YouGov Survey Results

Sample Size: 1031 London adults (aged 18+)
Fieldwork: 8th - 10th March 2016

			Past vote 2015				Mayoral voting intention				Gender		Age				Social Grade	
		Total	Con	Lab	Lib Dem	UKIP	Zac Goldsmith	Sadiq Khan	Other	WNV / Don't know	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Weighted Sample		1031	288	361	64	67	262	331	141	297	508	523	124	369	331	207	608	423
Unweighted Sample		1031	346	307	61	87	307	295	159	270	491	540	130	336	254	311	717	314
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Jan 4-6	Mar 8-10																
If there were an election tomorrow for Mayor of London, how would you vote?																		
Sadiq Khan – Labour	31	32	7	65	15	11	0	100	0	0	37	27	38	32	35	25	30	36
Zac Goldsmith – Conservative	24	25	64	6	21	28	100	0	0	0	26	25	11	20	29	39	28	22
Peter Whittle – UKIP	4	5	4	3	0	33	0	0	35	0	6	4	6	4	3	7	5	5
Caroline Pidgeon – Liberal Democrat	2	3	2	1	31	0	0	0	25	0	3	3	4	5	1	4	4	3
Siân Berry – Green	3	3	0	3	1	0	0	0	20	0	3	2	2	4	3	1	4	1
George Galloway - Respect	2	1	0	0	4	4	0	0	8	0	1	1	4	1	0	1	1	1
Paul Golding - Britain First	0	1	0	1	0	0	0	0	4	0	0	1	0	1	1	0	1	1
David Furness - British National Party	1	0	0	0	0	0	0	0	2	0	0	0	1	0	0	1	0	0
Some other candidate	1	1	0	1	2	4	0	0	6	0	0	1	0	1	1	1	1	1
Would not vote	3	6	1	3	1	7	0	0	0	21	6	6	7	9	4	5	6	7
Don't know	30	23	22	18	25	14	0	0	0	79	16	30	28	25	22	17	22	24
Regrouped: If there were an election tomorrow for Mayor of London, how would you vote?																		
Sadiq Khan	31	32	7	65	15	11	0	100	0	0	37	27	38	32	35	25	30	36
Zac Goldsmith	24	25	64	6	21	28	100	0	0	0	26	25	11	20	29	39	28	22
Other	13	14	6	8	39	40	0	0	100	0	15	12	16	15	10	15	15	12
Would not vote/ Don't know	32	29	23	21	25	21	0	0	0	100	22	35	34	33	26	22	27	31
If there were an election tomorrow for Mayor of London, how would you vote? *[Excluding those who said Don't know and Wouldn't vote]*																		
Sadiq Khan - Labour	45	45	9	83	21	13	0	100	0	0	47	42	58	47	48	31	41	52
Zac Goldsmith - Conservative	35	36	84	7	28	36	100	0	0	0	33	38	17	29	39	50	39	31
Peter Whittle – UKIP	6	7	5	3	0	42	0	0	35	0	7	6	9	6	5	9	6	7
Caroline Pidgeon – Liberal Democrat	4	5	2	1	42	0	0	0	25	0	4	5	7	7	2	5	5	4
Siân Berry – Green	5	4	0	4	1	0	0	0	20	0	4	3	3	6	4	2	5	2
George Galloway - Respect	2	2	0	0	6	4	0	0	8	0	2	1	5	1	1	1	2	1
Paul Golding - Britain First	0	1	0	1	0	0	0	0	4	0	0	1	0	2	1	0	1	1
David Furness - British National Party	1	0	0	0	0	0	0	0	2	0	0	0	1	0	0	1	1	0
Some other candidate	1	1	0	1	3	5	0	0	6	0	1	2	0	1	2	1	1	2

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	Total	Past vote 2015				Mayoral voting intention				Gender		Age				Social Grade	
		Con	Lab	Lib Dem	UKIP	Zac Goldsmith	Sadiq Khan	Other	WNV / Don't know	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Weighted Sample	1031	288	361	64	67	262	331	141	297	508	523	124	369	331	207	608	423
Unweighted Sample	1031	346	307	61	87	307	295	159	270	491	540	130	336	254	311	717	314
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

