

London Poll

ONLINE Fieldwork Dates: 19th-21st January 2012

Absolutes/col percents

Table 1
Q.SC1 Do you live in the Greater London area?
Base: All respondents

	Gender		Age						SEG				Area		2010 Vote			Mayoral Voting Intention		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Inner	Outer	Con	Lab	LibDem	Boris Johnson	Ken Livingstone
Unweighted base	1030	525	505	84	222	213	163	176	172	505	292	81	149	331	699	377	226	207	409	318
Weighted base	1030	494	536	134	237	216	155	124	165	496	297	83	151	365	665	297	300	187	346	368
Yes	1030 100%	494 100%	536 100%	134 100%	237 100%	216 100%	155 100%	124 100%	165 100%	496 100%	297 100%	83 100%	151 100%	365 100%	665 100%	297 100%	300 100%	187 100%	346 100%	368 100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Table 2
Which borough do you live in?
Base: All respondents

	Gender			Age						SEG				Area		2010 Vote			Mayoral Voting Intention	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Inner	Outer	Con	Lab	LibDem	Boris Johnson	Ken Livingstone
Unweighted base	1030	525	505	84	222	213	163	176	172	505	292	81	149	331	699	377	226	207	409	318
Weighted base	1030	494	536	134	237	216	155	124	165	496	297	83	151	365	665	297	300	187	346	368
NET: Inner	365	179	186	60	103	88	44	35	35	177	111	19	56	365	-	64	139	66	80	166
	35%	36%	35%	45%	43%	41%	28%	28%	21%	36%	37%	23%	37%	100%	-	22%	46%	35%	23%	45%
Camden	33	15	18	4	9	12	1	4	2	23	7	2	1	33	-	6	8	10	6	13
	3%	3%	3%	3%	4%	6%	*	3%	1%	5%	2%	2%	1%	9%	-	2%	3%	5%	2%	3%
City of London	13	9	4	4	4	5	-	-	-	4	7	-	3	13	-	-	12	-	2	9
	1%	2%	1%	3%	2%	2%	-	-	-	1%	2%	-	2%	4%	-	-	4%	-	1%	2%
Hackney	16	5	12	2	2	2	6	3	1	7	6	-	3	16	-	4	7	-	5	9
	2%	1%	2%	2%	1%	1%	4%	2%	1%	1%	2%	-	2%	5%	-	1%	2%	-	1%	3%
Hammersmith & Fulham	23	12	11	1	7	3	5	2	4	12	7	1	2	23	-	12	5	2	14	4
	2%	2%	2%	1%	3%	2%	3%	2%	2%	2%	2%	1%	1%	6%	-	4%	2%	1%	4%	1%
Haringay	28	17	11	6	5	3	7	3	4	6	12	3	5	28	-	2	15	7	2	16
	3%	3%	2%	4%	2%	1%	5%	2%	2%	1%	4%	3%	4%	8%	-	1%	5%	4%	1%	4%
Islington	17	6	11	3	4	6	3	2	-	6	4	2	4	17	-	-	6	5	1	8
	2%	1%	2%	2%	2%	3%	2%	1%	-	1%	1%	3%	3%	5%	-	-	2%	2%	*	2%
Kensington & Chelsea	8	4	4	-	3	2	1	-	2	3	3	-	2	8	-	2	-	3	3	3
	1%	1%	1%	-	1%	1%	1%	-	1%	1%	1%	-	1%	2%	-	1%	-	2%	1%	1%
Lambeth	31	18	12	7	7	8	5	3	1	15	11	-	5	31	-	2	7	8	5	14
	3%	4%	2%	5%	3%	4%	3%	2%	1%	3%	4%	-	3%	8%	-	1%	2%	4%	1%	4%
Lewisham	37	19	19	2	15	5	5	6	4	20	7	2	9	37	-	6	12	7	6	19
	4%	4%	4%	1%	6%	2%	3%	5%	3%	4%	2%	3%	6%	10%	-	2%	4%	4%	2%	5%
Newham	41	17	24	11	13	7	3	1	6	14	15	6	5	41	-	8	21	7	8	24
	4%	3%	5%	8%	5%	3%	2%	1%	4%	3%	5%	7%	3%	11%	-	3%	7%	4%	2%	6%
Southwark	27	10	17	3	7	8	5	2	2	16	8	1	2	27	-	4	9	7	5	10
	3%	2%	3%	2%	3%	4%	3%	2%	1%	3%	3%	1%	1%	7%	-	1%	3%	4%	1%	3%
Tower Hamlets	37	19	18	10	10	13	-	1	2	19	10	-	7	37	-	8	12	2	10	10
	4%	4%	3%	8%	4%	6%	-	1%	1%	4%	4%	-	5%	10%	-	3%	4%	1%	3%	3%

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Which borough do you live in?
Base: All respondents

