

## **BBC London Mayor online Opinion Poll**

|                                                                                                                                                                                                       |    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Q1. What would you say are the two or three most important challenges facing London today? .....                                                                                                      | 1  |
| Base: All respondents                                                                                                                                                                                 |    |
| Q2_SUM. When considering who to vote for to be Mayor of London how important to you is the candidate' SUMMARY TABLE .....                                                                             | 3  |
| Base: All respondents                                                                                                                                                                                 |    |
| Q2_1. When considering who to vote for to be Mayor of London how important to you is the candidate' gender .....                                                                                      | 4  |
| Base: All respondents                                                                                                                                                                                 |    |
| Q2_2. When considering who to vote for to be Mayor of London how important to you is the candidate' sexuality .....                                                                                   | 5  |
| Base: All respondents                                                                                                                                                                                 |    |
| Q2_3. When considering who to vote for to be Mayor of London how important to you is the candidate' race .....                                                                                        | 6  |
| Base: All respondents                                                                                                                                                                                 |    |
| Q2_4. When considering who to vote for to be Mayor of London how important to you is the candidate' age .....                                                                                         | 7  |
| Base: All respondents                                                                                                                                                                                 |    |
| Q2_5. When considering who to vote for to be Mayor of London how important to you is the candidate' social class .....                                                                                | 8  |
| Base: All respondents                                                                                                                                                                                 |    |
| Q3. People sometimes talk about the need for "affordable" housing in London. What in your opinion would be an "affordable" price for buying a two-bedroom home in London? .....                       | 9  |
| Base: All respondents                                                                                                                                                                                 |    |
| Q4. People sometimes talk about the need for "affordable" housing in London. What in your opinion would be an "affordable" price (per calendar month) for renting a two-bedroom home in London? ..... | 11 |
| Base: All respondents                                                                                                                                                                                 |    |
| Q5_SUM. As far as you are aware which candidate for Mayor of London has promised to: SUMMARY TABLE .....                                                                                              | 13 |
| Base: All respondents                                                                                                                                                                                 |    |
| Q5_1. As far as you are aware which candidate for Mayor of London has promised to: Freeze bus and Tube fares for four years .....                                                                     | 14 |
| Base: All respondents                                                                                                                                                                                 |    |
| Q5_2. As far as you are aware which candidate for Mayor of London has promised to: Build 50,000 homes a year .....                                                                                    | 15 |
| Base: All respondents                                                                                                                                                                                 |    |
| Q5_3. As far as you are aware which candidate for Mayor of London has promised to: Lower fares for outer London and fewer travel zones .....                                                          | 16 |
| Base: All respondents                                                                                                                                                                                 |    |
| Q5_4. As far as you are aware which candidate for Mayor of London has promised to: Halve Tube fares before 7.30am .....                                                                               | 17 |
| Base: All respondents                                                                                                                                                                                 |    |
| Q5_5. As far as you are aware which candidate for Mayor of London has promised to: Local referendums on big development schemes .....                                                                 | 18 |
| Base: All respondents                                                                                                                                                                                 |    |

## BBC London Mayor online Opinion Poll

### Q1. What would you say are the two or three most important challenges facing London today?

Base: All respondents

|                            | GENDER |      | AGE    |       |       | SOCIAL GRADE |      |      |      | REGION SUMMARY |       | TENURE |       |             |                |                            |
|----------------------------|--------|------|--------|-------|-------|--------------|------|------|------|----------------|-------|--------|-------|-------------|----------------|----------------------------|
|                            | Total  | Male | Female | 18-34 | 35-54 | 55+          | AB   | C1   | C2   | DE             | Inner | Outer  | Owned | NET: Rented | Private rented | Social rented (HA/Council) |
|                            | a      | b    | c      | d     | e     | f            | g    | h    | i    | j              | k     | l      | m     | n           | o              |                            |
| Significance Level: 95%    |        |      |        |       |       |              |      |      |      |                |       |        |       |             |                |                            |
| Unweighted Total           | 2062   | 997  | 1065   | 742   | 737   | 583          | 870  | 603  | 247  | 342            | 714   | 1348   | 1129  | 893         | 476            | 417                        |
| Weighted Total             | 2062   | 990  | 1072   | 742   | 742   | 577          | 608  | 680  | 311  | 462            | 692   | 1370   | 1033  | 985         | 515            | 470                        |
|                            | 100%   | 100% | 100%   | 100%  | 100%  | 100%         | 100% | 100% | 100% | 100%           | 100%  | 100%   | 100%  | 100%        | 100%           | 100%                       |
| Housing                    | 1160   | 553  | 608    | 420   | 431   | 309          | 333  | 405  | 170  | 252            | 436   | 724    | 495   | 644         | 348            | 296                        |
|                            | 56%    | 56%  | 57%    | 57%   | 58%   | 54%          | 55%  | 60%  | 55%  | 55%            | 63%   | 53%    | 48%   | 65%         | 68%            | 63%                        |
|                            |        |      |        |       |       |              |      |      |      |                | k     |        |       | l           | l              | l                          |
| Immigration                | 794    | 363  | 431    | 233   | 292   | 269          | 198  | 231  | 159  | 206            | 217   | 576    | 418   | 355         | 172            | 182                        |
|                            | 38%    | 37%  | 40%    | 31%   | 39%   | 47%          | 32%  | 34%  | 51%  | 45%            | 31%   | 42%    | 41%   | 36%         | 33%            | 39%                        |
|                            |        |      |        |       | c     | cd           |      |      | fg   | fg             |       | j      | mn    |             |                |                            |
| Security against terrorism | 536    | 246  | 290    | 152   | 191   | 193          | 177  | 155  | 74   | 130            | 137   | 399    | 299   | 222         | 122            | 101                        |
|                            | 26%    | 25%  | 27%    | 20%   | 26%   | 34%          | 29%  | 23%  | 24%  | 28%            | 20%   | 29%    | 29%   | 23%         | 24%            | 21%                        |
|                            |        |      |        |       | c     | cd           | g    |      |      |                |       | j      | mno   |             |                |                            |
| Healthcare                 | 483    | 187  | 296    | 175   | 172   | 135          | 143  | 176  | 68   | 96             | 159   | 323    | 264   | 205         | 88             | 117                        |
|                            | 23%    | 19%  | 28%    | 24%   | 23%   | 23%          | 23%  | 26%  | 22%  | 21%            | 23%   | 24%    | 26%   | 21%         | 17%            | 25%                        |
|                            |        |      | a      |       |       |              |      |      |      |                |       |        | mn    |             | n              |                            |
| Crime / policing           | 463    | 233  | 229    | 184   | 156   | 122          | 129  | 146  | 76   | 111            | 154   | 309    | 226   | 227         | 112            | 115                        |
|                            | 22%    | 24%  | 21%    | 25%   | 21%   | 21%          | 21%  | 22%  | 24%  | 24%            | 22%   | 23%    | 22%   | 23%         | 22%            | 24%                        |
| Homelessness               | 428    | 169  | 259    | 158   | 150   | 120          | 101  | 143  | 59   | 124            | 161   | 267    | 170   | 249         | 110            | 139                        |
|                            | 21%    | 17%  | 24%    | 21%   | 20%   | 21%          | 17%  | 21%  | 19%  | 27%            | 23%   | 19%    | 16%   | 25%         | 21%            | 30%                        |
|                            |        |      | a      |       |       |              |      | f    | fg   | gh             | k     |        | l     | l           | ln             |                            |
| Roads / congestion         | 393    | 239  | 154    | 127   | 124   | 142          | 125  | 120  | 64   | 83             | 131   | 262    | 220   | 169         | 89             | 80                         |
|                            | 19%    | 24%  | 14%    | 17%   | 17%   | 25%          | 21%  | 18%  | 21%  | 18%            | 19%   | 19%    | 21%   | 17%         | 17%            | 17%                        |
|                            |        | b    |        |       | cd    |              |      |      |      |                |       |        | m     |             |                |                            |
| London's economy           | 353    | 174  | 179    | 168   | 138   | 47           | 123  | 105  | 51   | 75             | 121   | 233    | 192   | 157         | 97             | 60                         |
|                            | 17%    | 18%  | 17%    | 23%   | 19%   | 8%           | 20%  | 15%  | 16%  | 16%            | 17%   | 17%    | 19%   | 16%         | 19%            | 13%                        |
|                            |        |      | e      | e     |       | g            |      |      |      |                |       |        | o     |             | o              |                            |
| Public transport           | 324    | 199  | 125    | 122   | 131   | 71           | 113  | 132  | 33   | 46             | 121   | 203    | 175   | 138         | 88             | 50                         |
|                            | 16%    | 20%  | 12%    | 16%   | 18%   | 12%          | 19%  | 19%  | 11%  | 10%            | 18%   | 15%    | 17%   | 14%         | 17%            | 11%                        |
|                            |        | b    |        | e     | e     |              | hi   | hi   |      |                |       |        | o     |             | o              |                            |
| Air pollution              | 314    | 161  | 153    | 115   | 105   | 94           | 98   | 110  | 41   | 65             | 127   | 187    | 167   | 140         | 85             | 54                         |
|                            | 15%    | 16%  | 14%    | 16%   | 14%   | 16%          | 16%  | 16%  | 13%  | 14%            | 18%   | 14%    | 16%   | 14%         | 17%            | 12%                        |
|                            |        |      |        |       |       |              |      |      |      |                | k     |        | o     |             | o              |                            |
| Education and schools      | 297    | 120  | 176    | 126   | 113   | 58           | 109  | 96   | 40   | 51             | 104   | 193    | 162   | 128         | 76             | 52                         |
|                            | 14%    | 12%  | 16%    | 17%   | 15%   | 10%          | 18%  | 14%  | 13%  | 11%            | 15%   | 14%    | 16%   | 13%         | 15%            | 11%                        |
|                            |        | a    |        | e     | e     |              | i    |      |      |                |       |        | o     |             |                |                            |
| Rubbish / bin collection   | 64     | 27   | 37     | 32    | 16    | 16           | 17   | 18   | 13   | 15             | 21    | 43     | 30    | 31          | 18             | 13                         |
|                            | 3%     | 3%   | 3%     | 4%    | 2%    | 3%           | 3%   | 3%   | 4%   | 3%             | 3%    | 3%     | 3%    | 3%          | 4%             | 3%                         |
|                            |        |      |        | d     |       |              |      |      |      |                |       |        |       |             |                |                            |

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m,n,o

## BBC London Mayor online Opinion Poll

### Q1. What would you say are the two or three most important challenges facing London today?

Base: All respondents

|                         | GENDER   |          | AGE      |          |          | SOCIAL GRADE |          |          |         | REGION SUMMARY |          | TENURE   |          |             |                |                             |
|-------------------------|----------|----------|----------|----------|----------|--------------|----------|----------|---------|----------------|----------|----------|----------|-------------|----------------|-----------------------------|
|                         | Total    | Male     | Female   | 18-34    | 35-54    | 55+          | AB       | C1       | C2      | DE             | Inner    | Outer    | Owned    | NET: Rented | Private rented | Social rented (HA/ Council) |
|                         | a        | b        | c        | d        | e        | f            | g        | h        | i       | j              | k        | l        | m        | n           | o              |                             |
| Significance Level: 95% |          |          |          |          |          |              |          |          |         |                |          |          |          |             |                |                             |
| Unweighted Total        | 2062     | 997      | 1065     | 742      | 737      | 583          | 870      | 603      | 247     | 342            | 714      | 1348     | 1129     | 893         | 476            | 417                         |
| Weighted Total          | 2062     | 990      | 1072     | 742      | 742      | 577          | 608      | 680      | 311     | 462            | 692      | 1370     | 1033     | 985         | 515            | 470                         |
|                         | 100%     | 100%     | 100%     | 100%     | 100%     | 100%         | 100%     | 100%     | 100%    | 100%           | 100%     | 100%     | 100%     | 100%        | 100%           | 100%                        |
| Culture and arts        | 28<br>1% | 16<br>2% | 12<br>1% | 12<br>2% | 9<br>1%  | 6<br>1%      | 9<br>1%  | 8<br>1%  | 8<br>3% | 2<br>*         | 9<br>1%  | 19<br>1% | 15<br>1% | 13<br>1%    | 9<br>2%        | 4<br>1%                     |
| Don't know              | 44<br>2% | 20<br>2% | 24<br>2% | 23<br>3% | 10<br>1% | 11<br>2%     | 13<br>2% | 14<br>2% | 3<br>1% | 14<br>3%       | 11<br>2% | 33<br>2% | 20<br>2% | 25<br>3%    | 9<br>2%        | 16<br>3%                    |