	Total	Con	Lab	Lib Dem	UKIP	Zac Goldsmith	Sadiq Khan	Other	WNV / Don't know	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
I would definitely vote for Zac Goldsmith	23	56	6	15	37	78	0	14	5	24	23	9	15	27	40	26	20
I would probably vote for Zac Goldsmith	11	19	4	24	15	19	2	16	11	9	13	9	13	8	12	12	10
TOTAL WOULD VOTE FOR ZAC	**34**	**75**	**10**	**39**	**52**	**97**	**2**	**30**	**16**	**33**	**36**	**18**	**28**	**35**	**52**	**38**	**30**
I would probably vote for Sadiq Khan	18	6	26	16	19	1	32	29	13	17	18	31	18	18	11	19	17
I would definitely vote for Sadiq Khan	24	3	48	15	2	0	66	14	3	27	21	28	23	25	20	22	27
TOTAL WOULD VOTE FOR SADIQ	**42**	**9**	**74**	**31**	**21**	**1**	**98**	**43**	**16**	**44**	**39**	**59**	**41**	**43**	**31**	**41**	**44**
I would not vote	8	3	3	4	18	0	0	16	20	9	7	5	9	8	8	7	9
Don't know	16	13	13	27	9	2	0	10	48	14	18	17	22	13	10	15	17

Thinking about the administration of London generally, which areas do you think should be the greatest priority for the Mayor and city government? Choose up to three.

	Total	Con	Lab	Lib Dem	UKIP	Zac Goldsmith	Sadiq Khan	Other	WNV / Don't know	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Housing	67	61	77	69	60	62	82	60	59	64	71	65	73	67	60	67	68
Transport	51	56	50	53	52	55	56	44	46	52	50	53	50	52	51	54	48
Health	35	29	35	35	44	30	37	31	39	25	45	34	34	32	42	34	37
Policing	31	47	28	24	46	44	28	27	26	32	31	14	21	35	55	29	34
Economic development and regeneration	26	29	22	35	23	33	21	28	23	28	24	25	25	30	20	28	22
The environment	17	12	19	16	16	10	21	21	16	19	15	24	16	16	15	16	17
Fire services and emergency planning	16	18	17	15	21	19	13	23	12	14	17	10	9	14	33	14	18
Arts and culture	3	2	2	8	4	2	4	7	2	4	2	4	4	3	2	4	2
None of these	2	1	1	0	2	1	0	0	4	2	1	2	2	1	1	2	1
Don't know	5	4	4	0	1	3	2	0	11	7	3	8	7	3	1	4	5

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YouGov London Weighting Data

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

	Unweighted no.	Weighted no.
Age and Gender		
Male 18 to 24	**60**	**62**
Male 25 to 39	**160**	**189**
Male 40 to 59	**115**	**166**
Male 60 +	**156**	**92**
Female 18 to 24	**70**	**62**
Female 25 to 39	**176**	**180**
Female 40 to 59	**139**	**165**
Female 60 +	**155**	**115**
Social Grade		
AB	**434**	**268**
C1	**283**	**340**
C2	**123**	**113**
DE	**191**	**309**
Newspaper Type		
Express / Mail	**246**	**175**
Sun / Star	**159**	**206**
Mirror / Record	**96**	**144**
Guardian/ Independent	**124**	**52**
FT/ Times/ Tele	**119**	**103**
Other Paper	**110**	**93**
No Paper	**177**	**258**
Political Party Identification		
Con	**346**	**288**
Lab	**307**	**361**
LD	**61**	**64**
UKIP	**87**	**67**
Green	**63**	**39**
Other	**7**	**6**
Don't know / Didn't vote	**160**	**206**
Ethnicity		
White	**718**	**608**
Indian	**71**	**67**
Pakistani and Bangladeshi	**35**	**57**
Black	**72**	**134**
Other and Mixed	**130**	**149**
Refused	**5**	**15**

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