

YouGov Survey Results

Sample Size: 1012

Fieldwork: 7th - 9th July 2010

	Total	Gender		Age					Social Grade		Region	
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	Inner London	Outer London
Unweighted Base	1012	509	503	66	218	160	136	432	695	317	331	681
Base	1012	482	530	120	261	189	158	283	607	405	328	684

Boris Johnson has proposed the idea of introducing travel by cable car in London across the River Thames... To what extent do you think this is a good or bad idea?

Very good idea	15%	16%	15%	12%	16%	14%	14%	17%	15%	16%	18%	14%
Good idea	40%	44%	36%	39%	36%	37%	42%	44%	41%	38%	42%	39%
Bad idea	18%	15%	21%	18%	21%	20%	12%	18%	19%	18%	17%	19%
Very bad idea	10%	11%	8%	10%	8%	16%	10%	6%	9%	10%	8%	10%
Don't know	17%	14%	20%	21%	19%	13%	22%	15%	17%	18%	15%	18%

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	Total	Working Status					Marital Status					
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Unweighted Base	1012	528	125	32	214	37	76	421	136	93	45	311
Base	1012	556	120	52	149	44	91	378	138	79	29	383

Boris Johnson has proposed the idea of introducing travel by cable car in London across the River Thames... To what extent do you think this is a good or bad idea?

Very good idea	15%	15%	15%	9%	18%	2%	19%	15%	15%	20%	21%	14%
Good idea	40%	38%	42%	43%	47%	41%	30%	41%	40%	38%	42%	38%
Bad idea	18%	20%	10%	12%	15%	30%	22%	18%	18%	20%	10%	20%
Very bad idea	10%	11%	9%	7%	6%	9%	12%	9%	11%	4%	14%	10%
Don't know	17%	16%	24%	28%	13%	18%	17%	16%	16%	18%	13%	19%