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m,n,o

## BBC London Mayor online Opinion Poll

Q2\_SUM. When considering who to vote for to be Mayor of London how important to you is the candidate'

### SUMMARY TABLE

Base: All respondents

|                      |     | Gender      | Sexuality   | Race        | Age         | Social class |
|----------------------|-----|-------------|-------------|-------------|-------------|--------------|
| Unweighted Total     |     | 2062        | 2062        | 2062        | 2062        | 2062         |
| Weighted Total       |     | 2062        | 2062        | 2062        | 2062        | 2062         |
|                      |     | 100%        | 100%        | 100%        | 100%        | 100%         |
| Very important       | (4) | 111<br>5%   | 144<br>7%   | 146<br>7%   | 121<br>6%   | 174<br>8%    |
| Fairly important     | (3) | 154<br>7%   | 166<br>8%   | 220<br>11%  | 407<br>20%  | 439<br>21%   |
| Not very important   | (2) | 608<br>29%  | 534<br>26%  | 571<br>28%  | 781<br>38%  | 690<br>33%   |
| Not at all important | (1) | 1159<br>56% | 1163<br>56% | 1080<br>52% | 719<br>35%  | 711<br>34%   |
| Don't know           |     | 31<br>1%    | 54<br>3%    | 46<br>2%    | 34<br>2%    | 48<br>2%     |
| <b>NETS</b>          |     |             |             |             |             |              |
| Net: Important       |     | 265<br>13%  | 310<br>15%  | 366<br>18%  | 529<br>26%  | 613<br>30%   |
| Net: Not important   |     | 1767<br>86% | 1697<br>82% | 1650<br>80% | 1500<br>73% | 1401<br>68%  |
| Mean score           |     | 1.61        | 1.65        | 1.72        | 1.97        | 2.04         |
| Standard deviation   |     | .85         | .91         | .92         | .89         | .96          |
| Standard error       |     | .02         | .02         | .02         | .02         | .02          |

## BBC London Mayor online Opinion Poll

### Q2\_1. When considering who to vote for to be Mayor of London how important to you is the candidate' gender

Base: All respondents

|                         | GENDER |      | AGE    |       |       | SOCIAL GRADE |      |      |      | REGION SUMMARY |       | TENURE |       |             |                |                             |      |
|-------------------------|--------|------|--------|-------|-------|--------------|------|------|------|----------------|-------|--------|-------|-------------|----------------|-----------------------------|------|
|                         | Total  | Male | Female | 18-34 | 35-54 | 55+          | AB   | C1   | C2   | DE             | Inner | Outer  | Owned | NET: Rented | Private rented | Social rented (HA/ Council) |      |
|                         |        | a    | b      | c     | d     | e            | f    | g    | h    | i              | j     | k      | l     | m           | n              | o                           |      |
| Significance Level: 95% |        |      |        |       |       |              |      |      |      |                |       |        |       |             |                |                             |      |
| Unweighted Total        | 2062   | 997  | 1065   | 742   | 737   | 583          | 870  | 603  | 247  | 342            | 714   | 1348   | 1129  | 893         | 476            | 417                         |      |
| Weighted Total          | 2062   | 990  | 1072   | 742   | 742   | 577          | 608  | 680  | 311  | 462            | 692   | 1370   | 1033  | 985         | 515            | 470                         |      |
|                         | 100%   | 100% | 100%   | 100%  | 100%  | 100%         | 100% | 100% | 100% | 100%           | 100%  | 100%   | 100%  | 100%        | 100%           | 100%                        |      |
| Very important          | (4)    | 111  | 59     | 52    | 52    | 41           | 18   | 33   | 29   | 19             | 29    | 43     | 68    | 56          | 52             | 28                          | 23   |
|                         |        | 5%   | 6%     | 5%    | 7%    | 5%           | 3%   | 5%   | 4%   | 6%             | 6%    | 6%     | 5%    | 5%          | 6%             | 5%                          |      |
|                         |        |      |        | e     | e     |              |      |      |      |                |       |        |       |             |                |                             |      |
| Fairly important        | (3)    | 154  | 69     | 85    | 79    | 49           | 25   | 50   | 41   | 32             | 32    | 51     | 103   | 77          | 73             | 31                          | 42   |
|                         |        | 7%   | 7%     | 8%    | 11%   | 7%           | 4%   | 8%   | 6%   | 10%            | 7%    | 7%     | 8%    | 7%          | 7%             | 6%                          | 9%   |
|                         |        |      |        | de    | de    |              |      |      |      | g              |       |        |       |             |                |                             |      |
| Not very important      | (2)    | 608  | 263    | 345   | 225   | 207          | 176  | 171  | 212  | 93             | 131   | 170    | 438   | 311         | 283            | 145                         | 138  |
|                         |        | 29%  | 27%    | 32%   | 30%   | 28%          | 31%  | 28%  | 31%  | 30%            | 28%   | 25%    | 32%   | 30%         | 29%            | 28%                         | 29%  |
|                         |        |      |        | a     |       |              |      |      |      |                |       | j      |       |             |                |                             |      |
| Not at all important    | (1)    | 1159 | 583    | 576   | 372   | 431          | 356  | 347  | 385  | 167            | 259   | 420    | 739   | 577         | 558            | 301                         | 258  |
|                         |        | 56%  | 59%    | 54%   | 50%   | 58%          | 62%  | 57%  | 57%  | 54%            | 56%   | 61%    | 54%   | 56%         | 57%            | 58%                         | 55%  |
|                         |        |      | b      | c     |       | c            | c    |      |      |                |       | k      |       |             |                |                             |      |
| Don't know              |        | 31   | 16     | 15    | 14    | 15           | 2    | 6    | 13   | -              | 11    | 8      | 23    | 11          | 19             | 10                          | 9    |
|                         |        | 1%   | 2%     | 1%    | 2%    | 2%           | *    | 1%   | 2%   | -              | 2%    | 1%     | 2%    | 1%          | 2%             | 2%                          | 2%   |
|                         |        |      |        | e     | e     |              |      |      | h    |                | h     |        |       |             |                |                             |      |
| <b>NETS</b>             |        |      |        |       |       |              |      |      |      |                |       |        |       |             |                |                             |      |
| Net: Important          |        | 265  | 128    | 137   | 132   | 90           | 43   | 83   | 70   | 51             | 60    | 93     | 171   | 133         | 125            | 59                          | 66   |
|                         |        | 13%  | 13%    | 13%   | 18%   | 12%          | 7%   | 14%  | 10%  | 16%            | 13%   | 14%    | 12%   | 13%         | 13%            | 11%                         | 14%  |
|                         |        |      |        |       | de    | e            |      |      |      | g              |       |        |       |             |                |                             |      |
| Net: Not important      |        | 1767 | 846    | 921   | 597   | 638          | 532  | 519  | 598  | 260            | 390   | 590    | 1176  | 889         | 842            | 446                         | 396  |
|                         |        | 86%  | 85%    | 86%   | 80%   | 86%          | 92%  | 85%  | 88%  | 84%            | 84%   | 85%    | 86%   | 86%         | 85%            | 87%                         | 84%  |
|                         |        |      |        |       |       | c            | cd   |      |      |                |       |        |       |             |                |                             |      |
| Mean score              |        | 1.61 | 1.59   | 1.63  | 1.74  | 1.59         | 1.49 | 1.62 | 1.57 | 1.69           | 1.62  | 1.58   | 1.63  | 1.62        | 1.60           | 1.58                        | 1.63 |
|                         |        |      |        |       | de    | e            |      |      |      |                |       |        |       |             |                |                             |      |
| Standard deviation      |        | .85  | .86    | .83   | .92   | .85          | .72  | .86  | .79  | .89            | .87   | .88    | .83   | .85         | .84            | .84                         | .85  |
| Standard error          |        | .02  | .03    | .03   | .03   | .03          | .03  | .03  | .03  | .06            | .05   | .03    | .02   | .03         | .03            | .04                         | .04  |

