THE TULIP PROJECT – THE TULIP SURVEY

Methodology: ComRes interviewed 1,011 London adults aged 18+ online between 13th and 18th December 2018. Data were weighted to be demographically representative of all London adults. ComRes is a member of the British Polling Council and abides by its rules.

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The Tulip Survey
ONLINE Fieldwork: 13th-18th December 2018

Absolutes/col percents

Table 1
Q1. The Tulip is a proposed development of a 305m/1,000ft tower in the City of London next to the Gherkin (shown below). Before today, to what extent, if at all, had you heard of the proposed plans for The Tulip?
Base: All respondents

| | | Gender | | Age | | | | | | Age II | | | Social Grade | | | | Region | | | | | Ethnicity | | Working status | | Tenure | | |
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Cen-tral	East	North	South	West	White	Non-White	Work FT/PT	Not work-ing	Own home	Rented coun-cil/HA	Rented pri-vate
Unweighted base	1011	515	496	133	220	209	172	123	154	353	381	277	464	312	106	129	184	298	121	183	225	540	450	703	308	569	216	203
Weighted base	1011	505	506	153	245	194	163	112	143	398	357	256	439	309	104	160	184	317	112	184	214	574	416	596	415	506	232	263
I had not heard of The Tulip	597	268	329	101	142	113	107	67	68	242	220	135	235	186	70	106	102	192	69	114	120	313	270	336	261	279	148	162
	59%	53%	65%	66%	58%	58%	65%	60%	47%	61%	62%	53%	54%	60%	67%	66%	55%	61%	62%	62%	56%	54%	65%	56%	63%	55%	64%	62%
NET: Heard of	414	237	177	53	103	81	57	45	75	156	138	121	204	122	34	54	82	124	43	70	94	262	146	260	154	226	85	100
	41%	47%	35%	34%	42%	42%	35%	40%	53%	39%	38%	47%	46%	40%	33%	34%	45%	39%	38%	38%	44%	46%	35%	44%	37%	45%	36%	38%
I had heard of The Tulip but I know nothing about it	202	103	98	21	41	46	29	20	44	62	76	64	86	63	19	34	34	56	22	35	55	112	86	107	95	107	53	41
	20%	20%	19%	14%	17%	24%	18%	18%	31%	16%	21%	25%	20%	20%	19%	21%	19%	18%	20%	19%	26%	20%	21%	18%	23%	21%	23%	15%
NET: Heard of and know at least a little about it	212	134	79	32	62	34	27	25	31	94	62	57	118	59	15	20	48	68	21	36	40	149	60	153	59	119	31	60
	21%	26%	16%	21%	25%	18%	17%	22%	22%	24%	17%	22%	27%	19%	14%	12%	26%	21%	19%	19%	19%	26%	14%	26%	14%	24%	13%	23%
I had heard of The Tulip and I know a little about it	192	122	69	29	50	30	27	24	31	79	57	56	104	55	13	19	42	63	18	34	35	141	47	135	56	105	28	58
	19%	24%	14%	19%	20%	15%	17%	22%	22%	20%	16%	22%	24%	18%	13%	12%	23%	20%	16%	18%	16%	25%	11%	23%	14%	21%	12%	22%
I had heard of The Tulip and I know a lot about it	21	11	9	2	13	5	-	1	-	15	5	1	14	4	1	1	6	5	3	2	5	8	12	18	3	15	3	2
	2%	2%	2%	1%	5%	2%	-	1%	-	4%	1%	*	3%	1%	1%	1%	3%	1%	3%	1%	2%	1%	3%	3%	1%	3%	1%	1%
NET: Not heard/ Know nothing about	799	372	427	122	183	160	136	87	112	304	296	199	321	249	89	140	136	249	91	148	175	425	356	443	355	386	201	203
	79%	74%	84%	79%	75%	82%	83%	78%	78%	76%	83%	78%	73%	81%	86%	88%	74%	79%	81%	81%	81%	74%	86%	74%	86%	76%	87%	77%

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Table 1
Q1. The Tulip is a proposed development of a 305m/1,000ft tower in the City of London next to the Gherkin (shown below). Before today, to what extent, if at all, had you heard of the proposed plans for The Tulip?
Base: All respondents

| | Total | Awareness of Tulip | | | | | | | Tulip as Addition to London Skyline | | First Preference Vote in Last London Mayor Election | | | | | | Vote in the Runoff | |
		Not heard of	Heard of but know nothing about it	Heard of and I know a little about it	Heard of and I know a lot about it	NET: Heard of	NET: Know about	NET: Not heard/ Know nothing about	Attrac-tive	Un-attrac-tive	Sadiq Khan	Zac Gold-smith	Siân Berry	Carol-ine Pidgeon	Another candi-date	Did not vote	Sadiq Khan	Zac Gold-smith
Unweighted base	1011	583	204	201	23	428	224	787	665	297	398	225	28	59	17	196	434	245
Weighted base	1011	597	202	192	21	414	212	799	656	306	391	207	31	57	19	215	428	225
I had not heard of The Tulip	597	597	-	-	-	-	-	597	383	179	221	103	18	28	12	157	240	113
	59%	100%	-	-	-	-	-	75%	58%	59%	57%	50%	58%	50%	64%	73%	56%	50%
NET: Heard of	414	-	202	192	21	414	212	202	273	127	170	104	13	29	7	58	188	112
	41%	-	100%	100%	100%	100%	100%	25%	42%	41%	43%	50%	42%	50%	36%	27%	44%	50%
I had heard of The Tulip but I know nothing about it	202	-	202	-	-	202	-	202	129	61	79	48	3	10	5	32	83	50
	20%	-	100%	-	-	49%	-	25%	20%	20%	20%	23%	10%	18%	23%	15%	19%	22%
NET: Heard of and know at least a little about it	212	-	-	192	21	212	212	-	144	65	91	55	10	19	2	26	104	61
	21%	-	-	100%	100%	51%	100%	-	22%	21%	23%	27%	32%	32%	13%	12%	24%	27%
I had heard of The Tulip and I know a little about it	192	-	-	192	-	192	192	-	127	62	81	51	9	15	2	25	93	57
	19%	-	-	100%	-	46%	90%	-	19%	20%	21%	24%	29%	26%	13%	11%	22%	25%
I had heard of The Tulip and I know a lot about it	21	-	-	-	21	21	21	-	17	3	10	5	1	4	-	2	11	5
	2%	-	-	-	100%	5%	10%	-	3%	1%	2%	2%	3%	6%	-	1%	3%	2%
NET: Not heard/ Know nothing about	799	597	202	-	-	202	-	799	512	241	300	151	21	39	17	189	323	164
	79%	100%	100%	-	-	49%	-	100%	78%	79%	77%	73%	68%	68%	87%	88%	76%	73%

Prepared by ComRes

The Tulip Survey
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Table 2
Q2. The Tulip aims to provide a visitor and cultural attraction, a viewing platform, a 'classroom in the sky', new bars and restaurants, and a gondolier ride taking visitors around the outside of the top of the building. To what extent do you think The Tulip would have a positive or negative impact on each of the following?
Base: All respondents
Summary table

		London overall	The number of tourists in London	The City of London's attractiveness as a visitor and cultural destination	The economy of London	The economy of the City of London
Unweighted base		1011	1011	1011	1011	1011
Weighted base		1011	1011	1011	1011	1011
NET: Positive		602	620	696	591	636
		60%	61%	69%	58%	63%
Very positive	(+2)	206	219	253	180	205
		20%	22%	25%	18%	20%
Somewhat positive	(+1)	395	401	442	411	431
		39%	40%	44%	41%	43%
No difference	(0)	275	327	206	296	260
		27%	32%	20%	29%	26%
Somewhat negative	(-1)	62	16	35	26	21
		6%	2%	3%	3%	2%
Very negative	(-2)	29	7	32	15	20
		3%	1%	3%	1%	2%
NET: Negative		91	22	67	41	41
		9%	2%	7%	4%	4%
Don't know		43	42	43	82	74
		4%	4%	4%	8%	7%
Mean		0.71	0.84	0.88	0.77	0.83
Standard deviation		0.97	0.81	0.95	0.85	0.86
Standard error		0.03	0.03	0.03	0.03	0.03

Prepared by ComRes

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Absolutes/col percents

Table 3
Q2. The Tulip aims to provide a visitor and cultural attraction, a viewing platform, a 'classroom in the sky', new bars and restaurants, and a gondolier ride taking visitors around the outside of the top of the building. To what extent do you think The Tulip would have a positive or negative impact on each of the following?
Base: All respondents
London overall

		Total	Gender		Age						Age II			Social Grade				Region					Ethnicity		Working status		Tenure		
---	---	---	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Unweighted base		1011	515	496	133	220	209	172	123	154	353	381	277	464	312	106	129	184	298	121	183	225	540	450	703	308	569	216	203
Weighted base		1011	505	506	153	245	194	163	112	143	398	357	256	439	309	104	160	184	317	112	184	214	574	416	596	415	506	232	263
NET: Positive		602	312	289	77	173	117	94	63	78	250	211	141	275	182	61	84	100	192	75	96	138	305	286	387	214	316	127	154
		60%	62%	57%	50%	70%	60%	57%	56%	54%	63%	59%	55%	63%	59%	59%	52%	55%	61%	67%	52%	64%	53%	69%	65%	52%	62%	55%	58%
Very positive	(+2)	206	121	85	20	60	50	30	18	28	80	80	47	89	63	26	28	38	54	29	34	51	96	106	140	66	106	47	51
		20%	24%	17%	13%	24%	26%	18%	16%	20%	20%	22%	18%	20%	20%	25%	17%	20%	17%	26%	19%	24%	17%	26%	23%	16%	21%	20%	20%
Somewhat positive	(+1)	395	191	204	57	113	67	63	45	50	170	131	95	186	119	34	56	63	138	46	62	87	209	179	247	148	209	80	102
		39%	38%	40%	37%	46%	35%	39%	40%	35%	43%	37%	37%	42%	39%	33%	35%	34%	44%	41%	34%	40%	36%	43%	41%	36%	41%	34%	39%
No difference	(0)	275	133	142	52	48	55	48	32	40	99	103	72	114	87	25	49	56	87	27	58	48	182	89	143	132	123	74	75
		27%	26%	28%	34%	20%	28%	29%	28%	28%	25%	29%	28%	26%	28%	24%	31%	31%	27%	24%	31%	22%	32%	21%	24%	32%	24%	32%	29%
Somewhat negative	(-1)	62	25	38	12	12	7	9	5	18	23	16	23	24	21	6	12	9	16	5	17	16	43	17	26	36	38	12	12
		6%	5%	7%	8%	5%	4%	6%	5%	12%	6%	4%	9%	5%	7%	5%	7%	5%	5%	4%	9%	8%	7%	4%	4%	9%	7%	5%	5%
Very negative	(-2)	29	17	12	2	3	5	5	8	6	5	10	14	17	6	*	6	10	8	2	6	3	23	6	19	9	13	4	10
		3%	3%	2%	1%	1%	3%	3%	7%	4%	1%	3%	5%	4%	2%	*	4%	5%	2%	2%	3%	1%	4%	1%	3%	2%	3%	2%	4%
NET: Negative		91	41	50	14	15	12	14	13	24	29	25	37	41	26	6	18	19	23	7	23	19	66	23	45	46	51	17	22
		9%	8%	10%	9%	6%	6%	8%	12%	17%	7%	7%	14%	9%	9%	6%	11%	10%	7%	6%	12%	9%	11%	5%	8%	11%	10%	7%	8%
Don't know		43	19	25	11	10	10	8	4	1	20	18	5	9	13	12	9	8	15	4	8	10	21	18	21	22	16	15	12
		4%	4%	5%	7%	4%	5%	5%	4%	1%	5%	5%	2%	2%	4%	11%	6%	4%	5%	3%	4%	5%	4%	4%	4%	5%	3%	6%	5%
Mean		0.71	0.77	0.65	0.57	0.91	0.82	0.68	0.56	0.54	0.78	0.75	0.55	0.71	0.72	0.88	0.59	0.62	0.71	0.87	0.58	0.82	0.57	0.91	0.80	0.57	0.73	0.70	0.69
Standard deviation		0.97	0.99	0.94	0.89	0.88	0.97	0.95	1.06	1.08	0.90	0.96	1.07	0.99	0.94	0.92	1.00	1.06	0.90	0.93	1.02	0.95	1.00	0.89	0.97	0.96	0.98	0.94	0.98
Standard error		0.03	0.04	0.04	0.08	0.06	0.07	0.07	0.10	0.09	0.05	0.05	0.06	0.05	0.05	0.09	0.09	0.08	0.05	0.09	0.08	0.06	0.04	0.04	0.04	0.06	0.04	0.07	0.07

