

LONDON POLL
Fieldwork dates : 25th-29th March

Table 1

Q1. How important, or otherwise, is each of following issues when deciding how to vote? - SUMMARY

Base : All

	Economy	Crime	Environment	Immigration	Education	Transport	Healthcare and the NHS	Taxes	Housing
Unweighted Base	1507	1507	1507	1507	1507	1507	1507	1507	1507
Weighted Base	1507	1507	1507	1507	1507	1507	1507	1507	1507
Very important (+2)	1104 73%	1072 71%	785 52%	706 47%	1176 78%	716 48%	1244 83%	831 55%	731 48%
Fairly important (+1)	355 24%	330 22%	556 37%	506 34%	272 18%	615 41%	222 15%	500 33%	508 34%
Fairly unimportant (-1)	36 2%	79 5%	134 9%	203 13%	45 3%	152 10%	34 2%	133 9%	214 14%
Very unimportant (-2)	12 1%	27 2%	32 2%	93 6%	15 1%	24 2%	7 *	43 3%	54 4%
SUMMARY:									
IMPORTANT (NET)	1459 97%	1401 93%	1341 89%	1212 80%	1448 96%	1331 88%	1466 97%	1331 88%	1239 82%
UNIMPORTANT (NET)	48 3%	106 7%	166 11%	295 20%	59 4%	176 12%	41 3%	176 12%	268 18%
Mean	1.66	1.55	1.28	1.01	1.69	1.23	1.77	1.29	1.09
Standard Deviation	0.68	0.88	1.00	1.25	0.71	0.99	0.61	1.04	1.17



Prepared by ComRes on behalf of BBC London



* = Less than .5

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Table 2

Q1. How important, or otherwise, is each of following issues when deciding how to vote?

Economy

Base : All

	TOTAL	RESPONDENT AGE						RESPONDENT GENDER		SOCIAL GRADE				WORKING STATUS		AREA		
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	AB	C1	C2	DE	Working	Not working	Inner London	Outer London	Home Counties
Unweighted Base	1507	188	233	290	243	232	321	727	780	420	414	244	423	908	579	499	502	504
Weighted Base	1507	184	371	326	234	169	224	738	769	444	439	251	366	996	492	535	500	470
Very important (+2)	1104 73%	120	254	242	181	126	181	542	562	333	320	173	272	716	377	380	362	361
		65%	69%	74%	77%	74%	81%	73%	73%	75%	73%	69%	74%	72%	77%	71%	72%	77%
Fairly important (+1)	355 24%	46	110	77	47	38	37	165	190	102	105	65	80	246	102	133	125	97
		25%	30%	24%	20%	22%	16%	22%	25%	23%	24%	26%	22%	25%	21%	25%	25%	21%
Fairly unimportant (-1)	36 2%	15	6	4	3	4	3	23	14	5	13	10	9	25	12	16	11	8
		8%	2%	1%	1%	3%	2%	3%	2%	1%	3%	4%	3%	2%	2%	3%	2%	2%
Very unimportant (-2)	12 1%	3	-	2	3	1	3	9	3	3	1	3	5	9	2	6	2	4
		2%	-	1%	1%	*	1%	1%	*	1%	*	1%	1%	1%	*	1%	*	1%
SUMMARY:																		
IMPORTANT (NET)	1459 97%	166	364	319	228	164	217	707	752	436	426	238	352	962	479	513	487	458
		90%	98%	98%	98%	97%	97%	96%	98%	98%	97%	95%	96%	97%	97%	96%	97%	97%
UNIMPORTANT (NET)	48 3%	18	6	7	6	5	6	31	17	8	14	12	14	33	14	22	13	12
		10%	2%	2%	2%	3%	3%	4%	2%	2%	3%	5%	4%	3%	3%	4%	3%	3%
Mean	1.66	1.45	1.65	1.69	1.71	1.68	1.74	1.64	1.68	1.71	1.67	1.58	1.66	1.64	1.70	1.62	1.67	1.71
Standard Deviation	0.68	0.96	0.57	0.62	0.65	0.66	0.66	0.75	0.61	0.60	0.65	0.78	0.73	0.70	0.64	0.74	0.63	0.65



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Table 3

Q1. How important, or otherwise, is each of following issues when deciding how to vote?

Crime

Base : All

	TOTAL	RESPONDENT AGE						RESPONDENT GENDER		SOCIAL GRADE				WORKING STATUS		AREA		
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	AB	C1	C2	DE	Working	Not working	Inner London	Outer London	Home Counties
Unweighted Base	1507	188	233	290	243	232	321	727	780	420	414	244	423	908	579	499	502	504
Weighted Base	1507	184	371	326	234	169	224	738	769	444	439	251	366	996	492	535	500	470
Very important (+2)	1072 71%	123	246	229	168	123	182	501	570	267	308	185	310	671	386	371	371	330
		67%	66%	70%	72%	73%	82%	68%	74%	60%	70%	74%	85%	67%	78%	69%	74%	70%
Fairly important (+1)	330 22%	45	95	69	47	39	34	172	158	125	106	51	46	243	83	113	107	109
		24%	26%	21%	20%	23%	15%	23%	21%	28%	24%	20%	13%	24%	17%	21%	21%	23%
Fairly unimportant (-1)	79 5%	12	22	24	12	4	5	47	31	42	18	8	7	61	17	39	16	22
		6%	6%	7%	5%	3%	2%	6%	4%	9%	4%	3%	2%	6%	3%	7%	3%	5%
Very unimportant (-2)	27 2%	4	6	4	8	2	2	18	9	10	7	7	3	20	7	13	5	9
		2%	2%	1%	3%	1%	1%	2%	1%	2%	2%	3%	1%	2%	1%	2%	1%	2%
SUMMARY:																		
IMPORTANT (NET)	1401 93%	168	342	298	215	163	217	673	728	392	414	236	356	914	469	483	479	439
		91%	92%	91%	92%	96%	97%	91%	95%	88%	94%	94%	97%	92%	95%	90%	96%	93%
UNIMPORTANT (NET)	106 7%	16	29	28	19	7	7	65	40	52	25	15	10	81	24	52	21	31
		9%	8%	9%	8%	4%	3%	9%	5%	12%	6%	6%	3%	8%	5%	10%	4%	7%
Mean	1.55	1.48	1.49	1.52	1.52	1.64	1.74	1.48	1.63	1.34	1.57	1.59	1.79	1.49	1.67	1.47	1.65	1.55
Standard Deviation	0.88	0.95	0.91	0.92	0.97	0.74	0.66	0.96	0.79	1.03	0.83	0.88	0.61	0.93	0.77	0.99	0.74	0.87



