LONDON BUSINESS LEADERS - WAVE 1 MARCH 2012

Q4 - Which of the following Mayoral candidates do you trust most to be effective in each of the policy areas listed below?

Crime
Base: All respondents

		Gender		Age			Public/private		Sector										Seniority			No. employees		
	Total	Male	Female	18-34	35-54	55+	Public	Private	Finance/ insur ance/ banking	Media/ marke ting/ creative	Prof./ legal	Science/ engin eering	IT/ tele coms	Manuf/ industry/ building	Gov/ public sector	Retail/ whole sale/ property	Other	Senior	Middle	Junior	1-50	51- 1000	1001+
	203	140	61	44	93	63	11	176	23	54	17	7	19	29	5	13	36	106	69	16	115	60	27
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boris Johnson	91	69	22	11	45	35	3	84	12	18	7	2	9	18	2	6	17	54	27	5	49	29	13
	45%	49%	36%	25%	48%	56%	27%	48%	52%	33%	41%	29%	47%	62%	40%	46%	47%	51%	39%	31%	43%	48%	48%
Ken Livingstone	25	15	10	5	15	5	2	20	-	9	1	3	2	4	-	1	5	13	7	3	19	3	3
	12%	11%	16%	11%	16%	8%	18%	11%	-	17%	6%	43%	11%	14%	-	8%	14%	12%	10%	19%	17%	5%	11%
Brian Paddick	29	19	10	7	12	9	1	23	5	6	5	-	1	2	-	2	8	16	12	1	16	7	6
	14%	14%	16%	16%	13%	14%	9%	13%	22%	11%	29%	-	5%	7%	-	15%	22%	15%	17%	6%	14%	12%	22%
I do not trust any of the candidates to be effective	33	24	8	8	13	11	3	28	2	11	1	1	7	4	3	1	3	15	13	2	14	16	2
	16%	17%	13%	18%	14%	17%	27%	16%	9%	20%	6%	14%	37%	14%	60%	8%	8%	14%	19%	13%	12%	27%	7%
Don't know	22	11	10	11	7	3	2	18	3	8	3	1	-	1	-	3	3	8	8	4	15	4	3
	11%	8%	16%	25%	8%	5%	18%	10%	13%	15%	18%	14%	-	3%	-	23%	8%	8%	12%	25%	13%	7%	11%
Not Stated	3	2	1	2	1	-	-	3	1	2	-	-	-	-	-	-	-	-	2	1	2	1	-
	1%	1%	2%	5%	1%	-	-	2%	4%	4%	-	-	-	-	-	-	-	-	3%	6%	2%	2%	-

ComRes

LONDON BUSINESS LEADERS - WAVE 1 MARCH 2012

Q4 - Which of the following Mayoral candidates do you trust most to be effective in each of the policy areas listed below?

Transport
Base: All respondents

	Total	Gender		Age			Public/private		Sector									Seniority			No. employees		
		Male	Female	18-34	35-54	55+	Public	Private	Finance/insurance/banking	Media/marketing/creative	Prof./legal	Science/engineering	IT/telecoms	Manuf/industry/building	Gov/public sector	Retail/wholesale/property	Other	Senior	Middle	Junior	1-50	51-1000	1001+
	203	140	61	44	93	63	11	176	23	54	17	7	19	29	5	13	36	106	69	16	115	60	27
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boris Johnson	112	81	30	19	50	41	5	100	16	18	9	4	10	21	2	8	24	62	34	8	57	39	16
	55%	58%	49%	43%	54%	65%	45%	57%	70%	33%	53%	57%	53%	72%	40%	62%	67%	58%	49%	50%	50%	65%	59%
Ken Livingstone	48	35	13	9	29	10	2	39	1	17	5	3	5	5	1	3	8	26	18	2	32	9	7
	24%	25%	21%	20%	31%	16%	18%	22%	4%	31%	29%	43%	26%	17%	20%	23%	22%	25%	26%	13%	28%	15%	26%
Brian Paddick	1	1	-	-	1	-	-	1	1	-	-	-	-	-	-	-	-	1	-	-	-	-	1
	*	1%	-	-	1%	-	-	1%	4%	-	-	-	-	-	-	-	-	1%	-	-	-	-	4%
I do not trust any of the candidates to be effective	25	15	9	6	6	12	1	22	2	12	1	-	4	2	1	1	2	13	8	2	15	8	1
	12%	11%	15%	14%	6%	19%	9%	13%	9%	22%	6%	-	21%	7%	20%	8%	6%	12%	12%	13%	13%	13%	4%
Don't know	14	6	8	9	5	-	2	12	2	5	2	-	-	1	1	1	2	4	8	2	8	4	2
	7%	4%	13%	20%	5%	-	18%	7%	9%	9%	12%	-	-	3%	20%	8%	6%	4%	12%	13%	7%	7%	7%
Not Stated	3	2	1	1	2	-	1	2	1	2	-	-	-	-	-	-	-	-	1	2	3	-	-
	1%	1%	2%	2%	2%	-	9%	1%	4%	4%	-	-	-	-	-	-	-	-	1%	13%	3%	-	-

