

## YouGov / Elephant Communications Survey Results

Fieldwork - 1st October 2014

Sample Size - 637 London Adults



Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Which of the following best describes your current job?

Unweighted base	637	314	323	23	166	167	154	127	449	188
<b>Base: All London workers</b>	664	336	328	50	215	178	123	98	443	221
Education/ teaching	16%	8%	23%	13%	20%	12%	11%	20%	18%	11%
Law	2%	4%	0%	-	3%	4%	1%	1%	3%	0%
Accountancy	4%	5%	3%	-	4%	6%	5%	1%	6%	-
Medicine	4%	4%	4%	5%	3%	3%	3%	9%	5%	3%
Business consultancy	4%	6%	3%	17%	3%	4%	5%	2%	6%	2%
Charity sector	3%	3%	4%	6%	2%	4%	3%	6%	4%	3%
The arts	5%	4%	6%	7%	8%	4%	2%	3%	4%	7%
Civil service/ work for the Government	13%	15%	10%	16%	9%	14%	16%	11%	14%	9%
Retail/ shop assistant	8%	6%	10%	15%	8%	6%	7%	7%	4%	15%
Waiter/ Waitress in a restaurant/ pub	1%	1%	1%	-	1%	1%	-	1%	1%	2%
Public transport	2%	4%	0%	-	2%	1%	4%	4%	1%	4%
Other	38%	40%	36%	22%	38%	42%	43%	36%	36%	44%

For the following question, if you work from home, please select the relevant 'Not applicable' option.

In general, which, if any, of the following modes of transport do you use to travel to and from work? (Please select all that apply)

Unweighted base	637	314	323	23	166	167	154	127	449	188
<b>Base: All London workers</b>	664	336	328	50	215	178	123	98	443	221
Bus	32%	28%	35%	33%	35%	29%	30%	34%	31%	33%
Overground train	25%	28%	21%	24%	33%	24%	18%	16%	27%	19%
Underground train (e.g. tube)	32%	36%	27%	26%	40%	32%	28%	20%	34%	26%
Bicycle	8%	10%	6%	3%	8%	12%	8%	5%	8%	8%
Car	25%	24%	26%	22%	19%	24%	32%	31%	22%	30%
Boat	0%	-	0%	-	-	-	0%	-	0%	-
On foot (e.g. walk/ run)	29%	28%	29%	44%	29%	30%	24%	24%	30%	27%
Motorbike/ Scooter	1%	2%	1%	-	1%	2%	1%	2%	1%	2%
Other	2%	2%	3%	-	1%	3%	1%	6%	2%	3%
Not applicable - I work from home	10%	9%	12%	8%	8%	8%	16%	13%	10%	11%

**YouGov / Elephant Communicatic**  
**Fieldwork - 1st October 2014**  
Sample Size - 637 London Adults



London Region					Marital Status					Working status	
Central	North	South	East	West	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Working full time	Working part time

Which of the following best describes your current job?

<b>Unweighted base</b>	135	99	146	168	89	275	101	47	5	209	507	130
<b>Base: All London workers</b>	146	98	159	182	79	258	119	37	3	247	543	121
Education/ teaching	20%	18%	17%	13%	9%	15%	21%	24%	-	13%	15%	20%
Law	2%	1%	1%	4%	3%	1%	1%	-	-	4%	3%	-
Accountancy	4%	2%	3%	5%	6%	6%	3%	3%	31%	2%	4%	3%
Medicine	3%	7%	4%	5%	1%	5%	1%	3%	-	5%	4%	5%
Business consultancy	9%	5%	0%	4%	3%	3%	4%	7%	-	5%	5%	1%
Charity sector	2%	5%	5%	2%	3%	3%	4%	4%	-	4%	3%	4%
The arts	7%	7%	6%	3%	2%	6%	3%	2%	27%	5%	4%	10%
Civil service/ work for the Government	12%	14%	6%	17%	15%	13%	5%	16%	-	16%	13%	10%
Retail/ shop assistant	5%	7%	7%	6%	19%	8%	3%	6%	-	10%	5%	18%
Waiter/ Waitress in a restaurant/ pub	0%	2%	1%	1%	1%	0%	2%	-	-	1%	1%	2%
Public transport	2%	3%	4%	2%	-	3%	1%	2%	-	1%	2%	1%
Other	35%	29%	47%	38%	39%	38%	51%	33%	42%	33%	41%	28%

For the following question, if you work from home, please select the relevant 'Not applicable' option.

