

# YouGov / Evening Standard Survey Results

Sample Size: 1138 London Adults  
Fieldwork: 20th - 22nd April 2012

|                        | Mayoral VI  |       |     | Westminster VI |     |     | 2010 Vote |     |     | Assembly VI |     |     | Gender  |      | Age    |       |       |       | Social Grade |      | Ethnicity |       |           |
|------------------------|-------------|-------|-----|----------------|-----|-----|-----------|-----|-----|-------------|-----|-----|---------|------|--------|-------|-------|-------|--------------|------|-----------|-------|-----------|
|                        | Total       | Boris | Ken | Ken Deserters  | Con | Lab | Lib Dem   | Con | Lab | Lib Dem     | Con | Lab | Lib Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+          | ABC1 | C2DE      | White | Non-white |
| <b>Weighted Sample</b> | <b>1138</b> | 407   | 405 | 87             | 281 | 450 | 68        | 343 | 357 | 252         | 278 | 396 | 79      | 563  | 575    | 135   | 405   | 364   | 233          | 669  | 469       | 790   | 322       |
| Unweighted Sample      | 1138        | 392   | 394 | 83             | 258 | 420 | 76        | 304 | 353 | 275         | 252 | 374 | 84      | 547  | 591    | 114   | 319   | 445   | 260          | 730  | 408       | 792   | 322       |
|                        | %           | %     | %   | %              | %   | %   | %         | %   | %   | %           | %   | %   | %       | %    | %      | %     | %     | %     | %            | %    | %         | %     | %         |

|                                       | April 13-15 | April 20-22 |    |    |     |     |     |     |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------------------------------------|-------------|-------------|----|----|-----|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| <b>Headline Voting Intention</b>      |             |             |    |    |     |     |     |     |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Con                                   | 33          | 31          | 72 | 2  | 0   | 100 | 0   | 0   | 81 | 3  | 12 | 92 | 0  | 7  | 32 | 31 | 22 | 31 | 30 | 37 | 34 | 27 | 36 | 19 |
| Lab                                   | 50          | 50          | 10 | 88 | 100 | 0   | 100 | 0   | 9  | 94 | 46 | 2  | 98 | 18 | 48 | 53 | 55 | 54 | 50 | 41 | 47 | 55 | 42 | 73 |
| Lib Dem                               | 7           | 8           | 8  | 5  | 0   | 0   | 0   | 100 | 0  | 1  | 31 | 1  | 1  | 73 | 9  | 6  | 12 | 8  | 7  | 6  | 9  | 5  | 9  | 3  |
| Other                                 | 10          | 11          | 10 | 6  | 0   | 0   | 0   | 0   | 10 | 2  | 11 | 5  | 1  | 2  | 12 | 10 | 11 | 7  | 13 | 16 | 10 | 13 | 13 | 6  |
| <b>Other Parties Voting Intention</b> |             |             |    |    |     |     |     |     |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| UKIP                                  | 6           | 6           | 6  | 2  | 0   | 0   | 0   | 0   | 8  | 1  | 2  | 4  | 0  | 2  | 7  | 5  | 5  | 1  | 8  | 12 | 5  | 7  | 7  | 1  |
| Green                                 | 2           | 3           | 1  | 2  | 0   | 0   | 0   | 0   | 0  | 0  | 8  | 0  | 0  | 0  | 3  | 3  | 5  | 3  | 3  | 2  | 3  | 3  | 3  | 2  |
| BNP                                   | 1           | 1           | 2  | 1  | 0   | 0   | 0   | 0   | 1  | 0  | 1  | 0  | 0  | 0  | 2  | 1  | 2  | 1  | 1  | 2  | 1  | 2  | 2  | 1  |
| Respect                               | 0           | 0           | 0  | 0  | 0   | 0   | 0   | 0   | 0  | 0  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 1  |
| Other                                 | 1           | 1           | 1  | 0  | 0   | 0   | 0   | 0   | 1  | 0  | 0  | 0  | 0  | 0  | 1  | 1  | 0  | 1  | 1  | 0  | 1  | 0  | 1  | 1  |
| <b>Non Voters</b>                     |             |             |    |    |     |     |     |     |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Would Not Vote                        | 5           | 6           | 3  | 1  | 0   | 0   | 0   | 0   | 4  | 1  | 6  | 1  | 2  | 2  | 5  | 8  | 7  | 9  | 6  | 3  | 5  | 8  | 6  | 9  |
| Don't know                            | 15          | 14          | 11 | 6  | 0   | 0   | 0   | 0   | 12 | 9  | 21 | 4  | 6  | 9  | 11 | 18 | 23 | 14 | 13 | 13 | 12 | 18 | 13 | 17 |

In May this year, elections will be held for the post of London Mayor and for London's Assembly.

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in these elections?

|                                 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 0 - Certain NOT to vote         | 6  | 6  | 0  | 0  | 0  | 2  | 3  | 5  | 2  | 4  | 6  | 0  | 0  | 0  | 6  | 6  | 12 | 7  | 4  | 2  | 6  | 6  | 4  | 12 |
| 1                               | 1  | 2  | 0  | 1  | 2  | 0  | 1  | 0  | 1  | 0  | 2  | 1  | 2  | 0  | 1  | 2  | 4  | 1  | 1  | 2  | 2  | 1  | 1  | 2  |
| 2                               | 1  | 1  | 0  | 2  | 1  | 0  | 2  | 0  | 0  | 1  | 3  | 0  | 2  | 1  | 1  | 1  | 1  | 2  | 0  | 1  | 0  | 2  | 0  | 3  |
| 3                               | 2  | 2  | 1  | 2  | 0  | 0  | 2  | 1  | 1  | 2  | 0  | 1  | 2  | 3  | 1  | 2  | 2  | 3  | 1  | 0  | 2  | 1  | 1  | 4  |
| 4                               | 2  | 2  | 3  | 0  | 0  | 1  | 1  | 0  | 2  | 1  | 1  | 1  | 1  | 1  | 1  | 3  | 0  | 2  | 2  | 0  | 1  | 3  | 1  | 3  |
| 5                               | 3  | 4  | 3  | 4  | 1  | 3  | 3  | 7  | 2  | 3  | 4  | 3  | 4  | 5  | 4  | 4  | 4  | 5  | 4  | 2  | 5  | 3  | 4  | 3  |
| 6                               | 2  | 3  | 1  | 4  | 5  | 2  | 4  | 1  | 1  | 5  | 2  | 1  | 4  | 2  | 2  | 3  | 6  | 3  | 2  | 2  | 3  | 3  | 2  | 6  |
| 7                               | 4  | 4  | 5  | 4  | 4  | 5  | 4  | 1  | 4  | 4  | 2  | 5  | 2  | 4  | 4  | 4  | 6  | 5  | 2  | 5  | 4  | 4  | 5  | 2  |
| 8                               | 10 | 9  | 10 | 9  | 15 | 10 | 11 | 11 | 9  | 11 | 9  | 9  | 11 | 16 | 9  | 9  | 7  | 13 | 7  | 6  | 10 | 8  | 9  | 10 |
| 9                               | 8  | 10 | 10 | 10 | 19 | 8  | 11 | 14 | 10 | 10 | 13 | 10 | 12 | 15 | 10 | 10 | 9  | 10 | 11 | 9  | 10 | 10 | 11 | 6  |
| 10 - Absolutely certain to vote | 56 | 53 | 66 | 63 | 47 | 68 | 56 | 61 | 64 | 56 | 54 | 71 | 60 | 54 | 55 | 51 | 39 | 40 | 63 | 70 | 54 | 53 | 60 | 37 |
| Don't know                      | 5  | 5  | 1  | 1  | 7  | 2  | 2  | 0  | 3  | 4  | 3  | 0  | 1  | 0  | 5  | 5  | 12 | 8  | 1  | 1  | 3  | 7  | 2  | 11 |

Sample Size: 1138 London Adults  
Fieldwork: 20th - 22nd April 2012

|                          | Mayoral VI  |            |               | Westminster VI |            |            | 2010 Vote |            |            | Assembly VI |            |            | Gender    |            | Age        |            |            |            | Social Grade |            | Ethnicity  |            |            |
|--------------------------|-------------|------------|---------------|----------------|------------|------------|-----------|------------|------------|-------------|------------|------------|-----------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|
| Total                    | Boris       | Ken        | Ken Deserters | Con            | Lab        | Lib Dem    | Con       | Lab        | Lib Dem    | Con         | Lab        | Lib Dem    | Male      | Female     | 18-24      | 25-39      | 40-59      | 60+        | ABC1         | C2DE       | White      | Non-white  |            |
| <b>Weighted Sample</b>   | <b>1138</b> | <b>407</b> | <b>405</b>    | <b>87</b>      | <b>281</b> | <b>450</b> | <b>68</b> | <b>343</b> | <b>357</b> | <b>252</b>  | <b>278</b> | <b>396</b> | <b>79</b> | <b>563</b> | <b>575</b> | <b>135</b> | <b>405</b> | <b>364</b> | <b>233</b>   | <b>669</b> | <b>469</b> | <b>790</b> | <b>322</b> |
| <b>Unweighted Sample</b> | <b>1138</b> | <b>392</b> | <b>394</b>    | <b>83</b>      | <b>258</b> | <b>420</b> | <b>76</b> | <b>304</b> | <b>353</b> | <b>275</b>  | <b>252</b> | <b>374</b> | <b>84</b> | <b>547</b> | <b>591</b> | <b>114</b> | <b>319</b> | <b>445</b> | <b>260</b>   | <b>730</b> | <b>408</b> | <b>792</b> | <b>322</b> |
|                          | %           | %          | %             | %              | %          | %          | %         | %          | %          | %           | %          | %          | %         | %          | %          | %          | %          | %          | %            | %          | %          | %          | %          |