LONDON BUSINESS LEADERS - WAVE 1 MARCH 2012

Q4 - Which of the following Mayoral candidates do you trust most to be effective in each of the policy areas listed below?

The environment
Base: All respondents

		Gender		Age			Public/private		Sector										Seniority			No. employees		
	Total	Male	Female	18-34	35-54	55+	Public	Private	Finance/ insurance/ banking	Media/ marketing/ creative	Prof./ legal	Science/ engineering	IT/ telecoms	Manuf/ industry/ building	Gov/ public sector	Retail/ wholesale/ property	Other	Senior	Middle	Junior	1-50	51-1000	1001+
	203	140	61	44	93	63	11	176	23	54	17	7	19	29	5	13	36	106	69	16	115	60	27
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boris Johnson	83	60	22	13	34	34	4	75	11	14	7	3	6	17	2	5	18	45	26	6	39	32	12
	41%	43%	36%	30%	37%	54%	36%	43%	48%	26%	41%	43%	32%	59%	40%	38%	50%	42%	38%	38%	34%	53%	44%
Ken Livingstone	54	39	15	11	33	10	3	45	3	22	5	4	5	5	1	1	8	30	21	2	35	10	9
	27%	28%	25%	25%	35%	16%	27%	26%	13%	41%	29%	57%	26%	17%	20%	8%	22%	28%	30%	13%	30%	17%	33%
Brian Paddick	8	6	2	2	5	1	-	7	2	-	1	-	-	1	-	3	1	5	1	2	6	1	1
	4%	4%	3%	5%	5%	2%	-	4%	9%	-	6%	-	-	3%	-	23%	3%	5%	1%	13%	5%	2%	4%
I do not trust any of the candidates to be effective	32	20	11	4	13	14	1	27	4	8	1	-	6	5	1	2	5	17	11	2	19	10	2
	16%	14%	18%	9%	14%	22%	9%	15%	17%	15%	6%	-	32%	17%	20%	15%	14%	16%	16%	13%	17%	17%	7%
Don't know	24	14	10	12	8	4	3	20	2	9	3	-	2	1	1	2	4	9	8	4	15	6	3
	12%	10%	16%	27%	9%	6%	27%	11%	9%	17%	18%	-	11%	3%	20%	15%	11%	8%	12%	25%	13%	10%	11%
Not Stated	2	1	1	2	-	-	-	2	1	1	-	-	-	-	-	-	-	-	2	-	1	1	-
	1%	1%	2%	5%	-	-	-	1%	4%	2%	-	-	-	-	-	-	-	-	3%	-	1%	2%	-

ComRes

LONDON BUSINESS LEADERS - WAVE 1 MARCH 2012

Q4 - Which of the following Mayoral candidates do you trust most to be effective in each of the policy areas listed below?

