

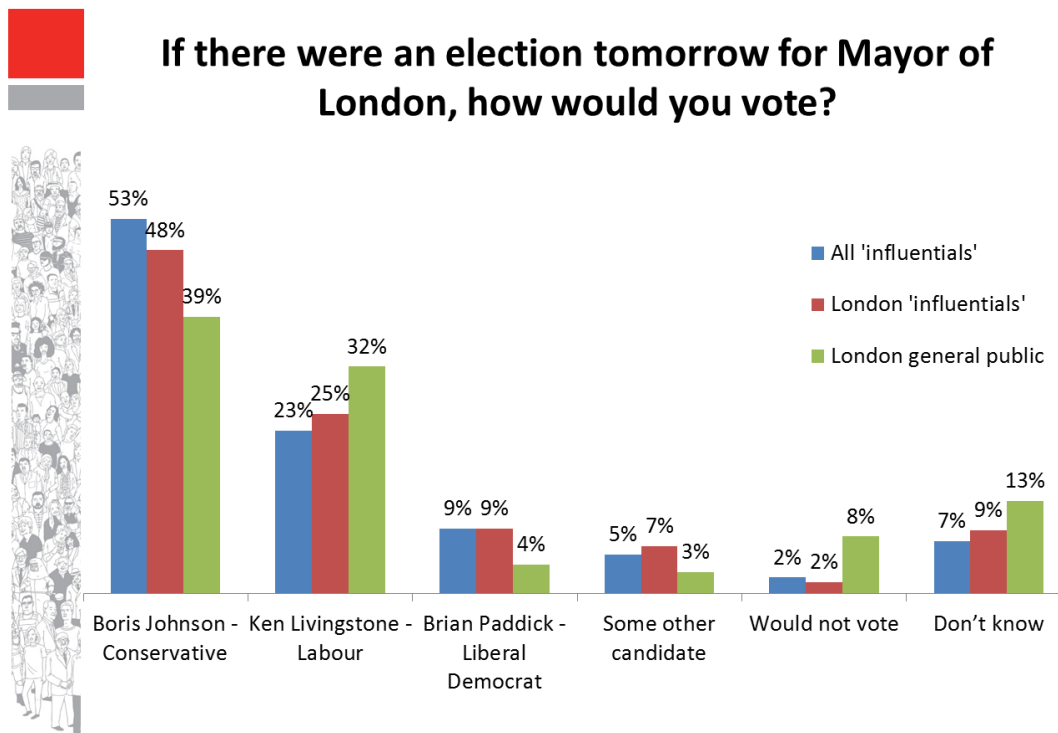
THE MAY 2012 LONDON MAYORAL ELECTION

A majority of UK ‘influentials’ would vote for Boris Johnson to remain Mayor of London at the elections on May 3. Respondents feel Johnson would be the most successful as Mayor and that he has been better at enhancing London’s global reputation than was Ken Livingstone. However, the evaluation of Johnson’s impact on the cost of living, crime, and environmental sustainability is mixed. In general the introduction of an elected Mayor of London is viewed positively by 86% of those ‘influentials’ polled.

YouGovStone interviewed 732 members of its ThinkTank of 4000+ influential Britons in March and April 2012, with panellists including those drawn from politics, business, media, academia, NGOs, and the public sector. 450 were registered London voters. YouGov also interviewed a representative sample of 1227 London voters in March 2012.

Headline voting intention

Boris Johnson comes out top with 53% of the ThinkTank saying they would vote for him; Ken Livingstone trails behind at 23%, with Brian Paddick third at 9%. Amongst those ‘influentials’ actually eligible to vote in London, Johnson’s lead is only slightly narrower, with 48% stating they would vote for Johnson and 25% for Livingstone. This has only changed marginally compared to when the question was last posed to London voters on the panel in October. (However, most of the respondents answered the current survey before the ‘lift incident’ on the 3rd of April.)



