



# Survey Results



# Executive Summary

## Respondents

- Total of 746 respondents  
Website: 359 (48.1%), Social Media: 249 (33.4%), Street Level: 138 (18.5%)
- Female 56.6%, Male 43.5%
- Residents of London: 73.9%, Visitors: 26.1%  
Stronger balance from street level respondents - Visitors: 46.6%, Residents: 53.4%)
- Comments gathered show a good representation from international visitors (outside of Canada) - United States, South Korea, Japan, Italy
- Street level responses provide a more balanced view of the city and the campaign  
Better balance of visitors, engaged visitors and residents, fewer biased residents looking for a platform to complain



# Executive Summary

## Perceptions of London

- Street and online respondents almost equally see city as ‘friendly’
- Street respondents scored the city higher on “exciting/entertaining”  
Likely due to the positive experience they were having during the Worlds
- Street respondents also reported the city favourably in terms of “helpful/good service”
- About 20% of comments contain specific negative comments about city hall/budget/infrastructure showing dissatisfaction with city itself

Its safe to assume these comments came directly from residents

Shifts in these perceptions require long-term, consistent PR efforts to reinforce positive outbound messaging



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## Logo Insights

- Street respondents had more favourable view of logo and city itself
- Common feedback showed some concern with muted tones of creative's colours
- Street responses scored, on average, 1 point (10%) higher on all characteristics of the logo

Some comments from residents echoed the confusion of this brand versus the City Hall corporate identity ("tree"). This is to be expected with the launch of something brand new. Consistent use from community partners over the next year will continue to reinforce the brand and strengthen its presence in the community.

## Campaign Insights

- "Movement" was the attribute that received the highest scores (8.31 from street level)

The skating image obviously impacted this

- "Flavour" also received high scores from street level respondents
- All attributes, on average across all audiences, were within 1 point of each other

These attributes will continue to strengthen as the brand is further integrated into ongoing programs supporting each sector of the city



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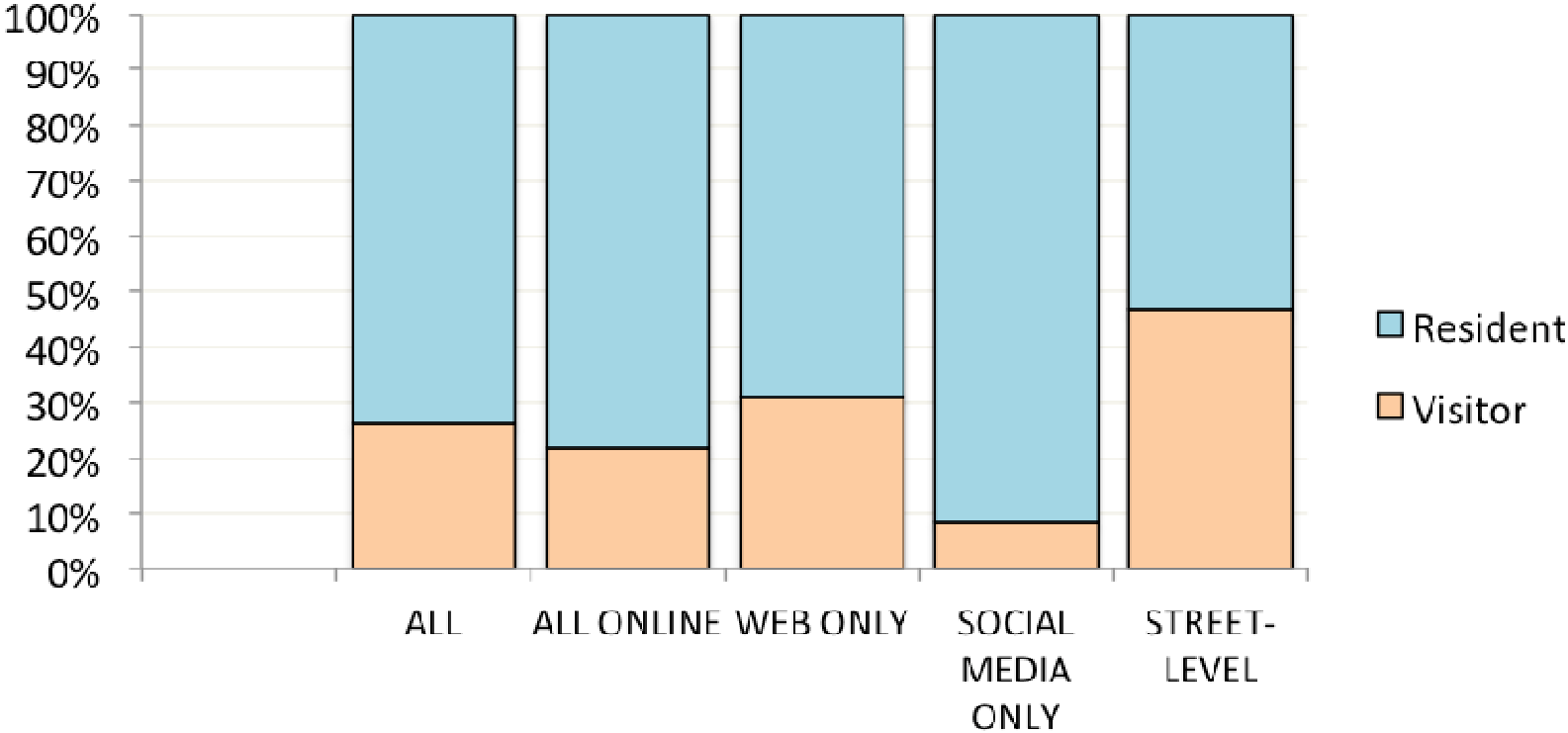
## Association to Canada