	Gender			Age						SEG				Area		2010 Vote			Mayoral Voting Intention	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Inner	Outer	Con	Lab	LibDem	Boris Johnson	Ken Livingstone
Weighted base	1030	494	536	134	237	216	155	124	165	496	297	83	151	365	665	297	300	187	346	368
Wandsworth	38 4%	19 4%	19 4%	4 3%	13 5%	9 4%	1 1%	6 5%	5 3%	22 4%	9 3%	1 1%	6 4%	38 10%	-	6 2%	16 5%	6 3%	8 2%	19 5%
Westminster	16 2%	9 2%	6 1%	3 2%	4 2%	4 2%	2 1%	1 1%	2 1%	9 2%	4 1%	1 1%	2 1%	16 4%	-	4 1%	8 3%	2 1%	5 1%	7 2%
NET: Outer	665 65%	316 64%	350 65%	73 55%	134 57%	129 59%	111 72%	89 72%	129 79%	318 64%	186 63%	64 77%	95 63%	-	665 100%	233 78%	161 54%	122 65%	266 77%	202 55%
Barking & Dagenham	18 2%	9 2%	9 2%	-	7 3%	4 2%	-	3 2%	4 2%	2 *	7 2%	2 3%	7 4%	-	18 3%	7 2%	5 2%	-	6 2%	4 1%
Barnet	45 4%	11 2%	34 6%	4 3%	14 6%	9 4%	4 3%	7 6%	6 4%	21 4%	13 4%	4 4%	7 5%	-	45 7%	19 6%	8 3%	7 4%	27 8%	6 2%
Bexley	29 3%	7 1%	23 4%	1 1%	5 2%	3 1%	5 3%	10 8%	5 3%	9 2%	14 5%	3 4%	3 2%	-	29 4%	14 5%	10 3%	2 1%	13 4%	8 2%
Brent	24 2%	9 2%	15 3%	6 5%	7 3%	4 2%	-	3 2%	4 2%	14 3%	5 2%	1 2%	5 3%	-	24 4%	3 1%	10 3%	9 5%	5 1%	17 5%
Bromley	38 4%	15 3%	23 4%	3 2%	3 1%	7 3%	11 7%	4 3%	10 6%	21 4%	9 3%	2 2%	6 4%	-	38 6%	15 5%	1 *	9 5%	18 5%	7 2%
Croydon	53 5%	29 6%	24 5%	9 7%	6 2%	10 4%	9 6%	11 9%	8 5%	24 5%	9 3%	7 8%	13 9%	-	53 8%	17 6%	15 5%	5 3%	19 5%	12 3%
Ealing	33 3%	18 4%	15 3%	5 3%	6 3%	3 1%	8 5%	4 3%	7 4%	17 3%	12 4%	2 2%	2 1%	-	33 5%	15 5%	7 2%	8 4%	17 5%	8 2%
Enfield	38 4%	18 4%	20 4%	1 1%	11 5%	7 3%	7 4%	4 3%	7 4%	19 4%	14 5%	1 1%	4 3%	-	38 6%	15 5%	10 3%	3 2%	12 3%	11 3%
Greenwich	40 4%	16 3%	24 4%	9 7%	7 3%	11 5%	2 1%	4 4%	6 4%	23 5%	10 3%	4 4%	3 2%	-	40 6%	9 3%	15 5%	2 1%	8 2%	20 5%
Harrow	38 4%	22 5%	15 3%	4 3%	12 5%	9 4%	3 2%	4 4%	5 3%	23 5%	12 4%	2 3%	-	-	38 6%	10 3%	10 3%	10 6%	16 5%	14 4%
Havering	17 2%	7 1%	10 2%	-	2 1%	2 1%	4 2%	4 3%	6 4%	7 1%	2 1%	1 2%	6 4%	-	17 3%	11 4%	2 1%	3 1%	10 3%	3 1%

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	Gender		Age							SEG				Area		2010 Vote			Mayoral Voting Intention	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Inner	Outer	Con	Lab	LibDem	Boris Johnson	Ken Livingstone
Weighted base	1030	494	536	134	237	216	155	124	165	496	297	83	151	365	665	297	300	187	346	368
Hillingdon	52 5%	29 6%	23 4%	7 5%	10 4%	9 4%	14 9%	5 4%	7 4%	19 4%	14 5%	6 8%	12 8%	-	52 8%	19 6%	12 4%	4 2%	20 6%	15 4%
Hounslow	32 3%	16 3%	16 3%	4 3%	6 2%	9 4%	3 2%	4 3%	6 4%	11 2%	15 5%	3 3%	4 3%	-	32 5%	13 4%	10 3%	3 1%	13 4%	12 3%
Kingston Upon Thames	41 4%	25 5%	16 3%	1 1%	8 3%	13 6%	6 4%	5 4%	7 4%	19 4%	16 5%	5 7%	1 *	-	41 6%	18 6%	8 3%	8 5%	12 4%	12 3%
Merton	31 3%	12 2%	19 4%	1 1%	6 2%	6 3%	7 5%	2 2%	9 5%	16 3%	9 3%	4 4%	2 1%	-	31 5%	8 3%	17 6%	3 2%	11 3%	10 3%
Redbridge	30 3%	13 3%	17 3%	2 1%	8 3%	3 1%	9 6%	2 2%	7 4%	12 3%	5 2%	6 7%	6 4%	-	30 5%	9 3%	7 2%	5 2%	14 4%	10 3%
Richmond Upon Thames	27 3%	19 4%	7 1%	1 1%	2 1%	-	6 4%	4 3%	14 9%	16 3%	8 3%	2 2%	1 1%	-	27 4%	7 2%	-	16 8%	12 3%	6 2%
Sutton	45 4%	29 6%	17 3%	4 3%	9 4%	13 6%	5 3%	4 3%	9 6%	32 6%	5 2%	4 4%	5 3%	-	45 7%	19 6%	-	18 10%	27 8%	8 2%
Waltham Forest	35 3%	12 3%	22 4%	10 7%	6 3%	6 3%	6 4%	5 4%	2 1%	13 3%	8 3%	6 8%	8 5%	-	35 5%	6 2%	11 4%	7 4%	7 2%	17 5%

London Poll

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Absolutes/col percents

Table 3

Q.1 Thinking back to the general election in 2010, which party if any did you vote for?

