LONDON Sample:1,451

YouGov What the world thinks	Total	Ge	nder	Age					Social Grade		
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	
Which ONE, if any, of the following London public transport do you think you MOST prefer?											
Unweighted base	1451	705	746	151	367	197	243	493	971	480	
Base: All London Adults	1451	690	761	173	377	245	250	406	871	580	
Underground	34%	41%	28%	45%	34%	33%	35%	30%	34%	35%	
Overground	14%	14%	13%	8%	16%	17%	10%	14%	17%	9%	
Bus	22%	18%	27%	21%	17%	18%	29%	27%	20%	27%	
DLR	8%	10%	5%	8%	9%	9%	8%	5%	8%	7%	
Barclays bike (i.e. "Boris bike")	1%	1%	1%	3%	2%	2%	1%	0%	1%	1%	
Boat (e.g. Water taxi, clipper etc.)	4%	3%	5%	1%	5%	3%	3%	6%	4%	4%	
Taxi	7%	5%	9%	9%	9%	10%	5%	5%	7%	7%	
Not applicable - I do not use London public transport	7%	6%	8%	3%	4%	8%	6%	12%	6%	8%	
Don't know	3%	2%	5%	3%	5%	1%	4%	2%	3%	3%	
Which ONE, if any, of the following London Underground tube lines is your favourite?						I					
Unweighted base	1451	705	746	151	367	197	243	493	971	480	
Base: All London Adults	1451	690	761	173	377	245	250	406	871	580	
Bakerloo	2%	2%	2%	1%	2%	1%	4%	1%	2%	1%	
Central	8%	11%	6%	14%	6%	9%	8%	8%	8%	9%	
Circle	2%	2%	1%	6%	1%	1%	1%	1%	2%	2%	
District	5%	5%	5%	6%	3%	5%	4%	8%	5%	5%	
Hammersmith & City	2%	2%	2%	3%	2%	3%	3%	2%	2%	2%	
Jubilee	17%	16%	18%	16%	19%	17%	17%	14%	17%	16%	
Metropolitan	6%	7%	4%	7%	6%	4%	8%	5%	6%	5%	
Northern	5%	6%	4%	6%	9%	5%	2%	2%	4%	6%	
Piccadilly	8%	10%	7%	11%	8%	9%	9%	7%	9%	8%	
Victoria	13%	12%	14%	10%	22%	11%	11%	8%	14%	12%	
Waterloo & City	2%	1%	2%	0%	2%	1%	2%	1%	2%	1%	
Not applicable - I do not have a favourite tube line	28%	25%	32%	15%	17%	33%	31%	41%	27%	30%	
Don't know	2%	1%	3%	5%	3%	0%	1%	2%	2%	2%	

