

MSG Sphere - Newham Residents' Survey

DELTA POLL

Sample Size: 1,019 adults resident in Newham
Fieldwork: 22nd June - 7th July 2019

	Gender		Age				Newham Region				Social		
	Total	Male	Female	18 to 24	25 to 34	35 to 54	55+	Stratford & NW	North East	Central Belt	South	ABC1	C2DE
Newham Residents	1019	540	479	185	319	340	175	232	252	351	184	593	422
Unweighted Sample	1019	539	480	191	321	334	173	228	252	348	191	596	419
	%	%	%	%	%	%	%	%	%	%	%	%	%

Q1. First, can I ask how long you have lived in Newham?

Less than two years	5	5	6	4	10	4	2	10	1	4	8	5	7
Between 2 – 5 years	13	14	12	15	18	13	3	16	10	10	21	11	16
Between 6 – 10 years	26	24	28	35	30	27	6	26	30	22	28	25	27
11+ years	55	56	54	45	42	55	89	48	59	64	41	58	50
Don't know	1	1	1	2	0	1	1	0	0	0	2	1	1

Q2. Have you seen or heard about any proposal to build a new music and entertainment venue here in Newham recently? IF YES: What do you think it is called? DO NOT PROMPT

Yes – the MSG Sphere	11	11	10	11	14	12	5	15	3	7	25	11	11
Yes – but can't name it	10	9	10	12	8	12	4	14	3	10	12	10	9
No – not heard anything	76	76	75	74	75	72	85	66	93	83	50	77	74
Don't know	4	3	5	4	3	4	7	5	0	1	13	3	6
Yes (All)	21	20	20	23	22	24	9	29	6	17	37	21	20

Q3. Have you heard about proposals for a new music and entertainment venue, called "MSG Sphere"?

Yes	17	16	17	18	18	20	6	24	6	14	29	18	14
No	78	79	76	76	79	74	86	67	93	85	57	78	77
Don't know	6	5	7	6	3	6	9	9	1	1	15	4	9

All who have heard of proposals
Unweighted Sample

Total	Gender		Age				Newham Region				Social	
	Male	Female	18 to 24	25 to 34	35 to 54	55+	Stratford & NW	North East	Central Belt	South	ABC1	C2DE
212	113	99	41	70	84	16	67	16	61	68	125	86
215	113	102	44	71	84	16	67	17	60	71	127	87
%	%	%	%	%	%	%	%	%	%	%	%	%

Q4. Where did you hear about the proposals for MSG Sphere? MULTI CODE

Social Media	46	42	52	51	61	38	13	51	35	36	54	45	48
Friends and family	42	43	42	39	38	44	61	40	55	38	45	40	44
Newspaper reports	23	25	20	15	24	25	25	34	12	22	16	28	15
Websites	19	19	18	12	19	22	18	21	28	17	16	21	15
Television and radio	14	16	11	4	12	16	31	8	14	12	21	11	18
I heard about it through the planning process - e.g consultation events materials, meetings etc	8	7	9	12	6	8	12	9	0	13	4	10	5
Other	3	2	3	7	1	1	6	4	5	2	1	4	1
Don't know	1	0	3	0	2	2	0	0	0	2	3	2	1

Newham Residents
Unweighted Sample

1019	540	479	185	319	340	175	232	252	351	184	593	422
1019	539	480	191	321	334	173	228	252	348	191	596	419
%	%	%	%	%	%	%	%	%	%	%	%	%

Q5. The Madison Square Garden Company is proposing to build a large-scale music and entertainment venue - known as MSG Sphere - at Stratford. here in the Borough of Newham.

