Internal Marketing LONDON Sample:1470





Total	Ger	nder	Age						
Base	Male Female		18-24	25-34	35-44 45-54 55+				

Which one of the following London parks is your favourite?

Unweighted base	1470	709	761	168	337	244	233	488
Base: All London Adults	1470	699	771	175	358	286	240	412
Hyde Park	14%	15%	13%	24%	15%	18%	12%	6%
Regent's Park	11%	11%	12%	10%	10%	10%	15%	11%
Hampstead Heath	8%	7%	9%	5%	8%	8%	7%	11%
Green Park	3%	3%	3%	3%	8%	0%	1%	2%
St James's Park	7%	7%	7%	2%	10%	5%	5%	9%
Victoria Park	4%	4%	4%	8%	3%	4%	3%	3%
Battersea Park	3%	4%	1%	0%	5%	3%	4%	2%
Greenwich Park	12%	10%	13%	11%	8%	12%	15%	14%
Kensington Gardens	5%	3%	6%	6%	5%	5%	3%	5%
Clapham Common	1%	2%	1%	2%	1%	3%	1%	1%
Holland Park	1%	1%	1%	4%	0%	0%	2%	1%
Richmond Park	15%	17%	13%	8%	11%	16%	15%	21%
None of these	7%	8%	6%	6%	6%	11%	9%	6%
Don't know	9%	7%	10%	12%	10%	5%	10%	8%

Internal Marketing





Social Grade Marital Status Married/ Civil Living as Separated/ ABC1 C2DE Widowed Never Married Refused Partnership Divorced married

Which one of the following London parks is your favourite?

Unweighted base	1007	463	543	153	115	43	419	197
Base: All London Adults	882	588	567	158	119	37	403	186
Hyde Park	15%	12%	13%	9%	8%	5%	17%	19%
Regent's Park	12%	10%	9%	12%	19%	7%	13%	10%
Hampstead Heath	8%	8%	9%	7%	4%	13%	9%	6%
Green Park	3%	2%	2%	8%	-	4%	3%	2%
St James's Park	8%	5%	7%	9%	11%	4%	4%	8%
Victoria Park	3%	5%	4%	3%	3%	-	4%	7%
Battersea Park	2%	3%	1%	2%	2%	13%	2%	8%
Greenwich Park	12%	12%	13%	9%	19%	14%	9%	12%
Kensington Gardens	4%	5%	5%	9%	2%	4%	3%	5%
Clapham Common	1%	2%	1%	0%	-	-	3%	3%
Holland Park	1%	1%	1%	1%	1%	-	1%	1%
Richmond Park	14%	17%	17%	18%	18%	14%	13%	7%
None of these	7%	8%	6%	6%	5%	16%	11%	4%
Don't know	8%	10%	11%	6%	9%	5%	7%	8%



Internal Marketing LONDON Sample:1470





Working full time Full time student Retired Unemployed Not working/ Other 0 1 2 3+ Refused

Which one of the following London parks is your favourite?

don parks is your											
Unweighted base	799	164	77	255	59	116	1064	166	124	47	69
Base: All London Adults	822	163	61	225	49	150	1035	183	129	66	58
Hyde Park	16%	8%	26%	8%	10%	11%	11%	27%	17%	13%	12%
Regent's Park	10%	14%	6%	15%	9%	13%	12%	10%	11%	11%	9%
Hampstead Heath	9%	12%	5%	8%	3%	5%	10%	4%	6%	4%	1%
Green Park	2%	2%	6%	2%	2%	6%	3%	2%	1%	11%	2%
St James's Park	7%	4%	4%	10%	2%	6%	8%	3%	4%	4%	7%
Victoria Park	5%	2%	2%	4%	1%	1%	4%	2%	6%	1%	2%
Battersea Park	3%	5%	-	2%	1%	4%	2%	6%	2%	7%	1%
Greenwich Park	11%	13%	6%	12%	27%	12%	11%	15%	16%	16%	2%
Kensington Gardens	3%	9%	5%	6%	9%	5%	5%	2%	6%	5%	7%
Clapham Common	1%	2%	9%	1%	3%	-	1%	0%	3%	-	5%
Holland Park	1%	0%	5%	2%	-	1%	1%	1%	-	5%	-
Richmond Park	18%	8%	7%	18%	9%	6%	16%	15%	12%	17%	4%
None of these	6%	10%	8%	6%	5%	17%	7%	5%	7%	2%	23%
Don't know	8%	10%	11%	7%	19%	13%	8%	7%	10%	4%	26%

Internal Marketing LONDON Sample:1470





Social Media (monthly or more)

Local Education Authority

Facebook LinkedIn Google+ Twitter Myspace None of these Central North South East West

Which one of the following London parks is your favourite?

don parks is your											
Unweighted base	971	352	116	460	9	382	334	205	283	403	245
Base: All London Adults	1005	297	102	469	9	358	298	202	288	441	241
Hyde Park	15%	14%	14%	18%	19%	10%	10%	11%	9%	16%	23%
Regent's Park	11%	14%	14%	12%	24%	11%	19%	16%	7%	7%	10%
Hampstead Heath	9%	7%	5%	7%	-	8%	11%	22%	1%	5%	7%
Green Park	3%	5%	4%	6%	7%	1%	2%	2%	2%	4%	3%
St James's Park	7%	8%	4%	10%	5%	6%	9%	6%	5%	9%	4%
Victoria Park	4%	3%	5%	2%	6%	3%	2%	7%	1%	8%	1%
Battersea Park	3%	2%	4%	4%	-	3%	9%	0%	1%	2%	0%
Greenwich Park	10%	10%	12%	11%	-	16%	4%	5%	10%	26%	3%
Kensington Gardens	6%	2%	6%	3%	-	3%	3%	6%	7%	1%	10%
Clapham Common	2%	0%	1%	2%	-	1%	3%	1%	2%	1%	1%
Holland Park	1%	1%	0%	1%	12%	2%	2%	1%	0%	0%	3%
Richmond Park	16%	17%	18%	13%	28%	14%	13%	4%	40%	4%	17%
None of these	7%	8%	4%	4%	-	10%	7%	10%	6%	7%	8%
Don't know	7%	7%	9%	7%	-	13%	5%	10%	8%	10%	11%