## YouGov Survey Results

**Sample Size:** 1269 London Adults  
**Fieldwork:** 20th - 25th June 2013

### Voting intention

*Excluding Don't knows and Wouldn't votes*

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Con</th>
<th>Lab</th>
<th>Lib Dem</th>
<th>UKIP</th>
<th>Con</th>
<th>Lab</th>
<th>Lib Dem</th>
<th>Male</th>
<th>Female</th>
<th>18-24</th>
<th>25-39</th>
<th>40-59</th>
<th>60+</th>
<th>ABC1</th>
<th>C2DE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1269</td>
<td>296</td>
<td>482</td>
<td>96</td>
<td>654</td>
<td>227</td>
<td>626</td>
<td>643</td>
<td>152</td>
<td>454</td>
<td>407</td>
<td>255</td>
<td>749</td>
<td>520</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headline Voting Intention</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Con</td>
<td>29</td>
<td>100</td>
<td>0</td>
<td>0</td>
<td>72</td>
<td>4</td>
<td>10</td>
<td>29</td>
<td>30</td>
<td>29</td>
<td>29</td>
<td>29</td>
<td>28</td>
<td>33</td>
<td>23</td>
</tr>
<tr>
<td>Lab</td>
<td>48</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>7</td>
<td>90</td>
<td>40</td>
<td>47</td>
<td>49</td>
<td>53</td>
<td>49</td>
<td>47</td>
<td>44</td>
<td>46</td>
<td>51</td>
</tr>
<tr>
<td>Lib Dem</td>
<td>9</td>
<td>0</td>
<td>0</td>
<td>100</td>
<td>3</td>
<td>2</td>
<td>38</td>
<td>12</td>
<td>7</td>
<td>9</td>
<td>12</td>
<td>9</td>
<td>6</td>
<td>10</td>
<td>9</td>
</tr>
<tr>
<td>Other</td>
<td>13</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>100</td>
<td>18</td>
<td>4</td>
<td>13</td>
<td>14</td>
<td>9</td>
<td>10</td>
<td>16</td>
<td>18</td>
<td>11</td>
<td>17</td>
</tr>
</tbody>
</table>

### Other Parties Voting Intention

<table>
<thead>
<tr>
<th></th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>UKIP</td>
<td>10</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>100</td>
<td>17</td>
<td>3</td>
<td>9</td>
<td>8</td>
<td>11</td>
<td>6</td>
<td>5</td>
<td>12</td>
<td>14</td>
<td>8</td>
</tr>
<tr>
<td>Green</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>BNP</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Respect</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

### Non Voters

<table>
<thead>
<tr>
<th></th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Would Not Vote</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>8</td>
<td>10</td>
<td>11</td>
<td>4</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Don't know</td>
<td>14</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>16</td>
<td>8</td>
<td>15</td>
<td>11</td>
<td>17</td>
<td>16</td>
<td>14</td>
<td>13</td>
<td>14</td>
<td>13</td>
</tr>
</tbody>
</table>

### Which of the following issues will be important to you in deciding how you vote at the next election? Please tick up to three or four

<table>
<thead>
<tr>
<th>Issue</th>
<th>May 16-17</th>
<th>June 20-25</th>
</tr>
</thead>
<tbody>
<tr>
<td>The economy in general</td>
<td>56</td>
<td>52</td>
</tr>
<tr>
<td>Immigration</td>
<td>44</td>
<td>42</td>
</tr>
<tr>
<td>Health</td>
<td>38</td>
<td>32</td>
</tr>
<tr>
<td>Unemployment</td>
<td>29</td>
<td>31</td>
</tr>
<tr>
<td>Welfare benefits</td>
<td>26</td>
<td>29</td>
</tr>
<tr>
<td>Schools and education</td>
<td>23</td>
<td>23</td>
</tr>
<tr>
<td>Crime</td>
<td>19</td>
<td>20</td>
</tr>
<tr>
<td>Europe</td>
<td>28</td>
<td>19</td>
</tr>
<tr>
<td>Housing</td>
<td>11</td>
<td>19</td>
</tr>
<tr>
<td>Pensions</td>
<td>26</td>
<td>18</td>
</tr>
<tr>
<td>Transport</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>Same-sex marriage</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>Defence</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Afghanistan</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Animal rights</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>None of these</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>
Fieldwork: 20th - 25th June 2013

<table>
<thead>
<tr>
<th>Voting intention</th>
<th>2010 Vote</th>
<th>Gender</th>
<th>Age</th>
<th>Social grade</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Con</td>
<td>Lab</td>
<td>Lib</td>
</tr>
<tr>
<td>1269</td>
<td>272</td>
<td>482</td>
<td>93</td>
<td>56</td>
</tr>
<tr>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
</tbody>
</table>

Generally speaking, do you think that British membership of the European Union is a good thing or a bad thing or neither good nor bad?

