

GLA Poll 24 – January 2015 Topline Results

- Results are based on interviews with 1,009 London residents aged 18+.
- Interviews were carried out by telephone on 29 January – 3 February 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 24th 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...

	%
Very satisfied	15
Fairly satisfied	41
Neither satisfied nor dissatisfied	24
Fairly dissatisfied	8
Very dissatisfied	7
Don't know	5

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

	%
Significantly improve	8
Improve a little bit	41
Stay the same	31
Worsen a little	9
Significantly worsen	6
Don't know	5

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.

	%
Very confident (5)	16
4	22
3	20
2	15
Not confident at all (1)	17
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...

	%
Got better	21
Stayed the same	49
Got worse	30
Don't know	*

Q5. Thinking about the last 12 months, would you say the cost of living has...

	%
Significantly increased	32
Increased a little	44
Stayed the same	15
Decreased a little	7
Significantly decreased	1
Don't know	1

Q6. Thinking about the next 12 months, do you expect the cost of living to...

	%
Significantly increase	19
Increased a little	49
Stay the same	22
Decrease a little	6
Significantly decrease	2
Don't know	2

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?

	%
I expect to have to cut back a lot on spending	15
I expect to have to cut back a little on spending	37
I won't need to make any changes to my spending	29
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

In 2013, the Mayor of London formed the Smart London Board to ensure that new digital technology makes London a better place for Londoners, visitors, businesses and investors.

Examples of such technology in use include online travel planners, oyster cards, and more recently using contactless bank cards to pay for bus fares and having free wifi at underground stations

Q8. Thinking specifically about the use of new technology to what extent do you agree or disagree that it has improved London as a city to live in?

	%
Strongly agree	25
Agree	41
Neither agree nor disagree	19
Disagree	9
Strongly disagree	4
Don't know	2

Q9. How much, if at all, have you used digital technology to access information about London? (for example the internet, social media, apps etc)

	%
A great deal	40
A little	43
Not at all	17
Don't know	1

Q10. How much, if at all, have you used digital technology to try to influence policy in London? (for example online voting, surveys, consultation, social media etc)

	%
A great deal	11
A little	34
Not at all	54
Don't know	*



Q11. Have you heard of the following?

	Yes	No	Don'y know
	%	%	%
The National Minimum Wage	93	7	*
The London Living Wage	63	35	2
The National Living Wage	64	35	1

The new London Living Wage rate has been set at £9.15 per hour. Working with the Living Wage Foundation, the Mayor is encouraging employers to offer the London Living Wage to directly-employed staff and people employed through contractors (for example cleaning, security) to help hard working Londoners make ends meet.

To date, 500 employers have publicly committed to pay at least the London Living Wage, becoming accredited with the Living Wage Foundation.

Q12. How far do you agree or disagree that businesses who can afford to do so should guarantee that people who work for them directly or through contractors should pay at least the London Living Wage rate of £9.15 p/h?

	%
Strongly agree	68
Agree	21
Neither agree nor disagree	6
Disagree	2
Strongly disagree	1
Don't know	1

Q13. Now that you know that some employers pay the London Living Wage, how likely, if at all, are you to seek out and use businesses (such as a shop or utilities provider) that pays it?

	%
Very likely	20
Fairly likely	32
Neither likely nor unlikely	23
Fairly unlikely	12
Very unlikely	9
Don't know	4

Q14. Do you know where to find information on which employers pay the London Living Wage?

	%
Yes	16
No	83
Don't know	1



Q15. Moderate intensity exercise noticeably raises your heart and breathing rates, you may sweat, but you can still have a conversation. How often would you say you take part in moderate intensity exercise for 30 minutes or more?

	%
Never	15
Less than once a month	7
One to three times a month	9
Once a week	13
Twice a week	14
Three or more times a week	41
Don't know	1

Q16. Thinking about the last 12 months how often, if at all, have you taken part in any sporting or fitness activities as part of a class, club or group (rather than doing activities on your own)

	%
Daily	4
Weekly	24
Fortnightly	2
Monthly	7
Less often	10
Not at all	51
Don't know	*

Healthy eating means eating a variety of foods that give you the nutrients you need to maintain your health, feel good, and have energy. This might involve fresh foods, with a balance of protein, carbohydrates, fat, water, vitamins and minerals.

Q17. How far do you agree or disagree that you can afford to eat as healthily as you would like?

	%
Strongly agree	49
Agree	30
Neither agree nor disagree	6
Disagree	7
Strongly disagree	6
I don't want to eat healthily	1
Don't know	1

Q18. How far do you agree or disagree that you can access fresh produce and healthy food close to where you live (eg within 10 minutes walk of your home)?

	%
Strongly agree	62
Agree	26
Neither agree nor disagree	4
Disagree	4
Strongly disagree	4
I don't want to eat healthily	*
Don't know	*

Q19. Thinking about the last 12 months, has your ability to afford to buy fresh produce/healthy food....

	%
Significantly improved	5
Improved a little bit	16
Stayed the same	65
Worsened a little	9
Significantly worsened	4
Don't know	1

Q20. When you're cooking at home, roughly how much left over cooking oil or fat do you think you produce each month, on average?

	%
Less than half a pint	49
Between half a pint and a pint	15
Over a pint	5
None – I don't use any cooking oil or fat at home	25
Don't know	6

Q21. Which of the following best describes what you do with your leftover cooking oils and fats at home?

<i>Base: All who produce cooking fat (683)</i>	%
Throw it in the bin	35
Wash it down the sink with washing up liquid	23
Put it in a food recycling bin	16
Pour it down the sink	8
Collect and take it to a local recycling centre	4
Collect and have it collected from my doorstep	4
Other	10
Don't know	2

Q22. And why do you do this?

<i>Base: All who produce cooking fat (683)</i>	%
It's the easiest thing to do	26
I think it's the right thing to do	24
I don't know what else to do	13
I don't know of anywhere I can recycle it	9
Used oils are too greasy or smelly to keep in my kitchen	6
Other	39
Don't know	5

Q23. Would you like to be able to recycle the leftover cooking oils and fats you have at home?

<i>Base: All who produce cooking fat (683)</i>	%
Yes	60
Maybe	8
No	23
I already can	5
Don't know	3

Q24. Would you use any of the following if it was available to you to recycle your leftover cooking fats and oils?

- 1 = Yes – definitely
 2= Yes – probably
 3 = No – probably not
 4 = No – definitely not

	1	2	3	4	DK
<i>Base: All who produce cooking fat (683)</i>	%	%	%	%	%
Regular doorstep collection of your fats and oils	52	23	12	11	1
Local deposit centre up to 10 minutes walk from your home	21	33	20	25	1
Local deposit centre more than 10 minutes walk from your home	16	25	23	36	2
Deposit centre at a local supermarket	27	29	22	20	2

Hosting major events can bring a range of benefits to a city providing job opportunities, boosting tourism, trade, business investment and regeneration. However there can also be a number of costs to taxpayers such as the cost of security, construction, the extra pressure on transport services and road and park closures.

Q25. Taking this into account, to what extent would you support or oppose London hosting a major global cultural and/or business event?

	%
Strongly support	43
Slightly support	26
Neither support nor oppose	20
Slightly oppose	4
Strongly oppose	4
Don't know	3