A background network diagram consisting of numerous grey nodes connected by thin grey lines, forming a complex web-like structure. The nodes are distributed across the page, with some clusters and some isolated nodes.

MSG Sphere: A Survey of Local Residents (June/July 2019)

Prepared by Deltapoll for The Madison Square Garden Company

Headline Findings [1 of 2]

- △ When asked if they supported the construction of MSG Sphere, **an overwhelming 85% say they did**. This splits between a solid **50% who 'strongly' support it** and **35% who 'tend to' support**. Hardly anybody opposes (4%) with a further 11% who say they neither support nor oppose.
- △ Overall support is found across the board, touching **90% among 18-24s and 25-34s**. The low point of support is easily above a majority, with 56% of retirees in support. Support is 78% in Stratford and North West Newham but is between 82% and 88% across the rest of Newham.
- △ The primary source of awareness was social media (46%), particularly among the young (25-34: 61%). Word of mouth via friends and family was a close second (42%). A quarter (23%) found out from newspaper reports.
- △ One in five (21%) members of the Newham public have already heard of proposals to build a new entertainment venue, half of whom (11%) could name MSG Sphere specifically.
- △ Older people aged 55+ are least likely to demonstrate any awareness of MSG Sphere (9%). Awareness is higher in Stratford and North West Newham (24%) and in the most southerly wards in the borough (29%).

Headline Findings [2 of 2]

- △ Upon sight of MSG Sphere visuals, **the leading expressions were all positive**: MSG Sphere makes people **'excited' (53%), 'happy' (49%) and 'hopeful' (44%)**. The most mentioned negative expression was 'uneasy' at only 6%.
- △ Every component part of MSG Sphere's experience or facilities are viewed positively. Putting on major entertainment experiences for all and **having publicly accessible outdoor space are the most appealing (91% apiece)**, but things like **gigs from the world's biggest performers (89%) and having the world's largest LED screen (83%)** score almost as well.
- △ Local residents in Newham support MSG Sphere because of **potential job creation (58%)**, with another one in three (34%) premising **support on revenue generation for the local economy**. Slightly fewer people link support to Newham becoming a cultural centre (25%), or a creative and tech hub (22%).
- △ Of the 15% who are neutral or opposed to the building of MSG Sphere, opposition centered on noise and disruption (41%), and congestion (36%).
- △ Not only is there significant support for MSG Sphere, but there is **high favourability for MSG as the company behind it**. Overall, **four in five (79%) have a favourable impression of the company** with more (48%) having a 'very' rather than 'quite' favourable impression (31%). Unfavourability was negligible (4%).

Newham Areas Surveyed

Stratford and North West Wards: 228 Respondents

Forest Gate North, Forest Gate South, Stratford and New Town, West Ham

North East Wards: 252 Respondents

East Ham North, Green Street East, Green Street West, Little Ilford, Manor Park

Central Belt Wards: 348 Respondents

Boleyn, Canning Town North, East Ham Central, East Ham South, Plaistow North, Plaistow South, Wall End

