

ITV London / LBC London Mayoral Survey

	First round	Run-off
Conservative candidate, Zac Goldsmith	36%	44%
Labour candidate, Sadiq Khan	45%	56%
Liberal Democrat candidate, Caroline Pidgeon	6%	
UKIP candidate, Peter Whittle	4%	
Green Party candidate, Sian Berry	6%	
Respect candidate, George Galloway	1%	
A candidate for another party	2%	

METHODOLOGY NOTE

ComRes interviewed 1,034 adults living in London online from 28th April to 3rd May 2016. Data were weighted to be representative of all adults living in London aged 18+. Data were also weighted by past vote recall to the London result on the 2015 General Election. Voting intention figures are calculated using the ComRes Voter Turnout Model. ComRes is a member of the British Polling Council and abides by its rules.

To commission a voting intention poll or a public opinion survey please contact Tom Mludzinski: tom.mludzinski@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

ONLINE Opinion Poll - London

V1. Thinking back to the General Election earlier last year, which party, if any, did you vote for? Was it Conservative, Labour, Liberal Democrat, UKIP, some other party, or did you not vote?

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				REGION		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	1034	516	518	335	390	309	458	295	128	153	677	357
Weighted Total	1034	496	538	372	372	290	438	294	134	167	665	369
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	304	162	142	76	114	114	161	80	37	25	236	68
	29%	33%	26%	20%	31%	39%	37%	27%	28%	15%	35%	18%
Labour	385	174	211	157	141	87	128	128	53	75	213	172
	37%	35%	39%	42%	38%	30%	29%	44%	40%	45%	32%	47%
Liberal Democrat	69	35	34	16	26	26	39	18	3	10	45	24
	7%	7%	6%	4%	7%	9%	9%	6%	2%	6%	7%	7%
UKIP	70	33	37	10	28	31	27	13	15	15	49	21
	7%	7%	7%	3%	8%	11%	6%	4%	11%	9%	7%	6%
Some other party	49	29	20	26	15	9	24	14	5	7	24	25
	5%	6%	4%	7%	4%	3%	5%	5%	4%	4%	4%	7%
Did not vote	136	53	83	76	43	16	48	35	20	33	85	51
	13%	11%	16%	21%	12%	6%	11%	12%	15%	19%	13%	14%
Don't remember	5	3	2	3	-	2	4	-	-	1	3	2
	*	1%	*	1%	-	1%	1%	-	-	1%	1%	*
Prefer not to say	16	7	9	8	5	3	8	5	1	2	9	7
	2%	1%	2%	2%	1%	1%	2%	2%	1%	1%	1%	2%

ONLINE Opinion Poll - London

V1. Thinking back to the General Election earlier last year, which party, if any, did you vote for? Was it Conservative, Labour, Liberal Democrat, UKIP, some other party, or did you not vote?

Base: All respondents

	REGION SUMMARY					ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015			
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	1034	171	318	120	197	228	678	338	581	435	319	371	35	65	57	312	373	66
Weighted Total	1034	177	314	116	202	225	581	423	518	493	304	380	37	54	54	304	385	70
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	304	34	72	35	76	87	202	101	230	70	218	25	8	9	5	304	-	-
	29%	19%	23%	31%	38%	39%	35%	24%	44%	14%	71%	7%	22%	17%	9%	100%	-	-
Labour	385	72	140	42	56	75	164	214	145	229	20	288	3	9	18	-	385	-
	37%	41%	44%	36%	28%	33%	28%	51%	28%	47%	7%	76%	7%	17%	33%	-	100%	-
Liberal Democrat	69	17	8	9	21	14	49	17	43	26	16	15	-	27	2	-	-	-
	7%	10%	3%	8%	10%	6%	8%	4%	8%	5%	5%	4%	-	50%	3%	-	-	-
UKIP	70	6	28	4	19	14	57	9	31	37	24	7	24	4	2	-	-	70
	7%	3%	9%	3%	9%	6%	10%	2%	6%	8%	8%	2%	66%	7%	3%	-	-	100%
Some other party	49	16	16	7	7	5	32	14	22	26	5	10	1	1	20	-	-	-
	5%	9%	5%	6%	3%	2%	6%	3%	4%	5%	2%	3%	2%	37%	-	-	-	
Did not vote	136	27	46	16	18	29	67	62	37	97	19	35	1	1	8	-	-	-
	13%	15%	15%	14%	9%	13%	12%	15%	7%	20%	6%	9%	4%	2%	15%	-	-	-
Don't remember	5	1	1	1	1	1	3	2	2	3	-	-	-	1	-	-	-	-
	*	*	*	1%	*	*	1%	*	*	1%	-	-	-	1%	-	-	-	-
Prefer not to say	16	5	4	2	4	2	7	2	9	4	3	-	-	2	-	-	-	-
	2%	3%	1%	2%	2%	1%	1%	1%	2%	1%	1%	-	-	4%	-	-	-	-

ONLINE Opinion Poll - London

V2. If the election for Mayor of London was held tomorrow, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain NOT to vote and 10 means you are absolutely CERTAIN to vote?

Base: All respondents

	Total	GENDER		AGE			SOCIAL GRADE				REGION	
		Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	1034	516	518	335	390	309	458	295	128	153	677	357
Weighted Total	1034	496	538	372	372	290	438	294	134	167	665	369
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Certain not to vote	(1) 41 4%	15 3%	26 5%	22 6%	9 2%	10 3%	10 2%	15 5%	6 4%	10 6%	28 4%	14 4%
2	(2) 10 1%	3 1%	7 1%	7 2%	3 1%	- -	2 *	5 2%	2 2%	2 1%	5 1%	6 1%
3	(3) 10 1%	6 1%	3 1%	3 1%	6 2%	- -	- -	2 1%	4 3%	3 2%	7 1%	3 1%
4	(4) 8 1%	3 1%	6 1%	3 1%	5 1%	1 *	4 1%	3 1%	- -	2 1%	4 1%	4 1%
5	(5) 36 3%	14 3%	22 4%	22 6%	12 3%	2 1%	11 3%	9 3%	2 2%	13 8%	23 3%	13 4%
6	(6) 37 4%	13 3%	24 4%	15 4%	19 5%	3 1%	20 5%	6 2%	5 4%	5 3%	24 4%	12 3%
7	(7) 39 4%	11 2%	27 5%	21 6%	12 3%	6 2%	12 3%	14 5%	4 3%	8 5%	31 5%	7 2%
8	(8) 72 7%	31 6%	42 8%	23 6%	33 9%	16 6%	24 6%	29 10%	8 6%	11 7%	50 7%	23 6%
9	(9) 92 9%	48 10%	44 8%	30 8%	36 10%	26 9%	40 9%	21 7%	15 11%	16 9%	63 9%	29 8%
10 - Absolutely certain to vote	(10) 646 62%	339 68%	307 57%	201 54%	224 60%	222 77%	298 68%	173 59%	83 62%	92 55%	402 60%	244 66%
Prefer not to say	3 *	2 *	2 *	2 *	2 *	- -	3 1%	- -	- -	- -	2 *	2 *
Don't know	40 4%	13 3%	27 5%	24 6%	12 3%	5 2%	12 3%	16 6%	6 4%	6 3%	27 4%	13 3%
Mean score	8.74	9.00	8.49	8.26	8.74	9.32	9.07	8.56	8.68	8.22	8.70	8.80
Standard deviation	2.34	2.11	2.51	2.72	2.19	1.84	1.93	2.52	2.48	2.73	2.33	2.35

ONLINE Opinion Poll - London

V2. If the election for Mayor of London was held tomorrow, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain NOT to vote and 10 means you are absolutely CERTAIN to vote?

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				REGION		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	1034	516	518	335	390	309	458	295	128	153	677	357
Weighted Total	1034	496	538	372	372	290	438	294	134	167	665	369
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Standard error	.07	.09	.11	.15	.11	.11	.09	.15	.22	.22	.09	.13

ONLINE Opinion Poll - London

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Base: All respondents

	Total	REGION SUMMARY					ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015		
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Unweighted Total	1034	171	318	120	197	228	678	338	581	435	319	371	35	65	57	312	373	66
Weighted Total	1034	177	314	116	202	225	581	423	518	493	304	380	37	54	54	304	385	70
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Certain not to vote	(1) 41 4%	10 6%	8 2%	12 10%	7 4%	5 2%	25 4%	13 3%	11 2%	26 5%	- -	- -	- -	- -	- -	4 1%	1 *	1 2%
2	(2) 10 1%	4 2%	2 1%	2 2%	1 *	1 1%	4 1%	4 1%	- -	7 1%	- -	- -	- -	- -	1 *	5 1%	- -	
3	(3) 10 1%	1 *	7 2%	- -	1 *	1 1%	3 1%	6 2%	6 1%	3 1%	- -	- -	- -	- -	- -	5 1%	2 2%	
4	(4) 8 1%	2 1%	1 *	1 1%	2 1%	3 1%	4 1%	3 1%	4 1%	3 1%	- -	- -	- -	- -	- -	1 *	- -	
5	(5) 36 3%	8 5%	16 5%	3 2%	2 1%	7 3%	14 2%	18 4%	12 2%	22 5%	9 3%	10 3%	- -	2 4%	1 2%	7 2%	10 3%	- -
6	(6) 37 4%	3 2%	18 6%	4 3%	5 2%	7 3%	16 3%	20 5%	16 3%	21 4%	10 3%	10 3%	1 1%	2 4%	3 6%	8 3%	11 3%	2 2%
7	(7) 39 4%	5 3%	15 5%	7 6%	7 3%	5 2%	19 3%	20 5%	15 3%	22 4%	10 3%	14 4%	1 2%	2 5%	2 4%	13 4%	16 4%	3 4%
8	(8) 72 7%	12 7%	20 6%	8 7%	16 8%	17 7%	33 6%	37 9%	36 7%	37 7%	17 6%	27 7%	2 5%	4 7%	7 13%	25 8%	20 5%	4 6%
9	(9) 92 9%	11 6%	32 10%	5 4%	26 13%	18 8%	49 8%	41 10%	49 10%	42 9%	27 9%	42 11%	3 7%	5 9%	6 12%	27 9%	45 12%	3 4%
10 - Absolutely certain to vote	(10) 646 62%	113 64%	188 60%	76 65%	127 63%	143 63%	399 69%	236 56%	354 68%	281 57%	230 76%	277 73%	31 85%	39 72%	34 63%	212 70%	255 66%	55 79%
Prefer not to say	3 *	- -	2 1%	- -	- -	2 1%	- -	2 *	2 *	2 *	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	40 4%	8 5%	8 2%	- -	7 3%	17 7%	14 2%	22 5%	13 3%	27 5%	- -	- -	- -	- -	- -	7 2%	17 4%	- -
Mean score	8.74	8.57	8.68	8.31	8.97	8.99	8.92	8.60	9.09	8.48	9.41	9.40	9.72	9.29	9.13	9.24	9.14	9.28

ONLINE Opinion Poll - London

V2. If the election for Mayor of London was held tomorrow, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain NOT to vote and 10 means you are absolutely CERTAIN to vote?

