

Topline Results - Telephone Poll June 2012

- Results are based on interviews with 1005 London residents aged 18+.
- Interviews were carried out by telephone between 7-14th June 2012
- 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 14th 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.

FULL TOPLINE

Economy

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

	Base: 1005
NET: Improve	29%
Significantly improve	4%
Improve a little bit	26%
Stay the same	36%
Worsen a little	21%
Significantly worsen	11%
NET: Worsen	32%
Don't know	3%

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.

	Base: 1005
NET: Confident	24%
Very confident (5)	11%
4	14%
3	21%
2	19%
Not confident at all (1)	26%
NET: Not Confident	45%
Don't know	9%

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

	Base: 1005
Got better	13%
Stayed the same	43%
Got worse	44%
NET: Better minus worse	-31
Don't know	1%

Q5. Which **two or three** of the following would you say are your top two or three priorities to help create jobs in London? READ OUT. CODE MAX THREE

	Base: 1005
More apprenticeships	46%
Supporting small businesses	41%
Better education	38%
More training opportunities	34%
Investing in public infrastructure and regeneration projects	30%
Encouraging businesses to invest and locate in London	25%
Encouraging tourism and business visitors in London	17%

Protecting the financial sector from damaging legislation	12%
Improving the environment/public spaces	12%
Supporting the green sector	9%
None of these	*%
Don't know	1%

Transport

Q6. Which **two or three** of the following would you say should be the top two or three priorities to improve London's transport? READ OUT. CODE MAX THREE

	Base: 1005
Cheaper fares	61%
Fewer delays	37%
Oyster payment on all public transport	34%
Air conditioning on the tube	31%
Free travel for older people	29%
More high speed links into/out of London	22%
Improved safety	17%
Extending the bike hire scheme (Boris bikes)	11%
Driverless trains	9%
None of these	1%
Don't know	1%

Q7. How confident are you, if at all, that London's transport system will be able to cope with increased usage during the 2012 Olympic and Paralympic Games? Would you say you are.....READ OUT

	Base: 1005
NET: Confident	29%
Very confident	5%
Fairly confident	24%
Not very confident	37%
Not confident at all	33%
NET: Not confident	70%
Don't know	2%

London's environment

Q8. 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: 1005
Keeping London clean and litter free	56%
Reducing pollution	49%
Maintaining and increasing the amount of green space	44%
Reducing the amount of energy we use at home	33%
Improving existing parks	31%
Increasing the number of street trees	23%
Addressing flood, drought and over-heating	15%
None of these	1%
Don't know	1%

Planning/regeneration

Q9. For each of the following projects or priorities how much would you say each one would improve London as a place to live and work a lot, a little or not at all?

BASE: 1005	NET: Great deal/fair amount	A great deal	A fair amount	Not very much	Not at all	DK
Providing the right environment for business and industry	87%	42%	45%	8%	3%	2%
Increasing tube capacity	83%	51%	33%	10%	4%	2%
Developing more places to cleanly dispose of and use our waste	83%	45%	38%	11%	4%	3%
More train or tube capacity going North/South	80%	43%	36%	11%	7%	4%
More train or tube capacity going East/West	75%	39%	36%	15%	7%	3%
Encouraging more home building, particularly for families	73%	43%	30%	17%	8%	2%
More high speed train links in and out of London	69%	33%	35%	18%	10%	3%
Promoting a change to electric vehicles	56%	26%	30%	27%	12%	5%
Increasing airport capacity	55%	23%	32%	22%	19%	4%

Safety

Q10. And which **two or three** of the following would you most like to see when it comes to reducing crime and improving safety in London? READ OUT. CODE MAX THREE

	Base: 1005
Maintaining the number of police officers on the street	58%
Improving solutions to alcohol and drug crime	51%
Encouraging more local policing	37%
Increasing the numbers of Police Community Support Officers (PCSOs)	30%
Tackling violence against women	29%
Improving safety on London's transport	28%
Closer-knit communities	24%
None of these	*%
Don't know	1%

Q11. How confident are you, if at all, that the police will keep London safe during the 2012 Olympic and Paralympic Games?