In general, which, if any, of the following modes of transport do you use to travel to and from work? (Please select all that apply)

<b>Unweighted base</b>	135	99	146	168	89	275	101	47	5	209	507	130
<b>Base: All London workers</b>	146	98	159	182	79	258	119	37	3	247	543	121
Bus	39%	38%	24%	30%	30%	31%	23%	40%	-	36%	33%	29%
Overground train	32%	15%	29%	25%	13%	24%	26%	15%	-	26%	28%	11%
Underground train (e.g. tube)	41%	30%	23%	31%	34%	31%	33%	28%	-	33%	35%	15%
Bicycle	9%	5%	6%	8%	16%	7%	16%	1%	-	7%	8%	9%
Car	7%	29%	34%	24%	35%	33%	24%	16%	9%	18%	22%	38%
Boat	-	-	-	0%	-	0%	-	-	-	-	0%	-
On foot (e.g. walk/ run)	38%	25%	26%	25%	28%	29%	27%	20%	-	31%	29%	25%
Motorbike/ Scooter	1%	-	3%	1%	1%	1%	1%	-	-	2%	2%	-
Other	2%	2%	3%	3%	3%	3%	1%	4%	22%	2%	2%	2%
Not applicable - I work from home	12%	14%	7%	11%	9%	11%	12%	10%	69%	8%	9%	14%



Children in Household					Social Media (monthly or more)					
0	1	2	3+	Refused	Facebook	LinkedIn	Google+	Twitter	Myspace	None of these

Which of the following best describes your current job?

<b>Unweighted base</b>	432	99	70	18	18	380	140	40	179	4	106
<b>Base: All London workers</b>	447	101	77	22	17	399	151	52	200	6	91
Education/ teaching	15%	23%	9%	22%	18%	16%	11%	10%	16%	-	15%
Law	3%	1%	1%	-	-	2%	2%	-	2%	-	-
Accountancy	3%	7%	4%	18%	4%	5%	4%	3%	5%	-	5%
Medicine	5%	1%	-	3%	5%	4%	3%	7%	3%	16%	4%
Business consultancy	3%	11%	1%	12%	-	4%	9%	9%	4%	41%	-
Charity sector	4%	1%	1%	-	4%	4%	4%	10%	5%	-	3%
The arts	5%	3%	11%	6%	-	5%	8%	8%	7%	-	6%
Civil service/ work for the Government	14%	10%	8%	10%	4%	12%	10%	8%	8%	-	13%
Retail/ shop assistant	7%	8%	11%	6%	16%	9%	4%	6%	9%	-	9%
Waiter/ Waitress in a restaurant/ pub	0%	3%	-	-	6%	1%	-	-	1%	-	2%
Public transport	2%	4%	2%	-	-	3%	2%	-	4%	-	2%
Other	38%	29%	53%	24%	43%	38%	41%	39%	36%	43%	41%

For the following question, if you work from home, please select the relevant 'Not applicable' option.

In general, which, if any, of the following modes of transport do you use to travel to and from work? (Please select all that apply)

<b>Unweighted base</b>	432	99	70	18	18	380	140	40	179	4	106
<b>Base: All London workers</b>	447	101	77	22	17	399	151	52	200	6	91
Bus	33%	28%	28%	31%	48%	33%	30%	29%	27%	70%	22%
Overground train	26%	20%	22%	25%	16%	26%	36%	37%	25%	16%	20%
Underground train (e.g. tube)	35%	28%	24%	16%	28%	33%	41%	31%	37%	54%	28%
Bicycle	9%	7%	5%	-	28%	9%	12%	16%	10%	-	4%
Car	22%	29%	32%	48%	16%	24%	19%	22%	23%	70%	27%
Boat	0%	-	-	-	-	-	-	-	-	-	1%
On foot (e.g. walk/ run)	30%	27%	25%	31%	14%	30%	29%	24%	28%	14%	30%
Motorbike/ Scooter	1%	2%	1%	-	4%	1%	1%	-	1%	-	3%
Other	3%	2%	2%	-	-	1%	1%	1%	1%	-	4%
Not applicable - I work from home	9%	13%	14%	7%	15%	9%	13%	16%	12%	-	12%

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Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

For the following question, please only think about your commute TO work. We will ask you about your commute home from work in the question after this one.

Thinking about music you listen to on your commute TO work in order to "set you up for the day" (i.e. enthuse you for the day)...