London's overall economy
Base: All respondents

	Total	Gender		Age			Public/private		Sector									Seniority			No. employees		
		Male	Female	18-34	35-54	55+	Public	Private	Finance/insurance/banking	Media/marketing/creative	Prof./legal	Science/engineering	IT/telecoms	Manuf/industry/building	Gov/public sector	Retail/wholesale/property	Other	Senior	Middle	Junior	1-50	51-1000	1001+
	203	140	61	44	93	63	11	176	23	54	17	7	19	29	5	13	36	106	69	16	115	60	27
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boris Johnson	128	97	30	18	64	44	6	113	17	28	13	2	10	25	3	10	20	73	45	4	65	44	19
	63%	69%	49%	41%	69%	70%	55%	64%	74%	52%	76%	29%	53%	86%	60%	77%	56%	69%	65%	25%	57%	73%	70%
Ken Livingstone	19	11	8	3	12	4	1	16	1	7	1	3	1	1	-	-	5	11	4	3	17	1	1
	9%	8%	13%	7%	13%	6%	9%	9%	4%	13%	6%	43%	5%	3%	-	-	14%	10%	6%	19%	15%	2%	4%
Brian Paddick	4	4	-	1	1	2	-	4	1	1	-	-	2	-	-	-	-	3	-	-	3	-	1
	2%	3%	-	2%	1%	3%	-	2%	4%	2%	-	-	11%	-	-	-	-	3%	-	-	3%	-	4%
I do not trust any of the candidates to be effective	25	16	8	7	8	9	2	19	2	7	-	1	4	1	2	1	7	11	10	3	11	10	3
	12%	11%	13%	16%	9%	14%	18%	11%	9%	13%	-	14%	21%	3%	40%	8%	19%	10%	14%	19%	10%	17%	11%
Don't know	25	10	15	14	7	4	2	22	1	10	3	1	2	2	-	2	4	8	9	5	17	5	3
	12%	7%	25%	32%	8%	6%	18%	13%	4%	19%	18%	14%	11%	7%	-	15%	11%	8%	13%	31%	15%	8%	11%
Not Stated	2	2	-	1	1	-	-	2	1	1	-	-	-	-	-	-	-	-	1	1	2	-	-
	1%	1%	-	2%	1%	-	-	1%	4%	2%	-	-	-	-	-	-	-	-	1%	6%	2%	-	-

ComRes

LONDON BUSINESS LEADERS - WAVE 1 MARCH 2012

Q4 - Which of the following Mayoral candidates do you trust most to be effective in each of the policy areas listed below?

London's economic competitiveness
Base: All respondents

		Gender		Age			Public/private		Sector										Seniority			No. employees		
	Total	Male	Female	18-34	35-54	55+	Public	Private	Finance/insurance/banking	Media/marketing/creative	Prof./legal	Science/engineering	IT/telecoms	Manuf/industry/building	Gov/public sector	Retail/wholesale/property	Other	Senior	Middle	Junior	1-50	51-1000	1001+
	203	140	61	44	93	63	11	176	23	54	17	7	19	29	5	13	36	106	69	16	115	60	27
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boris Johnson	133	98	34	20	63	48	6	118	18	31	12	3	12	23	3	10	21	75	43	6	71	43	19
	66%	70%	56%	45%	68%	76%	55%	67%	78%	57%	71%	43%	63%	79%	60%	77%	58%	71%	62%	38%	62%	72%	70%
Ken Livingstone	18	11	7	3	12	3	1	15	-	6	2	3	1	1	-	-	5	9	5	3	14	3	1
	9%	8%	11%	7%	13%	5%	9%	9%	-	11%	12%	43%	5%	3%	-	-	14%	8%	7%	19%	12%	5%	4%
Brian Paddick	3	3	-	-	1	2	-	3	1	1	-	-	1	-	-	-	-	3	-	-	2	-	1
	1%	2%	-	-	1%	3%	-	2%	4%	2%	-	-	5%	-	-	-	-	3%	-	-	2%	-	4%
I do not trust any of the candidates to be effective	25	19	5	4	11	9	1	20	2	5	1	1	5	2	1	1	7	13	10	1	12	9	3
	12%	14%	8%	9%	12%	14%	9%	11%	9%	9%	6%	14%	26%	7%	20%	8%	19%	12%	14%	6%	10%	15%	11%
Don't know	22	7	15	16	5	1	3	18	1	10	2	-	-	3	1	2	3	6	10	5	14	5	3
	11%	5%	25%	36%	5%	2%	27%	10%	4%	19%	12%	-	-	10%	20%	15%	8%	6%	14%	31%	12%	8%	11%
Not Stated	2	2	-	1	1	-	-	2	1	1	-	-	-	-	-	-	-	-	1	1	2	-	-
	1%	1%	-	2%	1%	-	-	1%	4%	2%	-	-	-	-	-	-	-	-	1%	6%	2%	-	-