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Table 4

Q1. How important, or otherwise, is each of following issues when deciding how to vote?

Environment

Base : All

	TOTAL	RESPONDENT AGE						RESPONDENT GENDER		SOCIAL GRADE				WORKING STATUS		AREA		
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	AB	C1	C2	DE	Working	Not working	Inner London	Outer London	Home Counties
Unweighted Base	1507	188	233	290	243	232	321	727	780	420	414	244	423	908	579	499	502	504
Weighted Base	1507	184	371	326	234	169	224	738	769	444	439	251	366	996	492	535	500	470
Very important (+2)	785 52%	91	173	172	131	88	131	332	453	193	226	126	238	485	290	278	281	226
		49%	47%	53%	56%	52%	58%	45%	59%	43%	51%	50%	65%	49%	59%	52%	56%	48%
Fairly important (+1)	556 37%	62	142	125	83	66	80	281	275	189	167	91	108	384	165	187	177	191
		34%	38%	38%	35%	39%	36%	38%	36%	43%	38%	36%	30%	39%	34%	35%	35%	41%
Fairly unimportant (-1)	134 9%	21	48	26	16	12	10	99	35	56	35	25	15	105	27	52	40	41
		12%	13%	8%	7%	7%	4%	13%	5%	13%	8%	10%	4%	11%	5%	10%	8%	9%
Very unimportant (-2)	32 2%	10	8	3	4	4	4	27	5	6	11	9	6	22	11	18	2	12
		5%	2%	1%	2%	2%	2%	4%	1%	1%	3%	4%	2%	2%	2%	3%	*	3%
SUMMARY: IMPORTANT (NET)	1341 89%	152	314	296	214	154	210	613	728	382	393	217	346	869	455	465	458	417
		83%	85%	91%	91%	91%	94%	83%	95%	86%	90%	86%	94%	87%	92%	87%	92%	89%
UNIMPORTANT (NET)	166 11%	31	56	30	20	15	13	125	41	62	46	34	20	127	38	70	42	53
		17%	15%	9%	9%	9%	6%	17%	5%	14%	10%	14%	6%	13%	8%	13%	8%	11%
Mean	1.28	1.10	1.14	1.33	1.37	1.32	1.45	1.07	1.48	1.14	1.28	1.20	1.52	1.21	1.41	1.22	1.39	1.23
Standard Deviation	1.00	1.20	1.08	0.91	0.93	0.95	0.84	1.14	0.78	1.02	0.99	1.09	0.82	1.03	0.91	1.08	0.88	1.00



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Table 5

Q1. How important, or otherwise, is each of following issues when deciding how to vote?

Immigration

Base : All

	TOTAL	RESPONDENT AGE						RESPONDENT GENDER		SOCIAL GRADE				WORKING STATUS		AREA		
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	AB	C1	C2	DE	Working	Not working	Inner London	Outer London	Home Counties
Unweighted Base	1507	188	233	290	243	232	321	727	780	420	414	244	423	908	579	499	502	504
Weighted Base	1507	184	371	326	234	169	224	738	769	444	439	251	366	996	492	535	500	470
Very important (+2)	706 47%	73	153	144	113	86	137	333	372	153	215	119	217	429	269	231	247	227
		40%	41%	44%	48%	51%	61%	45%	48%	35%	49%	48%	59%	43%	55%	43%	49%	48%
Fairly important (+1)	506 34%	76	140	106	79	49	57	231	275	165	148	88	100	356	145	176	172	159
		41%	38%	32%	34%	29%	25%	31%	36%	37%	34%	35%	27%	36%	30%	33%	34%	34%
Fairly unimportant (-1)	203 13%	20	56	55	31	24	17	121	81	92	50	28	31	147	52	87	61	54
		11%	15%	17%	13%	14%	7%	16%	11%	21%	11%	11%	8%	15%	11%	16%	12%	11%
Very unimportant (-2)	93 6%	15	22	21	12	10	13	53	40	33	26	15	18	64	26	42	20	31
		8%	6%	7%	5%	6%	6%	7%	5%	7%	6%	6%	5%	6%	5%	8%	4%	7%
SUMMARY:																		
IMPORTANT (NET)	1212 80%	149	292	249	191	135	194	564	647	318	363	208	318	785	414	407	419	386
		81%	79%	77%	82%	80%	87%	76%	84%	72%	83%	83%	87%	79%	84%	76%	84%	82%
UNIMPORTANT (NET)	295 20%	34	78	77	43	34	29	174	121	125	76	43	49	210	78	129	81	84
		19%	21%	23%	18%	20%	13%	24%	16%	28%	17%	17%	13%	21%	16%	24%	16%	18%
Mean	1.01	0.95	0.93	0.91	1.07	1.04	1.30	0.91	1.12	0.71	1.08	1.07	1.28	0.94	1.18	0.87	1.13	1.06
Standard Deviation	1.25	1.25	1.25	1.31	1.21	1.28	1.16	1.32	1.17	1.33	1.21	1.21	1.14	1.26	1.19	1.33	1.15	1.24



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LONDON POLL
Fieldwork dates : 25th-29th March

Table 6

Q1. How important, or otherwise, is each of following issues when deciding how to vote?

