

YouGov Survey Results

Sample Size: 1215 London Adults
Fieldwork: 7th - 9th June 2011

| | General Election | | | 2010 Vote | | | Gender | | Age | | | | Social grade | | Ethnicity | | | | | | | |
|------------------------|------------------|------------|------------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|-----------|---------------------------|------------|-----------------|--------------|---|
| | Total | Con | Lab | Lib Dem | Con | Lab | Lib Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | White | Indian | Pakistani/ Bangladeshi | Black | Other /Mixed | Re- fused | |
| Weighted Sample | 1215 | 311 | 488 | 75 | 351 | 415 | 233 | 599 | 616 | 146 | 435 | 390 | 244 | 717 | 498 | 851 | 85 | 61 | 134 | 67 | 18 | |
| Unweighted Sample | 1215 | 409 | 382 | 91 | 449 | 314 | 258 | 622 | 593 | 68 | 300 | 436 | 411 | 923 | 292 | 1003 | 44 | 18 | 44 | 94 | 12 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Headline Voting Intention

[Excluding Don't Knows and Wouldn't Votes]

| | | | | | | | | | | | | | | | | | | | | | |
|---------|-----------|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con | 32 | 100 | 0 | 0 | 87 | 1 | 13 | 29 | 36 | 22 | 35 | 29 | 40 | 38 | 23 | 40 | 13 | 4 | 5 | 35 | 7 |
| Lab | 51 | 0 | 100 | 0 | 6 | 94 | 37 | 53 | 49 | 62 | 47 | 54 | 47 | 45 | 60 | 41 | 76 | 82 | 92 | 44 | 51 |
| Lib Dem | 8 | 0 | 0 | 100 | 1 | 2 | 37 | 9 | 7 | 1 | 12 | 7 | 6 | 8 | 7 | 10 | 4 | 10 | 0 | 2 | 0 |
| Other | 9 | 0 | 0 | 0 | 6 | 3 | 12 | 9 | 8 | 15 | 7 | 9 | 8 | 8 | 10 | 9 | 7 | 5 | 3 | 19 | 42 |

Other Parties Voting Intention

| | | | | | | | | | | | | | | | | | | | | | |
|---------|----------|---|---|---|---|---|---|---|---|----|---|---|---|---|---|---|---|---|---|---|----|
| Green | 3 | 0 | 0 | 0 | 1 | 1 | 8 | 2 | 4 | 13 | 2 | 2 | 2 | 3 | 3 | 4 | 4 | 0 | 0 | 2 | 17 |
| UKIP | 3 | 0 | 0 | 0 | 4 | 0 | 4 | 3 | 2 | 0 | 1 | 5 | 4 | 3 | 3 | 3 | 0 | 0 | 3 | 7 | 0 |
| BNP | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 3 | 0 | 0 | 1 | 24 |
| Respect | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 5 | 0 | 1 | 0 |
| Other | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 7 | 0 |

Non Voters

| | | | | | | | | | | | | | | | | | | | | | |
|----------------|-----------|---|---|---|----|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Would Not Vote | 5 | 0 | 0 | 0 | 3 | 4 | 3 | 6 | 5 | 4 | 7 | 4 | 4 | 5 | 6 | 4 | 22 | 0 | 3 | 9 | 19 |
| Don't know | 16 | 0 | 0 | 0 | 12 | 8 | 25 | 12 | 20 | 24 | 16 | 12 | 16 | 13 | 19 | 14 | 22 | 16 | 19 | 13 | 46 |

In May 2012, elections will be held for the post of London Mayor. This post is currently held by Boris Johnson and both he and Ken Livingstone, the former Mayor of London, have confirmed that they will be standing. The Liberal Democrats have not yet selected their candidate...If there were an election tomorrow for Mayor of London, how would you vote?

