

YouGov Survey Results

Sample Size: 1349 London Adults
Fieldwork: 10th - 16th January 2012

	Mayoral VI		Voting intention			2010 Vote			Gender		Age				Social grade		Ethnicity		
Total	Boris	Ken	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	White	Non-white	
<i>Weighted Sample</i>	1349	587	614	380	541	90	404	433	243	660	689	161	486	420	262	786	545	934	395
<i>Unweighted Sample</i>	1349	592	596	378	484	97	390	416	273	670	679	143	453	391	343	963	368	933	383
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

June 7-9 2011 | Jan 10-16 2012

[Excluding Don't knows and Wouldn't votes]

Con	32	34	68	6	100	0	0	84	4	17	33	36	22	34	33	44	37	31	40	19
Lab	51	49	12	82	0	100	0	7	93	38	51	46	60	51	52	33	46	52	38	76
Lib Dem	8	8	9	7	0	0	100	1	2	36	8	8	11	9	7	7	10	6	10	3
Other	9	9	12	6	0	0	0	8	2	9	9	9	7	6	9	15	7	12	11	2

Other Parties Voting Intention

UKIP	3	5	8	2	0	0	0	7	1	2	5	4	0	2	6	10	4	6	6	1
Green	3	3	2	3	0	0	0	0	0	5	2	3	5	3	2	1	3	2	3	1
BNP	1	1	2	1	0	0	0	1	0	1	1	1	1	1	0	3	0	3	2	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	1	0	0	0	0	0	0	1	0	0	1	0	0	1	1	0	1	0	1

Non Voters

Would Not Vote	5	5	3	5	0	0	0	1	2	5	5	5	9	7	4	1	5	5	4	8
Don't know	16	13	12	7	0	0	0	10	10	15	9	16	15	13	12	10	12	13	11	15

In May 2012, elections will be held for the post of London Mayor. If there were an election tomorrow for Mayor of London, how would you vote?

Boris Johnson - Conservative	39	37	83	1	85	8	26	76	13	26	39	35	24	33	37	52	40	32	44	20
Ken Livingstone - Labour	33	39	2	82	6	78	22	10	70	38	42	36	48	41	40	29	37	43	34	52
Brian Paddick - Liberal Democrat*	1	6	5	6	2	3	44	2	3	20	5	6	7	7	6	3	7	5	6	6
Some other candidate	7	3	2	3	1	3	1	1	3	2	3	2	2	3	3	2	2	3	3	3
Would not vote	4	4	2	2	1	2	0	2	3	2	4	5	7	4	5	2	4	5	3	7
Don't know	15	11	7	6	5	7	8	10	9	13	6	16	12	12	10	12	10	12	10	13

Fieldwork: 10th - 16th January 2012

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

*Asked as 'The Liberal Democrat candidate' in 2011

Rebased: In May 2012, elections will be held for the post of London Mayor. If there were an election tomorrow for Mayor of London, how would you vote?

[Excluding Don't knows and Wouldn't votes]

Boris Johnson - Conservative	41	44	90	1	90	8	28	86	15	30	44	44	30	40	43	61	47	39	51	25
Ken Livingstone - Labour	48	46	2	90	7	85	23	11	79	44	47	45	59	49	46	33	43	51	39	65
Brian Paddick - Liberal Democrat*	2	7	5	6	3	4	48	2	3	23	6	8	9	8	7	3	8	5	7	7
Some other candidate	9	3	2	3	1	3	1	1	3	2	3	3	2	3	3	2	3	4	3	3

If you had to choose, who would you rather have as mayor of London, Boris Johnson or Ken Livingstone?

June 7-9 2011 | Jan 10-16 2012

Boris Johnson	48	44	100	0	89	11	47	80	17	38	44	43	29	42	42	59	46	40	51	25
Ken Livingstone	41	46	0	100	8	82	42	12	73	52	49	42	59	47	46	33	44	48	40	59
Don't know	11	11	0	0	3	8	11	7	10	10	7	14	12	11	12	7	10	12	9	16

Rebased: If you had to choose, who would you rather have as mayor of London, Boris Johnson or Ken Livingstone?

[Excluding Don't knows]

Boris Johnson	54	49	100	0	92	12	53	87	19	42	47	51	33	47	48	64	51	46	56	30
Ken Livingstone	46	51	0	100	8	88	47	13	81	58	53	49	67	53	52	36	49	54	44	70

Who do you think has achieved more for London during their time as Mayor?

