

## YouGov / Weber Shandwick Survey Results

Sample Size: 2050

Fieldwork: 31st May - 3rd June 2013

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

Thinking about the London Skyline (i.e. the outline of the city's buildings against the sky)... Which ONE, if any, of the following do you think is your FAVOURITE skyline image?

	Unweighted Base	2050	1000	1050	259	263	353	467	708	1175	875
	Base: All GB adults	2050	984	1066	246	370	344	373	718	1128	922
The London Eye	7%	6%	9%	8%	11%	9%	7%	6%	7%	8%	
The Gherkin (30 St Mary Axe)	6%	6%	6%	8%	5%	7%	5%	5%	5%	6%	
Big Ben	19%	18%	20%	22%	23%	20%	17%	16%	20%	17%	
St Paul's Cathedral	19%	17%	21%	15%	13%	13%	19%	27%	22%	15%	
The Tower of London	7%	6%	8%	3%	5%	7%	8%	9%	7%	7%	
BT Tower	1%	2%	0%	1%	1%	2%	3%	1%	1%	2%	
The Shard	5%	5%	4%	8%	4%	7%	4%	4%	5%	5%	
Tower Bridge	12%	12%	13%	7%	10%	12%	16%	13%	11%	14%	
The O2 Arena	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	
Wembley Stadium	2%	4%	1%	1%	4%	2%	2%	2%	2%	2%	
Canary Wharf	3%	3%	2%	4%	4%	4%	2%	1%	3%	3%	
Crystal Palace	0%	0%	1%	1%	0%	1%	0%	0%	0%	1%	
Alexandra Palace	1%	1%	1%	0%	1%	2%	0%	1%	1%	0%	
None of these	4%	5%	4%	2%	6%	3%	6%	5%	3%	6%	
Don't know	11%	13%	10%	18%	11%	12%	9%	10%	10%	13%	

## YouGov / Weber Shandwick Survey Results

Sample Size: 2050

Fieldwork: 31st May - 3rd June 2013

Total	Region							Working Status					
Base	North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed

Thinking about the London Skyline (i.e. the outline of the city's buildings against the sky)... Which ONE, if any, of the following do you think is your FAVOURITE skyline image?

	Unweighted Base	2050	465	298	214	303	497	96	177	1094	176	1270	130	442	69
	Base: All GB adults	2050	504	336	197	262	469	102	178	1119	161	1280	121	442	75
The London Eye	7%	7%	6%	7%	10%	7%	7%	8%		9%	9%	9%	4%	5%	2%
The Gherkin (30 St Mary Axe)	6%	6%	9%	6%	5%	5%	5%	4%		6%	4%	6%	5%	5%	9%
Big Ben	19%	19%	25%	19%	13%	22%	9%	15%		20%	16%	19%	36%	15%	14%
St Paul's Cathedral	19%	17%	18%	20%	22%	19%	18%	22%		15%	26%	17%	18%	28%	12%
The Tower of London	7%	8%	7%	9%	6%	5%	15%	1%		6%	7%	6%	2%	9%	6%
BT Tower	1%	1%	2%	0%	1%	2%	-	2%		2%	2%	2%	-	1%	1%
The Shard	5%	4%	2%	5%	8%	7%	3%	4%		5%	6%	5%	6%	3%	2%
Tower Bridge	12%	10%	10%	16%	13%	12%	14%	17%		13%	8%	12%	8%	13%	13%
The O2 Arena	1%	1%	1%	1%	3%	1%	3%	0%		1%	1%	1%	4%	2%	-
Wembley Stadium	2%	1%	5%	2%	3%	3%	4%	1%		3%	0%	3%	1%	1%	5%
Canary Wharf	3%	3%	1%	4%	4%	4%	2%	2%		4%	-	3%	9%	0%	2%
Crystal Palace	0%	-	0%	0%	2%	0%	-	1%		0%	-	0%	1%	1%	1%
Alexandra Palace	1%	-	0%	2%	2%	1%	-	1%		1%	1%	1%	-	1%	-
None of these	4%	7%	3%	3%	4%	4%	5%	5%		4%	4%	4%	1%	5%	8%
Don't know	11%	17%	11%	7%	6%	8%	15%	16%		11%	15%	12%	4%	10%	25%

## YouGov / Weber Shandwick Survey Results

Sample Size: 2050

Fieldwork: 31st May - 3rd June 2013

Total	Marital Status						Children in Household					
Base	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Thinking about the London Skyline (i.e. the outline of the city's buildings against the sky)... Which ONE, if any, of the following do you think is your FAVOURITE skyline image?

	Unweighted Base	2050	139	951	228	180	59	537	1516	232	172	72	476	58
	Base: All GB adults	2050	132	925	241	164	59	548	1493	229	195	79	502	56
The London Eye	7%	9%	8%	9%	5%	7%	7%	7%	7%	10%	13%	3%	10%	12%
The Gherkin (30 St Mary Axe)	6%	5%	5%	6%	6%	8%	7%	6%	3%	3%	11%	4%	-	-
Big Ben	19%	18%	17%	21%	16%	14%	22%	19%	17%	22%	21%	19%	19%	17%
St Paul's Cathedral	19%	15%	22%	13%	27%	33%	14%	20%	20%	12%	14%	16%	16%	12%
The Tower of London	7%	7%	7%	8%	8%	11%	6%	7%	5%	7%	4%	6%	6%	4%
BT Tower	1%	0%	1%	1%	-	-	2%	1%	3%	3%	-	2%	2%	3%
The Shard	5%	4%	4%	6%	7%	-	5%	5%	4%	5%	7%	5%	5%	3%
Tower Bridge	12%	13%	14%	14%	8%	12%	9%	12%	14%	13%	6%	12%	12%	9%
The O2 Arena	1%	-	2%	0%	0%	-	1%	1%	1%	0%	1%	1%	1%	4%
Wembley Stadium	2%	2%	2%	4%	2%	-	2%	3%	1%	1%	7%	2%	2%	1%
Canary Wharf	3%	2%	2%	4%	1%	1%	3%	2%	4%	4%	7%	4%	4%	-
Crystal Palace	0%	1%	0%	0%	0%	-	1%	0%	1%	-	3%	1%	1%	1%
Alexandra Palace	1%	1%	0%	1%	4%	3%	1%	1%	0%	0%	4%	1%	1%	1%
None of these	4%	11%	5%	5%	2%	1%	5%	4%	6%	3%	5%	5%	5%	7%
Don't know	11%	12%	10%	9%	13%	12%	14%	11%	11%	15%	8%	12%	12%	27%

## YouGov / Weber Shandwick Survey Results

Sample Size: 2050

Fieldwork: 31st May - 3rd June 2013

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Thinking about the London Skyline (i.e. the outline of the city's buildings against the sky)... Which ONE, if any, of the following do you think is your FAVOURITE skyline image?

	Unweighted Base	2050	96	196	173	150	148	214	303	310	187	96	177
	Base: All GB adults	2050	94	224	186	166	170	197	262	313	157	102	178
The London Eye	7%	6%	9%	5%	6%	7%	7%	10%	8%	6%	7%	8%	
The Gherkin (30 St Mary Axe)	6%	5%	8%	4%	8%	9%	6%	5%	5%	6%	5%	4%	
Big Ben	19%	11%	21%	20%	25%	25%	19%	13%	21%	24%	9%	15%	
St Paul's Cathedral	19%	18%	14%	20%	20%	16%	20%	22%	18%	22%	18%	22%	
The Tower of London	7%	8%	9%	5%	5%	10%	9%	6%	5%	6%	15%	1%	
BT Tower	1%	1%	3%	-	2%	1%	0%	1%	3%	1%	-	2%	
The Shard	5%	4%	4%	4%	2%	1%	5%	8%	7%	6%	3%	4%	
Tower Bridge	12%	15%	7%	10%	8%	13%	16%	13%	11%	13%	14%	17%	
The O2 Arena	1%	3%	-	1%	1%	0%	1%	3%	1%	-	3%	0%	
Wembley Stadium	2%	1%	1%	1%	9%	1%	2%	3%	3%	2%	4%	1%	
Canary Wharf	3%	6%	3%	1%	2%	-	4%	4%	6%	-	2%	2%	
Crystal Palace	0%	-	-	-	-	0%	0%	2%	0%	1%	-	1%	
Alexandra Palace	1%	-	-	-	0%	-	2%	2%	2%	-	-	1%	
None of these	4%	12%	6%	6%	3%	3%	3%	4%	2%	7%	5%	5%	
Don't know	11%	9%	17%	22%	9%	14%	7%	6%	8%	6%	15%	16%	

## YouGov / Weber Shandwick Survey Results

Sample Size: 2050

Fieldwork: 31st May - 3rd June 2013

Total	Social Media (monthly or more)			
Base	Facebook	LinkedIn	Google+	Twitter

Thinking about the London Skyline (i.e. the outline of the city's buildings against the sky)... Which ONE, if any, of the following do you think is your FAVOURITE skyline image?

	Unweighted Base	2050	1260	239	111	481
	Base: All GB adults	2050	1266	214	106	487
The London Eye	7%	8%	8%	9%	9%	
The Gherkin (30 St Mary Axe)	6%	6%	5%	6%	7%	
Big Ben	19%	21%	18%	11%	20%	
St Paul's Cathedral	19%	19%	20%	17%	16%	
The Tower of London	7%	5%	4%	6%	5%	
BT Tower	1%	2%	1%	5%	1%	
The Shard	5%	5%	7%	9%	7%	
Tower Bridge	12%	12%	13%	14%	14%	
The O2 Arena	1%	1%	4%	1%	2%	
Wembley Stadium	2%	2%	2%	1%	2%	
Canary Wharf	3%	3%	5%	6%	4%	
Crystal Palace	0%	0%	0%	0%	0%	
Alexandra Palace	1%	1%	1%	1%	1%	
None of these	4%	3%	4%	3%	3%	
Don't know	11%	11%	7%	11%	8%	

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

Which ONE, if any, of the following London parks do you think is your FAVOURITE park in London to have a picnic in on a sunny day?

