

# YouGov / LBC Survey Results

Sample Size: 1156 London adults (aged 18+)  
Fieldwork: 4th - 6th January 2016

	Past vote 2015					Mayoral voting intention				Mayor Zac vs. Sadiq (rebased)		Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	UKIP	Zac	Sadiq	Other candidate	WNV/DK	Zac Goldsmith	Sadiq Khan	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	
<b>Weighted Sample</b>	<b>1156</b>	<b>323</b>	<b>405</b>	<b>72</b>	<b>75</b>	<b>258</b>	<b>328</b>	<b>143</b>	<b>348</b>	<b>356</b>	<b>442</b>	<b>570</b>	<b>586</b>	<b>139</b>	<b>414</b>	<b>371</b>	<b>232</b>	<b>682</b>	<b>474</b>	
<b>Unweighted Sample</b>	<b>1156</b>	<b>371</b>	<b>429</b>	<b>101</b>	<b>105</b>	<b>315</b>	<b>350</b>	<b>181</b>	<b>282</b>	<b>413</b>	<b>483</b>	<b>566</b>	<b>590</b>	<b>115</b>	<b>311</b>	<b>380</b>	<b>350</b>	<b>826</b>	<b>330</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Headline Voting Intention

[Excluding Don't know or Wouldn't vote]

Con	37	90	5	25	7	87	3	21	37	77	5	38	36	36	34	34	48	39	34
Lab	44	3	88	33	4	4	93	20	37	4	83	44	45	52	51	47	25	45	43
Lib Dem	4	2	1	36	1	2	1	13	4	4	3	4	4	4	3	4	4	4	3
UKIP	11	4	4	2	87	5	2	33	17	12	3	11	11	3	8	12	19	7	17
Other	4	1	2	4	0	2	1	13	5	3	5	4	4	5	4	4	3	5	3

## Other Parties Voting Intention

Green	2	1	1	2	0	1	1	10	1	2	3	3	2	5	2	3	2	3	2
BNP	1	0	0	0	0	0	0	0	3	0	1	0	1	0	2	0	0	1	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	1	2	0	0	0	3	1	1	1	1	1	0	1	1	1	1	1

## Non Voters

Would Not Vote	10	2	5	4	1	5	2	0	9	7	2	9	11	15	7	12	9	7	15
Don't know	19	12	18	25	10	6	10	7	46	9	12	16	21	20	24	16	13	18	20

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

	18-21 Nov 2015	4-6 Jan 2016																			
0 – Certain NOT to vote	0	7	1	2	5	3	0	0	0	0	0	0	0	8	6	15	6	5	7	5	9
1	1	2	0	1	0	3	0	0	1	5	0	2	1	3	1	4	1	0	2	2	2
2	3	2	0	1	0	1	1	1	2	3	4	2	3	1	1	1	4	1	2	2	2
3	1	1	2	0	2	4	2	0	3	2	2	1	1	2	1	2	2	0	2	1	1
4	1	1	1	2	2	3	0	2	2	1	1	2	1	2	0	3	0	1	1	1	1
5	7	6	6	5	1	10	4	4	10	8	4	6	4	7	16	5	2	6	4	7	7
6	2	2	2	3	1	2	1	2	1	4	1	2	1	3	0	4	2	1	2	3	3
7	8	7	6	6	7	3	5	6	11	8	6	6	5	8	3	7	5	11	8	5	5
8	9	8	10	7	14	6	9	10	9	8	9	9	9	8	11	10	7	7	10	6	6
9	10	8	11	9	13	10	14	9	7	6	11	9	10	7	6	10	9	7	10	6	6
10 – Absolutely certain to vote	45	46	56	56	50	47	62	63	50	27	58	57	47	45	32	35	58	56	47	44	44
Don't know	13	10	4	7	6	8	1	4	6	26	3	5	10	10	14	14	6	5	8	13	13

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	Past vote 2015					Mayoral voting intention				Mayor Zac vs. Sadiq (rebased)		Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	UKIP	Zac	Sadiq	Other candidate	WNV/DK	Zac Goldsmith	Sadiq Khan	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	
<b>Weighted Sample</b>	<b>1156</b>	323	405	72	75	258	328	143	348	356	442	570	586	139	414	371	232	682	474	
<b>Unweighted Sample</b>	<b>1156</b>	371	429	101	105	315	350	181	282	413	483	566	590	115	311	380	350	826	330	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**18-21**  
**Nov**  
**2015**  
**4-6**  
**Jan**  
**2016**

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

[Excluding those who said '0 - Certain NOT to vote'.  
N=1128. Candidates not included in the Nov 2015 list are marked with an N/A.]