Strongly support	50	48	51	60	57	50	25	48	51	54	41	53	46
Tend to support	35	34	35	30	33	36	38	30	37	33	41	35	34
Neither support nor oppose	11	13	10	7	8	10	25	16	7	10	14	9	15
Tend to oppose	2	2	2	2	1	2	6	2	3	2	2	2	3
Strongly oppose	2	2	2	1	1	1	6	3	2	2	0	2	2
Don't know	0	0	1	1	0	0	1	0	0	0	1	0	1
Support (All)	85	82	86	90	90	86	63	78	88	87	82	88	80
Oppose (All)	4	4	4	3	2	3	12	5	5	4	2	4	5
Net Likelihood	+81	+78	+82	+87	+88	+83	+51	+73	+83	+83	+80	+84	+75

Total	Gender		Age				Newham Region				Social	
	Male	Female	18 to 24	25 to 34	35 to 54	55+	Stratford & NW	North East	Central Belt	South	ABC1	C2DE

Q6. The MSG Sphere is being proposed by The Madison Square Garden Company, the sports and entertainment company known for venues such as Madison Square Garden in New York and sports franchise the New York Knicks. Putting aside what you think of the MSG Sphere proposals, is your impression of the Madison Square Garden Company favourable or unfavourable? CODE ONE

Very favourable	48	49	47	58	56	48	24	51	48	51	40	52	42
Quite favourable	31	29	34	27	29	33	36	27	32	29	41	30	33
Neither favourable nor unfavourable	15	17	13	12	11	15	27	17	15	15	14	13	19
Quite unfavourable	2	2	2	1	1	1	5	2	1	2	2	2	2
Very unfavourable	2	2	1	0	1	1	6	3	3	1	0	1	2
Don't know	2	1	2	2	2	2	2	1	1	2	4	2	2
Favourable (All)	79	78	81	85	85	81	60	78	80	80	81	82	75
Unfavourable (All)	4	4	3	1	2	2	11	5	4	3	2	3	4
Net Likelihood	+75	+74	+78	+84	+83	+79	+49	+73	+76	+77	+79	+79	+71

Q7. Here are some images of what MSG Sphere will look like, both outside and inside. Which two or three words best describe how you feel about the venue? CODE MAX THREE

Excited	53	53	53	62	58	55	28	43	65	57	40	57	46
Happy	49	48	51	55	56	47	35	55	44	47	55	48	51
Hopeful	44	43	46	43	46	48	36	32	56	45	42	48	38
Confident	25	26	25	27	30	24	18	17	29	32	18	31	17
Proud	21	20	22	25	20	23	16	32	10	19	26	19	24
Amazed	18	19	18	19	18	22	10	20	24	16	13	18	18
Uneasy	6	6	5	3	4	5	11	7	7	5	3	5	6
Disappointed	4	4	3	3	2	4	8	4	4	4	1	4	4
Afraid	3	3	3	2	2	3	6	4	3	4	2	4	3
Disgusted	2	3	0	1	0	3	3	1	1	3	0	2	1
Angry	1	1	1	0	1	2	2	2	2	1	1	1	2
No feelings	11	11	12	7	8	9	24	16	8	9	13	8	15
Don't know	1	1	1	1	1	1	1	0	0	0	3	1	0

Total	Gender		Age				Newham Region				Social	
	Male	Female	18 to 24	25 to 34	35 to 54	55+	Stratford & NW	North East	Central Belt	South	ABC1	C2DE

**Q8. Do you think each of the following would be a positive or negative thing for MSG Sphere to have?
Music gigs featuring some of the world's biggest performers**

Positive	89	90	89	95	93	91	74	88	92	94	78	93	85
Negative	3	4	3	2	2	4	7	3	4	3	4	2	5
Don't know	7	6	8	4	5	5	19	9	3	3	18	5	10

The world's largest LED high-resolution screen

Positive	83	83	82	92	88	84	61	86	86	87	66	87	77
Negative	6	6	6	3	4	6	13	4	5	6	10	5	7
Don't know	11	11	11	5	8	10	26	10	8	7	24	8	16

Major entertainment events for everyone, including children and families

Positive	91	91	92	94	94	93	80	92	93	90	89	92	90
Negative	3	4	3	4	2	2	8	4	3	3	3	3	5
Don't know	5	6	5	3	4	5	11	4	4	6	8	5	6

An acoustics system that delivers crystal clear audio to every seat in the house

Positive	77	75	79	85	82	78	56	75	84	79	65	82	69
Negative	6	7	5	6	3	6	13	4	6	7	8	5	9
Don't know	17	18	16	9	15	16	31	21	10	14	27	13	23

An ability to hold up to 21,500 for an event

Positive	72	72	73	80	77	72	56	67	80	80	54	78	63
Negative	11	12	10	6	9	12	18	11	10	7	19	8	15
Don't know	17	17	17	13	14	17	26	22	10	13	26	14	21