	2050	1000	1050	259	263	353	467	708	1175	875
<b>Unweighted Base</b>	2050	1000	1050	259	263	353	467	708	1175	875
<b>Base: All GB adults</b>	2050	984	1066	246	370	344	373	718	1128	922
Hyde Park	23%	23%	23%	28%	27%	23%	24%	19%	21%	26%
Primrose Hill	2%	2%	2%	5%	2%	3%	3%	1%	3%	2%
Richmond Park	8%	7%	10%	6%	10%	5%	9%	10%	10%	7%
Hampstead Heath	3%	3%	4%	3%	2%	2%	5%	4%	5%	2%
Blackheath	2%	3%	1%	0%	3%	2%	2%	2%	1%	2%
Potters Field	1%	0%	1%	-	0%	2%	0%	0%	0%	1%
Hampton Court Palace	4%	4%	5%	3%	3%	2%	4%	6%	5%	4%
Regent's Park	9%	9%	9%	5%	8%	8%	8%	11%	9%	8%
St James' Park	9%	9%	9%	8%	6%	9%	9%	11%	10%	8%
Green Park	3%	3%	3%	1%	2%	6%	3%	3%	4%	2%
None of these	7%	8%	7%	7%	8%	5%	9%	8%	6%	10%
Don't know	28%	29%	28%	34%	28%	35%	24%	25%	28%	29%

Which ONE, if any, of the following London bridges do you think is your FAVOURITE bridge in London?

	2050	1000	1050	259	263	353	467	708	1175	875
<b>Unweighted Base</b>	2050	1000	1050	259	263	353	467	708	1175	875
<b>Base: All GB adults</b>	2050	984	1066	246	370	344	373	718	1128	922
London Bridge	9%	9%	10%	8%	15%	11%	7%	7%	8%	11%
Waterloo Bridge	2%	3%	2%	2%	2%	2%	3%	3%	3%	2%
Blackfriars Bridge	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%
Southwark Bridge	1%	1%	1%	-	2%	2%	0%	0%	1%	1%
Cannon Street Railway Bridge	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%
Lambeth Bridge	1%	1%	1%	0%	0%	1%	2%	1%	1%	1%
Millennium Bridge	5%	6%	4%	10%	4%	7%	4%	3%	5%	5%
Westminster Bridge	6%	6%	6%	10%	6%	5%	5%	6%	7%	5%
Vauxhall Bridge	1%	1%	1%	1%	1%	2%	1%	0%	1%	1%
Tower Bridge	47%	47%	46%	36%	35%	43%	53%	55%	47%	46%
None of these	7%	6%	7%	5%	7%	5%	7%	7%	5%	8%
Don't know	20%	18%	21%	25%	25%	20%	15%	18%	20%	20%

Total	Region							Working Status					
Base	North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed

Which ONE, if any, of the following London parks do you think is your FAVOURITE park in London to have a picnic in on a sunny day?

	2050	465	298	214	303	497	96	177	1094	176	1270	130	442	69
<b>Unweighted Base</b>	2050	465	298	214	303	497	96	177	1094	176	1270	130	442	69
<b>Base: All GB adults</b>	2050	504	336	197	262	469	102	178	1119	161	1280	121	442	75
Hyde Park	23%	23%	29%	27%	20%	21%	16%	22%	25%	14%	24%	36%	22%	18%
Primrose Hill	2%	0%	3%	2%	4%	3%	-	1%	3%	2%	3%	2%	1%	5%
Richmond Park	8%	6%	4%	9%	20%	11%	4%	4%	8%	10%	8%	4%	10%	12%
Hampstead Heath	3%	2%	2%	5%	10%	2%	4%	2%	3%	4%	3%	2%	4%	1%
Blackheath	2%	1%	1%	2%	4%	2%	4%	1%	2%	2%	2%	3%	2%	1%
Potters Field	1%	1%	0%	-	1%	0%	-	-	1%	-	1%	-	0%	-
Hampton Court Palace	4%	2%	2%	6%	6%	5%	7%	3%	3%	4%	3%	2%	6%	3%
Regent's Park	9%	7%	9%	13%	8%	9%	10%	6%	9%	7%	9%	6%	10%	5%
St James' Park	9%	6%	8%	8%	10%	14%	5%	10%	8%	14%	9%	10%	11%	9%
Green Park	3%	3%	4%	4%	2%	4%	1%	3%	3%	1%	3%	-	5%	1%
None of these	7%	13%	7%	6%	7%	4%	5%	6%	6%	9%	7%	4%	7%	13%
Don't know	28%	35%	32%	20%	9%	24%	44%	42%	28%	34%	29%	29%	23%	31%

Which ONE, if any, of the following London bridges do you think is your FAVOURITE bridge in London?

	2050	465	298	214	303	497	96	177	1094	176	1270	130	442	69
<b>Unweighted Base</b>	2050	465	298	214	303	497	96	177	1094	176	1270	130	442	69
<b>Base: All GB adults</b>	2050	504	336	197	262	469	102	178	1119	161	1280	121	442	75
London Bridge	9%	11%	8%	6%	7%	9%	7%	14%	11%	10%	11%	8%	6%	4%
Waterloo Bridge	2%	1%	1%	3%	7%	3%	1%	2%	2%	1%	2%	3%	3%	3%
Blackfriars Bridge	1%	1%	1%	1%	2%	1%	-	1%	1%	3%	2%	1%	0%	-
Southwark Bridge	1%	0%	2%	-	2%	1%	-	1%	1%	1%	1%	3%	0%	-
Cannon Street Railway Bridge	0%	-	-	-	0%	1%	1%	1%	1%	-	1%	1%	0%	-
Lambeth Bridge	1%	0%	-	1%	2%	1%	2%	0%	1%	1%	1%	-	0%	-
Millennium Bridge	5%	4%	7%	4%	7%	6%	3%	4%	5%	7%	5%	8%	4%	12%
Westminster Bridge	6%	4%	7%	7%	7%	7%	6%	3%	6%	6%	6%	7%	7%	6%
Vauxhall Bridge	1%	1%	1%	0%	1%	2%	1%	1%	1%	1%	1%	1%	-	-
Tower Bridge	47%	43%	46%	63%	51%	48%	39%	36%	46%	38%	45%	43%	55%	37%
None of these	7%	11%	6%	4%	6%	4%	8%	6%	6%	6%	6%	4%	7%	9%
Don't know	20%	24%	21%	12%	9%	17%	32%	31%	19%	26%	20%	21%	17%	29%

Total		Marital Status					Children in Household					
Base	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Which ONE, if any, of the following London parks do you think is your FAVOURITE park in London to have a picnic in on a sunny day?

	Unweighted Base	2050	139	951	228	180	59	537	1516	232	172	72	476	58
	Base: All GB adults	2050	132	925	241	164	59	548	1493	229	195	79	502	56
Hyde Park	23%	10%	22%	24%	18%	23%	26%	24%	19%	20%	18%	19%	21%	
Primrose Hill	2%	0%	2%	2%	1%	1%	3%	2%	1%	5%	2%	3%	3%	
Richmond Park	8%	7%	8%	10%	11%	6%	8%	8%	9%	9%	5%	9%	8%	
Hampstead Heath	3%	6%	4%	4%	5%	7%	3%	4%	4%	3%	1%	3%	4%	
Blackheath	2%	1%	2%	3%	1%	-	1%	2%	2%	1%	-	1%	8%	
Potters Field	1%	1%	1%	1%	1%	-	0%	0%	-	-	7%	1%	-	
Hampton Court Palace	4%	5%	5%	2%	9%	3%	3%	4%	2%	2%	8%	3%	5%	
Regent's Park	9%	9%	9%	11%	8%	11%	6%	8%	11%	9%	13%	11%	1%	
St James' Park	9%	5%	10%	10%	5%	14%	7%	9%	9%	6%	15%	8%	4%	
Green Park	3%	3%	3%	3%	5%	4%	3%	3%	3%	4%	1%	3%	4%	
None of these	7%	15%	8%	8%	5%	4%	8%	8%	11%	2%	7%	7%	11%	
Don't know	28%	37%	27%	22%	32%	27%	33%	27%	30%	39%	22%	32%	31%	

Which ONE, if any, of the following London bridges do you think is your FAVOURITE bridge in London?

	Unweighted Base	2050	139	951	228	180	59	537	1516	232	172	72	476	58
	Base: All GB adults	2050	132	925	241	164	59	548	1493	229	195	79	502	56
London Bridge	9%	12%	9%	9%	5%	9%	10%	8%	10%	13%	15%	12%	5%	
Waterloo Bridge	2%	2%	2%	3%	3%	2%	2%	3%	2%	2%	3%	2%	3%	
Blackfriars Bridge	1%	1%	1%	3%	0%	1%	1%	1%	2%	1%	2%	2%	8%	
Southwark Bridge	1%	-	1%	1%	1%	-	1%	0%	1%	2%	5%	2%	1%	
Cannon Street Railway Bridge	0%	-	0%	-	-	2%	1%	0%	0%	2%	-	1%	-	
Lambeth Bridge	1%	-	1%	1%	-	-	1%	1%	0%	1%	1%	1%	-	
Millennium Bridge	5%	3%	5%	6%	4%	2%	5%	4%	6%	5%	12%	6%	12%	
Westminster Bridge	6%	4%	6%	7%	4%	6%	7%	6%	8%	4%	10%	7%	3%	
Vauxhall Bridge	1%	2%	1%	0%	-	-	1%	1%	1%	1%	1%	1%	3%	
Tower Bridge	47%	38%	49%	51%	49%	53%	40%	50%	45%	37%	25%	39%	28%	
None of these	7%	12%	6%	6%	9%	4%	8%	7%	4%	5%	9%	5%	4%	
Don't know	20%	26%	19%	13%	24%	21%	24%	19%	19%	28%	16%	22%	33%	



Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Which ONE, if any, of the following London parks do you think is your FAVOURITE park in London to have a picnic in on a sunny day?

	2050	96	196	173	150	148	214	303	310	187	96	177
<b>Unweighted Base</b>	2050	96	196	173	150	148	214	303	310	187	96	177
<b>Base: All GB adults</b>	2050	94	224	186	166	170	197	262	313	157	102	178
Hyde Park	23%	14%	30%	18%	32%	27%	27%	20%	19%	25%	16%	22%
Primrose Hill	2%	1%	0%	0%	4%	2%	2%	4%	3%	2%	-	1%
Richmond Park	8%	10%	3%	6%	2%	6%	9%	20%	10%	12%	4%	4%
Hampstead Heath	3%	2%	1%	4%	2%	2%	5%	10%	3%	2%	4%	2%
Blackheath	2%	2%	0%	1%	1%	-	2%	4%	3%	1%	4%	1%
Potters Field	1%	-	3%	-	0%	-	-	1%	0%	-	-	-
Hampton Court Palace	4%	6%	1%	2%	2%	2%	6%	6%	5%	5%	7%	3%
Regent's Park	9%	11%	6%	7%	10%	7%	13%	8%	10%	8%	10%	6%
St James' Park	9%	10%	4%	7%	8%	7%	8%	10%	14%	14%	5%	10%
Green Park	3%	-	2%	5%	3%	4%	4%	2%	4%	3%	1%	3%
None of these	7%	20%	13%	10%	6%	7%	6%	7%	3%	7%	5%	6%
Don't know	28%	25%	37%	39%	28%	36%	20%	9%	26%	20%	44%	42%

Which ONE, if any, of the following London bridges do you think is your FAVOURITE bridge in London?