LONDON BUSINESS LEADERS - WAVE 1 MARCH 2012

Q4 - Which of the following Mayoral candidates do you trust most to be effective in each of the policy areas listed below?

London's reputation globally
Base: All respondents

	Total	Gender		Age			Public/private		Sector									Seniority			No. employees		
		Male	Female	18-34	35-54	55+	Public	Private	Finance/ insurance/ banking	Media/ marketing/ creative	Prof./ legal	Science/ engineering	IT/ tele coms	Manuf/ industry/ building	Gov/ public sector	Retail/ whole sale/ property	Other	Senior	Middle	Junior	1-50	51-1000	1001+
	203 100%	140 100%	61 100%	44 100%	93 100%	63 100%	11 100%	176 100%	23 100%	54 100%	17 100%	7 100%	19 100%	29 100%	5 100%	13 100%	36 100%	106 100%	69 100%	16 100%	115 100%	60 100%	27 100%
Boris Johnson	121 60%	91 65%	29 48%	18 41%	58 62%	43 68%	6 55%	108 61%	17 74%	26 48%	14 82%	3 43%	9 47%	22 76%	4 80%	7 54%	19 53%	67 63%	41 59%	6 38%	66 57%	38 63%	17 63%
Ken Livingstone	27 13%	17 12%	10 16%	5 11%	17 18%	5 8%	2 18%	20 11%	- -	11 20%	- -	3 43%	2 11%	4 14%	- -	1 8%	6 17%	17 16%	6 9%	3 19%	21 18%	3 5%	3 11%
Brian Paddick	6 3%	5 4%	1 2%	1 2%	2 2%	3 5%	- -	6 3%	2 9%	- -	1 6%	- -	2 11%	1 3%	- -	- -	- -	3 3%	3 4%	- -	2 2%	1 2%	3 11%
I do not trust any of the candidates to be effective	27 13%	18 13%	8 13%	5 11%	10 11%	11 17%	2 18%	21 12%	2 9%	8 15%	- -	1 14%	5 26%	1 3%	1 20%	1 8%	8 22%	14 13%	9 13%	2 13%	14 12%	11 18%	1 4%
Don't know	20 10%	7 5%	13 21%	14 32%	5 5%	1 2%	1 9%	19 11%	1 4%	8 15%	2 12%	- -	1 5%	1 3%	- -	4 31%	3 8%	5 5%	9 13%	4 25%	10 9%	7 12%	3 11%
Not Stated	2 1%	2 1%	- -	1 2%	1 1%	- -	- -	2 1%	1 4%	1 2%	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	1 6%	2 2%	- -	- -

LONDON BUSINESS LEADERS - WAVE 1 MARCH 2012

Q4 - Which of the following Mayoral candidates do you trust most to be effective in each of the policy areas listed below?