Base: 732 UK 'influentials', of which 450 are London voters; 1227 members of the London general public

Johnson is more popular amongst the ‘influential’ respondents than the general voting public in London; in a YouGov poll in March, Johnson was only ahead of Livingstone by 7

percentage points. One trend from the YouGov polling with the public that is mirrored in the survey with the ‘influentials’ is that there is a significant proportion (35%) of respondents that would vote Labour nationally but do not support Livingstone; 13% of these would vote for Johnson. By contrast, none of the Conservative voters on the panel would vote for Livingstone. Of those that would vote Liberal Democrat nationally, only 43% claim they would vote for Paddick, with 36% giving their vote Johnson and 14% to Ken.

Respondents working in Business are more likely to support Johnson, with 65% claiming they would vote for him versus only 14% for Livingstone. On the other hand, those working in Education or Media are less likely to support Johnson, but just a third would vote for Livingstone.

The three top candidates

Evaluating the three top candidates in turn, respondents were asked to judge how successful they think each would be as Mayor were they to win the election. Again, Johnson comes out top, with three quarters of respondents stating that they think he would be ‘very’ or ‘fairly’ successful were he to gain a second tenure. Even 47% of Labour voters believe this.

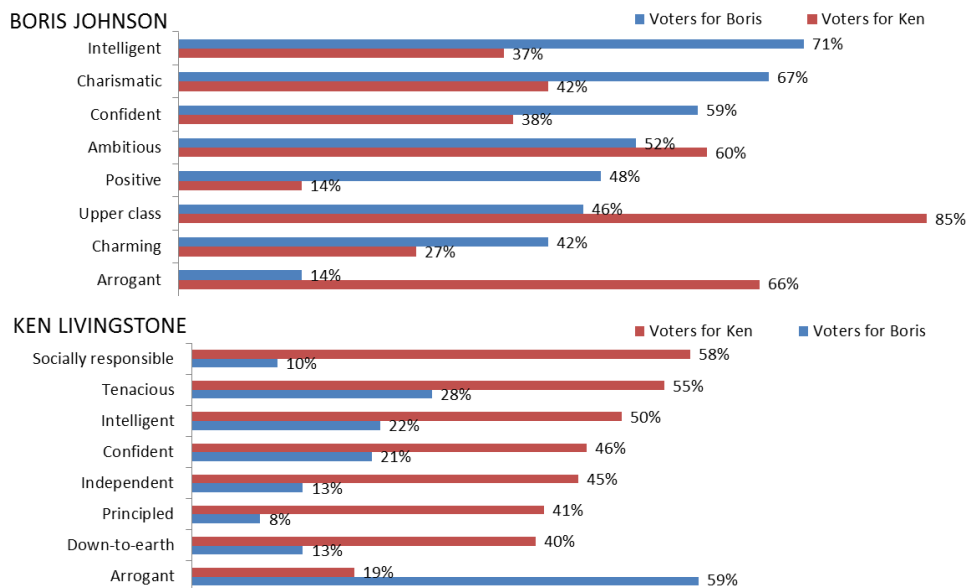
Compared to these figures, Livingstone divides the panel; exactly 48% believe he would do well, but the same proportion of respondents do not think he would be a successful Mayor.

Brian Paddick is largely seen negatively, with more than half of the ThinkTank believing he would be an unsuccessful Mayor; 26% did not feel they could even judge him and opted for ‘Don’t know’ (and even 20% of Liberal Democrat voters nationally did so.)

Candidate characteristics

Respondents were shown a list of 30 characteristics (mostly positive) and asked to select those they associate with each of the three main mayoral candidates. The charts below show how Boris is seen by those who say they will vote for him as being intelligent, charismatic, confident and ambitious. However the top characteristics picked by Ken’s voters when thinking about Boris are upper class, arrogant, ambitious, confident and intelligent.

Thinking about each of the three main London mayoral candidates in turn, please select from the characteristics you associate with each. (TOP 7 + 'arrogant')



Base: 387 UK 'influentials' that would vote for Boris Johnson; 168 that would vote for Ken Livingstone

Amongst those who would vote for him, Ken is seen as socially responsible, tenacious, intelligent, confident and independent. Boris voters believe Ken is instead primarily arrogant and ambitious with all other characteristics coming out much lower, including the next ranking characteristics tenacious, intelligent and tough.