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Absolutes/col percents

Table 3
Q2. The Tulip aims to provide a visitor and cultural attraction, a viewing platform, a 'classroom in the sky', new bars and restaurants, and a gondolier ride taking visitors around the outside of the top of the building. To what extent do you think The Tulip would have a positive or negative impact on each of the following?
Base: All respondents
London overall

		Total	Awareness of Tulip							Tulip as Addition to London Skyline		First Preference Vote in Last London Mayor Election						Vote in the Runoff	
			Not heard of	Heard of but know nothing about it	Heard of and I know a little about it	Heard of and I know a lot about it	NET: Heard of	NET: Know about	NET: Not heard/ Know nothing about	Attrac-tive	Un-attrac-tive	Sadiq Khan	Zac Gold-smith	Siân Berry	Carol-ine Pidgeon	Another candi-date	Did not vote	Sadiq Khan	Zac Gold-smith
Unweighted base		1011	583	204	201	23	428	224	787	665	297	398	225	28	59	17	196	434	245
Weighted base		1011	597	202	192	21	414	212	799	656	306	391	207	31	57	19	215	428	225
NET: Positive		602 60%	352 59%	120 60%	113 59%	16 79%	249 60%	129 61%	473 59%	515 79%	75 25%	252 64%	130 63%	14 44%	40 69%	8 40%	112 52%	267 62%	145 64%
Very positive	(+2)	206 20%	114 19%	43 22%	41 21%	8 39%	92 22%	49 23%	158 20%	198 30%	7 2%	91 23%	53 26%	2 7%	9 16%	4 20%	36 17%	96 23%	58 26%
Somewhat positive	(+1)	395 39%	238 40%	77 38%	72 38%	8 40%	157 38%	80 38%	315 39%	317 48%	69 23%	161 41%	78 38%	11 37%	31 53%	4 19%	76 35%	171 40%	86 38%
No difference	(0)	275 27%	161 27%	64 32%	46 24%	4 18%	114 28%	50 24%	225 28%	111 17%	138 45%	93 24%	50 24%	11 36%	13 22%	10 53%	67 31%	106 25%	53 24%
Somewhat negative	(-1)	62 6%	37 6%	11 6%	15 8%	-	26 6%	15 7%	48 6%	9 1%	53 17%	24 6%	17 8%	* 1%	3 6%	1 5%	12 6%	26 6%	17 8%
Very negative	(-2)	29 3%	15 2%	2 1%	12 6%	1 3%	14 3%	12 6%	17 2%	4 1%	25 8%	7 2%	8 4%	6 19%	2 3%	-	4 2%	14 3%	8 4%
NET: Negative		91 9%	51 9%	13 7%	26 14%	1 3%	40 10%	27 13%	64 8%	13 2%	77 25%	31 8%	24 12%	6 20%	5 8%	1 5%	16 7%	40 9%	25 11%
Don't know		43 4%	33 6%	4 2%	7 3%	-	11 3%	7 3%	37 5%	17 3%	15 5%	14 4%	2 1%	-	-	1 3%	20 9%	15 3%	2 1%
Mean		0.71	0.71	0.75	0.63	1.13	0.71	0.68	0.72	1.09	-0.07	0.81	0.74	0.12	0.74	0.57	0.65	0.75	0.76
Standard deviation		0.97	0.95	0.90	1.10	0.91	1.00	1.09	0.93	0.77	0.92	0.94	1.05	1.21	0.89	0.89	0.91	0.99	1.04
Standard error		0.03	0.04	0.06	0.08	0.19	0.05	0.07	0.03	0.03	0.05	0.05	0.07	0.23	0.12	0.22	0.07	0.05	0.07

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Absolutes/col percents

Table 4
Q2. The Tulip aims to provide a visitor and cultural attraction, a viewing platform, a 'classroom in the sky', new bars and restaurants, and a gondolier ride taking visitors around the outside of the top of the building. To what extent do you think The Tulip would have a positive or negative impact on each of the following?
Base: All respondents
The number of tourists in London

		Total	Gender Male	Gender Female	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+	Age II 18-34	Age II 35-54	Age II 55+	Social Grade AB	Social Grade C1	Social Grade C2	Social Grade DE	Region Central	Region East	Region North	Region South	Region West	Ethnicity White	Ethnicity Non-White	Working status Work FT/PT	Working status Not working	Tenure Own home	Tenure Rented council/HA	Tenure Rented private
Unweighted base		1011	515	496	133	220	209	172	123	154	353	381	277	464	312	106	129	184	298	121	183	225	540	450	703	308	569	216	203
Weighted base		1011	505	506	153	245	194	163	112	143	398	357	256	439	309	104	160	184	317	112	184	214	574	416	596	415	506	232	263
NET: Positive		620 61%	308 61%	312 62%	86 56%	174 71%	123 63%	96 59%	62 55%	80 56%	259 65%	219 61%	142 56%	276 63%	193 63%	65 63%	85 53%	103 56%	199 63%	70 62%	113 61%	135 63%	310 54%	299 72%	383 64%	237 57%	316 63%	143 62%	155 59%
Very positive	(+2)	219 22%	108 21%	111 22%	19 13%	77 31%	42 22%	37 23%	20 18%	22 16%	96 24%	80 22%	43 17%	93 21%	72 23%	22 21%	31 19%	42 23%	64 20%	25 23%	35 19%	53 25%	96 17%	117 28%	147 25%	72 17%	107 21%	49 21%	61 23%
Somewhat positive	(+1)	401 40%	200 39%	202 40%	66 43%	97 40%	81 42%	58 36%	42 37%	58 40%	163 41%	139 39%	99 39%	182 42%	121 39%	43 42%	55 34%	61 33%	135 43%	45 40%	78 42%	83 39%	214 37%	182 44%	236 40%	165 40%	209 41%	94 41%	94 36%
No difference	(0)	327 32%	171 34%	155 31%	50 32%	60 25%	57 29%	60 37%	44 39%	56 39%	110 28%	117 33%	100 39%	148 34%	91 29%	30 29%	59 37%	71 39%	103 33%	34 30%	54 29%	65 30%	238 41%	85 21%	180 30%	146 35%	168 33%	66 29%	90 34%
Somewhat negative	(-1)	16 2%	7 1%	9 2%	7 5%	2 1%	3 1%	-	-	4 2%	9 2%	3 1%	4 1%	6 1%	9 3%	-	-	4 2%	4 1%	3 3%	4 2%	1 *	10 2%	6 2%	7 1%	9 2%	7 1%	2 1%	6 2%
Very negative	(-2)	7 1%	1 *	5 1%	1 1%	1 *	1 *	2 1%	2 2%	-	2 *	2 1%	2 1%	2 1%	2 1%	*	2 1%	1 *	1 *	-	4 2%	1 *	4 1%	2 1%	5 1%	1 *	2 *	3 1%	1 *
NET: Negative		22 2%	8 2%	14 3%	8 5%	3 1%	4 2%	2 1%	2 2%	4 2%	11 3%	5 1%	6 2%	9 2%	11 4%	*	2 1%	5 3%	5 2%	3 3%	7 4%	2 1%	14 2%	9 2%	12 2%	10 2%	10 2%	5 2%	7 3%
Don't know		42 4%	18 4%	24 5%	10 7%	8 3%	10 5%	6 4%	4 4%	4 3%	18 4%	16 5%	8 3%	7 2%	13 4%	8 8%	14 9%	5 2%	10 3%	5 4%	10 6%	13 6%	13 2%	23 5%	21 4%	21 5%	12 2%	18 8%	11 4%
Mean		0.84	0.83	0.84	0.67	1.04	0.87	0.83	0.72	0.71	0.90	0.85	0.71	0.83	0.86	0.91	0.77	0.78	0.83	0.86	0.79	0.92	0.69	1.03	0.89	0.75	0.83	0.86	0.82
Standard deviation		0.81	0.79	0.84	0.80	0.81	0.80	0.83	0.84	0.76	0.82	0.81	0.79	0.80	0.84	0.76	0.83	0.85	0.78	0.81	0.86	0.79	0.80	0.80	0.83	0.79	0.80	0.83	0.84
Standard error		0.03	0.04	0.04	0.07	0.06	0.06	0.06	0.08	0.06	0.05	0.04	0.05	0.04	0.05	0.08	0.08	0.06	0.05	0.08	0.07	0.05	0.03	0.04	0.03	0.05	0.03	0.06	0.06

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ONLINE Fieldwork: 13th-18th December 2018