<table>
<thead>
<tr>
<th>Generally speaking</th>
<th>2010 Vote</th>
<th>Gender</th>
<th>Age</th>
<th>Social grade</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>May 19-20</td>
<td>June 20-25</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Good thing</td>
<td>29</td>
<td>33</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bad thing</td>
<td>36</td>
<td>32</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Neither good nor bad</td>
<td>23</td>
<td>24</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>12</td>
<td>10</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If there was a referendum tomorrow on whether Britain should or should not remain a member of the European Union and the question was as follows, how would you vote?

<table>
<thead>
<tr>
<th>If there was a referendum tomorrow</th>
<th>2010 Vote</th>
<th>Gender</th>
<th>Age</th>
<th>Social grade</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>May 16-17</td>
<td>June 20-25</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>36</td>
<td>41</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>45</td>
<td>39</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Would not vote</td>
<td>5</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>14</td>
<td>16</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Do you think that the United Kingdom should remain a member of the European Union?

<table>
<thead>
<tr>
<th>Do you think that the United Kingdom should remain a member of the European Union</th>
<th>2010 Vote</th>
<th>Gender</th>
<th>Age</th>
<th>Social grade</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>May 16-17</td>
<td>June 20-25</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>36</td>
<td>41</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>45</td>
<td>39</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Would not vote</td>
<td>5</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>14</td>
<td>16</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Fieldwork: 20th - 25th June 2013

People hold different views about how they would like to see the European Union develop. Which of these statements comes closest to your view?

- A fully integrated Europe with all major decisions taken by a European Government
- No European Government but a more integrated European Union than now, with a single currency and no frontier controls
- The situation more or less as it is now
- A less integrated Europe than now with the European Union amounting to little more than a free trade area
- Complete British withdrawal from the European Union
- Don’t know

<table>
<thead>
<tr>
<th>Statement</th>
<th>May 7-8</th>
<th>June 20-25</th>
</tr>
</thead>
<tbody>
<tr>
<td>A fully integrated Europe with all major decisions taken by a European Government</td>
<td>4 5</td>
<td>4 6 15 0</td>
</tr>
<tr>
<td>No European Government but a more integrated European Union than now, with a single currency and no frontier controls</td>
<td>7 7</td>
<td>2 13 8 1</td>
</tr>
<tr>
<td>The situation more or less as it is now</td>
<td>14 19</td>
<td>12 25 30 1</td>
</tr>
<tr>
<td>A less integrated Europe than now with the European Union amounting to little more than a free trade area</td>
<td>37 40</td>
<td>60 30 30 45</td>
</tr>
<tr>
<td>Complete British withdrawal from the European Union</td>
<td>24 15</td>
<td>14 12 9 51</td>
</tr>
<tr>
<td>Don’t know</td>
<td>14 14</td>
<td>6 14 8 2</td>
</tr>
</tbody>
</table>

Which party would you most trust to look after Britain's interests in Europe?

<table>
<thead>
<tr>
<th>Party</th>
<th>Feb 28 - Mar 1</th>
<th>June 20-25</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservatives</td>
<td>21 19</td>
<td>20 17</td>
</tr>
<tr>
<td>Labour</td>
<td>24 26</td>
<td>24 27</td>
</tr>
<tr>
<td>Liberal Democrats</td>
<td>8 6</td>
<td>8 5</td>
</tr>
<tr>
<td>UK Independence Party (UKIP)</td>
<td>17 18</td>
<td>18 17</td>
</tr>
<tr>
<td>None of them</td>
<td>16 20</td>
<td>18 21</td>
</tr>
<tr>
<td>Don’t know</td>
<td>12 14</td>
<td>12 8</td>
</tr>
</tbody>
</table>
### Voting intention

