

# YouGov / Evening Standard Survey Results

Sample Size: 1060 London Adults  
Fieldwork: 13th - 15th 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>1060</b>	417	385	84	276	424	62	315	338	180	267	365	93	523	537	127	379	340	213	625	435	742	302
Unweighted Sample	1060	384	392	84	232	410	64	273	335	206	229	368	81	549	511	146	254	339	321	715	345	713	327
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	March 12-15	April 13-15																								
<b>Headline Voting Intention</b>		Con	34	33	68	2	0	100	0	0	85	3	9	95	1	9	28	37	33	24	34	44	34	30	37	20
		Lab	46	50	15	90	100	0	100	0	6	93	47	1	97	34	55	45	48	60	49	37	49	52	42	74
		Lib Dem	9	7	5	4	0	0	0	100	0	1	35	0	0	55	8	6	9	9	6	6	9	5	8	4
		Other	11	10	12	4	0	0	0	0	10	2	9	4	2	2	9	11	10	8	11	13	9	12	13	3
<b>Other Parties Voting Intention</b>		UKIP	5	6	9	1	0	0	0	0	9	2	2	3	1	1	5	7	4	3	6	12	5	8	8	1
		Green	3	2	1	2	0	0	0	0	0	1	5	0	1	1	1	3	5	3	2	0	2	2	3	1
		BNP	1	1	1	1	0	0	0	0	0	0	1	0	0	0	1	0	0	2	1	1	1	2	1	0
		Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
		Other	1	1	1	1	0	0	0	0	0	0	1	0	0	0	0	1	1	0	1	0	1	0	1	0
<b>Non Voters</b>		Would Not Vote	7	5	2	1	0	0	0	0	1	2	5	1	1	0	5	6	8	7	5	2	5	6	5	7
		Don't know	13	15	12	8	0	0	0	0	11	6	19	4	5	6	9	20	14	17	11	16	13	17	11	23
<b>In May this year, elections will be held for the post of London Mayor and for London's Assembly.</b>																										
<b>On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in these elections?</b>																										
	0		6	0	0	0	0	2	3	11	2	3	6	0	0	0	6	5	14	6	3	3	5	7	6	4
	1		1	0	0	1	0	0	1	0	0	1	1	1	0	0	0	1	1	0	1	1	1	1	1	1
	2		1	0	1	1	0	0	1	0	0	1	1	0	2	0	2	1	1	2	0	0	1	1	1	2
	3		2	1	3	0	1	3	0	1	1	2	0	2	6	1	3	1	3	1	2	2	2	2	2	2
	4		2	1	3	3	1	3	0	1	1	2	1	2	7	2	2	4	3	0	0	2	2	1	1	4
	5		3	2	3	1	2	2	3	2	1	4	2	3	1	2	4	1	3	4	2	2	2	4	2	4
	6		2	2	2	1	2	2	0	2	2	1	2	2	3	2	3	3	2	3	3	2	2	2	2	3
	7		4	4	6	6	4	6	1	3	6	1	4	5	5	5	4	6	8	1	2	5	4	4	5	
	8		10	14	8	12	9	9	7	8	8	12	9	12	5	8	11	12	11	8	8	9	10	9	11	
	9		8	9	9	11	8	9	9	8	8	12	8	9	8	10	6	10	9	8	6	9	7	7	10	
	10 - Absolutely certain to vote		56	64	61	61	70	61	65	71	65	53	74	61	63	57	55	36	43	68	72	58	54	62	42	
	Don't know		5	2	3	4	1	2	5	2	3	5	0	3	3	4	6	10	9	2	1	5	6	2	12	

