

YouGov Survey Results

Sample Size: 1227 London Adults
Fieldwork: 12th - 15th March 2012

	Mayoral VI		Voting intention			2010 Vote			Gender		Age				Social grade		Ethnicity		
	Boris	Ken	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	White	Non-white	
Weighted Sample	1226	571	480	333	450	87	357	380	252	605	621	146	439	394	247	723	503	858	350
Unweighted Sample	1226	572	460	310	421	101	323	355	280	595	631	172	400	350	304	864	362	868	332
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Headline Voting Intention																			
Con	34	63	5	100	0	0	89	5	11	32	37	35	30	34	39	38	28	40	17
Lab	46	14	83	0	100	0	3	92	41	46	46	43	50	48	38	44	50	36	73
Lib Dem	9	13	5	0	0	100	0	1	35	10	8	15	10	7	8	9	9	10	6
Other	11	11	8	0	0	0	7	3	13	13	9	6	9	11	15	9	14	13	4
Other Parties Voting Intention																			
UKIP	5	7	1	0	0	0	6	1	2	5	5	1	2	5	12	4	6	6	1
Green	3	1	4	0	0	0	0	1	8	4	3	4	5	3	1	3	4	4	2
BNP	1	2	1	0	0	0	1	0	2	2	1	0	0	3	2	1	3	2	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	1	2	0	0	0	1	1	0	2	1	1	3	1	0	1	1	2	1
Non Voters																			
Would Not Vote	7	3	6	0	0	0	4	1	6	5	8	7	11	5	2	6	9	7	7
Don't know	13	13	8	0	0	0	12	8	17	9	18	14	17	9	15	12	16	12	17

	Feb 7-10	March 12-15																		
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	37	39	83	0	86	10	44	79	14	31	38	40	39	31	39	53	41	36	48	17
Ken Livingstone - Labour	36	32	2	81	5	69	15	7	63	34	36	29	36	32	35	27	31	34	26	48
Brian Paddick - Liberal Democrat	5	4	4	4	1	3	33	2	4	11	5	3	7	5	3	3	5	3	4	4
Some other candidate	3	3	2	3	1	3	3	2	2	5	4	3	1	4	4	3	3	4	4	3
Would not vote	7	8	2	6	1	4	0	2	5	5	8	8	7	12	8	2	6	11	7	10
Don't know	13	13	7	6	6	11	5	9	12	14	10	16	11	16	12	11	13	12	11	18

Fieldwork: 12th - 15th March 2012

	Mayoral VI		Voting intention			2010 Vote			Gender		Age				Social grade		Ethnicity		
	Boris	Ken	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	White	Non-white	
Weighted Sample	1226	571	480	333	450	87	357	380	252	605	621	146	439	394	247	723	503	858	350
Unweighted Sample	1226	572	460	310	421	101	323	355	280	595	631	172	400	350	304	864	362	868	332
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And which of these would you vote for?

Jenny Jones - Green	1	1	0	1	0	1	2	0	1	3	2	1	0	2	1	1	1	2	1	1
Lawrence Webb - United Kingdom Independence Party (UKIP)	1	1	1	1	1	0	0	1	0	1	1	1	0	0	2	2	1	2	2	0
Carlos Cortiglia - British National Party (BNP)	1	0	0	1	0	0	0	1	0	0	1	0	0	0	1	0	1	0	1	0
Some other candidate	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0	1
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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	46	49	91	0	92	12	47	88	17	38	46	53	47	43	48	61	51	47	58	24
Ken Livingstone - Labour	45	41	2	92	6	81	15	8	76	42	43	39	44	44	43	31	39	44	32	67
Brian Paddick - Liberal Democrat	6	5	5	5	1	3	35	2	4	13	6	5	9	7	4	4	6	4	5	6
Some other candidate	3	4	3	3	1	3	3	2	2	6	4	4	1	5	5	4	4	5	4	4

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

Boris Johnson	44	47	100	0	90	15	69	85	19	44	45	48	47	41	43	60	50	42	56	23
Ken Livingstone	43	39	0	100	6	77	23	10	70	43	43	35	37	40	44	32	37	42	32	57
Don't know	13	14	0	0	5	9	8	5	11	13	12	17	16	19	13	8	13	16	12	20

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	51	54	100	0	94	16	75	89	21	51	51	58	56	51	50	65	58	50	64	28
Ken Livingstone	49	46	0	100	6	84	25	11	79	49	49	42	44	49	50	35	42	50	36	72

Fieldwork: 12th - 15th March 2012

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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	
Weighted Sample	1226	571	480	333	450	87	357	380	252	605	621	146	439	394	247	723	503	858	350
Unweighted Sample	1226	572	460	310	421	101	323	355	280	595	631	172	400	350	304	864	362	868	332
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Even though you don't support him at the moment, what is the chance that you might vote for **Boris Johnson** in the election in May this year?

