

## YouGov/Jefferson Communications Survey Results

Sample Size: 1103 London adults  
Fieldwork: 21st - 27th January 2014

	2010 Vote			Gender		Age				Social grade		
Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	
<b>Weighted Sample</b>	<b>1103</b>	<b>321</b>	<b>342</b>	<b>194</b>	<b>544</b>	<b>559</b>	<b>132</b>	<b>395</b>	<b>354</b>	<b>222</b>	<b>653</b>	<b>450</b>
<b>Unweighted Sample</b>	<b>1103</b>	<b>331</b>	<b>348</b>	<b>201</b>	<b>507</b>	<b>596</b>	<b>86</b>	<b>340</b>	<b>398</b>	<b>279</b>	<b>742</b>	<b>361</b>
	%	%	%	%	%	%	%	%	%	%	%	%

Smithfield, in the City of London, is an area of Victorian buildings which includes the famous meat market. Some of the market buildings, at the Western end of Smithfield fronting on to Farringdon Road, have not been in use since the 1980s and have fallen into disrepair. Smithfield Quarter is a redevelopment scheme for these disused buildings at West Smithfield which seeks to retain the Victorian frontages for shops, restaurants and offices and 75% of the historic buildings. The existing meat market buildings are not part of the redevelopment scheme. Images of the current disused buildings and the proposed development are shown below.

Supporters of the scheme say that this is the only fully-funded and viable development scheme which is capable of regenerating the market buildings and employing 2,000 people. More details about this scheme can be found at the Smithfield Quarter website. Opponents of the scheme say that this development is not improving the buildings and will ruin the history of the site. More details about how the opposition to the scheme can be found at the Save Britain's Heritage website.

The Smithfield Quarter scheme has received planning permission from the City of London, but has been 'called in' by the Secretary of State and a public inquiry will be held in February to decide whether it should go ahead or not.

Before today, how much, if anything, have you heard about this?

A great deal	3	2	1	1	4	2	5	5	1	2	1	6
A fair amount	6	8	7	4	8	5	7	7	8	4	8	3
<b>TOTAL GREAT DEAL/FAIR AMOUNT</b>	<b>9</b>	<b>10</b>	<b>8</b>	<b>5</b>	<b>12</b>	<b>7</b>	<b>12</b>	<b>12</b>	<b>9</b>	<b>6</b>	<b>9</b>	<b>9</b>
Not very much	19	19	25	17	19	20	26	17	21	18	22	16
None at all	68	68	65	75	64	72	48	69	69	77	67	70
<b>TOTAL NOT VERY MUCH/NONE AT ALL</b>	<b>87</b>	<b>87</b>	<b>90</b>	<b>92</b>	<b>83</b>	<b>92</b>	<b>74</b>	<b>86</b>	<b>90</b>	<b>95</b>	<b>89</b>	<b>86</b>
Don't know	3	3	3	3	5	2	14	3	1	0	2	5

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	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the Smithfield Quarter scheme, which one of the following statements best reflects your view?

The scheme should go ahead as soon as possible	<b>54</b>	62	55	41	55	53	50	55	55	56	55	54
The scheme should not go ahead altogether	<b>17</b>	10	19	26	19	15	20	13	21	17	17	18
Don't know	<b>28</b>	28	27	33	25	31	30	32	24	28	28	28

Do you think the Smithfield Quarter scheme will change the area for the better or worse, or will it make no difference?

The scheme will change the area for the better	<b>56</b>	66	55	43	55	57	49	54	59	59	58	55
The scheme will change the area for the worse	<b>9</b>	6	9	15	11	8	9	7	14	6	10	7
The scheme will make no difference to the area - it is a good area now, and it always will be	<b>11</b>	8	13	12	14	9	13	15	6	10	10	14
The scheme will make no difference to the area - it is a bad area now, and it always will be	<b>1</b>	1	0	0	1	1	3	1	1	1	1	1
Don't know	<b>22</b>	19	23	29	19	25	26	23	19	23	22	23

How effective or ineffective do you think the Smithfield Quarter scheme will be in retaining the Victorian appearance of the original market buildings?

Very effective	<b>14</b>	17	13	11	18	11	11	11	16	20	15	14
Fairly effective	<b>42</b>	48	45	36	35	48	38	38	47	44	45	38
<b>TOTAL EFFECTIVE</b>	<b>56</b>	<b>65</b>	<b>58</b>	<b>47</b>	<b>53</b>	<b>59</b>	<b>49</b>	<b>49</b>	<b>63</b>	<b>64</b>	<b>60</b>	<b>52</b>
Fairly ineffective	<b>15</b>	11	13	19	15	15	19	18	12	13	16	15
Very ineffective	<b>9</b>	8	11	13	11	8	6	12	11	5	9	10
<b>TOTAL INEFFECTIVE</b>	<b>24</b>	<b>19</b>	<b>24</b>	<b>32</b>	<b>26</b>	<b>23</b>	<b>25</b>	<b>30</b>	<b>23</b>	<b>18</b>	<b>25</b>	<b>25</b>
Don't know	<b>19</b>	17	18	22	20	18	26	22	13	18	16	23