Fieldwork: 13th - 15th 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>1060</b>	417	385	84	276	424	62	315	338	180	267	365	93	523	537	127	379	340	213	625	435	742	302	
<b>Unweighted Sample</b>	<b>1060</b>	384	392	84	232	410	64	273	335	206	229	368	81	549	511	146	254	339	321	715	345	713	327	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	<b>March</b>	<b>April</b>																						
	<b>12-15</b>	<b>13-15</b>																						
<b>Mayoral Voting intention 1st Preference</b>																								
<i>[Adjusted by likelihood to vote]</i>																								
Boris Johnson – Conservative	49	45	92	0	68	94	12	20	86	18	22	94	11	23	39	51	34	39	43	60	45	44	51	27
Ken Livingstone – Labour	41	40	0	92	0	1	80	16	4	74	38	1	83	29	45	36	43	41	46	30	37	45	33	63
Brian Paddick – Liberal Democrat	5	7	4	5	9	3	4	50	4	4	26	3	3	37	8	6	10	13	4	4	10	3	8	7
Jenny Jones – Green	1	2	0	1	6	0	2	7	0	2	7	0	1	4	1	3	2	2	2	2	2	2	2	1
Lawrence Webb – UKIP/Fresh Choice for London	1	3	2	1	4	2	1	0	4	1	0	2	1	0	3	2	7	0	3	3	2	4	3	1
Carlos Cortiglia – British National Party (BNP)	0	1	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	1	1	0	1	1	0
Siobhan Benita - Independent	0	2	1	0	12	1	2	7	2	1	7	0	1	7	2	2	4	3	1	1	3	1	2	2
<b>Mayoral Voting intention: Non Voters</b>																								
Would Not Vote	8	1	0	0	2	0	1	0	0	0	0	0	1	1	0	0	1	0	0	1	1	1	0	2
Don't know	13	9	2	1	31	5	7	5	7	6	13	5	6	3	8	9	8	9	10	5	8	9	8	11
<b>Mayoral Voting intention after reallocation of 2nd preference votes</b>																								
<i>[Adjusted by likelihood to vote and after 2nd preference votes have been reallocated]</i>																								
Boris Johnson – Conservative	54	53	100	0	100	98	14	53	94	20	42	98	13	42	47	59	46	48	50	67	56	49	61	29
Ken Livingstone – Labour	46	47	0	100	0	2	86	47	6	80	58	2	87	58	53	41	54	52	50	33	44	51	39	71
<b>London Voting intention: Constituency</b>																								
<i>[Adjusted by likelihood to vote]</i>																								
Con	35	72	2	4	95	1	0	89	3	6	100	0	0	30	41	31	27	34	49	36	33	40	19	
Lab	44	12	82	84	1	90	3	3	88	37	0	100	0	48	40	42	50	47	33	42	47	36	69	
Lib Dem	11	7	10	9	3	7	91	3	6	43	0	0	100	12	10	17	17	7	6	13	8	12	8	
Other	10	10	6	2	1	2	6	6	3	15	0	0	0	10	9	10	6	11	12	9	11	11	4	
<b>London Voting intention: Constituency Non Voters</b>																								
Would Not Vote	2	2	1	0	1	1	1	2	1	1	0	0	0	1	3	1	1	1	3	1	2	1	2	
Don't know	13	13	6	29	3	8	2	10	7	20	0	0	0	9	17	16	17	11	9	13	13	12	17	

Fieldwork: 13th - 15th 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	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>London Voting intention: List</b> <i>[Adjusted by likelihood to vote]</i>																							
Con	35	71	2	0	95	0	0	88	3	6	95	0	9	30	40	34	29	32	46	35	33	40	18
Lab	46	12	85	91	1	93	7	3	90	38	1	98	13	50	41	43	53	49	34	44	49	37	73
Lib Dem	9	6	7	5	1	4	84	1	4	37	1	0	74	9	8	12	12	7	6	10	6	10	5
Oth	11	11	6	4	3	3	9	8	3	18	2	2	3	11	11	10	7	12	15	10	12	13	4
<b>London Voting intention: List Other Voters</b> <i>[Adjusted by likelihood to vote]</i>																							
United Kingdom Independence Party (UKIP)	5	8	1	0	2	0	0	6	2	2	2	0	0	4	5	5	0	5	9	4	6	6	1
Green	3	1	4	4	0	3	5	1	1	11	0	1	2	4	3	4	4	4	2	4	3	4	1
British National Party (BNP)	1	1	0	0	1	0	0	1	0	1	0	0	0	2	0	0	1	1	2	0	2	2	0
English Democrats	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Christian Peoples Alliance	0	0	0	0	0	0	3	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0
Trade Union and Socialist Coalition	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	1	1	0
National Front	0	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	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	1	0	0	0	0	1	0	0	3	0	0	0	1	1	0	1	0	1	1	0	1	1
<b>London Voting intention: List Non Voters</b>																							
Would Not Vote	1	1	1	1	1	1	1	1	0	1	0	0	4	1	1	0	2	1	0	1	1	1	2
Don't know	14	13	5	26	4	7	3	11	6	20	3	2	1	9	19	12	17	12	12	13	14	12	18

Fieldwork: 13th - 15th April 2012

	Mayoral VI			Westminster VI			2010 Vote			Assembly VI			Gender		Age				Social Grade		Ethnicity		
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