<table>
<thead>
<tr>
<th>Age</th>
<th>Social grade</th>
<th>Total</th>
<th>Con</th>
<th>Lab</th>
<th>Lib</th>
<th>UKIP</th>
<th>2010 Vote</th>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>40+</td>
<td>1269</td>
<td>296</td>
<td>83</td>
<td>96</td>
<td>364</td>
<td>382</td>
<td>227</td>
<td>626</td>
<td>643</td>
</tr>
<tr>
<td>25-39</td>
<td>40-59</td>
<td>1269</td>
<td>272</td>
<td>503</td>
<td>65</td>
<td>105</td>
<td>319</td>
<td>423</td>
<td>220</td>
<td>585</td>
</tr>
<tr>
<td>60+</td>
<td>40-59</td>
<td>1269</td>
<td>391</td>
<td>382</td>
<td>60</td>
<td>17</td>
<td>141</td>
<td>423</td>
<td>220</td>
<td>585</td>
</tr>
</tbody>
</table>

### Thinking about the powers the European Union currently has (which in some areas are very wide, and some areas very minor), in which, if any, of the following areas would you most like to see Britain get powers back from the European Union? Please tick up

<table>
<thead>
<tr>
<th>Area</th>
<th>Jan 24-25</th>
<th>June 20-25</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Criminal justice</strong></td>
<td>50</td>
<td>46</td>
</tr>
<tr>
<td><strong>Freedom of movement and immigration</strong></td>
<td>47</td>
<td>43</td>
</tr>
<tr>
<td><strong>Employment rights</strong></td>
<td>29</td>
<td>27</td>
</tr>
<tr>
<td><strong>Foreign policy</strong></td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td><strong>The EU’s aim of closer political union</strong></td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td><strong>Fisheries</strong></td>
<td>20</td>
<td>12</td>
</tr>
<tr>
<td><strong>Agriculture</strong></td>
<td>18</td>
<td>11</td>
</tr>
<tr>
<td><strong>Trade rules</strong></td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td><strong>Consumer protection</strong></td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td><strong>Environmental protection</strong></td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td><strong>Other powers</strong></td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td><strong>None - there are no areas where powers should be brought back from the EU</strong></td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td><strong>Don't know</strong></td>
<td>12</td>
<td>14</td>
</tr>
</tbody>
</table>

### Do you think that Boris Johnson is doing well or badly as Mayor of London?

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Jan 24-25</th>
<th>June 20-25</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Very well</strong></td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td><strong>Fairly well</strong></td>
<td>46</td>
<td>46</td>
</tr>
<tr>
<td><strong>TOTAL WELL</strong></td>
<td>63</td>
<td>90</td>
</tr>
<tr>
<td><strong>Fairly badly</strong></td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td><strong>Very badly</strong></td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td><strong>TOTAL BADLY</strong></td>
<td>26</td>
<td>39</td>
</tr>
<tr>
<td><strong>Don’t know</strong></td>
<td>11</td>
<td>11</td>
</tr>
</tbody>
</table>
### Fieldwork: 20th - 25th June 2013