| | | | | | | | | | | | | | | | | | | | | | |
|--------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Boris Johnson | 39 | 84 | 19 | 41 | 75 | 18 | 28 | 40 | 38 | 30 | 42 | 35 | 45 | 44 | 31 | 45 | 24 | 20 | 25 | 39 | 3 |
| Ken Livingstone | 33 | 3 | 63 | 30 | 6 | 59 | 38 | 34 | 32 | 29 | 29 | 38 | 34 | 30 | 37 | 31 | 33 | 45 | 44 | 30 | 21 |
| The Liberal Democrat candidate | 1 | 0 | 1 | 17 | 0 | 0 | 6 | 2 | 1 | 0 | 2 | 1 | 2 | 2 | 1 | 1 | 3 | 0 | 0 | 3 | 7 |
| Some other candidate | 7 | 3 | 7 | 1 | 6 | 7 | 6 | 7 | 7 | 9 | 4 | 8 | 9 | 5 | 10 | 6 | 20 | 8 | 10 | 2 | 5 |
| Would not vote | 4 | 1 | 2 | 0 | 2 | 4 | 4 | 7 | 2 | 4 | 5 | 4 | 4 | 3 | 6 | 3 | 15 | 0 | 2 | 12 | 19 |
| Don't know | 15 | 9 | 8 | 12 | 10 | 11 | 17 | 12 | 19 | 28 | 17 | 15 | 5 | 16 | 15 | 14 | 5 | 27 | 19 | 15 | 46 |

Fieldwork: 7th - 9th June 2011

| | General Election | | | 2010 Vote | | | Gender | | Age | | | | Social grade | | Ethnicity | | | | | | | |
|------------------------|------------------|-----|---------|-----------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|-----------|--------|---------------------------|-------|-----------------|--------------|----|---|
| | Con | Lab | Lib Dem | Con | Lab | Lib Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | White | Indian | Pakistani/ Bangladeshi | Black | Other /Mixed | Re- fused | | |
| Weighted Sample | 1215 | 311 | 488 | 75 | 351 | 415 | 233 | 599 | 616 | 146 | 435 | 390 | 244 | 717 | 498 | 851 | 85 | 61 | 134 | 67 | 18 | |
| Unweighted Sample | 1215 | 409 | 382 | 91 | 449 | 314 | 258 | 622 | 593 | 68 | 300 | 436 | 411 | 923 | 292 | 1003 | 44 | 18 | 44 | 94 | 12 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Rebased: If there were an election tomorrow for Mayor of London, how would you vote?

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

| | | | | | | | | | | | | | | | | | | | | | |
|--------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Boris Johnson | 48 | 93 | 21 | 46 | 86 | 21 | 36 | 48 | 48 | 44 | 54 | 43 | 50 | 55 | 39 | 54 | 30 | 27 | 32 | 53 | 7 |
| Ken Livingstone | 41 | 4 | 70 | 33 | 6 | 70 | 48 | 41 | 41 | 43 | 37 | 46 | 38 | 37 | 47 | 37 | 41 | 62 | 56 | 41 | 59 |
| The Liberal Democrat candidate | 2 | 0 | 1 | 19 | 0 | 1 | 8 | 2 | 2 | 0 | 3 | 1 | 2 | 2 | 2 | 2 | 3 | 0 | 0 | 4 | 19 |
| Some other candidate | 9 | 3 | 8 | 1 | 7 | 8 | 8 | 8 | 9 | 13 | 6 | 9 | 10 | 6 | 12 | 7 | 26 | 11 | 12 | 2 | 15 |

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

| | | | | | | | | | | | | | | | | | | | | | |
|-----------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Boris Johnson | 49 | 92 | 21 | 54 | 86 | 23 | 44 | 46 | 51 | 65 | 48 | 43 | 50 | 53 | 43 | 54 | 50 | 13 | 39 | 43 | 4 |
| Ken Livingstone | 41 | 5 | 73 | 39 | 8 | 69 | 47 | 43 | 39 | 30 | 38 | 47 | 42 | 39 | 44 | 37 | 41 | 60 | 57 | 36 | 31 |
| Don't know | 11 | 3 | 6 | 7 | 5 | 8 | 9 | 11 | 10 | 5 | 14 | 10 | 8 | 9 | 13 | 9 | 9 | 27 | 4 | 20 | 65 |

