

YouGov / Mayor of London Survey Results

Sample Size: 1704 GB Adults
Fieldwork: 3rd - 4th January 2019

Weighted Sample		Gender		Age				Social Grade		Region				
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
	1704	825	879	187	717	406	394	971	733	204	569	368	416	147
	1704	782	922	166	712	442	384	1014	690	187	579	371	424	143
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Unweighted Sample														

New Year's Eve Fireworks

Thinking about the New Year's Eve fireworks display along the River Thames in London, which of the following is most applicable to you?

I attended this fireworks display in a ticketed area	1	1	1	1	1	0	0	0	1	1	1	0	1	1
I attended this fireworks display but did not purchase a ticket	1	1	1	1	2	0	0	1	0	2	1	0	1	2
I did not attend this fireworks display but did watch the display live on TV	29	28	29	31	26	32	29	31	27	38	36	28	24	6
I did not attend this fireworks display but did watch the display later on YouTube	1	1	2	1	2	1	0	2	1	3	1	1	2	0
I did not attend this fireworks display but saw snippets after the event on the news	7	7	8	3	6	9	11	8	7	8	8	8	7	6
I did not attend this fireworks display but saw snippets after the event online	3	3	3	5	3	2	2	3	2	3	3	2	3	2
I did not attend this fireworks display but saw snippets elsewhere	4	5	4	5	4	5	4	5	4	5	4	5	4	4
I did not attend or see any of this fireworks display	51	53	50	45	53	52	52	48	56	38	46	51	57	77
Don't know	2	3	2	9	3	0	0	2	3	3	2	3	2	2

[The rest of the questions were shown only to those who said they had not attended the NYE Fireworks in London; n = 1,679]

How much of a role, if any, do you think the Mayor of London and his office have in the New Year's Eve fireworks display along the River Thames?

Own and organise the event	16	18	14	11	15	20	18	19	13	30	19	13	11	13
Support the event through funding	25	24	25	27	23	26	25	27	21	31	26	24	24	12
Have no involvement at all	10	12	8	15	12	6	8	7	14	8	11	9	11	11
Don't know	49	46	52	48	50	48	50	47	52	30	45	54	54	64

To what extent, if at all, do you think the New Year's Eve fireworks display along the River Thames presents London in a positive light?

Very positive light	24	21	27	25	23	26	24	28	19	34	28	23	21	8
Fairly positive light	37	36	39	38	37	35	41	40	34	43	43	36	31	32
TOTAL POSITIVE LIGHT	61	57	66	63	60	61	65	68	53	77	71	59	52	40
Not very positive light	6	7	5	5	5	8	7	4	9	4	6	9	6	3
Not at all positive light	7	9	6	4	7	8	9	6	10	5	7	6	10	8
TOTAL NOT POSITIVE LIGHT	13	16	11	9	12	16	16	10	19	9	13	15	16	11

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Don't know	25	26	23	28	28	23	19	22	28	14	16	26	31	49

Which three or four, if any, of the following were the main reasons why you did not attend the New Year's Eve fireworks display along the River Thames? Please tick up to four options.

It was too far to travel	48	47	49	39	43	52	56	49	47	9	44	58	60	52
I had other plans outside London	22	27	18	30	21	24	19	26	17	18	23	23	23	17
The event is too busy	21	20	23	22	24	21	18	25	17	41	27	16	15	8
I would prefer to watch it live on TV instead	20	18	21	15	17	21	25	20	20	24	25	20	15	7
Concerned about safety from overcrowding	11	8	13	6	12	11	11	11	10	20	12	11	7	5
The tickets were too expensive/weren't good value for money	11	12	9	13	11	12	7	11	10	23	11	8	8	4
I do not enjoy fireworks	9	7	10	8	9	8	9	7	11	7	9	11	8	6
Concerned about threat of a major incident/terror attack	8	6	10	11	8	7	7	6	11	7	9	8	8	2
I was not aware of the event	7	8	6	12	7	4	8	6	8	2	3	11	8	17
Not physically able to/too ill	7	6	7	5	5	7	12	6	9	9	8	7	5	5
Didn't want to use the transport network	6	7	5	6	6	6	7	7	5	9	9	4	5	2
Not suitable for children	4	4	5	3	9	1	1	4	4	7	6	4	2	2
I had other plans within London	3	4	2	9	3	1	1	4	2	21	1	1	0	1
The weather was poor	2	2	1	3	2	1	1	1	2	4	1	2	2	1
There were no tickets left	1	0	1	3	0	0	0	0	1	2	0	0	1	0
Other [See Tab 1]	15	16	15	8	15	18	17	15	16	10	15	14	17	25
None of the above	8	7	9	5	9	9	8	8	9	6	8	9	8	13
Don't know	4	4	4	7	5	2	1	3	5	1	3	4	4	5

Thinking about the above advert, to what extent do you agree or disagree that the images are...
Eye-catching?