	2050	96	196	173	150	148	214	303	310	187	96	177
<b>Unweighted Base</b>	2050	96	196	173	150	148	214	303	310	187	96	177
<b>Base: All GB adults</b>	2050	94	224	186	166	170	197	262	313	157	102	178
London Bridge	9%	10%	13%	9%	8%	9%	6%	7%	9%	9%	7%	14%
Waterloo Bridge	2%	1%	1%	1%	0%	2%	3%	7%	2%	4%	1%	2%
Blackfriars Bridge	1%	-	-	2%	2%	0%	1%	2%	2%	1%	-	1%
Southwark Bridge	1%	-	-	0%	2%	1%	-	2%	1%	-	-	1%
Cannon Street Railway Bridge	0%	-	-	-	-	-	-	0%	2%	-	1%	1%
Lambeth Bridge	1%	-	1%	-	-	-	1%	2%	2%	-	2%	0%
Millennium Bridge	5%	1%	5%	3%	5%	8%	4%	7%	6%	6%	3%	4%
Westminster Bridge	6%	8%	3%	4%	6%	8%	7%	7%	5%	11%	6%	3%
Vauxhall Bridge	1%	1%	-	1%	1%	1%	0%	1%	2%	1%	1%	1%
Tower Bridge	47%	45%	46%	37%	51%	40%	63%	51%	47%	48%	39%	36%
None of these	7%	18%	9%	10%	7%	6%	4%	6%	3%	5%	8%	6%
Don't know	20%	15%	22%	31%	17%	25%	12%	9%	18%	15%	32%	31%

Total	Social Media (monthly or more)			
Base	Facebook	LinkedIn	Google+	Twitter

Which ONE, if any, of the following London parks do you think is your FAVOURITE park in London to have a picnic in on a sunny day?

Unweighted Base	2050	1260	239	111	481
<b>Base: All GB adults</b>	<b>2050</b>	<b>1266</b>	<b>214</b>	<b>106</b>	<b>487</b>
Hyde Park	23%	25%	20%	25%	27%
Primrose Hill	2%	3%	3%	3%	4%
Richmond Park	8%	9%	11%	15%	7%
Hampstead Heath	3%	4%	6%	3%	4%
Blackheath	2%	2%	3%	2%	2%
Potters Field	1%	0%	0%	2%	0%
Hampton Court Palace	4%	4%	3%	6%	3%
Regent's Park	9%	8%	12%	4%	8%
St James' Park	9%	8%	11%	8%	9%
Green Park	3%	3%	4%	4%	3%
None of these	7%	6%	4%	5%	6%
Don't know	28%	29%	22%	23%	27%

Which ONE, if any, of the following London bridges do you think is your FAVOURITE bridge in London?

Unweighted Base	2050	1260	239	111	481
<b>Base: All GB adults</b>	<b>2050</b>	<b>1266</b>	<b>214</b>	<b>106</b>	<b>487</b>
London Bridge	9%	10%	14%	15%	11%
Waterloo Bridge	2%	2%	3%	5%	2%
Blackfriars Bridge	1%	1%	4%	4%	2%
Southwark Bridge	1%	1%	1%	2%	1%
Cannon Street Railway Bridge	0%	0%	0%	2%	0%
Lambeth Bridge	1%	1%	2%	3%	2%
Millennium Bridge	5%	6%	6%	3%	6%
Westminster Bridge	6%	6%	7%	6%	6%
Vauxhall Bridge	1%	1%	1%	1%	1%
Tower Bridge	47%	47%	42%	42%	48%
None of these	7%	6%	6%	6%	5%
Don't know	20%	18%	12%	12%	15%

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

Which ONE, if any, of the following London markets do you think is your FAVOURITE market in London?

	2050	1000	1050	259	263	353	467	708	1175	875
<b>Unweighted Base</b>	2050	1000	1050	259	263	353	467	708	1175	875
<b>Base: All GB adults</b>	2050	984	1066	246	370	344	373	718	1128	922
Borough Market	8%	8%	7%	6%	11%	6%	7%	8%	10%	5%
Camden Market	17%	15%	20%	26%	20%	21%	16%	12%	17%	18%
Columbia Road Market	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%
Petticoat Lane Market	11%	9%	13%	0%	1%	9%	12%	19%	11%	11%
Portobello Market	9%	7%	10%	7%	11%	8%	9%	8%	10%	7%
Billingsgate Market	2%	4%	1%	1%	2%	2%	4%	2%	2%	2%
Spitalfields Market	3%	3%	2%	5%	4%	3%	2%	1%	3%	2%
Smithfield Market	2%	2%	1%	3%	2%	1%	2%	2%	1%	2%
None of these	13%	15%	11%	8%	12%	10%	13%	16%	12%	14%
Don't know	35%	36%	33%	41%	35%	38%	34%	31%	32%	38%

For the following question, please do not include museums in your answer... Which ONE, if any, of the following London attractions do you think is your FAVOURITE attraction in London (excluding museums)?

	2050	1000	1050	259	263	353	467	708	1175	875
<b>Unweighted Base</b>	2050	1000	1050	259	263	353	467	708	1175	875
<b>Base: All GB adults</b>	2050	984	1066	246	370	344	373	718	1128	922
The London Eye (EDF Energy London Eye)	10%	11%	10%	11%	11%	11%	10%	9%	11%	9%
Tower of London	14%	15%	12%	6%	10%	13%	19%	16%	13%	15%
Buckingham Palace	12%	11%	13%	12%	12%	11%	10%	13%	12%	12%
Hampton Court Palace	7%	5%	8%	4%	5%	7%	6%	9%	6%	8%
Sea Life London Aquarium	3%	2%	3%	5%	5%	4%	2%	1%	2%	3%
London Zoo	9%	9%	9%	12%	7%	7%	9%	9%	8%	10%
Kensington Palace	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
Tate Modern	6%	6%	6%	7%	7%	5%	6%	5%	8%	4%
Madame Tussauds	6%	4%	8%	7%	7%	9%	5%	4%	5%	7%
London Trocadero	1%	0%	1%	1%	1%	2%	0%	0%	1%	1%
National Gallery	7%	5%	9%	6%	3%	5%	9%	10%	10%	3%
None of these	10%	12%	8%	9%	14%	8%	10%	9%	9%	11%
Don't know	15%	19%	11%	19%	15%	17%	12%	14%	15%	16%

Total	Region							Working Status					
Base	North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed

Which ONE, if any, of the following London markets do you think is your FAVOURITE market in London?

	2050	465	298	214	303	497	96	177	1094	176	1270	130	442	69
<b>Unweighted Base</b>	2050	465	298	214	303	497	96	177	1094	176	1270	130	442	69
<b>Base: All GB adults</b>	2050	504	336	197	262	469	102	178	1119	161	1280	121	442	75
Borough Market	8%	3%	4%	6%	20%	12%	2%	3%	9%	7%	8%	8%	7%	5%
Camden Market	17%	14%	18%	28%	16%	16%	22%	17%	20%	20%	20%	24%	11%	15%
Columbia Road Market	2%	1%	1%	2%	4%	2%	1%	1%	2%	0%	2%	1%	2%	7%
Petticoat Lane Market	11%	13%	8%	13%	9%	11%	9%	9%	8%	6%	8%	2%	22%	10%
Portobello Market	9%	5%	11%	7%	11%	10%	3%	12%	8%	9%	9%	14%	8%	5%
Billingsgate Market	2%	2%	3%	4%	1%	3%	-	1%	3%	1%	2%	1%	3%	1%
Spitalfields Market	3%	1%	2%	3%	5%	3%	3%	2%	3%	-	3%	4%	2%	-
Smithfield Market	2%	2%	1%	3%	2%	0%	4%	2%	2%	1%	2%	2%	1%	-
None of these	13%	17%	10%	8%	16%	11%	11%	11%	11%	15%	12%	7%	15%	22%
Don't know	35%	41%	42%	27%	14%	32%	47%	43%	34%	41%	35%	38%	30%	35%

For the following question, please do not include museums in your answer... Which ONE, if any, of the following London attractions do you think is your FAVOURITE attraction in London (excluding museums)?

	2050	465	298	214	303	497	96	177	1094	176	1270	130	442	69
<b>Unweighted Base</b>	2050	465	298	214	303	497	96	177	1094	176	1270	130	442	69
<b>Base: All GB adults</b>	2050	504	336	197	262	469	102	178	1119	161	1280	121	442	75
The London Eye (EDF Energy London Eye)	10%	9%	8%	17%	12%	8%	10%	12%	12%	13%	12%	8%	8%	5%
Tower of London	14%	15%	18%	20%	10%	13%	9%	6%	14%	11%	14%	11%	15%	11%
Buckingham Palace	12%	14%	16%	12%	7%	11%	7%	11%	12%	7%	11%	20%	14%	5%
Hampton Court Palace	7%	3%	4%	5%	12%	10%	9%	5%	6%	7%	6%	4%	9%	11%
Sea Life London Aquarium	3%	2%	2%	2%	3%	4%	1%	5%	3%	4%	3%	3%	1%	4%
London Zoo	9%	6%	8%	14%	13%	9%	9%	6%	9%	9%	9%	9%	7%	12%
Kensington Palace	1%	1%	1%	0%	1%	1%	-	-	1%	-	1%	1%	1%	-
Tate Modern	6%	5%	6%	5%	8%	6%	6%	5%	6%	4%	6%	8%	6%	4%
Madame Tussauds	6%	3%	9%	2%	4%	7%	9%	11%	6%	8%	6%	9%	5%	1%
London Trocadero	1%	0%	1%	-	2%	1%	1%	1%	1%	1%	1%	2%	1%	-
National Gallery	7%	7%	6%	7%	10%	6%	8%	6%	6%	13%	7%	7%	10%	4%
None of these	10%	15%	8%	6%	10%	9%	8%	8%	10%	7%	9%	5%	10%	21%
Don't know	15%	19%	13%	11%	8%	13%	21%	24%	15%	18%	15%	11%	14%	23%

Total		Marital Status					Children in Household					
Base	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Which ONE, if any, of the following London markets do you think is your FAVOURITE market in London?