Internal Marketing

London

LONDON Sample:1,451



YouGov [®] What the world thinks			Marital	Status			Working status					
	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused	Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other
Which ONE, if any, of the following London public transport do you think you MOST prefer?												
Unweighted base	569	164	113	44	377	184	781	186	78	250	56	100
Base: All London Adults	532	149	120	49	407	194	767	185	84	231	69	115
Underground	32%	28%	17%	4%	45%	40%	39%	26%	43%	26%	37%	21%
Overground	14%	21%	12%	11%	12%	11%	15%	15%	8%	14%	10%	6%
Bus	21%	19%	31%	25%	23%	21%	18%	20%	27%	29%	36%	31%
DLR	8%	5%	13%	-	8%	5%	8%	7%	11%	4%	7%	9%
Barclays bike (i.e. "Boris bike")	1%	-	-	9%	1%	3%	2%	2%	-	-	-	-
Boat (e.g. Water taxi, clipper etc.)	4%	6%	7%	13%	2%	5%	4%	6%	1%	4%	3%	2%
Taxi	6%	14%	7%	18%	3%	11%	6%	12%	6%	6%	3%	9%
Not applicable - I do not use London public transport	10%	3%	10%	17%	5%	3%	5%	6%	1%	13%	4%	14%
Don't know	5%	3%	2%	2%	2%	2%	2%	6%	4%	3%	-	7%
Which ONE, if any, of the following London Underground tube lines is your favourite?												
Unweighted base	569	164	113	44	377	184	781	186	78	250	56	100
Base: All London Adults	532	149	120	49	407	194	767	185	84	231	69	115
Bakerloo	2%	1%	1%	-	3%	1%	2%	3%	1%	1%	4%	1%
Central	9%	7%	5%	16%	8%	8%	8%	7%	14%	9%	10%	3%
Circle	2%	1%	0%	9%	1%	2%	2%	1%	-	1%	-	3%
District	5%	5%	10%	10%	3%	6%	5%	5%	8%	5%	6%	6%
Hammersmith & City	3%	2%	-	2%	2%	3%	2%	2%	5%	1%	6%	1%
Jubilee	16%	17%	13%	7%	17%	23%	16%	19%	24%	12%	18%	22%
Metropolitan	7%	9%	6%	7%	5%	2%	5%	6%	11%	4%	7%	8%
Northern	3%	6%	3%	1%	6%	7%	4%	9%	9%	4%	2%	3%
Piccadilly	8%	9%	9%	2%	11%	5%	10%	7%	6%	10%	3%	4%
Victoria	8%	14%	5%	1%	18%	25%	17%	14%	5%	5%	11%	10%
Waterloo & City	1%	1%	5%	-	2%	2%	2%	2%	-	1%	5%	1%
Not applicable - I do not have a favourite tube line	35%	28%	41%	46%	22%	14%	25%	25%	13%	44%	28%	35%
Don't know	2%	2%	1%	1%	2%	3%	2%	2%	5%	3%	-	3%

Internal Marketing

London

LONDON Sample:1,451



YouGov [®] What the world thinks		Ch	ildren in Househ	nold		Social Media (monthly or more)						
	0	1	2	3+	Refused	Facebook	LinkedIn	Google+	Twitter	Myspace	None of these	
Which ONE, if any, of the following London public transport do you think you MOST prefer?												
Unweighted base	1030	207	106	49	59	957	378	112	453	9	377	
Base: All London Adults	978	253	110	62	48	968	306	92	426	15	378	
Underground	34%	31%	41%	27%	47%	39%	34%	24%	36%	16%	24%	
Overground	14%	13%	14%	8%	10%	14%	18%	14%	16%	13%	12%	
Bus	24%	23%	14%	14%	11%	20%	17%	38%	21%	22%	27%	
DLR	7%	7%	10%	10%	1%	8%	8%	11%	10%	17%	4%	
Barclays bike (i.e. "Boris bike")	1%	1%	-	7%	1%	1%	3%	1%	1%	-	1%	
Boat (e.g. Water taxi, clipper etc.)	5%	2%	1%	5%	5%	4%	6%	1%	4%	-	4%	
Taxi	5%	12%	8%	22%	1%	7%	8%	1%	7%	28%	8%	
Not applicable - I do not use London public transport	7%	8%	5%	5%	9%	5%	3%	8%	3%	5%	13%	
Don't know	2%	2%	8%	2%	16%	3%	3%	2%	1%	-	5%	
Which ONE, if any, of the following London Underground tube lines is your favourite ?												
Unweighted base	1030	207	106	49	59	957	378	112	453	9	377	
Base: All London Adults	978	253	110	62	48	968	306	92	426	15	378	
Bakerloo	2%	1%	-	1%	-	2%	1%	3%	3%	-	2%	
Central	8%	8%	18%	3%	4%	10%	5%	9%	9%	17%	5%	
Circle	2%	0%	-	7%	2%	2%	0%	2%	1%	-	1%	
District	6%	4%	3%	4%	6%	6%	3%	3%	4%	16%	5%	
Hammersmith & City	2%	4%	4%	-	-	2%	4%	5%	1%	13%	3%	
Jubilee	16%	22%	12%	13%	11%	18%	19%	19%	17%	13%	14%	
Metropolitan	5%	6%	10%	7%	6%	4%	7%	4%	5%	-	7%	
Northern	4%	5%	3%	13%	13%	5%	5%	6%	5%	-	4%	
Piccadilly	8%	10%	8%	17%	2%	9%	10%	7%	9%	28%	7%	
Victoria	15%	12%	6%	3%	15%	16%	19%	15%	20%	2%	7%	
Waterloo & City	1%	2%	2%	7%	1%	2%	3%	3%	2%	-	2%	
Not applicable - I do not have a favourite tube line	30%	23%	33%	25%	26%	24%	24%	24%	23%	10%	39%	
Don't know	1%	4%	2%	-	15%	2%	0%	2%	1%	-	4%	

