

YouGov / QMUL Survey Results

Sample Size: 1175 adults in London
Fieldwork: 30th October - 4th November 2019

	Vote in 2017			EU Ref 2016		Westminster VI			Gender		Age				Social Grade		Region		Ethnicity			
	Total	Con	Lab	Lib Dem	Remain	Leave	Con	Lab	Lib Dem	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Inner London	Outer London	White	BME	
Weighted Sample	1175	298	491	79	550	364	245	324	161	575	600	128	631	237	179	693	482	262	553	707	450	
Unweighted Sample	1175	279	463	97	621	320	238	326	195	525	650	135	608	262	170	807	368	266	545	740	415	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HEADLINE VOTING INTENTION:

Westminster Voting Intention

[Weighted by likelihood to vote, excluding those who would not vote, don't know, or refused]

		7-10 May	30 Oct-4 Nov	EU Ref 2016		Westminster VI			Gender		Age				Social Grade		Region		Ethnicity			
				Remain	Leave	Con	Lab	Lib Dem	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Inner London	Outer London	White	BME		
Con	23	29	80	4	8	12	62	100	0	0	30	29	12	22	39	50	30	28	27	36	34	22
Lab	35	39	2	67	17	52	15	0	100	0	37	41	62	44	30	18	37	41	38	35	30	53
Lib Dem	21	19	7	20	68	26	4	0	0	100	21	17	10	23	18	14	23	13	22	16	22	14
Brexit Party	10	6	11	2	3	0	16	0	0	0	6	5	3	4	6	12	4	9	4	8	7	2
Green	7	5	1	5	3	7	1	0	0	0	4	6	9	6	4	3	5	5	7	3	5	6
Other	-	2	1	2	2	1	2	0	0	0	2	2	3	1	2	3	1	3	3	2	1	2

Other Parties Voting Intention

[Weighted by likelihood to vote, excluding those who would not vote, don't know, or refused]

UKIP	0	0	0	1	0	0	1	0	0	0	1	0	0	0	0	2	0	1	1	0	1	0
WEP	-	0	0	1	0	1	0	0	0	0	0	1	0	1	0	0	0	0	1	0	0	1
Change UK	2	0	0	0	2	1	0	0	0	0	0	0	1	0	0	1	1	1	0	0	0	0
Other	1	1	0	0	0	0	1	0	0	0	0	1	2	0	1	1	0	1	0	1	0	1

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

7-10
May
**30 Oct-
4 Nov**

HEADLINE MAYORAL VOTING INTENTION:

Mayoral Voting Intention

[Weighted by likelihood to vote in mayoral election, excluding those who would not vote, don't know, or refused]

Shaun Bailey – Conservative	23	23	67	6	1	7	57	76	3	0	23	22	8	16	33	44	22	25	21	28	28	15
Sadiq Khan – Labour	43	45	5	69	46	61	14	2	82	39	44	46	67	50	33	27	44	46	46	41	36	60
Siobhan Benita – Liberal Democrat	10	8	3	8	26	8	3	2	3	33	8	8	2	11	5	7	9	7	7	8	10	6
Siân Berry – Green	16	7	3	7	6	9	1	2	6	5	5	9	6	8	7	1	8	4	6	4	7	6
Rory Stewart – Independent	-	13	17	8	20	12	14	15	5	22	15	10	10	10	18	16	13	12	15	13	16	7
Some other candidate	8	4	6	2	0	1	9	4	1	1	4	5	7	4	4	5	3	6	5	5	3	6

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

If there were a general election held tomorrow, which party would you vote for?