Sadiq Kahn – Labour	<b>26</b>	<b>31</b>	5	64	11	2	0	100	0	0	0	74	33	28	32	33	34	21	31	29
Zac Goldsmith – Conservative	<b>24</b>	<b>24</b>	61	4	20	16	100	0	0	72	0	25	23	19	17	24	39	27	19	
Peter Whittle – UKIP	<b>4</b>	<b>4</b>	3	1	1	41	0	0	33	0	7	5	4	1	3	6	7	4	6	
Siân Berry – Green	<b>3</b>	<b>3</b>	1	4	4	0	0	0	25	0	2	5	2	7	3	3	2	4	2	
Caroline Pidgeon – Liberal Democrat	<b>3</b>	<b>2</b>	2	1	18	0	0	0	18	0	2	3	4	1	2	3	4	3	2	
George Galloway - Respect	<b>N/A</b>	<b>2</b>	2	1	0	2	0	0	12	0	2	1	3	0	1	1	3	1	2	
David Furness - British National Party	<b>N/A</b>	<b>1</b>	1	0	0	1	0	0	6	0	0	1	0	0	2	0	1	1	1	
Paul Golding - Britain First	<b>N/A</b>	<b>0</b>	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	
Some other candidate	<b>2</b>	<b>1</b>	1	1	0	1	0	0	4	0	0	1	0	1	0	1	1	1	0	
Would not vote	<b>5</b>	<b>3</b>	1	1	0	1	0	0	0	8	3	2	3	3	3	3	0	1	6	
Don't know	<b>32</b>	<b>30</b>	23	22	46	37	0	0	92	11	13	25	34	35	36	25	22	28	32	

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

[Excluding those who said '0 - Certain NOT to vote'.  
N=1128]

Sadiq Khan - Labour	<b>26</b>	<b>31</b>	5	64	11	2	0	100	0	0	74	33	28	32	33	34	21	31	29
Zac Goldsmith - Conservative	<b>24</b>	<b>24</b>	61	4	20	16	100	0	0	72	0	25	23	19	17	24	39	27	19
Other candidates (grouped)	<b>12</b>	<b>13</b>	9	8	24	45	0	0	100	0	14	15	12	11	11	14	18	13	14
Would not vote/ Don't know	<b>37</b>	<b>32</b>	25	23	46	37	0	0	100	14	13	27	37	38	40	29	22	28	38

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

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

[Excluding those who said '0 - Certain NOT to vote' and rebased to exclude Don't know and Wouldn't vote. N=846]

Sadiq Khan - Labour	<b>45</b>	7	83	20	3	0	100	0	0	0	86	46	45	52	54	47	27	44	47
Zac Goldsmith - Conservative	<b>35</b>	81	6	37	25	100	0	0	0	84	0	34	37	31	28	34	50	38	30
Peter Whittle - UKIP	<b>6</b>	4	1	2	66	0	0	33	0	8	1	7	6	2	4	8	9	5	9
Siân Berry - Green	<b>5</b>	1	5	8	0	0	0	25	0	2	6	2	8	11	5	4	2	6	4
Caroline Pidgeon - Liberal Democrat	<b>4</b>	3	2	34	0	0	0	18	0	3	3	5	2	2	3	4	5	4	3
George Galloway - Respect	<b>2</b>	2	2	0	3	0	0	12	0	3	1	4	1	1	2	2	4	2	4
David Furness - British National Party	<b>1</b>	2	0	0	1	0	0	6	0	0	2	2	0	0	3	0	1	1	2
Paul Golding - Britain First	<b>0</b>	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0	1	0	1
Some other candidate	<b>1</b>	1	1	0	2	0	0	4	0	1	1	1	1	1	0	1	2	1	1

**And if the final two candidates were Zac Goldsmith for the Conservatives and Sadiq Khan for Labour, who would you prefer?**

[Excluding those who picked Zac or Sadiq. N=463]

Sadiq Khan - Labour	<b>23</b>	8	41	24	12	0	0	39	17	0	100	18	28	23	25	26	14	26	20
Zac Goldsmith - Conservative	<b>20</b>	38	5	15	35	0	0	35	14	100	0	26	15	11	10	29	34	18	22
Would not vote	<b>11</b>	9	14	4	20	0	0	16	9	0	0	7	15	5	13	11	9	6	17
Don't know	<b>46</b>	45	40	57	33	0	0	11	60	0	0	50	43	60	52	34	43	50	41

**Mayoral Voting Intention: Rebased**

[Rebased for those who picked Zac or Sadiq in either question with don't knows and would not votes excluded; n=896]

	<b>18-21 Nov 2015</b>	<b>4-6 Jan 2016</b>																		
Zac Goldsmith - Conservative	<b>47</b>	<b>45</b>	91	7	52	80	100	0	47	45	100	0	47	42	36	33	45	67	45	43
Sadiq Khan - Labour	<b>53</b>	<b>55</b>	9	93	48	20	0	100	53	55	0	100	53	58	64	67	55	33	55	57

\*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

## 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, Vote in 2015 and ethnicity:

	Unweighted no.	Weighted no.
<b>Age and Gender</b>		
Male 18 to 24	52	69
Male 25 to 39	132	212
Male 40 to 59	200	186
Male 60 +	182	103
Female 18 to 24	63	69
Female 25 to 39	179	202
Female 40 to 59	180	185
Female 60 +	168	129
<b>Social Grade</b>		
AB	521	301
C1	305	381
C2	116	127
DE	214	347
<b>Newspaper Type</b>		
Express / Mail	141	197
Sun / Star	148	231
Mirror / Record	96	162
Guardian/ Independent	161	58
FT/ Times/ Tele	185	116
Other Paper	163	104
No Paper	262	289
<b>Vote 2015</b>		
Con	371	323
Lab	429	405
LD	101	72
UKIP	105	75
Green	79	44
Other	19	7
Don't know / Didn't vote	52	231
<b>Ethnicity</b>		
White	704	682
Indian	98	75
Pakistani and Bangladeshi	54	64
Black	86	150
Other and Mixed	201	168
Refused	13	17

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