Ken Livingstone has achieved much more	20	1	43	3	38	22	4	33	27	25	16	18	21	24	14	19	21	19	22
Ken Livingstone has achieved a little more	20	5	37	5	33	15	7	34	17	22	19	25	20	22	16	21	19	17	27
TOTAL KEN HAS ACHIEVED MORE	40	6	80	8	71	37	12	67	44	47	34	42	40	45	30	41	40	36	50
Both have achieved about the same	17	22	9	21	11	20	21	13	17	15	18	12	19	15	20	17	16	18	14
Boris Johnson has achieved a little more	20	39	4	35	7	26	31	8	20	18	21	14	19	19	25	22	16	22	15
Boris Johnson has achieved much more	10	23	1	28	1	7	26	1	6	12	9	8	9	9	17	10	12	13	4
TOTAL BORIS HAS ACHIEVED MORE	30	63	4	63	8	33	57	10	26	30	30	22	28	28	42	31	28	35	18
Don't know	13	9	7	8	10	10	10	11	13	8	18	23	13	12	8	11	16	11	18

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

What issues do you think it is most important for the Mayor of London to focus on? (Please choose up to two issues)

Tackling crime	42	53	34	56	34	28	56	35	41	42	42	40	40	40	51	44	40	44	38
Improving transport	41	40	44	43	38	49	44	40	46	46	37	40	44	41	36	45	34	44	36
Cost of living in London	33	30	35	29	32	35	29	33	34	31	35	40	40	26	26	34	31	29	41
Creating jobs	28	28	29	26	33	25	25	32	21	26	30	25	24	34	27	24	33	27	30
Affordable housing	25	16	35	14	35	34	12	34	33	26	24	20	23	26	30	22	29	27	21
Making the Olympics a success	9	13	6	14	6	14	12	7	9	7	11	8	6	11	13	10	7	10	7
Promoting London abroad	4	6	3	8	3	4	8	2	4	6	3	6	4	4	4	5	3	5	3
Don't know	3	2	1	1	2	0	4	2	1	2	4	3	4	3	1	2	6	2	6

Thinking about Boris Johnson, which of the following qualities do you think he has? (Please tick all that apply)

		June 7-9 2011	Jan 10-16 2012																	
Charismatic	50	48	70	32	69	36	54	66	37	50	54	42	35	49	50	50	55	37	54	33
Sticks to what he believes in	32	33	54	17	58	18	19	55	22	21	35	30	25	30	32	42	33	32	36	24
Honest	24	21	37	10	38	12	18	36	13	17	26	16	24	19	15	32	23	19	24	13
Decisive	21	18	32	8	33	10	23	31	10	12	20	17	18	18	15	26	21	15	21	12
Strong	22	16	31	5	36	5	19	34	5	12	16	16	13	13	16	25	17	16	19	10
A natural leader	13	15	27	4	29	7	21	29	7	11	15	14	10	13	15	21	17	11	18	7
In touch with the concerns of ordinary people	20	13	26	2	24	4	16	25	3	10	11	14	8	9	11	24	12	14	14	7
Good in a crisis	12	11	22	3	24	3	15	23	4	7	11	11	10	12	9	14	13	9	13	6
None of these	21	21	2	38	4	32	21	5	32	27	21	21	22	19	26	18	20	23	20	23
Don't know	9	10	5	7	5	9	2	6	10	7	5	14	16	11	7	6	7	13	6	18

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

Thinking about Ken Livingstone, which of the following qualities do you think he has? (Please tick all that apply)

In touch with the concerns of ordinary people	37	40	17	66	21	58	42	19	60	48	44	36	27	35	50	41	42	37	41	39
Sticks to what he believes in	41	40	26	57	29	51	46	31	50	49	45	35	27	35	52	38	42	37	43	31
Decisive	30	24	13	39	15	37	28	15	35	32	28	21	16	22	29	25	25	24	22	29
Strong	30	21	8	36	9	34	21	10	29	26	23	18	20	21	23	15	20	21	19	25
Good in a crisis	23	19	7	33	8	31	17	9	31	21	23	15	19	17	23	14	19	18	16	25
A natural leader	19	18	7	31	6	30	17	5	30	21	19	17	20	19	18	14	16	21	16	24
Honest	17	18	5	33	7	30	19	7	26	22	22	14	13	20	18	16	17	18	17	21
Charismatic	18	14	9	19	10	18	13	9	21	15	16	11	12	9	19	14	14	12	13	15
None of these	22	20	38	2	39	4	17	37	7	19	19	20	7	20	18	32	19	21	24	10
Don't know	13	13	14	6	12	9	5	14	9	5	8	18	26	16	9	6	10	17	10	20

Thinking about Brian Paddick, which of the following qualities do you think he has? (Please tick all that apply)

Honest	15	13	18	11	15	46	11	15	31	19	12	12	17	16	13	17	13	18	11
Sticks to what he believes in	11	10	13	7	14	31	8	11	21	12	10	12	12	10	10	13	8	11	10
In touch with the concerns of ordinary people	9	9	10	8	8	34	6	8	19	9	10	7	12	8	9	10	9	10	8
Decisive	6	5	9	3	9	17	3	8	8	6	7	8	7	5	7	6	7	6	7
Strong	6	5	7	4	5	29	4	4	13	6	5	7	6	5	4	6	5	6	5
Good in a crisis	5	4	7	3	5	25	1	5	12	4	6	4	6	4	5	6	4	5	4
A natural leader	5	5	4	5	5	13	4	5	8	5	5	4	4	5	5	5	4	4	5
Charismatic	4	3	6	4	6	8	3	7	6	5	3	3	5	4	3	5	4	4	4
None of these	19	24	17	25	18	5	25	20	15	24	14	9	15	22	29	21	17	21	15
Don't know	54	52	51	54	50	36	54	51	45	45	62	65	53	53	47	50	58	51	58