Base: All respondents

	REGION SUMMARY					ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015			
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	1034	171	318	120	197	228	678	338	581	435	319	371	35	65	57	312	373	66
Weighted Total	1034	177	314	116	202	225	581	423	518	493	304	380	37	54	54	304	385	70
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Standard deviation	2.34	2.67	2.22	2.95	2.07	2.02	2.25	2.30	1.90	2.55	1.25	1.21	.77	1.37	1.37	1.59	1.74	1.83
Standard error	.07	.21	.13	.27	.15	.14	.09	.13	.08	.13	.07	.06	.13	.17	.18	.09	.09	.23

ONLINE Opinion Poll - London

V3_1. In the election for the Mayor of London, voters can select their first choice for Mayor and have the option of selecting a second choice as well. If the election for Mayor of London was held tomorrow, would you vote for...

First choice

Base: All likely to vote

	GENDER		AGE			SOCIAL GRADE				REGION		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	936	477	459	286	356	294	432	257	114	133	614	322
Weighted Total	921	455	466	312	336	274	407	253	117	145	593	328
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative candidate Zac Goldsmith	304	171	134	74	105	126	159	75	33	38	225	80
	33%	38%	29%	24%	31%	46%	39%	30%	28%	26%	38%	24%
Labour candidate Sadiq Khan	380	170	210	153	139	88	149	113	49	70	231	149
	41%	37%	45%	49%	41%	32%	37%	45%	42%	48%	39%	46%
Liberal Democrat candidate Caroline Pidgeon	54	31	23	16	22	16	25	15	7	7	31	23
	6%	7%	5%	5%	7%	6%	6%	6%	6%	5%	5%	7%
UKIP candidate Peter Whittle	37	20	17	7	15	15	11	11	7	8	20	17
	4%	4%	4%	2%	4%	5%	3%	4%	6%	6%	3%	5%
Green Party candidate Sian Berry	54	24	30	25	18	10	26	15	6	7	28	25
	6%	5%	6%	8%	5%	4%	6%	6%	5%	5%	5%	8%
Respect candidate George Galloway	12	11	1	5	5	1	2	3	4	2	6	6
	1%	2%	*	2%	1%	1%	1%	1%	3%	1%	1%	2%
Other	14	1	13	3	3	8	3	3	6	3	7	8
	2%	*	3%	1%	1%	3%	1%	1%	5%	2%	1%	2%
Would not vote	2	2	1	2	1	-	-	2	-	-	1	2
	*	*	*	1%	*	-	-	1%	-	-	*	*
Don't know	64	26	38	26	29	10	32	16	5	11	45	19
	7%	6%	8%	8%	8%	3%	8%	6%	4%	7%	8%	6%

ONLINE Opinion Poll - London

V3_1. In the election for the Mayor of London, voters can select their first choice for Mayor and have the option of selecting a second choice as well. If the election for Mayor of London was held tomorrow, would you vote for...

First choice

Base: All likely to vote

	REGION SUMMARY						ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015		
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	936	149	294	108	181	204	625	300	547	378	319	371	35	65	57	300	349	63
Weighted Total	921	152	288	101	184	197	531	373	482	425	304	380	37	54	54	292	356	67
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative candidate Zac Goldsmith	304	49	68	39	70	79	207	94	218	82	304	-	-	-	-	218	20	24
	33%	32%	23%	38%	38%	40%	39%	25%	45%	19%	100%	-	-	-	-	74%	6%	36%
Labour candidate Sadiq Khan	380	65	127	42	66	79	173	201	155	221	-	380	-	-	-	25	288	7
	41%	43%	44%	42%	36%	40%	33%	54%	32%	52%	-	100%	-	-	-	8%	81%	11%
Liberal Democrat candidate Caroline Pidgeon	54	13	13	5	13	10	37	12	36	18	-	-	-	54	-	9	9	4
	6%	9%	4%	5%	7%	5%	7%	3%	8%	4%	-	-	-	100%	-	3%	3%	6%
UKIP candidate Peter Whittle	37	3	16	3	11	4	30	6	16	21	-	-	37	-	-	8	3	24
	4%	2%	6%	3%	6%	2%	6%	2%	3%	5%	-	-	100%	-	-	3%	1%	36%
Green Party candidate Sian Berry	54	11	24	4	6	9	36	18	21	31	-	-	-	-	54	5	18	2
	6%	7%	8%	4%	3%	4%	7%	5%	4%	7%	-	-	-	-	100%	2%	5%	3%
Respect candidate George Galloway	12	-	6	1	2	3	4	6	2	9	-	-	-	-	-	-	5	-
	1%	-	2%	1%	1%	1%	1%	2%	1%	2%	-	-	-	-	-	-	1%	-
Other	14	3	7	-	3	2	13	2	3	8	-	-	-	-	-	5	1	3
	2%	2%	2%	-	1%	1%	2%	*	1%	2%	-	-	-	-	-	2%	*	5%
Would not vote	2	1	1	-	-	1	2	-	-	2	-	-	-	-	-	-	-	-
	*	1%	*	-	-	*	*	-	-	1%	-	-	-	-	-	-	-	-
Don't know	64	6	27	8	13	10	30	34	29	33	-	-	-	-	-	23	12	3
	7%	4%	9%	7%	7%	5%	6%	9%	6%	8%	-	-	-	-	-	8%	3%	5%

ONLINE Opinion Poll - London

V3_2. In the election for the Mayor of London, voters can select their first choice for Mayor and have the option of selecting a second choice as well. If the election for Mayor of London was held tomorrow, would you vote for...

Second choice

Base: All likely to vote

	GENDER		AGE			SOCIAL GRADE				REGION		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	936	477	459	286	356	294	432	257	114	133	614	322
Weighted Total	921	455	466	312	336	274	407	253	117	145	593	328
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative candidate Zac Goldsmith	93	49	44	38	33	21	41	25	12	15	65	28
	10%	11%	9%	12%	10%	8%	10%	10%	10%	10%	11%	8%
Labour candidate Sadiq Khan	114	65	50	59	37	19	62	27	18	8	63	51
	12%	14%	11%	19%	11%	7%	15%	11%	15%	5%	11%	16%
Liberal Democrat candidate Caroline Pidgeon	136	66	70	32	52	52	65	45	6	20	92	44
	15%	14%	15%	10%	15%	19%	16%	18%	5%	14%	15%	13%
UKIP candidate Peter Whittle	91	50	42	15	28	48	34	21	17	19	67	24
	10%	11%	9%	5%	8%	18%	8%	8%	14%	13%	11%	7%
Green Party candidate Sian Berry	143	64	79	55	48	40	62	40	17	24	86	57
	16%	14%	17%	18%	14%	14%	15%	16%	14%	17%	14%	17%
Respect candidate George Galloway	29	17	13	9	9	12	10	5	5	10	17	12
	3%	4%	3%	3%	3%	4%	2%	2%	4%	7%	3%	4%
Other	42	16	26	12	16	14	16	17	6	4	23	20
	5%	4%	6%	4%	5%	5%	4%	7%	5%	3%	4%	6%
Would not vote	71	39	32	16	30	24	29	16	14	11	47	24
	8%	8%	7%	5%	9%	9%	7%	6%	12%	7%	8%	7%
Don't know	128	57	71	48	56	25	62	33	15	19	91	37
	14%	12%	15%	15%	17%	9%	15%	13%	13%	13%	15%	11%

ONLINE Opinion Poll - London

V3_2. In the election for the Mayor of London, voters can select their first choice for Mayor and have the option of selecting a second choice as well. If the election for Mayor of London was held tomorrow, would you vote for...

Second choice

Base: All likely to vote

	REGION SUMMARY						ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015		
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	936	149	294	108	181	204	625	300	547	378	319	371	35	65	57	300	349	63
Weighted Total	921	152	288	101	184	197	531	373	482	425	304	380	37	54	54	292	356	67
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative candidate Zac Goldsmith	93	10	36	6	17	24	42	48	46	46	-	58	17	12	3	24	37	15
	10%	7%	12%	6%	9%	12%	8%	13%	9%	11%	-	15%	46%	22%	5%	8%	10%	22%
Labour candidate Sadiq Khan	114	27	26	15	22	24	54	55	64	48	58	-	4	22	26	38	29	3
	12%	18%	9%	14%	12%	12%	10%	15%	13%	11%	19%	-	10%	40%	49%	13%	8%	4%
Liberal Democrat candidate Caroline Pidgeon	136	28	34	13	29	32	84	52	78	58	57	65	2	-	9	44	56	3
	15%	18%	12%	13%	16%	16%	16%	14%	16%	14%	19%	17%	6%	-	17%	15%	16%	5%
UKIP candidate Peter Whittle	91	8	24	13	26	21	67	25	52	39	65	19	-	3	1	44	16	23
	10%	5%	8%	12%	14%	11%	13%	7%	11%	9%	21%	5%	-	5%	2%	15%	4%	35%
Green Party candidate Sian Berry	143	20	48	18	26	32	87	51	68	72	27	100	-	7	-	24	87	-
	16%	13%	17%	18%	14%	16%	16%	14%	14%	17%	9%	26%	-	13%	-	8%	25%	-
Respect candidate George Galloway	29	4	10	5	6	4	15	14	13	16	3	22	-	2	2	3	16	2
	3%	2%	3%	5%	4%	2%	3%	4%	3%	4%	1%	6%	-	3%	4%	1%	5%	2%
Other	42	12	11	3	7	10	28	14	16	26	7	16	7	1	4	9	15	8
	5%	8%	4%	2%	4%	5%	5%	4%	3%	6%	2%	4%	20%	1%	8%	3%	4%	13%
Would not vote	71	13	26	6	13	12	50	18	41	28	33	31	2	1	2	28	28	4
	8%	9%	9%	6%	7%	6%	9%	5%	8%	7%	11%	8%	6%	1%	3%	10%	8%	6%
Don't know	128	19	42	17	24	26	61	67	67	58	27	35	1	7	1	49	40	6
	14%	13%	15%	16%	13%	13%	11%	18%	14%	14%	9%	9%	3%	12%	2%	17%	11%	9%

ONLINE Opinion Poll - London

V4. If you could only vote for the Conservative candidate Zac Goldsmith or the Labour candidate Sadiq Khan, who would you vote for?

Base: All would not vote for Conservative or Labour as first or second choice

	GENDER		AGE			SOCIAL GRADE				REGION		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	243	121	122	80	96	67	105	63	37	38	145	98
Weighted Total	234	112	122	83	91	60	100	63	35	37	137	97
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative candidate Zac Goldsmith	65	31	34	18	23	24	31	17	8	9	40	25
	28%	28%	28%	21%	26%	40%	31%	27%	24%	24%	29%	26%
Labour candidate Sadiq Khan	88	46	42	44	26	19	38	21	12	17	46	43
	38%	41%	35%	52%	28%	31%	38%	34%	35%	45%	33%	44%
Don't know	81	35	46	22	42	17	31	24	14	11	52	29
	35%	31%	37%	27%	46%	28%	31%	39%	41%	31%	38%	30%

ONLINE Opinion Poll - London

V4. If you could only vote for the Conservative candidate Zac Goldsmith or the Labour candidate Sadiq Khan, who would you vote for?