Education

Base : All

	TOTAL	RESPONDENT AGE						RESPONDENT GENDER		SOCIAL GRADE				WORKING STATUS		AREA		
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	AB	C1	C2	DE	Working	Not working	Inner London	Outer London	Home Counties
Unweighted Base	1507	188	233	290	243	232	321	727	780	420	414	244	423	908	579	499	502	504
Weighted Base	1507	184	371	326	234	169	224	738	769	444	439	251	366	996	492	535	500	470
Very important (+2)	1176 78%	144	302	248	178	125	179	542	634	334	330	198	308	759	403	414	399	362
		79%	81%	76%	76%	74%	80%	73%	82%	75%	75%	79%	84%	76%	82%	77%	80%	77%
Fairly important (+1)	272 18%	32	54	64	47	38	36	159	112	85	94	43	48	199	69	98	90	84
		18%	15%	20%	20%	22%	16%	22%	15%	19%	21%	17%	13%	20%	14%	18%	18%	18%
Fairly unimportant (-1)	45 3%	6	10	13	5	7	4	26	18	18	13	6	8	28	15	16	9	19
		3%	3%	4%	2%	4%	2%	4%	2%	4%	3%	2%	2%	3%	3%	3%	2%	4%
Very unimportant (-2)	15 1%	1	5	-	4	-	5	10	4	7	3	3	2	9	5	8	2	5
		1%	1%	-	2%	-	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%
SUMMARY: IMPORTANT (NET)	1448 96%	177	356	312	225	163	215	702	746	419	423	242	356	958	472	511	489	447
		96%	96%	96%	96%	96%	96%	95%	97%	95%	96%	96%	97%	96%	96%	96%	98%	95%
UNIMPORTANT (NET)	59 4%	7	14	13	9	7	9	37	22	24	16	9	10	37	20	24	11	23
		4%	4%	4%	4%	4%	4%	5%	3%	5%	4%	4%	3%	4%	4%	4%	2%	5%
Mean	1.69	1.71	1.72	1.68	1.67	1.66	1.70	1.62	1.76	1.63	1.67	1.70	1.78	1.68	1.73	1.67	1.75	1.66
Standard Deviation	0.71	0.68	0.72	0.68	0.74	0.68	0.77	0.79	0.62	0.81	0.69	0.71	0.61	0.71	0.71	0.76	0.59	0.76



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LONDON POLL
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Table 7

Q1. How important, or otherwise, is each of following issues when deciding how to vote?

Transport

Base : All

	TOTAL	RESPONDENT AGE						RESPONDENT GENDER		SOCIAL GRADE				WORKING STATUS		AREA		
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	AB	C1	C2	DE	Working	Not working	Inner London	Outer London	Home Counties
Unweighted Base	1507	188	233	290	243	232	321	727	780	420	414	244	423	908	579	499	502	504
Weighted Base	1507	184	371	326	234	169	224	738	769	444	439	251	366	996	492	535	500	470
Very important (+2)	716 48%	94	164	143	105	77	134	342	374	179	180	128	227	434	276	262	256	198
		51%	44%	44%	45%	46%	60%	46%	49%	40%	41%	51%	62%	44%	56%	49%	51%	42%
Fairly important (+1)	615 41%	73	151	142	107	78	64	299	316	200	202	100	108	440	164	213	195	207
		40%	41%	43%	46%	46%	29%	41%	41%	45%	46%	40%	29%	44%	33%	40%	39%	44%
Fairly unimportant (-1)	152 10%	14	45	38	20	12	22	83	69	57	51	17	25	105	46	49	44	58
		7%	12%	12%	9%	7%	10%	11%	9%	13%	12%	7%	7%	11%	9%	9%	9%	12%
Very unimportant (-2)	24 2%	3	11	3	2	1	4	14	10	7	5	6	6	17	7	12	6	7
		2%	3%	1%	1%	1%	2%	2%	1%	2%	1%	2%	2%	2%	1%	2%	1%	1%
SUMMARY:																		
IMPORTANT (NET)	1331 88%	167	315	284	212	155	198	641	690	380	383	228	335	873	440	475	450	405
		91%	85%	87%	91%	92%	88%	87%	90%	86%	87%	91%	91%	88%	89%	89%	90%	86%
UNIMPORTANT (NET)	176 12%	17	56	42	22	14	26	97	79	64	56	23	31	122	53	60	50	65
		9%	15%	13%	9%	8%	12%	13%	10%	14%	13%	9%	9%	12%	11%	11%	10%	14%
Mean	1.23	1.31	1.11	1.17	1.25	1.28	1.35	1.18	1.27	1.10	1.14	1.30	1.43	1.17	1.33	1.24	1.30	1.13
Standard Deviation	0.99	0.93	1.09	0.99	0.90	0.87	1.01	1.03	0.94	1.02	0.98	0.95	0.93	0.99	0.98	1.00	0.94	1.02



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Table 8

Q1. How important, or otherwise, is each of following issues when deciding how to vote?