Conservative	21	63	3	6	10	45	100	0	0	22	19	8	16	29	36	24	17	19	24	25	15
Labour	28	1	52	12	41	11	0	100	0	28	27	41	31	22	13	29	25	27	24	23	35
Liberal Democrat	14	5	15	50	21	3	0	0	100	16	11	7	16	14	10	18	8	15	11	17	10
Brexit Party	4	8	2	2	0	11	0	0	0	5	3	2	3	4	8	3	5	2	5	5	2
Green	4	1	4	2	6	0	0	0	0	4	5	7	5	3	2	5	4	6	2	4	4
Some other party	1	1	1	1	1	2	0	0	0	1	1	2	1	2	2	1	2	2	1	1	2
Would not vote	7	3	3	4	2	8	0	0	0	5	8	3	7	9	6	5	9	6	8	9	4
Don't know	16	14	14	16	15	14	0	0	0	12	19	17	16	13	17	11	22	17	16	14	17
Skipped	6	3	6	7	3	5	0	0	0	7	5	13	6	4	5	5	7	6	8	2	11

And which of these parties would you vote for?

[Only asked to those who said 'Some other party'; n=17]

UK Independence Party (UKIP)	17	0	28	0	0	48	0	0	0	33	3	0	5	0	67	5	23	36	8	33	3
Women's Equality Party	18	27	35	0	37	8	0	0	0	0	34	0	46	10	0	30	12	41	6	14	21
Independent Group for Change	17	0	26	100	43	0	0	0	0	13	21	0	19	40	0	15	18	18	23	24	11
Some other party	33	73	11	0	19	39	0	0	0	28	39	71	0	50	33	28	36	0	63	24	41
Don't know	10	0	0	0	0	6	0	0	0	17	4	0	31	0	0	7	11	6	0	4	15
Skipped	5	0	0	0	0	0	0	0	0	10	0	29	0	0	0	16	0	0	0	0	9

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely would you be to vote in a general election tomorrow?

0 - Certain NOT to vote	7	2	2	2	1	5	0	1	1	6	8	5	8	8	5	6	9	7	7	8	5
1	1	1	0	2	0	1	0	0	0	0	2	0	1	1	1	0	2	0	1	1	1
2	1	1	0	0	0	1	1	0	0	1	1	1	1	1	1	1	0	1	1	1	1
3	2	1	3	0	2	2	0	1	1	3	2	0	2	4	1	1	4	2	2	2	3
4	2	1	1	4	2	1	1	1	1	2	2	5	2	0	1	2	2	2	1	2	2
5	7	7	5	4	5	7	6	5	3	6	9	11	8	3	8	5	11	6	6	6	8
6	2	3	2	0	2	2	2	2	1	2	2	4	2	2	1	2	2	1	2	3	2
7	3	3	4	0	4	2	1	3	3	4	3	3	4	3	2	3	4	3	3	3	4
8	6	6	6	6	6	5	6	6	3	7	6	11	6	3	5	7	5	5	8	4	9
9	9	12	8	12	8	11	11	7	11	10	9	11	8	8	14	10	8	8	11	8	11
10 - Absolutely certain to vote	59	64	70	70	71	62	71	74	75	60	58	49	57	67	62	64	52	64	57	63	54

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

Which of the following issues do you think would be most important in deciding how you would vote in a general election? Please tick up to three.