**Mayoral Voting intention 1st Preference**

*[Adjusted by likelihood to vote]*

|   |    |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|----|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Boris Johnson – Conservative                    | 45 | <b>43</b> | 91 | 0  | 61 | 92 | 9  | 22 | 85 | 12 | 24 | 94 | 7  | 19 | 39 | 47 | 33 | 38 | 43 | 52 | 45 | 38 | 47 | 24 |
| Ken Livingstone – Labour                        | 40 | <b>41</b> | 0  | 90 | 0  | 3  | 83 | 11 | 6  | 81 | 43 | 1  | 84 | 22 | 41 | 40 | 42 | 44 | 40 | 35 | 35 | 49 | 34 | 64 |
| Brian Paddick – Liberal Democrat                | 7  | <b>8</b>  | 6  | 5  | 15 | 1  | 4  | 57 | 3  | 4  | 20 | 0  | 5  | 53 | 10 | 5  | 7  | 10 | 7  | 5  | 10 | 4  | 8  | 7  |
| Lawrence Webb – UKIP/Fresh Choice for London    | 3  | <b>3</b>  | 1  | 1  | 6  | 1  | 1  | 0  | 3  | 1  | 2  | 2  | 1  | 0  | 4  | 2  | 8  | 1  | 4  | 3  | 3  | 3  | 3  | 1  |
| Siobhan Benita - Independent                    | 2  | <b>3</b>  | 2  | 1  | 11 | 2  | 2  | 7  | 3  | 1  | 6  | 2  | 2  | 5  | 3  | 3  | 7  | 4  | 2  | 1  | 4  | 2  | 3  | 2  |
| Jenny Jones – Green                             | 2  | <b>2</b>  | 0  | 2  | 5  | 0  | 1  | 4  | 0  | 2  | 5  | 0  | 1  | 1  | 2  | 3  | 3  | 1  | 3  | 3  | 2  | 2  | 3  | 1  |
| Carlos Cortiglia – British National Party (BNP) | 1  | <b>1</b>  | 0  | 0  | 2  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 0  | 0  | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 1  | 1  | 1  |
| <b>Mayoral Voting intention: Non Voters</b>     |    |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Would Not Vote                                  | 1  | <b>1</b>  | 0  | 0  | 0  | 0  | 2  | 2  | 0  | 2  | 2  | 0  | 1  | 2  | 1  | 1  | 2  | 3  | 0  | 0  | 1  | 1  | 0  | 4  |
| Don't know                                      | 9  | <b>10</b> | 1  | 1  | 46 | 2  | 9  | 10 | 5  | 12 | 12 | 1  | 11 | 7  | 8  | 13 | 11 | 10 | 11 | 9  | 10 | 10 | 10 | 11 |

**Mayoral Voting intention after reallocation of 2nd preference votes**

*[Adjusted by likelihood to vote and after 2nd preference votes have been reallocated]*

|  |    |           |     |     |     |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--|----|-----------|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Boris Johnson – Conservative   | 53 | <b>51</b> | 100 | 0   | 100 | 97 | 11 | 60 | 93 | 14 | 37 | 97 | 9  | 52 | 49 | 53 | 44 | 46 | 50 | 60 | 56 | 44 | 57 | 28 |
| Ken Livingstone – Labour   | 47 | <b>49</b> | 0   | 100 | 0   | 3  | 89 | 40 | 7  | 86 | 63 | 3  | 91 | 48 | 51 | 47 | 56 | 54 | 50 | 40 | 44 | 56 | 43 | 72 |
| <b>Mayoral Voting intention: Non Voters after 2nd preference votes</b> |    |           |     |     |     |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Would Not Vote   |    | <b>4</b>  | 0   | 0   | 10  | 1  | 4  | 10 | 1  | 4  | 7  | 0  | 3  | 10 | 4  | 4  | 6  | 5  | 3  | 3  | 4  | 4  | 4  | 5  |
| Don't know   |    | <b>10</b> | 1   | 1   | 41  | 2  | 8  | 10 | 6  | 10 | 12 | 1  | 9  | 7  | 8  | 12 | 8  | 9  | 11 | 8  | 10 | 9  | 9  | 12 |

There are also due to be elections to the London Assembly. Here people have two votes, one for a constituency assembly member, and one for London-wide list members.

**London Voting intention: Constituency**

*[Adjusted by likelihood to vote]*

|   |    |           |    |    |    |    |    |    |    |    |    |     |     |     |    |    |    |    |    |    |    |    |    |    |
|---|----|-----------|----|----|----|----|----|----|----|----|----|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|
| Con   | 35 | <b>34</b> | 77 | 2  | 6  | 97 | 1  | 4  | 85 | 3  | 14 | 100 | 0   | 0   | 32 | 37 | 29 | 35 | 29 | 43 | 39 | 28 | 39 | 18 |
| Lab   | 44 | <b>46</b> | 8  | 84 | 88 | 0  | 93 | 5  | 7  | 91 | 41 | 0   | 100 | 0   | 44 | 48 | 53 | 47 | 47 | 39 | 42 | 52 | 39 | 69 |
| Lib Dem   | 11 | <b>9</b>  | 9  | 8  | 0  | 2  | 3  | 89 | 3  | 2  | 31 | 0   | 0   | 100 | 12 | 6  | 11 | 10 | 10 | 6  | 10 | 8  | 10 | 8  |
| Other   | 10 | <b>11</b> | 6  | 6  | 6  | 1  | 3  | 2  | 6  | 4  | 14 | 0   | 0   | 0   | 11 | 10 | 7  | 7  | 14 | 12 | 9  | 13 | 12 | 5  |
| <b>London Voting intention: Constituency Non Voters</b> |    |           |    |    |    |    |    |    |    |    |    |     |     |     |    |    |    |    |    |    |    |    |    |    |
| Would Not Vote  | 2  | <b>2</b>  | 2  | 1  | 1  | 1  | 1  | 0  | 1  | 1  | 2  | 0   | 0   | 0   | 1  | 2  | 3  | 2  | 1  | 1  | 1  | 3  | 1  | 5  |
| Don't know  | 13 | <b>14</b> | 12 | 9  | 15 | 7  | 8  | 11 | 11 | 8  | 22 | 0   | 0   | 0   | 10 | 18 | 20 | 12 | 15 | 13 | 13 | 16 | 14 | 12 |

Sample Size: 1138 London Adults  
Fieldwork: 20th - 22nd April 2012

|                          | Mayoral VI  |            |               | Westminster VI |            |            | 2010 Vote |            |            | Assembly VI |            |            | Gender    |            | Age        |            |            |            | Social Grade |            | Ethnicity  |            |            |
|--------------------------|-------------|------------|---------------|----------------|------------|------------|-----------|------------|------------|-------------|------------|------------|-----------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|
| Total                    | Boris       | Ken        | Ken Deserters | Con            | Lab        | Lib Dem    | Con       | Lab        | Lib Dem    | Con         | Lab        | Lib Dem    | Male      | Female     | 18-24      | 25-39      | 40-59      | 60+        | ABC1         | C2DE       | White      | Non-white  |            |
| <b>Weighted Sample</b>   | <b>1138</b> | <b>407</b> | <b>405</b>    | <b>87</b>      | <b>281</b> | <b>450</b> | <b>68</b> | <b>343</b> | <b>357</b> | <b>252</b>  | <b>278</b> | <b>396</b> | <b>79</b> | <b>563</b> | <b>575</b> | <b>135</b> | <b>405</b> | <b>364</b> | <b>233</b>   | <b>669</b> | <b>469</b> | <b>790</b> | <b>322</b> |
| <b>Unweighted Sample</b> | <b>1138</b> | <b>392</b> | <b>394</b>    | <b>83</b>      | <b>258</b> | <b>420</b> | <b>76</b> | <b>304</b> | <b>353</b> | <b>275</b>  | <b>252</b> | <b>374</b> | <b>84</b> | <b>547</b> | <b>591</b> | <b>114</b> | <b>319</b> | <b>445</b> | <b>260</b>   | <b>730</b> | <b>408</b> | <b>792</b> | <b>322</b> |
|                          | %           | %          | %             | %              | %          | %          | %         | %          | %          | %           | %          | %          | %         | %          | %          | %          | %          | %          | %            | %          | %          | %          | %          |

