

LONDON CALLING OMNIBUS SURVEYTOPLINE RESULTS – 16/7/04

*MORI interviewed a quota sample of 2,253 adults in GB across 200 sampling points. Interviews were carried out face to face in respondents' homes.

*All interviews were conducted between 8 – 13 July 2004. Data are weighted to the national profile.

*Where figures do not sum to 100 per cent, this may be due to computer rounding, multiple codes or the exclusion of "Don't know/Not stated".

*An asterisk denotes a figure of greater than zero but less than 0.5%

*All bases are unweighted, and the base is 'Ask All' with the exception of Q5.

*Research carried out by MORI on behalf of London Calling.

Q1. **Q1a. SHOWCARD Which one, if any, of these types of event or attraction, was the last one you personally attended or visited?**

Q1b. SHOWCARD AGAIN And which others have you personally attended or visited in the last 12 months? MULTICODE OK

	Q1a (%)	Q1a/b (%)
Cinema	28	53
Theatre/opera/ballet/concert	11	31
Live sporting event	9	24
Well-known park or gardens	9	33
Museum/art gallery/exhibition	8	31
Zoo/wildlife park/reserve	7	23
Theme park	7	22
Stately home/castle/palace	6	25
Famous cathedral or church	4	21
None of these	11	11
Don't know	1	*

- Q2 **SHOWCARD** Thinking now about the last event or attraction you attended or visited. Which, if any, of the factors on this card provided the sort of information which encouraged you to attend or visit?

	(%)
Word of mouth	36
Newspaper or magazine review/articles/ advertisement	24
TV/radio programme	18
Leaflets picked up in a venue	9
Something on the internet	8
Advertising poster (e.g. on public transport)	8
Leaflets mailed to you	7
Listings magazine (e.g. TimeOut)	4
Other	6
Nothing in particular	16
Don't know/can't remember	3

- Q3 **SHOWCARD AGAIN** From the same showcard, which two or three, if any, of the following do you think are the most effective means of publicising events and attractions?

	(%)
TV/radio programme	54
Newspaper or magazine review/articles/ advertisement	50
Word of mouth	33
Advertising poster (e.g. on public transport)	23
Leaflets mailed to you	15
Something on the internet	14
Leaflets picked up in a venue	12
Listings magazine (e.g. TimeOut)	6
Other	1
Nothing in particular	4
Don't know/can't remember	2

Q4 In the last 12 months, have you picked up any leaflets from display racks?

	(%)
Yes	54
No	44
Don't know	2

ALL WHO PICKED UP LEAFLETS FROM DISPLAY RACKS IN LAST 12 MTHS (1,244)

Q5 **SHOWCARD** How, if at all, did you find the leaflets useful or helpful? MULTICODE OK

	(%)
Provided extra information about an event or attraction I was interested in	44
Told me about something I did not know about before	32
I attended an event or attraction, based on the information contained in the leaflet	23
Encouraged me to find out more, based on the information contained in the leaflet	23
I felt more likely to attend/visit whatever the leaflet was publicising in the future	18
I decided that I <i>would</i> attend whatever the leaflet was promoting but have not yet done so	11
It made no difference	9
Don't know/can't remember	1

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Q6 **SHOWCARD** From the two options on this card, which would you prefer in terms of receiving information

	(%)
I would prefer to make my own selection of information from leaflets in a display	75
I would prefer that a wide range of leaflets are sent to me by direct mail, some of which tell me about things I might not have previously heard about	16
No preference (NOT ON S/C)	9
Don't know (NOT ON S/C)	1