Transport for London

London Underground "White Other" Profiling

08077

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Research conducted by Synovate

Contents

1. Executive summary

- *Lower level economic needs motivate the move to London for most 'White other' migrants. Despite uncertainty and instability in the early days, many positive perceptions of the city begin to prevail over the negative, as levels of comfort and confidence grow;*

- *London Underground is the most frequently used mode of transport across the London travel landscape. Both emotive factors and rational evaluations (cost vs efficiency vs convenience) contribute to this;*

- *The London Underground can be an overwhelming, confusing and hostile network initially. However, as familiarity and confidence grow, the positives prevail over the negatives, making it the most prevalently used transport option;*

- *London Underground's efficiency and simplicity are considered its greatest strengths, and its iconic status also creates a strong emotional pull too;*

- *There are very few barriers to further usage of the LU and rarely do the negatives cited actually deter usage. Of the barriers that do exist, they are not highly specific to 'White other' migrants, although nationality may indeed heighten the barrier;*

- *Changes to price, pricing structure transparency and convenience may improve frequency of usage of the London Underground;*

- *Specific community support (i.e. introduction to further languages) is considered nice by some migrants but is certainly not a key driver;*

2. Background to and objectives of the research

2.1 Introduction

London Underground (LU) must ensure that its services are fully accessible to all people, across all socio-demographic groups including by gender, age, ethnicity, faith, and sexual orientation, and across all those potentially vulnerable to exclusion from public services, such as lone parents, job seekers, people on low incomes, refugees and asylum seekers.

Through research and other data, a reasonable amount is known about the profile and needs of many of these equality and inclusion target groups. However, one sub-population about which relatively less is known is those whose ethnic background is described as 'white – other'[1]. This is a growing section of the London population, and is very diverse in terms of country of origin, including people from Eastern and Western Europe as well as people from the Americas, South Africa and Australasia. Prominent amongst the 'white – other' population are people from Eastern Europe, including from more recent entrants to the European Union. People from Poland and Russia are the largest single nationality 'white – other' groups from Eastern Europe living in London.

2.2 Context for the research: the ethnic profile in London

In 2005/6, 21.8% of trips made on the Underground were made by the ethnic group 'White other'. As such a high proportion of this group do use the Underground already it is unlikely they will have any barriers to Underground usage other than those that have already been identified.

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[1] As opposed to 'White – British', 'White – Irish'.

However, ongoing migration from new EU member states will see others belonging to this (relatively) less well understood group.

The 'White other' ethnic group currently make up 3.4% of the population in England and 8.9% of the London population.[2] This equates to 667,500 'White other' adults in London.[3]

Ethnic profile in UK / London:

	UK	London	Inner London	Outer London
White, British	88%	59.8%	50.5%	65.6%
White, Irish	1.2%	3.1%	3.4%	2.9%
Any other White background	**2.5%**	**8.3%**	**11.8%**	**6.1%**
Mixed, White and Black Caribbean		1.0%	1.3%	0.8%
Mixed, White and Black African	1.2%	0.5%	0.7%	0.4%
Mixed, White and Asian		0.8%	0.9%	0.8%
Any other Mixed background		0.9%	1.1%	0.7%
Asian or Asian British, Indian	1.8%	6.1%	3.1%	8.0%
Asian or Asian British, Pakistani	1.3%	2.0%	1.6%	2.3%
Asian or Asian British, Bangladeshi	0.5%	2.1%	4.6%	0.6%
Any other Asian background	0.4%	1.9%	1.3%	2.2%
Black or Black British, Caribbean	1.0%	4.8%	6.9%	3.5%
Black or Black British, African	0.8%	5.3%	8.3%	3.4%
Any other Black background	0.2%	0.8%	1.3%	0.6%
Chinese	0.4%	1.1%	1.4%	0.9%
Any other ethnic group	0.4%	1.6%	2.0%	1.3%
Total BAME	**8%**	**28.8%**	**34.3%**	**25.4%**

Source: ONS census 2001

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[2] 2001 Census
[3] ONS Statistics 2006

Estimated resident population by ethnic group:

	England	London	Inner London	Outer London
All adults	50,762,900	7,512,400	2,972,900	4,539,400
White, British	42,737,700	4,354,700	1,542,200	2,812,500
White, Irish	581,300	187,700	78,300	109,400
Any other White background	1,699,100	667,500	355,100	312,400

Source: ONS census 2006

Research conducted by the Data Management and Analysis Group[4] shows that London's migrant population is very diverse in terms of its ethnic group profile. This diverse ethnic group includes people from Eastern and Western Europe alongside those from countries such as America and Australia.

