

YouGov Survey Results

Sample Size: 3436 London adults (aged 18+)
Fieldwork: 8th June - 12th August 2015

	Vote in 2015					Gender		Age				Social grade		Inner or outer London	
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	Inner London	Outer London
Weighted Sample	3436	1072	1347	244	244	1694	1742	412	1230	1103	691	1999	1437	1120	2316
Unweighted Sample	3436	1030	1212	291	270	1687	1749	350	904	1246	936	2228	1208	1127	2309
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't know and Wouldn't Vote]

Con	38	94	5	23	8	41	35	33	36	34	49	41	34	31	41
Lab	42	1	91	15	0	40	45	48	46	43	33	40	45	48	39
Lib Dem	5	1	1	53	2	6	5	8	4	5	7	6	4	7	5
UKIP	9	3	1	3	89	9	9	4	7	13	10	8	11	7	10
Other	5	1	1	6	0	4	6	8	7	5	1	5	5	7	4

Other Parties Voting Intention

Green	4	0	1	3	0	3	6	7	6	4	1	4	4	6	4
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	3	0	1	0	1	1	1	0	1	1	1	1

Non Voters

Would Not Vote	5	1	1	6	0	4	6	7	6	5	1	5	5	7	4
Don't know	5	1	2	1	2	4	7	10	7	4	2	4	7	5	6

The following people have applied to be Labour's candidate for London mayor in 2016. Which one of these do you think would be the best Labour candidate to be the Mayor of London?*

Tessa Jowell	17	15	23	19	10	19	15	9	12	20	26	19	14	18	17
Sadiq Khan	9	4	16	10	1	11	8	6	10	9	9	10	9	11	8
David Lammy	7	4	11	3	1	8	6	7	8	7	4	7	5	7	6
Diane Abbott	7	4	9	8	6	7	7	5	8	8	6	7	7	7	7
Gareth Thomas	2	1	2	2	1	3	1	2	1	2	2	1	2	1	2
Christian Wolmar	1	1	1	1	2	2	1	2	2	1	2	2	1	1	1
Neeraj Patil	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Keran Kerai	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
None of these	16	28	5	16	32	17	15	7	12	19	24	16	16	14	17
Don't know	41	42	32	41	45	33	48	62	46	34	28	36	47	41	40

The following people have applied to be Labour's candidate for London mayor in 2016. Which one of these do you think would be the best Labour candidate to be the Mayor of London?*

[Excluding those who said None or Don't know.

N=1542]

Tessa Jowell	39	49	37	44	43	39	40	28	29	43	54	40	38	40	39
Sadiq Khan	21	13	26	24	5	21	21	20	25	19	19	20	23	25	19
Diane Abbott	16	14	14	18	29	14	19	18	18	16	12	16	18	15	17
David Lammy	15	14	17	7	6	15	15	22	18	15	8	16	14	15	15
Gareth Thomas	4	5	4	5	6	5	2	6	3	5	4	3	6	2	5
Christian Wolmar	3	4	2	2	11	5	2	5	4	2	3	4	2	3	3
Neeraj Patil	0	0	0	1	0	1	0	0	1	0	0	1	0	0	1
Keran Kerai	0	1	0	0	0	1	0	0	1	0	0	1	0	0	1

The following people have been suggested as possible Conservative candidates for London mayor in 2016. Which one of these do you think would be the best Conservative candidate to be the Mayor of London?*

Zac Goldsmith	24	34	19	31	21	27	21	16	17	28	34	28	18	23	24
Sol Campbell	4	6	4	6	3	6	3	5	4	6	3	5	4	4	5
Andrew Boff	2	2	2	1	2	2	1	1	2	1	2	2	1	1	2
Stephen Greenhalgh	2	2	2	2	1	2	2	0	4	1	2	3	1	2	2
Syed Kamall	2	3	2	2	0	3	1	2	3	2	1	2	2	1	2
Ivan Massow	1	1	2	2	1	2	1	0	2	2	1	2	1	1	1
None of these	19	8	26	14	28	20	18	11	15	24	22	17	21	21	18
Don't know	46	44	42	42	43	38	53	66	52	37	35	41	52	46	45

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

The following people have been suggested as possible Conservative candidates for London mayor in 2016. Which one of these do you think would be the best Conservative candidate to be the Mayor of London?*

[Excluding those who said None or Don't know.
N=1314]

Zac Goldsmith	67	72	61	71	73	64	72	69	54	71	79	68	65	69	66
Sol Campbell	12	12	13	13	11	14	10	20	13	14	7	11	15	13	12
Stephen Greenhalgh	6	5	7	5	5	6	6	1	12	3	5	7	4	7	5
Syed Kamall	6	5	8	5	1	6	5	8	9	4	3	5	8	4	6
Andrew Boff	5	5	5	2	7	5	4	2	7	3	5	5	4	2	6
Ivan Massow	4	2	6	5	4	5	2	1	5	5	2	4	4	5	4

If the Conservative and Labour candidates for London mayor were Zac Goldsmith for the Conservatives and Tessa Jowell for Labour, who would you prefer?

Zac Goldsmith	28	57	9	34	32	30	26	20	22	30	41	31	24	22	31
Tessa Jowell	35	11	62	35	12	36	35	26	33	41	37	38	32	39	34
Not sure	36	32	29	31	56	34	39	54	45	29	22	31	44	38	35

If the Conservative and Labour candidates for London mayor were Zac Goldsmith for the Conservatives and Tessa Jowell for Labour, who would you prefer?

[Excluding those who said Not sure. N=2320]

Zac Goldsmith	44	84	13	49	72	45	43	43	41	42	52	45	43	36	48
Tessa Jowell	56	16	87	51	28	55	57	57	59	58	48	55	57	64	52

If the Conservative and Labour candidates for London mayor were Zac Goldsmith for the Conservatives and Sadiq Khan for Labour, who would you prefer?

Zac Goldsmith	32	61	13	37	38	33	31	20	24	36	47	36	26	27	34
Sadiq Khan	29	5	56	25	4	32	27	27	31	31	24	30	28	34	27
Not sure	39	34	31	38	58	35	43	54	45	33	29	34	46	39	39

If the Conservative and Labour candidates for London mayor were Zac Goldsmith for the Conservatives and Sadiq Khan for Labour, who would you prefer?

[Excluding those who said Not sure. N=2210]

Zac Goldsmith	52	92	19	60	92	51	54	43	44	54	66	55	48	45	56
Sadiq Khan	48	8	81	40	8	49	46	57	56	46	34	45	52	55	44

* Please note that Neeraj Patil and Keran Kerai were not included in the Aug 2015 question

** Please note that Ivan Massow and Sol Campbell were not included in the Aug 2015 question