**Boris Johnson**

Excellent	11	25	2	7	31	3	4	24	4	5	33	3	6	11	11	11	9	10	17	10	13	12	9
Good	28	48	17	43	45	21	24	48	23	15	47	19	33	26	29	28	28	26	30	32	22	31	22
<b>TOTAL EXCELLENT/ GOOD</b>	<b>39</b>	<b>73</b>	<b>19</b>	<b>50</b>	<b>76</b>	<b>24</b>	<b>28</b>	<b>72</b>	<b>27</b>	<b>20</b>	<b>80</b>	<b>22</b>	<b>39</b>	<b>37</b>	<b>40</b>	<b>39</b>	<b>37</b>	<b>36</b>	<b>47</b>	<b>42</b>	<b>35</b>	<b>43</b>	<b>31</b>
Fair	26	21	31	23	16	30	30	19	27	33	15	32	25	24	27	21	27	26	26	26	26	24	30
Poor	15	2	21	15	4	20	25	5	20	21	3	20	18	18	11	15	17	13	12	15	14	15	15
Awful	12	1	25	5	2	22	14	3	23	14	2	21	17	15	10	6	8	20	12	10	16	12	12
<b>TOTAL POOR/ AWFUL</b>	<b>27</b>	<b>3</b>	<b>46</b>	<b>20</b>	<b>6</b>	<b>42</b>	<b>39</b>	<b>8</b>	<b>43</b>	<b>35</b>	<b>5</b>	<b>41</b>	<b>35</b>	<b>33</b>	<b>21</b>	<b>21</b>	<b>25</b>	<b>33</b>	<b>24</b>	<b>25</b>	<b>30</b>	<b>27</b>	<b>27</b>
Don't know	8	3	4	6	3	4	4	2	4	12	2	5	2	5	10	19	10	5	3	7	9	6	13

**Ken Livingstone**

Excellent	9	0	23	0	0	19	5	0	21	4	0	20	9	12	6	8	8	12	5	8	9	6	15
Good	21	4	44	14	6	38	5	10	34	13	5	40	16	21	21	20	26	20	13	18	24	18	29
<b>TOTAL EXCELLENT/ GOOD</b>	<b>30</b>	<b>4</b>	<b>67</b>	<b>14</b>	<b>6</b>	<b>57</b>	<b>10</b>	<b>10</b>	<b>55</b>	<b>17</b>	<b>5</b>	<b>60</b>	<b>25</b>	<b>33</b>	<b>27</b>	<b>28</b>	<b>34</b>	<b>32</b>	<b>18</b>	<b>26</b>	<b>33</b>	<b>24</b>	<b>44</b>
Fair	24	27	23	35	25	25	32	22	25	33	26	23	38	25	23	21	27	24	21	27	20	24	26
Poor	18	28	4	22	30	8	29	29	9	19	29	7	22	18	18	15	14	21	23	19	17	22	9
Awful	20	37	1	25	34	7	18	36	8	19	38	6	14	18	22	15	14	19	34	20	20	24	9
<b>TOTAL POOR/ AWFUL</b>	<b>38</b>	<b>65</b>	<b>5</b>	<b>47</b>	<b>64</b>	<b>15</b>	<b>47</b>	<b>65</b>	<b>17</b>	<b>38</b>	<b>67</b>	<b>13</b>	<b>36</b>	<b>36</b>	<b>40</b>	<b>30</b>	<b>28</b>	<b>40</b>	<b>57</b>	<b>39</b>	<b>37</b>	<b>46</b>	<b>18</b>
Don't know	8	4	3	5	4	4	11	3	3	12	3	4	2	6	11	21	11	4	3	8	10	6	13

**Brian Paddick**

Excellent	1	1	1	0	0	1	6	0	1	3	0	1	4	1	1	1	2	0	1	1	0	1	1
Good	10	8	12	6	11	9	29	10	8	15	11	9	26	13	7	12	9	10	8	11	8	11	7
<b>TOTAL EXCELLENT/ GOOD</b>	<b>11</b>	<b>9</b>	<b>13</b>	<b>6</b>	<b>11</b>	<b>10</b>	<b>35</b>	<b>10</b>	<b>9</b>	<b>18</b>	<b>11</b>	<b>10</b>	<b>30</b>	<b>14</b>	<b>8</b>	<b>13</b>	<b>11</b>	<b>10</b>	<b>9</b>	<b>12</b>	<b>8</b>	<b>12</b>	<b>8</b>
Fair	28	28	32	40	22	32	38	22	34	35	22	32	41	30	26	32	28	28	26	30	25	26	34
Poor	23	28	24	22	32	26	7	31	25	14	32	26	17	24	22	11	21	26	30	23	23	26	15
Awful	12	12	13	7	14	13	5	13	14	9	14	12	5	14	10	8	8	17	15	12	13	13	10
<b>TOTAL POOR/ AWFUL</b>	<b>35</b>	<b>40</b>	<b>37</b>	<b>29</b>	<b>46</b>	<b>39</b>	<b>12</b>	<b>44</b>	<b>39</b>	<b>23</b>	<b>46</b>	<b>38</b>	<b>22</b>	<b>38</b>	<b>32</b>	<b>19</b>	<b>29</b>	<b>43</b>	<b>45</b>	<b>35</b>	<b>36</b>	<b>39</b>	<b>25</b>
Don't know	26	23	18	24	21	19	15	23	18	25	21	18	7	18	33	36	32	19	20	23	30	23	33

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

March  
12-15

April  
13-15

How well or badly do you think Boris Johnson is doing his job as Mayor of London?