	2050	139	951	228	180	59	537	1516	232	172	72	476	58
<b>Unweighted Base</b>	2050	139	951	228	180	59	537	1516	232	172	72	476	58
<b>Base: All GB adults</b>	2050	132	925	241	164	59	548	1493	229	195	79	502	56
Borough Market	8%	5%	7%	9%	10%	7%	7%	9%	5%	5%	4%	5%	5%
Camden Market	17%	12%	14%	23%	15%	15%	21%	17%	18%	21%	13%	19%	9%
Columbia Road Market	2%	2%	1%	2%	4%	2%	1%	1%	3%	0%	9%	3%	3%
Petticoat Lane Market	11%	8%	13%	6%	16%	22%	5%	12%	9%	6%	9%	8%	5%
Portobello Market	9%	9%	8%	10%	7%	8%	9%	9%	9%	4%	10%	7%	16%
Billingsgate Market	2%	0%	3%	2%	1%	-	1%	2%	4%	5%	1%	4%	1%
Spitalfields Market	3%	2%	2%	4%	2%	-	3%	2%	1%	4%	3%	2%	7%
Smithfield Market	2%	1%	2%	0%	2%	-	1%	2%	1%	2%	8%	2%	-
None of these	13%	16%	15%	11%	11%	13%	12%	13%	13%	9%	17%	12%	8%
Don't know	35%	44%	34%	32%	33%	33%	38%	33%	37%	44%	27%	38%	44%

For the following question, please do not include museums in your answer... Which ONE, if any, of the following London attractions do you think is your FAVOURITE attraction in London (excluding museums)?

	2050	139	951	228	180	59	537	1516	232	172	72	476	58
<b>Unweighted Base</b>	2050	139	951	228	180	59	537	1516	232	172	72	476	58
<b>Base: All GB adults</b>	2050	132	925	241	164	59	548	1493	229	195	79	502	56
The London Eye (EDF Energy London Eye)	10%	5%	10%	14%	6%	9%	11%	10%	10%	16%	6%	11%	3%
Tower of London	14%	16%	18%	14%	11%	10%	9%	14%	12%	15%	10%	13%	7%
Buckingham Palace	12%	10%	12%	12%	10%	18%	12%	12%	13%	14%	8%	12%	6%
Hampton Court Palace	7%	6%	7%	4%	13%	11%	6%	8%	4%	3%	1%	3%	19%
Sea Life London Aquarium	3%	-	3%	5%	2%	-	2%	2%	5%	2%	12%	5%	4%
London Zoo	9%	11%	9%	6%	12%	7%	10%	9%	12%	8%	11%	10%	5%
Kensington Palace	1%	1%	1%	-	2%	-	2%	1%	2%	3%	-	2%	-
Tate Modern	6%	5%	5%	8%	7%	2%	6%	7%	4%	3%	4%	3%	3%
Madame Tussauds	6%	7%	6%	5%	6%	-	5%	6%	6%	5%	6%	6%	6%
London Trocadero	1%	2%	0%	0%	0%	-	2%	0%	1%	0%	8%	2%	1%
National Gallery	7%	4%	7%	9%	8%	21%	5%	7%	8%	6%	3%	6%	6%
None of these	10%	16%	9%	11%	7%	6%	13%	10%	9%	6%	14%	9%	10%
Don't know	15%	17%	15%	12%	15%	16%	17%	14%	14%	20%	17%	17%	29%

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Which ONE, if any, of the following London markets do you think is your FAVOURITE market in London?

	2050	96	196	173	150	148	214	303	310	187	96	177
<b>Unweighted Base</b>	2050	96	196	173	150	148	214	303	310	187	96	177
<b>Base: All GB adults</b>	2050	94	224	186	166	170	197	262	313	157	102	178
Borough Market	8%	2%	4%	3%	4%	4%	6%	20%	14%	9%	2%	3%
Camden Market	17%	20%	11%	14%	19%	17%	28%	16%	18%	13%	22%	17%
Columbia Road Market	2%	-	2%	1%	-	3%	2%	4%	2%	2%	1%	1%
Petticoat Lane Market	11%	13%	13%	14%	6%	10%	13%	9%	8%	17%	9%	9%
Portobello Market	9%	9%	5%	4%	14%	8%	7%	11%	10%	9%	3%	12%
Billingsgate Market	2%	2%	1%	3%	5%	1%	4%	1%	4%	2%	-	1%
Spitalfields Market	3%	1%	1%	2%	3%	1%	3%	5%	4%	2%	3%	2%
Smithfield Market	2%	1%	3%	2%	-	1%	3%	2%	-	1%	4%	2%
None of these	13%	20%	20%	11%	9%	11%	8%	16%	11%	11%	11%	11%
Don't know	35%	33%	41%	46%	40%	44%	27%	14%	30%	34%	47%	43%

For the following question, please do not include museums in your answer... Which ONE, if any, of the following London attractions do you think is your FAVOURITE attraction in London (excluding museums)?

	2050	96	196	173	150	148	214	303	310	187	96	177
<b>Unweighted Base</b>	2050	96	196	173	150	148	214	303	310	187	96	177
<b>Base: All GB adults</b>	2050	94	224	186	166	170	197	262	313	157	102	178
The London Eye (EDF Energy London Eye)	10%	6%	9%	11%	6%	11%	17%	12%	9%	8%	10%	12%
Tower of London	14%	15%	16%	15%	14%	23%	20%	10%	12%	16%	9%	6%
Buckingham Palace	12%	11%	16%	12%	22%	11%	12%	7%	10%	14%	7%	11%
Hampton Court Palace	7%	4%	5%	2%	4%	4%	5%	12%	11%	8%	9%	5%
Sea Life London Aquarium	3%	3%	4%	-	2%	1%	2%	3%	2%	6%	1%	5%
London Zoo	9%	9%	5%	7%	9%	7%	14%	13%	9%	8%	9%	6%
Kensington Palace	1%	1%	1%	2%	1%	-	0%	1%	2%	1%	-	-
Tate Modern	6%	5%	6%	4%	8%	4%	5%	8%	7%	6%	6%	5%
Madame Tussauds	6%	3%	3%	2%	8%	9%	2%	4%	7%	6%	9%	11%
London Trocadero	1%	1%	-	-	1%	-	-	2%	2%	1%	1%	1%
National Gallery	7%	11%	5%	8%	5%	7%	7%	10%	6%	7%	8%	6%
None of these	10%	18%	14%	13%	11%	6%	6%	10%	9%	10%	8%	8%
Don't know	15%	13%	17%	24%	9%	17%	11%	8%	15%	11%	21%	24%

Total	Social Media (monthly or more)			
Base	Facebook	LinkedIn	Google+	Twitter

Which ONE, if any, of the following London markets do you think is your FAVOURITE market in London?

Unweighted Base	2050	1260	239	111	481
<b>Base: All GB adults</b>	2050	1266	214	106	487
Borough Market	8%	8%	12%	8%	10%
Camden Market	17%	20%	26%	17%	23%
Columbia Road Market	2%	2%	2%	3%	2%
Petticoat Lane Market	11%	9%	8%	14%	6%
Portobello Market	9%	9%	9%	11%	8%
Billingsgate Market	2%	2%	3%	4%	2%
Spitalfields Market	3%	3%	4%	5%	4%
Smithfield Market	2%	2%	1%	1%	2%
None of these	13%	11%	9%	12%	10%
Don't know	35%	34%	26%	26%	33%

For the following question, please do not include museums in your answer... Which ONE, if any, of the following London attractions do you think is your FAVOURITE attraction in London (excluding museums)?

Unweighted Base	2050	1260	239	111	481
<b>Base: All GB adults</b>	2050	1266	214	106	487
The London Eye (EDF Energy London Eye)	10%	12%	17%	13%	18%
Tower of London	14%	13%	9%	10%	11%
Buckingham Palace	12%	13%	13%	9%	12%
Hampton Court Palace	7%	7%	9%	8%	6%
Sea Life London Aquarium	3%	3%	2%	8%	2%
London Zoo	9%	10%	7%	8%	9%
Kensington Palace	1%	1%	1%	0%	1%
Tate Modern	6%	6%	9%	7%	8%
Madame Tussauds	6%	6%	6%	5%	5%
London Trocadero	1%	1%	-	-	1%
National Gallery	7%	7%	12%	9%	7%
None of these	10%	9%	10%	9%	11%
Don't know	15%	14%	6%	14%	11%

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

Which ONE, if any, of the following London museums do you think is your FAVOURITE museum in London?

	Unweighted Base	2050	1000	1050	259	263	353	467	708	1175	875
	Base: All GB adults	2050	984	1066	246	370	344	373	718	1128	922
Natural History Museum		21%	19%	23%	19%	24%	25%	21%	19%	21%	21%
Science Museum		14%	15%	13%	15%	12%	19%	15%	12%	15%	12%
V&A (Victoria and Albert) Museum		10%	6%	15%	9%	7%	6%	9%	15%	12%	8%
London Transport Museum		2%	2%	2%	3%	2%	1%	3%	3%	2%	3%
Museum of London		2%	2%	2%	1%	1%	7%	1%	1%	1%	3%
Imperial War Museum		10%	15%	6%	10%	10%	8%	14%	10%	9%	12%
National Maritime Museum		2%	2%	1%	1%	2%	2%	-	3%	2%	2%
British Museum		12%	11%	14%	17%	10%	6%	15%	14%	13%	12%
None of these		7%	7%	7%	3%	8%	4%	10%	7%	6%	8%
Don't know		19%	21%	17%	22%	23%	23%	13%	18%	19%	20%

Which ONE, if any, of the following areas of London do you think is your FAVOURITE area of London?

	Unweighted Base	2050	1000	1050	259	263	353	467	708	1175	875
	Base: All GB adults	2050	984	1066	246	370	344	373	718	1128	922
North of the River Thames		33%	38%	29%	36%	28%	32%	36%	34%	38%	27%
South of the River Thames		18%	16%	19%	16%	23%	17%	15%	17%	17%	19%
Neither of these		12%	13%	11%	7%	12%	11%	15%	12%	10%	13%
Don't know		38%	34%	41%	41%	37%	40%	34%	37%	35%	41%



Total	Region							Working Status					
Base	North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed

Which ONE, if any, of the following London museums do you think is your FAVOURITE museum in London?

