YouGov / PLMR Survey Results

Sample Size: 1002 London Adults
Fieldwork: 14th - 16th July 2015

		Vote in 2015				Gender		Age				Social Grade	
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Weighted Sample	**1002**	x	x	x	x	494	508	120	359	322	201	575	427
Unweighted Sample	1002	300	356	89	75	460	542	91	338	329	244	668	334
	%	%	%	%	%	%	%	%	%	%	%	%	%

Services such as Uber and Cabbie have been launched allowing users to pay for cab fares electronically using their smartphones. These services are often cheaper than using a Black Cab however some people argue that this could put Black Cabs out of business.

To what extent do you agree or disagree with the following statements? - "Services like Uber and Cabbie are good for Londoners"

Strongly agree	**25**	25	28	16	35	29	21	38	31	22	11	27	23
Tend to agree	**30**	30	31	37	20	31	30	30	35	29	23	29	32
TOTAL AGREE	**55**	**55**	**59**	**53**	**55**	**60**	**51**	**68**	**66**	**51**	**34**	**56**	**55**
Neither agree nor disagree	**22**	22	19	26	17	19	25	17	19	23	28	21	23
Tend to disagree	**8**	11	7	8	9	8	8	5	5	7	18	9	8
Strongly disagree	**8**	4	9	9	13	8	7	2	4	11	12	8	7
TOTAL DISAGREE	**16**	**15**	**16**	**17**	**22**	**16**	**15**	**7**	**9**	**18**	**30**	**17**	**15**
Don't know	**7**	7	6	4	7	6	8	8	6	6	8	6	8

To what extent do you agree or disagree with the following statements? - "Black Cabs will probably not exist in London in 20 years"

Strongly agree	**9**	8	10	7	22	10	8	20	8	8	6	8	11
Tend to agree	**21**	20	22	20	19	19	22	9	20	23	23	19	22
TOTAL AGREE	**30**	**28**	**32**	**27**	**41**	**29**	**30**	**29**	**28**	**31**	**29**	**27**	**33**
Neither agree nor disagree	**20**	19	19	15	13	22	18	18	19	18	27	20	20
Tend to disagree	**32**	33	30	41	27	32	31	37	32	31	27	33	30
Strongly disagree	**10**	12	9	9	11	9	11	8	12	8	10	12	7
TOTAL DISAGREE	**42**	**45**	**39**	**50**	**38**	**41**	**42**	**45**	**44**	**39**	**37**	**45**	**37**
Don't know	**9**	8	9	8	7	8	9	7	8	11	7	7	10

To what extent do you agree or disagree with the following statements? - "You should be able to pay for Black Cabs using contactless payments"

Strongly agree	**35**	37	39	29	40	38	33	41	40	32	29	39	31
Tend to agree	**40**	39	38	52	27	36	44	29	41	44	39	40	40
TOTAL AGREE	**75**	**76**	**77**	**81**	**67**	**74**	**77**	**70**	**81**	**76**	**68**	**79**	**71**
Neither agree nor disagree	**14**	11	14	18	12	15	14	19	15	10	18	11	19
Tend to disagree	**3**	4	4	0	2	2	5	2	0	5	6	4	2
Strongly disagree	**2**	1	1	0	16	3	1	0	2	4	1	3	1
TOTAL DISAGREE	**5**	**5**	**5**	**0**	**18**	**5**	**6**	**2**	**2**	**9**	**7**	**7**	**3**
Don't know	**5**	7	4	0	3	6	4	9	3	4	7	3	8

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