[Only those who would vote for Ken were asked this question n=371]

No chance at all	56	60	0	62	13	63	67	43	63	62	59	61	39	52	68	78	56	66	73	43
A very slight chance	30	27	47	26	47	25	33	42	23	27	28	25	37	31	23	17	34	17	19	38
TOTAL NO CHANCE	86	87	47	88	60	88	100	84	86	89	87	87	76	83	91	95	90	84	92	81
A fair chance	12	8	20	7	32	8	0	16	10	2	8	8	23	6	5	5	7	9	4	12
A good chance	1	1	33	1	0	2	0	0	2	0	1	2	1	2	1	0	0	3	2	0
TOTAL CHANCE	13	9	53	8	32	10	0	16	12	2	9	9	24	8	7	5	7	12	6	12
Don't know	1	4	0	4	8	2	0	0	2	9	4	4	0	9	2	0	4	4	2	7

Even though you don't support him at the moment, what is the chance that you might vote for **Ken Livingstone** in the election in May next year?

[Only those who would vote for Boris were asked this question n=475]

No chance at all	61	72	72	51	80	40	64	83	44	64	75	70	75	57	76	82	74	69	77	37
A very slight chance	24	16	16	49	14	27	20	11	32	17	16	16	9	22	16	13	17	15	15	26
TOTAL NO CHANCE	85	88	89	100	93	68	84	94	75	81	91	86	83	79	92	95	91	85	92	63
A fair chance	8	6	6	0	4	23	3	3	18	8	5	6	9	10	4	2	6	5	4	15
A good chance	1	2	2	0	1	8	0	1	6	3	2	1	3	2	1	1	1	2	1	4
TOTAL CHANCE	9	7	7	0	5	31	3	3	24	11	7	7	13	11	5	3	7	7	6	19
Don't know	6	5	4	0	2	1	13	3	1	8	2	7	4	9	3	2	2	9	3	18

How well or badly do you think Boris Johnson is doing his job as Mayor of London?

Very well	9	10	21	1	23	2	11	23	3	6	8	12	12	8	10	12	10	10	13	4
Fairly well	46	44	72	22	65	33	64	60	37	41	43	46	46	41	42	54	48	39	46	39
TOTAL WELL	56	54	92	23	89	36	76	83	40	47	51	58	58	50	51	66	58	49	59	43
Fairly badly	24	23	5	47	7	38	9	9	34	29	26	21	17	24	27	21	22	26	23	24
Very badly	13	10	0	24	0	17	8	3	16	13	14	6	12	8	13	8	10	10	9	12
TOTAL BADLY	37	33	5	71	7	55	17	12	50	42	41	26	29	32	40	28	31	36	32	36
Don't know	8	12	3	7	4	9	7	5	9	11	9	16	14	19	9	6	11	15	9	21

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

How well or badly do you think Ken Livingston did his job as Mayor of London?

Very well	10	9	1	22	2	22	4	2	21	7	10	9	6	8	13	6	8	10	7	14
Fairly well	42	37	22	62	22	52	38	18	52	45	41	33	35	39	37	35	37	36	32	48
TOTAL WELL	52	46	23	84	25	73	42	20	73	52	51	42	41	47	50	42	46	47	40	62
Fairly badly	23	22	37	8	35	12	38	34	12	26	21	24	29	20	21	25	26	17	26	15
Very badly	14	17	33	3	34	5	7	38	5	9	18	17	10	12	20	27	16	19	22	4
TOTAL BADLY	37	40	70	10	68	17	44	72	17	35	39	41	39	32	41	52	42	36	48	19
Don't know	11	14	7	6	7	9	13	8	10	14	11	18	20	21	9	6	12	17	12	19

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

Ken Livingstone has achieved much more	19	16	0	39	3	32	11	2	31	18	18	13	12	12	22	13	14	18	14	19
Ken Livingstone has achieved a little more	21	19	4	40	3	33	16	5	30	21	21	16	18	21	18	16	21	15	14	30
TOTAL KEN HAS ACHIEVED MORE	40	34	4	79	6	65	27	7	61	39	40	29	30	34	40	29	35	33	28	49
Both have achieved about the same	16	14	15	11	12	14	15	11	14	15	13	15	11	14	12	16	14	13	13	14
Boris Johnson has achieved a little more	21	23	46	2	43	8	34	42	11	23	23	23	22	19	24	30	24	22	29	10
Boris Johnson has achieved much more	11	13	28	0	31	2	11	31	3	8	12	14	13	10	13	19	14	12	16	6
TOTAL BORIS HAS ACHIEVED MORE	31	36	74	2	74	10	45	73	14	30	35	37	36	28	37	49	38	33	45	16
Don't know	13	16	7	8	8	11	13	9	11	15	13	19	23	24	11	7	13	20	14	20