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m,n,o

## BBC London Mayor online Opinion Poll

### Q2\_2. When considering who to vote for to be Mayor of London how important to you is the candidate' sexuality

Base: All respondents

|                         | GENDER |      | AGE    |       |       | SOCIAL GRADE |      |      |      | REGION SUMMARY |       | TENURE |       |             |                |                             |      |
|-------------------------|--------|------|--------|-------|-------|--------------|------|------|------|----------------|-------|--------|-------|-------------|----------------|-----------------------------|------|
|                         | Total  | Male | Female | 18-34 | 35-54 | 55+          | AB   | C1   | C2   | DE             | Inner | Outer  | Owned | NET: Rented | Private rented | Social rented (HA/ Council) |      |
|                         |        | a    | b      | c     | d     | e            | f    | g    | h    | i              | j     | k      | l     | m           | n              | o                           |      |
| Significance Level: 95% |        |      |        |       |       |              |      |      |      |                |       |        |       |             |                |                             |      |
| Unweighted Total        | 2062   | 997  | 1065   | 742   | 737   | 583          | 870  | 603  | 247  | 342            | 714   | 1348   | 1129  | 893         | 476            | 417                         |      |
| Weighted Total          | 2062   | 990  | 1072   | 742   | 742   | 577          | 608  | 680  | 311  | 462            | 692   | 1370   | 1033  | 985         | 515            | 470                         |      |
|                         | 100%   | 100% | 100%   | 100%  | 100%  | 100%         | 100% | 100% | 100% | 100%           | 100%  | 100%   | 100%  | 100%        | 100%           | 100%                        |      |
| Very important          | (4)    | 144  | 80     | 65    | 63    | 58           | 23   | 39   | 27   | 30             | 49    | 47     | 97    | 72          | 70             | 35                          | 35   |
|                         |        | 7%   | 8%     | 6%    | 8%    | 8%           | 4%   | 6%   | 4%   | 10%            | 11%   | 7%     | 7%    | 7%          | 7%             | 7%                          |      |
|                         |        |      |        | e     | e     |              | g    |      | g    | fg             |       |        |       |             |                |                             |      |
| Fairly important        | (3)    | 166  | 79     | 87    | 77    | 50           | 38   | 45   | 51   | 39             | 30    | 51     | 115   | 89          | 74             | 36                          | 38   |
|                         |        | 8%   | 8%     | 8%    | 10%   | 7%           | 7%   | 7%   | 7%   | 13%            | 7%    | 7%     | 8%    | 9%          | 8%             | 7%                          | 8%   |
|                         |        |      |        | de    | de    | fgi          |      |      |      |                |       |        |       |             |                |                             |      |
| Not very important      | (2)    | 534  | 252    | 282   | 187   | 184          | 163  | 166  | 180  | 73             | 115   | 150    | 384   | 284         | 239            | 125                         | 114  |
|                         |        | 26%  | 25%    | 26%   | 25%   | 25%          | 28%  | 27%  | 26%  | 23%            | 25%   | 22%    | 28%   | 28%         | 24%            | 24%                         | 24%  |
|                         |        |      |        | j     |       |              |      |      |      |                |       |        |       |             |                |                             |      |
| Not at all important    | (1)    | 1163 | 558    | 606   | 394   | 424          | 345  | 348  | 402  | 166            | 247   | 427    | 736   | 568         | 569            | 303                         | 267  |
|                         |        | 56%  | 56%    | 56%   | 53%   | 57%          | 60%  | 57%  | 59%  | 53%            | 54%   | 62%    | 54%   | 55%         | 58%            | 59%                         | 57%  |
|                         |        |      |        | c     |       |              | c    |      |      |                |       | k      |       |             |                |                             |      |
| Don't know              |        | 54   | 21     | 33    | 21    | 26           | 8    | 10   | 21   | 3              | 20    | 16     | 39    | 20          | 32             | 16                          | 16   |
|                         |        | 3%   | 2%     | 3%    | 3%    | 3%           | 1%   | 2%   | 3%   | 1%             | 4%    | 2%     | 3%    | 2%          | 3%             | 3%                          | 3%   |
|                         |        |      |        | e     |       |              | fh   |      |      |                |       |        |       |             |                |                             |      |
| <b>NETS</b>             |        |      |        |       |       |              |      |      |      |                |       |        |       |             |                |                             |      |
| Net: Important          |        | 310  | 159    | 152   | 140   | 109          | 61   | 84   | 78   | 69             | 79    | 98     | 212   | 160         | 144            | 71                          | 73   |
|                         |        | 15%  | 16%    | 14%   | 19%   | 15%          | 11%  | 14%  | 11%  | 22%            | 17%   | 14%    | 15%   | 15%         | 15%            | 14%                         | 16%  |
|                         |        |      |        | de    | e     |              | fg   |      | g    |                |       |        |       |             |                |                             |      |
| Net: Not important      |        | 1697 | 810    | 888   | 581   | 608          | 508  | 514  | 582  | 239            | 363   | 577    | 1120  | 853         | 808            | 428                         | 381  |
|                         |        | 82%  | 82%    | 83%   | 78%   | 82%          | 88%  | 84%  | 86%  | 77%            | 79%   | 83%    | 82%   | 83%         | 82%            | 83%                         | 81%  |
|                         |        |      |        | cd    | hi    | hi           |      |      |      |                |       |        |       |             |                |                             |      |
| Mean score              |        | 1.65 | 1.67   | 1.63  | 1.74  | 1.64         | 1.54 | 1.63 | 1.55 | 1.78           | 1.73  | 1.58   | 1.68  | 1.67        | 1.63           | 1.61                        | 1.65 |
|                         |        |      |        | e     | e     |              | fg   |      | g    |                | j     |        |       |             |                |                             |      |
| Standard deviation      |        | .91  | .94    | .88   | .97   | .93          | .79  | .88  | .80  | 1.01           | 1.00  | .90    | .91   | .91         | .90            | .93                         |      |
| Standard error          |        | .02  | .03    | .03   | .04   | .03          | .03  | .03  | .03  | .06            | .06   | .03    | .03   | .03         | .03            | .04                         | .05  |

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m,n,o

## BBC London Mayor online Opinion Poll

### Q2\_3. When considering who to vote for to be Mayor of London how important to you is the candidate' race

Base: All respondents

|                         | GENDER |      | AGE    |       |       | SOCIAL GRADE |      |      |      | REGION SUMMARY |       | TENURE |       |             |                |                             |      |
|-------------------------|--------|------|--------|-------|-------|--------------|------|------|------|----------------|-------|--------|-------|-------------|----------------|-----------------------------|------|
|                         | Total  | Male | Female | 18-34 | 35-54 | 55+          | AB   | C1   | C2   | DE             | Inner | Outer  | Owned | NET: Rented | Private rented | Social rented (HA/ Council) |      |
|                         |        | a    | b      | c     | d     | e            | f    | g    | h    | i              | j     | k      | l     | m           | n              | o                           |      |
| Significance Level: 95% |        |      |        |       |       |              |      |      |      |                |       |        |       |             |                |                             |      |
| Unweighted Total        | 2062   | 997  | 1065   | 742   | 737   | 583          | 870  | 603  | 247  | 342            | 714   | 1348   | 1129  | 893         | 476            | 417                         |      |
| Weighted Total          | 2062   | 990  | 1072   | 742   | 742   | 577          | 608  | 680  | 311  | 462            | 692   | 1370   | 1033  | 985         | 515            | 470                         |      |
|                         | 100%   | 100% | 100%   | 100%  | 100%  | 100%         | 100% | 100% | 100% | 100%           | 100%  | 100%   | 100%  | 100%        | 100%           | 100%                        |      |
| Very important          | (4)    | 146  | 76     | 69    | 70    | 55           | 21   | 45   | 32   | 25             | 44    | 49     | 97    | 64          | 74             | 40                          | 34   |
|                         |        | 7%   | 8%     | 6%    | 9%    | 7%           | 4%   | 7%   | 5%   | 8%             | 9%    | 7%     | 7%    | 6%          | 7%             | 8%                          | 7%   |
|                         |        |      |        | e     | e     |              | g    |      | g    | g              |       |        |       |             |                |                             |      |
| Fairly important        | (3)    | 220  | 110    | 110   | 88    | 67           | 65   | 57   | 67   | 45             | 52    | 61     | 159   | 125         | 89             | 36                          | 53   |
|                         |        | 11%  | 11%    | 10%   | 12%   | 9%           | 11%  | 9%   | 10%  | 14%            | 11%   | 9%     | 12%   | 12%         | 9%             | 7%                          | 11%  |
|                         |        |      |        |       |       |              |      |      |      | f              |       |        | mn    |             |                | n                           |      |
| Not very important      | (2)    | 571  | 244    | 326   | 197   | 202          | 172  | 161  | 212  | 81             | 116   | 172    | 398   | 306         | 262            | 140                         | 123  |
|                         |        | 28%  | 25%    | 30%   | 26%   | 27%          | 30%  | 27%  | 31%  | 26%            | 25%   | 25%    | 29%   | 30%         | 27%            | 27%                         | 26%  |
|                         |        |      |        | a     |       |              |      |      |      |                |       |        | j     |             |                |                             |      |
| Not at all important    | (1)    | 1080 | 544    | 535   | 366   | 403          | 311  | 337  | 359  | 154            | 230   | 396    | 683   | 527         | 526            | 286                         | 240  |
|                         |        | 52%  | 55%    | 50%   | 49%   | 54%          | 54%  | 55%  | 53%  | 49%            | 50%   | 57%    | 50%   | 51%         | 53%            | 56%                         | 51%  |
|                         |        |      | b      |       |       |              |      |      |      |                |       | k      |       |             |                |                             |      |
| Don't know              |        | 46   | 14     | 32    | 22    | 16           | 9    | 8    | 12   | 7              | 20    | 13     | 33    | 12          | 34             | 13                          | 21   |
|                         |        | 2%   | 1%     | 3%    | 3%    | 2%           | 1%   | 1%   | 2%   | 2%             | 4%    | 2%     | 2%    | 1%          | 3%             | 3%                          | 4%   |
|                         |        |      | a      |       |       |              |      |      |      | fg             |       |        |       | l           | l              | l                           |      |
| <b>NETS</b>             |        |      |        |       |       |              |      |      |      |                |       |        |       |             |                |                             |      |
| Net: Important          |        | 366  | 187    | 179   | 158   | 121          | 86   | 102  | 98   | 70             | 95    | 110    | 255   | 189         | 163            | 76                          | 87   |
|                         |        | 18%  | 19%    | 17%   | 21%   | 16%          | 15%  | 17%  | 14%  | 22%            | 21%   | 16%    | 19%   | 18%         | 17%            | 15%                         | 19%  |
|                         |        |      |        |       | de    |              |      |      |      | fg             | g     |        |       |             |                |                             |      |
| Net: Not important      |        | 1650 | 789    | 861   | 563   | 605          | 483  | 499  | 571  | 235            | 346   | 568    | 1082  | 833         | 788            | 426                         | 363  |
|                         |        | 80%  | 80%    | 80%   | 76%   | 81%          | 84%  | 82%  | 84%  | 75%            | 75%   | 82%    | 79%   | 81%         | 80%            | 83%                         | 77%  |
|                         |        |      |        |       |       | c            | c    | hi   | hi   |                |       |        |       |             |                | o                           |      |
| Mean score              |        | 1.72 | 1.71   | 1.72  | 1.81  | 1.69         | 1.64 | 1.68 | 1.66 | 1.81           | 1.79  | 1.65   | 1.75  | 1.73        | 1.70           | 1.66                        | 1.73 |
|                         |        |      |        |       | de    |              |      |      |      | g              | g     |        | j     |             |                |                             |      |
| Standard deviation      |        | .92  | .95    | .90   | .99   | .92          | .83  | .92  | .84  | .97            | 1.00  | .92    | .93   | .90         | .93            | .92                         | .94  |
| Standard error          |        | .02  | .03    | .03   | .04   | .03          | .03  | .03  | .03  | .06            | .06   | .03    | .03   | .03         | .03            | .04                         | .05  |