Corporate events

Positive	72	71	73	77	75	72	61	64	80	76	64	77	66
Negative	11	11	10	9	10	10	15	13	8	11	9	9	12
Don't know	17	17	17	14	15	18	24	22	11	13	27	14	21

International boxing matches

Positive	77	79	75	86	82	78	58	70	80	81	75	80	73
Negative	10	10	10	5	9	12	17	13	14	7	9	9	12
Don't know	13	11	14	9	10	10	26	17	7	12	16	11	15

	Gender		Age				Newham Region				Social	
	Total	Male	Female	18 to 24	25 to 34	35 to 54	55+	Stratford & NW	North East	Central Belt	South	ABC1

Indoor and outdoor dining and shopping opportunities

Positive	88	88	89	90	92	90	79	89	91	85	91	89	88
Negative	5	5	5	4	4	4	8	5	3	6	3	4	5
Don't know	7	7	7	6	5	7	13	6	6	9	7	7	7

An additional, much smaller music venue

Positive	83	82	84	86	89	84	64	83	88	84	72	87	77
Negative	5	7	4	4	3	5	13	6	4	5	8	5	6
Don't know	12	11	12	10	8	11	23	10	8	11	20	8	17

Publicly accessible outdoor spaces including a nature play space for kids and an outdoor gym

Positive	91	90	93	95	95	90	80	93	93	89	90	92	90
Negative	3	3	3	3	1	3	8	4	2	4	2	3	3
Don't know	6	7	5	3	4	7	11	3	4	7	8	5	7

All who support
Unweighted Sample

Total	Gender		Age				Newham Region				Social	
	Male	Female	18 to 24	25 to 34	35 to 54	55+	Stratford & NW	North East	Central Belt	South	ABC1	C2DE
859	448	411	167	289	293	110	182	221	303	152	517	338
860	447	413	173	290	288	109	178	223	301	158	520	336
%	%	%	%	%	%	%	%	%	%	%	%	%

Q9a. Which of the following best describe why you support the building of MSG Sphere? It

will.....CODE MAX THREE

Support local businesses and create new jobs	58	62	55	55	56	59	69	58	62	47	77	51	70
Bring in hundreds of millions of pounds to the local economy	34	37	32	24	35	39	36	24	47	28	41	32	38
Establish Newham as a cultural centre	25	26	25	30	24	26	20	34	22	24	22	26	25
Build Newham's reputation as a creative and tech hub	22	23	21	23	20	23	20	22	23	24	16	25	17
Invest in the future of youth in Newham	22	21	24	24	22	19	29	27	9	17	46	17	30
Grow London's live music and entertainment market	20	19	21	25	22	17	13	18	27	24	4	24	14
Provide a big vote of confidence in Britain	19	19	18	15	20	19	19	12	21	22	16	22	13
Create more green spaces for the community to enjoy	19	18	20	15	20	19	19	13	20	25	12	21	14
Pioneer the next generation of entertainment experiences in London	18	17	19	26	16	16	18	14	18	25	10	20	15
Give British music fans more choice	18	19	18	23	19	18	10	25	12	23	11	20	17
Be a very cool looking venue	16	13	18	15	18	14	13	25	9	12	20	12	21
Provide investment for improved roads and bridges in the local area	15	14	17	15	14	16	17	11	17	18	13	17	13
Build on the Olympic Legacy	9	10	8	9	7	10	12	13	10	8	3	11	6
Other	1	1	1	1	2	1	1	3	0	0	3	1	2
Don't know	0	0	0	0	1	0	0	0	0	0	1	0	1

All who do not support
Unweighted Sample

Total	Gender		Age				Newham Region				Social	
	Male	Female	18 to 24	25 to 34	35 to 54	55+	Stratford & NW	North East	Central Belt	South	ABC1	C2DE
155	90	65	17	30	44	63	49	30	46	30	74	81
154	90	64	17	31	44	62	49	29	45	31	74	80
%	%	%	%	%	%	%	%	%	%	%	%	%

Q9b. Which of the following best describe why you don't support or oppose the building of MSG