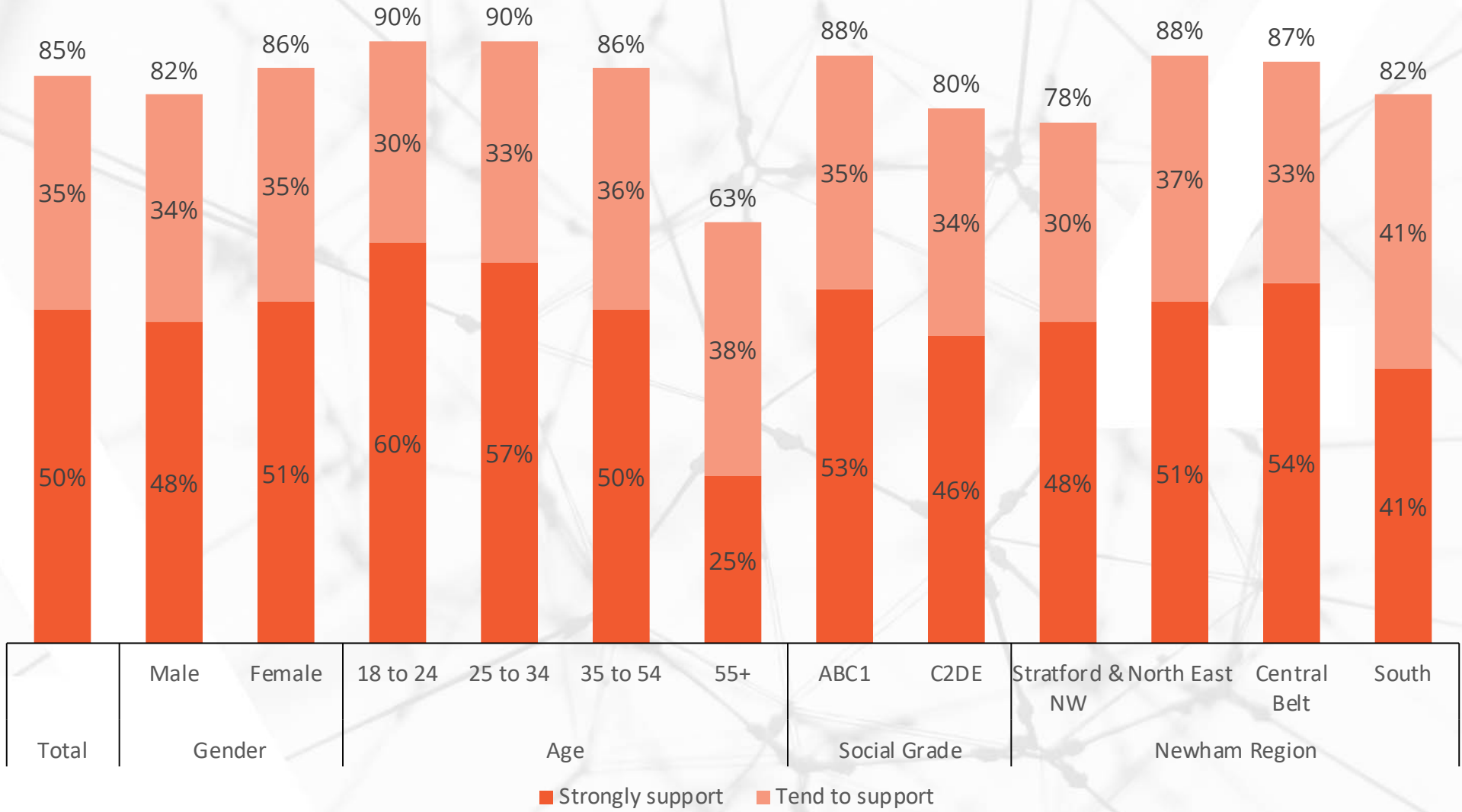
South Wards: 191 Respondents

Beckton, Canning Town South, Custom House, Royal Docks

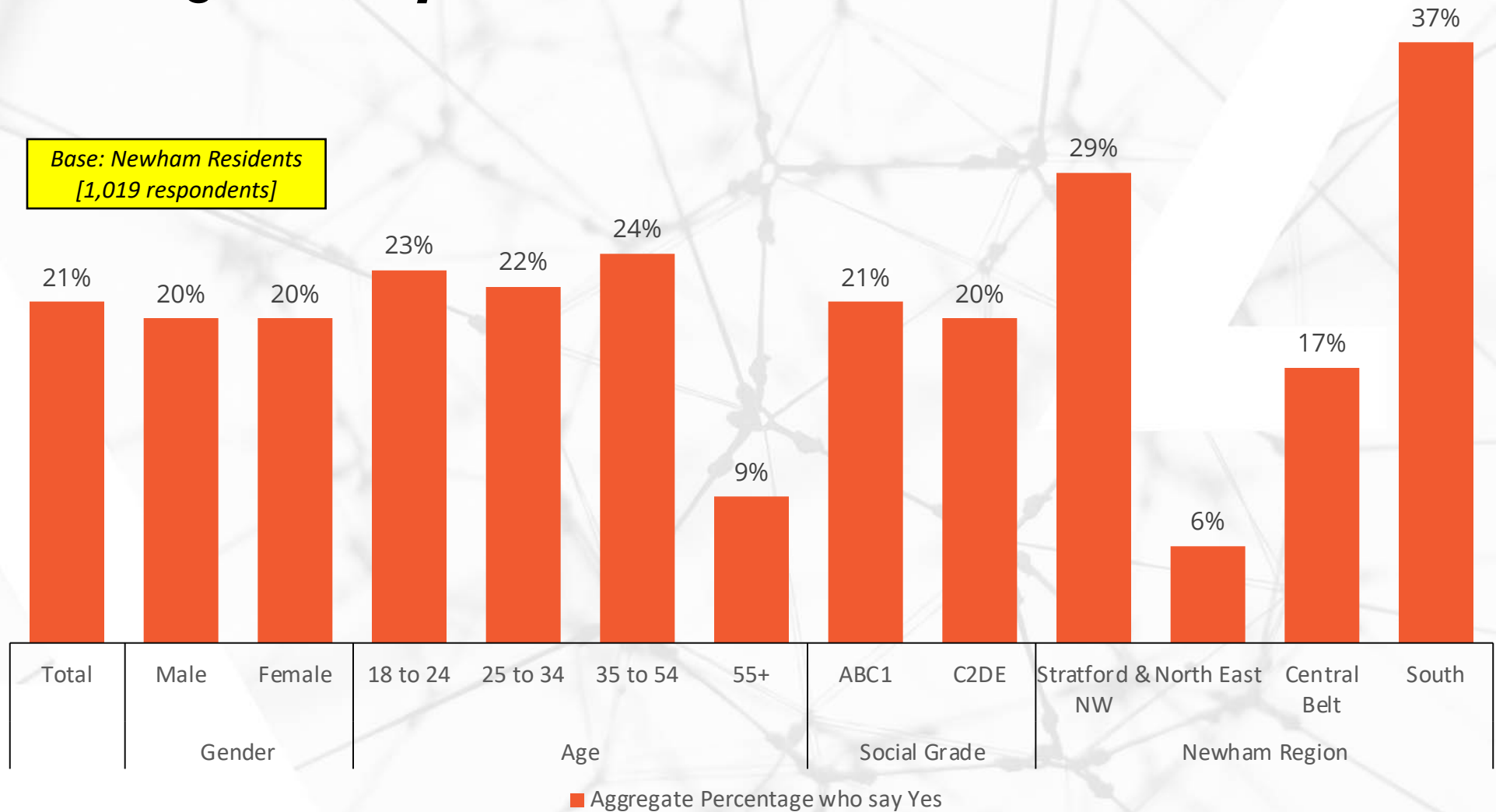
Do you support or oppose the building of MSG Sphere in London?