Around one-quarter of London's migrant population come from other European Union countries. In 2006, at the time of the survey, the European Union comprised 25 member stations (EU25), including the A8 countries who joined in 2004 along with Malta and Cyprus.

Migrants from the EU15 countries, who comprised the European Union prior to 2004, comprise 16% of London's migrant population (including 5% from Ireland). Migrants from the A8 countries comprise 6% of London's migrant population.

In 2007, the European Union was expanded further to include Romania and Bulgaria and currently comprises 27 member states. The number of Romanians and Bulgarians resident in London at the time of the survey was small, comprising less than 1% of the migrant population.

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[4] Data Management and Analysis Group, February 2008 – A profile of Londoners by country of birth

Migrants by country of birth, geographic groupings, Greater London residents, 2006
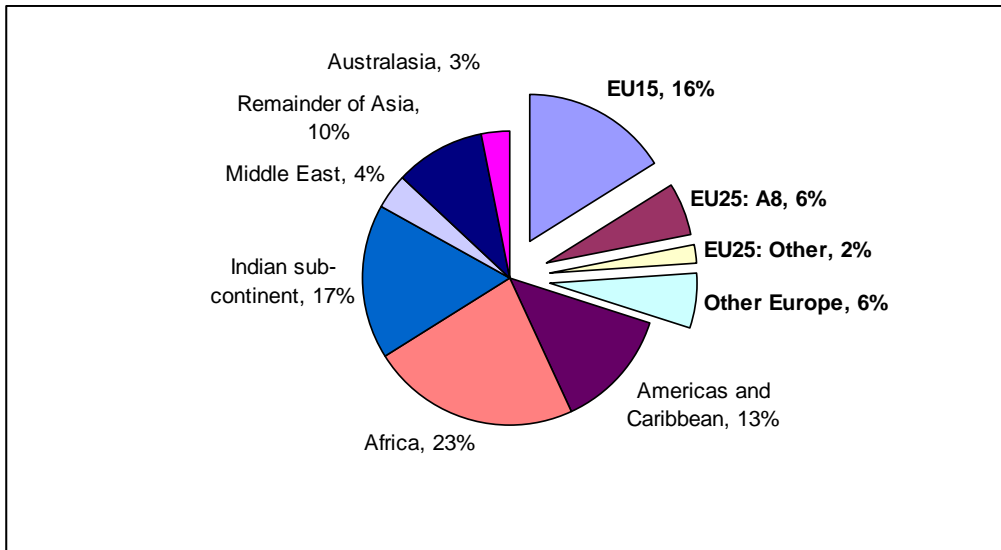
Source: Annual Population Survey 2006

Expansion of the European Union 2004-2007:

EU15	EU25	EU27
Original 15 member states prior to 2004: UK Austria Belgium Denmark Finland France Germany Greece Irish Republic Italy Luxembourg Netherlands Portugal Spain Sweden	*10 member states who joined in 2004*: Cyprus Malta *'A8' countries:* Czech Republic Estonia Hungary Latvia Lithuania Poland Slovakia Slovenia	*2 new member states joined in 2007*: Romania Bulgaria

APS (Annual Population Survey) estimates for individual migrant groups are problematic due to small sample size. The following table show estimates for 'White other' migrant populations of over 40,000. London's largest 'white other' migrant population is from Poland (76,000).

Poland has only recently become one of London's largest migrant populations as a result of the expansion of the European Union in 2004, which has led to many Poles coming to the UK to work.

London residents from the former USSR number around 61,000. This group of Londoners come from a wide range of different countries but the largest group are from Lithuania, who also joined the European Union in 2004. Other significant groups within the 'former USSR' grouping include those from Russia and the Ukraine.

Londoners by country of birth, estimates for individual migrant populations, Greater London, 2006:

Largest 'White other' populations	APS population estimate for London
Poland	76,000
South Africa	66,000
Former USSR	61,000
USA	51,000
France	49,000
Australia	47,000
Turkey	45,000
Germany	43,000
Italy	41,000

Source: Annual Population Survey 2006. NB: This is the top 9 largest 'White other' populations in London and is not a definitive list of the 'White other' ethnic group in London.

