

## GLA Poll 27 – September 2015

### Topline Results

- Results are based on interviews with 1,001 London residents aged 18+.
- Interviews were carried out by telephone on 24-29<sup>th</sup> September 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 27<sup>th</sup> 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.

## MAYORAL SATISFACTION

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

Very satisfied	12%
Fairly satisfied	37%
Neither satisfied nor dissatisfied	25%
Fairly dissatisfied	9%
Very dissatisfied	15%
Don't know	2%

## ECONOMY (LAST ASKED JAN 2015)

**TRACKED** Q2. Which of the following best describes how you think London's economy will fare over the next 12 months? READ OUT. CODE ONE

Significantly improve	5%
Improve a little bit	36%
Stay the same	37%
Worsen a little	11%
Significantly worsen	9%
Don't know	3%

**TRACKED** 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. CODE ONE

Very confident (5)	17%
4	22%
3	20%
2	15%
Not confident at all (1)	20%
Don't know	5%

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

Got better	22%
Stayed the same	49%
Got worse	29%
Don't know	*%

**TRACKED** Q5. Thinking about the last 12 months, would you say the cost of living has.... READ OUT. SINGLE CODE

Significantly increased	29%
Increased a little	43%

Stayed the same	24%
Decreased a little	4%
Significantly decreased	1%
Don't know	*%

**TRACKED** Q6. Thinking about the next 12 months, do you expect the cost of living to... READ OUT. SINGLE CODE

Significantly increase	22%
Increased a little	57%
Stayed the same	17%
Decrease a little	2%
Significantly decrease	1%
Don't know	1%

**TRACKED** Q7. All things considered (the jobs market, the economy, the cost of living), thinking about the next 12 months, which of the following statements do you agree with the most? READ OUT. SINGLE CODE

I expect to have to cut back a lot on spending	18%
I expect to have to cut back a little on spending	34%
I won't need to make any changes to my spending	31%
I expect to be able to spend a little bit more	13%
I expect to be able to spend a lot more	4%
Don't know	1%

### LONDON GOVERNMENT (LAST ASKED SEP 2014)

**TRACKED** Q8. How much, if anything would you say you know about what the Mayor of London is doing for London?

A great deal	7%
A fair amount	45%
Not very much	39%
Nothing at all	8%
Don't know	1%

**TRACKED** Q9. The London Assembly consists of 25 members who are elected at the same time as the Mayor. How much, if anything, would you say you know about what the London Assembly is doing for London?

A great deal	2%
A fair amount	16%
Not very much	46%
Nothing at all	35%

Don't know	1%
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**TRACKED Q10.** How well informed do you think the Mayor of London and the London Assembly keeps you about the services that they have responsibility for?

Keeps us very well informed	4%
Keeps us fairly well informed	22%
Gives us only a limited amount of information	43%
Doesn't tell us much at all about what they do	28%
Don't know	3%

**TRACKED Q11.** How much do you think you can influence the decisions of the Mayor of London and London Assembly?

A great deal	2%
A fair amount	12%
Not very much	48%
Nothing at all	37%
Don't know	2%

**TRACKED Q12.** Do you use any of the following media sources to hear about the work of the Mayor of London and London Assembly?

Local newspaper	57%
National newspaper	55%
Television	78%
Local Radio	32%
National Radio	43%
None of these	6%
Other media source (please specify)	27%

**TRACKED Q13.** Do you use any of the following online sources to hear about the work of the Mayor of London and the London Assembly?

<a href="http://www.london.gov.uk">www.london.gov.uk</a>	23%
Online news and newspaper sites	53%
Emails	26%
Social media such as Facebook, Twitter	41%
None of these	27%
Other online source (please specify)	11%

**TRACKED Q14. Do you use any of the following sources to hear about the work of the Mayor of London and the London Assembly?**

Leaflets delivered to the door	35%
Leaflets/posters in community venues	16%
Posters/leaflets in tube stations/at bus stops/on the DLR	48%
Attending Mayoral/ London Assembly events (e.g. People's Question Time)	6%
Word of mouth	58%
None of these	18%
Other information source (please specify)	5%

### MAYORAL ACTIVITIES

**TRACKED Q15. How aware are you, if at all, of the Mayor of London's work in.....**  
**Would you say you are.....ROTATE IN GROUPED SECTIONS. READ OUT. CODE ONE FOR EACH.**