Base: All would not vote for Conservative or Labour as first or second choice

	REGION SUMMARY					ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015			
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	243	36	95	23	46	43	175	63	127	111	-	-	35	65	57	48	48	34
Weighted Total	234	36	92	20	47	38	149	77	108	120	-	-	37	54	54	50	48	36
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%
Conservative candidate Zac Goldsmith	65	10	21	6	17	11	48	15	38	26	-	-	18	18	9	23	7	14
	28%	27%	23%	30%	35%	30%	32%	20%	35%	22%	-	-	49%	32%	16%	46%	14%	38%
Labour candidate Sadiq Khan	88	17	35	7	14	15	56	29	41	46	-	-	8	28	34	7	27	8
	38%	46%	38%	35%	30%	39%	38%	37%	38%	38%	-	-	21%	53%	63%	14%	57%	24%
Don't know	81	10	36	7	16	12	44	33	29	48	-	-	11	8	11	20	14	14
	35%	27%	39%	35%	34%	31%	30%	43%	27%	40%	-	-	30%	15%	20%	40%	28%	39%

ONLINE Opinion Poll - London

V3 Voting intention First (Turnout weighted)

Base: All likely to vote and expressing a voting intention

	GENDER		AGE			SOCIAL GRADE				REGION		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	871	451	420	258	329	284	402	238	109	122	570	301
Weighted Total	364	183	181	123	134	107	173	102	40	50	231	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative candidate Zac Goldsmith	130	74	56	32	46	52	73	32	11	14	95	35
	36%	40%	31%	26%	35%	48%	42%	32%	29%	27%	41%	27%
Labour candidate Sadiq Khan	163	73	90	67	61	34	69	49	18	26	98	64
	45%	40%	50%	55%	45%	32%	40%	48%	45%	53%	43%	48%
Liberal Democrat candidate Caroline Pidgeon	23	13	10	7	10	7	11	7	2	3	13	10
	6%	7%	5%	5%	7%	6%	6%	7%	6%	5%	6%	7%
UKIP candidate Peter Whittle	15	8	7	3	6	6	5	5	2	3	8	7
	4%	5%	4%	2%	5%	6%	3%	4%	6%	6%	3%	5%
Green Party candidate Sian Berry	23	10	13	11	8	4	12	6	2	3	12	11
	6%	6%	7%	9%	6%	4%	7%	6%	5%	5%	5%	8%
Respect candidate George Galloway	5	4	*	2	2	1	1	1	1	1	2	2
	1%	2%	*	2%	1%	1%	1%	1%	3%	2%	1%	2%
Other	6	1	5	1	1	3	1	1	2	1	2	3
	2%	*	3%	1%	1%	3%	1%	1%	6%	2%	1%	2%

ONLINE Opinion Poll - London

V3 Voting intention First (Turnout weighted)

Base: All likely to vote and expressing a voting intention

	REGION SUMMARY						ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015		
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	871	142	267	100	170	192	588	272	517	344	319	371	35	65	57	279	337	60
Weighted Total	364	62	110	41	72	78	211	145	197	162	130	163	15	23	23	115	146	26
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative candidate Zac Goldsmith	130	22	29	17	29	33	88	41	95	34	130	-	-	-	-	93	9	10
	36%	35%	26%	41%	41%	42%	42%	28%	48%	21%	100%	-	-	-	-	81%	6%	38%
Labour candidate Sadiq Khan	163	28	54	19	28	34	74	86	68	92	-	163	-	-	-	11	123	3
	45%	45%	49%	45%	39%	43%	35%	59%	35%	57%	-	100%	-	-	-	9%	84%	11%
Liberal Democrat candidate Caroline Pidgeon	23	6	5	2	6	4	16	5	15	7	-	-	-	23	-	4	4	2
	6%	9%	5%	5%	8%	5%	7%	3%	8%	5%	-	-	-	100%	-	3%	3%	6%
UKIP candidate Peter Whittle	15	1	7	1	4	1	12	3	7	9	-	-	15	-	-	3	1	10
	4%	2%	6%	3%	6%	2%	6%	2%	3%	5%	-	-	100%	-	-	3%	1%	38%
Green Party candidate Sian Berry	23	5	11	2	2	4	15	8	9	13	-	-	-	-	23	2	8	1
	6%	7%	10%	5%	3%	5%	7%	5%	5%	8%	-	-	-	100%	2%	5%	2%	
Respect candidate George Galloway	5	-	2	*	1	1	2	2	1	3	-	-	-	-	-	-	2	-
	1%	-	2%	1%	1%	2%	1%	2%	1%	2%	-	-	-	-	-	-	1%	-
Other	6	1	3	-	1	1	5	1	1	3	-	-	-	-	-	2	*	1
	2%	2%	2%	-	1%	1%	2%	*	1%	2%	-	-	-	-	-	2%	*	4%

ONLINE Opinion Poll - London**V3 Voting intention Run off (Turnout weighted)**

Base: All likely to vote and expressing a voting intention

	GENDER		AGE			SOCIAL GRADE				REGION		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	786	416	370	238	289	259	369	217	94	106	517	269
Weighted Total	331	170	161	116	118	97	159	93	35	45	212	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative candidate Zac Goldsmith	145	84	61	36	51	58	79	36	13	15	103	41
	44%	49%	38%	31%	43%	60%	50%	39%	39%	35%	49%	35%
Labour candidate Sadiq Khan	186	86	100	79	68	39	80	56	21	29	109	78
	56%	51%	62%	69%	57%	40%	50%	61%	61%	65%	51%	65%

ONLINE Opinion Poll - London**V3 Voting intention Run off (Turnout weighted)**

Base: All likely to vote and expressing a voting intention

	REGION SUMMARY					ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015			
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	786	127	236	91	156	176	521	256	475	303	319	371	19	40	29	266	324	45
Weighted Total	331	56	98	38	66	72	187	138	182	144	130	163	9	14	12	109	142	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative candidate Zac Goldsmith	145	23	35	18	34	35	99	43	104	38	130	-	7	5	1	97	10	16
	44%	41%	36%	46%	51%	49%	53%	31%	57%	27%	100%	-	84%	35%	9%	89%	7%	80%
Labour candidate Sadiq Khan	186	33	63	21	33	37	88	94	78	106	-	163	1	9	11	12	132	4
	56%	59%	64%	54%	49%	51%	47%	69%	43%	73%	-	100%	16%	65%	91%	11%	93%	20%

ONLINE Opinion Poll - London

Q1. If Boris Johnson was the Conservative candidate for Mayor of London in this year's election would you vote for Boris Johnson Sadiq Khan the Labour candidate or another candidate?

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				REGION		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	1034	516	518	335	390	309	458	295	128	153	677	357
Weighted Total	1034	496	538	372	372	290	438	294	134	167	665	369
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boris Johnson the Conservative candidate	426	233	193	122	150	153	204	104	56	61	303	123
	41%	47%	36%	33%	40%	53%	47%	35%	42%	36%	46%	33%
Sadiq Khan the Labour candidate	402	179	223	182	133	86	153	122	53	73	230	171
	39%	36%	41%	49%	36%	30%	35%	41%	40%	44%	35%	46%
Other candidate	96	46	49	19	44	34	44	24	12	16	56	40
	9%	9%	9%	5%	12%	12%	10%	8%	9%	10%	8%	11%
Don't know	111	38	73	49	46	16	36	45	13	17	76	35
	11%	8%	14%	13%	12%	6%	8%	15%	10%	10%	11%	10%

ONLINE Opinion Poll - London

Q1. If Boris Johnson was the Conservative candidate for Mayor of London in this year's election would you vote for Boris Johnson Sadiq Khan the Labour candidate or another candidate?

Base: All respondents

	REGION SUMMARY					ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015			
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	1034	171	318	120	197	228	678	338	581	435	319	371	35	65	57	312	373	66
Weighted Total	1034	177	314	116	202	225	581	423	518	493	304	380	37	54	54	304	385	70
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boris Johnson the Conservative candidate	426	61	107	56	94	108	287	128	273	140	265	40	22	24	10	241	42	47
	41%	34%	34%	48%	46%	48%	49%	30%	53%	28%	87%	10%	60%	44%	19%	80%	11%	68%
Sadiq Khan the Labour candidate	402	78	141	41	69	72	184	210	166	228	13	323	1	11	23	21	291	5
	39%	44%	45%	35%	34%	32%	32%	50%	32%	46%	4%	85%	3%	20%	43%	7%	76%	7%
Other candidate	96	19	31	7	22	17	63	31	41	54	18	3	12	17	20	19	22	13
	9%	11%	10%	6%	11%	8%	11%	7%	8%	11%	6%	1%	32%	32%	36%	6%	6%	18%
Don't know	111	19	34	12	17	28	48	53	38	70	8	14	2	2	1	22	30	5
	11%	11%	11%	10%	9%	12%	8%	13%	7%	14%	3%	4%	5%	4%	2%	7%	8%	7%

ONLINE Opinion Poll - London

Q2_SUM. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate. - SUMMARY TABLE

Base: All respondents

	Dangerous	Extreme	Trustworthy	Ineffective	Has a good personality	Passionate	Boring	Slippery
Unweighted Total	1034	1034	1034	1034	1034	1034	1034	1034
Weighted Total	1034 100%	1034 100%	1034 100%	1034 100%	1034 100%	1034 100%	1034 100%	1034 100%
Zac Goldsmith	195 19%	137 13%	257 25%	258 25%	319 31%	333 32%	331 32%	340 33%
Sadiq Khan	216 21%	209 20%	334 32%	205 20%	359 35%	462 45%	204 20%	290 28%
Neither	420 41%	479 46%	266 26%	342 33%	237 23%	217 21%	370 36%	251 24%
Don't know	227 22%	226 22%	235 23%	284 27%	210 20%	191 18%	224 22%	228 22%

ONLINE Opinion Poll - London

Q2_1. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Dangerous

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				REGION		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	1034	516	518	335	390	309	458	295	128	153	677	357
Weighted Total	1034	496	538	372	372	290	438	294	134	167	665	369
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	195	95	100	72	78	45	77	56	24	38	104	91
	19%	19%	19%	19%	21%	16%	18%	19%	18%	23%	16%	25%
Sadiq Khan	216	137	79	39	83	94	107	51	27	31	145	71
	21%	28%	15%	10%	22%	33%	24%	17%	20%	18%	22%	19%
Neither	420	204	216	156	146	118	192	120	50	58	277	142
	41%	41%	40%	42%	39%	41%	44%	41%	37%	35%	42%	39%
Don't know	227	74	153	109	79	39	71	72	38	45	151	76
	22%	15%	28%	29%	21%	13%	16%	25%	29%	27%	23%	21%