	2050	465	298	214	303	497	96	177	1094	176	1270	130	442	69
<b>Unweighted Base</b>	2050	465	298	214	303	497	96	177	1094	176	1270	130	442	69
<b>Base: All GB adults</b>	2050	504	336	197	262	469	102	178	1119	161	1280	121	442	75
Natural History Museum	21%	15%	22%	24%	22%	27%	23%	18%	23%	21%	23%	25%	19%	12%
Science Museum	14%	11%	15%	22%	15%	17%	3%	10%	14%	15%	14%	17%	11%	21%
V&A (Victoria and Albert) Museum	10%	9%	10%	9%	13%	11%	9%	11%	8%	12%	9%	12%	13%	11%
London Transport Museum	2%	1%	1%	4%	6%	2%	1%	2%	2%	3%	2%	1%	4%	-
Museum of London	2%	2%	2%	0%	4%	2%	1%	2%	2%	1%	2%	2%	1%	8%
Imperial War Museum	10%	12%	11%	9%	10%	10%	8%	9%	11%	6%	10%	14%	12%	9%
National Maritime Museum	2%	0%	0%	2%	2%	4%	5%	2%	2%	-	2%	0%	2%	1%
British Museum	12%	12%	13%	15%	15%	9%	15%	12%	11%	9%	11%	17%	14%	6%
None of these	7%	9%	6%	5%	7%	5%	8%	8%	7%	9%	7%	-	6%	9%
Don't know	19%	29%	20%	9%	8%	14%	28%	29%	20%	24%	20%	11%	19%	23%

Which ONE, if any, of the following areas of London do you think is your FAVOURITE area of London?

	2050	465	298	214	303	497	96	177	1094	176	1270	130	442	69
<b>Unweighted Base</b>	2050	465	298	214	303	497	96	177	1094	176	1270	130	442	69
<b>Base: All GB adults</b>	2050	504	336	197	262	469	102	178	1119	161	1280	121	442	75
North of the River Thames	33%	27%	29%	53%	41%	37%	20%	26%	34%	39%	34%	34%	36%	20%
South of the River Thames	18%	10%	14%	14%	34%	22%	18%	13%	19%	12%	18%	19%	17%	19%
Neither of these	12%	17%	11%	8%	13%	8%	13%	13%	10%	12%	11%	6%	13%	16%
Don't know	38%	47%	47%	25%	12%	34%	50%	48%	37%	37%	37%	41%	34%	46%

Total		Marital Status					Children in Household					
Base	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Which ONE, if any, of the following London museums do you think is your FAVOURITE museum in London?

	Unweighted Base	2050	139	951	228	180	59	537	1516	232	172	72	476	58
	Base: All GB adults	2050	132	925	241	164	59	548	1493	229	195	79	502	56
Natural History Museum		21%	21%	20%	27%	26%	18%	20%	21%	18%	30%	20%	23%	22%
Science Museum		14%	10%	15%	12%	12%	21%	13%	13%	18%	16%	18%	17%	11%
V&A (Victoria and Albert) Museum		10%	13%	9%	12%	13%	23%	9%	12%	7%	3%	7%	5%	5%
London Transport Museum		2%	1%	3%	1%	0%	2%	2%	2%	2%	3%	1%	2%	5%
Museum of London		2%	1%	3%	5%	2%	-	0%	1%	1%	4%	9%	3%	3%
Imperial War Museum		10%	5%	12%	8%	7%	2%	10%	10%	13%	9%	9%	10%	5%
National Maritime Museum		2%	1%	1%	1%	2%	1%	2%	2%	1%	2%	-	1%	2%
British Museum		12%	20%	11%	12%	13%	13%	14%	13%	10%	8%	13%	10%	14%
None of these		7%	10%	8%	5%	7%	5%	7%	7%	6%	4%	14%	6%	3%
Don't know		19%	19%	19%	19%	17%	16%	21%	18%	24%	22%	9%	21%	29%

Which ONE, if any, of the following areas of London do you think is your FAVOURITE area of London?

	Unweighted Base	2050	139	951	228	180	59	537	1516	232	172	72	476	58
	Base: All GB adults	2050	132	925	241	164	59	548	1493	229	195	79	502	56
North of the River Thames		33%	19%	33%	40%	29%	40%	32%	35%	32%	25%	36%	30%	18%
South of the River Thames		18%	12%	16%	17%	19%	18%	18%	18%	14%	14%	27%	16%	25%
Neither of these		12%	22%	13%	9%	5%	16%	13%	11%	13%	12%	10%	12%	18%
Don't know		38%	47%	38%	34%	47%	26%	38%	36%	42%	49%	28%	42%	39%

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Which ONE, if any, of the following London museums do you think is your FAVOURITE museum in London?

	Unweighted Base	2050	96	196	173	150	148	214	303	310	187	96	177
	Base: All GB adults	2050	94	224	186	166	170	197	262	313	157	102	178
Natural History Museum	21%	15%	15%	14%	27%	18%	24%	22%	28%	25%	23%	18%	
Science Museum	14%	9%	12%	11%	20%	9%	22%	15%	18%	14%	3%	10%	
V&A (Victoria and Albert) Museum	10%	13%	7%	9%	12%	9%	9%	13%	10%	15%	9%	11%	
London Transport Museum	2%	-	1%	3%	1%	0%	4%	6%	1%	3%	1%	2%	
Museum of London	2%	-	4%	-	-	4%	0%	4%	2%	3%	1%	2%	
Imperial War Museum	10%	13%	12%	11%	8%	14%	9%	10%	10%	10%	8%	9%	
National Maritime Museum	2%	-	0%	1%	-	1%	2%	2%	5%	-	5%	2%	
British Museum	12%	11%	13%	11%	11%	15%	15%	15%	8%	11%	15%	12%	
None of these	7%	14%	9%	8%	6%	6%	5%	7%	3%	8%	8%	8%	
Don't know	19%	24%	29%	33%	15%	25%	9%	8%	14%	13%	28%	29%	

Which ONE, if any, of the following areas of London do you think is your FAVOURITE area of London?

	Unweighted Base	2050	96	196	173	150	148	214	303	310	187	96	177
	Base: All GB adults	2050	94	224	186	166	170	197	262	313	157	102	178
North of the River Thames	33%	27%	24%	30%	33%	24%	53%	41%	37%	36%	20%	26%	
South of the River Thames	18%	7%	12%	10%	12%	15%	14%	34%	26%	15%	18%	13%	
Neither of these	12%	20%	19%	12%	12%	10%	8%	13%	7%	8%	13%	13%	
Don't know	38%	45%	46%	49%	44%	50%	25%	12%	30%	41%	50%	48%	

Total	Social Media (monthly or more)			
	Facebook	LinkedIn	Google+	Twitter

Which ONE, if any, of the following London museums do you think is your FAVOURITE museum in London?

	2050	1260	239	111	481
<b>Unweighted Base</b>	2050	1260	239	111	481
<b>Base: All GB adults</b>	2050	1266	214	106	487
Natural History Museum	21%	22%	27%	17%	27%
Science Museum	14%	15%	17%	17%	12%
V&A (Victoria and Albert) Museum	10%	10%	13%	6%	9%
London Transport Museum	2%	2%	4%	3%	3%
Museum of London	2%	2%	2%	4%	1%
Imperial War Museum	10%	10%	10%	13%	12%
National Maritime Museum	2%	1%	1%	1%	1%
British Museum	12%	13%	12%	15%	14%
None of these	7%	6%	3%	5%	5%
Don't know	19%	19%	12%	19%	16%

Which ONE, if any, of the following areas of London do you think is your FAVOURITE area of London?

	2050	1260	239	111	481
<b>Unweighted Base</b>	2050	1260	239	111	481
<b>Base: All GB adults</b>	2050	1266	214	106	487
North of the River Thames	33%	34%	48%	39%	43%
South of the River Thames	18%	18%	19%	21%	17%
Neither of these	12%	10%	9%	12%	8%
Don't know	38%	38%	24%	27%	33%

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

Which ONE, if any, of the following London underground stations do you think is your FAVOURITE underground station in London?

	Unweighted Base	2050	1000	1050	259	263	353	467	708	1175	875
	Base: All GB adults	2050	984	1066	246	370	344	373	718	1128	922
Waterloo		4%	3%	5%	9%	3%	3%	6%	4%	4%	5%
Charing Cross		2%	1%	2%	2%	1%	3%	1%	2%	1%	2%
Baker Street		4%	4%	3%	7%	3%	5%	5%	1%	3%	4%
Oxford Circus		4%	4%	4%	3%	6%	4%	3%	4%	5%	3%
Kings Cross St Pancras		11%	10%	11%	12%	10%	8%	11%	12%	12%	10%
London Bridge		3%	2%	3%	2%	4%	3%	3%	2%	4%	1%
Hyde Park Corner		1%	1%	2%	3%	2%	2%	1%	1%	1%	2%
Victoria		5%	5%	5%	6%	7%	4%	2%	5%	4%	6%
Liverpool Street		3%	3%	3%	2%	4%	5%	4%	1%	3%	3%
Wimbledon		1%	1%	1%	1%	1%	0%	1%	2%	1%	1%
Westminster		4%	4%	3%	5%	5%	4%	3%	3%	5%	3%
Canary Wharf		3%	5%	2%	3%	4%	5%	4%	3%	4%	3%
None of these		21%	22%	20%	12%	21%	19%	24%	23%	20%	22%
Don't know		34%	33%	36%	36%	29%	35%	32%	37%	33%	36%

Which ONE, if any, of the following London underground tube lines do you think is your FAVOURITE underground tube line in London?

