

YouGov / ITN Survey Results

Sample Size: 339

Fieldwork: 22nd - 24th January 2008

| | Gender | | Age | | | | | Social Grade | | |
|------------------------------|------------|------|--------|----------|----------|----------|----------|--------------|------|------|
| | Total | Male | Female | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55 + | ABC1 | C2DE |
| All Greater Londoners | 339 | 157 | 173 | 43 | 92 | 82 | 50 | 72 | 203 | 136 |
| Unweighted Sample | 339 | 157 | 173 | 44 | 97 | 61 | 25 | 112 | 228 | 111 |
| | % | % | % | % | % | % | % | % | % | % |

Headline Voting Intention

[excluding Don't Knows and Wouldn't Votes]

| | | | | | | | | | | |
|-----------------|-----------|----|----|----|----|----|----|----|----|----|
| Ken Livingstone | 44 | 45 | 42 | 64 | 49 | 26 | 36 | 51 | 50 | 35 |
| Boris Johnson | 40 | 42 | 41 | 18 | 37 | 58 | 43 | 37 | 38 | 44 |
| Brian Paddick | 8 | 11 | 6 | 11 | 7 | 7 | 7 | 10 | 8 | 8 |
| Other | 8 | 3 | 11 | 7 | 7 | 9 | 14 | 2 | 4 | 13 |

Other Parties Voting Intention

| | | | | | | | | | | |
|--------------------------------|----------|---|---|---|---|---|---|---|---|---|
| Gerard Batten UKIP | 2 | 0 | 4 | 0 | 0 | 4 | 7 | 0 | 1 | 3 |
| Sian Berry Green | 1 | 1 | 1 | 0 | 0 | 0 | 2 | 1 | 1 | 0 |
| Lindsey German Respect | 1 | 0 | 2 | 2 | 2 | 0 | 0 | 0 | 0 | 2 |
| Richard Barnbrook BNP | 1 | 0 | 2 | 0 | 0 | 3 | 0 | 0 | 0 | 2 |
| Garry Bushell English Democrat | 1 | 1 | 0 | 6 | 0 | 0 | 0 | 0 | 0 | 2 |
| Other | 2 | 0 | 1 | 0 | 4 | 2 | 0 | 0 | 1 | 3 |
| Don't know | 1 | 1 | 2 | 0 | 1 | 0 | 5 | 1 | 1 | 2 |

Non Voters

| | | | | | | | | | | |
|----------------|-----------|----|----|----|----|----|----|----|----|----|
| Would Not Vote | 13 | 8 | 17 | 17 | 16 | 15 | 7 | 8 | 11 | 15 |
| Don't know | 17 | 14 | 20 | 22 | 13 | 22 | 15 | 16 | 18 | 17 |

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. |
|---------------------------------------|----------------|--------------|
| Age and Gender | | |
| Male 18 to 24 | 19 | 21 |
| Male 25 to 39 | 54 | 60 |
| Male 40 to 54 | 27 | 49 |
| Male 55 + | 60 | 31 |
| Female 18 to 24 | 25 | 22 |
| Female 25 to 39 | 79 | 63 |
| Female 40 to 54 | 24 | 52 |
| Female 55 + | 51 | 41 |
| Social Grade | | |
| ABC1 | 229 | 203 |
| C2DE | 110 | 136 |
| Newspaper Type | | |
| Express / Mail | 66 | 61 |
| Sun / Star | 52 | 71 |
| Mirror / Record | 34 | 51 |
| Guardian / Independent | 37 | 23 |
| FT / Times / Telegraph | 42 | 40 |
| Other Paper | 51 | 26 |
| No Paper | 57 | 68 |
| Political Party Identification | | |
| Lab | 124 | 139 |
| Con | 89 | 95 |
| Lib Dem | 37 | 34 |
| Others | 6 | 6 |
| None | 71 | 56 |
| Don't know | 12 | 10 |

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