ONLINE Opinion Poll - London

Q2_1. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Dangerous

Base: All respondents

	REGION SUMMARY					ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015			
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	1034	171	318	120	197	228	678	338	581	435	319	371	35	65	57	312	373	66
Weighted Total	1034	177	314	116	202	225	581	423	518	493	304	380	37	54	54	304	385	70
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	195	42	65	28	31	29	109	81	79	112	9	132	8	10	10	16	123	9
	19%	24%	21%	24%	15%	13%	19%	19%	15%	23%	3%	35%	21%	18%	18%	5%	32%	13%
Sadiq Khan	216	30	63	25	52	47	152	55	146	65	146	13	17	11	6	131	29	32
	21%	17%	20%	21%	26%	21%	26%	13%	28%	13%	48%	3%	47%	21%	11%	43%	8%	46%
Neither	420	70	130	34	79	107	236	175	221	190	112	177	7	29	31	118	162	19
	41%	40%	41%	29%	39%	47%	41%	41%	43%	38%	37%	47%	19%	54%	58%	39%	42%	27%
Don't know	227	37	66	30	42	52	96	120	81	138	37	63	7	5	11	44	80	13
	22%	21%	21%	26%	21%	23%	16%	28%	16%	28%	12%	17%	20%	10%	21%	14%	21%	19%

ONLINE Opinion Poll - London

Q2_2. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Extreme

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				REGION		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	1034	516	518	335	390	309	458	295	128	153	677	357
Weighted Total	1034	496	538	372	372	290	438	294	134	167	665	369
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	137	65	72	60	42	36	57	39	18	24	77	61
	13%	13%	13%	16%	11%	12%	13%	13%	14%	14%	12%	17%
Sadiq Khan	209	129	81	56	79	74	107	44	29	29	134	75
	20%	26%	15%	15%	21%	26%	24%	15%	22%	17%	20%	20%
Neither	479	238	241	154	170	155	212	142	57	68	319	161
	46%	48%	45%	41%	46%	53%	48%	48%	42%	41%	48%	44%
Don't know	226	75	151	107	88	32	70	75	34	48	146	80
	22%	15%	28%	29%	24%	11%	16%	25%	26%	29%	22%	22%

ONLINE Opinion Poll - London

Q2_2. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Extreme

Base: All respondents

	REGION SUMMARY					ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015			
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	1034	171	318	120	197	228	678	338	581	435	319	371	35	65	57	312	373	66
Weighted Total	1034	177	314	116	202	225	581	423	518	493	304	380	37	54	54	304	385	70
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	137	27	45	12	24	29	66	67	56	78	16	93	2	7	4	21	74	7
	13%	16%	14%	10%	12%	13%	11%	16%	11%	16%	5%	24%	5%	13%	7%	7%	19%	10%
Sadiq Khan	209	38	59	26	44	43	125	73	129	75	125	37	11	12	4	109	49	21
	20%	21%	19%	22%	22%	19%	22%	17%	25%	15%	41%	10%	29%	22%	8%	36%	13%	30%
Neither	479	76	144	52	98	109	293	178	262	206	130	204	17	32	40	127	196	32
	46%	43%	46%	45%	48%	48%	50%	42%	51%	42%	43%	54%	47%	58%	75%	42%	51%	45%
Don't know	226	40	72	26	39	50	106	111	80	141	34	52	8	5	8	50	72	13
	22%	22%	23%	23%	19%	22%	18%	26%	15%	29%	11%	14%	22%	9%	14%	17%	19%	18%

ONLINE Opinion Poll - London

Q2_3. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Trustworthy

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				REGION		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	1034	516	518	335	390	309	458	295	128	153	677	357
Weighted Total	1034	496	538	372	372	290	438	294	134	167	665	369
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	257	153	104	64	84	108	130	68	26	33	184	73
	25%	31%	19%	17%	23%	37%	30%	23%	20%	20%	28%	20%
Sadiq Khan	334	164	171	143	115	76	137	98	37	62	198	136
	32%	33%	32%	38%	31%	26%	31%	33%	28%	37%	30%	37%
Neither	266	123	143	84	109	72	117	67	39	43	170	96
	26%	25%	27%	23%	29%	25%	27%	23%	29%	26%	26%	26%
Don't know	235	87	148	102	84	48	83	78	37	36	156	79
	23%	17%	27%	27%	23%	17%	19%	26%	28%	22%	23%	21%

ONLINE Opinion Poll - London

Q2_3. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Trustworthy

Base: All respondents

	REGION SUMMARY					ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015			
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	1034	171	318	120	197	228	678	338	581	435	319	371	35	65	57	312	373	66
Weighted Total	1034	177	314	116	202	225	581	423	518	493	304	380	37	54	54	304	385	70
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	257	35	66	35	53	69	167	85	174	76	189	32	8	13	3	155	34	21
	25%	20%	21%	30%	26%	30%	29%	20%	34%	15%	62%	9%	22%	24%	6%	51%	9%	30%
Sadiq Khan	334	67	105	40	50	71	169	163	138	193	30	253	2	16	7	38	220	5
	32%	38%	33%	35%	25%	32%	29%	39%	27%	39%	10%	66%	5%	29%	13%	12%	57%	8%
Neither	266	39	82	24	70	50	149	102	143	118	61	64	22	26	27	75	78	28
	26%	22%	26%	21%	35%	22%	26%	24%	28%	24%	20%	17%	60%	47%	49%	25%	20%	40%
Don't know	235	42	75	25	39	53	122	104	92	134	46	54	7	6	19	57	71	17
	23%	23%	24%	22%	20%	24%	21%	25%	18%	27%	15%	14%	19%	10%	35%	19%	18%	25%

ONLINE Opinion Poll - London

Q2_4. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Ineffective

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				REGION		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	1034	516	518	335	390	309	458	295	128	153	677	357
Weighted Total	1034	496	538	372	372	290	438	294	134	167	665	369
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	258	139	118	98	85	75	98	76	34	50	155	102
	25%	28%	22%	26%	23%	26%	22%	26%	25%	30%	23%	28%
Sadiq Khan	205	124	80	47	69	88	89	57	27	31	132	72
	20%	25%	15%	13%	19%	30%	20%	19%	20%	19%	20%	20%
Neither	342	160	182	123	128	91	163	88	42	49	226	116
	33%	32%	34%	33%	34%	32%	37%	30%	31%	29%	34%	32%
Don't know	284	101	183	119	108	57	102	91	43	48	185	99
	27%	20%	34%	32%	29%	20%	23%	31%	32%	28%	28%	27%

ONLINE Opinion Poll - London

Q2_4. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Ineffective

Base: All respondents

	REGION SUMMARY					ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015			
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	1034	171	318	120	197	228	678	338	581	435	319	371	35	65	57	312	373	66
Weighted Total	1034	177	314	116	202	225	581	423	518	493	304	380	37	54	54	304	385	70
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	258	43	90	36	49	40	142	112	117	133	27	149	12	12	25	30	143	21
	25%	24%	29%	31%	24%	18%	24%	26%	23%	27%	9%	39%	31%	22%	47%	10%	37%	31%
Sadiq Khan	205	36	58	27	45	39	145	50	127	72	126	14	17	11	10	102	34	29
	20%	20%	18%	24%	22%	17%	25%	12%	25%	15%	41%	4%	45%	21%	19%	34%	9%	41%
Neither	342	58	105	29	67	82	184	148	189	146	112	142	10	25	12	116	133	12
	33%	33%	33%	25%	33%	37%	32%	35%	36%	30%	37%	37%	28%	46%	22%	38%	34%	17%
Don't know	284	46	82	31	52	73	147	127	115	162	49	80	7	9	16	69	90	19
	27%	26%	26%	27%	26%	33%	25%	30%	22%	33%	16%	21%	20%	18%	30%	23%	23%	27%

ONLINE Opinion Poll - London

Q2_5. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Has a good personality

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				REGION		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	1034	516	518	335	390	309	458	295	128	153	677	357
Weighted Total	1034	496	538	372	372	290	438	294	134	167	665	369
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	319	175	144	76	109	134	164	76	37	41	232	87
	31%	35%	27%	20%	29%	46%	38%	26%	28%	25%	35%	24%
Sadiq Khan	359	178	182	150	127	83	156	100	42	61	216	144
	35%	36%	34%	40%	34%	29%	36%	34%	32%	36%	32%	39%
Neither	237	123	114	71	88	78	98	71	35	33	145	91
	23%	25%	21%	19%	24%	27%	22%	24%	26%	20%	22%	25%
Don't know	210	67	143	105	80	25	71	69	30	40	137	73
	20%	14%	27%	28%	21%	9%	16%	23%	22%	24%	21%	20%

ONLINE Opinion Poll - London

Q2_5. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Has a good personality

Base: All respondents

	REGION SUMMARY					ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015			
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	1034	171	318	120	197	228	678	338	581	435	319	371	35	65	57	312	373	66
Weighted Total	1034	177	314	116	202	225	581	423	518	493	304	380	37	54	54	304	385	70
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	319	43	89	35	64	89	190	124	209	106	207	59	7	17	6	168	66	24
	31%	25%	28%	30%	32%	39%	33%	29%	40%	21%	68%	15%	20%	32%	10%	55%	17%	34%
Sadiq Khan	359	66	124	40	60	69	175	181	164	191	39	261	3	17	13	60	218	8
	35%	37%	39%	34%	30%	31%	30%	43%	32%	39%	13%	69%	9%	31%	23%	20%	57%	11%
Neither	237	37	79	20	63	37	153	71	129	100	59	55	23	22	26	68	73	27
	23%	21%	25%	17%	31%	16%	26%	17%	25%	20%	19%	14%	62%	40%	48%	22%	19%	38%
Don't know	210	37	60	28	30	55	105	95	74	127	28	47	6	5	14	43	67	15
	20%	21%	19%	24%	15%	24%	18%	22%	14%	26%	9%	12%	16%	10%	26%	14%	18%	21%

ONLINE Opinion Poll - London

Q2_6. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Passionate

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				REGION		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	1034	516	518	335	390	309	458	295	128	153	677	357
Weighted Total	1034	496	538	372	372	290	438	294	134	167	665	369
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	333	178	155	107	113	113	169	88	36	40	231	102
	32%	36%	29%	29%	30%	39%	39%	30%	27%	24%	35%	28%
Sadiq Khan	462	215	247	169	172	120	210	133	49	70	285	177
	45%	43%	46%	45%	46%	42%	48%	45%	36%	42%	43%	48%
Neither	217	117	100	62	79	75	91	59	34	32	144	73
	21%	24%	19%	17%	21%	26%	21%	20%	25%	19%	22%	20%
Don't know	191	66	125	91	74	26	57	66	31	38	124	67
	18%	13%	23%	24%	20%	9%	13%	22%	23%	22%	19%	18%

ONLINE Opinion Poll - London

Q2_6. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Passionate

Base: All respondents

	REGION SUMMARY					ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015			
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	1034	171	318	120	197	228	678	338	581	435	319	371	35	65	57	312	373	66
Weighted Total	1034	177	314	116	202	225	581	423	518	493	304	380	37	54	54	304	385	70
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	333	53	89	43	61	88	190	134	202	127	189	74	9	18	10	159	78	27
	32%	30%	28%	37%	30%	39%	33%	32%	39%	26%	62%	19%	26%	33%	19%	53%	20%	38%
Sadiq Khan	462	74	149	54	87	97	239	212	218	237	80	278	6	27	19	94	235	16
	45%	42%	48%	47%	43%	43%	41%	50%	42%	48%	26%	73%	16%	49%	36%	31%	61%	23%
Neither	217	32	71	17	56	40	145	69	128	83	72	50	18	14	24	78	70	23
	21%	18%	23%	15%	28%	18%	25%	16%	25%	17%	24%	13%	50%	27%	45%	26%	18%	33%
Don't know	191	38	56	23	30	44	98	84	66	118	23	39	7	8	8	36	59	15
	18%	22%	18%	20%	15%	20%	17%	20%	13%	24%	8%	10%	20%	14%	16%	12%	15%	21%