It is important to note that official figures are likely to be conservative estimates due to:

- Sampling bias. The figures quoted are based on the number of immigrants officially registered to work in the United Kingdom. Official figures do no cover the number of illegal immigrants, or those without work permits, or those who have overstayed on a visa. In addition, immigrants (especially those without permission to stay in the UK) are less likely to respond to government officials/ researchers, for fear of being deported. Language barriers may also exclude a proportion of immigrants from taking part in research.

- Political motives: Immigration is a politically sensitive issue; political parties are keen to keep reported levels of immigrants to a low level. Therefore, official screening information rules out large numbers of immigrants from being recorded (i.e. those without sufficient English to understand the purposes of the survey).

2.3 Research objectives

People from Poland and Russia (and the other ex-Soviet states) are the largest single nationality 'white – other' groups from Eastern Europe living in London. Research is required amongst these particular groups to:

- Understand consideration and usage of public transport and LU in particular;

- Identify and understand perceptions of LU and how this relates to usage – and / or non-usage of LU services;

- Identify and understand any particular factors that exclude them from using LU services, or prevent them from using them more than they currently do;

- Explore any particular ethnic, cultural or language factors that impact on any of the above, and on particular understanding of LU and how it might be used;

- Understand how some or all of these barriers might be effectively addressed by LU / TfL.

3. Research details

3.1 Methodology

Individual face to face interviews were conducted with people from Poland and Russia (and other ex-Soviet states) living in London. Interviews were around 45 minutes to one hour duration, and conducted in Polish / Russian with a native Polish / Russian moderator.

See Appendix 5.1 for the full discussion guide.

3.2 Sample

14 interviews were conducted: 8 interviews with Polish people, 6 from ex-Soviet states. All were required to be natives of these countries, to have limited spoken English, and and to have lived in London for a maximum of two years. Quotas were imposed to ensure interviews were conducted with men and women, those currently working (only in certain types of occupation) and not working, those who came to London only very recently, and those with limited experience of London Underground.

See Appendix 5.2 for the full screening interview.

3.3 Timescales

Fieldwork was conducted on 30th and 31st March and 7th and 8th April 2009.

4. Main findings

4.1 Living in London

Economic instability in motherland countries motivates the move to London for most Polish and ex-Soviet migrants as they seek out employment, better wages and increased security for themselves and/or their families.

Typically between 20 to 30 years old, the 'White other' migrants usually have no previous experience of living or travelling abroad prior to their arrival, and often have only a basic grasp of the English language. Known support network are integral to the decision to move to London, with migrants usually only coming if they have friends or family in the city.

Given the lower level economic needs motivating the move to the UK, 'white other' migrants claim to have few expectations of London prior to their arrival, beyond the city meeting these. Further, they have few experiences of western culture, as a benchmark for comparison. Their success in securing employment and raising their living standards becomes inextricably linked to their happiness with, and then approval of, London. For most, London is believed to have met or exceeded expectations.

"I would say that it came up to my expectations. It mostly concerns economic issues. When I first came here I earned £50 per day and after two years I get as much as £120 per day. At first we rented a flat, now we rent a house" (Male, Ex-Soviet, 36)

Initial impressions of London are, however, often characterised by frustration, fear, uncertainty and instability. Many talk to a 'lost' or overwhelmed feeling in the early days. At this point, support networks are vital for getting by and friends, family and

work colleagues are heavily relied upon to assist in the initial set-up, usage of services and so on.

When London is spoken about negatively, 'White other' migrants talk to the traffic congestion and high cost of living as well as a big, dirty, touristy, overcrowded place with lots of litter and far too many immigrants, giving it no real 'sense of place'.

When London is spoken about positively, immigrants speak of the beautiful architecture, the 'old capital' and the historic charm.