Healthcare and the NHS

Base : All

	TOTAL	RESPONDENT AGE						RESPONDENT GENDER		SOCIAL GRADE				WORKING STATUS		AREA		
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	AB	C1	C2	DE	Working	Not working	Inner London	Outer London	Home Counties
Unweighted Base	1507	188	233	290	243	232	321	727	780	420	414	244	423	908	579	499	502	504
Weighted Base	1507	184	371	326	234	169	224	738	769	444	439	251	366	996	492	535	500	470
Very important (+2)	1244 83%	146	294	262	198	143	200	557	687	339	355	209	335	795	431	440	424	379
		80%	79%	81%	85%	84%	89%	75%	89%	76%	81%	83%	92%	80%	88%	82%	85%	81%
Fairly important (+1)	222 15%	27	66	58	30	23	18	148	74	91	71	35	25	172	48	78	67	77
		15%	18%	18%	13%	14%	8%	20%	10%	20%	16%	14%	7%	17%	10%	15%	13%	16%
Fairly unimportant (-1)	34 2%	7	11	6	4	3	3	27	7	11	12	5	5	26	9	13	9	11
		4%	3%	2%	2%	2%	2%	4%	1%	3%	3%	2%	1%	3%	2%	2%	2%	2%
Very unimportant (-2)	7 *	3	-	-	2	-	2	7	-	3	1	2	1	3	4	4	-	3
		2%	-	-	1%	-	1%	1%	-	1%	*	1%	*	*	1%	1%	-	1%
SUMMARY:																		
IMPORTANT (NET)	1466 97%	174	359	320	228	166	218	705	761	430	426	244	360	967	480	518	491	456
		95%	97%	98%	98%	98%	97%	95%	99%	97%	97%	97%	98%	97%	97%	97%	98%	97%
UNIMPORTANT (NET)	41 3%	10	11	6	6	3	6	34	7	14	13	7	7	29	13	17	9	14
		5%	3%	2%	2%	2%	3%	5%	1%	3%	3%	3%	2%	3%	3%	3%	2%	3%
Mean	1.77	1.67	1.73	1.77	1.79	1.81	1.83	1.65	1.87	1.70	1.75	1.77	1.88	1.74	1.82	1.75	1.81	1.74
Standard Deviation	0.61	0.80	0.62	0.53	0.61	0.51	0.59	0.75	0.41	0.66	0.61	0.63	0.49	0.62	0.60	0.65	0.52	0.64



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Table 9

Q1. How important, or otherwise, is each of following issues when deciding how to vote?

Taxes

Base : All

	TOTAL	RESPONDENT AGE						RESPONDENT GENDER		SOCIAL GRADE				WORKING STATUS		AREA		
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	AB	C1	C2	DE	Working	Not working	Inner London	Outer London	Home Counties
Unweighted Base	1507	188	233	290	243	232	321	727	780	420	414	244	423	908	579	499	502	504
Weighted Base	1507	184	371	326	234	169	224	738	769	444	439	251	366	996	492	535	500	470
Very important (+2)	831 55%	109	210	173	128	86	125	394	437	230	242	141	213	555	268	300	290	241
		59%	57%	53%	55%	51%	56%	53%	57%	52%	55%	56%	58%	56%	54%	56%	58%	51%
Fairly important (+1)	500 33%	53	124	111	80	64	69	245	255	164	142	80	112	334	159	164	155	181
		29%	33%	34%	34%	38%	31%	33%	33%	37%	32%	32%	31%	34%	32%	31%	31%	38%
Fairly unimportant (-1)	133 9%	13	26	35	20	19	20	73	59	42	44	17	30	82	48	48	49	35
		7%	7%	11%	9%	11%	9%	10%	8%	9%	10%	7%	8%	8%	10%	9%	10%	7%
Very unimportant (-2)	43 3%	9	11	7	6	1	10	26	17	9	11	13	10	25	18	23	6	14
		5%	3%	2%	2%	*	4%	4%	2%	2%	3%	5%	3%	2%	4%	4%	1%	3%
SUMMARY:																		
IMPORTANT (NET)	1331 88%	162	334	284	208	149	194	639	692	393	384	221	326	889	427	464	445	422
		88%	90%	87%	89%	88%	87%	87%	90%	89%	87%	88%	89%	89%	87%	87%	89%	90%
UNIMPORTANT (NET)	176 12%	22	37	42	26	20	30	99	76	50	55	30	40	107	65	71	55	48
		12%	10%	13%	11%	12%	13%	13%	10%	11%	13%	12%	11%	11%	13%	13%	11%	10%
Mean	1.29	1.31	1.34	1.25	1.30	1.27	1.25	1.23	1.35	1.27	1.27	1.28	1.33	1.32	1.24	1.25	1.35	1.28
Standard Deviation	1.04	1.10	1.00	1.04	1.02	0.96	1.12	1.09	0.98	1.00	1.05	1.10	1.03	1.01	1.09	1.12	0.98	1.00



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LONDON POLL
Fieldwork dates : 25th-29th March

Table 10

Q1. How important, or otherwise, is each of following issues when deciding how to vote?