Internal Marketing

London

LONDON Sample:1,451



	Loca	l Education Auth	nority	
Central	North	South	East	West

Which ONE, if any, of the following London public transport do you think you MOST prefer?

t do you tilling you moor profes.					
Unweighted base	323	203	272	405	248
Base: All London Adults	268	197	275	477	234
Underground	31%	59%	21%	25%	50%
Overground	9%	8%	20%	14%	16%
Bus	36%	16%	25%	19%	17%
DLR	4%	2%	5%	17%	2%
Barclays bike (i.e. "Boris bike")	2%	-	3%	1%	1%
Boat (e.g. Water taxi, clipper etc.)	4%	4%	3%	5%	4%
Taxi	8%	8%	8%	7%	5%
Not applicable - I do not use London public transport	4%	3%	9%	11%	3%
Don't know	2%	1%	5%	3%	4%

s your lavourite:					
Unweighted base	323	203	272	405	248
Base: All London Adults	268	197	275	477	234
Bakerloo	2%	-	4%	0%	5%
Central	1%	8%	1%	13%	16%
Circle	1%	1%	3%	2%	0%
District	3%	1%	6%	5%	10%
Hammersmith & City	3%	-	0%	4%	2%
Jubilee	18%	7%	16%	25%	8%
Metropolitan	2%	1%	1%	5%	21%
Northern	6%	11%	9%	1%	2%
Piccadilly	6%	22%	2%	5%	15%
Victoria	30%	26%	9%	4%	4%
Waterloo & City	0%	1%	5%	1%	1%
Not applicable - I do not have a favourite tube line	24%	18%	43%	33%	16%
Don't know	3%	3%	1%	2%	2%



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

Unweighted base	1451	705	746	151	367	197	243	493	971	480
Base: All London Adults	1451	690	761	173	377	245	250	406	871	580
Bakerloo	6%	7%	5%	8%	9%	9%	2%	3%	6%	6%
Central	4%	5%	4%	8%	6%	5%	3%	3%	5%	3%
Circle	5%	6%	5%	2%	9%	7%	5%	4%	6%	4%
District	7%	7%	8%	8%	13%	6%	7%	3%	8%	7%
Hammersmith & City	4%	5%	3%	2%	5%	5%	3%	3%	4%	4%
Jubilee	2%	3%	1%	1%	5%	0%	2%	0%	2%	2%
Metropolitan	3%	3%	3%	6%	4%	3%	1%	2%	3%	3%
Northern	20%	22%	18%	21%	18%	16%	25%	20%	23%	16%
Piccadilly	2%	2%	3%	3%	3%	2%	4%	0%	3%	2%
Victoria	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%
Waterloo & City	3%	3%	3%	4%	3%	2%	5%	3%	3%	4%
Not applicable - I do not have a least favourite tube line	38%	36%	41%	30%	21%	41%	38%	56%	35%	44%
Don't know	3%	2%	4%	5%	4%	1%	4%	2%	2%	4%

Unweighted base	986	494	492	117	281	125	163	300	681	305
Base: All London Adults	1007	511	496	138	301	164	171	233	615	392
Bakerloo	3%	2%	3%	1%	2%	2%	6%	2%	3%	2%
Central	12%	14%	10%	18%	7%	13%	12%	13%	11%	14%
Circle	2%	3%	2%	8%	1%	2%	1%	2%	2%	2%
District	7%	7%	8%	7%	4%	8%	5%	13%	7%	7%
Hammersmith & City	3%	3%	3%	3%	2%	4%	4%	3%	3%	3%
Jubilee	24%	21%	27%	20%	24%	26%	25%	25%	24%	24%
Metropolitan	8%	10%	6%	8%	8%	6%	11%	8%	9%	7%
Northern	7%	8%	6%	7%	11%	7%	3%	4%	6%	9%
Piccadilly	12%	13%	11%	14%	11%	13%	12%	13%	12%	12%
Victoria	19%	17%	21%	13%	28%	17%	17%	14%	20%	18%
Waterloo & City	2%	1%	3%	0%	3%	2%	3%	2%	3%	2%