Table 4
Q2. The Tulip aims to provide a visitor and cultural attraction, a viewing platform, a 'classroom in the sky', new bars and restaurants, and a gondolier ride taking visitors around the outside of the top of the building. To what extent do you think The Tulip would have a positive or negative impact on each of the following?
Base: All respondents
The number of tourists in London

| | | Total | Awareness of Tulip | | | | | | | Tulip as Addition to London Skyline | | First Preference Vote in Last London Mayor Election | | | | | | Vote in the Runoff | |
			Not heard of	Heard of but know nothing about it	Heard of and I know a little about it	Heard of and I know a lot about it	NET: Heard of	NET: Know about	NET: Not heard/ Know nothing about	Attrac-tive	Un-attrac-tive	Sadiq Khan	Zac Gold-smith	Siân Berry	Carol-ine Pidgeon	Another candi-date	Did not vote	Sadiq Khan	Zac Gold-smith
Unweighted base		1011	583	204	201	23	428	224	787	665	297	398	225	28	59	17	196	434	245
Weighted base		1011	597	202	192	21	414	212	799	656	306	391	207	31	57	19	215	428	225
NET: Positive		620 61%	374 63%	113 56%	118 62%	15 74%	246 59%	133 63%	487 61%	505 77%	105 34%	251 64%	139 67%	13 41%	34 60%	9 44%	118 55%	270 63%	151 67%
Very positive	(+2)	219 22%	133 22%	41 20%	36 19%	9 44%	86 21%	45 21%	174 22%	204 31%	12 4%	94 24%	53 26%	2 5%	7 12%	3 14%	44 20%	97 23%	55 25%
Somewhat positive	(+1)	401 40%	241 40%	72 36%	82 43%	6 29%	160 39%	88 42%	313 39%	301 46%	93 30%	157 40%	86 41%	11 36%	27 47%	6 30%	74 34%	174 41%	96 43%
No difference	(0)	327 32%	176 30%	80 40%	66 34%	4 21%	151 36%	70 33%	256 32%	129 20%	169 55%	115 30%	60 29%	18 59%	21 38%	9 49%	77 36%	133 31%	65 29%
Somewhat negative	(-1)	16 2%	12 2%	1 *	3 2%	- -	4 1%	3 1%	13 2%	8 1%	7 2%	8 2%	4 2%	- -	- -	- -	4 2%	8 2%	4 2%
Very negative	(-2)	7 1%	5 1%	- -	1 *	1 3%	1 *	1 1%	5 1%	1 *	6 2%	1 *	3 1%	- -	1 2%	- -	2 1%	1 *	3 1%
NET: Negative		22 2%	17 3%	1 *	4 2%	1 3%	5 1%	4 2%	18 2%	9 1%	13 4%	9 2%	6 3%	- -	1 2%	- -	6 3%	9 2%	6 3%
Don't know		42 4%	30 5%	8 4%	4 2%	1 3%	12 3%	4 2%	38 5%	13 2%	20 6%	15 4%	2 1%	- -	1 1%	1 7%	14 7%	16 4%	3 1%
Mean		0.84	0.85	0.79	0.79	1.15	0.81	0.83	0.84	1.09	0.35	0.89	0.90	0.47	0.69	0.63	0.76	0.87	0.89
Standard deviation		0.81	0.83	0.78	0.78	0.98	0.79	0.80	0.82	0.76	0.69	0.81	0.85	0.61	0.75	0.76	0.85	0.80	0.84
Standard error		0.03	0.04	0.06	0.06	0.21	0.04	0.05	0.03	0.03	0.04	0.04	0.06	0.11	0.10	0.19	0.06	0.04	0.05

Prepared by ComRes

ComRes

The Tulip Survey
ONLINE Fieldwork: 13th-18th December 2018

Table 5

Q2. The Tulip aims to provide a visitor and cultural attraction, a viewing platform, a 'classroom in the sky', new bars and restaurants, and a gondolier ride taking visitors around the outside of the top of the building. To what extent do you think The Tulip would have a positive or negative impact on each of the following?
Base: All respondents
The City of London's attractiveness as a visitor and cultural destination

		Total	Gender Male	Gender Female	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+	Age II 18-34	Age II 35-54	Age II 55+	Social Grade AB	Social Grade C1	Social Grade C2	Social Grade DE	Region Central	Region East	Region North	Region South	Region West	Ethnicity White	Ethnicity Non-White	Working status Work FT/PT	Working status Not working	Tenure Own home	Tenure Rented council/HA	Tenure Rented private
Unweighted base		1011	515	496	133	220	209	172	123	154	353	381	277	464	312	106	129	184	298	121	183	225	540	450	703	308	569	216	203
Weighted base		1011	505	506	153	245	194	163	112	143	398	357	256	439	309	104	160	184	317	112	184	214	574	416	596	415	506	232	263
NET: Positive		696	364	332	99	185	140	110	71	91	284	250	161	303	222	72	98	115	216	82	126	156	367	315	427	269	349	159	182
		69%	72%	66%	65%	75%	72%	68%	63%	63%	71%	70%	63%	69%	72%	69%	62%	63%	68%	73%	69%	73%	64%	76%	72%	65%	69%	68%	69%
Very positive	(+2)	253	142	111	32	81	45	41	25	29	113	86	54	105	87	30	32	42	75	35	36	65	118	131	172	81	122	58	72
		25%	28%	22%	21%	33%	23%	25%	22%	20%	28%	24%	21%	24%	28%	28%	20%	23%	24%	31%	20%	30%	21%	32%	29%	19%	24%	25%	27%
Somewhat positive	(+1)	442	222	221	68	103	94	70	46	62	171	164	107	198	135	42	67	73	141	47	90	91	249	184	255	188	227	101	110
		44%	44%	44%	44%	42%	49%	43%	41%	43%	43%	46%	42%	45%	44%	41%	42%	40%	45%	42%	49%	42%	43%	44%	43%	45%	45%	43%	42%
No difference	(0)	206	99	106	33	41	30	37	28	37	74	67	66	98	50	19	39	48	64	19	39	36	150	54	101	105	111	42	51
		20%	20%	21%	22%	17%	15%	23%	25%	26%	18%	19%	26%	22%	16%	19%	24%	26%	20%	17%	21%	17%	26%	13%	17%	25%	22%	18%	19%
Somewhat negative	(-1)	35	11	24	7	6	5	7	5	6	12	12	11	16	15	-	4	5	13	5	6	6	19	16	26	9	19	7	8
		3%	2%	5%	4%	2%	3%	4%	4%	4%	3%	3%	4%	4%	5%	-	2%	3%	4%	4%	3%	3%	3%	4%	4%	2%	4%	3%	3%
Very negative	(-2)	32	14	18	2	6	7	4	4	8	8	11	12	15	7	*	9	8	9	4	6	4	24	8	20	12	14	9	7
		3%	3%	4%	2%	2%	4%	3%	4%	6%	2%	3%	5%	3%	2%	*	6%	4%	3%	4%	3%	2%	4%	2%	3%	3%	3%	4%	3%
NET: Negative		67	25	42	9	11	12	11	9	14	20	23	23	31	22	*	13	13	22	9	12	10	42	24	46	21	33	16	16
		7%	5%	8%	6%	5%	6%	7%	8%	10%	5%	7%	9%	7%	7%	*	8%	7%	7%	8%	7%	5%	7%	6%	8%	5%	7%	7%	6%
Don't know		43	17	26	12	9	12	5	4	1	21	17	5	7	14	12	10	7	13	3	6	13	14	22	23	20	13	16	13
		4%	3%	5%	8%	4%	6%	3%	4%	1%	5%	5%	2%	2%	5%	11%	6%	4%	4%	3%	3%	6%	2%	5%	4%	5%	2%	7%	5%
Mean		0.88	0.96	0.80	0.85	1.06	0.91	0.86	0.76	0.69	0.98	0.89	0.72	0.84	0.95	1.10	0.72	0.78	0.86	0.94	0.81	1.03	0.75	1.05	0.93	0.80	0.86	0.88	0.93
Standard deviation		0.95	0.91	0.98	0.88	0.91	0.94	0.94	0.99	1.02	0.90	0.94	1.01	0.95	0.94	0.76	1.03	0.99	0.95	1.01	0.92	0.89	0.97	0.91	0.98	0.89	0.93	0.98	0.95
Standard error		0.03	0.04	0.04	0.08	0.06	0.07	0.07	0.09	0.08	0.05	0.05	0.06	0.04	0.05	0.08	0.09	0.07	0.06	0.09	0.07	0.06	0.04	0.04	0.04	0.05	0.04	0.07	0.07

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Table 5
Q2. The Tulip aims to provide a visitor and cultural attraction, a viewing platform, a 'classroom in the sky', new bars and restaurants, and a gondolier ride taking visitors around the outside of the top of the building. To what extent do you think The Tulip would have a positive or negative impact on each of the following?
Base: All respondents
The City of London's attractiveness as a visitor and cultural destination

| | | Total | Awareness of Tulip | | | | | | | Tulip as Addition to London Skyline | | First Preference Vote in Last London Mayor Election | | | | | | Vote in the Runoff | |
			Not heard of	Heard of but know nothing about it	Heard of and I know a little about it	Heard of and I know a lot about it	NET: Heard of	NET: Know about	NET: Not heard/ Know nothing about	Attrac-tive	Un-attrac-tive	Sadiq Khan	Zac Gold-smith	Siân Berry	Carol-ine Pidgeon	Another candi-date	Did not vote	Sadiq Khan	Zac Gold-smith
Unweighted base		1011	583	204	201	23	428	224	787	665	297	398	225	28	59	17	196	434	245
Weighted base		1011	597	202	192	21	414	212	799	656	306	391	207	31	57	19	215	428	225
NET: Positive		696 69%	412 69%	134 66%	133 70%	16 77%	283 68%	149 70%	546 68%	558 85%	121 40%	286 73%	144 69%	15 50%	40 70%	15 77%	130 60%	303 71%	158 70%
Very positive	(+2)	253 25%	148 25%	40 20%	54 28%	12 59%	105 25%	66 31%	187 23%	243 37%	8 3%	115 29%	60 29%	3 9%	12 21%	6 29%	47 22%	119 28%	67 30%
Somewhat positive	(+1)	442 44%	265 44%	94 47%	80 42%	4 18%	178 43%	83 39%	359 45%	315 48%	113 37%	171 44%	83 40%	13 41%	28 49%	9 48%	83 39%	185 43%	91 40%
No difference	(0)	206 20%	111 19%	51 25%	41 21%	4 18%	95 23%	44 21%	162 20%	77 12%	108 35%	64 17%	42 20%	11 37%	13 22%	4 20%	54 25%	78 18%	46 20%
Somewhat negative	(-1)	35 3%	25 4%	5 3%	4 2%	- -	10 2%	4 2%	31 4%	5 1%	30 10%	14 4%	11 5%	1 3%	2 4%	-	4 2%	16 4%	11 5%
Very negative	(-2)	32 3%	14 2%	7 4%	9 5%	1 5%	17 4%	10 5%	22 3%	4 1%	27 9%	10 2%	10 5%	3 10%	2 4%	-	7 3%	13 3%	10 4%
NET: Negative		67 7%	39 7%	13 6%	13 7%	1 5%	27 7%	15 7%	52 7%	9 1%	57 19%	24 6%	20 10%	4 13%	5 8%	-	11 5%	29 7%	20 9%
Don't know		43 4%	34 6%	5 2%	4 2%	-	9 2%	4 2%	39 5%	12 2%	19 6%	16 4%	1 *	-	-	1 3%	20 9%	17 4%	1 *
Mean		0.88	0.90	0.78	0.88	1.26	0.85	0.92	0.87	1.22	0.15	0.98	0.84	0.36	0.79	1.09	0.81	0.92	0.87
Standard deviation		0.95	0.93	0.92	1.01	1.12	0.98	1.03	0.93	0.73	0.99	0.93	1.06	1.06	0.96	0.72	0.94	0.96	1.04
Standard error		0.03	0.04	0.07	0.07	0.23	0.05	0.07	0.03	0.03	0.06	0.05	0.07	0.20	0.13	0.18	0.07	0.05	0.07

