

YouGov / Evening Standard Survey Results

Sample Size: 1200 London Adults
Fieldwork: 8th - 13th August 2014

	Westminster VI				2010 Vote			Gender		Age				Social Grade		London region					
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	Central	North	South	East	West	
Weighted Sample	1200	333	398	97	89	341	347	196	592	608	147	430	384	239	656	544	222	171	237	361	209
Unweighted Sample	1200	331	406	81	105	368	302	234	587	613	102	366	437	295	756	444	229	184	241	333	213
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		21-24 July	8-13 Aug																			
Headline Voting Intention <i>[Excluding Wouldn't votes and Don't knows]</i>																						
Con	35	34	100	0	0	0	78	7	15	35	34	38	38	29	35	40	27	30	33	38	31	42
Lab	45	41	0	100	0	0	6	83	35	43	39	42	38	45	40	37	46	51	47	29	41	38
Lib Dem	8	10	0	0	100	0	1	2	39	8	12	11	10	10	10	11	9	10	10	17	8	5
Other	12	14	0	0	0	100	15	8	11	14	15	9	13	17	16	12	18	8	10	16	20	15
Other Parties Voting Intention																						
Green	4	3	0	0	0	0	1	3	6	3	4	7	4	2	2	3	4	3	5	2	4	2
UKIP	8	9	0	0	0	100	13	3	4	9	9	1	7	12	13	8	11	3	3	13	12	11
BNP	0	1	0	0	0	0	0	1	0	1	0	0	1	0	0	1	1	0	2	0	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0
Other	0	1	0	0	0	0	0	1	2	1	2	1	1	2	1	1	2	3	0	0	2	1
Non Voters																						
Would Not Vote	8	7	0	0	0	0	3	2	3	5	9	16	7	6	3	4	10	8	2	6	10	5
Don't know	11	12	0	0	0	0	9	8	17	9	16	20	11	12	10	11	14	8	14	16	13	11

Sample Size: 1200 London Adults
Fieldwork: 8th - 13th August 2014

	Westminster VI				2010 Vote			Gender		Age				Social Grade		London region					
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	Central	North	South	East	West	
Weighted Sample 1200	333	398	97	89	341	347	196	592	608	147	430	384	239	656	544	222	171	237	361	209	
Unweighted Sample 1200	331	406	81	105	368	302	234	587	613	102	366	437	295	756	444	229	184	241	333	213	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Boris Johnson has announced that he will stand for Parliament next year, although his mayoral term does not end until a year after that. If Boris is elected as an MP in May 2015 do you think he should...

Remain as Mayor and MP until his mayoral term ends in 2016	39	69	22	32	33	62	26	29	40	37	39	41	34	42	42	35	41	39	39	36	42
Resign immediately as Mayor and concentrate on his new role as MP	47	23	67	64	60	29	64	63	49	46	32	44	55	52	48	47	49	50	49	48	42
Don't know	14	7	12	4	7	8	10	8	11	17	29	15	11	6	10	18	10	11	12	17	17

Do you think Boris is standing for Parliament because...

He wants to do the work that an MP does	13	21	6	17	12	18	10	14	11	15	12	15	12	13	14	12	14	14	9	14	16
He wants to be an MP to enable him to one day become the leader of the Conservative party	69	68	81	76	76	68	78	73	74	64	54	65	73	78	72	65	72	69	71	67	65
Don't know	18	11	13	7	12	14	12	13	15	21	34	20	14	10	13	23	14	17	20	19	19

Some people have said that running for Parliament means Boris is turning his back on London. Do you think this criticism is fair or unfair?

Fair	37	19	58	43	35	17	58	42	38	36	36	34	39	39	37	37	38	43	32	39	34
Unfair	42	71	23	48	47	70	23	41	45	40	31	44	44	44	49	34	44	44	49	38	41
Don't know	21	10	19	9	17	13	20	17	17	24	33	22	17	16	14	29	18	14	19	23	25

Which of the following statements best reflects your view?

I would like it if Boris Johnson became my local MP	27	61	9	18	35	55	12	18	30	24	19	36	23	23	33	21	25	26	28	26	32
I would dislike it if Boris Johnson became my local MP	35	9	60	43	32	11	56	49	35	34	24	28	42	43	35	35	39	36	26	40	31
I wouldn't mind either way	28	27	22	31	29	27	22	27	27	29	36	25	26	31	24	32	28	28	33	23	31
Don't know	10	3	9	7	4	7	10	5	8	12	21	11	10	3	8	13	9	10	13	11	7

Sample Size: 1200 London Adults
Fieldwork: 8th - 13th August 2014

	Westminster VI				2010 Vote			Gender		Age				Social Grade		London region					
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	Central	North	South	East	West	
Weighted Sample 1200	333	398	97	89	341	347	196	592	608	147	430	384	239	656	544	222	171	237	361	209	
Unweighted Sample 1200	331	406	81	105	368	302	234	587	613	102	366	437	295	756	444	229	184	241	333	213	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which one of the following, if any, would you most like to see stand for the Conservatives to be mayor of London in 2016?

Former London Olympics chief Lord Seb Coe	24	36	21	24	24	31	25	22	27	21	14	25	28	24	30	18	19	31	27	26	19
Richmond Park MP Zac Goldsmith	8	12	8	8	6	10	7	9	9	7	7	11	6	7	10	6	13	8	7	4	13
Business woman and Apprentice star Karren Brady	12	21	8	17	12	19	8	17	11	13	7	13	11	15	13	11	9	11	13	12	15
Deputy Mayor Victoria Borwick	3	3	3	2	3	3	3	3	3	2	2	2	3	4	3	2	5	1	2	2	2
Deputy Mayor for policing and crime Stephen Greenhalgh	4	4	5	10	3	3	5	3	4	5	5	3	6	4	4	5	6	3	5	4	4
Someone else	12	6	13	12	24	11	13	12	13	10	7	10	13	17	11	13	8	6	13	14	15
Don't know	37	18	42	27	28	24	39	33	32	41	59	36	34	28	30	45	41	41	33	37	33

YouGov London Weighting Data

In addition to weighting by age, gender and social class (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership, political party identification and ethnicity:

	Unweighted no.	Weighted no.
Age and Gender		
Male 18 to 24	37	72
Male 25 to 39	195	221
Male 40 to 59	217	193
Male 60 +	138	106
Female 18 to 24	65	75
Female 25 to 39	171	209
Female 40 to 59	220	191
Female 60 +	157	133
Social Grade		
AB	442	310
C1	374	393
C2	137	130
DE	235	355
Newspaper Type		
Express / Mail	213	203
Sun / Star	139	240
Mirror / Record	97	167
Guardian/ Independent	167	64
FT/ Times/ Tele	164	119
Other Paper	139	108
No Paper	280	298
Political Party Identification		
Labour Loyal	258	309
Labour Disloyal	167	146
Conservative	329	332
Liberal Democrat	107	134
Others	56	37
None / Don't know	279	239
Ethnicity		
White	960	844
Indian	41	83
Pakistani and Bangladeshi	25	59
Black	50	131
Other and Mixed	98	65
Refused	26	18