Britain leaving the EU	58	71	56	71	60	66	78	52	71	61	56	46	58	60	67	64	50	64	59	61	55
Health	34	26	46	36	42	29	25	52	39	30	39	37	31	40	39	35	33	33	34	37	31
The economy	26	28	27	39	31	23	32	24	38	31	21	21	27	29	22	30	20	27	26	24	29
Crime	24	38	19	13	18	34	38	17	11	21	26	14	23	28	29	23	25	21	29	23	25
The environment	21	11	26	35	29	13	9	26	35	18	25	33	22	13	22	25	16	19	18	27	13
Housing	20	12	28	15	21	18	10	32	15	20	21	17	23	19	16	19	23	26	18	16	27
Immigration & Asylum	16	27	12	9	9	33	27	10	7	18	15	11	12	21	29	16	18	18	19	20	12
Education	13	9	15	26	17	7	9	16	16	13	13	24	15	11	5	14	13	9	12	13	14
Welfare benefits	9	5	12	4	10	8	2	17	5	9	10	11	11	9	6	7	13	12	7	7	13
Pensions	7	8	6	3	7	8	7	6	6	7	6	2	2	10	20	6	7	7	9	8	5
Tax	6	9	4	13	7	5	12	5	6	7	6	6	8	6	3	8	3	5	5	6	7
Family life & childcare	5	3	5	5	5	4	1	7	4	3	6	5	5	4	2	4	5	5	2	4	5
Defence and security	5	9	5	5	4	10	11	1	3	6	5	6	4	8	7	4	8	5	7	6	5
Transport	3	2	3	7	3	2	3	4	5	3	3	3	3	5	1	4	2	3	3	3	3
None of these	2	1	1	0	0	2	1	1	0	3	2	2	3	2	2	1	3	2	3	2	3
Don't know	6	3	5	0	5	3	1	3	3	6	7	10	7	4	3	3	11	6	7	5	7

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

Shaun Bailey – Conservative	14	42	4	1	5	33	51	2	0	15	13	5	10	20	26	15	13	14	16	17	9
Sadiq Khan – Labour	27	3	48	29	44	8	1	69	30	29	26	41	31	21	15	30	24	29	24	23	35
Siobhan Benita – Liberal Democrat	5	2	6	17	6	2	1	3	28	6	5	1	7	3	4	7	4	4	5	7	4
Siân Berry – Green	4	2	5	4	7	1	1	5	4	3	5	4	5	4	0	6	2	4	2	4	4
Rory Stewart - Independent	8	11	6	13	9	8	10	4	18	10	6	6	7	12	9	9	7	10	7	10	5
Some other candidate	3	4	2	0	1	6	3	1	1	3	3	5	2	3	3	2	4	3	3	2	4
Would not vote	8	7	3	6	3	11	5	2	1	6	10	6	6	13	9	6	11	6	9	10	5
Don't know	25	27	21	24	22	27	26	12	17	21	28	23	26	20	29	21	30	24	26	24	25
Skipped	5	2	5	5	3	4	0	1	1	5	4	9	5	3	4	4	6	5	7	2	8

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

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in an election for the Mayor of London?

0 - Certain NOT to vote	8	7	3	3	2	10	5	1	1	5	11	5	7	11	10	6	10	7	8	10	5
1	2	0	1	2	0	1	0	2	0	2	1	0	2	1	2	1	3	1	2	1	2
2	2	1	2	0	2	1	2	1	0	2	2	3	2	3	2	2	3	1	3	2	2
3	2	1	2	0	1	1	1	2	0	2	2	0	2	3	0	1	3	2	2	1	2
4	2	1	1	0	2	1	1	1	3	3	2	6	2	1	2	2	3	1	1	2	3
5	11	10	7	12	7	11	10	7	10	11	10	15	12	5	9	9	13	8	10	11	10
6	3	3	2	2	2	3	4	2	4	3	3	5	3	2	3	4	2	4	3	3	2
7	7	5	9	5	9	4	6	9	6	8	6	9	8	6	5	7	7	5	7	5	10
8	7	9	7	12	8	7	9	6	8	7	7	11	7	7	6	8	6	5	9	6	8
9	7	8	7	4	6	9	6	7	8	6	8	5	8	6	5	7	6	7	7	7	7
10 - Absolutely certain to vote	50	54	60	59	59	53	56	61	61	51	49	40	48	55	56	53	45	60	47	52	47

From what you have seen or heard about the mayoral race, who do you think are the TWO candidates most likely to get through to the second round?