The Tulip Survey
ONLINE Fieldwork: 13th-18th December 2018

Absolutes/col percents

Table 6
Q2. The Tulip aims to provide a visitor and cultural attraction, a viewing platform, a 'classroom in the sky', new bars and restaurants, and a gondolier ride taking visitors around the outside of the top of the building. To what extent do you think The Tulip would have a positive or negative impact on each of the following?
Base: All respondents
The economy of London

		Total	Gender Male	Gender Female	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+	Age II 18-34	Age II 35-54	Age II 55+	Social Grade AB	Social Grade C1	Social Grade C2	Social Grade DE	Region Central	Region East	Region North	Region South	Region West	Ethnicity White	Ethnicity Non-White	Working status Work FT/PT	Working status Not working	Tenure Own home	Tenure Rented council/HA	Tenure Rented private
Unweighted base		1011	515	496	133	220	209	172	123	154	353	381	277	464	312	106	129	184	298	121	183	225	540	450	703	308	569	216	203
Weighted base		1011	505	506	153	245	194	163	112	143	398	357	256	439	309	104	160	184	317	112	184	214	574	416	596	415	506	232	263
NET: Positive		591 58%	307 61%	284 56%	71 47%	161 66%	123 63%	100 61%	58 52%	78 55%	232 58%	223 62%	137 53%	268 61%	185 60%	61 59%	77 48%	95 52%	184 58%	66 59%	109 59%	138 64%	318 55%	263 63%	372 62%	219 53%	306 61%	128 55%	152 58%
Very positive	(+2)	180 18%	100 20%	81 16%	18 12%	65 26%	34 18%	25 15%	17 15%	21 15%	83 21%	59 17%	38 15%	82 19%	61 20%	20 20%	16 10%	33 18%	60 19%	24 21%	22 12%	42 20%	82 14%	95 23%	120 20%	60 14%	84 17%	39 17%	57 22%
Somewhat positive	(+1)	411 41%	208 41%	203 40%	53 35%	96 39%	89 46%	75 46%	41 37%	57 40%	149 37%	164 46%	98 39%	186 42%	124 40%	41 39%	61 38%	62 34%	124 39%	42 38%	87 47%	96 45%	236 41%	168 40%	252 42%	159 38%	222 44%	89 38%	95 36%
No difference	(0)	296 29%	149 29%	147 29%	53 35%	51 21%	51 26%	42 26%	42 37%	58 41%	104 26%	92 26%	100 39%	133 30%	80 26%	28 27%	54 34%	68 37%	94 30%	30 27%	59 32%	45 21%	196 34%	98 24%	158 26%	139 33%	153 30%	68 29%	75 28%
Somewhat negative	(-1)	26 3%	9 2%	18 3%	5 3%	12 5%	3 1%	3 2%	1 1%	3 2%	16 4%	6 2%	4 1%	11 3%	11 3%	1 1%	3 2%	7 4%	6 2%	1 1%	4 2%	8 4%	17 3%	9 2%	17 3%	9 2%	9 2%	9 4%	8 3%
Very negative	(-2)	15 1%	8 2%	7 1%	2 1%	1 *	5 2%	3 2%	5 4%	-	3 1%	8 2%	5 2%	6 1%	2 1%	1 1%	6 4%	4 2%	5 1%	1 *	2 1%	4 2%	9 2%	6 1%	10 2%	5 1%	3 *	7 3%	4 2%
NET: Negative		41 4%	17 3%	24 5%	7 4%	12 5%	7 4%	7 4%	5 5%	3 2%	19 5%	14 4%	8 3%	17 4%	13 4%	2 2%	9 6%	10 6%	11 3%	2 1%	7 4%	12 6%	26 5%	15 4%	28 5%	14 3%	11 2%	16 7%	12 4%
Don't know		82 8%	32 6%	50 10%	22 15%	21 9%	13 7%	15 9%	7 6%	4 3%	43 11%	28 8%	11 4%	21 5%	30 10%	12 12%	19 12%	10 6%	28 9%	14 13%	10 5%	19 9%	35 6%	40 10%	39 7%	43 10%	35 7%	21 9%	24 9%
Mean		0.77	0.81	0.73	0.62	0.95	0.80	0.78	0.62	0.69	0.83	0.79	0.66	0.78	0.83	0.86	0.55	0.65	0.79	0.90	0.70	0.84	0.68	0.89	0.81	0.70	0.80	0.68	0.81
Standard deviation		0.85	0.85	0.85	0.82	0.87	0.85	0.83	0.92	0.75	0.87	0.84	0.82	0.84	0.84	0.81	0.89	0.90	0.85	0.80	0.77	0.88	0.83	0.86	0.87	0.81	0.77	0.93	0.90
Standard error		0.03	0.04	0.04	0.08	0.06	0.06	0.07	0.09	0.06	0.05	0.04	0.05	0.04	0.05	0.08	0.08	0.07	0.05	0.08	0.06	0.06	0.04	0.04	0.03	0.05	0.03	0.07	0.07

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The Tulip Survey
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Table 6

Q2. The Tulip aims to provide a visitor and cultural attraction, a viewing platform, a 'classroom in the sky', new bars and restaurants, and a gondolier ride taking visitors around the outside of the top of the building. To what extent do you think The Tulip would have a positive or negative impact on each of the following?
Base: All respondents
The economy of London

		Total	Awareness of Tulip							Tulip as Addition to London Skyline		First Preference Vote in Last London Mayor Election						Vote in the Runoff	
			Not heard of	Heard of but know nothing about it	Heard of and I know a little about it	Heard of and I know a lot about it	NET: Heard of	NET: Know about	NET: Not heard/ Know nothing about	Attrac-tive	Un-attrac-tive	Sadiq Khan	Zac Gold-smith	Siân Berry	Carol-ine Pidgeon	Another candi-date	Did not vote	Sadiq Khan	Zac Gold-smith
Unweighted base		1011	583	204	201	23	428	224	787	665	297	398	225	28	59	17	196	434	245
Weighted base		1011	597	202	192	21	414	212	799	656	306	391	207	31	57	19	215	428	225
NET: Positive		591 58%	342 57%	118 58%	119 62%	12 60%	250 60%	132 62%	460 58%	470 72%	102 33%	241 62%	128 62%	16 52%	40 71%	13 66%	104 48%	262 61%	141 62%
Very positive	(+2)	180 18%	105 18%	31 15%	38 20%	7 35%	76 18%	45 21%	136 17%	170 26%	7 2%	77 20%	39 19%	3 9%	8 13%	3 18%	39 18%	82 19%	44 19%
Somewhat positive	(+1)	411 41%	237 40%	87 43%	82 43%	5 25%	174 42%	87 41%	324 41%	300 46%	95 31%	164 42%	89 43%	13 43%	33 57%	9 48%	65 30%	180 42%	97 43%
No difference	(0)	296 29%	165 28%	70 34%	56 29%	6 32%	132 32%	62 29%	234 29%	132 20%	145 47%	108 28%	66 32%	13 41%	15 26%	4 22%	69 32%	119 28%	71 32%
Somewhat negative	(-1)	26 3%	16 3%	4 2%	7 3%	- -	11 3%	7 3%	20 2%	11 2%	16 5%	10 3%	4 2%	1 4%	- -	- -	7 3%	13 3%	4 2%
Very negative	(-2)	15 1%	12 2%	1 *	2 1%	1 6%	3 1%	3 1%	12 2%	6 1%	9 3%	4 1%	3 2%	1 3%	1 1%	- -	5 2%	6 1%	3 2%
NET: Negative		41 4%	27 5%	5 2%	8 4%	1 6%	14 3%	9 4%	32 4%	16 2%	25 8%	14 4%	8 4%	2 7%	1 1%	- -	12 6%	18 4%	8 3%
Don't know		82 8%	64 11%	9 5%	9 4%	1 3%	19 4%	9 4%	73 9%	37 6%	33 11%	27 7%	5 2%	- -	1 2%	2 12%	30 14%	28 7%	6 2%
Mean		0.77	0.76	0.75	0.80	0.86	0.78	0.81	0.76	1.00	0.28	0.83	0.77	0.52	0.84	0.95	0.68	0.80	0.79
Standard deviation		0.85	0.87	0.76	0.84	1.11	0.81	0.87	0.84	0.80	0.76	0.83	0.85	0.84	0.69	0.69	0.94	0.85	0.84
Standard error		0.03	0.04	0.05	0.06	0.24	0.04	0.06	0.03	0.03	0.05	0.04	0.06	0.16	0.09	0.19	0.07	0.04	0.05

The Tulip Survey
ONLINE Fieldwork: 13th-18th December 2018

Table 7
Q2. The Tulip aims to provide a visitor and cultural attraction, a viewing platform, a 'classroom in the sky', new bars and restaurants, and a gondolier ride taking visitors around the outside of the top of the building. To what extent do you think The Tulip would have a positive or negative impact on each of the following?
Base: All respondents
The economy of the City of London

		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Unweighted base		1011	515	496	133	220	209	172	123	154	353	381	277	464	312	106	129	184	298	121	183	225	540	450	703	308	569	216	203
Weighted base		1011	505	506	153	245	194	163	112	143	398	357	256	439	309	104	160	184	317	112	184	214	574	416	596	415	506	232	263
NET: Positive		636	326	310	85	172	133	106	59	81	257	240	140	282	203	67	84	110	193	76	116	141	334	289	401	235	322	139	169
		63%	65%	61%	55%	70%	69%	65%	52%	57%	65%	67%	55%	64%	66%	65%	53%	60%	61%	67%	63%	66%	58%	70%	67%	57%	64%	60%	64%
Very positive	(+2)	205	112	93	17	73	39	31	17	27	90	71	44	91	73	18	22	41	66	25	28	45	98	102	137	68	94	49	61
		20%	22%	18%	11%	30%	20%	19%	15%	19%	23%	20%	17%	21%	24%	18%	14%	23%	21%	22%	15%	21%	17%	25%	23%	16%	18%	21%	23%
Somewhat positive	(+1)	431	214	217	67	99	94	75	42	54	167	169	96	191	130	49	62	69	127	51	89	96	236	187	265	167	229	90	109
		43%	42%	43%	44%	41%	48%	46%	37%	37%	42%	47%	37%	43%	42%	47%	39%	37%	40%	45%	48%	45%	41%	45%	44%	40%	45%	39%	41%
No difference	(0)	260	135	125	42	42	44	35	45	53	84	78	98	125	64	23	48	54	88	21	50	47	176	82	136	123	141	57	61
		26%	27%	25%	27%	17%	23%	21%	40%	37%	21%	22%	38%	28%	21%	22%	30%	29%	28%	19%	27%	22%	31%	20%	23%	30%	28%	24%	23%
Somewhat negative	(-1)	21	8	13	5	11	1	2	-	3	15	3	3	8	8	1	5	3	6	2	5	6	12	9	10	11	4	10	7
		2%	2%	3%	3%	4%	*	2%	-	2%	4%	1%	1%	2%	2%	1%	3%	1%	2%	2%	3%	3%	2%	2%	2%	3%	1%	4%	3%
Very negative	(-2)	20	9	11	2	3	5	3	5	1	5	9	6	8	3	-	9	5	7	1	3	4	11	9	12	8	4	8	5
		2%	2%	2%	1%	1%	3%	2%	4%	1%	1%	2%	2%	2%	1%	-	5%	3%	2%	*	2%	2%	2%	2%	2%	2%	1%	4%	2%
NET: Negative		41	17	24	7	14	6	6	5	4	20	12	8	16	10	1	14	7	13	2	8	10	23	18	22	19	8	18	12
		4%	3%	5%	4%	6%	3%	4%	4%	3%	5%	3%	3%	4%	3%	1%	9%	4%	4%	2%	5%	4%	4%	4%	4%	5%	2%	8%	5%
Don't know		74	27	47	20	17	11	16	5	6	37	27	10	16	32	13	14	12	23	13	9	17	42	26	36	38	34	19	21
		7%	5%	9%	13%	7%	6%	10%	4%	4%	9%	8%	4%	4%	10%	12%	9%	7%	7%	12%	5%	8%	7%	6%	6%	9%	7%	8%	8%
Mean		0.83	0.86	0.80	0.71	1.00	0.88	0.87	0.61	0.75	0.89	0.88	0.69	0.83	0.95	0.93	0.58	0.81	0.81	0.98	0.76	0.87	0.75	0.94	0.90	0.73	0.85	0.75	0.88
Standard deviation		0.86	0.86	0.87	0.79	0.91	0.85	0.85	0.90	0.82	0.87	0.85	0.86	0.86	0.83	0.71	0.99	0.92	0.89	0.77	0.82	0.86	0.85	0.88	0.86	0.86	0.77	0.99	0.89
Standard error		0.03	0.04	0.04	0.07	0.06	0.06	0.07	0.08	0.07	0.05	0.04	0.05	0.04	0.05	0.07	0.09	0.07	0.05	0.07	0.06	0.06	0.04	0.04	0.03	0.05	0.03	0.07	0.06

