

# YouGov Results - Fourth Plinth

Fieldwork: 22nd - 24th June 2021

Sample: 1,018 adults in London



| Total | Gender |        | Age   |       |       |       |     |
|-------|--------|--------|-------|-------|-------|-------|-----|
|       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ |

To what extent do you like or dislike each of the following shortlisted artworks? (Please select one answer on each row)

## GONOGO

|                          | Unweighted base | 1018       | 460        | 558        | 76         | 238        | 214        | 170        | 320 |
|--------------------------|-----------------|------------|------------|------------|------------|------------|------------|------------|-----|
| <b>Base</b>              | <b>1018</b>     | <b>498</b> | <b>520</b> | <b>111</b> | <b>247</b> | <b>208</b> | <b>165</b> | <b>286</b> |     |
| Like a lot               | 9%              | 11%        | 7%         | 5%         | 9%         | 14%        | 15%        | 3%         |     |
| Like a bit               | 24%             | 32%        | 17%        | 31%        | 25%        | 28%        | 20%        | 22%        |     |
| Neither like nor dislike | 28%             | 28%        | 27%        | 34%        | 30%        | 25%        | 26%        | 27%        |     |
| Dislike a bit            | 20%             | 14%        | 25%        | 18%        | 21%        | 21%        | 15%        | 20%        |     |
| Dislike a lot            | 15%             | 11%        | 19%        | 6%         | 9%         | 11%        | 19%        | 27%        |     |
| Don't know               | 4%              | 3%         | 5%         | 6%         | 6%         | 1%         | 5%         | 2%         |     |

## Improntas (Imprint)

|                          | Unweighted base | 1018       | 460        | 558        | 76         | 238        | 214        | 170        | 320 |
|--------------------------|-----------------|------------|------------|------------|------------|------------|------------|------------|-----|
| <b>Base</b>              | <b>1018</b>     | <b>498</b> | <b>520</b> | <b>111</b> | <b>247</b> | <b>208</b> | <b>165</b> | <b>286</b> |     |
| Like a lot               | 6%              | 5%         | 7%         | 6%         | 9%         | 6%         | 7%         | 3%         |     |
| Like a bit               | 17%             | 20%        | 15%        | 14%        | 24%        | 19%        | 14%        | 12%        |     |
| Neither like nor dislike | 30%             | 30%        | 30%        | 39%        | 27%        | 33%        | 30%        | 26%        |     |
| Dislike a bit            | 20%             | 20%        | 20%        | 16%        | 19%        | 22%        | 19%        | 23%        |     |
| Dislike a lot            | 22%             | 21%        | 22%        | 15%        | 14%        | 16%        | 25%        | 33%        |     |
| Don't know               | 5%              | 4%         | 5%         | 11%        | 6%         | 3%         | 5%         | 3%         |     |

### The Jewellery Tree

|                          |             |            |            |            |            |            |            |            |
|--------------------------|-------------|------------|------------|------------|------------|------------|------------|------------|
| Unweighted base          | 1018        | 460        | 558        | 76         | 238        | 214        | 170        | 320        |
| <b>Base</b>              | <b>1018</b> | <b>498</b> | <b>520</b> | <b>111</b> | <b>247</b> | <b>208</b> | <b>165</b> | <b>286</b> |
| Like a lot               | 4%          | 3%         | 4%         | 5%         | 2%         | 6%         | 7%         | 1%         |
| Like a bit               | 14%         | 14%        | 15%        | 24%        | 16%        | 12%        | 11%        | 12%        |
| Neither like nor dislike | 25%         | 27%        | 24%        | 26%        | 24%        | 29%        | 25%        | 24%        |
| Dislike a bit            | 26%         | 26%        | 26%        | 19%        | 27%        | 26%        | 25%        | 28%        |
| Dislike a lot            | 27%         | 27%        | 27%        | 21%        | 25%        | 25%        | 27%        | 33%        |
| Don't know               | 4%          | 3%         | 4%         | 6%         | 5%         | 2%         | 4%         | 2%         |