"The city's views are the most beautiful I've ever seen. Lithuania has some beautiful places but they are a lot smaller than London's. In the UK the views are beautiful and charming" (Female, Ex-Soviet, 27)

With a deeper understanding of the place, and as the migrants get more comfortable and confident in their new environment, all the positives begin to prevail over the negative and include:

- Security / Safety

"There is nothing to be afraid of, I mean it is quite safe to go out at night" (Male, Ex-Soviet, 47)

- Good services
- Good transportation – diverse, efficient, punctual, well-thought out
- Beauty / Charm
- Perceived levels of courtesy - people believed to be supportive, welcoming
- Ease – simple, stress-free, easy to orientate

"The good thing is that everything's easy. Wherever you go there are signs saying where you are allowed and where you're not. If you don't understand something you can always ask people" (Male, Ex-Soviet, 26)

- Opportunity

"You can do so many different things. London is special. I am going to take up singing. I've always wanted to" (Female, Ex-Soviet, 27)

'White other' migrants are highly respectful of the culture they have come to reside in, and are keen to learn the language, in order to assimilate more quickly in London, improve their employment prospects, and not stand out from the crowd. They don't like to draw attention to their foreign origin or migrant status.

LOWER LEVEL ECONOMIC NEEDS GENERALLY MOTIVATE THE MOVE TO LONDON. DESPITE UNCERTAINTY AND INSTABILITY IN THE EARLY DAYS, MANY POSITIVE PERCEPTIONS OF THE CITY BEGIN TO PREVAIL OVER THE NEGATIVE, AS LEVELS OF COMFORT AND CONFIDENCE GROW

4.2 The London Transport Landscape

London Underground is the most frequently used mode of transport for 'White other' migrants. Transport usage is dependent on the evaluation of a number of rational factors including price (not surprisingly given the economic motivations for coming to London), closely followed by perceived efficiency and convenience, creating a value for money scenario. Migrants have a good knowledge of the benefits and drawbacks of different transport options in London and, positively, their internal evaluations see them most commonly accessing the tube.

However rationality aside, LU also has a strong emotional pull for 'White other' migrants, with its somewhat iconic status inextricably linking it to London's 'heart'. Where possible, migrants *want* to use it as they feel it helps them better assimilate in

the city, blend in and ultimately belong. Buses on the other hand are often seen as a more touristy mode of transport and an 'entertaining' form of travel.

'White other' Rational / Emotive Perceptions of London Transport Landscape:

	PERCEIVED BENEFITS	PERCEIVED DRAWBACKS	CURRENT USAGE
LU	Quick, reliable, punctual, efficient, high frequency, well organised, simple, clear, precise, convenient, broad network, friendly and kind staff, helps with 'fitting in', iconic	Expensive, tariffs lacking clarity, uncomfortable (hot, noisy, stuffy, dirty), crowded in rush hour, scary, too many stoppages, no facilities for Mums/disabled	Very frequent – used for most work-related travel *within* city centre & prevalently at weekends
BUS	Inexpensive, pleasant, daylight, fresh-air, sight-seeing, "entertaining travel", facilities for disabled	Crowded in rush hour, punctuality poor (traffic jams, breakdowns, not stopping at required stops etc), drivers incompetent and uncommunicative, confusing, lacking clarity, difficulty in obtaining route information, 'touristy'	Frequent - used primarily for work-related travel *within* local area
OG	Sometimes cheaper than tube, good tube substitute, daylight, entertaining travel	Irregular, inefficient	Quite rare – used for some non-city centre travel and by those living in the suburbs
CAR	Convenient	Expensive	Rare – at nights and often by those who work on construction sites
TAXI	Available 24 / 7	Expensive, too dependent on traffic	Very rare
BIKE	Free, good exercise	Weather-dependent, dangerous, tiring	Very rare

The Poles in particular, speak very highly of LU within the transport mix, maintaining it is the means of transport they would highly recommend to other individuals coming, even when they don't speak any English.

LONDON UNDERGROUND IS THE MOST FREQUENTLY USED MODE OF TRANSPORT IN THE LONDON TRAVEL LANDSCAPE FOR 'WHITE OTHER' MIGRANTS. BOTH EMOTIVE AND RATIONAL FACTORS (COST, EFFICIENCY, CONVENIENCE) CONTRIBUTE TO THIS

4.3 Usage and Attitudes Towards London Underground

Just like with their first impression of London, the London Undergound can be fairly overwhelming, confusing, vast and hostile initially, and is not always instantly loved as a transport option. However, as familiarity and confidence grow, so too the positives prevail over the negatives, making it the most prevalently used transport option.