The Tulip Survey
ONLINE Fieldwork: 13th-18th December 2018

Table 7

Q2. The Tulip aims to provide a visitor and cultural attraction, a viewing platform, a 'classroom in the sky', new bars and restaurants, and a gondolier ride taking visitors around the outside of the top of the building. To what extent do you think The Tulip would have a positive or negative impact on each of the following?
Base: All respondents
The economy of the City of London

| | | Total | Awareness of Tulip | | | | | | | Tulip as Addition to London Skyline | | First Preference Vote in Last London Mayor Election | | | | | | Vote in the Runoff | |
			Not heard of	Heard of but know nothing about it	Heard of and I know a little about it	Heard of and I know a lot about it	NET: Heard of	NET: Know about	NET: Not heard/ Know nothing about	Attrac-tive	Un-attrac-tive	Sadiq Khan	Zac Gold-smith	Siân Berry	Carol-ine Pidgeon	Another candi-date	Did not vote	Sadiq Khan	Zac Gold-smith
Unweighted base		1011	583	204	201	23	428	224	787	665	297	398	225	28	59	17	196	434	245
Weighted base		1011	597	202	192	21	414	212	799	656	306	391	207	31	57	19	215	428	225
NET: Positive		636 63%	374 63%	127 63%	121 63%	14 66%	262 63%	135 63%	501 63%	495 75%	122 40%	255 65%	137 66%	17 54%	44 76%	15 80%	120 56%	277 65%	152 67%
Very positive	(+2)	205 20%	116 19%	39 19%	41 21%	8 40%	88 21%	49 23%	155 19%	189 29%	12 4%	88 23%	50 24%	2 7%	5 9%	4 23%	41 19%	91 21%	54 24%
Somewhat positive	(+1)	431 43%	258 43%	88 44%	80 42%	5 26%	173 42%	85 40%	346 43%	305 47%	111 36%	167 43%	87 42%	14 47%	38 67%	11 57%	79 37%	186 44%	97 43%
No difference	(0)	260 26%	142 24%	54 27%	57 30%	6 31%	118 28%	64 30%	196 25%	109 17%	133 43%	98 25%	57 28%	13 43%	12 21%	3 17%	54 25%	110 26%	61 27%
Somewhat negative	(-1)	21 2%	13 2%	6 3%	2 1%	- -	8 2%	2 1%	19 2%	10 2%	9 3%	8 2%	3 1%	- -	1 1%	- -	6 3%	8 2%	3 1%
Very negative	(-2)	20 2%	12 2%	3 2%	4 2%	1 3%	8 2%	4 2%	15 2%	6 1%	14 5%	5 1%	5 2%	1 3%	1 1%	- -	6 3%	8 2%	5 2%
NET: Negative		41 4%	25 4%	9 5%	6 3%	1 3%	16 4%	7 3%	34 4%	16 2%	23 8%	13 3%	8 4%	1 3%	1 2%	- -	12 6%	16 4%	8 4%
Don't know		74 7%	56 9%	11 5%	7 4%	- -	18 4%	7 3%	67 8%	37 6%	28 9%	24 6%	5 2%	- -	- -	1 3%	29 13%	25 6%	5 2%
Mean		0.83	0.84	0.80	0.83	1.01	0.83	0.84	0.83	1.07	0.35	0.88	0.86	0.55	0.82	1.06	0.77	0.85	0.88
Standard deviation		0.86	0.86	0.86	0.86	1.00	0.87	0.88	0.86	0.79	0.82	0.85	0.89	0.75	0.65	0.66	0.94	0.86	0.88
Standard error		0.03	0.04	0.06	0.06	0.21	0.04	0.06	0.03	0.03	0.05	0.04	0.06	0.14	0.08	0.16	0.07	0.04	0.06

The Tulip Survey
ONLINE Fieldwork: 13th-18th December 2018

Table 8
Q3. Part of the proposal includes an education facility within the top of The Tulip, which will offer 20,000 London state school pupils a year free lessons as part of the National Curriculum about the city. To what extent do you agree or disagree with each of the following statements about the education facility in The Tulip?
Base: All respondents
Summary table

		The view from The Tulip would allow pupils to understand London and its history in a new way	It would provide teachers with a new way to engage their students
Unweighted base		1011	1011
Weighted base		1011	1011
NET: Agree		721 71%	777 77%
Agree strongly	(4)	251 25%	286 28%
Tend to agree	(3)	470 47%	490 49%
Tend to disagree	(2)	140 14%	103 10%
Disagree strongly	(1)	54 5%	29 3%
NET: Disagree		194 19%	132 13%
Don't know		96 10%	102 10%
Mean		3.00	3.14
Standard deviation		0.81	0.73
Standard error		0.03	0.02

Prepared by ComRes

ComRes

The Tulip Survey
ONLINE Fieldwork: 13th-18th December 2018

Table 9
Q3. Part of the proposal includes an education facility within the top of The Tulip, which will offer 20,000 London state school pupils a year free lessons as part of the National Curriculum about the city. To what extent do you agree or disagree with each of the following statements about the education facility in The Tulip?
Base: All respondents
The view from The Tulip would allow pupils to understand London and its history in a new way

		Total	Gender		Age						Age II			Social Grade				Region					Ethnicity		Working status		Tenure		
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Cen-tral	East	North	South	West	White	Non-White	Work FT/PT	Not work-ing	Own home	Rented coun-cil/HA	Rented pri-vate
Unweighted base		1011	515	496	133	220	209	172	123	154	353	381	277	464	312	106	129	184	298	121	183	225	540	450	703	308	569	216	203
Weighted base		1011	505	506	153	245	194	163	112	143	398	357	256	439	309	104	160	184	317	112	184	214	574	416	596	415	506	232	263
NET: Agree		721	359	362	92	177	140	123	79	111	268	263	190	318	226	77	101	117	224	76	134	171	415	293	429	292	375	157	184
		71%	71%	72%	60%	72%	72%	75%	71%	78%	67%	74%	74%	73%	73%	74%	63%	63%	71%	67%	73%	80%	72%	71%	72%	70%	74%	68%	70%
Agree strongly	(4)	251	125	126	26	75	55	35	30	30	101	90	60	119	80	19	33	41	77	28	42	63	133	116	157	94	135	54	61
		25%	25%	25%	17%	31%	28%	21%	26%	21%	25%	25%	23%	27%	26%	19%	21%	22%	24%	25%	23%	30%	23%	28%	26%	23%	27%	23%	23%
Tend to agree	(3)	470	234	236	65	102	85	88	50	81	167	173	130	200	146	58	67	76	147	48	92	107	281	177	273	198	240	103	123
		47%	46%	47%	43%	42%	44%	54%	44%	56%	42%	48%	51%	46%	47%	56%	42%	41%	46%	42%	50%	50%	49%	43%	46%	48%	48%	44%	47%
Tend to disagree	(2)	140	77	63	28	30	23	25	16	19	58	48	35	69	42	11	17	30	49	17	24	20	90	48	84	55	71	28	38
		14%	15%	12%	18%	12%	12%	15%	14%	13%	14%	13%	14%	16%	14%	11%	11%	16%	15%	15%	13%	9%	16%	11%	14%	13%	14%	12%	15%
Disagree strongly	(1)	54	20	34	12	13	14	4	6	4	25	18	11	27	13	-	14	13	18	8	9	7	23	30	34	20	25	16	12
		5%	4%	7%	8%	5%	7%	2%	6%	3%	6%	5%	4%	6%	4%	-	9%	7%	6%	7%	5%	3%	4%	7%	6%	5%	5%	7%	4%
NET: Disagree		194	97	97	40	43	37	29	22	23	83	66	45	96	55	11	31	42	67	25	32	27	113	77	118	75	96	44	50
		19%	19%	19%	26%	17%	19%	18%	20%	16%	21%	18%	18%	22%	18%	11%	19%	23%	21%	22%	18%	13%	20%	19%	20%	18%	19%	19%	19%
Don't know		96	49	47	22	26	17	12	11	9	47	29	20	24	28	15	28	25	26	11	18	17	47	45	49	47	35	31	29
		10%	10%	9%	14%	10%	9%	7%	10%	7%	12%	8%	8%	6%	9%	15%	18%	13%	8%	10%	10%	8%	8%	11%	8%	11%	7%	13%	11%
Mean		3.00	3.02	2.99	2.81	3.09	3.02	3.01	3.01	3.02	2.98	3.02	3.02	2.99	3.04	3.09	2.91	2.91	2.97	2.95	3.00	3.15	3.00	3.02	3.01	3.00	3.03	2.97	3.00
Standard deviation		0.81	0.78	0.84	0.86	0.84	0.87	0.71	0.84	0.70	0.86	0.80	0.76	0.85	0.78	0.59	0.90	0.87	0.82	0.88	0.78	0.74	0.77	0.87	0.83	0.79	0.81	0.85	0.79
Standard error		0.03	0.04	0.04	0.08	0.06	0.06	0.06	0.08	0.06	0.05	0.04	0.05	0.04	0.05	0.06	0.09	0.07	0.05	0.08	0.06	0.05	0.03	0.04	0.03	0.05	0.03	0.06	0.06

