

# YouGov / Evening Standard Survey Results

Sample Size: 1051 electors throughout London  
Fieldwork: 20th - 25th March 2008

	Party ID			1st Pref Headline Voting Intention			Gender		Age			Social Grade		
	Total	Lab	Con	Lib Dem	Boris Johnson	Ken Livingstone	Brian Paddick	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE
<b>London</b>	<b>1051</b>	431	294	106	372	293	80	501	550	393	249	408	630	418
Unweighted Sample	1051	381	330	114	398	293	89	493	558	261	233	557	693	355
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## 1st Pref Headline Voting Intention

Boris Johnson	<b>47</b>	22	86	40	100	0	0	44	51	49	37	52	48	47
Ken Livingstone	<b>37</b>	67	5	24	0	100	0	38	37	39	45	32	37	38
Brian Paddick	<b>10</b>	7	5	31	0	0	100	13	7	7	11	12	11	10
Other	<b>5</b>	4	4	4	0	0	0	5	5	5	6	4	5	5

## 1st Pref Other Parties Voting Intention

Sian Berry, Green	<b>2</b>	2	0	2	0	0	0	1	2	1	3	1	2	1
Richard Barnbrook, BNP	<b>1</b>	1	1	0	0	0	0	1	0	1	0	1	1	1
Matt O'Connor, English Democrat	<b>1</b>	0	1	0	0	0	0	0	1	1	1	0	1	0
Gerard Batten, UKIP	<b>0</b>	0	1	1	0	0	0	0	1	0	1	1	0	1
Alan Craig, Christian Peoples Alliance	<b>0</b>	1	0	0	0	0	0	0	1	0	1	0	0	1
Chris Prior, Stop Congestion Charging	<b>0</b>	0	1	0	0	0	0	0	0	1	0	0	0	1
Lindsey German, Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0

## 1st Pref Non Voters

Would Not Vote	<b>9</b>	10	4	9	0	0	0	8	10	13	8	6	7	12
Don't know	<b>17</b>	15	10	20	0	0	0	10	23	20	16	14	17	17

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### 2nd Pref Headline Voting Intention

Brian Paddick	<b>43</b>	49	38	44	50	53	4	40	46	31	47	50	46	38
Boris Johnson	<b>18</b>	14	23	14	10	19	39	22	14	23	10	19	15	23
Ken Livingstone	<b>14</b>	15	9	21	13	6	37	15	13	18	14	11	12	17
Other	<b>25</b>	22	31	21	28	22	20	23	27	27	29	20	26	23

### 2nd Pref Other Parties Voting Intention

Sian Berry Green	<b>10</b>	13	6	12	6	19	8	10	11	14	14	5	13	6
Alan Craig Christian Peoples Alliance	<b>2</b>	3	3	0	3	1	2	3	2	3	2	2	1	5
Gerard Batten UKIP	<b>2</b>	0	7	2	5	0	2	2	3	2	3	3	2	3
Chris Prior Stop Congestion Charging	<b>2</b>	2	4	0	4	0	0	1	3	2	2	2	3	2
Richard Barnbrook BNP	<b>2</b>	1	1	2	3	1	1	3	1	0	4	2	1	3
Lindsey German Respect	<b>1</b>	1	2	0	2	1	0	1	1	2	1	0	1	1
Matt O'Connor English Democrat	<b>1</b>	0	1	3	0	0	3	1	1	1	0	1	1	1
Other	<b>0</b>	1	1	0	0	0	1	0	1	0	1	1	1	0

### 2nd Pref Non Voters

Would Not Vote	<b>30</b>	31	33	22	31	29	11	30	30	32	26	31	30	30
Don't know	<b>20</b>	16	19	21	11	5	9	13	26	24	19	17	21	18

### Assembly Headline Voting Intention

Labour	<b>37</b>	75	3	9	8	81	13	40	34	37	53	27	35	40
Conservative	<b>42</b>	11	92	22	85	4	14	38	47	40	30	51	44	38
Liberal Democrat	<b>15</b>	9	2	61	5	9	71	15	14	16	12	15	16	12
Other	<b>6</b>	5	3	8	2	6	2	7	5	7	5	6	5	9