In general, which, if any, of the following types of music do you choose to listen to on your commute to work, in order to "set you up for the day" (i.e. enthuse you for the day)? (Please select all that apply. If you do not listen to music on your commute to work in order to 'set you up for the day', please select the 'Not applicable' option)

Unweighted base	569	284	285	21	152	154	132	110	403	166
<b>Base: All London workers, who commute to and from work</b>	595	305	290	46	197	163	104	85	398	197
Classical/ opera	5%	6%	5%	9%	6%	1%	8%	7%	4%	7%
Pop	28%	21%	35%	33%	31%	25%	25%	25%	25%	34%
Rock	18%	21%	15%	31%	20%	17%	18%	11%	18%	19%
Heavy metal	6%	8%	4%	-	7%	8%	3%	5%	6%	6%
Jazz	4%	6%	2%	-	5%	4%	3%	4%	5%	2%
R&B/ soul	12%	10%	14%	23%	14%	8%	7%	11%	11%	12%
Country	4%	4%	4%	-	6%	2%	2%	9%	4%	4%
Folk	4%	4%	3%	10%	6%	1%	1%	3%	4%	3%
World	2%	2%	2%	-	4%	2%	1%	-	3%	1%
Hip-hop/ rap	9%	8%	10%	26%	14%	7%	1%	1%	8%	10%
Dance/ electronic	10%	11%	9%	28%	14%	9%	7%	-	11%	10%
Meditation	1%	2%	1%	-	2%	0%	1%	1%	1%	1%
Reggae	5%	5%	6%	31%	5%	1%	2%	5%	2%	12%
Faith (e.g. Christian Rock, Gospel etc.)	3%	2%	5%	4%	3%	2%	4%	6%	1%	7%
Other	9%	10%	7%	11%	7%	10%	10%	6%	8%	9%
Don't know	1%	1%	-	6%	-	-	0%	-	1%	-
Not applicable - I do not listen to music on my commute to work in order to 'set me up for the day'	43%	43%	44%	27%	40%	43%	52%	52%	46%	38%

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For the following question, please only think about your commute TO work. We will ask you about your commute home from work in the question after this one.

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Unweighted base	119	85	135	150	80	246	90	42	2	189	458	111
<b>Base: All London workers, who commute to and from work</b>	129	84	148	163	71	230	105	33	1	226	491	104
Classical/ opera	6%	10%	4%	3%	5%	4%	3%	6%	-	7%	5%	7%
Pop	23%	31%	34%	27%	23%	28%	24%	20%	-	31%	27%	33%
Rock	13%	15%	22%	22%	17%	14%	22%	7%	-	22%	18%	20%
Heavy metal	5%	8%	9%	4%	3%	6%	9%	7%	-	4%	6%	4%
Jazz	7%	2%	3%	2%	5%	7%	1%	-	-	3%	4%	2%
R&B/ soul	11%	12%	10%	14%	7%	12%	5%	8%	-	15%	11%	12%
Country	1%	3%	7%	4%	5%	7%	3%	5%	-	2%	4%	6%
Folk	5%	1%	4%	4%	3%	3%	1%	4%	-	5%	4%	3%
World	6%	3%	2%	1%	-	4%	0%	-	-	2%	3%	-
Hip-hop/ rap	12%	7%	6%	10%	11%	9%	4%	3%	-	12%	10%	6%
Dance/ electronic	13%	10%	8%	10%	13%	6%	7%	7%	-	17%	12%	4%
Meditation	1%	1%	1%	1%	2%	2%	2%	-	-	1%	1%	0%
Reggae	5%	4%	8%	6%	3%	3%	2%	1%	-	10%	6%	5%
Faith (e.g. Christian Rock, Gospel etc.)	4%	-	1%	8%	1%	3%	-	16%	-	3%	3%	4%
Other	8%	8%	5%	14%	6%	9%	7%	7%	29%	9%	9%	8%
Don't know	2%	1%	-	-	-	0%	-	-	-	1%	1%	-
Not applicable - I do not listen to music on my commute to work in order to 'set me up for the day'	52%	38%	40%	43%	43%	43%	49%	54%	71%	40%	44%	40%



Children in Household					Social Media (monthly or more)					
0	1	2	3+	Refused	Facebook	LinkedIn	Google+	Twitter	Myspace	None of these

For the following question, please only think about your commute TO work. We will ask you about your commute home from work in the question after this one.

Thinking about music you listen to on your commute TO work in order to "set you up for the day" (i.e. enthuse you for the day)...