Housing

Base : All

	TOTAL	RESPONDENT AGE						RESPONDENT GENDER		SOCIAL GRADE				WORKING STATUS		AREA		
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	AB	C1	C2	DE	Working	Not working	Inner London	Outer London	Home Counties
Unweighted Base	1507	188	233	290	243	232	321	727	780	420	414	244	423	908	579	499	502	504
Weighted Base	1507	184	371	326	234	169	224	738	769	444	439	251	366	996	492	535	500	470
Very important (+2)	731 48%	103	168	148	107	81	124	317	414	153	193	146	237	432	287	284	259	186
		56%	45%	45%	46%	48%	55%	43%	54%	35%	44%	58%	65%	43%	58%	53%	52%	40%
Fairly important (+1)	508 34%	60	134	113	85	56	61	247	261	162	171	81	90	362	144	160	164	184
		32%	36%	35%	36%	33%	27%	33%	34%	36%	39%	32%	25%	36%	29%	30%	33%	39%
Fairly unimportant (-1)	214 14%	18	51	53	38	26	29	133	81	104	60	17	29	162	49	68	65	80
		10%	14%	16%	16%	15%	13%	18%	11%	23%	14%	7%	8%	16%	10%	13%	13%	17%
Very unimportant (-2)	54 4%	4	18	11	5	6	11	42	12	25	14	6	9	40	13	22	12	20
		2%	5%	3%	2%	3%	5%	6%	2%	6%	3%	2%	3%	4%	3%	4%	2%	4%
SUMMARY:																		
IMPORTANT (NET)	1239 82%	162	302	262	192	138	185	564	675	315	365	227	327	794	431	445	423	370
		88%	81%	80%	82%	81%	82%	76%	88%	71%	83%	91%	89%	80%	87%	83%	85%	79%
UNIMPORTANT (NET)	268 18%	22	69	64	42	32	39	174	94	129	74	23	39	202	62	90	77	100
		12%	19%	20%	18%	19%	18%	24%	12%	29%	17%	9%	11%	20%	13%	17%	15%	21%
Mean	1.09	1.30	1.03	1.03	1.07	1.07	1.16	0.90	1.28	0.71	1.07	1.37	1.41	0.99	1.31	1.15	1.19	0.93
Standard Deviation	1.17	1.02	1.20	1.19	1.13	1.18	1.21	1.28	1.02	1.31	1.13	0.97	1.02	1.20	1.06	1.18	1.10	1.21



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LONDON POLL
Fieldwork dates : 25th-29th March

Table 11

Q2. Which ONE service would you most like to see protected from public spending cuts?

Base : All

	RESPONDENT AGE						RESPONDENT GENDER		SOCIAL GRADE				WORKING STATUS		AREA			
	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	AB	C1	C2	DE	Working	Not working	Inner London	Outer London	Home Counties	
Unweighted Base	1507	188	233	290	243	232	321	727	780	420	414	244	423	908	579	499	502	504
Weighted Base	1507	184	371	326	234	169	224	738	769	444	439	251	366	996	492	535	500	470



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LONDON POLL
Fieldwork dates : 25th-29th March

Table 12

Q3. Thinking about immigration, do you agree or disagree with each of the following statements? - SUMMARY

Base : All

	Immigration is good for London and I am happy for it to continue at the current levels.	Public services are suffering because there are too many immigrants in London.	The main political parties are doing enough to address the issue of immigration.
Unweighted Base	1507	1507	1507
Weighted Base	1507	1507	1507
Agree	675 45%	659 44%	425 28%
Disagree	724 48%	713 47%	916 61%
Don't know	109 7%	135 9%	166 11%



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LONDON POLL
Fieldwork dates : 25th-29th March

Table 13

**Q3. Thinking about immigration, do you agree or disagree with each of the following statements?
Immigration is good for London and I am happy for it to continue at the current levels.**

Base : All

	TOTAL	RESPONDENT AGE						RESPONDENT GENDER		SOCIAL GRADE				WORKING STATUS		AREA		
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	AB	C1	C2	DE	Working	Not working	Inner London	Outer London	Home Counties
Unweighted Base	1507	188	233	290	243	232	321	727	780	420	414	244	423	908	579	499	502	504
Weighted Base	1507	184	371	326	234	169	224	738	769	444	439	251	366	996	492	535	500	470
Agree	675 45%	107 58%	220 59%	160 49%	88 38%	51 30%	50 22%	372 50%	303 39%	202 46%	208 47%	121 48%	139 38%	483 49%	186 38%	288 54%	218 44%	169 36%
Disagree	724 48%	68 37%	119 32%	140 43%	130 55%	109 65%	157 70%	327 44%	396 52%	203 46%	199 45%	122 48%	197 54%	448 45%	268 54%	204 38%	253 51%	266 57%
Don't know	109 7%	9 5%	32 9%	26 8%	16 7%	9 5%	17 8%	39 5%	69 9%	38 9%	32 7%	8 3%	29 8%	65 7%	39 8%	44 8%	29 6%	35 7%



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LONDON POLL
Fieldwork dates : 25th-29th March

Table 14

**Q3. Thinking about immigration, do you agree or disagree with each of the following statements?
 Public services are suffering because there are too many immigrants in London.**

Base : All

	TOTAL	RESPONDENT AGE						RESPONDENT GENDER		SOCIAL GRADE				WORKING STATUS		AREA		
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	AB	C1	C2	DE	Working	Not working	Inner London	Outer London	Home Counties
Unweighted Base	1507	188	233	290	243	232	321	727	780	420	414	244	423	908	579	499	502	504
Weighted Base	1507	184	371	326	234	169	224	738	769	444	439	251	366	996	492	535	500	470
Agree	659	84	124	127	98	91	135	309	350	155	179	117	204	386	267	204	238	216
	44%	46%	33%	39%	42%	54%	60%	42%	46%	35%	41%	47%	56%	39%	54%	38%	48%	46%
Disagree	713	92	216	166	109	65	64	372	341	255	218	111	125	521	180	290	224	198
	47%	50%	58%	51%	47%	38%	29%	50%	44%	57%	50%	44%	34%	52%	37%	54%	45%	42%
Don't know	135	8	30	33	27	13	24	57	78	34	42	22	37	89	45	40	38	56
	9%	4%	8%	10%	11%	8%	11%	8%	10%	8%	10%	9%	10%	9%	9%	8%	8%	12%



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LONDON POLL
Fieldwork dates : 25th-29th March

Table 15

**Q3. Thinking about immigration, do you agree or disagree with each of the following statements?
 The main political parties are doing enough to address the issue of immigration.**