Base: All respondents

	Gender			Age						SEG				Area		2010 Vote			Mayoral Voting Intention	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Inner	Outer	Con	Lab	LibDem	Boris Johnson	Ken Livingstone
Unweighted base	1030	525	505	84	222	213	163	176	172	505	292	81	149	331	699	377	226	207	409	318
Weighted base	1030	494	536	134	237	216	155	124	165	496	297	83	151	365	665	297	300	187	346	368
Conservative	297 29%	152 31%	145 27%	24 18%	47 20%	56 26%	49 32%	47 38%	74 45%	146 29%	92 31%	24 29%	35 24%	64 18%	233 35%	297 100%	-	-	223 65%	25 7%
Labour	300 29%	156 32%	144 27%	42 31%	75 32%	77 35%	39 25%	32 26%	35 21%	153 31%	86 29%	28 34%	33 22%	139 38%	161 24%	-	300 100%	-	31 9%	228 62%
Liberal Democrat	187 18%	105 21%	82 15%	15 12%	48 20%	36 16%	27 18%	24 19%	37 23%	101 20%	52 18%	12 14%	20 13%	66 18%	122 18%	-	-	187 100%	50 14%	69 19%
Other	56 5%	26 5%	31 6%	5 4%	7 3%	14 7%	15 10%	8 6%	7 4%	26 5%	11 4%	3 3%	15 10%	25 7%	31 5%	-	-	-	12 3%	18 5%
Did not vote	154 15%	42 9%	112 21%	43 32%	51 21%	27 12%	19 13%	8 7%	6 4%	54 11%	47 16%	15 19%	38 25%	57 16%	97 15%	-	-	-	21 6%	22 6%
Don't remember	25 2%	8 2%	16 3%	3 2%	8 3%	5 2%	4 3%	1 1%	4 3%	9 2%	8 3%	1 1%	6 4%	10 3%	14 2%	-	-	-	5 1%	5 1%
Refused	11 1%	5 1%	6 1%	1 1%	2 1%	2 1%	1 1%	4 3%	-	6 1%	2 1%	-	3 2%	4 1%	7 1%	-	-	-	4 1%	1 *

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Absolutes/col percents

Table 4

Q.2 Thinking about the London Mayoral Election in May, how likely are you to vote?

Base: All respondents

	Gender			Age						SEG				Area		2010 Vote			Mayoral Voting Intention		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Inner	Outer	Con	Lab	LibDem	Boris Johnson	Ken Livingstone	
Unweighted base	1030	525	505	84	222	213	163	176	172	505	292	81	149	331	699	377	226	207	409	318	
Weighted base	1030	494	536	134	237	216	155	124	165	496	297	83	151	365	665	297	300	187	346	368	
Absolutely certain to vote	(10)	540	283	257	53	104	123	77	76	108	278	154	41	67	185	356	190	192	104	232	250
		52%	57%	48%	40%	44%	57%	50%	61%	65%	56%	52%	49%	44%	51%	53%	64%	64%	55%	67%	68%
	(9)	114	64	50	15	25	17	20	12	24	67	26	8	11	42	72	36	37	28	41	44
		11%	13%	9%	12%	11%	8%	13%	10%	15%	14%	9%	10%	7%	12%	11%	12%	12%	15%	12%	12%
	(8)	105	60	45	12	23	25	20	12	12	62	29	3	11	46	59	26	34	20	43	41
		10%	12%	8%	9%	10%	12%	13%	10%	8%	12%	10%	4%	7%	13%	9%	9%	11%	11%	12%	11%
	(7)	44	19	25	5	10	8	7	7	7	19	9	7	9	14	30	12	11	6	16	8
		4%	4%	5%	4%	4%	4%	5%	6%	4%	4%	3%	9%	6%	4%	5%	4%	4%	3%	5%	2%
	(6)	26	12	15	3	12	4	6	1	1	7	9	5	4	4	22	6	8	5	5	15
		3%	2%	3%	2%	5%	2%	4%	1%	*	1%	3%	6%	3%	1%	3%	2%	3%	2%	1%	4%
	(5)	47	13	33	9	12	12	6	4	4	14	16	4	12	10	37	7	4	6	9	11
		5%	3%	6%	7%	5%	5%	4%	3%	2%	3%	6%	5%	8%	3%	6%	2%	1%	3%	3%	3%
	(4)	24	6	18	2	14	-	5	2	2	8	11	4	2	14	10	2	3	3	-	-
		2%	1%	3%	1%	6%	-	3%	2%	1%	2%	4%	4%	1%	4%	2%	1%	1%	1%	-	-
	(3)	17	8	9	4	7	1	3	1	1	4	7	1	5	9	8	5	2	2	-	-
		2%	2%	2%	3%	3%	*	2%	1%	1%	1%	2%	1%	4%	2%	1%	2%	1%	1%	-	-
	(2)	18	9	9	6	3	7	-	1	-	5	6	-	5	8	9	1	2	3	-	-
		2%	2%	2%	5%	1%	3%	-	1%	-	1%	2%	-	3%	2%	1%	*	1%	2%	-	-
Certain not to vote	(1)	49	11	38	10	15	9	10	4	2	13	18	3	16	13	36	5	1	3	-	-
		5%	2%	7%	7%	6%	4%	6%	3%	1%	3%	6%	4%	10%	4%	5%	2%	*	2%	-	-
Refused		1	1	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-
		*	*	-	1%	-	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-
Don't know		44	7	37	13	12	11	2	3	3	17	12	7	9	19	25	8	6	7	-	-
		4%	1%	7%	10%	5%	5%	1%	2%	2%	3%	4%	8%	6%	5%	4%	3%	2%	4%	-	-
Mean		8.33	8.72	7.95	7.61	7.78	8.51	8.24	8.76	9.17	8.78	8.08	8.24	7.42	8.34	8.32	9.02	9.16	8.76	9.31	9.28
Standard error		0.08	0.10	0.13	0.36	0.20	0.18	0.20	0.17	0.13	0.10	0.17	0.29	0.27	0.14	0.10	0.10	0.10	0.15	0.06	0.07

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Table 5

Q.3a In the London Mayoral are you intending to vote for Boris Johnson, Ken Livingstone, Brian Paddick or for another candidate?

Please indicate both your first preference?