[Support]

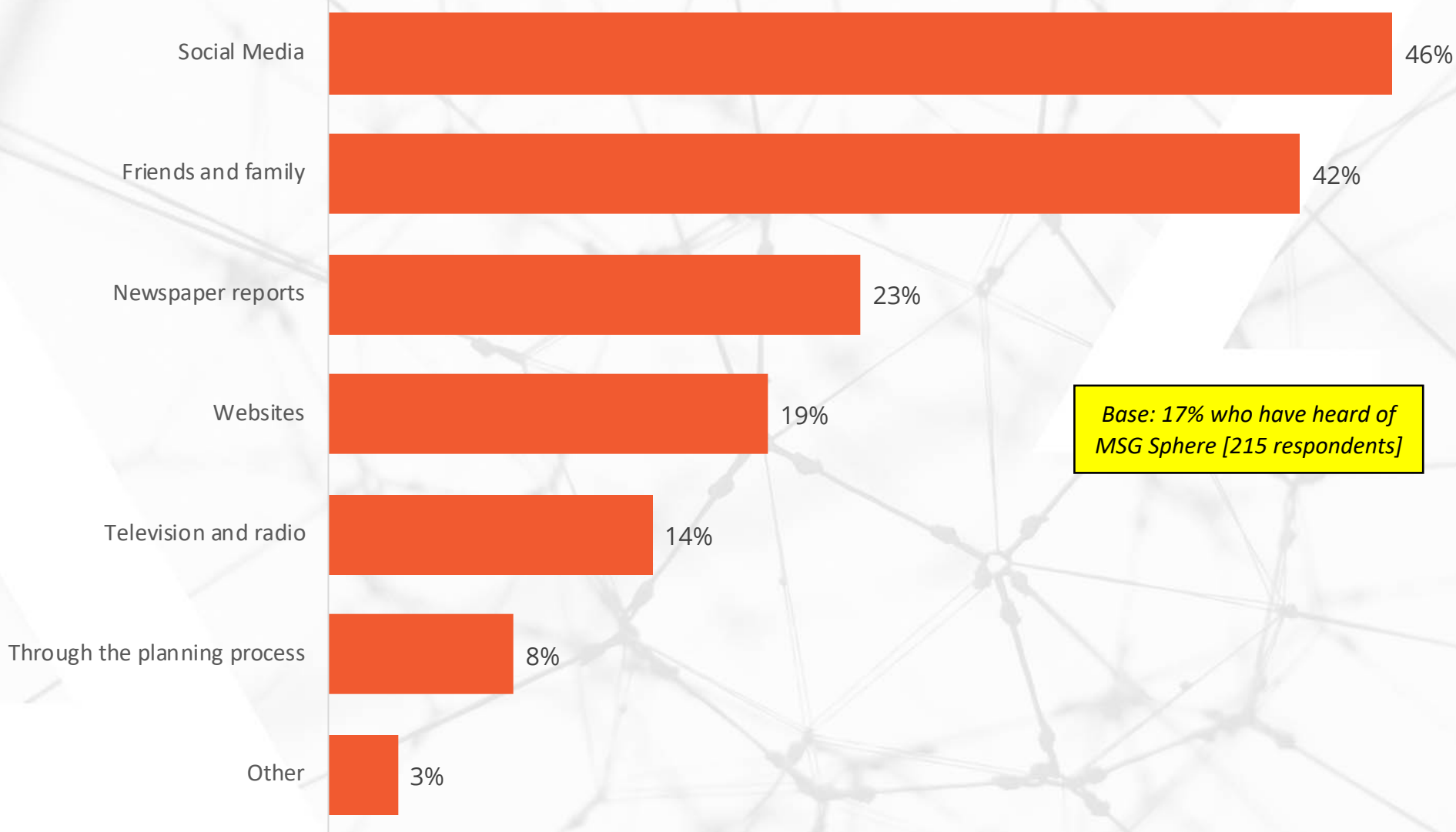
Base: Newham Residents
[1,019 respondents]