<table>
<thead>
<tr>
<th>Total</th>
<th>Con</th>
<th>Lab</th>
<th>Lib</th>
<th>Dem</th>
<th>UKIP</th>
<th>Con</th>
<th>Lab</th>
<th>Lib</th>
<th>Dem</th>
<th>18-24</th>
<th>25-39</th>
<th>40-59</th>
<th>60+</th>
<th>ABC1</th>
<th>C2DE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1269</td>
<td>296</td>
<td>482</td>
<td>93</td>
<td>96</td>
<td>364</td>
<td>382</td>
<td>227</td>
<td>626</td>
<td>643</td>
<td>152</td>
<td>454</td>
<td>407</td>
<td>255</td>
<td>749</td>
<td>520</td>
</tr>
<tr>
<td>1269</td>
<td>272</td>
<td>553</td>
<td>65</td>
<td>105</td>
<td>319</td>
<td>423</td>
<td>220</td>
<td>585</td>
<td>688</td>
<td>198</td>
<td>364</td>
<td>462</td>
<td>285</td>
<td>798</td>
<td>473</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Quality</th>
<th>Total</th>
<th>Charismatic</th>
<th>Sticks to what he believes in</th>
<th>A natural leader</th>
<th>In touch with the concerns of ordinary people</th>
<th>Strong</th>
<th>Decisive</th>
<th>Good in a crisis</th>
<th>Honest</th>
<th>None of these</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charismatic</td>
<td></td>
<td>56</td>
<td>76</td>
<td>46</td>
<td>56</td>
<td>68</td>
<td>74</td>
<td>44</td>
<td>62</td>
<td>58</td>
<td>54</td>
</tr>
<tr>
<td>Sticks to what he believes in</td>
<td></td>
<td>30</td>
<td>45</td>
<td>22</td>
<td>20</td>
<td>38</td>
<td>46</td>
<td>21</td>
<td>24</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>A natural leader</td>
<td></td>
<td>24</td>
<td>42</td>
<td>16</td>
<td>24</td>
<td>40</td>
<td>39</td>
<td>15</td>
<td>23</td>
<td>26</td>
<td>23</td>
</tr>
<tr>
<td>In touch with the concerns of ordinary people</td>
<td>17</td>
<td>31</td>
<td>11</td>
<td>6</td>
<td>29</td>
<td>12</td>
<td>32</td>
<td>10</td>
<td>12</td>
<td>16</td>
<td>18</td>
</tr>
<tr>
<td>Strong</td>
<td></td>
<td>17</td>
<td>31</td>
<td>12</td>
<td>12</td>
<td>17</td>
<td>30</td>
<td>12</td>
<td>12</td>
<td>16</td>
<td>17</td>
</tr>
<tr>
<td>Decisive</td>
<td></td>
<td>15</td>
<td>31</td>
<td>10</td>
<td>6</td>
<td>23</td>
<td>29</td>
<td>8</td>
<td>10</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Good in a crisis</td>
<td></td>
<td>15</td>
<td>26</td>
<td>8</td>
<td>17</td>
<td>23</td>
<td>26</td>
<td>9</td>
<td>13</td>
<td>14</td>
<td>17</td>
</tr>
<tr>
<td>Honest</td>
<td></td>
<td>14</td>
<td>31</td>
<td>6</td>
<td>12</td>
<td>18</td>
<td>26</td>
<td>6</td>
<td>12</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>None of these</td>
<td></td>
<td>19</td>
<td>3</td>
<td>26</td>
<td>16</td>
<td>21</td>
<td>7</td>
<td>29</td>
<td>18</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td>8</td>
<td>6</td>
<td>6</td>
<td>5</td>
<td>4</td>
<td>5</td>
<td>7</td>
<td>7</td>
<td>6</td>
<td>10</td>
</tr>
</tbody>
</table>

### And thinking again about Boris Johnson, which of the following do you believe is true?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Total</th>
<th>Boris Johnson is strongly in favour of Britain continuing to be a member of the European Union</th>
<th>Boris Johnson is generally in favour of Britain continuing to be a member of the European Union</th>
<th>Boris Johnson is generally against Britain continuing to be a member of the European Union</th>
<th>Boris Johnson is strongly against Britain continuing to be a member of the European Union</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boris Johnson is strongly in favour of Britain continuing to be a member of the European Union</td>
<td>7</td>
<td>6</td>
<td>9</td>
<td>8</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>Boris Johnson is generally in favour of Britain continuing to be a member of the European Union</td>
<td>29</td>
<td>36</td>
<td>30</td>
<td>32</td>
<td>34</td>
<td>32</td>
</tr>
<tr>
<td>Boris Johnson is generally against Britain continuing to be a member of the European Union</td>
<td>12</td>
<td>16</td>
<td>11</td>
<td>16</td>
<td>16</td>
<td>15</td>
</tr>
<tr>
<td>Boris Johnson is strongly against Britain continuing to be a member of the European Union</td>
<td>5</td>
<td>2</td>
<td>5</td>
<td>10</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Don't know</td>
<td>47</td>
<td>40</td>
<td>44</td>
<td>34</td>
<td>37</td>
<td>42</td>
</tr>
</tbody>
</table>

### The recent census showed that the ethnic makeup of the London was 45% White British, 15% from another White background with the remaining 40% made up of people from other ethnicities.

Generally speaking would you say this was a...

<table>
<thead>
<tr>
<th>View</th>
<th>Total</th>
<th>Good thing</th>
<th>30</th>
<th>56</th>
<th>59</th>
<th>9</th>
<th>24</th>
<th>54</th>
<th>50</th>
<th>43</th>
<th>40</th>
<th>52</th>
<th>50</th>
<th>38</th>
<th>25</th>
<th>45</th>
<th>36</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good thing</td>
<td>41</td>
<td>30</td>
<td>56</td>
<td>59</td>
<td>9</td>
<td>24</td>
<td>54</td>
<td>50</td>
<td>43</td>
<td>40</td>
<td>52</td>
<td>50</td>
<td>38</td>
<td>25</td>
<td>45</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td>Bad thing</td>
<td>35</td>
<td>42</td>
<td>23</td>
<td>26</td>
<td>79</td>
<td>47</td>
<td>27</td>
<td>31</td>
<td>36</td>
<td>35</td>
<td>25</td>
<td>27</td>
<td>38</td>
<td>54</td>
<td>33</td>
<td>39</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>23</td>
<td>28</td>
<td>21</td>
<td>14</td>
<td>11</td>
<td>29</td>
<td>20</td>
<td>19</td>
<td>21</td>
<td>25</td>
<td>24</td>
<td>23</td>
<td>24</td>
<td>21</td>
<td>21</td>
<td>26</td>
<td></td>
</tr>
</tbody>
</table>
Which of the following party leaders do you think is MOST like a "typical Londoner"?