Base: All respondents likely to vote (5-10)

	Gender			Age						SEG				Area		2010 Vote			Mayoral Voting Intention	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Inner	Outer	Con	Lab	LibDem	Boris Johnson	Ken Livingstone
Unweighted base	888	482	406	61	175	185	142	161	164	456	246	68	116	277	611	353	216	187	409	318
Weighted base	876	452	425	98	186	188	135	112	157	447	245	69	114	301	575	276	286	169	346	368
Ken Livingstone (Labour Candidate)	341 39%	177 39%	164 39%	51 52%	86 46%	83 44%	42 31%	36 32%	44 28%	177 40%	90 37%	35 51%	37 33%	150 50%	191 33%	22 8%	222 77%	62 37%	- -	341 93%
Boris Johnson (Conservative Candidate)	331 38%	181 40%	150 35%	25 25%	47 25%	58 31%	54 40%	55 49%	92 59%	175 39%	99 41%	16 23%	41 36%	73 24%	258 45%	221 80%	29 10%	43 26%	331 96%	- -
Brian Paddick (Liberal Democrat Candidate)	40 5%	27 6%	13 3%	3 3%	12 7%	10 5%	4 3%	5 4%	6 4%	21 5%	10 4%	2 3%	7 6%	16 5%	23 4%	4 1%	6 2%	25 15%	10 3%	15 4%
Jenny Jones (Green Party Candidate)	21 2%	12 3%	9 2%	2 2%	2 1%	11 6%	2 2%	3 3%	1 1%	16 4%	2 1%	2 2%	2 2%	14 5%	7 1%	2 1%	4 1%	3 2%	3 1%	12 3%
Lawrence Webb (UKIP Candidate)	6 1%	3 1%	3 1%	- -	3 2%	1 *	1 1%	- -	1 1%	2 *	4 1%	1 2%	- -	1 *	5 1%	2 1%	1 *	1 1%	1 *	- -
Carlos Cortiglia (BNP Candidate)	5 1%	1 *	4 1%	- -	1 1%	4 2%	- -	- -	- -	1 *	2 1%	- -	1 1%	1 *	4 1%	- -	- -	- -	- -	- -
Another candidate	4 *	1 *	3 1%	- -	- -	- -	4 3%	- -	- -	1 *	1 *	- -	2 2%	1 *	3 1%	- -	- -	- -	1 *	- -
Don't know	128 15%	50 11%	78 18%	18 18%	34 18%	22 12%	27 20%	13 12%	14 9%	55 12%	36 15%	13 19%	24 21%	44 15%	84 15%	26 9%	24 9%	34 20%	- -	- -

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Table 6

Q.3a In the London Mayoral are you intending to vote for Boris Johnson, Ken Livingstone, Brian Paddick or for another candidate?

Please indicate both your first preference?

Base: All respondents giving a first preference vote

	Gender			Age						SEG				Area		2010 Vote			Mayoral Voting Intention	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Inner	Outer	Con	Lab	LibDem	Boris Johnson	Ken Livingstone
Unweighted base	761	430	331	50	141	164	114	143	149	404	208	55	92	235	526	321	198	149	409	318
Weighted base	749	402	346	80	153	166	108	99	143	392	208	56	90	257	491	250	262	135	346	368
Ken Livingstone (Labour Candidate)	341 46%	177 44%	164 47%	51 63%	86 56%	83 50%	42 39%	36 36%	44 31%	177 45%	90 43%	35 63%	37 41%	150 58%	191 39%	22 9%	222 85%	62 46%	- -	341 93%
Boris Johnson (Conservative Candidate)	331 44%	181 45%	150 43%	25 31%	47 31%	58 35%	54 50%	55 56%	92 64%	175 45%	99 48%	16 29%	41 46%	73 28%	258 52%	221 88%	29 11%	43 32%	331 96%	- -
Brian Paddick (Liberal Democrat Candidate)	40 5%	27 7%	13 4%	3 3%	12 8%	10 6%	4 4%	5 5%	6 4%	21 5%	10 5%	2 3%	7 7%	16 6%	23 5%	4 2%	6 2%	25 19%	10 3%	15 4%
Jenny Jones (Green Party Candidate)	21 3%	12 3%	9 3%	2 2%	2 2%	11 7%	2 2%	3 3%	1 1%	16 4%	2 1%	2 3%	2 2%	14 6%	7 1%	2 1%	4 1%	3 3%	3 1%	12 3%
Lawrence Webb (UKIP Candidate)	6 1%	3 1%	3 1%	- -	3 2%	1 *	1 1%	- -	1 1%	2 *	4 2%	1 2%	- -	1 *	5 1%	2 1%	1 1%	1 1%	1 *	- -
Carlos Cortiglia (BNP Candidate)	5 1%	1 *	4 1%	- -	1 1%	4 2%	- -	- -	- -	1 *	2 1%	- -	1 1%	1 1%	4 1%	- -	- -	- -	- -	- -
Another candidate	4 1%	1 *	3 1%	- -	- -	- -	4 4%	- -	- -	1 *	1 *	- -	2 2%	1 *	3 1%	- -	- -	- -	1 *	- -

London Poll

ONLINE Fieldwork Dates: 19th-21st January 2012

Absolutes/col percents

Table 7

Q.3a In the London Mayoral are you intending to vote for Boris Johnson, Ken Livingstone, Brian Paddick or for another candidate?

Please indicate both your first preference?

Base: All respondents giving a first preference vote (Turnout Weighted)