ONLINE Opinion Poll - London

Q2_7. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Boring

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				REGION		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	1034	516	518	335	390	309	458	295	128	153	677	357
Weighted Total	1034	496	538	372	372	290	438	294	134	167	665	369
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	331	176	155	122	124	85	140	98	44	49	194	137
	32%	36%	29%	33%	33%	29%	32%	33%	33%	29%	29%	37%
Sadiq Khan	204	114	90	52	76	77	87	63	30	24	127	77
	20%	23%	17%	14%	20%	26%	20%	21%	22%	14%	19%	21%
Neither	370	181	190	117	131	123	180	96	44	50	250	120
	36%	36%	35%	31%	35%	42%	41%	33%	32%	30%	38%	33%
Don't know	224	76	147	105	78	41	63	73	35	53	149	75
	22%	15%	27%	28%	21%	14%	14%	25%	26%	32%	22%	20%

ONLINE Opinion Poll - London

Q2_7. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Boring

Base: All respondents

	REGION SUMMARY					ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015			
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	1034	171	318	120	197	228	678	338	581	435	319	371	35	65	57	312	373	66
Weighted Total	1034	177	314	116	202	225	581	423	518	493	304	380	37	54	54	304	385	70
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	331	63	107	40	65	57	190	131	158	162	57	175	11	19	26	69	167	20
	32%	36%	34%	34%	32%	25%	33%	31%	31%	33%	19%	46%	29%	36%	49%	23%	43%	29%
Sadiq Khan	204	37	55	25	47	39	135	60	116	84	101	33	14	14	16	92	43	20
	20%	21%	18%	21%	24%	17%	23%	14%	22%	17%	33%	9%	39%	26%	30%	30%	11%	28%
Neither	370	51	122	37	77	83	216	146	211	155	129	148	12	25	16	126	134	22
	36%	29%	39%	32%	38%	37%	37%	35%	41%	32%	43%	39%	32%	46%	29%	41%	35%	32%
Don't know	224	43	66	25	32	59	103	113	80	136	36	50	8	8	10	46	70	18
	22%	24%	21%	21%	16%	26%	18%	27%	15%	28%	12%	13%	22%	15%	18%	15%	18%	26%

ONLINE Opinion Poll - London

Q2_8. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Slippery

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				REGION		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	1034	516	518	335	390	309	458	295	128	153	677	357
Weighted Total	1034	496	538	372	372	290	438	294	134	167	665	369
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	340	171	169	132	120	88	134	103	43	61	185	155
	33%	34%	31%	35%	32%	31%	31%	35%	32%	36%	28%	42%
Sadiq Khan	290	165	125	58	110	121	134	77	36	43	182	108
	28%	33%	23%	16%	30%	42%	31%	26%	27%	26%	27%	29%
Neither	251	119	131	96	84	70	117	70	36	27	182	69
	24%	24%	24%	26%	23%	24%	27%	24%	27%	16%	27%	19%
Don't know	228	80	148	108	93	28	77	71	32	48	159	69
	22%	16%	28%	29%	25%	10%	18%	24%	24%	28%	24%	19%

ONLINE Opinion Poll - London

Q2_8. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Slippery

Base: All respondents

	REGION SUMMARY					ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015			
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	1034	171	318	120	197	228	678	338	581	435	319	371	35	65	57	312	373	66
Weighted Total	1034	177	314	116	202	225	581	423	518	493	304	380	37	54	54	304	385	70
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	340	67	117	36	69	51	195	132	142	190	17	215	13	19	30	33	201	16
	33%	38%	37%	31%	34%	23%	34%	31%	27%	39%	6%	57%	36%	35%	56%	11%	52%	23%
Sadiq Khan	290	49	82	34	71	55	201	78	179	104	162	34	20	19	19	146	59	34
	28%	28%	26%	29%	35%	24%	35%	19%	35%	21%	53%	9%	54%	36%	36%	48%	15%	49%
Neither	251	33	73	28	50	67	122	127	143	101	94	96	10	13	7	87	87	12
	24%	19%	23%	24%	25%	30%	21%	30%	28%	21%	31%	25%	26%	24%	13%	29%	23%	18%
Don't know	228	40	71	24	31	63	108	111	87	136	39	52	6	11	11	56	67	15
	22%	23%	23%	20%	16%	28%	19%	26%	17%	28%	13%	14%	16%	20%	20%	19%	17%	21%

ONLINE Opinion Poll - London

Q3_SUM. In the past couple of weeks how would you describe the election campaigns and what you have seen and heard from each of the following candidates and campaigns? - SUMMARY TABLE

Base: All respondents

	Sadiq Khan and Labour	Zac Goldsmith and the Conservatives
Unweighted Total	1034	1034
Weighted Total	1034	1034
	100%	100%
Boring	206 20%	218 21%
Dirty	85 8%	200 19%
Racist	85 8%	148 14%
Positive	336 32%	239 23%
Inspiring	163 16%	98 9%
Bold	143 14%	114 11%
None	142 14%	141 14%
Haven't heard anything from them	186 18%	200 19%

ONLINE Opinion Poll - London

Q3_1. In the past couple of weeks how would you describe the election campaigns and what you have seen and heard from each of the following candidates and campaigns?

Sadiq Khan and Labour

Base: All respondents

	Total	GENDER		AGE			SOCIAL GRADE				REGION	
		Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	1034	516	518	335	390	309	458	295	128	153	677	357
Weighted Total	1034	496	538	372	372	290	438	294	134	167	665	369
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boring	206	122	85	49	67	90	97	69	18	22	136	70
	20%	25%	16%	13%	18%	31%	22%	23%	14%	13%	20%	19%
Dirty	85	61	25	20	37	28	47	17	12	9	54	31
	8%	12%	5%	5%	10%	10%	11%	6%	9%	5%	8%	8%
Racist	85	46	38	23	30	32	45	20	6	13	58	27
	8%	9%	7%	6%	8%	11%	10%	7%	5%	8%	9%	7%
Positive	336	160	175	131	125	80	146	98	43	49	204	132
	32%	32%	33%	35%	33%	28%	33%	33%	32%	29%	31%	36%
Inspiring	163	75	88	69	64	30	61	55	23	24	94	69
	16%	15%	16%	18%	17%	10%	14%	19%	17%	14%	14%	19%
Bold	143	75	68	51	64	28	67	37	11	28	93	50
	14%	15%	13%	14%	17%	10%	15%	13%	8%	16%	14%	14%
None	142	71	71	49	56	38	66	31	18	27	93	49
	14%	14%	13%	13%	15%	13%	15%	11%	14%	16%	14%	13%
Haven't heard anything from them	186	64	122	87	58	41	48	58	36	44	127	59
	18%	13%	23%	23%	16%	14%	11%	20%	27%	26%	19%	16%

ONLINE Opinion Poll - London

Q3_1. In the past couple of weeks how would you describe the election campaigns and what you have seen and heard from each of the following candidates and campaigns?

Sadiq Khan and Labour

Base: All respondents

	REGION SUMMARY					ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015			
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	1034	171	318	120	197	228	678	338	581	435	319	371	35	65	57	312	373	66
Weighted Total	1034	177	314	116	202	225	581	423	518	493	304	380	37	54	54	304	385	70
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boring	206	38	49	19	50	51	137	61	125	77	90	41	13	14	15	87	50	21
	20%	21%	16%	16%	25%	23%	24%	14%	24%	16%	30%	11%	36%	25%	28%	29%	13%	30%
Dirty	85	15	21	12	19	19	57	22	54	28	57	7	7	6	3	44	14	14
	8%	8%	7%	11%	9%	8%	10%	5%	10%	6%	19%	2%	20%	11%	5%	15%	4%	19%
Racist	85	16	15	17	14	22	54	22	54	28	54	5	6	6	4	51	11	7
	8%	9%	5%	15%	7%	10%	9%	5%	10%	6%	18%	1%	16%	12%	7%	17%	3%	10%
Positive	336	62	111	42	59	62	164	165	151	177	36	237	4	14	17	50	204	9
	32%	35%	35%	36%	29%	27%	28%	39%	29%	36%	12%	62%	11%	25%	31%	16%	53%	14%
Inspiring	163	29	56	12	37	28	62	97	65	94	16	126	2	6	6	21	113	3
	16%	16%	18%	10%	18%	13%	11%	23%	12%	19%	5%	33%	5%	11%	11%	7%	29%	4%
Bold	143	25	49	11	22	35	53	88	66	73	37	86	1	2	5	38	77	1
	14%	14%	16%	10%	11%	16%	9%	21%	13%	15%	12%	23%	3%	4%	10%	12%	20%	1%
None	142	26	44	16	27	29	85	55	76	64	55	23	7	10	7	49	32	8
	14%	15%	14%	14%	13%	13%	15%	13%	15%	13%	18%	6%	19%	18%	12%	16%	8%	11%
Haven't heard anything from them	186	27	62	18	37	42	107	76	75	105	40	39	7	7	7	49	48	19
	18%	15%	20%	16%	18%	19%	18%	18%	15%	21%	13%	10%	18%	12%	13%	16%	12%	27%

ONLINE Opinion Poll - London

Q3_2. In the past couple of weeks how would you describe the election campaigns and what you have seen and heard from each of the following candidates and campaigns?

Zac Goldsmith and the Conservatives

Base: All respondents

	Total	GENDER		AGE			SOCIAL GRADE				REGION	
		Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	1034	516	518	335	390	309	458	295	128	153	677	357
Weighted Total	1034	496	538	372	372	290	438	294	134	167	665	369
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boring	218 21%	123 25%	95 18%	69 19%	81 22%	69 24%	106 24%	56 19%	22 17%	34 20%	127 19%	91 25%
Dirty	200 19%	111 22%	89 17%	66 18%	77 21%	57 20%	83 19%	66 23%	21 16%	29 18%	105 16%	95 26%
Racist	148 14%	78 16%	70 13%	70 19%	45 12%	33 11%	62 14%	52 18%	13 10%	20 12%	72 11%	76 21%
Positive	239 23%	125 25%	114 21%	58 16%	85 23%	96 33%	117 27%	62 21%	30 23%	29 18%	181 27%	58 16%
Inspiring	98 9%	62 12%	36 7%	34 9%	32 9%	31 11%	50 11%	26 9%	12 9%	10 6%	71 11%	27 7%
Bold	114 11%	60 12%	54 10%	38 10%	49 13%	28 10%	57 13%	40 14%	6 4%	12 7%	69 10%	45 12%
None	141 14%	66 13%	75 14%	52 14%	60 16%	29 10%	66 15%	27 9%	24 18%	24 14%	92 14%	49 13%
Haven't heard anything from them	200 19%	66 13%	134 25%	95 26%	67 18%	38 13%	50 11%	64 22%	35 26%	52 31%	138 21%	63 17%

ONLINE Opinion Poll - London

Q3_2. In the past couple of weeks how would you describe the election campaigns and what you have seen and heard from each of the following candidates and campaigns?