**London Voting intention: List**

[Adjusted by likelihood to vote]

|         |    |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------|----|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con     | 35 | <b>33</b> | 74 | 2  | 0  | 93 | 0  | 4  | 83 | 2  | 15 | 95 | 0  | 4  | 32 | 34 | 28 | 33 | 29 | 41 | 36 | 28 | 37 | 18 |
| Lab     | 46 | <b>44</b> | 7  | 82 | 84 | 0  | 91 | 6  | 5  | 89 | 35 | 0  | 92 | 14 | 43 | 46 | 50 | 47 | 44 | 39 | 41 | 50 | 38 | 68 |
| Lib Dem | 9  | <b>9</b>  | 10 | 6  | 1  | 3  | 2  | 84 | 2  | 2  | 30 | 3  | 2  | 79 | 10 | 8  | 12 | 11 | 9  | 6  | 10 | 7  | 9  | 9  |
| Oth     | 11 | <b>14</b> | 9  | 10 | 15 | 3  | 7  | 7  | 10 | 7  | 20 | 2  | 6  | 3  | 15 | 12 | 10 | 9  | 18 | 14 | 13 | 15 | 16 | 6  |

**London Voting intention: List Other Voters**

[Adjusted by likelihood to vote]

|  |   |          |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |   |   |   |
|--|---|----------|---|---|---|---|---|---|---|---|----|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Green                                    | 3 | <b>6</b> | 3 | 8 | 6 | 1 | 5 | 7 | 4 | 3 | 15 | 1 | 4 | 3 | 7 | 6 | 9 | 6 | 8 | 3 | 7 | 5 | 8 | 2 |
| United Kingdom Independence Party (UKIP) | 5 | <b>5</b> | 5 | 0 | 5 | 0 | 1 | 0 | 4 | 2 | 2  | 1 | 1 | 0 | 5 | 5 | 0 | 1 | 7 | 9 | 3 | 7 | 6 | 1 |
| British National Party (BNP)             | 1 | <b>1</b> | 1 | 2 | 0 | 1 | 1 | 0 | 1 | 1 | 0  | 0 | 1 | 0 | 2 | 0 | 1 | 1 | 2 | 2 | 1 | 2 | 1 | 1 |
| English Democrats                        | 0 | <b>0</b> | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0  | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Christian Peoples Alliance               | 0 | <b>0</b> | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0  | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| Trade Union and Socialist Coalition      | 0 | <b>0</b> | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0  | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| National Front                           | 0 | <b>0</b> | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0  | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| House Party                              | 0 | <b>0</b> | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0  | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| An independent candidate                 | 1 | <b>0</b> | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 1  | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |

**London Voting intention: List Non Voters**

|                |    |           |    |   |    |   |   |    |    |   |    |   |   |   |    |    |    |    |    |    |    |    |    |    |
|----------------|----|-----------|----|---|----|---|---|----|----|---|----|---|---|---|----|----|----|----|----|----|----|----|----|----|
| Would Not Vote | 1  | <b>1</b>  | 1  | 1 | 0  | 0 | 1 | 2  | 1  | 1 | 2  | 0 | 0 | 2 | 1  | 2  | 2  | 2  | 1  | 1  | 1  | 3  | 1  | 4  |
| Don't know     | 14 | <b>15</b> | 14 | 8 | 25 | 5 | 9 | 11 | 13 | 8 | 24 | 3 | 3 | 2 | 10 | 19 | 18 | 14 | 15 | 14 | 13 | 17 | 15 | 14 |

**From what you have seen so far, how would you rate each of the following candidates' Mayoral election campaigns?**

**Boris Johnson**

|                              |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Excellent                    | 11        | <b>12</b> | 31        | 3         | 5         | 38        | 4         | 1         | 31        | 4         | 5         | 39        | 3         | 8         | 13        | 12        | 10        | 12        | 9         | 19        | 13        | 12        | 15        | 7         |
| Good                         | 28        | <b>24</b> | 46        | 13        | 33        | 38        | 16        | 33        | 36        | 17        | 21        | 43        | 16        | 30        | 21        | 27        | 20        | 20        | 29        | 27        | 26        | 22        | 27        | 17        |
| <b>TOTAL EXCELLENT/ GOOD</b> | <b>39</b> | <b>36</b> | <b>77</b> | <b>16</b> | <b>38</b> | <b>76</b> | <b>20</b> | <b>34</b> | <b>67</b> | <b>21</b> | <b>26</b> | <b>82</b> | <b>19</b> | <b>38</b> | <b>34</b> | <b>39</b> | <b>30</b> | <b>32</b> | <b>38</b> | <b>46</b> | <b>39</b> | <b>34</b> | <b>42</b> | <b>24</b> |
| Fair                         | 26        | <b>24</b> | 17        | 30        | 35        | 15        | 30        | 24        | 21        | 33        | 20        | 12        | 31        | 26        | 23        | 25        | 22        | 23        | 25        | 24        | 25        | 23        | 25        | 23        |
| Poor                         | 15        | <b>16</b> | 3         | 26        | 6         | 3         | 23        | 30        | 4         | 19        | 28        | 2         | 25        | 23        | 17        | 15        | 11        | 20        | 14        | 16        | 17        | 15        | 15        | 20        |
| Awful                        | 12        | <b>12</b> | 0         | 23        | 8         | 1         | 19        | 8         | 1         | 17        | 15        | 0         | 20        | 9         | 17        | 8         | 5         | 12        | 16        | 10        | 11        | 15        | 12        | 12        |
| <b>TOTAL POOR/ AWFUL</b>     | <b>27</b> | <b>28</b> | <b>3</b>  | <b>49</b> | <b>14</b> | <b>4</b>  | <b>42</b> | <b>38</b> | <b>5</b>  | <b>36</b> | <b>43</b> | <b>2</b>  | <b>45</b> | <b>32</b> | <b>34</b> | <b>23</b> | <b>16</b> | <b>32</b> | <b>30</b> | <b>26</b> | <b>28</b> | <b>30</b> | <b>27</b> | <b>32</b> |
| Don't know                   | 8         | <b>11</b> | 4         | 5         | 13        | 5         | 8         | 5         | 7         | 11        | 10        | 4         | 5         | 4         | 8         | 13        | 31        | 13        | 6         | 3         | 9         | 13        | 6         | 22        |