Strongly agree	7	4	9	5	6	9	7	6	7	9	6	9	5	5
Tend to agree	25	21	28	23	22	25	30	25	25	24	26	24	26	22
TOTAL AGREE	32	25	37	28	28	34	37	31	32	33	32	33	31	27
Neither agree nor disagree	28	30	27	15	26	33	35	29	27	28	29	28	27	32
Tend to disagree	19	21	18	29	23	16	12	21	17	19	23	18	17	13
Strongly disagree	13	13	13	13	16	10	9	13	12	15	11	11	14	16
TOTAL DISAGREE	32	34	31	42	39	26	21	34	29	34	34	29	31	29
Don't know	8	11	6	14	8	7	6	6	11	5	5	10	11	13

Clear and easy to understand?

Strongly agree	14	13	15	16	15	15	11	13	16	15	13	16	14	14
Tend to agree	36	31	41	35	36	36	38	38	34	39	39	31	37	36
TOTAL AGREE	50	44	56	51	51	51	49	51	50	54	52	47	51	50
Neither agree nor disagree	23	27	19	16	24	23	24	24	22	30	24	24	18	19
Tend to disagree	13	15	12	13	14	13	13	15	12	7	14	14	16	11
Strongly disagree	5	5	5	7	5	4	5	4	6	3	4	6	5	8
TOTAL DISAGREE	18	20	17	20	19	17	18	19	18	10	18	20	21	19

	Gender		Age				Social Grade		Region					
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
	1704	825	879	187	717	406	394	971	733	204	569	368	416	147
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Unweighted Sample	1704	782	922	166	712	442	384	1014	690	187	579	371	424	143

	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Don't know	8	9	7	13	7	7	8	6	10	5	5	8	10	13
Informative?														
Strongly agree	8	6	10	3	7	11	9	8	8	9	8	9	8	6
Tend to agree	32	32	32	26	30	34	35	33	30	32	34	27	32	33
TOTAL AGREE	40	38	42	29	37	45	44	41	38	41	42	36	40	39
Neither agree nor disagree	27	29	26	21	26	30	30	26	29	30	28	30	24	21
Tend to disagree	17	16	18	26	19	13	13	19	14	17	18	17	16	17
Strongly disagree	8	8	7	9	10	5	5	7	9	7	6	8	9	9
TOTAL DISAGREE	25	24	25	35	29	18	18	26	23	24	24	25	25	26
Don't know	8	9	7	15	7	8	7	6	11	5	6	9	10	14
Appealing?														
Strongly agree	4	2	6	2	4	6	4	4	4	3	4	5	3	3
Tend to agree	19	17	21	24	19	18	18	19	19	21	18	19	21	15
TOTAL AGREE	23	19	27	26	23	24	22	23	23	24	22	24	24	18
Neither agree nor disagree	34	36	33	21	30	38	44	35	33	37	36	34	31	32
Tend to disagree	21	21	21	24	24	21	14	23	18	24	24	19	17	19
Strongly disagree	14	14	13	15	17	11	11	13	15	11	12	13	17	17
TOTAL DISAGREE	35	35	34	39	41	32	25	36	33	35	36	32	34	36
Don't know	8	10	6	14	7	7	8	6	11	5	5	9	10	14
Letting people know about the New Year's Eve fireworks display?														
Strongly agree	18	14	22	21	17	22	14	17	19	19	19	19	16	16
Tend to agree	41	42	41	44	39	39	46	43	38	44	43	39	40	41
TOTAL AGREE	59	56	63	65	56	61	60	60	57	63	62	58	56	57
Neither agree nor disagree	21	23	19	11	22	22	23	21	21	25	21	19	22	15
Tend to disagree	8	8	8	7	9	8	6	8	7	4	9	10	7	8
Strongly disagree	4	4	4	2	5	2	4	4	4	3	3	3	5	8
TOTAL DISAGREE	12	12	12	9	14	10	10	12	11	7	12	13	12	16
Don't know	8	10	7	15	8	7	7	7	10	5	6	10	10	13
Clearly communicating that you need a ticket to attend/without a ticket you cannot attend?														
Strongly agree	18	15	21	17	18	20	18	17	20	18	18	20	16	22
Tend to agree	36	35	36	39	33	36	38	38	33	41	36	35	35	32
TOTAL AGREE	54	50	57	56	51	56	56	55	53	59	54	55	51	54
Neither agree nor disagree	17	19	15	11	18	18	18	15	19	23	18	15	17	13
Tend to disagree	13	13	13	13	13	13	13	16	8	7	14	13	15	12
Strongly disagree	7	7	7	6	10	6	5	7	7	5	10	6	7	8
TOTAL DISAGREE	20	20	20	19	23	19	18	23	15	12	24	19	22	20
Don't know	9	11	7	15	8	8	8	6	12	6	6	11	11	13