Zac Goldsmith and the Conservatives

Base: All respondents

	REGION SUMMARY					ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015			
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	1034	171	318	120	197	228	678	338	581	435	319	371	35	65	57	312	373	66
Weighted Total	1034	177	314	116	202	225	581	423	518	493	304	380	37	54	54	304	385	70
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boring	218	40	72	24	43	40	130	78	114	98	31	105	13	18	14	44	94	19
	21%	23%	23%	20%	21%	18%	22%	18%	22%	20%	10%	27%	37%	33%	27%	15%	24%	28%
Dirty	200	41	64	23	37	36	114	82	94	102	7	144	3	11	19	13	135	8
	19%	23%	20%	19%	18%	16%	20%	19%	18%	21%	2%	38%	8%	19%	36%	4%	35%	11%
Racist	148	30	56	17	26	19	83	58	55	88	3	105	2	10	13	6	98	2
	14%	17%	18%	14%	13%	8%	14%	14%	11%	18%	1%	28%	5%	19%	25%	2%	26%	3%
Positive	239	32	62	32	49	64	137	96	160	75	163	34	8	11	6	139	43	19
	23%	18%	20%	28%	24%	28%	24%	23%	31%	15%	54%	9%	23%	21%	11%	46%	11%	27%
Inspiring	98	16	21	8	13	40	53	45	59	38	75	15	3	3	-	60	19	7
	9%	9%	7%	7%	7%	18%	9%	11%	11%	8%	25%	4%	9%	5%	-	20%	5%	11%
Bold	114	22	28	8	30	26	55	57	67	47	63	34	2	4	3	58	35	6
	11%	13%	9%	7%	15%	11%	10%	13%	13%	10%	21%	9%	7%	7%	6%	19%	9%	9%
None	141	26	43	14	30	28	78	56	65	73	34	45	6	8	7	38	43	8
	14%	15%	14%	12%	15%	12%	13%	13%	13%	15%	11%	12%	15%	14%	13%	13%	11%	11%
Haven't heard anything from them	200	30	65	23	41	42	102	95	72	122	36	57	7	7	7	44	67	18
	19%	17%	21%	19%	20%	19%	18%	22%	14%	25%	12%	15%	20%	14%	14%	15%	17%	26%

ONLINE Opinion Poll - London

Q1. If Boris Johnson was the Conservative candidate for Mayor of London in this year's election would you vote for Boris Johnson Sadiq Khan the Labour candidate or another candidate?

Base: (Turnout weighted)

	GENDER		AGE			SOCIAL GRADE				REGION		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	1034	516	518	335	390	309	458	295	128	153	677	357
Weighted Total	442	213	229	163	162	117	202	128	48	63	283	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boris Johnson the Conservative candidate	182	100	81	53	66	63	94	45	20	23	128	54
	41%	47%	36%	33%	41%	54%	46%	35%	41%	36%	45%	34%
Sadiq Khan the Labour candidate	171	76	95	79	58	34	71	53	19	28	98	73
	39%	36%	41%	49%	36%	29%	35%	42%	40%	44%	35%	46%
Other candidate	40	20	21	8	19	14	20	10	4	6	24	17
	9%	9%	9%	5%	12%	12%	10%	8%	8%	9%	8%	11%
Don't know	48	17	32	22	20	7	17	20	5	7	33	15
	11%	8%	14%	14%	12%	6%	8%	15%	10%	11%	12%	10%

ONLINE Opinion Poll - London

Q1. If Boris Johnson was the Conservative candidate for Mayor of London in this year's election would you vote for Boris Johnson Sadiq Khan the Labour candidate or another candidate?

Base: (Turnout weighted)

	REGION SUMMARY					ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015			
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	1034	171	318	120	197	228	678	338	581	435	319	371	35	65	57	312	373	66
Weighted Total	442	77	134	50	85	96	246	183	225	207	130	163	15	23	23	131	164	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boris Johnson the Conservative candidate	182	26	46	24	39	46	121	56	118	58	113	17	9	10	4	104	18	20
	41%	35%	34%	49%	46%	48%	49%	31%	52%	28%	87%	10%	61%	44%	19%	79%	11%	68%
Sadiq Khan the Labour candidate	171	34	60	18	29	30	78	90	73	95	6	138	*	5	10	9	124	2
	39%	44%	45%	35%	35%	31%	32%	49%	32%	46%	4%	85%	2%	20%	42%	7%	75%	7%
Other candidate	40	8	13	3	9	7	27	13	18	22	8	1	5	7	8	8	9	5
	9%	11%	10%	6%	10%	8%	11%	7%	8%	11%	6%	1%	32%	32%	37%	6%	6%	18%
Don't know	48	8	15	5	7	13	21	24	17	30	3	6	1	1	*	10	13	2
	11%	11%	11%	10%	9%	13%	8%	13%	7%	15%	3%	4%	5%	4%	2%	8%	8%	8%

ONLINE Opinion Poll - London

Q2_SUM. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate. -

SUMMARY TABLE

Base: (Turnout weighted)

	Dangerous	Extreme	Trustworthy	Ineffective	Has a good personality	Passionate	Boring	Slippery
Unweighted Total	1034	1034	1034	1034	1034	1034	1034	1034
Weighted Total	442	442	442	442	442	442	442	442
	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	83	58	110	109	136	144	142	145
	19%	13%	25%	25%	31%	33%	32%	33%
Sadiq Khan	92	90	143	87	154	199	87	124
	21%	20%	32%	20%	35%	45%	20%	28%
Neither	181	205	114	147	101	92	159	108
	41%	46%	26%	33%	23%	21%	36%	24%
Don't know	96	96	100	121	90	81	94	97
	22%	22%	23%	27%	20%	18%	21%	22%

ONLINE Opinion Poll - London

Q2_1. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Dangerous

Base: (Turnout weighted)

	GENDER		AGE			SOCIAL GRADE				REGION		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	1034	516	518	335	390	309	458	295	128	153	677	357
Weighted Total	442	213	229	163	162	117	202	128	48	63	283	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	83	41	43	32	34	18	36	24	9	14	45	39
	19%	19%	19%	20%	21%	15%	18%	19%	18%	23%	16%	24%
Sadiq Khan	92	59	33	17	36	39	49	22	10	11	62	30
	21%	28%	14%	11%	22%	33%	24%	17%	20%	18%	22%	19%
Neither	181	88	93	68	65	48	89	52	18	22	118	63
	41%	41%	41%	42%	40%	41%	44%	41%	37%	35%	42%	39%
Don't know	96	31	65	46	34	16	33	32	14	18	64	32
	22%	15%	28%	29%	21%	13%	16%	25%	28%	28%	23%	20%

ONLINE Opinion Poll - London

Q2_1. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Dangerous

Base: (Turnout weighted)

	REGION SUMMARY					ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015			
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	1034	171	318	120	197	228	678	338	581	435	319	371	35	65	57	312	373	66
Weighted Total	442	77	134	50	85	96	246	183	225	207	130	163	15	23	23	131	164	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	83	18	28	12	13	12	46	35	35	47	4	56	3	4	4	7	53	4
	19%	23%	21%	24%	16%	13%	19%	19%	15%	23%	3%	35%	22%	18%	18%	5%	32%	14%
Sadiq Khan	92	13	27	11	22	20	64	24	63	27	63	6	7	5	2	56	13	13
	21%	17%	20%	21%	25%	21%	26%	13%	28%	13%	48%	4%	47%	20%	10%	43%	8%	46%
Neither	181	31	56	15	33	45	101	76	96	80	48	77	3	12	14	51	69	8
	41%	41%	42%	30%	39%	47%	41%	42%	43%	39%	37%	47%	19%	55%	59%	39%	42%	27%
Don't know	96	16	27	13	17	22	40	51	35	58	16	26	3	2	5	19	33	5
	22%	21%	20%	26%	21%	23%	16%	28%	16%	28%	12%	16%	20%	9%	20%	15%	20%	18%

ONLINE Opinion Poll - London

Q2_2. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Extreme

Base: (Turnout weighted)

	GENDER		AGE			SOCIAL GRADE				REGION		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	1034	516	518	335	390	309	458	295	128	153	677	357
Weighted Total	442	213	229	163	162	117	202	128	48	63	283	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	58	27	31	26	18	14	26	17	6	9	32	26
	13%	13%	13%	16%	11%	12%	13%	13%	13%	14%	11%	16%
Sadiq Khan	90	55	34	24	34	31	49	19	10	11	57	32
	20%	26%	15%	15%	21%	26%	24%	15%	21%	17%	20%	20%
Neither	205	103	102	68	75	63	98	61	21	25	136	69
	46%	48%	45%	42%	46%	53%	48%	48%	43%	40%	48%	44%
Don't know	96	32	65	46	38	12	32	33	12	19	62	35
	22%	15%	28%	29%	23%	11%	16%	26%	26%	30%	22%	22%

ONLINE Opinion Poll - London

Q2_2. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Extreme

Base: (Turnout weighted)

	REGION SUMMARY					ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015			
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	1034	171	318	120	197	228	678	338	581	435	319	371	35	65	57	312	373	66
Weighted Total	442	77	134	50	85	96	246	183	225	207	130	163	15	23	23	131	164	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	58	12	19	5	10	12	27	29	24	32	7	39	1	3	2	9	31	3
	13%	15%	15%	10%	12%	12%	11%	16%	11%	16%	5%	24%	4%	13%	7%	7%	19%	9%
Sadiq Khan	90	16	25	11	19	18	53	32	56	32	54	16	5	5	2	47	21	9
	20%	21%	19%	23%	22%	19%	21%	18%	25%	15%	41%	10%	30%	21%	8%	36%	13%	31%
Neither	205	33	62	23	41	47	124	77	114	86	56	88	7	13	17	55	84	13
	46%	43%	46%	45%	48%	49%	51%	42%	51%	42%	43%	54%	47%	59%	75%	42%	51%	45%
Don't know	96	18	30	11	16	21	46	47	35	59	14	21	3	2	3	22	30	5
	22%	23%	22%	22%	19%	22%	18%	26%	15%	29%	11%	13%	22%	10%	14%	17%	18%	18%

ONLINE Opinion Poll - London

Q2_3. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Trustworthy

Base: (Turnout weighted)

	GENDER		AGE			SOCIAL GRADE				REGION		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	1034	516	518	335	390	309	458	295	128	153	677	357
Weighted Total	442	213	229	163	162	117	202	128	48	63	283	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	110	66	43	28	37	44	59	29	9	12	78	32
	25%	31%	19%	17%	23%	38%	29%	23%	19%	19%	28%	20%
Sadiq Khan	143	69	74	63	50	30	63	43	14	23	84	59
	32%	33%	32%	39%	31%	26%	31%	33%	28%	37%	30%	37%
Neither	114	53	61	37	48	29	54	29	14	17	72	41
	26%	25%	26%	23%	30%	25%	27%	23%	29%	26%	26%	26%
Don't know	100	37	63	44	36	19	39	34	13	14	66	34
	23%	17%	28%	27%	22%	17%	19%	27%	28%	23%	23%	21%