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	45	41	52	33	52	36	41	51	38	35	42	40	42	35	40	53	42	39	43	35
Improving transport	45	39	45	40	46	40	52	44	38	45	39	39	34	37	42	41	43	33	42	33
Creating jobs	25	29	28	34	28	32	27	30	33	25	27	31	33	23	32	30	28	31	29	29
Cost of living in London	33	29	26	32	23	30	34	26	27	31	28	30	44	33	23	20	30	27	26	34
Affordable housing	23	24	21	30	17	32	21	16	30	31	24	23	17	21	25	30	21	27	27	16
Making the Olympics a success	8	8	11	6	11	7	11	9	8	7	8	8	8	10	6	8	10	5	8	9
Promoting London abroad	3	5	6	3	10	3	4	9	3	2	5	4	4	5	4	6	6	3	6	3
Don't know	4	7	1	3	1	3	1	2	4	7	7	6	5	11	6	2	4	10	3	15

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

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

Charismatic	48	50	72	34	70	41	63	66	40	53	52	48	50	46	51	55	55	42	58	31
Sticks to what he believes in	32	33	53	15	56	19	44	56	22	28	36	30	29	30	33	38	32	34	38	21
Honest	23	22	39	8	42	10	31	40	10	23	24	19	29	18	20	26	23	20	25	15
Strong	17	21	38	8	46	8	32	42	7	18	25	18	22	21	21	22	25	17	24	15
A natural leader	18	19	37	5	39	8	28	35	10	19	20	19	20	17	19	25	24	13	23	10
Decisive	18	19	36	5	37	9	27	34	8	20	19	20	18	14	20	27	19	19	23	11
In touch with the concerns of ordinary people	15	13	25	3	25	4	21	26	5	13	14	13	13	11	14	16	13	14	15	10
Good in a crisis	12	12	23	3	27	4	17	26	4	11	15	10	14	9	13	17	13	11	14	9
None of these	19	19	1	38	2	29	13	3	27	24	20	18	13	16	24	19	15	25	18	22
Don't know	10	11	3	9	3	11	5	4	11	8	8	13	19	12	7	9	10	12	7	20

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

Sticks to what he believes in	40	34	28	50	27	49	35	22	47	46	37	31	27	32	41	32	35	32	35	33
In touch with the concerns of ordinary people	37	32	15	61	18	50	32	16	46	42	35	30	27	29	39	30	32	32	29	39
Decisive	21	20	10	35	13	33	20	10	28	28	24	16	22	18	24	16	22	16	18	23
Strong	19	19	10	36	8	33	25	8	30	24	22	17	18	19	23	16	19	20	14	32
Good in a crisis	21	17	5	37	5	30	18	6	27	24	20	14	11	17	21	14	16	18	16	19
Honest	18	15	4	33	7	28	16	4	27	16	20	11	19	13	19	12	16	15	11	25
A natural leader	18	15	5	31	5	28	18	4	28	17	18	12	11	14	19	11	14	17	11	25
Charismatic	18	13	10	20	9	19	13	8	18	18	16	10	9	16	14	10	13	13	11	19
None of these	18	25	43	3	43	6	21	47	8	17	22	27	18	20	25	38	25	25	31	9
Don't know	14	14	10	7	11	9	14	11	10	13	9	18	26	16	9	8	12	15	11	19

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

Honest	13	13	14	15	12	16	34	9	14	23	17	9	8	9	18	15	14	12	14	9
Sticks to what he believes in	10	9	10	10	9	10	23	7	10	15	11	7	8	6	10	12	9	8	9	10
In touch with the concerns of ordinary people	9	8	8	9	5	10	26	4	10	14	9	7	10	5	10	8	9	7	8	8
Charismatic	4	5	4	8	3	7	13	3	7	8	8	3	3	7	5	4	5	5	5	6
Good in a crisis	6	5	4	7	4	6	14	2	6	10	6	4	3	5	7	4	4	6	4	7
Decisive	4	4	6	4	4	5	21	2	3	11	6	3	7	5	5	2	5	4	4	5
Strong	4	4	6	3	4	3	20	4	3	9	5	3	8	4	5	2	5	3	4	5
A natural leader	4	4	4	4	4	4	12	1	3	9	4	3	2	4	3	3	4	3	4	3
None of these	23	23	28	21	30	20	7	34	19	19	27	20	19	15	29	33	21	27	26	17
Don't know	52	54	50	50	52	52	41	51	55	49	46	61	58	63	46	46	54	53	52	58