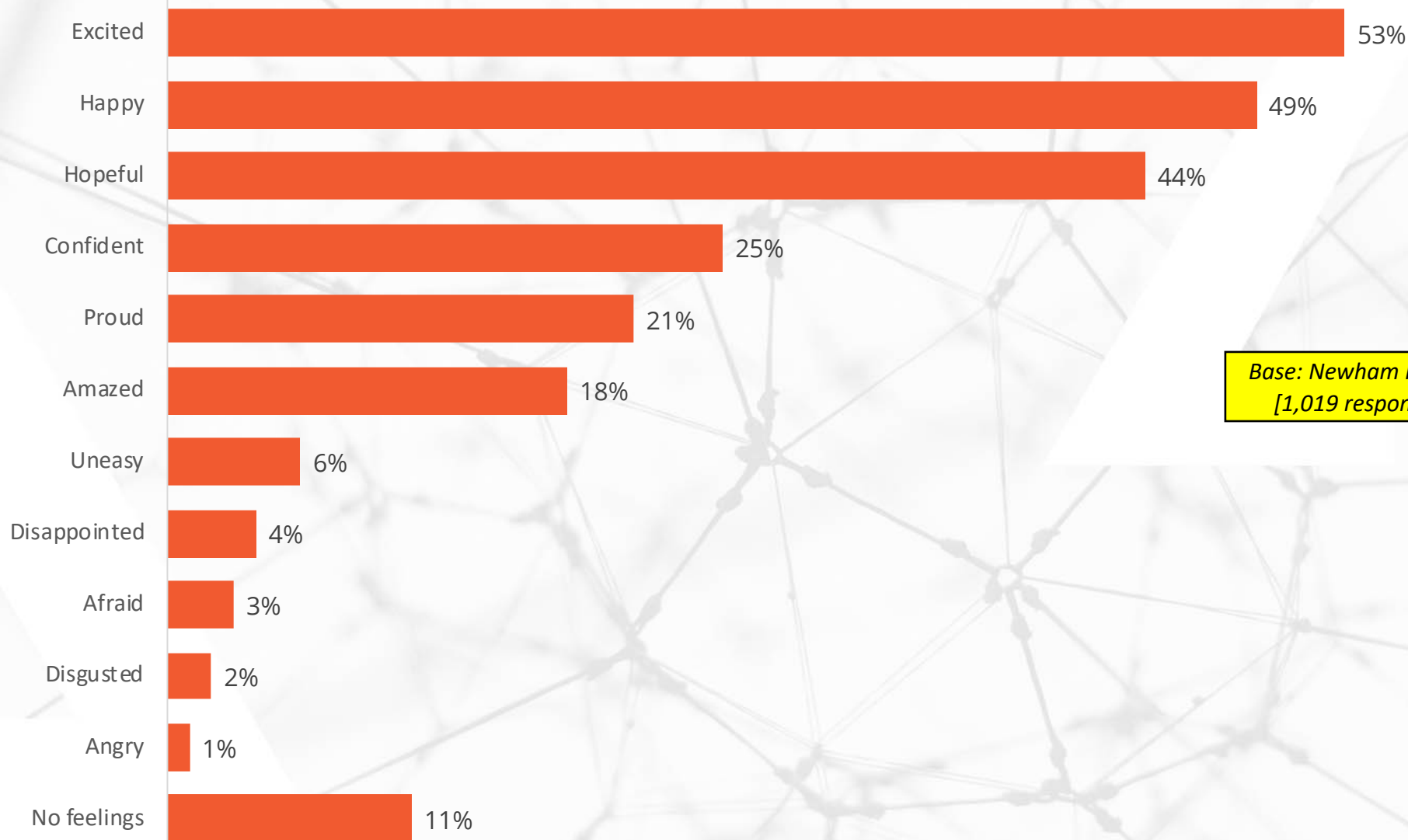
Have you seen or heard about any proposal to build a new music and entertainment venue here in Newham recently? *[Aggregate Percentage who say Yes]*



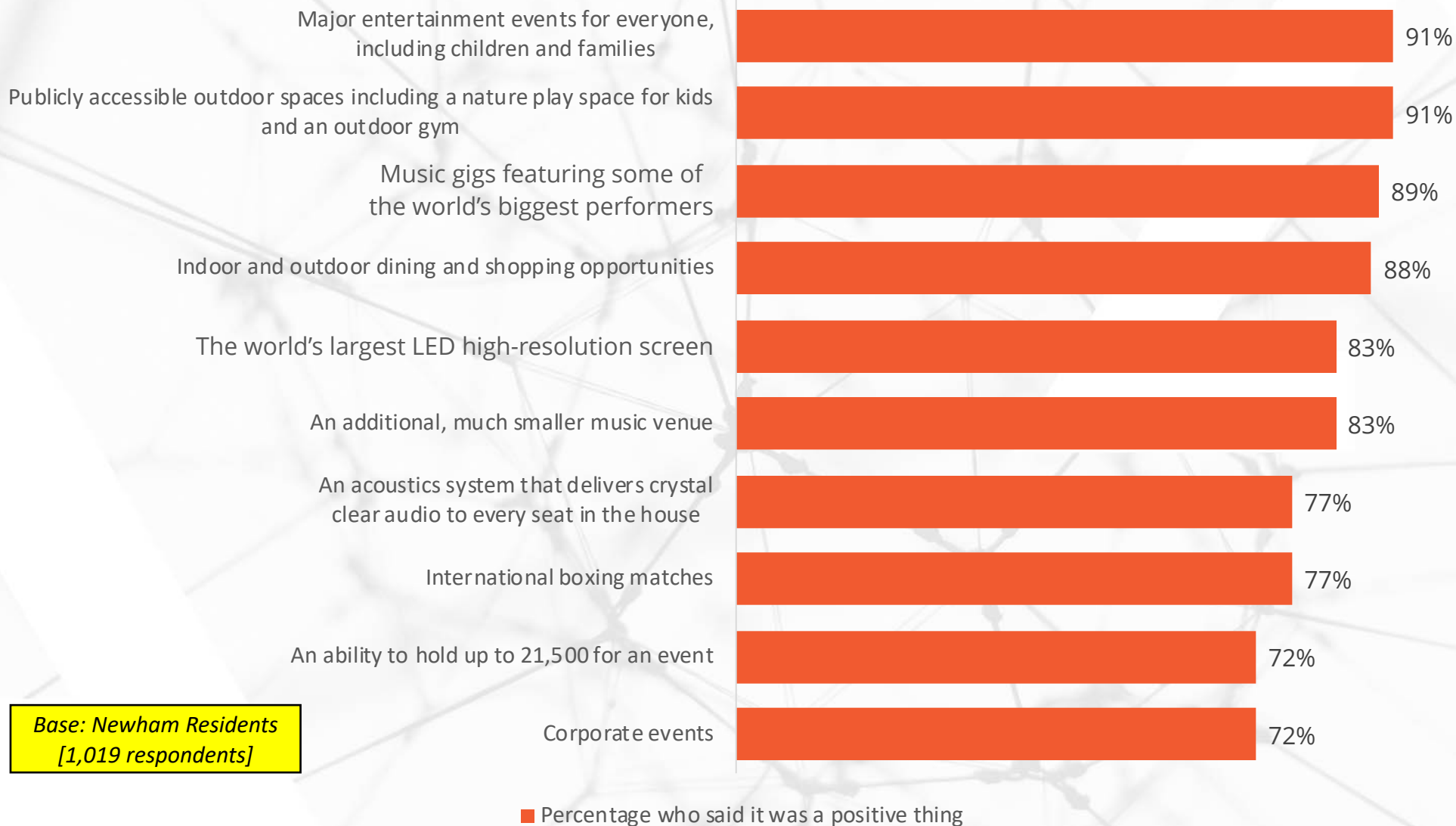
Where did you hear about the proposals for MSG Sphere? (Please select all that apply)