ONLINE Opinion Poll - London

Q2_3. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Trustworthy

Base: (Turnout weighted)

	REGION SUMMARY					ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015			
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	1034	171	318	120	197	228	678	338	581	435	319	371	35	65	57	312	373	66
Weighted Total	442	77	134	50	85	96	246	183	225	207	130	163	15	23	23	131	164	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	110	15	28	15	22	29	70	37	75	31	80	14	3	5	1	66	15	9
	25%	20%	21%	30%	26%	30%	28%	20%	33%	15%	62%	9%	22%	23%	6%	51%	9%	30%
Sadiq Khan	143	29	45	18	21	30	72	70	60	81	13	108	1	7	3	16	94	2
	32%	38%	33%	35%	25%	31%	29%	38%	27%	39%	10%	66%	4%	29%	13%	12%	57%	7%
Neither	114	17	35	11	29	22	63	44	62	50	26	28	9	11	11	32	33	12
	26%	22%	26%	21%	35%	23%	26%	24%	28%	24%	20%	17%	59%	48%	49%	25%	20%	41%
Don't know	100	18	32	11	17	22	52	45	40	56	20	22	3	2	8	25	30	7
	23%	24%	24%	21%	20%	23%	21%	24%	18%	27%	15%	14%	19%	10%	36%	19%	18%	24%

ONLINE Opinion Poll - London

Q2_4. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Ineffective

Base: (Turnout weighted)

	GENDER		AGE			SOCIAL GRADE				REGION		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	1034	516	518	335	390	309	458	295	128	153	677	357
Weighted Total	442	213	229	163	162	117	202	128	48	63	283	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	109	58	50	44	36	29	45	33	12	18	66	43
	25%	27%	22%	27%	22%	25%	22%	26%	26%	29%	23%	27%
Sadiq Khan	87	53	33	21	30	36	41	24	10	12	56	31
	20%	25%	15%	13%	19%	31%	20%	19%	20%	18%	20%	19%
Neither	147	70	77	53	56	38	75	38	15	19	96	51
	33%	33%	34%	33%	35%	32%	37%	30%	32%	29%	34%	32%
Don't know	121	43	78	51	47	23	47	40	15	19	79	43
	27%	20%	34%	32%	29%	20%	23%	31%	32%	29%	28%	27%

ONLINE Opinion Poll - London

Q2_4. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Ineffective

Base: (Turnout weighted)

	REGION SUMMARY					ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015			
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	1034	171	318	120	197	228	678	338	581	435	319	371	35	65	57	312	373	66
Weighted Total	442	77	134	50	85	96	246	183	225	207	130	163	15	23	23	131	164	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	109	18	38	16	20	17	60	47	50	55	12	63	5	5	11	13	60	9
	25%	23%	29%	31%	24%	17%	24%	26%	22%	27%	9%	39%	31%	22%	48%	10%	37%	31%
Sadiq Khan	87	15	24	12	19	17	61	22	55	30	53	6	7	5	4	44	15	12
	20%	20%	18%	23%	22%	17%	25%	12%	24%	14%	41%	4%	46%	21%	19%	33%	9%	40%
Neither	147	26	45	13	29	35	78	65	82	62	48	62	4	10	5	50	57	5
	33%	34%	34%	25%	34%	37%	32%	35%	37%	30%	37%	38%	27%	45%	23%	38%	35%	16%
Don't know	121	20	34	14	21	32	63	54	50	68	21	34	3	4	7	30	38	8
	27%	26%	26%	27%	25%	33%	25%	30%	22%	33%	16%	21%	20%	17%	29%	23%	23%	27%

ONLINE Opinion Poll - London

Q2_5. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Has a good personality

Base: (Turnout weighted)

	GENDER		AGE			SOCIAL GRADE				REGION		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	1034	516	518	335	390	309	458	295	128	153	677	357
Weighted Total	442	213	229	163	162	117	202	128	48	63	283	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	136	76	61	33	48	55	76	33	13	15	99	37
	31%	36%	26%	21%	30%	47%	37%	26%	28%	23%	35%	23%
Sadiq Khan	154	76	78	66	55	33	72	44	16	23	92	62
	35%	36%	34%	40%	34%	28%	36%	34%	32%	36%	33%	39%
Neither	101	53	48	31	39	32	45	31	12	13	61	40
	23%	25%	21%	19%	24%	27%	22%	24%	25%	20%	22%	25%
Don't know	90	29	61	46	34	10	33	30	11	16	59	31
	20%	13%	27%	28%	21%	9%	16%	24%	23%	25%	21%	20%

ONLINE Opinion Poll - London

Q2_5. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Has a good personality

Base: (Turnout weighted)

	REGION SUMMARY					ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015			
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	1034	171	318	120	197	228	678	338	581	435	319	371	35	65	57	312	373	66
Weighted Total	442	77	134	50	85	96	246	183	225	207	130	163	15	23	23	131	164	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	136	19	38	15	27	38	80	54	91	44	88	25	3	7	3	72	28	10
	31%	25%	28%	30%	32%	39%	32%	30%	40%	21%	68%	16%	20%	31%	11%	55%	17%	34%
Sadiq Khan	154	28	53	17	26	30	75	78	72	80	17	112	1	7	6	26	93	3
	35%	37%	40%	35%	30%	31%	30%	43%	32%	39%	13%	69%	8%	31%	24%	20%	57%	11%
Neither	101	16	34	8	27	16	64	31	56	42	25	23	9	9	11	29	31	11
	23%	21%	25%	17%	32%	16%	26%	17%	25%	20%	20%	14%	62%	41%	49%	22%	19%	38%
Don't know	90	16	25	12	13	23	45	41	33	54	12	20	3	2	6	19	29	6
	20%	21%	19%	24%	15%	24%	18%	22%	14%	26%	9%	12%	17%	10%	25%	14%	17%	21%

ONLINE Opinion Poll - London

Q2_6. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Passionate

Base: (Turnout weighted)

	GENDER		AGE			SOCIAL GRADE				REGION		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	1034	516	518	335	390	309	458	295	128	153	677	357
Weighted Total	442	213	229	163	162	117	202	128	48	63	283	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	144	78	66	47	50	47	78	38	13	15	100	44
	33%	36%	29%	29%	31%	40%	39%	30%	27%	24%	35%	28%
Sadiq Khan	199	92	106	74	76	48	97	58	18	26	122	76
	45%	43%	46%	46%	47%	41%	48%	45%	37%	41%	43%	48%
Neither	92	50	42	27	35	31	42	25	12	13	60	32
	21%	23%	19%	17%	21%	26%	21%	20%	26%	20%	21%	20%
Don't know	81	28	53	39	31	11	26	29	11	15	52	29
	18%	13%	23%	24%	19%	9%	13%	23%	23%	23%	18%	18%

ONLINE Opinion Poll - London

Q2_6. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Passionate

Base: (Turnout weighted)

	REGION SUMMARY					ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015			
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	1034	171	318	120	197	228	678	338	581	435	319	371	35	65	57	312	373	66
Weighted Total	442	77	134	50	85	96	246	183	225	207	130	163	15	23	23	131	164	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	144	23	38	19	26	38	81	58	89	53	81	33	4	7	4	69	34	11
	33%	30%	28%	38%	31%	39%	33%	32%	39%	26%	62%	20%	26%	32%	19%	53%	21%	38%
Sadiq Khan	199	32	64	24	37	42	102	92	96	100	35	119	2	11	9	42	100	7
	45%	42%	48%	47%	44%	43%	42%	51%	43%	48%	27%	73%	15%	50%	37%	32%	61%	23%
Neither	92	14	31	7	23	17	61	30	55	35	31	21	8	6	10	34	30	9
	21%	19%	23%	14%	27%	18%	25%	17%	24%	17%	24%	13%	50%	27%	45%	26%	18%	32%
Don't know	81	17	23	10	12	19	41	35	28	50	10	16	3	3	4	15	24	6
	18%	22%	17%	19%	14%	19%	17%	19%	12%	24%	7%	10%	19%	14%	15%	12%	15%	21%

ONLINE Opinion Poll - London

Q2_7. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Boring

Base: (Turnout weighted)

	GENDER		AGE			SOCIAL GRADE				REGION		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	1034	516	518	335	390	309	458	295	128	153	677	357
Weighted Total	442	213	229	163	162	117	202	128	48	63	283	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	142	75	67	54	54	34	65	43	17	18	82	60
	32%	35%	29%	34%	33%	29%	32%	33%	34%	29%	29%	38%
Sadiq Khan	87	49	37	23	33	31	40	27	11	9	54	33
	20%	23%	16%	14%	20%	26%	20%	21%	22%	14%	19%	21%
Neither	159	78	81	51	58	50	83	42	16	19	108	52
	36%	37%	35%	31%	36%	43%	41%	33%	32%	30%	38%	33%
Don't know	94	32	62	45	33	16	29	32	12	21	62	32
	21%	15%	27%	28%	20%	14%	14%	25%	25%	32%	22%	20%

ONLINE Opinion Poll - London

Q2_7. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Boring

Base: (Turnout weighted)

	REGION SUMMARY					ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015			
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	1034	171	318	120	197	228	678	338	581	435	319	371	35	65	57	312	373	66
Weighted Total	442	77	134	50	85	96	246	183	225	207	130	163	15	23	23	131	164	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	142	28	46	17	27	24	81	57	69	68	24	75	4	8	11	30	71	9
	32%	36%	34%	34%	32%	25%	33%	31%	31%	33%	19%	46%	29%	37%	49%	23%	43%	30%
Sadiq Khan	87	16	24	11	20	17	57	26	51	34	43	14	6	6	7	40	18	8
	20%	21%	18%	22%	23%	17%	23%	14%	22%	17%	33%	9%	38%	26%	29%	30%	11%	28%
Neither	159	22	52	16	33	36	92	64	92	66	55	64	5	10	7	54	58	9
	36%	29%	39%	32%	39%	37%	37%	35%	41%	32%	42%	39%	34%	45%	30%	41%	35%	32%
Don't know	94	19	27	10	13	25	43	47	34	57	15	20	3	3	4	20	29	7
	21%	24%	20%	21%	16%	26%	17%	26%	15%	28%	11%	13%	21%	14%	17%	15%	18%	26%

ONLINE Opinion Poll - London

Q2_8. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Slippery

Base: (Turnout weighted)

	GENDER		AGE			SOCIAL GRADE				REGION		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	1034	516	518	335	390	309	458	295	128	153	677	357
Weighted Total	442	213	229	163	162	117	202	128	48	63	283	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	145	72	73	59	52	35	62	45	16	23	78	66
	33%	34%	32%	36%	32%	29%	31%	35%	33%	36%	28%	42%
Sadiq Khan	124	71	52	26	48	50	61	33	13	16	77	46
	28%	33%	23%	16%	30%	42%	30%	26%	27%	25%	27%	29%
Neither	108	52	56	42	37	29	54	30	13	10	77	31
	24%	24%	24%	26%	23%	24%	27%	24%	27%	16%	27%	19%
Don't know	97	34	63	46	40	12	36	31	11	19	68	29
	22%	16%	28%	28%	24%	10%	18%	24%	24%	30%	24%	19%

ONLINE Opinion Poll - London

Q2_8. For each of the following characteristics please select which you think apply to each of Zac Goldsmith and Sadiq Khan. You can select the same characteristic for both or neither candidate.