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m,n,o

## BBC London Mayor online Opinion Poll

### Q2\_4. When considering who to vote for to be Mayor of London how important to you is the candidate' age

Base: All respondents

|                         | GENDER |      | AGE    |       |       | SOCIAL GRADE |      |      |      | REGION SUMMARY |       | TENURE |       |             |                |                             |      |
|-------------------------|--------|------|--------|-------|-------|--------------|------|------|------|----------------|-------|--------|-------|-------------|----------------|-----------------------------|------|
|                         | Total  | Male | Female | 18-34 | 35-54 | 55+          | AB   | C1   | C2   | DE             | Inner | Outer  | Owned | NET: Rented | Private rented | Social rented (HA/ Council) |      |
|                         |        | a    | b      | c     | d     | e            | f    | g    | h    | i              | j     | k      | l     | m           | n              | o                           |      |
| Significance Level: 95% |        |      |        |       |       |              |      |      |      |                |       |        |       |             |                |                             |      |
| Unweighted Total        | 2062   | 997  | 1065   | 742   | 737   | 583          | 870  | 603  | 247  | 342            | 714   | 1348   | 1129  | 893         | 476            | 417                         |      |
| Weighted Total          | 2062   | 990  | 1072   | 742   | 742   | 577          | 608  | 680  | 311  | 462            | 692   | 1370   | 1033  | 985         | 515            | 470                         |      |
|                         | 100%   | 100% | 100%   | 100%  | 100%  | 100%         | 100% | 100% | 100% | 100%           | 100%  | 100%   | 100%  | 100%        | 100%           | 100%                        |      |
| Very important          | (4)    | 121  | 66     | 56    | 62    | 44           | 16   | 36   | 28   | 20             | 37    | 35     | 87    | 57          | 59             | 32                          | 26   |
|                         |        | 6%   | 7%     | 5%    | 8%    | 6%           | 3%   | 6%   | 4%   | 7%             | 8%    | 5%     | 6%    | 6%          | 6%             | 6%                          |      |
|                         |        |      |        | e     | e     |              |      |      |      | g              |       |        |       |             |                |                             |      |
| Fairly important        | (3)    | 407  | 195    | 212   | 181   | 120          | 106  | 122  | 121  | 85             | 79    | 137    | 270   | 202         | 195            | 95                          | 100  |
|                         |        | 20%  | 20%    | 20%   | 24%   | 16%          | 18%  | 20%  | 18%  | 27%            | 17%   | 20%    | 20%   | 20%         | 20%            | 18%                         | 21%  |
|                         |        |      |        |       | de    |              |      |      |      | fgi            |       |        |       |             |                |                             |      |
| Not very important      | (2)    | 781  | 342    | 439   | 256   | 298          | 227  | 246  | 277  | 99             | 159   | 225    | 556   | 414         | 355            | 200                         | 155  |
|                         |        | 38%  | 35%    | 41%   | 34%   | 40%          | 39%  | 40%  | 41%  | 32%            | 35%   | 33%    | 41%   | 40%         | 36%            | 39%                         | 33%  |
|                         |        |      |        | a     |       | c            |      | h    | h    |                |       | j      |       | o           |                |                             |      |
| Not at all important    | (1)    | 719  | 373    | 346   | 225   | 270          | 224  | 196  | 243  | 104            | 175   | 284    | 435   | 350         | 353            | 177                         | 176  |
|                         |        | 35%  | 38%    | 32%   | 30%   | 36%          | 39%  | 32%  | 36%  | 33%            | 38%   | 41%    | 32%   | 34%         | 36%            | 34%                         | 37%  |
|                         |        |      | b      |       |       | c            |      |      |      |                |       | k      |       |             |                |                             |      |
| Don't know              |        | 34   | 14     | 20    | 19    | 11           | 4    | 8    | 12   | 3              | 11    | 11     | 23    | 11          | 22             | 10                          | 12   |
|                         |        | 2%   | 1%     | 2%    | 3%    | 1%           | 1%   | 1%   | 2%   | 1%             | 2%    | 2%     | 2%    | 1%          | 2%             | 2%                          | 3%   |
|                         |        |      |        |       | e     |              |      |      |      |                |       |        |       | l           |                | l                           |      |
| <b>NETS</b>             |        |      |        |       |       |              |      |      |      |                |       |        |       |             |                |                             |      |
| Net: Important          |        | 529  | 261    | 267   | 242   | 164          | 122  | 158  | 149  | 105            | 116   | 171    | 357   | 258         | 254            | 128                         | 127  |
|                         |        | 26%  | 26%    | 25%   | 33%   | 22%          | 21%  | 26%  | 22%  | 34%            | 25%   | 25%    | 26%   | 25%         | 26%            | 25%                         | 27%  |
|                         |        |      |        |       | de    |              |      |      |      | fgi            |       |        |       |             |                |                             |      |
| Net: Not important      |        | 1500 | 715    | 785   | 480   | 568          | 451  | 442  | 520  | 203            | 335   | 509    | 991   | 764         | 708            | 377                         | 332  |
|                         |        | 73%  | 72%    | 73%   | 65%   | 76%          | 78%  | 73%  | 76%  | 65%            | 72%   | 74%    | 72%   | 74%         | 72%            | 73%                         | 71%  |
|                         |        |      |        |       |       | c            | c    | h    | h    |                |       |        |       |             |                |                             |      |
| Mean score              |        | 1.97 | 1.95   | 1.98  | 2.11  | 1.92         | 1.85 | 2.00 | 1.90 | 2.07           | 1.95  | 1.89   | 2.01  | 1.97        | 1.96           | 1.97                        | 1.95 |
|                         |        |      |        |       | de    |              |      | g    |      | g              |       |        | j     |             |                |                             |      |
| Standard deviation      |        | .89  | .92    | .86   | .94   | .87          | .82  | .88  | .84  | .93            | .94   | .90    | .88   | .87         | .90            | .89                         | .91  |
| Standard error          |        | .02  | .03    | .03   | .04   | .03          | .03  | .03  | .03  | .06            | .05   | .03    | .02   | .03         | .03            | .04                         | .05  |

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m,n,o



## BBC London Mayor online Opinion Poll

### Q2\_5. When considering who to vote for to be Mayor of London how important to you is the candidate' social class

Base: All respondents

|                         | GENDER         |                 | AGE        |                  |                 | SOCIAL GRADE     |            |                 |                | REGION SUMMARY |                 | TENURE          |                  |               |                |                             |
|-------------------------|----------------|-----------------|------------|------------------|-----------------|------------------|------------|-----------------|----------------|----------------|-----------------|-----------------|------------------|---------------|----------------|-----------------------------|
|                         | Total          | Male            | Female     | 18-34            | 35-54           | 55+              | AB         | C1              | C2             | DE             | Inner           | Outer           | Owned            | NET: Rented   | Private rented | Social rented (HA/ Council) |
|                         |                | a               | b          | c                | d               | e                | f          | g               | h              | i              | j               | k               | l                | m             | n              | o                           |
| Significance Level: 95% |                |                 |            |                  |                 |                  |            |                 |                |                |                 |                 |                  |               |                |                             |
| Unweighted Total        | 2062           | 997             | 1065       | 742              | 737             | 583              | 870        | 603             | 247            | 342            | 714             | 1348            | 1129             | 893           | 476            | 417                         |
| Weighted Total          | 2062           | 990             | 1072       | 742              | 742             | 577              | 608        | 680             | 311            | 462            | 692             | 1370            | 1033             | 985           | 515            | 470                         |
|                         | 100%           | 100%            | 100%       | 100%             | 100%            | 100%             | 100%       | 100%            | 100%           | 100%           | 100%            | 100%            | 100%             | 100%          | 100%           | 100%                        |
| Very important          | (4) 174<br>8%  | 86<br>9%        | 89<br>8%   | 83<br>11%<br>e   | 70<br>9%<br>e   | 21<br>4%         | 51<br>8%   | 52<br>8%        | 25<br>8%       | 45<br>10%      | 72<br>10%<br>k  | 102<br>7%       | 82<br>8%         | 87<br>9%      | 47<br>9%       | 40<br>8%                    |
| Fairly important        | (3) 439<br>21% | 197<br>20%      | 242<br>23% | 188<br>25%<br>de | 143<br>19%      | 107<br>19%       | 121<br>20% | 160<br>23%<br>i | 79<br>25%<br>i | 79<br>17%      | 160<br>23%      | 278<br>20%      | 202<br>20%       | 223<br>23%    | 106<br>21%     | 116<br>25%<br>l             |
| Not very important      | (2) 690<br>33% | 311<br>31%      | 379<br>35% | 234<br>32%       | 252<br>34%      | 204<br>35%       | 211<br>35% | 228<br>34%      | 89<br>29%      | 161<br>35%     | 209<br>30%      | 481<br>35%<br>j | 381<br>37%<br>mo | 300<br>30%    | 171<br>33%     | 129<br>27%                  |
| Not at all important    | (1) 711<br>34% | 374<br>38%<br>b | 337<br>31% | 210<br>28%       | 262<br>35%<br>c | 239<br>41%<br>cd | 214<br>35% | 224<br>33%      | 112<br>36%     | 162<br>35%     | 236<br>34%      | 475<br>35%      | 351<br>34%       | 346<br>35%    | 174<br>34%     | 171<br>36%                  |
| Don't know              | 48<br>2%       | 22<br>2%        | 26<br>2%   | 26<br>4%<br>e    | 15<br>2%        | 7<br>1%          | 11<br>2%   | 16<br>2%        | 6<br>2%        | 15<br>3%       | 14<br>2%        | 34<br>2%        | 16<br>2%         | 29<br>3%<br>l | 15<br>3%<br>l  | 14<br>3%                    |
| <b>NETS</b>             |                |                 |            |                  |                 |                  |            |                 |                |                |                 |                 |                  |               |                |                             |
| Net: Important          | 613<br>30%     | 283<br>29%      | 330<br>31% | 272<br>37%<br>de | 213<br>29%<br>e | 128<br>22%       | 172<br>28% | 212<br>31%      | 104<br>33%     | 124<br>27%     | 233<br>34%<br>k | 380<br>28%      | 285<br>28%       | 310<br>31%    | 154<br>30%     | 156<br>33%<br>l             |
| Net: Not important      | 1401<br>68%    | 685<br>69%      | 716<br>67% | 444<br>60%       | 514<br>69%<br>c | 442<br>77%<br>cd | 425<br>70% | 452<br>66%      | 202<br>65%     | 323<br>70%     | 445<br>64%      | 956<br>70%<br>j | 733<br>71%<br>mo | 646<br>66%    | 345<br>67%     | 300<br>64%                  |
| Mean score              | 2.04           | 1.99            | 2.08<br>a  | 2.20<br>de       | 2.03<br>e       | 1.84             | 2.02       | 2.06            | 2.06           | 2.02           | 2.10<br>k       | 2.01            | 2.02             | 2.05          | 2.05           | 2.05                        |
| Standard deviation      | .96            | .97             | .94<br>a   | .99<br>de        | .97<br>e        | .86              | .95        | .94             | .98            | .97            | 1.00<br>k       | .93             | .93              | .98           | .97            | .99                         |
| Standard error          | .02            | .03             | .03        | .04              | .04             | .04              | .03        | .04             | .06            | .05            | .04             | .03             | .03              | .03           | .05            | .05                         |

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m,n,o

## BBC London Mayor online Opinion Poll

### Q3. People sometimes talk about the need for "affordable" housing in London. What in your opinion would be an "affordable" price for buying a two-bedroom home in London?