The LU network is something 'White other' migrants not only want to be able to master to really be part of London, but also something they actually prefer using as time goes by, and the pros begin to outweigh the cons.

The biggest <u>strengths</u> of the London underground are its:
- **Efficiency** – punctuality, speed, frequency, short intervals between trains, reliability, no traffic, broad network
- **Simplicity** – much praise of clarity, breadth and visibility of information, availability of maps/brochures, clear lines/colouring code, up-to-the-minute electronic displays, good/helpful staff

The biggest <u>weaknesses*</u> of the London Underground are its:
- **Discomfort** – crowding, temperature, loud music, too noisy, lack of respect for elders/women, litter, unhygienic, smelly (food/people)

- **Expense/Pricing** – high ticket prices, complex structure, lack of transparency in prices/zones (leading to fines in some instances)
- **Fear/Threat** – pick-pocketing, scary football fans, trains approaching platforms too fast, narrow platforms

(*It is important to note many weaknesses are not specific to 'White other' migrants or even to LU. The drawbacks are common to UK nationals too and migrants who had experienced other undergrounds i.e. New York/Paris, thought the problems were similar there too)

While simplicity is believed to be one of LU's biggest positives, it does take some time to master the network; somewhere between two weeks and six months, most migrants claim. The complexity of buying tickets and non-transparent pricing systems, are the hardest things to master, especially as many migrants seem reluctant to draw attention to themselves or their migrant status in the early days, or stand out as different from locals.

"When I was new to London, the most difficult thing was to buy a ticket. I was alone, I could speak English but I was very shy. I felt like Gulliver with a travelling suitcase" (Male, Ex-Soviet, 26)

However migrants are very pro-active in seeking out sources of information to help them learn and navigate the system effectively. They make good use of friends, the official website, LU staff, station entrance notices, newspapers and radio announcements, to inform them. They also try and 'copy' the locals. LU staff in particular are very highly praised.

"LU staff is the easiest way to get informed because they can tell you about any station and train you need. The staff can also explain to you the forthcoming weekend changes. The staff is a sort of universal source of info" (Female, Ex-Soviet, 27)

Most of the 'White other' migrants spoken to had a really intricate knowledge of the different lines. The favoured line is the Jubilee, considered the most modern and comfortable with a good safety level (sliding doors) and larger tunnels. While the District is the most unpopular, deemed slow, old and unreliable.

LONDON UNDERGROUND'S EFFICIENCY AND SIMPLICITY ARE ITS GREATEST STRENGTHS

4.4 Barriers to Increased LU Usage

There are very few barriers to further usage of the London Underground and rarely do the negatives cited actually deter usage. Further, of the barriers that do exist, they are not specific to 'White other' migrants, although nationality may indeed heighten the barrier.

Alterations to the following three areas may drive slightly more frequent usage of the LU:

- **Price – cost**

For some 'White other' migrants, their economic situation deters usage, particularly for those without work or regular work (i.e. agency workers). High prices may often see migrants use the bus as an alternative, so long as they have no serious time constraints. However for most, the price 'barrier' is often overcome when weighed up against convenience and efficiency.

Improvements:
- Reduced fares
- Price flexibility

- **Price – transparency**

Nearly all migrants believed the current ticketing system was complex and there was a distinct lack of clear guidance on the benefits and limitations of particular ticket types. This may be deterring usage of some services, across the breadth of the network, particularly outside zones 1 and 2.

Improvements:
- Clarity, transparency and simplicity
- Comprehensive presentation, in a visual format, of the benefits and limitations of different options
- Hints to suggest optimum options for various types of individuals using the underground i.e. commute just in central London / commute from suburbs / regular vs sporadic users
- Clear zone pricing calculation through LU website, brochures, info boards, newspapers, poster and leaflets
- 'Tourist' stands focusing just on ticketing support (n.b. making it clear it is for tourists would still let migrants them hide their migrant status)
- Ticket machines with all language options

- **Convenience**:

Convenience and location also play a role in deterring usage of LU, and most often saw people using the overground or buses as a substitute.

