.	29	30	13	14	12	2

Q6. As the number of people living and working in London continues to grow, homes, offices, public transport, schools, hospitals and more will need to be built on a large scale. This will mean big changes to the capital. Which one of the following do you think will can best accommodate this development? READ OUT. CODE ONE

	%
By opening up areas of disused or under-used 'brownfield' land in London for development, including tall buildings, to create new neighbourhoods.	43
By developing more around existing town centres in London, including high-rise, and making use of and expanding existing services and transport links.	10
By developing on some of the less well used green space around the edge of London, so that development can be lower-rise to keep the traditional character of London.	16
By concentrating new development in satellite new towns in the South East with good links to London.	27
DO NOT READ OUT: Other	*%
DO NOT READ OUT: None	2%
Don't know	2%

Q7. Many people recycle some of their waste, and most local authorities in London collect recycling from doorsteps. To what extent would you say you know what happens to your recycling once it has been collected and gone for processing? READ OUT. CODE ONE

	%
I know exactly which recycling plant it goes to	7
I have some idea of where it might go	35
I have no idea of where it goes	57
Don't know	1

Q8. How confident are you that all of the recycling you put out goes to a recycling centre to be processed? Would you say.....READ OUT. CODE ONE

	%
Very confident	17
Quite confident	49
Not very confident	22
Not at all confident	9
Don't know	3

Q9. How important is it to you to make sure your old gadgets and appliances are given to organisations to refurbish or repair so they can be reused by someone else?

	%
Very important	44
Fairly important	32
Neither important nor unimportant	9
Not very important	9
Not important at all	4
Don't know	1

Q10. Which of the following best describes how you feel about using refurbished....? READ OUT. CODE ONE FOR EACH

- 1 = I would use them, I think they would be good quality if the work was done properly
- 2 = I would like to be able to use them, but I'm unsure about the quality compared to new products
- 3 = I generally wouldn't use them – I want new products that I know will work well

	%
White goods, such as fridges and freezers	27 30 42 DK=1%
Electricals such as laptops, TVs and Smartphones	35 23 40 DK= 2

Q11. Which of the following would you be prepared to do to help reuse products?

	Yes definitely	Yes, probably	No, probably not	No, definitely not	DK
Have my gadgets and appliances such as smart phones and laptops regularly refurbished with the most up to date hardware, but keep the original outer casing	23	43	20	10	4
Get my gadgets and appliances repaired more rather than replaced	35	39	15	9	2
Lease more products so that when I want to upgrade I can get a new product by returning the original for refurbishment and use by someone else	38	33	13	12	3

Q12. London will soon have two new segregated cycle superhighways for cyclists to travel in and out, and across London. One will connect King’s Cross and Elephant and Castle, the other Paddington and Tower Hill.

To what extent do you think that new segregated cycle superhighways such as the one started last week along Victoria embankment from Tower Hill to Vauxhall will improve the quality of life in London for everyone by doing things like making cycling safer and reducing congestion on transport?

	%
Improve quality of life a lot	43
Improve quality of life a little	38
Will not improve quality of life at all	15
Don't know	4

13. Currently health services are run by the NHS in London. Some people think that these services should remain under the management of the NHS as they are equipped with specialist health knowledge and aren’t subject to political pressure. Others suggest that the Mayor of London should have the responsibility, to ensure quality, consistency and more joined up healthcare services, and make them more accountable to the public.

To what extent would you support or oppose the Mayor of London setting the direction for health care services in London?

	%
Strongly support	15
Tend to support	18
Neither support nor oppose	16
Tend to oppose	16
Strongly oppose	34
Don't know	2

Q14. The Mayor, through Transport for London, currently has responsibility for all public transport in London except suburban rail services and stations.

Some people have suggested that the Mayor, through Transport for London, should also take responsibility for London’s suburban rail so that rail services can be integrated with tube and bus services and have integrated ticketing, staffing levels and standards of safety. Others believe that it should remain under the management of Network Rail to keep all train services controlled in one place.

Which view is closest to your opinion?

	%
Mayor should take control of the London rail network	45
Network Rail should remain in control	46
Don't know	9