	Gender			Age						SEG				Area		2010 Vote			Mayoral Voting Intention	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Inner	Outer	Con	Lab	LibDem	Boris Johnson	Ken Livingstone
Unweighted base	707	401	306	46	128	152	105	135	140	380	192	50	84	219	489	303	187	139	382	295
Weighted base	695	374	321	74	138	154	99	94	135	368	193	50	81	239	455	236	246	126	322	342
Ken Livingstone (Labour Candidate)	317 46%	165 44%	152 47%	47 63%	79 57%	77 50%	38 39%	34 36%	42 31%	166 45%	84 44%	32 64%	33 41%	139 58%	178 39%	20 9%	208 84%	60 48%	- -	317 93%
Boris Johnson (Conservative Candidate)	308 44%	168 45%	139 43%	23 31%	44 32%	52 34%	50 51%	52 56%	86 64%	164 44%	92 48%	15 29%	38 46%	68 28%	240 53%	209 88%	27 11%	39 31%	308 96%	- -
Brian Paddick (Liberal Democrat Candidate)	36 5%	24 6%	12 4%	2 3%	9 7%	10 6%	4 4%	5 5%	5 4%	20 5%	9 4%	1 2%	6 7%	15 6%	21 5%	4 2%	6 2%	23 18%	10 3%	13 4%
Jenny Jones (Green Party Candidate)	21 3%	12 3%	9 3%	2 3%	2 2%	11 7%	2 2%	3 3%	1 1%	16 4%	2 1%	2 3%	2 2%	14 6%	6 1%	2 1%	4 2%	3 2%	3 1%	12 3%
Lawrence Webb (UKIP Candidate)	5 1%	2 1%	3 1%	- -	3 2%	1 *	1 1%	- -	1 1%	1 *	3 2%	1 2%	- -	1 *	4 1%	1 1%	1 1%	1 1%	1 *	- -
Carlos Cortiglia (BNP Candidate)	5 1%	1 *	4 1%	- -	1 1%	4 2%	- -	- -	- -	1 *	2 1%	- -	1 1%	1 *	4 1%	- -	- -	- -	- -	- -
Another candidate	3 *	1 *	3 1%	- -	- -	- -	3 3%	- -	- -	1 *	1 *	- -	2 2%	1 *	3 1%	- -	- -	- -	1 *	- -

London Poll

ONLINE Fieldwork Dates: 19th-21st January 2012

Absolutes/col percents

Table 8

Q.3b In the London Mayoral are you intending to vote for Boris Johnson, Ken Livingstone, Brian Paddick or for another candidate?

Please select your second preference.

Base: All respondents giving a first preference vote likely to vote (5-10)

	Gender			Age						SEG				Area		2010 Vote			Mayoral Voting Intention	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Inner	Outer	Con	Lab	LibDem	Boris Johnson	Ken Livingstone
Unweighted base	761	430	331	50	141	164	114	143	149	404	208	55	92	235	526	321	198	149	409	318
Weighted base	749	402	346	80	153	166	108	99	143	392	208	56	90	257	491	250	262	135	346	368
Brian Paddick (Liberal Democrat Candidate)	209 28%	124 31%	85 24%	22 28%	36 23%	34 21%	36 34%	32 32%	48 34%	114 29%	57 27%	16 28%	23 26%	76 29%	133 27%	78 31%	62 24%	45 33%	116 33%	91 25%
Boris Johnson (Conservative Candidate)	102 14%	51 13%	51 15%	14 18%	27 18%	40 24%	11 10%	7 7%	3 2%	52 13%	22 10%	14 24%	14 15%	40 16%	62 13%	11 4%	58 22%	21 16%	15 4%	88 24%
Jenny Jones (Green Party Candidate)	86 11%	46 11%	40 12%	10 13%	20 13%	21 12%	13 12%	9 9%	13 9%	46 12%	27 13%	2 3%	11 12%	31 12%	55 11%	4 2%	49 19%	21 16%	13 4%	65 18%
Ken Livingstone (Labour Candidate)	76 10%	51 13%	25 7%	11 14%	22 14%	14 9%	7 7%	8 8%	13 9%	43 11%	19 9%	7 13%	6 7%	26 10%	50 10%	25 10%	15 6%	16 12%	49 14%	27 7%
Lawrence Webb (UKIP Candidate)	40 5%	25 6%	14 4%	- -	3 2%	10 6%	6 6%	9 9%	11 8%	20 5%	11 5%	2 4%	6 7%	6 2%	34 7%	28 11%	1 1%	2 1%	29 8%	3 1%
Another candidate	32 4%	16 4%	16 5%	3 3%	6 4%	6 4%	4 4%	5 5%	8 6%	16 4%	13 6%	1 2%	2 2%	11 4%	21 4%	11 4%	12 5%	5 4%	12 3%	12 3%
Carlos Cortiglia (BNP Candidate)	6 1%	2 1%	3 1%	- -	3 2%	1 *	- -	1 1%	1 1%	1 *	2 1%	1 2%	2 2%	1 1%	4 1%	3 1%	1 1%	- -	2 1%	1 *
Don't know	199 27%	87 22%	112 32%	19 24%	35 23%	40 24%	29 27%	29 29%	46 32%	101 26%	58 28%	13 24%	27 30%	66 26%	133 27%	90 36%	63 24%	24 18%	111 32%	82 22%

London Poll

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Absolutes/col percents

Table 9

Q.3b In the London Mayoral are you intending to vote for Boris Johnson, Ken Livingstone, Brian Paddick or for another candidate?

Please select your second preference.

Base: All respondents giving a second preference vote

	Gender		Age							SEG				Area		2010 Vote			Mayoral Voting Intention	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Inner	Outer	Con	Lab	LibDem	Boris Johnson	Ken Livingstone
Unweighted base	551	329	222	39	108	121	83	99	101	296	147	42	64	172	379	204	152	122	274	250
Weighted base	550	315	234	61	117	126	78	70	97	291	151	43	63	191	358	160	198	111	235	286
Brian Paddick (Liberal Democrat Candidate)	209 38%	124 39%	85 36%	22 37%	36 31%	34 27%	36 46%	32 45%	48 50%	114 39%	57 38%	16 36%	23 36%	76 39%	133 37%	78 49%	62 31%	45 41%	116 49%	91 32%
Boris Johnson (Conservative Candidate)	102 19%	51 16%	51 22%	14 24%	27 23%	40 32%	11 14%	7 10%	3 3%	52 18%	22 14%	14 32%	14 22%	40 21%	62 17%	11 7%	58 29%	21 19%	15 6%	88 31%
Jenny Jones (Green Party Candidate)	86 16%	46 14%	40 17%	10 17%	20 17%	21 16%	13 17%	9 13%	13 13%	46 16%	27 18%	2 4%	11 17%	31 16%	55 15%	4 3%	49 25%	21 19%	13 5%	65 23%
Ken Livingstone (Labour Candidate)	76 14%	51 16%	25 11%	11 18%	22 19%	14 11%	7 9%	8 11%	13 14%	43 15%	19 13%	7 17%	6 10%	26 14%	50 14%	25 16%	15 8%	16 15%	49 21%	27 9%
Lawrence Webb (UKIP Candidate)	40 7%	25 8%	14 6%	- -	3 3%	10 8%	6 8%	9 13%	11 12%	20 7%	11 7%	2 5%	6 10%	6 3%	34 9%	28 17%	1 1%	2 1%	29 12%	3 1%
Another candidate	32 6%	16 5%	16 7%	3 5%	6 5%	6 5%	4 6%	5 7%	8 8%	16 5%	13 9%	1 3%	2 3%	11 6%	21 6%	11 7%	12 6%	5 5%	12 5%	12 4%
Carlos Cortiglia (BNP Candidate)	6 1%	2 1%	3 1%	- -	3 3%	1 1%	- -	1 1%	1 1%	1 *	2 1%	1 3%	2 3%	1 1%	4 1%	3 2%	1 1%	- -	2 1%	1 *