For each of the following, how likely or unlikely is it that you will...

Weighted Sample		Gender		Age				Social Grade		Region				
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
	1704	825	879	187	717	406	394	971	733	204	569	368	416	147
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Unweighted Sample														

Come along to next year's New Year's Eve (2019/2020) fireworks display along the River Thames in London?

Very likely	1	1	2	3	2	0	2	1	2	1	1	2	2	1
Fairly likely	3	3	4	8	4	3	1	3	4	6	4	2	4	1
TOTAL LIKELY	4	4	6	11	6	3	3	4	6	7	5	4	6	2
Fairly unlikely	15	14	16	23	14	14	13	17	11	25	17	12	11	8
Very unlikely	72	72	72	49	70	77	80	71	73	58	71	74	75	80
TOTAL UNLIKELY	87	86	88	72	84	91	93	88	84	83	88	86	86	88
Don't know	9	11	6	16	10	6	5	7	10	9	6	11	9	10

Recommend the New Year's Eve fireworks display along the River Thames in London to a friend?

Very likely	2	2	3	2	3	3	2	3	2	2	3	2	3	1
Fairly likely	10	8	12	18	11	9	6	11	9	17	11	9	8	6
TOTAL LIKELY	12	10	15	20	14	12	8	14	11	19	14	11	11	7
Fairly unlikely	20	20	21	22	20	17	24	22	18	28	24	19	15	14
Very unlikely	50	53	48	31	47	57	57	47	55	35	49	52	54	62
TOTAL UNLIKELY	70	73	69	53	67	74	81	69	73	63	73	71	69	76
Don't know	17	17	16	28	19	14	11	17	17	17	13	19	19	18

Visit London in the future?

Very likely	31	27	35	44	35	28	21	38	23	62	35	26	21	16
Fairly likely	27	25	29	26	26	32	24	29	24	18	29	27	29	27
TOTAL LIKELY	58	52	64	70	61	60	45	67	47	80	64	53	50	43
Fairly unlikely	12	13	12	5	12	13	16	10	15	8	12	14	14	12
Very unlikely	19	22	15	11	14	19	30	14	25	6	14	22	24	30
TOTAL UNLIKELY	31	35	27	16	26	32	46	24	40	14	26	36	38	42
Don't know	11	13	9	14	12	8	9	9	13	6	9	11	13	15

Recommend visiting London to a friend?

Very likely	18	14	22	29	20	15	13	21	14	42	18	14	12	10
Fairly likely	29	28	30	30	30	31	25	32	25	28	33	30	26	21
TOTAL LIKELY	47	42	52	59	50	46	38	53	39	70	51	44	38	31
Fairly unlikely	15	15	15	12	14	15	17	15	14	13	17	16	14	9
Very unlikely	25	28	23	10	23	27	36	19	34	8	21	28	31	43
TOTAL UNLIKELY	40	43	38	22	37	42	53	34	48	21	38	44	45	52
Don't know	13	15	11	19	14	12	9	12	14	8	12	12	16	17

Want to find out more about events put on or supported by the Mayor of London?

Very likely	3	1	4	3	3	2	2	3	3	5	3	2	2	1
Fairly likely	10	9	11	15	13	8	5	13	6	27	10	7	7	3
TOTAL LIKELY	13	10	15	18	16	10	7	16	9	32	13	9	9	4
Fairly unlikely	25	25	24	27	24	23	26	26	22	30	30	23	18	17
Very unlikely	49	50	48	31	44	56	59	46	53	27	45	54	54	65
TOTAL UNLIKELY	74	75	72	58	68	79	85	72	75	57	75	77	72	82
Don't know	14	14	14	24	16	10	9	13	16	11	12	14	18	14

Weighted Sample		Gender		Age				Social Grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

Attend another event put on or supported by the Mayor of London?