In general, which, if any, of the following types of music do you choose to listen to on your commute to work, in order to "set you up for the day" (i.e. enthuse you for the day)? (Please select all that apply. If you do not listen to music on your commute to work in order to 'set you up for the day', please select the 'Not applicable' option)

Unweighted base	390	86	61	16	16	344	120	34	154	4	93
<b>Base: All London workers, who commute to and from work</b>	406	89	67	20	14	364	131	44	177	6	80
Classical/ opera	6%	6%	3%	-	4%	5%	5%	6%	4%	-	3%
Pop	26%	23%	43%	36%	21%	29%	27%	30%	31%	30%	20%
Rock	18%	12%	27%	16%	19%	17%	19%	20%	16%	46%	12%
Heavy metal	6%	4%	5%	3%	9%	7%	8%	10%	7%	30%	6%
Jazz	3%	6%	4%	12%	19%	4%	7%	9%	5%	41%	4%
R&B/ soul	10%	16%	15%	25%	10%	10%	11%	6%	10%	-	8%
Country	4%	2%	9%	-	13%	3%	2%	6%	4%	-	3%
Folk	4%	5%	-	-	-	3%	4%	7%	6%	41%	-
World	2%	3%	2%	5%	-	2%	5%	10%	4%	41%	-
Hip-hop/ rap	8%	14%	5%	25%	10%	8%	14%	15%	12%	-	3%
Dance/ electronic	11%	8%	5%	13%	27%	9%	10%	1%	10%	-	7%
Meditation	1%	2%	2%	8%	-	1%	1%	4%	2%	-	2%
Reggae	7%	4%	-	5%	3%	5%	3%	-	4%	-	3%
Faith (e.g. Christian Rock, Gospel etc.)	2%	5%	6%	10%	6%	4%	4%	3%	4%	-	-
Other	9%	7%	9%	9%	9%	9%	11%	4%	12%	-	4%
Don't know	1%	1%	-	-	-	1%	2%	6%	1%	-	-
Not applicable - I do not listen to music on my commute to work in order to 'set me up for the day'	47%	38%	34%	21%	38%	43%	41%	27%	40%	14%	57%

## YouGov / Elephant Communications Survey Results

Fieldwork - 1st October 2014

Sample Size - 637 London Adults



Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Thinking about music you listen to on your commute HOME from work in order to "help you switch off" (i.e. relax)...

In general, which, if any, of the following types of music do you choose to listen to on your commute home from work, in order to "help you switch off" (i.e. relax)? (Please select all that apply. If you do not listen to music on your commute home from work in order to "help you switch off", please select the 'Not applicable' option)

	Unweighted base	569	284	285	21	152	154	132	110	403	166
<b>Base: All London workers, who commute to and from work</b>		595	305	290	46	197	163	104	85	398	197
Classical/ opera	7%	7%	7%	12%	5%	3%	11%	12%	8%	8%	6%
Pop	23%	15%	30%	21%	26%	23%	19%	20%	21%	21%	25%
Rock	17%	20%	14%	22%	16%	22%	17%	9%	16%	16%	19%
Heavy metal	5%	8%	3%	-	7%	6%	2%	6%	5%	5%	6%
Jazz	5%	7%	4%	2%	9%	4%	4%	3%	6%	6%	4%
R&B/ soul	10%	9%	12%	13%	14%	9%	9%	5%	10%	10%	11%
Country	4%	4%	4%	-	6%	3%	2%	8%	4%	4%	4%
Folk	4%	5%	3%	10%	5%	1%	1%	4%	4%	4%	2%
World	2%	2%	2%	-	3%	2%	2%	-	2%	2%	1%
Hip-hop/ rap	6%	6%	7%	13%	10%	5%	0%	1%	6%	6%	6%
Dance/ electronic	9%	10%	8%	18%	13%	8%	6%	-	10%	10%	6%
Meditation	2%	2%	1%	-	4%	-	1%	1%	2%	2%	1%
Reggae	5%	4%	6%	21%	6%	1%	1%	6%	3%	6%	8%
Faith (e.g. Christian Rock, Gospel etc.)	2%	2%	3%	4%	2%	2%	3%	3%	1%	1%	5%
Other	8%	9%	8%	11%	8%	9%	8%	6%	8%	8%	8%
Don't know	1%	2%	0%	6%	2%	1%	1%	-	2%	2%	-
Not applicable - I do not listen to music on my commute home from work in order to "help me switch off"	45%	44%	47%	43%	42%	42%	52%	54%	46%	46%	44%

Cell Contents (Column Percentage)

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London Region					Marital Status					Working status	
Central	North	South	East	West	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Working full time	Working part time

Thinking about music you listen to on your commute HOME from work in order to "help you switch off" (i.e. relax)...

