

YouGov - London skyline

Sample Size: 1134 London Adults

Fieldwork: 15th - 18th April 2019

	Gender		Age				Social Grade		London Region (1)					London Region (2)		
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West	Inner London	Outer London
Weighted Sample	1135	554	581	125	609	230	171	668	467	216	156	225	313	226	375	760
Unweighted Sample	1134	467	667	133	542	284	174	792	342	226	164	232	312	200	392	742
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	7-9 April '14	15-18 April '19															
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	43	44	43	56	49	38	19	48	37	42	48	37	47	43	49	40
Not made much difference	29	28	26	30	12	25	32	44	25	32	20	28	38	26	29	17	33
Changed the skyline for the worse	11	14	16	11	9	10	15	27	14	14	21	11	14	11	11	16	12
Don't know	7	15	14	16	24	15	14	11	14	17	17	13	11	16	17	17	14
Do you think 20 Fenchurch Street, commonly known as 'the Walkie-Talkie', which was completed in 2014, has changed London's skyline for the better or changed it for the worse?																	
Changed the skyline for the better	25	22	24	20	20	27	20	7	25	17	20	26	18	28	17	25	20
Not made much difference	25	30	30	29	30	28	32	31	27	33	32	24	32	28	30	28	31
Changed the skyline for the worse	36	21	21	21	14	18	22	34	22	19	22	19	25	16	24	21	21
Don't know	13	28	24	31	36	27	26	28	25	31	25	30	25	28	30	26	28
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	51	51	51	57	56	45	35	55	44	53	48	49	50	55	55	49
Not made much difference	21	23	22	23	17	18	29	35	21	25	23	29	20	23	20	19	24
Changed the skyline for the worse	15	14	16	12	3	13	16	22	13	15	11	13	20	12	13	11	15
Don't know	7	13	11	14	22	13	10	8	10	16	13	11	11	14	12	14	12

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Weighted Sample	1135	554	581	125	609	230	171	668	467	216	156	225	313	226	375	760
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think 122 Leadenhall Street, commonly known as 'the Cheesegrater', which was completed in 2014, has changed London's skyline for the better or changed it for the

Changed the skyline for the better	19	22	17	16	24	17	9	23	14	19	20	16	22	19	22	18
Not made much difference	33	35	32	37	31	33	38	31	36	35	30	39	28	34	30	35
Changed the skyline for the worse	19	20	18	7	17	19	36	18	20	20	19	19	19	17	21	18
Don't know	29	24	33	40	29	31	17	27	31	26	31	25	30	31	28	29

Do you think St Paul's Cathedral, which was completed in 1708, has changed London's skyline for the better or changed it for the

Changed the skyline for the better	70	71	69	59	69	76	75	74	64	69	76	73	63	73	68	71
Not made much difference	17	17	16	18	17	14	18	14	20	18	14	15	19	15	17	16
Changed the skyline for the worse	1	1	2	1	1	1	2	2	1	1	1	2	1	1	1	2
Don't know	12	11	13	22	13	9	5	10	15	11	9	9	16	12	14	11

Shown is an image of the Tulip, a building which was recently granted planning permission and is scheduled for completion in 2025. Do you think the Tulip would change London's skyline for the better or change it for the worse?

Would change the skyline for the better	37	41	34	42	42	39	14	41	33	39	48	34	36	34	42	35
Not make much difference	22	20	24	13	19	23	38	21	24	17	18	19	27	24	17	24
Would change the skyline for the worse	32	31	33	30	29	30	43	31	32	34	27	39	25	34	30	32
Don't know	9	9	10	15	10	8	5	7	12	10	7	9	12	7	11	9