### Bumpman for Trafalgar Square

|                          |             |            |            |            |            |            |            |            |
|--------------------------|-------------|------------|------------|------------|------------|------------|------------|------------|
| Unweighted base          | 1018        | 460        | 558        | 76         | 238        | 214        | 170        | 320        |
| <b>Base</b>              | <b>1018</b> | <b>498</b> | <b>520</b> | <b>111</b> | <b>247</b> | <b>208</b> | <b>165</b> | <b>286</b> |
| Like a lot               | 13%         | 13%        | 14%        | 15%        | 11%        | 15%        | 17%        | 11%        |
| Like a bit               | 27%         | 23%        | 30%        | 27%        | 29%        | 25%        | 27%        | 25%        |
| Neither like nor dislike | 25%         | 28%        | 21%        | 26%        | 24%        | 32%        | 20%        | 21%        |
| Dislike a bit            | 16%         | 17%        | 16%        | 13%        | 20%        | 16%        | 13%        | 18%        |
| Dislike a lot            | 16%         | 16%        | 15%        | 13%        | 12%        | 11%        | 18%        | 22%        |
| Don't know               | 3%          | 3%         | 4%         | 6%         | 4%         | 1%         | 4%         | 2%         |

### On Hunger and Farming in the Skies of the Past 1957-1966

|                          |             |            |            |            |            |            |            |            |
|--------------------------|-------------|------------|------------|------------|------------|------------|------------|------------|
| Unweighted base          | 1018        | 460        | 558        | 76         | 238        | 214        | 170        | 320        |
| <b>Base</b>              | <b>1018</b> | <b>498</b> | <b>520</b> | <b>111</b> | <b>247</b> | <b>208</b> | <b>165</b> | <b>286</b> |
| Like a lot               | 21%         | 18%        | 24%        | 17%        | 27%        | 20%        | 25%        | 15%        |
| Like a bit               | 30%         | 29%        | 31%        | 32%        | 32%        | 32%        | 33%        | 24%        |
| Neither like nor dislike | 25%         | 28%        | 23%        | 28%        | 23%        | 27%        | 18%        | 29%        |
| Dislike a bit            | 10%         | 11%        | 9%         | 10%        | 8%         | 11%        | 6%         | 13%        |
| Dislike a lot            | 11%         | 12%        | 9%         | 7%         | 4%         | 8%         | 14%        | 18%        |
| Don't know               | 3%          | 3%         | 4%         | 5%         | 5%         | 1%         | 4%         | 2%         |

**Antelope**

|                          |      |     |     |     |     |     |     |     |
|--------------------------|------|-----|-----|-----|-----|-----|-----|-----|
| <b>Unweighted base</b>   | 1018 | 460 | 558 | 76  | 238 | 214 | 170 | 320 |
| <b>Base</b>              | 1018 | 498 | 520 | 111 | 247 | 208 | 165 | 286 |
| Like a lot               | 21%  | 17% | 24% | 18% | 20% | 17% | 21% | 24% |
| Like a bit               | 32%  | 33% | 32% | 33% | 34% | 36% | 30% | 29% |
| Neither like nor dislike | 27%  | 27% | 26% | 31% | 27% | 28% | 30% | 22% |
| Dislike a bit            | 9%   | 8%  | 9%  | 6%  | 9%  | 9%  | 6%  | 10% |
| Dislike a lot            | 8%   | 10% | 6%  | 6%  | 5%  | 7%  | 8%  | 12% |
| Don't know               | 4%   | 4%  | 4%  | 5%  | 5%  | 2%  | 4%  | 3%  |