### Assembly Other Parties Voting Intention

Green	<b>3</b>	3	0	2	0	4	1	3	3	4	3	2	4	2
BNP	<b>2</b>	0	1	3	1	0	0	2	1	2	1	2	0	4
Independent	<b>1</b>	1	1	0	0	0	0	1	1	1	0	1	0	1
UKIP	<b>1</b>	1	0	2	0	1	0	1	1	0	1	1	0	1
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0
English Democrat	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0
None of these	<b>0</b>	0	0	0	0	0	1	0	0	0	0	0	0	0
Don't know	<b>1</b>	0	0	1	0	0	0	1	0	0	1	1	1	1

### Assembly Non Voters

Would Not Vote	<b>9</b>	9	4	9	1	1	0	7	11	14	5	6	7	12
Don't know	<b>18</b>	15	9	18	8	8	17	12	23	19	18	17	17	19

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<b>London</b>	<b>1051</b>	431	294	106	372	293	80	501	550	393	249	408	630	418
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**In your opinion which of these candidates will do most to enhance London's reputation?**

Boris Johnson Conservative	34	16	72	24	86	2	1	35	33	31	27	40	35	32
Ken Livingstone Labour	31	55	7	18	2	92	9	35	27	31	37	27	32	30
Brian Paddick Liberal Democrat	9	7	5	23	2	2	78	11	7	6	8	12	10	7
Some other candidate	6	7	4	6	1	1	0	7	6	6	9	5	7	6
Don't know	20	16	13	28	8	4	11	13	27	25	19	16	17	25

**In your opinion which of these candidates would you trust the most to act in your best interests in the event of another terrorist attack on London?**

Boris Johnson Conservative	26	10	59	17	68	1	2	26	25	26	20	30	26	25
Ken Livingstone Labour	29	52	7	24	3	82	6	33	25	31	36	23	30	28
Brian Paddick Liberal Democrat	14	12	10	25	10	5	83	19	9	8	16	19	16	11
Some other candidate	6	5	4	6	1	0	1	6	6	6	7	5	6	5
Don't know	25	20	21	29	18	12	8	16	34	30	22	23	21	32

**In your opinion which of these candidates would be best placed to improve the lives of London's ethnic minority communities?**

Boris Johnson Conservative	19	10	40	15	49	1	1	20	18	21	12	22	19	18
Ken Livingstone Labour	38	58	19	25	18	85	24	42	34	37	45	33	38	36
Brian Paddick Liberal Democrat	8	6	6	17	5	4	56	12	5	6	10	10	9	8
Some other candidate	7	6	5	9	4	1	3	7	7	8	9	5	8	6
Don't know	28	19	30	33	25	10	16	20	35	28	24	30	26	31

**In your opinion which THREE of the following policy areas should be the MAIN priorities for the Mayor?**

Crime and safety	73	70	79	73	79	67	78	74	72	71	73	76	70	77
Travelling by public transport (e.g. bus tube train)	66	68	63	64	64	79	71	70	63	67	67	65	70	62
Council tax	35	27	48	28	44	19	32	33	36	34	32	37	34	36
Housing	34	37	26	42	28	36	30	30	38	40	32	30	33	36
Environment and climate change	21	26	12	29	15	33	26	21	22	24	20	19	20	23
Business and economic development	17	14	22	16	20	16	18	21	12	13	20	18	20	12
Travelling by car/ congestion charge	16	16	20	15	23	13	12	14	18	11	23	17	16	15
The Olympic Games and its legacy	10	12	8	12	10	14	14	10	11	9	12	10	13	7
Planning policy	7	6	7	9	7	6	11	8	6	6	5	8	9	3
Arts and culture	5	6	4	8	5	8	4	4	6	6	5	5	5	6
Support for London's ethnic minorities	3	5	2	1	1	4	1	3	4	5	2	2	2	5
Don't know	2	2	2	1	0	0	0	2	2	2	1	3	1	4

**Do you agree or disagree with the following statements?**

	Party ID			1st Pref Headline Voting Intention			Gender		Age			Social Grade		
	Total	Lab	Con	Lib Dem	Boris Johnson	Ken Livingstone	Brian Paddick	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE
<b>London</b>	<b>1051</b>	431	294	106	372	293	80	501	550	393	249	408	630	418
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**The private lives of the candidates for London mayor don't matter to me**

