

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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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%

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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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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 52%	283 57%	257 48%	53 40%	104 44%	123 57%	77 50%	76 61%	108 65%	278 56%	154 52%	41 49%	67 44%	185 51%	356 53%	190 64%	192 64%	104 55%	232 67%	250 68%
	(9)	114 11%	64 13%	50 9%	15 12%	25 11%	17 8%	20 13%	12 10%	24 15%	67 14%	26 9%	8 10%	11 7%	42 12%	72 11%	36 12%	37 12%	28 15%	41 12%	44 12%
	(8)	105 10%	60 12%	45 8%	12 9%	23 10%	25 12%	20 13%	12 10%	12 8%	62 12%	29 10%	3 4%	11 7%	46 13%	59 9%	26 9%	34 11%	20 11%	43 12%	41 11%
	(7)	44 4%	19 4%	25 5%	5 4%	10 4%	8 4%	7 5%	7 6%	7 4%	19 4%	9 3%	7 9%	9 6%	14 4%	30 5%	12 4%	11 4%	6 3%	16 5%	8 2%
	(6)	26 3%	12 2%	15 3%	3 2%	12 5%	4 2%	6 4%	1 1%	1 *	7 1%	9 3%	5 6%	4 3%	4 1%	22 3%	6 2%	8 3%	5 2%	5 1%	15 4%
	(5)	47 5%	13 3%	33 6%	9 7%	12 5%	12 5%	6 4%	4 3%	4 2%	14 3%	16 6%	4 5%	12 8%	10 3%	37 6%	7 2%	4 1%	6 3%	9 3%	11 3%
	(4)	24 2%	6 1%	18 3%	2 1%	14 6%	- -	5 3%	2 2%	2 1%	8 2%	11 4%	4 4%	2 1%	14 4%	10 2%	2 1%	3 1%	3 1%	- -	- -
	(3)	17 2%	8 2%	9 2%	4 3%	7 3%	1 *	3 2%	1 1%	1 1%	4 1%	7 2%	1 1%	5 4%	9 2%	8 1%	5 2%	2 1%	2 1%	- -	- -
	(2)	18 2%	9 2%	9 2%	6 5%	3 1%	7 3%	- -	1 1%	- -	5 1%	6 2%	- -	5 3%	8 2%	9 1%	1 *	2 1%	3 2%	- -	- -
Certain not to vote	(1)	49 5%	11 2%	38 7%	10 7%	15 6%	9 4%	10 6%	4 3%	2 1%	13 3%	18 6%	3 4%	16 10%	13 4%	36 5%	5 2%	1 *	3 2%	- -	- -
Refused		1 *	1 *	- -	1 1%	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -
Don't know		44 4%	7 1%	37 7%	13 10%	12 5%	11 5%	2 1%	3 2%	3 2%	17 3%	12 4%	7 8%	9 6%	19 5%	25 4%	8 3%	6 2%	7 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 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 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 *	- -

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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 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

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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

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Absolutes/col percents

Table 15

Q.6 Which statement best applies to each candidate?
Has the best plan for the future of the London economy
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
Boris Johnson	314	171	142	30	42	56	56	50	79	169	94	15	36	87	227	195	36	42	269	16
	30%	35%	27%	22%	18%	26%	36%	41%	48%	34%	31%	18%	24%	24%	34%	66%	12%	22%	78%	4%
Ken Livingstone	267	137	130	27	68	67	33	31	41	136	73	26	30	115	151	21	164	48	9	234
	26%	28%	24%	20%	29%	31%	21%	25%	25%	27%	25%	32%	20%	32%	23%	7%	55%	26%	3%	64%
Brian Paddick	25	14	10	6	9	2	4	2	2	10	12	1	2	10	15	4	5	11	7	13
	2%	3%	2%	4%	4%	1%	2%	2%	1%	2%	4%	2%	1%	3%	2%	1%	2%	6%	2%	4%
None of these	108	46	62	15	28	25	16	10	15	44	27	12	24	45	63	18	20	26	11	33
	10%	9%	12%	11%	12%	11%	10%	8%	9%	9%	9%	15%	16%	12%	10%	6%	7%	14%	3%	9%
Don't know	317	126	191	56	89	67	47	30	28	137	92	28	59	108	209	58	76	60	50	72
	31%	25%	36%	42%	38%	31%	30%	24%	17%	28%	31%	34%	39%	30%	31%	20%	25%	32%	15%	20%