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

| | | | | | | | | | | | | | | | | | | | | | |
|-----------------------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Charismatic | 50 | 72 | 35 | 68 | 68 | 36 | 55 | 49 | 50 | 57 | 50 | 47 | 49 | 54 | 44 | 56 | 28 | 8 | 49 | 49 | 5 |
| Sticks to what he believes in | 32 | 58 | 20 | 35 | 52 | 20 | 25 | 30 | 33 | 23 | 32 | 31 | 36 | 36 | 26 | 36 | 22 | 19 | 24 | 26 | 3 |
| Honest | 24 | 48 | 12 | 34 | 43 | 12 | 27 | 26 | 23 | 23 | 24 | 23 | 27 | 29 | 18 | 29 | 10 | 6 | 12 | 25 | 3 |
| Strong | 22 | 40 | 14 | 34 | 39 | 15 | 16 | 24 | 21 | 21 | 27 | 19 | 20 | 26 | 17 | 23 | 28 | 27 | 9 | 29 | 3 |
| Decisive | 21 | 37 | 14 | 25 | 33 | 11 | 19 | 23 | 19 | 31 | 19 | 20 | 19 | 23 | 18 | 22 | 13 | 17 | 15 | 30 | 0 |
| In touch with the concerns of ordinary people | 20 | 38 | 8 | 21 | 35 | 11 | 13 | 19 | 21 | 15 | 18 | 22 | 23 | 23 | 15 | 23 | 16 | 0 | 17 | 16 | 0 |
| A natural leader | 13 | 26 | 6 | 17 | 23 | 7 | 12 | 10 | 16 | 10 | 14 | 11 | 16 | 16 | 10 | 15 | 14 | 4 | 8 | 18 | 3 |
| Good in a crisis | 12 | 23 | 9 | 15 | 19 | 10 | 8 | 15 | 10 | 9 | 14 | 11 | 11 | 13 | 11 | 13 | 13 | 0 | 13 | 8 | 7 |
| None of these | 21 | 4 | 38 | 12 | 6 | 35 | 25 | 19 | 24 | 9 | 13 | 31 | 29 | 16 | 29 | 20 | 15 | 23 | 36 | 9 | 40 |
| Don't know | 9 | 4 | 7 | 6 | 6 | 7 | 7 | 11 | 7 | 17 | 11 | 4 | 7 | 8 | 10 | 7 | 9 | 31 | 5 | 14 | 48 |

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 | 41 | 27 | 58 | 46 | 28 | 55 | 43 | 44 | 38 | 27 | 34 | 53 | 44 | 40 | 43 | 43 | 12 | 41 | 56 | 29 | 20 |
| In touch with the concerns of ordinary people | 37 | 21 | 56 | 33 | 21 | 53 | 42 | 38 | 36 | 26 | 33 | 45 | 37 | 39 | 34 | 36 | 28 | 52 | 47 | 31 | 9 |
| Strong | 30 | 14 | 46 | 33 | 14 | 46 | 33 | 28 | 32 | 29 | 32 | 31 | 26 | 31 | 29 | 29 | 28 | 43 | 39 | 24 | 5 |
| Decisive | 30 | 16 | 46 | 35 | 14 | 43 | 34 | 32 | 27 | 31 | 28 | 32 | 28 | 30 | 29 | 30 | 23 | 43 | 33 | 28 | 3 |
| Good in a crisis | 23 | 7 | 37 | 32 | 5 | 37 | 27 | 27 | 19 | 23 | 29 | 17 | 20 | 21 | 25 | 19 | 45 | 36 | 27 | 20 | 23 |
| A natural leader | 19 | 7 | 30 | 29 | 7 | 30 | 20 | 19 | 18 | 19 | 19 | 18 | 19 | 19 | 18 | 17 | 23 | 32 | 25 | 17 | 3 |
| Charismatic | 18 | 12 | 27 | 20 | 10 | 26 | 24 | 19 | 17 | 13 | 16 | 22 | 18 | 16 | 20 | 17 | 14 | 22 | 33 | 11 | 0 |
| Honest | 17 | 4 | 29 | 31 | 5 | 29 | 19 | 19 | 15 | 16 | 16 | 17 | 18 | 17 | 16 | 17 | 15 | 42 | 11 | 13 | 6 |
| None of these | 22 | 42 | 10 | 8 | 43 | 9 | 13 | 19 | 25 | 19 | 19 | 22 | 28 | 24 | 19 | 24 | 26 | 12 | 11 | 22 | 23 |
| Don't know | 13 | 8 | 7 | 9 | 10 | 10 | 11 | 10 | 16 | 31 | 13 | 7 | 11 | 11 | 16 | 11 | 6 | 16 | 18 | 17 | 46 |