Which, if any, of the following words describe your feelings about MSG Sphere being built in London? *(Please select up to four)*

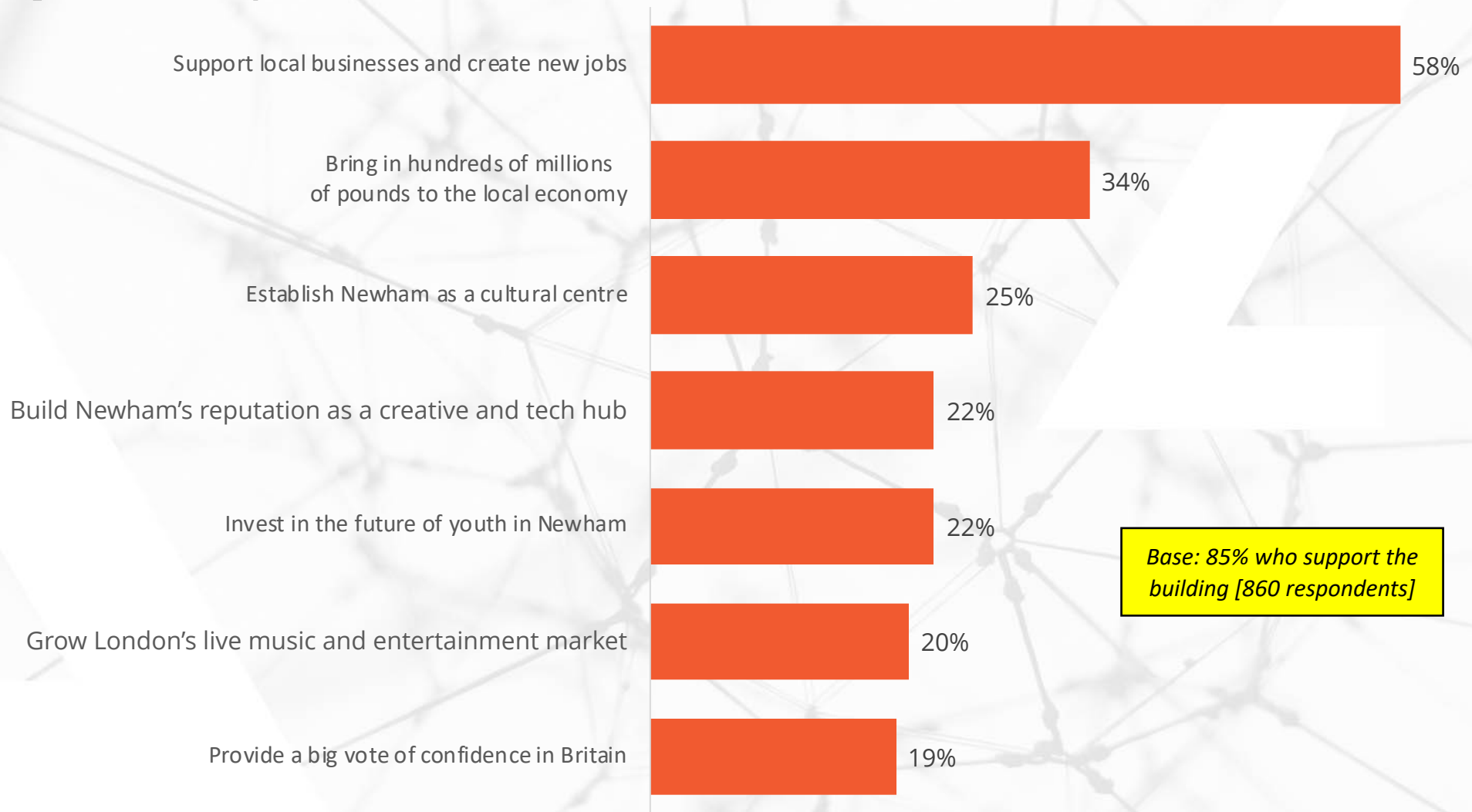


Do you think each of the following would be a positive or negative thing for MSG Sphere to have? *[Positive responses only]*