London Poll

ONLINE Fieldwork Dates: 19th-21st January 2012

Absolutes/col percents

Table 16

Q.6 Which statement best applies to each candidate?**Has the best plan to bring down crime****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
Boris Johnson	252	140	112	27	43	47	36	36	62	125	78	15	33	60	192	160	37	24	205	26
	24%	28%	21%	20%	18%	22%	24%	29%	38%	25%	26%	18%	22%	16%	29%	54%	12%	13%	59%	7%
Ken Livingstone	202	112	90	24	59	52	15	24	28	108	56	19	19	90	113	19	127	30	10	181
	20%	23%	17%	18%	25%	24%	9%	19%	17%	22%	19%	23%	13%	25%	17%	6%	42%	16%	3%	49%
Brian Paddick	111	65	47	7	17	23	26	19	19	58	32	7	14	52	59	26	29	39	36	40
	11%	13%	9%	5%	7%	11%	17%	15%	11%	12%	11%	8%	9%	14%	9%	9%	10%	21%	10%	11%
None of these	127	51	76	15	33	28	21	15	15	55	35	18	19	55	72	26	31	30	24	43
	12%	10%	14%	11%	14%	13%	14%	12%	9%	11%	12%	21%	12%	15%	11%	9%	10%	16%	7%	12%
Don't know	338	127	211	61	85	65	56	30	41	150	96	25	66	109	229	66	75	64	72	78
	33%	26%	39%	45%	36%	30%	36%	24%	25%	30%	32%	30%	44%	30%	34%	22%	25%	34%	21%	21%

London Poll

ONLINE Fieldwork Dates: 19th-21st January 2012

Absolutes/col percents

Table 17

Q.6 Which statement best applies to each candidate?
Knows most about the concerns of ordinary Londoners
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
Ken Livingstone	365	196	170	29	88	88	55	50	55	191	102	35	36	154	211	40	193	85	31	284
	35%	40%	32%	22%	37%	41%	36%	41%	34%	38%	34%	42%	24%	42%	32%	13%	64%	45%	9%	77%
Boris Johnson	245	123	122	30	41	47	44	31	52	124	72	16	33	57	187	152	34	14	204	10
	24%	25%	23%	22%	17%	22%	28%	25%	32%	25%	24%	19%	22%	16%	28%	51%	11%	8%	59%	3%
Brian Paddick	46	24	22	8	11	6	5	10	6	24	17	1	4	20	26	7	6	25	14	16
	4%	5%	4%	6%	5%	3%	3%	8%	4%	5%	6%	1%	2%	6%	4%	2%	2%	13%	4%	4%
None of these	149	69	80	19	35	29	22	15	28	64	43	12	29	65	84	47	28	29	50	30
	14%	14%	15%	14%	15%	13%	14%	12%	17%	13%	14%	14%	20%	18%	13%	16%	9%	16%	15%	8%
Don't know	225	83	142	48	63	46	29	17	23	93	63	20	48	68	157	51	39	34	47	28
	22%	17%	27%	36%	27%	21%	19%	14%	14%	19%	21%	24%	32%	19%	24%	17%	13%	18%	14%	8%

London Poll

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Absolutes/col percents

Table 18

Q.6 Which statement best applies to each candidate?**Is the best able to change London for the better****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
Boris Johnson	324	176	148	30	48	59	54	52	81	174	93	18	38	80	244	202	32	36	282	11
	31%	36%	28%	23%	20%	27%	35%	42%	49%	35%	31%	22%	25%	22%	37%	68%	11%	19%	81%	3%
Ken Livingstone	298	165	133	29	74	78	42	34	42	155	85	26	30	132	166	19	179	63	10	262
	29%	33%	25%	21%	31%	36%	27%	27%	25%	31%	29%	32%	20%	36%	25%	7%	60%	34%	3%	71%
Brian Paddick	40	19	21	12	13	4	4	5	2	22	11	2	4	18	22	4	10	22	8	18
	4%	4%	4%	9%	6%	2%	2%	4%	1%	4%	4%	3%	3%	5%	3%	1%	3%	12%	2%	5%
None of these	108	48	60	12	30	23	16	12	15	43	31	9	24	47	60	21	26	23	12	30
	10%	10%	11%	9%	12%	11%	10%	9%	9%	9%	11%	11%	16%	13%	9%	7%	9%	12%	4%	8%
Don't know	260	87	173	51	72	52	39	21	24	101	76	27	54	87	173	50	53	43	34	47
	25%	18%	32%	38%	30%	24%	25%	17%	15%	20%	26%	32%	36%	24%	26%	17%	18%	23%	10%	13%