Strongly agree	28	32	21	31	22	33	33	30	26	30	32	23	25	32
Tend to agree	34	34	34	36	30	38	42	33	35	33	33	35	37	28
Neither agree nor disagree	18	18	16	18	20	14	9	13	22	15	18	20	16	20
Tend to disagree	14	12	19	9	18	11	12	16	12	16	11	13	15	12
Strongly disagree	5	3	9	4	10	2	4	6	4	2	4	8	5	4
Don't know	2	2	1	2	1	2	0	2	2	3	2	0	1	3

**Travelling around London has become easier in the past 4 years**

Strongly agree	8	13	2	8	2	21	5	9	7	9	8	7	8	8
Tend to agree	29	35	20	36	19	44	34	31	27	27	32	29	30	28
Neither agree nor disagree	24	24	26	19	23	19	24	23	26	28	21	22	24	25
Tend to disagree	19	13	24	25	27	7	21	16	22	17	21	20	18	22
Strongly disagree	15	9	26	11	27	4	8	16	15	13	14	18	16	13
Don't know	4	6	3	3	3	4	8	5	4	5	4	4	4	5

**Crime in my local area has fallen in the past few years**

Strongly agree	3	6	0	1	0	7	3	4	2	2	4	2	2	3
Tend to agree	10	14	5	11	5	22	11	13	7	10	10	9	10	10
Neither agree nor disagree	24	28	20	25	19	32	22	24	25	19	26	29	24	25
Tend to disagree	28	25	32	26	32	20	34	26	30	31	26	27	30	26
Strongly disagree	24	13	36	27	37	7	18	21	27	20	25	26	23	25
Don't know	11	14	7	11	7	11	11	13	10	17	9	7	12	11

**Do you support or oppose the following proposals?**

**Increasing the Congestion Charge to £25 a day for higher polluting cars**

Support	41	50	26	50	25	69	37	48	35	44	47	34	42	39
Neither support nor oppose	18	17	15	22	19	14	26	16	20	17	14	22	16	21
Oppose	39	30	57	25	55	16	36	34	42	36	37	42	40	37
Don't know	2	3	1	3	1	1	1	2	2	3	3	2	2	4

**Building a third runway at Heathrow**

Support	26	28	31	20	28	30	28	35	17	30	24	22	26	25
Neither support nor oppose	33	35	30	29	32	28	25	28	37	34	37	29	31	35
Oppose	36	31	35	46	38	37	45	33	39	29	33	45	38	34
Don't know	5	5	4	5	3	5	2	3	7	8	5	3	4	7

## YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and political party identification:

	Unweighted no.	Weighted no.
<b>Age and Gender</b>		
Male 18 to 24	<b>29</b>	<b>64</b>
Male 25 to 39	<b>132</b>	<b>185</b>
Male 40 to 59	<b>180</b>	<b>155</b>
Male 60 +	<b>152</b>	<b>97</b>
Female 18 to 24	<b>40</b>	<b>68</b>
Female 25 to 39	<b>140</b>	<b>195</b>
Female 40 to 59	<b>188</b>	<b>160</b>
Female 60 +	<b>190</b>	<b>127</b>
<b>Social Grade</b>		
ABC1	<b>693</b>	<b>630</b>
C2DE	<b>355</b>	<b>418</b>
<b>Newspaper Type</b>		
Express / Mail	<b>288</b>	<b>188</b>
Sun / Star	<b>144</b>	<b>220</b>
Mirror / Record	<b>96</b>	<b>157</b>
Guardian / Independent	<b>82</b>	<b>65</b>
FT / Times / Telegraph	<b>117</b>	<b>119</b>
Other Paper	<b>140</b>	<b>89</b>
No Paper	<b>182</b>	<b>211</b>
<b>Political Party Identification</b>		
Lab	<b>381</b>	<b>431</b>
Con	<b>330</b>	<b>294</b>
Lib Dem	<b>114</b>	<b>106</b>
Others	<b>22</b>	<b>19</b>
None	<b>187</b>	<b>180</b>
Don't know	<b>17</b>	<b>22</b>

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