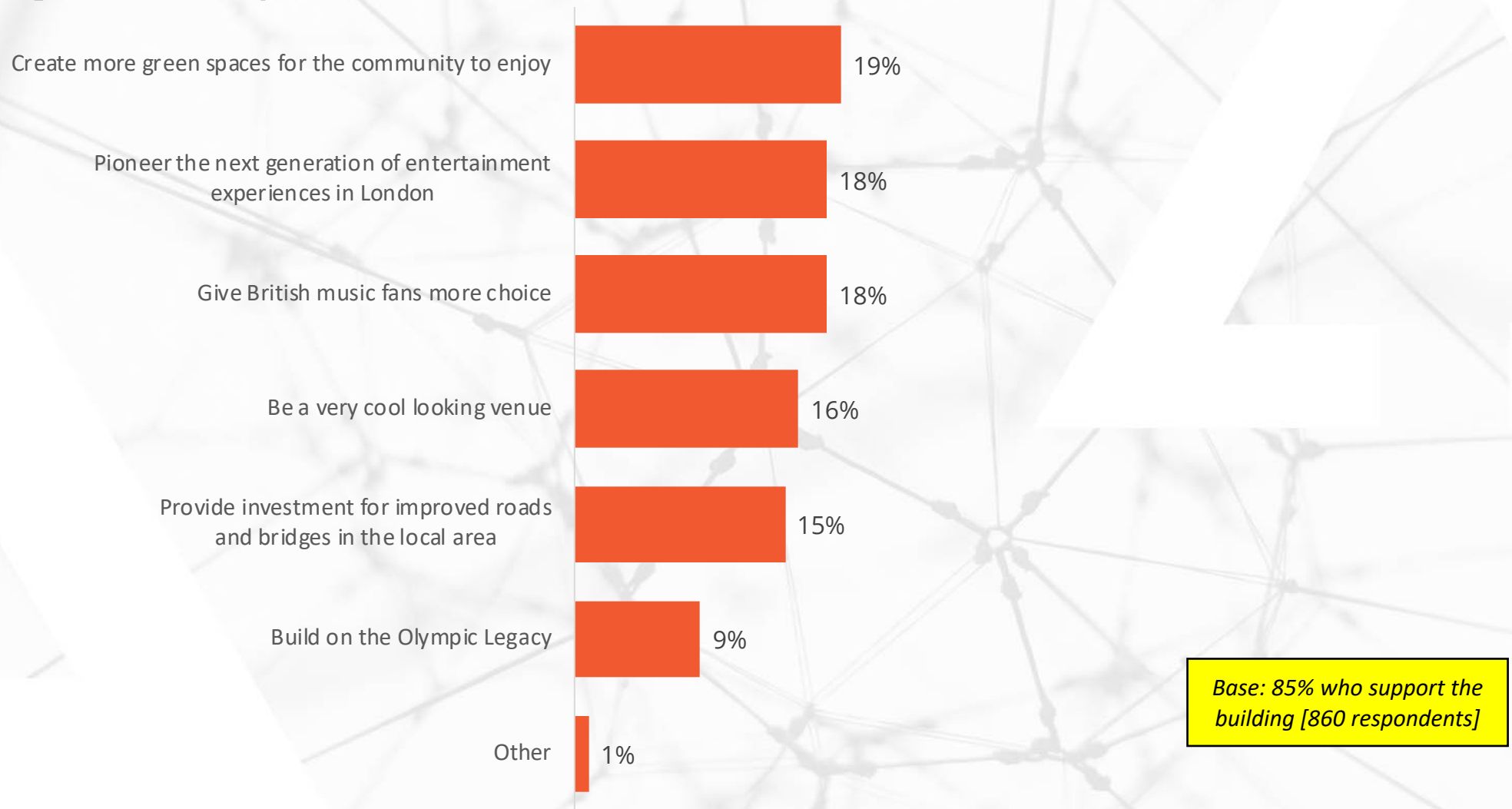


Base: Newham Residents
[1,019 respondents]

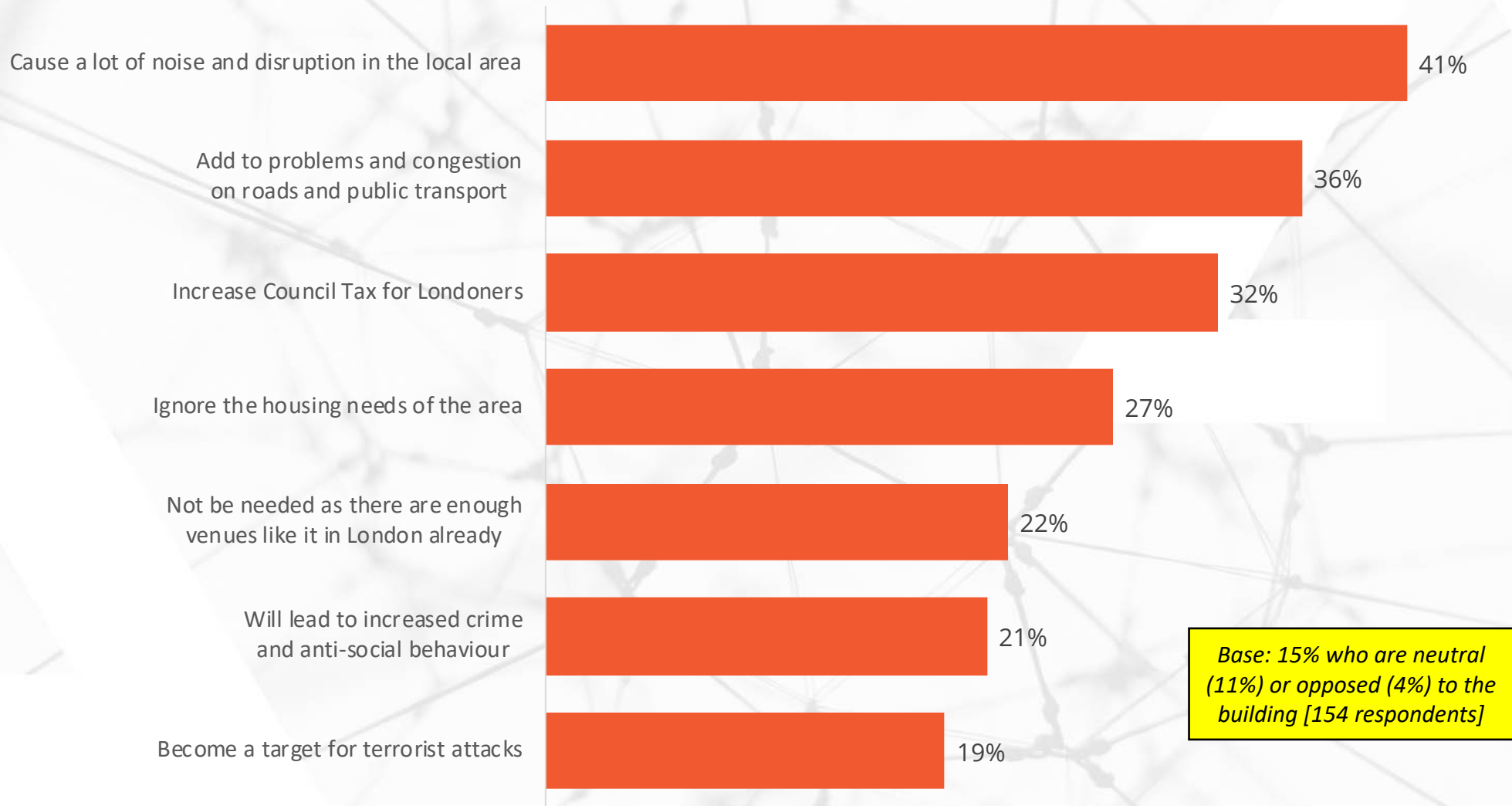
Which of the following best describe why you support the building of MSG Sphere? It will..... *[Of the 85% who support MSG Sphere, 1 of 2]*