London Poll

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Absolutes/col percents

Table 19

Q.6 Which statement best applies to each candidate?**Is the most likely to be able to get the best deal for London from central Government****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
Boris Johnson	434	237	197	36	69	75	80	71	104	238	122	21	50	125	309	223	67	84	305	67
	42%	48%	37%	27%	29%	34%	52%	57%	63%	48%	41%	25%	34%	34%	46%	75%	22%	45%	88%	18%
Ken Livingstone	215	118	97	24	67	58	18	22	26	97	64	27	27	91	124	16	131	37	10	178
	21%	24%	18%	18%	28%	27%	12%	17%	16%	20%	22%	32%	18%	25%	19%	5%	44%	20%	3%	48%
Brian Paddick	21	10	11	3	5	8	-	3	2	12	5	2	3	12	9	4	7	6	6	10
	2%	2%	2%	3%	2%	3%	-	2%	1%	2%	2%	2%	2%	3%	1%	1%	2%	3%	2%	3%
None of these	104	48	57	13	27	23	20	9	12	54	24	7	18	47	57	14	28	20	9	45
	10%	10%	11%	10%	11%	11%	13%	7%	7%	11%	8%	9%	12%	13%	9%	5%	9%	11%	3%	12%
Don't know	255	81	174	57	70	53	36	20	21	94	81	27	52	90	166	40	66	40	17	68
	25%	16%	32%	43%	29%	25%	23%	16%	12%	19%	27%	32%	34%	25%	25%	14%	22%	21%	5%	18%

London Poll

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Absolutes/col percents

Table 20

Q.6 Which statement best applies to each candidate?
Would be the best representative of London's interests overseas
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
Boris Johnson	333	184	150	28	49	61	59	55	81	185	90	19	39	90	243	207	28	46	272	27
	32%	37%	28%	21%	21%	28%	38%	44%	49%	37%	30%	23%	26%	25%	37%	70%	9%	24%	79%	7%
Ken Livingstone	262	138	124	29	76	65	28	29	36	121	79	31	29	107	155	22	164	46	14	225
	25%	28%	23%	21%	32%	30%	18%	23%	22%	24%	27%	38%	19%	29%	23%	8%	55%	25%	4%	61%
Brian Paddick	36	24	12	6	13	5	2	4	6	22	11	3	1	16	20	1	12	18	8	15
	3%	5%	2%	5%	5%	2%	1%	3%	3%	4%	4%	3%	*	4%	3%	*	4%	10%	2%	4%
None of these	112	50	62	13	24	32	13	13	16	47	32	7	26	53	59	17	26	28	13	32
	11%	10%	12%	10%	10%	15%	8%	11%	10%	9%	11%	8%	17%	14%	9%	6%	9%	15%	4%	9%
Don't know	288	99	189	58	74	54	52	23	27	122	85	24	56	100	188	49	71	50	38	68
	28%	20%	35%	43%	31%	25%	34%	18%	16%	25%	29%	29%	37%	27%	28%	17%	24%	27%	11%	19%

London Poll

ONLINE Fieldwork Dates: 19th-21st January 2012

Absolutes/col percents

Table 21

Q.7 Do you agree or disagree with these statements about the London mayoral contest?