Base : All

	TOTAL	RESPONDENT AGE						RESPONDENT GENDER		SOCIAL GRADE				WORKING STATUS		AREA		
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	AB	C1	C2	DE	Working	Not working	Inner London	Outer London	Home Counties
Unweighted Base	1507	188	233	290	243	232	321	727	780	420	414	244	423	908	579	499	502	504
Weighted Base	1507	184	371	326	234	169	224	738	769	444	439	251	366	996	492	535	500	470
Agree	425 28%	67 37%	131 35%	102 31%	51 22%	33 19%	41 18%	243 33%	183 24%	124 28%	126 29%	78 31%	94 26%	304 31%	119 24%	165 31%	143 29%	116 25%
Disagree	916 61%	100 54%	189 51%	184 57%	151 65%	123 72%	169 76%	432 58%	484 63%	275 62%	260 59%	146 58%	229 63%	585 59%	320 65%	295 55%	305 61%	315 67%
Don't know	166 11%	16 9%	51 14%	39 12%	32 14%	14 8%	14 6%	64 9%	102 13%	45 10%	52 12%	26 10%	43 12%	107 11%	54 11%	74 14%	52 10%	38 8%



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LONDON POLL
Fieldwork dates : 25th-29th March

Table 16

Q4. If the next Government could afford to do ONE of the following, which one would you like them to do?

Base : All

	TOTAL	RESPONDENT AGE						RESPONDENT GENDER		SOCIAL GRADE				WORKING STATUS		AREA		
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	AB	C1	C2	DE	Working	Not working	Inner London	Outer London	Home Counties
Unweighted Base	1507	188	233	290	243	232	321	727	780	420	414	244	423	908	579	499	502	504
Weighted Base	1507	184	371	326	234	169	224	738	769	444	439	251	366	996	492	535	500	470
Reduce hospital waiting times	372 25%	67	102	85	54	26	37	192	180	104	115	77	72	255	113	154	122	95
		37%	27%	26%	23%	16%	17%	26%	23%	23%	26%	31%	20%	26%	23%	29%	24%	20%
Spend more on services at local GP surgeries	277 18%	35	71	62	40	28	40	133	144	88	75	42	70	184	90	118	79	80
		19%	19%	19%	17%	17%	18%	18%	19%	20%	17%	17%	19%	18%	18%	22%	16%	17%
Keep all current accident and emergency services and hospitals open	858 57%	81	198	179	139	114	147	414	444	251	249	131	224	557	289	263	299	295
		44%	53%	55%	60%	68%	66%	56%	58%	57%	57%	52%	61%	56%	59%	49%	60%	63%



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LONDON POLL
Fieldwork dates : 25th-29th March

Table 17

Q5. Thinking about the economy, do you agree or disagree with each of the following statements? - SUMMARY

Base : All

	The financial institutions in the City are vital to London's economy	More should be done to control bankers' earnings	I am worried I might lose my job because of the state of the economy	London has become too expensive for me to live in
Unweighted Base	1507	1507	1507	1507
Weighted Base	1507	1507	1507	1507
Agree	1242 82%	1188 79%	674 45%	976 65%
Disagree	166 11%	252 17%	671 45%	444 29%
Don't know	99 7%	67 4%	162 11%	87 6%



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LONDON POLL
Fieldwork dates : 25th-29th March

Table 18

**Q5. Thinking about the economy, do you agree or disagree with each of the following statements?
 The financial institutions in the City are vital to London's economy**

Base : All

	TOTAL	RESPONDENT AGE						RESPONDENT GENDER		SOCIAL GRADE				WORKING STATUS		AREA		
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	AB	C1	C2	DE	Working	Not working	Inner London	Outer London	Home Counties
Unweighted Base	1507	188	233	290	243	232	321	727	780	420	414	244	423	908	579	499	502	504
Weighted Base	1507	184	371	326	234	169	224	738	769	444	439	251	366	996	492	535	500	470
Agree	1242	155	313	275	186	133	179	620	622	377	378	209	271	842	389	440	401	400
	82%	85%	85%	84%	79%	78%	80%	84%	81%	85%	86%	83%	74%	85%	79%	82%	80%	85%
Disagree	166	18	33	34	35	23	23	89	77	49	41	25	50	100	61	64	65	37
	11%	10%	9%	10%	15%	14%	10%	12%	10%	11%	9%	10%	14%	10%	12%	12%	13%	8%
Don't know	99	11	24	17	13	13	22	30	70	17	21	17	44	54	42	31	34	33
	7%	6%	6%	5%	6%	8%	10%	4%	9%	4%	5%	7%	12%	5%	9%	6%	7%	7%



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LONDON POLL
Fieldwork dates : 25th-29th March

Table 19

**Q5. Thinking about the economy, do you agree or disagree with each of the following statements?
 More should be done to control bankers' earnings**

Base : All

	TOTAL	RESPONDENT AGE						RESPONDENT GENDER		SOCIAL GRADE				WORKING STATUS		AREA		
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	AB	C1	C2	DE	Working	Not working	Inner London	Outer London	Home Counties
Unweighted Base	1507	188	233	290	243	232	321	727	780	420	414	244	423	908	579	499	502	504
Weighted Base	1507	184	371	326	234	169	224	738	769	444	439	251	366	996	492	535	500	470
Agree	1188	146	269	253	194	142	184	570	617	338	346	210	290	782	392	420	403	364
	79%	80%	73%	78%	83%	84%	82%	77%	80%	76%	79%	84%	79%	78%	80%	78%	81%	77%
Disagree	252	33	81	60	28	21	29	145	107	84	76	36	51	177	72	94	75	83
	17%	18%	22%	18%	12%	13%	13%	20%	14%	19%	17%	14%	14%	18%	15%	18%	15%	18%
Don't know	67	4	21	13	13	6	11	23	44	21	16	4	26	37	28	21	22	23
	4%	2%	6%	4%	5%	3%	5%	3%	6%	5%	4%	2%	7%	4%	6%	4%	4%	5%