	Unweighted Base	2050	1000	1050	259	263	353	467	708	1175	875
	Base: All GB adults	2050	984	1066	246	370	344	373	718	1128	922
Central		7%	6%	7%	7%	9%	10%	5%	6%	8%	6%
Northern		5%	5%	4%	6%	4%	6%	5%	3%	5%	4%
Victoria		8%	8%	8%	10%	11%	8%	6%	7%	7%	9%
Jubilee		7%	8%	6%	5%	9%	5%	8%	7%	8%	5%
Metropolitan		3%	4%	2%	5%	4%	2%	2%	3%	3%	3%
Hammersmith & City		1%	1%	0%	1%	0%	1%	2%	0%	1%	0%
District		3%	3%	3%	3%	2%	2%	4%	2%	3%	2%
Bakerloo		3%	3%	2%	5%	2%	3%	2%	2%	2%	3%
Waterloo & City		2%	2%	2%	2%	1%	3%	3%	1%	2%	2%
Circle		6%	6%	6%	2%	6%	5%	6%	8%	7%	5%
Piccadilly		9%	9%	9%	7%	11%	8%	9%	9%	8%	10%
None of these		14%	14%	14%	10%	13%	12%	19%	14%	13%	15%
Don't know		34%	31%	37%	37%	28%	36%	30%	37%	33%	35%

Total	Region							Working Status					
Base	North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed

Which ONE, if any, of the following London underground stations do you think is your FAVOURITE underground station in London?

	2050	465	298	214	303	497	96	177	1094	176	1270	130	442	69
Unweighted Base	2050	504	336	197	262	469	102	178	1119	161	1280	121	442	75
Base: All GB adults														
Waterloo	4%	4%	4%	0%	8%	6%	3%	2%	5%	5%	5%	4%	4%	3%
Charing Cross	2%	0%	2%	1%	2%	3%	1%	3%	1%	2%	1%	0%	2%	6%
Baker Street	4%	1%	4%	6%	5%	5%	1%	3%	4%	5%	4%	8%	2%	4%
Oxford Circus	4%	3%	4%	5%	5%	4%	9%	4%	5%	3%	4%	3%	4%	6%
Kings Cross St Pancras	11%	12%	13%	19%	9%	7%	5%	10%	11%	6%	11%	19%	11%	2%
London Bridge	3%	1%	2%	3%	4%	3%	2%	3%	4%	1%	3%	1%	1%	2%
Hyde Park Corner	1%	2%	2%	-	1%	1%	1%	2%	2%	-	2%	2%	1%	3%
Victoria	5%	4%	5%	7%	4%	5%	7%	5%	5%	7%	5%	4%	4%	4%
Liverpool Street	3%	1%	1%	12%	3%	3%	1%	2%	4%	1%	3%	5%	1%	1%
Wimbledon	1%	1%	0%	-	5%	1%	2%	1%	1%	2%	1%	1%	3%	-
Westminster	4%	4%	3%	4%	7%	4%	2%	2%	4%	3%	4%	4%	4%	5%
Canary Wharf	3%	2%	2%	3%	9%	5%	-	1%	4%	3%	4%	5%	2%	1%
None of these	21%	22%	15%	22%	23%	23%	26%	17%	20%	20%	20%	11%	23%	17%
Don't know	34%	43%	43%	20%	16%	29%	41%	45%	31%	41%	32%	34%	37%	45%

Which ONE, if any, of the following London underground tube lines do you think is your FAVOURITE underground tube line in London?

	2050	465	298	214	303	497	96	177	1094	176	1270	130	442	69
Unweighted Base	2050	504	336	197	262	469	102	178	1119	161	1280	121	442	75
Base: All GB adults														
Central	7%	4%	5%	13%	12%	7%	6%	5%	7%	5%	7%	6%	7%	8%
Northern	5%	5%	5%	4%	8%	3%	2%	4%	5%	4%	5%	12%	2%	2%
Victoria	8%	5%	8%	6%	15%	10%	3%	8%	9%	7%	9%	11%	7%	10%
Jubilee	7%	4%	6%	10%	11%	9%	2%	7%	7%	7%	7%	6%	8%	4%
Metropolitan	3%	1%	2%	3%	6%	4%	0%	2%	2%	2%	2%	5%	3%	8%
Hammersmith & City	1%	0%	0%	1%	0%	1%	-	1%	1%	-	1%	2%	-	3%
District	3%	1%	2%	5%	6%	1%	2%	2%	3%	1%	3%	2%	2%	4%
Bakerloo	3%	1%	3%	2%	3%	4%	4%	2%	3%	1%	3%	7%	2%	-
Waterloo & City	2%	0%	1%	1%	2%	3%	4%	1%	2%	2%	2%	0%	1%	-
Circle	6%	5%	5%	12%	4%	6%	8%	4%	5%	7%	6%	2%	9%	2%
Piccadilly	9%	11%	7%	9%	8%	8%	12%	6%	9%	10%	9%	8%	8%	8%
None of these	14%	19%	13%	13%	12%	15%	10%	7%	13%	16%	13%	5%	15%	14%
Don't know	34%	42%	42%	20%	13%	28%	48%	49%	32%	37%	33%	34%	36%	38%

Total		Marital Status					Children in Household					
Base	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Which ONE, if any, of the following London underground stations do you think is your FAVOURITE underground station in London?

	2050	139	951	228	180	59	537	1516	232	172	72	476	58
<b>Unweighted Base</b>	2050	139	951	228	180	59	537	1516	232	172	72	476	58
<b>Base: All GB adults</b>	2050	132	925	241	164	59	548	1493	229	195	79	502	56
Waterloo	4%	1%	4%	4%	3%	3%	6%	5%	3%	4%	4%	3%	3%
Charing Cross	2%	1%	1%	4%	4%	2%	0%	2%	3%	0%	2%	2%	1%
Baker Street	4%	3%	3%	1%	2%	3%	6%	3%	6%	4%	6%	5%	5%
Oxford Circus	4%	2%	4%	3%	4%	1%	5%	4%	4%	3%	3%	3%	5%
Kings Cross St Pancras	11%	7%	11%	9%	9%	8%	10%	11%	12%	12%	7%	11%	7%
London Bridge	3%	2%	2%	3%	4%	3%	2%	3%	2%	4%	5%	3%	-
Hyde Park Corner	1%	2%	1%	1%	1%	-	3%	1%	1%	0%	9%	2%	5%
Victoria	5%	5%	4%	6%	5%	7%	4%	4%	5%	7%	13%	7%	8%
Liverpool Street	3%	4%	3%	2%	2%	-	3%	3%	3%	4%	3%	3%	2%
Wimbledon	1%	-	1%	-	1%	-	1%	1%	1%	1%	-	1%	-
Westminster	4%	2%	3%	5%	4%	8%	5%	4%	2%	3%	3%	3%	2%
Canary Wharf	3%	4%	3%	6%	1%	3%	3%	3%	2%	3%	7%	3%	7%
None of these	21%	30%	23%	28%	23%	19%	18%	21%	25%	17%	22%	21%	15%
Don't know	34%	36%	34%	29%	38%	43%	34%	34%	33%	39%	17%	33%	39%

Which ONE, if any, of the following London underground tube lines do you think is your FAVOURITE underground tube line in London?

	2050	139	951	228	180	59	537	1516	232	172	72	476	58
<b>Unweighted Base</b>	2050	139	951	228	180	59	537	1516	232	172	72	476	58
<b>Base: All GB adults</b>	2050	132	925	241	164	59	548	1493	229	195	79	502	56
Central	7%	6%	6%	12%	7%	9%	6%	7%	6%	5%	13%	7%	11%
Northern	5%	3%	5%	5%	1%	7%	5%	5%	2%	7%	5%	4%	4%
Victoria	8%	2%	6%	9%	7%	7%	10%	8%	8%	6%	18%	9%	10%
Jubilee	7%	3%	8%	6%	10%	6%	5%	7%	7%	5%	9%	7%	6%
Metropolitan	3%	1%	3%	4%	1%	3%	4%	3%	2%	4%	4%	3%	2%
Hammersmith & City	1%	0%	0%	-	2%	-	1%	1%	0%	0%	-	0%	2%
District	3%	4%	2%	2%	5%	3%	3%	2%	5%	3%	3%	4%	3%
Bakerloo	3%	-	3%	1%	0%	2%	4%	2%	3%	5%	3%	3%	4%
Waterloo & City	2%	1%	3%	1%	1%	-	1%	2%	1%	3%	3%	2%	-
Circle	6%	5%	7%	5%	7%	16%	4%	7%	4%	5%	4%	4%	3%
Piccadilly	9%	8%	8%	9%	7%	7%	11%	9%	8%	7%	8%	7%	11%
None of these	14%	28%	15%	19%	13%	6%	13%	14%	19%	14%	9%	15%	11%
Don't know	34%	38%	35%	28%	39%	36%	34%	34%	35%	37%	22%	34%	33%

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Which ONE, if any, of the following London underground stations do you think is your FAVOURITE underground station in London?

	2050	96	196	173	150	148	214	303	310	187	96	177
<b>Unweighted Base</b>	2050	96	196	173	150	148	214	303	310	187	96	177
<b>Base: All GB adults</b>	2050	94	224	186	166	170	197	262	313	157	102	178
Waterloo	4%	-	4%	5%	1%	7%	0%	8%	8%	3%	3%	2%
Charing Cross	2%	1%	1%	-	1%	2%	1%	2%	3%	2%	1%	3%
Baker Street	4%	-	1%	0%	4%	5%	6%	5%	4%	8%	1%	3%
Oxford Circus	4%	4%	4%	1%	5%	3%	5%	5%	4%	5%	9%	4%
Kings Cross St Pancras	11%	17%	7%	17%	21%	5%	19%	9%	6%	8%	5%	10%
London Bridge	3%	2%	1%	1%	2%	3%	3%	4%	3%	4%	2%	3%
Hyde Park Corner	1%	1%	3%	0%	1%	4%	-	1%	1%	2%	1%	2%
Victoria	5%	8%	4%	1%	5%	5%	7%	4%	6%	3%	7%	5%
Liverpool Street	3%	-	1%	1%	0%	1%	12%	3%	4%	2%	1%	2%
Wimbledon	1%	1%	2%	-	-	0%	-	5%	1%	1%	2%	1%
Westminster	4%	2%	4%	5%	0%	5%	4%	7%	5%	4%	2%	2%
Canary Wharf	3%	-	3%	1%	2%	3%	3%	9%	7%	2%	-	1%
None of these	21%	30%	21%	20%	19%	11%	22%	23%	22%	24%	26%	17%
Don't know	34%	34%	44%	47%	39%	46%	20%	16%	27%	33%	41%	45%

Which ONE, if any, of the following London underground tube lines do you think is your FAVOURITE underground tube line in London?

