

YouGov / Queen Mary University London Survey Results

Sample Size: 1044 London Adults
Fieldwork: 25th - 29th September 2017

	Vote in 2017			EU Ref 2016		Voting intention			Gender		Age				Social Grade		
	Con	Lab	Lib Dem	Remain	Leave	Con	Lab	Lib Dem	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	1044	277	456	74	500	335	237	444	68	509	535	120	568	212	144	616	428
Unweighted Sample	1044	265	399	99	512	333	245	413	83	433	611	118	521	226	179	645	399
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

George Osborne became editor of the Evening Standard about six months ago. In that time, do you think the Evening Standard has improved, got worse, or stayed the same?

[Respondents randomly saw this or the following question on the Evening Standard; n=511]

Has improved	7	6	7	11	10	1	9	5	18	11	3	10	8	4	4	8	5
Has got worse	11	14	12	3	5	22	10	12	0	15	7	6	9	14	15	11	11
Has stayed much the same	21	23	21	31	24	18	23	24	34	23	20	16	21	21	31	22	20
Not sure	16	12	16	13	17	13	9	13	18	13	18	15	17	17	5	17	14
Not applicable - I never read the Evening Standard	46	45	44	41	43	45	48	46	30	37	53	53	45	44	44	42	51

In the last six months, do you think the Evening Standard has improved, got worse, or stayed the same?

[Respondents randomly saw this or the previous question on the Evening Standard; n=533]

Has improved	6	5	7	13	8	3	7	7	15	9	3	8	7	4	7	9	3
Has got worse	12	14	14	9	12	16	11	16	7	17	8	2	12	15	17	14	11
Has stayed much the same	23	23	24	40	27	24	25	22	37	24	23	18	23	24	28	24	23
Not sure	13	11	15	5	14	8	11	13	12	12	15	27	12	14	9	8	21
Not applicable - I never read the Evening Standard	44	47	40	33	39	50	47	41	29	37	52	45	46	43	39	45	43

**Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*