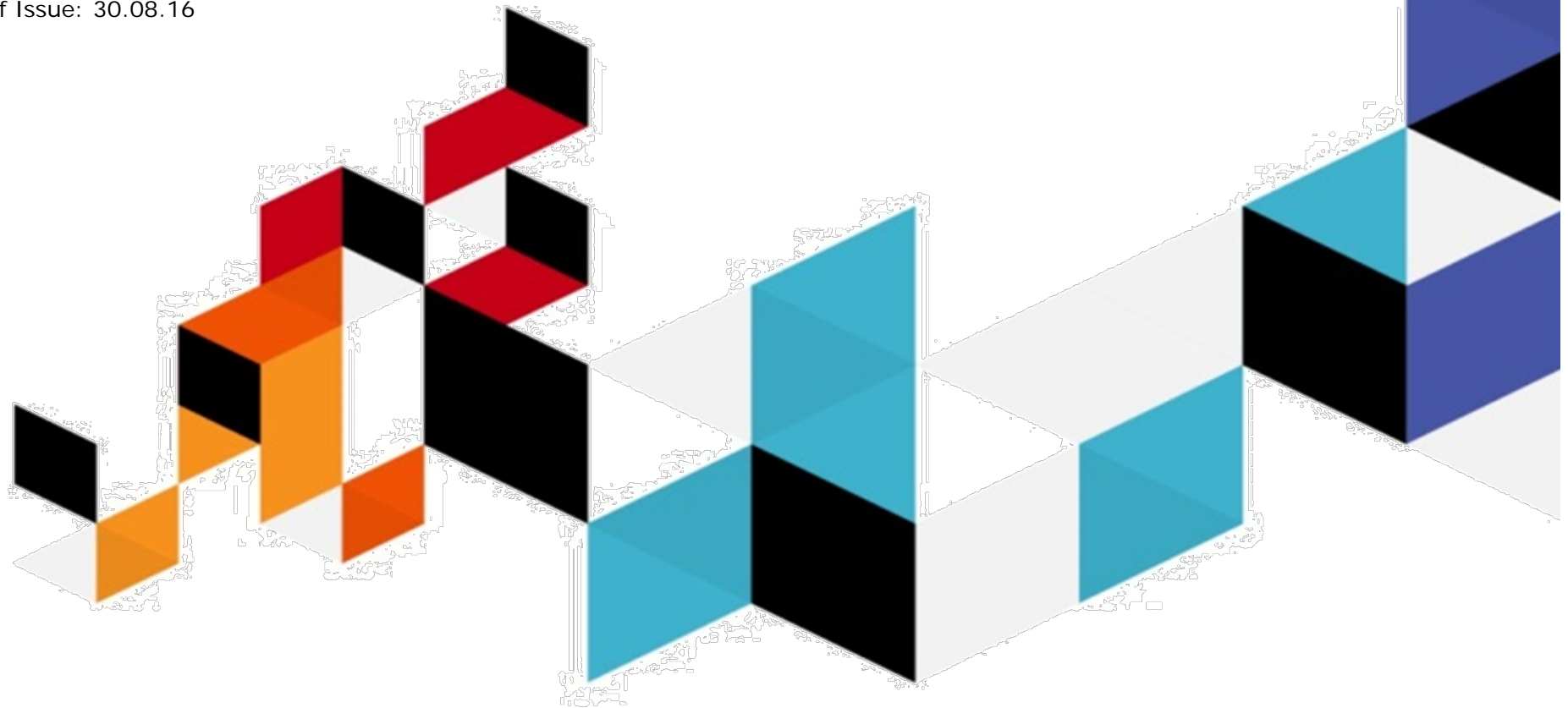


# LondonBus Survey (S7048 - 260133121)

Prepared for: GLA

Date of Issue: 30.08.16



# 1. Methodology

- This study was conducted in London via LondonBus, an Internet omnibus survey
- **SAMPLE SIZE** – a sample of 1002 Londoners adults aged 16+ were interviewed.
- **INTERVIEWING** - Interviewing was conducted by online self-completion from 25/08/2016 - 30/08/2016 (Week 34).
- **WEIGHTING** – The sample has been weighted to represent the adult population of London 16+
- **LOW BASES** - Where unweighted base figures are less than 100, data should be treated cautiously, as large margins of error are possible
- **ABBREVIATIONS USED**
  - = 0%
  - \* = less than 0.5%
- **TERMS OF CONTRACT** - "No press release or publication of the findings of this survey shall be made without the advance approval of TNS. Such approval will normally only be refused on grounds of inaccuracy or misrepresentation". Confidential to client.
- **TECHNICAL INFORMATION** – Further methodological information can be made available on request

## 2. QUALITY AND INFORMATION SECURITY

To support this we maintain a Quality and Information Security management system which is mandatory for all staff. TNS UK Management are committed to providing adequate resources for the continuing development, promotion and maintenance of the Quality and Information Security management system which provides the framework for ensuring that we:

**Satisfy client requirements in respect of quality and information security through:**

- Engaging with our clients to understand their specific needs.
- Having the necessary resources and process in place to meet those requirements.

**Set and review objectives and our performance regularly in order to continually improve as an organisation.**

**Comply with all relevant corporate, legal, statutory and regulatory requirements including:**

- MRS and ESOMAR professional codes of conduct .
- ISO 20252 International market research quality standard.
- ISO 9001 International standard for quality management systems.
- ISO 27001 International standard for data security (within the scope of our accreditation).