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
I expect Boris Johnson will win																				
Agree	472 46%	255 52%	217 40%	42 31%	90 38%	106 49%	82 53%	59 48%	94 57%	252 51%	134 45%	33 40%	51 34%	141 39%	331 50%	208 70%	94 31%	83 44%	283 82%	92 25%
Disagree	229 22%	121 24%	108 20%	29 21%	62 26%	58 27%	23 15%	21 17%	36 22%	104 21%	70 23%	22 26%	32 22%	110 30%	119 18%	20 7%	127 42%	44 23%	6 2%	187 51%
Don't know	329 32%	118 24%	210 39%	64 48%	85 36%	52 24%	50 32%	44 35%	35 21%	141 28%	93 31%	28 34%	67 44%	113 31%	215 32%	68 23%	80 27%	61 33%	57 16%	89 24%
I expect Ken Livingstone will win																				
Agree	249 24%	132 27%	117 22%	35 26%	72 31%	63 29%	21 14%	22 18%	36 22%	118 24%	69 23%	27 32%	34 22%	118 32%	131 20%	22 7%	143 48%	47 25%	14 4%	202 55%
Disagree	432 42%	239 48%	192 36%	35 26%	77 32%	91 42%	79 51%	59 48%	92 56%	227 46%	123 41%	29 35%	52 35%	127 35%	305 46%	204 69%	77 26%	72 39%	266 77%	70 19%
Don't know	349 34%	123 25%	226 42%	64 48%	88 37%	63 29%	55 35%	42 34%	37 23%	151 31%	105 35%	28 33%	64 43%	119 33%	230 35%	71 24%	80 27%	68 36%	66 19%	96 26%
I expect Brian Paddick will win																				
Agree	34 3%	18 4%	16 3%	15 11%	10 4%	6 3%	1 *	1 *	1 1%	19 4%	11 4%	2 2%	2 1%	15 4%	19 3%	8 3%	17 6%	4 2%	8 2%	20 5%
Disagree	712 69%	383 77%	329 61%	60 44%	151 64%	161 75%	107 69%	98 79%	135 82%	365 74%	201 68%	59 70%	85 56%	245 67%	467 70%	231 78%	221 74%	141 75%	292 85%	274 74%
Don't know	284 28%	94 19%	191 36%	59 44%	76 32%	49 23%	47 30%	25 21%	28 17%	112 23%	86 29%	23 27%	64 43%	105 29%	179 27%	58 19%	62 21%	42 23%	45 13%	74 20%

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Table 21

Q.7 Do you agree or disagree with these statements about the London mayoral contest?

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>Ken Livingstone cannot deliver on his pledge of a 7% cut in fares</u>																				
Agree	400 39%	196 40%	204 38%	39 29%	82 35%	62 29%	71 46%	57 46%	89 54%	200 40%	114 38%	31 37%	55 37%	115 32%	286 43%	210 71%	62 21%	55 29%	259 75%	48 13%
Disagree	311 30%	180 36%	131 24%	36 27%	75 32%	83 39%	30 19%	38 31%	48 29%	166 33%	78 26%	29 34%	36 24%	134 37%	176 26%	35 12%	160 53%	68 36%	36 10%	218 59%
Don't know	319 31%	119 24%	200 37%	59 44%	80 34%	71 33%	53 34%	29 23%	28 17%	130 26%	105 35%	24 28%	59 39%	115 32%	204 31%	52 18%	78 26%	64 34%	51 15%	102 28%
<u>Ken Livingstone's 7% fare cut pledge makes me more likely to vote for him</u>																				
Agree	388 38%	192 39%	196 37%	56 42%	108 46%	98 45%	51 33%	34 27%	41 25%	190 38%	109 37%	47 56%	42 28%	170 47%	218 33%	46 16%	192 64%	82 44%	34 10%	273 74%
Disagree	432 42%	224 45%	208 39%	31 23%	64 27%	74 34%	78 51%	71 57%	114 69%	220 44%	132 44%	24 28%	55 36%	122 34%	310 47%	215 73%	65 22%	77 41%	276 80%	54 15%
Don't know	210 20%	78 16%	132 25%	47 35%	65 27%	45 21%	25 16%	19 15%	10 6%	86 17%	56 19%	13 16%	54 36%	72 20%	138 21%	35 12%	43 14%	28 15%	36 10%	41 11%
<u>Boris Johnson's tube fares increases make me less likely to vote for him</u>																				
Agree	456 44%	219 44%	237 44%	67 50%	111 47%	104 48%	72 47%	47 38%	54 33%	228 46%	125 42%	49 59%	52 35%	193 53%	263 39%	65 22%	196 65%	95 51%	47 14%	284 77%
Disagree	378 37%	209 42%	169 32%	30 22%	67 28%	65 30%	59 38%	61 49%	97 59%	189 38%	114 38%	24 28%	50 33%	106 29%	272 41%	186 63%	71 24%	62 33%	254 73%	57 16%
Don't know	196 19%	66 13%	130 24%	37 27%	59 25%	47 22%	23 15%	16 13%	14 9%	79 16%	58 20%	11 13%	48 32%	65 18%	131 20%	45 15%	33 11%	31 16%	44 13%	27 7%

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Table 21

Q.7 Do you agree or disagree with these statements about the London mayoral contest?