The Tulip Survey
ONLINE Fieldwork: 13th-18th December 2018

Table 9
Q3. Part of the proposal includes an education facility within the top of The Tulip, which will offer 20,000 London state school pupils a year free lessons as part of the National Curriculum about the city. To what extent do you agree or disagree with each of the following statements about the education facility in The Tulip?
Base: All respondents
The view from The Tulip would allow pupils to understand London and its history in a new way

| | | Total | Awareness of Tulip | | | | | | | Tulip as Addition to London Skyline | | First Preference Vote in Last London Mayor Election | | | | | | Vote in the Runoff | |
			Not heard of	Heard of but know nothing about it	Heard of and I know a little about it	Heard of and I know a lot about it	NET: Heard of	NET: Know about	NET: Not heard/ Know nothing about	Attrac- tive	Un- attrac- tive	Sadiq Khan	Zac Gold- smith	Siân Berry	Carol- ine Pidgeon	Another candi- date	Did not vote	Sadiq Khan	Zac Gold- smith
Unweighted base		1011	583	204	201	23	428	224	787	665	297	398	225	28	59	17	196	434	245
Weighted base		1011	597	202	192	21	414	212	799	656	306	391	207	31	57	19	215	428	225
NET: Agree		721	430	139	136	16	291	152	569	538	164	293	157	18	46	16	134	319	172
		71%	72%	69%	71%	80%	70%	72%	71%	82%	54%	75%	76%	57%	81%	81%	62%	74%	76%
Agree strongly	(4)	251	140	52	51	9	111	60	191	219	31	101	66	5	18	3	41	105	75
		25%	23%	26%	27%	44%	27%	28%	24%	33%	10%	26%	32%	15%	32%	14%	19%	24%	33%
Tend to agree	(3)	470	290	88	85	7	180	92	378	320	133	192	91	13	28	13	93	214	97
		47%	49%	44%	44%	35%	43%	43%	47%	49%	44%	49%	44%	43%	49%	66%	43%	50%	43%
Tend to disagree	(2)	140	76	30	34	-	64	34	106	62	71	58	26	6	7	2	29	63	27
		14%	13%	15%	18%	-	15%	16%	13%	9%	23%	15%	13%	20%	12%	11%	14%	15%	12%
Disagree strongly	(1)	54	31	10	10	3	23	13	41	12	38	15	11	4	1	-	17	18	13
		5%	5%	5%	5%	16%	6%	6%	5%	2%	12%	4%	5%	14%	2%	-	8%	4%	6%
NET: Disagree		194	107	41	43	3	87	47	147	74	108	72	38	10	8	2	46	82	40
		19%	18%	20%	23%	16%	21%	22%	18%	11%	35%	19%	18%	34%	14%	11%	21%	19%	18%
Don't know		96	61	22	13	1	36	14	82	43	34	25	12	3	3	2	35	27	13
		10%	10%	11%	7%	5%	9%	6%	10%	7%	11%	6%	6%	9%	5%	8%	16%	6%	6%
Mean		3.00	3.00	3.00	2.99	3.13	3.00	3.00	3.00	3.22	2.58	3.04	3.09	2.63	3.16	3.03	2.88	3.01	3.11
Standard deviation		0.81	0.79	0.83	0.83	1.08	0.84	0.86	0.80	0.70	0.86	0.77	0.84	0.95	0.74	0.54	0.87	0.78	0.84
Standard error		0.03	0.03	0.06	0.06	0.23	0.04	0.06	0.03	0.03	0.05	0.04	0.06	0.19	0.10	0.14	0.07	0.04	0.06

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The Tulip Survey
ONLINE Fieldwork: 13th-18th December 2018

Absolutes/col percents

Table 10
Q3. Part of the proposal includes an education facility within the top of The Tulip, which will offer 20,000 London state school pupils a year free lessons as part of the
National Curriculum about the city. To what extent do you agree or disagree with each of the following statements about the education facility in The Tulip?
Base: All respondents
It would provide teachers with a new way to engage their students

| | | Total | Gender | | Age | | | | | | Age II | | | Social Grade | | | | Region | | | | | Ethnicity | | Working status | | Tenure | | |
			Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Cen-tral	East	North	South	West	White	Non-White	Work FT/PT	Not work-ing	Own home	Rented coun-cil/HA	Rented pri-vate
Unweighted base		1011	515	496	133	220	209	172	123	154	353	381	277	464	312	106	129	184	298	121	183	225	540	450	703	308	569	216	203
Weighted base		1011	505	506	153	245	194	163	112	143	398	357	256	439	309	104	160	184	317	112	184	214	574	416	596	415	506	232	263
NET: Agree		777	382	394	109	194	151	128	81	113	303	280	195	345	237	80	114	127	239	95	139	177	440	323	459	318	395	172	204
		77%	76%	78%	71%	79%	78%	79%	72%	79%	76%	78%	76%	79%	77%	77%	71%	69%	76%	84%	76%	82%	77%	78%	77%	77%	78%	74%	77%
Agree strongly	(4)	286	137	149	37	86	53	45	34	33	122	98	66	129	92	23	42	43	87	30	57	70	157	127	173	113	155	61	69
		28%	27%	30%	24%	35%	27%	27%	30%	23%	31%	27%	26%	29%	30%	22%	26%	23%	28%	27%	31%	33%	27%	30%	29%	27%	31%	26%	26%
Tend to agree	(3)	490	245	245	72	108	99	83	48	80	180	182	128	216	146	57	72	85	152	65	82	107	282	197	285	205	240	111	135
		49%	49%	49%	47%	44%	51%	51%	42%	56%	45%	51%	50%	49%	47%	55%	45%	46%	48%	58%	45%	50%	49%	47%	48%	49%	47%	48%	51%
Tend to disagree	(2)	103	62	41	16	18	17	19	18	15	34	36	33	54	32	7	11	27	36	6	16	18	69	33	66	37	56	23	24
		10%	12%	8%	10%	7%	9%	12%	16%	10%	9%	10%	13%	12%	10%	7%	7%	15%	11%	5%	9%	8%	12%	8%	11%	9%	11%	10%	9%
Disagree strongly	(1)	29	11	18	3	9	7	3	4	3	12	10	7	11	7	-	11	7	8	4	6	5	12	16	18	11	13	10	5
		3%	2%	4%	2%	4%	4%	2%	4%	2%	3%	3%	3%	2%	2%	-	7%	4%	2%	3%	3%	2%	2%	4%	3%	3%	2%	4%	2%
NET: Disagree		132	73	59	19	27	24	22	23	17	46	46	40	64	39	7	22	34	44	10	22	23	81	49	84	48	69	32	29
		13%	14%	12%	13%	11%	13%	13%	20%	12%	12%	13%	16%	15%	13%	7%	14%	18%	14%	9%	12%	11%	14%	12%	14%	12%	14%	14%	11%
Don't know		102	50	52	25	24	18	13	9	12	49	32	21	29	32	16	24	23	34	8	23	15	54	43	53	49	42	28	30
		10%	10%	10%	16%	10%	9%	8%	8%	9%	12%	9%	8%	7%	10%	16%	15%	12%	11%	7%	13%	7%	9%	10%	9%	12%	8%	12%	12%
Mean		3.14	3.12	3.16	3.11	3.23	3.12	3.14	3.07	3.10	3.18	3.13	3.08	3.13	3.17	3.18	3.07	3.01	3.13	3.16	3.18	3.21	3.12	3.16	3.13	3.15	3.16	3.09	3.15
Standard deviation		0.73	0.72	0.75	0.71	0.76	0.74	0.69	0.81	0.66	0.74	0.72	0.73	0.73	0.72	0.56	0.84	0.78	0.73	0.69	0.75	0.70	0.71	0.76	0.75	0.71	0.73	0.77	0.68
Standard error		0.02	0.03	0.04	0.07	0.05	0.05	0.06	0.08	0.06	0.04	0.04	0.05	0.04	0.04	0.06	0.08	0.06	0.04	0.06	0.06	0.05	0.03	0.04	0.03	0.04	0.03	0.06	0.05

Prepared by ComRes

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Table 10
Q3. Part of the proposal includes an education facility within the top of The Tulip, which will offer 20,000 London state school pupils a year free lessons as part of the National Curriculum about the city. To what extent do you agree or disagree with each of the following statements about the education facility in The Tulip?
Base: All respondents
It would provide teachers with a new way to engage their students

| | | Total | Awareness of Tulip | | | | | | | Tulip as Addition to London Skyline | | First Preference Vote in Last London Mayor Election | | | | | | Vote in the Runoff | |
			Not heard of	Heard of but know nothing about it	Heard of and I know a little about it	Heard of and I know a lot about it	NET: Heard of	NET: Know about	NET: Not heard/ Know nothing about	Attrac-tive	Un-attrac-tive	Sadiq Khan	Zac Gold-smith	Siân Berry	Carol-ine Pidgeon	Another candi-date	Did not vote	Sadiq Khan	Zac Gold-smith
Unweighted base		1011	583	204	201	23	428	224	787	665	297	398	225	28	59	17	196	434	245
Weighted base		1011	597	202	192	21	414	212	799	656	306	391	207	31	57	19	215	428	225
NET: Agree		777	460	153	150	14	317	164	613	560	190	311	168	20	47	16	150	336	183
		77%	77%	76%	78%	71%	77%	77%	77%	85%	62%	80%	81%	64%	82%	82%	70%	79%	81%
Agree strongly	(4)	286	165	47	64	10	121	74	212	245	40	117	67	9	20	5	51	128	74
		28%	28%	24%	33%	50%	29%	35%	27%	37%	13%	30%	32%	30%	35%	26%	24%	30%	33%
Tend to agree	(3)	490	295	105	86	4	196	90	400	315	150	194	102	11	27	11	99	208	109
		49%	49%	52%	45%	20%	47%	42%	50%	48%	49%	50%	49%	34%	47%	56%	46%	49%	48%
Tend to disagree	(2)	103	55	25	21	3	49	24	80	43	55	38	19	9	5	2	20	45	21
		10%	9%	12%	11%	15%	12%	11%	10%	7%	18%	10%	9%	29%	9%	11%	9%	10%	9%
Disagree strongly	(1)	29	16	5	6	1	13	8	21	5	22	7	6	1	2	-	9	9	6
		3%	3%	2%	3%	7%	3%	4%	3%	1%	7%	2%	3%	5%	3%	-	4%	2%	3%
NET: Disagree		132	71	30	27	4	61	32	101	48	76	45	25	10	7	2	29	53	27
		13%	12%	15%	14%	22%	15%	15%	13%	7%	25%	11%	12%	33%	12%	11%	13%	12%	12%
Don't know		102	66	19	15	2	36	17	85	47	39	35	14	1	4	1	36	38	14
		10%	11%	10%	8%	8%	9%	8%	11%	7%	13%	9%	7%	3%	7%	7%	17%	9%	6%
Mean		3.14	3.15	3.07	3.17	3.23	3.13	3.18	3.13	3.31	2.78	3.19	3.19	2.92	3.22	3.16	3.08	3.17	3.19
Standard deviation		0.73	0.72	0.71	0.77	1.00	0.75	0.79	0.72	0.64	0.80	0.69	0.73	0.90	0.74	0.63	0.77	0.71	0.73
Standard error		0.02	0.03	0.05	0.06	0.22	0.04	0.06	0.03	0.03	0.05	0.04	0.05	0.17	0.10	0.16	0.06	0.04	0.05