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LONDON POLL
Fieldwork dates : 25th-29th March

Table 20

**Q5. Thinking about the economy, do you agree or disagree with each of the following statements?
 I am worried I might lose my job because of the state of the economy**

Base : All

	TOTAL	RESPONDENT AGE						RESPONDENT GENDER		SOCIAL GRADE				WORKING STATUS		AREA		
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	AB	C1	C2	DE	Working	Not working	Inner London	Outer London	Home Counties
Unweighted Base	1507	188	233	290	243	232	321	727	780	420	414	244	423	908	579	499	502	504
Weighted Base	1507	184	371	326	234	169	224	738	769	444	439	251	366	996	492	535	500	470
Agree	674 45%	112 61%	175 47%	150 46%	114 49%	63 38%	59 26%	349 47%	326 42%	157 35%	203 46%	148 59%	162 44%	466 47%	198 40%	246 46%	243 49%	185 39%
Disagree	671 45%	60 32%	183 49%	163 50%	102 44%	84 50%	80 36%	324 44%	347 45%	254 57%	207 47%	87 35%	118 32%	506 51%	159 32%	248 46%	198 40%	224 48%
Don't know	162 11%	12 6%	13 3%	12 4%	18 8%	22 13%	85 38%	65 9%	96 13%	32 7%	29 7%	15 6%	86 23%	24 2%	135 27%	41 8%	59 12%	61 13%



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LONDON POLL
Fieldwork dates : 25th-29th March

Table 21

**Q5. Thinking about the economy, do you agree or disagree with each of the following statements?
 London has become too expensive for me to live in**

Base : All

	TOTAL	RESPONDENT AGE						RESPONDENT GENDER		SOCIAL GRADE				WORKING STATUS		AREA		
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	AB	C1	C2	DE	Working	Not working	Inner London	Outer London	Home Counties
Unweighted Base	1507	188	233	290	243	232	321	727	780	420	414	244	423	908	579	499	502	504
Weighted Base	1507	184	371	326	234	169	224	738	769	444	439	251	366	996	492	535	500	470
Agree	976	137	247	220	136	103	134	470	507	235	285	188	262	633	331	330	328	318
	65%	74%	67%	68%	58%	61%	60%	64%	66%	53%	65%	75%	72%	64%	67%	62%	66%	68%
Disagree	444	44	115	97	78	52	59	235	209	184	127	55	75	313	125	200	155	89
	29%	24%	31%	30%	33%	31%	26%	32%	27%	42%	29%	22%	20%	31%	25%	37%	31%	19%
Don't know	87	3	9	9	20	14	31	34	53	24	27	7	29	49	36	6	17	63
	6%	2%	3%	3%	9%	8%	14%	5%	7%	5%	6%	3%	8%	5%	7%	1%	3%	13%



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LONDON POLL
Fieldwork dates : 25th-29th March

Table 22

Q6. If the government took steps to reduce the national debt, would you rather they raised taxes or reduced public spending?

Base : All

	TOTAL	RESPONDENT AGE						RESPONDENT GENDER		SOCIAL GRADE				WORKING STATUS		AREA		
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	AB	C1	C2	DE	Working	Not working	Inner London	Outer London	Home Counties
Unweighted Base	1507	188	233	290	243	232	321	727	780	420	414	244	423	908	579	499	502	504
Weighted Base	1507	184	371	326	234	169	224	738	769	444	439	251	366	996	492	535	500	470
Raised taxes	546	49	119	115	102	72	89	269	278	200	146	76	122	365	173	188	187	171
	36%	27%	32%	35%	44%	43%	40%	36%	36%	45%	33%	30%	33%	37%	35%	35%	37%	36%
Reduced public spending	836	127	226	180	112	80	111	414	422	218	257	156	200	559	270	314	272	250
	55%	69%	61%	55%	48%	47%	50%	56%	55%	49%	58%	62%	55%	56%	55%	59%	54%	53%
Don't know	125	8	25	31	20	17	23	55	69	25	37	18	45	71	49	33	41	50
	8%	4%	7%	10%	9%	10%	10%	8%	9%	6%	8%	7%	12%	7%	10%	6%	8%	11%



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LONDON POLL
Fieldwork dates : 25th-29th March

Table 23

S1 - Which of the following age groups do you fall into....

Base : All

	TOTAL	RESPONDENT AGE					RESPONDENT GENDER		SOCIAL GRADE				WORKING STATUS		AREA			
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	AB	C1	C2	DE	Working	Not working	Inner London	Outer London	Home Counties
Unweighted Base	1507	188	233	290	243	232	321	727	780	420	414	244	423	908	579	499	502	504
Weighted Base	1507	184	371	326	234	169	224	738	769	444	439	251	366	996	492	535	500	470
18 - 24	184 12%	184	-	-	-	-	-	127	57	19	57	85	21	103	79	113	35	35
		100%	-	-	-	-	-	17%	7%	4%	13%	34%	6%	10%	16%	21%	7%	7%
25 - 34	371 25%	-	371	-	-	-	-	178	193	125	132	46	64	310	60	168	124	78
		-	100%	-	-	-	-	24%	25%	28%	30%	18%	17%	31%	12%	31%	25%	17%
35 - 44	326 22%	-	-	326	-	-	-	154	172	127	102	50	45	267	51	103	117	105
		-	-	100%	-	-	-	21%	22%	29%	23%	20%	12%	27%	10%	19%	23%	22%
45 - 54	234 16%	-	-	-	234	-	-	95	139	88	71	37	37	190	39	71	84	79
		-	-	-	100%	-	-	13%	18%	20%	16%	15%	10%	19%	8%	13%	17%	17%
55 - 64	169 11%	-	-	-	-	169	-	83	86	50	46	18	55	102	65	36	62	71
		-	-	-	-	100%	-	11%	11%	11%	10%	7%	15%	10%	13%	7%	12%	15%
65+	224 15%	-	-	-	-	-	224	102	122	34	31	15	144	24	198	43	78	102
		-	-	-	-	-	100%	14%	16%	8%	7%	6%	39%	2%	40%	8%	16%	22%