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>Boris Johnson is only using the job of Mayor as a stepping stone to try to become Prime Minister</u>																				
Agree	298 29%	171 35%	127 24%	39 29%	57 24%	70 32%	49 32%	30 24%	55 33%	153 31%	83 28%	26 32%	34 23%	129 35%	170 26%	45 15%	147 49%	58 31%	44 13%	189 51%
Disagree	369 36%	174 35%	194 36%	50 37%	75 32%	70 32%	55 35%	57 46%	63 38%	175 35%	115 39%	32 38%	46 31%	110 30%	258 39%	167 56%	67 22%	65 34%	214 62%	71 19%
Don't know	363 35%	149 30%	214 40%	45 34%	105 44%	77 36%	51 33%	37 30%	47 29%	167 34%	99 33%	25 30%	70 47%	126 34%	237 36%	85 29%	86 29%	65 35%	88 26%	109 30%
<u>David Cameron's programme of spending cuts makes it less likely I will vote for Boris Johnson</u>																				
Agree	308 30%	159 32%	149 28%	30 22%	79 33%	84 39%	42 27%	30 24%	44 27%	155 31%	90 30%	28 34%	34 23%	136 37%	173 26%	33 11%	168 56%	60 32%	23 7%	211 57%
Disagree	479 46%	260 53%	218 41%	49 36%	87 37%	78 36%	82 53%	77 62%	105 64%	246 50%	140 47%	31 37%	60 40%	144 40%	334 50%	223 75%	79 26%	90 48%	289 84%	99 27%
Don't know	243 24%	75 15%	168 31%	55 41%	71 30%	54 25%	30 19%	17 14%	16 10%	95 19%	68 23%	24 29%	56 37%	85 23%	158 24%	41 14%	53 18%	38 20%	34 10%	58 16%
<u>I would like to see Boris Johnson take over from David Cameron as Prime Minister</u>																				
Agree	143 14%	83 17%	60 11%	25 18%	42 18%	34 16%	13 9%	12 10%	17 10%	77 16%	39 13%	10 12%	15 10%	66 18%	77 12%	48 16%	39 13%	20 11%	70 20%	52 14%
Disagree	609 59%	302 61%	306 57%	59 44%	121 51%	121 56%	102 66%	91 73%	115 70%	308 62%	169 57%	58 69%	72 48%	207 57%	401 60%	165 56%	197 66%	136 73%	173 50%	267 72%
Don't know	278 27%	109 22%	169 32%	50 38%	74 31%	60 28%	39 25%	21 17%	33 20%	111 22%	89 30%	16 19%	63 42%	92 25%	187 28%	84 28%	64 21%	31 17%	103 30%	50 14%

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Table 21

Q.7 Do you agree or disagree with these statements about the London mayoral contest?

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
Ed Miliband's performance as Labour leader makes it less likely I will vote for Ken Livingstone																				
Agree	270 26%	137 28%	133 25%	35 27%	48 20%	57 26%	43 28%	33 27%	54 33%	134 27%	84 28%	24 29%	29 19%	78 21%	192 29%	141 48%	46 15%	45 24%	171 49%	46 13%
Disagree	512 50%	278 56%	234 44%	46 34%	108 46%	108 50%	76 49%	76 61%	98 59%	271 55%	141 48%	36 43%	61 41%	200 55%	313 47%	111 38%	206 69%	110 58%	138 40%	265 72%
Don't know	248 24%	79 16%	169 32%	52 39%	81 34%	51 24%	35 23%	15 12%	13 8%	91 18%	72 24%	23 28%	61 40%	87 24%	161 24%	44 15%	48 16%	33 18%	37 11%	56 15%