- The UK Data Protection Act 1998.

**Safeguard the data we collect and hold through:**

- A secure technical infrastructure.
- A risk management framework which seeks to identify, analyse and treat risks and manage incidents effectively.



# LondonBus Survey (S7048 - 260133121)

Pg 1

Tb T1

Q1.Are you satisfied or dissatisfied with the job that Sadiq Khan is doing as Mayor of London?

Base: All Londoners

		SEX		AGE						WORK		PARENTS		SOCIAL GRADE		ETHNICITY	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Working	Not working	Yes	No	ABC1	C2DE	White	& BAME
Unweighted Base	1002	496	506	137	251	191	161	140	122	672	330	257	745	637	365	722	246
Weighted Base	1002	495	507	138	246	198	163	138	120	657	345	259	743	577	425	723	245
Very satisfied (5)	144 14%	94 19%	50 10%	28 20%	59 24%	24 12%	14 9%	11 8%	8 7%	109 17%	35 10%	60 23%	84 11%	94 16%	50 12%	105 14%	38 15%
Fairly satisfied (4)	305 30%	136 27%	169 33%	56 41%	74 30%	56 28%	45 27%	39 28%	35 29%	205 31%	100 29%	87 33%	218 29%	181 31%	124 29%	204 28%	90 37%
Neither satisfied nor dissatisfied (3)	352 35%	165 33%	187 37%	32 23%	72 29%	70 36%	68 42%	56 40%	54 45%	213 32%	139 40%	74 29%	278 37%	191 33%	162 38%	264 37%	77 31%
Fairly dissatisfied (2)	66 7%	39 8%	27 5%	5 4%	14 6%	12 6%	13 8%	8 6%	13 11%	45 7%	21 6%	14 6%	52 7%	34 6%	32 7%	52 7%	9 4%
Very dissatisfied (1)	27 3%	17 3%	10 2%	2 1%	5 2%	7 4%	7 5%	5 4%	- -	22 3%	5 1%	4 1%	23 3%	20 3%	7 2%	21 3%	4 2%
Don't know	108 11%	44 9%	64 13%	15 11%	22 9%	29 14%	15 9%	19 13%	10 8%	63 10%	45 13%	20 8%	88 12%	56 10%	52 12%	76 11%	27 11%
NET : Satisfied	449 45%	230 46%	219 43%	84 61%	132 54%	80 41%	59 36%	50 36%	43 36%	314 48%	135 39%	147 57%	302 41%	275 48%	174 41%	309 43%	128 52%
NET : Dissatisfied	93 9%	56 11%	37 7%	7 5%	19 8%	19 9%	21 13%	14 10%	13 11%	67 10%	26 8%	18 7%	75 10%	54 9%	39 9%	73 10%	13 5%
Mean score	3.53	3.56	3.5	3.84	3.74	3.47	3.3	3.35	3.35	3.56	3.46	3.77	3.44	3.57	3.47	3.49	3.69
Standard Deviation	0.95	1.031	0.86	0.884	0.994	0.96	0.944	0.91	0.79	0.995	0.851	0.946	0.936	0.987	0.894	0.966	0.866
Error Variance	0.001	0.002	0.002	0.006	0.004	0.005	0.006	0.007	0.006	0.002	0.002	0.004	0.001	0.002	0.002	0.001	0.003