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LONDON POLL
Fieldwork dates : 25th-29th March

Table 24

S2 Respondent gender

Base : All

	TOTAL	RESPONDENT AGE						RESPONDENT GENDER		SOCIAL GRADE				WORKING STATUS		AREA		
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	AB	C1	C2	DE	Working	Not working	Inner London	Outer London	Home Counties
Unweighted Base	1507	188	233	290	243	232	321	727	780	420	414	244	423	908	579	499	502	504
Weighted Base	1507	184	371	326	234	169	224	738	769	444	439	251	366	996	492	535	500	470
Male	738	127	178	154	95	83	102	738	-	213	205	163	153	524	205	266	241	231
	49%	69%	48%	47%	41%	49%	46%	100%	-	48%	47%	65%	42%	53%	42%	50%	48%	49%
Female	769	57	193	172	139	86	122	-	769	231	234	88	213	472	287	269	259	239
	51%	31%	52%	53%	59%	51%	54%	-	100%	52%	53%	35%	58%	47%	58%	50%	52%	51%



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* = Less than .5

LONDON POLL
Fieldwork dates : 25th-29th March

Table 25

Seg1. Social grade

Base : All

	TOTAL	RESPONDENT AGE						RESPONDENT GENDER		SOCIAL GRADE				WORKING STATUS		AREA		
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	AB	C1	C2	DE	Working	Not working	Inner London	Outer London	Home Counties
Unweighted Base	1507	188	233	290	243	232	321	727	780	420	414	244	423	908	579	499	502	504
Weighted Base	1507	184	371	326	234	169	224	738	769	444	439	251	366	996	492	535	500	470
A	115 8%	5 3%	29 8%	28 9%	28 12%	17 10%	9 4%	56 8%	59 8%	115 26%	-	-	-	93 9%	22 4%	34 6%	43 9%	38 8%
B	328 22%	15 8%	97 26%	99 30%	60 26%	34 20%	25 11%	157 21%	172 22%	328 74%	-	-	-	275 28%	51 10%	98 18%	110 22%	120 26%
C1	439 29%	57 31%	132 36%	102 31%	71 30%	46 27%	31 14%	205 28%	234 31%	-	439 100%	-	-	349 35%	87 18%	190 36%	130 26%	118 25%
C2	251 17%	85 46%	46 12%	50 15%	37 16%	18 10%	15 7%	163 22%	88 11%	-	-	251 100%	-	180 18%	67 14%	122 23%	64 13%	65 14%
D	104 7%	10 5%	32 9%	21 7%	16 7%	14 8%	11 5%	51 7%	53 7%	-	-	-	104 28%	83 8%	19 4%	26 5%	45 9%	33 7%
E	262 17%	12 6%	32 9%	24 7%	21 9%	41 25%	132 59%	102 14%	160 21%	-	-	-	262 72%	10 1%	245 50%	64 12%	107 21%	91 19%
Refused	2 *	- -	2 *	- -	- -	- -	- -	2 *	- -	- -	- -	- -	- -	2 *	- -	- -	- -	2 *



LONDON POLL
Fieldwork dates : 25th-29th March

Table 26

S4 And are you yourself in paid work, either as an employee or self-employed?

Base : All

	TOTAL	RESPONDENT AGE						RESPONDENT GENDER		SOCIAL GRADE				WORKING STATUS		AREA		
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	AB	C1	C2	DE	Working	Not working	Inner London	Outer London	Home Counties
Unweighted Base	1507	188	233	290	243	232	321	727	780	420	414	244	423	908	579	499	502	504
Weighted Base	1507	184	371	326	234	169	224	738	769	444	439	251	366	996	492	535	500	470
Working full time (30+ hrs a week)	771 51%	49	264	215	146	78	19	423	348	322	264	115	65	771	-	249	262	258
		27%	71%	66%	62%	46%	8%	57%	45%	73%	60%	46%	18%	77%	-	47%	52%	55%
Working part time (8-29 hrs a week)	224 15%	54	46	51	44	24	5	101	124	46	85	65	28	224	-	125	48	51
		29%	12%	16%	19%	14%	2%	14%	16%	10%	19%	26%	8%	23%	-	23%	10%	11%
Not working but seeking work or temporarily unemployed/sick	76 5%	12	29	18	10	7	1	32	44	11	9	19	35	-	76	32	31	13
		6%	8%	5%	4%	4%	1%	4%	6%	3%	2%	7%	10%	-	15%	6%	6%	3%
Not working/Not seeking work - EXCLUDING RETIRED AND STUDENTS	80 5%	9	20	26	18	6	1	12	68	17	13	12	37	-	80	30	28	22
		5%	6%	8%	8%	3%	1%	2%	9%	4%	3%	5%	10%	-	16%	6%	6%	5%
Retired	269 18%	7	2	2	11	52	195	114	155	36	32	15	185	-	269	52	101	115
		4%	*	1%	4%	31%	87%	15%	20%	8%	7%	6%	51%	-	55%	10%	20%	25%
Student	68 5%	52	10	6	1	-	-	48	20	9	32	21	6	-	68	34	27	8
		28%	3%	2%	*	-	-	6%	3%	2%	7%	8%	2%	-	14%	6%	5%	2%
Refused	19 1%	2	-	8	5	2	2	10	9	3	3	4	9	-	-	14	3	3
		1%	-	2%	2%	1%	1%	1%	1%	1%	1%	2%	3%	-	-	3%	1%	1%



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