	2050	96	196	173	150	148	214	303	310	187	96	177
<b>Unweighted Base</b>	2050	96	196	173	150	148	214	303	310	187	96	177
<b>Base: All GB adults</b>	2050	94	224	186	166	170	197	262	313	157	102	178
Central	7%	6%	4%	2%	6%	5%	13%	12%	8%	5%	6%	5%
Northern	5%	3%	5%	5%	5%	5%	4%	8%	3%	3%	2%	4%
Victoria	8%	2%	9%	2%	10%	7%	6%	15%	12%	6%	3%	8%
Jubilee	7%	-	5%	4%	4%	8%	10%	11%	9%	8%	2%	7%
Metropolitan	3%	5%	-	1%	2%	3%	3%	6%	5%	2%	0%	2%
Hammersmith & City	1%	-	-	1%	0%	-	1%	0%	1%	1%	-	1%
District	3%	-	1%	2%	1%	4%	5%	6%	1%	2%	2%	2%
Bakerloo	3%	5%	0%	1%	4%	1%	2%	3%	3%	5%	4%	2%
Waterloo & City	2%	1%	0%	-	-	2%	1%	2%	4%	2%	4%	1%
Circle	6%	2%	5%	7%	7%	2%	12%	4%	6%	8%	8%	4%
Piccadilly	9%	12%	12%	10%	7%	7%	9%	8%	8%	8%	12%	6%
None of these	14%	31%	17%	16%	14%	13%	13%	12%	13%	17%	10%	7%
Don't know	34%	33%	41%	49%	41%	43%	20%	13%	26%	33%	48%	49%



Total	Social Media (monthly or more)			
Base	Facebook	LinkedIn	Google+	Twitter

Which ONE, if any, of the following London underground stations do you think is your FAVOURITE underground station in London?

Unweighted Base	2050	1260	239	111	481
<b>Base: All GB adults</b>	<b>2050</b>	<b>1266</b>	<b>214</b>	<b>106</b>	<b>487</b>
Waterloo	4%	4%	5%	4%	6%
Charing Cross	2%	1%	1%	2%	1%
Baker Street	4%	4%	6%	3%	5%
Oxford Circus	4%	5%	7%	7%	4%
Kings Cross St Pancras	11%	11%	14%	19%	13%
London Bridge	3%	3%	2%	2%	2%
Hyde Park Corner	1%	1%	1%	3%	1%
Victoria	5%	5%	5%	8%	4%
Liverpool Street	3%	3%	3%	4%	4%
Wimbledon	1%	1%	0%	-	1%
Westminster	4%	4%	7%	5%	6%
Canary Wharf	3%	4%	7%	5%	4%
None of these	21%	19%	23%	11%	19%
Don't know	34%	34%	21%	26%	32%

Which ONE, if any, of the following London underground tube lines do you think is your FAVOURITE underground tube line in London?

Unweighted Base	2050	1260	239	111	481
<b>Base: All GB adults</b>	<b>2050</b>	<b>1266</b>	<b>214</b>	<b>106</b>	<b>487</b>
Central	7%	7%	9%	10%	10%
Northern	5%	5%	8%	4%	6%
Victoria	8%	9%	12%	12%	10%
Jubilee	7%	7%	10%	6%	8%
Metropolitan	3%	2%	4%	5%	2%
Hammersmith & City	1%	1%	2%	3%	1%
District	3%	3%	2%	4%	3%
Bakerloo	3%	3%	4%	2%	2%
Waterloo & City	2%	1%	3%	6%	1%
Circle	6%	5%	6%	4%	4%
Piccadilly	9%	11%	7%	16%	10%
None of these	14%	12%	11%	5%	11%
Don't know	34%	34%	23%	24%	30%

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

Which ONE, if any, of the following iconic people from London do you think is your FAVOURITE?

	Unweighted Base	2050	1000	1050	259	263	353	467	708	1175	875
	Base: All GB adults	2050	984	1066	246	370	344	373	718	1128	922
David Bailey	1%	2%	1%	3%	1%	2%	1%	1%	1%	1%	1%
William Blake	2%	1%	2%	1%	2%	4%	1%	1%	2%	1%	1%
Enid Blyton	3%	1%	5%	4%	2%	5%	3%	3%	2%	4%	4%
David Bowie	8%	9%	7%	7%	7%	9%	12%	6%	8%	8%	8%
Michael Caine	9%	12%	6%	9%	10%	8%	11%	7%	9%	9%	9%
Ian Fleming	2%	3%	2%	2%	1%	5%	2%	1%	2%	1%	1%
John Keats	1%	1%	1%	2%	2%	0%	0%	1%	1%	1%	1%
The Queen (Queen Elizabeth II)	31%	31%	32%	29%	20%	26%	32%	40%	32%	30%	30%
Prince William	9%	5%	12%	6%	8%	11%	7%	10%	8%	10%	10%
Adele	5%	3%	6%	7%	8%	4%	3%	2%	4%	5%	5%
Samuel Pepys	4%	4%	4%	2%	3%	3%	3%	6%	5%	3%	3%
Barbara Windsor	2%	2%	2%	3%	2%	3%	2%	1%	1%	3%	3%
None of these	16%	17%	15%	13%	24%	12%	17%	14%	15%	17%	17%
Don't know	8%	10%	6%	13%	9%	9%	6%	6%	8%	8%	8%

Now on a slightly different topic... Which ONE, if any, of the following types of sandwich filling do you think is your FAVOURITE?

	Unweighted Base	2050	1000	1050	259	263	353	467	708	1175	875
	Base: All GB adults	2050	984	1066	246	370	344	373	718	1128	922
Chicken salad	9%	10%	8%	10%	13%	10%	9%	6%	8%	10%	10%
Prawn mayonnaise	10%	6%	14%	8%	2%	8%	12%	16%	11%	9%	9%
Egg and cress	6%	4%	8%	4%	4%	5%	4%	9%	5%	7%	7%
Bacon, lettuce and tomato	14%	15%	13%	11%	17%	14%	12%	15%	16%	12%	12%
Tuna and sweetcorn	8%	8%	9%	9%	11%	11%	10%	5%	9%	8%	8%
Ploughman's (cheddar cheese, pickle, and tomato)	10%	10%	9%	7%	7%	7%	12%	12%	10%	9%	9%
Cream cheese and cucumber	2%	1%	4%	3%	1%	1%	2%	3%	3%	2%	2%
Ham and cheddar cheese	9%	9%	9%	6%	16%	10%	9%	6%	9%	9%	9%
Egg mayonnaise	7%	6%	9%	3%	5%	8%	7%	10%	7%	7%	7%
Roast beef	7%	9%	5%	4%	5%	8%	8%	8%	6%	8%	8%
All day breakfast	5%	8%	2%	7%	4%	7%	5%	3%	5%	5%	5%
None of these	9%	8%	9%	17%	10%	6%	8%	7%	9%	9%	9%
Don't know	4%	6%	1%	11%	4%	4%	2%	1%	3%	4%	4%

All figures, unless otherwise stated, are from YouGov Plc.

Total	Region							Working Status					
	North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed

Which ONE, if any, of the following iconic people from London do you think is your FAVOURITE?

	2050	465	298	214	303	497	96	177	1094	176	1270	130	442	69
<b>Unweighted Base</b>	2050	465	298	214	303	497	96	177	1094	176	1270	130	442	69
<b>Base: All GB adults</b>	2050	504	336	197	262	469	102	178	1119	161	1280	121	442	75
David Bailey	1%	0%	1%	3%	0%	2%	2%	3%	2%	1%	2%	-	0%	1%
William Blake	2%	1%	1%	1%	5%	1%	1%	2%	1%	4%	1%	6%	1%	-
Enid Blyton	3%	2%	3%	3%	3%	2%	6%	5%	2%	4%	3%	3%	3%	6%
David Bowie	8%	8%	8%	7%	9%	7%	2%	13%	10%	6%	9%	8%	4%	16%
Michael Caine	9%	9%	7%	10%	12%	6%	20%	8%	9%	11%	10%	11%	8%	7%
Ian Fleming	2%	2%	1%	1%	3%	2%	1%	3%	3%	1%	2%	2%	1%	1%
John Keats	1%	1%	1%	-	2%	2%	1%	0%	1%	0%	1%	3%	2%	-
The Queen (Queen Elizabeth II)	31%	28%	31%	40%	29%	37%	17%	25%	28%	29%	29%	31%	44%	24%
Prince William	9%	10%	12%	10%	7%	8%	7%	3%	9%	9%	9%	4%	10%	4%
Adele	5%	3%	7%	1%	4%	5%	8%	4%	5%	5%	5%	7%	1%	4%
Samuel Pepys	4%	4%	4%	1%	4%	5%	2%	3%	3%	6%	3%	5%	5%	4%
Barbara Windsor	2%	2%	1%	2%	1%	2%	3%	3%	2%	1%	2%	3%	0%	9%
None of these	16%	19%	16%	11%	16%	13%	16%	21%	16%	16%	16%	12%	14%	14%
Don't know	8%	9%	6%	9%	4%	8%	13%	8%	9%	6%	8%	6%	7%	11%

Now on a slightly different topic... Which ONE, if any, of the following types of sandwich filling do you think is your FAVOURITE?

	2050	465	298	214	303	497	96	177	1094	176	1270	130	442	69
<b>Unweighted Base</b>	2050	465	298	214	303	497	96	177	1094	176	1270	130	442	69
<b>Base: All GB adults</b>	2050	504	336	197	262	469	102	178	1119	161	1280	121	442	75
Chicken salad	9%	12%	8%	7%	11%	7%	9%	11%	10%	13%	10%	13%	5%	6%
Prawn mayonnaise	10%	10%	10%	11%	10%	11%	10%	10%	8%	16%	9%	10%	14%	9%
Egg and cress	6%	6%	4%	4%	7%	6%	6%	9%	4%	9%	5%	4%	10%	-
Bacon, lettuce and tomato	14%	14%	13%	20%	14%	14%	9%	13%	14%	7%	13%	15%	16%	14%
Tuna and sweetcorn	8%	8%	9%	10%	8%	8%	5%	9%	11%	6%	10%	4%	5%	12%
Ploughman's (cheddar cheese, pickle, and tomato)	10%	5%	10%	10%	14%	12%	10%	7%	9%	9%	9%	8%	13%	7%
Cream cheese and cucumber	2%	2%	2%	2%	3%	3%	3%	1%	2%	2%	2%	3%	3%	3%
Ham and cheddar cheese	9%	9%	11%	6%	9%	8%	11%	9%	11%	5%	10%	8%	6%	8%
Egg mayonnaise	7%	8%	6%	7%	6%	8%	8%	11%	6%	9%	7%	2%	11%	5%
Roast beef	7%	9%	8%	9%	5%	6%	7%	4%	6%	6%	6%	6%	9%	14%
All day breakfast	5%	5%	8%	3%	3%	4%	6%	4%	6%	3%	5%	6%	2%	9%
None of these	9%	9%	9%	9%	7%	9%	15%	7%	9%	8%	9%	18%	4%	4%
Don't know	4%	3%	2%	3%	3%	6%	3%	5%	4%	7%	4%	2%	2%	9%

All figures, unless otherwise stated, are from YouGov Plc.