Sample Size: 1138 London Adults  
Fieldwork: 20th - 22nd April 2012

|  |                              | Mayoral VI  |            |               | Westminster VI |            |            | 2010 Vote |            |            | Assembly VI |            |            | Gender    |            | Age        |            |            |            | Social Grade |            | Ethnicity  |            |            |           |
|--|------------------------------|-------------|------------|---------------|----------------|------------|------------|-----------|------------|------------|-------------|------------|------------|-----------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|-----------|
| Total  |                              | Boris       | Ken        | Ken Deserters | Con            | Lab        | Lib Dem    | Con       | Lab        | Lib Dem    | Con         | Lab        | Lib Dem    | Male      | Female     | 18-24      | 25-39      | 40-59      | 60+        | ABC1         | C2DE       | White      | Non-white  |            |           |
| <b>Weighted Sample</b>   |                              | <b>1138</b> | <b>407</b> | <b>405</b>    | <b>87</b>      | <b>281</b> | <b>450</b> | <b>68</b> | <b>343</b> | <b>357</b> | <b>252</b>  | <b>278</b> | <b>396</b> | <b>79</b> | <b>563</b> | <b>575</b> | <b>135</b> | <b>405</b> | <b>364</b> | <b>233</b>   | <b>669</b> | <b>469</b> | <b>790</b> | <b>322</b> |           |
| Unweighted Sample  |                              | 1138        | 392        | 394           | 83             | 258        | 420        | 76        | 304        | 353        | 275         | 252        | 374        | 84        | 547        | 591        | 114        | 319        | 445        | 260          | 730        | 408        | 792        | 322        |           |
|  |                              | %           | %          | %             | %              | %          | %          | %         | %          | %          | %           | %          | %          | %         | %          | %          | %          | %          | %          | %            | %          | %          | %          | %          |           |
| <b>Ken Livingstone</b>   |                              |             |            |               |                |            |            |           |            |            |             |            |            |           |            |            |            |            |            |              |            |            |            |            |           |
|  | Excellent                    | 9           | 6          | 1             | 15             | 2          | 0          | 13        | 0          | 0          | 11          | 7          | 0          | 14        | 3          | 7          | 5          | 6          | 4          | 8            | 3          | 3          | 9          | 4          | 10        |
|  | Good                         | 21          | 21         | 7             | 42             | 19         | 8          | 37        | 13         | 10         | 35          | 15         | 8          | 37        | 21         | 21         | 20         | 21         | 20         | 22           | 19         | 22         | 19         | 18         | 26        |
|  | <b>TOTAL EXCELLENT/ GOOD</b> | <b>30</b>   | <b>27</b>  | <b>8</b>      | <b>57</b>      | <b>21</b>  | <b>8</b>   | <b>50</b> | <b>13</b>  | <b>10</b>  | <b>46</b>   | <b>22</b>  | <b>8</b>   | <b>51</b> | <b>24</b>  | <b>28</b>  | <b>25</b>  | <b>27</b>  | <b>24</b>  | <b>30</b>    | <b>22</b>  | <b>25</b>  | <b>28</b>  | <b>22</b>  | <b>36</b> |
|  | Fair                         | 24          | 22         | 18            | 29             | 32         | 17         | 27        | 28         | 17         | 25          | 30         | 16         | 29        | 26         | 21         | 23         | 19         | 27         | 18           | 21         | 22         | 22         | 22         | 23        |
|  | Poor                         | 18          | 20         | 29            | 8              | 18         | 29         | 9         | 37         | 28         | 11          | 23         | 28         | 10        | 27         | 21         | 19         | 14         | 17         | 23           | 22         | 22         | 17         | 24         | 11        |
|  | Awful                        | 20          | 21         | 41            | 2              | 19         | 40         | 7         | 18         | 38         | 8           | 15         | 45         | 6         | 18         | 22         | 20         | 9          | 19         | 22           | 31         | 23         | 19         | 26         | 8         |
|  | <b>TOTAL POOR/ AWFUL</b>     | <b>38</b>   | <b>41</b>  | <b>70</b>     | <b>10</b>      | <b>37</b>  | <b>69</b>  | <b>16</b> | <b>55</b>  | <b>66</b>  | <b>19</b>   | <b>38</b>  | <b>73</b>  | <b>16</b> | <b>45</b>  | <b>43</b>  | <b>39</b>  | <b>23</b>  | <b>36</b>  | <b>45</b>    | <b>53</b>  | <b>45</b>  | <b>36</b>  | <b>50</b>  | <b>19</b> |
|  | Don't know                   | 8           | 11         | 4             | 4              | 11         | 6          | 7         | 5          | 8          | 10          | 10         | 4          | 5         | 4          | 8          | 13         | 31         | 13         | 6            | 3          | 9          | 14         | 7          | 22        |
| <b>Brian Paddick</b>   |                              |             |            |               |                |            |            |           |            |            |             |            |            |           |            |            |            |            |            |              |            |            |            |            |           |
|  | Excellent                    | 1           | 3          | 4             | 2              | 2          | 1          | 2         | 18         | 2          | 2           | 3          | 1          | 2         | 19         | 4          | 2          | 2          | 4          | 1            | 3          | 3          | 2          | 3          | 1         |
|  | Good                         | 10          | 8          | 7             | 11             | 13         | 5          | 11        | 16         | 6          | 8           | 12         | 8          | 10        | 18         | 7          | 9          | 6          | 9          | 9            | 7          | 8          | 9          | 8          | 9         |
|  | <b>TOTAL EXCELLENT/ GOOD</b> | <b>11</b>   | <b>11</b>  | <b>11</b>     | <b>13</b>      | <b>15</b>  | <b>6</b>   | <b>13</b> | <b>34</b>  | <b>8</b>   | <b>10</b>   | <b>15</b>  | <b>9</b>   | <b>12</b> | <b>37</b>  | <b>11</b>  | <b>11</b>  | <b>8</b>   | <b>13</b>  | <b>10</b>    | <b>10</b>  | <b>11</b>  | <b>11</b>  | <b>11</b>  | <b>10</b> |
|  | Fair                         | 28          | 27         | 27            | 30             | 22         | 29         | 26        | 31         | 25         | 31          | 28         | 28         | 29        | 35         | 28         | 26         | 18         | 28         | 28           | 27         | 29         | 24         | 26         | 28        |
|  | Poor                         | 23          | 23         | 26            | 26             | 22         | 24         | 26        | 17         | 25         | 22          | 23         | 22         | 25        | 18         | 23         | 22         | 19         | 17         | 26           | 28         | 22         | 24         | 26         | 15        |
|  | Awful                        | 12          | 15         | 16            | 15             | 11         | 18         | 14        | 6          | 20         | 13          | 11         | 21         | 15        | 0          | 19         | 11         | 9          | 16         | 16           | 16         | 15         | 15         | 18         | 9         |
|  | <b>TOTAL POOR/ AWFUL</b>     | <b>35</b>   | <b>38</b>  | <b>42</b>     | <b>41</b>      | <b>33</b>  | <b>42</b>  | <b>40</b> | <b>23</b>  | <b>45</b>  | <b>35</b>   | <b>34</b>  | <b>43</b>  | <b>40</b> | <b>18</b>  | <b>42</b>  | <b>33</b>  | <b>28</b>  | <b>33</b>  | <b>42</b>    | <b>44</b>  | <b>37</b>  | <b>39</b>  | <b>44</b>  | <b>24</b> |
|  | Don't know                   | 26          | 25         | 20            | 16             | 29         | 22         | 22        | 12         | 22         | 23          | 22         | 20         | 19        | 10         | 19         | 30         | 45         | 26         | 19           | 20         | 23         | 27         | 19         | 38        |
| <b>How well or badly do you think Boris Johnson is doing his job as Mayor of London?</b> |                              |             |            |               |                |            |            |           |            |            |             |            |            |           |            |            |            |            |            |              |            |            |            |            |           |
|  | Very well                    | 13          | 12         | 31            | 1              | 4          | 38         | 2         | 4          | 29         | 2           | 6          | 39         | 2         | 4          | 12         | 11         | 6          | 9          | 12           | 20         | 12         | 12         | 15         | 5         |
|  | Fairly well                  | 47          | 43         | 64            | 28             | 63         | 55         | 37        | 50         | 56         | 41          | 37         | 58         | 37        | 48         | 36         | 50         | 47         | 43         | 42           | 43         | 47         | 38         | 45         | 39        |
|  | <b>TOTAL WELL</b>            | <b>60</b>   | <b>55</b>  | <b>95</b>     | <b>29</b>      | <b>67</b>  | <b>93</b>  | <b>39</b> | <b>54</b>  | <b>85</b>  | <b>43</b>   | <b>43</b>  | <b>97</b>  | <b>39</b> | <b>52</b>  | <b>48</b>  | <b>61</b>  | <b>53</b>  | <b>52</b>  | <b>54</b>    | <b>63</b>  | <b>59</b>  | <b>50</b>  | <b>60</b>  | <b>44</b> |
|  | Fairly badly                 | 21          | 24         | 3             | 42             | 15         | 4          | 35        | 27         | 8          | 29          | 34         | 1          | 35        | 31         | 25         | 23         | 20         | 27         | 26           | 19         | 25         | 23         | 23         | 27        |
|  | Very badly                   | 13          | 13         | 0             | 28             | 4          | 1          | 21        | 13         | 2          | 21          | 16         | 0          | 23        | 13         | 19         | 7          | 4          | 13         | 16           | 14         | 10         | 17         | 13         | 12        |
|  | <b>TOTAL BADLY</b>           | <b>34</b>   | <b>37</b>  | <b>3</b>      | <b>70</b>      | <b>19</b>  | <b>5</b>   | <b>56</b> | <b>40</b>  | <b>10</b>  | <b>50</b>   | <b>50</b>  | <b>1</b>   | <b>58</b> | <b>44</b>  | <b>44</b>  | <b>30</b>  | <b>24</b>  | <b>40</b>  | <b>42</b>    | <b>33</b>  | <b>35</b>  | <b>40</b>  | <b>36</b>  | <b>39</b> |
|  | Don't know                   | 6           | 8          | 2             | 1              | 14         | 3          | 4         | 5          | 5          | 7           | 7          | 2          | 3         | 4          | 7          | 8          | 22         | 9          | 4            | 4          | 6          | 10         | 4          | 17        |

Sample Size: 1138 London Adults  
Fieldwork: 20th - 22nd April 2012

|                          | Mayoral VI  |            |               | Westminster VI |            |            | 2010 Vote |            |            | Assembly VI |            |            | Gender    |            | Age        |            |            |            | Social Grade |            | Ethnicity  |            |            |
|--------------------------|-------------|------------|---------------|----------------|------------|------------|-----------|------------|------------|-------------|------------|------------|-----------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|
| Total                    | Boris       | Ken        | Ken Deserters | Con            | Lab        | Lib Dem    | Con       | Lab        | Lib Dem    | Con         | Lab        | Lib Dem    | Male      | Female     | 18-24      | 25-39      | 40-59      | 60+        | ABC1         | C2DE       | White      | Non-white  |            |
| <b>Weighted Sample</b>   | <b>1138</b> | <b>407</b> | <b>405</b>    | <b>87</b>      | <b>281</b> | <b>450</b> | <b>68</b> | <b>343</b> | <b>357</b> | <b>252</b>  | <b>278</b> | <b>396</b> | <b>79</b> | <b>563</b> | <b>575</b> | <b>135</b> | <b>405</b> | <b>364</b> | <b>233</b>   | <b>669</b> | <b>469</b> | <b>790</b> | <b>322</b> |
| <b>Unweighted Sample</b> | <b>1138</b> | <b>392</b> | <b>394</b>    | <b>83</b>      | <b>258</b> | <b>420</b> | <b>76</b> | <b>304</b> | <b>353</b> | <b>275</b>  | <b>252</b> | <b>374</b> | <b>84</b> | <b>547</b> | <b>591</b> | <b>114</b> | <b>319</b> | <b>445</b> | <b>260</b>   | <b>730</b> | <b>408</b> | <b>792</b> | <b>322</b> |
|                          | %           | %          | %             | %              | %          | %          | %         | %          | %          | %           | %          | %          | %         | %          | %          | %          | %          | %          | %            | %          | %          | %          | %          |