Base: All respondents

|                         | GENDER |      | AGE    |       |       | SOCIAL GRADE |      |      |      | REGION SUMMARY |       | TENURE |       |             |                |                            |
|-------------------------|--------|------|--------|-------|-------|--------------|------|------|------|----------------|-------|--------|-------|-------------|----------------|----------------------------|
|                         | Total  | Male | Female | 18-34 | 35-54 | 55+          | AB   | C1   | C2   | DE             | Inner | Outer  | Owned | NET: Rented | Private rented | Social rented (HA/Council) |
|                         |        | a    | b      | c     | d     | e            | f    | g    | h    | i              | j     | k      | l     | m           | n              | o                          |
| Significance Level: 95% |        |      |        |       |       |              |      |      |      |                |       |        |       |             |                |                            |
| Unweighted Total        | 2062   | 997  | 1065   | 742   | 737   | 583          | 870  | 603  | 247  | 342            | 714   | 1348   | 1129  | 893         | 476            | 417                        |
| Weighted Total          | 2062   | 990  | 1072   | 742   | 742   | 577          | 608  | 680  | 311  | 462            | 692   | 1370   | 1033  | 985         | 515            | 470                        |
|                         | 100%   | 100% | 100%   | 100%  | 100%  | 100%         | 100% | 100% | 100% | 100%           | 100%  | 100%   | 100%  | 100%        | 100%           | 100%                       |
| Less than £100000 (75)  | 320    | 137  | 183    | 127   | 120   | 73           | 48   | 101  | 59   | 111            | 132   | 188    | 75    | 236         | 97             | 138                        |
|                         | 16%    | 14%  | 17%    | 17%   | 16%   | 13%          | 8%   | 15%  | 19%  | 24%            | 19%   | 14%    | 7%    | 24%         | 19%            | 29%                        |
|                         |        |      | a      | e     |       |              |      | f    | f    | fg             | k     |        |       | ln          | l              | lmn                        |
| £100001 - £200000 (150) | 722    | 350  | 373    | 234   | 298   | 190          | 180  | 251  | 114  | 177            | 216   | 506    | 346   | 364         | 206            | 158                        |
|                         | 35%    | 35%  | 35%    | 32%   | 40%   | 33%          | 30%  | 37%  | 37%  | 38%            | 31%   | 37%    | 34%   | 37%         | 40%            | 34%                        |
|                         |        |      |        | ce    |       |              |      | f    | f    | f              |       | j      |       |             | lo             |                            |
| £200001 - £300000 (250) | 610    | 312  | 298    | 212   | 193   | 205          | 216  | 213  | 88   | 93             | 201   | 409    | 367   | 235         | 139            | 97                         |
|                         | 30%    | 32%  | 28%    | 29%   | 26%   | 35%          | 36%  | 31%  | 28%  | 20%            | 29%   | 30%    | 36%   | 24%         | 27%            | 21%                        |
|                         |        |      |        |       |       | cd           | hi   | i    | i    |                |       |        | mno   |             | o              |                            |
| £300001 - £400000 (350) | 174    | 83   | 91     | 67    | 57    | 51           | 86   | 48   | 21   | 19             | 67    | 107    | 124   | 47          | 32             | 16                         |
|                         | 8%     | 8%   | 8%     | 9%    | 8%    | 9%           | 14%  | 7%   | 7%   | 4%             | 10%   | 8%     | 12%   | 5%          | 6%             | 3%                         |
|                         |        |      |        | ghi   |       |              | ghi  |      |      |                |       |        | mno   |             | o              |                            |
| £400001 - £500000 (450) | 60     | 33   | 27     | 26    | 18    | 16           | 31   | 13   | 5    | 11             | 24    | 36     | 38    | 19          | 10             | 9                          |
|                         | 3%     | 3%   | 3%     | 3%    | 2%    | 3%           | 5%   | 2%   | 2%   | 2%             | 3%    | 3%     | 4%    | 2%          | 2%             | 2%                         |
|                         |        |      |        |       |       |              | ghi  |      |      |                |       |        | m     |             |                |                            |
| £500001 - £600000 (550) | 26     | 13   | 12     | 12    | 7     | 6            | 11   | 6    | 3    | 5              | 10    | 16     | 19    | 4           | 4              | 1                          |
|                         | 1%     | 1%   | 1%     | 2%    | 1%    | 1%           | 2%   | 1%   | 1%   | 1%             | 1%    | 1%     | 2%    | *           | 1%             | *                          |
|                         |        |      |        |       |       |              |      |      |      |                |       |        | mo    |             |                |                            |
| £600001 - £700000 (650) | 14     | 5    | 9      | 5     | 8     | 1            | 6    | -    | 6    | 2              | 5     | 9      | 12    | 2           | -              | 2                          |
|                         | 1%     | 1%   | 1%     | 1%    | 1%    | *            | 1%   | -    | 2%   | *              | 1%    | 1%     | 1%    | *           | -              | *                          |
|                         |        |      |        |       | e     |              | g    |      | g    |                |       |        | mn    |             |                |                            |
| £700001 or more (800)   | 8      | 6    | 2      | 4     | 3     | 1            | 6    | 1    | 1    | -              | 2     | 6      | 7     | 1           | 1              | *                          |
|                         | *      | 1%   | *      | 1%    | *     | *            | 1%   | *    | *    | -              | *     | *      | 1%    | *           | *              | *                          |
|                         |        |      | a      |       |       |              |      | f    |      | fh             |       |        |       | l           |                | ln                         |
| Don't know              | 128    | 50   | 78     | 55    | 38    | 35           | 24   | 45   | 15   | 43             | 35    | 93     | 43    | 76          | 26             | 50                         |
|                         | 6%     | 5%   | 7%     | 7%    | 5%    | 6%           | 4%   | 7%   | 5%   | 9%             | 5%    | 7%     | 4%    | 8%          | 5%             | 11%                        |
|                         |        |      | a      |       |       |              |      | f    |      | fh             |       |        |       | l           |                | ln                         |
| <b>NETS</b>             |        |      |        |       |       |              |      |      |      |                |       |        |       |             |                |                            |
| Net: Less than £300001  | 1652   | 799  | 853    | 574   | 611   | 467          | 444  | 565  | 261  | 382            | 549   | 1103   | 789   | 835         | 442            | 393                        |
|                         | 80%    | 81%  | 80%    | 77%   | 82%   | 81%          | 73%  | 83%  | 84%  | 83%            | 79%   | 80%    | 76%   | 85%         | 86%            | 84%                        |
|                         |        |      |        |       | c     |              |      | f    | f    | f              |       |        |       | l           | l              | l                          |
| Net: £300001 - £600000  | 260    | 130  | 130    | 105   | 82    | 74           | 128  | 68   | 28   | 35             | 101   | 159    | 182   | 71          | 45             | 25                         |
|                         | 13%    | 13%  | 12%    | 14%   | 11%   | 13%          | 21%  | 10%  | 9%   | 8%             | 15%   | 12%    | 18%   | 7%          | 9%             | 5%                         |
|                         |        |      |        |       |       |              | ghi  |      |      |                | k     |        | mno   |             | o              |                            |

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m,n,o

## BBC London Mayor online Opinion Poll

**Q3. People sometimes talk about the need for "affordable" housing in London. What in your opinion would be an "affordable" price for buying a two-bedroom home in London?**

Base: All respondents

|                         | GENDER |        | AGE    |        |        | SOCIAL GRADE |        |        |        | REGION SUMMARY |        | TENURE |        |             |                |                            |
|-------------------------|--------|--------|--------|--------|--------|--------------|--------|--------|--------|----------------|--------|--------|--------|-------------|----------------|----------------------------|
|                         | Total  | Male   | Female | 18-34  | 35-54  | 55+          | AB     | C1     | C2     | DE             | Inner  | Outer  | Owned  | NET: Rented | Private rented | Social rented (HA/Council) |
|                         | a      | b      | c      | d      | e      | f            | g      | h      | i      | j              | k      | l      | m      | n           | o              |                            |
| Significance Level: 95% |        |        |        |        |        |              |        |        |        |                |        |        |        |             |                |                            |
| Unweighted Total        | 2062   | 997    | 1065   | 742    | 737    | 583          | 870    | 603    | 247    | 342            | 714    | 1348   | 1129   | 893         | 476            | 417                        |
| Weighted Total          | 2062   | 990    | 1072   | 742    | 742    | 577          | 608    | 680    | 311    | 462            | 692    | 1370   | 1033   | 985         | 515            | 470                        |
|                         | 100%   | 100%   | 100%   | 100%   | 100%   | 100%         | 100%   | 100%   | 100%   | 100%           | 100%   | 100%   | 100%   | 100%        | 100%           | 100%                       |
| Net: £600001 or more    | 22     | 11     | 11     | 9      | 11     | 2            | 12     | 1      | 7      | 2              | 6      | 16     | 19     | 3           | 1              | 2                          |
|                         | 1%     | 1%     | 1%     | 1%     | 1%     | *            | 2%     | *      | 2%     | *              | 1%     | 1%     | 2%     | *           | *              | *                          |
|                         |        |        |        |        | e      |              | gi     |        | gi     |                |        |        | mno    |             |                |                            |
| Mean in '000s           | 208.10 | 213.07 | 203.40 | 212.21 | 200.99 | 212.12       | 245.78 | 198.65 | 199.32 | 176.06         | 208.23 | 208.03 | 236.64 | 176.74      | 186.59         | 165.30                     |
|                         |        |        |        |        |        |              | ghi    | i      | i      |                |        |        | mno    |             | o              |                            |
| Standard deviation      | 113.19 | 114.82 | 111.47 | 121.19 | 113.77 | 101.04       | 125.11 | 97.05  | 117.52 | 100.87         | 116.22 | 111.64 | 119.71 | 95.22       | 94.60          | 94.76                      |
| Standard error          | 2.57   | 3.73   | 3.55   | 4.63   | 4.29   | 4.31         | 4.33   | 4.10   | 7.68   | 5.74           | 4.47   | 3.15   | 3.65   | 3.31        | 4.44           | 4.90                       |

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m,n,o

## BBC London Mayor online Opinion Poll

**Q4. People sometimes talk about the need for "affordable" housing in London. What in your opinion would be an "affordable" price (per calendar month) for renting a two-bedroom home in London?**