- Scores from street level respondents favoured highly with the association to Canada and the international appeal of the brand (75.6%)
- All individual responses from street level ranked fairly equal in the levels of agreement with the association, however responses from online surveys showed wider discrepancy with almost an equal number of responses strongly agreeing or strongly disagreeing with the association to Canada
- Comments showed that visitors agreed with the connection to Canada while residents were not clear on why it was necessary
  - Some residents did not understand the goal of this positioning in reaching out to a global audience

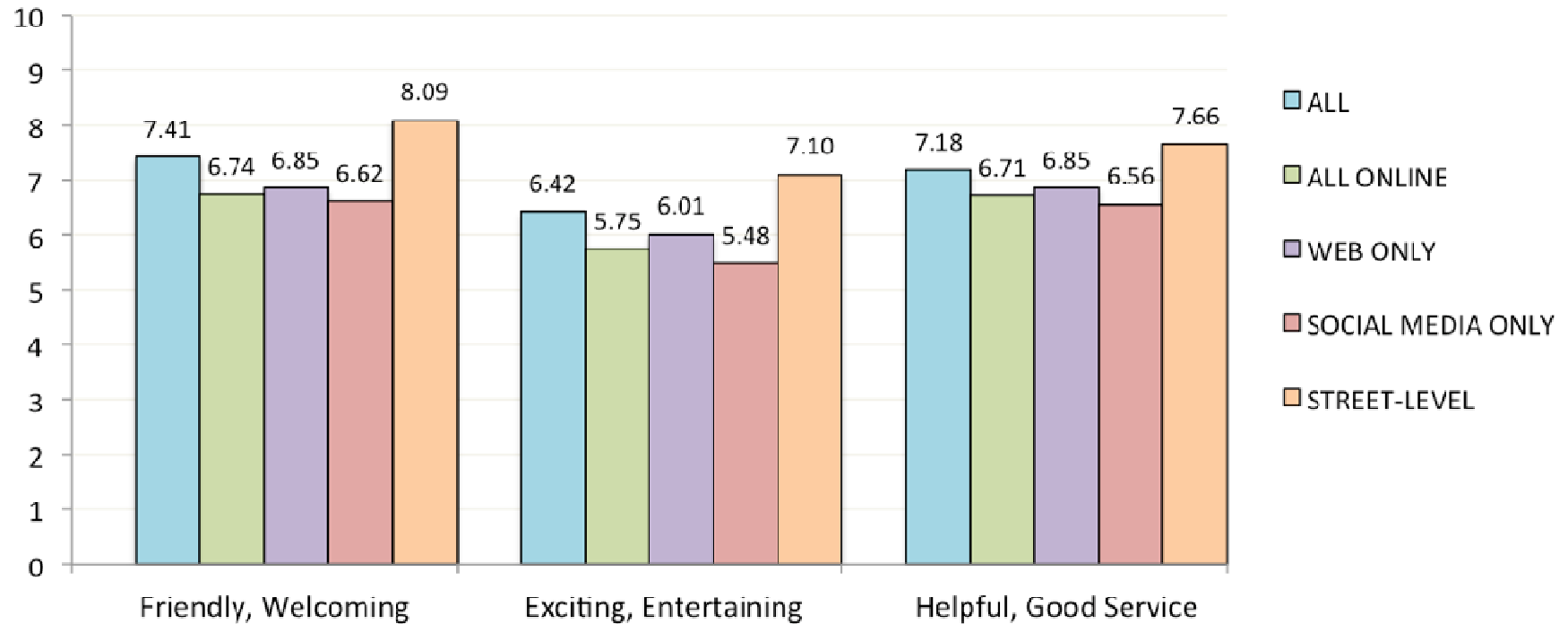
Overall, the brand and campaign was positively received among both residents and international visitors. A further benefit was the success of uniting our community partners under one brand that they can embrace and promote across many platforms. This is an accomplishment that took had previously had not been achieved.



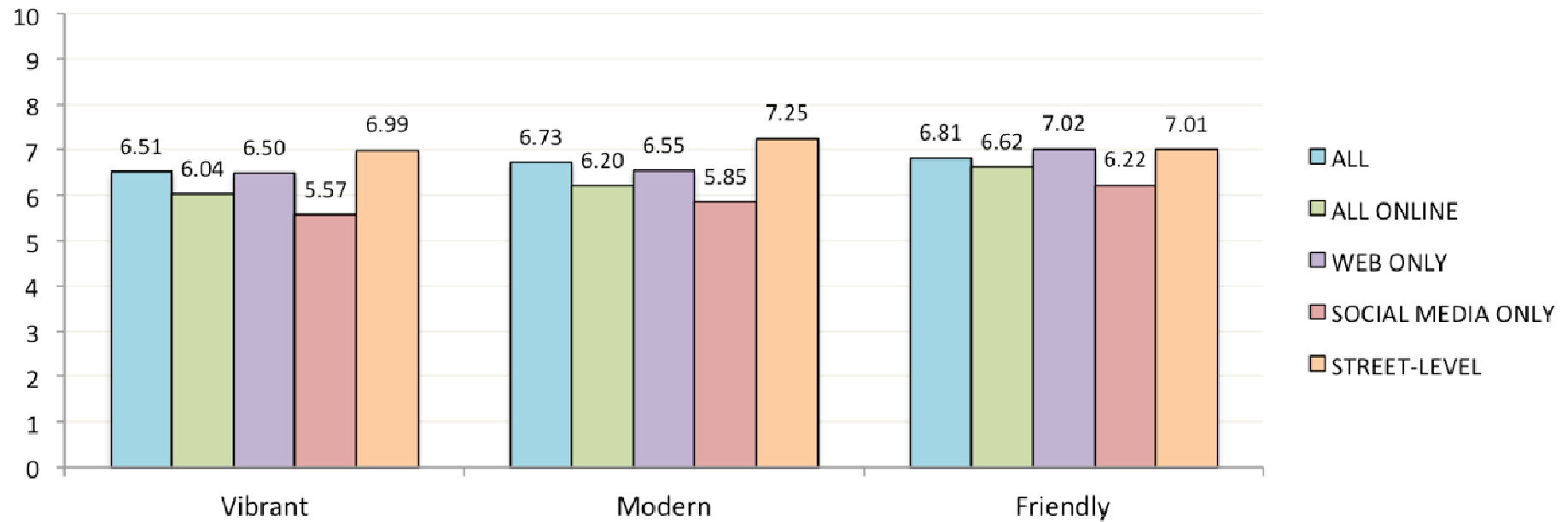
### Are you a visitor to London or a local resident?