Amongst those who would actually vote for them one large difference is that 41% of Ken's voters say he is principled but only 15% of Boris's voters think Boris is principled. Both candidates are seen to lack sincerity – 19% of Boris voters pick it for him compared to 25% of Ken's voters selecting it for Ken. Likewise scores for trustworthy are also low for both, at 16% and 19% for Boris and Ken respectively.

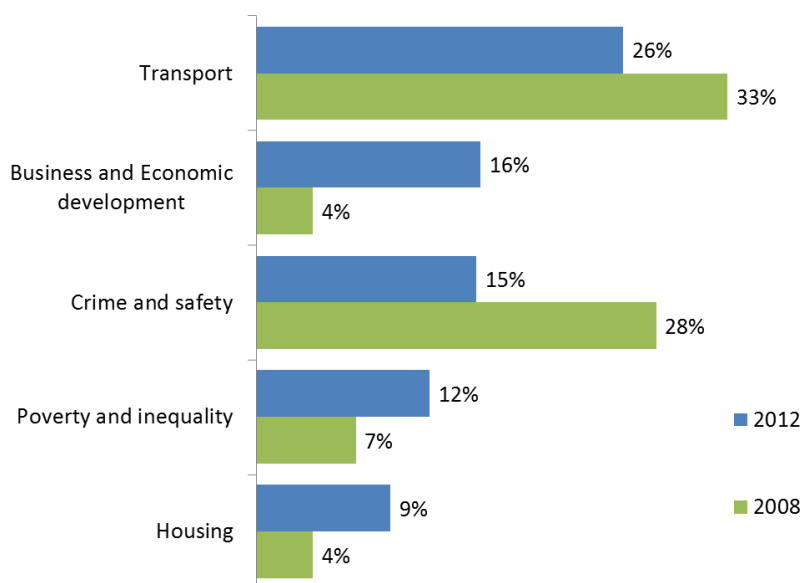
Key policy issue

When asked about policy priorities for the Mayor over the next four years, Transport comes top as it did in our 2008 poll. Crime and Safety has dropped back from 28% in 2008 to just 15% now, whilst by contrast Business and Economic Development has risen from 4% in 2008 to 16% now.

These changes may reflect the continuing economic problems faced by London in recent years or could be a comment on the perception of Johnson's work on crime and safety, even though, as we see lower down, few actually believe London has become a safer city under Johnson as Mayor.



And in your opinion, which ONE of the following policy areas should be priority for the Mayor? (TOP 5)



Base: 2012, 732 UK 'influentials'; 2008, 755 UK 'influentials'

Evaluation of Boris Johnson's tenure

Turning to an evaluation of Boris Johnson's time as Mayor, respondents were asked to judge how London had been impacted.

First, on the issue of safety, only 25% of respondents agree that 'London has become a safer city under Boris Johnson as Mayor'; 29% disagree. The ThinkTank is also divided as to whether London has become more environmentally sustainable under Johnson; 29% agree but 27% disagree. In both of these cases, around two fifths of respondents selected 'Neither agree nor disagree'.

Only on the issue of the cost of living is there more agreement, with 42% agreeing that 'London has become a more expensive city under Boris Johnson as Mayor'. Of those respondents that would vote for Livingstone 81% in total agree (58% agree and 23% strongly agree) that the cost of living has risen under Johnson.

Over half (58%) state that Johnson has performed 'slightly better' or 'much better' than expected as Mayor, including a third of Ken's supporters. For a further 30%, Johnson has performed exactly as they had expected; only 11% think he has been worse.