Very likely	2	1	3	2	2	2	2	2	2	2	2	2	1	3
Fairly likely	8	8	8	13	8	8	4	10	4	24	7	5	6	3
TOTAL LIKELY	10	9	11	15	10	10	6	12	6	26	9	7	7	6
Fairly unlikely	21	20	22	23	22	19	22	23	18	25	28	18	15	13
Very unlikely	50	52	49	29	46	57	62	46	57	26	47	58	57	61
TOTAL UNLIKELY	71	72	71	52	68	76	84	69	75	51	75	76	72	74
Don't know	19	19	18	33	22	14	10	19	19	23	17	17	20	20

Do you think Theresa May is doing a good job or a bad job as Prime Minister?

Very good job	5	5	5	2	3	6	11	6	5	4	6	6	4	5
Fairly good job	27	24	31	19	20	31	41	29	25	25	30	30	25	19
TOTAL GOOD JOB	32	29	36	21	23	37	52	35	30	29	36	36	29	24
Fairly bad job	25	24	27	31	27	23	22	27	23	30	29	20	25	20
Very bad job	32	39	26	29	37	35	22	30	35	35	25	32	36	46
TOTAL BAD JOB	57	63	53	60	64	58	44	57	58	65	54	52	61	66
Don't know	10	9	11	19	13	6	4	8	12	6	9	12	10	10

Do you think Jeremy Corbyn is doing a good job or a bad job as leader of the Labour Party?

Very good job	4	4	4	4	6	4	0	3	5	6	3	4	5	0
Fairly good job	17	16	17	26	19	13	12	16	18	21	13	18	19	16
TOTAL GOOD JOB	21	20	21	30	25	17	12	19	23	27	16	22	24	16
Fairly bad job	26	26	26	29	23	29	26	29	21	29	25	27	23	30
Very bad job	37	41	34	12	30	44	55	39	35	32	44	34	35	35
TOTAL BAD JOB	63	67	60	41	53	73	81	68	56	61	69	61	58	65
Don't know	16	13	19	29	22	10	6	12	21	12	16	17	17	18

Do you think Sadiq Khan is doing a good job or a bad job as Mayor of London?

Very good job	6	6	5	6	6	5	4	8	2	9	6	6	4	1
Fairly good job	26	22	30	31	23	28	28	30	21	40	26	22	24	25
TOTAL GOOD JOB	32	28	35	37	29	33	32	38	23	49	32	28	28	26
Fairly bad job	17	21	14	13	15	17	24	17	18	22	20	16	14	12
Very bad job	19	25	14	10	18	24	21	17	22	18	20	18	22	14
TOTAL BAD JOB	36	46	28	23	33	41	45	34	40	40	40	34	36	26
Don't know	32	27	36	40	37	26	22	28	36	11	28	38	35	49

Do you think Philip Hammond is doing a good job or a bad job as Chancellor of the Exchequer?

Very good job	1	2	1	1	1	1	2	2	1	1	2	2	1	2
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Sample Size: 1704 GB Adults
Fieldwork: 3rd - 4th January 2019

		Gender		Age				Social Grade		Region				
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Fairly good job	25	28	21	12	17	29	40	27	21	27	29	25	21	15
TOTAL GOOD JOB	26	30	22	13	18	30	42	29	22	28	31	27	22	17
Fairly bad job	21	24	18	17	17	26	24	22	20	21	20	20	22	22
Very bad job	15	19	11	8	15	20	12	14	16	16	14	14	16	19
TOTAL BAD JOB	36	43	29	25	32	46	36	36	36	37	34	34	38	41
Don't know	38	27	48	62	49	24	21	35	42	35	35	40	41	42

Do you think Nicola Sturgeon is doing a good job or a bad job as leader
of the Scottish National Party (SNP)?

Very good job	6	6	7	6	7	6	6	7	5	7	5	6	6	12
Fairly good job	24	25	24	18	26	23	25	27	20	32	23	22	21	33
TOTAL GOOD JOB	30	31	31	24	33	29	31	34	25	39	28	28	27	45
Fairly bad job	15	18	13	9	11	22	18	16	14	12	15	16	15	16
Very bad job	21	26	16	11	17	24	29	21	21	19	23	19	18	28
TOTAL BAD JOB	36	44	29	20	28	46	47	37	35	31	38	35	33	44
Don't know	34	26	41	56	39	25	22	29	40	29	35	36	40	12