### How accurate are the following words when used to describe the City?

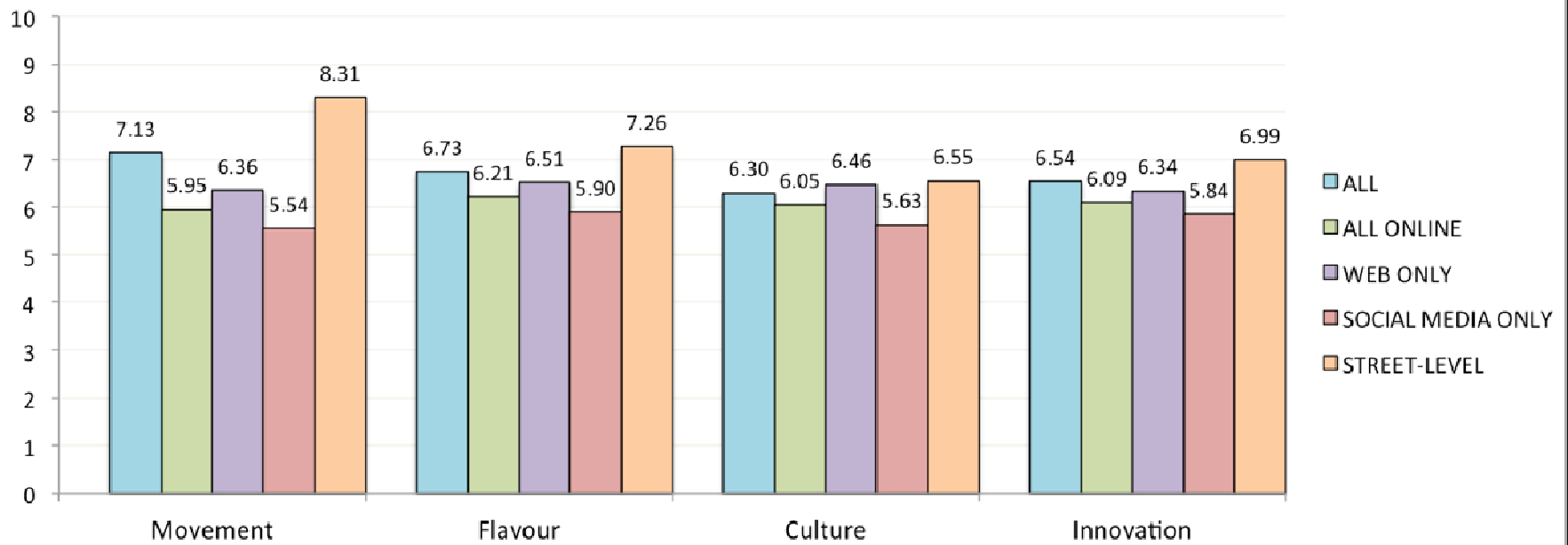


Understanding that this logo does not replace the official corporate City brand, how accurate are the following characteristics when used to describe the Canada's London community logo?