Slippery

Base: (Turnout weighted)

	REGION SUMMARY					ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015			
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	1034	171	318	120	197	228	678	338	581	435	319	371	35	65	57	312	373	66
Weighted Total	442	77	134	50	85	96	246	183	225	207	130	163	15	23	23	131	164	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Zac Goldsmith	145	28	50	16	29	22	82	57	62	80	8	91	5	8	13	14	85	7
	33%	37%	37%	31%	34%	23%	33%	31%	28%	39%	6%	56%	35%	36%	56%	11%	52%	22%
Sadiq Khan	124	21	35	15	29	23	84	35	77	43	69	15	8	8	8	62	26	14
	28%	27%	26%	30%	35%	24%	34%	19%	34%	21%	53%	9%	54%	36%	35%	47%	16%	49%
Neither	108	15	31	12	21	28	52	55	62	43	40	42	4	5	3	38	38	5
	24%	20%	23%	24%	25%	29%	21%	30%	28%	21%	31%	26%	26%	24%	14%	29%	23%	17%
Don't know	97	17	29	10	13	27	46	47	38	57	17	22	3	4	5	25	28	6
	22%	23%	22%	20%	16%	28%	19%	26%	17%	28%	13%	13%	17%	19%	20%	19%	17%	21%

ONLINE Opinion Poll - London

Q3_SUM. In the past couple of weeks how would you describe the election campaigns and what you have seen and heard from each of the following candidates and campaigns? - SUMMARY TABLE
 Base: (Turnout weighted)

	Sadiq Khan and Labour	Zac Goldsmith and the Conservatives
Unweighted Total	1034	1034
Weighted Total	442 100%	442 100%
Boring	89 20%	94 21%
Dirty	37 8%	86 20%
Racist	37 8%	64 15%
Positive	143 32%	102 23%
Inspiring	69 16%	42 9%
Bold	62 14%	50 11%
None	61 14%	60 14%
Haven't heard anything from them	78 18%	84 19%

ONLINE Opinion Poll - London

Q3_1. In the past couple of weeks how would you describe the election campaigns and what you have seen and heard from each of the following candidates and campaigns?

Sadiq Khan and Labour

Base: (Turnout weighted)

	GENDER		AGE			SOCIAL GRADE				REGION		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	1034	516	518	335	390	309	458	295	128	153	677	357
Weighted Total	442	213	229	163	162	117	202	128	48	63	283	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boring	89	53	36	22	30	37	45	29	7	8	58	31
	20%	25%	16%	14%	18%	32%	22%	23%	14%	13%	21%	19%
Dirty	37	27	10	9	16	12	22	8	4	3	24	13
	8%	12%	5%	5%	10%	10%	11%	6%	9%	5%	8%	8%
Racist	37	20	16	10	13	13	21	9	2	5	25	12
	8%	10%	7%	6%	8%	11%	10%	7%	5%	7%	9%	7%
Positive	143	68	76	57	54	32	67	43	15	18	87	57
	32%	32%	33%	35%	33%	27%	33%	33%	32%	29%	31%	36%
Inspiring	69	32	38	30	28	11	28	24	8	9	40	30
	16%	15%	16%	18%	17%	10%	14%	19%	17%	14%	14%	19%
Bold	62	32	30	23	28	11	31	16	4	10	39	22
	14%	15%	13%	14%	17%	9%	15%	13%	9%	16%	14%	14%
None	61	31	30	22	24	16	30	14	7	11	40	22
	14%	15%	13%	13%	15%	13%	15%	11%	14%	17%	14%	14%
Haven't heard anything from them	78	27	51	38	25	16	22	25	13	17	53	25
	18%	13%	22%	23%	15%	14%	11%	20%	27%	27%	19%	16%

ONLINE Opinion Poll - London

Q3_1. In the past couple of weeks how would you describe the election campaigns and what you have seen and heard from each of the following candidates and campaigns?

Sadiq Khan and Labour

Base: (Turnout weighted)

	REGION SUMMARY					ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015			
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	1034	171	318	120	197	228	678	338	581	435	319	371	35	65	57	312	373	66
Weighted Total	442	77	134	50	85	96	246	183	225	207	130	163	15	23	23	131	164	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boring	89	16	22	8	21	21	58	26	55	32	39	17	6	6	6	38	21	9
	20%	21%	16%	17%	25%	22%	24%	14%	24%	16%	30%	11%	37%	26%	28%	29%	13%	30%
Dirty	37	6	9	6	8	8	25	10	24	11	25	3	3	3	1	19	6	6
	8%	8%	7%	11%	9%	8%	10%	5%	11%	6%	19%	2%	22%	12%	5%	15%	4%	21%
Racist	37	7	7	8	6	10	23	10	24	12	23	2	2	3	2	22	5	3
	8%	9%	5%	15%	7%	10%	9%	5%	11%	6%	18%	1%	16%	12%	7%	17%	3%	10%
Positive	143	27	47	18	25	26	69	71	66	74	15	102	2	6	7	22	87	4
	32%	35%	35%	36%	29%	27%	28%	39%	29%	36%	12%	62%	10%	25%	30%	17%	53%	14%
Inspiring	69	13	24	5	15	12	27	41	28	39	7	54	1	2	3	9	48	1
	16%	17%	18%	11%	18%	12%	11%	22%	13%	19%	5%	33%	5%	10%	11%	7%	30%	3%
Bold	62	11	21	5	9	15	22	38	29	31	16	37	*	1	2	16	33	*
	14%	15%	16%	10%	11%	16%	9%	21%	13%	15%	12%	23%	3%	4%	10%	12%	20%	2%
None	61	11	19	7	11	13	37	24	33	27	24	10	3	4	3	22	13	3
	14%	15%	14%	13%	13%	13%	15%	13%	15%	13%	18%	6%	19%	18%	12%	17%	8%	11%
Haven't heard anything from them	78	12	25	8	15	18	44	32	31	44	16	16	3	3	3	20	20	8
	18%	15%	19%	16%	18%	18%	18%	18%	14%	21%	12%	10%	17%	12%	13%	16%	12%	26%

ONLINE Opinion Poll - London

Q3_2. In the past couple of weeks how would you describe the election campaigns and what you have seen and heard from each of the following candidates and campaigns?

Zac Goldsmith and the Conservatives

Base: (Turnout weighted)

	GENDER		AGE			SOCIAL GRADE				REGION		
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Outer	Inner
Unweighted Total	1034	516	518	335	390	309	458	295	128	153	677	357
Weighted Total	442	213	229	163	162	117	202	128	48	63	283	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boring	94 21%	53 25%	41 18%	31 19%	35 21%	28 24%	49 24%	24 19%	8 17%	13 20%	54 19%	40 25%
Dirty	86 20%	48 23%	38 17%	30 18%	34 21%	23 19%	38 19%	29 23%	8 16%	11 17%	45 16%	41 26%
Racist	64 15%	34 16%	30 13%	31 19%	20 12%	14 12%	29 14%	23 18%	5 11%	8 12%	31 11%	33 21%
Positive	102 23%	54 26%	48 21%	26 16%	37 23%	39 33%	54 27%	26 21%	11 22%	11 17%	77 27%	25 16%
Inspiring	42 9%	27 13%	15 7%	14 9%	14 9%	13 11%	23 11%	11 9%	4 8%	4 6%	30 11%	12 7%
Bold	50 11%	26 12%	23 10%	16 10%	22 14%	11 10%	27 13%	17 13%	2 4%	4 7%	30 11%	20 13%
None	60 14%	28 13%	32 14%	22 14%	26 16%	12 10%	31 15%	12 9%	8 17%	9 14%	39 14%	21 13%
Haven't heard anything from them	84 19%	28 13%	56 24%	41 25%	28 18%	14 12%	23 11%	28 22%	13 26%	20 31%	57 20%	26 17%

ONLINE Opinion Poll - London

Q3_2. In the past couple of weeks how would you describe the election campaigns and what you have seen and heard from each of the following candidates and campaigns?

Zac Goldsmith and the Conservatives

Base: (Turnout weighted)

	REGION SUMMARY					ETHNICITY		TENURE		VOTING INTENTION 1st PREFERENCE					PAST VOTE – GENERAL ELECTION 2015			
	Total	Central	East	North	South	West	White	BME	Owned	Rented	Con	Lab	UKIP	LD	Green	Cons	Lab	UKIP
Unweighted Total	1034	171	318	120	197	228	678	338	581	435	319	371	35	65	57	312	373	66
Weighted Total	442	77	134	50	85	96	246	183	225	207	130	163	15	23	23	131	164	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Boring	94	18	31	10	18	17	55	34	50	41	14	45	6	7	6	19	40	8
	21%	23%	23%	20%	21%	17%	22%	19%	22%	20%	11%	28%	37%	33%	27%	15%	24%	29%
Dirty	86	18	28	10	15	15	49	36	41	43	3	62	1	5	8	6	58	3
	20%	23%	21%	20%	18%	16%	20%	20%	18%	21%	2%	38%	8%	21%	36%	4%	35%	12%
Racist	64	13	24	7	12	8	36	26	24	38	1	46	1	4	6	3	43	1
	15%	17%	18%	15%	14%	8%	15%	14%	11%	19%	1%	28%	5%	19%	25%	2%	26%	3%
Positive	102	14	26	14	20	28	57	42	69	31	70	15	4	5	2	59	18	8
	23%	18%	19%	28%	24%	29%	23%	23%	31%	15%	54%	9%	24%	20%	10%	45%	11%	27%
Inspiring	42	7	9	4	5	17	22	19	26	16	32	7	1	1	-	26	8	3
	9%	9%	7%	7%	6%	17%	9%	11%	11%	8%	25%	4%	9%	4%	-	20%	5%	10%
Bold	50	10	12	4	13	11	24	25	29	20	27	15	1	2	2	25	15	3
	11%	13%	9%	7%	15%	12%	10%	14%	13%	10%	21%	9%	7%	7%	7%	19%	9%	10%
None	60	12	18	6	12	12	34	24	29	30	15	19	2	3	3	17	18	3
	14%	15%	13%	12%	14%	13%	14%	13%	13%	15%	11%	12%	15%	14%	13%	13%	11%	10%
Haven't heard anything from them	84	13	27	10	17	17	43	40	30	50	15	23	3	3	3	18	28	7
	19%	16%	20%	19%	20%	18%	17%	22%	13%	24%	11%	14%	19%	14%	14%	14%	17%	25%

ONLINE Opinion Poll - London

V1. Thinking back to the General Election earlier last year, which party, if any, did you vote for? Was it Conservative, Labour, Liberal Democrat, UKIP, some other party, or did you not vote?

Base: All respondents

	Unweighted	Weighted
Unweighted Total	1034	1034
Weighted Total	1034 100%	1034 100%
Conservative	312 30%	304 29%
Labour	373 36%	385 37%
Liberal Democrat	88 9%	69 7%
UKIP	66 6%	70 7%
Some other party	53 5%	49 5%
Did not vote	124 12%	136 13%
Don't remember	6 1%	5 *
Prefer not to say	12 1%	16 2%