Very well	10	13	29	2	10	36	4	5	30	5	6	37	4	3	13	13	10	10	12	19	13	12	15	7
Fairly well	44	47	67	29	56	60	35	59	62	38	44	61	35	55	41	54	44	49	44	52	50	44	49	43
<b>TOTAL WELL</b>	<b>54</b>	<b>60</b>	<b>96</b>	<b>31</b>	<b>66</b>	<b>96</b>	<b>39</b>	<b>64</b>	<b>92</b>	<b>43</b>	<b>50</b>	<b>98</b>	<b>39</b>	<b>58</b>	<b>54</b>	<b>67</b>	<b>54</b>	<b>59</b>	<b>56</b>	<b>71</b>	<b>63</b>	<b>56</b>	<b>64</b>	<b>50</b>
Fairly badly	23	21	3	37	20	2	33	20	5	28	30	1	33	21	24	18	24	21	23	16	20	22	21	21
Very badly	10	13	0	29	6	1	25	15	1	26	14	1	24	20	18	9	7	12	18	12	11	16	12	16
<b>TOTAL BADLY</b>	<b>33</b>	<b>34</b>	<b>3</b>	<b>66</b>	<b>26</b>	<b>3</b>	<b>58</b>	<b>35</b>	<b>6</b>	<b>54</b>	<b>44</b>	<b>2</b>	<b>57</b>	<b>41</b>	<b>42</b>	<b>27</b>	<b>31</b>	<b>33</b>	<b>41</b>	<b>28</b>	<b>31</b>	<b>38</b>	<b>33</b>	<b>37</b>
Don't know	12	6	1	3	8	1	3	2	2	3	7	0	3	0	5	6	15	8	3	2	6	6	3	12

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

Very well	9	14	2	35	0	1	29	7	2	32	6	2	29	13	16	12	8	13	20	11	14	15	12	19
Fairly well	37	38	26	54	46	24	51	33	25	48	43	22	53	41	40	36	39	43	35	31	38	37	35	45
<b>TOTAL WELL</b>	<b>46</b>	<b>52</b>	<b>28</b>	<b>89</b>	<b>46</b>	<b>25</b>	<b>80</b>	<b>40</b>	<b>27</b>	<b>80</b>	<b>49</b>	<b>24</b>	<b>82</b>	<b>54</b>	<b>56</b>	<b>48</b>	<b>47</b>	<b>56</b>	<b>55</b>	<b>42</b>	<b>52</b>	<b>52</b>	<b>47</b>	<b>64</b>
Fairly badly	22	21	31	6	28	32	10	35	29	10	29	32	9	32	21	21	17	20	22	24	23	18	24	13
Very badly	17	20	39	2	20	39	6	16	40	7	14	42	4	12	17	22	15	13	20	32	19	21	24	9
<b>TOTAL BADLY</b>	<b>39</b>	<b>41</b>	<b>70</b>	<b>8</b>	<b>48</b>	<b>71</b>	<b>16</b>	<b>51</b>	<b>69</b>	<b>17</b>	<b>43</b>	<b>74</b>	<b>13</b>	<b>44</b>	<b>38</b>	<b>43</b>	<b>32</b>	<b>33</b>	<b>42</b>	<b>56</b>	<b>42</b>	<b>39</b>	<b>48</b>	<b>22</b>
Don't know	14	8	2	4	7	3	4	9	4	3	7	2	4	1	7	9	22	10	3	2	6	10	5	14