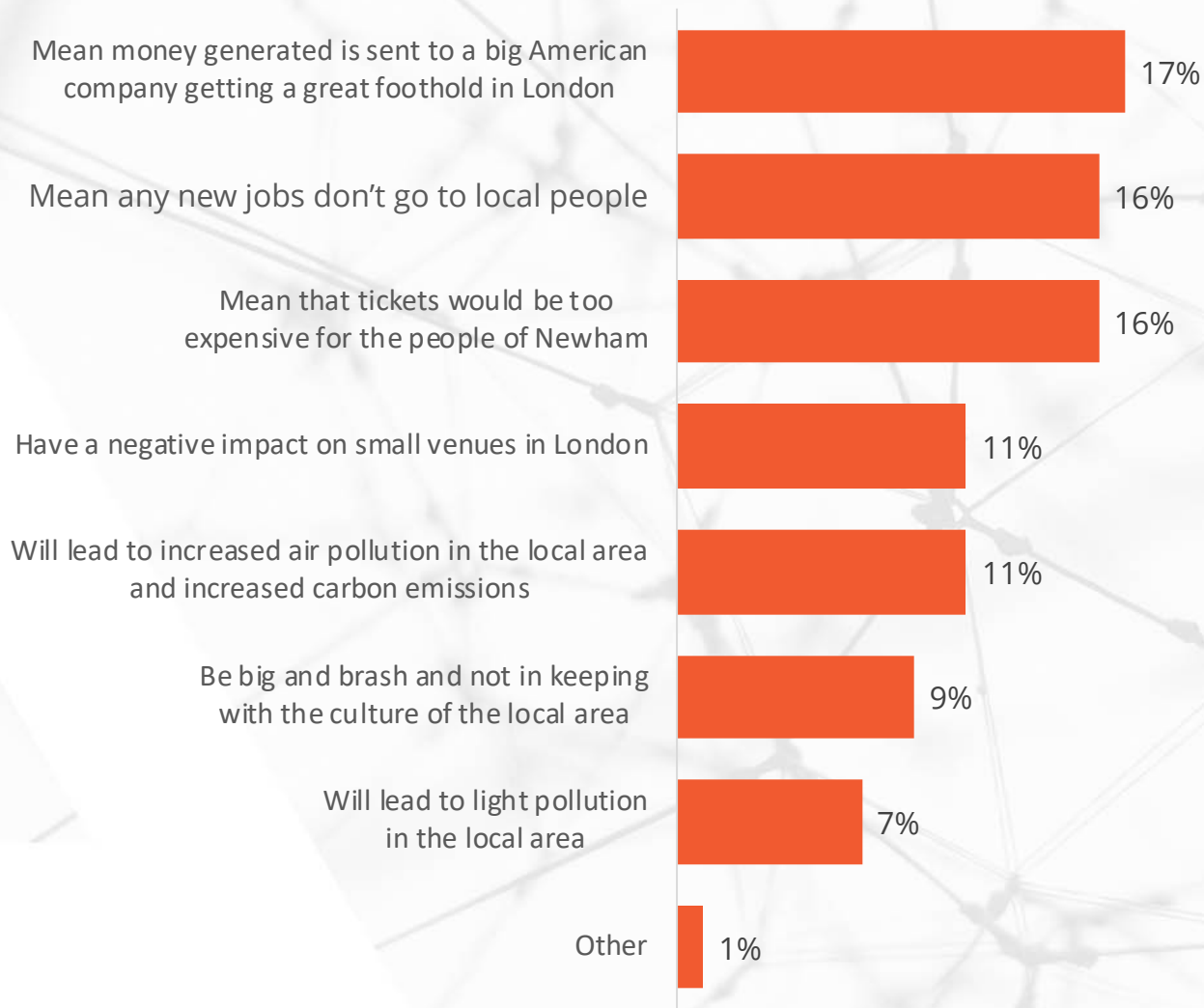
Which of the following best describe why you support the building of MSG Sphere? It will..... [Of the 85% who support MSG Sphere, 2 of 2]