**Which ONE, if any, do you like the most?**

|   |      |     |     |     |     |     |     |     |
|---|------|-----|-----|-----|-----|-----|-----|-----|
| <b>Unweighted base</b>                                      | 1018 | 460 | 558 | 76  | 238 | 214 | 170 | 320 |
| <b>Base</b>   | 1018 | 498 | 520 | 111 | 247 | 208 | 165 | 286 |
| 1. GONOGO   | 11%  | 18% | 5%  | 8%  | 12% | 14% | 14% | 8%  |
| 2. Imprintas (Imprint)                                      | 5%   | 5%  | 5%  | 10% | 5%  | 5%  | 5%  | 3%  |
| 3. The Jewellery Tree                                       | 4%   | 2%  | 6%  | 4%  | 5%  | 5%  | 3%  | 4%  |
| 4. Bumpman for Trafalgar Square                             | 14%  | 13% | 14% | 13% | 9%  | 18% | 18% | 12% |
| 5. On Hunger and Farming in the Skies of the Past 1957-1966 | 26%  | 24% | 29% | 28% | 37% | 26% | 24% | 19% |
| 6. Antelope   | 25%  | 22% | 28% | 19% | 21% | 23% | 24% | 34% |
| None of the above   | 11%  | 13% | 9%  | 8%  | 7%  | 9%  | 9%  | 18% |
| Don't know  | 4%   | 3%  | 4%  | 10% | 4%  | 1%  | 4%  | 2%  |

Cell Contents (Column Percentages)

| Social Grade |      | Government Region |
|--------------|------|-------------------|
| ABC1         | C2DE | London            |

|            |            |             |
|------------|------------|-------------|
| 631        | 387        | 1018        |
| <b>601</b> | <b>417</b> | <b>1018</b> |
| 10%        | 8%         | 9%          |
| 26%        | 22%        | 24%         |
| 25%        | 31%        | 28%         |
| 20%        | 18%        | 20%         |
| 15%        | 16%        | 15%         |
| 3%         | 5%         | 4%          |

|            |            |             |
|------------|------------|-------------|
| 631        | 387        | 1018        |
| <b>601</b> | <b>417</b> | <b>1018</b> |
| 8%         | 4%         | 6%          |
| 19%        | 15%        | 17%         |
| 28%        | 32%        | 30%         |
| 20%        | 21%        | 20%         |
| 22%        | 21%        | 22%         |
| 4%         | 6%         | 5%          |

|            |            |             |
|------------|------------|-------------|
| 631        | 387        | 1018        |
| <b>601</b> | <b>417</b> | <b>1018</b> |
| 4%         | 3%         | 4%          |
| 15%        | 13%        | 14%         |
| 21%        | 32%        | 25%         |
| 28%        | 22%        | 26%         |
| 28%        | 25%        | 27%         |
| 3%         | 5%         | 4%          |

|            |            |             |
|------------|------------|-------------|
| 631        | 387        | 1018        |
| <b>601</b> | <b>417</b> | <b>1018</b> |
| 13%        | 14%        | 13%         |
| 28%        | 25%        | 27%         |
| 24%        | 25%        | 25%         |
| 16%        | 17%        | 16%         |
| 16%        | 15%        | 16%         |
| 3%         | 4%         | 3%          |

|            |            |             |
|------------|------------|-------------|
| 631        | 387        | 1018        |
| <b>601</b> | <b>417</b> | <b>1018</b> |
| 22%        | 19%        | 21%         |
| 31%        | 29%        | 30%         |
| 22%        | 29%        | 25%         |
| 10%        | 9%         | 10%         |
| 12%        | 9%         | 11%         |
| 3%         | 4%         | 3%          |

|     |     |      |
|-----|-----|------|
| 631 | 387 | 1018 |
| 601 | 417 | 1018 |
| 22% | 19% | 21%  |
| 33% | 32% | 32%  |
| 27% | 26% | 27%  |
| 9%  | 8%  | 9%   |
| 7%  | 9%  | 8%   |
| 3%  | 5%  | 4%   |

|     |     |      |
|-----|-----|------|
| 631 | 387 | 1018 |
| 601 | 417 | 1018 |
| 10% | 12% | 11%  |
| 6%  | 3%  | 5%   |
| 4%  | 4%  | 4%   |
| 14% | 14% | 14%  |
| 27% | 26% | 26%  |
| 27% | 23% | 25%  |
| 10% | 13% | 11%  |
| 3%  | 4%  | 4%   |