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

Ken Livingstone has achieved much more	16	18	1	46	3	2	38	12	3	38	16	2	40	14	24	13	14	13	27	17	18	19	17	22
Ken Livingstone has achieved a little more	19	18	4	32	21	3	28	22	3	27	25	2	28	24	18	18	27	23	16	9	18	19	15	26
<b>TOTAL KEN MORE</b>	<b>35</b>	<b>36</b>	<b>5</b>	<b>78</b>	<b>24</b>	<b>5</b>	<b>66</b>	<b>34</b>	<b>6</b>	<b>65</b>	<b>41</b>	<b>4</b>	<b>68</b>	<b>38</b>	<b>42</b>	<b>31</b>	<b>41</b>	<b>36</b>	<b>43</b>	<b>26</b>	<b>36</b>	<b>38</b>	<b>32</b>	<b>48</b>
Both have achieved about the same	14	18	15	16	19	17	17	28	19	16	19	16	16	21	18	17	16	22	15	15	18	17	17	20
Boris Johnson has achieved a little more	23	22	48	1	34	39	9	30	40	13	17	41	8	32	20	23	11	23	20	27	24	18	27	9
Boris Johnson has achieved much more	13	12	28	0	9	33	2	2	28	2	5	34	1	3	11	13	11	7	12	22	12	12	14	7
<b>TOTAL BORIS MORE</b>	<b>36</b>	<b>34</b>	<b>76</b>	<b>1</b>	<b>43</b>	<b>72</b>	<b>11</b>	<b>32</b>	<b>68</b>	<b>15</b>	<b>22</b>	<b>75</b>	<b>9</b>	<b>35</b>	<b>31</b>	<b>36</b>	<b>22</b>	<b>30</b>	<b>32</b>	<b>49</b>	<b>36</b>	<b>30</b>	<b>41</b>	<b>16</b>
Don't know	16	12	5	5	14	6	7	7	6	5	17	4	7	5	9	15	21	12	10	10	10	15	10	16

Fieldwork: 13th - 15th 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>1060</b>	417	385	84	276	424	62	315	338	180	267	365	93	523	537	127	379	340	213	625	435	742	302
Unweighted Sample	1060	384	392	84	232	410	64	273	335	206	229	368	81	549	511	146	254	339	321	715	345	713	327
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**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	41	<b>44</b>	54	36	42	55	37	41	56	39	40	59	39	32	45	44	31	39	46	61	45	44	48	36
Improving transport	39	<b>39</b>	43	38	48	46	40	43	41	39	48	43	40	40	43	35	46	36	42	35	46	29	42	31
Cost of living in London	29	<b>33</b>	27	38	29	25	35	43	28	36	35	25	36	41	30	36	32	37	33	26	32	34	31	38
Creating jobs	29	<b>28</b>	30	30	24	27	29	12	28	29	26	28	31	15	26	30	32	26	28	32	27	30	26	34
Affordable housing	24	<b>24</b>	16	33	22	16	32	30	17	31	24	15	32	27	25	23	21	23	27	24	21	29	26	21
Making the Olympics a success	8	<b>7</b>	11	4	14	10	6	7	10	6	7	10	4	11	6	8	4	9	5	7	7	6	7	8
Promoting London abroad	5	<b>5</b>	6	6	4	8	5	1	7	7	3	8	3	9	7	3	6	7	2	7	6	4	5	7
Don't know	7	<b>3</b>	1	1	1	1	1	0	1	1	3	1	1	0	2	4	6	4	2	0	2	4	2	6

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

Charismatic	50	<b>50</b>	73	33	61	71	40	56	70	41	55	71	37	58	54	47	48	49	49	56	55	43	56	37
Sticks to what he believes in	33	<b>30</b>	53	13	24	56	15	20	55	20	22	58	17	13	31	30	20	24	35	41	34	26	34	21
Honest	22	<b>22</b>	44	5	21	47	9	25	45	10	14	49	9	26	22	21	15	22	19	30	22	22	26	11
A natural leader	19	<b>19</b>	38	6	7	45	5	13	41	6	8	46	4	15	18	19	26	12	18	27	20	17	21	13
Strong	21	<b>19</b>	38	8	8	43	8	10	41	10	10	46	10	9	20	19	17	18	19	25	21	17	20	17
Decisive	19	<b>19</b>	37	7	16	43	8	5	43	9	3	45	10	7	20	19	20	15	18	28	21	17	21	15
In touch with the concerns of ordinary people	13	<b>14</b>	27	6	14	27	8	11	27	7	5	29	7	12	13	14	12	13	11	21	14	13	16	7
Good in a crisis	12	<b>12</b>	26	3	7	29	4	7	27	4	4	30	4	9	13	11	11	9	12	19	13	11	13	9
None of these	19	<b>20</b>	2	38	10	3	33	18	4	31	24	3	34	18	22	19	18	14	27	21	17	24	20	21
Don't know	11	<b>10</b>	2	9	6	4	8	9	6	9	8	3	8	2	8	12	17	13	7	5	7	15	6	18