Improvements:
- Other routes / stations – extend the network coverage
- Night operating hours

Finally, improvements across the following would be very positively received, but would be unlikely to drive significant further usage

- Design improvements to carriages i.e. air-con, new carriages, modernisation
- Design improvements in stations i.e. safety sliding doors on all trains, wider platforms, aesthetic / historic appeal
- Entertaining information i.e. station history / geographical facts / station depth / size etc
- Renewed focus on hygiene
- Enforcement of ethics code i.e. ban against eating / drinking / loud music / give up seat for elderly, pregnant, disabled etc

CHANGES TO PRICE, PRICING STRUCTURE TRANSPARENCY AND CONVENIENCE MAY HELP TO IMPROVE FREQUENCY OF LONDON UNDERGROUND USAGE AMONGST 'WHITE OTHER' MIGRANTS

4.5 Understanding / helping the community

Generally 'White other' migrants do not think LU needs to develop any special relationships with their various communities. Language is never considered a very real barrier to the use of LU services, and no problems specific to poor English are cited. Current systems are considered to be very clear and easy to comprehend, even for those with just a basic grasp of the language.

As a result there are no obligations or expectations about specific help to the community. There is even some resistance. Some believe information addressing specific groups would make people lazy and discourage them from learning the language. However to the contrary, others believe it is disrespectful not to have any language assistance. Ex-Soviets in particular, hadn't seen any information specific to them and some believed this was disrespectful.

"I don't understand why I can see information on Polish, Arabic, Hindi but not Russian. I don't like it. It gives me the impression they think we are second-rate people" (Ex-Soviet, Male, 47)

Ideally it is believed there should be some language options available, not least to simplify and speed up information comprehension in the early stages of arrival in London – 'getting used to the system' – and help with the pricing structure transparency – 'choosing the right ticket'.

While some would prefer not to be pandered to in order to assimilate more quickly, it may help build confidence, to know the option is there. There is a high probability many may switch back to English as confidence improves.

COMMUNITY SUPPORT / INTRODUCTION TO FURTHER LANGUAGES CONSIDERED NICE BY SOME MIGRANTS, BUT CERTAINLY NOT A KEY DRIVER TO FURTHER USAGE

5. Appendices

5.1 Discussion guide

Introduction

- Moderator and respondent names

- Brief introduction to interview / objectives (but not prompting explicitly on travel)

- Get permission to tape record interview (reassure respondent of confidentiality)

Living in London

- How long have they lived in London?

- What are their impressions of living in London? Probe for…

    - What were their first impressions of London when they arrived?

    - What about London is better or worse than they expected?

    - What do they most like and dislike about living in London?

    - What advice would they give to someone coming from their country to London for the first time?

- Why did they first come to London?

- What are they currently doing in London? Probe for…

    - What they are currently doing (i.e. working status)?

    - Where are they living (i.e. area of London)?

    - Who are they living with (i.e. on own, family, friends, in a shared house, etc.)?

Getting around London

- How do they usually travel around London? Probe for…

    - Public transport: specifically tube / Underground and bus

    - Private car or van (do they drive or do they get lifts from someone)

- Taxis or minicabs

- Walking

- Cycling

- Why do they choose to use certain types of transport?

  - Particularly focus on tube / Underground (if they do use it at all)

- Why do they choose <u>not</u> to use certain types of transport?

  - Particularly focus on tube / Underground (if they don't use it / don't use it regularly)

Using (and not using) the Underground

- What do they know and think about the tube / London Underground?

  - What – if anything – had they heard about it before coming to London?

  - What were their first impressions of it?

  - What do they most like and dislike about it?

  - What advice would they give to someone from their country using the tube / Underground for the first time?

- What – if anything – stops them from using the tube / Underground more than they currently do? Explore unprompted, then probe in detail for…

  - Availability / location reasons (e.g. no station near me, doesn't go where I want to travel, doesn't run when I want to travel (e.g. early morning / late night)

  - Cost reasons (e.g. too expensive)

  - Perception reasons (e.g. think it is unreliable, dirty, unsafe)

  - Understanding reasons (e.g. don't know enough about it, don't know how to get around on it, don't know how to buy a ticket for it, don't know where to get the right ticket for it)

  - Any other reasons?

- Particularly for '<u>understanding reasons</u>', explore what is influencing lack of understanding, e.g…

  - Not having a good understanding of English

- Not being confident of asking for help / information in English

- Not knowing where to find information

- Not having access to any information in native language

- The tube / Underground system being complicated (e.g. the map, the different lines, the way the fares are charged, the different ways of paying for travel)

- People (staff, other customers) being unwilling to help

Using the Underground more

- What – if anything – would encourage them to use the tube / Underground more?