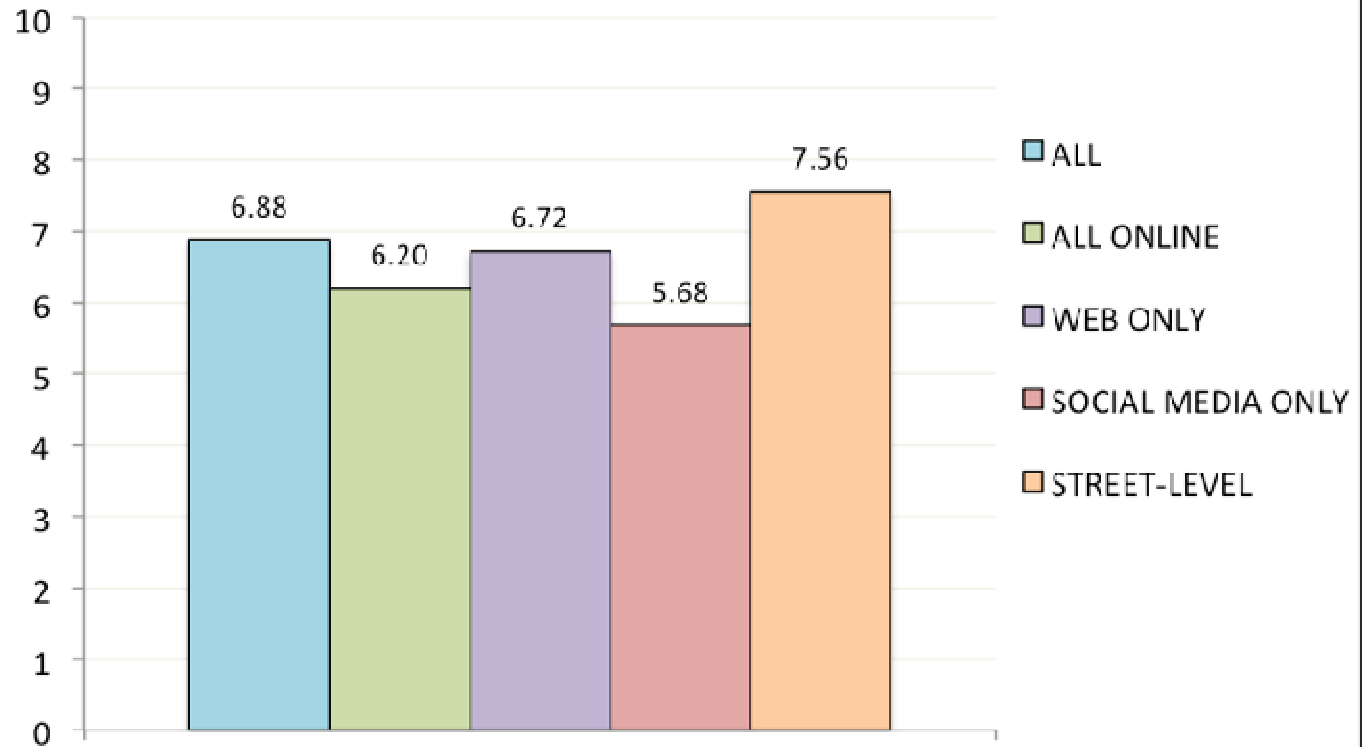




### How effective is the Canada's London campaign in highlighting the following key attributes of the City?



### How much does the association with Canada in the logo help to strengthen the brand's international appeal?



**“As a visitor to the World Figure Skating Championships, I was impressed with the store window displays, the signage and the banners - people were friendly and welcoming.”**



**“I think initiatives such as this are great. There are far too many negative people in London and this helps to combat those voices.”**



**Visitor from Tokyo:  
...thinks the logo itself is visually  
appealing, doesn't love some of  
the posters**



**Visitor from New Jersey:  
...loves the logo, thinks the  
maple leaf represents Canada  
well and differentiates us from  
England.**



**“I like the logo and think it is important to emphasize that this London is located in Canada.”**



**“It’s about time we got together and did something that makes Londoners feel good about being from London! Amazing sense of community pride.”**





**ad**  
HOME