**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	32	<b>37</b>	17	65	25	21	56	29	20	56	35	20	59	34	41	32	34	33	45	31	38	35	35	43
Sticks to what he believes in	34	<b>34</b>	25	54	24	24	46	24	26	47	37	24	49	28	38	30	23	30	42	33	33	34	36	29
Strong	19	<b>20</b>	9	39	21	8	35	13	7	38	19	8	40	12	23	17	17	20	24	13	21	19	17	28
Decisive	20	<b>19</b>	8	36	19	7	33	15	8	33	24	7	33	20	22	16	14	18	24	16	19	20	17	24
Good in a crisis	17	<b>17</b>	5	36	9	7	31	9	9	30	15	5	34	18	20	15	13	15	22	17	17	18	17	20
A natural leader	15	<b>17</b>	4	37	5	5	31	14	6	32	17	5	32	17	20	14	14	17	21	14	17	18	14	27
Charismatic	13	<b>15</b>	6	28	5	8	24	11	7	23	17	8	24	14	18	12	12	14	18	12	15	14	13	20
Honest	15	<b>15</b>	4	32	11	6	27	10	6	31	9	5	30	10	19	11	13	14	20	10	16	14	12	22
None of these	25	<b>27</b>	51	2	29	48	9	30	49	11	25	52	7	24	22	32	19	21	28	43	27	27	33	13
Don't know	14	<b>11</b>	6	6	7	9	6	14	8	6	9	7	6	4	7	15	24	12	9	4	9	14	8	18

Fieldwork: 13th - 15th 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>1060</b>	417	385	84	276	424	62	315	338	180	267	365	93	523	537	127	379	340	213	625	435	742	302
Unweighted Sample	1060	384	392	84	232	410	64	273	335	206	229	368	81	549	511	146	254	339	321	715	345	713	327
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Honest	13	19	22	19	18	21	16	52	20	15	32	21	17	43	23	14	20	16	21	20	20	17	21	14
Sticks to what he believes in	9	13	14	13	15	14	12	42	12	14	21	12	9	47	17	9	12	13	14	12	15	9	15	6
In touch with the concerns of ordinary people	8	12	9	14	14	7	13	51	8	13	26	8	14	43	13	11	9	15	12	8	14	9	13	11
Good in a crisis	5	8	7	9	7	7	7	24	6	8	14	7	8	21	10	6	7	12	5	5	9	6	8	7
Strong	4	8	6	10	13	6	9	23	4	8	17	5	8	27	12	3	8	11	5	6	8	6	8	6
Decisive	4	8	6	11	5	7	8	25	7	8	14	7	7	29	11	5	5	11	7	6	9	7	9	6
A natural leader	4	6	5	7	7	4	7	24	4	5	14	5	8	19	8	5	4	10	4	4	6	7	7	5
Charismatic	5	5	6	6	5	9	4	7	7	5	6	9	5	4	7	3	5	7	6	3	5	6	5	7
None of these	23	21	24	17	20	27	19	1	28	20	15	28	20	1	21	21	9	15	26	30	18	25	24	13
Don't know	54	44	40	42	45	36	44	28	39	45	36	37	44	16	35	53	55	47	40	40	45	43	40	56

Do you think Ken Livingstone wants to help ALL Londoners, or some groups more than others?

Help all Londoners	31	6	67	25	8	59	18	9	55	28	8	60	25	34	28	33	30	37	23	29	34	27	41
Some more than others.	53	77	27	48	76	32	66	77	36	53	77	31	66	52	53	45	51	50	67	58	45	60	37
Not sure	16	17	5	27	16	9	15	13	9	19	15	9	8	13	19	23	19	14	10	13	21	13	23

Do you think Boris Johnson wants to help ALL Londoners, or some groups more than others?

Help all Londoners	35	73	8	40	75	15	26	72	17	18	79	14	26	32	38	27	30	35	50	38	31	40	24
Some more than others.	48	18	78	46	18	72	60	19	69	63	16	71	67	54	42	53	50	52	37	49	48	48	50
Not sure	16	9	14	14	7	14	14	9	13	19	6	15	7	13	19	21	20	13	13	13	21	12	26

Which, if any, of these groups do you think Ken Livingstone is particularly keen to help? Please tick all that apply

[all those who think Ken wants to help some groups more than others n=579]