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The Tulip Survey
ONLINE Fieldwork: 13th-18th December 2018

Table 11
Q4. To what extent do you think The Tulip (below) would be attractive or unattractive as an addition to the London skyline?
Base: All respondents

		Total	Gender Male	Gender Female	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+	Age II 18-34	Age II 35-54	Age II 55+	Social Grade AB	Social Grade C1	Social Grade C2	Social Grade DE	Region Central	Region East	Region North	Region South	Region West	Ethnicity White	Ethnicity Non-White	Working status Work FT/PT	Working status Not working	Tenure Own home	Tenure Rented council/HA	Tenure Rented private
Unweighted base		1011	515	496	133	220	209	172	123	154	353	381	277	464	312	106	129	184	298	121	183	225	540	450	703	308	569	216	203
Weighted base		1011	505	506	153	245	194	163	112	143	398	357	256	439	309	104	160	184	317	112	184	214	574	416	596	415	506	232	263
NET: Attractive		656	363	293	96	180	134	111	61	74	276	244	135	298	190	72	96	111	211	80	98	155	339	305	422	234	323	161	167
		65%	72%	58%	63%	74%	69%	68%	54%	52%	69%	68%	53%	68%	61%	69%	60%	61%	67%	71%	53%	72%	59%	73%	71%	56%	64%	69%	63%
Very attractive	(4)	262	145	117	31	88	53	40	25	26	118	93	51	112	86	29	36	53	79	34	41	56	131	129	177	85	114	62	85
		26%	29%	23%	20%	36%	27%	25%	22%	18%	30%	26%	20%	25%	28%	28%	23%	29%	25%	30%	23%	26%	23%	31%	30%	21%	22%	26%	32%
Somewhat attractive	(3)	393	217	176	65	93	81	70	36	48	158	151	85	186	104	43	60	59	132	46	56	100	207	177	245	149	209	99	82
		39%	43%	35%	42%	38%	42%	43%	32%	34%	40%	42%	33%	42%	34%	41%	37%	32%	42%	41%	31%	46%	36%	42%	41%	36%	41%	43%	31%
Somewhat unattractive	(2)	180	76	104	33	40	25	23	27	32	73	48	58	69	66	15	30	31	51	18	50	30	125	51	89	91	90	33	54
		18%	15%	21%	22%	16%	13%	14%	24%	22%	18%	13%	23%	16%	21%	15%	19%	17%	16%	16%	27%	14%	22%	12%	15%	22%	18%	14%	21%
Very unattractive	(1)	126	45	82	18	15	22	21	23	28	33	43	50	52	40	9	25	31	34	10	29	22	88	34	59	68	67	30	28
		12%	9%	16%	12%	6%	11%	13%	20%	19%	8%	12%	20%	12%	13%	9%	15%	17%	11%	9%	16%	10%	15%	8%	10%	16%	13%	13%	11%
NET: Unattractive		306	120	186	51	55	47	44	49	59	106	91	109	121	106	24	55	62	84	29	79	52	213	85	147	159	157	63	82
		30%	24%	37%	33%	22%	24%	27%	44%	41%	27%	26%	42%	28%	34%	23%	34%	34%	27%	25%	43%	24%	37%	20%	25%	38%	31%	27%	31%
Don't know		49	23	27	6	9	14	8	2	10	16	22	12	20	13	8	9	10	21	3	7	8	22	26	27	22	26	9	14
		5%	4%	5%	4%	4%	7%	5%	2%	7%	4%	6%	5%	5%	4%	7%	6%	5%	7%	3%	4%	4%	4%	6%	5%	5%	5%	4%	5%
Mean		2.82	2.96	2.69	2.74	3.08	2.91	2.84	2.57	2.54	2.95	2.88	2.56	2.85	2.80	2.95	2.71	2.77	2.87	2.95	2.62	2.91	2.69	3.03	2.95	2.64	2.77	2.86	2.90
Standard deviation		0.98	0.91	1.02	0.93	0.89	0.96	0.97	1.06	1.03	0.92	0.96	1.04	0.95	1.01	0.92	1.01	1.07	0.94	0.93	1.02	0.91	1.01	0.90	0.94	1.01	0.97	0.97	1.00
Standard error		0.03	0.04	0.05	0.08	0.06	0.07	0.08	0.10	0.09	0.05	0.05	0.06	0.05	0.06	0.09	0.09	0.08	0.06	0.09	0.08	0.06	0.04	0.04	0.04	0.06	0.04	0.07	0.07

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Table 11
Q4. To what extent do you think The Tulip (below) would be attractive or unattractive as an addition to the London skyline?
Base: All respondents

		Total	Awareness of Tulip							Tulip as Addition to London Skyline		First Preference Vote in Last London Mayor Election						Vote in the Runoff	
			Not heard of	Heard of but know nothing about it	Heard of and I know a little about it	Heard of and I know a lot about it	NET: Heard of	NET: Know about	NET: Not heard/ Know nothing about	Attrac-tive	Un-attrac-tive	Sadiq Khan	Zac Gold-smith	Siân Berry	Carol-ine Pidgeon	Another candi-date	Did not vote	Sadiq Khan	Zac Gold-smith
Unweighted base		1011	583	204	201	23	428	224	787	665	297	398	225	28	59	17	196	434	245
Weighted base		1011	597	202	192	21	414	212	799	656	306	391	207	31	57	19	215	428	225
NET: Attractive		656	383	129	127	17	273	144	512	656	-	264	134	20	39	8	138	283	149
		65%	64%	64%	66%	84%	66%	68%	64%	100%	-	68%	65%	64%	68%	39%	64%	66%	66%
Very attractive	(4)	262	144	61	46	11	118	57	205	262	-	110	65	5	15	5	49	119	71
		26%	24%	30%	24%	54%	29%	27%	26%	40%	-	28%	31%	18%	26%	24%	23%	28%	32%
Somewhat attractive	(3)	393	239	68	80	6	154	87	307	393	-	154	70	14	24	3	90	164	77
		39%	40%	34%	42%	30%	37%	41%	38%	60%	-	39%	34%	46%	42%	15%	42%	38%	34%
Somewhat unattractive	(2)	180	106	37	36	1	74	37	143	-	180	66	33	1	11	9	42	74	35
		18%	18%	18%	19%	5%	18%	17%	18%	-	59%	17%	16%	5%	19%	46%	20%	17%	15%
Very unattractive	(1)	126	73	24	26	2	53	29	98	-	126	45	32	9	4	3	20	53	34
		12%	12%	12%	14%	11%	13%	13%	12%	-	41%	12%	16%	31%	8%	15%	9%	12%	15%
NET: Unattractive		306	179	61	62	3	127	65	241	-	306	111	65	11	15	12	62	126	69
		30%	30%	30%	32%	16%	31%	31%	30%	-	100%	28%	32%	36%	27%	61%	29%	30%	31%
Don't know		49	35	12	3	-	15	3	47	-	-	16	7	-	3	-	15	18	7
		5%	6%	6%	2%	-	4%	1%	6%	-	-	4%	4%	-	5%	-	7%	4%	3%
Mean		2.82	2.81	2.87	2.78	3.26	2.85	2.83	2.82	3.40	1.59	2.88	2.84	2.52	2.91	2.48	2.83	2.85	2.85
Standard deviation		0.98	0.96	1.01	0.97	1.01	0.99	0.99	0.98	0.49	0.49	0.97	1.05	1.12	0.90	1.04	0.91	0.98	1.05
Standard error		0.03	0.04	0.07	0.07	0.21	0.05	0.07	0.04	0.02	0.03	0.05	0.07	0.21	0.12	0.25	0.07	0.05	0.07

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Table 12
Q5. In the last election for the Mayor of London, you had two votes - for a first and a second choice. Who did you vote for in the last election?
Base: All respondents
Summary table

	First choice	Second choice
Unweighted base	1011	1011
Weighted base	1011	1011
Sadiq Khan (The Labour candidate)	391 39%	78 8%
Zac Goldsmith (The Conservative candidate)	207 20%	68 7%
Siân Berry (The Green Party candidate)	31 3%	138 14%
Caroline Pidgeon (The Liberal Democrat Party candidate)	57 6%	120 12%
Another candidate	19 2%	64 6%
Prefer not to say	18 2%	- -
I did not vote in the last election for the Mayor of London	215 21%	215 21%
None of these	- -	65 6%
Can't remember	73 7%	263 26%

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Absolutes/col percents

Table 13
Q5. In the last election for the Mayor of London, you had two votes - for a first and a second choice. Who did you vote for in the last election?
Base: All respondents
First choice

	Total	Gender Male	Gender Female	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+	Age II 18-34	Age II 35-54	Age II 55+	Social Grade AB	Social Grade C1	Social Grade C2	Social Grade DE	Region Cen-tral	Region East	Region North	Region South	Region West	Ethnicity White	Ethnicity Non-White	Working status Work FT/PT	Working status Not work-ing	Tenure Own home	Tenure Rented coun-cil/HA	Tenure Rented pri-vate
Unweighted base	1011	515	496	133	220	209	172	123	154	353	381	277	464	312	106	129	184	298	121	183	225	540	450	703	308	569	216	203
Weighted base	1011	505	506	153	245	194	163	112	143	398	357	256	439	309	104	160	184	317	112	184	214	574	416	596	415	506	232	263
Sadiq Khan (The Labour candidate)	391 39%	204 40%	186 37%	41 27%	105 43%	86 45%	72 44%	35 31%	50 35%	147 37%	159 44%	85 33%	169 39%	119 39%	37 36%	65 41%	66 36%	136 43%	43 38%	63 34%	83 39%	179 31%	204 49%	245 41%	146 35%	189 37%	101 43%	96 36%
Zac Goldsmith (The Conservative candidate)	207 20%	122 24%	85 17%	18 12%	33 14%	31 16%	28 17%	39 35%	58 40%	51 13%	59 17%	97 38%	109 25%	55 18%	19 19%	24 15%	32 17%	58 18%	18 16%	46 25%	53 25%	151 26%	55 13%	114 19%	93 22%	151 30%	27 11%	29 11%
Caroline Pidgeon (The Liberal Democrat Party candidate)	57 6%	33 7%	24 5%	3 2%	14 6%	17 9%	10 6%	3 3%	10 7%	16 4%	27 8%	13 5%	30 7%	13 4%	7 7%	6 4%	17 9%	12 4%	5 4%	11 6%	13 6%	41 7%	16 4%	41 7%	16 4%	31 6%	8 3%	18 7%
Siân Berry (The Green Party candidate)	31 3%	24 5%	7 1%	5 3%	11 4%	4 2%	3 2%	5 4%	3 2%	16 4%	7 2%	8 3%	19 4%	3 1%	4 4%	5 3%	6 3%	12 4%	1 1%	5 3%	6 3%	17 3%	13 3%	18 3%	12 3%	17 3%	3 2%	10 4%
Another candidate	19 2%	15 3%	4 1%	1 1%	6 3%	2 1%	5 3%	3 2%	3 2%	7 2%	6 2%	5 2%	9 2%	5 2%	- -	5 3%	2 1%	8 3%	- -	6 3%	3 2%	13 2%	6 1%	12 2%	8 2%	9 2%	4 2%	7 3%
Prefer not to say	18 2%	4 1%	14 3%	3 2%	6 2%	3 2%	4 2%	3 2%	- -	9 2%	7 2%	3 1%	10 2%	3 1%	3 2%	3 2%	2 1%	7 2%	1 1%	2 1%	6 3%	9 2%	7 2%	10 2%	8 2%	10 2%	3 1%	5 2%
I did not vote in the last election for the Mayor of London	215 21%	74 15%	141 28%	68 44%	52 21%	36 19%	28 17%	17 15%	14 10%	120 30%	65 18%	30 12%	70 16%	82 27%	21 21%	41 26%	46 25%	65 20%	34 30%	34 19%	37 17%	119 21%	89 22%	117 20%	99 24%	63 12%	67 29%	82 31%
Can't remember	73 7%	29 6%	44 9%	15 10%	18 7%	13 7%	13 8%	8 7%	6 5%	32 8%	26 7%	15 6%	22 5%	28 9%	12 11%	11 7%	13 7%	19 6%	11 9%	16 9%	14 7%	47 8%	25 6%	40 7%	33 8%	35 7%	20 8%	17 6%