In general, which, if any, of the following types of music do you choose to listen to on your commute home from work, in order to "help you switch off" (i.e. relax)? (Please select all that apply. If you do not listen to music on your commute home from work in order to "help you switch off", please select the 'Not applicable' option)

Unweighted base	119	85	135	150	80	246	90	42	2	189	458	111
<b>Base: All London workers, who commute to and from work</b>	129	84	148	163	71	230	105	33	1	226	491	104
Classical/ opera	7%	9%	9%	5%	5%	6%	6%	6%	-	8%	6%	11%
Pop	15%	22%	30%	23%	20%	22%	21%	29%	-	24%	22%	27%
Rock	12%	13%	21%	22%	12%	12%	25%	12%	-	19%	17%	18%
Heavy metal	4%	12%	6%	2%	4%	5%	8%	5%	-	4%	6%	3%
Jazz	11%	4%	3%	4%	6%	7%	2%	-	-	6%	6%	3%
R&B/ soul	14%	7%	11%	10%	8%	10%	5%	6%	-	14%	10%	10%
Country	3%	4%	5%	5%	3%	5%	2%	6%	-	4%	4%	5%
Folk	5%	3%	4%	3%	3%	3%	1%	4%	-	5%	4%	3%
World	4%	4%	0%	2%	-	3%	1%	-	-	2%	2%	1%
Hip-hop/ rap	10%	2%	7%	7%	2%	6%	3%	2%	-	9%	7%	3%
Dance/ electronic	16%	5%	5%	10%	8%	8%	4%	6%	-	12%	10%	2%
Meditation	2%	2%	1%	0%	5%	2%	2%	3%	-	2%	2%	0%
Reggae	3%	2%	8%	6%	4%	3%	4%	2%	-	7%	5%	4%
Faith (e.g. Christian Rock, Gospel etc.)	3%	-	1%	6%	-	3%	-	12%	-	2%	2%	4%
Other	6%	6%	6%	14%	7%	8%	7%	6%	29%	9%	8%	10%
Don't know	2%	3%	1%	2%	-	1%	1%	-	-	2%	2%	-
Not applicable - I do not listen to music on my commute home from work in order to "help me switch off"	55%	48%	38%	43%	47%	43%	47%	49%	71%	46%	46%	43%



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Fieldwork - 1st October 2014  
Sample Size - 637 London Adults



Children in Household					Social Media (monthly or more)					
0	1	2	3+	Refused	Facebook	LinkedIn	Google+	Twitter	Myspace	None of these

Thinking about music you listen to on your commute HOME from work in order to "help you switch off" (i.e. relax)...

In general, which, if any, of the following types of music do you choose to listen to on your commute home from work, in order to "help you switch off" (i.e. relax)? (Please select all that apply. If you do not listen to music on your commute home from work in order to "help you switch off", please select the 'Not applicable' option)

Unweighted base	390	86	61	16	16	344	120	34	154	4	93
<b>Base: All London workers, who commute to and from work</b>	406	89	67	20	14	364	131	44	177	6	80
Classical/ opera	8%	8%	2%	-	9%	7%	7%	8%	6%	-	5%
Pop	22%	18%	33%	27%	18%	22%	23%	24%	27%	46%	18%
Rock	18%	11%	24%	10%	19%	16%	18%	32%	18%	30%	15%
Heavy metal	6%	3%	3%	3%	9%	4%	5%	4%	3%	30%	8%
Jazz	5%	5%	4%	12%	19%	5%	10%	5%	3%	41%	3%
R&B/ soul	9%	12%	10%	25%	20%	10%	15%	18%	10%	41%	6%
Country	5%	2%	5%	-	9%	3%	1%	1%	5%	-	3%
Folk	4%	3%	4%	-	-	3%	3%	-	5%	-	1%
World	2%	-	3%	5%	-	2%	4%	4%	4%	-	1%
Hip-hop/ rap	6%	7%	4%	21%	6%	5%	10%	9%	7%	-	3%
Dance/ electronic	9%	13%	6%	13%	9%	9%	13%	5%	13%	41%	5%
Meditation	1%	1%	4%	8%	-	2%	1%	-	2%	-	2%
Reggae	6%	3%	2%	8%	-	5%	4%	3%	6%	-	3%
Faith (e.g. Christian Rock, Gospel etc.)	1%	4%	6%	4%	6%	3%	3%	3%	3%	-	-
Other	9%	6%	7%	9%	4%	8%	9%	2%	9%	-	4%
Don't know	1%	2%	2%	-	-	1%	2%	6%	2%	-	5%
Not applicable - I do not listen to music on my commute home from work in order to "help me switch off"	50%	38%	34%	32%	42%	46%	39%	34%	43%	14%	55%