Housing
Base: All respondents

		Gender		Age			Public/private		Sector									Seniority			No. employees		
	Total	Male	Female	18-34	35-54	55+	Public	Private	Finance/ insurance/ banking	Media/ marketing/ creative	Prof./ legal	Science/ engineering	IT/ tele coms	Manuf/ industry/ building	Gov/ public sector	Retail/ whole sale/ property	Other	Senior	Middle	Junior	1-50	51-1000	1001+
	203	140	61	44	93	63	11	176	23	54	17	7	19	29	5	13	36	106	69	16	115	60	27
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boris Johnson	66	48	17	6	29	29	3	59	9	10	8	1	6	13	2	5	12	39	19	3	32	24	10
	33%	34%	28%	14%	31%	46%	27%	34%	39%	19%	47%	14%	32%	45%	40%	38%	33%	37%	28%	19%	28%	40%	37%
Ken Livingstone	65	47	18	13	38	14	3	55	5	21	5	4	5	10	1	3	11	36	24	3	41	15	9
	32%	34%	30%	30%	41%	22%	27%	31%	22%	39%	29%	57%	26%	34%	20%	23%	31%	34%	35%	19%	36%	25%	33%
Brian Paddick	7	6	1	2	3	2	1	5	1	2	-	1	1	-	-	1	1	3	3	1	5	-	2
	3%	4%	2%	5%	3%	3%	9%	3%	4%	4%	-	14%	5%	-	-	8%	3%	3%	4%	6%	4%	-	7%
I do not trust any of the candidates to be effective	33	24	8	4	17	11	1	29	5	11	1	-	6	2	1	1	6	18	12	1	18	12	2
	16%	17%	13%	9%	18%	17%	9%	16%	22%	20%	6%	-	32%	7%	20%	8%	17%	17%	17%	6%	16%	20%	7%
Don't know	29	13	16	18	4	7	2	26	2	8	3	1	1	4	1	3	6	10	10	6	16	9	4
	14%	9%	26%	41%	4%	11%	18%	15%	9%	15%	18%	14%	5%	14%	20%	23%	17%	9%	14%	38%	14%	15%	15%
Not Stated	3	2	1	1	2	-	1	2	1	2	-	-	-	-	-	-	-	-	1	2	3	-	-
	1%	1%	2%	2%	2%	-	9%	1%	4%	4%	-	-	-	-	-	-	-	-	1%	13%	3%	-	-

LONDON BUSINESS LEADERS - WAVE 1 MARCH 2012

Q4 - Which of the following Mayoral candidates do you trust most to be effective in each of the policy areas listed below?

London businesses' interests
Base: All respondents

	Total	Gender		Age			Public/private		Sector								Seniority			No. employees		
		Male	Female	18-34	35-54	55+	Public	Private	Finance/ insurance/ banking	Media/ marketing/ creative	Prof./ legal	Science/ engineering	IT/ telecoms	Manuf/ industry/ building	Gov/ public sector	Retail/ wholesale/ property	Other	Senior	Middle	Junior	1-50	51-1000	1001+
	203	140	61	44	93	63	11	176	23	54	17	7	19	29	5	13	36	106	69	16	115	60	27
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boris Johnson	144	105	38	25	70	47	7	125	19	31	13	4	12	25	4	10	26	78	50	6	75	48	21
	71%	75%	62%	57%	75%	75%	64%	71%	83%	57%	76%	57%	63%	86%	80%	77%	72%	74%	72%	38%	65%	80%	78%
Ken Livingstone	17	10	7	2	11	4	1	14	-	7	1	3	1	1	-	-	4	10	4	2	13	3	1
	8%	7%	11%	5%	12%	6%	9%	8%	-	13%	6%	43%	5%	3%	-	-	11%	9%	6%	13%	11%	5%	4%
Brian Paddick	2	2	-	-	-	2	-	2	-	1	-	-	1	-	-	-	-	2	-	-	2	-	-
	1%	1%	-	-	-	3%	-	1%	-	2%	-	-	5%	-	-	-	-	2%	-	-	2%	-	-
I do not trust any of the candidates to be effective	20	14	5	4	6	9	1	17	3	5	-	-	5	2	1	1	3	11	6	2	11	6	2
	10%	10%	8%	9%	6%	14%	9%	10%	13%	9%	-	-	26%	7%	20%	8%	8%	10%	9%	13%	10%	10%	7%
Don't know	17	6	11	12	4	1	2	15	-	9	3	-	-	1	-	2	2	5	7	5	12	3	2
	8%	4%	18%	27%	4%	2%	18%	9%	-	17%	18%	-	-	3%	-	15%	6%	5%	10%	31%	10%	5%	7%
Not Stated	3	3	-	1	2	-	-	3	1	1	-	-	-	-	-	-	1	-	2	1	2	-	1
	1%	2%	-	2%	2%	-	-	2%	4%	2%	-	-	-	-	-	-	3%	-	3%	6%	2%	-	4%

ComRes