Base: All respondents

|                         | Total  | GENDER |        | AGE   |       |      | SOCIAL GRADE |      |      |      | REGION SUMMARY |       | TENURE |             |                |                             |     |
|-------------------------|--------|--------|--------|-------|-------|------|--------------|------|------|------|----------------|-------|--------|-------------|----------------|-----------------------------|-----|
|                         |        | Male   | Female | 18-34 | 35-54 | 55+  | AB           | C1   | C2   | DE   | Inner          | Outer | Owned  | NET: Rented | Private rented | Social rented (HA/ Council) |     |
|                         |        | a      | b      | c     | d     | e    | f            | g    | h    | i    | j              | k     | l      | m           | n              | o                           |     |
| Significance Level: 95% |        |        |        |       |       |      |              |      |      |      |                |       |        |             |                |                             |     |
| Unweighted Total        | 2062   | 997    | 1065   | 742   | 737   | 583  | 870          | 603  | 247  | 342  | 714            | 1348  | 1129   | 893         | 476            | 417                         |     |
| Weighted Total          | 2062   | 990    | 1072   | 742   | 742   | 577  | 608          | 680  | 311  | 462  | 692            | 1370  | 1033   | 985         | 515            | 470                         |     |
|                         | 100%   | 100%   | 100%   | 100%  | 100%  | 100% | 100%         | 100% | 100% | 100% | 100%           | 100%  | 100%   | 100%        | 100%           | 100%                        |     |
| Less than £200 pcm      | (100)  | 137    | 65     | 72    | 56    | 51   | 30           | 20   | 36   | 22   | 59             | 69    | 68     | 39          | 96             | 25                          | 71  |
|                         |        | 7%     | 7%     | 7%    | 7%    | 7%   | 5%           | 3%   | 5%   | 7%   | 13%            | 10%   | 5%     | 4%          | 10%            | 5%                          | 15% |
|                         |        |        |        |       |       |      |              |      | f    | fg   | k              |       |        | ln          |                | lmn                         |     |
| £201 - £400 pcm         | (300)  | 349    | 166    | 183   | 119   | 114  | 116          | 86   | 93   | 67   | 104            | 124   | 226    | 148         | 191            | 67                          | 124 |
|                         |        | 17%    | 17%    | 17%   | 16%   | 15%  | 20%          | 14%  | 14%  | 21%  | 22%            | 18%   | 16%    | 14%         | 19%            | 13%                         | 26% |
|                         |        |        |        |       |       | d    |              |      | fg   | fg   |                |       |        |             | ln             |                             | lmn |
| £401 - £600 pcm         | (500)  | 434    | 198    | 236   | 139   | 157  | 138          | 117  | 161  | 66   | 90             | 149   | 285    | 220         | 203            | 88                          | 115 |
|                         |        | 21%    | 20%    | 22%   | 19%   | 21%  | 24%          | 19%  | 24%  | 21%  | 20%            | 22%   | 21%    | 21%         | 21%            | 17%                         | 24% |
|                         |        |        |        |       |       | c    |              |      | f    |      |                |       |        |             |                | n                           |     |
| £601 - £800 pcm         | (700)  | 429    | 197    | 233   | 135   | 167  | 128          | 138  | 138  | 67   | 86             | 124   | 305    | 237         | 188            | 110                         | 78  |
|                         |        | 21%    | 20%    | 22%   | 18%   | 22%  | 22%          | 23%  | 20%  | 21%  | 19%            | 18%   | 22%    | 23%         | 19%            | 21%                         | 17% |
|                         |        |        |        |       |       | c    |              |      |      |      |                |       | j      | mo          |                |                             |     |
| £801 - £1000 pcm        | (900)  | 345    | 172    | 172   | 131   | 131  | 82           | 114  | 127  | 50   | 54             | 103   | 242    | 183         | 159            | 124                         | 34  |
|                         |        | 17%    | 17%    | 16%   | 18%   | 18%  | 14%          | 19%  | 19%  | 16%  | 12%            | 15%   | 18%    | 18%         | 16%            | 24%                         | 7%  |
|                         |        |        |        |       |       |      |              | i    | i    |      |                |       |        | o           | o              | lmo                         |     |
| £1001 - £1200 pcm       | (1100) | 161    | 86     | 75    | 71    | 55   | 34           | 60   | 57   | 17   | 27             | 56    | 104    | 89          | 71             | 62                          | 8   |
|                         |        | 8%     | 9%     | 7%    | 10%   | 7%   | 6%           | 10%  | 8%   | 5%   | 6%             | 8%    | 8%     | 9%          | 7%             | 12%                         | 2%  |
|                         |        |        |        |       | e     |      |              | hi   |      |      |                |       |        | o           | o              | lmo                         |     |
| £1201 - £1400 pcm       | (1300) | 61     | 27     | 34    | 25    | 23   | 13           | 26   | 20   | 6    | 9              | 23    | 38     | 35          | 22             | 17                          | 6   |
|                         |        | 3%     | 3%     | 3%    | 3%    | 3%   | 2%           | 4%   | 3%   | 2%   | 2%             | 3%    | 3%     | 3%          | 2%             | 3%                          | 1%  |
|                         |        |        |        |       |       |      |              | i    |      |      |                |       |        | o           |                | o                           |     |
| £1401 - £1600 pcm       | (1500) | 32     | 19     | 12    | 9     | 15   | 7            | 15   | 8    | 4    | 4              | 10    | 22     | 24          | 8              | 6                           | 2   |
|                         |        | 2%     | 2%     | 1%    | 1%    | 2%   | 1%           | 3%   | 1%   | 1%   | 1%             | 1%    | 2%     | 2%          | 1%             | 1%                          | *   |
|                         |        |        |        |       |       |      |              |      |      |      |                |       |        | mo          |                |                             |     |
| More than £1600 pcm     | (1700) | 9      | 7      | 2     | 7     | 2    | -            | 7    | 2    | 1    | -              | 6     | 3      | 8           | 1              | 1                           | -   |
|                         |        | *      | 1%     | *     | 1%    | *    | -            | 1%   | *    | *    | -              | 1%    | *      | 1%          | *              | *                           | -   |
|                         |        |        |        |       | e     |      |              |      |      |      |                |       |        | m           |                |                             |     |
| Don't know              | 106    | 53     | 53     | 49    | 28    | 29   | 26           | 38   | 13   | 29   | 27             | 78    | 49     | 47          | 14             | 32                          |     |
|                         |        | 5%     | 5%     | 5%    | 7%    | 4%   | 5%           | 4%   | 6%   | 4%   | 6%             | 4%    | 6%     | 5%          | 5%             | 3%                          | 7%  |
|                         |        |        |        |       | d     |      |              |      |      |      |                |       |        |             |                | n                           |     |

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m,n,o

## BBC London Mayor online Opinion Poll

**Q4. People sometimes talk about the need for "affordable" housing in London. What in your opinion would be an "affordable" price (per calendar month) for renting a two-bedroom home in London?**

Base: All respondents

|                         | GENDER |        | AGE    |        |        | SOCIAL GRADE |        |        |        | REGION SUMMARY |        | TENURE |        |             |                |                            |
|-------------------------|--------|--------|--------|--------|--------|--------------|--------|--------|--------|----------------|--------|--------|--------|-------------|----------------|----------------------------|
|                         | Total  | Male   | Female | 18-34  | 35-54  | 55+          | AB     | C1     | C2     | DE             | Inner  | Outer  | Owned  | NET: Rented | Private rented | Social rented (HA/Council) |
|                         |        | a      | b      | c      | d      | e            | f      | g      | h      | i              | j      | k      | l      | m           | n              | o                          |
| Significance Level: 95% |        |        |        |        |        |              |        |        |        |                |        |        |        |             |                |                            |
| Unweighted Total        | 2062   | 997    | 1065   | 742    | 737    | 583          | 870    | 603    | 247    | 342            | 714    | 1348   | 1129   | 893         | 476            | 417                        |
| Weighted Total          | 2062   | 990    | 1072   | 742    | 742    | 577          | 608    | 680    | 311    | 462            | 692    | 1370   | 1033   | 985         | 515            | 470                        |
|                         | 100%   | 100%   | 100%   | 100%   | 100%   | 100%         | 100%   | 100%   | 100%   | 100%           | 100%   | 100%   | 100%   | 100%        | 100%           | 100%                       |
| <b>NETS</b>             |        |        |        |        |        |              |        |        |        |                |        |        |        |             |                |                            |
| Net: Less than £401     | 486    | 231    | 256    | 175    | 165    | 147          | 106    | 129    | 88     | 163            | 193    | 293    | 187    | 287         | 92             | 195                        |
|                         | 24%    | 23%    | 24%    | 24%    | 22%    | 25%          | 17%    | 19%    | 28%    | 35%            | 28%    | 21%    | 18%    | 29%         | 18%            | 41%                        |
|                         |        |        |        |        |        |              |        | fg     | fg     |                | k      |        |        | ln          |                | lmn                        |
| Net: £401 - £800        | 863    | 395    | 468    | 274    | 323    | 266          | 254    | 299    | 133    | 177            | 273    | 590    | 457    | 391         | 198            | 193                        |
|                         | 42%    | 40%    | 44%    | 37%    | 44%    | 46%          | 42%    | 44%    | 43%    | 38%            | 40%    | 43%    | 44%    | 40%         | 38%            | 41%                        |
|                         |        |        |        |        | c      | c            |        |        |        |                |        |        | mn     |             |                |                            |
| Net: £801 - £1000       | 345    | 172    | 172    | 131    | 131    | 82           | 114    | 127    | 50     | 54             | 103    | 242    | 183    | 159         | 124            | 34                         |
|                         | 17%    | 17%    | 16%    | 18%    | 18%    | 14%          | 19%    | 19%    | 16%    | 12%            | 15%    | 18%    | 18%    | 16%         | 24%            | 7%                         |
|                         |        |        |        |        |        |              | i      | i      |        |                |        |        | o      | o           | lmo            |                            |
| Net: £1001 - £1400      | 222    | 113    | 109    | 96     | 78     | 47           | 86     | 77     | 23     | 36             | 80     | 142    | 124    | 93          | 79             | 14                         |
|                         | 11%    | 11%    | 10%    | 13%    | 11%    | 8%           | 14%    | 11%    | 7%     | 8%             | 12%    | 10%    | 12%    | 9%          | 15%            | 3%                         |
|                         |        |        |        | e      |        |              | hi     |        |        |                |        |        | o      | o           | mo             |                            |
| Net: £1401 or more      | 41     | 26     | 14     | 17     | 17     | 7            | 22     | 10     | 5      | 4              | 15     | 25     | 32     | 9           | 7              | 2                          |
|                         | 2%     | 3%     | 1%     | 2%     | 2%     | 1%           | 4%     | 1%     | 2%     | 1%             | 2%     | 2%     | 3%     | 1%          | 1%             | *                          |
|                         |        | b      |        |        |        |              | gi     |        |        |                |        |        | mno    |             |                |                            |
| Mean                    | 646.45 | 660.43 | 633.60 | 664.85 | 655.71 | 611.16       | 719.85 | 664.41 | 604.28 | 550.21         | 623.86 | 658.07 | 694.06 | 599.31      | 711.72         | 470.81                     |
|                         |        |        |        | e      | e      |              | ghi    | hi     | i      |                |        | j      | mo     | o           | mo             |                            |
| Standard deviation      | 325.90 | 336.93 | 315.03 | 345.80 | 324.54 | 298.42       | 335.24 | 310.23 | 310.55 | 319.19         | 347.60 | 313.66 | 325.58 | 318.93      | 313.26         | 273.91                     |
| Standard error          | 7.38   | 10.98  | 9.92   | 13.17  | 12.20  | 12.69        | 11.64  | 13.05  | 20.22  | 17.87          | 13.31  | 8.81   | 9.95   | 10.94       | 14.56          | 13.92                      |

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m,n,o

## BBC London Mayor online Opinion Poll

Q5\_SUM. As far as you are aware which candidate for Mayor of London has promised to:

### SUMMARY TABLE

Base: All respondents

|                                              | Freeze bus and Tube fares for four years | Build 50,000 homes a year | Lower fares for outer London and fewer travel zones | Halve Tube fares before 7.30am | Local referendums on big development schemes |
|----------------------------------------------|------------------------------------------|---------------------------|-----------------------------------------------------|--------------------------------|----------------------------------------------|
| Unweighted Total                             | 2062                                     | 2062                      | 2062                                                | 2062                           | 2062                                         |
| Weighted Total                               | 2062                                     | 2062                      | 2062                                                | 2062                           | 2062                                         |
|                                              | 100%                                     | 100%                      | 100%                                                | 100%                           | 100%                                         |
| Labour candidate, Sadiq Khan                 | 604                                      | 453                       | 328                                                 | 274                            | 194                                          |
|                                              | 29%                                      | 22%                       | 16%                                                 | 13%                            | 9%                                           |
| Conservative candidate, Zac Goldsmith        | 179                                      | 400                       | 163                                                 | 136                            | 228                                          |
|                                              | 9%                                       | 19%                       | 8%                                                  | 7%                             | 11%                                          |
| Liberal Democrat candidate, Caroline Pidgeon | 62                                       | 71                        | 105                                                 | 168                            | 66                                           |
|                                              | 3%                                       | 3%                        | 5%                                                  | 8%                             | 3%                                           |
| UKIP candidate, Peter Whittle                | 34                                       | 21                        | 37                                                  | 32                             | 53                                           |
|                                              | 2%                                       | 1%                        | 2%                                                  | 2%                             | 3%                                           |
| Green candidate, Sian Berry                  | 51                                       | 39                        | 84                                                  | 60                             | 70                                           |
|                                              | 2%                                       | 2%                        | 4%                                                  | 3%                             | 3%                                           |
| Don't know                                   | 1132                                     | 1078                      | 1345                                                | 1392                           | 1450                                         |
|                                              | 55%                                      | 52%                       | 65%                                                 | 68%                            | 70%                                          |

## BBC London Mayor online Opinion Poll

### Q5\_1. As far as you are aware which candidate for Mayor of London has promised to: Freeze bus and Tube fares for four years

