

YouGov Survey Results

Sample Size: 1512 GB Adults
Fieldwork: 21st - 28th May 2013

| | Voting intention | | | | 2010 Vote | | | Gender | | Age | | | | Social grade | | |
|------------------------|------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|
| Total | Con | Lab | Lib Dem | UKIP | Con | Lab | Lib Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | |
| Weighted Sample | 1512 | 337 | 528 | 100 | 148 | 430 | 465 | 262 | 746 | 766 | 182 | 540 | 485 | 304 | 892 | 620 |
| Unweighted Sample | 1512 | 304 | 507 | 69 | 162 | 420 | 405 | 282 | 744 | 768 | 209 | 433 | 537 | 333 | 977 | 535 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

| | April 17-19 | May 21-28 | | | | | | | | | | | | | | | |
|---|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Do you think that Boris Johnson is doing well or badly as Mayor of London? | | | | | | | | | | | | | | | | | |
| Very well | 19 | 15 | 35 | 10 | 12 | 14 | 29 | 9 | 11 | 17 | 14 | 19 | 15 | 12 | 20 | 16 | 14 |
| Fairly well | 45 | 50 | 58 | 45 | 57 | 58 | 60 | 45 | 53 | 47 | 53 | 45 | 49 | 52 | 52 | 51 | 48 |
| TOTAL WELL | 64 | 65 | 93 | 55 | 69 | 72 | 89 | 54 | 64 | 64 | 67 | 64 | 64 | 64 | 72 | 67 | 62 |
| Fairly badly | 15 | 14 | 3 | 20 | 16 | 13 | 4 | 20 | 19 | 16 | 13 | 13 | 15 | 15 | 13 | 14 | 14 |
| Very badly | 12 | 8 | 1 | 16 | 3 | 4 | 1 | 16 | 6 | 10 | 7 | 7 | 7 | 10 | 10 | 8 | 9 |
| TOTAL BADLY | 27 | 22 | 4 | 36 | 19 | 17 | 5 | 36 | 25 | 26 | 20 | 20 | 22 | 25 | 23 | 22 | 23 |
| Don't know | 9 | 12 | 3 | 10 | 12 | 11 | 6 | 11 | 11 | 11 | 14 | 15 | 14 | 12 | 6 | 10 | 14 |

| | April 17-19 | May 21-28 | | | | | | | | | | | | | | | |
|---|-------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Thinking about Boris Johnson, which of the following qualities do you think he has? (Please tick all that apply) | | | | | | | | | | | | | | | | | |
| Charismatic | 55 | 59 | 80 | 51 | 63 | 72 | 76 | 52 | 67 | 61 | 57 | 61 | 55 | 59 | 65 | 64 | 53 |
| Sticks to what he believes in | 28 | 33 | 49 | 29 | 36 | 34 | 47 | 27 | 32 | 32 | 33 | 29 | 32 | 30 | 39 | 34 | 31 |
| A natural leader | 25 | 24 | 40 | 18 | 15 | 33 | 39 | 18 | 20 | 24 | 24 | 23 | 19 | 23 | 34 | 25 | 22 |
| In touch with the concerns of ordinary people | 20 | 21 | 38 | 16 | 20 | 24 | 35 | 16 | 15 | 20 | 22 | 19 | 19 | 23 | 24 | 20 | 23 |
| Strong | 22 | 17 | 34 | 10 | 17 | 20 | 31 | 10 | 15 | 17 | 18 | 18 | 16 | 17 | 20 | 20 | 13 |
| Decisive | 18 | 17 | 36 | 12 | 16 | 15 | 30 | 11 | 16 | 19 | 16 | 17 | 17 | 17 | 19 | 19 | 15 |
| Good in a crisis | 15 | 15 | 28 | 11 | 15 | 21 | 26 | 11 | 14 | 18 | 13 | 15 | 14 | 14 | 19 | 16 | 15 |
| Honest | 14 | 15 | 29 | 9 | 23 | 17 | 26 | 10 | 16 | 16 | 15 | 15 | 16 | 14 | 15 | 17 | 13 |
| None of these | 15 | 14 | 3 | 21 | 6 | 9 | 5 | 20 | 15 | 14 | 14 | 9 | 12 | 18 | 14 | 12 | 17 |
| Don't know | 9 | 8 | 2 | 5 | 4 | 5 | 4 | 6 | 5 | 7 | 10 | 9 | 11 | 7 | 5 | 6 | 11 |