London Poll

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Absolutes/col percents

Table 10

Q.3a/b Voting Intention (Reallocated)**Base: All respondents giving a first or second preference for either Boris Johnson or Ken Livingstone**

	Gender		Age						SEG				Area		2010 Vote			Mayoral Voting Intention		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Inner	Outer	Con	Lab	LibDem	Boris Johnson	Ken Livingstone
Unweighted base	727	411	316	48	132	153	108	140	146	389	196	54	86	225	502	318	196	132	409	318
Weighted base	714	383	331	77	143	155	102	97	140	377	195	55	84	246	468	248	259	119	346	368
Ken Livingstone (Labour Candidate)	368	196	173	53	94	91	44	39	48	194	95	38	39	166	202	25	228	69	-	368
	52%	51%	52%	68%	65%	59%	43%	40%	34%	51%	49%	69%	46%	68%	43%	10%	88%	58%	-	100%
Boris Johnson (Conservative Candidate)	346	188	158	25	49	64	58	58	92	183	100	17	45	80	266	223	31	50	346	-
	48%	49%	48%	32%	35%	41%	57%	60%	66%	49%	51%	31%	54%	32%	57%	90%	12%	42%	100%	-

London Poll

ONLINE Fieldwork Dates: 19th-21st January 2012

Absolutes/col percents

Table 11

Q.3a/b Voting Intention (Reallocated)**Base: All respondents giving a first or second preference for either Boris Johnson or Ken Livingstone (Turnout Weighted)**

	Gender		Age						SEG				Area		2010 Vote			Mayoral Voting Intention		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Inner	Outer	Con	Lab	LibDem	Boris Johnson	Ken Livingstone
Unweighted base	677	384	293	45	121	142	100	133	138	366	182	49	78	210	467	301	185	124	382	295
Weighted base	664	357	307	72	130	143	94	92	132	355	181	50	76	230	434	234	244	112	322	342
Ken Livingstone (Labour Candidate)	342	182	160	49	85	84	41	37	46	183	88	34	35	155	187	23	214	66	-	342
	51%	51%	52%	68%	65%	59%	43%	40%	35%	51%	49%	69%	46%	68%	43%	10%	88%	59%	-	100%
Boris Johnson (Conservative Candidate)	322	175	147	23	46	59	54	55	86	172	93	15	41	74	247	211	30	46	322	-
	49%	49%	48%	32%	35%	41%	57%	60%	65%	49%	51%	31%	54%	32%	57%	90%	12%	41%	100%	-

London Poll

ONLINE Fieldwork Dates: 19th-21st January 2012

Absolutes/col percents

Table 12

Q.4 Do you agree or disagree with each of the following statements?**Base: All respondents**

	Gender			Age						SEG				Area		2010 Vote			Mayoral Voting Intention	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Inner	Outer	Con	Lab	LibDem	Boris Johnson	Ken Livingstone
Unweighted base	1030	525	505	84	222	213	163	176	172	505	292	81	149	331	699	377	226	207	409	318
Weighted base	1030	494	536	134	237	216	155	124	165	496	297	83	151	365	665	297	300	187	346	368
<u>I am prepared to put up with delays on public transport during the 2012 Olympics</u>																				
Agree	470 46%	242 49%	228 43%	49 37%	106 45%	108 50%	69 45%	54 44%	84 51%	235 47%	133 45%	36 43%	63 42%	172 47%	298 45%	159 54%	153 51%	79 42%	188 54%	188 51%
Disagree	441 43%	204 41%	237 44%	61 45%	97 41%	84 39%	74 48%	65 52%	61 37%	207 42%	125 42%	37 45%	72 48%	156 43%	286 43%	109 37%	119 40%	87 47%	128 37%	143 39%
Don't know	119 12%	48 10%	71 13%	24 18%	34 14%	25 11%	11 7%	5 4%	20 12%	53 11%	39 13%	11 13%	16 11%	37 10%	82 12%	29 10%	28 9%	21 11%	30 9%	37 10%
<u>I am going to leave London during the Olympics to avoid the chaos</u>																				
Agree	174 17%	99 20%	76 14%	27 20%	42 18%	30 14%	27 18%	20 16%	28 17%	105 21%	37 12%	14 17%	18 12%	72 20%	103 15%	49 17%	53 18%	36 19%	58 17%	68 19%
Disagree	668 65%	317 64%	351 66%	79 59%	155 65%	138 64%	102 66%	90 72%	105 64%	297 60%	208 70%	58 70%	103 69%	215 59%	453 68%	202 68%	205 68%	106 57%	240 69%	244 66%
Don't know	188 18%	79 16%	109 20%	28 21%	40 17%	49 22%	25 16%	14 11%	31 19%	94 19%	52 18%	11 13%	29 19%	78 21%	110 16%	45 15%	42 14%	45 24%	48 14%	56 15%
<u>I would prefer to see Boris Johnson as Mayor during the Olympics, rather than Ken Livingstone</u>																				
Agree	449 44%	231 47%	218 41%	35 26%	83 35%	90 42%	74 48%	70 57%	98 59%	244 49%	120 40%	28 33%	57 38%	121 33%	328 49%	240 81%	64 21%	58 31%	316 91%	54 15%
Disagree	332 32%	174 35%	158 29%	40 30%	86 36%	77 36%	46 30%	34 28%	48 29%	161 32%	99 33%	28 33%	41 28%	153 42%	179 27%	21 7%	182 61%	81 43%	8 2%	260 71%
Don't know	248 24%	89 18%	159 30%	59 44%	67 28%	49 23%	35 22%	20 16%	19 11%	91 18%	77 26%	28 33%	52 35%	90 25%	159 24%	36 12%	54 18%	48 26%	22 6%	54 15%

London Poll

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Absolutes/col percents

Table 12

Q.4 Do you agree or disagree with each of the following statements?