Sphere? It will..... CODE MAX THREE

Cause a lot of noise and disruption in the local area	41	39	43	25	47	43	40	46	27	27	65	40	41
Add to problems and congestion on roads and public transport	36	38	33	32	38	45	30	43	28	37	30	39	33
Increase Council Tax for Londoners	32	27	39	16	24	32	40	31	34	39	20	35	29
Ignore the housing needs of the area	27	22	34	48	29	32	17	28	17	33	27	26	28
Not be needed as there are enough venues like it in London already	22	20	25	25	14	16	30	13	35	30	13	26	18
Will lead to increased crime and anti-social behaviour	21	23	19	19	27	21	19	23	11	21	30	15	27
Become a target for terrorist attacks	19	20	17	17	13	24	18	12	42	15	12	22	16
Mean money generated is sent to a big American company getting a great foothold in London	17	21	12	22	20	14	16	17	24	20	7	16	18
Mean any new jobs don't go to local people	16	17	16	11	26	7	20	22	14	15	10	13	19
Mean that tickets would be too expensive for the people of Newham	16	18	13	10	23	13	16	14	24	19	6	19	14
Have a negative impact on small venues in London	11	10	13	24	4	12	10	22	7	4	7	10	12
Will lead to increased air pollution in the local area and increased carbon emissions	11	12	11	5	7	14	13	8	14	7	20	11	11
Be big and brash and not in keeping with the culture of the local area	9	10	8	0	0	11	15	2	17	17	0	8	10
Will lead to light pollution in the local area	7	5	11	26	10	7	2	9	7	7	7	9	6
Other	1	1	2	0	4	2	0	4	0	0	0	1	1
Don't know	3	5	1	5	3	2	4	2	0	0	14	2	4

Total	Gender		Age				Newham Region				Social	
	Male	Female	18 to 24	25 to 34	35 to 54	55+	Stratford & NW	North East	Central Belt	South	ABC1	C2DE

**Q10. How likely or unlikely would you be to change your mind and support the building of MSG Sphere if...
It created and supported thousands of local jobs across London and Newham**

Very likely	31	41	18	45	30	32	28	37	10	40	30	27	36
Quite likely	28	18	41	25	42	36	15	36	17	19	38	35	21
Neither likely nor unlikely	17	13	22	6	11	11	27	8	35	19	11	14	20
Quite unlikely	6	5	9	7	0	13	5	4	13	7	4	7	6
Very unlikely	10	13	7	11	13	6	12	8	18	13	3	14	7
Don't know	7	10	3	5	4	2	12	6	7	2	15	4	10
Likely (All)	59	59	59	70	72	68	43	73	27	59	68	62	57
Unlikely (All)	16	18	16	18	13	19	17	12	31	20	7	21	13
Net Likelihood	+43	+41	+43	+52	+59	+49	+26	+61	-4	+39	+61	+41	+44

It brought hundreds of millions of pounds and new business opportunities into Newham

Very likely	27	29	24	33	27	30	22	35	10	29	26	19	34
Quite likely	24	25	23	12	40	23	20	22	20	25	29	33	16
Neither likely nor unlikely	21	15	30	18	17	17	27	16	28	23	20	21	21
Quite unlikely	7	8	4	14	3	4	8	4	10	7	7	6	7
Very unlikely	12	13	10	5	3	14	17	8	25	11	7	12	11
Don't know	10	10	10	19	10	12	6	15	7	5	12	10	10
Likely (All)	51	54	47	45	67	53	42	57	30	54	55	52	50
Unlikely (All)	19	21	14	19	6	18	25	12	35	18	14	18	18
Net Likelihood	+32	+33	+33	+26	+61	+35	+17	+45	-5	+36	+41	+34	+32

It made Newham widely known as THE go-to entertainment hub in the UK

Very likely	11	11	11	6	11	16	8	13	7	14	6	10	11
Quite likely	17	16	18	33	16	21	10	17	4	16	31	18	16
Neither likely nor unlikely	31	34	27	24	36	24	35	31	41	40	7	30	32
Quite unlikely	10	11	9	20	17	7	6	10	14	5	13	14	6
Very unlikely	13	10	17	5	6	13	19	8	28	17	0	15	11
Don't know	18	19	18	11	14	19	22	19	7	9	43	14	23
Likely (All)	28	27	29	39	27	37	18	30	11	30	37	28	27
Unlikely (All)	23	21	26	25	23	20	25	18	42	22	13	29	17
Net Likelihood	+5	+6	+3	+14	+4	+17	-7	+12	-31	+8	+24	-1	+10