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

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 14        | 9         | 2         | 22        | 3         | 1         | 20        | 4         | 1         | 19        | 10        | 1         | 21        | 5         | 9         | 9         | 4         | 8         | 13        | 8         | 8         | 11        | 9         | 10        |
| Fairly well        | 38        | 40        | 19        | 69        | 43        | 19        | 61        | 43        | 21        | 55        | 51        | 16        | 63        | 51        | 39        | 40        | 36        | 43        | 42        | 33        | 40        | 39        | 37        | 47        |
| <b>TOTAL WELL</b>  | <b>52</b> | <b>49</b> | <b>21</b> | <b>91</b> | <b>46</b> | <b>20</b> | <b>81</b> | <b>47</b> | <b>22</b> | <b>74</b> | <b>61</b> | <b>17</b> | <b>84</b> | <b>56</b> | <b>48</b> | <b>49</b> | <b>40</b> | <b>51</b> | <b>55</b> | <b>41</b> | <b>48</b> | <b>50</b> | <b>46</b> | <b>57</b> |
| Fairly badly       | 21        | 22        | 34        | 7         | 27        | 37        | 10        | 29        | 34        | 13        | 18        | 36        | 11        | 25        | 23        | 20        | 23        | 21        | 20        | 25        | 23        | 21        | 24        | 16        |
| Very badly         | 20        | 20        | 40        | 0         | 13        | 38        | 3         | 16        | 38        | 6         | 13        | 43        | 3         | 14        | 20        | 19        | 8         | 15        | 22        | 30        | 20        | 19        | 24        | 8         |
| <b>TOTAL BADLY</b> | <b>41</b> | <b>42</b> | <b>74</b> | <b>7</b>  | <b>40</b> | <b>75</b> | <b>13</b> | <b>45</b> | <b>72</b> | <b>19</b> | <b>31</b> | <b>79</b> | <b>14</b> | <b>39</b> | <b>43</b> | <b>39</b> | <b>31</b> | <b>36</b> | <b>42</b> | <b>55</b> | <b>43</b> | <b>40</b> | <b>48</b> | <b>24</b> |
| Don't know         | 8         | 10        | 5         | 1         | 13        | 5         | 5         | 8         | 7         | 7         | 8         | 3         | 3         | 5         | 8         | 11        | 28        | 13        | 3         | 3         | 9         | 10        | 6         | 19        |

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

|  |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Ken Livingstone has achieved much more     | 18        | 16        | 0         | 39        | 4         | 1         | 30        | 11        | 3         | 27        | 20        | 2         | 32        | 10        | 19        | 12        | 13        | 14        | 20        | 13        | 14        | 18        | 16        | 16        |
| Ken Livingstone has achieved a little more | 18        | 17        | 3         | 35        | 15        | 3         | 31        | 30        | 4         | 30        | 21        | 1         | 32        | 32        | 19        | 16        | 11        | 21        | 17        | 16        | 20        | 14        | 16        | 21        |
| <b>TOTAL KEN MORE</b>                      | <b>36</b> | <b>33</b> | <b>3</b>  | <b>74</b> | <b>19</b> | <b>4</b>  | <b>61</b> | <b>41</b> | <b>7</b>  | <b>57</b> | <b>41</b> | <b>3</b>  | <b>64</b> | <b>42</b> | <b>38</b> | <b>28</b> | <b>24</b> | <b>35</b> | <b>37</b> | <b>29</b> | <b>34</b> | <b>32</b> | <b>32</b> | <b>37</b> |
| Both have achieved about the same          | 18        | 20        | 16        | 16        | 18        | 18        | 18        | 30        | 17        | 21        | 19        | 13        | 17        | 33        | 21        | 19        | 17        | 23        | 20        | 16        | 20        | 20        | 18        | 23        |
| Boris Johnson has achieved a little more   | 22        | 18        | 42        | 1         | 20        | 34        | 5         | 16        | 36        | 6         | 15        | 39        | 5         | 17        | 15        | 21        | 13        | 16        | 17        | 26        | 19        | 17        | 21        | 11        |
| Boris Johnson has achieved much more       | 12        | 12        | 31        | 0         | 5         | 36        | 2         | 5         | 29        | 3         | 5         | 37        | 1         | 4         | 12        | 12        | 13        | 8         | 12        | 18        | 13        | 11        | 15        | 3         |
| <b>TOTAL BORIS MORE</b>                    | <b>34</b> | <b>30</b> | <b>73</b> | <b>1</b>  | <b>25</b> | <b>70</b> | <b>7</b>  | <b>21</b> | <b>65</b> | <b>9</b>  | <b>20</b> | <b>76</b> | <b>6</b>  | <b>21</b> | <b>27</b> | <b>33</b> | <b>25</b> | <b>24</b> | <b>29</b> | <b>44</b> | <b>32</b> | <b>28</b> | <b>36</b> | <b>14</b> |
| Don't know                                 | 12        | 17        | 7         | 8         | 39        | 8         | 15        | 8         | 10        | 14        | 20        | 7         | 13        | 4         | 15        | 20        | 34        | 19        | 13        | 11        | 15        | 20        | 14        | 26        |

**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                | 44 | 43 | 53 | 34 | 45 | 55 | 35 | 42 | 51 | 37 | 40 | 56 | 35 | 43 | 41 | 45 | 30 | 42 | 44 | 51 | 45 | 41 | 46 | 34 |
| Improving transport           | 39 | 40 | 47 | 42 | 34 | 49 | 38 | 42 | 48 | 35 | 43 | 49 | 38 | 39 | 42 | 37 | 37 | 41 | 41 | 36 | 43 | 35 | 42 | 33 |
| Cost of living in London      | 33 | 31 | 27 | 31 | 41 | 24 | 33 | 27 | 26 | 33 | 36 | 26 | 35 | 26 | 30 | 32 | 35 | 36 | 28 | 27 | 30 | 33 | 31 | 33 |
| Creating jobs                 | 28 | 26 | 27 | 29 | 28 | 22 | 30 | 33 | 21 | 30 | 23 | 23 | 29 | 33 | 24 | 27 | 32 | 22 | 27 | 27 | 25 | 26 | 25 | 28 |
| Affordable housing            | 24 | 25 | 16 | 35 | 23 | 18 | 33 | 30 | 20 | 30 | 30 | 16 | 35 | 29 | 26 | 23 | 15 | 23 | 30 | 26 | 24 | 26 | 27 | 20 |
| Making the Olympics a success | 7  | 6  | 8  | 6  | 2  | 9  | 6  | 5  | 7  | 7  | 4  | 8  | 6  | 6  | 4  | 8  | 4  | 4  | 8  | 8  | 7  | 4  | 6  | 7  |
| Promoting London abroad       | 5  | 4  | 6  | 3  | 0  | 7  | 2  | 2  | 5  | 3  | 2  | 7  | 3  | 2  | 3  | 4  | 3  | 4  | 2  | 6  | 4  | 3  | 3  | 4  |
| Don't know                    | 3  | 7  | 4  | 3  | 9  | 4  | 5  | 3  | 5  | 5  | 6  | 3  | 2  | 1  | 8  | 6  | 15 | 8  | 4  | 4  | 6  | 9  | 4  | 13 |

Sample Size: 1138 London Adults  
Fieldwork: 20th - 22nd April 2012

|                          | Mayoral VI  |            |               | Westminster VI |            |            | 2010 Vote |            |            | Assembly VI |            |            | Gender    |            | Age        |            |            |            | Social Grade |            | Ethnicity  |            |            |
|--------------------------|-------------|------------|---------------|----------------|------------|------------|-----------|------------|------------|-------------|------------|------------|-----------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|
| Total                    | Boris       | Ken        | Ken Deserters | Con            | Lab        | Lib Dem    | Con       | Lab        | Lib Dem    | Con         | Lab        | Lib Dem    | Male      | Female     | 18-24      | 25-39      | 40-59      | 60+        | ABC1         | C2DE       | White      | Non-white  |            |
| <b>Weighted Sample</b>   | <b>1138</b> | <b>407</b> | <b>405</b>    | <b>87</b>      | <b>281</b> | <b>450</b> | <b>68</b> | <b>343</b> | <b>357</b> | <b>252</b>  | <b>278</b> | <b>396</b> | <b>79</b> | <b>563</b> | <b>575</b> | <b>135</b> | <b>405</b> | <b>364</b> | <b>233</b>   | <b>669</b> | <b>469</b> | <b>790</b> | <b>322</b> |
| <b>Unweighted Sample</b> | <b>1138</b> | <b>392</b> | <b>394</b>    | <b>83</b>      | <b>258</b> | <b>420</b> | <b>76</b> | <b>304</b> | <b>353</b> | <b>275</b>  | <b>252</b> | <b>374</b> | <b>84</b> | <b>547</b> | <b>591</b> | <b>114</b> | <b>319</b> | <b>445</b> | <b>260</b>   | <b>730</b> | <b>408</b> | <b>792</b> | <b>322</b> |
|                          | %           | %          | %             | %              | %          | %          | %         | %          | %          | %           | %          | %          | %         | %          | %          | %          | %          | %          | %            | %          | %          | %          | %          |