<table>
<thead>
<tr>
<th>Party Leader</th>
<th>Total</th>
<th>Con</th>
<th>Lab</th>
<th>Lib Dem</th>
<th>UKIP</th>
<th>2010 Vote</th>
<th>Gender</th>
<th>Age</th>
<th>Social grade</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1269</td>
<td>296</td>
<td>482</td>
<td>93</td>
<td>96</td>
<td>364</td>
<td>382</td>
<td>227</td>
<td>626</td>
</tr>
<tr>
<td></td>
<td></td>
<td>272</td>
<td>503</td>
<td>65</td>
<td>105</td>
<td>36</td>
<td>423</td>
<td>220</td>
<td>688</td>
</tr>
<tr>
<td>David Cameron</td>
<td>7</td>
<td>20</td>
<td>3</td>
<td>2</td>
<td>5</td>
<td>11</td>
<td>2</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>Ed Miliband</td>
<td>17</td>
<td>7</td>
<td>4</td>
<td>3</td>
<td>10</td>
<td>3</td>
<td>33</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>Nick Clegg</td>
<td>8</td>
<td>7</td>
<td>5</td>
<td>3</td>
<td>37</td>
<td>1</td>
<td>6</td>
<td>6</td>
<td>15</td>
</tr>
<tr>
<td>Nigel Farage</td>
<td>14</td>
<td>16</td>
<td>11</td>
<td>9</td>
<td>49</td>
<td>23</td>
<td>9</td>
<td>14</td>
<td>17</td>
</tr>
<tr>
<td>Don't know</td>
<td>54</td>
<td>53</td>
<td>46</td>
<td>42</td>
<td>43</td>
<td>56</td>
<td>50</td>
<td>49</td>
<td>46</td>
</tr>
</tbody>
</table>

Which of the following party leaders do you think is LEAST like a "typical Londoner"?

[Respondents not shown the leader they selected as most like a "typical Londoner"]

<table>
<thead>
<tr>
<th>Party Leader</th>
<th>Total</th>
<th>Con</th>
<th>Lab</th>
<th>Lib Dem</th>
<th>UKIP</th>
<th>2010 Vote</th>
<th>Gender</th>
<th>Age</th>
<th>Social grade</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1269</td>
<td>296</td>
<td>482</td>
<td>93</td>
<td>96</td>
<td>364</td>
<td>382</td>
<td>227</td>
<td>626</td>
</tr>
<tr>
<td></td>
<td></td>
<td>272</td>
<td>503</td>
<td>65</td>
<td>105</td>
<td>36</td>
<td>423</td>
<td>220</td>
<td>688</td>
</tr>
<tr>
<td>David Cameron</td>
<td>35</td>
<td>14</td>
<td>34</td>
<td>34</td>
<td>48</td>
<td>21</td>
<td>48</td>
<td>46</td>
<td>32</td>
</tr>
<tr>
<td>Ed Miliband</td>
<td>16</td>
<td>35</td>
<td>7</td>
<td>16</td>
<td>21</td>
<td>29</td>
<td>9</td>
<td>7</td>
<td>23</td>
</tr>
<tr>
<td>Nick Clegg</td>
<td>7</td>
<td>14</td>
<td>3</td>
<td>10</td>
<td>18</td>
<td>14</td>
<td>3</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Nigel Farage</td>
<td>14</td>
<td>14</td>
<td>19</td>
<td>18</td>
<td>2</td>
<td>12</td>
<td>16</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>Don't know</td>
<td>27</td>
<td>23</td>
<td>20</td>
<td>22</td>
<td>11</td>
<td>24</td>
<td>24</td>
<td>21</td>
<td>21</td>
</tr>
</tbody>
</table>

Fieldwork: 20th - 25th June 2013