Total	Gender		Age				Newham Region				Social	
	Male	Female	18 to 24	25 to 34	35 to 54	55+	Stratford & NW	North East	Central Belt	South	ABC1	C2DE

MSG invested heavily in local charity and local community partnerships

Very likely	17	21	12	11	31	14	14	20	17	12	20	11	23
Quite likely	24	21	29	33	31	30	15	17	10	26	47	33	16
Neither likely nor unlikely	25	26	22	26	6	21	36	29	31	28	7	22	27
Quite unlikely	9	10	6	6	9	16	3	2	14	12	7	9	8
Very unlikely	12	11	13	11	13	7	15	15	18	13	0	14	10
Don't know	14	11	18	11	10	13	16	17	11	9	19	11	16
Likely (All)	41	42	41	44	62	44	29	37	27	38	67	44	39
Unlikely (All)	21	21	19	17	22	23	18	17	32	25	7	23	18
Net Likelihood	+20	+21	+22	+27	+40	+21	+11	+20	-5	+13	+60	+21	+21

MSG supported grass roots music in London

Very likely	10	11	9	11	22	7	6	15	10	9	3	6	13
Quite likely	25	25	27	35	22	28	22	16	27	29	34	28	23
Neither likely nor unlikely	26	25	27	23	22	27	27	32	21	28	16	27	24
Quite unlikely	9	10	8	6	6	12	10	9	10	4	17	11	8
Very unlikely	12	12	13	11	12	9	15	8	25	17	0	14	11
Don't know	18	18	17	12	17	17	20	21	8	13	29	15	20
Likely (All)	35	36	36	46	44	35	28	31	37	38	37	34	36
Unlikely (All)	21	22	21	17	18	21	25	17	35	21	17	25	19
Net Likelihood	+14	+14	+15	+29	+26	+14	+3	+14	+2	+17	+20	+9	+17

It redevelops a site that is currently an abandoned coach park

Very likely	16	15	18	29	17	22	8	12	10	18	25	16	16
Quite likely	24	24	23	30	32	15	24	23	16	32	19	20	27
Neither likely nor unlikely	23	21	25	23	33	18	20	13	28	29	23	26	20
Quite unlikely	8	9	6	6	0	16	6	4	13	6	11	11	5
Very unlikely	19	20	17	0	15	19	26	37	21	10	3	20	18
Don't know	11	10	12	11	3	10	15	11	11	5	19	7	14
Likely (All)	40	39	41	59	49	37	32	35	26	50	44	36	43
Unlikely (All)	27	29	23	6	15	35	32	41	34	16	14	31	23
Net Likelihood	+13	+10	+18	+53	+34	+2	0	-6	-8	+34	+30	+5	+20

Total	Gender		Age				Newham Region				Social	
	Male	Female	18 to 24	25 to 34	35 to 54	55+	Stratford & NW	North East	Central Belt	South	ABC1	C2DE

It creates an attractively landscaped outdoor space for the local community to use

Very likely	22	26	16	34	25	20	18	25	14	22	25	17	26
Quite likely	29	26	33	24	45	29	23	31	23	28	34	30	28
Neither likely nor unlikely	25	19	32	25	13	31	25	24	25	31	16	27	22
Quite unlikely	3	4	2	0	3	7	2	0	10	2	4	4	2
Very unlikely	13	12	13	11	7	9	18	12	21	14	3	14	12
Don't know	9	12	4	5	6	4	14	8	7	4	18	8	10
Likely (All)	51	52	49	58	70	49	41	56	37	50	59	47	54
Unlikely (All)	16	16	15	11	10	16	20	12	31	16	7	18	14
Net Likelihood	+35	+36	+34	+47	+60	+33	+21	+44	+6	+34	+52	+29	+40

It ensures there is no noise pollution either from the events taking place there or in managing how people arrive and leave the venue