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

|   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Charismatic                                   | 50 | 49 | 77 | 36 | 58 | 74 | 39 | 61 | 68 | 42 | 45 | 75 | 40 | 59 | 51 | 47 | 44 | 48 | 51 | 49 | 56 | 39 | 56 | 30 |
| Sticks to what he believes in                 | 30 | 28 | 56 | 12 | 26 | 60 | 14 | 24 | 53 | 14 | 22 | 62 | 16 | 20 | 28 | 28 | 22 | 29 | 28 | 32 | 31 | 24 | 33 | 18 |
| A natural leader                              | 19 | 19 | 43 | 5  | 11 | 47 | 7  | 14 | 41 | 9  | 11 | 49 | 6  | 14 | 18 | 20 | 13 | 18 | 19 | 25 | 21 | 16 | 22 | 11 |
| Honest  | 22 | 19 | 42 | 6  | 12 | 46 | 8  | 12 | 40 | 10 | 11 | 47 | 9  | 12 | 20 | 18 | 14 | 20 | 17 | 23 | 21 | 17 | 22 | 10 |
| Strong  | 19 | 18 | 37 | 7  | 16 | 37 | 9  | 21 | 35 | 10 | 9  | 40 | 8  | 15 | 19 | 16 | 18 | 16 | 19 | 18 | 20 | 15 | 20 | 10 |
| Decisive                                      | 19 | 16 | 35 | 5  | 12 | 34 | 9  | 17 | 31 | 8  | 11 | 35 | 8  | 20 | 16 | 16 | 10 | 12 | 20 | 19 | 17 | 14 | 19 | 7  |
| Good in a crisis                              | 12 | 12 | 27 | 4  | 7  | 30 | 4  | 5  | 27 | 5  | 5  | 34 | 5  | 6  | 13 | 11 | 10 | 9  | 13 | 17 | 13 | 10 | 14 | 5  |
| In touch with the concerns of ordinary people | 14 | 11 | 23 | 3  | 10 | 22 | 6  | 9  | 19 | 7  | 7  | 22 | 6  | 12 | 12 | 10 | 8  | 7  | 11 | 20 | 11 | 10 | 13 | 6  |
| None of these                                 | 20 | 23 | 1  | 40 | 13 | 2  | 33 | 20 | 5  | 31 | 31 | 1  | 36 | 21 | 25 | 21 | 9  | 21 | 28 | 26 | 18 | 29 | 22 | 24 |
| Don't know                                    | 10 | 13 | 4  | 10 | 15 | 7  | 12 | 7  | 10 | 13 | 11 | 4  | 10 | 4  | 12 | 15 | 33 | 12 | 10 | 10 | 12 | 16 | 9  | 25 |

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

|   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| In touch with the concerns of ordinary people | 37 | 33 | 14 | 61 | 34 | 12 | 54 | 43 | 14 | 49 | 43 | 13 | 55 | 35 | 35 | 31 | 26 | 34 | 35 | 32 | 33 | 33 | 35 | 29 |
| Sticks to what he believes in                 | 34 | 31 | 21 | 52 | 24 | 22 | 43 | 40 | 20 | 45 | 38 | 22 | 47 | 31 | 35 | 28 | 21 | 27 | 39 | 34 | 32 | 31 | 34 | 25 |
| Decisive                                      | 19 | 16 | 9  | 31 | 10 | 10 | 26 | 12 | 10 | 22 | 19 | 10 | 28 | 10 | 17 | 15 | 20 | 17 | 16 | 13 | 15 | 18 | 14 | 20 |
| Charismatic                                   | 15 | 14 | 8  | 26 | 5  | 7  | 22 | 15 | 6  | 20 | 16 | 7  | 22 | 23 | 15 | 13 | 12 | 13 | 16 | 12 | 12 | 15 | 13 | 15 |
| Good in a crisis                              | 17 | 14 | 4  | 30 | 5  | 3  | 24 | 13 | 5  | 23 | 17 | 2  | 26 | 14 | 16 | 11 | 9  | 11 | 19 | 12 | 14 | 13 | 13 | 16 |
| Strong  | 20 | 14 | 6  | 26 | 21 | 6  | 25 | 6  | 5  | 26 | 12 | 4  | 29 | 6  | 16 | 12 | 15 | 13 | 17 | 11 | 16 | 12 | 11 | 20 |
| A natural leader                              | 17 | 12 | 4  | 23 | 9  | 4  | 22 | 8  | 3  | 20 | 12 | 3  | 23 | 10 | 11 | 12 | 10 | 10 | 16 | 8  | 10 | 13 | 9  | 18 |
| Honest  | 15 | 12 | 3  | 26 | 5  | 3  | 21 | 17 | 4  | 19 | 15 | 1  | 23 | 16 | 15 | 8  | 10 | 10 | 14 | 11 | 12 | 11 | 10 | 15 |
| None of these                                 | 27 | 28 | 52 | 3  | 24 | 53 | 7  | 31 | 48 | 11 | 24 | 55 | 7  | 26 | 27 | 29 | 15 | 24 | 29 | 43 | 29 | 27 | 33 | 15 |
| Don't know                                    | 11 | 14 | 9  | 7  | 15 | 10 | 10 | 5  | 14 | 12 | 10 | 9  | 8  | 3  | 12 | 16 | 39 | 15 | 9  | 6  | 12 | 16 | 9  | 25 |

Sample Size: 1138 London Adults  
Fieldwork: 20th - 22nd April 2012

|                        | Mayoral VI  |       |     | Westminster VI |     |     | 2010 Vote |     |     | Assembly VI |     |     | Gender  |      | Age    |       |       |       | Social Grade |      | Ethnicity |       |           |
|------------------------|-------------|-------|-----|----------------|-----|-----|-----------|-----|-----|-------------|-----|-----|---------|------|--------|-------|-------|-------|--------------|------|-----------|-------|-----------|
|                        | Total       | Boris | Ken | Ken Deserters  | Con | Lab | Lib Dem   | Con | Lab | Lib Dem     | Con | Lab | Lib Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+          | ABC1 | C2DE      | White | Non-white |
| <b>Weighted Sample</b> | <b>1138</b> | 407   | 405 | 87             | 281 | 450 | 68        | 343 | 357 | 252         | 278 | 396 | 79      | 563  | 575    | 135   | 405   | 364   | 233          | 669  | 469       | 790   | 322       |
| Unweighted Sample      | 1138        | 392   | 394 | 83             | 258 | 420 | 76        | 304 | 353 | 275         | 252 | 374 | 84      | 547  | 591    | 114   | 319   | 445   | 260          | 730  | 408       | 792   | 322       |
|                        | %           | %     | %   | %              | %   | %   | %         | %   | %   | %           | %   | %   | %       | %    | %      | %     | %     | %     | %            | %    | %         | %     | %         |

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

|   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Honest  | 19 | 19 | 23 | 19 | 15 | 18 | 17 | 58 | 16 | 17 | 31 | 18 | 17 | 51 | 24 | 13 | 13 | 14 | 22 | 24 | 20 | 16 | 22 | 10 |
| In touch with the concerns of ordinary people | 12 | 13 | 14 | 12 | 22 | 7  | 14 | 44 | 9  | 13 | 20 | 8  | 13 | 41 | 13 | 13 | 10 | 14 | 14 | 10 | 15 | 10 | 14 | 9  |
| Sticks to what he believes in                 | 13 | 12 | 15 | 10 | 15 | 13 | 9  | 26 | 11 | 11 | 19 | 13 | 9  | 34 | 14 | 11 | 6  | 9  | 15 | 17 | 12 | 14 | 14 | 9  |
| Decisive                                      | 8  | 6  | 6  | 6  | 4  | 5  | 5  | 19 | 4  | 5  | 9  | 7  | 5  | 20 | 6  | 6  | 3  | 8  | 5  | 5  | 6  | 5  | 6  | 5  |
| Good in a crisis                              | 8  | 6  | 7  | 6  | 5  | 5  | 6  | 26 | 5  | 6  | 11 | 6  | 6  | 23 | 6  | 7  | 3  | 8  | 7  | 3  | 8  | 3  | 7  | 6  |
| Strong  | 8  | 6  | 7  | 6  | 4  | 6  | 4  | 21 | 5  | 5  | 11 | 6  | 4  | 21 | 9  | 3  | 4  | 7  | 5  | 4  | 8  | 3  | 7  | 4  |
| Charismatic                                   | 5  | 5  | 3  | 8  | 2  | 2  | 6  | 11 | 3  | 7  | 7  | 2  | 7  | 14 | 5  | 4  | 0  | 7  | 5  | 2  | 5  | 5  | 4  | 6  |
| A natural leader                              | 6  | 4  | 4  | 4  | 4  | 3  | 4  | 17 | 2  | 5  | 6  | 2  | 4  | 17 | 5  | 3  | 5  | 5  | 4  | 2  | 4  | 4  | 4  | 5  |
| None of these                                 | 21 | 24 | 28 | 25 | 19 | 29 | 23 | 6  | 32 | 23 | 14 | 32 | 24 | 6  | 28 | 21 | 15 | 22 | 27 | 30 | 24 | 26 | 26 | 19 |
| Don't know                                    | 44 | 42 | 34 | 38 | 47 | 39 | 42 | 28 | 38 | 42 | 43 | 36 | 40 | 18 | 34 | 49 | 62 | 44 | 36 | 34 | 41 | 43 | 37 | 54 |

April 23-25 2008  
**April 20-22 2012**

London voters will have two votes for Mayor – first preference and also a second preference. If no candidate wins on overall majority of first preference votes, all except the top two candidates will be eliminated. The second votes of the supporters of the eliminated candidates will come into play. But they will count only if they cast for one of the top two candidates.