Base: All respondents

|                                              | GENDER |      | AGE    |       |       | SOCIAL GRADE |      |      |      | REGION SUMMARY |       | TENURE |       |             |                |                             |
|----------------------------------------------|--------|------|--------|-------|-------|--------------|------|------|------|----------------|-------|--------|-------|-------------|----------------|-----------------------------|
|                                              | Total  | Male | Female | 18-34 | 35-54 | 55+          | AB   | C1   | C2   | DE             | Inner | Outer  | Owned | NET: Rented | Private rented | Social rented (HA/ Council) |
|                                              | a      | b    | c      | d     | e     | f            | g    | h    | i    | j              | k     | l      | m     | n           | o              |                             |
| Significance Level: 95%                      |        |      |        |       |       |              |      |      |      |                |       |        |       |             |                |                             |
| Unweighted Total                             | 2062   | 997  | 1065   | 742   | 737   | 583          | 870  | 603  | 247  | 342            | 714   | 1348   | 1129  | 893         | 476            | 417                         |
| Weighted Total                               | 2062   | 990  | 1072   | 742   | 742   | 577          | 608  | 680  | 311  | 462            | 692   | 1370   | 1033  | 985         | 515            | 470                         |
|                                              | 100%   | 100% | 100%   | 100%  | 100%  | 100%         | 100% | 100% | 100% | 100%           | 100%  | 100%   | 100%  | 100%        | 100%           | 100%                        |
| Labour candidate, Sadiq Khan                 | 604    | 336  | 267    | 180   | 222   | 202          | 199  | 188  | 78   | 138            | 200   | 403    | 325   | 273         | 135            | 137                         |
|                                              | 29%    | 34%  | 25%    | 24%   | 30%   | 35%          | 33%  | 28%  | 25%  | 30%            | 29%   | 29%    | 31%   | 28%         | 26%            | 29%                         |
|                                              |        | b    |        |       | c     | c            | gh   |      |      |                |       |        | n     |             |                |                             |
| Conservative candidate, Zac Goldsmith        | 179    | 106  | 73     | 62    | 67    | 49           | 59   | 56   | 33   | 30             | 48    | 131    | 103   | 73          | 43             | 29                          |
|                                              | 9%     | 11%  | 7%     | 8%    | 9%    | 9%           | 10%  | 8%   | 10%  | 7%             | 7%    | 10%    | 10%   | 7%          | 8%             | 6%                          |
|                                              |        | b    |        |       |       |              |      |      |      |                |       | j      | mo    |             |                |                             |
| Liberal Democrat candidate, Caroline Pidgeon | 62     | 28   | 34     | 37    | 21    | 5            | 23   | 14   | 14   | 10             | 24    | 38     | 30    | 31          | 16             | 15                          |
|                                              | 3%     | 3%   | 3%     | 5%    | 3%    | 1%           | 4%   | 2%   | 5%   | 2%             | 3%    | 3%     | 3%    | 3%          | 3%             | 3%                          |
|                                              |        |      |        | de    | e     |              |      |      | g    |                |       |        |       |             |                |                             |
| UKIP candidate, Peter Whittle                | 34     | 22   | 12     | 18    | 12    | 4            | 12   | 13   | 3    | 7              | 15    | 19     | 24    | 11          | 6              | 5                           |
|                                              | 2%     | 2%   | 1%     | 2%    | 2%    | 1%           | 2%   | 2%   | 1%   | 1%             | 2%    | 1%     | 2%    | 1%          | 1%             | 1%                          |
|                                              |        |      |        | e     |       |              |      |      |      |                |       |        | m     |             |                |                             |
| Green candidate, Sian Berry                  | 51     | 20   | 31     | 18    | 25    | 9            | 14   | 12   | 15   | 10             | 14    | 37     | 29    | 20          | 11             | 9                           |
|                                              | 2%     | 2%   | 3%     | 2%    | 3%    | 1%           | 2%   | 2%   | 5%   | 2%             | 2%    | 3%     | 3%    | 2%          | 2%             | 2%                          |
|                                              |        |      |        |       | e     |              |      |      | fg   |                |       |        |       |             |                |                             |
| Don't know                                   | 1132   | 478  | 654    | 427   | 396   | 309          | 301  | 397  | 168  | 267            | 391   | 741    | 522   | 578         | 304            | 275                         |
|                                              | 55%    | 48%  | 61%    | 58%   | 53%   | 54%          | 49%  | 58%  | 54%  | 58%            | 57%   | 54%    | 51%   | 59%         | 59%            | 58%                         |
|                                              |        | a    |        |       |       |              | f    | f    |      | f              |       |        | l     | l           | l              | l                           |

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m,n,o

## BBC London Mayor online Opinion Poll

### Q5\_2. As far as you are aware which candidate for Mayor of London has promised to: Build 50,000 homes a year

Base: All respondents

|                                              | GENDER |      | AGE    |       |       | SOCIAL GRADE |      |      |      | REGION SUMMARY |       | TENURE |       |             |                |                             |
|----------------------------------------------|--------|------|--------|-------|-------|--------------|------|------|------|----------------|-------|--------|-------|-------------|----------------|-----------------------------|
|                                              | Total  | Male | Female | 18-34 | 35-54 | 55+          | AB   | C1   | C2   | DE             | Inner | Outer  | Owned | NET: Rented | Private rented | Social rented (HA/ Council) |
|                                              | a      | b    | c      | d     | e     | f            | g    | h    | i    | j              | k     | l      | m     | n           | o              |                             |
| Significance Level: 95%                      |        |      |        |       |       |              |      |      |      |                |       |        |       |             |                |                             |
| Unweighted Total                             | 2062   | 997  | 1065   | 742   | 737   | 583          | 870  | 603  | 247  | 342            | 714   | 1348   | 1129  | 893         | 476            | 417                         |
| Weighted Total                               | 2062   | 990  | 1072   | 742   | 742   | 577          | 608  | 680  | 311  | 462            | 692   | 1370   | 1033  | 985         | 515            | 470                         |
|                                              | 100%   | 100% | 100%   | 100%  | 100%  | 100%         | 100% | 100% | 100% | 100%           | 100%  | 100%   | 100%  | 100%        | 100%           | 100%                        |
| Labour candidate, Sadiq Khan                 | 453    | 250  | 203    | 129   | 179   | 146          | 147  | 134  | 75   | 97             | 163   | 290    | 245   | 205         | 96             | 109                         |
|                                              | 22%    | 25%  | 19%    | 17%   | 24%   | 25%          | 24%  | 20%  | 24%  | 21%            | 24%   | 21%    | 24%   | 21%         | 19%            | 23%                         |
|                                              |        | b    |        | c     | c     | g            |      |      |      |                |       |        | n     |             |                |                             |
| Conservative candidate, Zac Goldsmith        | 400    | 210  | 190    | 115   | 136   | 149          | 134  | 137  | 54   | 74             | 117   | 282    | 221   | 172         | 98             | 74                          |
|                                              | 19%    | 21%  | 18%    | 16%   | 18%   | 26%          | 22%  | 20%  | 17%  | 16%            | 17%   | 21%    | 21%   | 17%         | 19%            | 16%                         |
|                                              |        | b    |        |       | cd    | i            |      |      |      |                |       | j      | mo    |             |                |                             |
| Liberal Democrat candidate, Caroline Pidgeon | 71     | 36   | 35     | 35    | 22    | 14           | 22   | 23   | 17   | 9              | 15    | 56     | 42    | 25          | 15             | 10                          |
|                                              | 3%     | 4%   | 3%     | 5%    | 3%    | 2%           | 4%   | 3%   | 6%   | 2%             | 2%    | 4%     | 4%    | 3%          | 3%             | 2%                          |
|                                              |        |      |        | e     |       |              |      |      | i    |                | j     |        |       |             |                |                             |
| UKIP candidate, Peter Whittle                | 21     | 12   | 9      | 17    | 3     | 1            | 6    | 9    | 4    | 2              | 7     | 15     | 12    | 10          | 5              | 5                           |
|                                              | 1%     | 1%   | 1%     | 2%    | *     | *            | 1%   | 1%   | 1%   | 1%             | 1%    | 1%     | 1%    | 1%          | 1%             | 1%                          |
|                                              |        |      |        | de    |       |              |      |      |      |                |       |        |       |             |                |                             |
| Green candidate, Sian Berry                  | 39     | 24   | 16     | 17    | 16    | 6            | 19   | 8    | 3    | 9              | 11    | 28     | 26    | 13          | 10             | 3                           |
|                                              | 2%     | 2%   | 1%     | 2%    | 2%    | 1%           | 3%   | 1%   | 1%   | 2%             | 2%    | 2%     | 3%    | 1%          | 2%             | 1%                          |
|                                              |        |      |        |       |       |              | g    |      |      |                |       |        | mo    |             |                |                             |
| Don't know                                   | 1078   | 458  | 620    | 429   | 387   | 262          | 280  | 370  | 157  | 270            | 378   | 699    | 487   | 560         | 291            | 269                         |
|                                              | 52%    | 46%  | 58%    | 58%   | 52%   | 45%          | 46%  | 54%  | 51%  | 59%            | 55%   | 51%    | 47%   | 57%         | 57%            | 57%                         |
|                                              |        | a    |        | de    | e     |              | f    | f    | f    | f              |       |        | l     | l           | l              | l                           |

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m,n,o



## BBC London Mayor online Opinion Poll

### Q5\_3. As far as you are aware which candidate for Mayor of London has promised to: Lower fares for outer London and fewer travel zones

Base: All respondents

|                                              | GENDER |      | AGE    |       |       | SOCIAL GRADE |      |      |      | REGION SUMMARY |       | TENURE |       |             |                |                             |
|----------------------------------------------|--------|------|--------|-------|-------|--------------|------|------|------|----------------|-------|--------|-------|-------------|----------------|-----------------------------|
|                                              | Total  | Male | Female | 18-34 | 35-54 | 55+          | AB   | C1   | C2   | DE             | Inner | Outer  | Owned | NET: Rented | Private rented | Social rented (HA/ Council) |
|                                              | a      | b    | c      | d     | e     | f            | g    | h    | i    | j              | k     | l      | m     | n           | o              |                             |
| Significance Level: 95%                      |        |      |        |       |       |              |      |      |      |                |       |        |       |             |                |                             |
| Unweighted Total                             | 2062   | 997  | 1065   | 742   | 737   | 583          | 870  | 603  | 247  | 342            | 714   | 1348   | 1129  | 893         | 476            | 417                         |
| Weighted Total                               | 2062   | 990  | 1072   | 742   | 742   | 577          | 608  | 680  | 311  | 462            | 692   | 1370   | 1033  | 985         | 515            | 470                         |
|                                              | 100%   | 100% | 100%   | 100%  | 100%  | 100%         | 100% | 100% | 100% | 100%           | 100%  | 100%   | 100%  | 100%        | 100%           | 100%                        |
| Labour candidate, Sadiq Khan                 | 328    | 174  | 154    | 102   | 136   | 90           | 107  | 93   | 39   | 89             | 116   | 213    | 158   | 164         | 91             | 74                          |
|                                              | 16%    | 18%  | 14%    | 14%   | 18%   | 16%          | 18%  | 14%  | 12%  | 19%            | 17%   | 16%    | 15%   | 17%         | 18%            | 16%                         |
|                                              |        | b    |        | c     |       | g            |      |      | gh   |                |       |        |       |             |                |                             |
| Conservative candidate, Zac Goldsmith        | 163    | 97   | 67     | 56    | 60    | 47           | 53   | 51   | 34   | 25             | 44    | 119    | 107   | 55          | 29             | 26                          |
|                                              | 8%     | 10%  | 6%     | 8%    | 8%    | 8%           | 9%   | 8%   | 11%  | 5%             | 6%    | 9%     | 10%   | 6%          | 6%             | 6%                          |
|                                              |        | b    |        |       |       |              |      |      | i    |                |       |        | mno   |             |                |                             |
| Liberal Democrat candidate, Caroline Pidgeon | 105    | 58   | 48     | 56    | 36    | 13           | 43   | 25   | 19   | 18             | 34    | 71     | 62    | 41          | 17             | 25                          |
|                                              | 5%     | 6%   | 4%     | 8%    | 5%    | 2%           | 7%   | 4%   | 6%   | 4%             | 5%    | 5%     | 6%    | 4%          | 3%             | 5%                          |
|                                              |        |      |        | de    | e     |              | gi   |      |      |                |       |        | n     |             |                |                             |
| UKIP candidate, Peter Whittle                | 37     | 14   | 23     | 21    | 9     | 8            | 10   | 12   | 8    | 7              | 10    | 27     | 21    | 16          | 8              | 8                           |
|                                              | 2%     | 1%   | 2%     | 3%    | 1%    | 1%           | 2%   | 2%   | 2%   | 2%             | 1%    | 2%     | 2%    | 2%          | 2%             | 2%                          |
|                                              |        |      |        | d     |       |              |      |      |      |                |       |        |       |             |                |                             |
| Green candidate, Sian Berry                  | 84     | 45   | 39     | 38    | 33    | 12           | 24   | 29   | 14   | 16             | 28    | 55     | 31    | 52          | 33             | 19                          |
|                                              | 4%     | 5%   | 4%     | 5%    | 4%    | 2%           | 4%   | 4%   | 5%   | 3%             | 4%    | 4%     | 3%    | 5%          | 6%             | 4%                          |
|                                              |        |      |        | e     | e     |              |      |      |      |                |       |        |       | l           | l              |                             |
| Don't know                                   | 1345   | 603  | 742    | 469   | 468   | 408          | 371  | 469  | 198  | 307            | 460   | 885    | 654   | 656         | 337            | 319                         |
|                                              | 65%    | 61%  | 69%    | 63%   | 63%   | 71%          | 61%  | 69%  | 64%  | 66%            | 66%   | 65%    | 63%   | 67%         | 66%            | 68%                         |
|                                              |        | a    |        |       |       | cd           |      | f    |      |                |       |        |       |             |                |                             |