		Marital	Status			Working status						
Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused	Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other	

Unweighted base	569	164	113	44	377	184	781	186	78	250	56	100
Base: All London Adults	532	149	120	49	407	194	767	185	84	231	69	115
Bakerloo	6%	4%	-	1%	7%	10%	7%	8%	9%	3%	2%	1%
Central	3%	8%	1%	2%	5%	5%	5%	3%	9%	1%	7%	3%
Circle	5%	9%	3%	0%	6%	5%	7%	5%	3%	4%	8%	2%
District	6%	10%	1%	3%	9%	11%	9%	9%	8%	3%	4%	6%
Hammersmith & City	5%	3%	7%	1%	3%	1%	4%	4%	1%	1%	4%	5%
Jubilee	1%	3%	7%	-	2%	0%	1%	4%	5%	3%	2%	-
Metropolitan	3%	2%	1%	-	3%	8%	4%	4%	10%	1%	-	0%
Northern	17%	19%	23%	22%	22%	22%	22%	19%	16%	16%	13%	20%
Piccadilly	3%	0%	-	-	3%	5%	3%	1%	6%	0%	3%	3%
Victoria	2%	2%	1%	6%	0%	0%	1%	1%	-	-	1%	5%
Waterloo & City	5%	0%	3%	9%	1%	2%	4%	2%	-	4%	8%	-
Not applicable - I do not have a least favourite tube line	42%	36%	50%	56%	35%	26%	31%	36%	26%	62%	45%	47%
Don't know	3%	3%	3%	1%	3%	4%	2%	4%	7%	2%	5%	7%

Unweighted base	369	119	63	19	275	141	551	135	60	145	37	58
Base: All London Adults	335	104	69	26	309	163	558	136	69	123	49	72
Bakerloo	3%	1%	2%	-	4%	2%	3%	4%	1%	2%	6%	1%
Central	14%	10%	8%	30%	11%	9%	12%	9%	17%	17%	13%	5%
Circle	3%	1%	0%	17%	1%	3%	3%	1%	-	2%	-	4%
District	8%	8%	17%	18%	4%	7%	6%	7%	10%	9%	9%	10%
Hammersmith & City	5%	2%	-	3%	2%	3%	3%	2%	6%	1%	8%	2%
Jubilee	26%	24%	23%	13%	22%	28%	22%	26%	29%	24%	25%	35%
Metropolitan	11%	12%	10%	12%	6%	2%	7%	8%	13%	8%	10%	12%
Northern	5%	8%	5%	1%	8%	9%	6%	12%	11%	8%	3%	4%
Piccadilly	13%	12%	16%	3%	15%	6%	14%	9%	7%	18%	5%	6%
Victoria	12%	20%	8%	1%	24%	30%	23%	19%	6%	9%	15%	17%
Waterloo & City	1%	2%	9%	-	3%	2%	2%	2%	-	2%	6%	2%



	Chi	ildren in Househ	old		Social Media (monthly or more)								
0	1	2	3+	Refused	Facebook	LinkedIn	Google+	Twitter	Myspace	None of these			

