

YouGov Survey Results

Sample Size: 1209 London adults (aged 18+)
 Fieldwork: 7th - 9th April 2014

	Voting Intention				2010 Vote			Gender		Age				Social grade	
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Weighted Sample 1209	x	x	x	x	347	363	201	596	613	145	433	388	243	706	503
Unweighted Sample 1209	334	349	70	126	387	287	213	585	624	143	406	352	308	796	413
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think 30 St Mary Axe, commonly known as 'the Gherkin', which was completed in 2003, has changed London's skyline for the better or changed it for the worse?

Changed the skyline for the better	52	63	50	66	37	50	55	64	54	51	60	58	47	47	58	44
Not made much difference	29	24	32	20	40	30	27	23	29	29	21	29	34	26	26	33
Changed the skyline for the worse	11	8	13	10	20	13	13	9	10	12	8	5	14	20	11	12
Don't know	7	5	5	4	3	7	5	3	7	7	12	8	5	7	4	12

Do you think 20 Fenchurch Street, commonly known as 'the Walkie-Talkie', which will be completed this month, has changed London's skyline for the better or changed it for the worse?

Changed the skyline for the better	25	34	25	25	14	22	29	25	28	23	35	30	23	15	28	21
Not made much difference	25	25	30	24	25	25	25	26	26	24	23	29	25	20	24	27
Changed the skyline for the worse	36	33	34	43	55	45	34	38	35	38	27	26	40	55	41	30
Don't know	13	9	12	9	6	8	11	11	11	15	15	15	12	11	7	22

Do you think The Shard, which was completed in 2012, has changed London's skyline for the better or changed it for the worse?

Changed the skyline for the better	57	70	53	64	54	64	56	68	59	56	63	58	54	58	63	49
Not made much difference	21	19	23	14	18	19	23	16	20	21	15	23	22	18	19	23
Changed the skyline for the worse	15	9	17	15	25	14	17	13	15	15	9	11	19	20	15	15
Don't know	7	2	7	6	2	3	4	3	7	8	13	8	5	5	3	14