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m,n,o

## BBC London Mayor online Opinion Poll

### Q5\_4. As far as you are aware which candidate for Mayor of London has promised to: Halve Tube fares before 7.30am

Base: All respondents

|                                              | GENDER |      | AGE    |       |       | SOCIAL GRADE |      |      |      | REGION SUMMARY |       | TENURE |       |             |                |                            |
|----------------------------------------------|--------|------|--------|-------|-------|--------------|------|------|------|----------------|-------|--------|-------|-------------|----------------|----------------------------|
|                                              | Total  | Male | Female | 18-34 | 35-54 | 55+          | AB   | C1   | C2   | DE             | Inner | Outer  | Owned | NET: Rented | Private rented | Social rented (HA/Council) |
|                                              | a      | b    | c      | d     | e     | f            | g    | h    | i    | j              | k     | l      | m     | n           | o              |                            |
| Significance Level: 95%                      |        |      |        |       |       |              |      |      |      |                |       |        |       |             |                |                            |
| Unweighted Total                             | 2062   | 997  | 1065   | 742   | 737   | 583          | 870  | 603  | 247  | 342            | 714   | 1348   | 1129  | 893         | 476            | 417                        |
| Weighted Total                               | 2062   | 990  | 1072   | 742   | 742   | 577          | 608  | 680  | 311  | 462            | 692   | 1370   | 1033  | 985         | 515            | 470                        |
|                                              | 100%   | 100% | 100%   | 100%  | 100%  | 100%         | 100% | 100% | 100% | 100%           | 100%  | 100%   | 100%  | 100%        | 100%           | 100%                       |
| Labour candidate, Sadiq Khan                 | 274    | 146  | 128    | 81    | 106   | 86           | 81   | 81   | 42   | 70             | 100   | 174    | 136   | 136         | 70             | 66                         |
|                                              | 13%    | 15%  | 12%    | 11%   | 14%   | 15%          | 13%  | 12%  | 13%  | 15%            | 14%   | 13%    | 13%   | 14%         | 14%            | 14%                        |
|                                              |        |      |        |       |       | c            |      |      |      |                |       |        |       |             |                |                            |
| Conservative candidate, Zac Goldsmith        | 136    | 76   | 60     | 58    | 54    | 25           | 43   | 39   | 26   | 28             | 43    | 93     | 75    | 57          | 31             | 26                         |
|                                              | 7%     | 8%   | 6%     | 8%    | 7%    | 4%           | 7%   | 6%   | 8%   | 6%             | 6%    | 7%     | 7%    | 6%          | 6%             | 6%                         |
|                                              |        |      |        | e     | e     |              |      |      |      |                |       |        |       |             |                |                            |
| Liberal Democrat candidate, Caroline Pidgeon | 168    | 86   | 82     | 73    | 61    | 34           | 65   | 48   | 31   | 23             | 49    | 118    | 97    | 67          | 42             | 25                         |
|                                              | 8%     | 9%   | 8%     | 10%   | 8%    | 6%           | 11%  | 7%   | 10%  | 5%             | 7%    | 9%     | 9%    | 7%          | 8%             | 5%                         |
|                                              |        |      |        | e     |       |              | gi   |      | i    |                |       |        | mo    |             |                |                            |
| UKIP candidate, Peter Whittle                | 32     | 19   | 13     | 18    | 8     | 5            | 14   | 8    | 2    | 8              | 12    | 20     | 25    | 7           | 4              | 3                          |
|                                              | 2%     | 2%   | 1%     | 2%    | 1%    | 1%           | 2%   | 1%   | 1%   | 2%             | 2%    | 1%     | 2%    | 1%          | 1%             | 1%                         |
|                                              |        |      |        | e     |       |              |      |      |      |                |       |        | mno   |             |                |                            |
| Green candidate, Sian Berry                  | 60     | 36   | 24     | 24    | 22    | 15           | 23   | 19   | 8    | 11             | 22    | 38     | 28    | 31          | 16             | 14                         |
|                                              | 3%     | 4%   | 2%     | 3%    | 3%    | 3%           | 4%   | 3%   | 3%   | 2%             | 3%    | 3%     | 3%    | 3%          | 3%             | 3%                         |
|                                              |        | b    |        |       |       |              |      |      |      |                |       |        |       |             |                |                            |
| Don't know                                   | 1392   | 627  | 765    | 489   | 491   | 412          | 382  | 486  | 203  | 322            | 465   | 927    | 672   | 687         | 351            | 336                        |
|                                              | 68%    | 63%  | 71%    | 66%   | 66%   | 71%          | 63%  | 71%  | 65%  | 70%            | 67%   | 68%    | 65%   | 70%         | 68%            | 71%                        |
|                                              |        | a    |        |       |       | cd           |      | f    |      | f              |       |        | l     | l           |                | l                          |

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m,n,o

## BBC London Mayor online Opinion Poll

### Q5\_5. As far as you are aware which candidate for Mayor of London has promised to: Local referendums on big development schemes

Base: All respondents

|                                              | GENDER |      | AGE    |       |       | SOCIAL GRADE |      |      |      | REGION SUMMARY |       | TENURE |       |             |                |                             |
|----------------------------------------------|--------|------|--------|-------|-------|--------------|------|------|------|----------------|-------|--------|-------|-------------|----------------|-----------------------------|
|                                              | Total  | Male | Female | 18-34 | 35-54 | 55+          | AB   | C1   | C2   | DE             | Inner | Outer  | Owned | NET: Rented | Private rented | Social rented (HA/ Council) |
|                                              | a      | b    | c      | d     | e     | f            | g    | h    | i    | j              | k     | l      | m     | n           | o              |                             |
| Significance Level: 95%                      |        |      |        |       |       |              |      |      |      |                |       |        |       |             |                |                             |
| Unweighted Total                             | 2062   | 997  | 1065   | 742   | 737   | 583          | 870  | 603  | 247  | 342            | 714   | 1348   | 1129  | 893         | 476            | 417                         |
| Weighted Total                               | 2062   | 990  | 1072   | 742   | 742   | 577          | 608  | 680  | 311  | 462            | 692   | 1370   | 1033  | 985         | 515            | 470                         |
|                                              | 100%   | 100% | 100%   | 100%  | 100%  | 100%         | 100% | 100% | 100% | 100%           | 100%  | 100%   | 100%  | 100%        | 100%           | 100%                        |
| Labour candidate, Sadiq Khan                 | 194    | 103  | 92     | 79    | 74    | 42           | 64   | 48   | 38   | 45             | 80    | 115    | 85    | 110         | 57             | 53                          |
|                                              | 9%     | 10%  | 9%     | 11%   | 10%   | 7%           | 10%  | 7%   | 12%  | 10%            | 12%   | 8%     | 8%    | 11%         | 11%            | 11%                         |
|                                              |        |      |        | e     |       |              | g    |      | g    |                | k     |        |       | l           |                |                             |
| Conservative candidate, Zac Goldsmith        | 228    | 118  | 110    | 89    | 76    | 62           | 72   | 67   | 33   | 56             | 61    | 167    | 136   | 87          | 48             | 39                          |
|                                              | 11%    | 12%  | 10%    | 12%   | 10%   | 11%          | 12%  | 10%  | 11%  | 12%            | 9%    | 12%    | 13%   | 9%          | 9%             | 8%                          |
|                                              |        |      |        |       |       |              |      |      |      |                | j     |        | mno   |             |                |                             |
| Liberal Democrat candidate, Caroline Pidgeon | 66     | 40   | 26     | 26    | 28    | 12           | 18   | 16   | 16   | 16             | 17    | 50     | 35    | 29          | 12             | 17                          |
|                                              | 3%     | 4%   | 2%     | 4%    | 4%    | 2%           | 3%   | 2%   | 5%   | 3%             | 2%    | 4%     | 3%    | 3%          | 2%             | 4%                          |
|                                              |        | b    |        |       |       |              |      |      | g    |                |       |        |       |             |                |                             |
| UKIP candidate, Peter Whittle                | 53     | 33   | 20     | 23    | 17    | 13           | 24   | 15   | 7    | 7              | 19    | 34     | 30    | 23          | 10             | 13                          |
|                                              | 3%     | 3%   | 2%     | 3%    | 2%    | 2%           | 4%   | 2%   | 2%   | 2%             | 3%    | 3%     | 3%    | 2%          | 2%             | 3%                          |
|                                              |        | b    |        |       |       |              | i    |      |      |                |       |        |       |             |                |                             |
| Green candidate, Sian Berry                  | 70     | 44   | 26     | 31    | 26    | 13           | 28   | 23   | 14   | 6              | 22    | 48     | 42    | 27          | 19             | 9                           |
|                                              | 3%     | 4%   | 2%     | 4%    | 4%    | 2%           | 5%   | 3%   | 4%   | 1%             | 3%    | 4%     | 4%    | 3%          | 4%             | 2%                          |
|                                              |        | b    |        |       |       |              | i    | i    | i    |                |       |        | o     |             |                |                             |
| Don't know                                   | 1450   | 652  | 798    | 494   | 522   | 434          | 402  | 511  | 205  | 332            | 494   | 957    | 707   | 709         | 369            | 339                         |
|                                              | 70%    | 66%  | 74%    | 66%   | 70%   | 75%          | 66%  | 75%  | 66%  | 72%            | 71%   | 70%    | 68%   | 72%         | 72%            | 72%                         |
|                                              |        |      | a      |       |       | cd           |      | fh   |      | f              |       |        |       |             |                |                             |

Columns Tested: a,b - c,d,e - f,g,h,i - j,k - l,m,n,o