Economy	Very aware	Quite aware	Not very aware	Not at all aware	DK
The creation of apprenticeships	20%	35%	24%	19%	1%
Supporting small businesses	13%	31%	30%	24%	2%
Encouraging more companies to offer the London Living wage	20%	38%	19%	21%	2%
<b>Regeneration</b>					
Securing the Olympic Park Legacy, creating jobs and new homes	24%	40%	18%	16%	1%
Supporting town centres and high streets	10%	28%	32%	28%	2%
<b>Housing</b>					
Supporting home ownership for first time buyers	16%	41%	23%	19%	1%
Encouraging landlords to improve their conditions	15%	28%	25%	31%	2%
Increasing house building in London and addressing the housing shortage	20%	37%	19%	22%	1%
<b>Transport</b>					
Investing in public transport (eg tube, Crossrail, Crossrail 2)	39%	38%	13%	9%	2%
Improving customer experience on public transport	27%	35%	21%	16%	2%
<b>Policing and Safety</b>					
Maintaining the number of police officers on the street	15%	30%	33%	20%	2%
Preventing youth violence	15%	26%	32%	25%	2%
<b>Environment</b>					
Tackling air pollution	14%	28%	31%	26%	2%
<b>Education</b>					
Supporting schools to help young people go on to further education/apprenticeships	16%	29%	24%	30%	1%
Supporting the growth of free schools to	14%	28%	24%	32%	2%

<a href="#">create more places</a>					
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**TRACKED Q16. To what extent do you agree or disagree that the Mayor is doing enough to..... Do you...ROTATE IN GROUPED SECTIONS. READ OUT. CODE ONE.**

Economy	Strongly agree	Tend to agree	Neither	Tend to disagree	Strongly disagree	DK
The creation of apprenticeships	26%	26%	23%	11%	7%	7%
Supporting small businesses	16%	27%	22%	17%	9%	8%
Encouraging more companies to offer the London Living wage	23%	28%	19%	13%	10%	6%
Regeneration						
Securing the Olympic Park Legacy, creating jobs and new homes	22%	32%	18%	9%	14%	6%
Supporting town centres and high streets	15%	27%	23%	15%	15%	6%
Housing						
Supporting home ownership for first time buyers	19%	25%	18%	17%	15%	6%
Encouraging landlords to improve their conditions	17%	24%	20%	17%	15%	7%
Increasing house building in London and addressing the housing shortage	19%	21%	15%	18%	23%	4%
Transport						
Investing in public transport (eg tube, Crossrail, Crossrail 2)	35%	32%	13%	8%	8%	3%
Improving customer experience on public transport	25%	33%	18%	10%	10%	5%
Policing and Safety						
Maintaining the number of police officers on the street	19%	19%	21%	15%	22%	4%
Preventing youth violence	19%	20%	24%	15%	16%	6%
Environment						
Tackling air pollution	17%	20%	21%	16%	19%	6%
Education						
Supporting schools to help young people go on to further education/apprenticeships	21%	24%	23%	11%	14%	6%
Supporting the growth of free schools to create more places	18%	27%	27%	9%	11%	8%

## SUGAR

**Q17. How often would you say you consume each of the following?**

	Daily	4-5 times week	2-3 times week	Weekly	Monthly	Less than monthly	Never
Meat	27%	22%	30%	9%	2%	2%	8%
Fish	4%	8%	43%	27%	8%	2%	8%
Vegetables	78%	9%	8%	4%	1%	1%	*%
Ready meals	2%	2%	12%	18%	18%	13%	34%
Sweets, chocolate, cake or sugary snacks	26%	9%	24%	17%	9%	4%	11%
Fizzy/sugary drinks	15%	3%	8%	15%	11%	9%	38%
Bread, pasta or rice	49%	16%	20%	10%	3%	1%	1%

**Q18. In which two or three of the following places do you buy sweets, sugar snacks or fizzy drinks from most often? Base: All who buy sweets, sugar snacks or fizzy drinks.**

Supermarket	83%
Small shop/corner shop/newsagent	51%
Restaurant	15%
Café or coffee shop	14%
Online	7%
Cinema	7%
Train station	5%
Vending machine	5%
Ice cream van	3%
Non food retail shop	1%
Other	5%

**Q19. Have you bought sweets or sugary snacks from a non-food retail shop (e.g. Primark, Topshop, WHSmith etc), for example while in a queue at the till?**

	During last month	Ever
Yes	15%	45%
No	84%	53%
DK	1%	2%

**Q20. Which two or three of the following reasons best describe why you buy sweets, sugary snacks or fizzy drinks? All who buy items.**

As a treat/pick me up	65%
As a dessert	20%
As a source of energy	19%
Force of habit	15%
Prefer the taste to non-sugary foods	13%
Pressure from others	10%
I feel I am addicted to sugar	7%
Cheap	5%
Instead of a meal	3%
Other	12%
DK	2%



**Q21. When choosing what to eat or drink, to what extent do you think about the sugar content of the things you consume (including meals, drinks, sweets/snacks)?**

Always	35%
Often	22%
Sometimes	15%
Rarely	14%
Never	13%
DK	1%