Which of the following best describe why you don't support or oppose the building of MSG Sphere? It will..... *[Of the 15% who are neutral or opposed to the building of MSG Sphere, 1 of 2]*



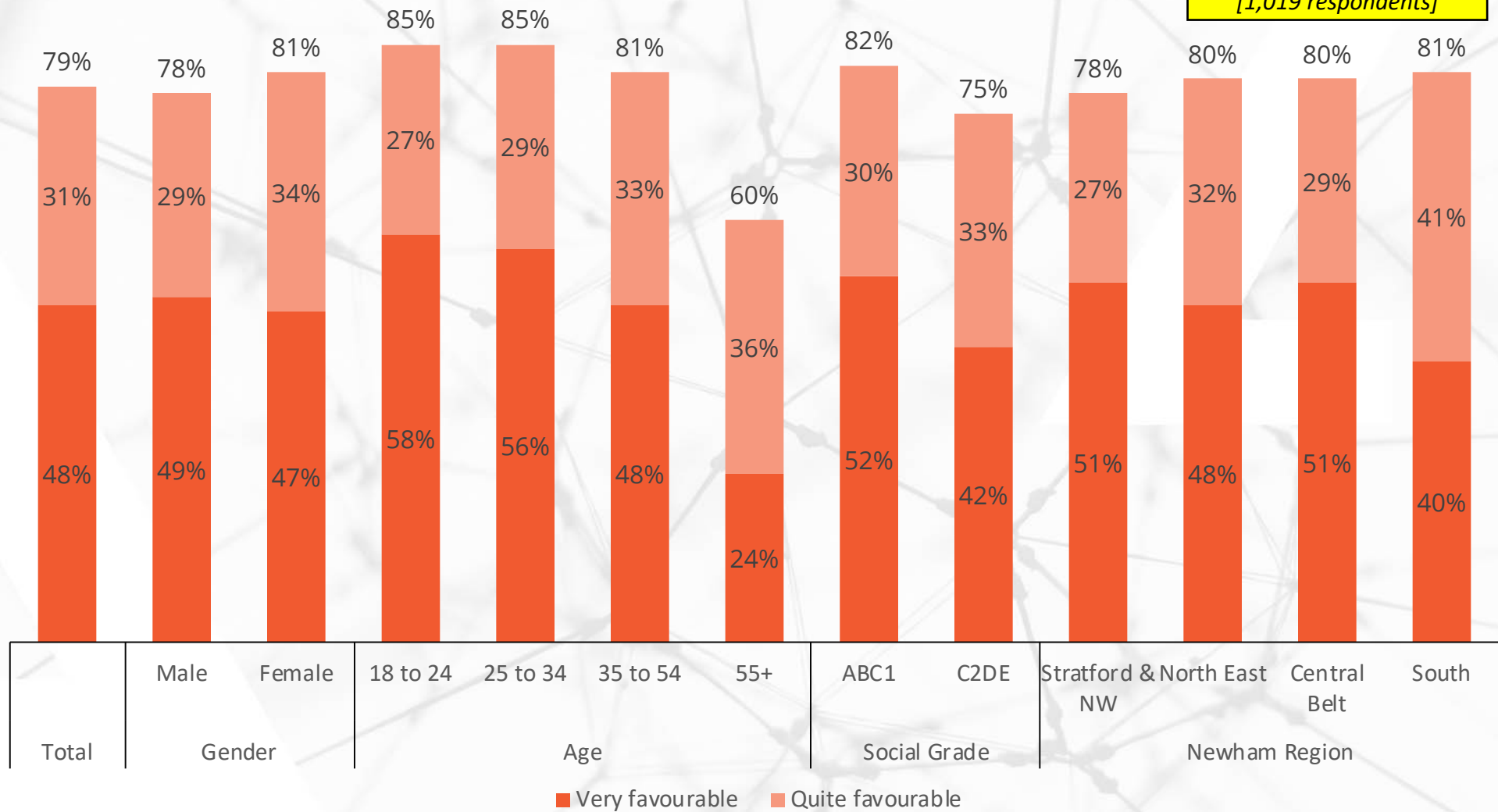
Which of the following best describe why you don't support or oppose the building of MSG Sphere? It will..... *[Of the 15% who are neutral or opposed to the building of MSG Sphere, 2 of 2]*



Base: 15% who are neutral (11%) or opposed (4%) to the building [154 respondents]

Putting aside what you think of the MSG Sphere proposals, is your impression of The Madison Square Garden Company favourable or unfavourable? *[Favourable]*

Base: Newham Residents
[1,019 respondents]



DELTA POLL

Deltapoll is a public opinion consultancy founded by two of Britain's most experienced and best-known experts in the field, Martin Boon and Joe Twyman. The company is based in London and uses cutting edge methods and new technology to provide analysis tailored to the individual needs of clients.

Deltapoll interviewed 1,019 adult residents of Newham face-to-face between 22nd June and 7th July 2019. The data have been weighted to be representative of the adult population of residents as a whole. Deltapoll abides by the Market Research Society Code of Conduct and by the British Polling Council rules.

For further information please call us on 020 7971 1350, email info@deltapoll.co.uk or visit our website.