Sadiq Khan	42	33	51	60	52	30	39	62	55	48	36	51	44	41	30	46	36	47	36	40	47
Rory Stewart	19	16	20	44	25	15	17	21	37	24	13	24	18	19	18	22	14	24	15	18	20
Shaun Bailey	18	33	13	8	14	26	41	14	14	23	14	13	17	21	23	19	17	16	16	20	15
Sian Berry	7	5	10	4	9	5	5	9	3	6	7	8	8	6	4	6	7	7	6	6	8
Siobhan Benita	5	3	6	8	6	3	3	7	12	7	4	6	6	3	3	6	3	4	4	5	6
Someone else	6	6	6	1	6	7	5	7	2	6	6	7	6	4	6	6	6	4	6	5	7
Don't know	47	49	42	35	40	53	41	33	35	38	55	41	45	49	55	43	53	44	54	50	42

If the final two candidates were Shaun Bailey for the Conservatives and Sadiq Kahn for Labour, who would you prefer?

Shaun Bailey – Conservative	25	66	7	9	11	53	79	5	8	28	22	10	19	33	44	24	25	22	28	30	17
Sadiq Khan – Labour	44	7	71	63	68	14	4	84	72	44	44	65	49	36	23	49	37	49	35	40	52
Would not vote	10	10	7	7	5	16	5	4	7	10	10	2	9	13	15	8	13	11	13	13	6
Don't know	16	14	11	18	13	14	11	6	12	12	20	15	18	14	14	15	18	14	18	15	17
Skipped	5	3	5	2	3	3	1	1	0	5	4	7	5	3	4	3	7	4	7	3	7

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

If the final two candidates were Rory Stewart as an Independent and Sadiq Khan for Labour, who would you prefer?

Rory Stewart – Independent	25	49	14	32	19	41	52	8	31	29	21	13	20	33	42	26	23	27	27	31	17
Sadiq Khan – Labour	36	8	59	40	55	13	8	77	47	35	37	48	41	28	20	40	31	38	31	31	45
Would not vote	13	20	6	6	4	24	23	3	4	14	11	8	11	17	17	11	15	11	15	16	8
Don't know	19	19	15	17	17	16	15	8	15	15	23	23	21	16	14	18	20	20	18	18	20
Skipped	7	4	5	5	4	6	2	3	3	6	8	8	7	6	6	4	10	5	10	5	10

If the final two candidates were Siobhan Benita for the Liberal Democrats and Sadiq Khan for Labour, who would you prefer?

Siobhan Benita – Liberal Democrat	22	32	17	42	21	27	34	9	50	24	20	9	21	24	32	24	19	18	23	27	15
Sadiq Khan – Labour	35	11	57	30	51	16	10	75	30	35	34	49	37	31	21	37	31	37	30	29	44
Would not vote	17	33	6	7	4	35	37	3	1	20	14	13	13	23	26	14	21	20	19	21	12
Don't know	20	21	14	18	20	17	15	10	17	14	25	21	22	17	16	20	19	21	19	19	20
Skipped	6	4	6	4	4	5	4	3	2	6	6	8	7	5	4	4	9	4	8	4	9

If the final two candidates were Siân Berry for the Greens and Sadiq Khan for Labour, who would you prefer?

Siân Berry – Green	25	33	23	31	23	32	37	18	35	24	26	19	24	26	32	28	21	23	24	30	18
Sadiq Khan – Labour	33	13	52	42	49	14	11	68	46	34	31	44	35	30	21	35	30	34	29	27	42
Would not vote	18	34	8	5	6	34	36	4	2	22	14	12	14	24	26	15	22	19	20	22	12
Don't know	18	16	13	16	18	15	14	9	13	14	22	17	20	16	16	18	19	18	19	18	18
Skipped	6	5	5	5	4	5	3	2	4	6	6	8	6	5	5	4	9	5	8	3	9

Do you think that Sadiq Khan is doing well or badly as Mayor of London?