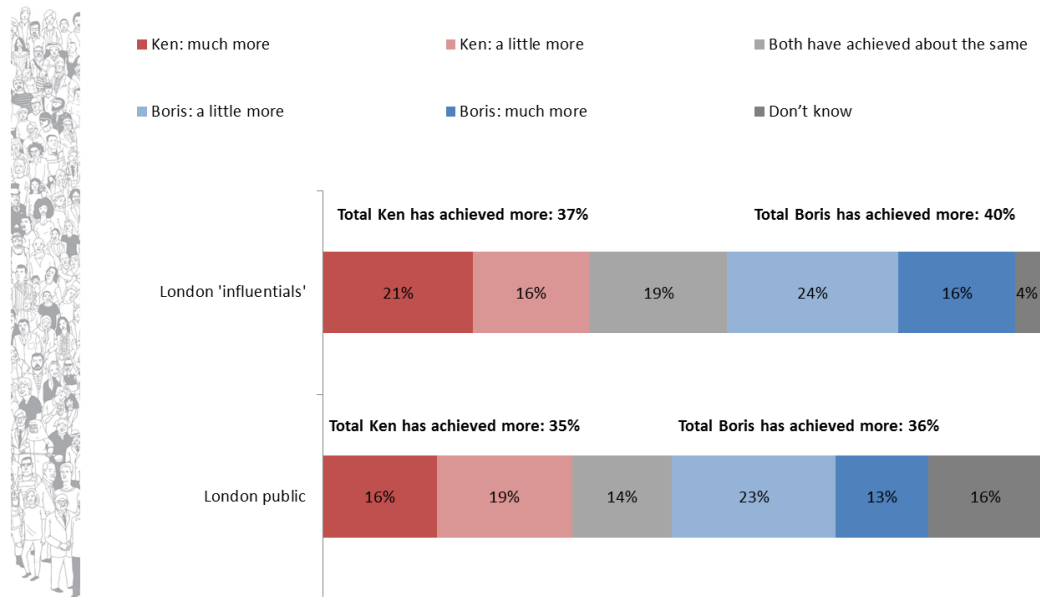
Comparison between Johnson's and Livingstone's time in office

Directly comparing the tenures of Johnson and Livingstone, respondents were asked to evaluate who achieved more during their time as Mayor. 32% believe that Livingstone has achieved more, compared to 43% who judge Johnson's record to be better. Respondents in Business were more likely to rate Boris' achievements higher (53%), as opposed to those in Education, Government and Politics, Charity, and the Media, where Livingstone is seen as having been more successful.

60% of Ken’s voters think he achieved ‘much’ more, compared to only 30% of Boris’s who think he achieved ‘much’ more.

For the London voters on the panel, the split is quite close, although Johnson still does slightly better –40% think he has achieved more, compared to 37% rating Livingstone’s tenure more highly. When YouGov posed the same question to the general public in London in March, the balance between the two top contenders was similarly even. 34% of the general public believe Ken has achieved more, compared to 36% claiming the same about Johnson.

Who do you think has achieved more for London during their time as Mayor?



Base: 732 UK 'influentials', of which 450 are London voters; 1227 members of the London general public

London’s global reputation and the success of having an elected mayor

45% of the ThinkTank agrees or strongly agrees that ‘London’s global reputation has been enhanced under Boris Johnson as Mayor’. 23% however disagree. Respondents working in Business were even more likely to agree, with 52% crediting Johnson’s achievements for London’s world standing. However, slightly fewer of those working in Government and Politics (40%) and of those in the Media (39%) agree.

Across all sectors, respondents are less positive about Livingstone’s impact on London’s global reputation. Only 22% overall agree that ‘London’s global reputation was enhanced when Ken Livingstone was Mayor’; 53% disagree (34% disagree and 19% strongly disagree). Those working in Business are even more critical, with 60% disagreeing and just 17% agreeing. And even those who would vote Labour at the next general election are not all behind Ken’s record; less than half agree that Livingstone has had a positive impact on London’s global standing.

Finally, in more general terms, those surveyed were asked whether the introduction of an elected mayor for London has been a success or a failure. An overwhelming proportion, 86%, see it has having been a success, and only 6% describe the introduction of an elected Mayor

as a failure.

YouGovStone's ThinkTank is a group of over 4,000 influential individuals who take part in regular online surveys. Predominantly UK based, these leaders in their field are drawn from sectors including politics, business, media, public sector, academia and NGOs.

PLEASE NOTE, YOUGOVSTONE IS A PREDECESSOR OF YOUGOV'S REPUTATION DEPARTMENT.

YouGov now regularly surveys MPs, business leaders and other groups of high level decision makers in the UK and internationally. If your organisation needs to know what these individuals think, please contact Oliver Rowe, Director of Reputation Research on +44 (0)207 012 6032 or email oliver.rowe@yougov.com