Muslims	41	49	19	56	47	32	22	49	31	28	49	30	20	45	37	36	28	48	53	35	51	44	27
Black and Asian Londoners	40	48	24	46	49	30	20	50	35	27	51	29	20	42	38	29	25	49	56	37	47	44	24
Poor Londoners	40	35	60	32	40	50	56	38	47	52	38	53	56	45	37	34	46	48	27	46	30	42	37
Commuters	25	23	42	18	23	35	18	21	36	21	23	45	14	26	25	22	22	30	25	25	25	24	31
Rich Londoners	13	12	15	28	9	19	17	5	20	15	8	13	25	13	14	15	20	12	5	15	11	12	20
Jews	9	7	12	13	6	14	1	5	15	6	5	10	1	11	7	7	9	12	6	8	11	9	7
White Londoners	8	8	12	15	5	12	11	4	10	10	4	13	8	7	9	12	10	7	5	10	6	7	13
Some other group(s)	14	16	8	14	18	11	4	18	12	10	17	9	3	17	12	13	13	14	17	13	16	15	12
Don't know	12	10	14	8	10	14	9	10	13	15	9	15	9	8	15	19	13	7	12	10	14	11	16

Fieldwork: 13th - 15th 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>1060</b>	417	385	84	276	424	62	315	338	180	267	365	93	523	537	127	379	340	213	625	435	742	302
Unweighted Sample	1060	384	392	84	232	410	64	273	335	206	229	368	81	549	511	146	254	339	321	715	345	713	327
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of these groups do you think Boris Johnson is particularly keen to help? Please tick all that apply

*[all those who think Boris wants to help some groups more than others n=537]*

Rich Londoners	78	62	85	75	61	81	78	54	85	79	61	85	63	78	77	77	73	82	80	79	76	80	72
White Londoners	23	16	26	21	12	26	23	6	27	23	15	27	17	23	22	19	25	26	15	25	20	18	33
Commuters	14	30	8	13	27	9	22	30	9	21	29	9	28	13	16	16	14	13	17	15	13	13	18
Jews	5	11	4	13	10	5	4	7	5	2	13	3	3	8	3	12	6	2	7	5	5	7	2
Muslims	5	13	3	12	10	6	0	8	5	0	13	4	0	7	2	9	6	1	6	5	5	4	6
Poor Londoners	4	12	3	0	8	4	0	15	4	0	10	3	11	5	3	2	7	0	7	5	4	4	6
Black and Asian Londoners	3	6	2	12	1	4	4	1	5	1	2	1	3	4	1	5	4	1	4	3	4	4	2
Some other group(s)	9	16	7	17	20	9	4	13	10	7	8	8	9	12	4	4	8	8	16	6	12	10	6
Don't know	10	12	7	22	13	9	10	12	7	13	16	8	8	8	13	5	11	11	11	10	11	10	10

Which of the candidates, if any, do you think is the most honest and trustworthy?

Boris Johnson	25	57	3	20	66	8	6	58	10	8	70	6	7	22	28	14	20	25	41	25	25	30	13
Ken Livingstone	19	1	49	0	2	39	7	2	40	15	0	43	17	23	16	17	17	27	13	19	20	15	30
Brian Paddick	10	9	8	12	9	6	44	10	7	21	7	7	40	13	7	12	12	6	9	12	7	11	6
Jenny Jones	5	1	7	6	1	7	9	2	6	8	0	6	11	5	5	4	5	3	7	5	5	5	3
Siobhan Benita	3	2	2	10	1	4	4	2	2	6	1	4	5	3	2	3	2	4	2	3	2	3	3
Lawrence Webb	1	1	2	1	0	2	1	1	3	0	0	1	4	2	1	1	2	0	2	2	1	2	0
Carlos Cortiglia	1	0	0	1	1	0	0	1	0	0	1	0	0	1	1	0	1	1	1	0	2	1	0
None of them are	15	10	12	23	6	15	10	10	15	21	7	13	9	14	15	14	17	15	12	16	14	13	18
Don't know	21	19	17	28	15	20	19	14	18	21	13	21	8	17	25	33	24	18	14	19	24	19	27

Which of the candidates, if any, do you think is most likely to make you better off financially?

Ken Livingstone	22	3	50	5	5	44	13	7	43	16	4	48	13	26	17	24	21	27	14	22	22	17	33
Boris Johnson	19	39	6	9	47	7	13	39	8	13	48	5	25	21	17	18	17	18	23	20	17	21	13
Brian Paddick	3	2	3	1	3	2	23	3	1	10	3	0	24	4	2	1	6	2	1	5	1	4	2
Jenny Jones	1	0	2	4	1	1	0	0	1	0	1	1	3	2	1	3	2	1	0	1	2	1	2
Lawrence Webb	1	1	1	1	0	1	1	1	1	0	0	2	0	1	2	2	2	0	1	1	2	2	0
Siobhan Benita	1	0	0	3	0	1	5	0	0	3	0	1	4	0	1	1	1	0	0	1	0	1	0
Carlos Cortiglia	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
None of them are	29	36	18	52	26	24	22	33	24	35	27	23	17	28	30	12	23	34	41	28	31	32	21
Don't know	24	18	19	25	17	19	24	17	21	22	16	21	14	17	31	39	27	18	18	22	26	22	29