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Table 13
Q5. In the last election for the Mayor of London, you had two votes - for a first and a second choice. Who did you vote for in the last election?
Base: All respondents
First choice

	Total	Awareness of Tulip							Tulip as Addition to London Skyline		First Preference Vote in Last London Mayor Election						Vote in the Runoff	
		Not heard of	Heard of but know nothing about it	Heard of and I know a little about it	Heard of and I know a lot about it	NET: Heard of	NET: Know about	NET: Not heard/ Know nothing about	Attrac- tive	Un- attrac- tive	Sadiq Khan	Zac Gold- smith	Siân Berry	Carol- ine Pidgeon	Another candi- date	Did not vote	Sadiq Khan	Zac Gold- smith
Unweighted base	1011	583	204	201	23	428	224	787	665	297	398	225	28	59	17	196	434	245
Weighted base	1011	597	202	192	21	414	212	799	656	306	391	207	31	57	19	215	428	225
Sadiq Khan (The Labour candidate)	391 39%	221 37%	79 39%	81 42%	10 47%	170 41%	91 43%	300 38%	264 40%	111 36%	391 100%	-	-	-	-	-	391 91%	-
Zac Goldsmith (The Conservative candidate)	207 20%	103 17%	48 24%	51 26%	5 24%	104 25%	55 26%	151 19%	134 20%	65 21%	-	207 100%	-	-	-	-	-	207 92%
Caroline Pidgeon (The Liberal Democrat Party candidate)	57 6%	28 5%	10 5%	15 8%	4 17%	29 7%	19 9%	39 5%	39 6%	15 5%	-	-	-	57 100%	-	-	20 5%	13 6%
Siân Berry (The Green Party candidate)	31 3%	18 3%	3 2%	9 5%	1 4%	13 3%	10 5%	21 3%	20 3%	11 4%	-	-	31 100%	-	-	-	13 3%	3 1%
Another candidate	19 2%	12 2%	5 2%	2 1%	-	7 2%	2 1%	17 2%	8 1%	12 4%	-	-	-	-	19 100%	-	3 1%	2 1%
Prefer not to say	18 2%	14 2%	3 2%	1 1%	-	5 1%	1 1%	17 2%	10 2%	7 2%	-	-	-	-	-	-	-	-
I did not vote in the last election for the Mayor of London	215 21%	157 26%	32 16%	25 13%	2 7%	58 14%	26 12%	189 24%	138 21%	62 20%	-	-	-	-	-	215 100%	-	-
Can't remember	73 7%	44 7%	22 11%	8 4%	-	29 7%	8 4%	65 8%	43 7%	23 7%	-	-	-	-	-	-	1 *	-

The Tulip Survey
ONLINE Fieldwork: 13th-18th December 2018

Absolutes/col percents

Table 14
Q5. In the last election for the Mayor of London, you had two votes - for a first and a second choice. Who did you vote for in the last election?
Base: All respondents
Second choice

	Total	Gender Male	Female	Age 18-24	25-34	35-44	45-54	55-64	65+	Age II 18-34	35-54	55+	Social Grade AB	C1	C2	DE	Region Central	East	North	South	West	Ethnicity White	Non-White	Working status Work FT/PT	Not working	Tenure Own home	Rented council/HA	Rented private
Unweighted base	1011	515	496	133	220	209	172	123	154	353	381	277	464	312	106	129	184	298	121	183	225	540	450	703	308	569	216	203
Weighted base	1011	505	506	153	245	194	163	112	143	398	357	256	439	309	104	160	184	317	112	184	214	574	416	596	415	506	232	263
Siân Berry (The Green Party candidate)	138 14%	71 14%	67 13%	16 10%	29 12%	23 12%	35 21%	18 16%	17 12%	45 11%	58 16%	35 14%	57 13%	40 13%	14 14%	27 17%	28 15%	40 13%	13 11%	24 13%	32 15%	79 14%	57 14%	84 14%	53 13%	74 15%	30 13%	32 12%
Caroline Pidgeon (The Liberal Democrat Party candidate)	120 12%	72 14%	48 10%	15 10%	38 15%	16 8%	15 9%	15 13%	22 15%	53 13%	31 9%	37 14%	62 14%	33 11%	10 10%	15 9%	24 13%	35 11%	11 10%	22 12%	27 13%	82 14%	38 9%	70 12%	50 12%	64 13%	21 9%	35 13%
Sadiq Khan (The Labour candidate)	78 8%	50 10%	28 6%	8 5%	20 8%	22 12%	9 5%	6 5%	13 9%	28 7%	31 9%	19 8%	46 11%	14 5%	5 5%	13 8%	17 9%	20 6%	5 5%	17 9%	20 9%	42 7%	34 8%	55 9%	23 6%	47 9%	10 4%	21 8%
Zac Goldsmith (The Conservative candidate)	68 7%	40 8%	28 6%	7 4%	23 9%	20 10%	8 5%	5 5%	4 3%	30 8%	28 8%	10 4%	39 9%	17 6%	9 8%	3 2%	14 8%	23 7%	4 3%	11 6%	17 8%	22 4%	45 11%	54 9%	14 3%	42 8%	7 3%	17 7%
Another candidate	64 6%	43 8%	21 4%	7 4%	17 7%	8 4%	14 8%	10 9%	7 5%	24 6%	22 6%	17 7%	29 7%	23 8%	6 6%	5 3%	9 5%	24 8%	6 5%	12 6%	13 6%	40 7%	22 5%	47 8%	17 4%	30 6%	17 7%	17 7%
I did not vote in the last election for the Mayor of London	215 21%	74 15%	141 28%	68 44%	52 21%	36 19%	28 17%	17 15%	14 10%	120 30%	65 18%	30 12%	70 16%	82 27%	21 21%	41 26%	46 25%	65 20%	34 30%	34 19%	37 17%	119 21%	89 22%	117 20%	99 24%	63 12%	67 29%	82 31%
None of these	65 6%	29 6%	36 7%	11 7%	18 7%	18 9%	8 5%	5 4%	6 4%	29 7%	25 7%	11 4%	23 5%	22 7%	12 11%	8 5%	12 6%	23 7%	6 5%	8 4%	16 8%	27 5%	34 8%	39 7%	26 6%	31 6%	17 7%	14 5%
Can't remember	263 26%	127 25%	136 27%	23 15%	48 20%	50 26%	46 28%	37 33%	60 42%	70 18%	96 27%	96 38%	111 25%	76 25%	27 26%	48 30%	34 19%	87 27%	33 30%	56 30%	53 25%	162 28%	96 23%	131 22%	132 32%	154 31%	62 27%	44 17%

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Absolutes/col percents

Table 14
Q5. In the last election for the Mayor of London, you had two votes - for a first and a second choice. Who did you vote for in the last election?
Base: All respondents
Second choice

	Total	Awareness of Tulip							Tulip as Addition to London Skyline		First Preference Vote in Last London Mayor Election						Vote in the Runoff	
		Not heard of	Heard of but know nothing about it	Heard of and I know a little about it	Heard of and I know a lot about it	NET: Heard of	NET: Know about	NET: Not heard/ Know nothing about	Attrac-tive	Un-attrac-tive	Sadiq Khan	Zac Gold-smith	Siân Berry	Carol-ine Pidgeon	Another candi-date	Did not vote	Sadiq Khan	Zac Gold-smith
Unweighted base	1011	583	204	201	23	428	224	787	665	297	398	225	28	59	17	196	434	245
Weighted base	1011	597	202	192	21	414	212	799	656	306	391	207	31	57	19	215	428	225
Siân Berry (The Green Party candidate)	138 14%	76 13%	24 12%	32 17%	6 27%	62 15%	38 18%	100 13%	83 13%	48 16%	99 25%	23 11%	- -	14 24%	- -	- -	99 23%	23 10%
Caroline Pidgeon (The Liberal Democrat Party candidate)	120 12%	58 10%	31 15%	27 14%	5 22%	62 15%	31 15%	89 11%	87 13%	29 10%	63 16%	44 21%	11 37%	- -	2 10%	- -	63 15%	44 20%
Sadiq Khan (The Labour candidate)	78 8%	45 8%	11 6%	20 10%	2 11%	33 8%	22 10%	56 7%	51 8%	25 8%	- -	41 20%	13 44%	20 35%	3 15%	- -	37 9%	41 18%
Zac Goldsmith (The Conservative candidate)	68 7%	29 5%	18 9%	17 9%	4 18%	39 9%	21 10%	47 6%	61 9%	7 2%	50 13%	- -	3 10%	13 22%	2 13%	- -	50 12%	18 8%
Another candidate	64 6%	30 5%	13 6%	19 10%	2 10%	34 8%	21 10%	42 5%	36 6%	27 9%	31 8%	16 8%	1 4%	3 5%	11 57%	- -	31 7%	16 7%
I did not vote in the last election for the Mayor of London	215 21%	157 26%	32 16%	25 13%	2 7%	58 14%	26 12%	189 24%	138 21%	62 20%	- -	- -	- -	- -	- -	215 100%	- -	- -
None of these	65 6%	36 6%	14 7%	15 8%	- -	29 7%	15 7%	50 6%	41 6%	19 6%	35 9%	11 5%	- -	- -	- -	- -	35 8%	11 5%
Can't remember	263 26%	165 28%	60 30%	37 19%	1 5%	98 24%	38 18%	225 28%	157 24%	88 29%	113 29%	71 34%	2 5%	8 14%	1 5%	- -	113 27%	71 32%

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