	7-10 May	30 Oct-4 Nov																				
Very well	7	6	1	8	7	8	3	1	12	8	5	7	7	6	6	3	6	6	5	6	6	6
Fairly well	38	39	17	56	46	56	18	17	62	57	39	39	49	43	31	29	44	32	42	32	36	44
TOTAL WELL	45	45	18	64	53	64	21	18	74	65	44	46	56	49	37	32	50	38	47	38	42	50
Fairly badly	22	18	24	14	26	12	25	25	11	15	20	16	17	16	22	23	18	18	16	21	21	14
Very badly	17	18	42	7	2	6	42	48	4	5	20	16	8	15	25	28	16	22	19	21	23	12
TOTAL BADLY	39	36	66	21	28	18	67	73	15	20	40	32	25	31	47	51	34	40	35	42	44	26
Don't know	16	19	16	15	20	18	12	10	11	15	16	21	19	20	16	17	16	22	18	21	15	23

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

Do you think that Boris Johnson is doing well or badly as Prime Minister?

Very well	9	24	2	4	2	21	31	0	1	10	7	3	6	13	15	9	8	9	9	10	6
Fairly well	21	45	11	13	13	40	52	9	6	22	21	8	19	24	37	19	25	17	26	24	17
TOTAL WELL	30	69	13	17	15	61	83	9	7	32	28	11	25	37	52	28	33	26	35	34	23
Fairly badly	18	16	18	17	17	15	12	15	19	18	17	19	17	19	18	18	17	19	17	16	20
Very badly	41	6	61	61	61	14	1	69	68	40	43	57	45	36	23	46	35	46	36	41	42
TOTAL BADLY	59	22	79	78	78	29	13	84	87	58	60	76	62	55	41	64	52	65	53	57	62
Don't know	11	10	7	4	7	9	3	7	5	10	13	13	13	8	7	8	16	9	12	9	14

Do you think Jeremy Corbyn is doing well or badly as leader of the Labour party?

Very well	4	1	7	1	6	4	1	13	1	5	4	4	5	4	5	3	6	4	5	4	6
Fairly well	16	3	25	5	21	7	4	40	7	17	15	23	19	11	7	17	14	17	13	12	22
TOTAL WELL	20	4	32	6	27	11	5	53	8	22	19	27	24	15	12	20	20	21	18	16	28
Fairly badly	25	15	31	38	32	16	14	28	36	26	24	32	27	23	17	28	21	27	23	24	27
Very badly	40	70	25	51	31	64	75	9	51	41	40	22	33	53	60	42	37	40	43	49	27
TOTAL BADLY	65	85	56	89	63	80	89	37	87	67	64	54	60	76	77	70	58	67	66	73	54
Don't know	14	10	11	5	10	9	5	9	5	11	17	19	17	8	12	9	22	11	16	11	19

Do you think Jo Swinson is doing well or badly as leader of the Liberal Democrat party?

Very well	5	3	6	12	8	3	2	3	20	6	4	3	6	5	6	6	4	6	4	5	6
Fairly well	27	23	33	43	36	18	21	29	54	29	25	23	28	26	27	32	20	29	21	30	23
TOTAL WELL	32	26	39	55	44	21	23	32	74	35	29	26	34	31	33	38	24	35	25	35	29
Fairly badly	15	18	15	17	16	18	21	21	9	20	11	15	15	15	16	16	14	13	17	16	14
Very badly	15	27	12	5	8	31	32	13	2	18	13	14	11	24	21	15	16	15	18	17	13
TOTAL BADLY	30	45	27	22	24	49	53	34	11	38	24	29	26	39	37	31	30	28	35	33	27
Don't know	37	30	34	22	32	31	23	35	15	27	46	45	40	30	30	31	46	36	39	32	44

Sample Size: 1175 adults in London
Fieldwork: 30th October - 4th November 2019

	Vote in 2017			EU Ref 2016		Westminster VI			Gender		Age				Social Grade		Region		Ethnicity			
	Total	Con	Lab	Lib Dem	Remain	Leave	Con	Lab	Lib Dem	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Inner London	Outer London	White	BME	
Weighted Sample	1175	298	491	79	550	364	245	324	161	575	600	128	631	237	179	693	482	262	553	707	450	
Unweighted Sample	1175	279	463	97	621	320	238	326	195	525	650	135	608	262	170	807	368	266	545	740	415	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How important do you think it is that the Mayor of London is...

