GLA Poll 28 – January 2016

Topline Results

- Results are based on interviews with 1,000 London residents aged 18+.

- Interviews were carried out by telephone on 22-28th January 2016

- 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 28th 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**

	N = 1000
Very satisfied	53%
Fairly satisfied	13%
Neither satisfied nor dissatisfied	25%
Fairly dissatisfied	11%
Very dissatisfied	7%
Don't know	4%

CULTURE

Q2: What do you think are the best things that make London a good place to live for access to culture and leisure activities?

	N = 1000
London's cultural attractions (e.g. range of museums, galleries, exhibitions)	41%
Easy to use transport network	40%
The parks, public spaces and waterways	22%
The food and restaurants	21%
The architecture and iconic landmarks	17%
Live events (e.g. theatre, concerts/gigs, and opera/ballet)	15%
The shopping opportunities	12%
The bars, pubs and nightlife	12%
Festivals (e.g. film festival, light festival, theatre or music festivals)	11%
Availability of family friendly activities	9%
Local attractions/'hidden' gems outside central London	8%
Lots of free and cheap things to do	7%
Sporting events	6%
Pop-up/surprise events (e.g. busking, flashmobs, secret cinema)	3%
Seasonal events (e.g. Christmas markets, summer rooftop bars)	3%
Other	18%
None of the above	2%
DK	4%

Q3: How often, if at all, would you say you visit or attend cultural or leisure activities or events outside your home? By this I mean visiting the cinema, art galleries, theatre, museums, sports events, music concert or gig, and cultural festivals such as the Notting Hill carnival?

	N = 1000
More than once a week	7%
Once a week	16%
Once a fortnight	19%
Once a month	25%
Once every few months	15%
Once every six months	6%
Once a year	5%
Less often	4%
Never	3%
DK	*%

Q4: Why do you not visit or attend cultural or leisure activities or events such as cinema, art galleries, theatres, museums, music concerts or gigs, sports events and cultural festivals more often?

	N = 927 All who attend < once a week
No time / too busy	61%
Cost / too expensive	41%
I am busy with other interests	33%
Family commitments	30%
Can't get tickets / crowds	17%
Few local cultural activities	16%
Not that interested in these activities	12%
Poor transport links	9%
Other	15%
DK	2%

Q5: Would you say that you have attended cultural or leisure activities or events more or less frequently over the past 12 months?

	N = 1000
More frequently	20%
About the same	47%
Less frequently	33%
DK	*%

ANTI SOCIAL BEHAVIOURS

Q6. How much of a problem, if at all, would you say the following are in London/your local area?

	Litter	Fly tipping	Gum	Graffiti	Pet waste
A problem	**60%**	**52%**	**49%**	**36%**	**56%**
A big problem	23%	25%	24%	10%	24%
A bit of a problem	36%	27%	25%	26%	32%
Not really a problem	27%	28%	29%	35%	25%
No problem at all	13%	19%	20%	28%	18%
Not a problem	**40%**	**46%**	**48%**	**63%**	**43%**
DK	*%	2%	3%	1%	1%

Q7. To what extent do you feel the following issues have got better or worse over the past 12 months?

	Litter	Fly tipping	Gum	Graffiti	Pet waste
Better	**23%**	**18%**	**17%**	**22%**	**18%**
Much better	7%	5%	6%	9%	7%
A little better	16%	12%	11%	13%	12%
Stayed the same	61%	62%	68%	68%	58%
A little worse	7%	7%	6%	5%	11%
Much worse	8%	11%	5%	2%	10%
Worse	**15%**	**18%**	**11%**	**8%**	**21%**
DK	1%	3%	5%	3%	3%

SPORT & EXERCISE

Q8a. Moderate intensity exercise noticeably raises your heart and breathing rates, you may sweat, but you can still have a conversation. Have you participated in at least one, 30 minute, moderate intensity session of exercise in the past four weeks?

	N = 1000
Yes	66%
No	34%
DK	*%

Q8b: How often would you say you take part in moderate intensity exercise for 30 minutes or more?

	N = 1000
3+ times a week	37%
Twice a week	15%
Once a week	15%
1 – 3 times a month	7%
Less than once a month	10%
Never	15%
DK	1%

Q9: Generally speaking, what stops you doing any or more exercise or sport?

	N = 1000
Lack of time	60%
Too expensive	26%
I can't be bothered / too lazy	24%
Health reasons	20%
Not interested	18%
Not enough provision to make it practical	18%
Lack of information on how to get involved	14%
Facilities are too far away	12%
Age reasons	11%
I don't feel safe enough in my local area to exercise outdoors	9%
Poor facilities	7%
There are poor transport links to my local facilities	7%
Other	10%
DK	*%

Q10: Which one change would make you more likely to do or take part in more exercise or sport?

	N = 1000
Make it cheaper	15%
More close by facilities	5%
More child care facilities	4%
Better info on how to get involved	2%
Better quality facilities	2%
Better transport to sports facilities	1%
Greater range of sports on offer	*%
Other	46%
Nothing	21%
Don't know	4%

NEW TECHNOLOGY

Q11: 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?

	N = 1000
NET: Agree	77%
Strongly agree	40%
Agree	37%
Neither agree nor disagree	12%
Disagree	7%
Disagree strongly	4%
NET: Disagree	10%
Don't know	1%

Q12: How much, if at all, have you used digital technology to access information about London? (for example the internet, social media, apps etc)

	N = 1000
A great deal	58%
A little	31%
Not at all	11%
DK	*%

Q13: 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)

	N = 1000
A great deal	13%
A little	39%
Not at all	48%
DK	1%