Base: All respondents

	Gender			Age						SEG				Area		2010 Vote			Mayoral Voting Intention	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Inner	Outer	Con	Lab	LibDem	Boris Johnson	Ken Livingstone
Weighted base	1030	494	536	134	237	216	155	124	165	496	297	83	151	365	665	297	300	187	346	368
<u>I am confident that London's road and tube infrastructure will be able to cope with increased traffic during the Olympics</u>																				
Agree	315 31%	172 35%	143 27%	44 33%	72 30%	62 29%	48 31%	34 27%	54 33%	157 32%	91 30%	28 33%	40 26%	103 28%	212 32%	111 37%	111 37%	37 20%	137 40%	123 33%
Disagree	516 50%	244 49%	272 51%	59 44%	117 49%	116 54%	82 53%	67 54%	75 45%	243 49%	153 51%	42 50%	77 51%	192 53%	324 49%	130 44%	136 45%	115 61%	144 42%	186 50%
Don't know	199 19%	78 16%	120 22%	31 23%	48 20%	38 17%	24 16%	23 18%	36 22%	96 19%	54 18%	14 16%	34 22%	69 19%	129 19%	56 19%	53 18%	35 19%	65 19%	60 16%

London Poll

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Absolutes/col percents

Table 13

Q.4 Do you agree or disagree with each of the following statements?

Base: All respondents who work

	Gender			Age						SEG				Area		2010 Vote			Mayoral Voting Intention	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Inner	Outer	Con	Lab	LibDem	Boris Johnson	Ken Livingstone
Unweighted base	653	347	306	48	183	183	121	93	25	346	199	61	46	230	423	242	151	130	249	212
Weighted base	653	330	323	76	194	184	112	64	23	342	200	62	49	251	402	188	201	119	210	244
<u>I plan to work from home as much as possible, rather than travel to work, during the Olympics</u>																				
Agree	239 37%	133 40%	106 33%	27 36%	69 35%	64 34%	44 39%	26 40%	10 43%	155 45%	59 30%	16 26%	8 17%	106 42%	134 33%	83 44%	73 37%	45 38%	90 43%	97 40%
Disagree	303 46%	147 45%	156 48%	31 40%	82 42%	97 53%	50 44%	31 48%	12 54%	137 40%	99 50%	38 62%	29 59%	107 43%	197 49%	87 46%	95 47%	50 42%	104 50%	103 42%
Don't know	110 17%	50 15%	61 19%	18 23%	43 22%	23 13%	18 16%	8 12%	1 4%	50 15%	41 21%	7 12%	12 24%	38 15%	72 18%	18 10%	33 16%	24 20%	16 8%	43 18%

London Poll

ONLINE Fieldwork Dates: 19th-21st January 2012

Absolutes/col percents

Table 14

Q.5 Do you agree or disagree with these statements about the 2012 Olympics?**Base: All respondents**

	Gender			Age						SEG				Area		2010 Vote			Mayoral Voting Intention	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Inner	Outer	Con	Lab	LibDem	Boris Johnson	Ken Livingstone
Unweighted base	1030	525	505	84	222	213	163	176	172	505	292	81	149	331	699	377	226	207	409	318
Weighted base	1030	494	536	134	237	216	155	124	165	496	297	83	151	365	665	297	300	187	346	368
<u>I am excited about the 2012 Olympics</u>																				
Agree	467 45%	238 48%	229 43%	69 52%	127 54%	111 51%	61 40%	42 34%	56 34%	239 48%	135 45%	30 36%	59 40%	165 45%	302 45%	134 45%	158 53%	76 40%	175 50%	184 50%
Disagree	455 44%	212 43%	243 45%	48 36%	74 31%	80 37%	81 53%	71 57%	102 62%	209 42%	128 43%	44 53%	75 50%	156 43%	299 45%	138 47%	115 38%	90 48%	143 41%	154 42%
Don't know	108 10%	45 9%	64 12%	17 13%	36 15%	26 12%	12 8%	11 9%	7 4%	48 10%	35 12%	9 11%	16 11%	44 12%	64 10%	24 8%	27 9%	22 12%	28 8%	29 8%
<u>I plan to make money e.g. by letting my home or selling to people visiting venues</u>																				
Agree	74 7%	43 9%	31 6%	24 18%	31 13%	11 5%	3 2%	4 3%	2 1%	46 9%	16 5%	8 9%	4 3%	35 9%	40 6%	13 4%	45 15%	6 3%	16 5%	50 13%
Disagree	853 83%	401 81%	452 84%	97 72%	168 71%	180 83%	136 88%	117 94%	156 95%	398 80%	249 84%	67 81%	137 91%	285 78%	568 85%	261 88%	223 74%	162 86%	309 89%	283 77%
Don't know	102 10%	50 10%	52 10%	13 10%	38 16%	26 12%	16 10%	3 3%	6 4%	52 10%	33 11%	8 10%	9 6%	45 12%	58 9%	23 8%	31 10%	20 10%	22 6%	36 10%
<u>I have been affected by the collapse of the London 2012 tickets resale site</u>																				
Agree	93 9%	50 10%	43 8%	12 9%	33 14%	30 14%	10 7%	4 3%	3 2%	58 12%	24 8%	6 7%	5 3%	37 10%	55 8%	24 8%	38 13%	15 8%	30 9%	43 12%
Disagree	872 85%	416 84%	457 85%	110 82%	179 75%	169 78%	139 90%	118 95%	158 96%	411 83%	254 85%	70 84%	134 89%	302 83%	571 86%	264 89%	250 84%	161 86%	301 87%	312 85%
Don't know	65 6%	29 6%	36 7%	11 8%	25 11%	17 8%	5 3%	2 2%	4 2%	26 5%	20 7%	7 8%	12 8%	26 7%	39 6%	9 3%	12 4%	11 6%	15 4%	13 4%