Before today did you...

|  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Know about the two-vote system and how it would work     | 38 | 47 | 52 | 54 | 43 | 54 | 50 | 62 | 50 | 47 | 48 | 56 | 53 | 60 | 57 | 37 | 35 | 45 | 52 | 48 | 52 | 40 | 52 | 34 |
| Know about the two-vote system but not how it would work | 27 | 18 | 22 | 17 | 29 | 20 | 20 | 13 | 21 | 18 | 18 | 18 | 19 | 25 | 16 | 20 | 17 | 18 | 17 | 22 | 18 | 18 | 19 | 19 |
| Not know about the two-vote system                       | 30 | 25 | 20 | 21 | 18 | 19 | 22 | 21 | 21 | 25 | 27 | 20 | 21 | 13 | 19 | 31 | 33 | 25 | 21 | 25 | 22 | 28 | 22 | 32 |
| Not sure   | 4  | 10 | 7  | 8  | 9  | 6  | 8  | 3  | 9  | 10 | 7  | 5  | 7  | 2  | 8  | 12 | 15 | 11 | 10 | 5  | 7  | 14 | 8  | 16 |

Sample Size: 1138 London Adults  
Fieldwork: 20th - 22nd April 2012

|                                  | Mayoral VI |     |               | Westminster VI |     |         | 2010 Vote |     |         | Assembly VI |     |         | Gender |        | Age   |       |       |     | Social Grade |      | Ethnicity |           |   |
|----------------------------------|------------|-----|---------------|----------------|-----|---------|-----------|-----|---------|-------------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|-----------|-----------|---|
| Total                            | Boris      | Ken | Ken Deserters | Con            | Lab | Lib Dem | Con       | Lab | Lib Dem | Con         | Lab | Lib Dem | Male   | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1         | C2DE | White     | Non-white |   |
| <b>Weighted Sample</b><br>1138   | 407        | 405 | 87            | 281            | 450 | 68      | 343       | 357 | 252     | 278         | 396 | 79      | 563    | 575    | 135   | 405   | 364   | 233 | 669          | 469  | 790       | 322       |   |
| <b>Unweighted Sample</b><br>1138 | 392        | 394 | 83            | 258            | 420 | 76      | 304       | 353 | 275     | 252         | 374 | 84      | 547    | 591    | 114   | 319   | 445   | 260 | 730          | 408  | 792       | 322       |   |
|                                  | %          | %   | %             | %              | %   | %       | %         | %   | %       | %           | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %         | %         | % |

**Do you think the Conservative party was right or wrong to select Boris Johnson as their candidate for London mayor?**

|   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Right - Boris Johnson was the best choice for the Conservative party              | <b>56</b> | 91 | 39 | 63 | 86 | 45 | 63 | 82 | 44 | 48 | 90 | 43 | 66 | 57 | 56 | 46 | 52 | 60 | 64 | 61 | 50 | 64 | 38 |
| Wrong - the Conservative party should have picked someone else as their candidate | <b>17</b> | 2  | 32 | 8  | 4  | 27 | 12 | 6  | 25 | 20 | 3  | 30 | 17 | 19 | 15 | 10 | 18 | 19 | 17 | 15 | 21 | 15 | 23 |
| Don't know  | <b>27</b> | 7  | 29 | 28 | 9  | 28 | 25 | 12 | 31 | 32 | 7  | 27 | 17 | 24 | 30 | 44 | 30 | 21 | 19 | 25 | 30 | 21 | 39 |

**And do you think the Labour party was right or wrong to select Ken Livingstone as their candidate for London mayor?**

|   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Right - Ken Livingstone was the best choice for the Labour party            | <b>36</b> | 14 | 72 | 16 | 16 | 60 | 36 | 14 | 58 | 39 | 14 | 62 | 37 | 37 | 34 | 27 | 35 | 40 | 34 | 33 | 40 | 33 | 44 |
| Wrong - the Labour party should have picked someone else as their candidate | <b>43</b> | 72 | 15 | 61 | 69 | 25 | 60 | 67 | 27 | 40 | 74 | 25 | 59 | 46 | 40 | 34 | 38 | 44 | 55 | 48 | 36 | 51 | 22 |
| Don't know  | <b>21</b> | 14 | 13 | 23 | 15 | 15 | 4  | 19 | 15 | 21 | 13 | 13 | 5  | 17 | 25 | 39 | 27 | 16 | 10 | 19 | 25 | 16 | 34 |

**Do you think each of the following sincerely want to help London, or are they in it for themselves and/or their party?**

**Boris Johnson**

|                             |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Really wants to help London | <b>39</b> | 76 | 17 | 31 | 77 | 21 | 40 | 69 | 23 | 30 | 81 | 20 | 40 | 37 | 41 | 30 | 36 | 40 | 47 | 43 | 33 | 44 | 24 |
| Is in it for himself        | <b>37</b> | 9  | 64 | 32 | 10 | 56 | 43 | 13 | 51 | 49 | 7  | 59 | 41 | 44 | 30 | 19 | 41 | 39 | 38 | 34 | 41 | 38 | 35 |
| Neither                     | <b>9</b>  | 5  | 11 | 4  | 5  | 9  | 6  | 6  | 9  | 9  | 7  | 10 | 8  | 7  | 10 | 9  | 8  | 9  | 8  | 8  | 10 | 7  | 11 |
| Not sure                    | <b>16</b> | 10 | 8  | 33 | 8  | 14 | 12 | 12 | 16 | 13 | 6  | 11 | 11 | 13 | 18 | 42 | 15 | 12 | 7  | 15 | 16 | 11 | 29 |

**Ken Livingstone**

|                             |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Really wants to help London | <b>38</b> | 15 | 77 | 31 | 15 | 65 | 36 | 17 | 61 | 47 | 15 | 67 | 38 | 40 | 36 | 26 | 38 | 43 | 36 | 38 | 38 | 38 | 39 |
| Is in it for himself        | <b>41</b> | 72 | 13 | 39 | 71 | 18 | 47 | 66 | 19 | 38 | 74 | 17 | 47 | 44 | 38 | 28 | 39 | 40 | 55 | 42 | 39 | 46 | 27 |
| Neither                     | <b>7</b>  | 4  | 5  | 4  | 5  | 5  | 8  | 6  | 7  | 6  | 5  | 7  | 8  | 5  | 8  | 5  | 8  | 8  | 3  | 6  | 8  | 6  | 8  |
| Not sure                    | <b>14</b> | 10 | 5  | 26 | 9  | 12 | 9  | 12 | 13 | 10 | 6  | 9  | 8  | 11 | 18 | 42 | 14 | 10 | 6  | 14 | 15 | 10 | 25 |

**Brian Paddick**

|                             |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Really wants to help London | <b>27</b> | 32 | 29 | 31 | 27 | 26 | 70 | 27 | 26 | 40 | 28 | 26 | 69 | 27 | 28 | 17 | 29 | 30 | 26 | 31 | 23 | 32 | 17 |
| Is in it for himself        | <b>21</b> | 20 | 24 | 13 | 23 | 24 | 2  | 24 | 23 | 12 | 23 | 23 | 11 | 26 | 17 | 11 | 22 | 21 | 27 | 19 | 25 | 22 | 20 |
| Neither                     | <b>14</b> | 15 | 14 | 10 | 17 | 13 | 3  | 15 | 14 | 12 | 17 | 15 | 5  | 12 | 15 | 9  | 16 | 14 | 12 | 14 | 13 | 12 | 17 |
| Not sure                    | <b>37</b> | 33 | 33 | 47 | 33 | 37 | 24 | 34 | 37 | 36 | 32 | 36 | 15 | 35 | 40 | 63 | 33 | 34 | 36 | 36 | 39 | 34 | 46 |