...someone who was born in London?

Very important	19	23	17	18	14	29	23	15	15	19	19	14	18	24	21	16	24	18	21	17	23
Fairly important	27	33	28	20	26	33	30	29	26	27	28	25	27	23	35	26	28	28	29	30	23
TOTAL IMPORTANT	46	56	45	38	40	62	53	44	41	46	47	39	45	47	56	42	52	46	50	47	46
Not very important	30	26	31	44	34	24	32	31	35	33	28	32	31	33	24	34	26	28	30	31	30
Not important at all	16	12	20	17	18	11	12	22	20	16	17	18	17	14	14	19	11	18	12	16	16
TOTAL NOT IMPORTANT	46	38	51	61	52	35	44	53	55	49	45	50	48	47	38	53	37	46	42	47	46
Not sure	7	5	5	0	7	3	3	2	4	6	8	11	8	5	6	5	11	8	9	6	8

...someone who has spent most of their life living London?

Very important	39	44	39	35	34	50	44	33	37	34	43	29	40	42	37	36	43	42	38	37	42
Fairly important	45	44	45	55	48	40	45	52	50	46	44	51	43	42	50	46	43	43	45	48	41
TOTAL IMPORTANT	84	88	84	90	82	90	89	85	87	80	87	80	83	84	87	82	86	85	83	85	83
Not very important	9	7	10	5	11	5	7	10	9	10	7	10	9	10	6	11	6	7	8	8	9
Not important at all	3	2	3	5	3	3	2	3	2	4	2	4	3	3	2	3	2	4	2	3	3
TOTAL NOT IMPORTANT	12	9	13	10	14	8	9	13	11	14	9	14	12	13	8	14	8	11	10	11	12
Not sure	5	3	4	0	4	2	2	2	1	5	4	7	5	3	5	4	7	4	7	4	5

...someone who has spent most of career working in London?

Very important	32	40	31	28	28	42	38	29	26	28	35	24	30	38	35	30	34	32	32	31	33
Fairly important	48	45	50	48	50	44	47	53	58	48	48	40	52	42	48	50	45	52	47	50	45
TOTAL IMPORTANT	80	85	81	76	78	86	85	82	84	76	83	64	82	80	83	80	79	84	79	81	78
Not very important	11	8	11	19	14	9	9	12	13	12	9	20	9	11	11	12	10	8	10	11	10
Not important at all	3	3	3	5	3	3	3	4	3	5	2	5	3	5	1	4	3	3	4	3	4
TOTAL NOT IMPORTANT	14	11	14	24	17	12	12	16	16	17	11	25	12	16	12	16	13	11	14	14	14
Not sure	6	4	5	0	4	2	2	3	1	7	5	10	6	4	4	4	8	5	8	5	7

...someone who currently lives in London?

Very important	62	61	65	63	65	62	60	67	65	58	66	59	64	60	62	65	58	68	57	64	59
Fairly important	26	31	26	25	26	29	30	26	27	28	25	28	26	27	28	26	27	24	29	26	27
TOTAL IMPORTANT	88	92	91	88	91	91	90	93	92	86	91	87	90	87	90	91	85	92	86	90	86
Not very important	5	4	4	8	5	6	5	3	6	8	3	7	4	8	5	4	7	2	6	4	7
Not important at all	1	1	1	4	2	1	1	2	1	1	1	1	1	2	0	2	1	1	1	1	1
TOTAL NOT IMPORTANT	6	5	5	12	7	7	6	5	7	9	4	8	5	10	5	6	8	3	7	5	8
Not sure	5	4	4	0	3	3	3	2	1	4	5	5	5	3	5	3	7	5	7	4	6