# LondonBus Survey (S7048 - 260133121)

Pg 2

Tb T2

Q2.To what extent do you agree or disagree that Sadiq Khan, as Mayor of London, should represent London abroad to attract business and tourism to London?

Base: All Londoners

		SEX		AGE						WORK		PARENTS		SOCIAL GRADE		ETHNICITY	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Working	Not working	Yes	No	ABC1	C2DE	White	& BAME
Unweighted Base	1002	496	506	137	251	191	161	140	122	672	330	257	745	637	365	722	246
Weighted Base	1002	495	507	138	246	198	163	138	120	657	345	259	743	577	425	723	245
Strongly agree (5)	277 28%	162 33%	115 23%	37 27%	78 32%	41 21%	45 27%	45 33%	32 26%	183 28%	94 27%	73 28%	203 27%	184 32%	93 22%	212 29%	60 25%
Slightly agree (4)	329 33%	164 33%	165 33%	57 42%	77 31%	67 34%	54 33%	41 30%	33 27%	227 35%	103 30%	98 38%	232 31%	186 32%	143 34%	232 32%	85 35%
Neither agree nor disagree (3)	226 23%	101 20%	125 25%	25 18%	62 25%	49 25%	30 18%	29 21%	31 26%	145 22%	81 23%	55 21%	171 23%	108 19%	118 28%	158 22%	59 24%
Slightly disagree (2)	48 5%	19 4%	29 6%	7 5%	9 4%	8 4%	9 5%	4 3%	11 9%	23 4%	25 7%	11 4%	37 5%	27 5%	21 5%	34 5%	13 5%
Strongly disagree (1)	45 5%	28 6%	18 3%	2 1%	6 2%	11 6%	13 8%	6 5%	7 6%	33 5%	12 4%	5 2%	40 5%	31 5%	14 3%	35 5%	7 3%
Don't know	77 8%	22 4%	55 11%	9 7%	15 6%	22 11%	12 8%	11 8%	7 6%	46 7%	31 9%	17 7%	60 8%	40 7%	36 9%	52 7%	21 9%
NET : Agree	606 60%	326 66%	280 55%	94 69%	155 63%	108 54%	99 61%	86 63%	64 54%	409 62%	197 57%	171 66%	435 59%	370 64%	236 56%	443 61%	145 59%
NET : Disagree	93 9%	46 9%	47 9%	9 7%	15 6%	19 10%	22 13%	11 8%	17 15%	56 9%	37 11%	16 6%	77 10%	58 10%	35 8%	69 10%	20 8%
Mean score	3.8	3.87	3.73	3.93	3.92	3.67	3.72	3.91	3.63	3.82	3.77	3.92	3.76	3.87	3.72	3.82	3.8
Standard Deviation	1.074	1.107	1.035	0.921	0.989	1.081	1.202	1.085	1.162	1.07	1.083	0.944	1.114	1.119	1.004	1.094	0.999
Error Variance	0.001	0.003	0.002	0.007	0.004	0.007	0.01	0.009	0.012	0.002	0.004	0.004	0.002	0.002	0.003	0.002	0.004