Fieldwork: 13th - 15th April 2012

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

**Ken Livingstone has pledged to cut bus fares by 7% this autumn if he is elected Mayor of London, saying he will use surplus money in Transport for London's accounts to pay for the cut. Boris Johnson says this money is needed for upgrades to the transport system. 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>	23	73	37	25	66	31	24	67	45	24	68	36	49	38	31	39	56	40	43	44	42	48
Would probably not cut bus fares by 7%	<b>45</b>	68	20	51	65	26	65	67	26	44	68	23	62	42	48	55	51	33	49	47	43	48	39
Don't know	<b>11</b>	9	7	12	9	7	4	9	7	12	8	9	2	9	14	14	10	12	11	10	13	10	13

**If there was extra money available for transport, which would you rather see it spent on?**

Upgrading the transport network by, for example, opening new tracks or buying new trains	<b>34</b>	44	24	30	46	26	54	45	31	32	46	23	47	43	25	31	30	32	46	37	30	39	21
Cutting the price of travelling on London's transport network	<b>56</b>	48	68	62	46	66	43	47	60	58	48	68	43	48	64	53	59	59	46	54	58	53	63
Neither	<b>3</b>	4	1	5	4	3	3	4	3	3	3	2	9	4	3	4	3	4	4	3	5	3	4
Don't know	<b>7</b>	3	7	3	3	5	1	3	7	8	3	6	1	5	8	12	8	5	4	6	7	4	11

**The main candidates for mayor have released details of their income and the tax they have paid in recent years. Do you think candidates in future mayoral elections should be required to publish details of their tax returns?**

Should have to publish details of their tax returns	<b>63</b>	63	65	59	64	65	58	64	68	59	64	63	62	66	60	62	61	66	60	62	64	64	60
Should not have to publish details of their tax returns	<b>25</b>	29	23	31	30	24	27	30	21	25	29	25	27	25	25	24	23	23	32	28	21	26	22
Don't know	<b>13</b>	8	13	10	7	11	15	6	11	15	7	12	11	9	16	14	16	11	8	11	15	10	19

Fieldwork: 13th - 15th April 2012

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

Thinking about how you will vote in the mayoral election, which of the following best reflects your view?

- I will vote mostly on London issues and which candidate I think will make a better Mayor for London
- I will vote mostly on national issues and what I think of the coalition government and the national parties
- Neither
- Don't know

<b>74</b>	85	79	68	84	74	85	84	76	78	86	78	81	74	74	66	65	81	83	78	68	78	64
<b>10</b>	9	13	18	7	15	1	8	15	3	7	14	11	13	7	10	15	7	6	9	11	9	13
<b>7</b>	3	2	6	6	5	1	5	5	6	4	2	4	6	8	9	7	6	7	5	10	6	8
<b>9</b>	3	6	8	3	6	13	3	4	13	3	6	4	7	11	16	13	6	4	7	12	6	16

This week Boris Johnson intervened to block the following advert from being displayed on London buses.

**[ADVERT SHOWN]**

Do you think Boris Johnson was right or wrong to block the advert?

- Right to block the advert
- Wrong to block the advert
- Don't know

<b>51</b>	58	46	55	63	48	60	60	50	54	64	41	68	48	53	59	49	48	52	54	46	57	35
<b>26</b>	21	32	18	19	30	27	18	29	26	18	33	18	32	20	27	23	30	26	25	28	24	30
<b>24</b>	21	22	27	19	22	12	22	20	20	18	26	14	19	28	14	29	22	23	22	26	19	35

## 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	72	64
Male 25 to 39	114	194
Male 40 to 59	182	171
Male 60 +	181	94
Female 18 to 24	74	64
Female 25 to 39	140	186
Female 40 to 59	157	170
Female 60 +	140	119
<b>Social Grade</b>		
AB	365	276
C1	350	350
C2	121	117
DE	224	318
<b>Newspaper Type</b>		
Express / Mail	199	180
Sun / Star	114	212
Mirror / Record	59	148
Guardian / Independent	145	53
FT / Times / Telegraph	94	106
Other Paper	176	95
No Paper	273	265
<b>Political Party Identification</b>		
Lab Loyal	272	276
Lab Disloyal	127	127
Conservative	225	297
Lib Dem	97	117
Other	61	32
None / Don't know	278	212
<b>Ethnicity</b>		
White	713	742
Indian	85	74
Pakistani and Bangladeshi	42	53
Black	98	117
Other and Mixed	102	58
Refused	20	16