London Poll

ONLINE Fieldwork Dates: 19th-21st January 2012

Absolutes/col percents

Table 14

Q.5 Do you agree or disagree with these statements about the 2012 Olympics?**Base: All respondents**

	Gender			Age						SEG				Area		2010 Vote			Mayoral Voting Intention	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Inner	Outer	Con	Lab	LibDem	Boris Johnson	Ken Livingstone
Weighted base	1030	494	536	134	237	216	155	124	165	496	297	83	151	365	665	297	300	187	346	368
<u>I plan to try to buy some returned tickets through the London 2012 website when they become offered for sale</u>																				
Agree	200 19%	102 21%	99 18%	28 21%	71 30%	54 25%	22 14%	12 10%	13 8%	123 25%	56 19%	9 11%	13 9%	78 21%	122 18%	65 22%	71 24%	30 16%	74 21%	87 24%
Disagree	713 69%	345 70%	368 69%	86 64%	132 56%	135 62%	117 76%	101 82%	142 86%	320 64%	199 67%	64 76%	129 85%	246 67%	468 70%	207 70%	199 66%	133 71%	244 71%	246 67%
Don't know	116 11%	47 10%	69 13%	20 15%	33 14%	27 12%	16 10%	10 8%	10 6%	53 11%	42 14%	11 13%	9 6%	41 11%	76 11%	24 8%	30 10%	25 13%	28 8%	34 9%
<u>I expect the London 2012 legacy to be substantial and worthwhile in terms of the venues and their surrounding areas</u>																				
Agree	435 42%	226 46%	210 39%	55 41%	117 49%	94 44%	60 39%	50 40%	59 36%	219 44%	128 43%	35 42%	52 34%	148 41%	288 43%	146 49%	140 47%	75 40%	178 52%	169 46%
Disagree	378 37%	183 37%	195 36%	48 36%	73 31%	80 37%	65 42%	49 40%	63 38%	173 35%	110 37%	33 39%	63 42%	134 37%	244 37%	98 33%	116 39%	69 37%	103 30%	142 38%
Don't know	217 21%	86 17%	131 24%	31 23%	47 20%	42 19%	29 19%	24 20%	43 26%	104 21%	60 20%	15 18%	36 24%	83 23%	134 20%	53 18%	44 15%	44 23%	65 19%	58 16%
<u>I expect the London 2012 legacy to be substantial and worthwhile in terms of making the nation healthier</u>																				
Agree	351 34%	173 35%	179 33%	59 44%	105 44%	84 39%	43 28%	26 21%	35 21%	167 34%	100 34%	29 34%	55 37%	127 35%	224 34%	99 33%	130 43%	47 25%	123 36%	149 40%
Disagree	463 45%	224 45%	239 45%	46 35%	87 37%	90 42%	83 53%	74 60%	83 50%	220 44%	140 47%	40 48%	63 42%	169 46%	294 44%	143 48%	120 40%	89 47%	150 44%	160 43%
Don't know	216 21%	98 20%	118 22%	29 22%	45 19%	42 20%	29 19%	24 20%	46 28%	109 22%	57 19%	15 18%	33 22%	69 19%	147 22%	55 18%	50 17%	52 28%	72 21%	60 16%

London Poll

ONLINE Fieldwork Dates: 19th-21st January 2012

Absolutes/col percents

Table 14

Q.5 Do you agree or disagree with these statements about the 2012 Olympics?

Base: All respondents

	Gender			Age						SEG				Area		2010 Vote			Mayoral Voting Intention	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Inner	Outer	Con	Lab	LibDem	Boris Johnson	Ken Livingstone
Weighted base	1030	494	536	134	237	216	155	124	165	496	297	83	151	365	665	297	300	187	346	368
<u>I plan to watch at least one Olympic event in person at an Olympic venue</u>																				
Agree	300 29%	154 31%	147 27%	40 30%	102 43%	76 35%	31 20%	25 20%	26 16%	160 32%	89 30%	19 22%	31 21%	119 33%	182 27%	89 30%	112 37%	48 26%	101 29%	132 36%
Disagree	598 58%	280 57%	318 59%	76 57%	91 39%	111 51%	104 68%	88 71%	128 78%	281 57%	157 53%	56 67%	104 69%	201 55%	397 60%	177 60%	154 51%	116 62%	206 60%	197 53%
Don't know	132 13%	61 12%	71 13%	18 14%	43 18%	29 13%	19 12%	11 9%	11 7%	55 11%	50 17%	9 11%	15 10%	45 12%	86 13%	31 10%	33 11%	23 12%	38 11%	39 11%
<u>I don't think the Olympics is for Londoners</u>																				
Agree	366 35%	176 36%	190 35%	32 24%	63 27%	75 35%	72 47%	54 44%	69 42%	179 36%	102 34%	32 38%	53 35%	118 32%	247 37%	112 38%	105 35%	72 39%	115 33%	130 35%
Disagree	508 49%	254 51%	253 47%	67 50%	132 56%	110 51%	66 43%	57 46%	75 45%	250 50%	145 49%	39 47%	71 47%	182 50%	326 49%	148 50%	163 54%	88 47%	186 54%	200 54%
Don't know	157 15%	64 13%	92 17%	34 26%	42 18%	31 14%	16 10%	13 10%	21 12%	67 13%	50 17%	12 15%	26 17%	64 18%	92 14%	37 12%	32 11%	27 14%	44 13%	39 11%