Total		Marital Status					Children in Household					
Base	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Which ONE, if any, of the following iconic people from London do you think is your FAVOURITE?

	Unweighted Base	2050	139	951	228	180	59	537	1516	232	172	72	476	58
<b>Base: All GB adults</b>		2050	132	925	241	164	59	548	1493	229	195	79	502	56
David Bailey	1%	1%	2%	2%	3%	-	0%	1%	3%	4%	4%	3%	-	
William Blake	2%	2%	2%	1%	3%	1%	2%	1%	2%	2%	2%	2%	-	
Enid Blyton	3%	7%	2%	3%	3%	3%	3%	3%	5%	4%	-	4%	9%	
David Bowie	8%	8%	7%	10%	8%	1%	8%	8%	9%	5%	4%	7%	12%	
Michael Caine	9%	2%	10%	11%	3%	9%	8%	9%	7%	10%	12%	9%	3%	
Ian Fleming	2%	2%	2%	1%	3%	-	3%	1%	2%	4%	10%	4%	1%	
John Keats	1%	1%	1%	0%	1%	4%	1%	1%	1%	3%	2%	2%	-	
The Queen (Queen Elizabeth II)	31%	21%	33%	27%	31%	42%	31%	35%	23%	23%	17%	22%	18%	
Prince William	9%	9%	10%	9%	14%	4%	6%	8%	12%	6%	9%	9%	14%	
Adele	5%	10%	4%	5%	2%	4%	5%	4%	4%	6%	10%	6%	4%	
Samuel Pepys	4%	5%	3%	4%	5%	11%	4%	4%	4%	1%	1%	3%	1%	
Barbara Windsor	2%	2%	1%	5%	3%	-	3%	2%	2%	4%	3%	3%	4%	
None of these	16%	23%	16%	17%	11%	21%	17%	16%	16%	11%	23%	15%	19%	
Don't know	8%	8%	7%	7%	9%	1%	10%	7%	9%	16%	4%	11%	15%	

Now on a slightly different topic... Which ONE, if any, of the following types of sandwich filling do you think is your FAVOURITE?

	Unweighted Base	2050	139	951	228	180	59	537	1516	232	172	72	476	58
<b>Base: All GB adults</b>		2050	132	925	241	164	59	548	1493	229	195	79	502	56
Chicken salad	9%	11%	8%	12%	8%	3%	11%	9%	9%	11%	7%	9%	4%	
Prawn mayonnaise	10%	11%	12%	9%	15%	20%	6%	11%	12%	10%	3%	10%	8%	
Egg and cress	6%	5%	6%	6%	10%	17%	4%	6%	8%	3%	8%	6%	8%	
Bacon, lettuce and tomato	14%	18%	14%	9%	16%	13%	16%	15%	12%	13%	22%	14%	8%	
Tuna and sweetcorn	8%	5%	8%	9%	6%	3%	10%	8%	7%	9%	12%	9%	9%	
Ploughman's (cheddar cheese, pickle, and tomato)	10%	7%	11%	10%	6%	11%	8%	10%	8%	6%	7%	7%	25%	
Cream cheese and cucumber	2%	2%	2%	1%	3%	6%	2%	2%	3%	4%	-	3%	1%	
Ham and cheddar cheese	9%	8%	7%	9%	6%	10%	12%	9%	8%	6%	8%	7%	7%	
Egg mayonnaise	7%	11%	9%	9%	9%	8%	4%	8%	8%	5%	11%	7%	6%	
Roast beef	7%	6%	9%	9%	10%	-	4%	7%	8%	7%	9%	8%	-	
All day breakfast	5%	2%	5%	6%	1%	1%	5%	5%	7%	5%	3%	6%	1%	
None of these	9%	12%	6%	10%	8%	8%	13%	9%	8%	6%	9%	7%	6%	
Don't know	4%	2%	4%	1%	2%	1%	5%	2%	3%	15%	2%	7%	16%	

All figures, unless otherwise stated, are from YouGov Plc.

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Which ONE, if any, of the following iconic people from London do you think is your FAVOURITE?

	2050	96	196	173	150	148	214	303	310	187	96	177
<b>Unweighted Base</b>	2050	96	196	173	150	148	214	303	310	187	96	177
<b>Base: All GB adults</b>	2050	94	224	186	166	170	197	262	313	157	102	178
David Bailey	1%	1%	-	-	0%	2%	3%	0%	2%	1%	2%	3%
William Blake	2%	-	1%	0%	3%	-	1%	5%	1%	2%	1%	2%
Enid Blyton	3%	1%	4%	2%	2%	5%	3%	3%	2%	2%	6%	5%
David Bowie	8%	7%	4%	15%	10%	5%	7%	9%	6%	9%	2%	13%
Michael Caine	9%	7%	11%	7%	8%	6%	10%	12%	6%	4%	20%	8%
Ian Fleming	2%	1%	3%	2%	1%	1%	1%	3%	3%	1%	1%	3%
John Keats	1%	3%	1%	1%	0%	1%	-	2%	2%	2%	1%	0%
The Queen (Queen Elizabeth II)	31%	24%	32%	27%	35%	27%	40%	29%	38%	36%	17%	25%
Prince William	9%	8%	12%	9%	9%	15%	10%	7%	8%	7%	7%	3%
Adele	5%	1%	5%	3%	7%	8%	1%	4%	3%	8%	8%	4%
Samuel Pepys	4%	6%	3%	4%	6%	2%	1%	4%	6%	4%	2%	3%
Barbara Windsor	2%	3%	2%	1%	-	3%	2%	1%	2%	3%	3%	3%
None of these	16%	32%	13%	18%	15%	16%	11%	16%	11%	17%	16%	21%
Don't know	8%	6%	9%	12%	3%	9%	9%	4%	9%	5%	13%	8%

Now on a slightly different topic... Which ONE, if any, of the following types of sandwich filling do you think is your FAVOURITE?

	2050	96	196	173	150	148	214	303	310	187	96	177
<b>Unweighted Base</b>	2050	96	196	173	150	148	214	303	310	187	96	177
<b>Base: All GB adults</b>	2050	94	224	186	166	170	197	262	313	157	102	178
Chicken salad	9%	3%	14%	12%	4%	11%	7%	11%	7%	5%	9%	11%
Prawn mayonnaise	10%	8%	10%	10%	16%	5%	11%	10%	9%	16%	10%	10%
Egg and cress	6%	8%	5%	8%	4%	5%	4%	7%	5%	7%	6%	9%
Bacon, lettuce and tomato	14%	17%	15%	12%	16%	11%	20%	14%	12%	17%	9%	13%
Tuna and sweetcorn	8%	13%	8%	7%	5%	13%	10%	8%	8%	8%	5%	9%
Ploughman's (cheddar cheese, pickle, and tomato)	10%	7%	3%	7%	7%	12%	10%	14%	12%	13%	10%	7%
Cream cheese and cucumber	2%	1%	2%	2%	1%	2%	2%	3%	4%	0%	3%	1%
Ham and cheddar cheese	9%	9%	9%	9%	12%	9%	6%	9%	7%	8%	11%	9%
Egg mayonnaise	7%	13%	9%	5%	7%	5%	7%	6%	7%	10%	8%	11%
Roast beef	7%	4%	10%	10%	10%	6%	9%	5%	6%	6%	7%	4%
All day breakfast	5%	5%	8%	2%	9%	7%	3%	3%	5%	3%	6%	4%
None of these	9%	12%	5%	12%	6%	12%	9%	7%	11%	5%	15%	7%
Don't know	4%	1%	3%	4%	3%	2%	3%	3%	8%	2%	3%	5%

All figures, unless otherwise stated, are from YouGov Plc.

Total	Social Media (monthly or more)			
	Facebook	LinkedIn	Google+	Twitter

Which ONE, if any, of the following iconic people from London do you think is your FAVOURITE?

	Unweighted Base	2050	1260	239	111	481
<b>Base: All GB adults</b>		2050	1266	214	106	487
David Bailey	1%	1%	1%	3%	2%	
William Blake	2%	2%	2%	2%	2%	
Enid Blyton	3%	4%	4%	7%	5%	
David Bowie	8%	9%	9%	10%	11%	
Michael Caine	9%	9%	7%	9%	8%	
Ian Fleming	2%	2%	3%	4%	1%	
John Keats	1%	1%	2%	1%	2%	
The Queen (Queen Elizabeth II)	31%	31%	32%	26%	31%	
Prince William	9%	10%	5%	7%	7%	
Adele	5%	6%	5%	1%	6%	
Samuel Pepys	4%	4%	3%	3%	4%	
Barbara Windsor	2%	2%	3%	3%	1%	
None of these	16%	15%	19%	18%	13%	
Don't know	8%	7%	5%	6%	7%	

Now on a slightly different topic... Which ONE, if any, of the following types of sandwich filling do you think is your FAVOURITE?

	Unweighted Base	2050	1260	239	111	481
<b>Base: All GB adults</b>		2050	1266	214	106	487
Chicken salad	9%	10%	10%	13%	10%	
Prawn mayonnaise	10%	10%	8%	11%	9%	
Egg and cress	6%	5%	4%	6%	4%	
Bacon, lettuce and tomato	14%	15%	15%	13%	13%	
Tuna and sweetcorn	8%	9%	9%	11%	10%	
Ploughman's (cheddar cheese, pickle, and tomato)	10%	9%	8%	3%	8%	
Cream cheese and cucumber	2%	3%	3%	3%	3%	
Ham and cheddar cheese	9%	9%	8%	9%	9%	
Egg mayonnaise	7%	8%	9%	14%	7%	
Roast beef	7%	6%	6%	4%	6%	
All day breakfast	5%	5%	5%	3%	6%	
None of these	9%	9%	14%	8%	13%	
Don't know	4%	3%	1%	4%	2%	

All figures, unless otherwise stated, are from YouGov Plc.