  - If they mention cost / cheaper fares, explore other ways also

- What – information – if any – would encourage them to use the tube / Underground more, or help them to use the tube / Underground more confidently? Probe for…

  - What information do they want (i.e. what do they want to know)?

  - How would they want to get this information (e.g. tube stations, website, community centres, local newspapers or magazines, anywhere else)?

  - Would they <u>want</u> any of this information in their native language? Why / why not?

  - Would they <u>expect</u> to have any of this information in their native language?

  - Have they <u>already seen / used</u> any information that is already available in their native language? Were was this? How did they find it? Was it helpful? Why / why not?

Understanding / helping the community

- Do they think London Underground could or should do more to improve their links with their community?

  - Why, or why not?

  - What could they do – if anything?

Other thoughts?

Thank & close

5.2 Recruitment screener

SAY   Good morning / afternoon / evening. I am from Synovate, an independent market research organisation, and we are recruiting for some interviews in this area amongst people new to London, and their views on getting around London. You would be paid for your time. The interview will take place in [Location] and will last approximately 1 hour.

To understand if you are a suitable person to take part, can I ask you a few questions first?

ASK ALL

Q1   We want to speak to people from [Poland / Russia and other ex-Soviet states], who might have been only in London from a short period of time. Are you originally from [Poland / Russia or another ex-Soviet state]?

Yes – originally from [Poland / Russia or another ex-Soviet state]	1	CONTINUE
No – originally from somewhere else	2	THANK & CLOSE

ASK ALL ELIGIBLE

Q2   And is your first language [Polish / Russian]?

Yes – first language [Polish / Russian]	1	CONTINUE
No – first language English / other	2	THANK & CLOSE

ASK ALL ELIGIBLE

Q3   How would you describe your spoken English?
PROMPT USING ANSWERS BELOW IF NECESSARY

Fluent	1	THANK & CLOSE
Confident	2	
Not confident	3	CONTINUE
Do not speak English at all	4	

ASK ALL ELIGIBLE

Q4   How long have you lived in London?

Less than 6 months	1	CONTINUE
6 months to 1 year	2	AIM FOR AS MANY

| 1 to 2 years | 3 | RECENT RESIDENTS AS POSSIBLE |
| More than 2 years | 4 | THANK & CLOSE |

Q5   Do you work in London at all?

Work full time	1	CHECK AT Q6 – MAX. 4
Work part time	2	CONTINUE – SKIP TO Q8
Do not work	4	

Q6   What type of work do you do? Is it…

| Managerial / Administrative / Professional | 1 | CHECK AT Q7 |
| Manual | 2 | CONTINUE – SKIP TO Q8 |

Q7   And would you describe your position as…

| Junior | 1 | CONTINUE – ASK Q8 |
| Managerial | 2 | THANK & CLOSE |

Q8   Which of the following forms of transport do you use regularly?
SHOW CARD Q8

Buses	1	
Underground / tube	2	MAXIMUM 4
Docklands Light Railway / DLR	3	
Croydon Tramlink / tram	4	
Driving a car / van / lorry	5	
Riding a motorcycle / moped / scooter	6	
Riding a bicycle	7	
None of these	8	

Q9   Many thanks. Can I just get a few more details from you. What age group are you?

Under 18	1	THANK & CLOSE
18 to 24	2	
25 to 34	3	
35 to 44	4	CONTINUE
45 to 54	5	
55 to 64	6	
65 or older	7	THANK & CLOSE

CODE BUT DO NOT ASK

Q10 GENDER

Male	1
Female	2

SAY TO ALL

SAY The interview will take place on [DATE] at [TIME] and will take place at [VENUE]. It will last 1 hour and you will receive [INCENTIVE] as a token of our appreciation of your time and help.

The interview will be conducted in [Polish / Russian]. The interview will be audio-taped.

The answers you give will form part of a confidential market research study. They will be analysed along with those of many others and will never be linked back to you personally. The results will be used solely for the purposes of this Market Research Study.

Thank you very much for your help. I will contact you a day or two before the interview to confirm that you are still able to attend. You may also receive a phone call from our Quality Control department to check that the recruitment has been carried out correctly (hand respondent invitation). Your details will be held electronically for internal administration purposes.