Unweighted base	1030	207	106	49	59	957	378	112	453	9	377
Base: All London Adults	978	253	110	62	48	968	306	92	426	15	378
Bakerloo	6%	10%	2%	5%	4%	6%	7%	4%	10%	13%	3%
Central	5%	2%	5%	2%	3%	5%	6%	5%	5%	2%	2%
Circle	6%	4%	6%	4%	7%	6%	9%	7%	7%	-	4%
District	7%	12%	7%	2%	4%	9%	9%	7%	10%	-	5%
Hammersmith & City	4%	2%	8%	6%	1%	4%	4%	8%	5%	-	2%
Jubilee	1%	1%	8%	11%	-	1%	3%	5%	3%	17%	2%
Metropolitan	3%	5%	2%	1%	2%	3%	3%	1%	3%	3%	3%
Northern	23%	17%	9%	13%	11%	21%	23%	20%	20%	28%	14%
Piccadilly	2%	3%	0%	7%	3%	2%	3%	2%	4%	-	3%
Victoria	1%	2%	0%	5%	-	1%	1%	1%	1%	-	2%
Waterloo & City	2%	2%	11%	14%	-	2%	3%	8%	1%	13%	5%
Not applicable - I do not have a least favourite tube line	39%	37%	37%	28%	43%	35%	29%	32%	28%	24%	50%
Don't know	2%	3%	4%	-	22%	3%	1%	1%	3%	-	4%

Unweighted base	700	151	70	32	33	685	290	84	340	7	219
Base: All London Adults	674	186	71	47	28	716	233	69	325	13	215
Bakerloo	4%	1%	-	1%	-	3%	1%	4%	4%	-	3%
Central	11%	11%	27%	3%	6%	13%	6%	11%	11%	18%	9%
Circle	3%	0%	-	9%	3%	2%	0%	3%	1%	-	3%
District	8%	5%	5%	6%	11%	8%	4%	5%	5%	18%	8%
Hammersmith & City	3%	5%	6%	-	-	2%	5%	7%	2%	15%	5%
Jubilee	24%	30%	19%	18%	19%	24%	26%	25%	22%	15%	24%
Metropolitan	7%	9%	15%	9%	11%	6%	9%	5%	7%	-	13%
Northern	6%	6%	5%	18%	22%	7%	6%	9%	7%	-	7%
Piccadilly	12%	13%	12%	23%	3%	12%	13%	9%	12%	31%	12%
Victoria	21%	17%	9%	4%	25%	21%	25%	19%	27%	3%	12%
Waterloo & City	2%	2%	2%	9%	1%	2%	4%	3%	2%	-	4%



	Local Education Authority											
Central	North	South	East	West								

Unweighted base	323	203	272	405	248
Base: All London Adults	268	197	275	477	234
Bakerloo	6%	6%	4%	7%	7%
Central	5%	3%	3%	6%	3%
Circle	6%	9%	5%	5%	4%
District	11%	5%	5%	6%	11%
Hammersmith & City	4%	5%	1%	4%	4%
Jubilee	1%	2%	0%	3%	2%
Metropolitan	5%	1%	3%	2%	5%
Northern	23%	28%	17%	16%	20%
Piccadilly	2%	5%	1%	1%	6%
Victoria	1%	1%	1%	2%	0%
Waterloo & City	1%	1%	4%	4%	4%
Not applicable - I do not have a least favourite tube line	30%	33%	54%	41%	29%
Don't know	4%	2%	2%	4%	3%

Unweighted base	226	159	152	252	197
Base: All London Adults	195	155	155	308	193
Bakerloo	2%	-	7%	0%	5%
Central	2%	11%	1%	20%	20%
Circle	1%	1%	6%	3%	0%
District	4%	1%	11%	8%	12%
Hammersmith & City	4%	-	1%	6%	2%
Jubilee	25%	9%	29%	38%	9%
Metropolitan	2%	2%	2%	7%	25%
Northern	9%	14%	16%	1%	2%
Piccadilly	8%	28%	3%	7%	18%
Victoria	42%	34%	17%	7%	5%
Waterloo & City	0%	1%	8%	2%	1%