	Base: 1005
NET: Confident	83%
Very confident	27%
Fairly confident	56%
Not very confident	12%
Not confident at all	4%
NET: Not confident	16%
Don't know	1%

Housing

Q12 And which **two or three** of the following, would you most like to see when it comes to improving housing in London? READ OUT. CODE MAX THREE

	Base: 1005
Making homes more affordable	53%
Supporting home ownership for first time buyers	45%
Making sure landlords act fairly	33%
Improving the quality of existing social and council housing	28%
Delivering more social and council homes	26%
Providing more family sized housing	25%
Tackling rough sleeping	18%
Making sure house builders have access to land to build more homes	14%
Increasing the housing benefit caps	12%
None of these	1%
Don't know	1%

Health

Q13. Which **two or three** of the following would you say should be the priority for improving the health of Londoners? READ OUT. CODE MAX THREE

	Base: 1005
Encouraging physical activity (walking, cycling) as a way to get around	41%
Encouraging people to go for regular check-ups	40%
Better access to and education on healthy eating	39%
More sports opportunities for all	28%
Stopping the sale of cheap alcohol	28%
Enforcing the legal age limit for drinking alcohol	25%
Helping people understand their medical history to make better choices	22%
Education around the signs of serious illness	21%
Tackling the stigma attached to serious illness	14%
None of these	1%
Don't know	1%

Education

Q14. Which **two or three** of the following would you most like to see when it comes to improving education in London's schools? READ OUT. CODE MAX THREE

	Base: 1005
Better behaviour at school	54%
Making lessons more relevant to the jobs market	50%
Improving school attendance/reducing truancy	42%
Higher educational standards/attainment	41%
More vocational lessons	31%
More school places	27%
None of these	1%
Don't know	1%

Priorities for London as a whole

Q15. And thinking generally about London, which **ONE** of the following would be your priority to help improve London as a place to live and work? READ OUT. CODE ONE

	Base: 1005
Jobs and the economy	37%
Safety and policing	16%
Housing	13%
Transport	11%
Education	11%
Health	6%
The environment	5%
None of these	*%
Don't know	*%

Q16. What do you think is the single biggest challenge facing London over the next 10 years? WRITE IN

Unemployment 23%
 Economy/recession/inflation 22%
 Improving infrastructure to cope with population growth 19%
 Housing/lack of affordable housing 16%
 Better/affordable transport infrastructure 7%
 Immigration/asylum control 7%
 Reducing crime 5%
 Raising the standard of education 5%
 High cost of living 4%
 Environment/pollution/climate change 3%
 Healthcare/NHS 3%
 Policing 2%
 The Euro crisis 2%
 Inequality 1%
 Others 29%
 DK 7%

Q17. What is the one big change that needs to take place over the next 10 years to ensure that London remains the best big city in the world? WRITE IN

Better/affordable public transport 14%
 Creating jobs 9%
 Housing 8%
 Improve the economy 8%
 Safety/security 5%
 Education/training 5%
 Reducing crime 4%
 Social cohesion 4%
 Immigration control 4%
 Better policing 3%
 Doing more to help businesses 3%
 Encourage tourism 3%
 More investment 3%
 Keep London clean and tidy 3%
 Reduce pollution 3%
 Improve infrastructure 3%
 Cost/standard of living 2%
 Overcrowding 2%
 Bigger/more airports 2%
 Reduce congestion 2%
 More equality rich & poor 2%
 Improve NHS 1%
 Others 27%
 DK 13%

Q18. To what extent did the Jubilee celebrations give you confidence that London will be able to deliver a great Olympic celebration? Would you say it gave you

	Base: 1005
NET: More confident	54%
A lot more confidence	30%
A little more confidence	24%
Made no difference	36%
A little less confidence	4%
A lot less confidence	4%
NET: Less confident	8%
Don't know	2%