Very likely	15	16	13	24	21	11	11	4	17	19	23	11	18
Quite likely	24	22	25	5	37	26	21	27	7	25	32	26	21
Neither likely nor unlikely	28	30	25	41	23	27	27	29	38	27	16	35	21
Quite unlikely	6	6	6	0	3	11	5	0	10	10	4	8	3
Very unlikely	14	14	14	19	7	9	20	16	18	14	6	14	14
Don't know	14	13	16	11	10	16	16	23	11	4	19	5	23
Likely (All)	39	38	38	29	58	37	32	31	24	44	55	37	39
Unlikely (All)	20	20	20	19	10	20	25	16	28	24	10	22	17
Net Likelihood	+19	+18	+18	+10	+48	+17	+7	+15	-4	+20	+45	+15	+22

There was a sense of pride in having MSG Sphere in the Newham community

Very likely	11	12	8	13	23	12	4	12	7	12	10	14	8
Quite likely	23	21	26	28	12	29	22	28	7	22	31	18	28
Neither likely nor unlikely	28	30	25	29	24	26	31	21	49	28	20	25	31
Quite unlikely	9	12	5	6	16	5	9	6	6	10	13	13	5
Very unlikely	13	9	19	7	20	8	15	10	24	18	0	14	13
Don't know	16	16	17	17	6	20	19	22	7	10	26	17	16
Likely (All)	34	33	34	41	35	41	26	40	14	34	41	32	36
Unlikely (All)	22	21	24	13	36	13	24	16	30	28	13	27	18
Net Likelihood	+12	+12	+10	+28	-1	+28	+2	+24	-16	+6	+28	+5	+18

Total	Gender		Age				Newham Region				Social	
	Male	Female	18 to 24	25 to 34	35 to 54	55+	Stratford & NW	North East	Central Belt	South	ABC1	C2DE

It was promoted by local businesses, faith groups or community leaders

Very likely	14	12	16	17	23	11	10	16	13	9	16	10	16
Quite likely	28	27	30	18	22	31	31	38	7	33	26	29	27
Neither likely nor unlikely	19	21	17	24	27	13	19	12	35	24	10	20	19
Quite unlikely	8	10	6	6	9	9	7	6	6	8	12	9	7
Very unlikely	18	18	17	12	16	18	20	16	28	15	14	16	19
Don't know	13	13	15	24	3	18	13	12	11	11	22	15	12
Likely (All)	42	39	46	35	45	42	41	54	20	42	42	39	43
Unlikely (All)	26	28	23	18	25	27	27	22	34	23	26	25	26
Net Likelihood	+16	+11	+23	+17	+20	+15	+14	+32	-14	+19	+16	+14	+17

It was promoted by major international celebrities

Very likely	12	11	14	24	26	7	7	19	7	11	10	12	13
Quite likely	22	23	21	16	15	29	23	31	7	20	28	22	23
Neither likely nor unlikely	28	27	28	19	36	26	27	12	49	36	20	28	28
Quite unlikely	9	12	4	18	6	11	6	4	6	12	14	11	7
Very unlikely	16	15	16	0	10	13	24	19	24	14	6	16	15
Don't know	13	11	16	24	6	13	13	16	7	7	22	12	14
Likely (All)	34	34	35	40	41	36	30	50	14	31	38	34	36
Unlikely (All)	25	27	20	18	16	24	30	23	30	26	20	27	22
Net Likelihood	+9	+7	+15	+22	+25	+12	0	+27	-16	+5	+18	+7	+14

It provided investment for improvements to Stratford station and the wider area

Very likely	17	23	9	30	21	14	15	19	4	30	10	17	18
Quite likely	30	27	35	29	47	36	19	43	17	23	36	31	30
Neither likely nor unlikely	24	23	27	17	17	29	27	14	46	21	26	23	26
Quite unlikely	5	6	4	0	3	2	10	0	9	8	7	5	6
Very unlikely	12	11	13	7	10	9	17	15	17	12	3	17	8
Don't know	10	9	11	17	3	11	11	10	7	6	19	8	13
Likely (All)	47	50	44	59	68	50	34	62	21	53	46	48	48
Unlikely (All)	17	17	17	7	13	11	27	15	26	20	10	22	14
Net Likelihood	+30	+33	+27	+52	+55	+39	+7	+47	-5	+33	+36	+26	+34