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

Unweighted base	865	431	434	97	272	122	142	232	631	234
Base: All London Adults	850	433	417	112	281	142	146	169	546	304
Bakerloo	10%	11%	9%	13%	12%	16%	4%	6%	9%	12%
Central	7%	8%	7%	12%	7%	8%	5%	6%	8%	6%
Circle	9%	9%	10%	4%	12%	11%	8%	9%	10%	8%
District	13%	11%	15%	13%	17%	11%	11%	7%	12%	14%
Hammersmith & City	6%	7%	5%	3%	7%	9%	5%	6%	6%	7%
Jubilee	3%	5%	1%	1%	6%	1%	3%	1%	3%	4%
Metropolitan	5%	5%	6%	9%	5%	6%	2%	5%	5%	6%
Northern	34%	35%	34%	32%	24%	28%	44%	49%	36%	31%
Piccadilly	4%	3%	5%	5%	4%	4%	7%	1%	4%	4%
Victoria	2%	1%	4%	3%	2%	2%	3%	2%	2%	2%
Waterloo & City	5%	5%	6%	6%	4%	4%	8%	7%	5%	7%



		Marital	Status			Working status							
Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused	Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other		

Unweighted base	320	113	52	17	242	121	533	111	46	97	29	49
Base: All London Adults	295	91	56	21	252	135	512	111	56	84	34	53
Bakerloo	11%	7%	-	1%	11%	14%	11%	14%	14%	8%	3%	3%
Central	6%	13%	1%	5%	9%	7%	8%	4%	13%	3%	14%	7%
Circle	10%	15%	5%	1%	9%	7%	10%	9%	5%	10%	16%	4%
District	10%	17%	2%	6%	15%	16%	13%	15%	12%	9%	7%	14%
Hammersmith & City	8%	5%	16%	1%	5%	2%	6%	7%	1%	4%	9%	11%
Jubilee	1%	6%	15%	-	3%	0%	1%	6%	7%	8%	3%	-
Metropolitan	5%	3%	3%	-	4%	11%	5%	6%	15%	1%	-	0%
Northern	31%	30%	49%	51%	35%	32%	34%	31%	25%	45%	25%	44%
Piccadilly	5%	0%	-	-	5%	6%	4%	2%	9%	1%	5%	6%
Victoria	4%	3%	2%	14%	0%	0%	2%	2%	-	-	2%	10%
Waterloo & City	10%	0%	7%	21%	2%	3%	6%	3%	-	11%	16%	-



	Chi	ildren in Househ	old		Social Media (monthly or more)								
0	1	2	3+	Refused	Facebook	LinkedIn	Google+	Twitter	Myspace	None of these			

Unweighted base	621	127	65	28	24	605	280	83	314	6	173
Base: All London Adults	572	152	65	45	17	598	215	61	296	11	171
Bakerloo	10%	16%	3%	7%	10%	10%	10%	7%	14%	17%	8%
Central	9%	3%	9%	3%	7%	8%	9%	7%	8%	3%	5%
Circle	10%	7%	10%	6%	20%	10%	13%	10%	10%	-	8%
District	11%	21%	12%	3%	12%	14%	13%	10%	14%	-	11%
Hammersmith & City	6%	3%	13%	9%	4%	7%	6%	12%	7%	-	4%
Jubilee	1%	1%	14%	15%	-	2%	4%	7%	4%	22%	5%
Metropolitan	5%	8%	4%	1%	6%	5%	4%	1%	4%	4%	6%
Northern	39%	29%	15%	19%	32%	35%	33%	30%	29%	37%	32%
Piccadilly	3%	6%	1%	10%	9%	3%	4%	3%	5%	-	6%
Victoria	2%	3%	0%	7%	-	2%	1%	1%	2%	-	4%
Waterloo & City	3%	4%	19%	19%	-	4%	4%	12%	2%	18%	11%



Local Education Authority							
Central	North	South	East	West			

Unweighted base	206	139	135	229	156
Base: All London Adults	176	129	122	264	158
Bakerloo	10%	10%	9%	12%	10%
Central	7%	4%	8%	11%	5%
Circle	9%	14%	11%	8%	6%
District	17%	8%	11%	11%	16%
Hammersmith & City	5%	8%	3%	8%	6%
Jubilee	2%	3%	0%	5%	3%
Metropolitan	8%	1%	7%	3%	7%
Northern	35%	42%	38%	30%	30%
Piccadilly	2%	7%	2%	2%	9%
Victoria	2%	1%	2%	4%	1%
Waterloo & City	2%	2%	8%	7%	6%