Sample Size: 1138 London Adults  
Fieldwork: 20th - 22nd April 2012

|                          | Mayoral VI  |            |            | Westminster VI |            |            | 2010 Vote |            |            | Assembly VI |            |            | Gender    |            | Age        |            |            |            | Social Grade |            | Ethnicity  |            |            |
|--------------------------|-------------|------------|------------|----------------|------------|------------|-----------|------------|------------|-------------|------------|------------|-----------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|
|                          | Total       | Boris      | Ken        | Ken Deserters  | Con        | Lab        | Lib Dem   | Con        | Lab        | Lib Dem     | Con        | Lab        | Lib Dem   | Male       | Female     | 18-24      | 25-39      | 40-59      | 60+          | ABC1       | C2DE       | White      | Non-white  |
| <b>Weighted Sample</b>   | <b>1138</b> | <b>407</b> | <b>405</b> | <b>87</b>      | <b>281</b> | <b>450</b> | <b>68</b> | <b>343</b> | <b>357</b> | <b>252</b>  | <b>278</b> | <b>396</b> | <b>79</b> | <b>563</b> | <b>575</b> | <b>135</b> | <b>405</b> | <b>364</b> | <b>233</b>   | <b>669</b> | <b>469</b> | <b>790</b> | <b>322</b> |
| <b>Unweighted Sample</b> | <b>1138</b> | <b>392</b> | <b>394</b> | <b>83</b>      | <b>258</b> | <b>420</b> | <b>76</b> | <b>304</b> | <b>353</b> | <b>275</b>  | <b>252</b> | <b>374</b> | <b>84</b> | <b>547</b> | <b>591</b> | <b>114</b> | <b>319</b> | <b>445</b> | <b>260</b>   | <b>730</b> | <b>408</b> | <b>792</b> | <b>322</b> |
|                          | %           | %          | %          | %              | %          | %          | %         | %          | %          | %           | %          | %          | %         | %          | %          | %          | %          | %          | %            | %          | %          | %          | %          |

**Which of the candidates, if any, would you most trust to pay you back if you lent them money?**

|                             |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Boris Johnson               | <b>24</b> | 56 | 6  | 16 | 62 | 9  | 15 | 53 | 9  | 14 | 65 | 7  | 16 | 23 | 26 | 16 | 22 | 25 | 32 | 28 | 19 | 28 | 14 |
| Brian Paddick               | <b>18</b> | 18 | 16 | 27 | 13 | 15 | 64 | 16 | 15 | 32 | 12 | 16 | 64 | 19 | 17 | 18 | 17 | 21 | 16 | 20 | 15 | 21 | 12 |
| Ken Livingstone             | <b>17</b> | 2  | 41 | 10 | 1  | 36 | 5  | 3  | 32 | 22 | 2  | 38 | 6  | 20 | 14 | 7  | 21 | 19 | 14 | 15 | 20 | 15 | 22 |
| Would not trust any of them | <b>26</b> | 14 | 26 | 37 | 14 | 28 | 7  | 19 | 32 | 17 | 12 | 29 | 6  | 26 | 27 | 29 | 27 | 24 | 26 | 23 | 30 | 24 | 31 |
| Don't know                  | <b>14</b> | 10 | 11 | 11 | 9  | 12 | 10 | 10 | 12 | 16 | 9  | 10 | 8  | 12 | 16 | 30 | 13 | 11 | 12 | 13 | 16 | 11 | 21 |

**If Ken Livingstone was elected Mayor of London, do you think he would or would not deliver a 7% cut in bus fares?**

|  |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Would probably cut bus fares by 7%     | <b>43</b> | 22 | 75 | 44 | 22 | 65 | 47 | 26 | 60 | 51 | 22 | 67 | 48 | 48 | 38 | 19 | 42 | 52 | 43 | 41 | 45 | 45 | 39 |
| Would probably not cut bus fares by 7% | <b>45</b> | 61 | 16 | 31 | 63 | 21 | 46 | 55 | 26 | 32 | 62 | 21 | 43 | 37 | 40 | 47 | 41 | 34 | 39 | 43 | 32 | 40 | 35 |
| Don't know                             | <b>11</b> | 17 | 10 | 25 | 16 | 13 | 7  | 19 | 14 | 18 | 16 | 12 | 8  | 15 | 22 | 35 | 17 | 14 | 19 | 16 | 22 | 15 | 26 |

**If Boris Johnson was elected Mayor of London, do you think he would or would not deliver a 10% cut in the Mayor's part of the council tax bill?**

|   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Would probably cut his part of council tax bills by 10%     | <b>39</b> | 66 | 24 | 31 | 74 | 25 | 24 | 67 | 24 | 31 | 74 | 26 | 31 | 41 | 36 | 22 | 39 | 40 | 46 | 44 | 31 | 44 | 24 |
| Would probably not cut his part of council tax bills by 10% | <b>38</b> | 14 | 58 | 36 | 11 | 54 | 59 | 13 | 57 | 45 | 8  | 57 | 48 | 39 | 36 | 36 | 40 | 37 | 35 | 36 | 41 | 36 | 43 |
| Don't know  | <b>23</b> | 20 | 17 | 33 | 15 | 22 | 17 | 20 | 19 | 24 | 18 | 17 | 20 | 19 | 28 | 42 | 21 | 22 | 19 | 21 | 27 | 19 | 33 |

**The main candidates for London mayor have published details of the tax they have paid over the last few years. From what you have read or heard about this, do you think each of the following have or have not paid as much tax as they should?**

**Ken Livingstone**

|                                       |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Has paid all the taxes he should      | <b>18</b> | 6  | 36 | 7  | 6  | 32 | 11 | 6  | 29 | 19 | 6  | 33 | 17 | 23 | 12 | 15 | 17 | 21 | 16 | 16 | 19 | 16 | 22 |
| Has not paid as much tax as he should | <b>39</b> | 57 | 27 | 45 | 52 | 29 | 49 | 55 | 28 | 33 | 55 | 30 | 48 | 44 | 34 | 31 | 39 | 38 | 46 | 43 | 34 | 43 | 29 |
| Don't know                            | <b>43</b> | 36 | 37 | 48 | 41 | 39 | 40 | 39 | 43 | 48 | 39 | 37 | 35 | 33 | 54 | 55 | 44 | 41 | 38 | 41 | 47 | 41 | 48 |

**Boris Johnson**

|                                       |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Has paid all the taxes he should      | <b>27</b> | 43 | 22 | 20 | 43 | 21 | 31 | 41 | 20 | 23 | 43 | 22 | 38 | 35 | 20 | 23 | 23 | 31 | 31 | 30 | 23 | 31 | 19 |
| Has not paid as much tax as he should | <b>24</b> | 13 | 36 | 25 | 10 | 34 | 23 | 14 | 32 | 24 | 11 | 35 | 22 | 28 | 20 | 20 | 27 | 23 | 23 | 24 | 24 | 23 | 28 |
| Don't know                            | <b>49</b> | 44 | 42 | 55 | 47 | 44 | 46 | 45 | 48 | 53 | 46 | 42 | 40 | 37 | 60 | 57 | 50 | 45 | 47 | 46 | 53 | 47 | 53 |

**Brian Paddick**

|                                       |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Has paid all the taxes he should      | <b>24</b> | 28 | 27 | 20 | 27 | 24 | 37 | 27 | 24 | 26 | 26 | 27 | 40 | 31 | 17 | 15 | 20 | 31 | 24 | 26 | 21 | 26 | 19 |
| Has not paid as much tax as he should | <b>13</b> | 8  | 19 | 12 | 6  | 19 | 8  | 10 | 16 | 8  | 7  | 18 | 12 | 14 | 12 | 13 | 21 | 8  | 8  | 14 | 12 | 10 | 19 |
| Don't know                            | <b>63</b> | 64 | 54 | 68 | 67 | 57 | 55 | 64 | 60 | 65 | 67 | 55 | 47 | 55 | 72 | 71 | 59 | 62 | 68 | 60 | 67 | 63 | 63 |

## YouGov 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 for London by newspaper readership, political party identification and ethnicity.

|                                       | Unweighted no. | Weighted no. |
|---------------------------------------|----------------|--------------|
| <b>Age and Gender</b>                 |                |              |
| Male 18 to 24                         | 51             | 68           |
| Male 25 to 39                         | 157            | 207          |
| Male 40 to 59                         | 227            | 184          |
| Male 60 +                             | 112            | 104          |
| Female 18 to 24                       | 63             | 68           |
| Female 25 to 39                       | 162            | 199          |
| Female 40 to 59                       | 218            | 181          |
| Female 60 +                           | 148            | 128          |
| <b>Social Grade</b>                   |                |              |
| AB                                    | 350            | 295          |
| C1                                    | 380            | 375          |
| C2                                    | 169            | 125          |
| DE                                    | 239            | 344          |
| <b>Newspaper Type</b>                 |                |              |
| Express / Mail                        | 173            | 193          |
| Sun / Star                            | 113            | 227          |
| Mirror / Record                       | 71             | 159          |
| Guardian / Independent                | 126            | 56           |
| FT / Times / Telegraph                | 116            | 114          |
| Other Paper                           | 171            | 104          |
| No Paper                              | 368            | 285          |
| <b>Political Party Identification</b> |                |              |
| Lab Loyal                             | 276            | 297          |
| Lab Disloyal                          | 118            | 135          |
| Conservative                          | 263            | 318          |
| Lib Dem                               | 123            | 124          |
| Other                                 | 71             | 36           |
| None / Don't know                     | 287            | 228          |
| <b>Ethnicity</b>                      |                |              |
| White                                 | 792            | 790          |
| Indian                                | 73             | 79           |
| Pakistani and Bangladeshi             | 49             | 56           |
| Black                                 | 96             | 124          |
| Other and Mixed                       | 104            | 62           |
| Refused                               | 15             | 17           |